



2013 Get Old Survey
Research Findings in [San Diego 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 San Diego Area

- The 2013 Get Old survey reveals that San Diego area respondents believe they will live a long life (81%), yet only 49% are very comfortable about getting older. San Diego respondents are proud of their age (61%) but less proud of their physical health (28%).
- San Diego area respondents are apprehensive about their communities' readiness to support an aging population. For the most part, San Diego respondents do not believe their community is prepared to support the aging population on a number of infrastructure issues. Only 27% of respondents from the Greatest Generation (ages 68+) in the San Diego area agree that their community is very prepared in terms of healthcare facilities for older people.
- All generations surveyed in the San Diego area are most concerned about their communities' readiness to support employment opportunities for the aging population, with 54% saying their community is 'not prepared at all'. This may be the reason why 63% of respondents in the San Diego area fear not being able to get a job if they lose the one they have.
- Almost three-quarters (70%) of respondents in the San Diego area believe their workplace values age diversity. Respondents who feel younger workers are favored tend to feel this is due to their creativity (48%) and motivation (48%).
- Perhaps San Diego's close proximity to Silicon Valley is the reason why 9 in 10 respondents feel that understanding technology is important to achieving workplace success. Millennials (ages 18-32) in San Diego believe so more than any other generation surveyed.

Join the conversation at www.GetOld.com to share and view stories, photos and videos about how people 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 San Diego area completed the survey. Ages 18+, respondents 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.