

Clarity
Final Report:
Attitudes of Seniors and Baby Boomers
on
Aging in Place

Prepared by:

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Research Background & Purpose

- ✦ Clarity, a Division of Plantronics, Inc. is the leading supplier of amplified telephones, notification systems, assistive listening devices and other communications devices for the aging population.
- ✦ Seigenthaler Public Relations and Clarity commissioned Prince Market Research (PMR) to conduct a research study among two groups – Baby Boomers (ages 43-61) with aging parents and Seniors (ages 65+) – to focus on the attitudes and awareness of “aging in place.”

Research Methodology

- ✦ For each group, PMR completed a total of n=402 telephone interviews (n=804 total) with a random group of qualified respondents across the country.
- ✦ All Seniors age 65 or older that did not live in a nursing home or assisted living facility qualified to participate.
- ✦ For Baby Boomers to qualify, they needed to be ages 43-61 and have at least one parent, step-parent, or parent-in-law still living.

Research Methodology

- ✦ The overall margin of error at n=402 is +/-5.0%.
- ✦ The telephone interviews were conducted July 6 through July 31, 2007.
- ✦ The Baby Boomer questionnaire included a total of 42 questions (plus gender), while the Senior questionnaire included a total of 41 questions (plus gender). See Appendix for a copy of the questionnaires.
- ✦ The telephone interviews took on average 10-12 minutes to complete.

Key Findings:

Seniors

Key Finding: *Seniors fear loss of independence/moving into a nursing home more than death.*

- ✦ The majority of Seniors worry about a number of important issues related to their independence and health.
- ✦ When asked what they fear most, Seniors' top four responses were:
 - ✦ Loss of independence (26%),
 - ✦ Moving out of home into nursing home (13%),
 - ✦ Giving up driving (11%), and Loss of family and friends (11%).
- ✦ Only 3% of Seniors said that death is what they fear most.

Key Finding: More than half of Seniors are concerned about their ability to age in place.

- ✦ Aging in place is very important to the vast majority of Seniors (89%).
- ✦ Not only do Seniors believe it is very important to remain in their own home, over half (53%) are concerned about their ability to do so.
- ✦ When asked about issues that could jeopardize their ability to live independently, Seniors cited three primary concerns:
 - ✦ Health problems (53%),
 - ✦ Memory problems (26%), and
 - ✦ Inability to drive and/or get around (23%).

Key Finding: Seniors are determined to maintain their independence; they require – and receive – limited support.

- ✦ The majority of Seniors (55%) living independently do not receive assistance with transportation, household, healthcare and financial needs from their children or caregivers. Of those who do receive assistance:
 - ✦ 20% receive assistance with household maintenance,
 - ✦ 13% receive assistance with transportation,
 - ✦ 8% receive assistance with healthcare,
 - ✦ 8% receive assistance with financial and purchasing decisions, and
 - ✦ Only 1% receive financial support.

- ✦ Even though Seniors do not receive much assistance, the vast majority (75%) believe their children are Involved Enough in their life.

Key Finding: About half of Seniors are comfortable with technology and open to new technologies that enable independence.

- ✦ Among all Seniors in this survey:
 - ✦ 52% are Comfortable/Very Comfortable using a personal computer
 - ✦ 48% are Comfortable/Very Comfortable using the Internet
 - ✦ 46% are Comfortable/Very Comfortable using email
 - ✦ The older the age group, the less comfortable they are with technology.

- ✦ 65% of Seniors said they are open to or would like to use new technology.

- ✦ When asked about their willingness to allow the use of ambient technology in their home (specifically, sensors to monitor their health and safety), 54% said they would consider it.

Key Findings: Baby Boomers

Key Finding: A vast majority of Baby Boomers are concerned about their Senior parents' ability to age in place.

- ✦ 80% said the ability of their Senior parents to age in place is Very Important.
 - ✦ Another 14% said it is Somewhat Important.
- ✦ 79% are concerned about their parents' ability to age in place and live independently.
 - ✦ 57% are Very Concerned and 22% are Somewhat Concerned.

Key Finding: Boomers are most concerned about their parents' emotional and physical well-being if they have to leave their home.

- ✦ If their parents must move from their home, Boomers greatest concerns are that their parents:
 - ✦ Might be sad to lose their independence (89% Very/Somewhat Concerned)
 - ✦ Might be mistreated in they move into a nursing home (82% Very/Somewhat Concerned)
 - ✦ Might dislike a nursing home facility if they moved into one (79% Very/Somewhat Concerned)
 - ✦ Might be scared to leave their home (70% Very/Somewhat Concerned)

- ✦ The majority of Boomers are not concerned that their parent might be a burden to them:
 - ✦ 51% are not concerned they might have to financially support their parent
 - ✦ 60% are not concerned their parent might have to move in with them

Key Finding: As their parents age in place, Boomers are worried most about their aging parents' health, mobility and safety.

- ✦ In addition to their concern about their parents' ability to age in place and live independently, the things that most concern Boomers about their aging parents are:
 - ✦ Their health (77% Very/Somewhat Concerned)
 - ✦ Their ability to avoid falls/injuries (75% Very/Somewhat Concerned)
 - ✦ Their ability to drive (58% Very/Somewhat Concerned)
 - ✦ Other safety and security issues (55% Very/Somewhat Concerned)

Key Finding: *One in three Boomers is not helping their Senior parents at all.*

- ✦ 37% of Boomers are providing no help to their aging parents, yet most (74%) say they are Involved Enough in their parent's life.
- ✦ Boomers who provide various types of assistance to their aging parents are in the minority:
 - ✦ 40% help with household maintenance
 - ✦ 34% provide transportation
 - ✦ 33% assist with medical issues and medication
 - ✦ 28% help make purchasing and financial decisions
 - ✦ 19% provide financial support to their aging parents
- ✦ Boomers with children are more likely than those without children to provide non-financial assistance to their parents, including help with household maintenance, medical issues and medication, and transportation.
- ✦ Boomers without children are more likely than those with children to provide financial assistance to their parents, including making purchasing or financial decisions and providing financial support.

Key Finding: *Boomers have not turned to technology to assist their aging parents.*

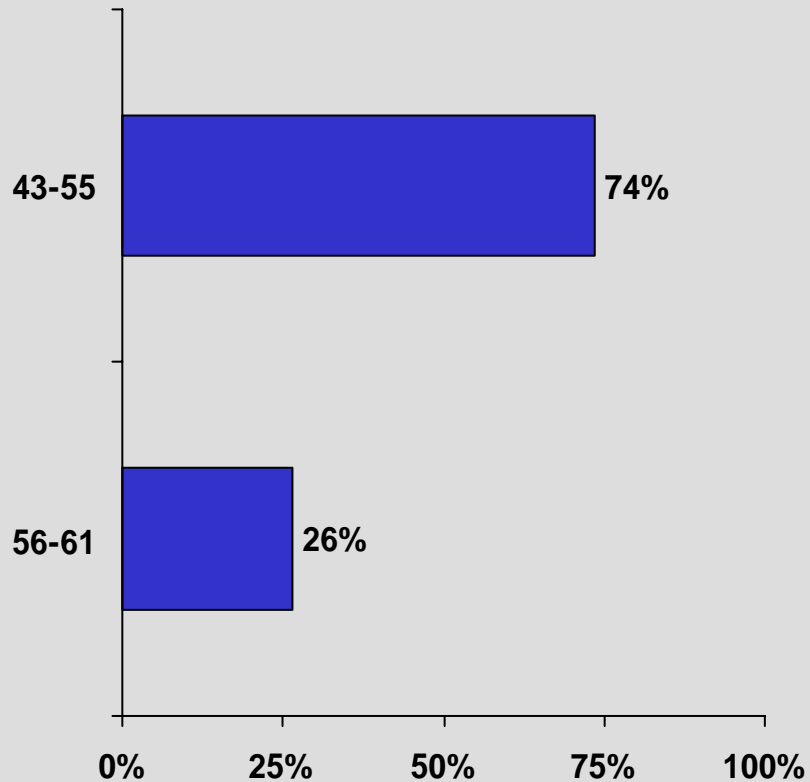
- ✦ Half of Baby Boomers (51%) think there are technology products available aimed at meeting the needs of Seniors.
- ✦ Despite this fact, only 14% of Boomers have actually looked for any technology solutions that would help them ensure the health and safety of their parents.
- ✦ Half of Boomers (49%) said they are interested in new technologies that would help them monitor their parents' safety and wellbeing.
- ✦ Half of Boomers (50%) would be open to the use of ambient technology (i.e., sensors) to monitor the health and safety of their aging parents.

Detailed Findings

Note: Not all percentages will equal 100%
due to rounding of individual answers.

Demographics: Age

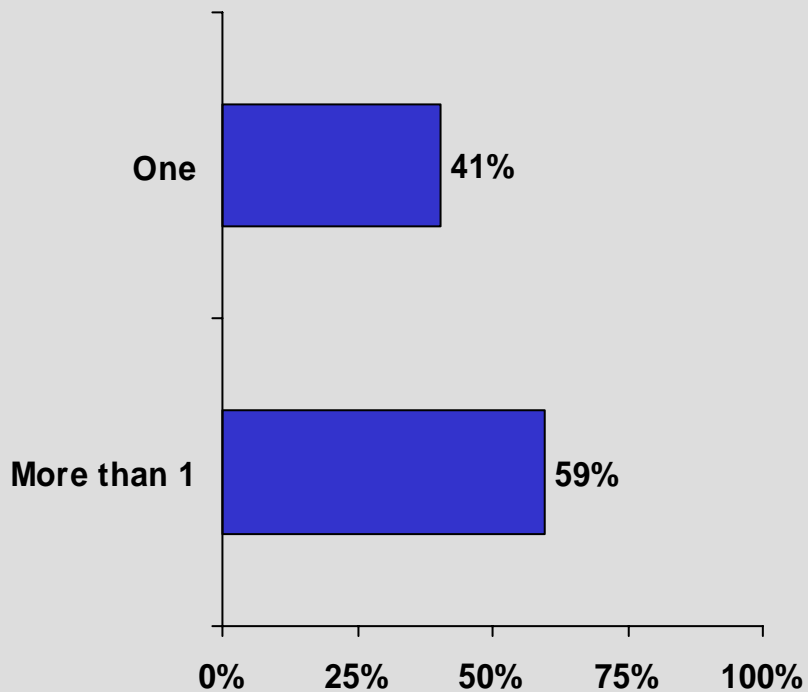
✦ *Q: Which of the following includes your age?*



✦ Among the full sample of Baby Boomers, 74% were ages 43-55 and 26% were ages 56-61.

Parents Living Independently

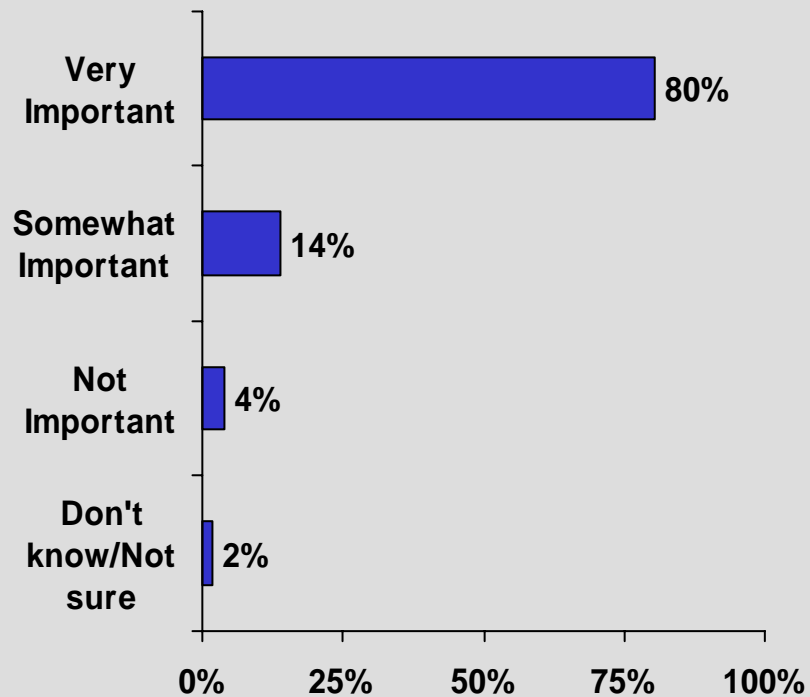
✦ **Q: How many of your or your spouse's parents or step-parents live independently in their own home or apartment?**



✦ Among these Baby Boomers, 41% said they or their spouse had just one parent/step-parent still living in their own home, while 59% had more than one still living in their own home.

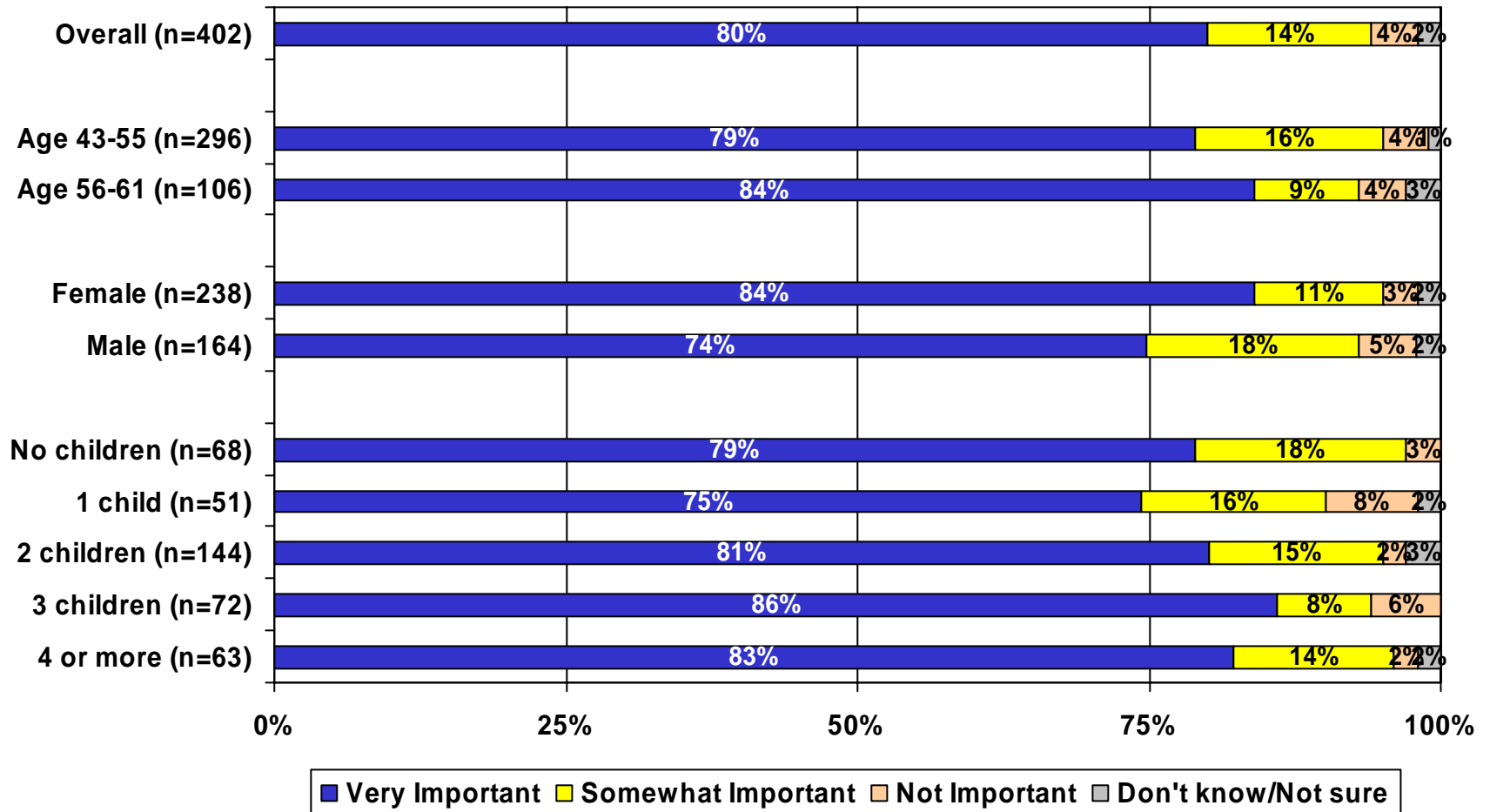
Importance of Parents Living Independently

✦ **Q: How important is it to you that your parent(s) be able to age in place (remain living independently in their own home)?**



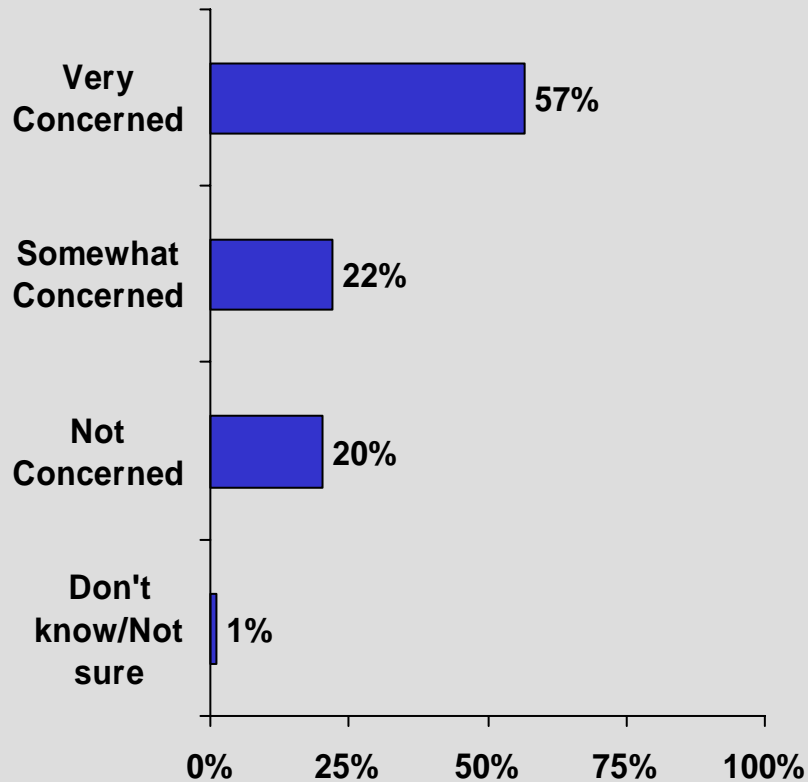
✦ Overall, 80% of Baby Boomers in this study said it is Very Important that their parent be able to age in place (remain living independently in their own home).

Importance of Parents Living Independently



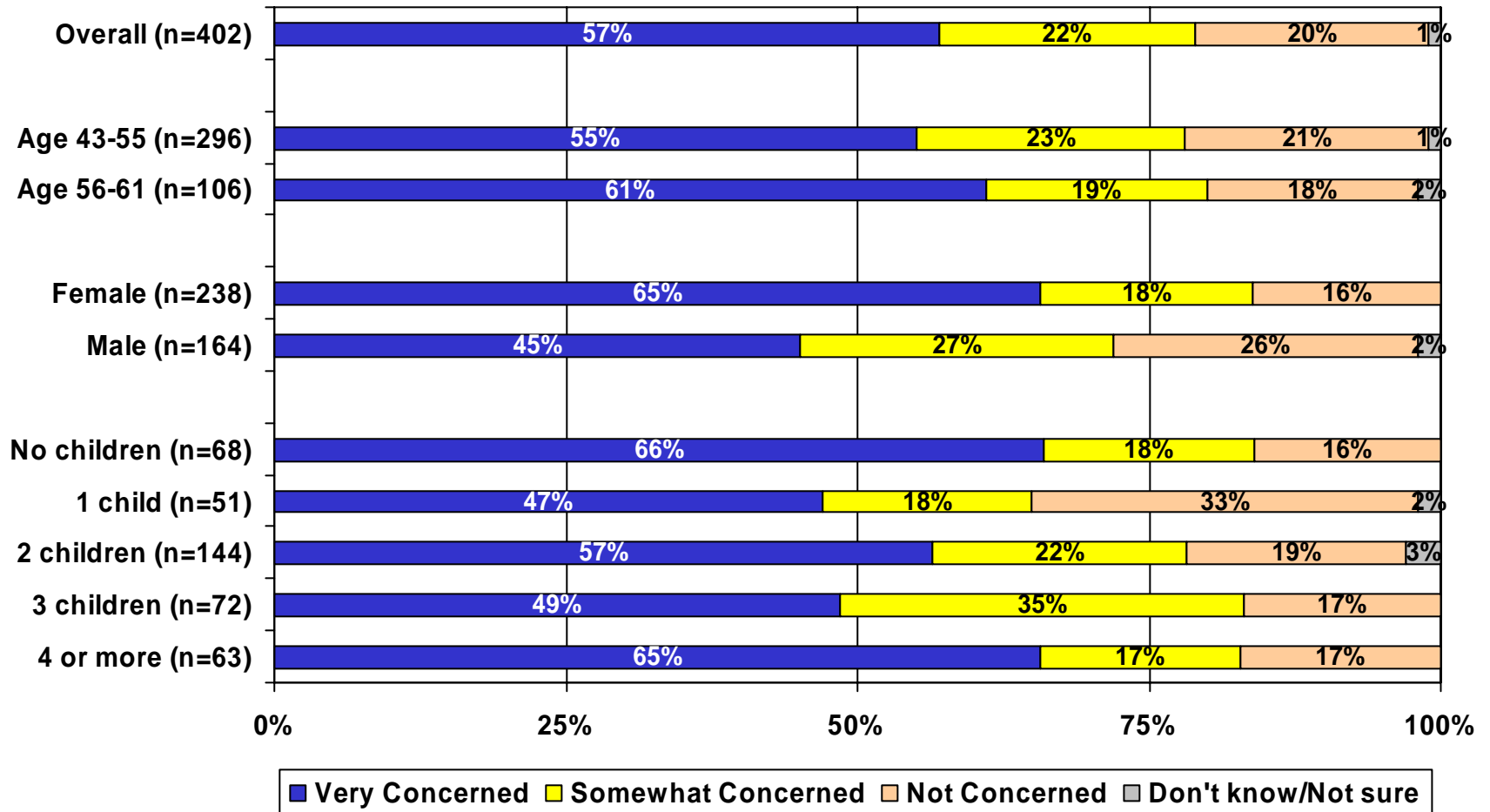
Concern for Ability of Parents to Live Independently

✦ **Q: How concerned are you about their ability to do this?**



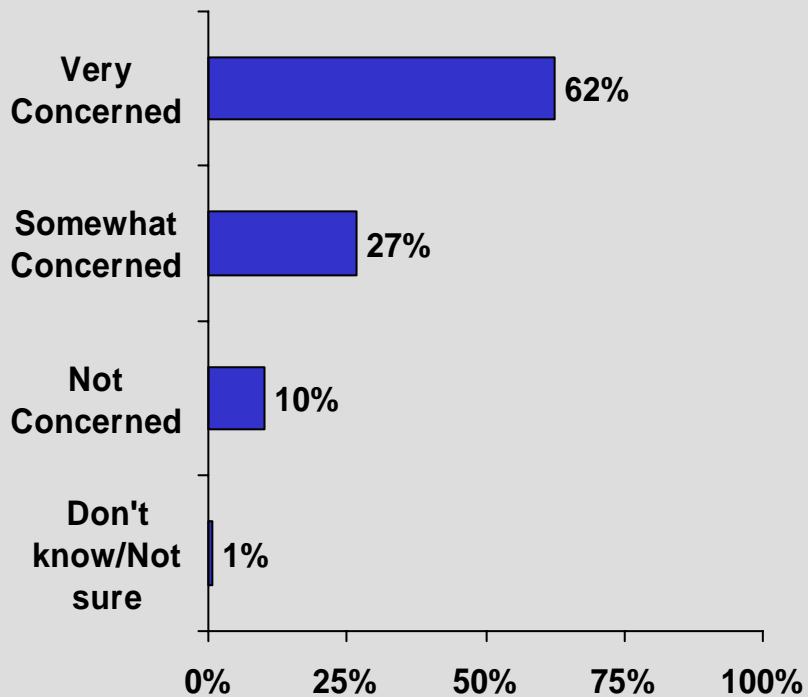
- ✦ 79% are concerned about their parents' ability to age in place and live independently. 57% are Very Concerned and 22% are Somewhat Concerned.
- ✦ Women are more concerned about this than men are, and those with no children or many children (4+) are more likely than those with 1-3 children to be concerned about this.

Concern for Ability of Parents to Live Independently



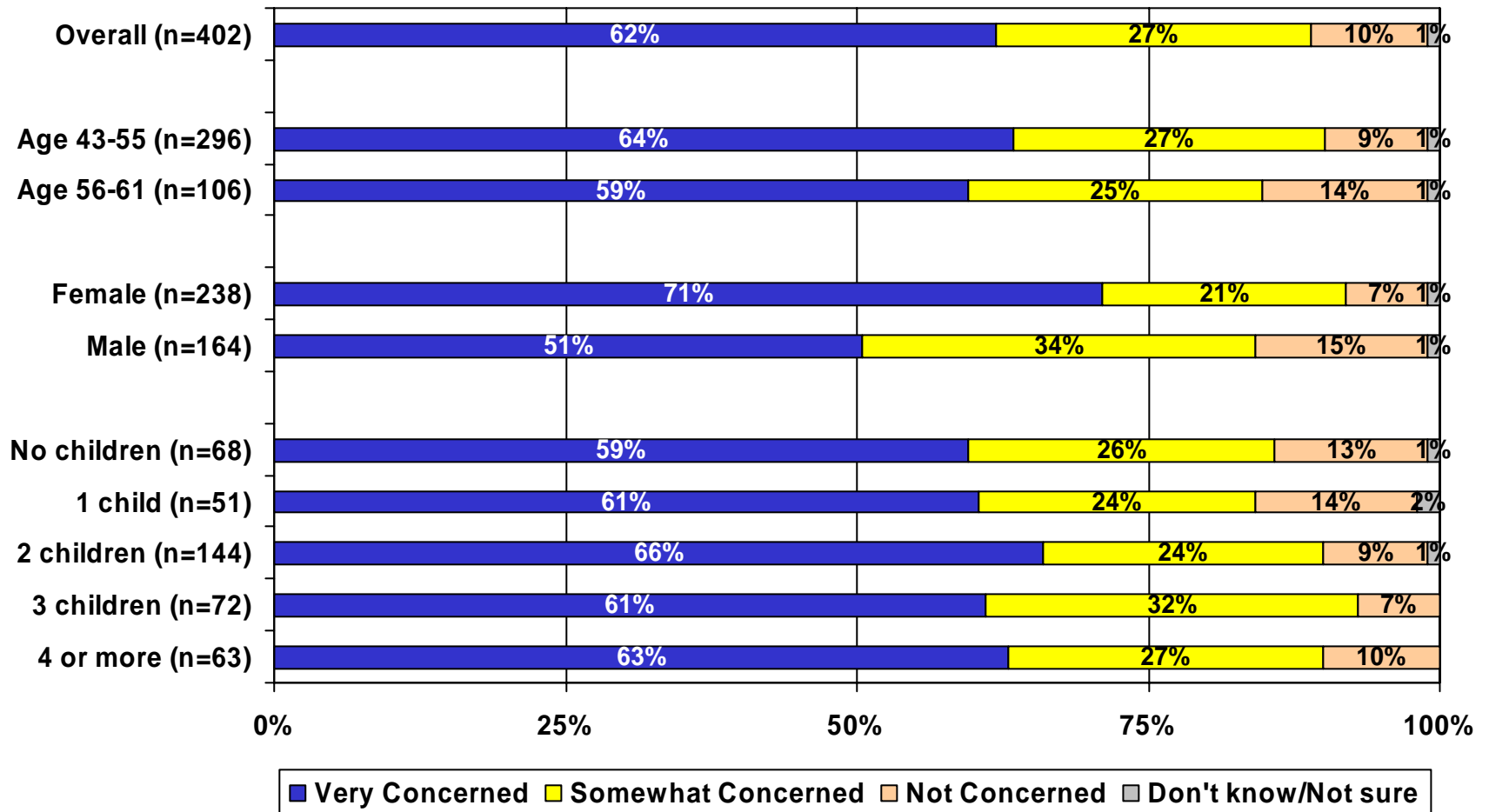
Concerns: Might Be Sad to Lose Their Independence

✦ **Q: If your parent must move from their home, how concerned are you about the following: They might be sad to lose their independence.**



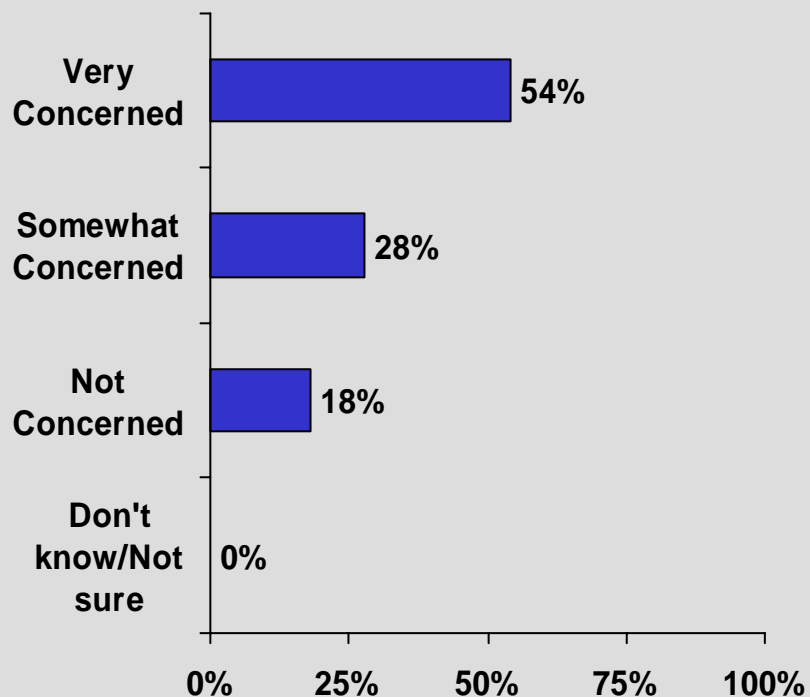
- ✦ 89% are concerned that their parent might feel sad about losing their independence if the parent had to move from their home (62% Very Concerned/27% Somewhat Concerned).
- ✦ Women are more concerned than men on this issue.

Concerns: Might Be Sad to Lose Their Independence



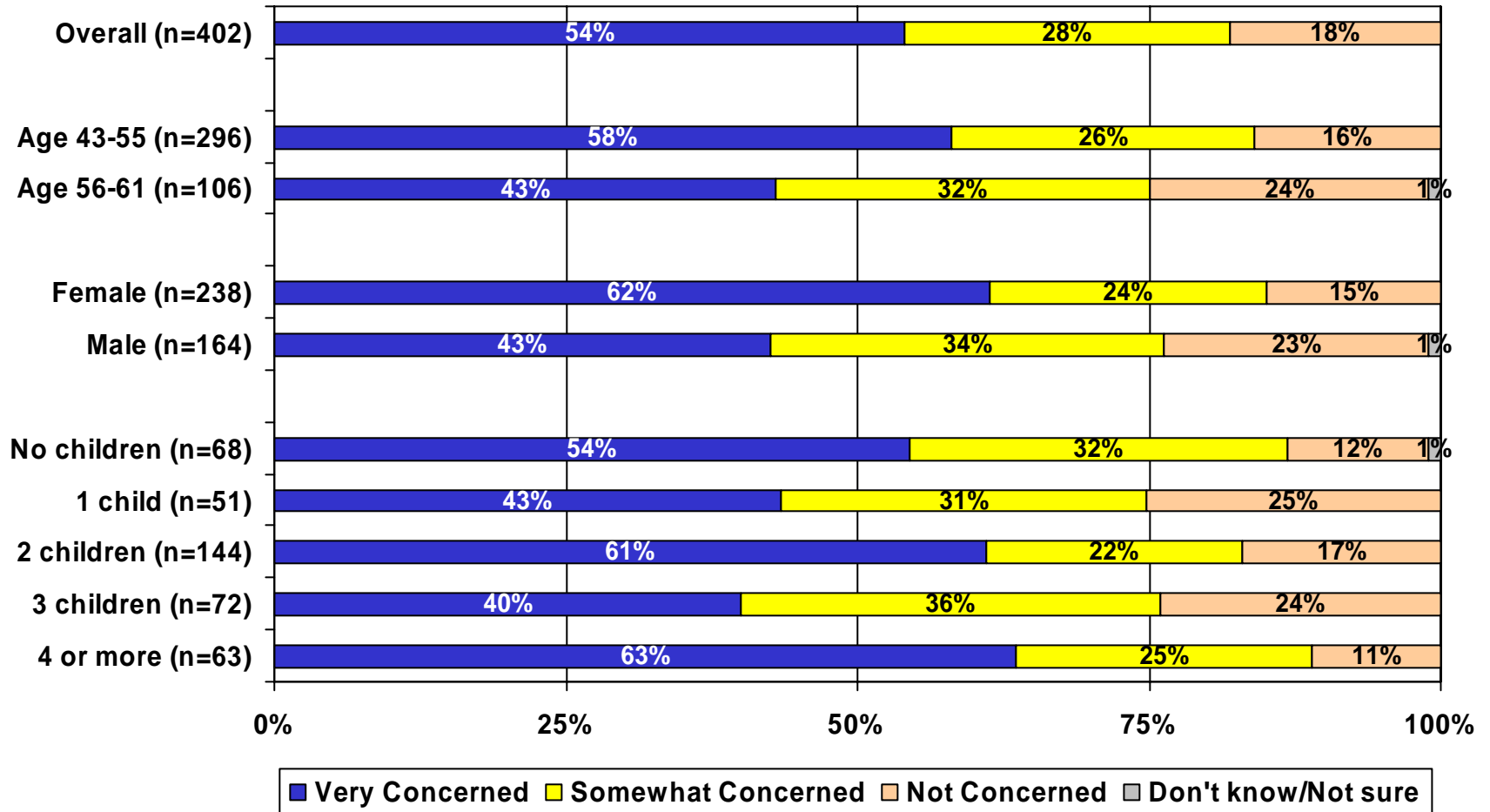
Concerns: Might Be Mistreated in a Facility

✦ **Q: If your parent must move from their home, how concerned are you about the following: They might be mistreated in a facility?**



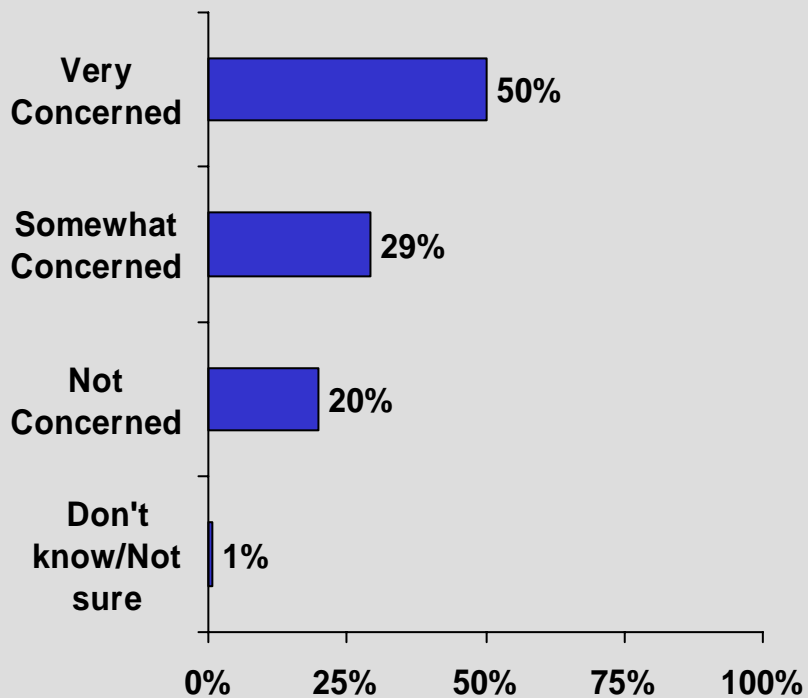
- ✦ Overall, 82% of Boomers said they are Very Concerned (54%) or Somewhat Concerned (28%) their parent might be mistreated in a facility, and only 18% are Not Concerned about this.
- ✦ Younger Boomers (ages 43-55) are more likely than older Boomers (ages 56-61) to be Very Concerned about this, and women are more likely than men to be Very Concerned about this.

Concerns: Might Be Mistreated in a Facility



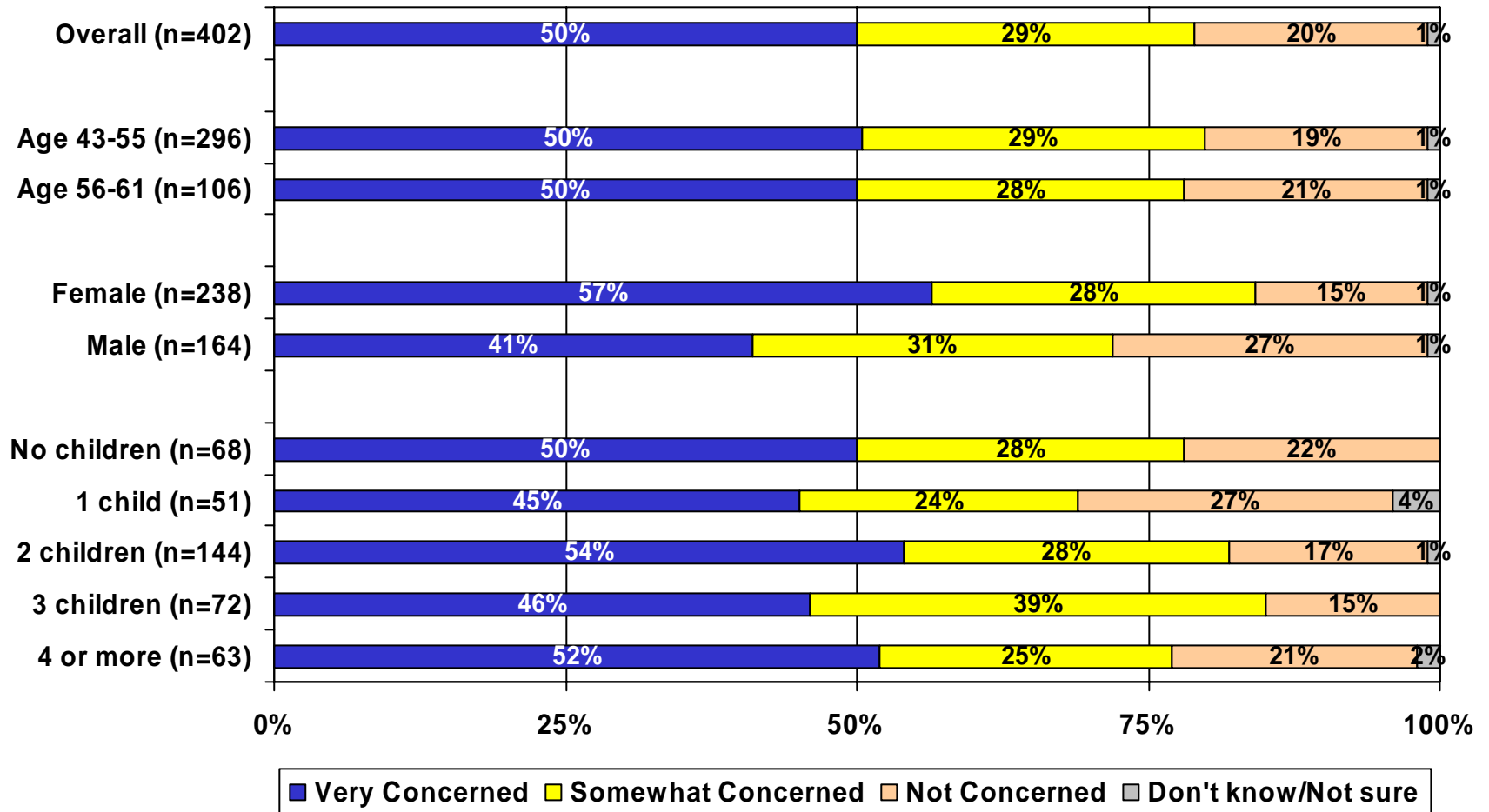
Concerns: Might Dislike Living in a Facility

✦ **Q: If your parent must move from their home, how concerned are you about the following: They might dislike living in a facility?**



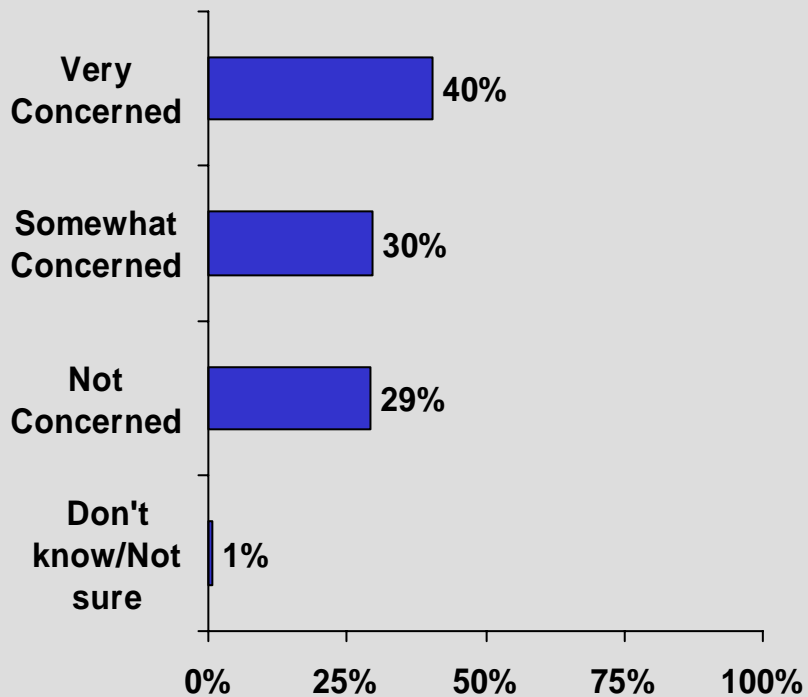
- ✦ If their parent were to move out of their home, 79% of Baby Boomers said they would be concerned that their parent might dislike living in a facility (50% Very Concerned/29% Somewhat Concerned).
- ✦ Women are more concerned than men are about this.

Concerns: Might Dislike Living in a Facility



Concerns: Might Be Scared to Leave Their Home

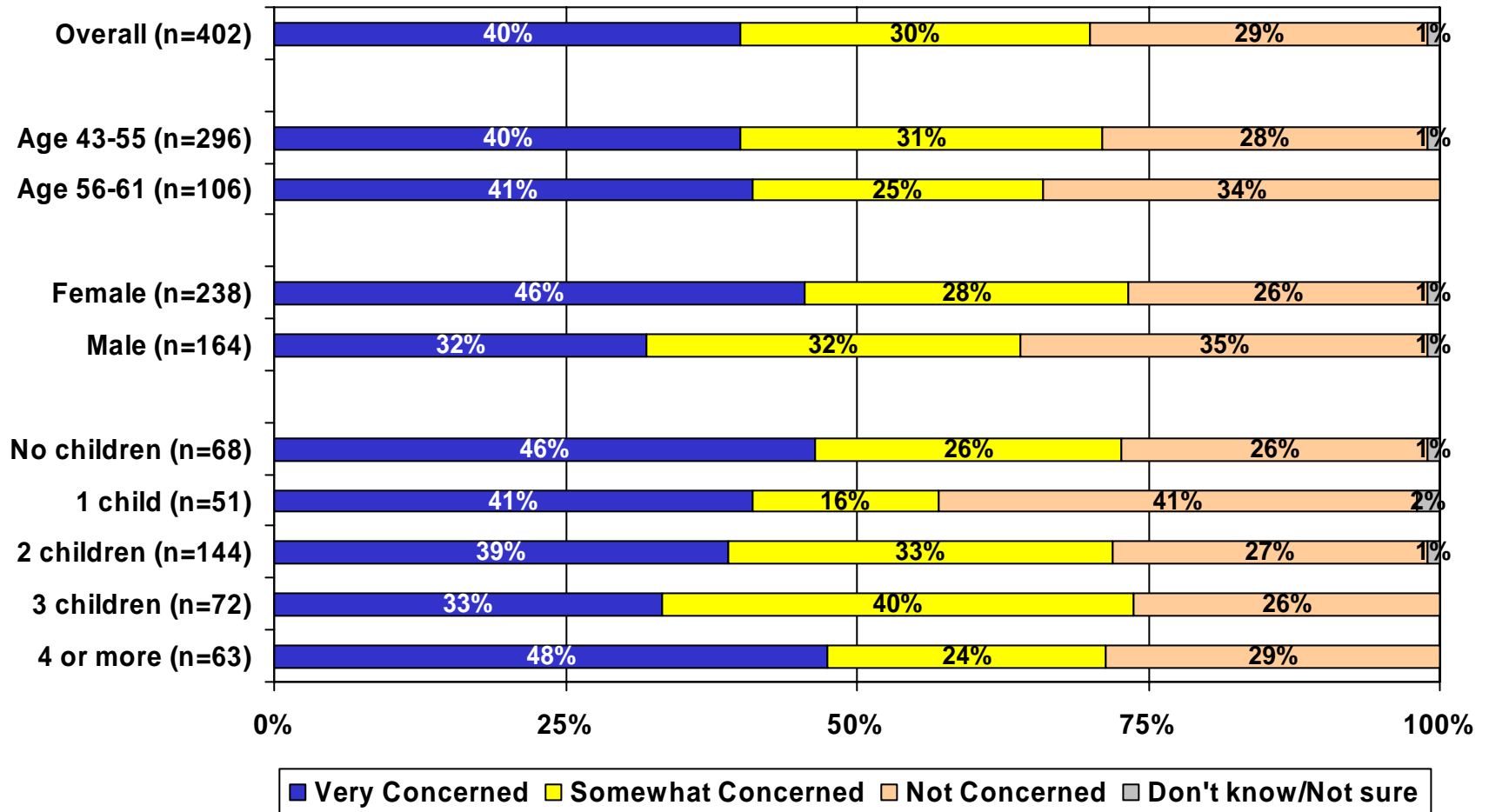
✦ **Q: If your parent must move from their home, how concerned are you about the following: They might be scared to leave their home.**



✦ 70% are concerned about the fact that their parent might be scared to leave their home (40% Very Concerned, 30% Somewhat Concerned).

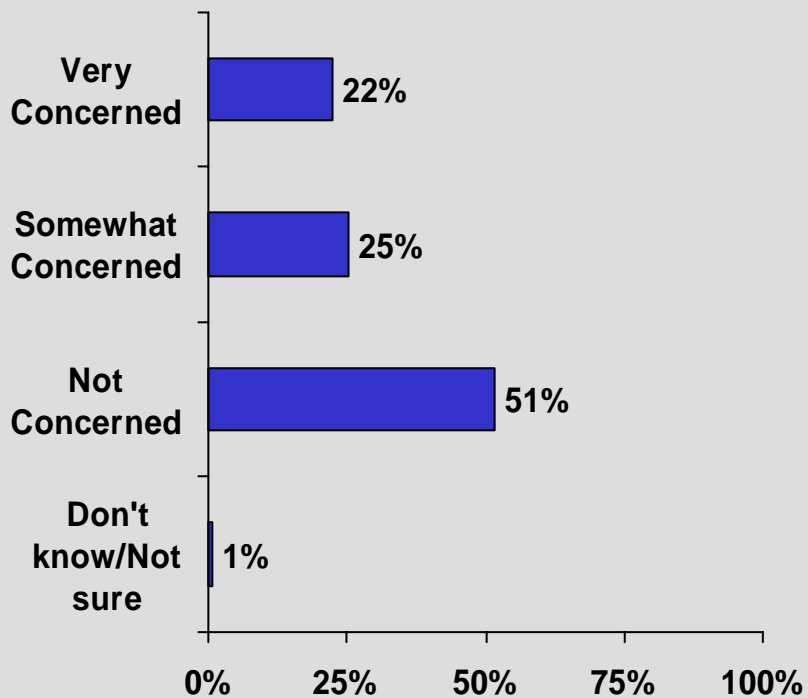
✦ Again, women are more likely to be Very Concerned about this than men are.

Concerns: Might Be Scared to Leave Their Home



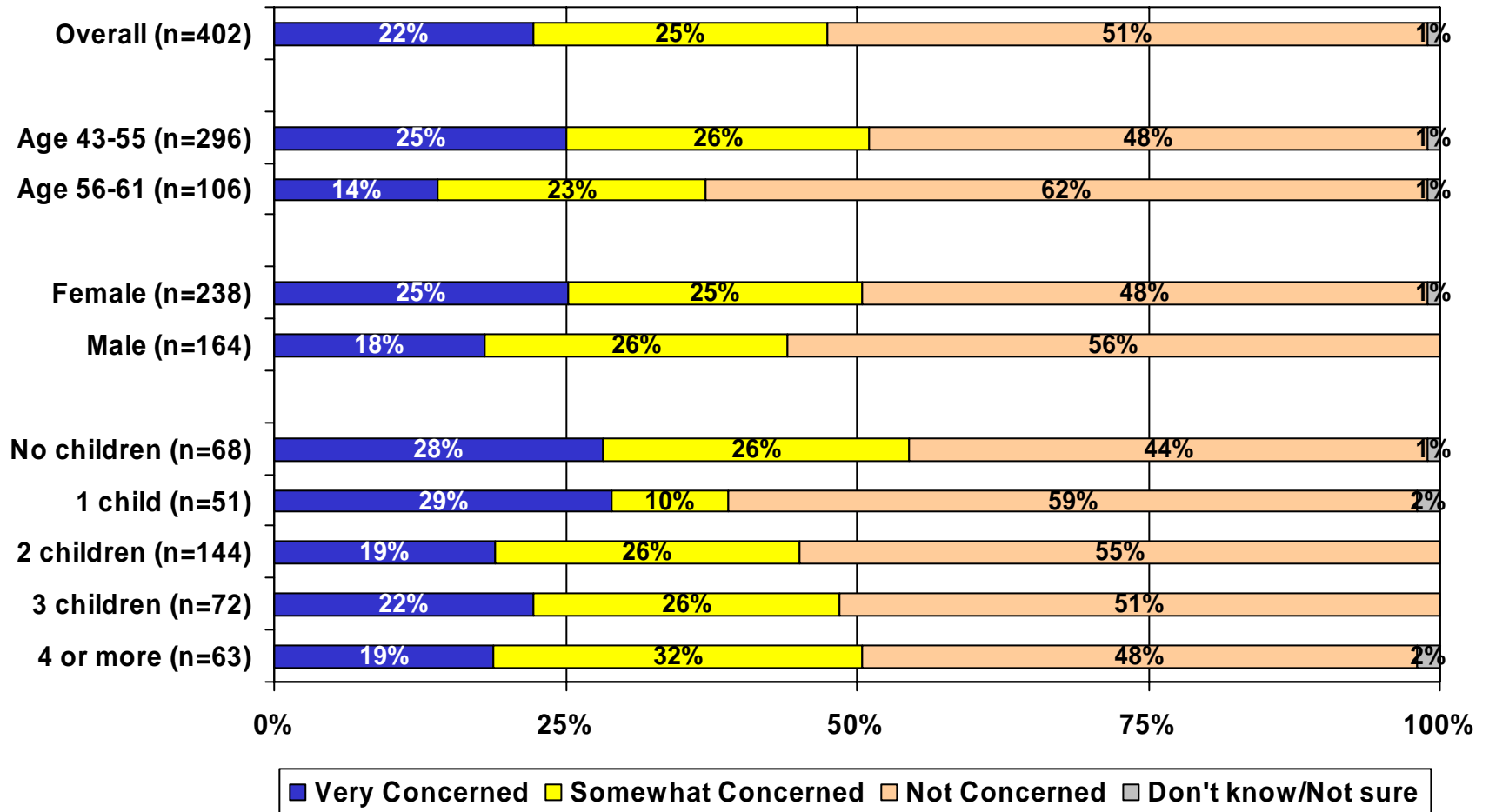
Concerns: I Might Have to Financially Support Them

✦ **Q: If your parent must move from their home, how concerned are you about the following: I might have to financially support them.**



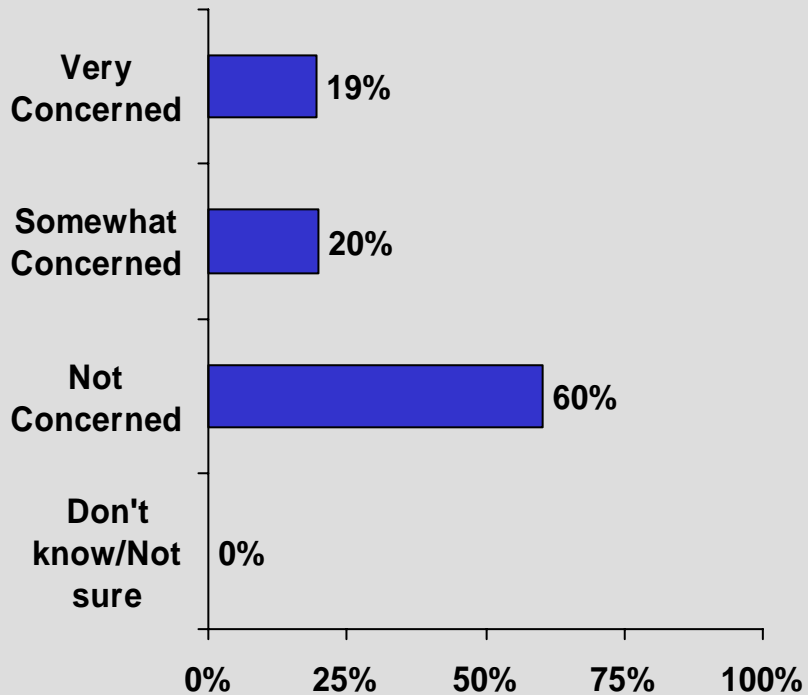
- ✦ The fact that they might have to financially support their parent is of much less concern to these Baby Boomers. Just 22% are Very Concerned about this, while 51% are Not Concerned.
- ✦ Younger Boomers (ages 43-55) are more likely than older Boomers (ages 56-61) to be Very Concerned about this.

Concerns: I Might Have to Financially Support Them



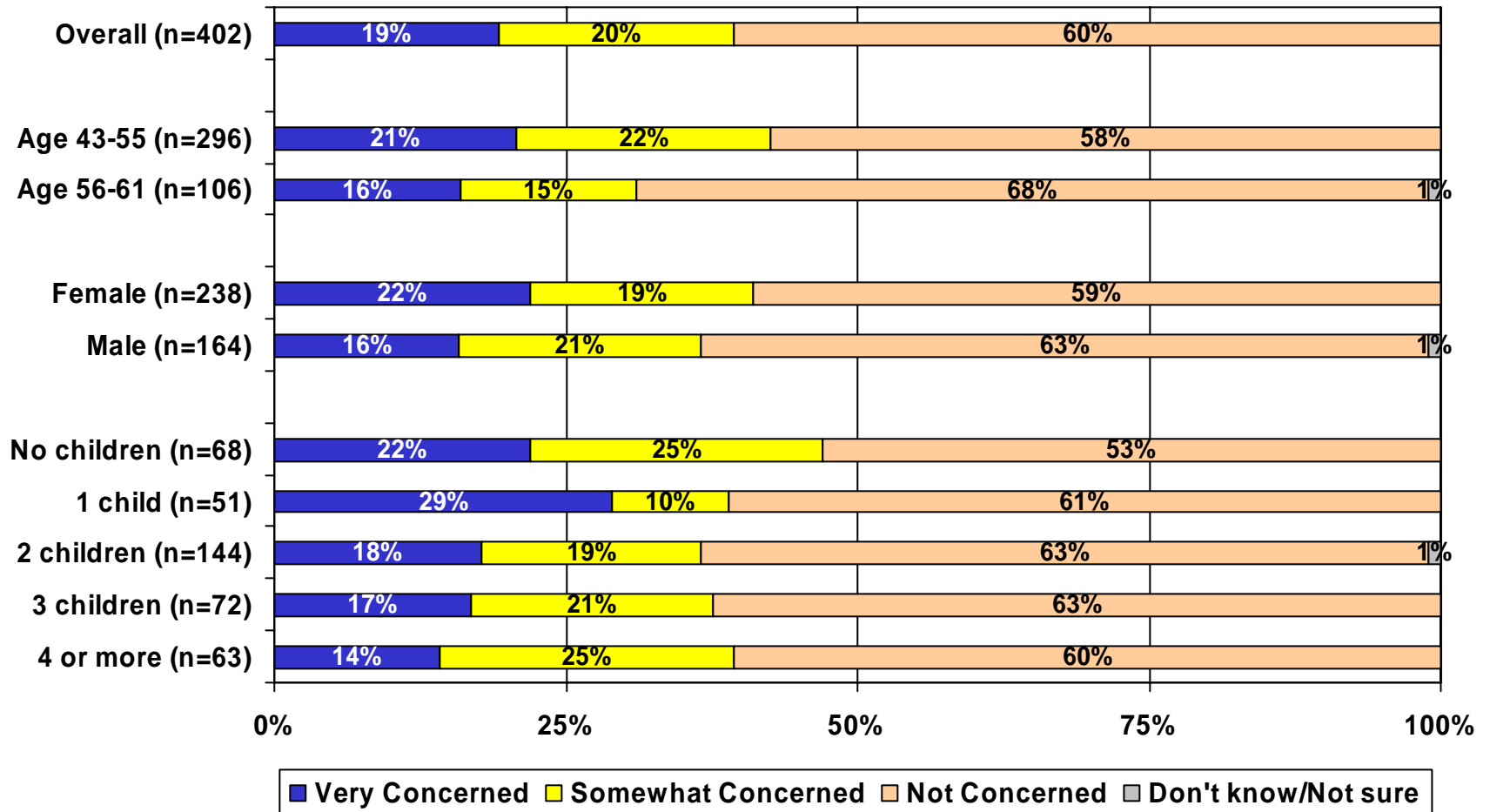
Concerns: Might Have to Move In With Me

✦ **Q: If your parent must move from their home, how concerned are you about the following: They might have to move in with me.**



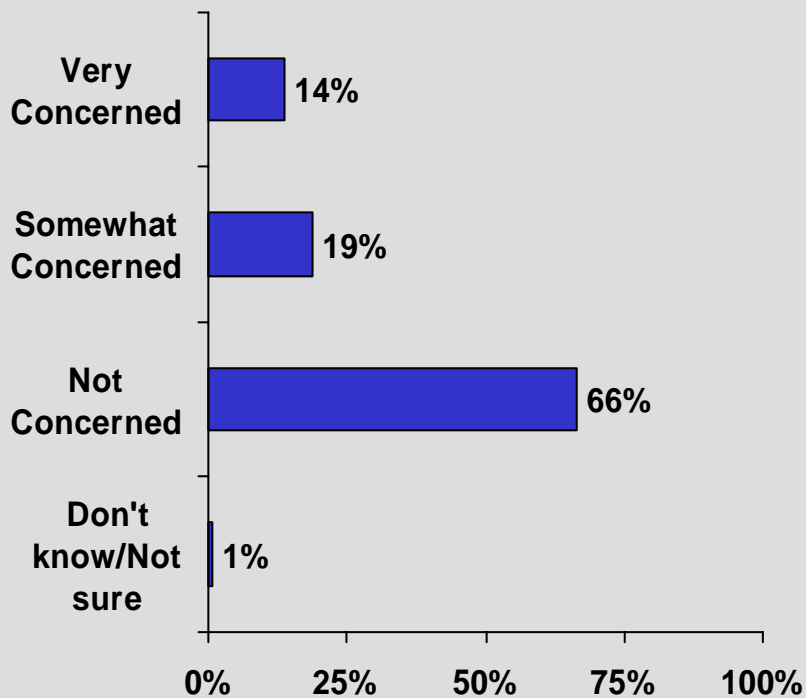
- ✦ Well over one-half (60%) of Baby Boomers said they are Not Concerned that their parent might have to move in with them.
- ✦ There are no substantial differences among sub-groups on this question.

Concerns: Might Have to Move In With Me



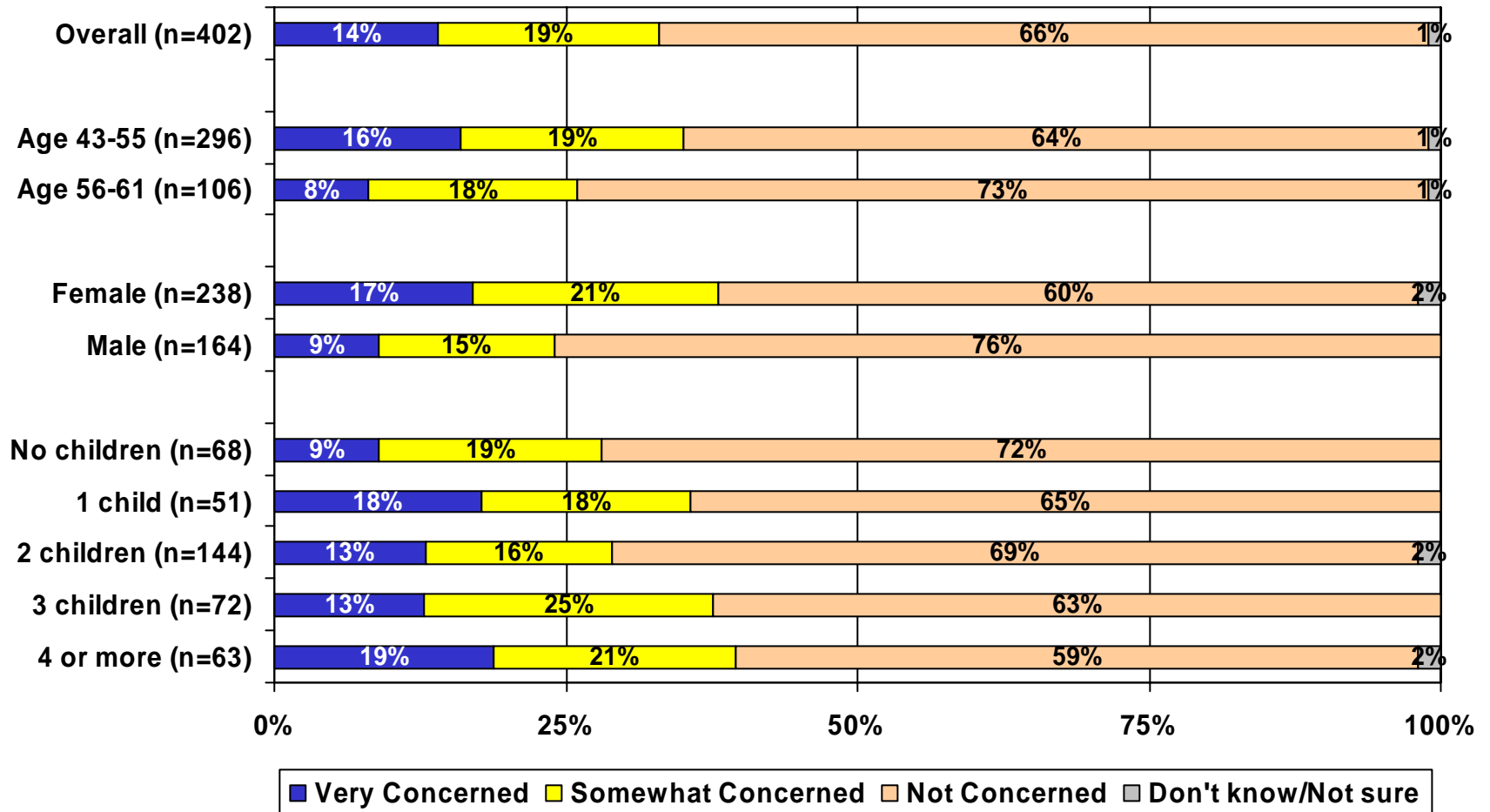
Concerns: Might Be Angry if They Can't Live With Me

✦ **Q: If your parent must move from their home, how concerned are you about the following: They might be angry if they can't move in with me.**



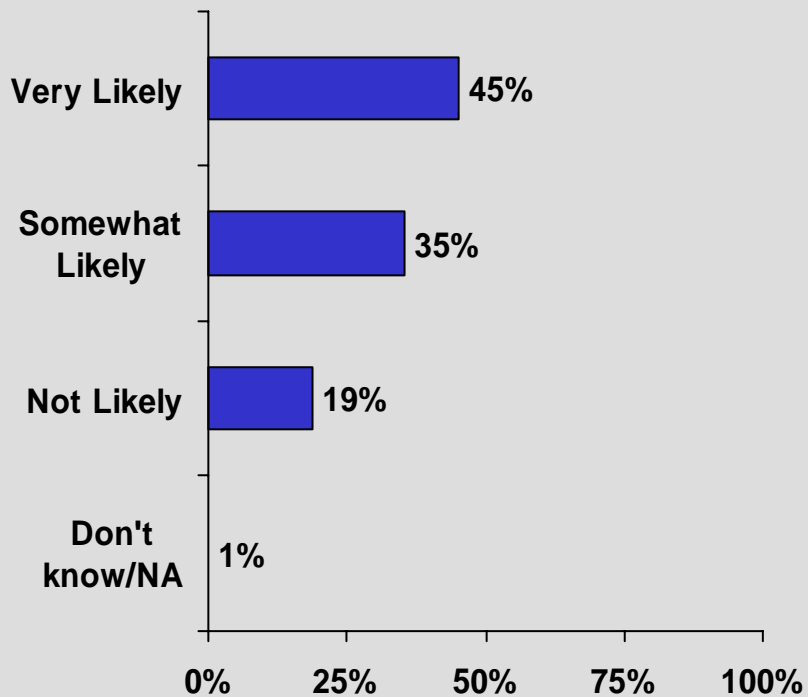
- ✦ Of all of these “concern” questions, Baby Boomers are least concerned that their parent might be angry if they (the parent) can't move in with the Boomer son/daughter. Two-thirds (66%) are Not Concerned about this, and just 14% are Very Concerned.
- ✦ There are no substantial differences among sub-groups on this question.

Concerns: Might Be Angry if They Can't Live With Me



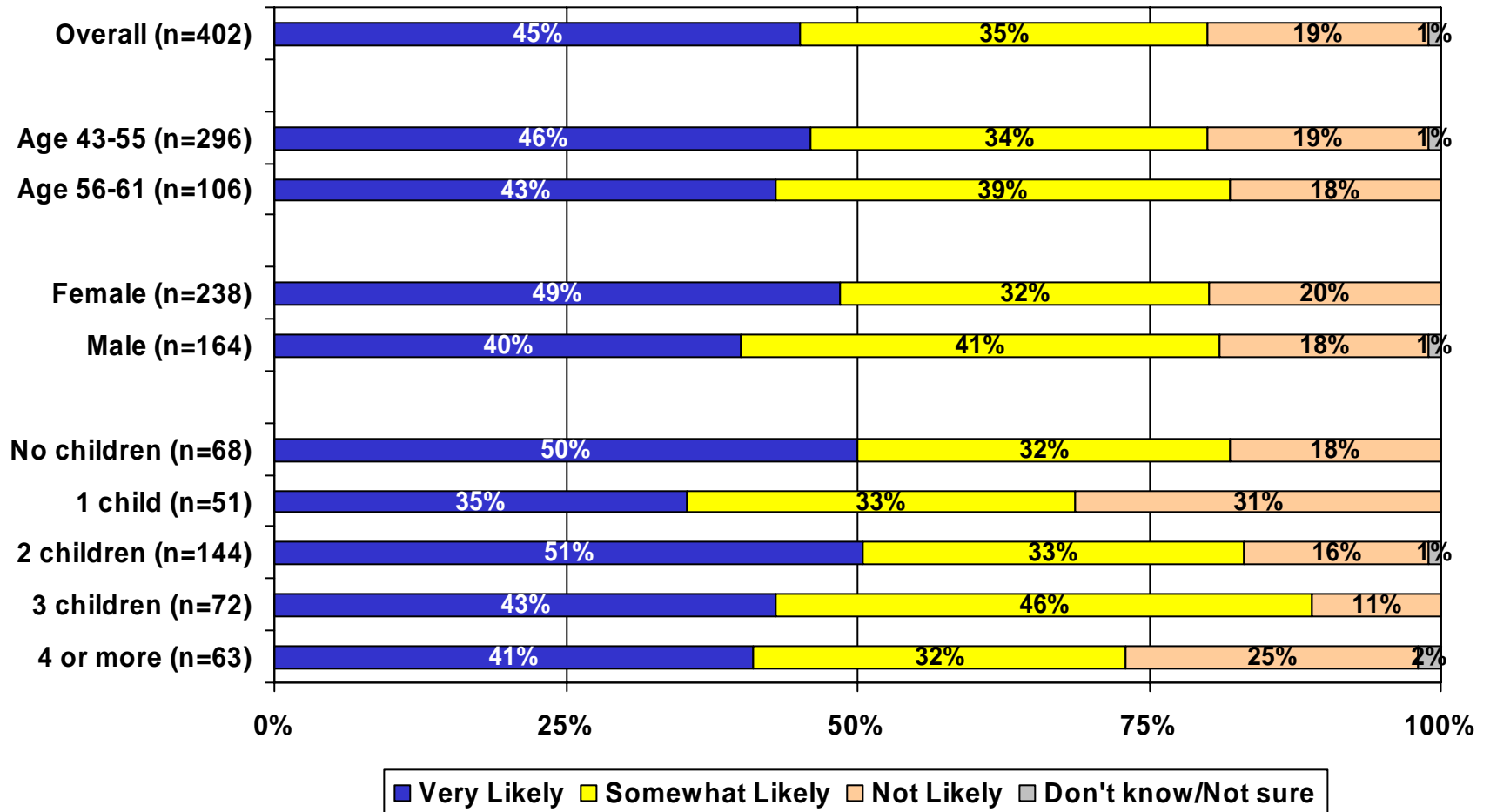
Likely to Prevent This: Health Problems

✦ **Q: What is the likelihood that this problem or issue could prevent them from being able to remain in their home: Health problems.**



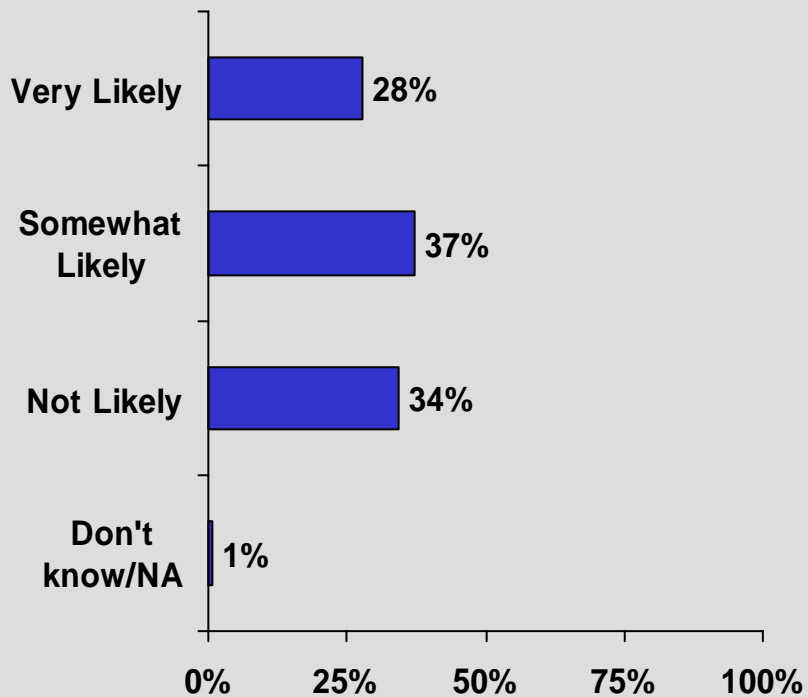
- ✦ Health Problems are seen as the most likely reason that would prevent their parents from being able to remain in their home, as 80% said it was likely to be the reason (45% Very Likely/35% Somewhat Likely).
- ✦ There are no substantial differences among sub-groups on this question.

Likely to Prevent This: Health Problems



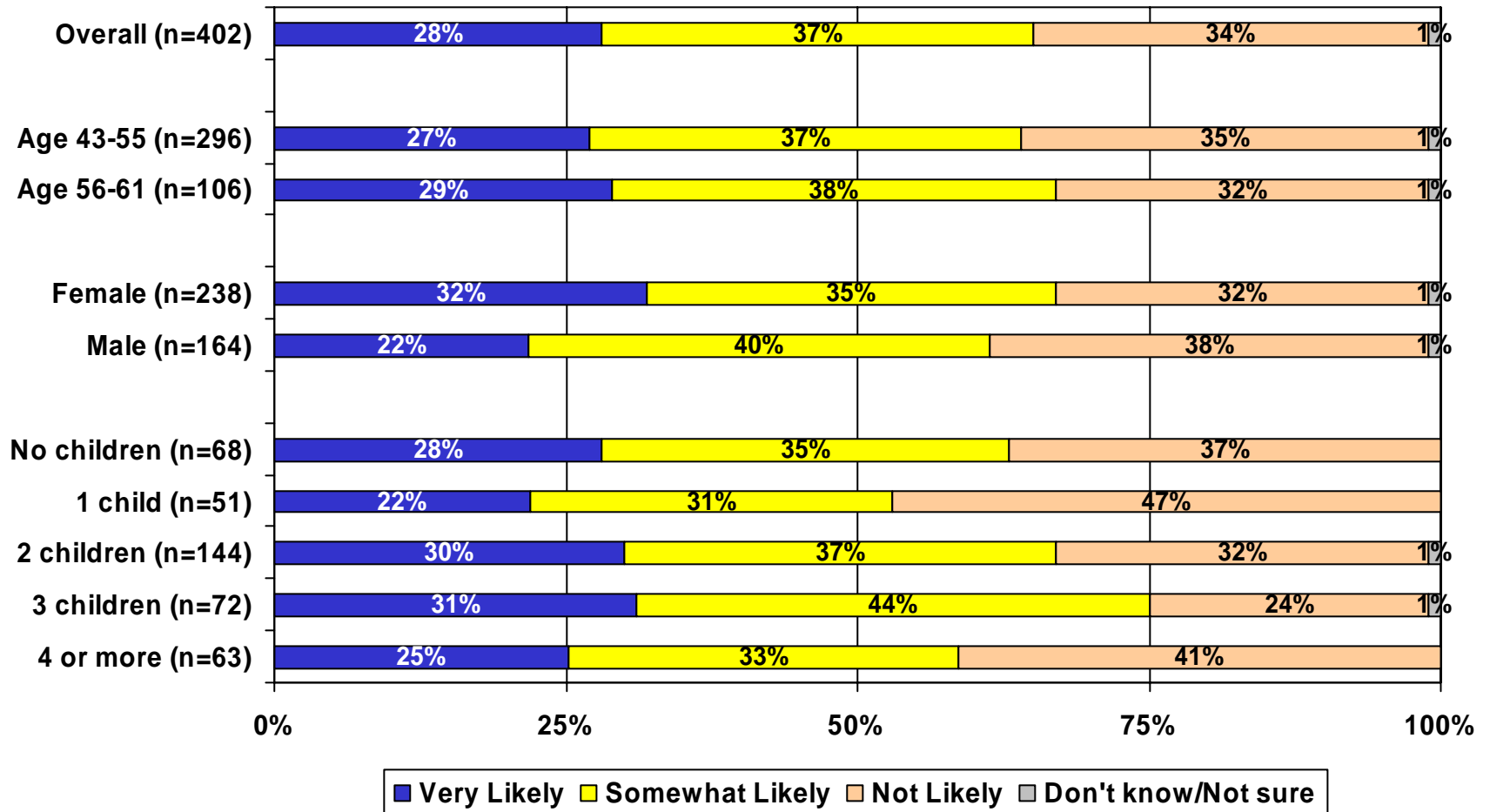
Likely to Prevent This: Inability to Drive/Get Around

✦ **Q: What is the likelihood that this problem or issue could prevent them from being able to remain in their home: Inability to drive/get around.**



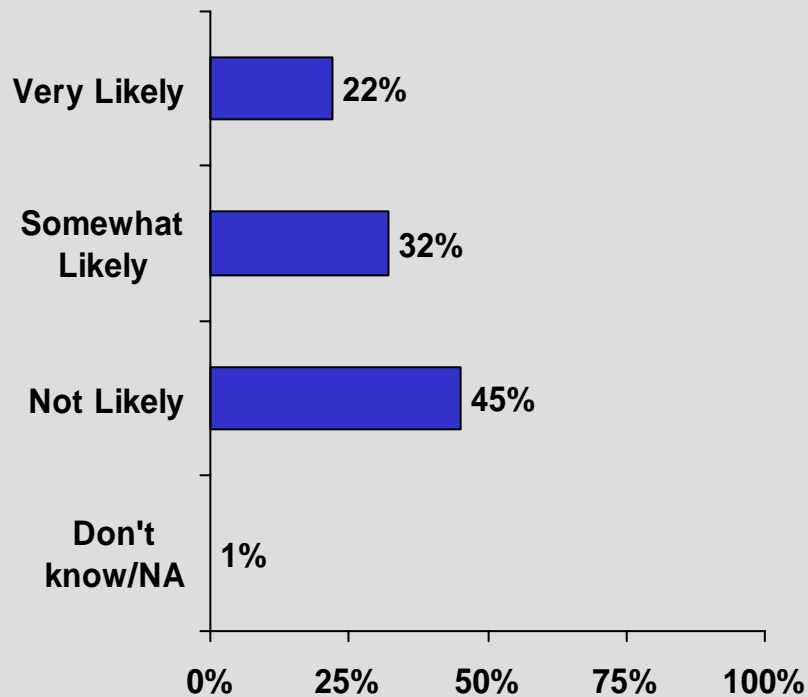
- ✦ There is some concern that the Inability to Drive/Get Around could jeopardize their parent's ability to remain in their home, as 65% said this was likely (28% Very Likely/ 37% Somewhat Likely).
- ✦ Women are more concerned than men are about this.

Likely to Prevent This: Inability to Drive/Get Around



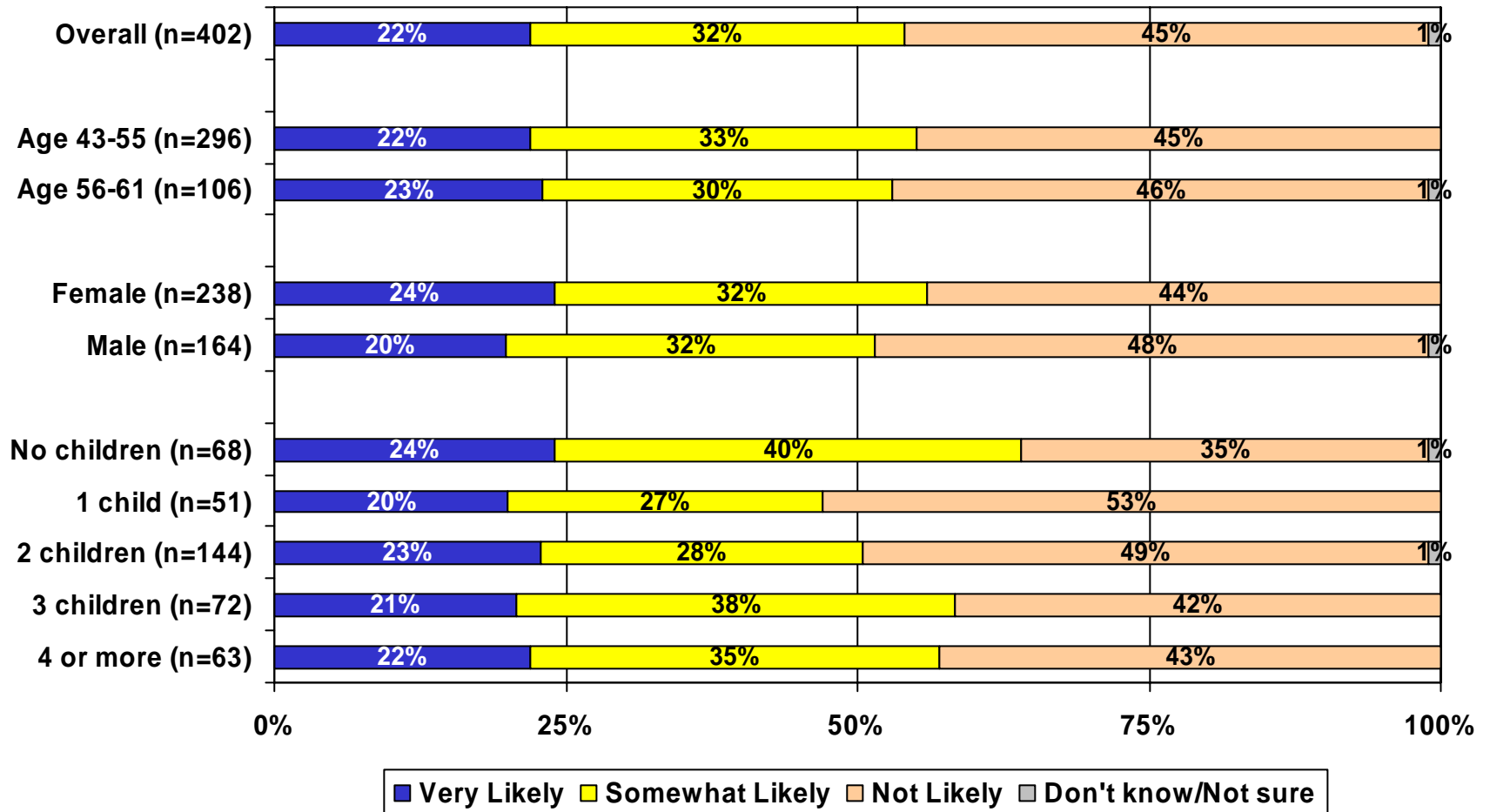
Likely to Prevent This: Memory Problems

✦ **Q: What is the likelihood that this problem or issue could prevent them from being able to remain in their home: Memory problems.**



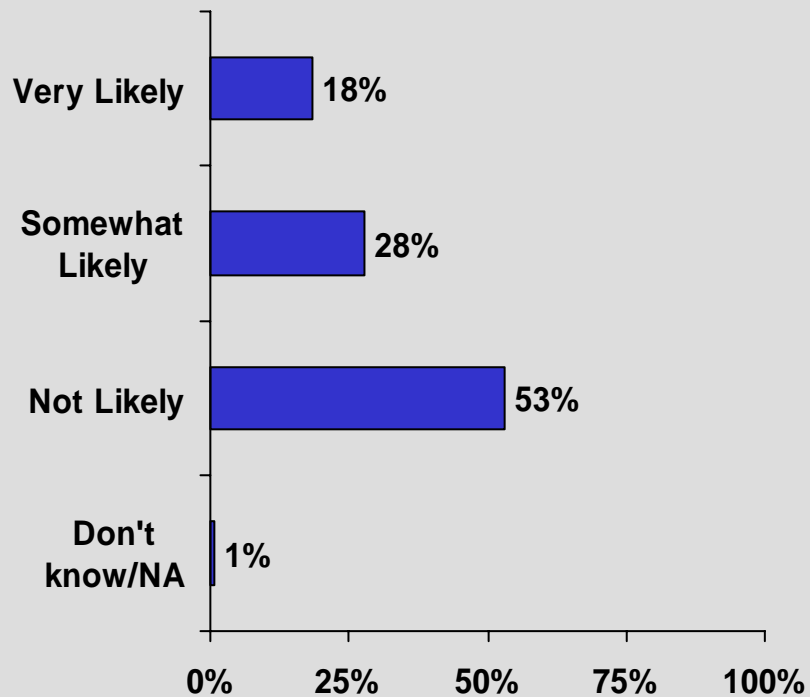
- ✦ 54% said they feel that Memory Problems are likely to prevent their parents from being able to remain in their home (22% Very Likely/32% Somewhat Likely); 45% said this was Not Likely.
- ✦ There is very little variance among the various sub-groups on this question.

Likely to Prevent This: Memory Problems



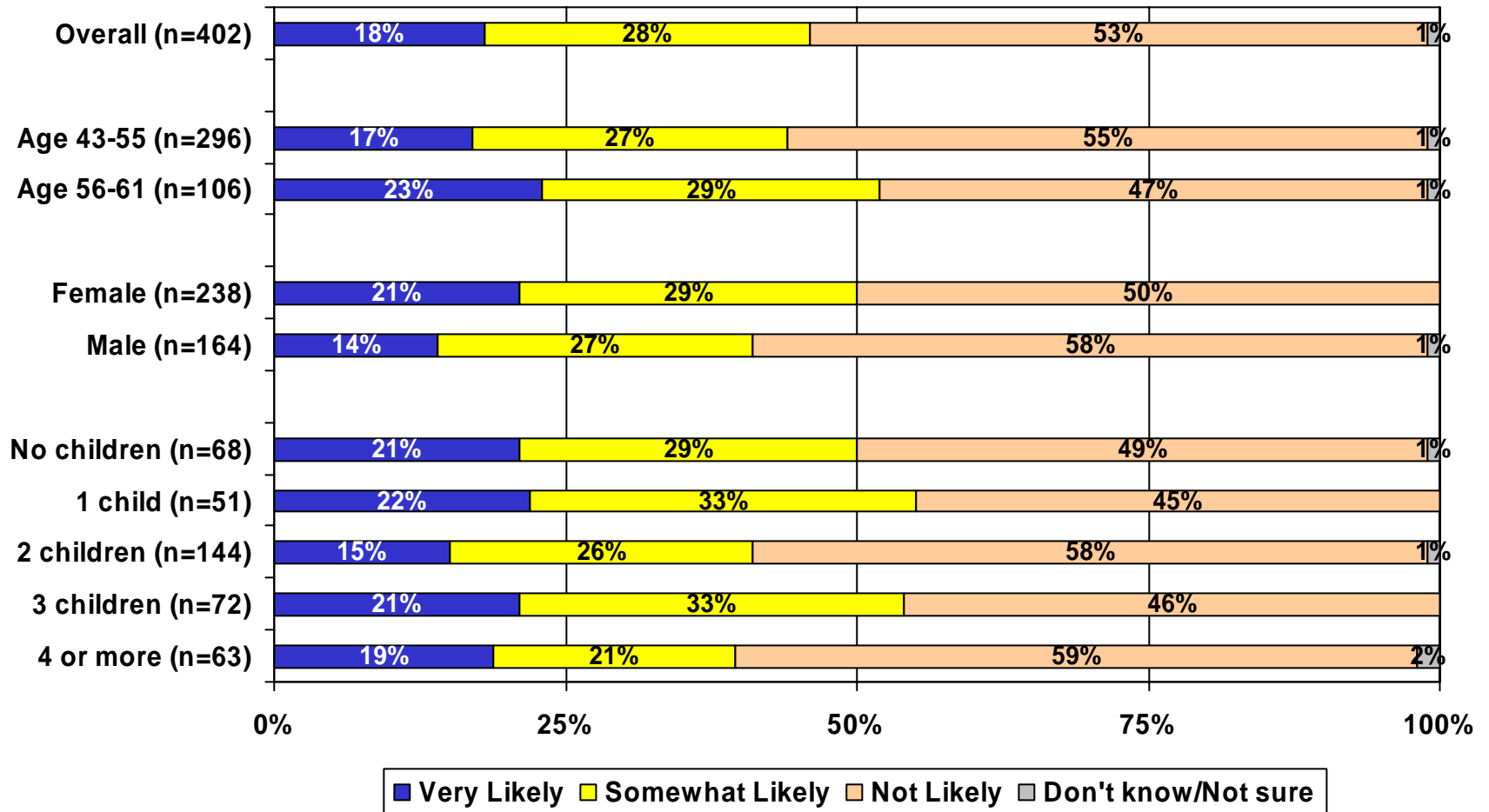
Likely to Prevent This: Isolation/Loneliness

✦ **Q: What is the likelihood that this problem or issue could prevent them from being able to remain in their home: Isolation and/or loneliness.**



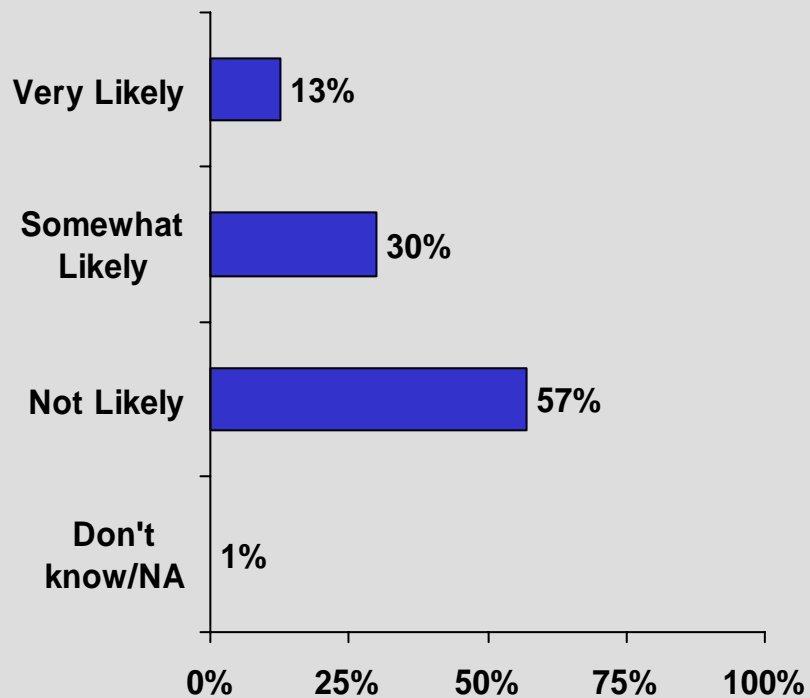
✦ Overall, 18% said it is Very Likely and 28% said it is Somewhat Likely that Isolation and/or Loneliness could prevent their parents from being able to remain in their home, compared to 53% that said it was Not Likely.

Likely to Prevent This: Isolation/Loneliness



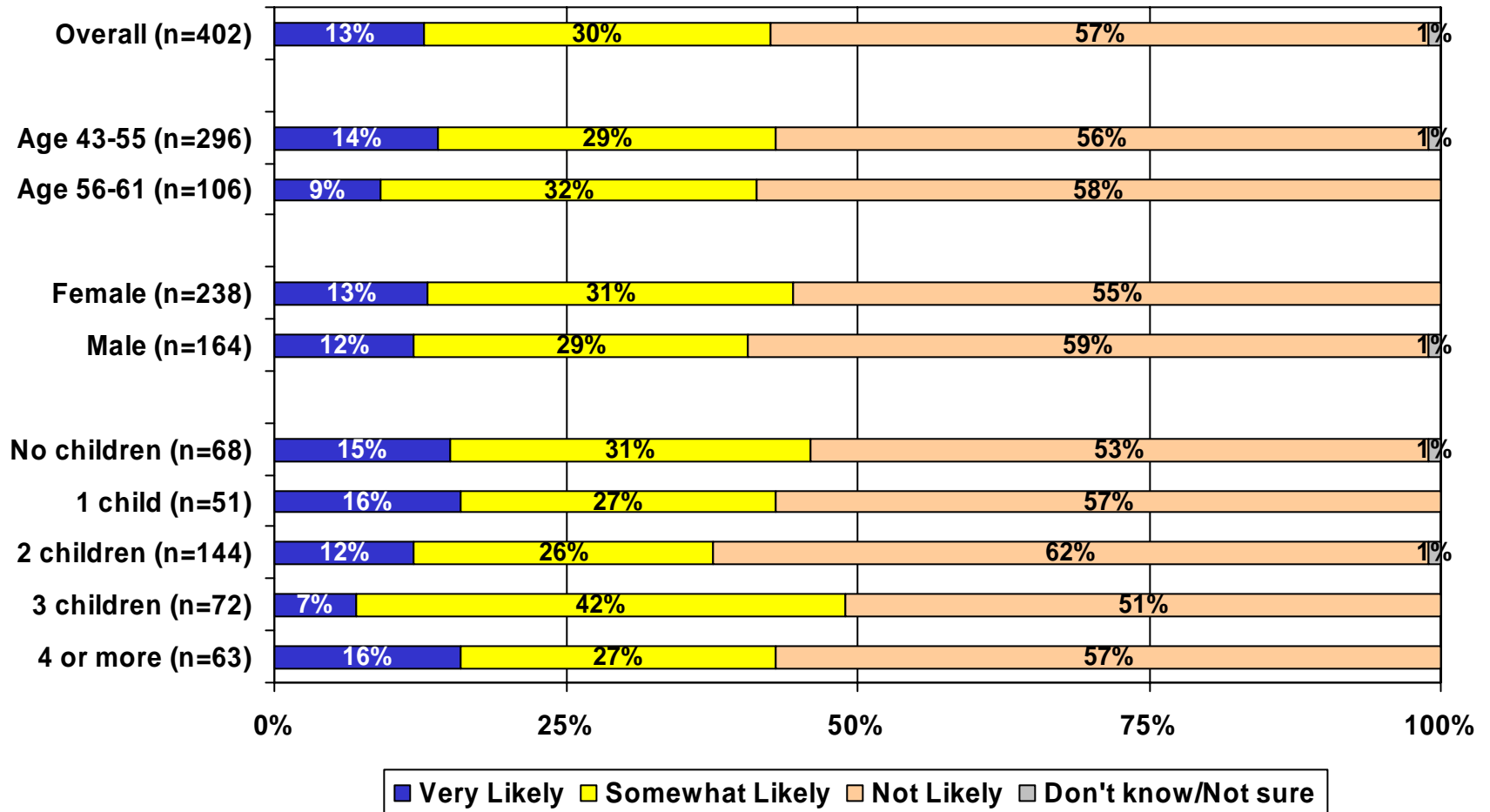
Likely to Prevent This: Lack of Support/Assistance

✦ **Q: What is the likelihood that this problem or issue could prevent them from being able to remain in their home: Lack of support & assistance.**



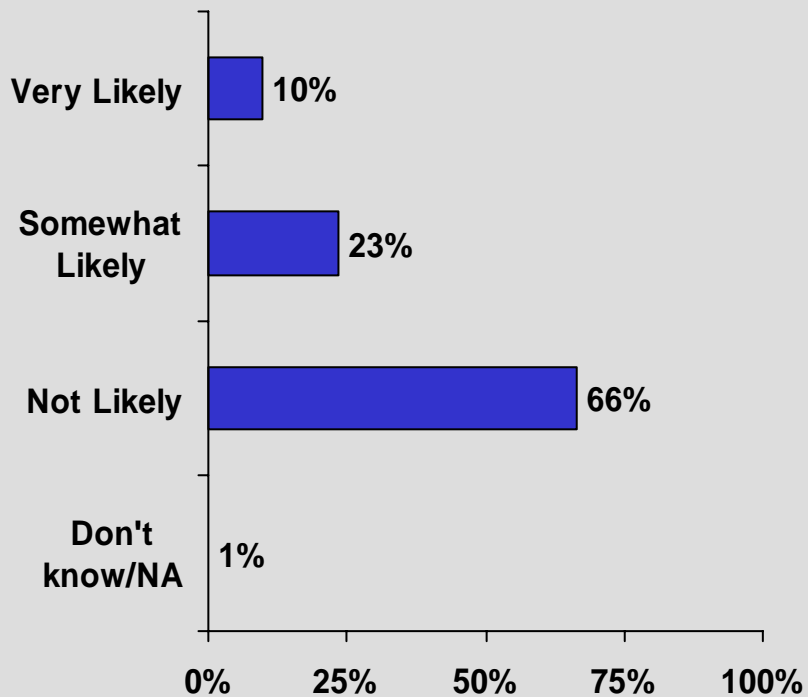
- ✦ Lack of Support and Assistance was not seen as a major concern, as only 13% said that this was Very Likely to prevent their parents from being able to remain in their home, while 57% said it was Not Likely.
- ✦ There are no substantial differences among sub-groups on this question.

Likely to Prevent This: Lack of Support/Assistance



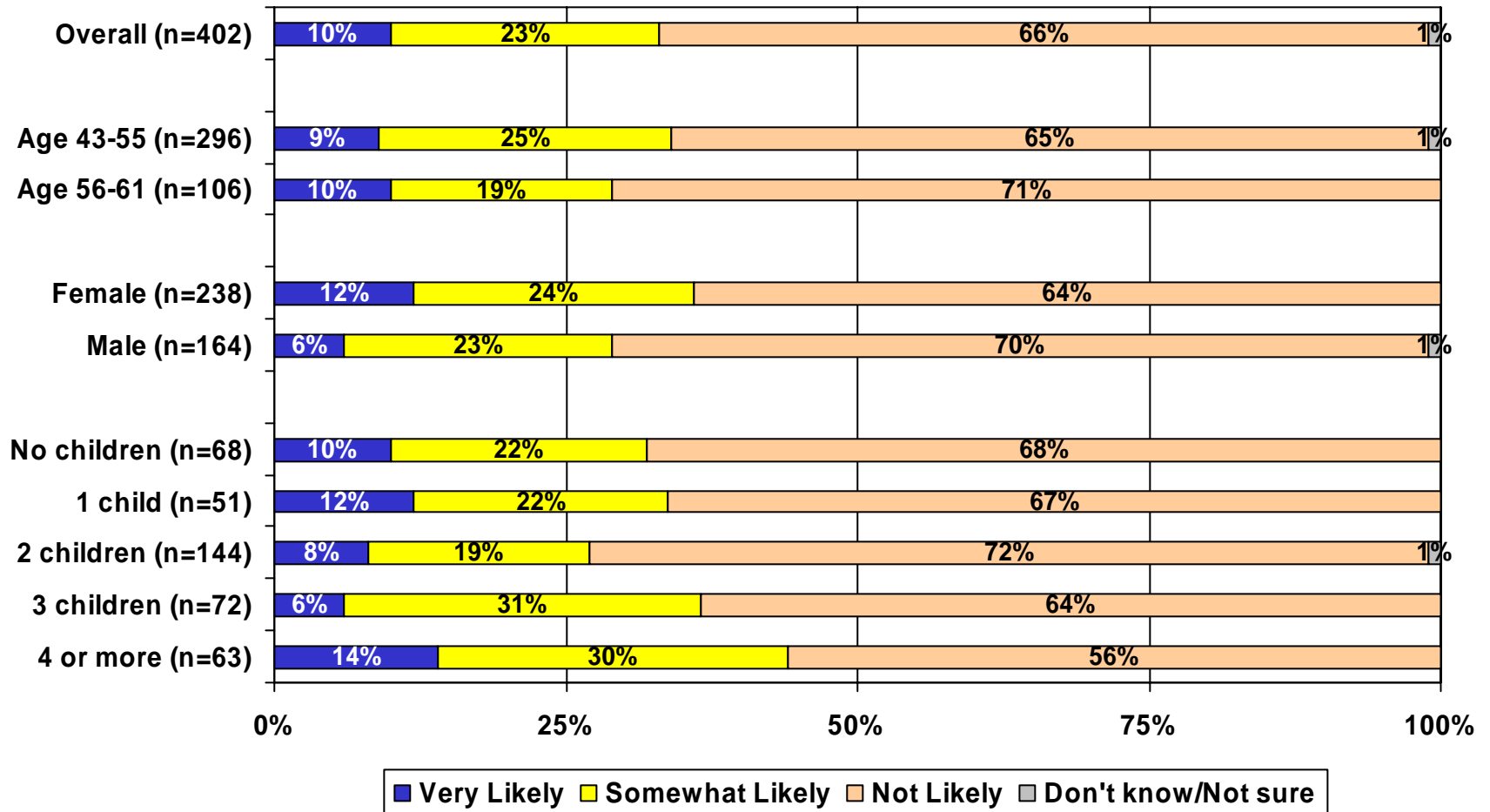
Likely to Prevent This: Financial Problems

✦ **Q: What is the likelihood that this problem or issue could prevent them from being able to remain in their home: Financial problems.**



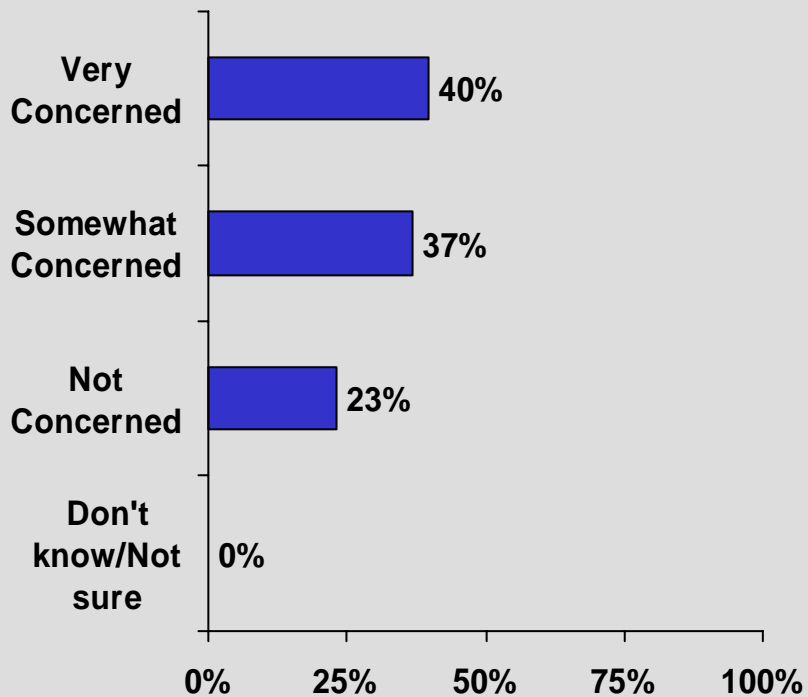
- ✦ Two-thirds (66%) of these Baby Boomers said that Financial Problems were Not Likely to prevent their parents from being able to remain in their home.
- ✦ There are no substantial differences among sub-groups on this question.

Likely to Prevent This: Financial Problems



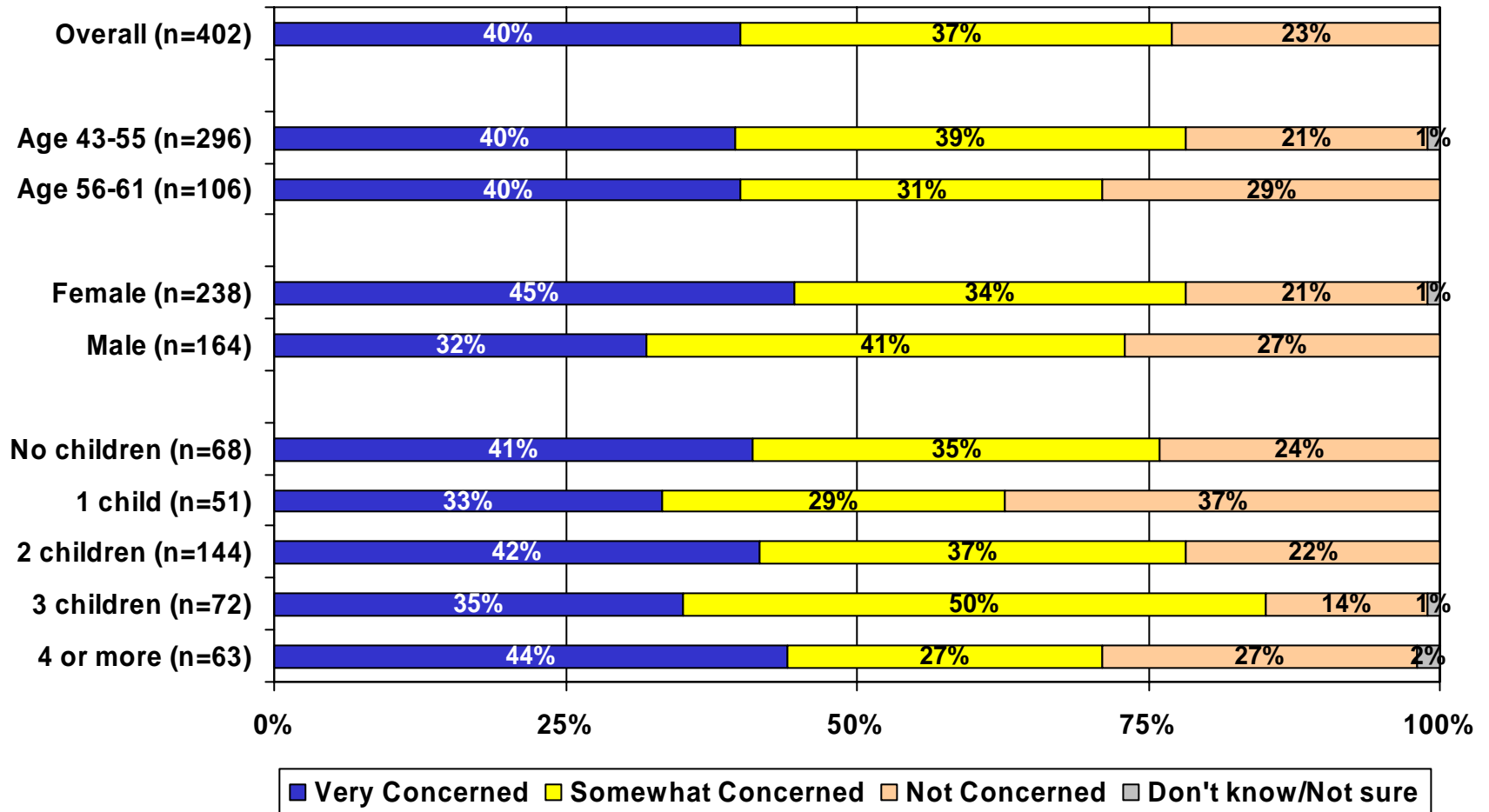
Concerns: Their Health

✦ **Q: How concerned are you with your aging parent's: Health.**



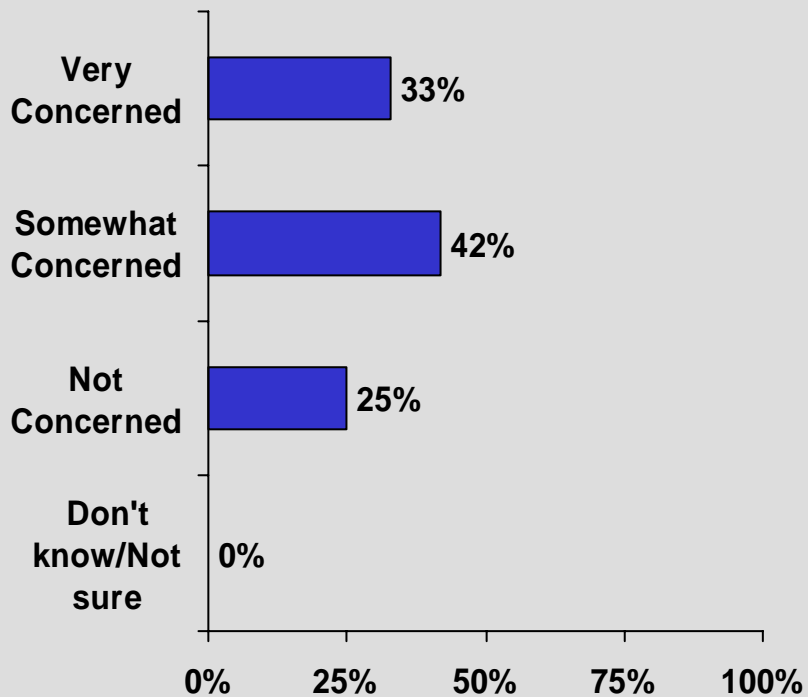
- ✦ 77% of Boomers are concerned about their parent's health (40% Very Concerned/37% Somewhat Concerned).
- ✦ Women are more likely than men to be Very Concerned about this issue.

Concerns: Their Health



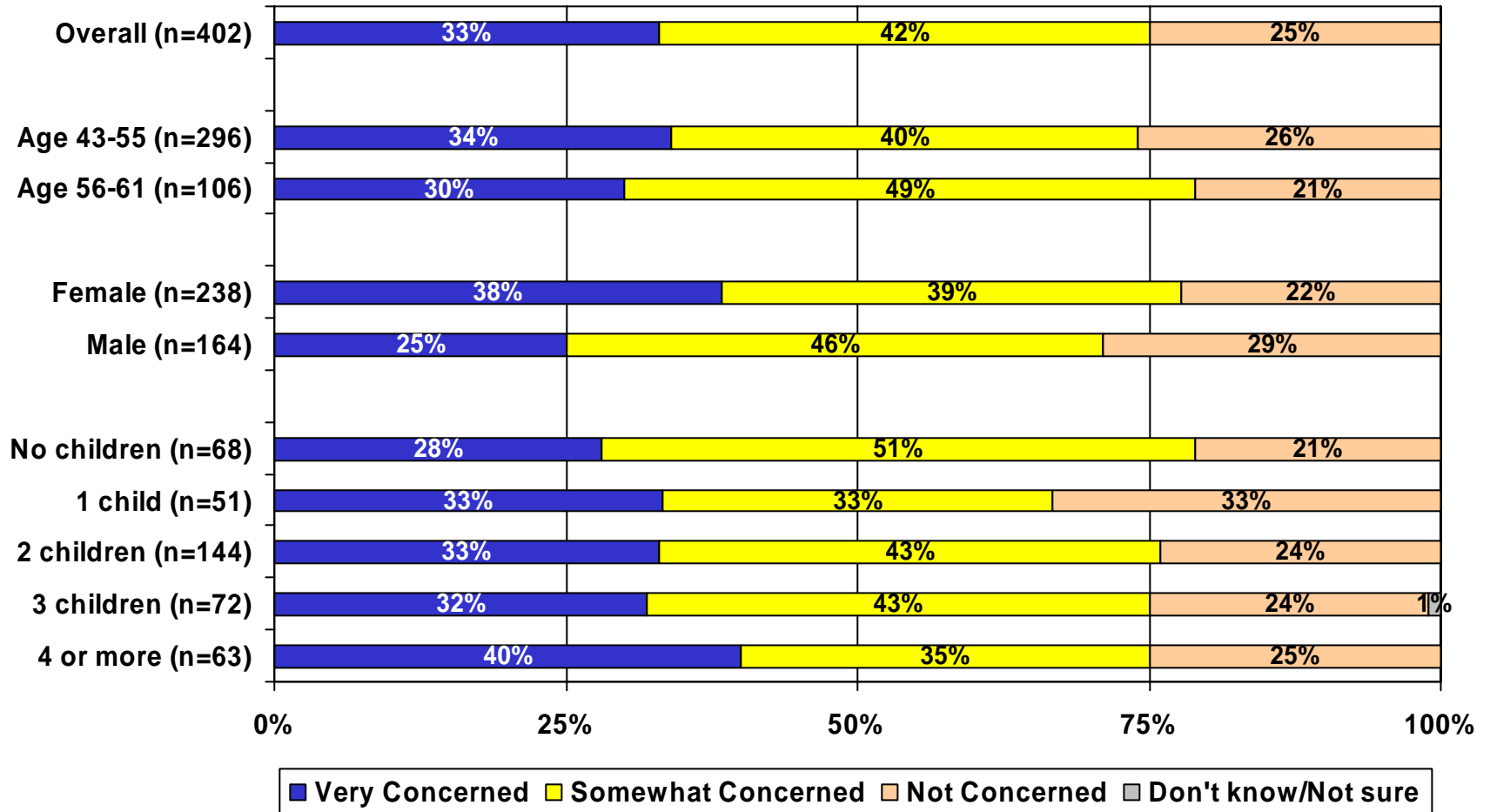
Concerns: Avoiding Falls

✦ **Q: How concerned are you with your aging parent's: Ability to avoid falling and fall-related injuries.**



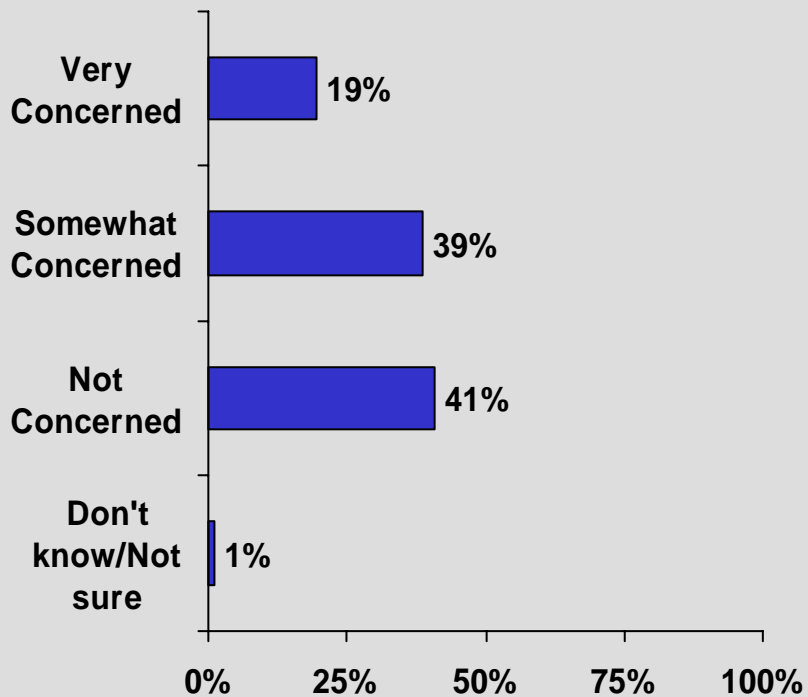
✦ Overall, 75% are Very Concerned (33%) or Somewhat Concerned (42%) about their parent's ability to avoid falling and fall-related injuries.

Concerns: Avoiding Falls



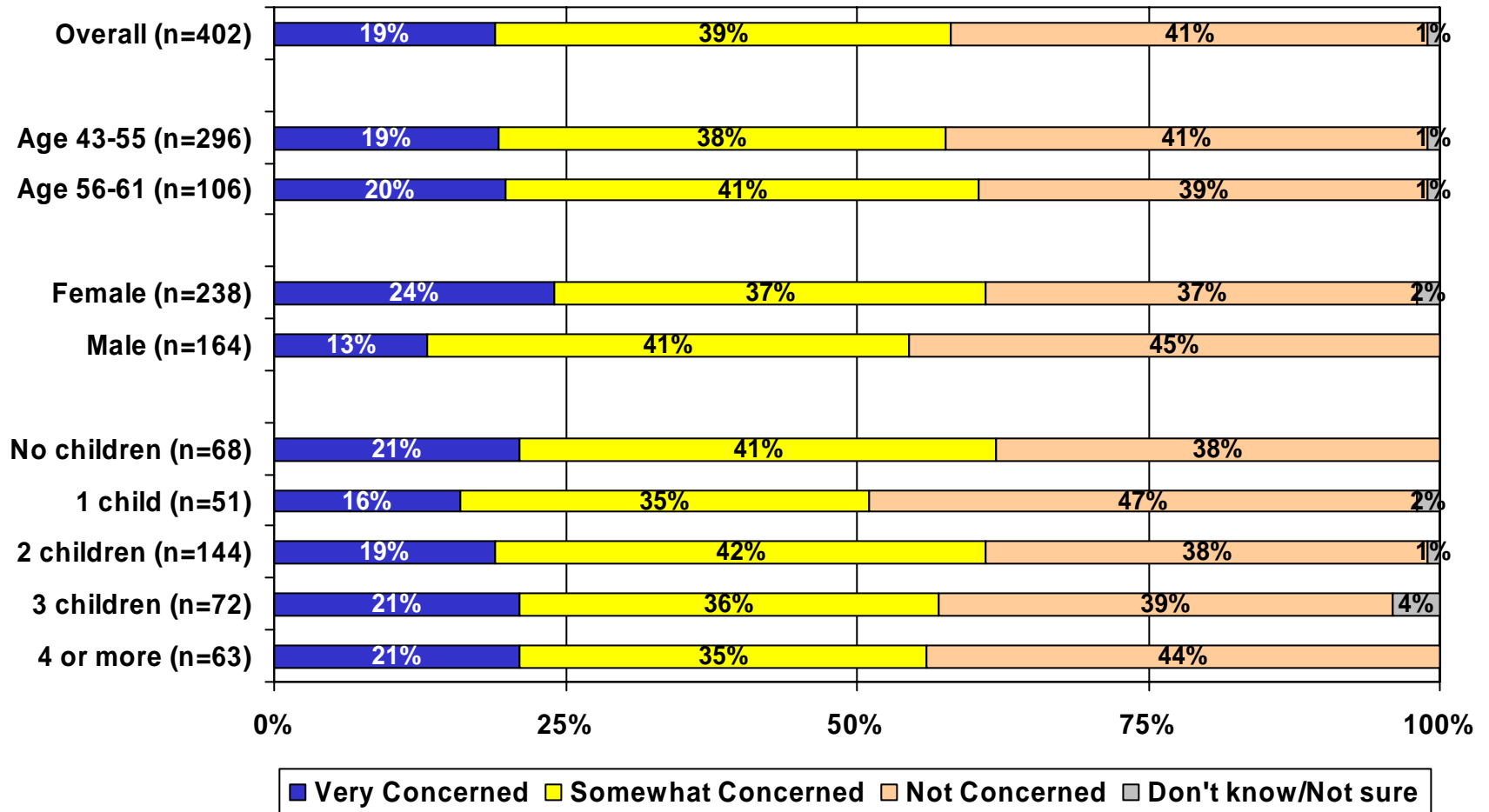
Concerns: Their Driving

✦ **Q: How concerned are you with your aging parent's: Ability to drive.**



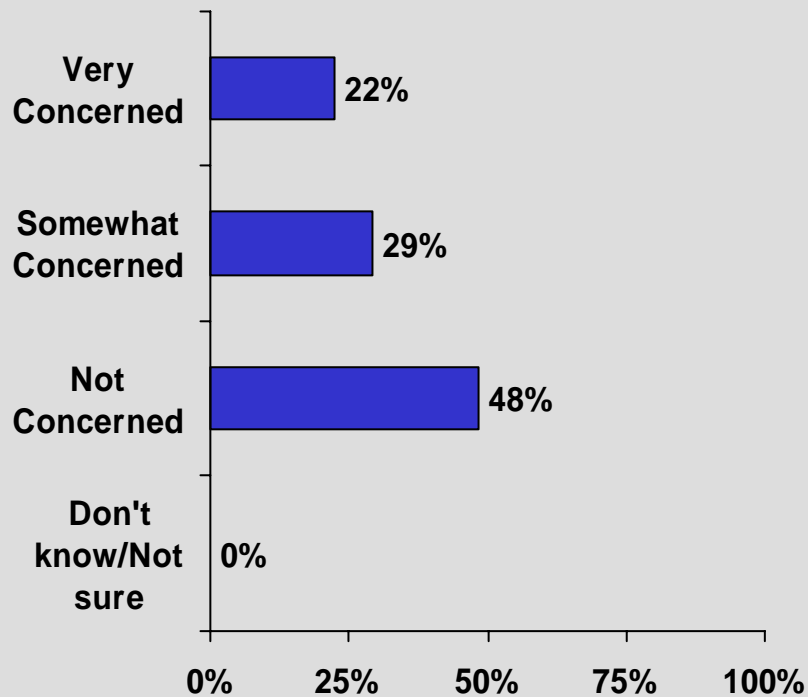
- ✦ A total of 58% of these Baby Boomers said they are Very Concerned (19%) or Somewhat Concerned (39%) with their parent's ability to drive.
- ✦ Women are more likely than men to be Very Concerned about this issue.

Concerns: Their Driving



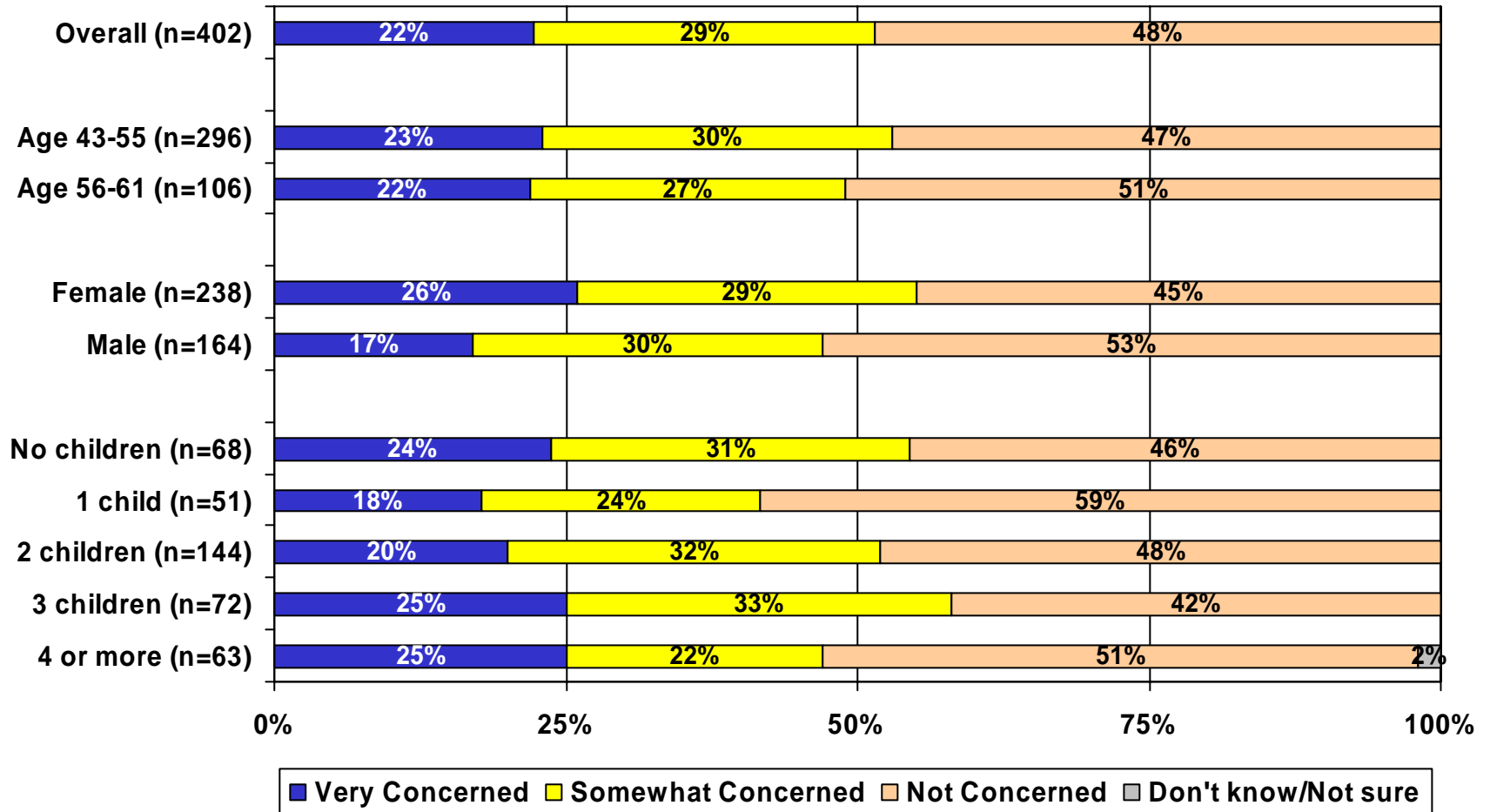
Concerns: Getting Out and About

✦ **Q: How concerned are you with your aging parent's: Ability to get out to the places they need and want to go (bank, grocery, church, etc).**



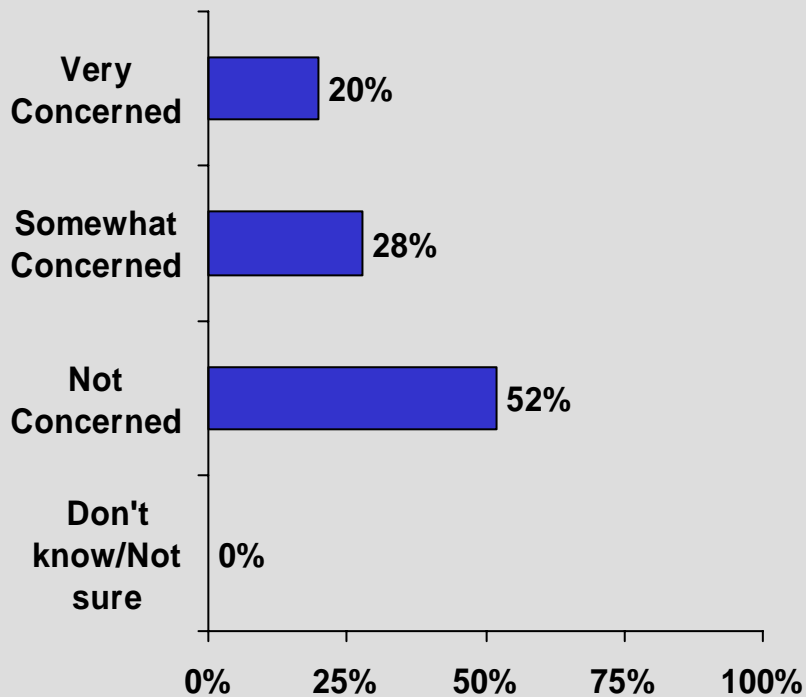
- ✦ About one-half (51%) are Very Concerned (22%) or Somewhat Concerned (29%) with their parent's ability to get out to the places they need and want to go.
- ✦ Women are more likely than men to be Very Concerned about this issue.

Concerns: Getting Out and About



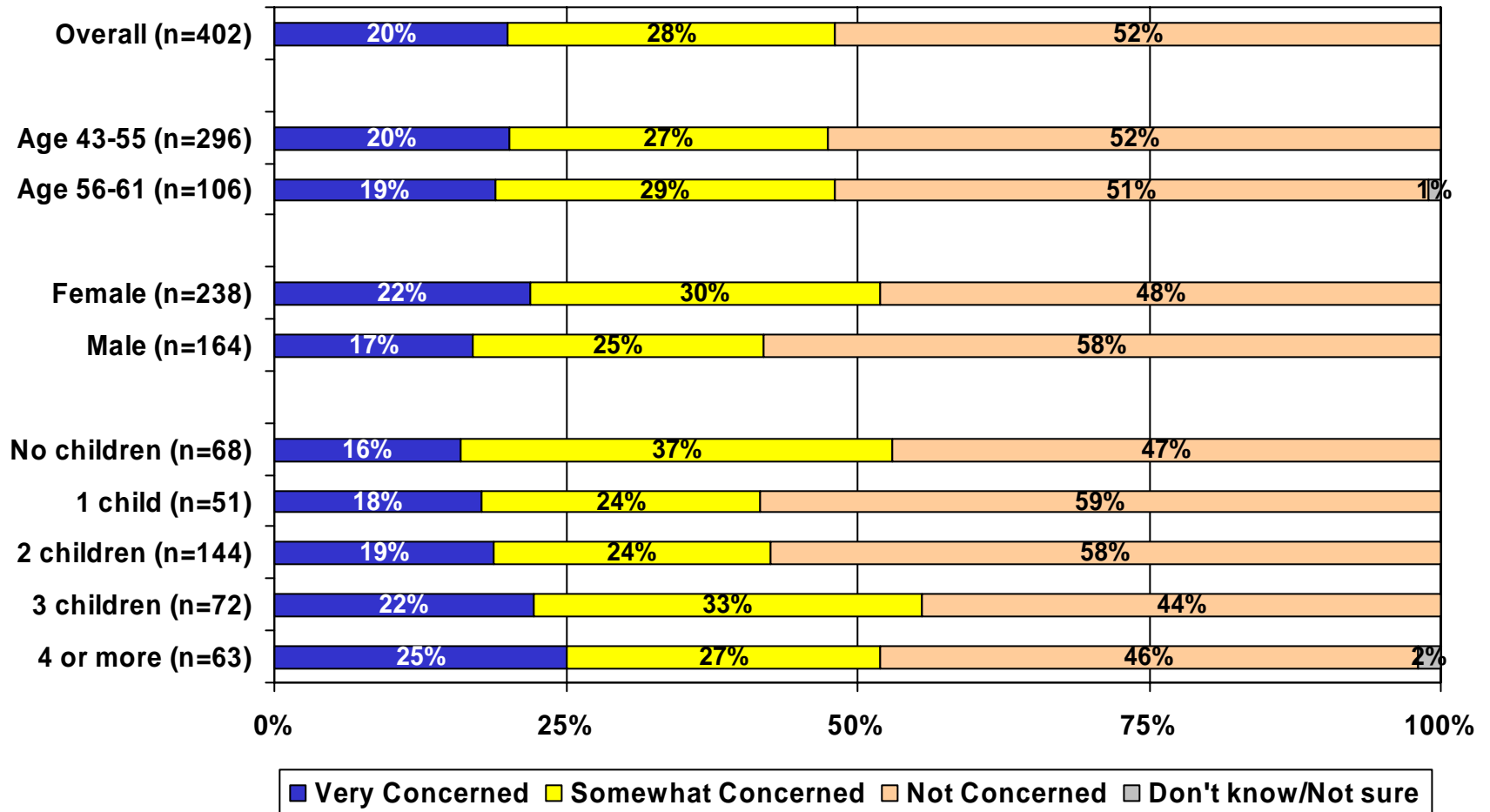
Concerns: Remembering Medication

✦ **Q: How concerned are you with your aging parent's: Ability to remember to take their medication.**



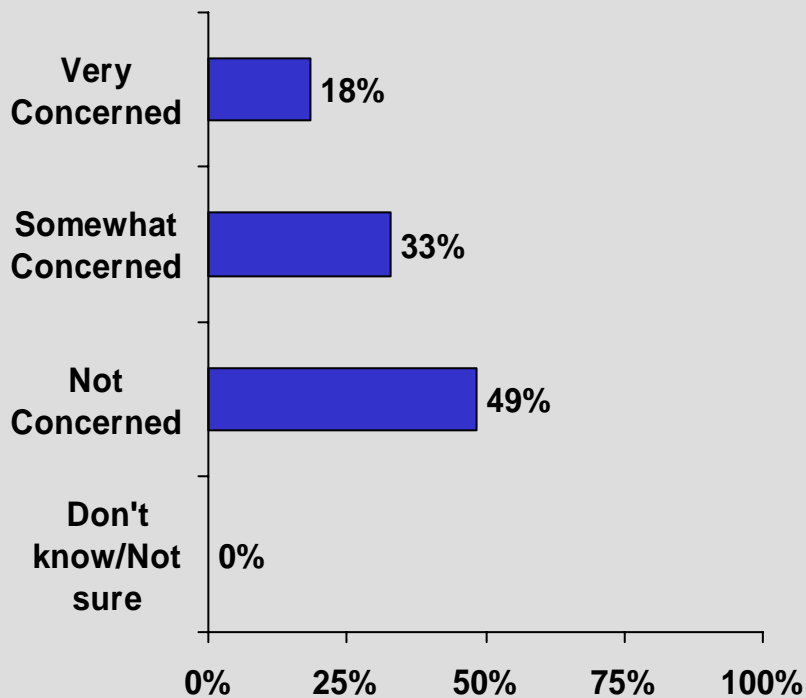
- ✦ Overall, 52% of these Baby Boomers said they are Not Concerned with their parent's ability to remember to take their medication. One in five (20%), though, is Very Concerned about this.
- ✦ There are no substantial differences among sub-groups on this question.

Concerns: Remembering Medication



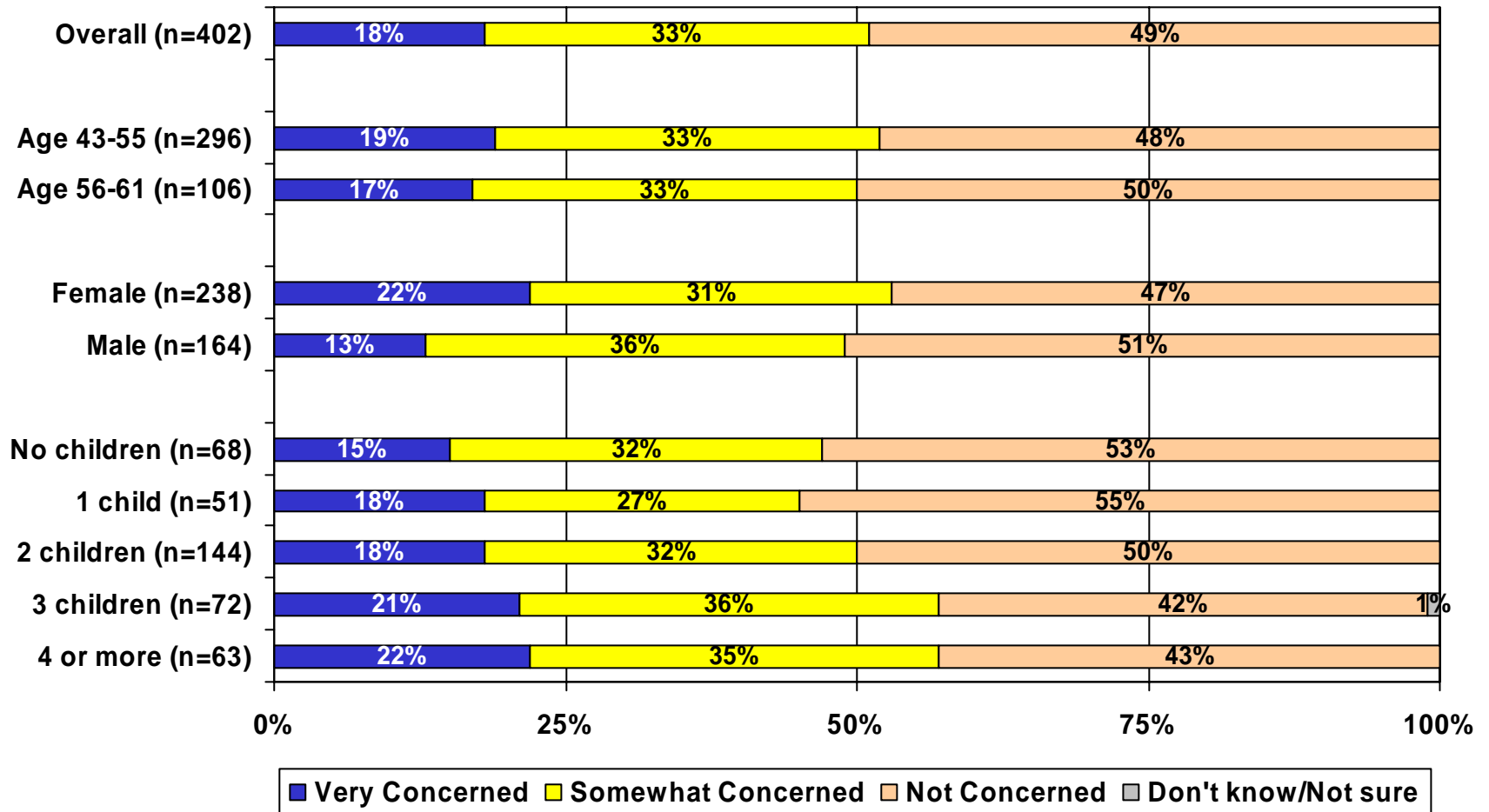
Concerns: Managing their Home/Apartment

✦ **Q: How concerned are you with your aging parent's: Ability to manage and maintain their home/apartment.**



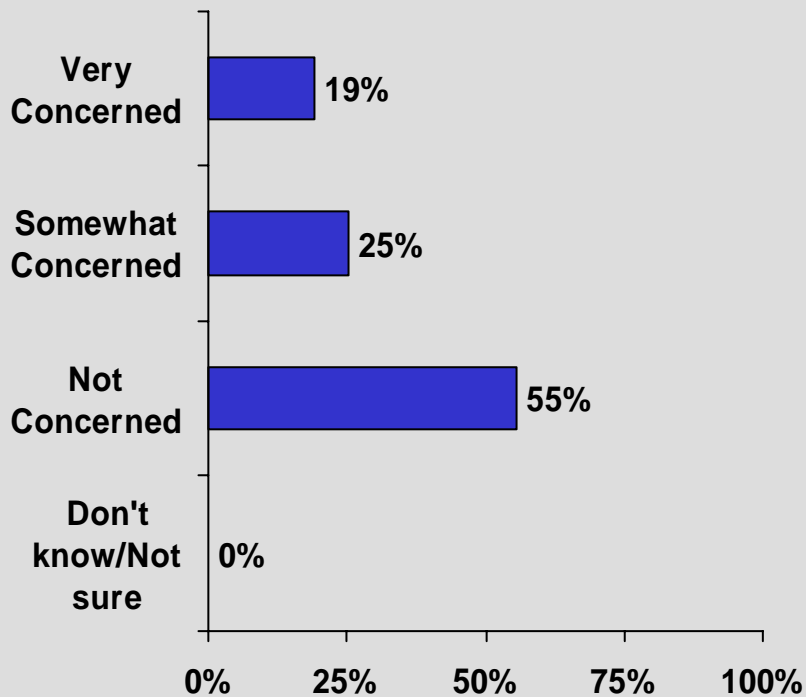
- ✦ Fewer than one in five (18%) said they are Very Concerned about their parent's ability to manage and maintain their home or apartment. An additional 33% are Somewhat Concerned.
- ✦ There are no substantial differences among sub-groups on this question.

Concerns: Managing their Home/Apartment



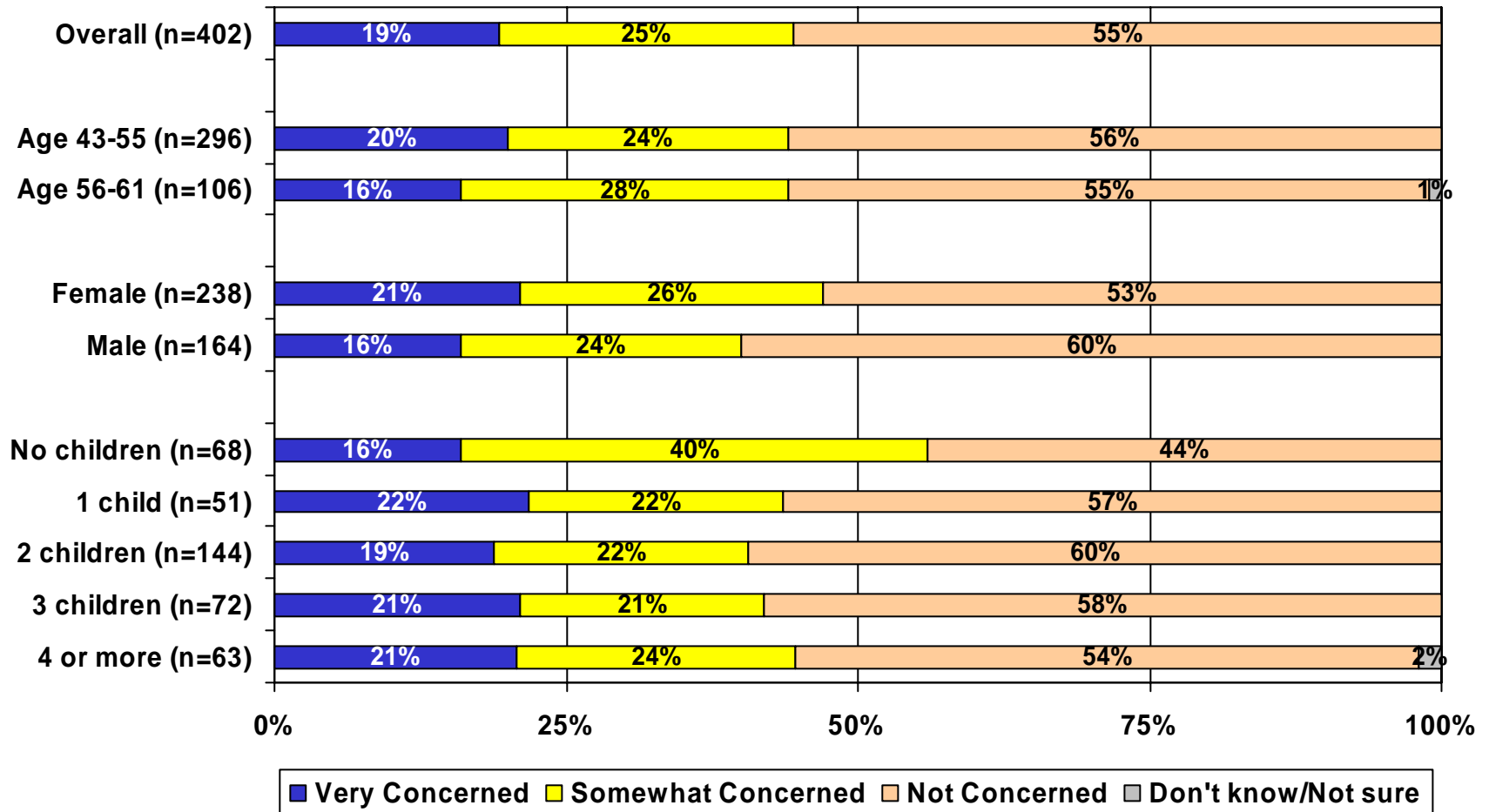
Concerns: Remembering to Turn Off Stove/Oven

✦ **Q: How concerned are you with your aging parent's: Ability to remember to turn off the stove or oven.**



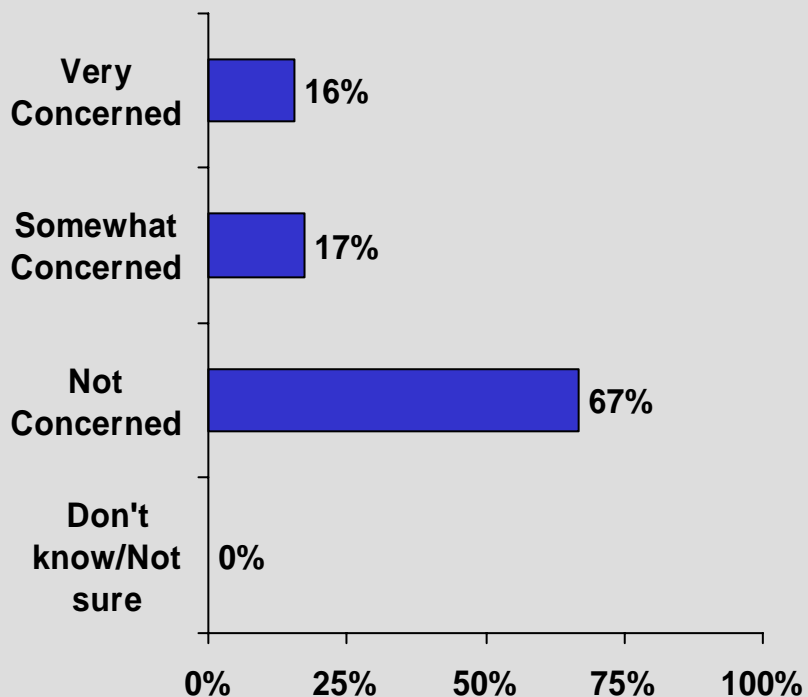
- ✦ Among these Baby Boomers, 19% are Very Concerned about their parent's ability to remember to turn off the stove or oven, while 55% are Not Concerned about this.
- ✦ There are no substantial differences among sub-groups on this question.

Concerns: Remembering to Turn Off Stove/Oven



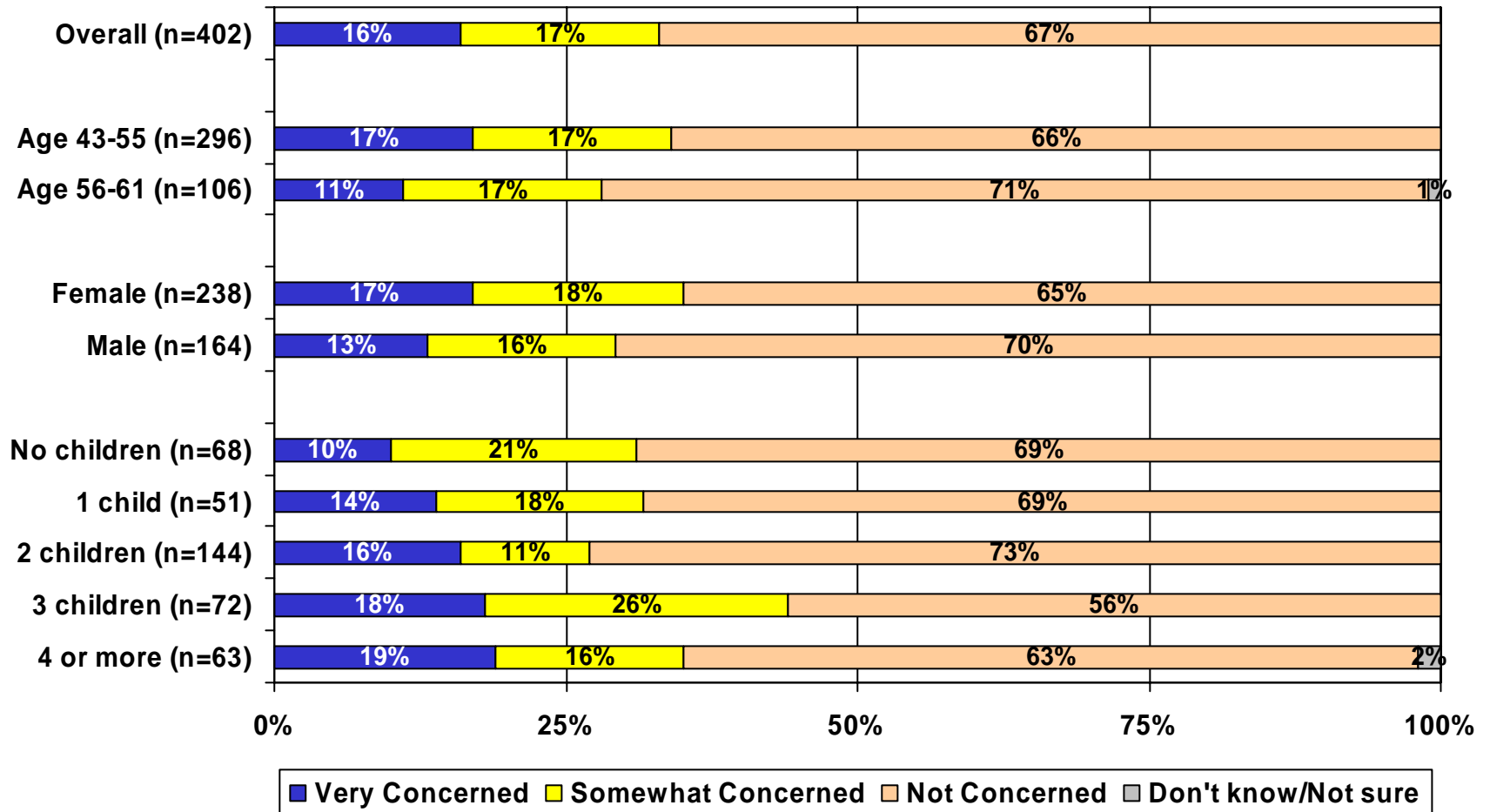
Concerns: Communicating with Friends and Family

✦ **Q: How concerned are you with your aging parent's: Ability to communicate with friends and family.**



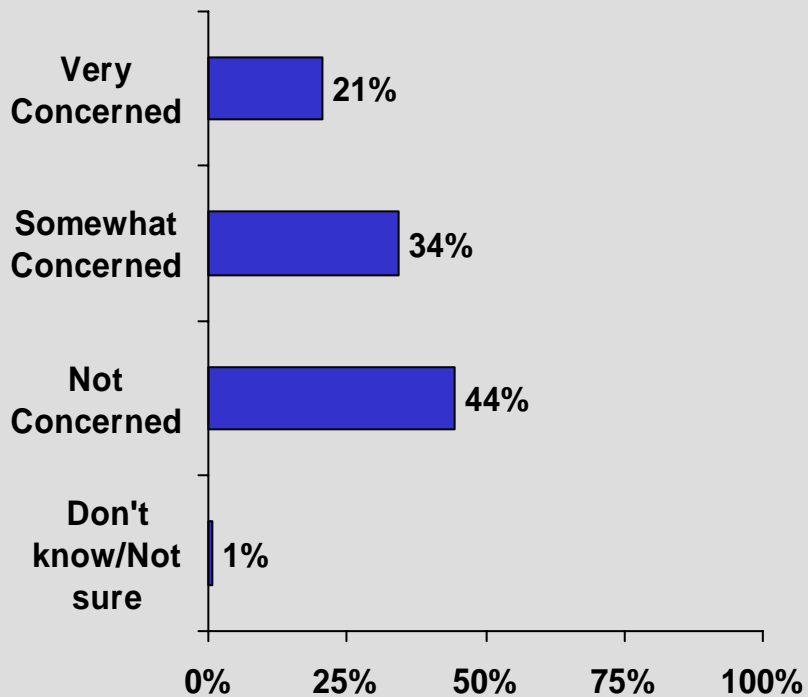
- ✦ Two-thirds (67%) are Not Concerned with their parent's ability to communicate with friends and family.
- ✦ There are no substantial differences among sub-groups on this question.

Concerns: Communicating with Friends and Family



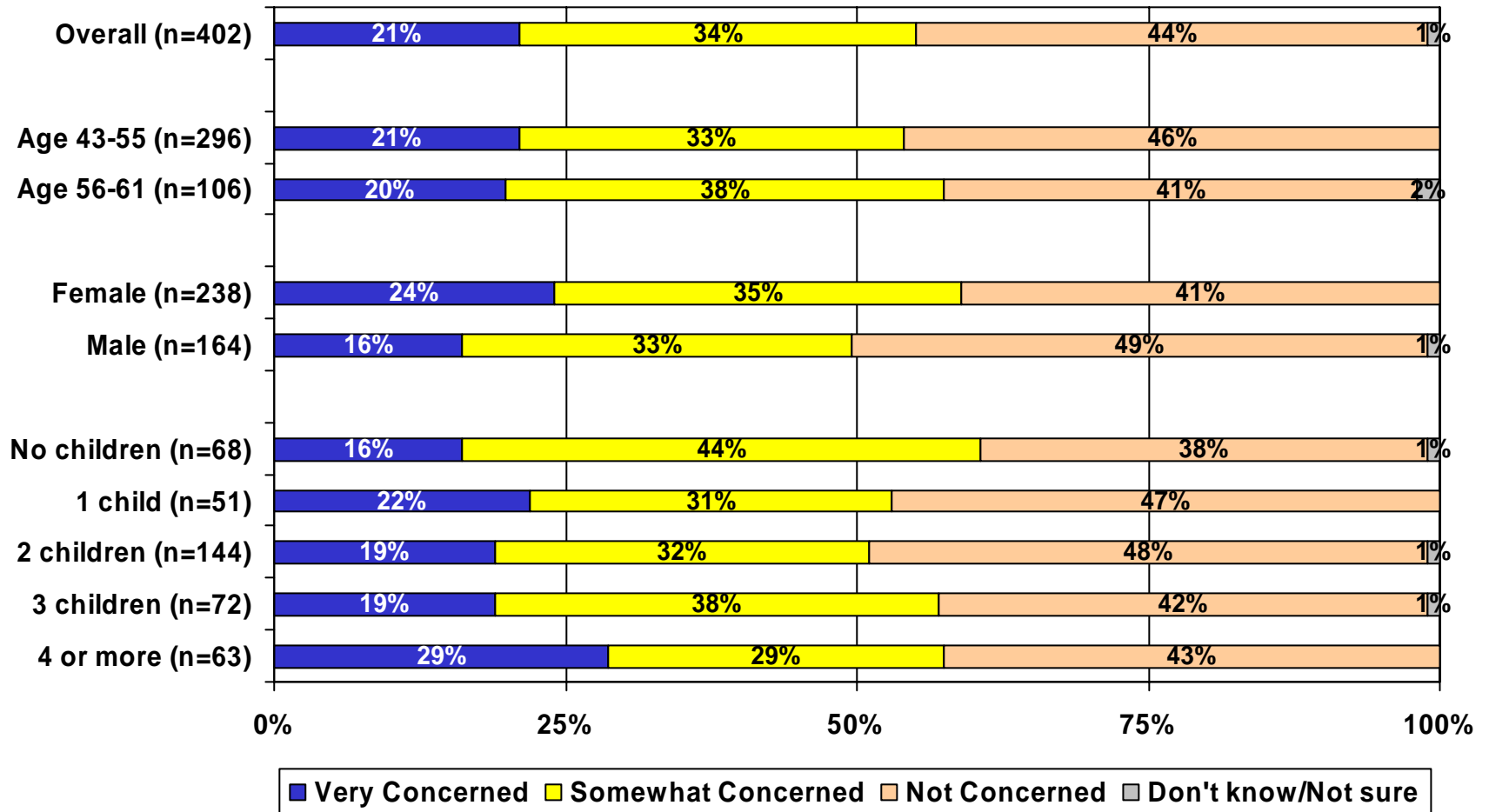
Concerns: Other Safety/Security Issues

✦ **Q: How concerned are you with your aging parent's: Other safety and security issues.**



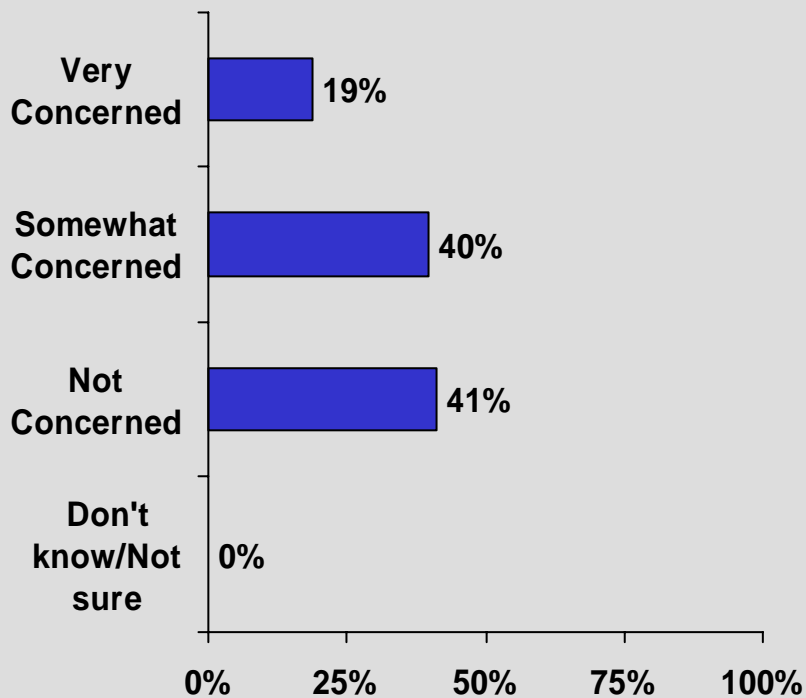
- ✦ About one in five (21%) are Very Concerned about other safety and security issues.
- ✦ Those with four or more children are the most likely to be Very Concerned about this, while those with no children are the least likely to be Very Concerned about this.

Concerns: Other Safety/Security Issues



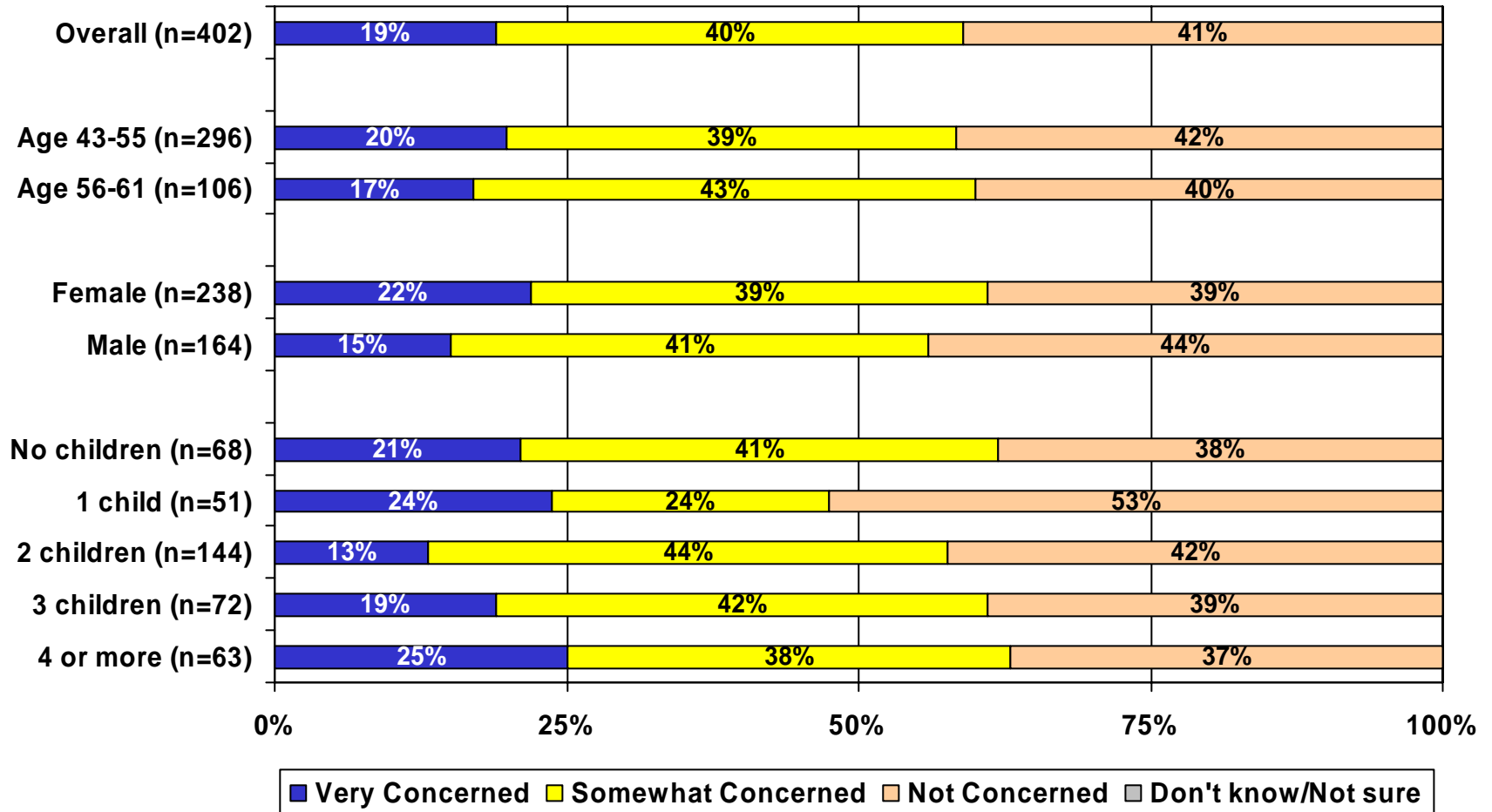
Concerns: Overall Ability to Live Independently

✦ **Q: How concerned are you with your aging parent's: Overall ability to live independently.**



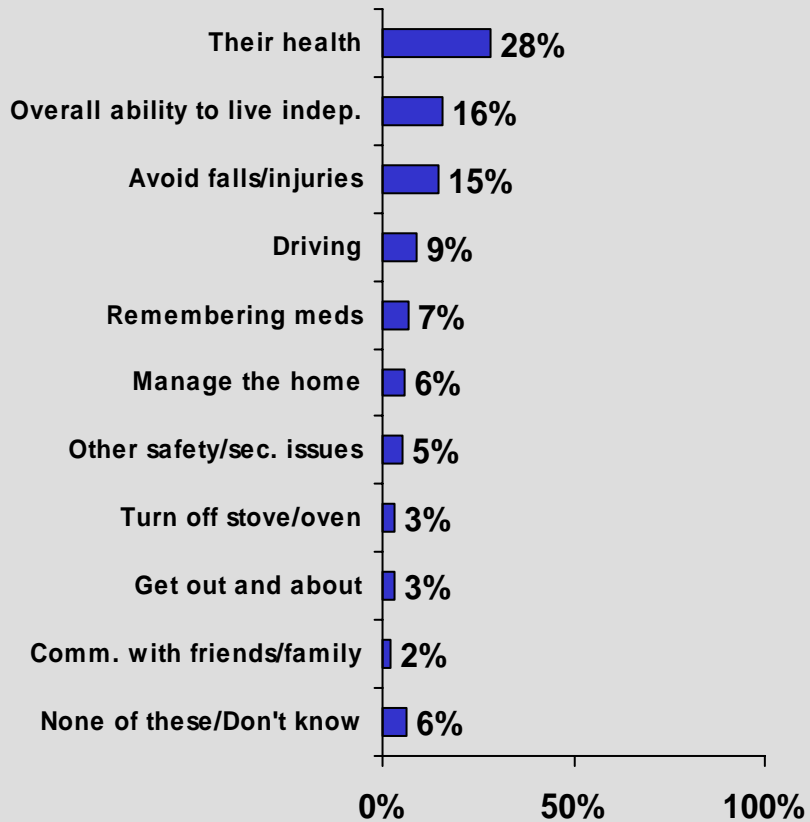
- ✦ In total, 59% said they are Very Concerned (19%) or Somewhat Concerned (40%) about their parent's overall ability to live independently.
- ✦ There are no substantial differences among sub-groups on this question.

Concerns: Overall Ability to Live Independently



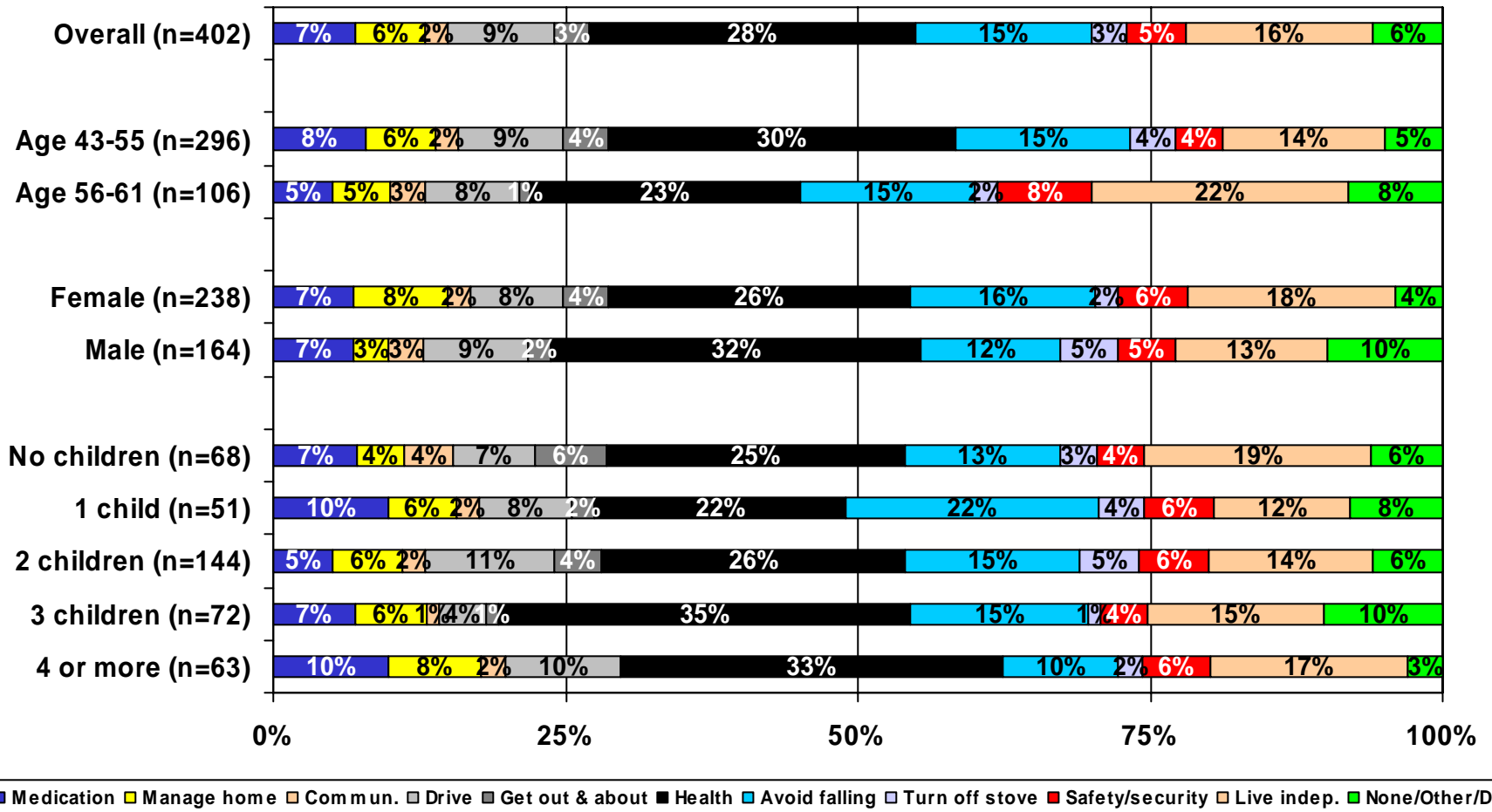
Most Concerned About

✦ *Q: Which of those things concerns you most?*



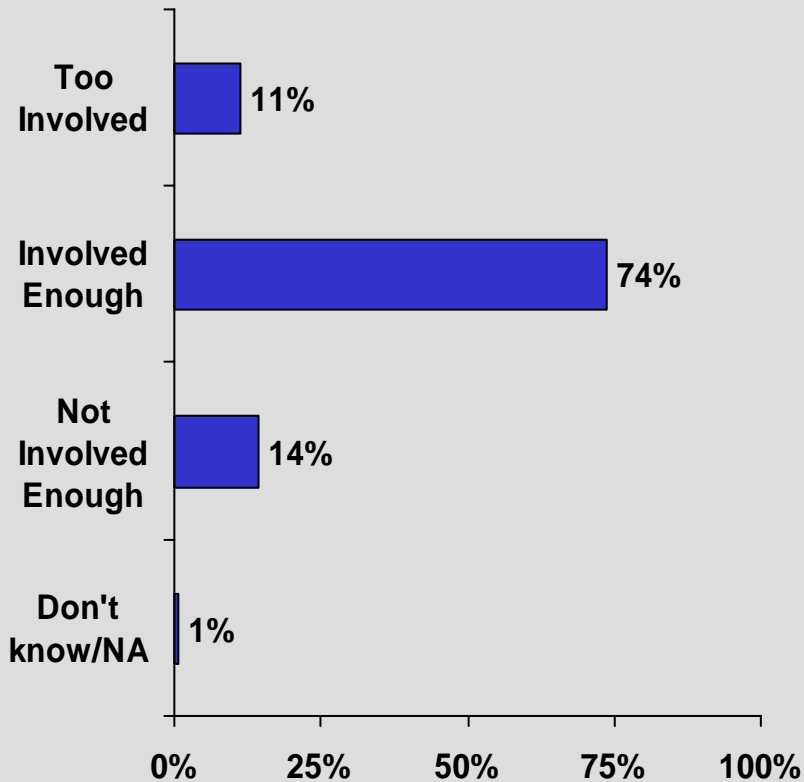
- ✦ When asked to think about all of these issues and name the one they were most concerned about, Health (28%) was the most common answer. Overall ability to live independently (16%) and avoiding falls/injuries (15%) were the next most common.
- ✦ Health was the most frequent response among every sub-group.

Most Concerned About



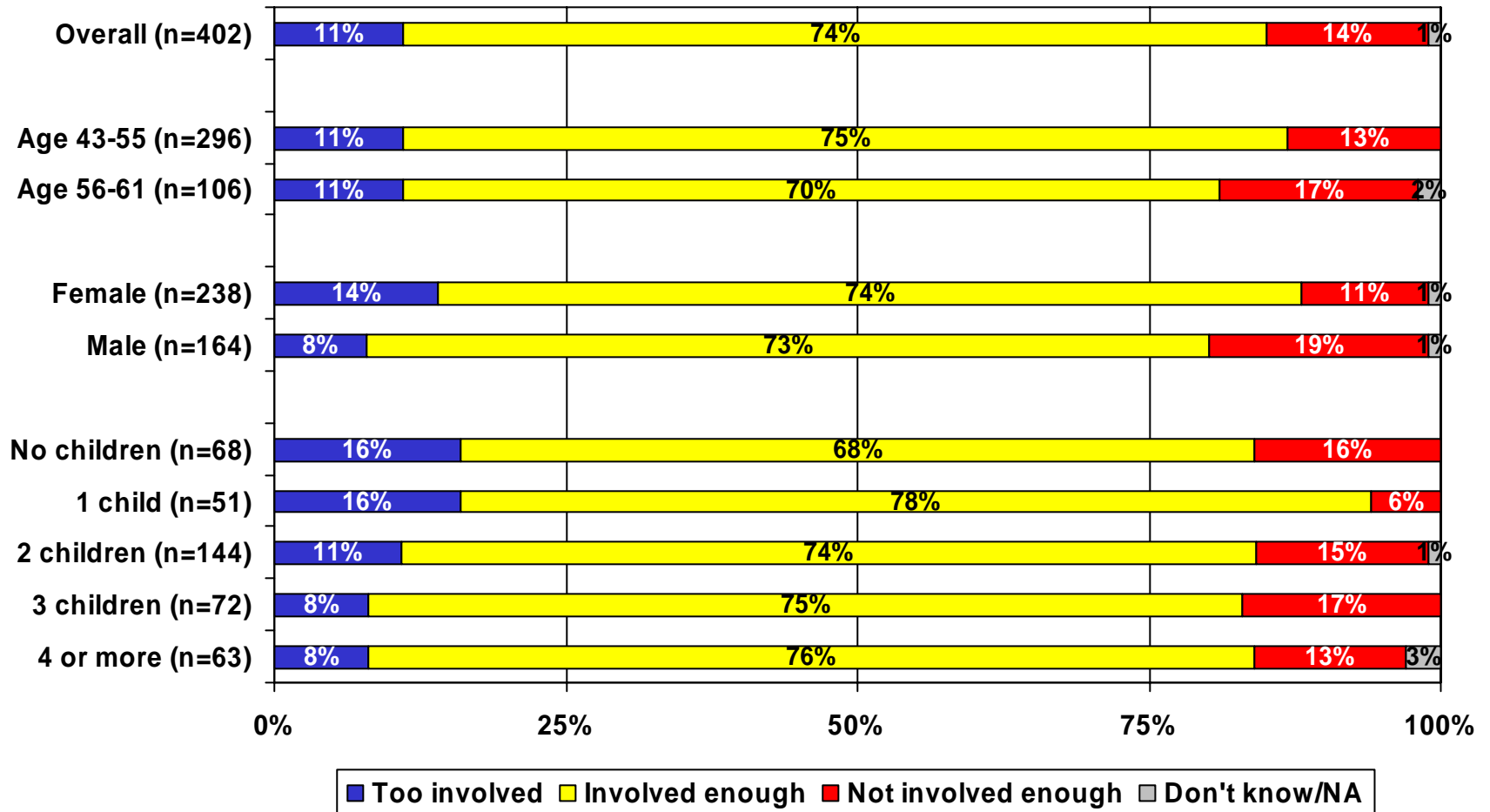
Level of Involvement in Their Life

✦ **Q: How involved are you in their life? Would you say you are...**



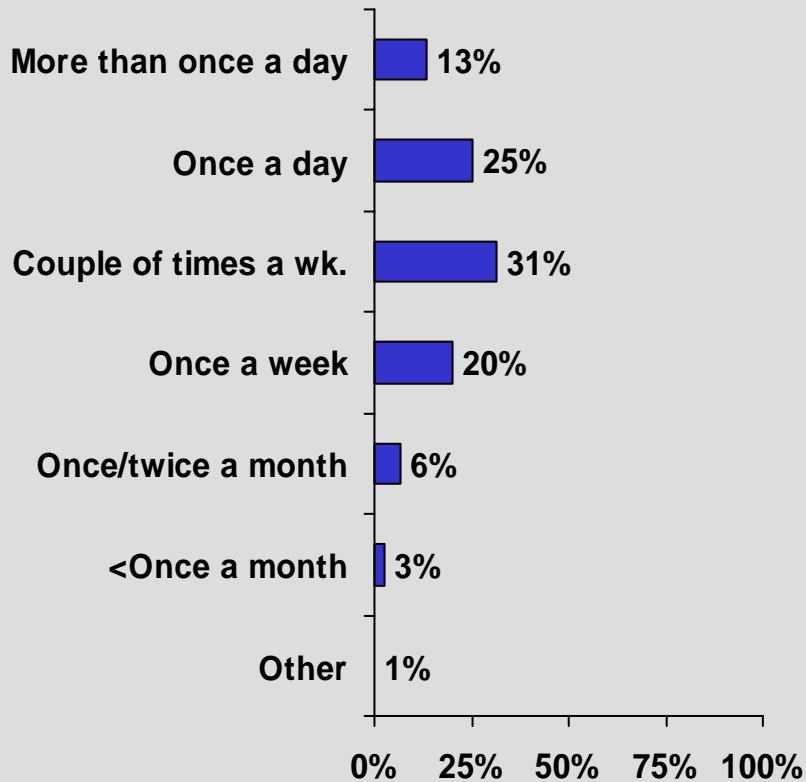
- ✦ Most (74%) of the Baby Boomers in this study said they are Involved Enough in their parent's life.
- ✦ There are no substantial differences among sub-groups on this question.

Level of Involvement in Their Life



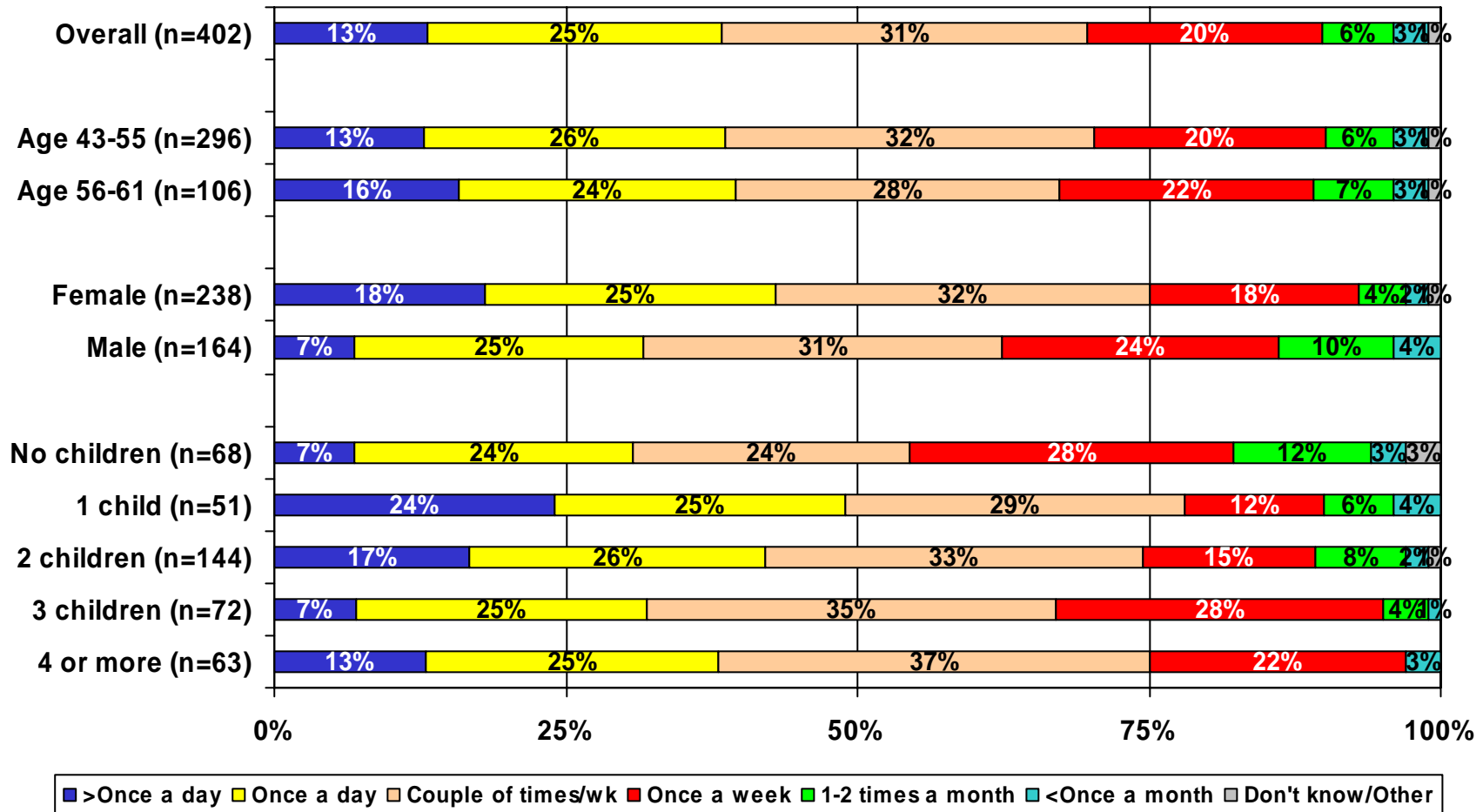
Checking In

✦ **Q: How often are you checking in on them, either by phone or in person?**



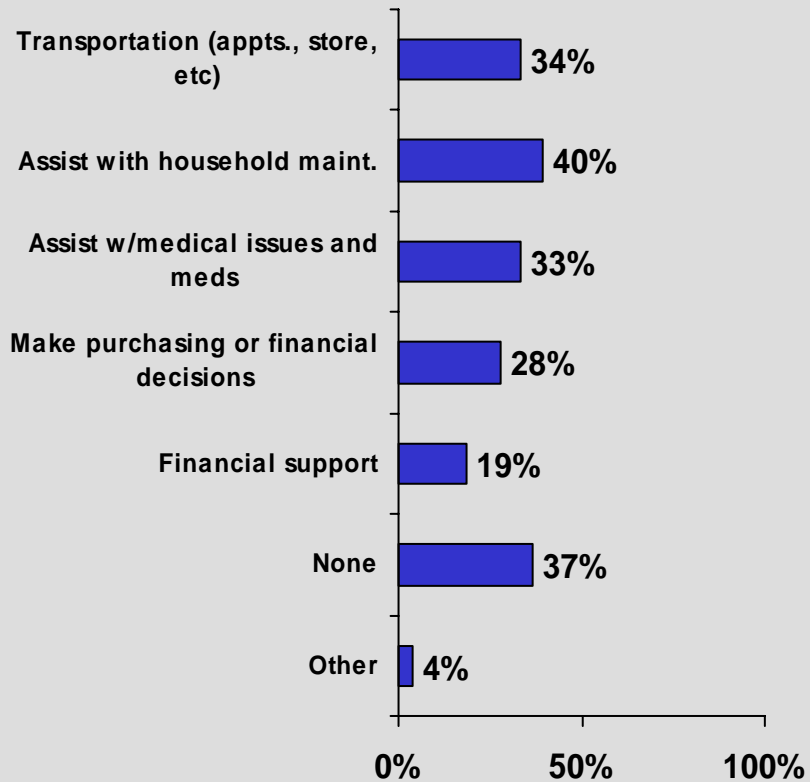
- ✦ More than one-third (38%) indicate they are checking in on their parents at least once a day, and 89% are checking in on them at least once a week.
- ✦ Men check in with their parents less often than women do, and those Baby Boomers with no children check in on their parents less often than any other group.

Checking In



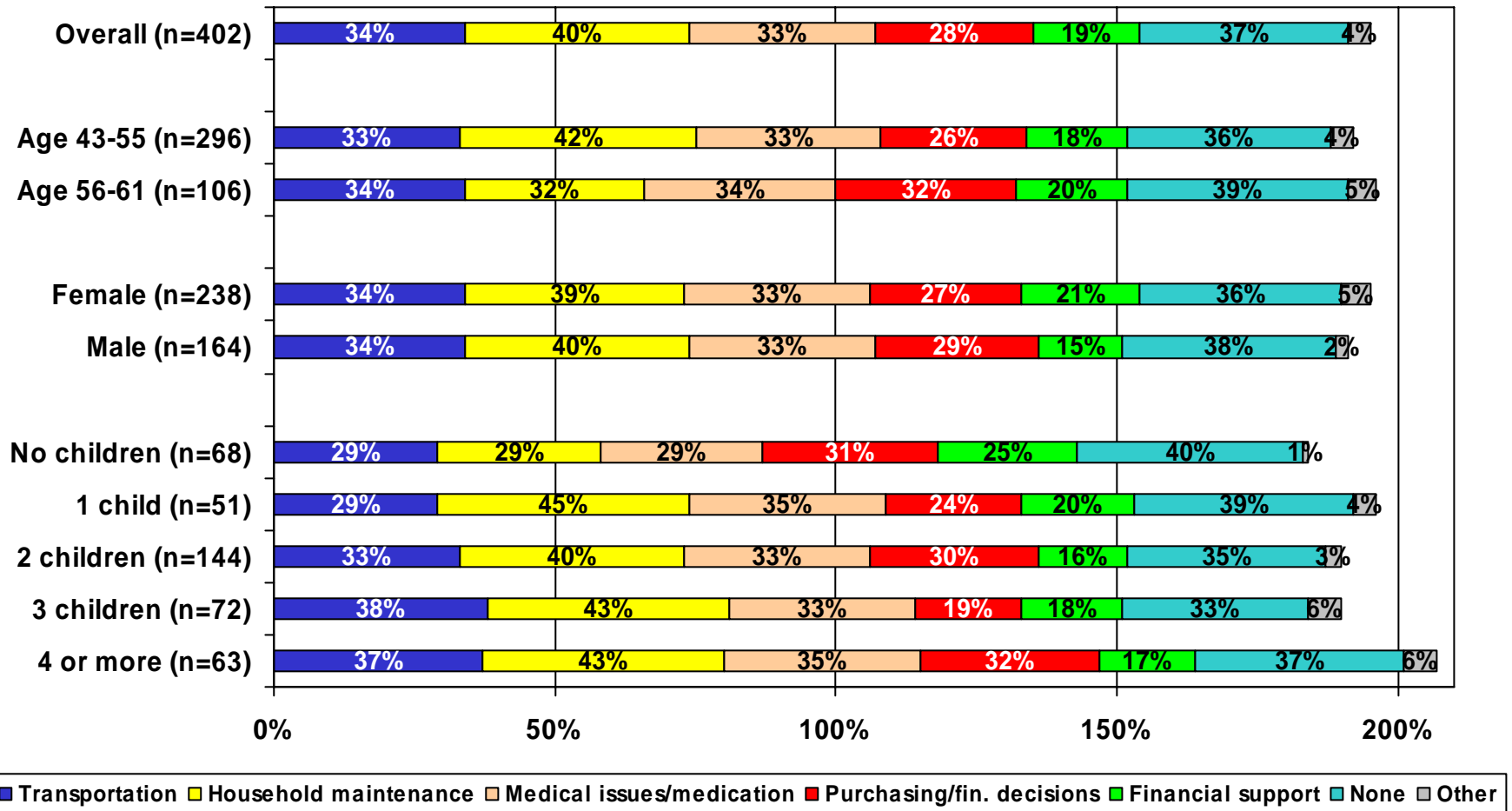
Type of Help Provided

✦ **Q: Which of the following kinds of help, if any, do you provide to them?**



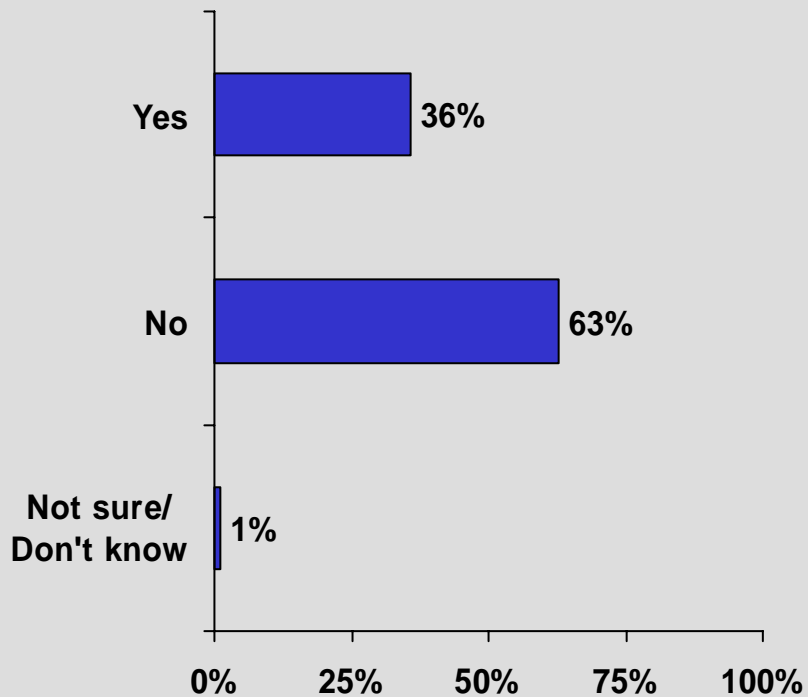
- ✦ The help Boomers are providing their parents include assisting with household maintenance (40%), transportation (34%) and assistance with medical issues and medication (33%); 37%, though, are providing no help.
- ✦ Those with no children are the least likely to provide this help, while those with the most children (4+) are the most likely to provide help.

Type of Help Provided



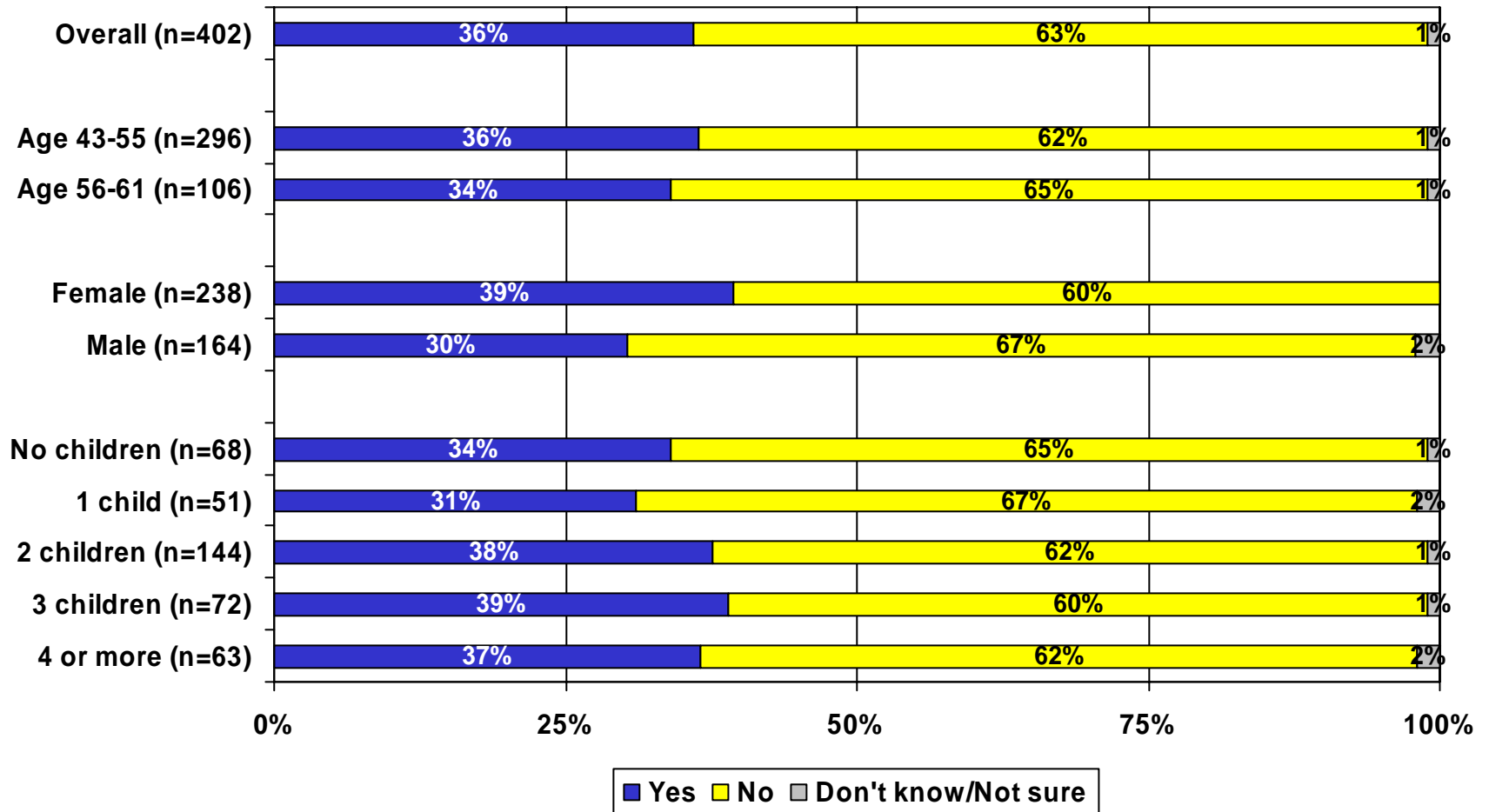
Wish to Monitor Parents Better

✦ **Q: Do you wish you could monitor or keep an eye on the safety and well-being of your parents better than you are able to now?**



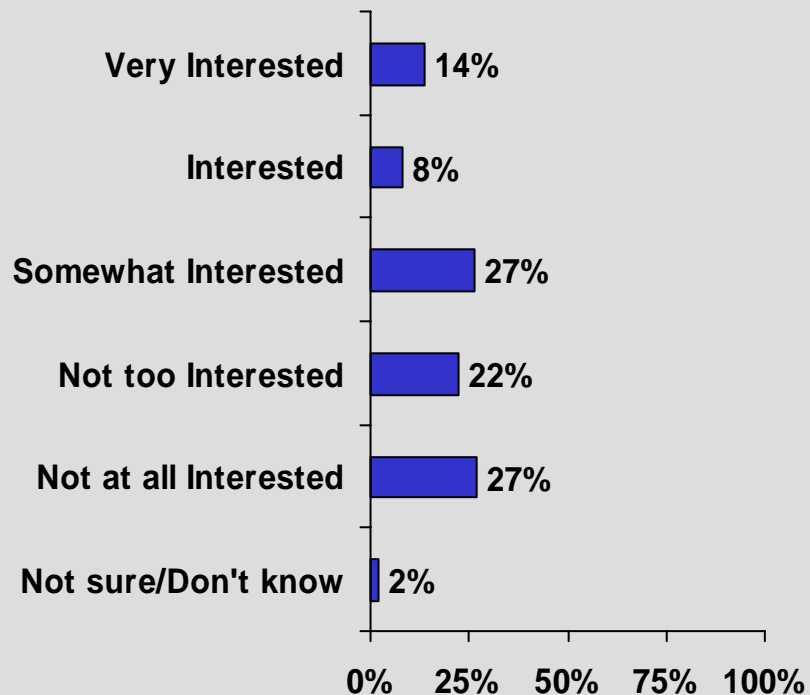
- ✦ Over one-third (36%) said they wish they could better monitor their parent's safety and well-being than they are doing right now.
- ✦ There are no substantial differences among sub-groups on this question.

Wish to Monitor Parents Better



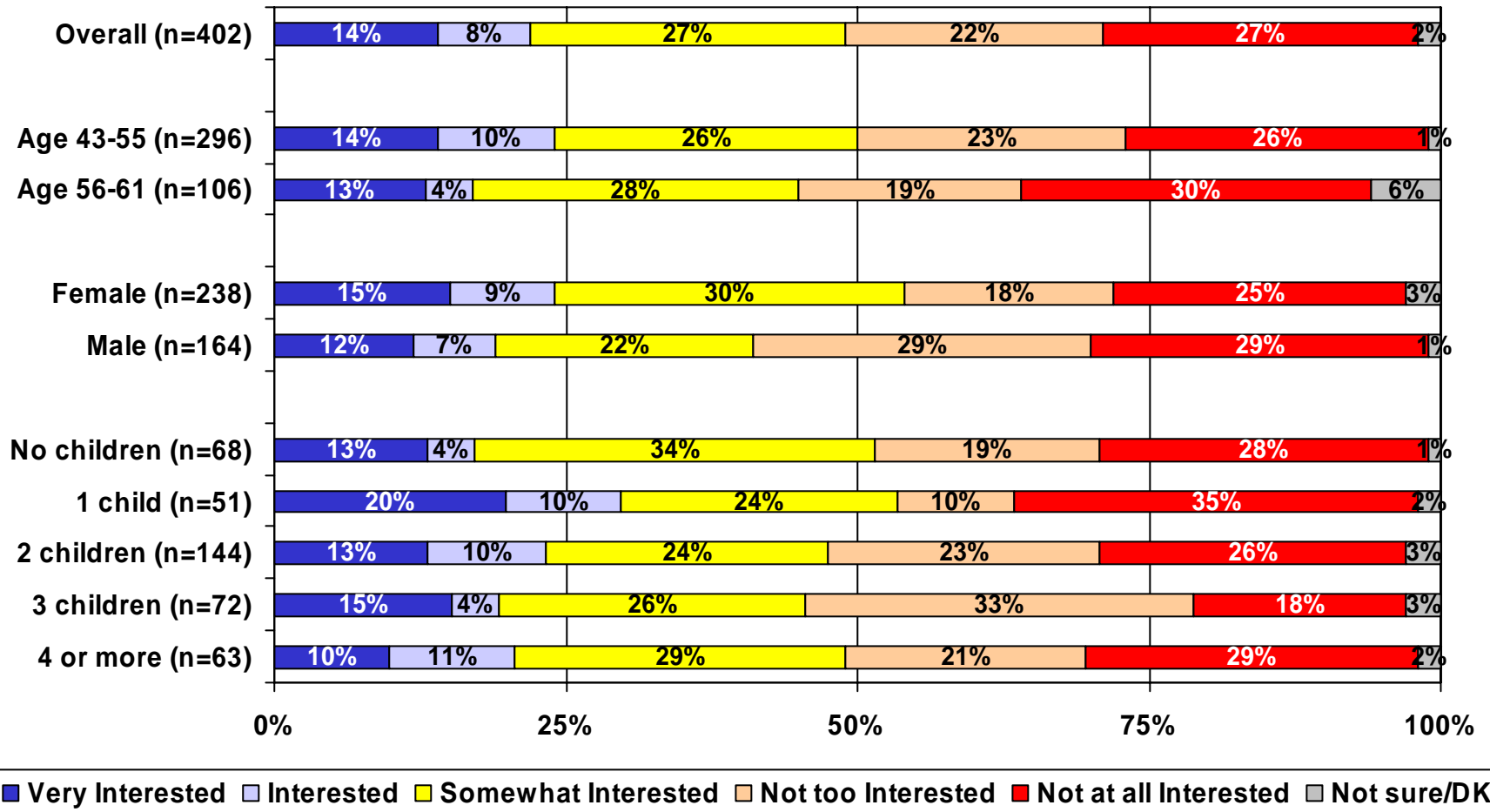
Interest in Technology to Monitor Parents

✦ **Q: How interested are you in using new technologies that would allow you to help monitor your parents safety and well-being?**



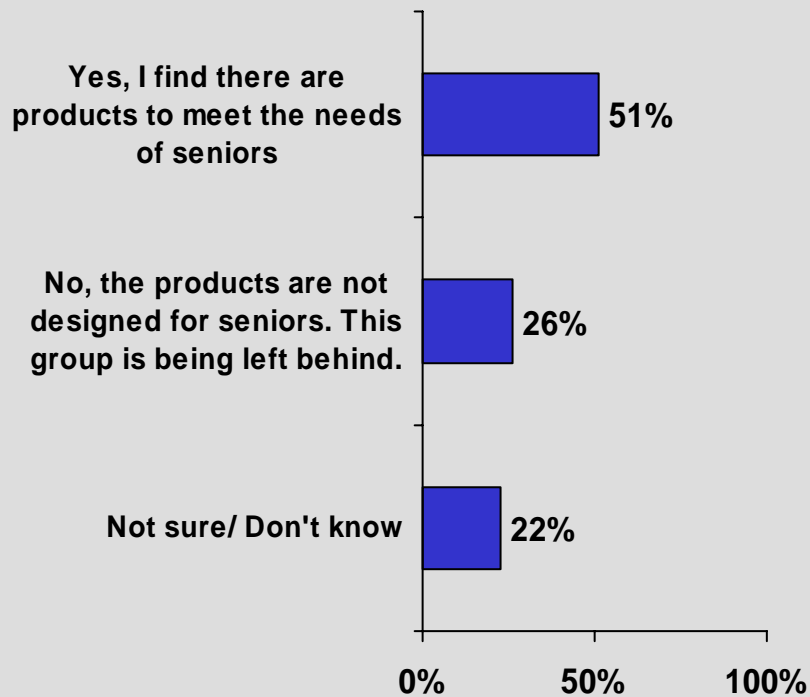
- ✦ While 14% are Very Interested in using new technologies to help them monitor their parents safety and well-being, a total of 49% are at least Somewhat Interested.
- ✦ There are no substantial differences among sub-groups on this question.

Interest in Technology to Monitor Parents



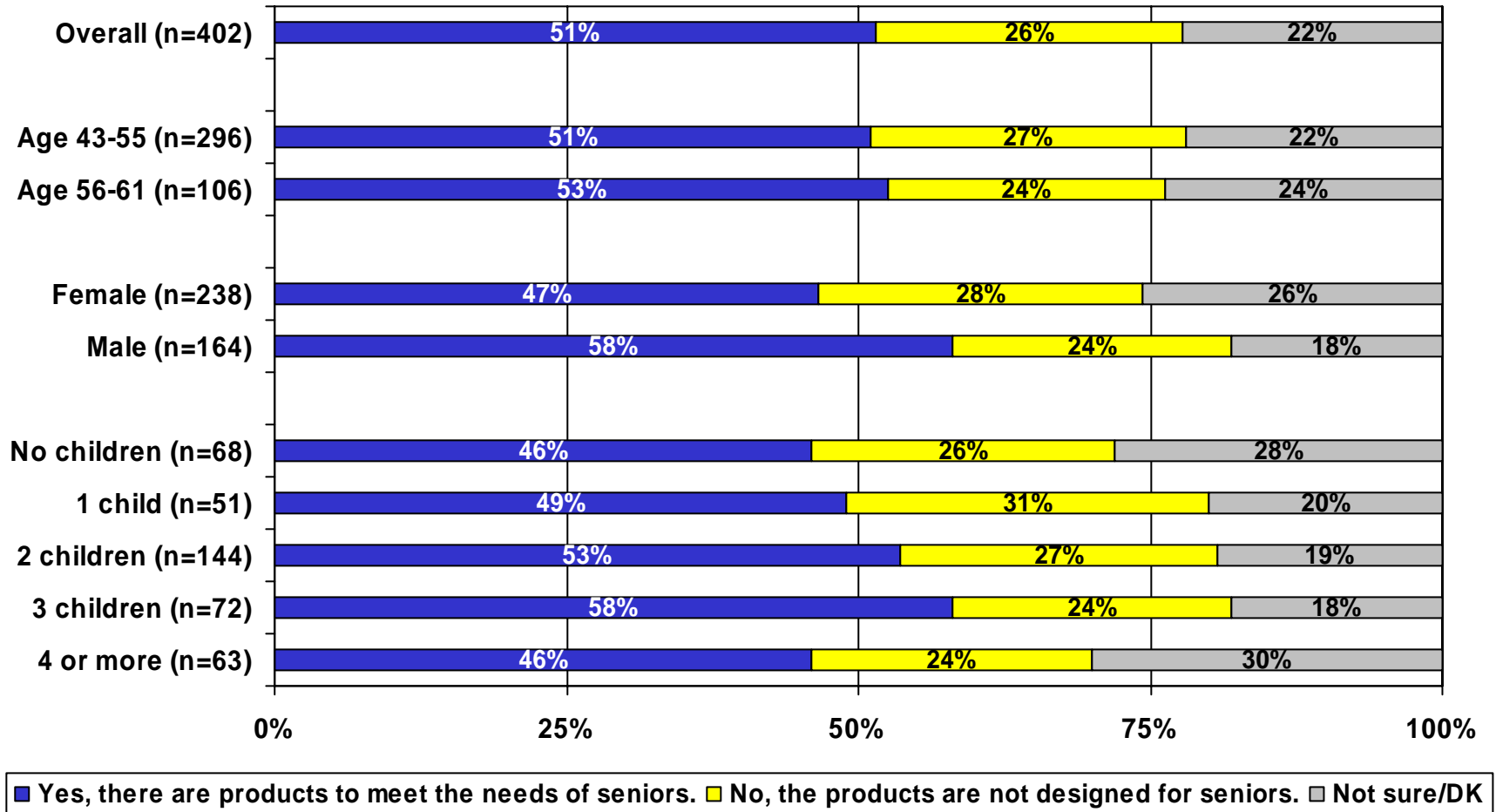
Technology Aimed at Helping Seniors

✦ **Q: Do you think there are enough consumer technologies or products available on the market today aimed at helping Seniors?**



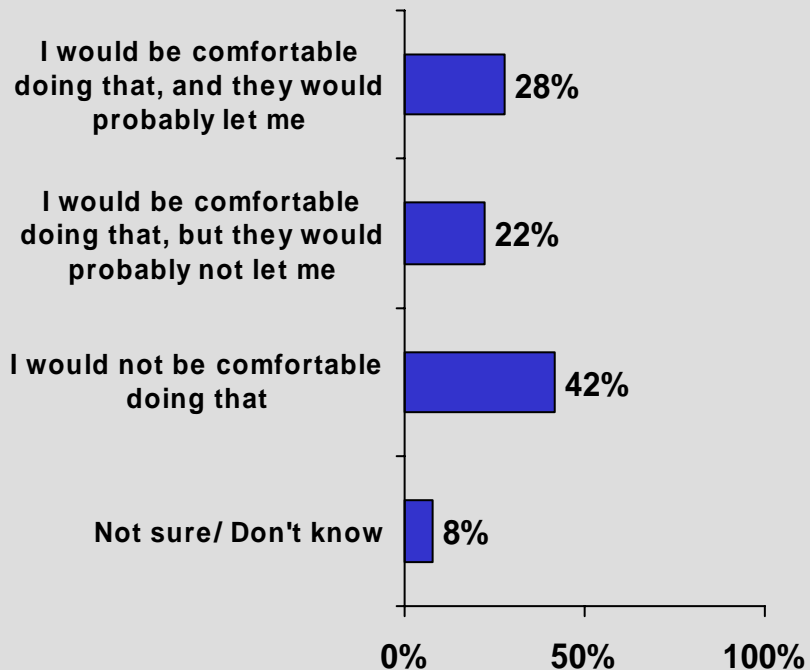
- ✦ One-half (51%) said they think there are technology products to meet the needs of Seniors that are currently available.
- ✦ Men are more likely than women to say they do think there are enough technology products aimed at Seniors.

Technology Aimed at Helping Seniors



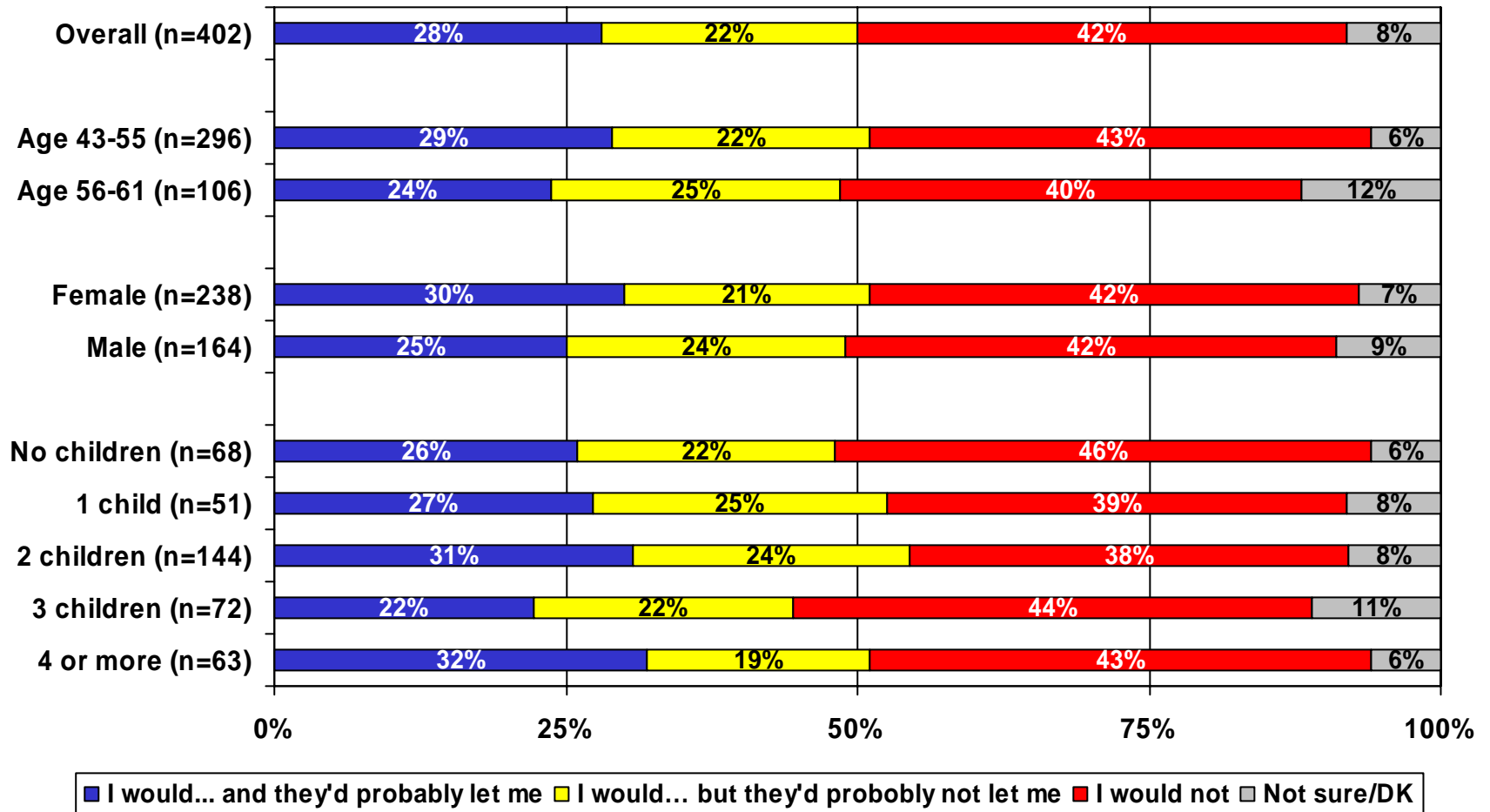
Reaction to Sensors in the Home

✦ **Q: If you had the ability to place some small sensors in your parent's home or apartment so you could monitor their health and safety, how would you react?**



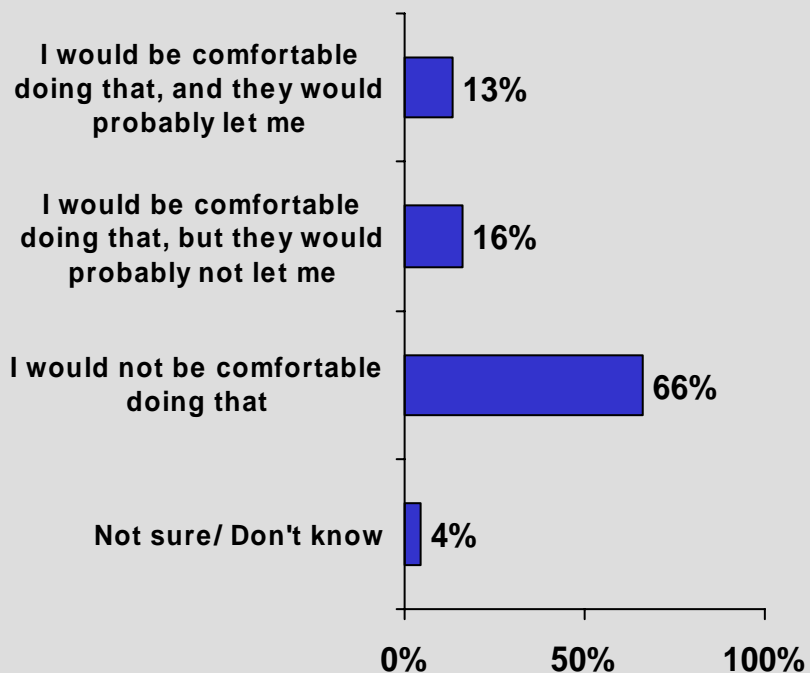
- ✦ Over one-fourth (28%) of these Baby Boomers said they would be comfortable installing sensors in their parents home to monitor their health and safety, and they thought their parents would allow that. Another 22% would be comfortable doing it, but they felt their parents probably would not allow it.
- ✦ There are no substantial differences among sub-groups on this question.

Reaction to Sensors in the Home



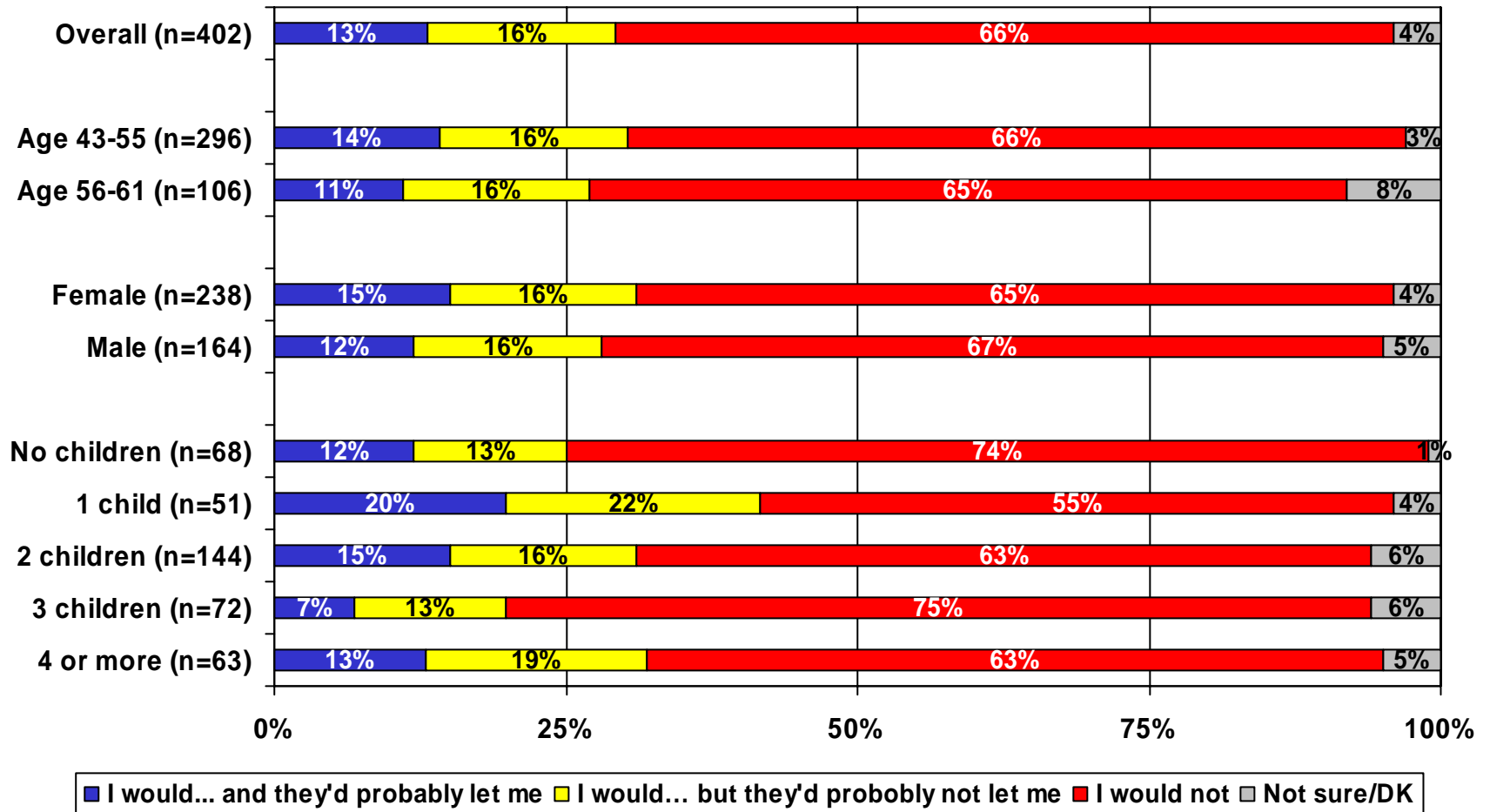
Reaction to Camera in the Home

✦ **Q: If you had the ability to place a camera in your parent's home or apartment so you could monitor their health and safety, how would you react?**



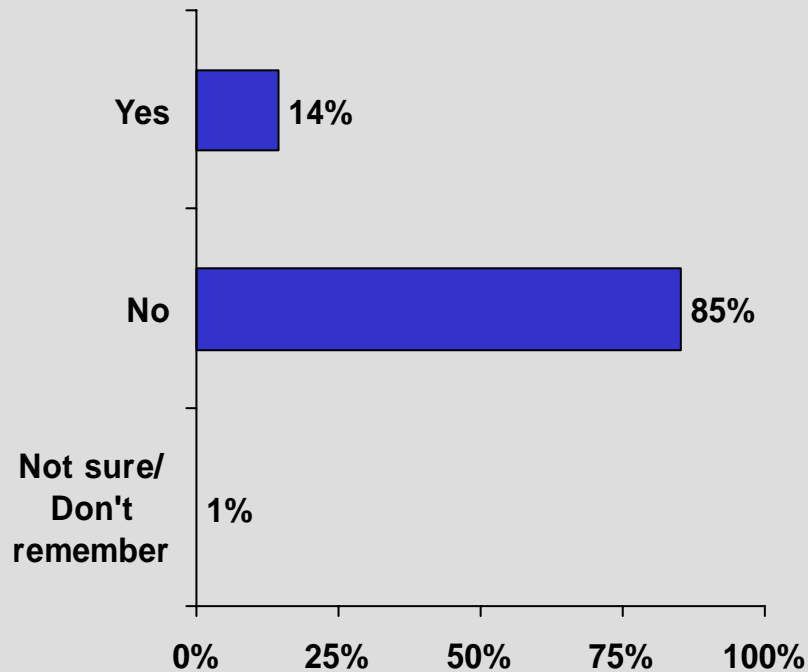
- ✦ There was less interest, though, in installing cameras to monitor their parents health and safety. Just 13% said they would be comfortable doing this, and they thought their parents would allow that, while another 16% said they would be comfortable doing it but they felt their parents probably would not allow it.
- ✦ There are no substantial differences among sub-groups on this question.

Reaction to Camera in the Home



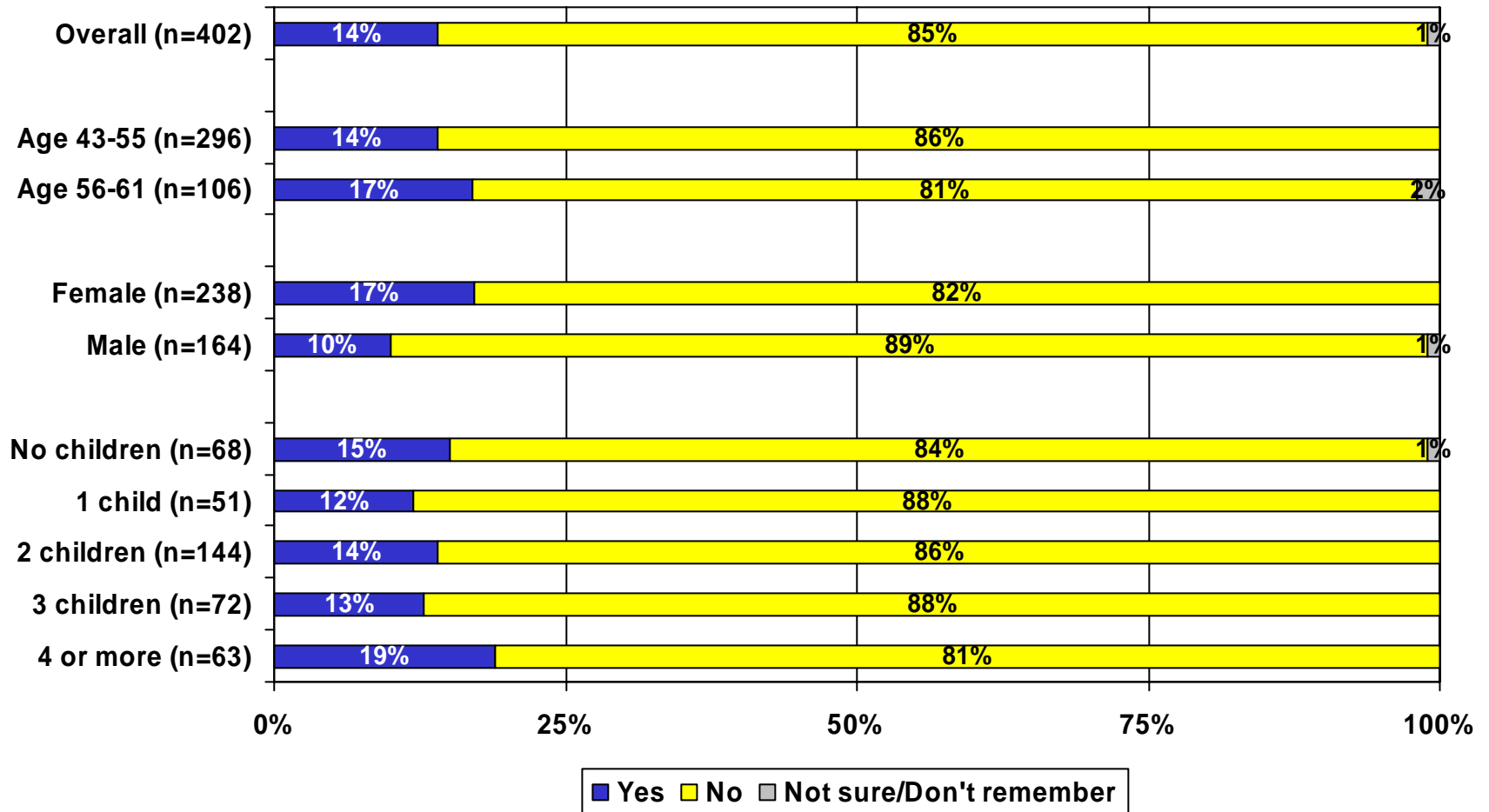
Looked for Tech Products for Seniors

✦ **Q: In the last two years, have you looked for any technology solutions or products that would help you monitor the health and safety of your parents?**



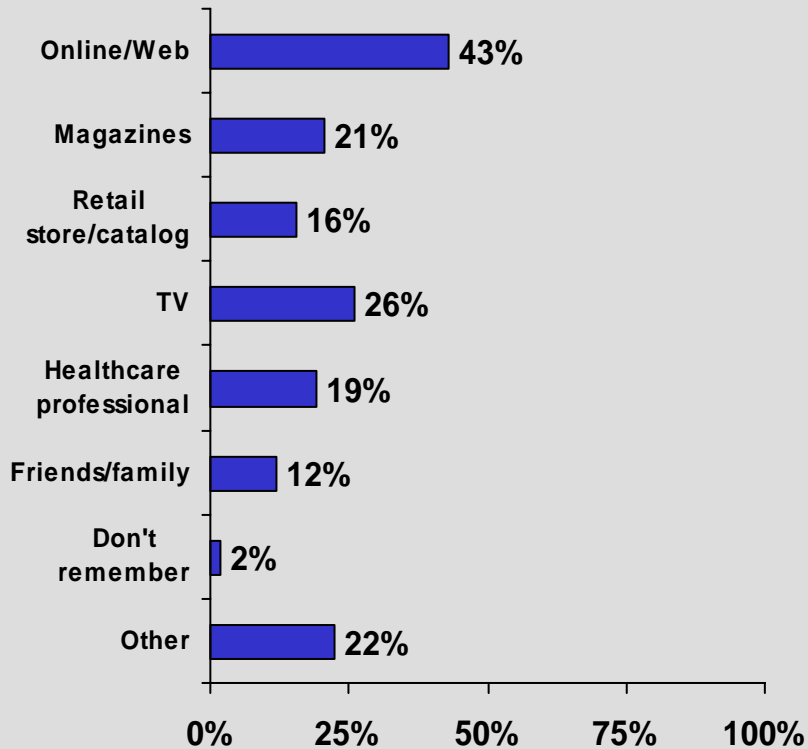
- ✦ While many said earlier they believe there are tech products available that are aimed at Seniors, just 14% have actually looked for any technology solutions that would help them monitor the health and safety of their parents.
- ✦ There are no substantial differences among sub-groups on this question.

Looked for Tech Products for Seniors



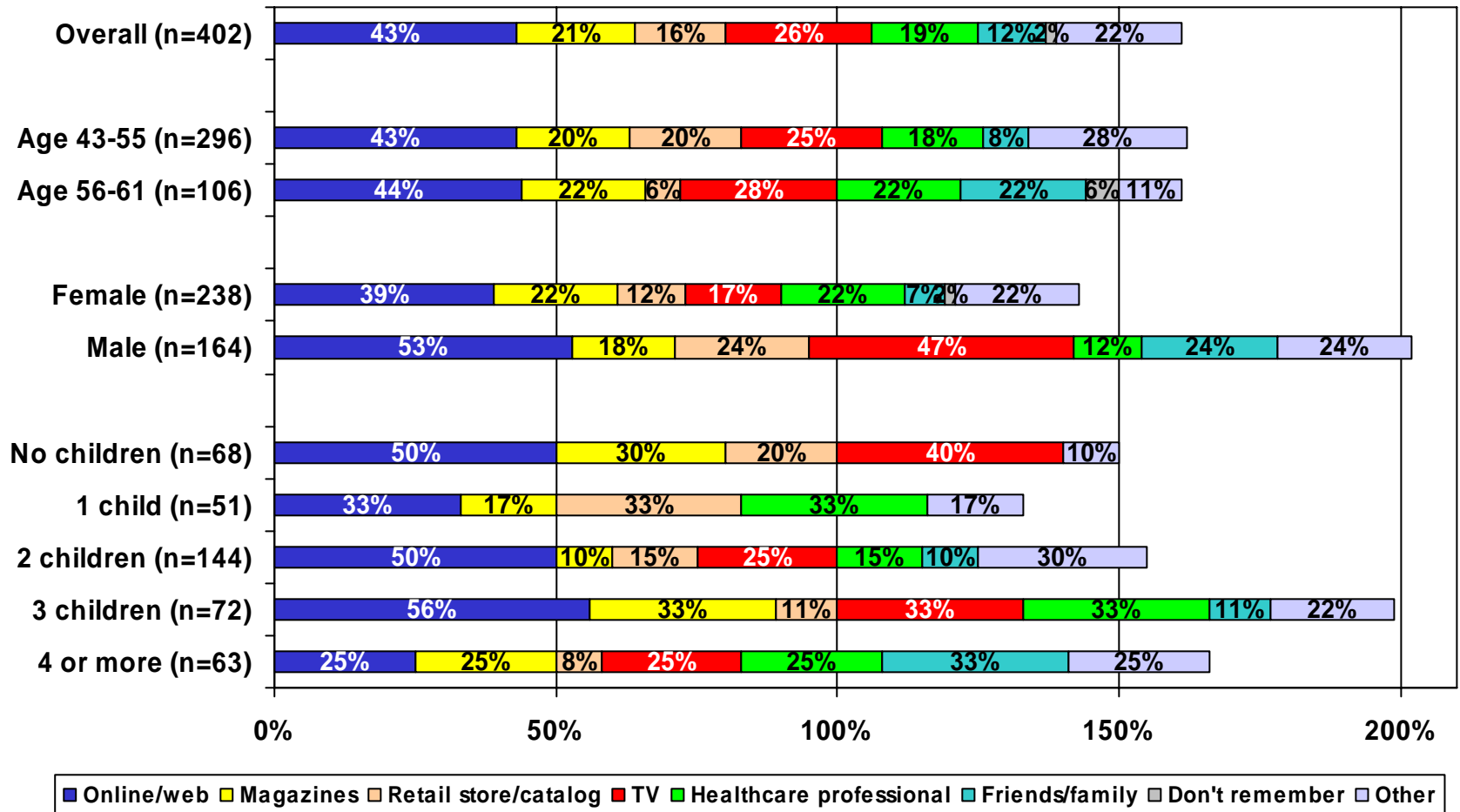
Where They Looked for Tech Products for Seniors

✦ **Q: IF YES – Where did you look for or find information about products like this?**



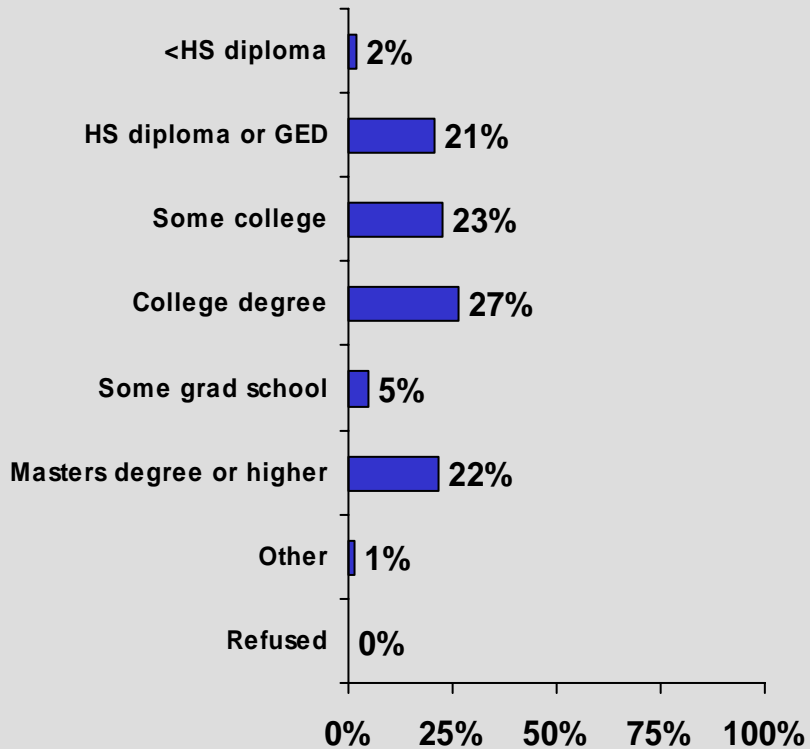
- ✦ Among those that have looked, they were most likely to look Online (43%).
- ✦ Among those that have looked, men and those with three children were the sub-groups most likely to look in multiple places.

Where They Looked for Tech Products for Seniors



Demographics: Education

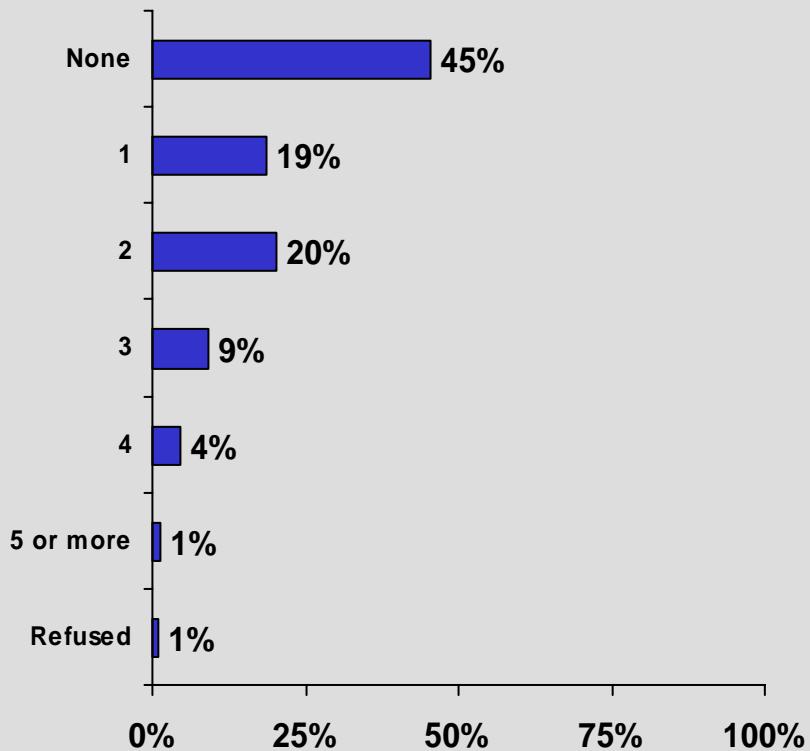
✦ *Q: What is the highest level of education you have received?*



✦ Overall, 54% of respondents had at least a college degree.

Demographics: Number of Children Under 25

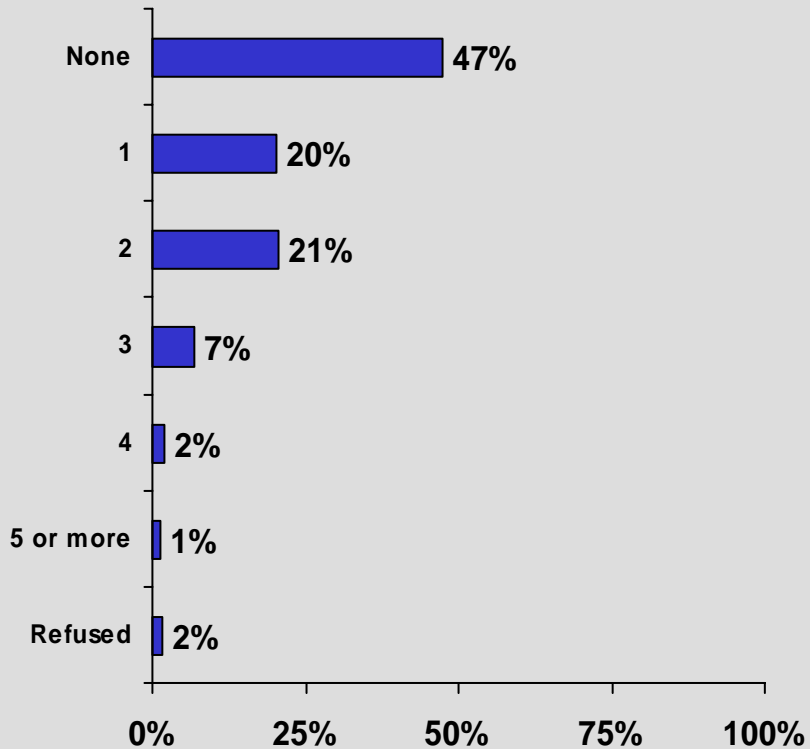
✦ *Q: How many children do you have under the age of 25?*



✦ Almost one-half (45%) said they have no children under the age of 25, while 39% had one or two children under age 25.

Demographics: Number of Children 25 or Older

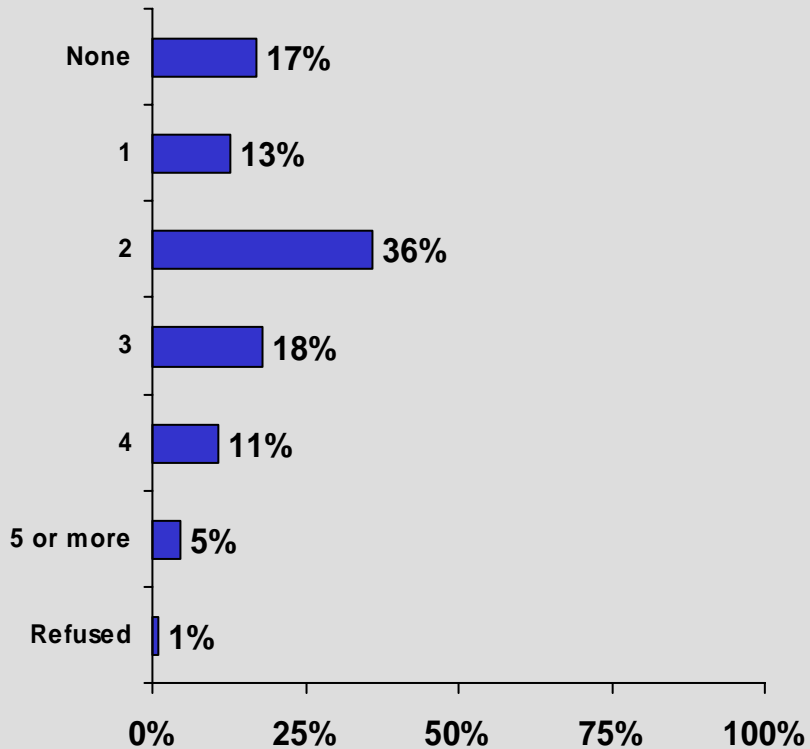
✦ **Q: How many children do you have age 25 or older?**



✦ Almost one-half (47%) said they have no children age 25 or older; 41% had one or two children age 25+.

Demographics: Total Number of Children

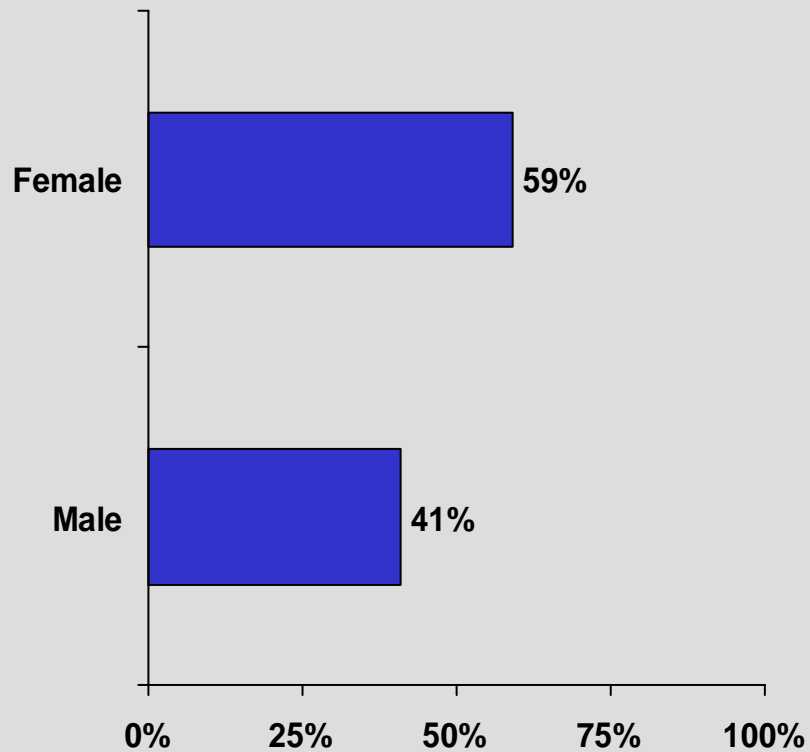
✦ Q: Total number of children



- ✦ Overall, 17% said they had no children, while 49% had one (13%) or two (36%).

Demographics: Gender

✦ Q: Gender

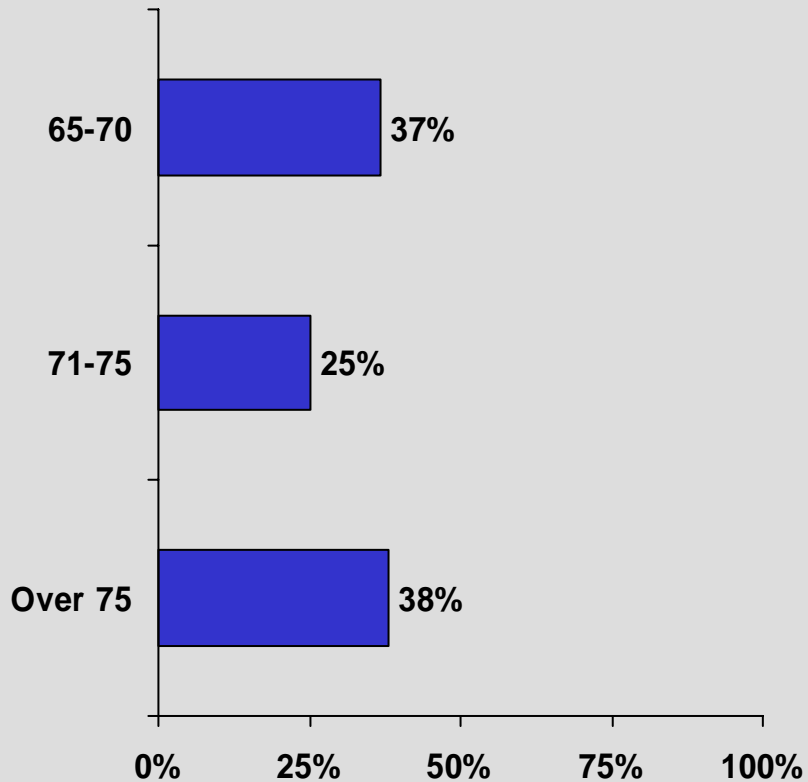


- ✦ This sample of Baby Boomers was 59% Female and 41% Male.

Seniors

Demographics: Age

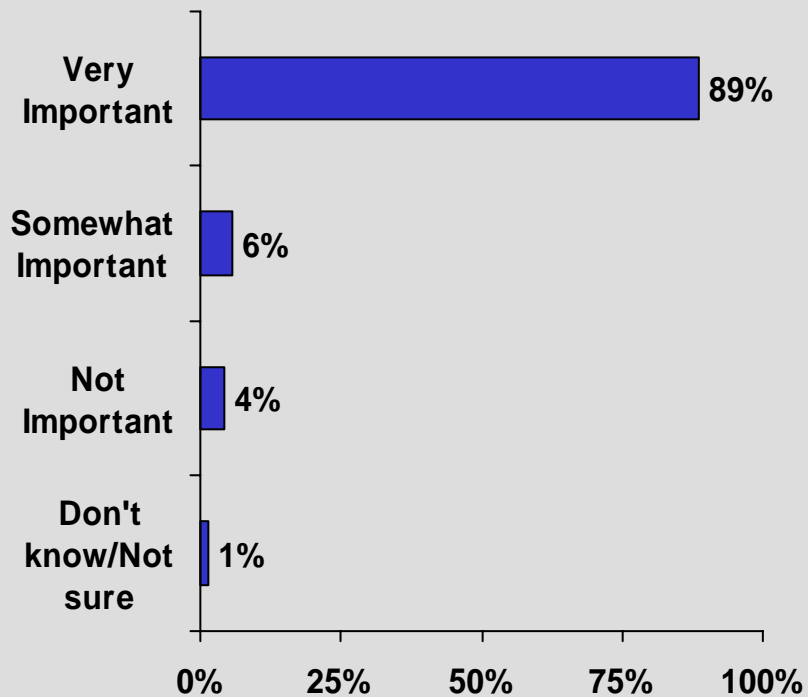
✦ *Q: Which of the following includes your age?*



✦ Among these Seniors, 37% were ages 65-70, 25% were 71-75, and 38% were over the age of 75.

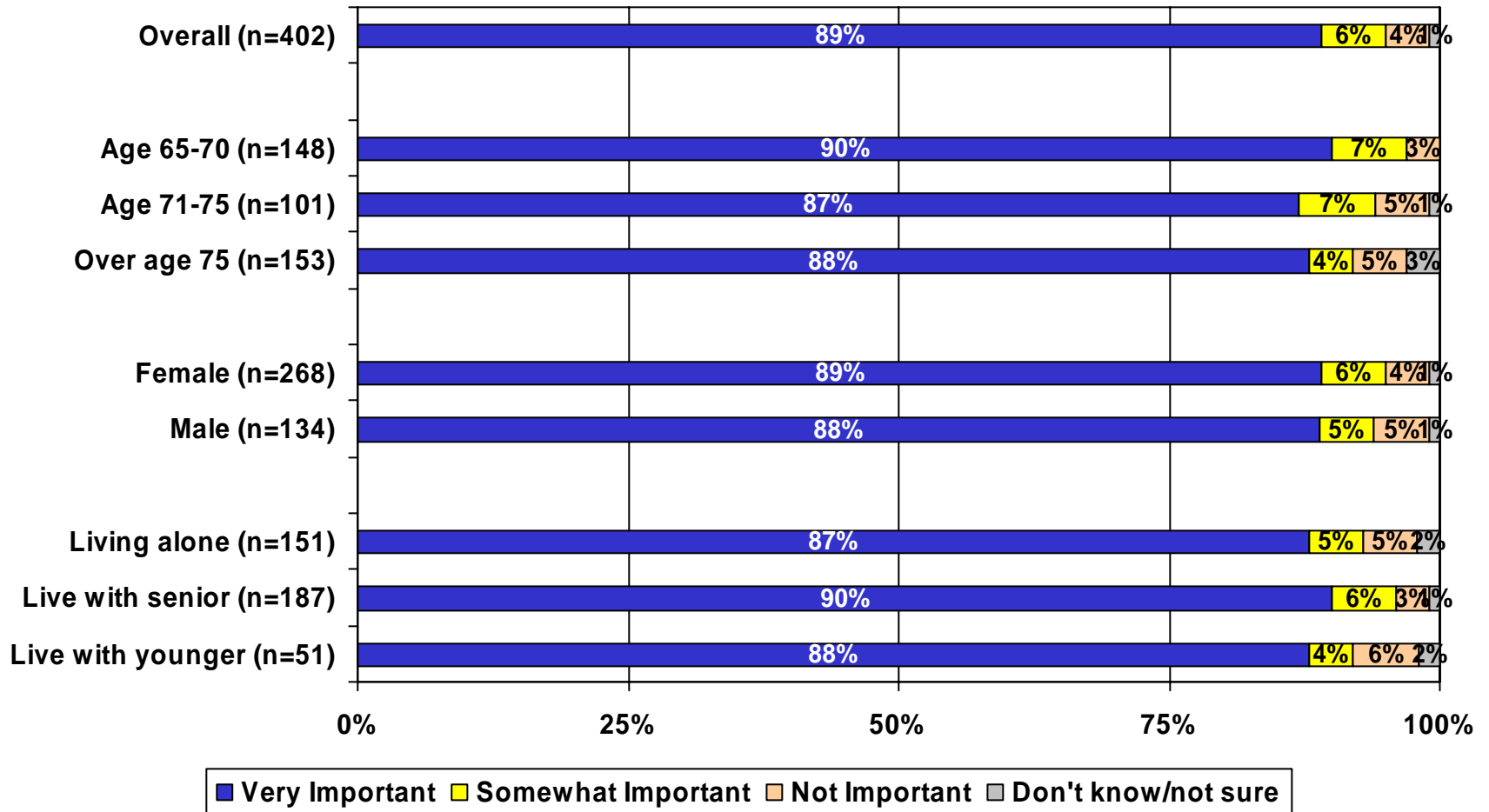
Importance of Living Independently

✦ **Q: How important is it to you to stay in your home as long as possible rather than moving to a nursing home or assisted living facility?**



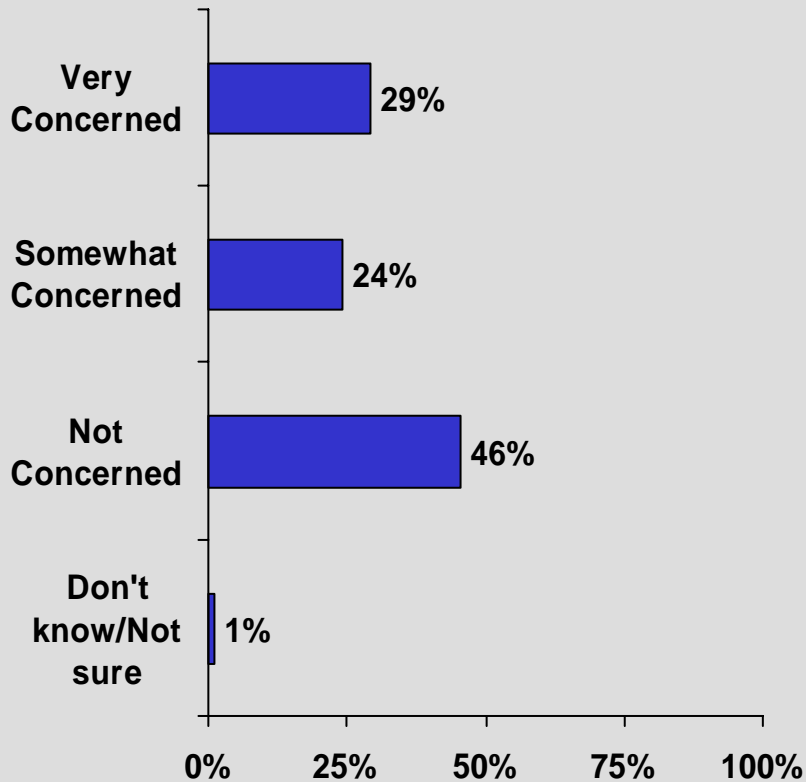
- ✦ These Seniors were nearly unanimous (89%) in their belief that it is Very Important for them to be able to stay in their home as long as possible rather than moving to a nursing home or assisted living facility.
- ✦ There are no substantial differences among sub-groups on this question.

Importance of Living Independently



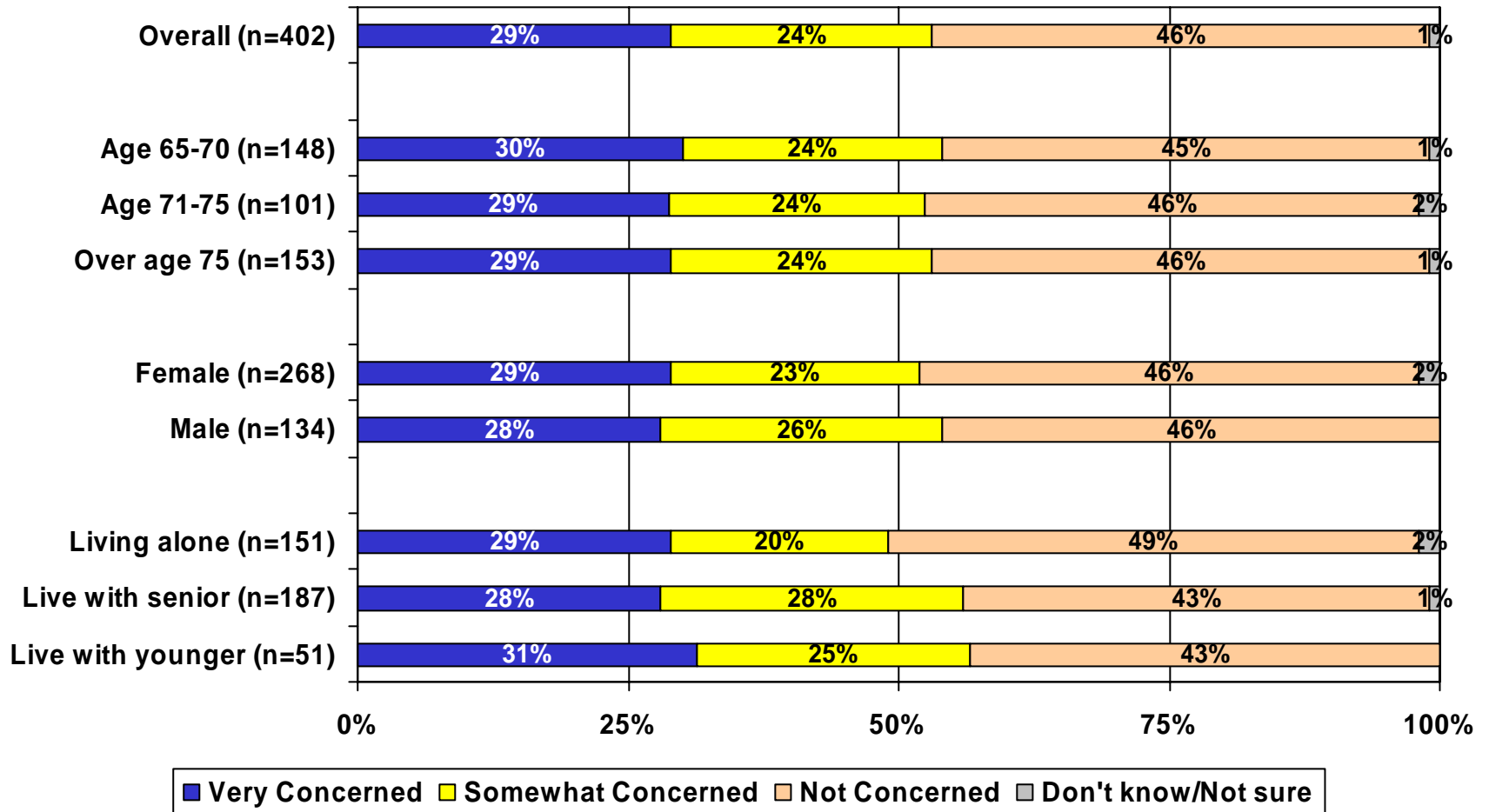
Concern for Own Ability to Live Independently

✦ **Q: How concerned are you about your ability to do this?**



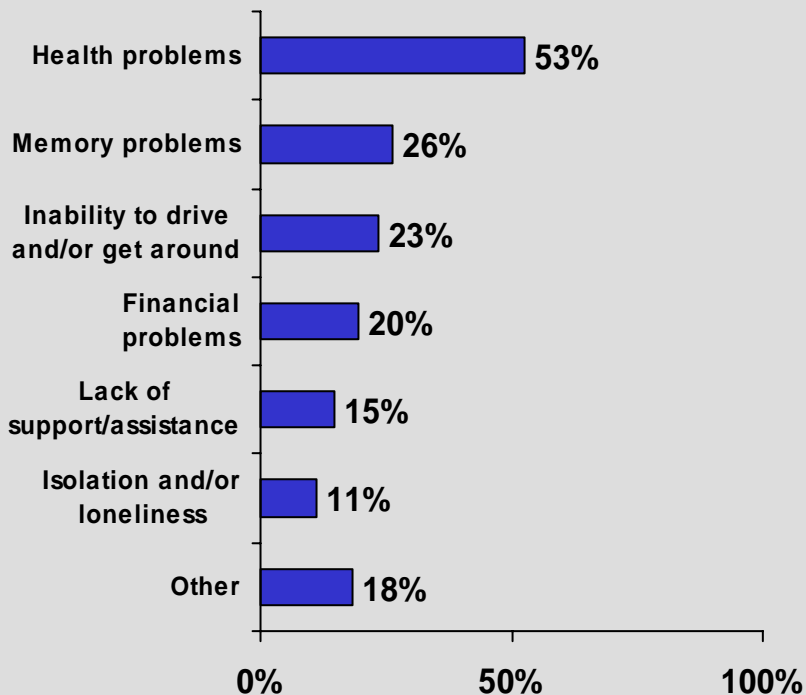
- ✦ Not only do these Seniors believe it is very important to them to remain in their own home, more than half (53%) are concerned about their ability to do this (29% Very Concerned/24% Somewhat Concerned).
- ✦ There are no substantial differences among sub-groups on this question.

Concern for Own Ability to Live Independently



Issues that Jeopardize Independent Living

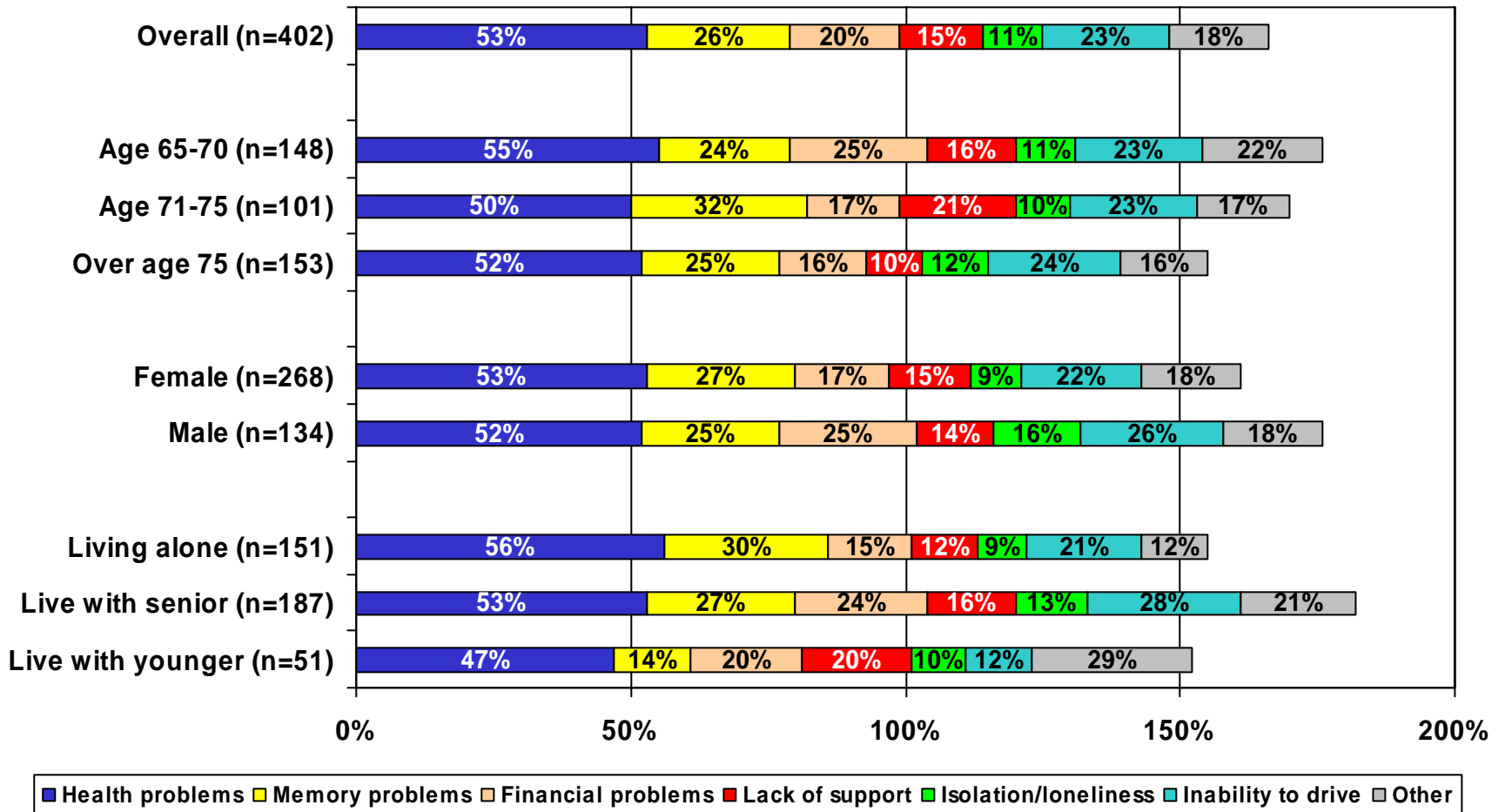
✦ **Q: Which of the following problems or issues do you feel could prevent you from being able to remain in your home?**



✦ Respondents believe that health problems (53%) are the most likely thing that could prevent them from remaining in their own home, followed by memory problems (26%) and inability to drive/get around (23%).

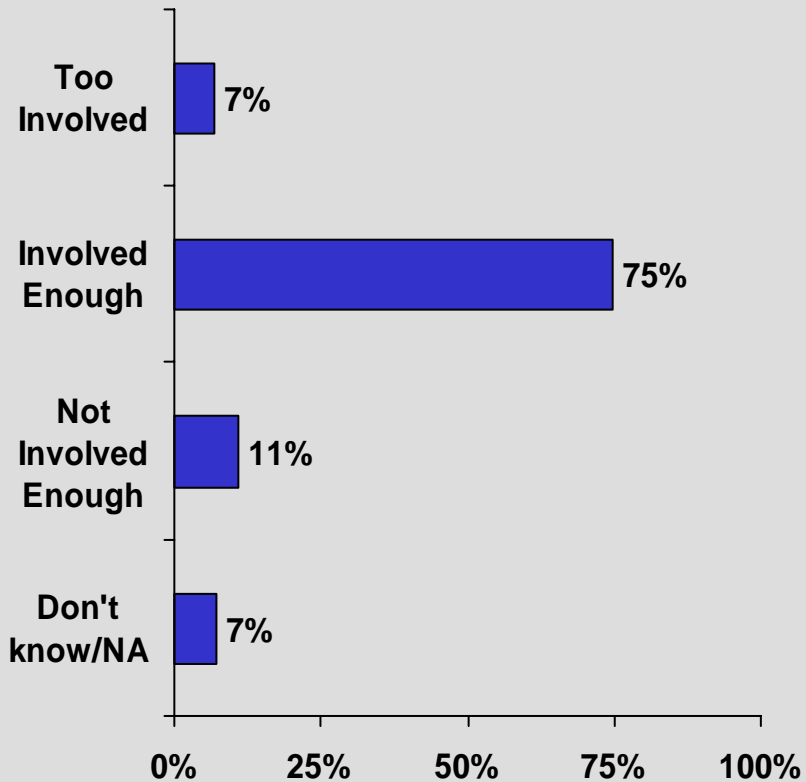
✦ Among all sub-groups, three named more of these as possible problems than did the others: the youngest (ages 65-70), men, and those who are living with another senior.

Issues that Jeopardize Independent Living



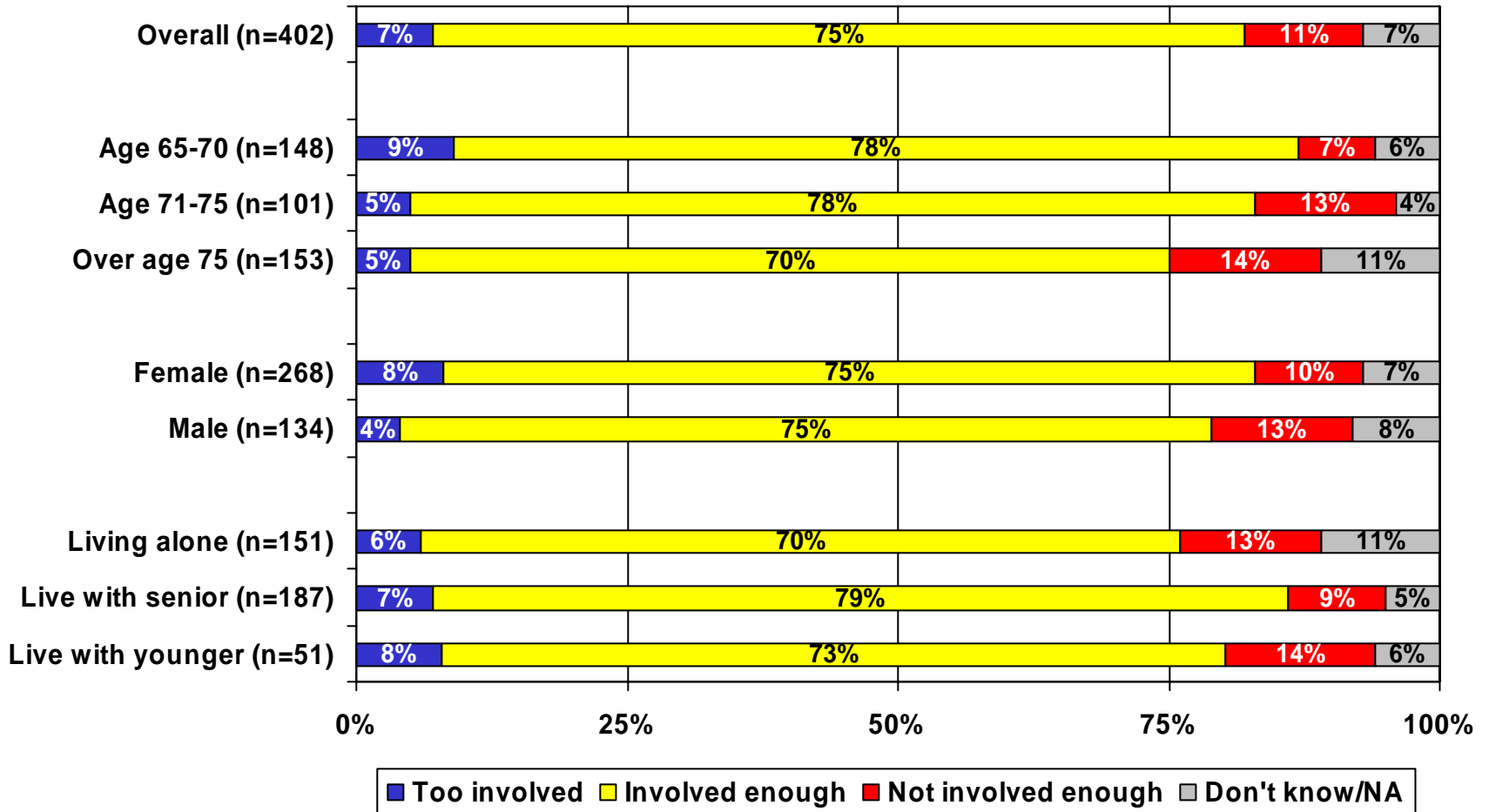
Level of Children's Involvement in Your Life

✦ **Q: How involved are your children in your life?**



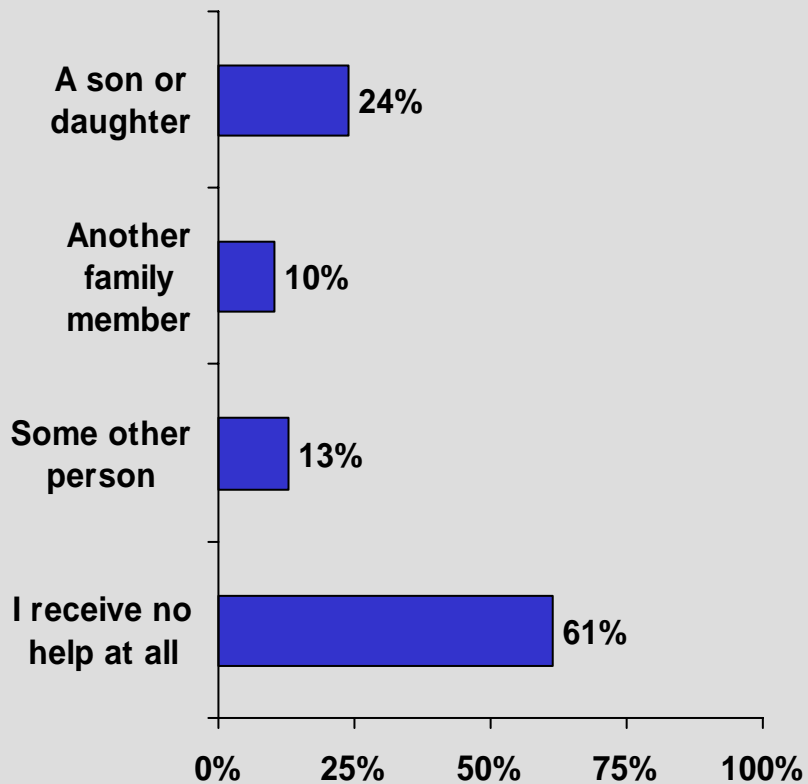
- ✦ Most of these Seniors (75%) said that they think their children are Involved Enough in their life.
- ✦ There are no substantial differences among sub-groups on this question.

Level of Children's Involvement in Your Life



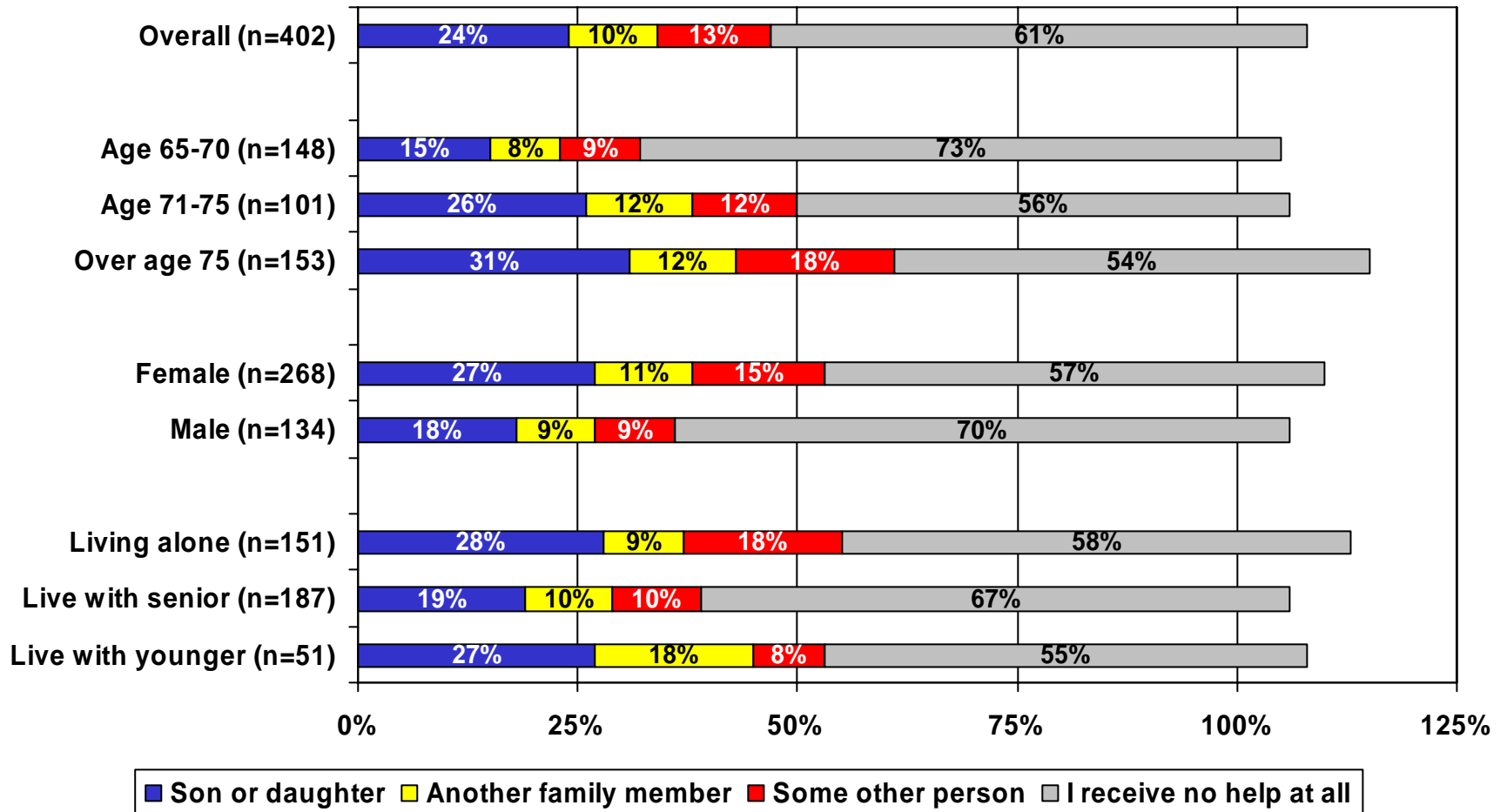
People Providing Help

✦ **Q: Are you receiving help at least once a week from the following?**



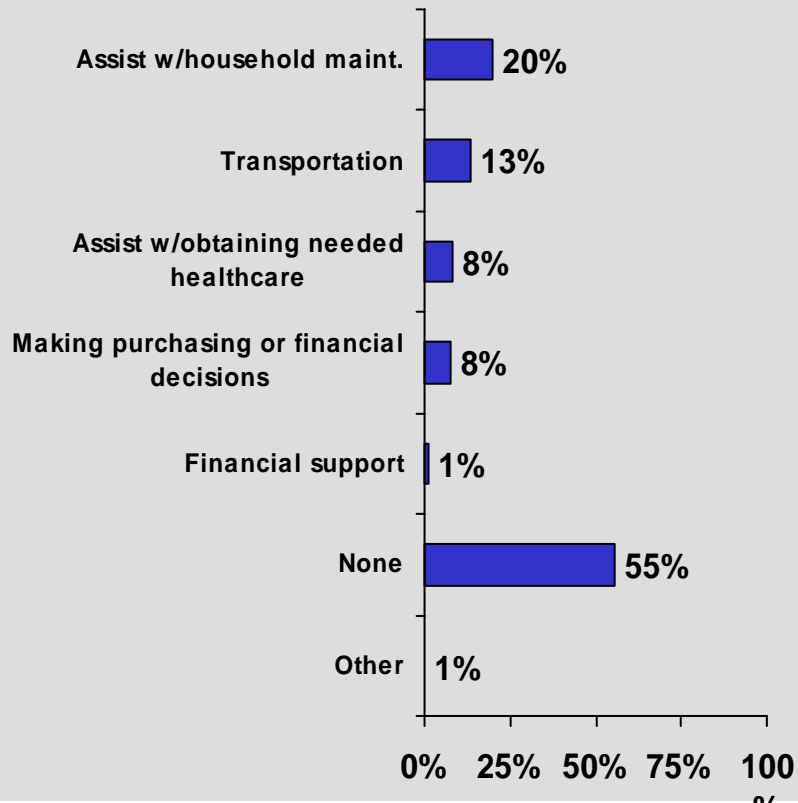
- ✦ Most Seniors (61%) said they receive no weekly help, while 24% said they receive help at least once a week from their son or daughter.
- ✦ The oldest sub-group (over age 75), women, and those Seniors living alone or with a younger friend or family member were the most likely sub-groups to receive help.

People Providing Help



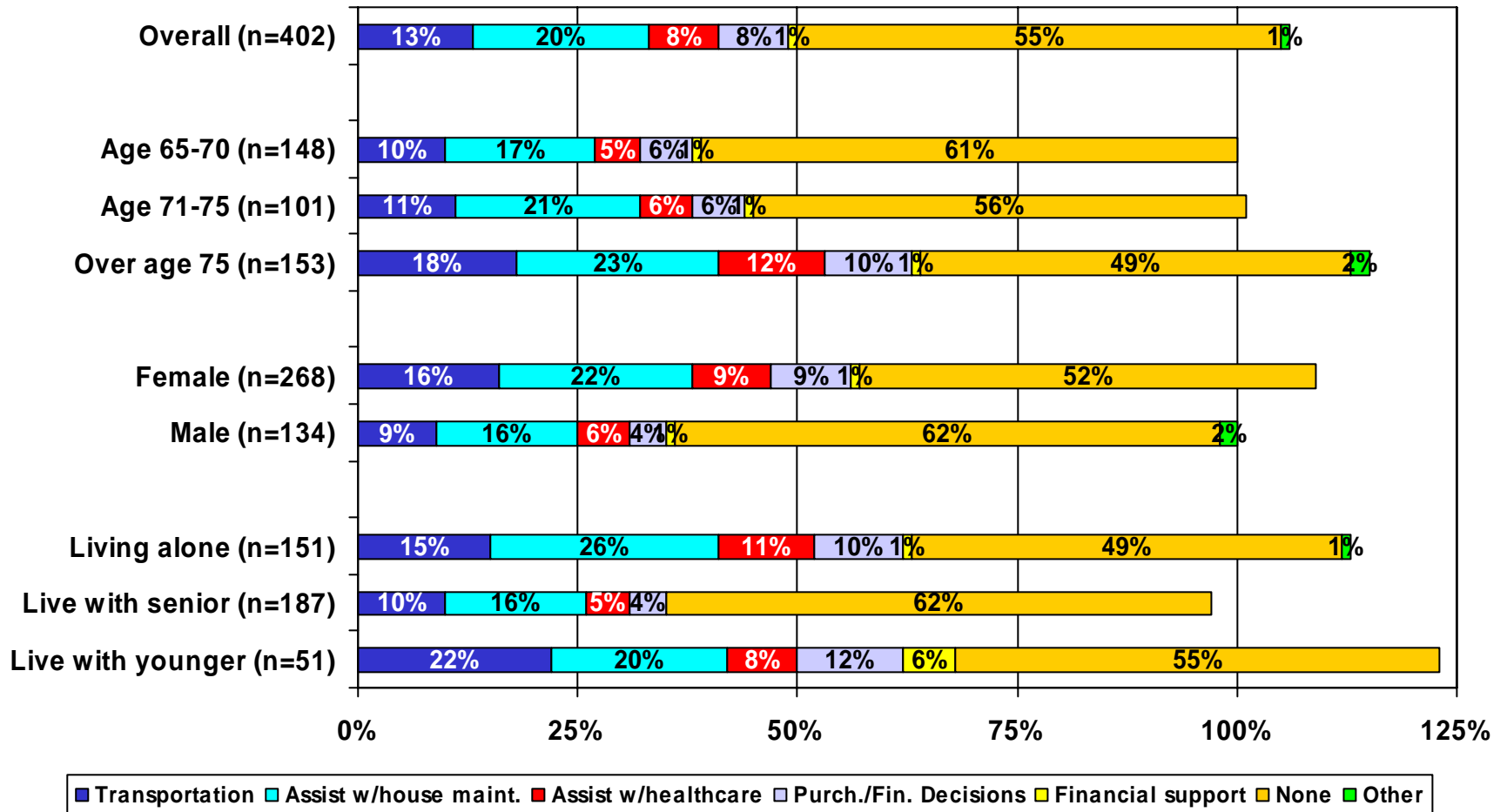
Types of Assistance

✦ **Q: Please tell me if you receive assistance from anyone for each of the following:**



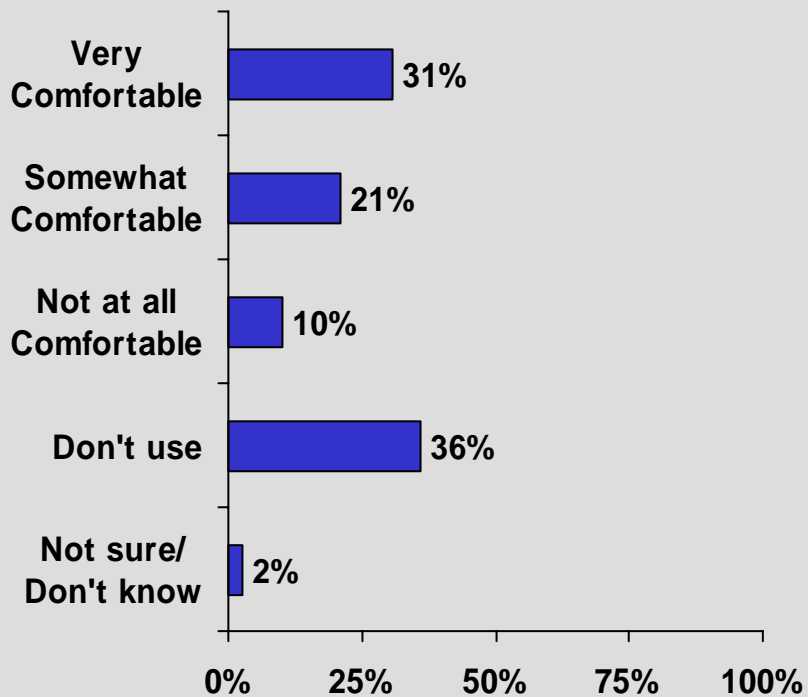
- ✦ The types of help they are receiving most often include assistance with household maintenance (20%) and transportation (13%).
- ✦ The oldest sub-group (over age 75), women, and those Seniors living alone or with a younger friend or family member were the most likely sub-groups to receive help for these things.

Types of Assistance



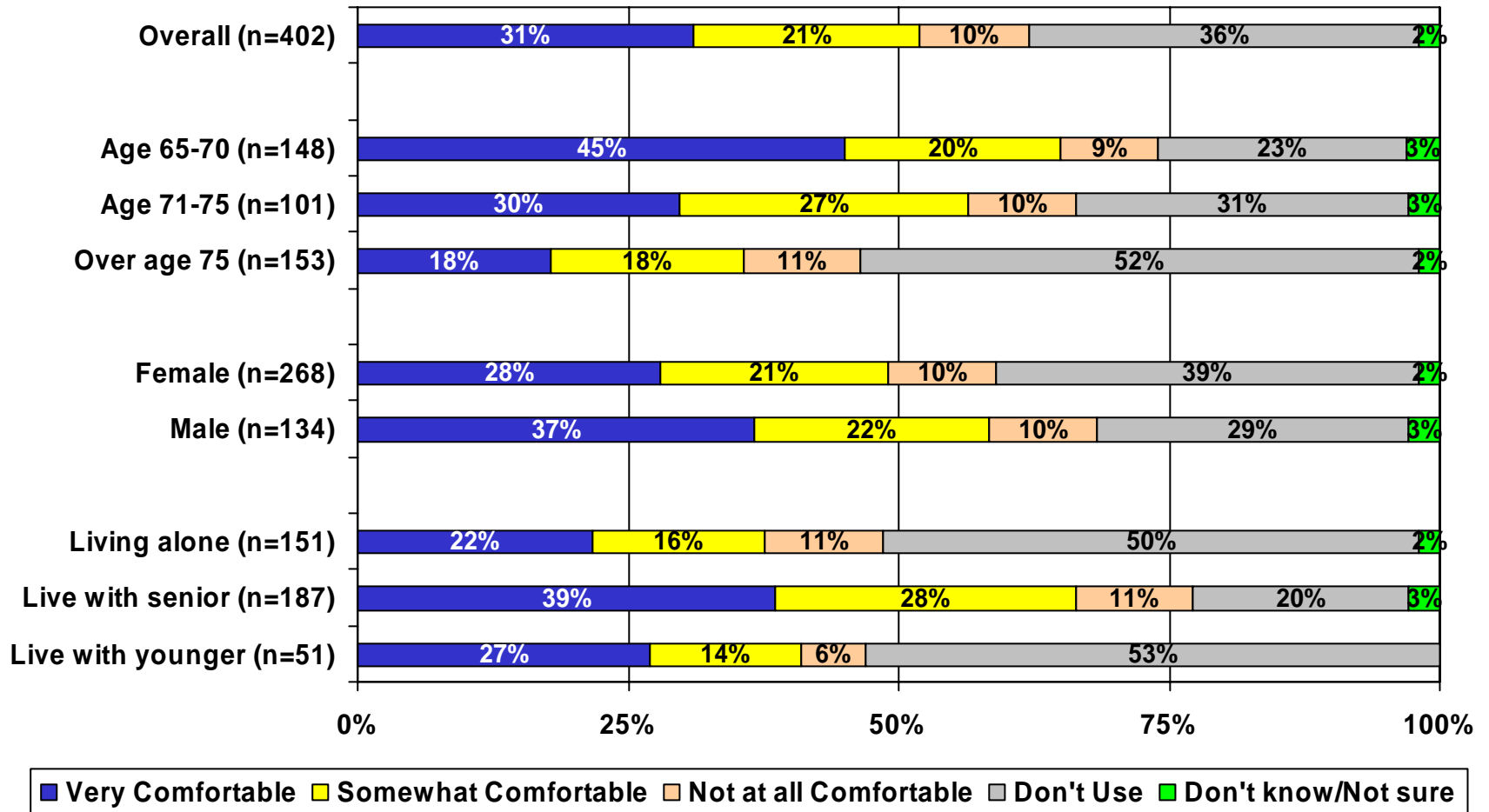
Comfort With: Personal Computer

✦ **Q: How comfortable are you using the following technology: Personal computer.**



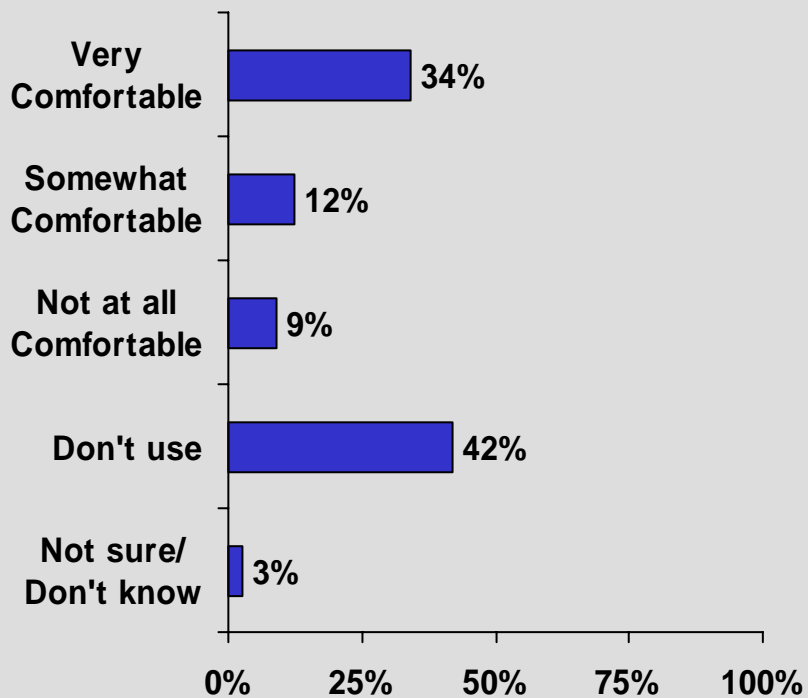
- ✦ Over one-half (52%) of the Seniors in this study said they are Very Comfortable (31%) or Somewhat Comfortable (21%) using a personal computer.
- ✦ The youngest age group (ages 65-70), men and those living with another senior are the most comfortable with a personal computer.

Comfort With: Personal Computer



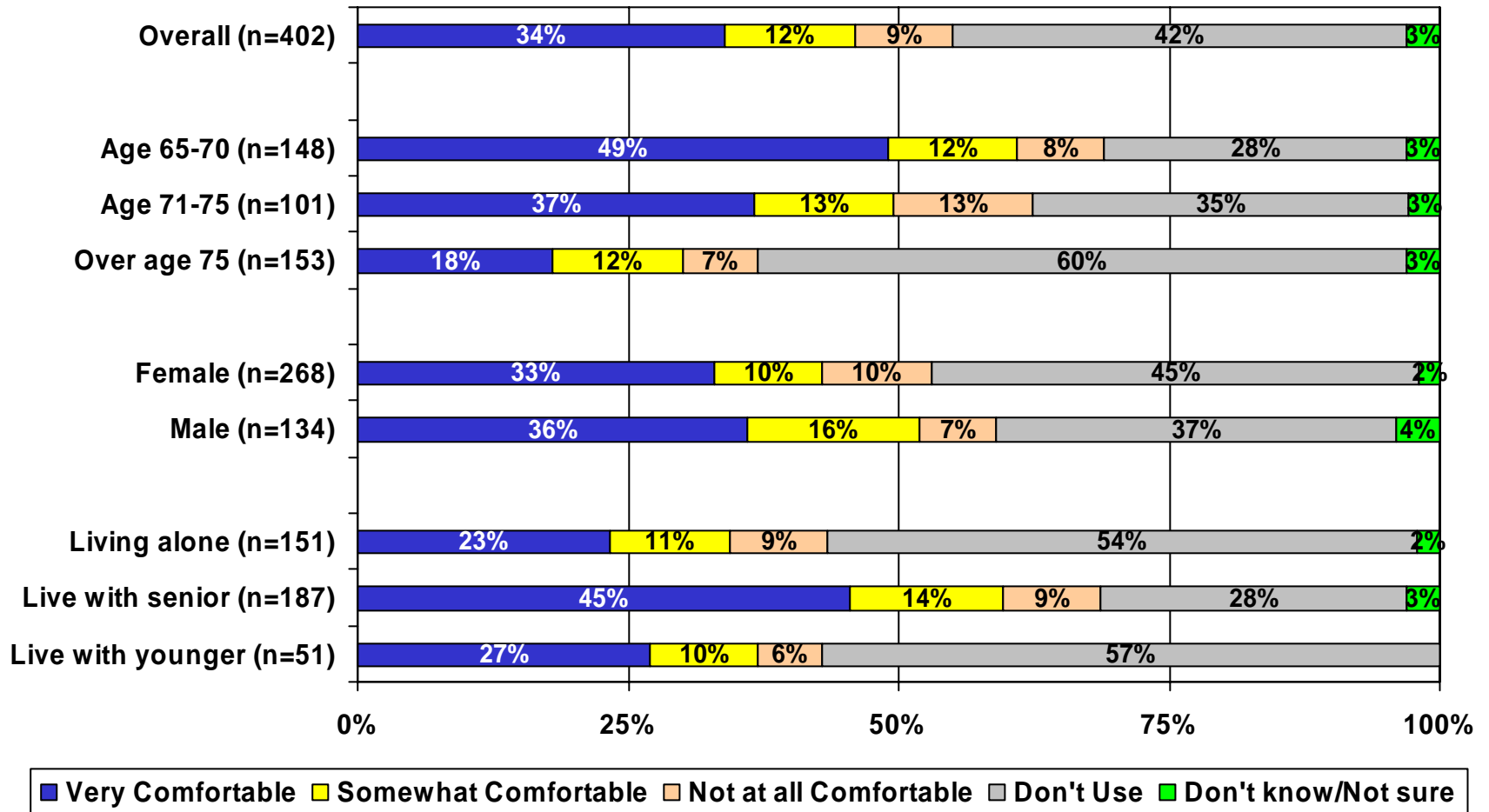
Comfort With: Email

✦ **Q: How comfortable are you using the following technology: Email.**



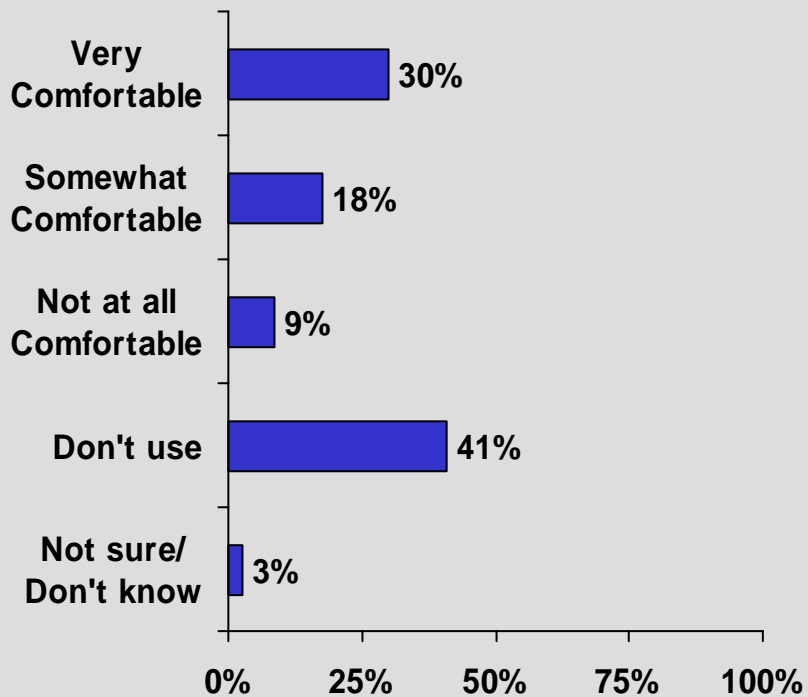
- ✦ Nearly one-half (46%) of Seniors said they are Very Comfortable (34%) or Somewhat Comfortable (12%) using email.
- ✦ The youngest age group (ages 65-70), men and those living with another senior are the most comfortable with a personal computer.

Comfort With: Email



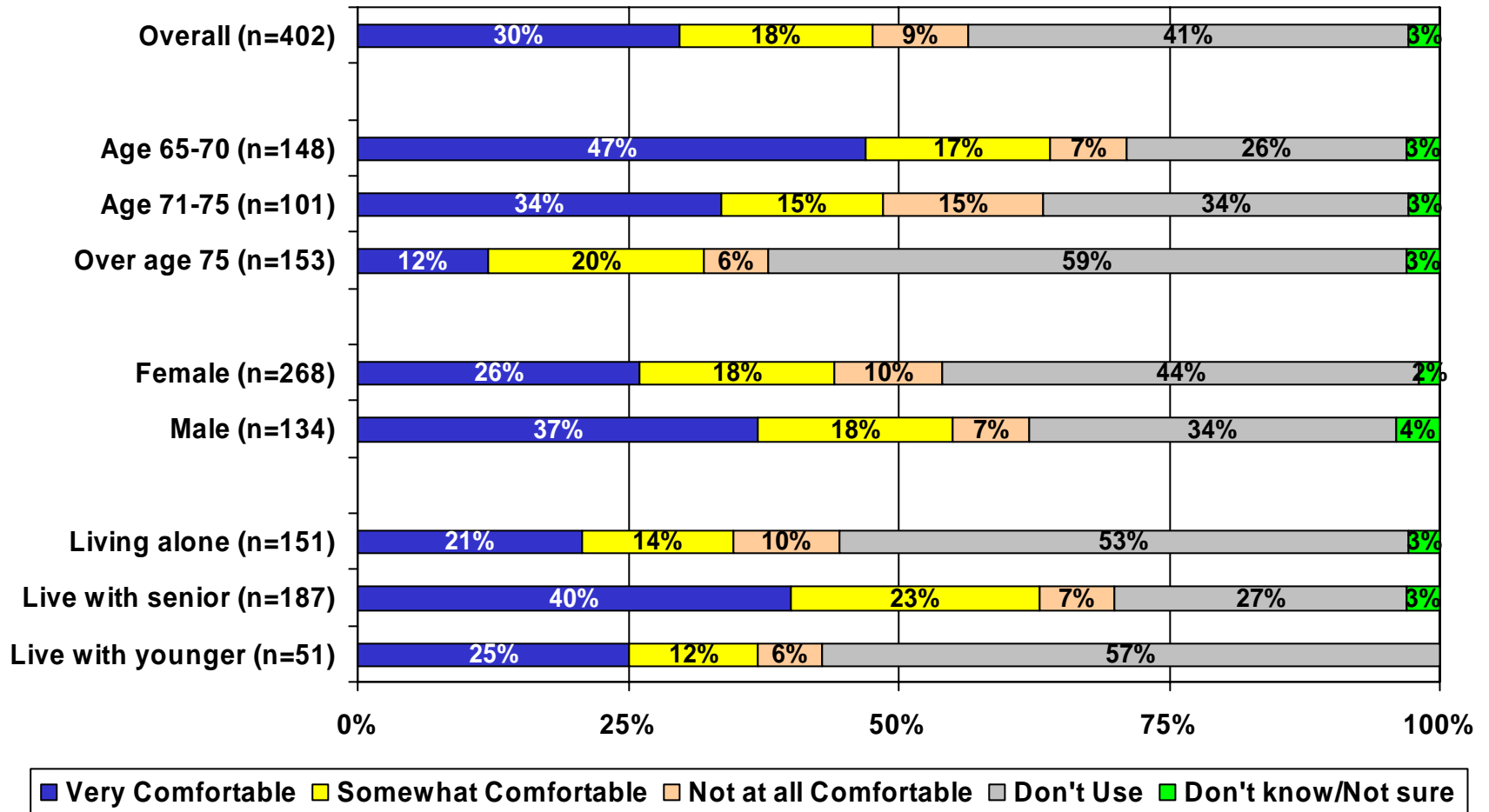
Comfort With: Internet

✦ **Q: How comfortable are you using the following technology: Internet.**



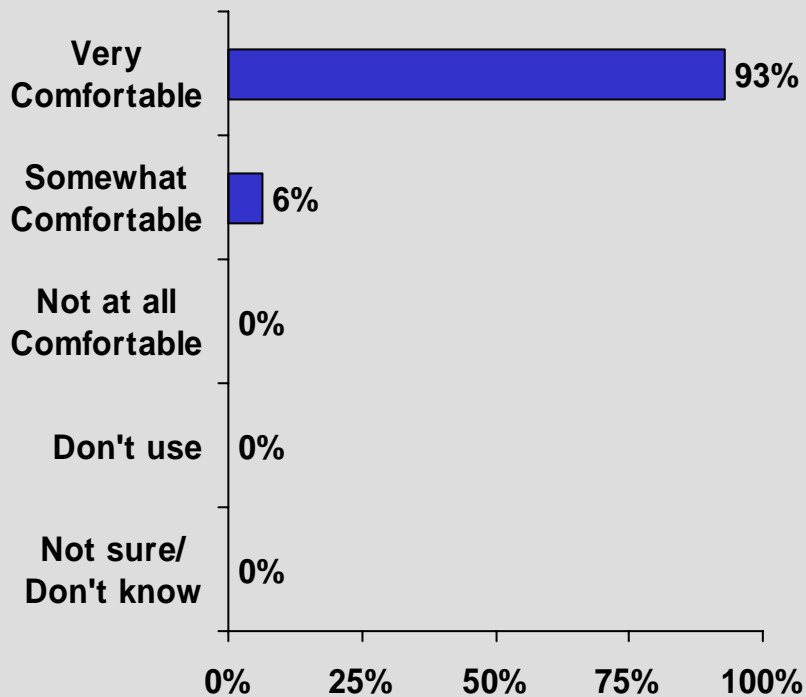
- ✦ Nearly one-half (48%) of Seniors said they are Very Comfortable (30%) or Somewhat Comfortable (18%) using the Internet.
- ✦ As with email and a personal computer, the youngest age group (ages 65-70), men and those living with another senior are the most comfortable with using the Internet.

Comfort With: Internet



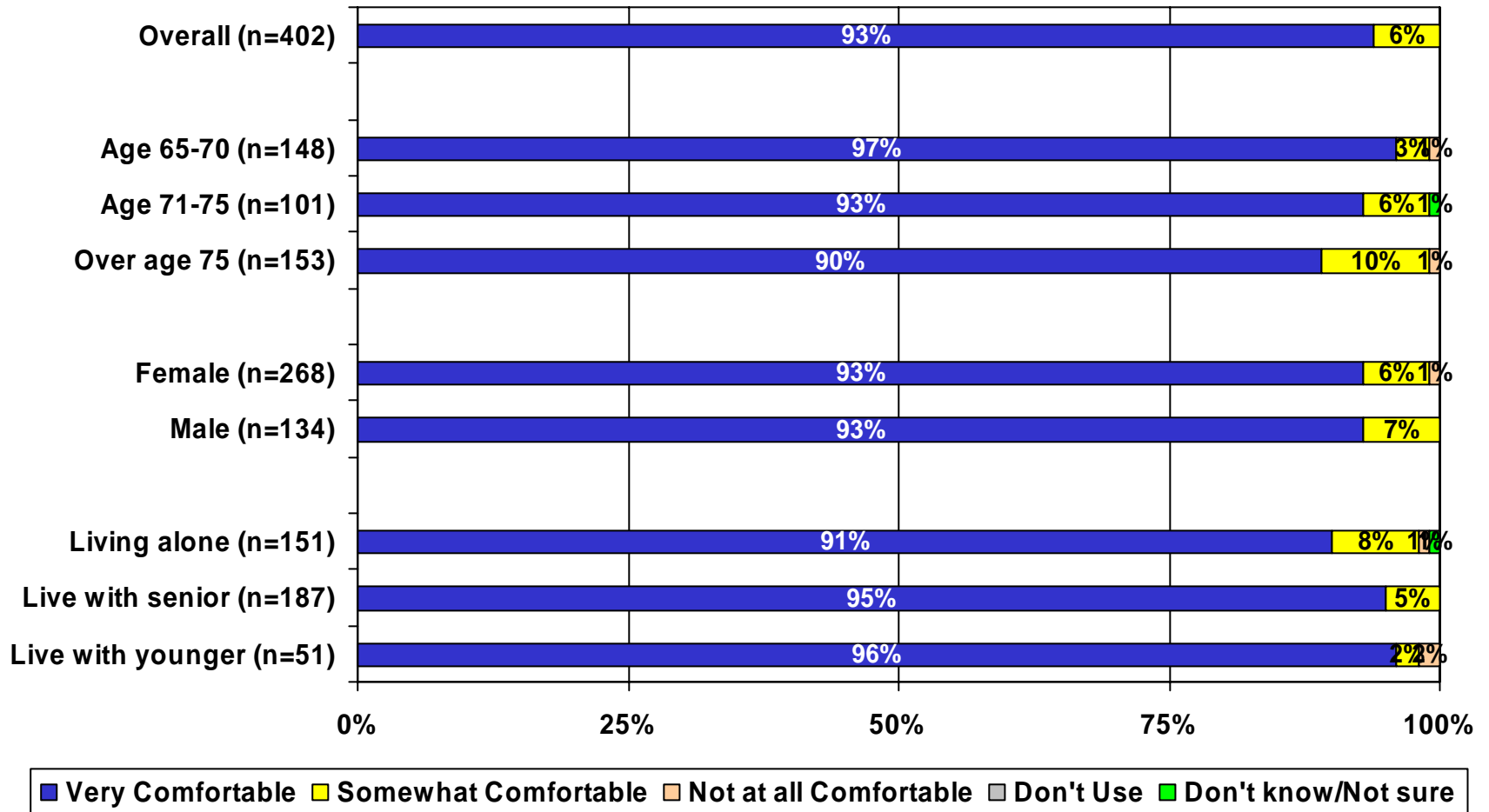
Comfort With: Telephone

✦ **Q: How comfortable are you using the following technology: Telephone.**



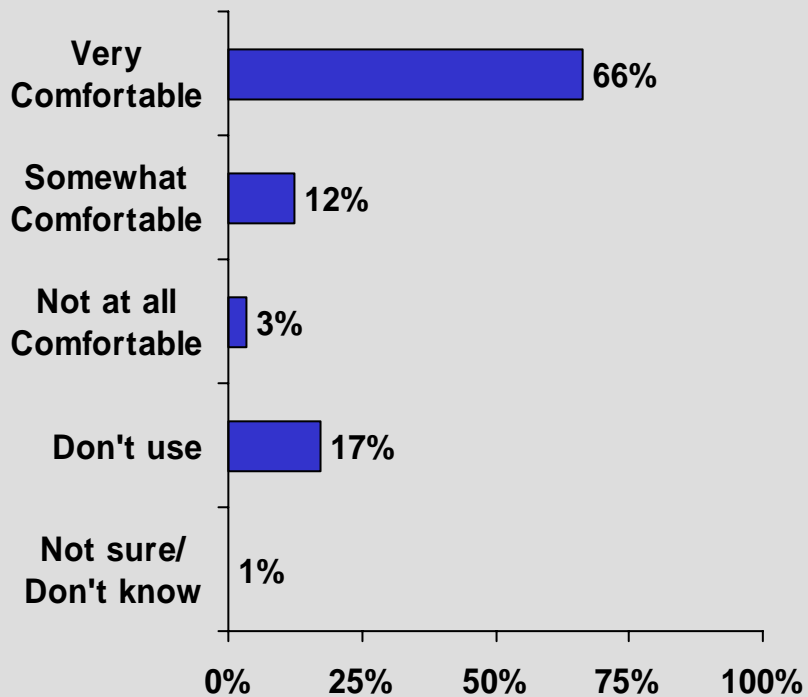
- ✦ Overall, 93% are Very Comfortable using the telephone.
- ✦ There are no substantial differences among sub-groups on this question.

Comfort With: Telephone



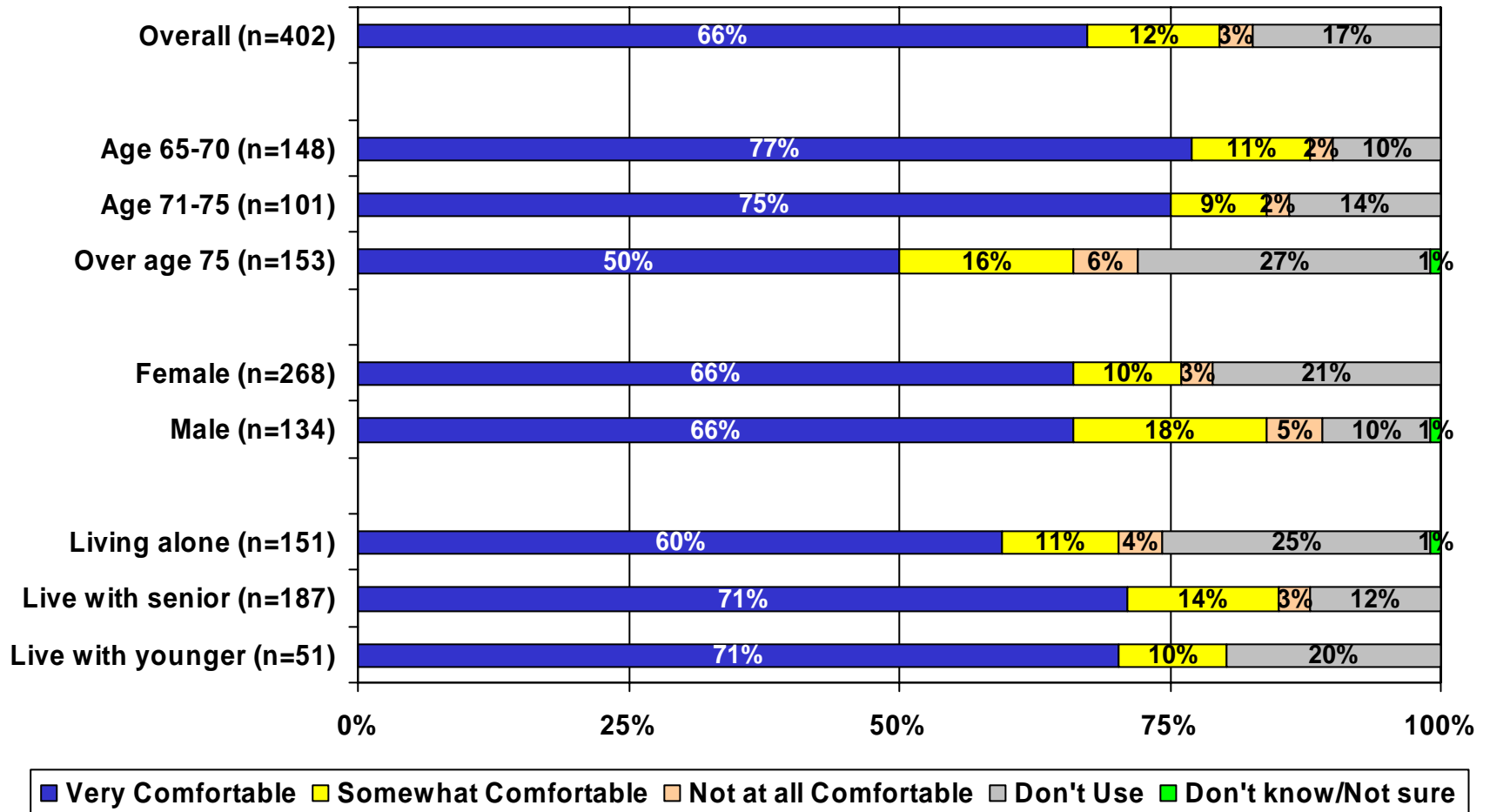
Comfort With: Answering Machine/Voicemail

✦ **Q: How comfortable are you using the following technology: Answering machine or voicemail.**



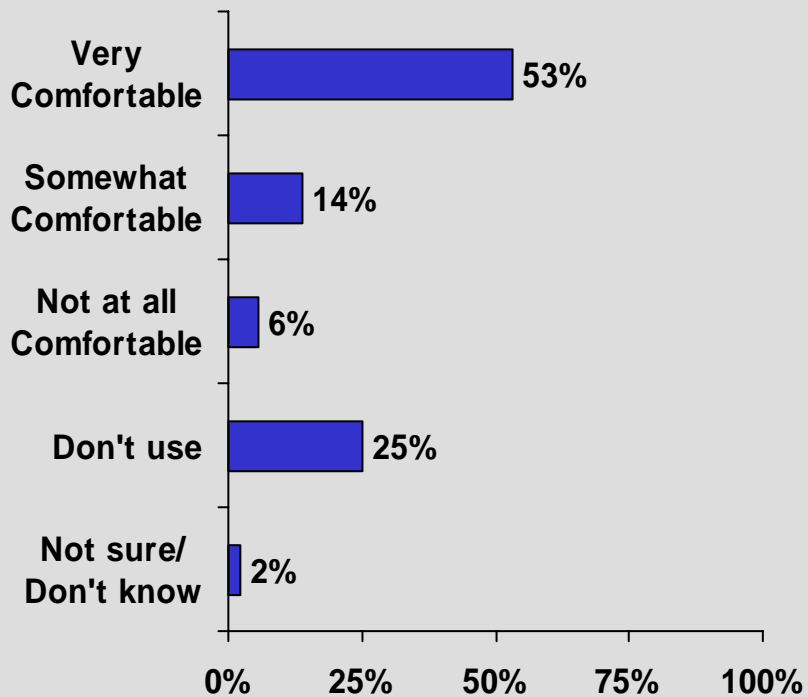
- ✦ Two-thirds (66%) said they are Very Comfortable using an answering machine or voicemail.
- ✦ The oldest sub-group (ages 75+) and those living alone are the least comfortable with using answering machines or voicemail.

Comfort With: Answering Machine/Voicemail



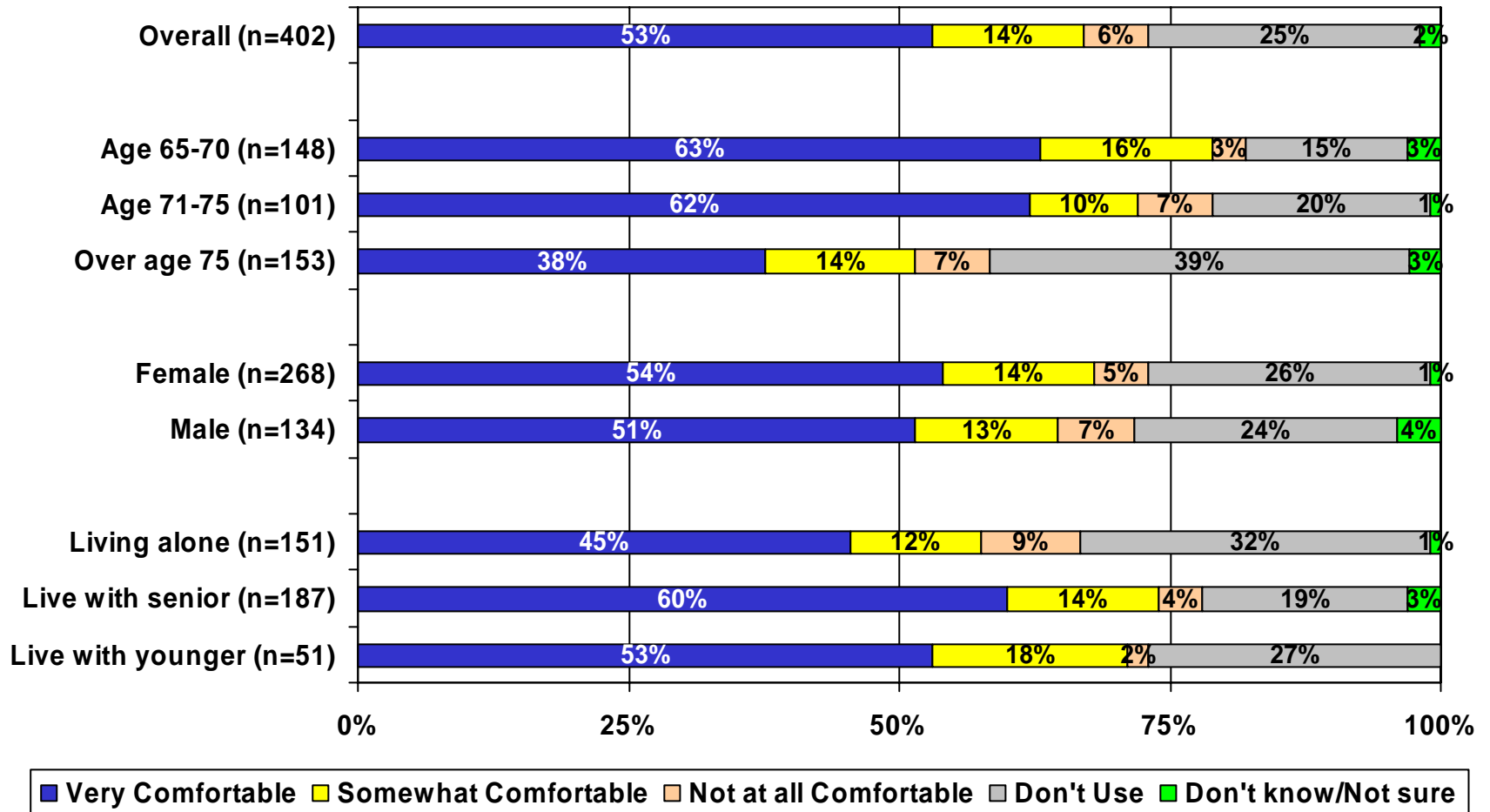
Comfort With: Cell Phone

✦ **Q: How comfortable are you using the following technology: Cell phone.**



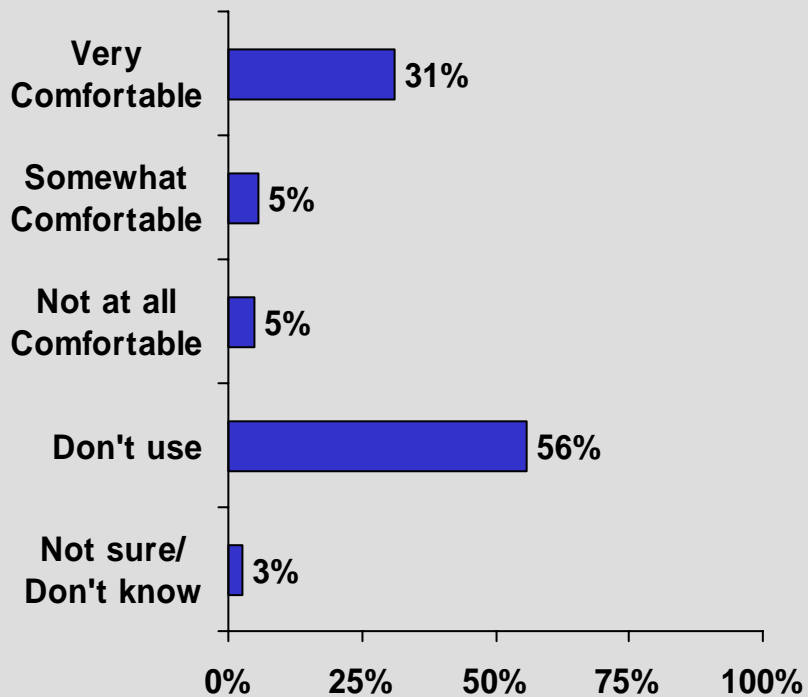
- ✦ Over one-half (53%) are Very Comfortable using a cell phone.
- ✦ The oldest sub-group (ages 75+) and those living alone are the least comfortable with using a cell phone.

Comfort With: Cell Phone



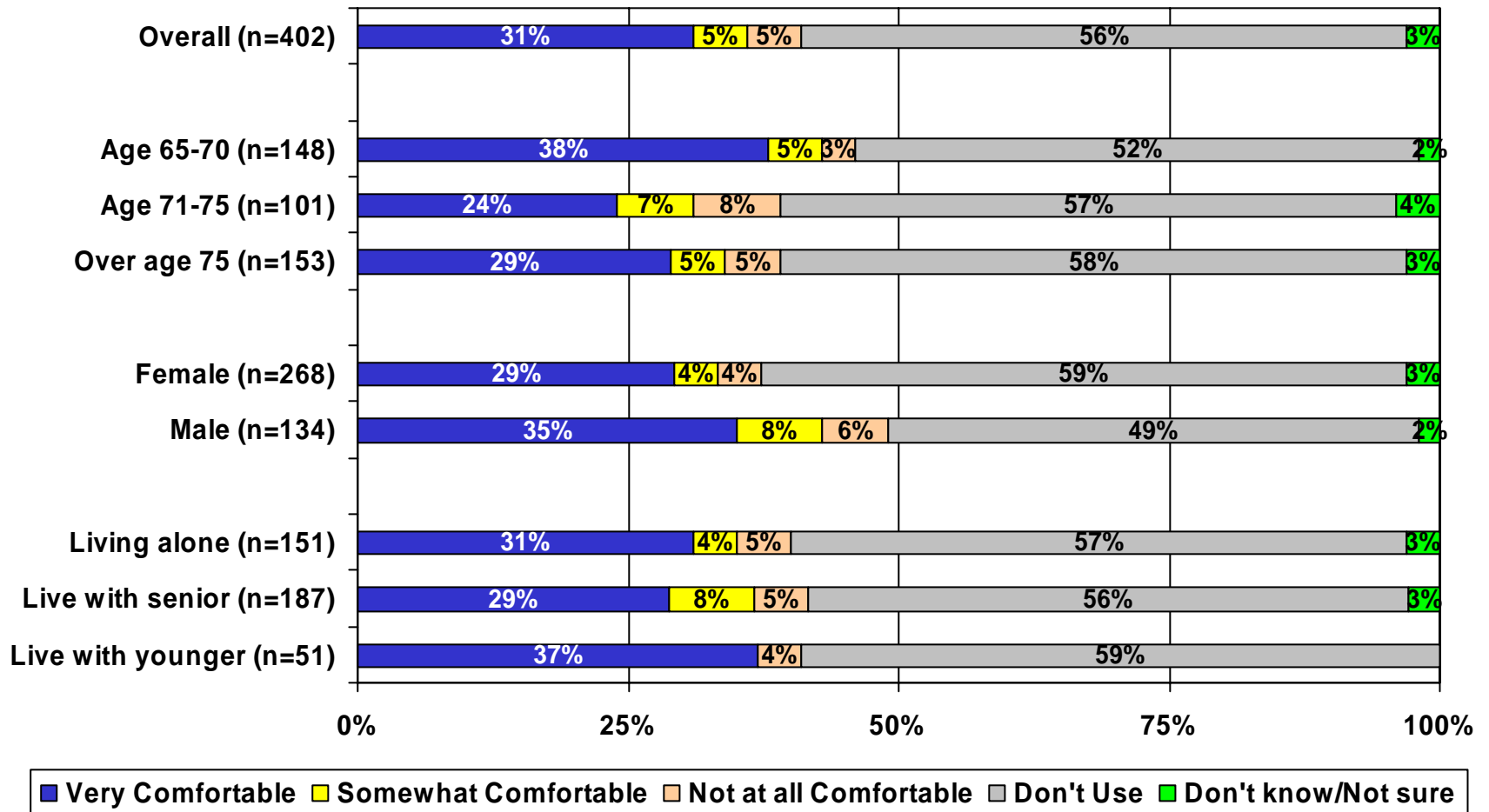
Comfort With: Home Security System

✦ **Q: How comfortable are you using the following technology: Home security system.**



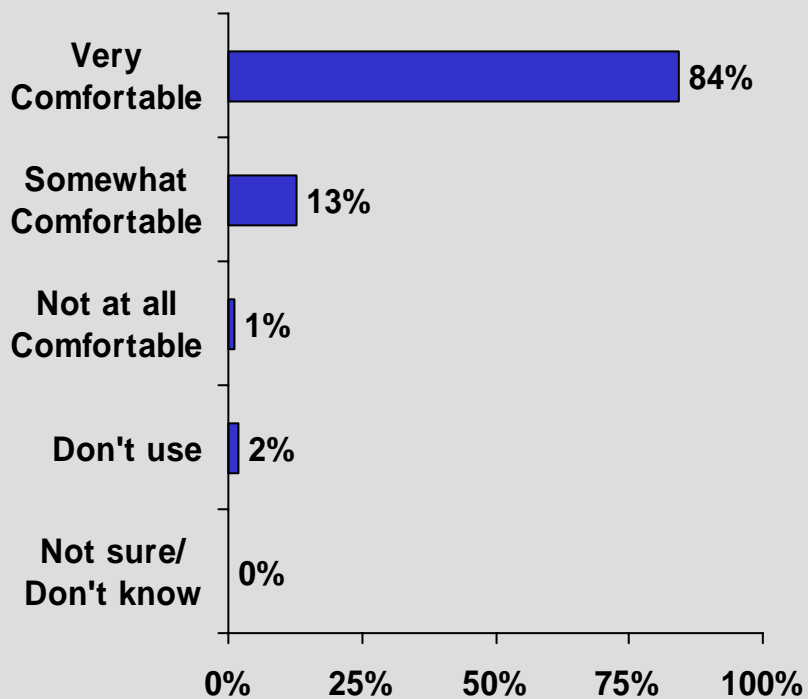
- ✦ Almost one-third (31%) said they are Very Comfortable using a home security system.
- ✦ The youngest sub-group (ages 65-70) is the most comfortable with using a home security system.

Comfort With: Home Security System



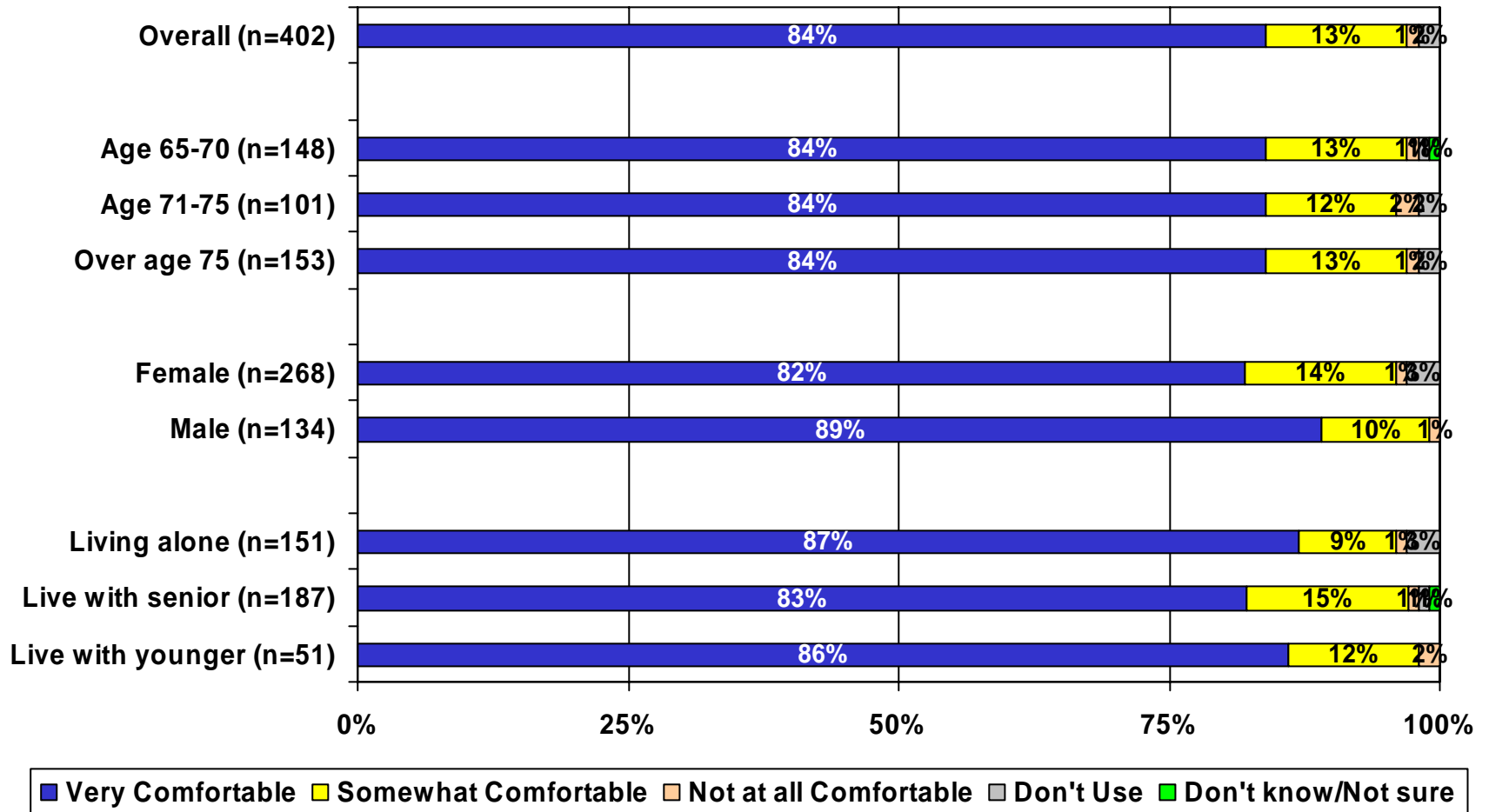
Comfort With: Home Electronics

✦ **Q: How comfortable are you using the following technology: Home electronics such as TV, stereo, etc.**



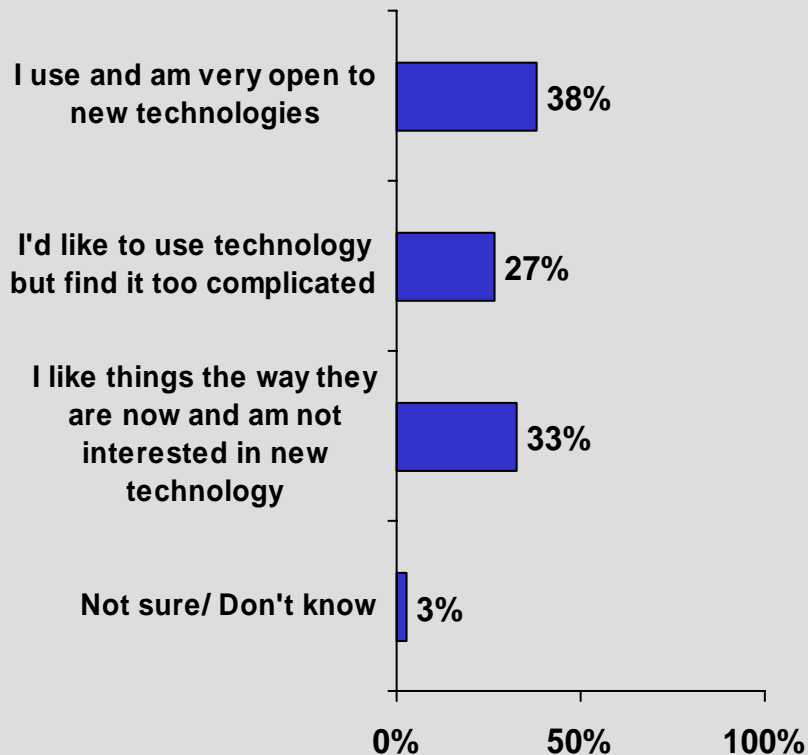
- ✦ Most (84%) of the Seniors in this study said they are Very Comfortable using home electronics such as TV, stereo, etc.
- ✦ There are no substantial differences among sub-groups on this question.

Comfort With: Home Electronics



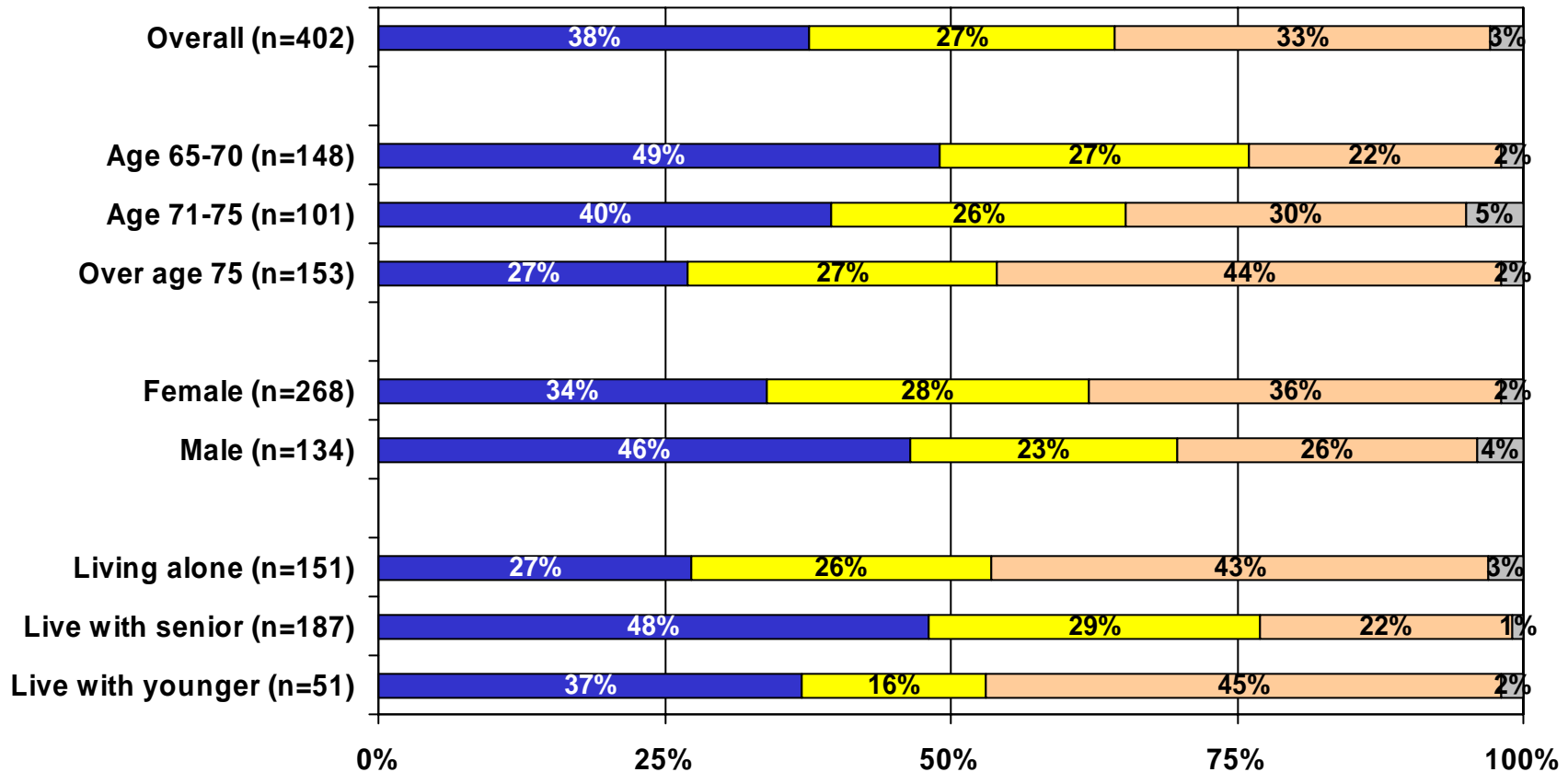
Attitude Towards New Technologies

✦ **Q: Which of the following best describes your general attitude towards new technologies?**



- ✦ Overall, 65% of Seniors said they either use and are very open to new technologies (38%) or would like to use technology but find it too complicated (27%).
- ✦ Seniors that live with another senior have a much greater use of and interest in technology than those that live alone or with another friend/family member. Furthermore, they are about twice as likely to be Very/Somewhat Comfortable with technologies such as email, the Internet, and PCs.

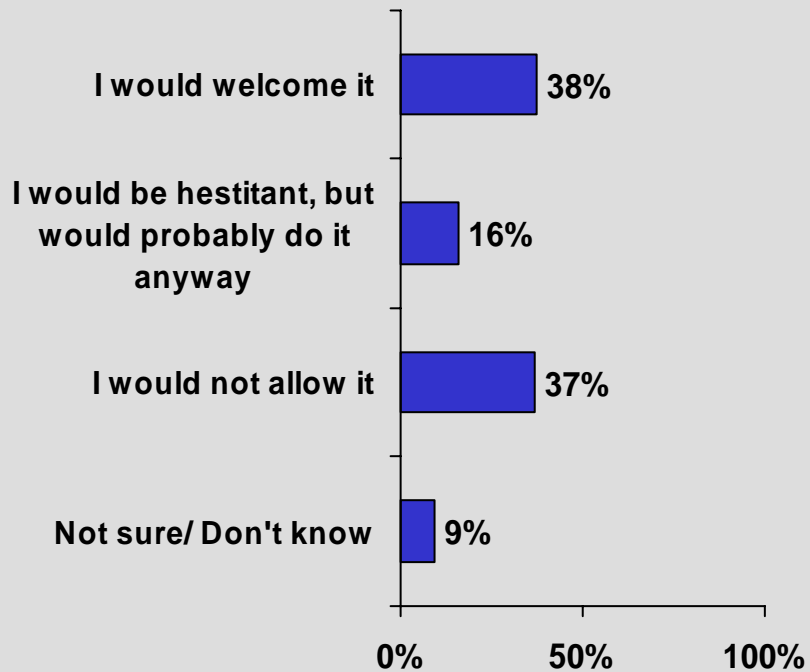
Attitude Towards New Technologies



■ I use and am very open to new tech.
 ■ I'd like to use tech. but find it too complicated
 ■ I like things the way they are now
 ■ Not sure/Don't know

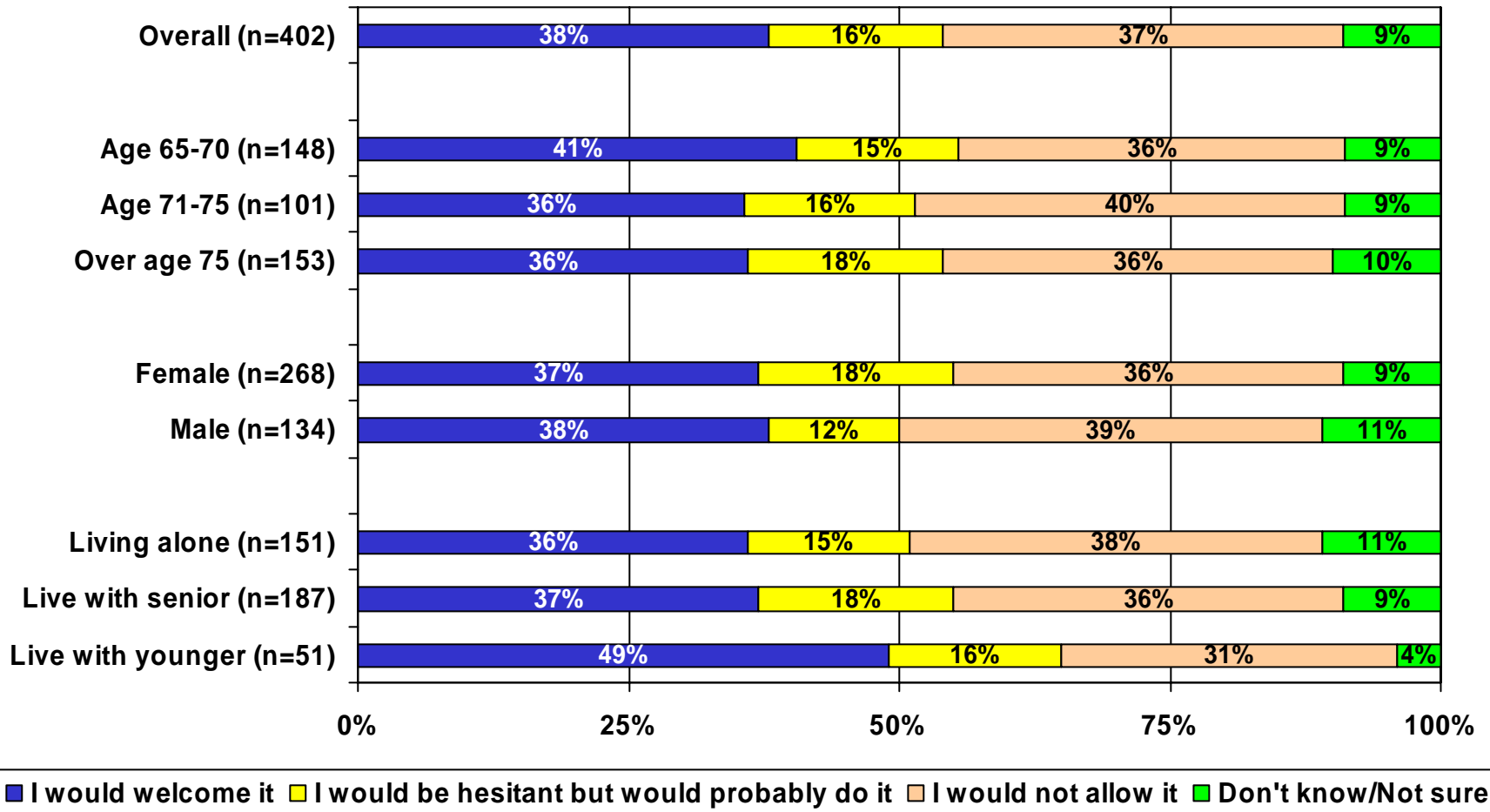
Reaction to Sensors in the Home

✦ **Q: If your son or daughter wanted to install small sensors in your home or apartment so they could monitor your health and safety, how would you react?**



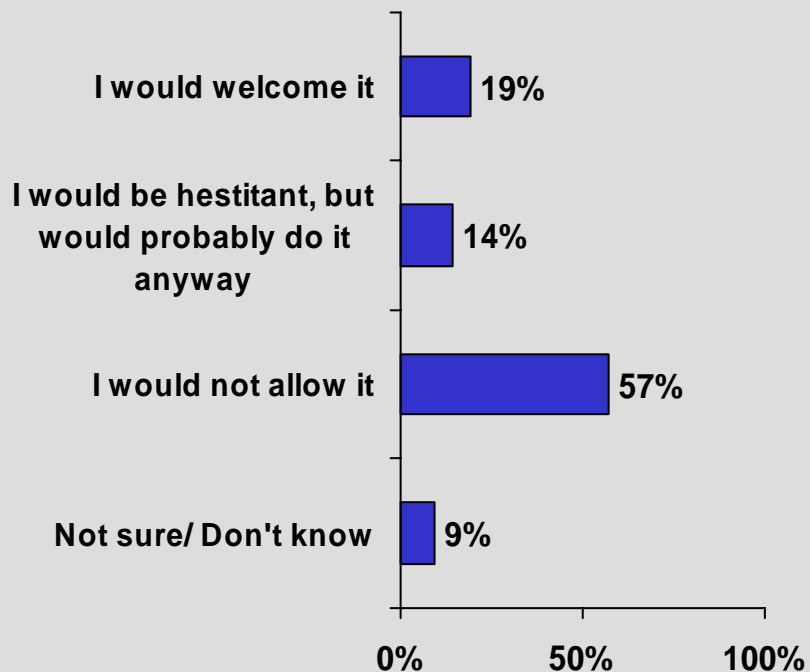
- ✦ If their children wanted to install sensors in their home to monitor their health and safety, 38% said they would welcome this and another 16% said they would be hesitant but probably allow it.
- ✦ Those that live with a younger friend or family member are the most likely to welcome this idea.

Reaction to Sensors in the Home



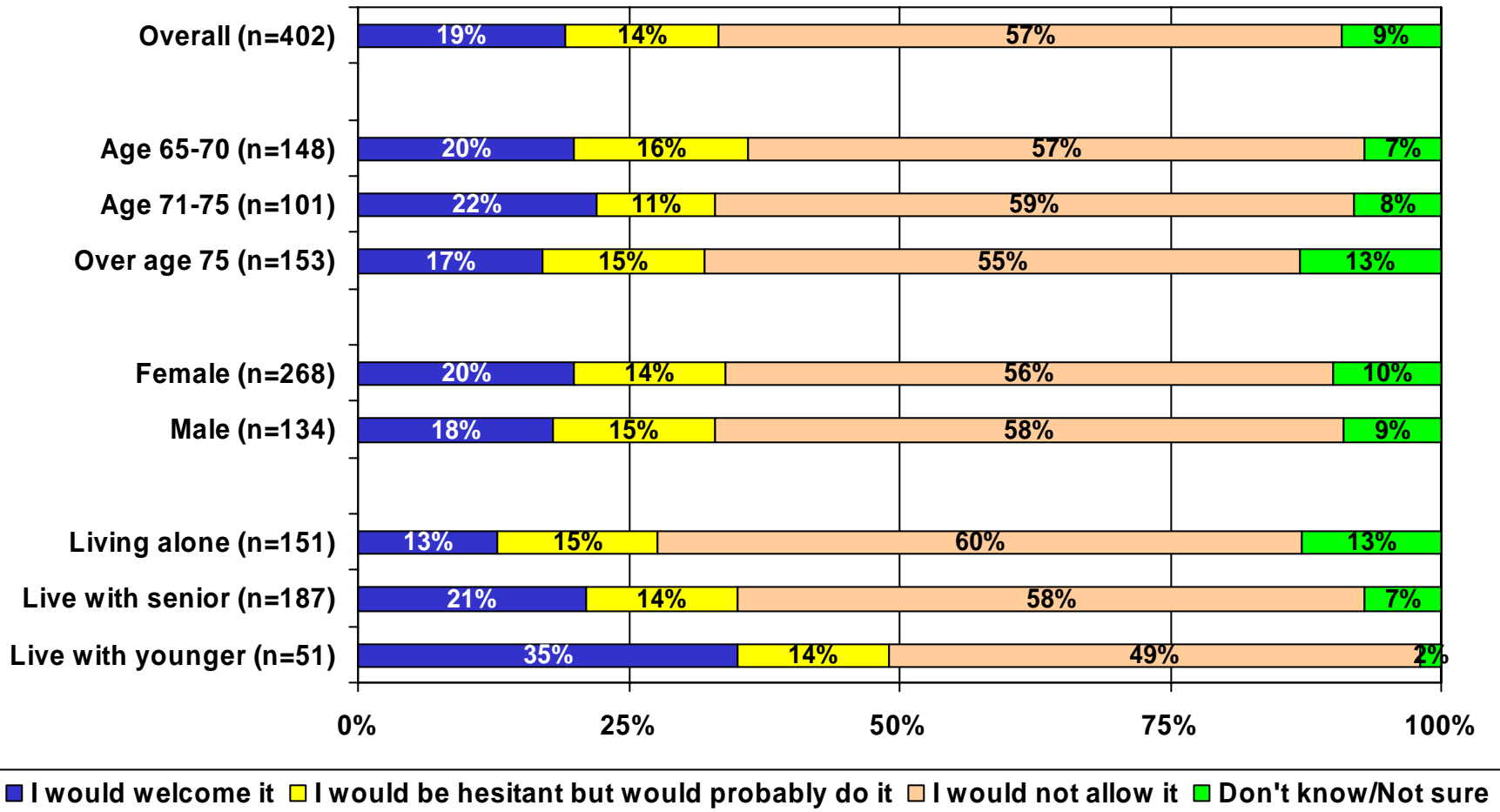
Reaction to Camera in the Home

✦ **Q: If your son or daughter wanted to install a camera in your home or apartment so they could monitor your health and safety, how would you react?**



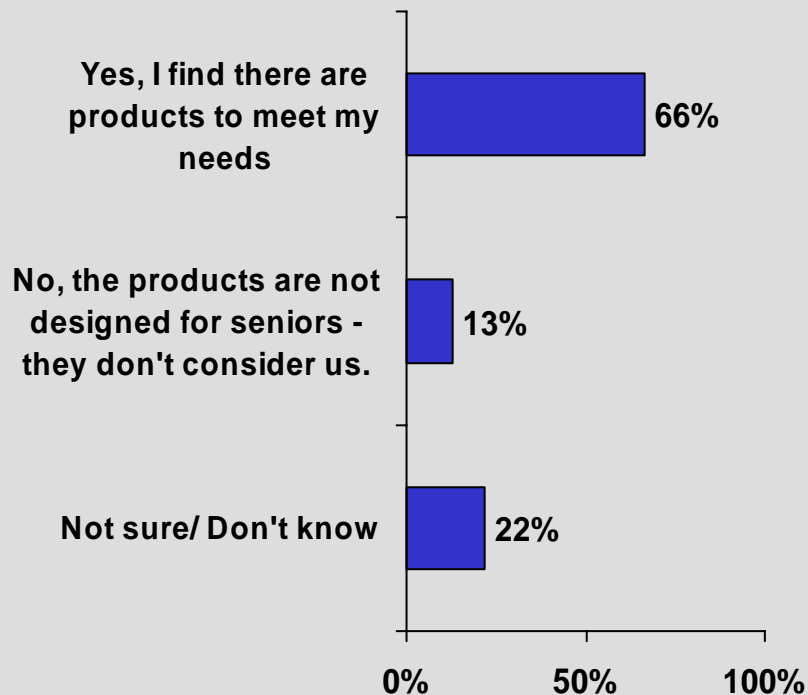
- ✦ If their children wanted to install a camera in their home to monitor their health and safety, only 19% said they would welcome this and another 14% said they would be hesitant but probably allow it. Over one-half (57%) said they would not allow this.
- ✦ Those that live with a younger friend or family member are the most likely to welcome this idea.

Reaction to Camera in the Home



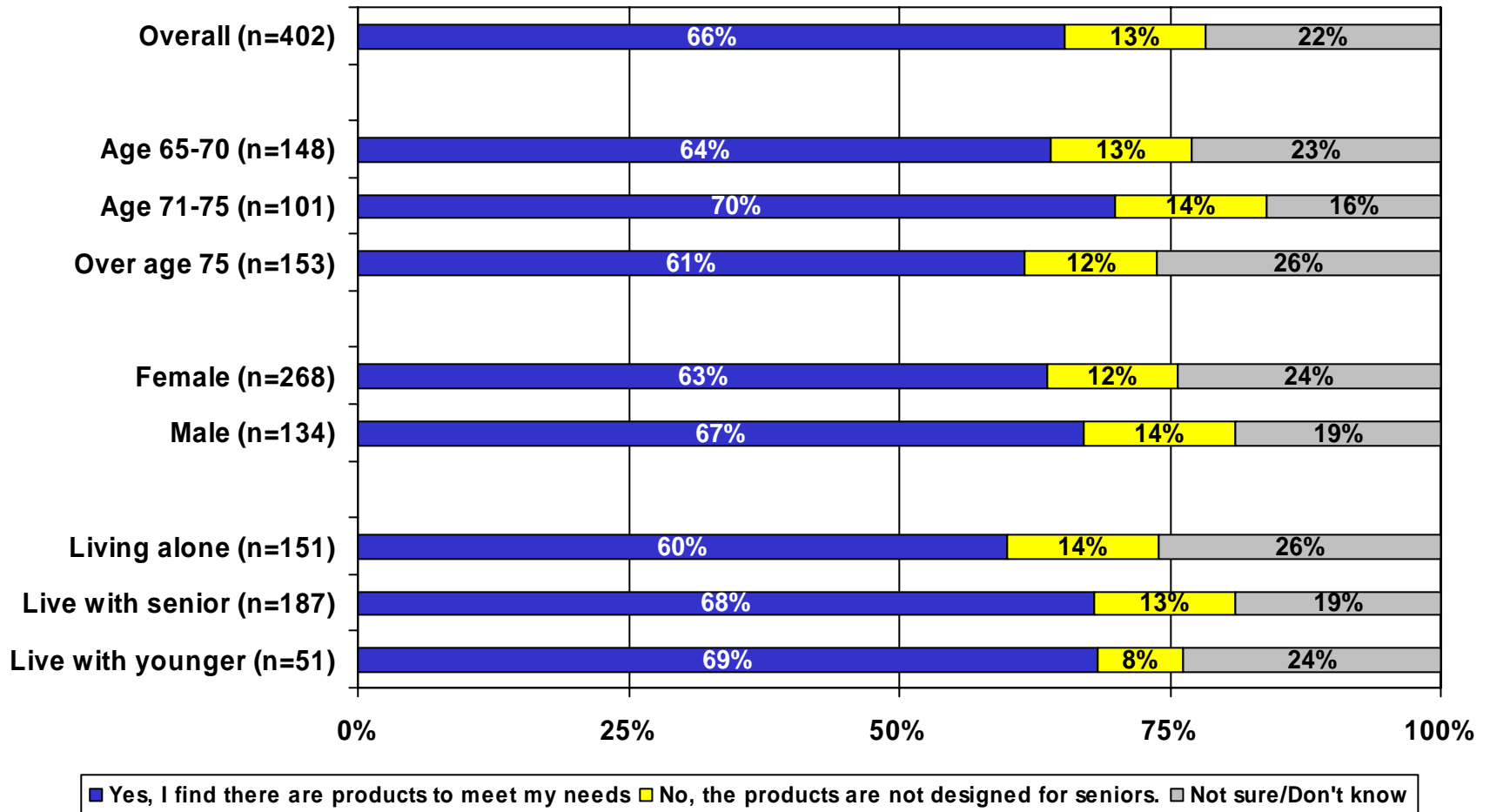
Technology Aimed at Helping Seniors

✦ **Q: Do you think there are enough consumer technologies or products available on the market today aimed at helping Seniors?**



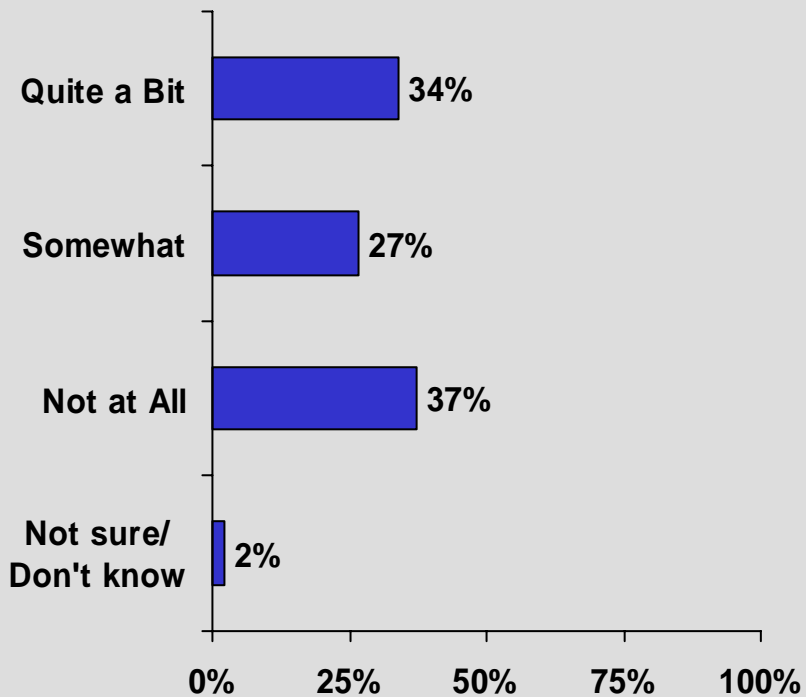
- ✦ Two-thirds (66%) of Seniors said they think there are technology products on the market today that meet their needs.
- ✦ There are no substantial differences among sub-groups on this question.

Technology Aimed at Helping Seniors



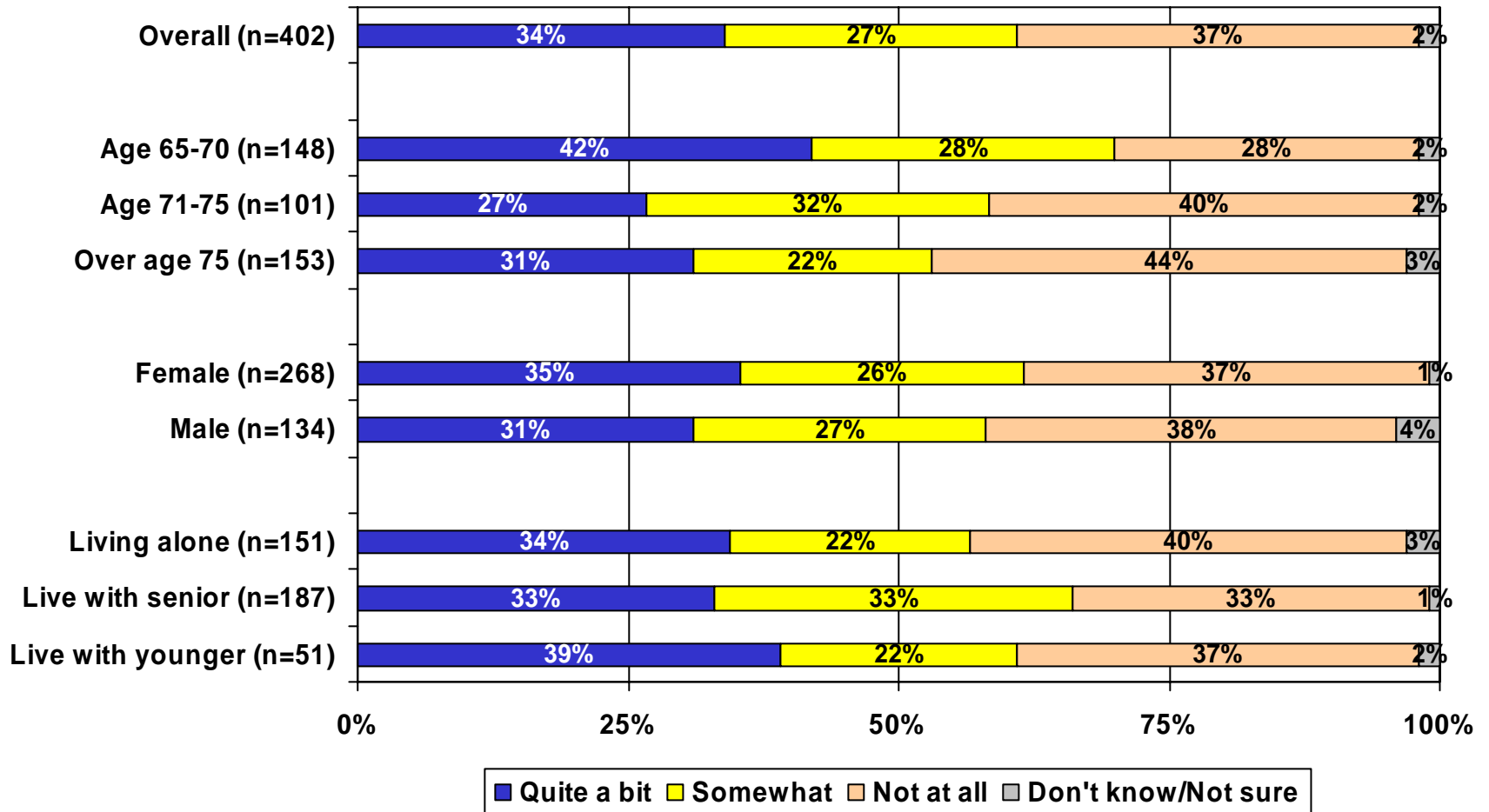
Fears: Loss of Family/Friends

✦ **Q: How much do you fear, if at all, the idea of doing each of the following: Loss of family or friends.**



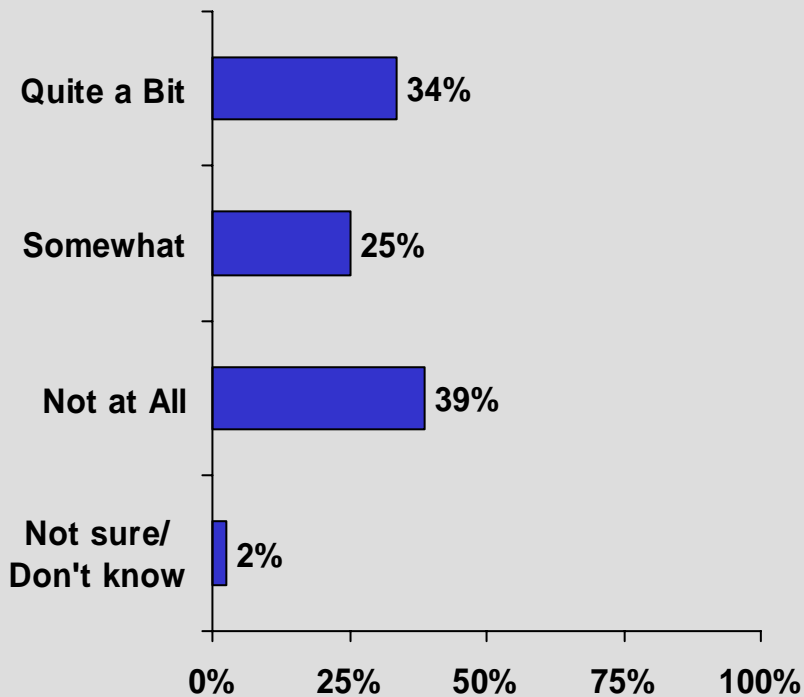
- ✦ Overall, 61% said that the loss of family or friends is something they fear Quite a Bit (34%) or Somewhat (27%).
- ✦ The youngest age group (ages 65-70) is the group most likely to fear the loss of family or friends.

Fears: Loss of Family/Friends



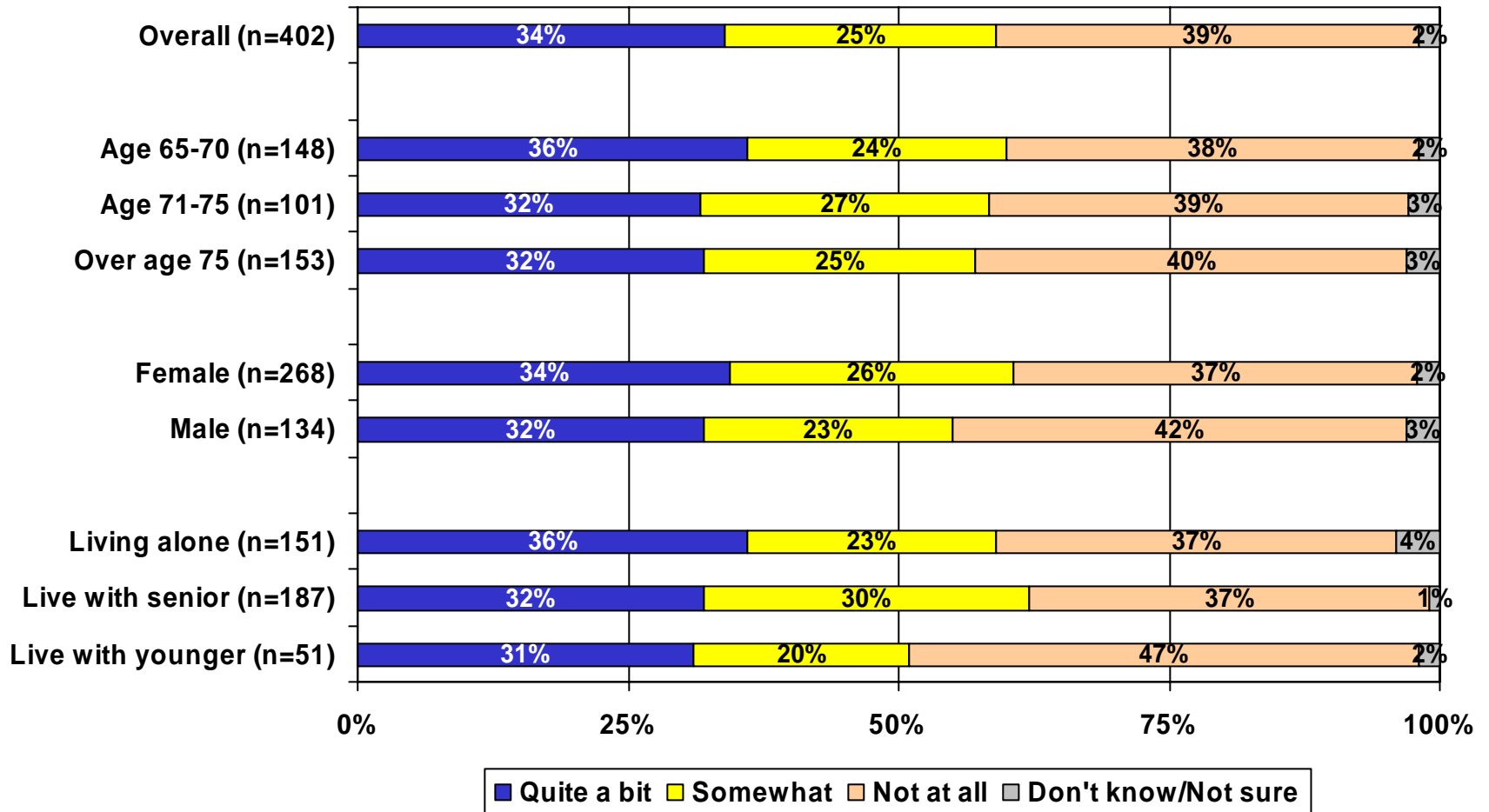
Fears: Loss of Independence

✦ **Q: How much do you fear, if at all, the idea of doing each of the following: Loss of independence.**



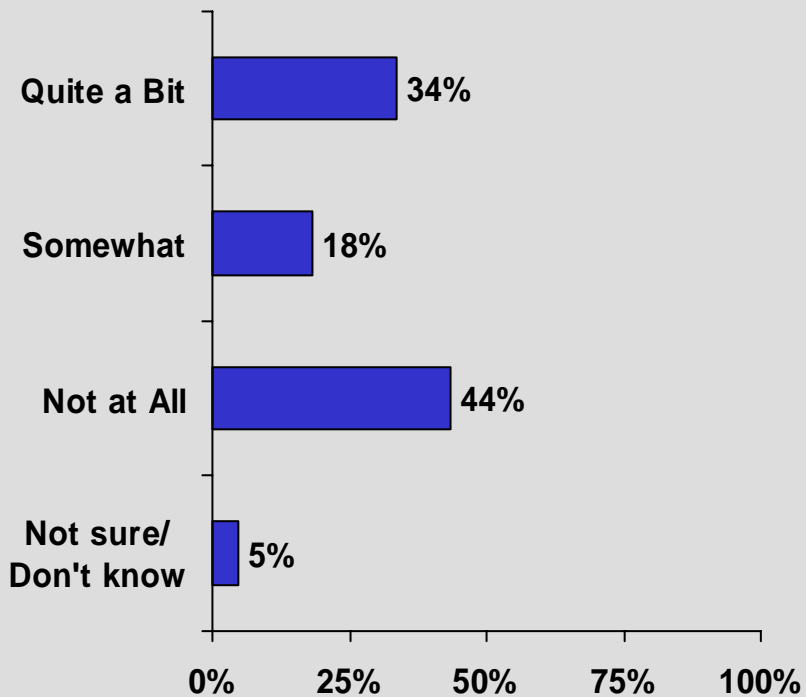
- ✦ Overall, 59% said that the loss of their own independence is something they fear Quite a Bit (34%) or Somewhat (25%).
- ✦ There are no substantial differences among sub-groups on this question.

Fears: Loss of Independence



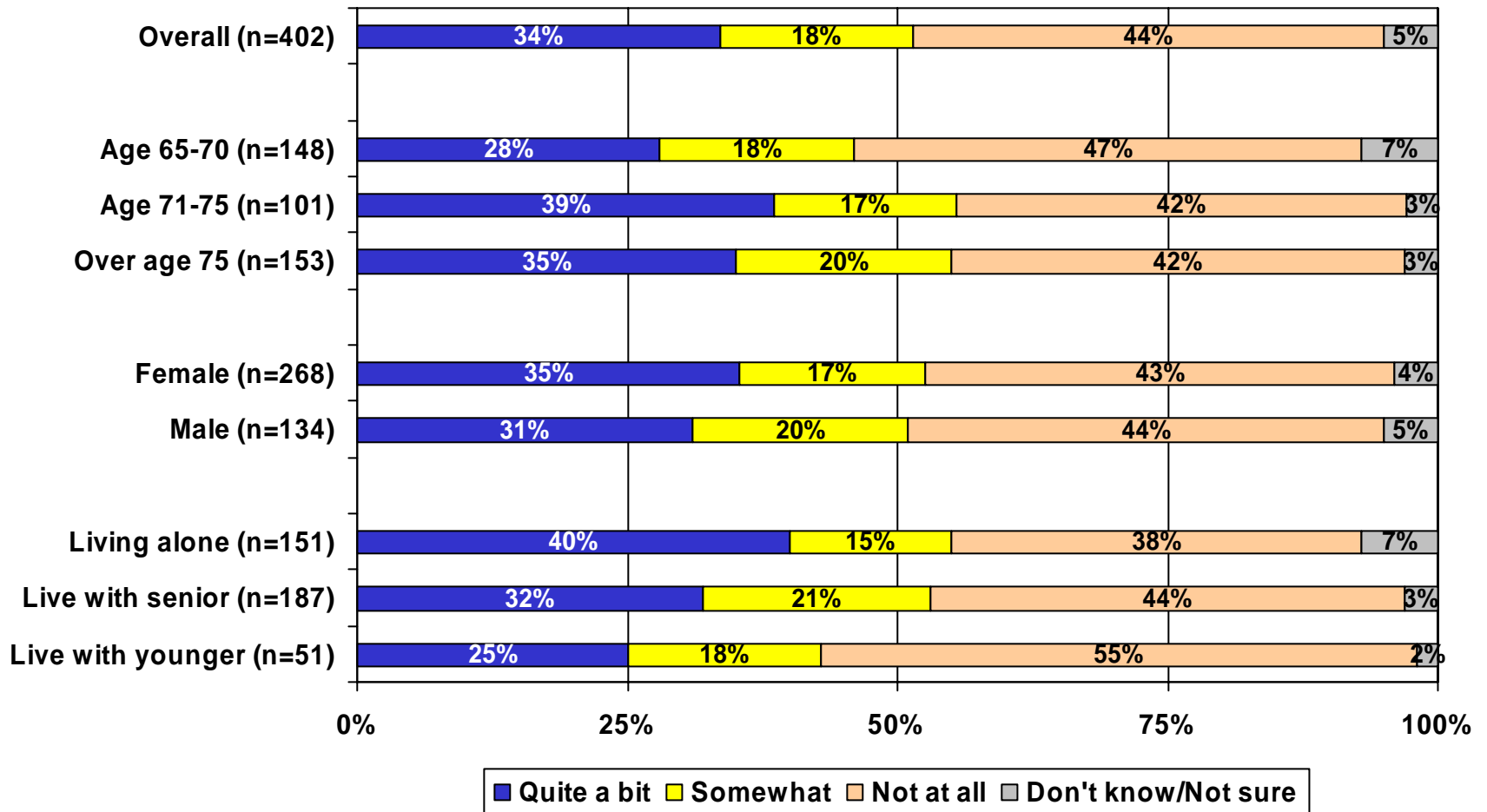
Fears: Giving Up Driving

✦ **Q: How much do you fear, if at all, the idea of doing each of the following: Giving up driving.**



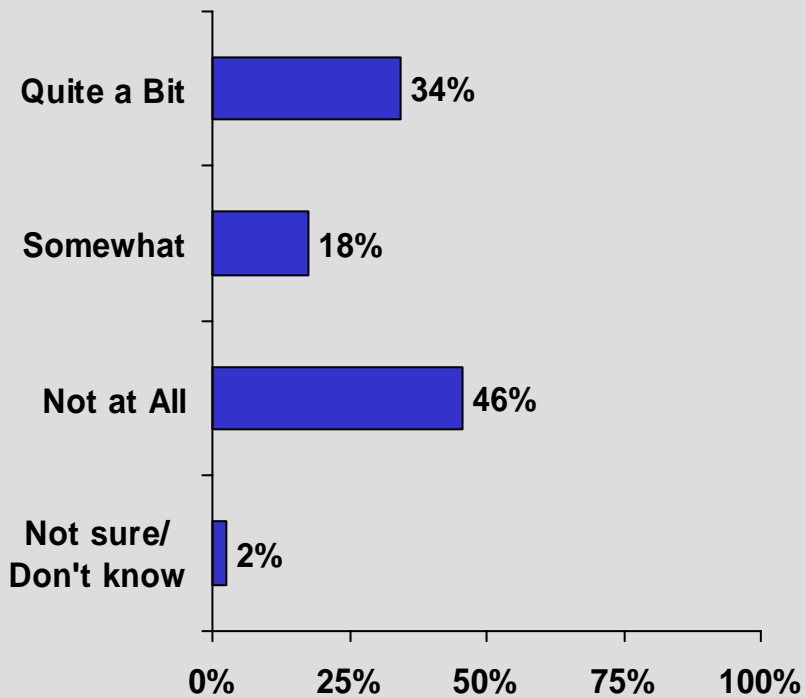
- ✦ Giving up driving was something that 52% of Seniors said they fear (34% Quite a Bit and 18% Somewhat).
- ✦ The youngest age group (ages 65-70) and those that live with a younger friend or relative are the least likely to be worried about giving up driving.

Fears: Giving Up Driving



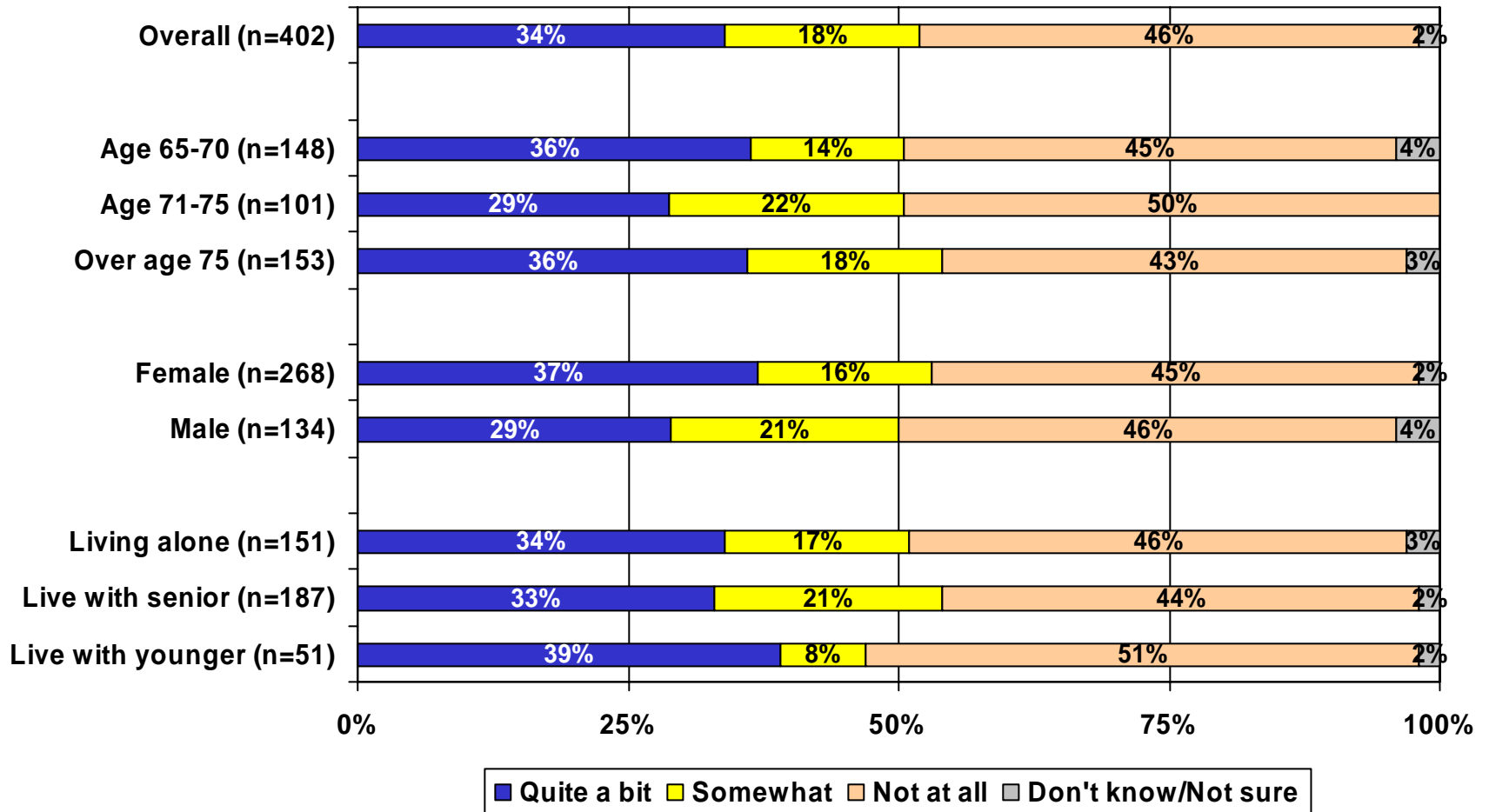
Fears: Moving Into a Nursing Home

✦ **Q: How much do you fear, if at all, the idea of doing each of the following: Moving out of your home and moving into a nursing home.**



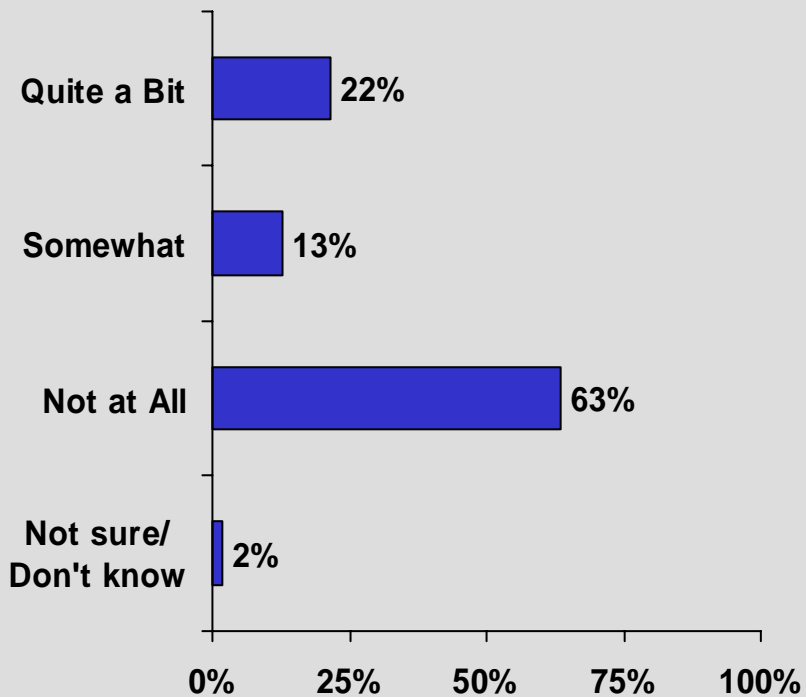
- ✦ Half of seniors (52%) said they fear moving out of their home and into a nursing home (34% Quite a Bit and 18% Somewhat).
- ✦ There are no substantial differences among sub-groups on this question.

Fears: Moving Into a Nursing Home



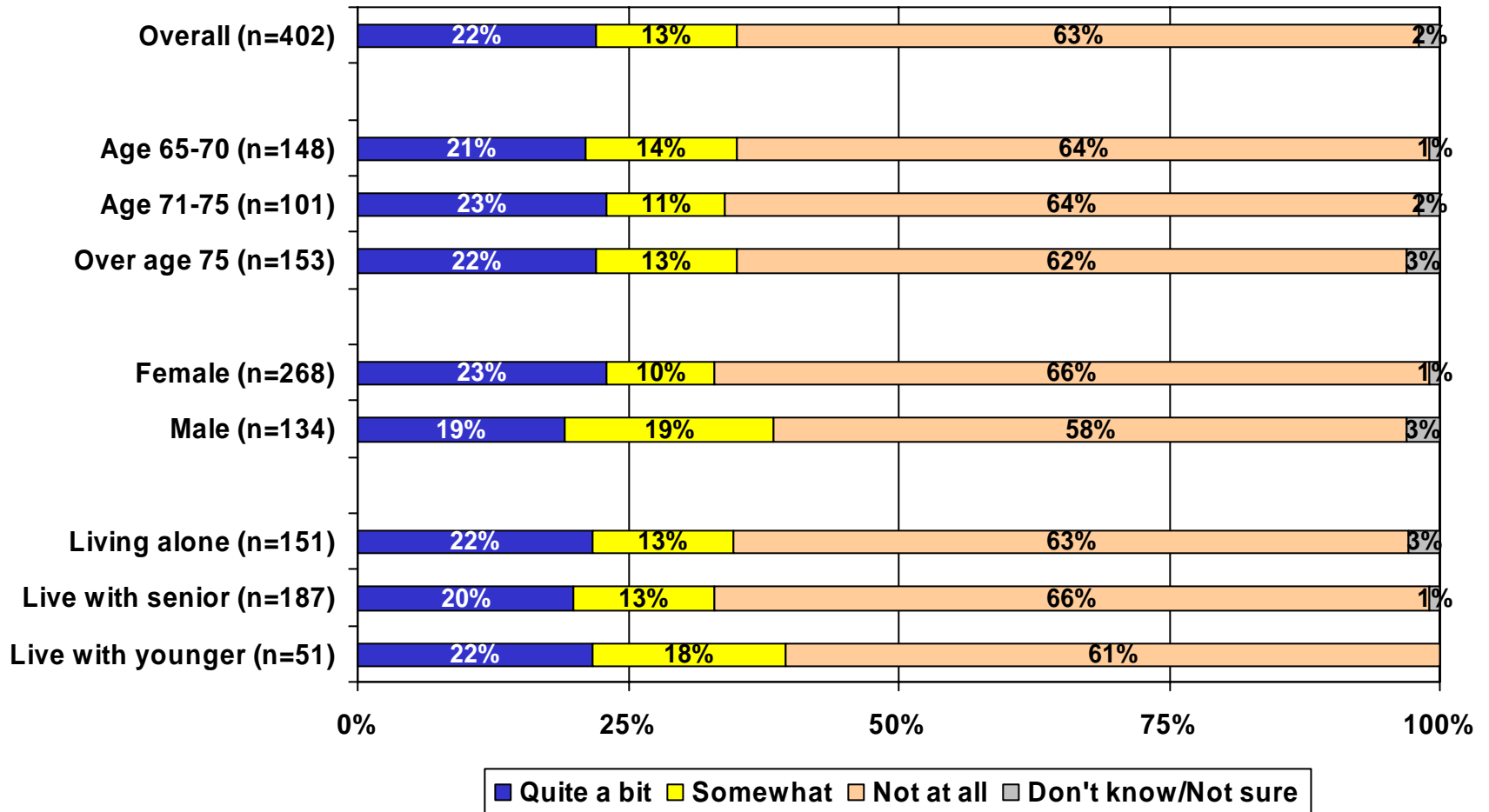
Fears: Isolation

✦ **Q: How much do you fear, if at all, the idea of doing each of the following: Isolation from friends and family.**



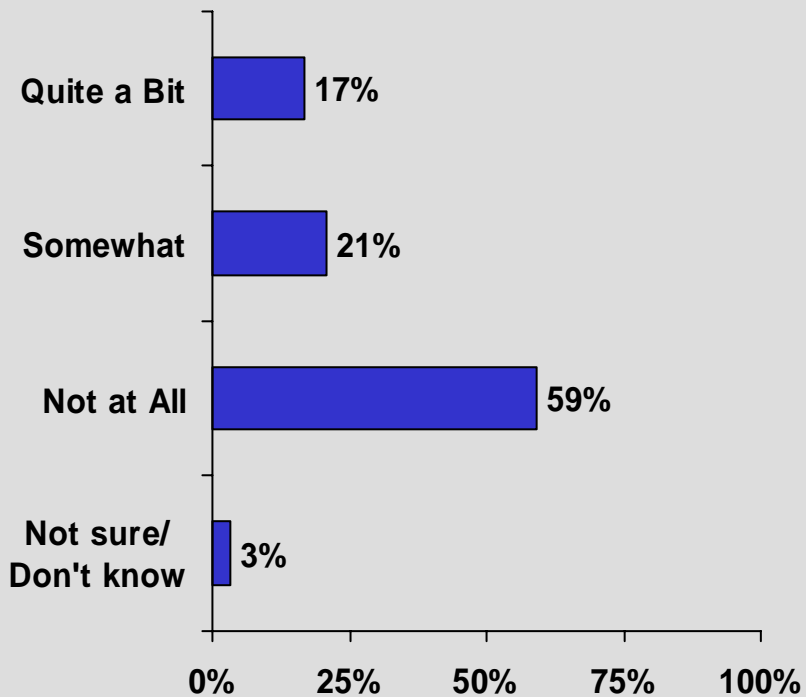
- ✦ A majority (63%) of these Seniors said they are Not at All fearful of isolation from friends and family.
- ✦ There are no substantial differences among sub-groups on this question.

Fears: Isolation



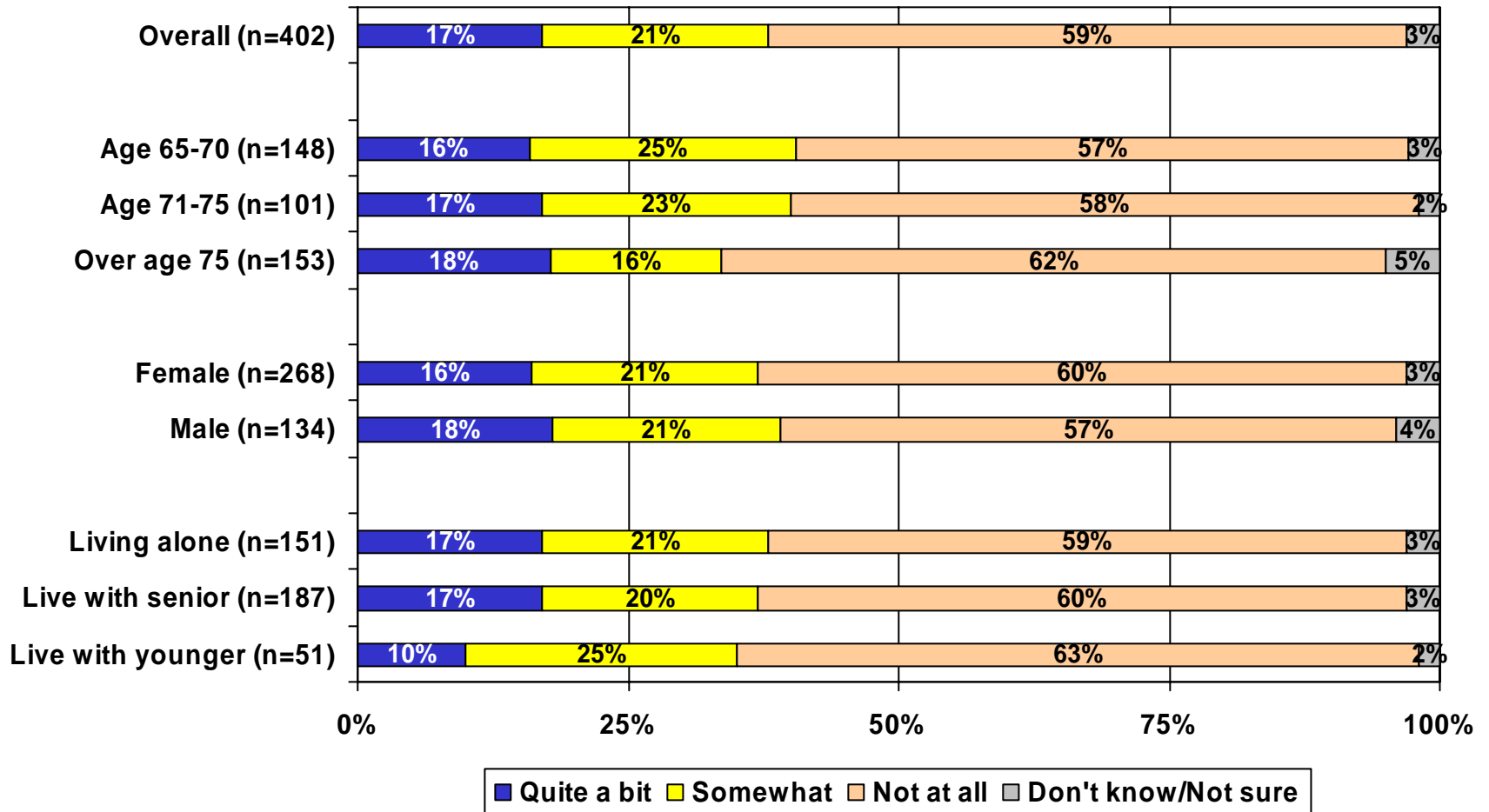
Fears: Falling/Getting Sick and No One Knowing

✦ **Q: How much do you fear, if at all, the idea of doing each of the following: Falling or getting sick and no one knowing.**



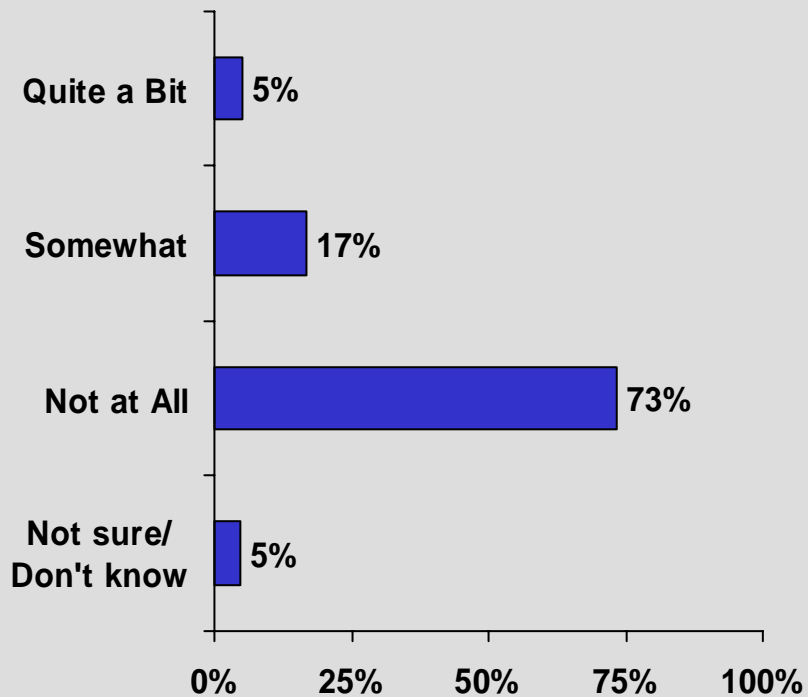
- ✦ While 38% said they fear falling or getting sick and no one knowing Quite a Bit (17%) or Somewhat (21%), many (59%) fear it Not at All.
- ✦ There are no substantial differences among sub-groups on this question.

Fears: Falling/Getting Sick and No One Knowing



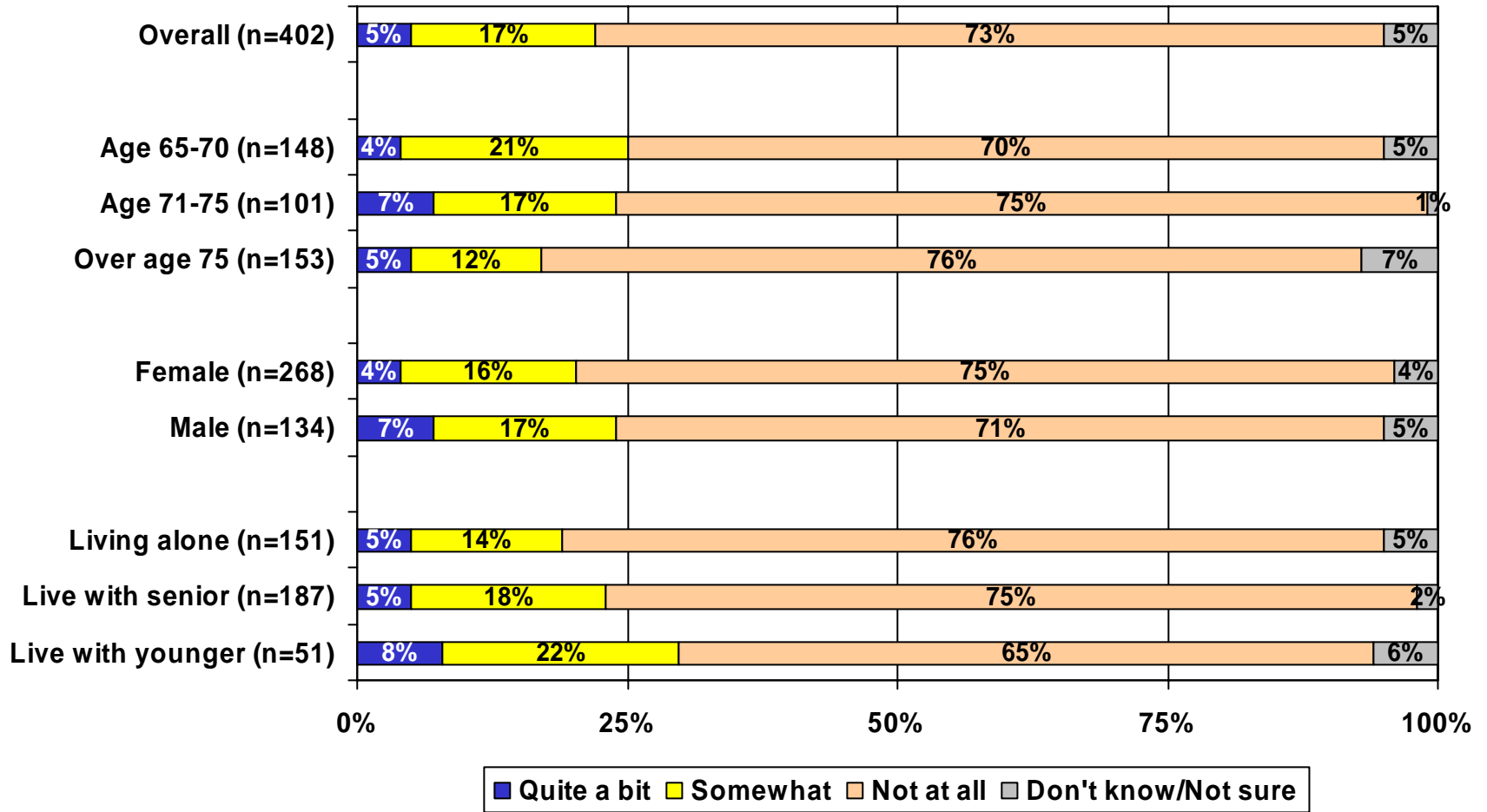
Fears: Death

✦ **Q: How much do you fear, if at all, the idea of doing each of the following: Your own death.**



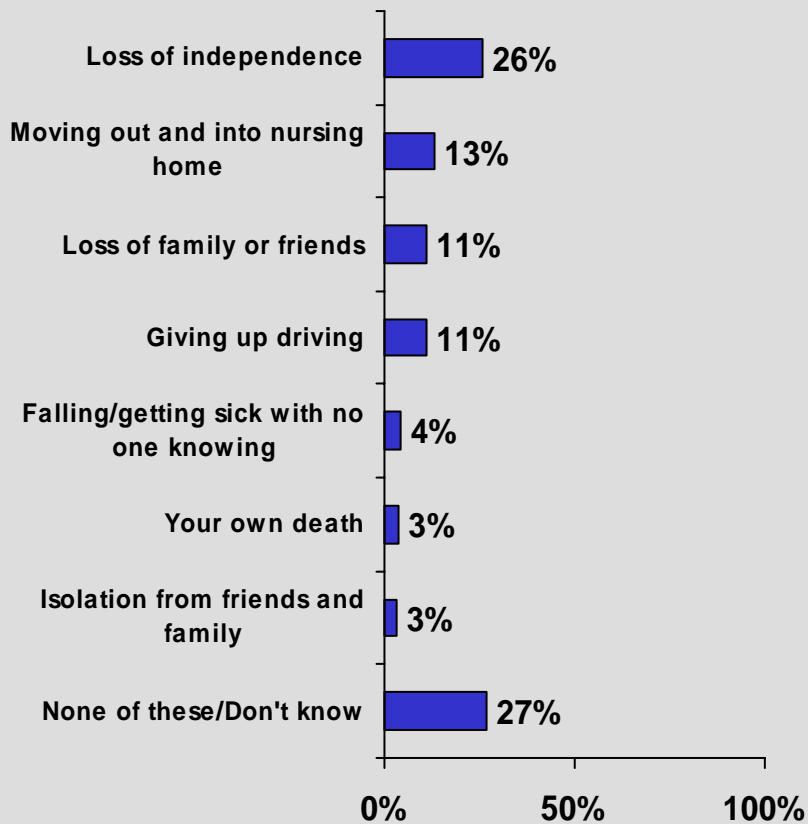
- ✦ Just 5% of Seniors said they fear their own death Quite a Bit. In fact, 73% said they fear this Not at All.
- ✦ There are no substantial differences among sub-groups on this question.

Fears: Death



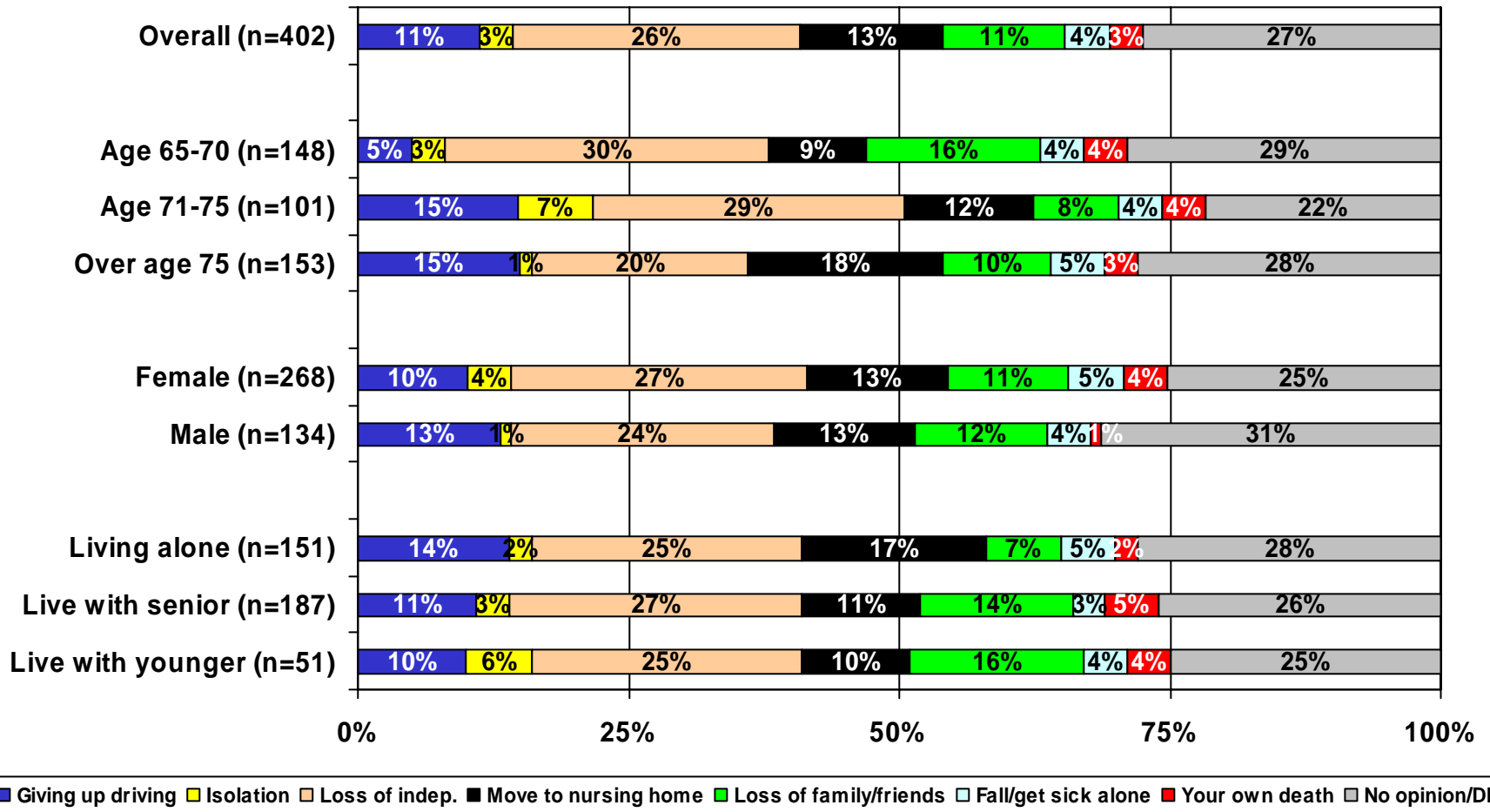
What They Fear Most

✦ **Q: Of all these, which one do you fear most?**



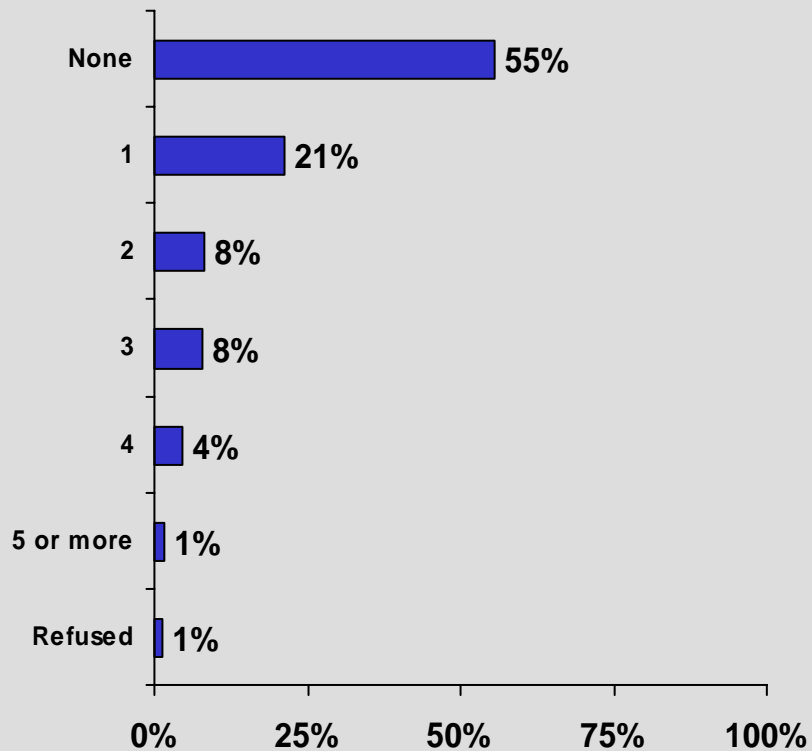
- ✦ When asked to consider all these fears and asked to choose the one they fear most, the most common response was Loss of Independence (26%).
- ✦ All sub-groups named loss of independence as the thing they fear most. There were differences among the sub-groups, though, in the second and third “most feared” issues.

What They Fear Most



Demographics: Number of Children Under 43

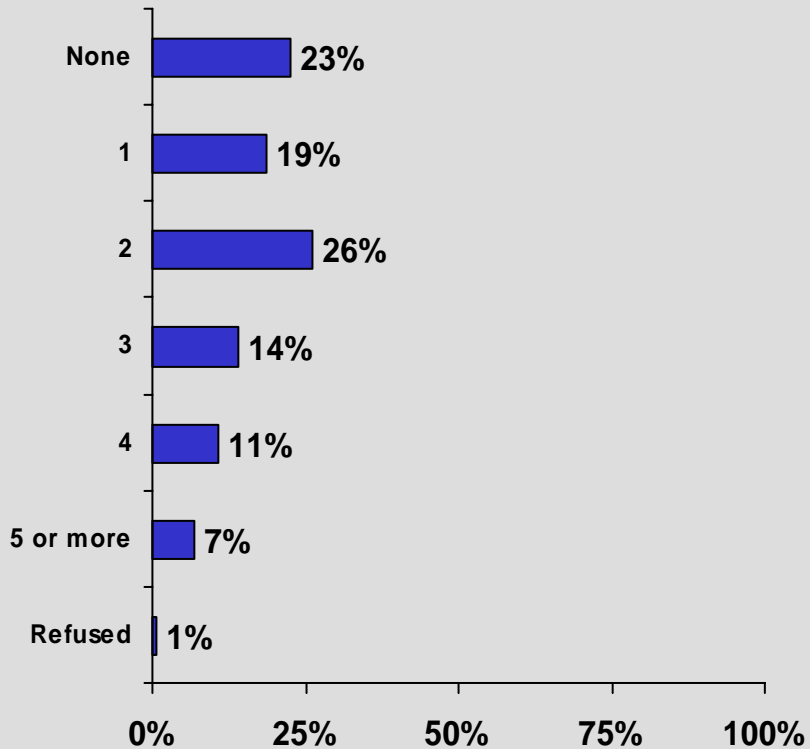
✦ *Q: How many children do you have under the age of 43?*



✦ Overall, 55% said they have no children under the age of 43.

Demographics: Number of Children Ages 43-61

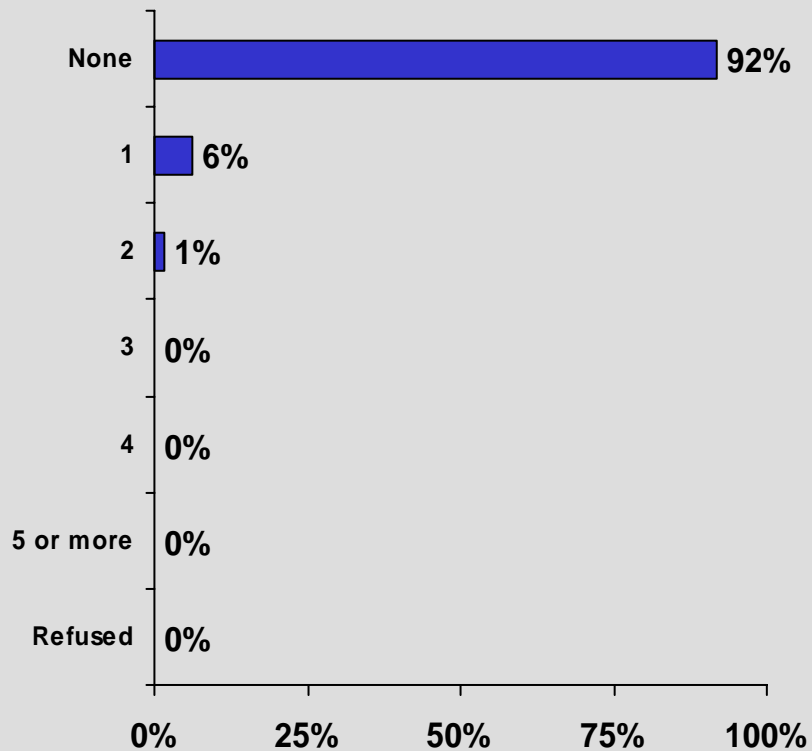
✦ *Q: How many children do you have between the ages of 43 and 61?*



✦ Overall, 77% of these Seniors said they have one or more children between the ages of 43 and 61.

Demographics: Number of Children Age 62 or Older

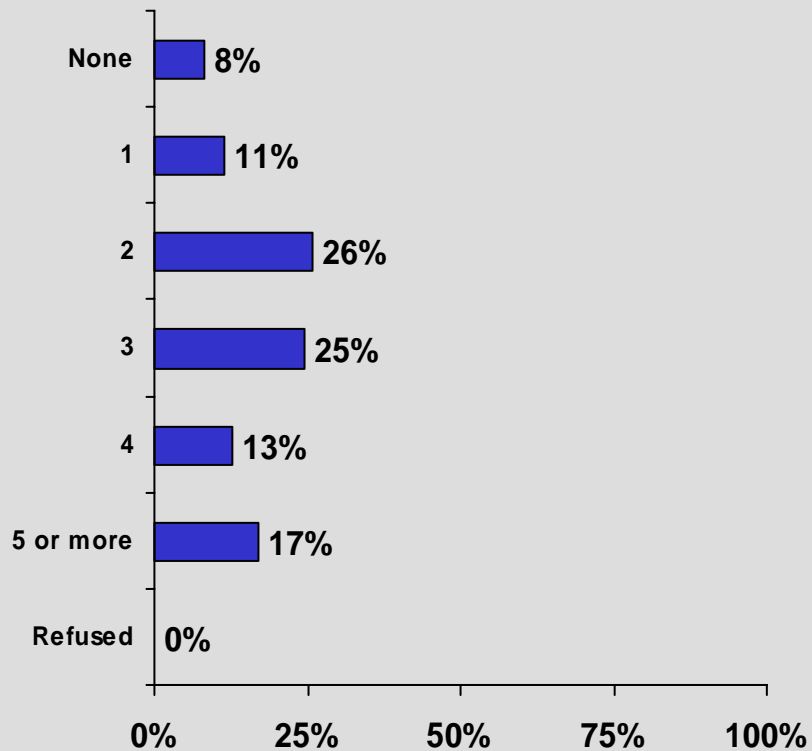
✦ **Q: How many children do you have that are age 62 or older?**



✦ Most respondents (92%) said they had no children age 62 or older.

Demographics: Total Number of Children

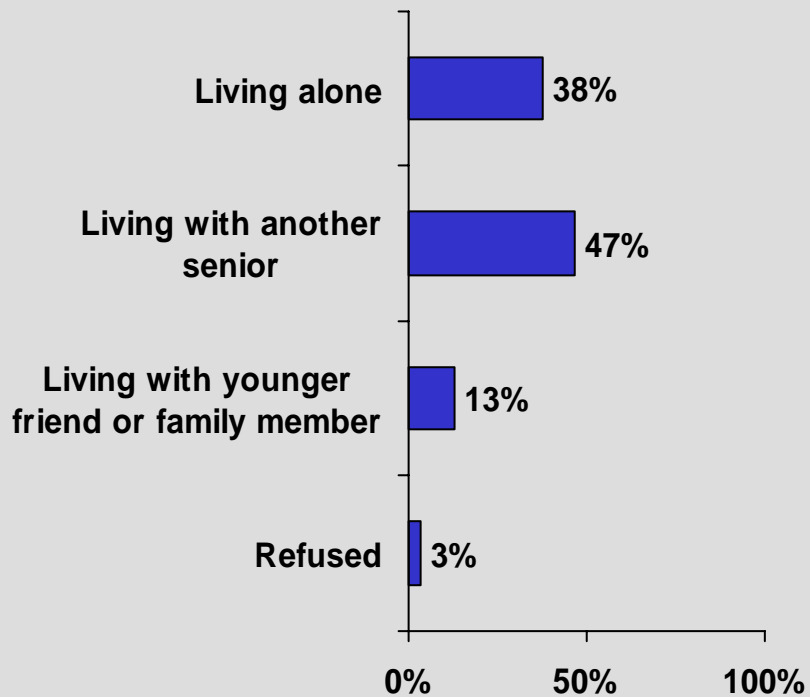
✦ Q: Total number of children



- ✦ In terms of the total number of children, 51% had two (26%) or three (25%) children, and 17% had five or more children.

Demographics: Current Living Situation

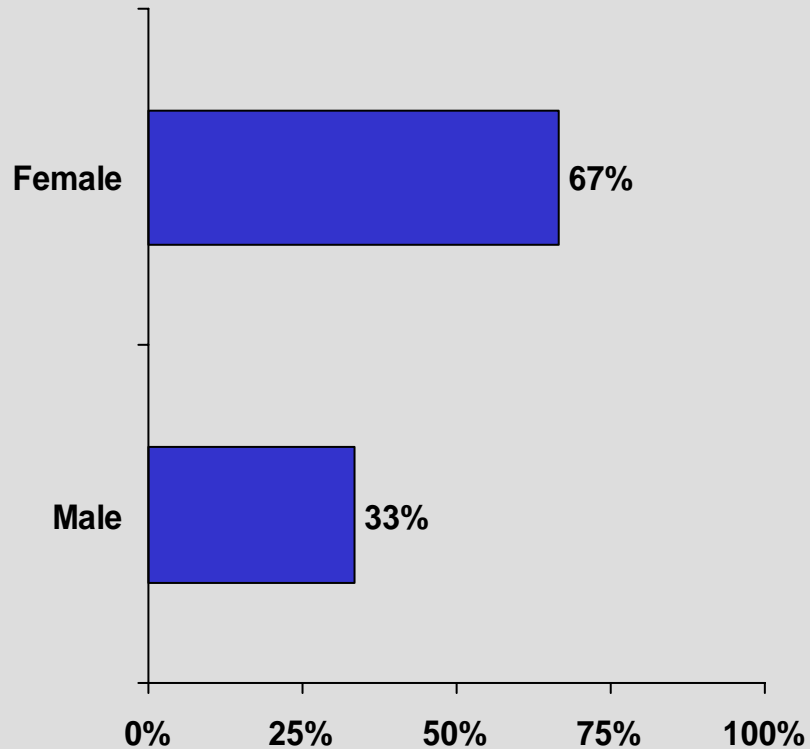
✦ *Q: Which of the following best describes your current living situation?*



✦ Almost one-half (47%) said they are living with another senior, while 38% said they are living alone.

Demographics: Gender

✦ Q: Gender



- ✦ This sample of Seniors was two-thirds (67%) Female and one-third (33%) Male.

Appendix