

QuickFACTS®

We are stardust
We are golden
And we've got to get ourselves
Back to the garden.



“Woodstock” by Joni Mitchell.

INFORMATION ABOUT AGING, LONGEVITY, AND THE MATURE MARKET

Welcome to QuickFACTS, a monthly fact sheet produced by the MetLife Mature Market Institute. Our focus is the emerging market of people 50+. We compile recent news and developments on multi-generational issues that impact our business and our customers. Ideas and comments for the editor are welcome by e-mail at fradding@metlife.com or phone, 203-454-5302.

Getting Older: Not as Bad as You May Think

In a survey conducted in February and March 2009 by the Pew Research Center, the percentage of young people expecting adverse events associated with aging was much greater than the percentage of older people actually reporting these challenges. The survey looked at young people's expectations of having memory loss, a serious illness, feeling sad, depressed, or lonely and other issues such as having to give up driving, or becoming sexually inactive. The gap between the expectation and the reality ranged from 8% to 32% for the various categories in a nationally representative sample of 2,969 adults.

Pew Research Center
“Growing Older in America: Expectations vs. Reality”
June 29, 2009
Click for link to survey



Web WATCH for Employers



Using research from leading worksite wellness representatives and focus groups with benefits managers and human resource directors, the Centers for Disease Control developed a website <http://www.cdc.gov/leanworks> designed for employers that enables them to calculate healthcare costs incurred by obesity, and provides them with a toolkit to plan, build, and promote a program to combat the trend and focus on wellness.

The Boomer Generation Goes Down in History

John Zogby of Zogby International posed the question, “Will the legacy of the baby boomers be an era marked by consumerism and indulgence, lasting social change or nothing at all?” The answers to this poll of 4, 811 adults were telling: 42% said consumerism and self-indulgence, 27% said changing values and ending a war, and 32% either weren’t sure or said nothing at all.

John Zogby
“The Way We’ll Be: The Baby Boomers’ Legacy”
Forbes.com
July 23, 2009
Click for link to article



For History Buffs

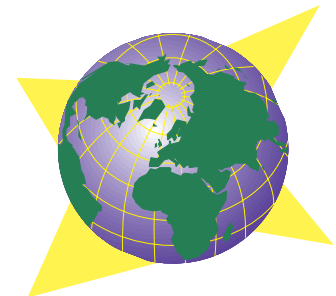
The American Major League Baseball organization has been offering annuities to players, coaches and trainers since 1947. Records from 1956 show thirty seven members were vested, and 71 new members enrolled. Annuities today continue to be among the financial resources offered to Major League players.

Click for link to Web site

International Ageing

By 2040 the number of adults over the age of 65 will double worldwide to 1.3 billion, from 7% to 14% of the total population. Yet many nations have already surpassed this. Japan is the world’s “oldest” with 21.6% of its population over the age of 65, and other countries including Germany, Greece, Italy and Sweden have older populations in the 18-20% range. The United States is still comparatively young, with only 13% over age 65 in 2008, but as the baby boomers age, it will approach the 20% mark around 2030.

Kevin Kinsella and Wan He
“An Aging World 2008”
International Population Reports
U.S. Department of Health and Human Services and U.S. Census Bureau
June 2009
Click for link to report



Woodstock Trivia Remembered



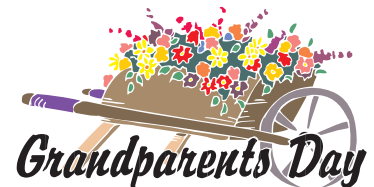
Forty years later, the concert held in Bethel, NY is being remembered and discussed throughout the media. Peter Sagal, host of the NPR quiz show “Wait, Wait Don’t Tell Me”, a fun news quiz show, asked his guest, the youngest member of the House of Representatives, from Illinois, Congressman Aaron Schock, questions about the concert. Not surprisingly, the 28 year old Schock did not know that the promoter of the concert, Michael Lang, originally wanted Roy Rogers to perform as the closing act.

[Click for link to program](#)

September 13th is National Grandparents Day

Grandparents have a special role: to pass down the wisdom and heritage of our ancestors. First proclaimed by Jimmy Carter in 1978, Grandparents Day recognizes their unique contributions to families throughout the country. In 2007 there were 6.2 million grandparents who lived with their grandchildren under the age of 18, and 1.5 million who were still in the workforce.

U.S. Census Bureau News
 “Facts for Features”
 Grandparents Day 2009: Sept. 13
 July 13, 2009
[Click for link to press release](#)



Come fly with Me!

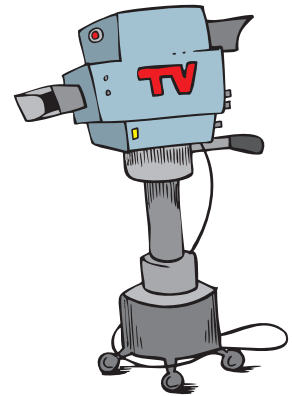


If you have taken a trip recently on a commercial airline, you might have noticed the changing demographics of the flight attendants. As a group, they have aged faster than the U.S. workforce overall. While the workforce has been aging over the past three decades, the median age of flight attendants rose by 14 years (from age 30 to 44), between 1980 and 2007, compared with the median age of all workers that rose by 6 years (from age 35 to 41). Additionally, the percentage of flight attendants over the age of 45 increased from 6% in 1980 to 50% in 2007.

Rogelio Saenz and Louwanda Evans
 “The Changing Demography of U.S. Flight Attendants”
 Population Reference Bureau
[Click for link to article](#)

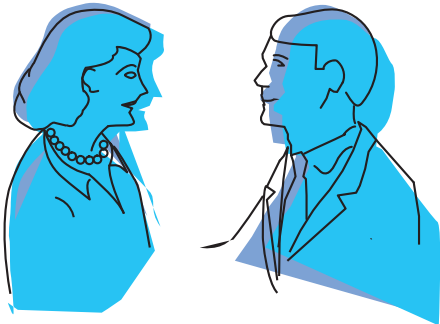
Ageist Prime-Time Programming

According to a 2009 report from the International Longevity Center and the Aging Services of California, prime-time television script writers, typically white men age 40 and under, have overlooked some key data. The 65+ population makes up 12.9% of the population, yet fewer than 2% of the prime-time television characters are 65 and older. Seventy percent of older men are portrayed disrespectfully and are cast as “bad.” And a 2003 study found that women over the age of 40 were portrayed as betrayed, abandoned and abused.



Nicole S. Dahmen, Ph.D. and Raluca Cozma, Editors
“Media Takes on Aging”
International Longevity Center-USA
Aging Services of California
2009

Couples Not on the Same Page



In a recent study by Fidelity, only 38% of couples make decisions together when it comes to retirement savings. It seems that couples are not even communicating on basic assumptions that impact the financial planning process, such as how much they will need to retire. Forty-two percent disagree on their prospects for living comfortably in retirement, which is up from 37% in 2007.

“Couples Out of Sync on Retirement Plans”
Money Management Executive
Financial Planning
June 11, 2009
Click for link to article

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