



2013 Get Old Survey
Research Findings in **Kansas City 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 Kansas City Area

- The 2013 Get Old Survey reveals that among Kansas City area respondents, only 23% are proud to tell people their age.
- Respondents from the Kansas City area do not feel that their community is very prepared to support the aging US population.
 - The area where respondents feel their community is most unprepared is employment options for older people -- with only 8% saying their community is very prepared and 41% saying their community is not at all prepared.
 - 32% feel that the Kansas City area is not prepared at all to provide housing for the aging.
 - 37% feel that the Kansas City area is not prepared at all to provide transportation for the aging.
- When looking at the generational breakdown of the responses, 22% of Millennials (ages 18 - 32), 25% of Generation X'ers (ages 33 – 48), and 24% of respondents in the Greatest Generation (ages 68+) believe their community is very prepared in terms of being able to provide healthcare facilities for older people.
- Baby Boomers (ages 49 – 67) tend to believe that their community is not very prepared to support the aging population across all dimensions surveyed -- healthcare facilities, home care-giving, transportation, housing and employment options.
- Half of Baby Boomers surveyed (50%) believe their community is not prepared at all in terms of employment options for older people, while more than 40% of Gen X'ers believe their community is not prepared at all in terms of both transportation and housing for older people (41 and 44% respectively)
- When understanding how respondents from the Kansas City area view aging in the workplace, 63% say that their workplace values diversity, but over one-quarter (26%) indicate that their workplace favors younger workers, while only 8% say their workplace favors older workers.
- Only 20% of the respondents in the Kansas City area are fearful of being replaced by someone younger than they are. However, 17% expressed fear of being replaced by someone older than they are.

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 Kansas City 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.