



2013 Get Old Survey Research Findings in **Greater Atlanta Area** Fact Sheet

Overview

Today, Americans are living longer and aspire to live better than ever before. While this is great news, we know getting older isn't always easy.

To uncover attitudes and perceptions around age and aging, and better understand how people want to Get Old, Pfizer and Generations United fielded the recent 2013 Get Old Survey.

Get Old is an effort by Pfizer to support a candid conversation around aging and living better. We want to challenge people of all ages to rethink what it means to Get Old and take a more active role in their health. To learn more about how Americans want to Get Old, visit www.GetOld.com

Key Findings from the Greater Atlanta Area

- Atlanta area respondents believe they will live a long life (92%), yet only 52% are very comfortable about getting older. A total of 59% of respondents are optimistic about their future.
- People in the Atlanta area are not confident that their communities are prepared for an aging population. The respondents' highest level of concern is about preparedness for employment options.
- Over one-quarter of Millennials (ages 18 - 32) and the Greatest Generation (68+) indicate that their community in Atlanta is very prepared in terms of healthcare facilities for older people (29% and 30% respectively). Baby Boomers (ages 49 – 67) tend to believe their community is not very prepared in general for the aging population – this is consistent across all dimensions surveyed -- including healthcare facilities, home care-giving, transportation, housing and employment options.
- The majority of respondents (60%) indicate that their workplace values age diversity. One-quarter say their workplace favors younger workers because they are technologically savvy (70%), motivated (55%), and creative (49%). On the other hand, 88% value having years of experience and 91% value being a leader as ways to achieve success in the workplace.
- Respondents in the greater Atlanta area rate being fearful of losing their job and not being able to find a new one as their #1 workplace fear.
- Atlanta area respondents expressed work-related fears associated with not being able to retire when they want to, having to stop working before they are ready, being considered too old for a job (or too young) and being replaced by younger workers.

Join the conversation at www.GetOld.com to share and view stories, photos and videos about how people around the world want to Get Old. You can also join the Get Old Facebook community at www.facebook.com/GetOld or participate via Twitter at www.twitter.com/GetOld.

About the Survey

300 respondents from the Atlanta area completed the survey. Ages 18+, they participated in 20 minute telephone interviews March 25 - April 12, 2013.



This is a representative sample based on national statistics for age, gender and region. Data has been weighted to reflect U.S. national census data based on these demographics. The survey was conducted by Harris Interactive.