

THE UNITED STATES OF AGING
SURVEY

A stylized map of the United States is centered in the logo. The map is divided into three color-coded regions: the western half is green, the southern half is orange, and the eastern half is blue. A white silhouette of a person with arms raised is superimposed over the map, appearing to hold or support it.

Full Research Findings
July 2015



advocacy | action | answers on aging



SURVEY OVERVIEW



Methodology

- Penn Schoen Berland conducted 1,650 telephone interviews between March 27, 2015 and May 4, 2015
- The survey was conducted among the following audiences , but this report does not include the oversamples markets (Denver and Cincinnati):

Audience	Definition	Sample Size	Margin of Error
General Population Samples			
National 60+ 2015	U.S. adults 60 and older from 2015 study	1,000	+/- 3.1%
National 60+ 2014	U.S. adults 60 and older from 2014 study	1,000	+/- 3.1%
National 60+ 2013	U.S. adults 60 and older from 2013 study	1,007	+/- 3.1%
National 60+ 2012	U.S. adults 60 and older from 2012 study	1,004	+/- 3.09%
Oversampled Audiences			
Denver 2015 Older Adults	U.S. adults 60 and older living in Denver from 2015 study	250	+/- 6.2%
Cincinnati 2015 Older Adults	U.S. adults 60 and older living in Cincinnati from 2015 study	250	+/- 6.2%
Influencer On Aging Audiences			
Overall	n4a Members (50), Credit Union Managers (50), Primary Care Physicians (25) and Pharmacists (25)	150	+/- 8%



- Note: Waves for prior years were conducted as follows:
 - 2014: Between April 3, 2014 and May 6, 2014
 - 2013: Between April 4, 2013 and May 3, 2013
 - 2012: Between May 10, 2012 and June 6, 2012

Methodology

Please note:

- Quotas were implemented on the national Older Adults sample to ensure a representative demographic sample based on U.S. Census Bureau data, including:
 - Geography
 - Age
 - Income
 - Gender
 - Race
- All numbers in this report are percentages unless otherwise noted
- Due to rounding, some of the total percentages do not add up to 100



DETAILED FINDINGS



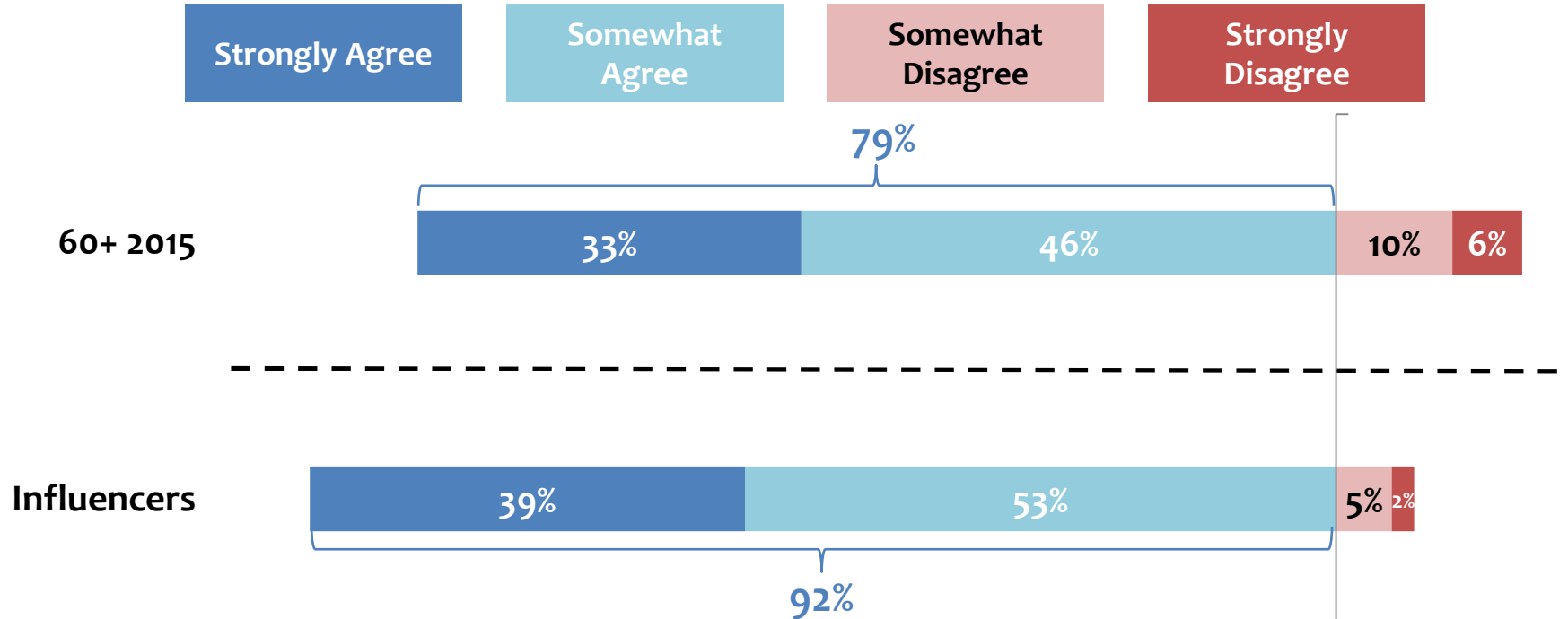
ATTITUDE & PURPOSE



Overall, Older Adults and Influencers are very likely to agree that their communities offer Older Adults a good quality of life

- Influencers are more likely to feel this way, as more than 9 in 10 say they agree, versus about 4 in 5 Older Adults

Please tell me how much you agree with the following statement: “My community offers Older Adults a good quality of life.”



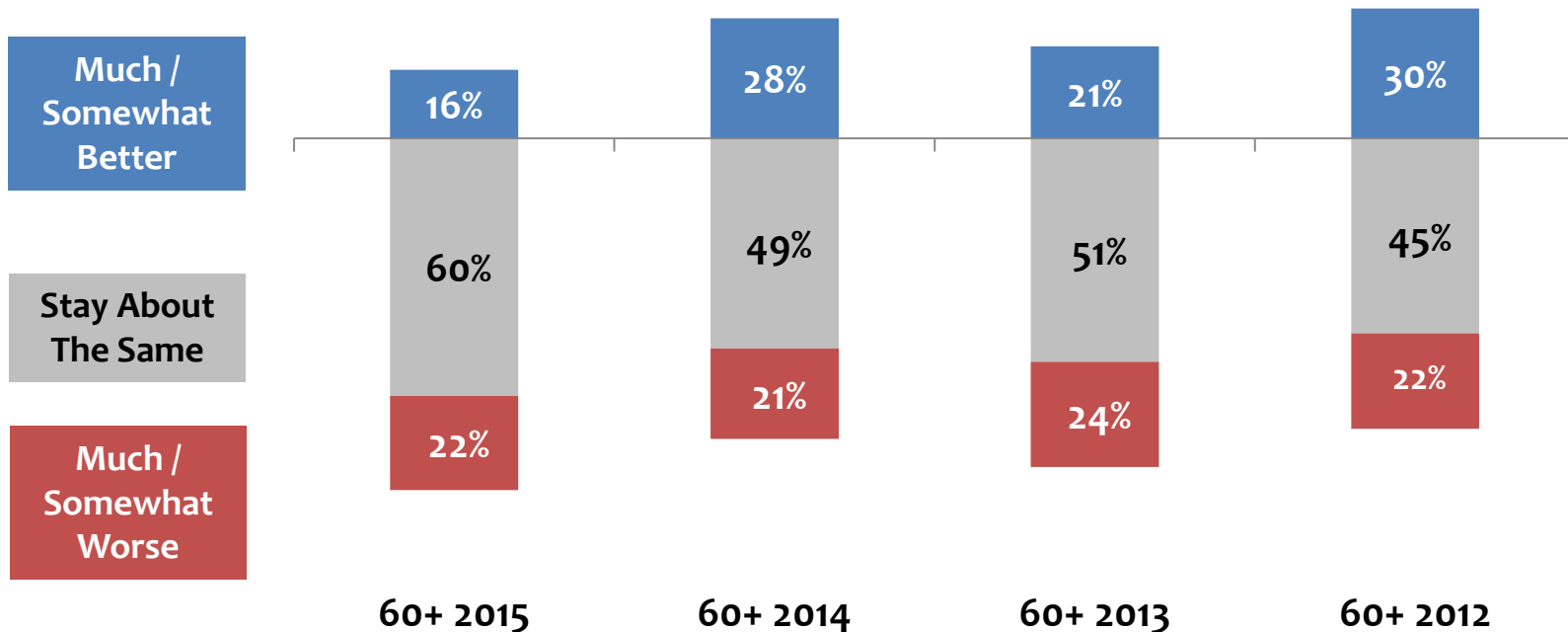
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Q7 (For 60+ 2015, Influencers 2015). Please tell me how much you agree with the following statement: “My community offers Older Adults a good quality of life.”

Compared to previous years, Older Adults in 2015 are less likely to expect their quality of life to improve in the next five to 10 years

- More expect their quality of life to stay about the same than in 2014 and 2013

Expectations for Quality of Life



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Q8 (For 60+ 2015). When thinking about the next five to 10 years, do you expect your overall quality of life to get much better, somewhat better, stay about the same, get somewhat worse or get much worse?

Q7 (For 60+ 2014). When thinking about the next five to 10 years, do you expect your overall quality of life to get much better, somewhat better, stay about the same, get somewhat worse or get much worse?

Q5 (For 60+ 2013). When thinking about the next five to 10 years, do you expect your overall quality of life to get much better, somewhat better, stay about the same, get somewhat worse or get much worse?

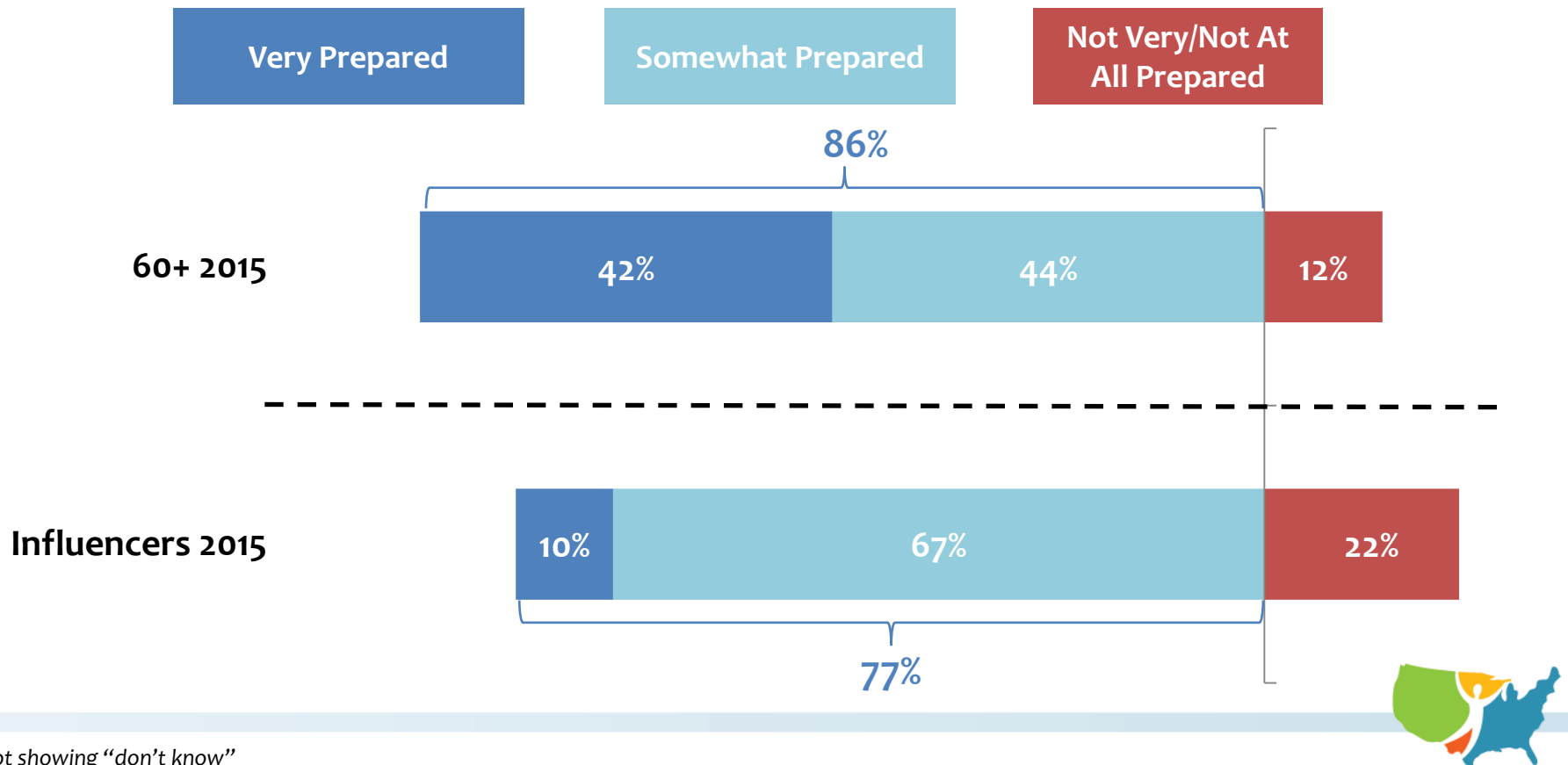
Q6 (For 60+ 2012). When thinking about the next five to 10 years, do you expect your overall quality of life (including your financial well-being, mental and physical health, recreation and leisure time, and family situation) to get much better, somewhat better, stay about the same, get somewhat worse or get much worse?



Older Adults are much more confident in their preparation for the process of aging than Influencers

- Nearly 9 in 10 Older Adults say they are prepared for the process of aging, versus about three-quarters of Influencers

Older Adults' Preparedness for Aging



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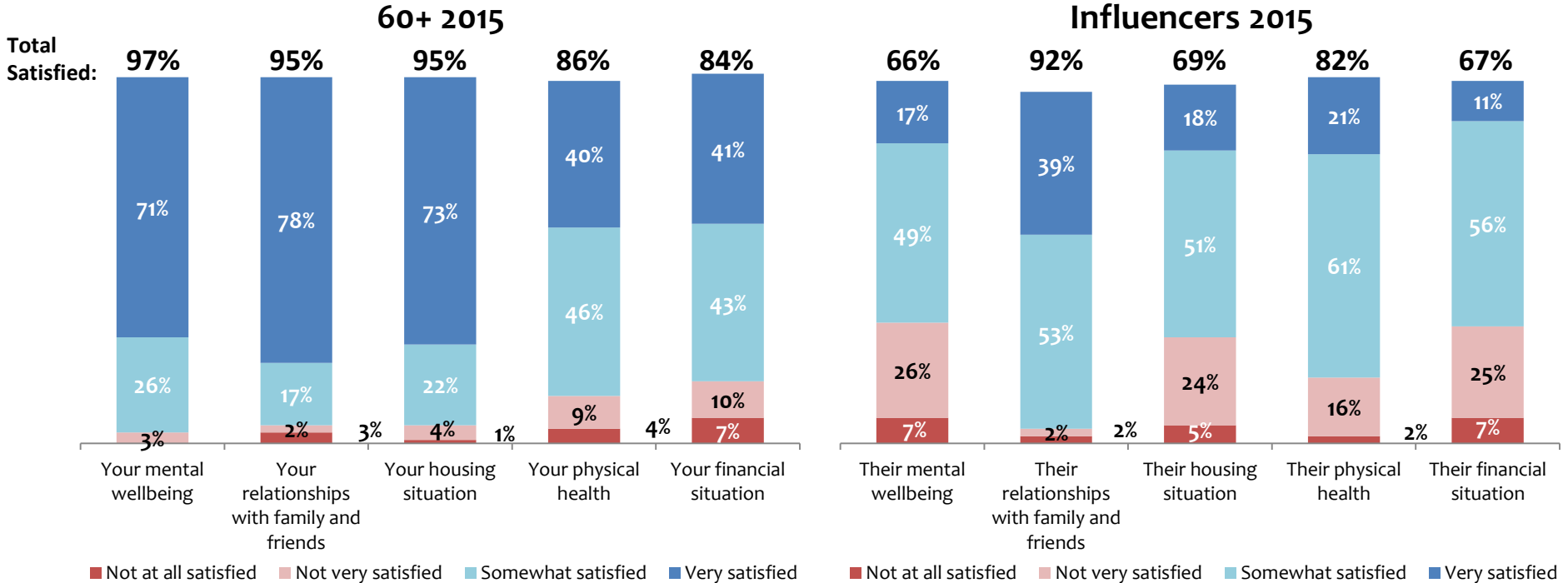
Q9 (For 60+ 2015). In general, how prepared do you feel for the process of aging?

Q8 (For Influencers 2015). In general, how prepared are Older Adults in your community for the process of aging?

While satisfaction is high overall across both groups, Older Adults are less satisfied with their finances and physical health

- Influencers share Older Adults' concerns about physical health and are more concerned about Older Adults' financial situation; Influencers have concerns about housing and mental wellbeing as well; satisfaction is higher among Older Adults overall

Overall Satisfaction for Older Adults (Ranked by Older Adults Satisfied)



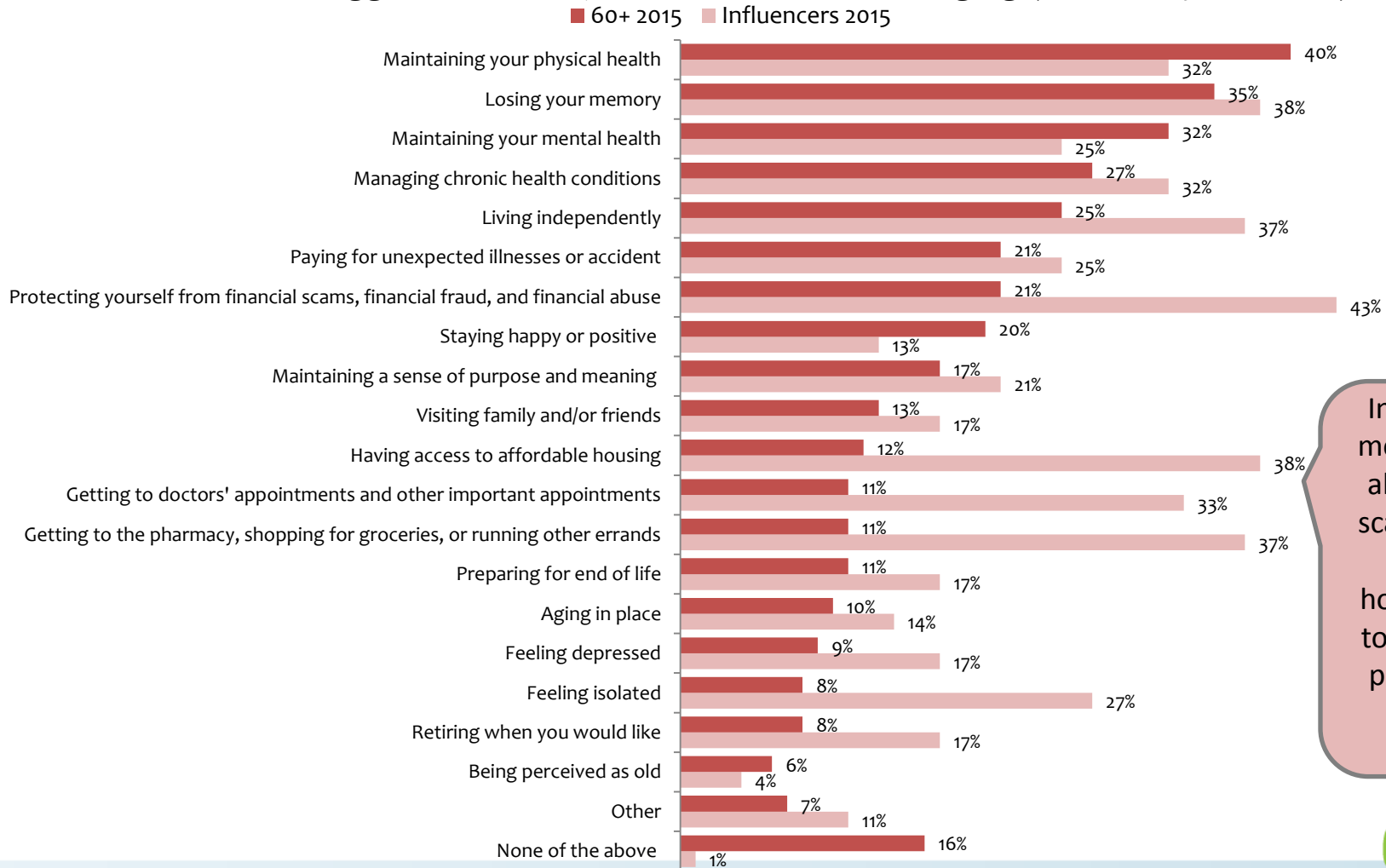
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Q10-14 (For 60+ 2015). For each of the following, please tell me how satisfied you are today.

Q9-13 (For Influencers 2015). Please tell me how satisfied you are with how your community is meeting each of the following needs for Older Adults.

Older Adults and Influencers agree that maintaining physical health and memory loss are major concerns; however, Influencers tend to worry more about financial issues

Five Biggest Concerns for Older Adults About Aging (Ranked by 60+ 2015)



Influencers are more concerned about financial scams, access to affordable housing, getting to the doctor or pharmacy, and feelings of isolation



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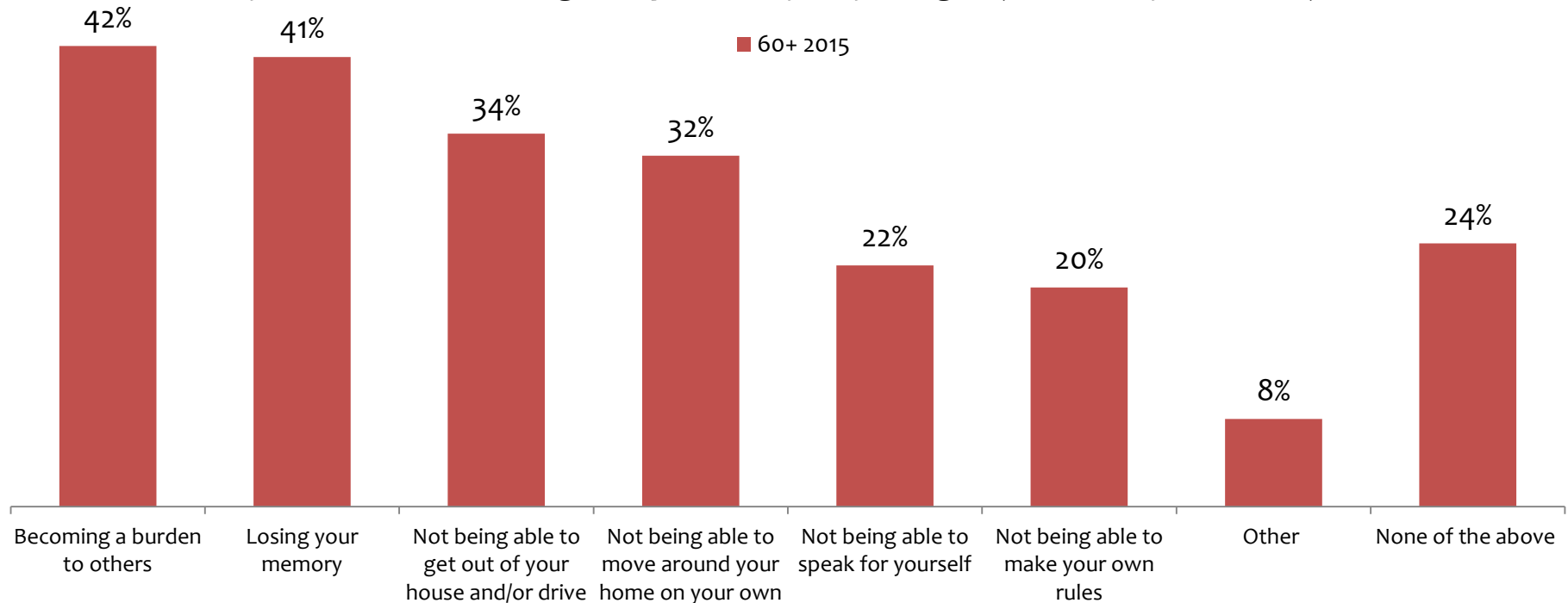
Q15 (For 60+ 2015). What are your five biggest concerns about aging? Please tell me up to five answers. If you have no concerns, please say so.

Q14 (For Influencers 2015). What are the five biggest concerns you have about Older Adults as they age? Please tell me up to five answers. If you have no concerns, please say so.

Older Adults' biggest concerns about living independently are being a burden to others and losing their memory

- **Mobility is also a top of mind concern; however, a quarter of Older Adults say that none of the options concern them**

IF CONCERNED ABOUT LIVING INDEPENDENTLY: What specific concerns do you have about living independently as you age? (Ranked by 60+ 2015)



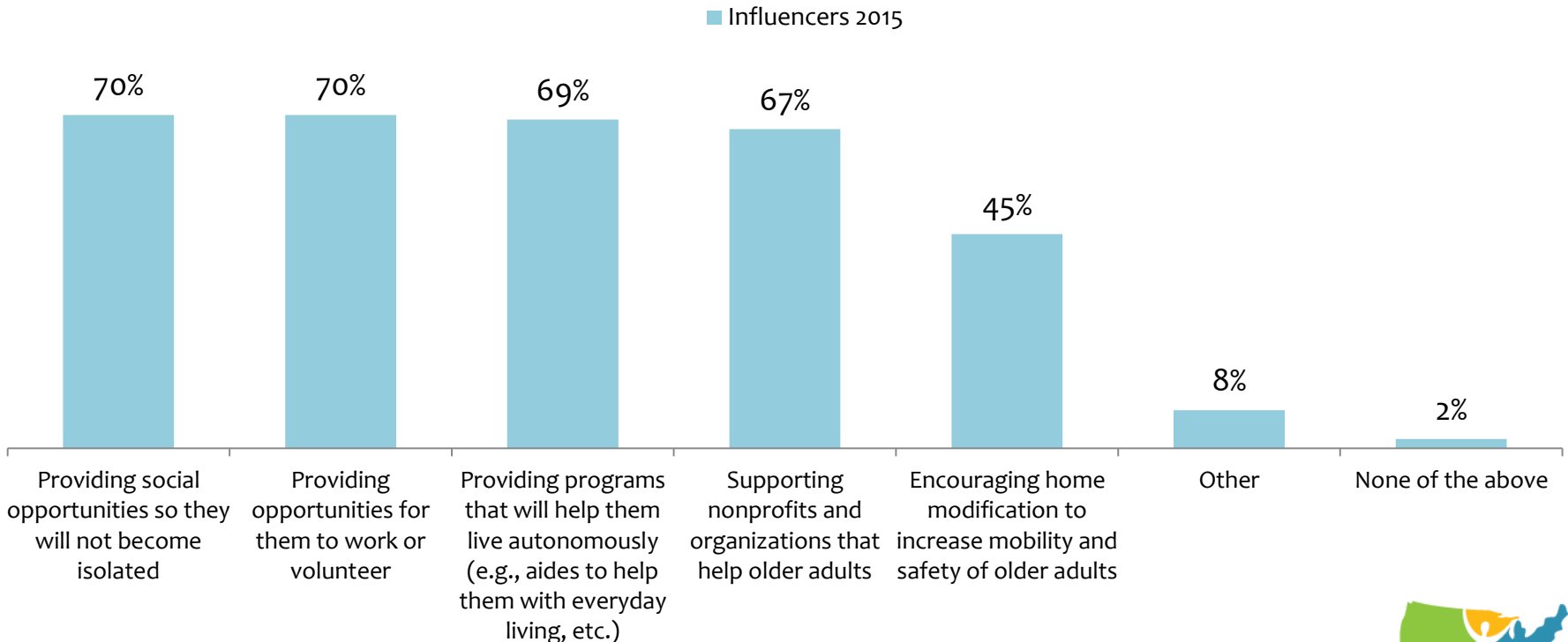
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Q16 (For 60+ 2015). What specific concerns do you have about living independently as you age?

Influencers recognize that their communities are working hard to address issues regarding concerns Older Adults have

- **Most say their communities are providing opportunities for interaction and programs to support Older Adults; less than half say their communities encourage home modification**

Which of the following is your community doing to help address these concerns? (Ranked by Influencers 2015)



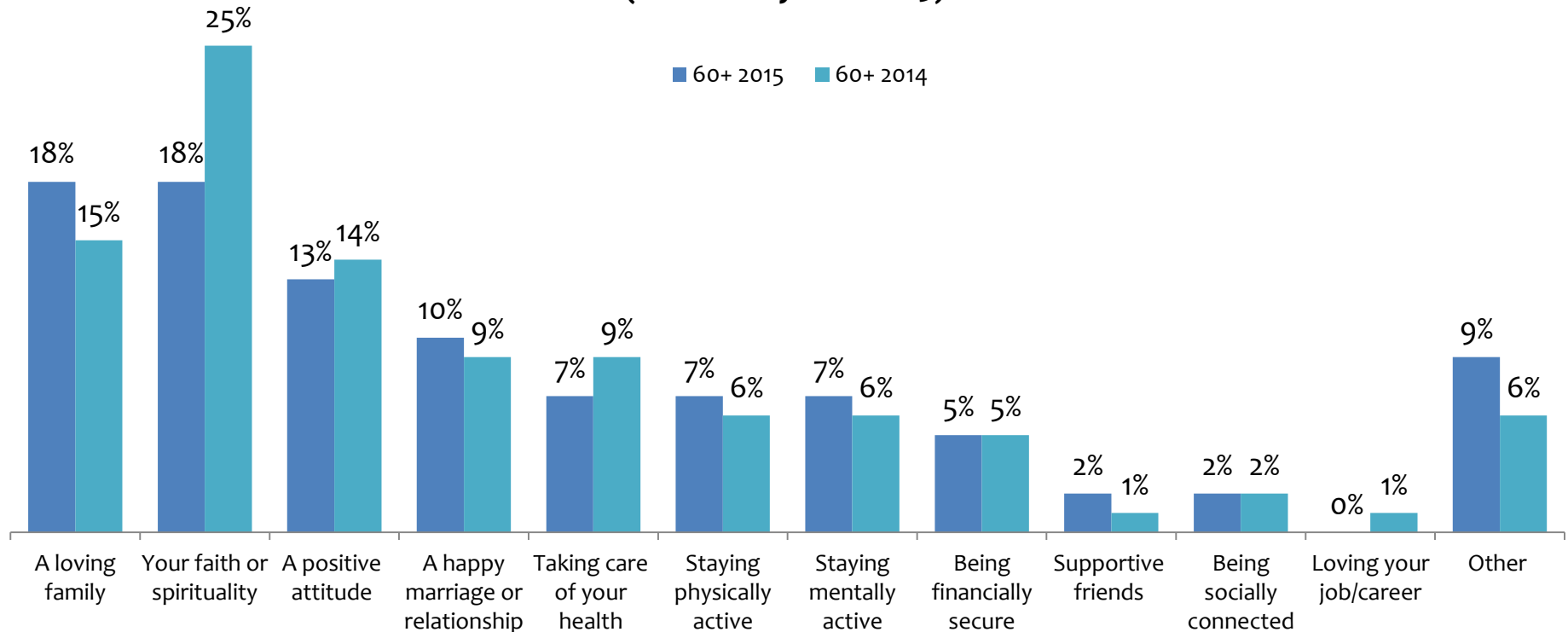
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Q15 (For Influencers 2015). Which of the following is your community doing to help address these concerns?

Family, faith, and having a good attitude are Older Adults' keys to keeping a positive outlook on life

- Fewer Older Adults emphasize their faith and spirituality from 2014, though it is still one of the top keys; otherwise, responses are consistent from last year

What is the most important key to keeping a positive outlook on life?
(Ranked by 60+ 2015)



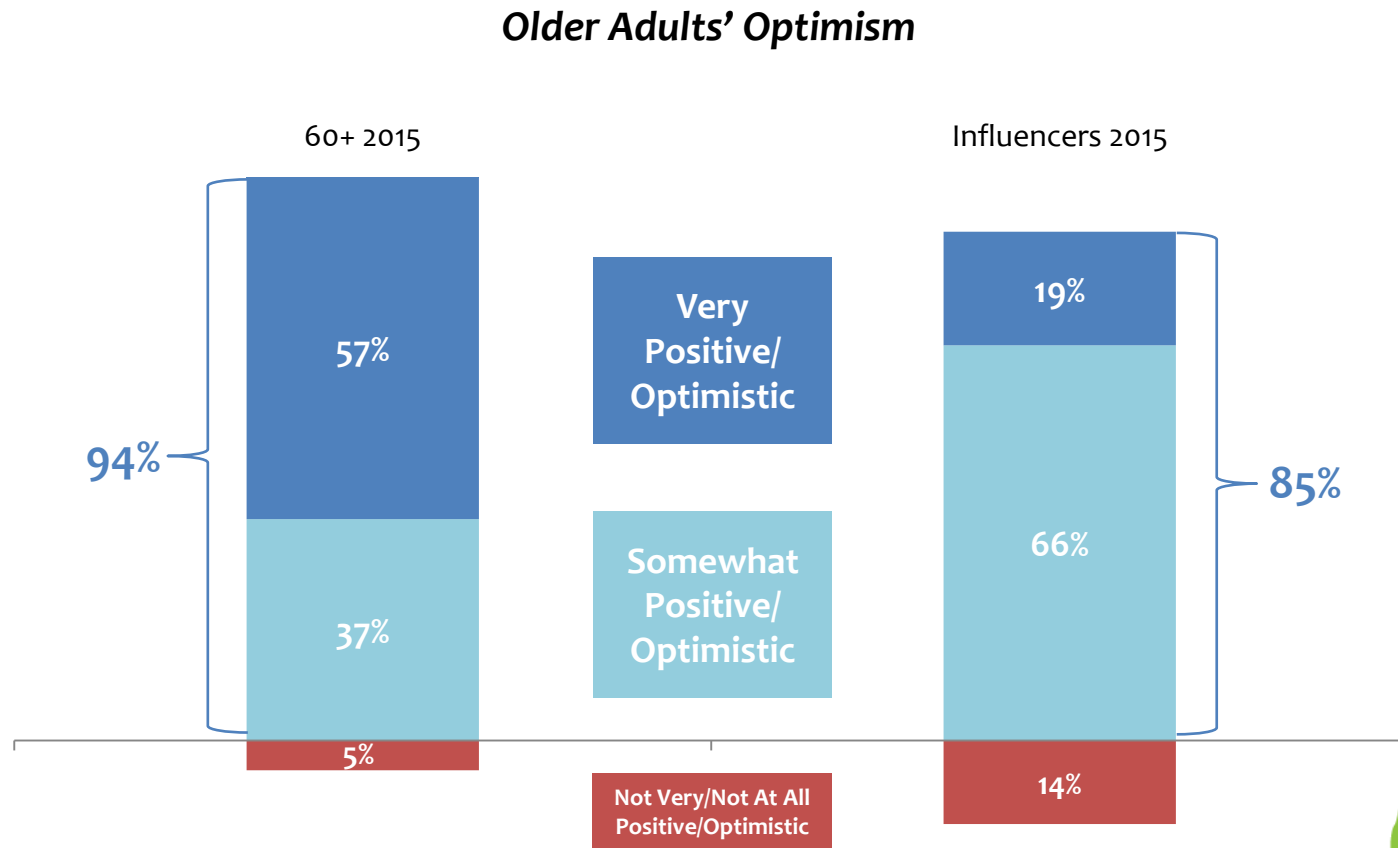
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Q17 (For 60+ 2015). What is the most important key to keeping a positive outlook on life?

Q8 (For 60+ 2014). What is the most important key to keeping a positive outlook on life?

Older Adults and Influencers agree that Older Adults tend to be optimistic

- Nearly all respondents from both groups say that Older Adults are positive or optimistic



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Q18 (For 60+ 2015). How positive or optimistic would you consider yourself in general?

Q16 (For Influencers 2015). How positive or optimistic would you say Older Adults generally are?

Those who say that Older Adults are optimistic cite the support systems around them as a reason behind it

- Both Older Adults and Influencers say that support from family and their communities help them stay positive; good health is another major contributing factor for Older Adults' optimism

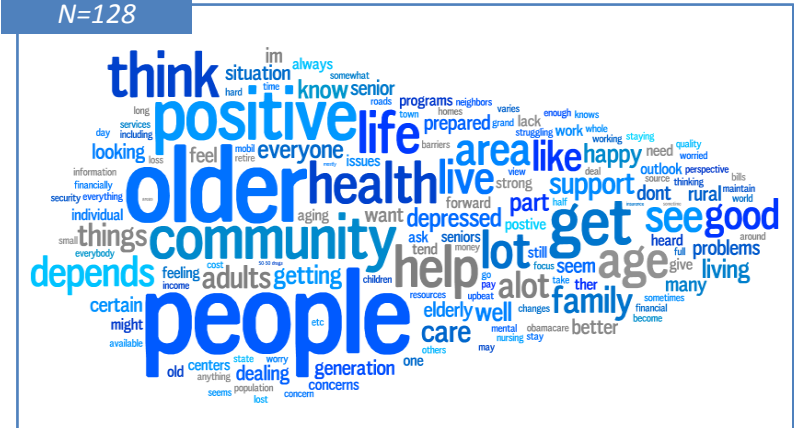
Older Adults' Optimism

IF POSITIVE: Why do you say that?

60+ 2015
N=741



Influencers
N=128



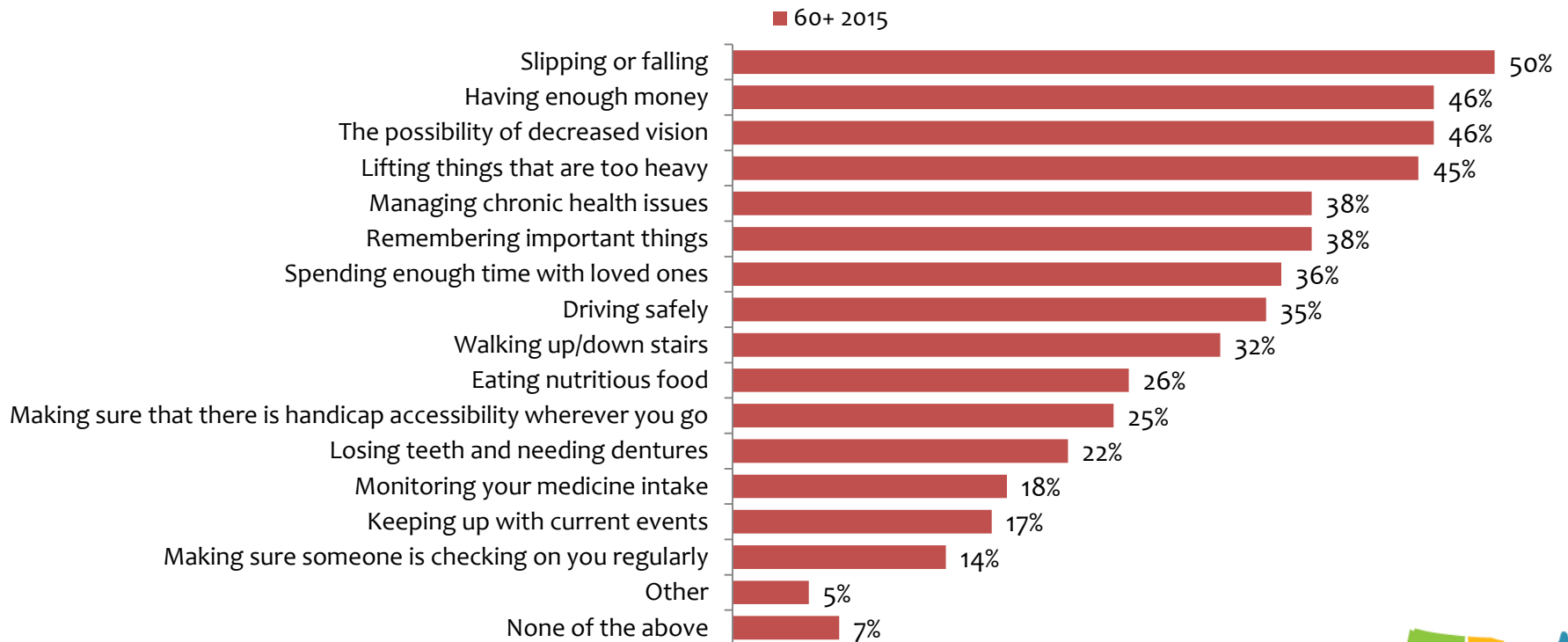
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Q18 (For 60+ 2015). How positive or optimistic would you consider yourself in general? Q19, 20 (For 60+ 2015). Why do you say that?
Q16 (For Influencers 2015). How positive or optimistic would you say Older Adults generally are? Q17, 18 (For Influencers 2015). Why do you say that?

Falling, having enough money, decreased vision and heavy lifting are top concerns that Older Adults did not have when they were younger

- About half of Older Adults are now concerned about slipping or falling, lifting things that are too heavy, having enough money and the possibility of decreased vision

What are some things you worry about now that you didn't worry about when you were younger? (Ranked by 60+ 2015)



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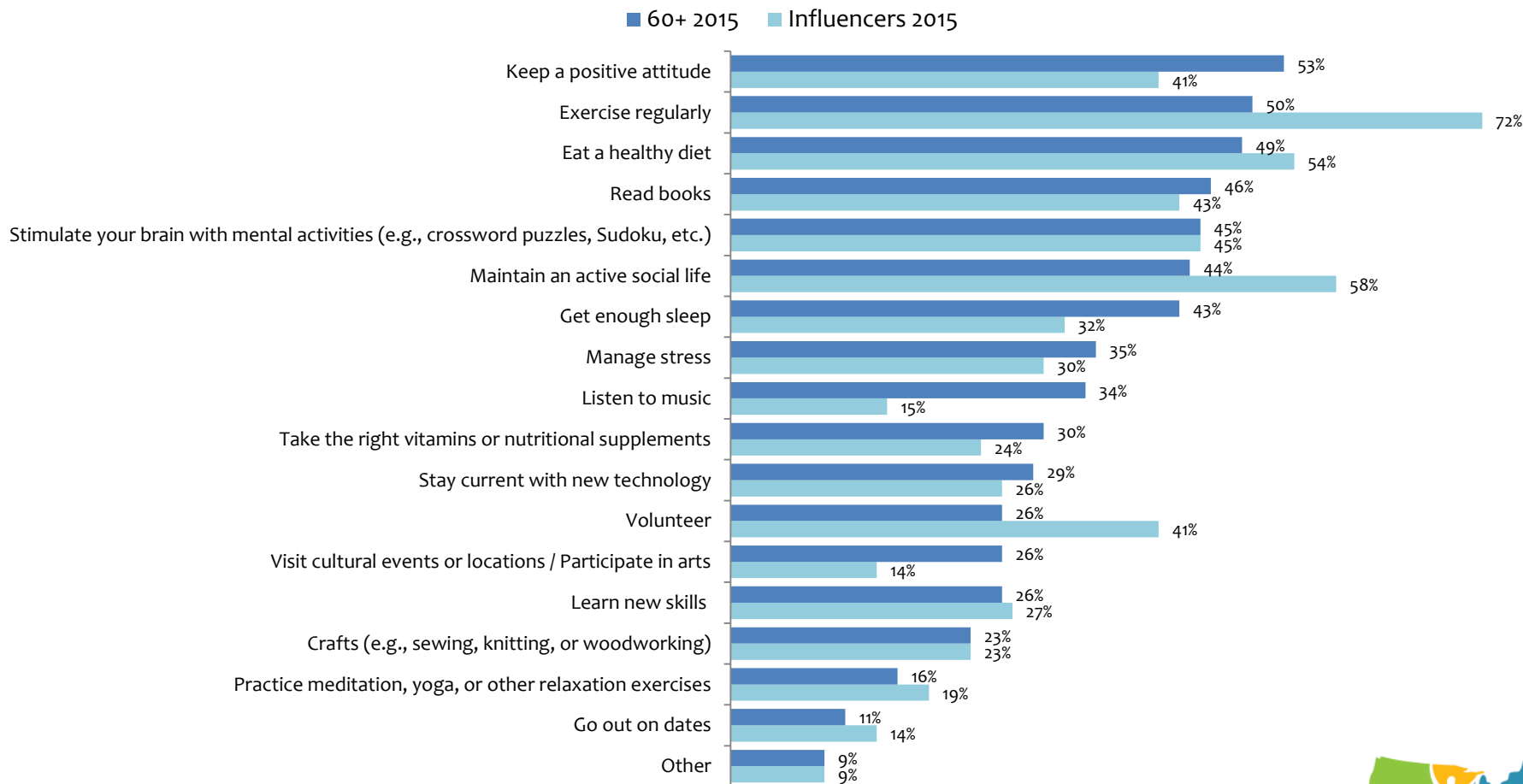
Q21 (For 60+ 2015). What are some things you worry about now that you didn't worry about when you were younger?

STAYING MENTALLY SHARP



While both groups agree on a number of keys to staying mentally sharp, Older Adults emphasize positive attitude, while Influencers emphasize exercise and social life

Best Ways to Stay Mentally Sharp (Ranked by 60+ 2015)



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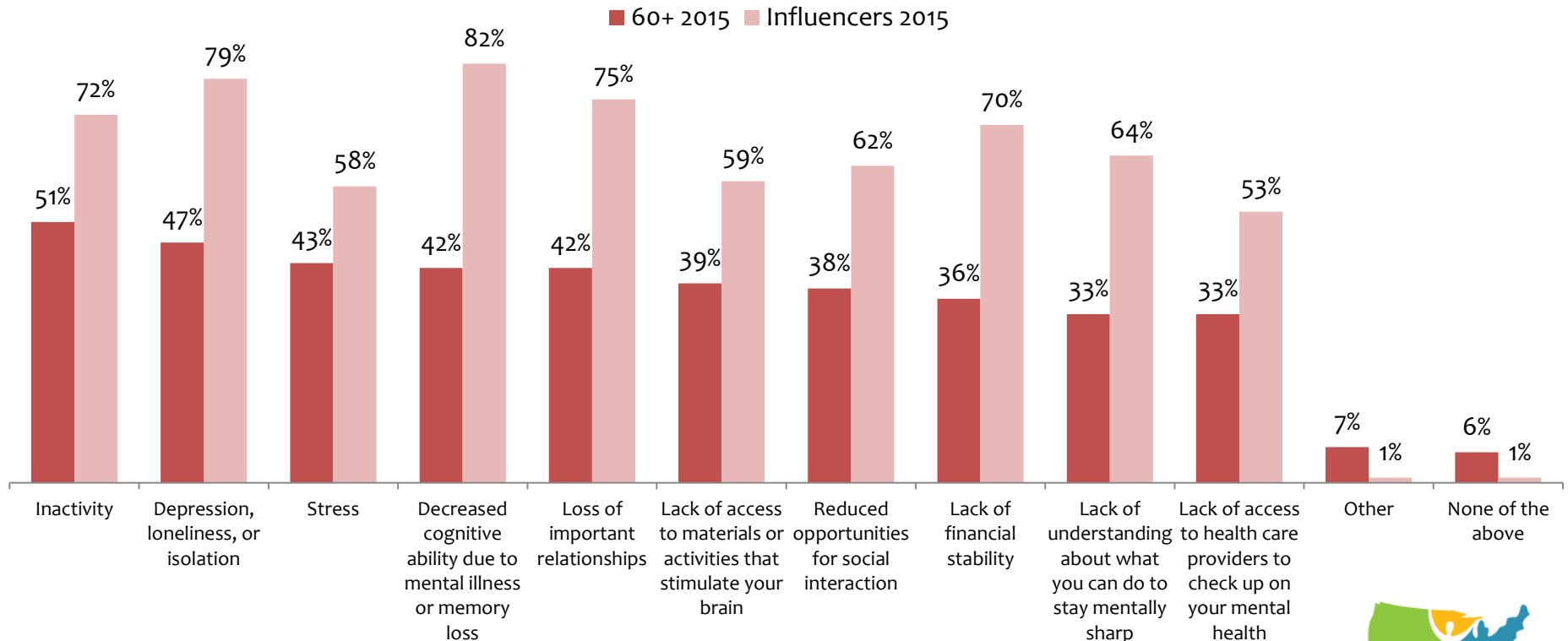
Q22 (For 60+ 2015). Which of the following do you feel are the best ways to stay mentally sharp as you age? Please tell me up to five answers.

Q19 (For Influencers 2015). Which of the following do you feel are the best ways for Older Adults to stay mentally sharp as they age? Please tell me up to five answers.

Influencers are more aware and express more concern about issues that may arise that can prevent Older Adults from staying mentally sharp as they age

- Both groups agree that inactivity and depression are challenges to staying mentally sharp

Which of the following prevents Older Adults from staying mentally sharp as they age?
(Ranked by 60+ 2015)



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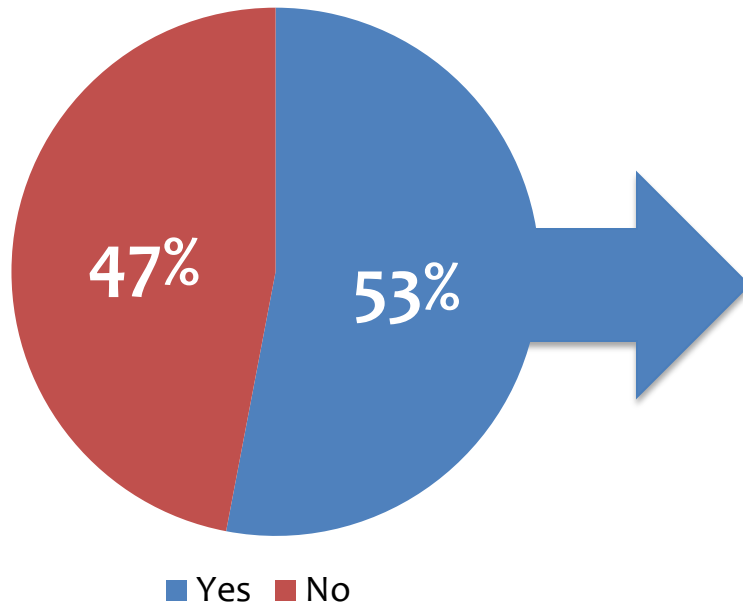
Q23 (For 60+ 2015), Q20 (For Influencers 2015). Which of the following prevents Older Adults from staying mentally sharp as they age?

A slight majority of Older Adults say they are involved in opportunities to learn new things or gain new skills

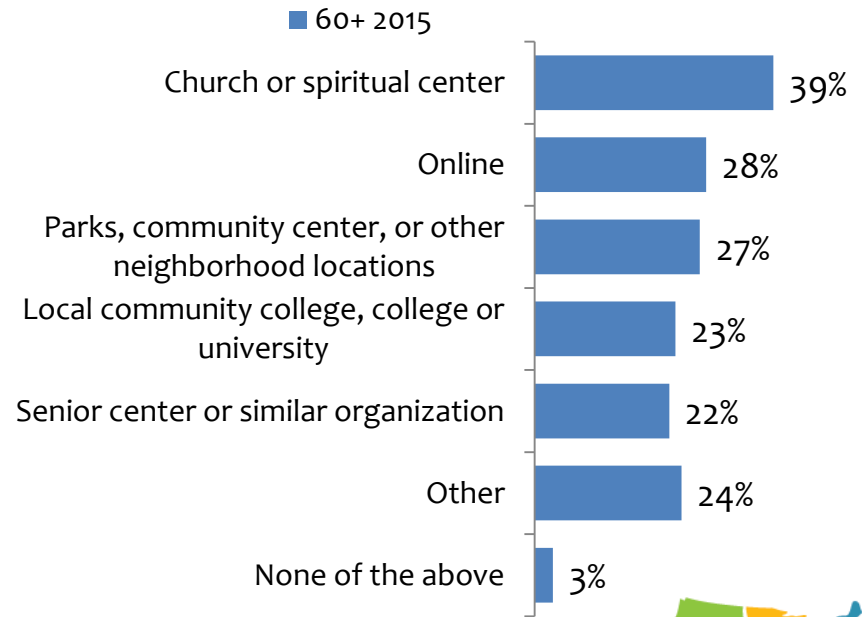
- **Most participate in these opportunities at their church, online or other neighborhood locations**

Educational Opportunities for Older Adults

Do you currently participate in opportunities to learn something new or develop new skills (e.g., classes, seminars, groups, book clubs)?



IF YES: Where do you typically participate in these classes? (Ranked by 60+ 2015, N=531)



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Q24 (For 60+ 2015). Do you currently participate in opportunities to learn something new or develop new skills (e.g., classes, seminars, groups, book clubs)?

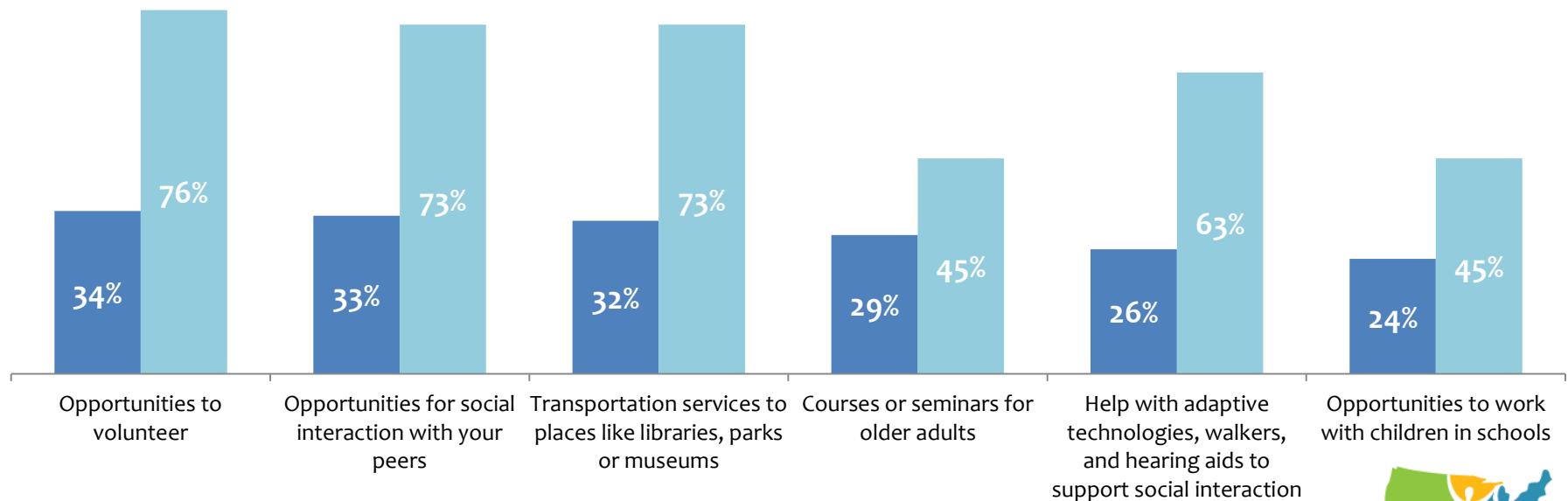
Q25 (For 60+ 2015). IF YES: Where do you typically participate in these classes?

Influencers are much more receptive to community-offered opportunities for Older Adults to stay mentally sharp than Older Adults

- Older Adults are interested in opportunities to volunteer, chances for social interaction and transportation to cultural centers

Interest in / Helpfulness of Expansions in Community (Ranked by 60+ 2015 Very Interested)

■ 60+ 2015 (Very Interested) ■ Influencers 2015 (Very Helpful)



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Q26-31 (For 60+ 2015). Please indicate how interested you would be in the expansion of each of the following services to help Older Adults stay mentally sharp in your local community.
Q21-26 (For Influencers 2015). Please indicate how helpful the expansion of each of the following services would be to help Older Adults stay mentally sharp in your community.

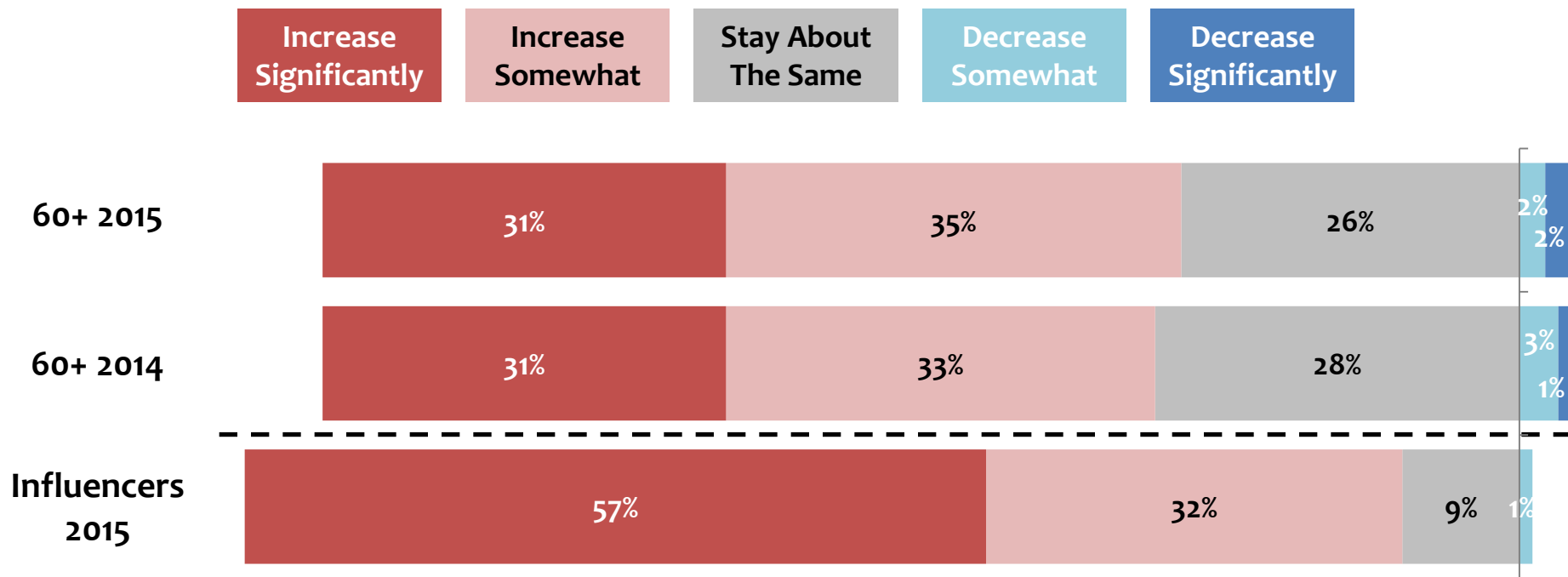
HEALTH MANAGEMENT



Most expect health care costs to increase in the next decade, especially Influencers

- Outlook for health care costs among Older Adults is similar to 2014

Health Care Costs Expectations



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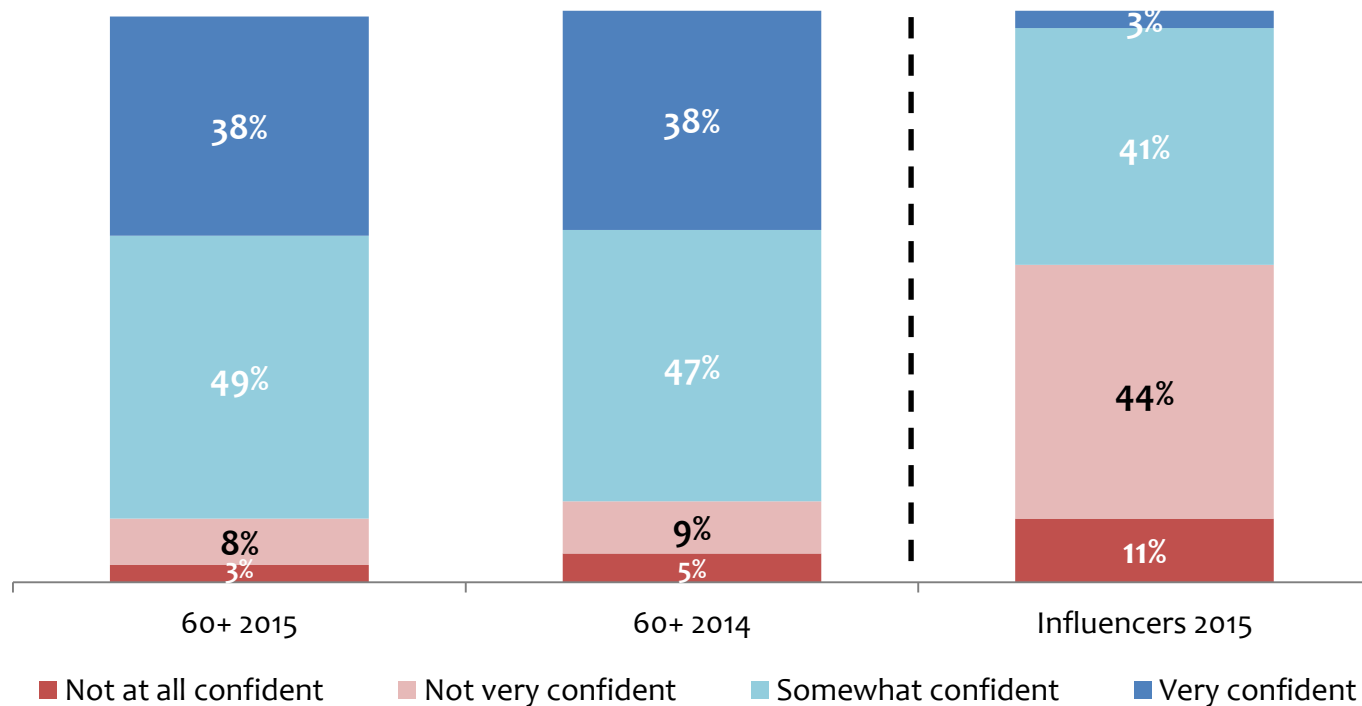
Q32 (For 60+ 2015), Q61 (For 60+ 2014). When thinking about the next five to 10 years, do you expect your health care costs to increase significantly, increase somewhat, stay about the same, decrease somewhat, or decrease significantly?

Q27 (For Influencers 2015). When thinking about the next five to 10 years, do you expect health care costs for Older Adults to increase significantly, increase somewhat, stay about the same, decrease somewhat or decrease significantly?

Older Adults express a much higher level of confidence in their preparation for changes in health they may face than Influencers

- While nearly 9 in 10 Older Adults say they are confident in their preparedness for changes in health, more than half of Influencers say they are not confident in their preparation

Older Adults Preparedness for Health Changes



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** Due to small base size (<75), findings are directional

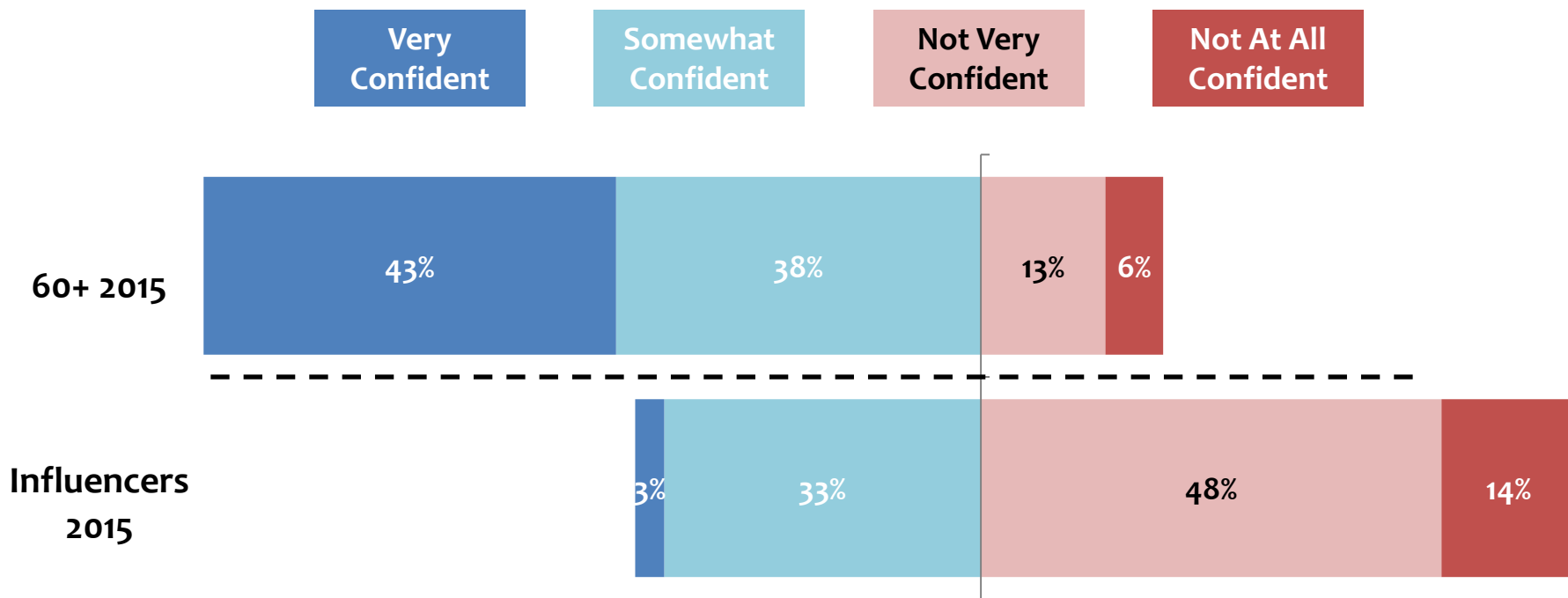
Q33 (For 60+ 2015), Q67 (For 60+ 2014). How confident are you that you are prepared for changes in your health as you age?

Q28 (For Influencers 2015). How confident are you that Older Adults are prepared for changes in their health as they age?

Older Adults and Influencers have divergent views regarding whether Older Adults will be able to afford health care costs as they age

- More than 4 in 5 Older Adults are confident that they will be able to afford these costs, while nearly two-thirds of Influencers are not confident in their ability to do so

Affording Health Care Costs with Age for Older Adults



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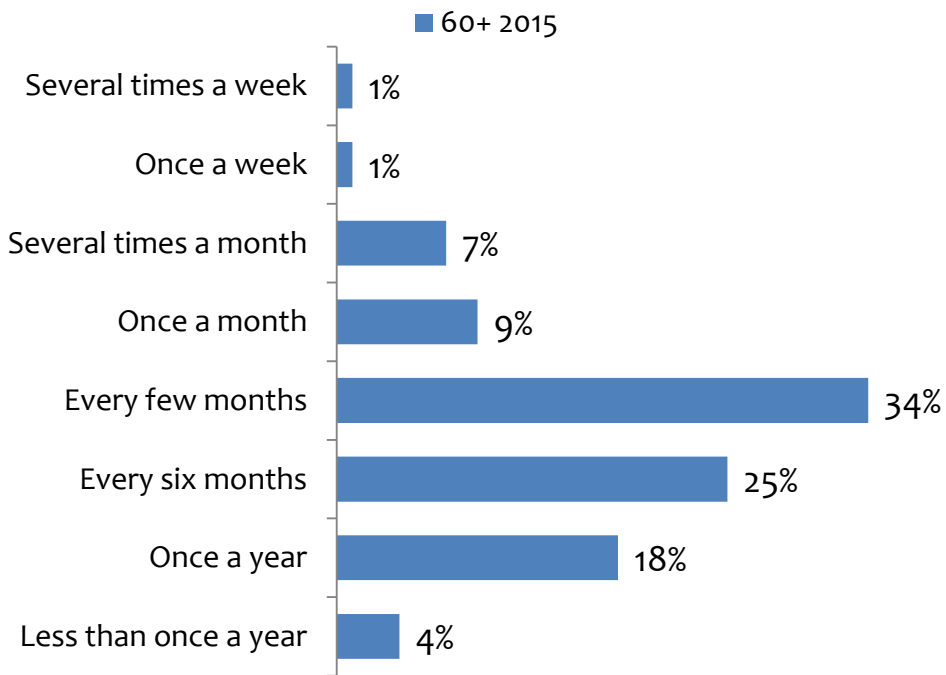
Q36 (For 60+ 2015). How confident are you that you will be able to afford health care costs as you age?

Q31 (For Influencers 2015). How confident are you that Older Adults will be able to afford health care costs as they age?

Most Older Adults rate their health positively, and as a result do not feel they need to see a doctor more than a few times a year

- Four in 5 Older Adults see their doctor no more than every few months, and three-quarters rate their health as “good” or “excellent”

How frequently do you see a doctor or other health care provider?



How would you rate your overall health?



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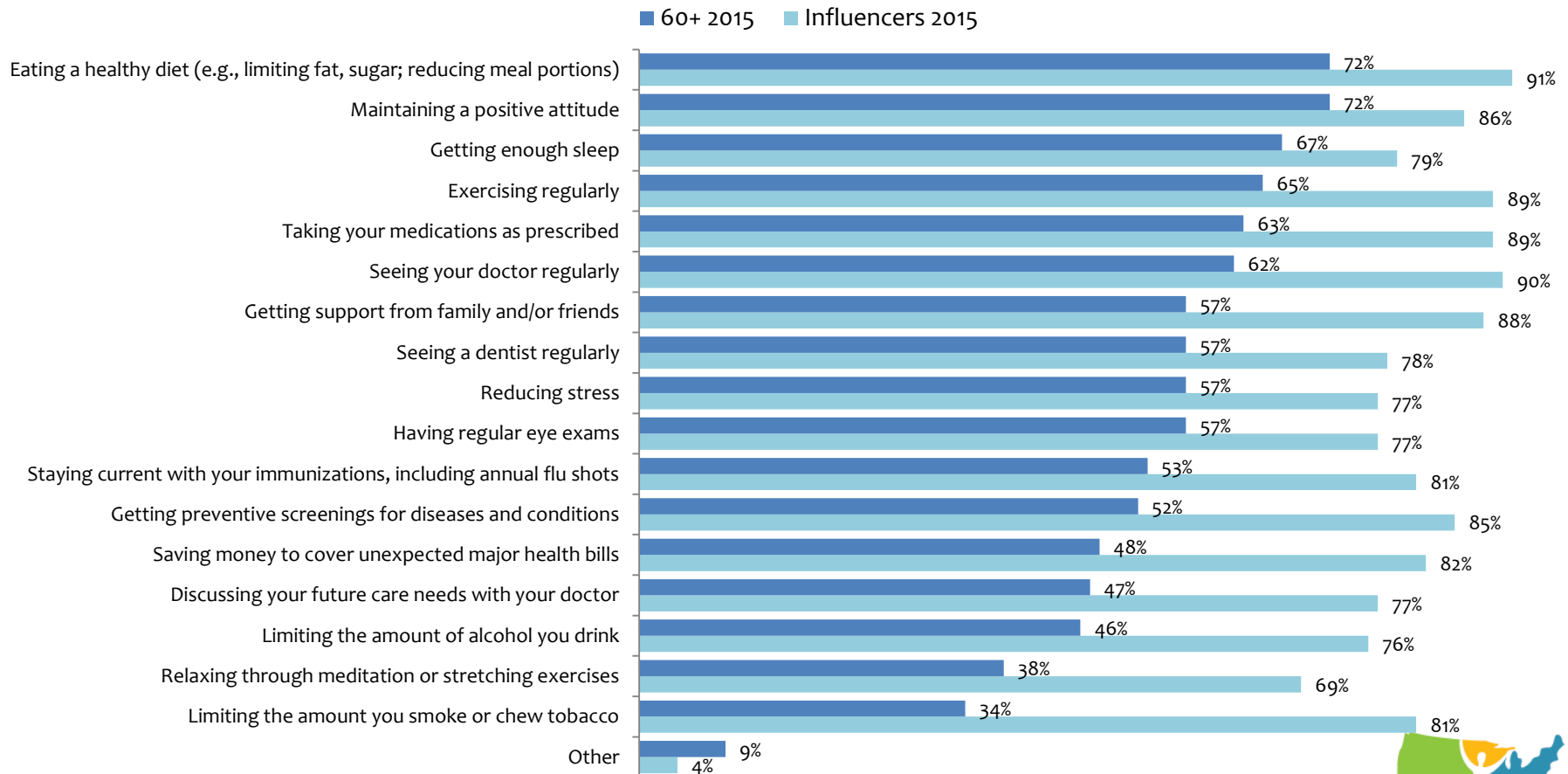
Q37 (For 60+ 2015). How frequently do you see a doctor or other health care provider?

Q38 (For 60+ 2015). How would you rate your overall health?

Both audiences agree on the importance of diet, exercise and a positive attitude to maintaining good health

- Influencers tend to place a higher value on keys to maintaining good health

Maintaining Good Health with Age (Ranked by 60+ 2015)



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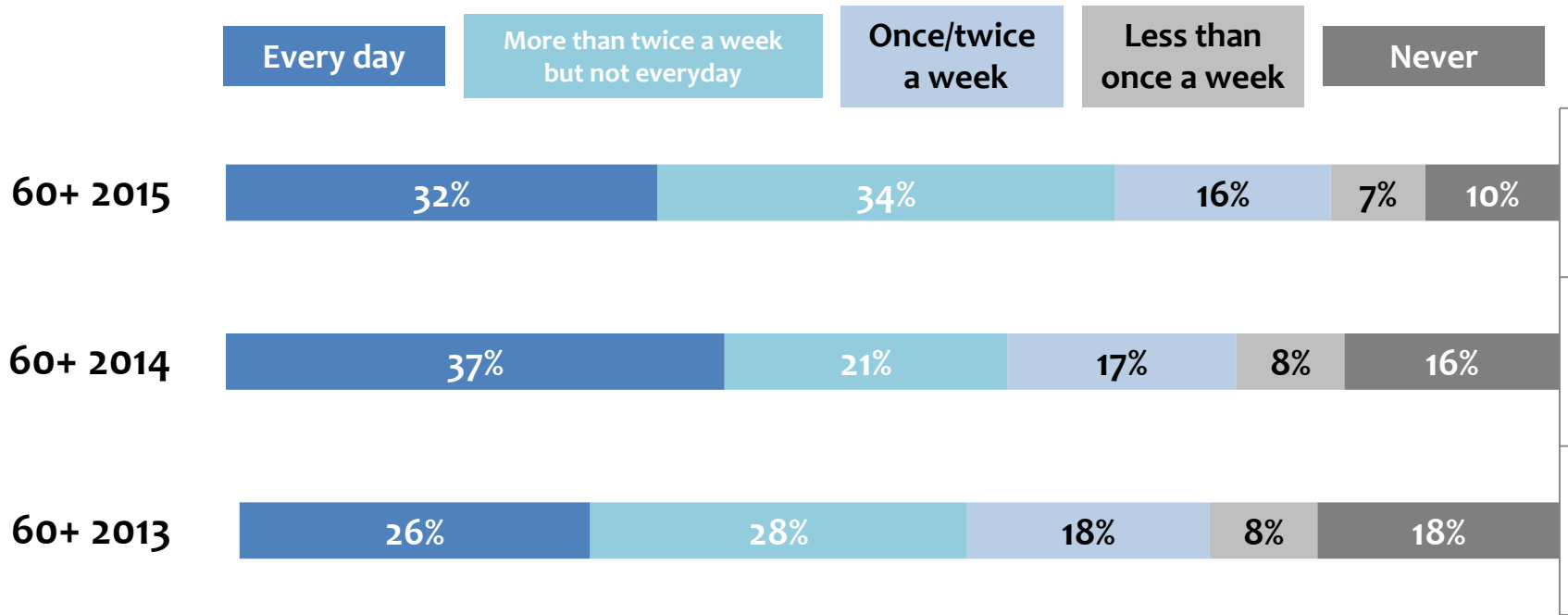
Q39 (For 60+ 2015). What are the keys to maintaining good health as you age? Please tell me all that apply.

Q32 (For Influencers 2015). What are the keys for Older Adults to maintaining good health as they age? Please tell me all that apply.

Most Older Adults say they exercise on a frequent basis

- Two-thirds say they exercise at least once a week, including one-third saying they exercise daily; less say they never exercise than did in 2014

Regular Exercise Frequency



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Q40 (For 60+ 2015). How often do you typically exercise or participate in physical activity (e.g., walking, yoga, biking, etc.) for 30 minutes or more?

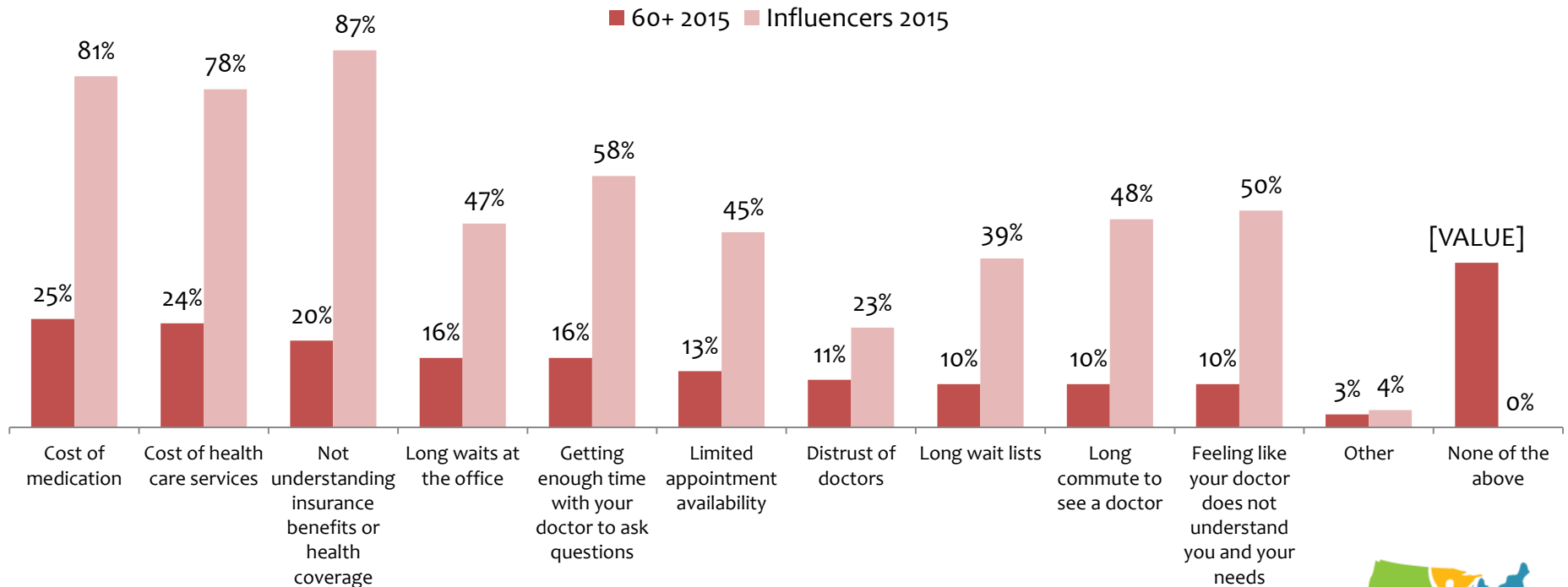
Q47 (For 60+ 2014). How often do you typically exercise for 30 minutes or more?

Q33 (For 60+ 2013). How often do you typically exercise for 30 minutes or more?

Financial barriers and difficulty understanding benefits or coverage are the biggest perceived obstacles to accessing health care

- Both groups agree that these are the biggest obstacles, though Influencers see these issues as much greater obstacles than Older Adults do

Challenges to Accessing Health Care for Older Adults (Ranked by 60+ 2015)



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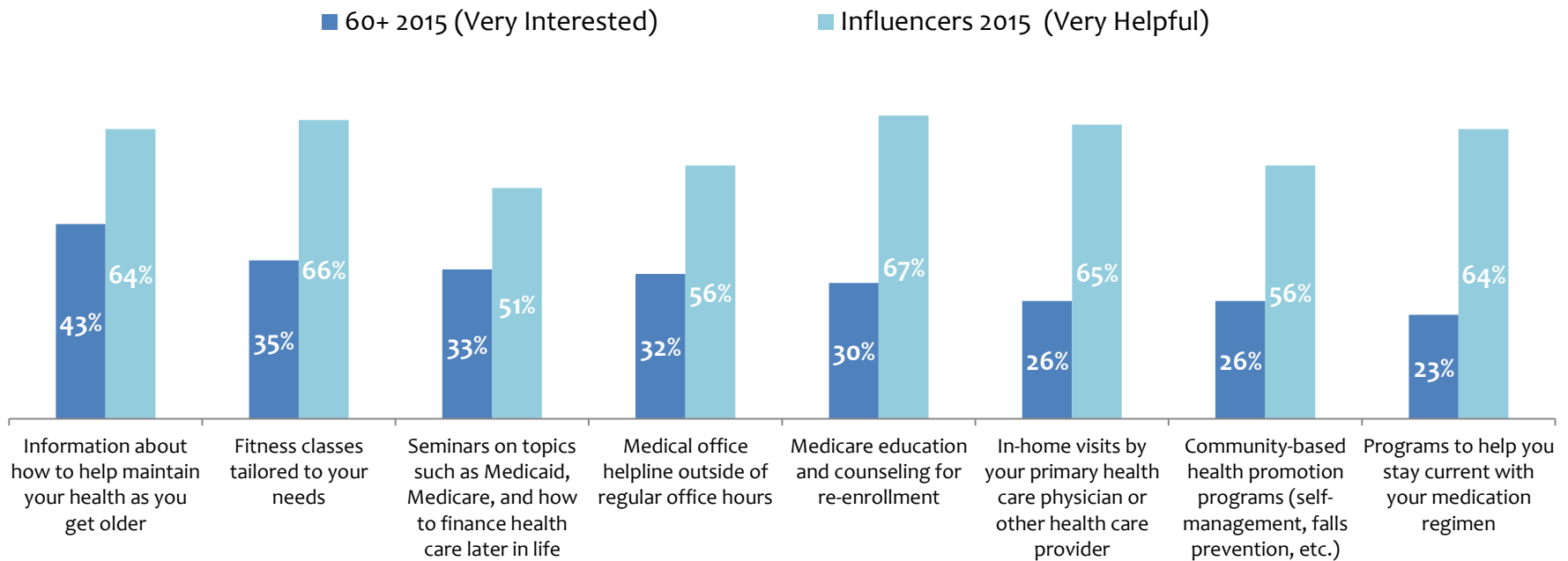
Q41 (For 60+ 2015). What are some of the challenges or obstacles you have faced in trying to access health care? Please tell me all that apply.

Q33 (For Influencers 2015). What are some of the challenges or obstacles that Older Adults in your community face in trying to access health care? Please tell me all that apply.

Older Adults are most interested in opportunities to learn about how to maintain health and fitness classes tailored to them specifically

- **Influencers are more interested in programs that help teach about Medicare and services that provide in-home visits by primary health care physicians**

Interest in/Helpfulness of Expansions in Community (Ranked by 60+ 2015 Very Interested)



Q42-49 (For 60+ 2015). Please indicate how interested you would be in the expansion of each of the following services in your local community to help Older Adults maintain their health. Q34-41 (For Influencers 2015). Please indicate how helpful the expansion of each of the following services in your local community would be to help Older Adults maintain their health.

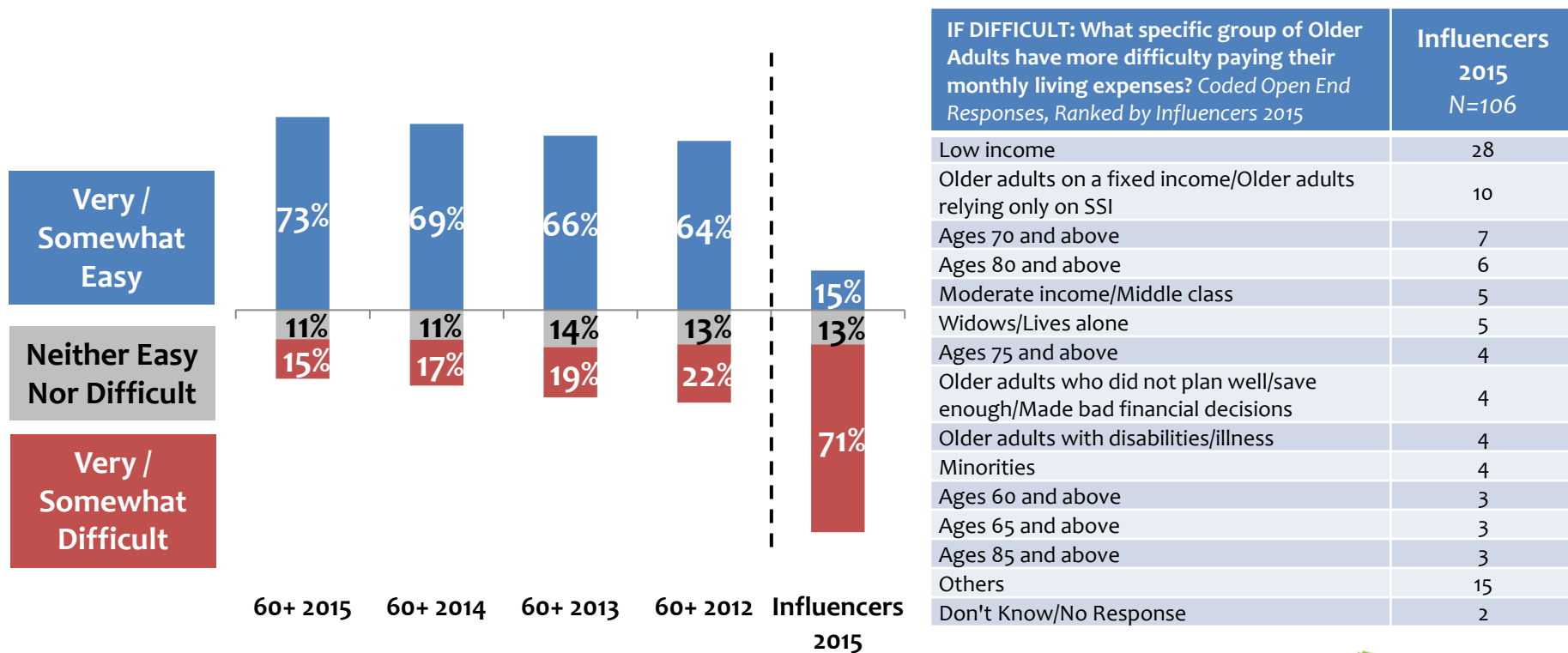
COST OF AGING



Older Adults find it easy to pay monthly bills, while 7 in 10 Influencers report that it's difficult for Older Adults to do so

- Influencers say the Older Adults who have the hardest time paying monthly expenses are those who have a low income or live on a fixed income

Paying Monthly Living Expenses for Older Adults



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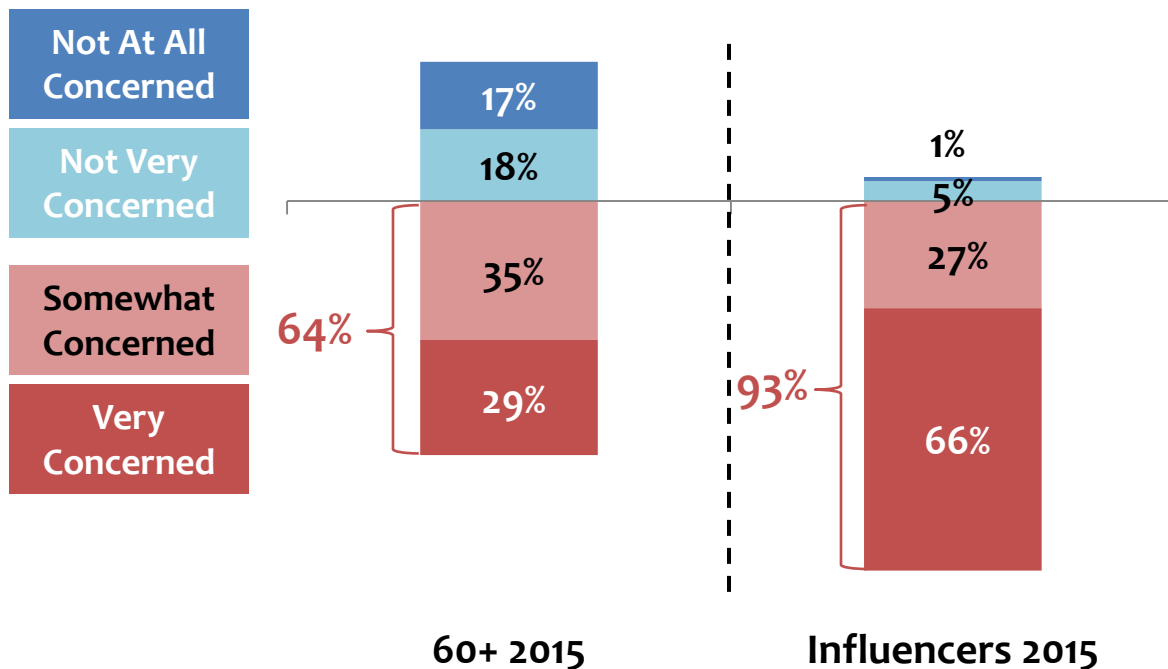
Q50 (For 60+ 2015). Q20 (For 60+ 2014), Q14 (For 60+ 2013), Q15 (For 60+ 2012). In general, based on your current income and savings, how easy or difficult is it for you to pay your monthly living expenses? Is it...

Q42 (For Influencers 2015). In general, how easy or difficult is it for Older Adults to pay their monthly living expenses? Is it... Q43 (For Influencers 2015). IF DIFFICULT: What specific group of Older Adults have more difficulty paying their monthly living expenses?

Both groups are concerned about Older Adults having sufficient funds to last the rest of their lives, particularly Influencers

- Influencers say that family members and financial experts are the best places for Older Adults to get financial help

Concern About Having Enough Money for Older Adults to Last for the Rest of Their Life



If Older Adults are struggling with their finances, who is the best person for them to go to? <i>Coded Open End Responses, Ranked by Influencers 2015</i>	Influencers 2015
Family member	44
Financial institution/Banker/Credit Union	11
Agency on Aging	11
Children	10
Financial advisor/counselor/Accountant	10
Social services	3
Others	7
Don't know/No response	4



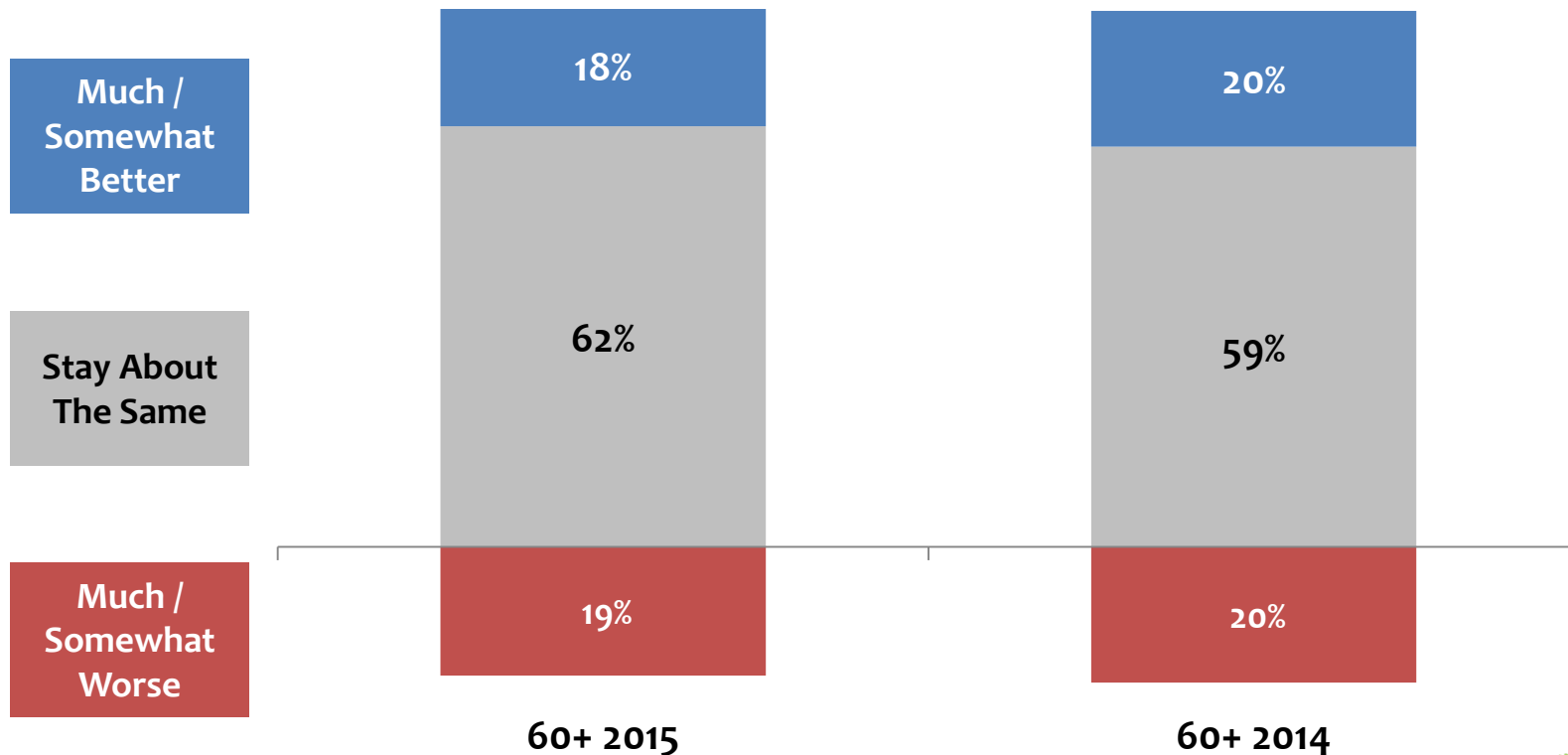
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Q51 (For 60+ 2015). How concerned are you that your savings and income will be sufficient to last for the rest of your life? Are you...?
 Q44 (For Influencers 2015). How concerned are you that Older Adults have sufficient savings and income to last for the rest of their life? Q45 (For Influencers 2015). If Older Adults are struggling with their finances, who is the best person for them to go to?

Two-thirds of Older Adults say that they expect their financial situation to stay the same over the next few years

- Those who expect their financial situation to change for better or worse are split; financial expectations are consistent from 2014

When thinking about the next five to 10 years, do you expect your financial situation to get...



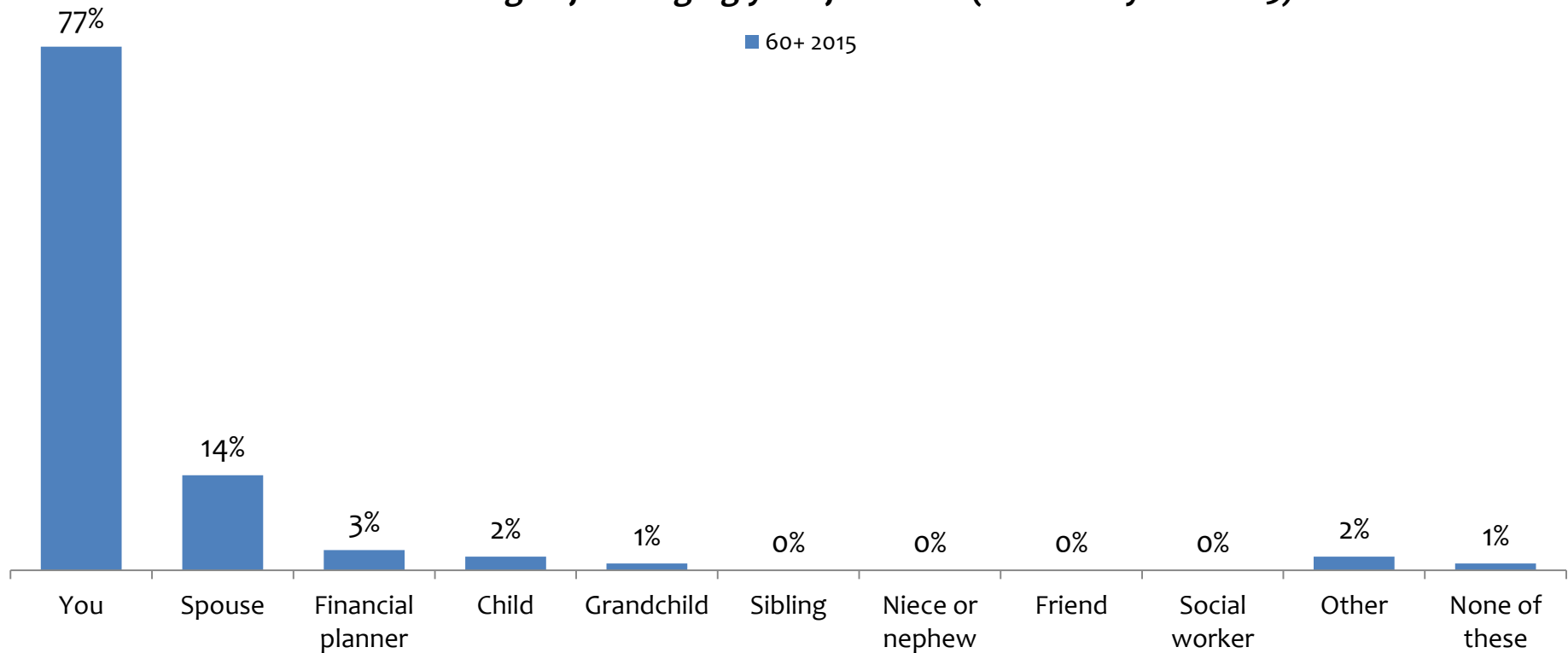
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Q52 (For 60+ 2015), Q11 (For 60+ 2014, 18-59 2014) When thinking about the next five to 10 years, do you expect your financial situation to get much better, somewhat better, stay about the same, get somewhat worse, or get much worse?

Most Older Adults are in charge of managing their own finances

- More than three-quarters of adults say they manage their own finances; most of those who do not manage their own money say their spouse does it

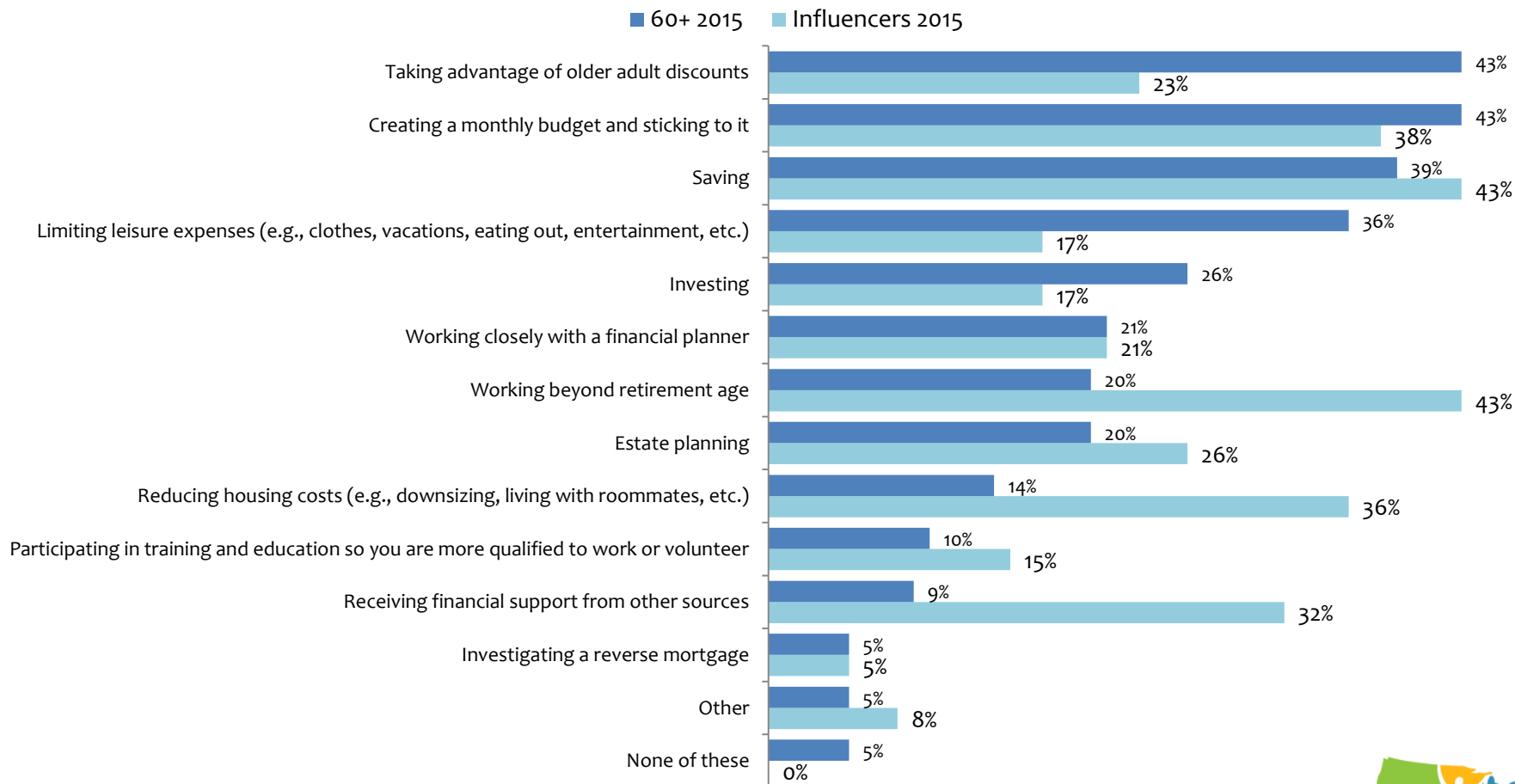
Who is in charge of managing your finances? (Ranked by 60+ 2015)



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Q53 (For 60+ 2015). Who is in charge of managing your finances?

Aside from saving, budgeting and working with a financial planner, Older Adults and Influencers view financial management priorities very differently

Important Things to Help Manage Finances for Older Adults (Ranked by 60+ 2015)



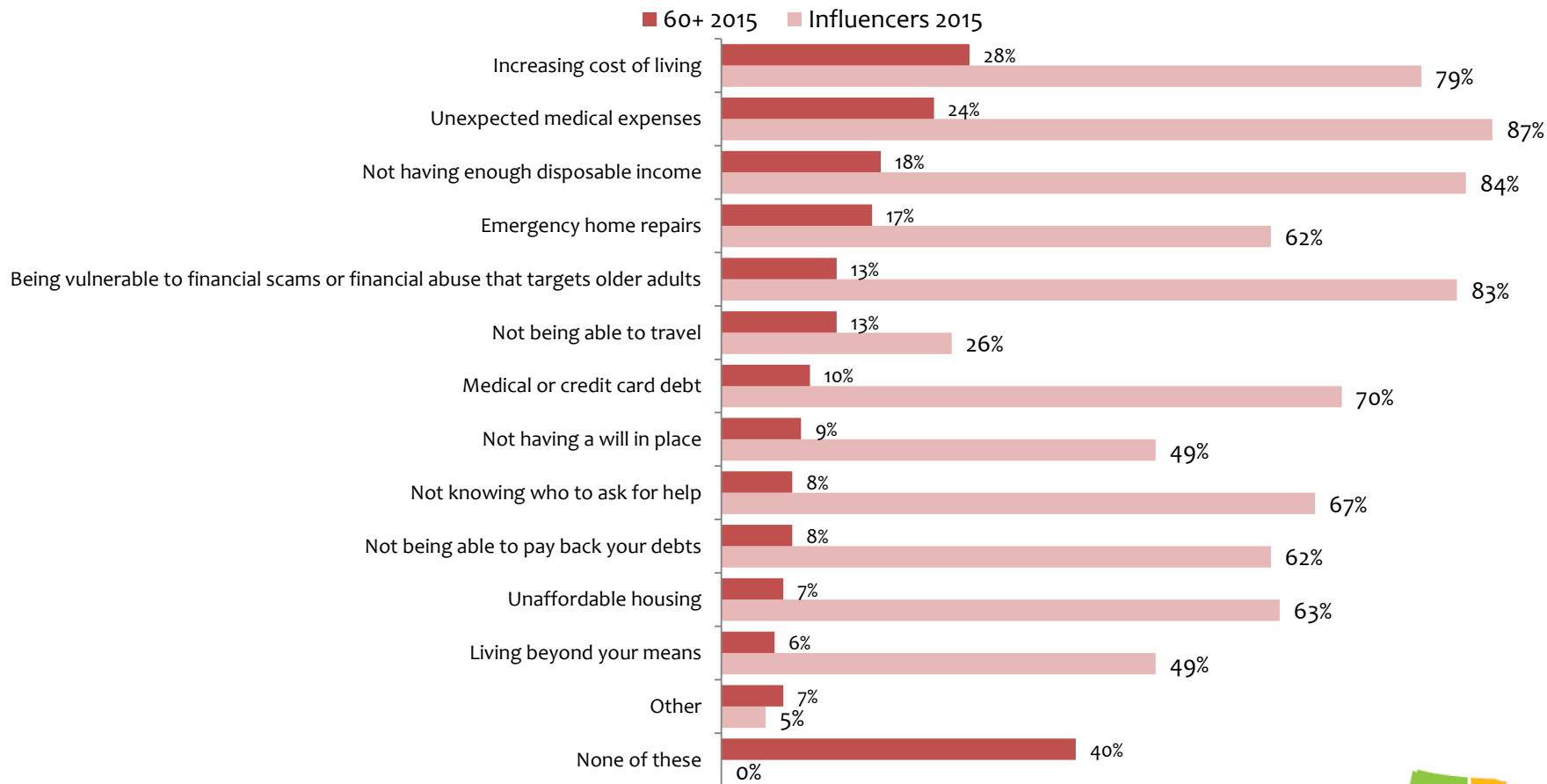
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Q54 (For 60+ 2015). What are the three most important things you are currently doing to manage your financial situation? Please tell me up to three answers.

Q46 (For Influencers 2015). What are the three most important things that Older Adults can do to more effectively manage their financial situation? Please tell me up to three answers.

Both groups agree that a higher cost of living, unexpected medical expenses and lack of income are big financial concerns; however, Influencers are much more concerned

Biggest Financial Concerns for Older Adults (Ranked by 60+ 2015)



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Q55 (For 60+ 2015). What worries keep you up at night when it comes to your finances?

Q47 (For Influencers 2015). What are your biggest concerns when it comes to their finances?

Older Adults are not as certain which services their communities need the most, while Influencers would like more financial assistance for Older Adults

What kinds of services would you like your community to have to help Older Adults manage the costs of aging? Coded Open End Responses, Ranked by 60+ 2015	60+ 2015	Influencers 2015
Transportation/Low cost/free transportation options/Increased public transportation options	8	11
Healthcare/Education on healthcare services/Help with prescriptions/Access to more healthcare services/clinics	8	15
Help around the house/Help with utilities/repairs/housekeeping/In-home health aid	5	2
Financial management/advice/classes	4	24
No additional services/There is a lot of help available/Already have multiple agencies/Our community does well	4	2
Workshops/Education/Seminars	3	7
Food programs/Meals On Wheels/Food banks for Older Adults	3	3
Taxes/Help with taxes/Lower taxes	3	2
Activities/Socialization opportunities/Exercise	3	1
Housing/Affordable housing/Older Adults housing	2	5
A place to get information/Awareness of how to get information/Area agencies to provide information about what help is available	1	3
Discounts/Lower costs for Older Adults	1	3
Help with preparing/planning/Retirement education	0	3
None/Nothing	8	0
Others	17	15
Don't know/No response	32	3



*Not showing “don’t know”

Q56 (For 60+ 2015), Q48 (For Influencers 2015). What kinds of services would you like your community to have to help Older Adults manage the costs of aging?

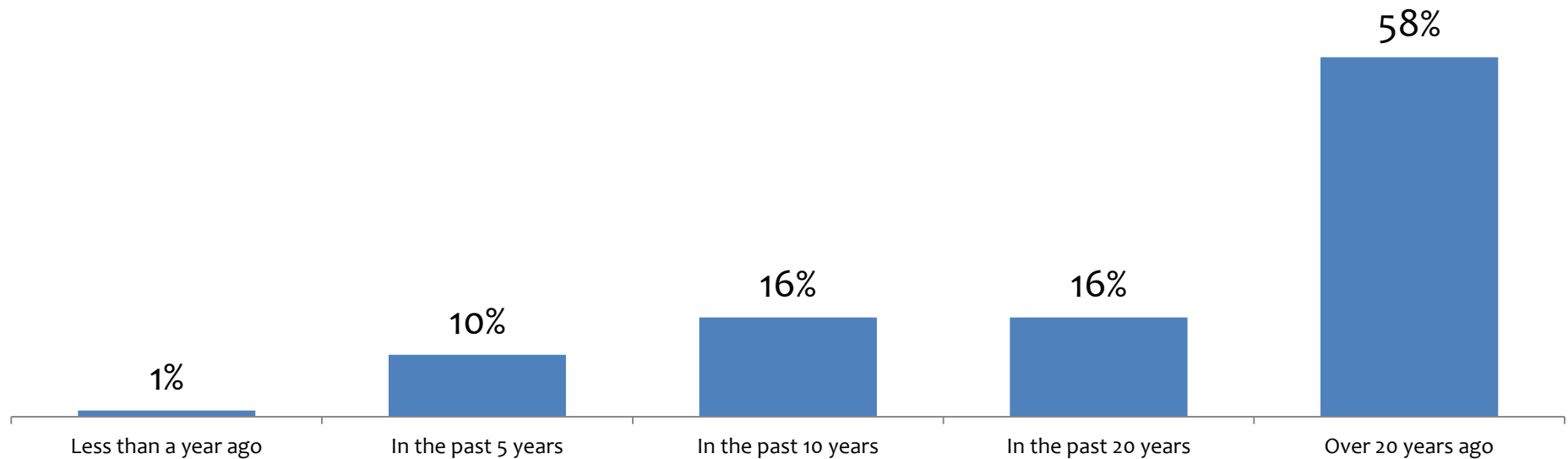
COMMUNITY CONNECTIONS



Most Older Adults have not moved homes in the last 20+ years

- **More than half of Older Adults say that they have not moved into a new home in over 20 years, and three-quarters have not moved in over 10 years**

When was the last time you moved to a new home?

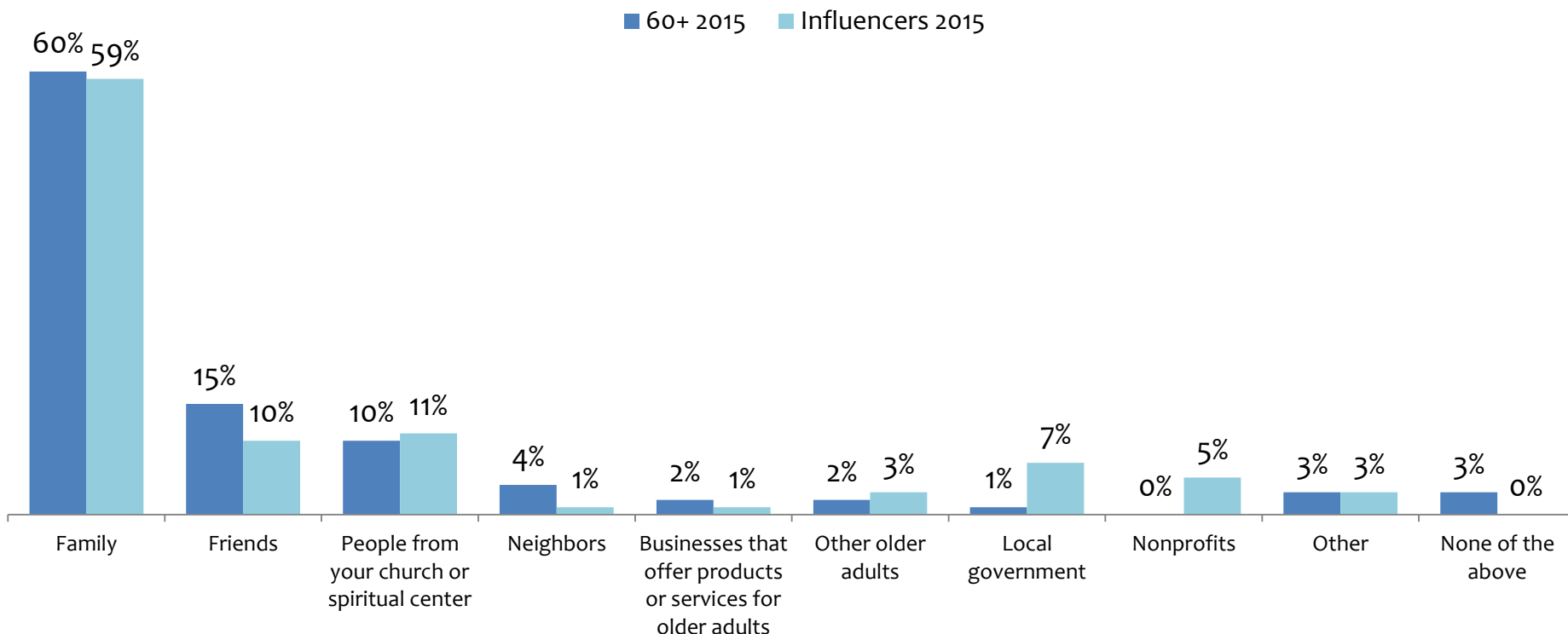


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Q57 (For 60+ 2015). When was the last time you moved to a new home?

Family is by far the most important support group for Older Adults

- Friends and members of their church are also important; Older Adults and Influencers are in agreement on important support groups for Older Adults

Important People Supporting Older Adults (Ranked by 60+ 2015)



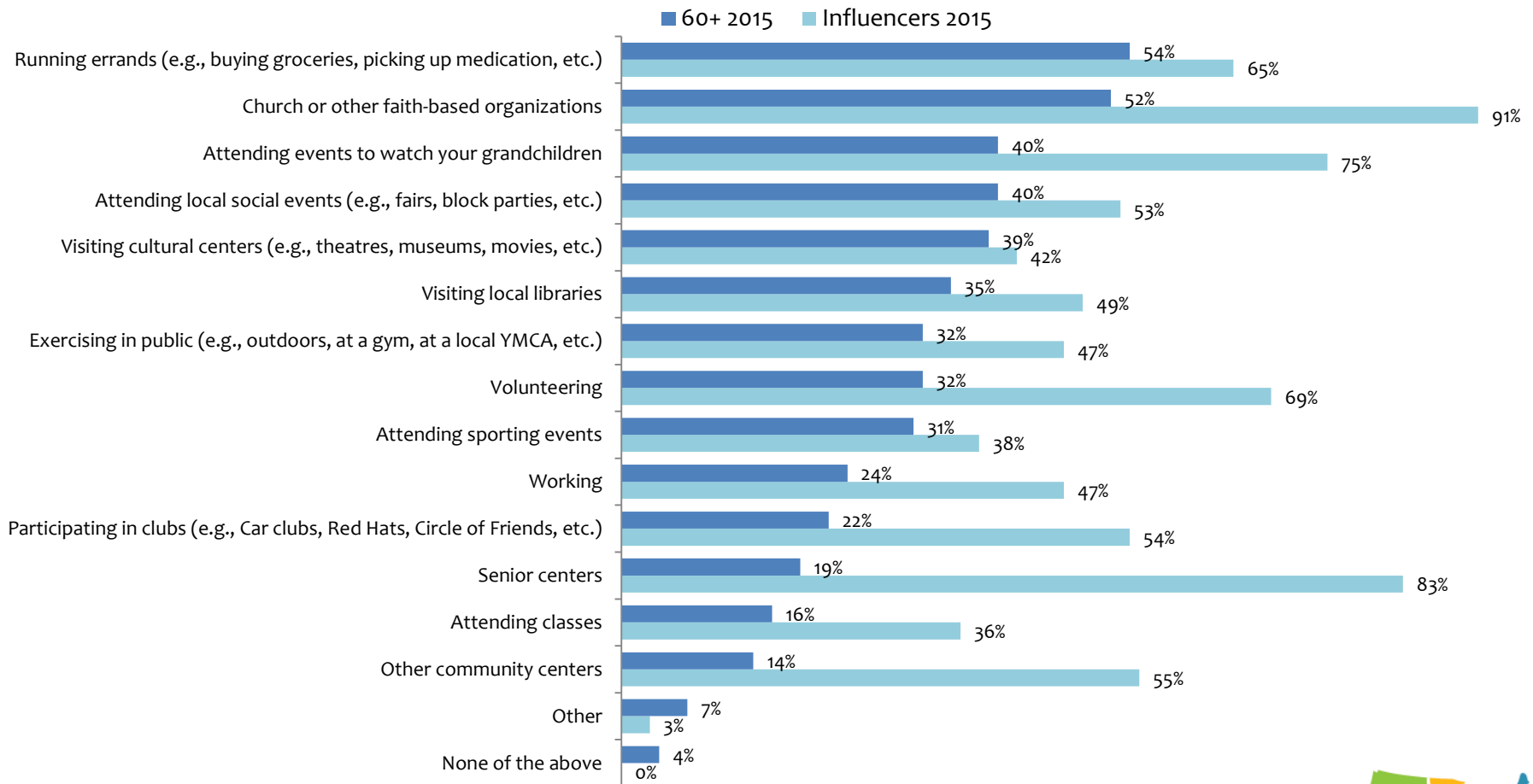
*Not showing “don’t know”

Q58 (For 60+ 2015). Which one of the following groups of people plays the most important role in supporting your quality of life?

Q49 (For Influencers 2015). Which one of the following groups of people has the biggest impact on Older Adults’ quality of life?

Older Adults and Influencers have different ideas of where Older Adults are most active in the community

Older Adults Community Involvements (Ranked by 60+ 2015)



*Not showing "don't know"

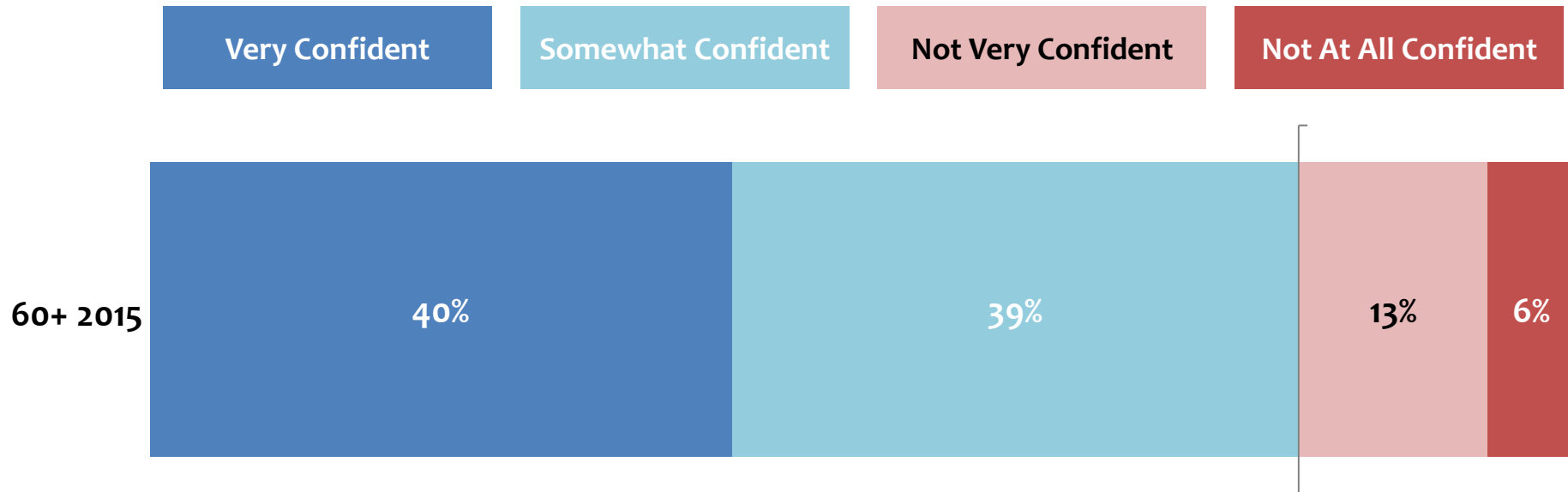
Q59 (For 60+ 2015). Where are you participating in the community the most? Please tell me all that apply.

Q50 (For Influencers 2015). Where do you see Older Adults participating in the community the most? Please tell me all that apply.

Most Older Adults are confident that they would be able to find support in their community in their later years

- Less than a fifth of Older Adults say they are not confident that they would be able to find the support they need

How confident are you that you would be able to find help and support in your community as you age?



*Not showing “don’t know”

Q62 (For 60+ 2015). How confident are you that you would be able to find help and support in your community as you age?

Older Adults and Influencers anticipate different needs as they age; Older Adults anticipate needing assistance more than in 2014

- Overall, Influencers think that Older Adults will need help with more things than Older Adults

What services do you anticipate needing as you age? <i>Ranked by 60+ 2015</i>	60+ 2015	60+ 2014	Influencers 2015
Support doing maintenance on your house	52%	40%	78%
Support with long-term care, which might include home care, assisted living, adult daycare, etc.	45%	36%	86%
Support managing your health and wellness	39%	29%	86%
Support with transportation	39%	39%	89%
Support to stay socially connected	27%	24%	82%
Support getting around your home	20%	14%	67%
Support managing your nutrition and/or meals	20%	24%	84%
Support exploring housing options	19%	17%	65%
Support managing disease prevention	19%	19%	73%
Support managing your finances	19%	15%	86%
Other	8%	11%	3%
Don't know	10%	15%	0%



Q63 (For 60+ 2015), Q80 (For 60+ 2014). What services do you anticipate needing as you age? Please tell me all that apply.
Q51 (For Influencers 2015). What services do Older Adults need as they age? Please tell me all that apply.

Influencers tend to think the community is more supportive of Older Adults' needs

- Older Adults anticipate needing support with house maintenance the most, something they do not currently think their community does a good job with

Which of the following needs, if any, does your community help meet for its older citizens? <i>Ranked by 60+ 2015</i>	60+ 2015	60+ 2014	Influencers 2015
Support with transportation	46%	48%	73%
Support with long-term care, which might include home care, assisted living, adult daycare, etc.	45%	38%	86%
Support managing your nutrition and/or meals	43%	41%	75%
Support to stay socially connected	40%	41%	73%
Support managing your health and wellness	39%	32%	77%
Support managing disease prevention	31%	26%	63%
Support doing maintenance on your house	27%	22%	55%
Support getting around your home	24%	21%	56%
Support exploring housing options	23%	25%	52%
Support managing your finances	22%	13%	51%
Other	11%	8%	1%
Don't know	17%	23%	1%



Q81 (For 60+ 2014). Which of the following needs, if any, does your community help meet for its older citizens?

Q63 (For 60+ 2015), Q80 (For 60+ 2014). What services do you anticipate needing as you age? Please tell me all that apply.

Q64 (For 60+ 2015), Q52 (For Influencers 2015). Which of the following needs, if any, does your community help meet for its Older Adults? Please tell me all that apply.

While Older Adults point to a number of different sources where they can learn about available services, Influencers say Older Adults go to senior centers and friends/family

- **Older Adults cite online searches, friends and family, and medical sources as places they can learn about the services and support available to them**

Where would you turn to learn about what services and support are available to you as you age? <i>Coded Open End Responses, Ranked by 60+ 2015</i>	60+ 2015	Influencers 2015
Computer/online	13	3
Friends/family members	12	15
Medical facility/professional/VA/Healthcare insurance company	11	3
Senior centers	10	28
City/county offices/City hall/Chamber of Commerce	6	1
Council/agency on aging/Department/division on aging (various, but not USOA mentions)	4	3
Church	4	6
Social/human services	3	4
Library	1	3
Word of mouth	0	3
Social security	0	3
Others	23	19
Don't know/No response	11	4



*Not showing “don’t know”

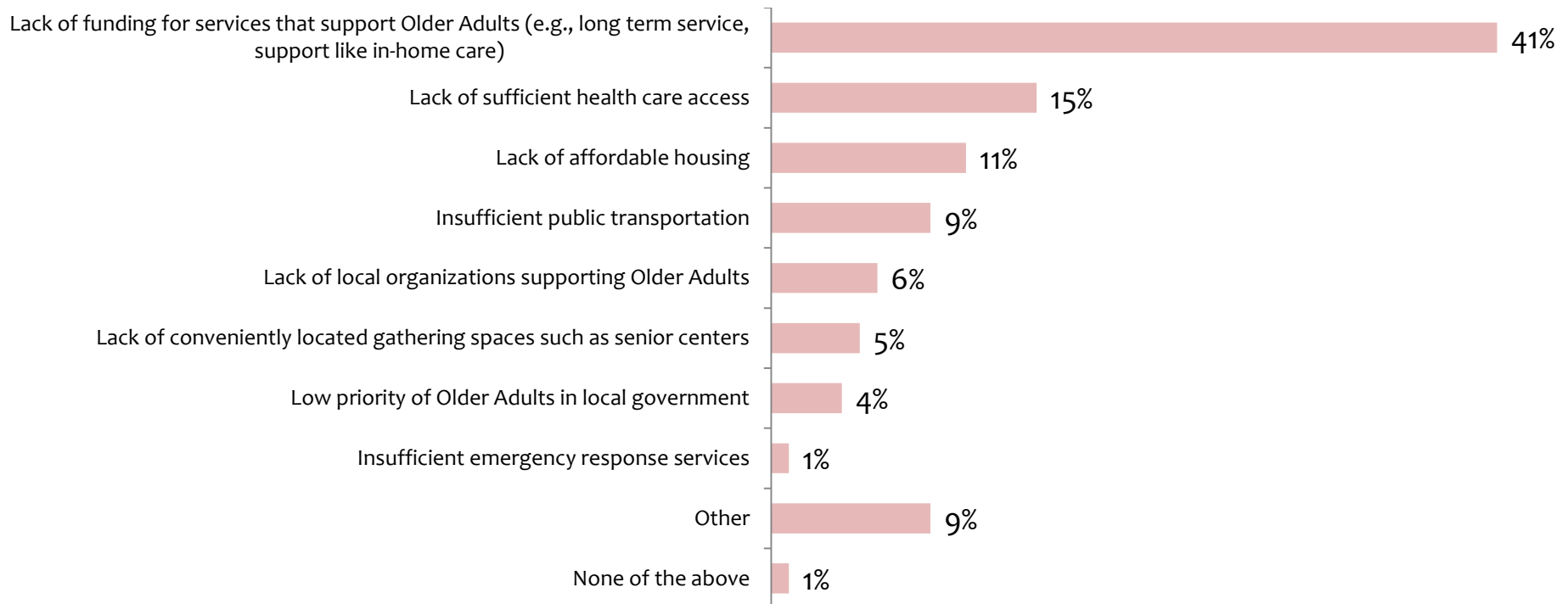
Q65 (For 60+ 2015). Where would you turn to learn about what services and support are available to you as you age?

Q53 (For Influencers 2015). Where do Older Adults go to learn about what services and support are available to them as they age?

Influencers anticipate funding for services for Older Adults as the biggest age-related challenge by far for communities

- **Nearly half agree that this will be an issue in the next five to 10 years; other anticipated challenges include lack of sufficient health care access and affordable housing**

What do you think is the biggest age-related challenge communities will face in the next five to 10 years? (Ranked by Influencers 2015)

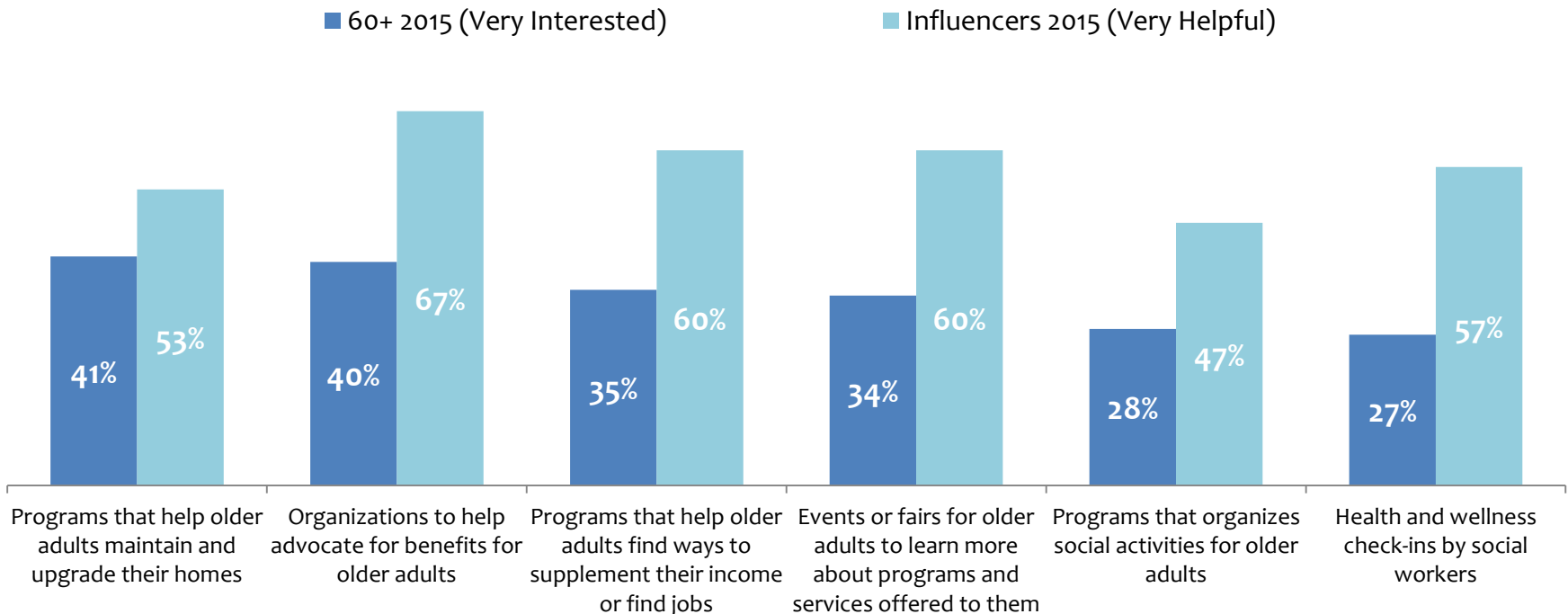


*Not showing “don’t know”
Q54 (For Influencers 2015). What do you think is the biggest age-related challenge communities will face in the next five to 10 years?

Older Adults are more interested in initiatives that would assist them, but still allow them to maintain their independence

- **Influencers continue to show more interest in programs and services that would help Older Adults, particularly advocacy initiatives**

**Interest in/Helpfulness of Expansions in Community
(Ranked by 60+ 2015 Very Interested)**



*Not showing “don’t know”

Q66-71 (For 60+ 2015). Please indicate how interested you would be in the expansion of each of the following services in your local community to help Older Adults.
Q55-60 (For Influencers 2015). Please indicate how helpful the expansion of each of the following services in your local community would be in helping Older Adults.

Both groups say that the most common misconceptions about aging are negative

- **Both Older Adults and Influencers cite the same top three common misconceptions about aging**

What do you think is the most common misconception about aging? <i>Coded Open End Responses, Ranked by 60+ 2015</i>	60+ 2015	Influencers 2015
Diminished mental capabilities/Senile/Forgetful	8	8
Bad/Difficult/Not fun/Unhappy	6	8
No longer relevant/useful/They have nothing to offer/no value	5	10
All other negatives of aging	5	7
Incompetent/Unable to do anything/Can no longer do the things they used to do (unspecific)	4	6
Older Adults are helpless/need help/They cannot do things on their own	4	6
Not smart/knowledgeable/Stupid/Older Adults do not know anything	4	1
Golden years	4	2
Immobile/Cannot get around/No longer active/Disabled	3	4
Good health/Stay active	3	2
They have money/They do not need to worry about money	2	6
Fun/Enjoy life	2	4
Sick/unhealthy	1	4
A specific age makes you old	1	4
Younger people do not think they will get older/die	1	4
Older Adults can take care of themselves/They do not need help/They are independent	1	4
Others	26	15
Don't know/No response	20	4



AGING INFRASTRUCTURE



Older Adults and Influencers agree that better and more abundant public transportation is the most important thing that would help Older Adults get around

- **Nearly half of Older Adults (42%) and 2 in 3 Influencers (64%) agree on this; 1 in 10 Influencers (11%) also say that making transportation cheaper would help**

What is the most important thing your community could do to make it easier for Older Adults to get around? <i>Coded Open End Responses, Ranked by 60+ 2015</i>	60+ 2015	Influencers 2015
Better transportation/public transportation/More busses	42	64
Nothing (positive)/It is fine the way it is now/Keep things the way they are now	7	5
Cheaper transportation/Free busses/taxis	5	11
Better sidewalks	3	1
Door-to-door service/Taxis	2	2
Access-a-ride/Service where you can call to get a ride	2	1
Advertise/Inform Older Adults of what services are available	1	4
Nothing (negative)/Nothing they can do/Too rural to provide transportation	1	0
No/None/Nothing	3	0
Others	13	9
Don't know/No response	20	3



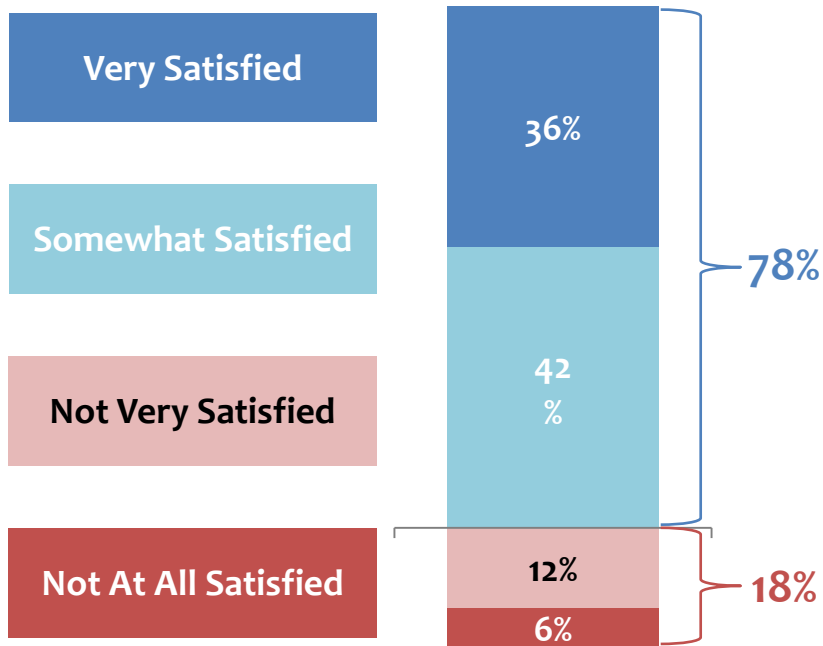
Q73 (For 60+ 2015). What is the most important thing your community could do to make it easier for Older Adults to get around?

Q62 (For Influencers 2015). What is the most important thing your community could do to make it easier for Older Adults to get around?

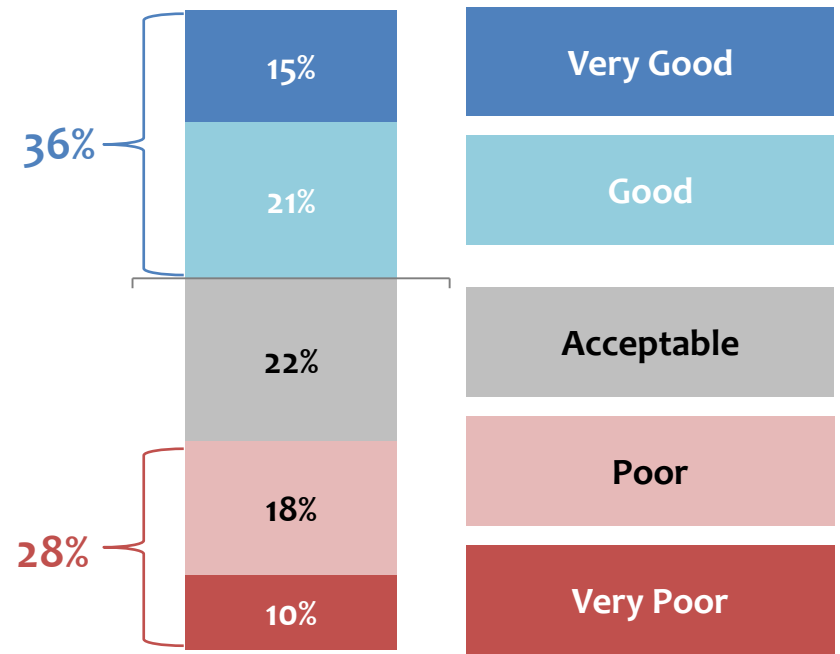
Despite rating their community's infrastructure very positively, few Older Adults say their local public transportation is good

- More than three-quarters of Older Adults are satisfied with their community's infrastructure, yet 28% rate the public transportation as poor

How satisfied are you with your community's infrastructure as a whole (e.g., roads, public transportation, parks, buildings, etc.)?



How would you rate the quality of public transportation in your community?



*Not showing "don't know"

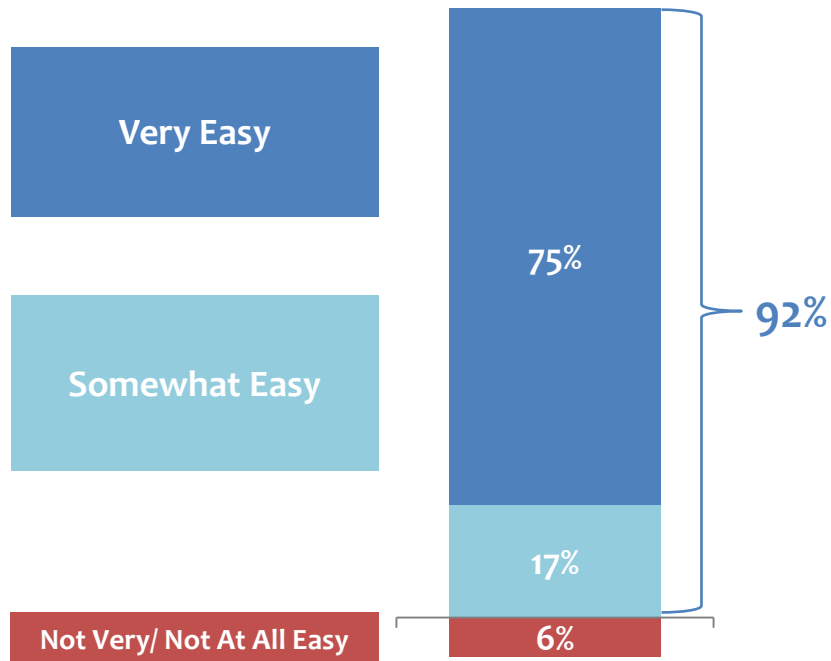
Q74 (For 60+ 2015). How satisfied are you with your community's infrastructure as a whole (e.g., roads, public transportation, parks, buildings, etc.)?

Q75 (For 60+ 2015). How would you rate the quality of public transportation in your community?

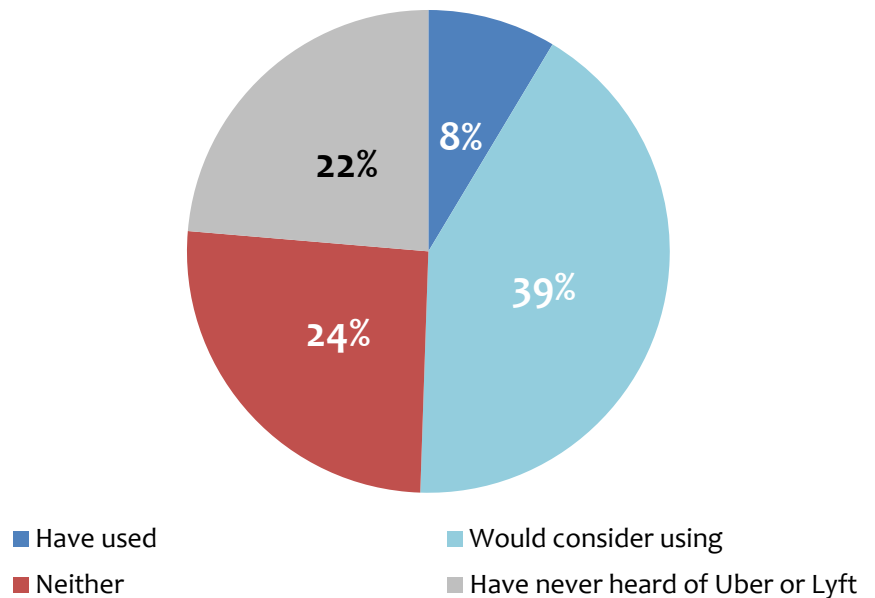
Older Adults find it very easy to get to where they need to go

- Nearly all Older Adults say they find it easy to get around, including three-quarters who say it is “very easy”; less than 1 in 10 have used ride-sharing services like Uber

How easy or difficult do you find it to get yourself to where you need to go?



Have you ever used or would you consider using a ride-share service such as Uber or Lyft to get you where you need to go?



*Not showing “don’t know”

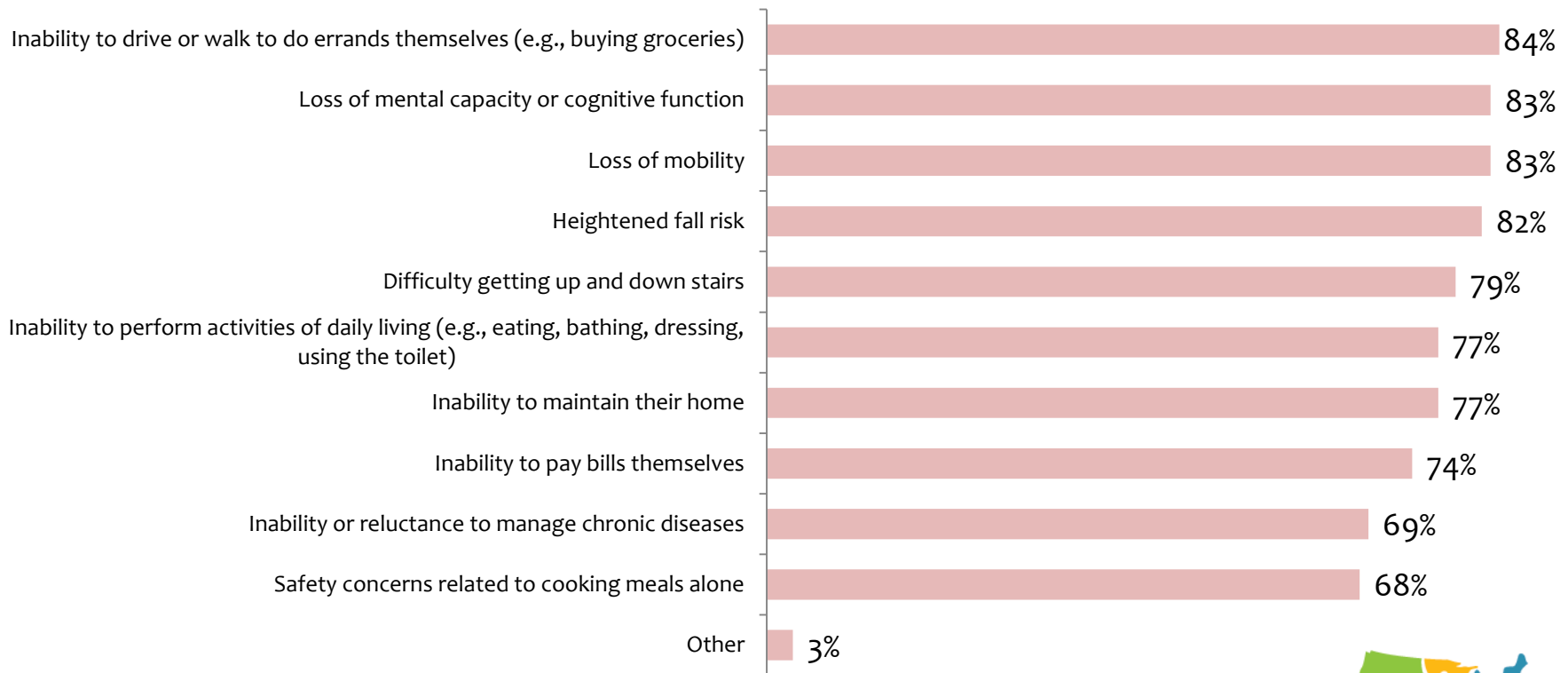
Q77 (For 60+ 2015). How easy or difficult do you find it to get yourself to where you need to go?

Q76 (For 60+ 2015). Have you ever used or would you consider using a ride-share service such as Uber or Lyft to get you where you need to go?

Influencers have a pessimistic view about adults aging in place, and have heightened concern about a number of potential issues

- **The biggest barriers Influencers perceive to Older Adults aging in place are inability to get to where they need to go for errands, loss of mental capacity, loss of mobility and heightened fall risk**

What are the biggest barriers to adults aging in place? (Ranked by Influencers 2015)

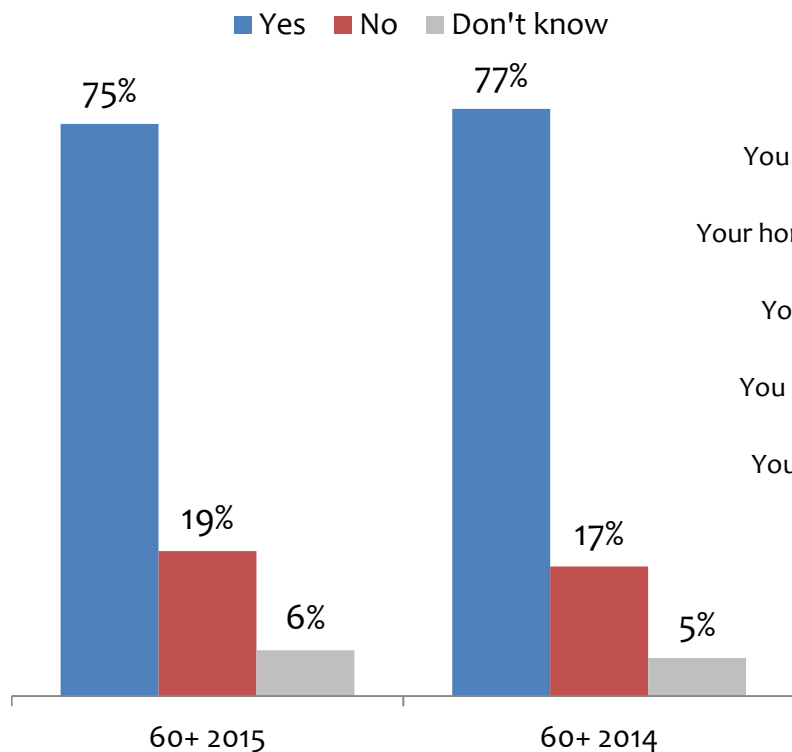


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Q63 (For Influencers 2015). What are the biggest barriers to adults aging in place? Please tell me all that apply.

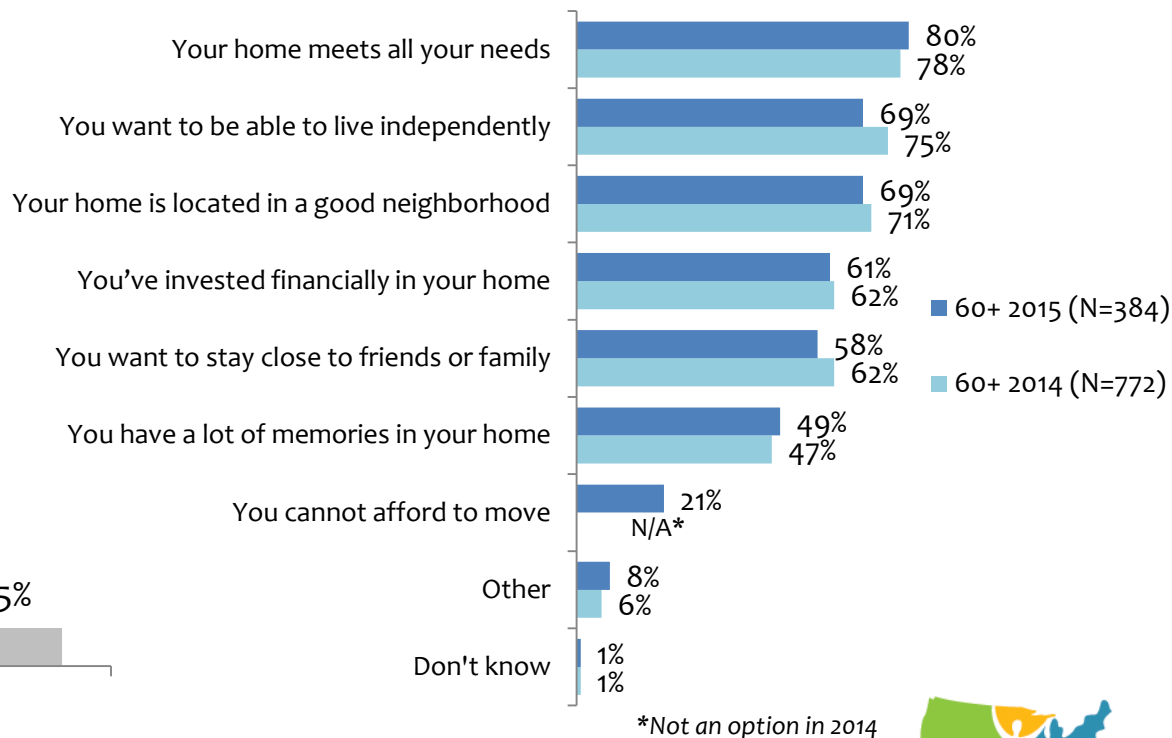
Most Older Adults plan to stay in their current home for the rest of their lives because it meets their needs and allows them to live independently

- Most of those who plan to stay in their home say it is for voluntary reasons, as opposed to issues such as not being able to afford to move

Do you intend to continue living in your current home for the rest of your life?



IF YES: For which of the following reasons do you plan to continue living in your current home for the rest of your life?



*Not an option in 2014



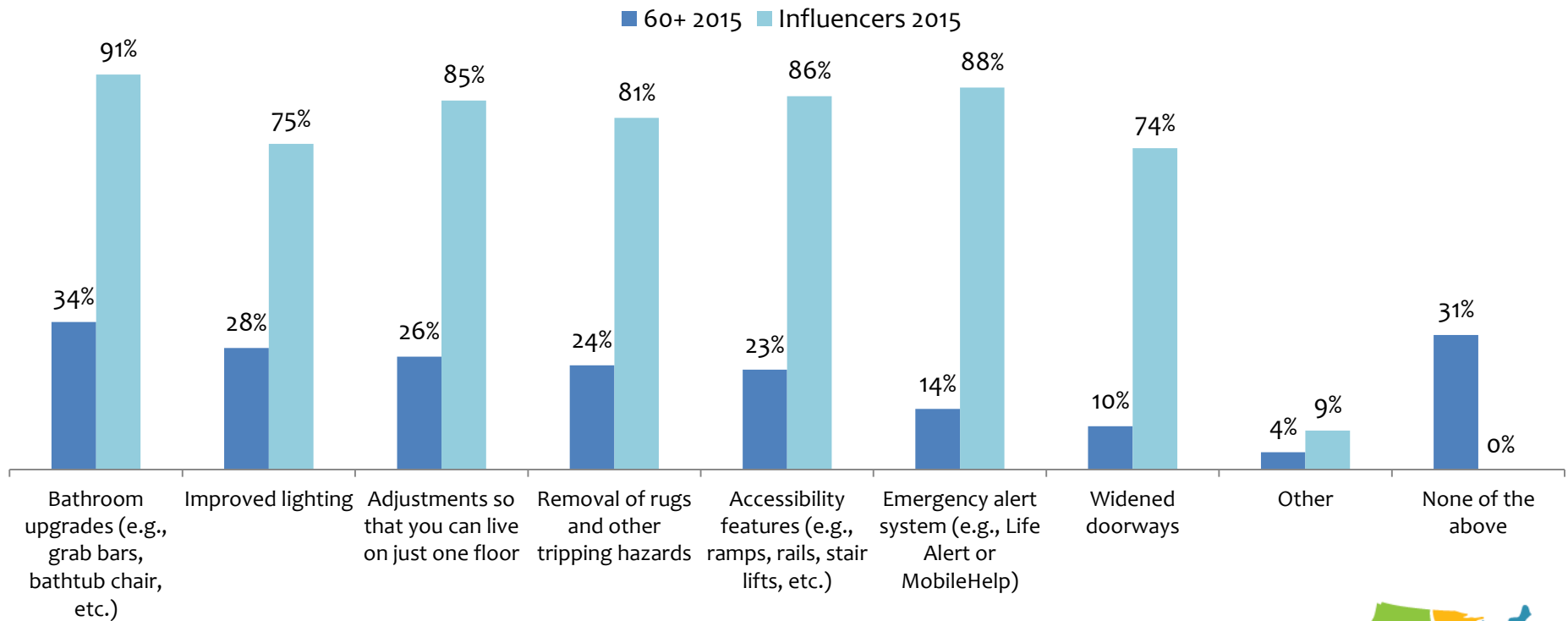
Q 78 (For 60+ 2015), Q30 (For 60+ 2014). Do you intend to continue living in your current home for the rest of your life?

Q79 (For 60+ 2015), Q31 (For 60+ 2014). For which of the following reasons do you plan to continue living in your current home for the rest of your life? Please tell me all that apply.

Older Adults do not feel as strong a need to make home modifications to help them age in place as Influencers, and as a result have not made such changes

- Influencers think it is very important to make a number of home improvements to age in place, while one-third of Older Adults say they have not made such modifications

Home Improvements for Older Adults (Ranked by 60+ 2015)



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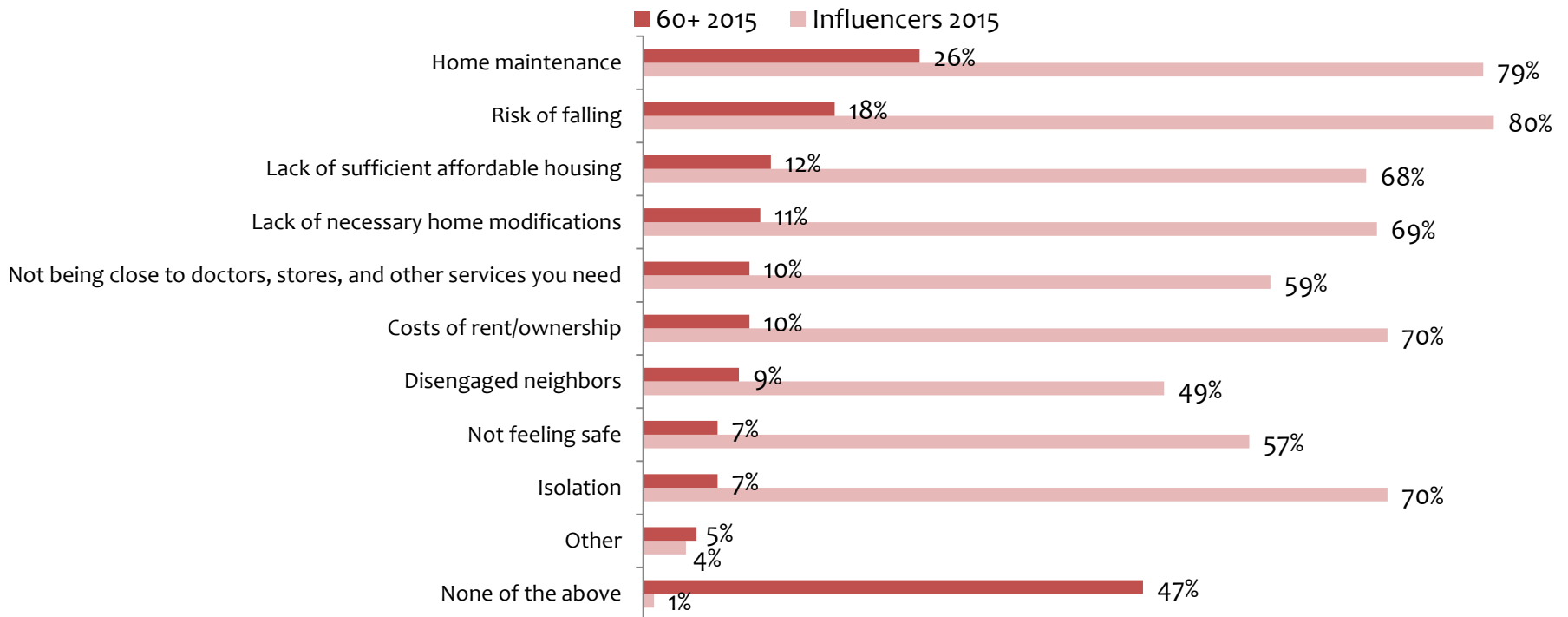
Q80 (For 60+ 2015). Which of the following home improvements have you made to help you age in place?

Q64 (For Influencers 2015). Which of the following home improvements are important to helping Older Adults age in place?

Nearly half of Older Adults have not had any issues or challenges living at home

- Among Older Adults who have had issues, home maintenance, risk of falling and lack of affordable housing are the top challenges; Influencers cite similar top issues, though to a greater degree

Challenges in Older Adults' Home (Ranked by 60+ 2015)



*Not showing "don't know"

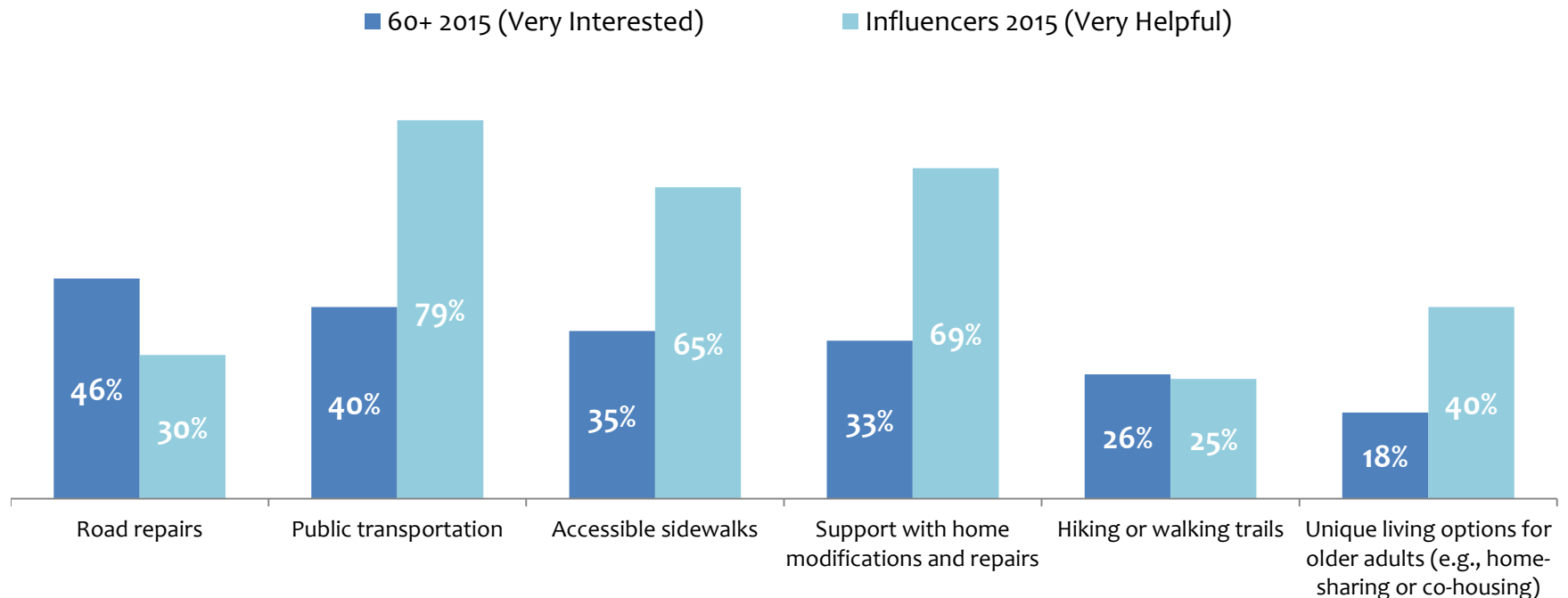
Q81 (For 60+ 2015). What are some challenges that you face with the home you live in?

Q65 (For Influencers 2015). What are some challenges that Older Adults in your community face when it comes to housing?

Older Adults are interested in improvements that would help them get around, especially road repairs, which Influencers have little interest in

- **Influencers are much more interested in expanded support for public transportation, sidewalk accessibility and home modifications, support that directly helps Older Adults in their living and transportation situations**

*Interest in / Helpfulness of Expansions in Community
(Ranked by 60+ 2015 Very Interested)*



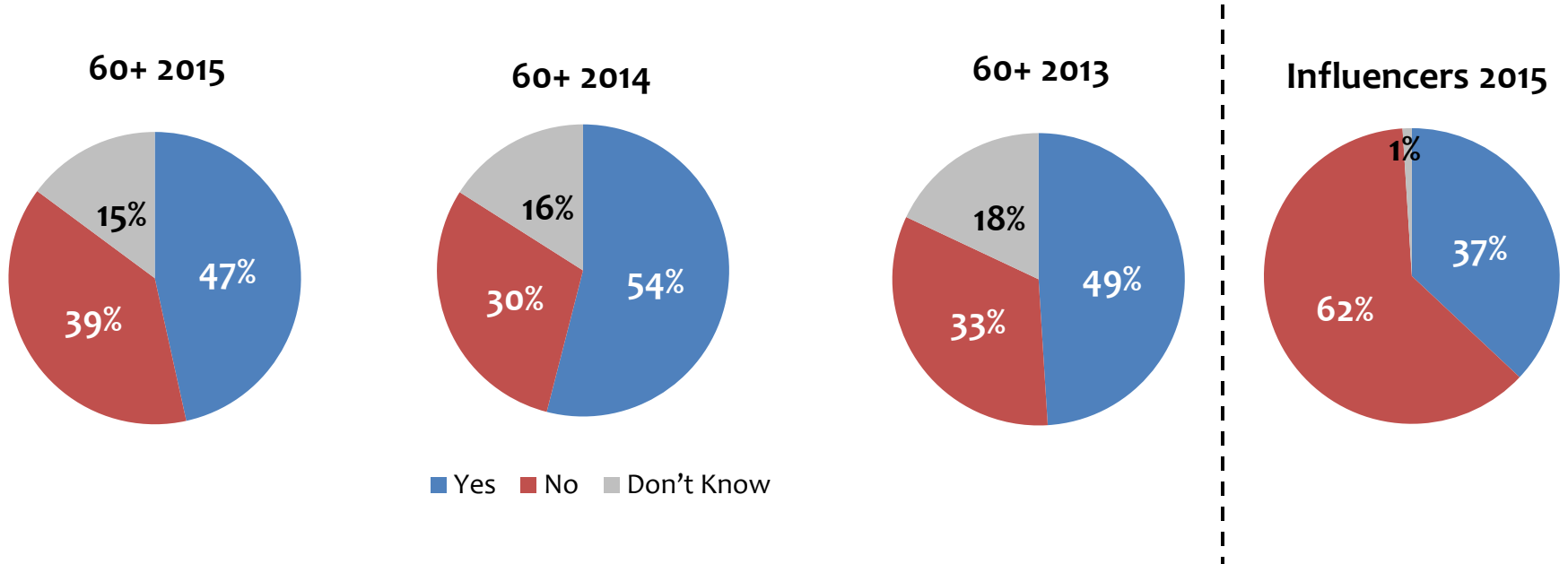
*Not showing “don’t know”

Q82-87 (For 60+ 2015). Please indicate how interested you would be in the expansion of each of the following services in your local community to help Older Adults.
Q66-71 (For Influencers 2015). Please indicate how helpful the expansion of each of the following services in your local community would be to help Older Adults.

Older Adults are more likely than Influencers to say that their community is doing enough to prepare for the needs of a growing retired population

- About half of Older Adults say their community is doing enough in this regard, versus about a third of Influencers; however, less say so than last year

Community Preparedness for Growing Older Adult Population



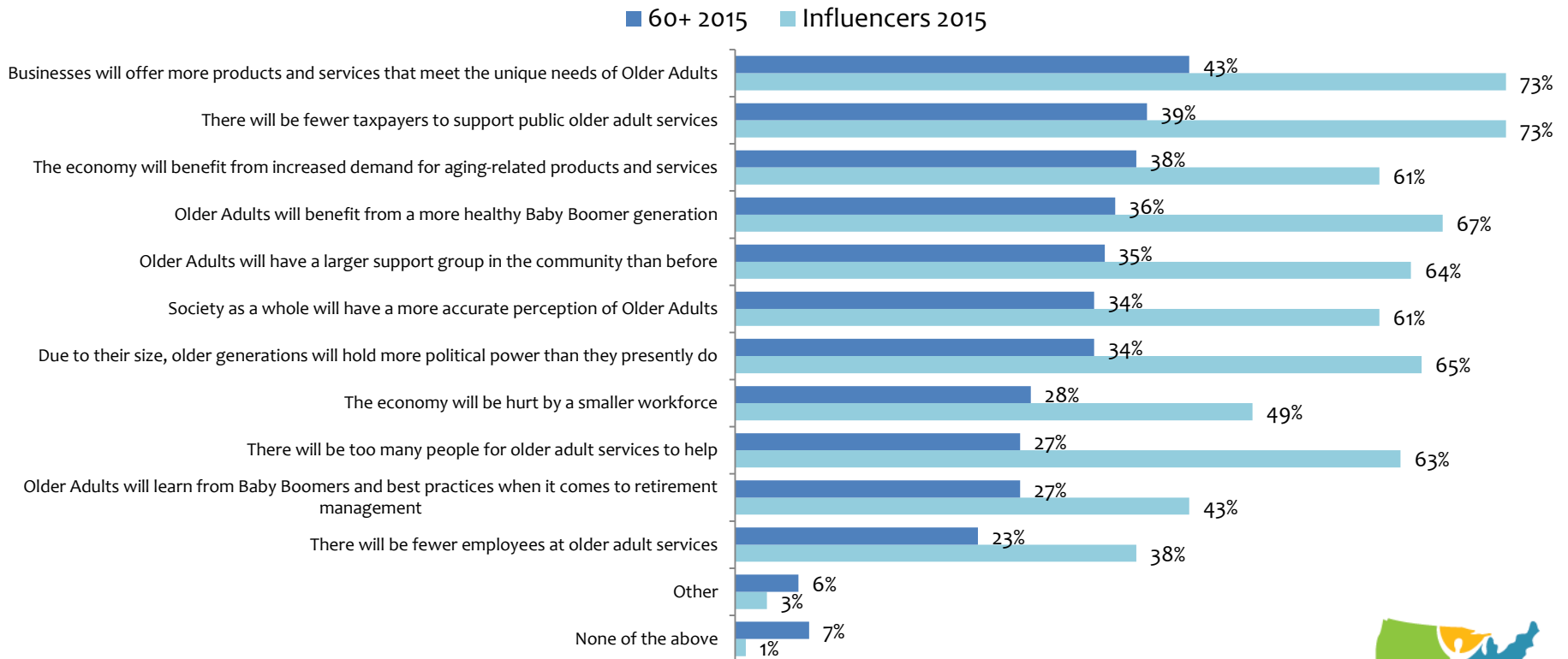
Q88 (For 60+ 2015), Q79 (For 60+ 2014), Q58 (For 60+ 2013). Do you feel your community – meaning the city/town you live in – is doing enough to prepare for the needs of a growing senior population?

Q72 (For Influencers 2015). Do you feel your community is doing enough to prepare for the needs of a growing older adult population?

Aside from a few concerns, both Older Adults and Influencers are optimistic about the effects of the baby boomer population retiring

- While there is some concern about the pool of taxpayers shrinking, the expected effects on businesses, the economy, Older Adults' health and other areas are positive

Impact of Retiring Baby Boomers (Ranked by 60+ 2015)



*Not showing "don't know"

Q89 (For 60+ 2015). What impact do you think the growing group of baby boomers who are entering retirement age will have on aging Older Adults such as yourself?

Q73 (For Influencers 2015). What impact do you think the growing group of baby boomers who are entering retirement age will have on the Older Adults in your community?

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