



2013 Get Old Survey

Research Findings in **Greater Boston 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 in Boston

- Boston area respondents believe they will live a long life (83%) and are generally comfortable with their current age (68% 'very comfortable'). Yet fewer than half are very comfortable with the prospect of getting older (42%) and their future (48%).
- Generally, Boston area respondents agree that quality of life for seniors is better now than it was in the past (77%), yet they are also uncertain about how prepared their communities are for an aging population.
- Boston area respondents are not confident that their communities are prepared for an aging population. Having appropriate work for an aging population is a clear area where communities are viewed as not at all prepared (50%) and only 6% feel their community is 'very prepared'.
- Only a third of respondents in Boston feel that their communities are very prepared to provide healthcare facilities (29%) and transportation for the aging population (33%). However, 38% of respondents belonging to the Greatest Generation (ages 68+) in the Boston area agree that their community is very prepared in terms of healthcare facilities for older people.
- All generations in Boston agree that their community is not at all prepared to provide employment options for older people.
- 66% of Boston area respondents agree that their workplace values age diversity. However, those that believe older workers are favored say it is because of their experience, problem solving skills and devotion. Generally, respondents feel that younger workers are favored because of their technology skills, time, and work ethic.
- To Boston area respondents, technology's best benefit is that it helps them stay connected to other people (91%). Boston area respondents' top work related fear' is not being able to retire when planned (61%), followed closely by a fear of not being able to get a new job (56%).

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 Boston area ages 18+ 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.