



100@100 Survey™

Report of Findings: May 2012



Survey Publisher

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers and Medicare and Medicaid beneficiaries, and contracts directly with more than 650,000 physicians and care professionals and 5,000 hospitals nationwide. UnitedHealthcare serves more than 38 million people and is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.

With nearly 10 million members enrolled in its Medicare plans – including nearly 12,000 centenarians – UnitedHealthcare Medicare & Retirement is the largest business dedicated to the health and well-being needs of seniors and other beneficiaries.



Agenda

- 1 Survey Background
- 2 Key Findings
- 3 Detailed Findings
- 4 Respondent Profile



Survey Background

Background & Objectives

The U.S. Census Bureau estimates there were nearly 72,000 centenarians in the country as of late 2010. At the same time, baby boomers are reaching the traditional age of retirement at record pace, with more than 10,000 boomers turning 65 every day for the next decade. Many of these boomers are expected to become centenarians themselves, increasing the current total eight-fold to more than 600,000 by 2050.

With a growing number of seniors looking back on the past 100 years, and even more boomers looking ahead to reaching the century mark, the seventh annual UnitedHealthcare 100@100 Survey explored the secrets to aging success and what it will take for boomers to reach centenarian status, from those who know it best.



Research Firm & Methodology

Research Firm

GfK Roper Public Affairs & Corporate Communications is a division of GfK Custom Research North America. The division specializes in customized public opinion polling, media and communications research, and corporate reputation measurement – in the U.S. and globally. Headquartered in New York, GfK Custom Research North America is part of the GfK Group, which is among the top five market research organizations in the world.

Methodology

GfK Roper interviewed 100 centenarians (individuals turning 100 this year or older) and 300 boomers (ages 50-55) by telephone from April 16 to May 2, 2012. Centenarians were interviewed using a list of pre-identified respondents in that age category. Boomers were interviewed via a random dialing sample derived from probability methods, with pre-identified age ranges. The centenarian sample is not weighted, as population targets for this group are not available. The sample of boomers was weighted to reflect their demographics in the U.S. population for this age range. The margin of sampling error for boomers is plus or minus 6.7 percentage points for a result of 50 percent at the 95 percent confidence level, for results based on the entire sample of boomers. The margin of sampling error is higher and varies for results based on sub-samples.



Key Findings

Body & Soul – Health and Spirituality

Centenarians cite exercise, social connections and a full-night's sleep as keys to a quality life

- Large majorities of both centenarians and boomers (89%) say they talk to or communicate with a friend or family member almost every day. Nearly as many centenarians (80%) as boomers (87%) admit to laughing or giggling almost daily.
- More than 80% of centenarians say they eat nutritiously balanced meals almost daily compared to 68% of boomers. Similar proportions pray, meditate or engage in some type of “spiritual” activity (67% centenarians, 60% boomers), and more than half of each group claims to exercise almost daily (51% centenarians, 59% boomers).
- Sleep deprivation, however, is the province of the boomers. A mere 38% get eight hours or more of sleep daily compared to more than 70% of centenarians.
- While 76% of boomers say they work at a job or hobby almost every day, only 16% of centenarians say they still do.



Body & Soul – Health and Spirituality

- Asked which is the most *important* to maintain as one ages—mental, physical or emotional health—boomers (50%) and centenarians (40%) alike choose physical health. Similarly, both say that physical health is the most *difficult* to maintain as they age (74% boomers, 59% centenarians).
- The two generations take similar approaches to keeping their minds healthy. The top mention is communicating regularly with friends, family and community members (88% boomers, 82% centenarians), followed by reading (87% boomers, 66% centenarians), and exercising or staying physically active (74% boomers, 65% centenarians). Working on crossword or other word puzzles is less common among centenarians (35%) than boomers (51%).



Greatest Legacies

Respondents on the iconic celebrities, events and eras of their lifetimes

- The greatest movie to show on the silver screen during the last 100 years (their lifetime) is *Gone With the Wind*, cited by exactly half of those born a century or more ago. Only 30% of boomers choose *Gone With the Wind*, their second choice. Second place for centenarians (17%) and first among boomers (33%) is *It's a Wonderful Life*. The competition thins after these two movies, with 12% of boomers voting for *The Godfather*, but only 4% of centenarians agreeing.
- The greatest music comes from the 1940s (14%) and the 1930s (12%), according to the centenarians. The rock and Beatles generation is most fond of music from the 1970s (36%) and 1960s (29%).
- Choosing the most admired public figure from the last 100 years evokes interesting splits from both generations. Centenarians choose FDR (37%) first, but nearly as many choose Ronald Reagan (30%), who is the top choice of boomers (30%). Boomers, however, are also very fond of Mother Teresa (22%). Centenarians choose Mother Teresa third (13%), and boomers vote for Martin Luther King, Jr. third (17%).



Technology

The number of centenarians with Internet access has nearly doubled since last year's survey: 25 percent now versus 13 percent in 2011

- Centenarians with Internet access have used it to view and share photos (56%), email (48%) and search for information (44%). Just over one-third have watched TV shows (36%), and many have watched videos or movies or gotten news about current events (32%) on the Internet.
- Internet users in their early to mid-50s have a much broader scope of online activities as compared to centenarians. They have searched for information (93%), emailed (92%), read news about current events (89%), sought health information (83%), ordered household items, furniture, food, books, clothing, etc. (77%), and also viewed or shared photos (77%).



The Internet – Just a Fad?

- While 90% of boomers and 25% of centenarians have Internet access at home or elsewhere, a majority of each group—80% of boomers and 62% of centenarians—think that the Internet will be obsolete within 25 years. About one-third of each group gives the Internet a 10-year lifespan (33% boomers, 31% centenarians).
- Both boomers (59%) and centenarians (28%) look toward widely available safe, clean energy sources as the next technological innovation that will have the biggest impact on people's lives in the next 100 years. No other innovation is mentioned nearly as often.



Using Technology to Stay Connected

Among centenarians, use of social media is limited, but some of them are embracing the digital age

- Two in three boomers use social media (64%) compared to only one in eight centenarians (12%).
- A majority of boomers use Google (79%), research a health condition (72%), send a text or instant message (67%), watch YouTube (65%), use Facebook (58%) or listen to music on an iPod or similar device (55%).
- Nearly one in 10 centenarians (9%) views videos on YouTube. Researching a health condition tops the list (16%), followed by listening to music on an iPod or similar device or watching a TV program after broadcast on TiVo or a DVR (each 12%).



Politics – Both Centenarians and Boomers Flocking to the Polls

Expect high election turnouts among centenarians and boomers, as strong majorities in both groups plan to vote this year

- In this presidential election year, the majority of centenarians (72%) and boomers (90%) intend to vote in November.
- Looking back, more than nine in 10 centenarians (93%) and nearly nine in 10 boomers (88%) say they have voted in all or most national elections in their lifetimes.
- Boomers and centenarians are fairly aligned regarding their priorities for selecting the next president. Deemed most important are good guardianship of the economy (85% boomers, 76% centenarians), protecting the safety and security of the U.S. by using our military (80% boomers, 77% centenarians), strong moral character (73% for both groups), improving our health care and education systems (72% boomers, 70% centenarians), helping people from all social classes (69% boomers, 65% centenarians), and improving the country's standing in the world (59% for both).



Politics, Party Affiliation and Civic Activism

- When choosing a candidate, party affiliation matters a bit more to centenarians than it does to boomers. Among centenarians, 26% say that being a Republican is *very* important in their voting calculus, and 17% say it is *somewhat* important. A similar proportion emphasizes that being a Democrat is either *very* (31%) or *somewhat* (12%) important.
- Among boomers, the Republican label is *very* (19%) or *somewhat* (18%) important (37% very/somewhat), while the Democratic label is *very* (23%) or *somewhat* (16%) important.
- Perhaps reflecting the unique characteristics of their generation as well as the societal dynamics at play as they came of age, boomers appear to be more civically active than centenarians. At some point in their lives, more than half (53%) have written to an elected official (23% centenarians), 34% have attended a political rally (20% centenarians) and 19% have protested (6% centenarians). When asked if they've participated in any of seven civic activities, nearly a third of boomers (32%) indicated they had, while almost half of the centenarians (48%) said they had not.
- While they may not have actively participated in political and civic dialogue, centenarians are nearly as likely to have given money to a candidate or party (35% boomers, 32% centenarians).



Who's Coming to Dinner?

- Given the opportunity to invite a list of 14 famous people to a family dinner—or not to invite them—centenarians and boomers are more likely to agree on the political figures to include on the guest list than they are the actors and musicians.
- The exception is Betty White, the top choice among centenarians for three years running and a big hit among boomers this year as well. Almost two in three (65%) centenarians and more than three in four (78%) boomers would extend an invitation to Betty. Not so for the likes of Tom Hanks (75% boomers, 26% centenarians), Julia Roberts (68% boomers, 28% centenarians), Paul McCartney (70% boomers, 20% centenarians), and Meryl Streep (63% boomers, 35% centenarians).
- Small majorities from both age groups would dine with former President George W. Bush (56% centenarians, 55% boomers), current President Obama (56% centenarians, 54% boomers), Secretary of State Hillary Rodham Clinton (53% centenarians, 55% boomers), and First Lady Michelle Obama (50% centenarians, 55% boomers).
- Fewer than one in three would put Newt Gingrich or Rick Santorum on their guest list. Mitt Romney, despite his wealth, would not be well fed (35% overall). Rush Limbaugh (29% overall) and “The Queen” Helen Mirren (22% overall) do not top many guest lists either.



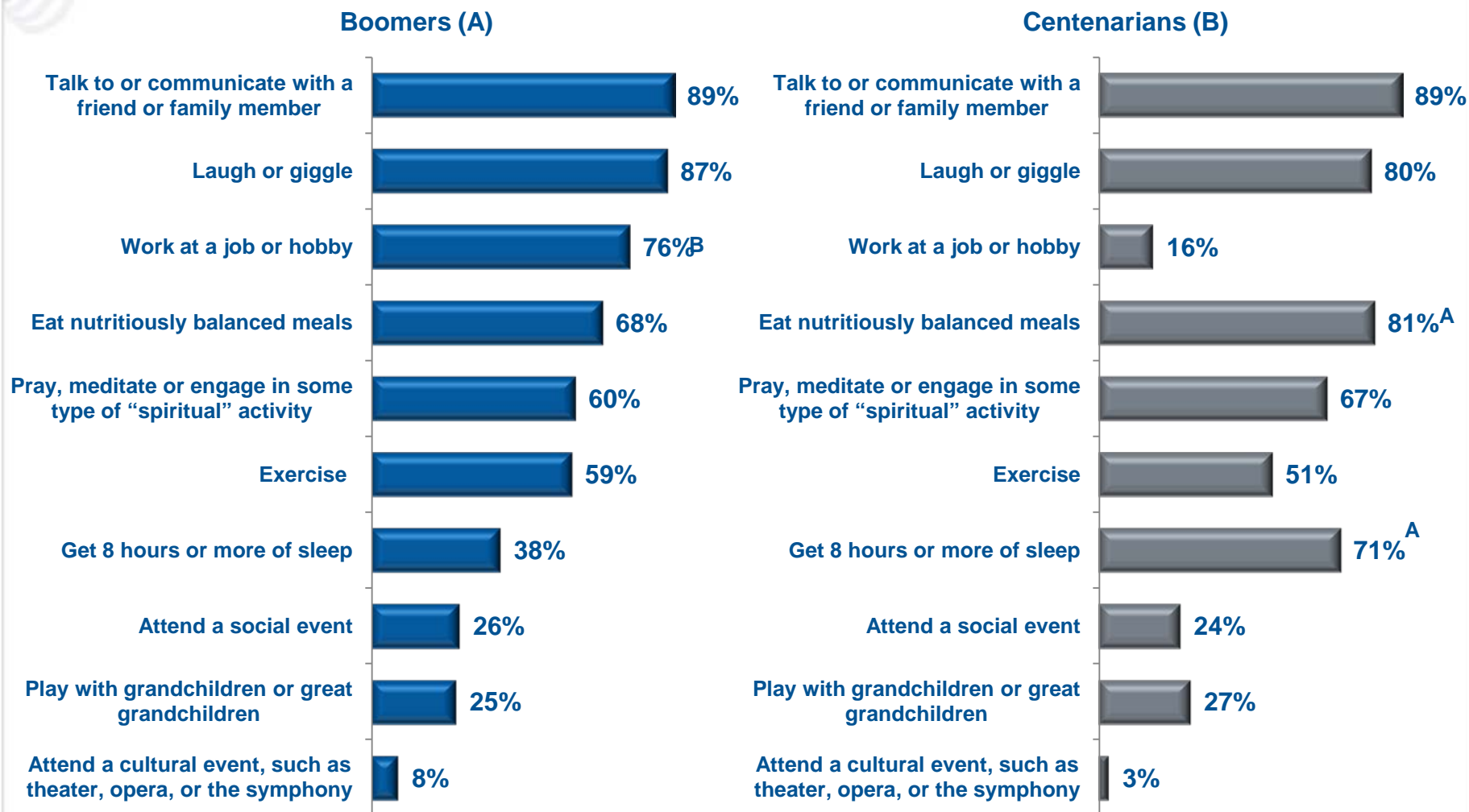
The Upcoming Olympics

- The favorite Olympians of all time are Mary Lou Retton (19% boomers, 15% centenarians) and Muhammad Ali (20% boomers, 12% centenarians). Mark Spitz is third (12%), more favored by boomers (14%) than centenarians (7%).
- The most anticipated events this summer are aquatics (17% overall; 19% boomers, 9% centenarians), track and field (15% overall; 17% boomers, 6% centenarians), and gymnastics (14% overall; 16% boomers, 7% centenarians).
- Many, however, do not intend to watch the Olympics at all (23% overall; 33% of centenarians and 19% of boomers).



Detailed Findings

Centenarians report better eating and sleeping habits than boomers

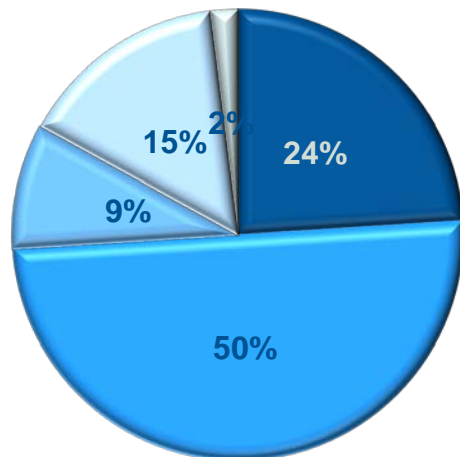


Q.1 Which of the following, if any, do you do almost EVERY day?
 Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

Boomers and centenarians find “physical” health the most important - and most difficult - part of aging

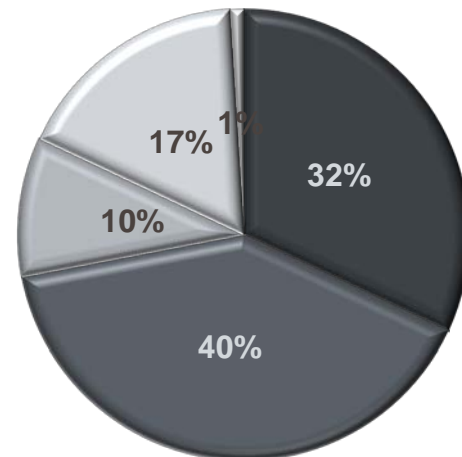


Boomers (A)

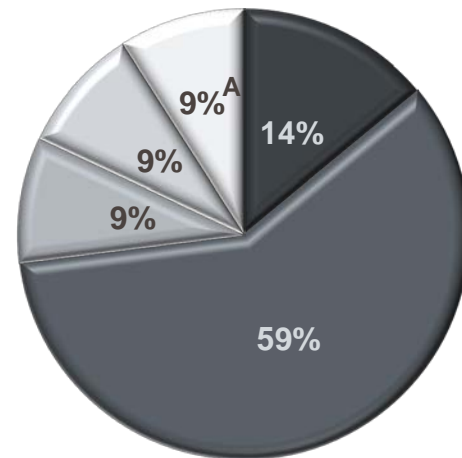
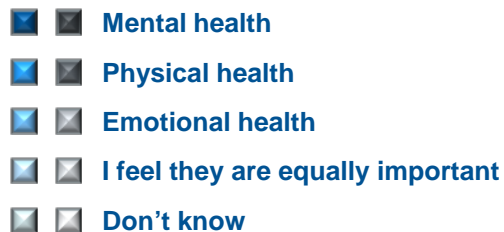
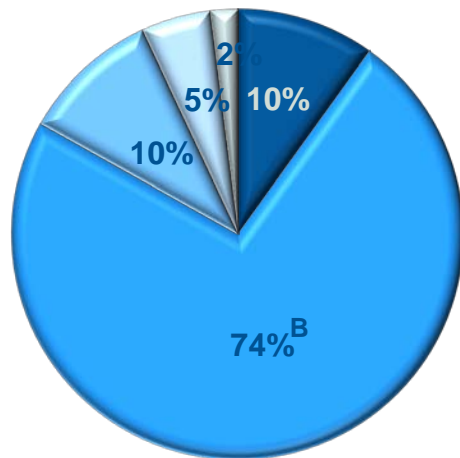


Most Important

Centenarians (B)



Most Difficult

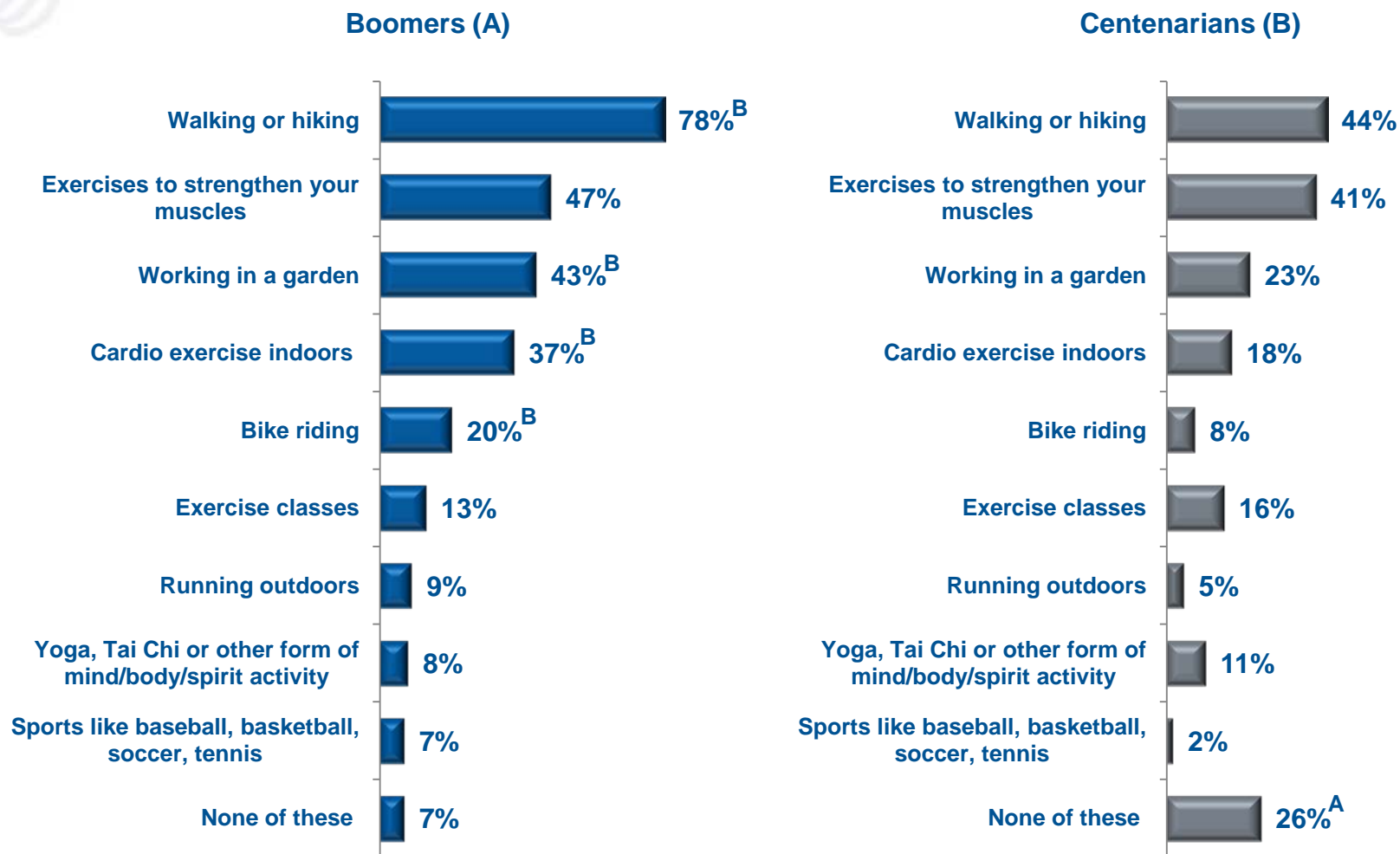


Q.2 Which one of the following do you feel is most important to maintain as you age? Is it your...

Q.3 Which one of the following do you feel is most difficult to maintain as you age? Is it your...

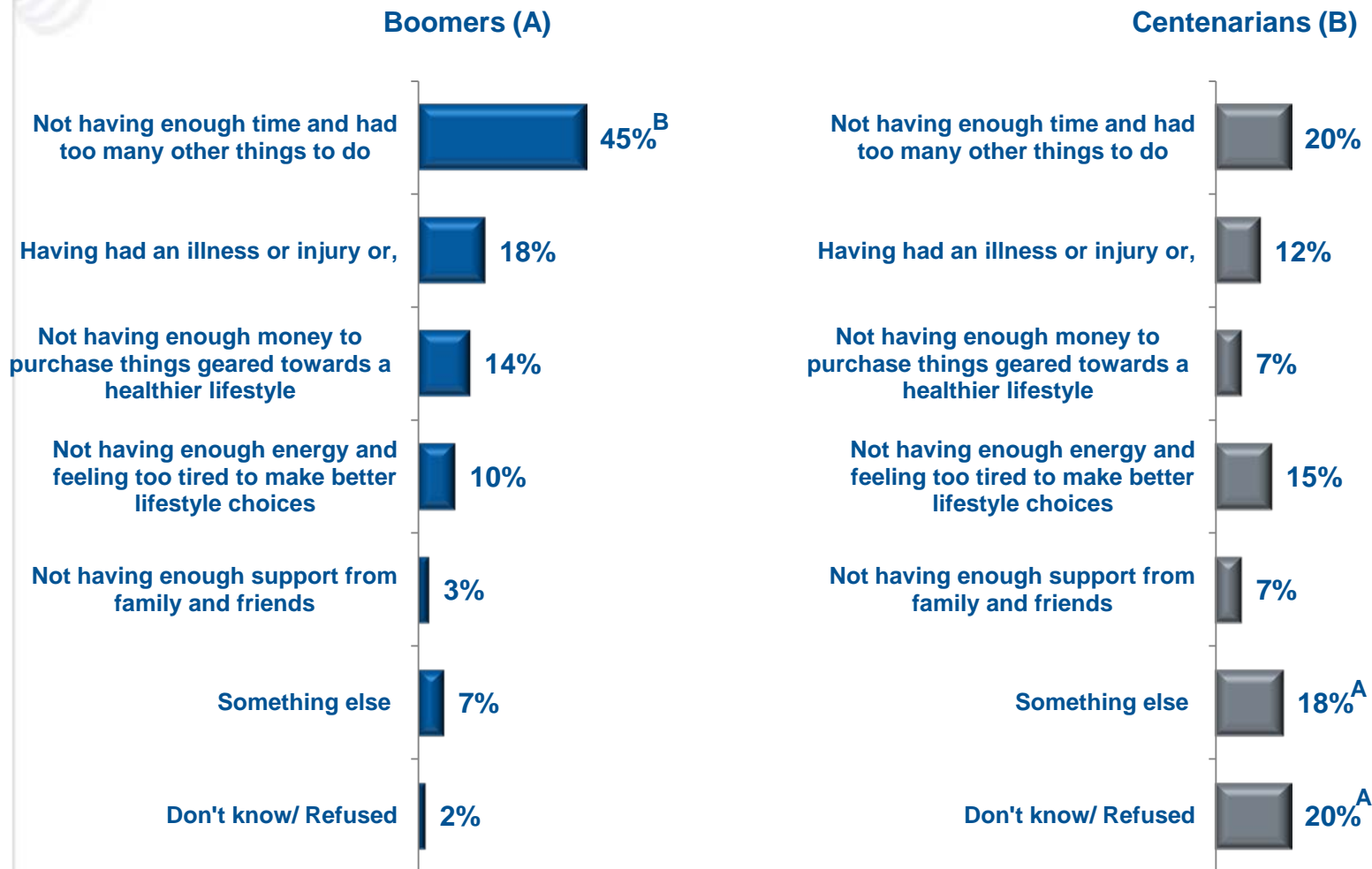
Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

Boomers more “physically” active overall but both groups do strengthening exercises on a regular basis



Q.4 People have different ideas on what makes a person healthy and able to live a long life. Which of the following physical activities, if any, do you do regularly?
 Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

Time is the biggest barrier to a healthy lifestyle, especially for boomers



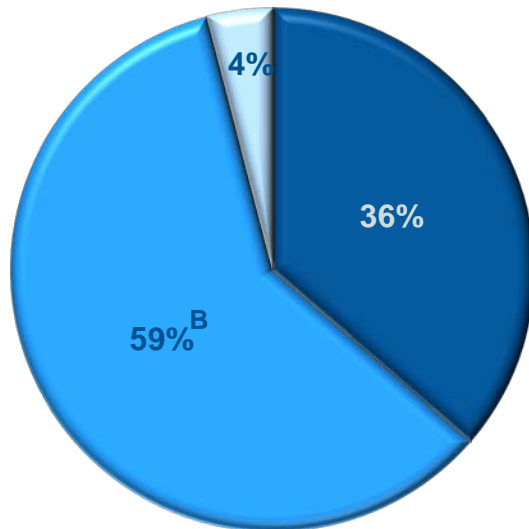
Q.5 Which one of the following would you say has been the biggest barrier to living a healthy lifestyle throughout your adult years?

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

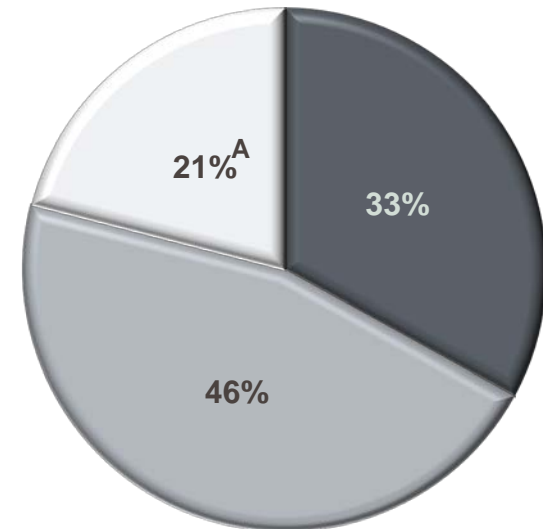
Both groups are more likely to say their health care decisions affect only them and no one else









Boomers (A)



Centenarians (B)



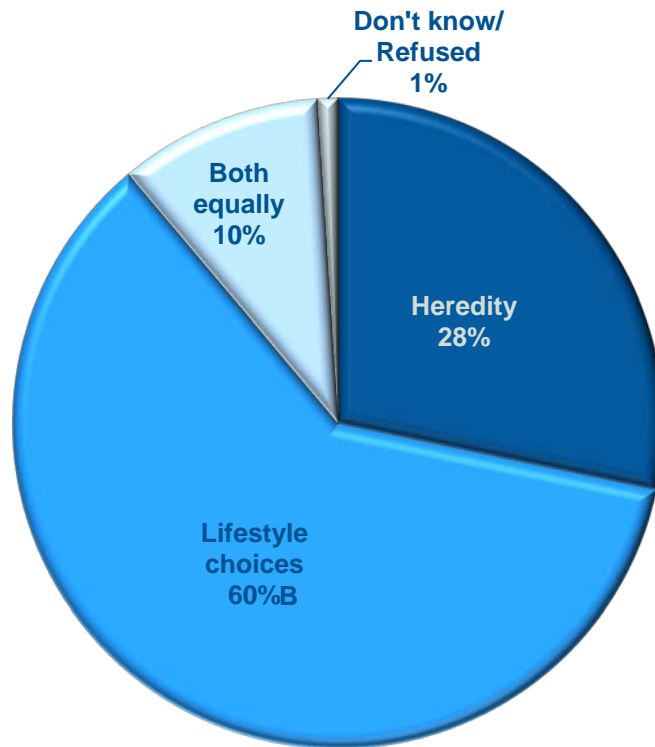
-   It's my civic duty to make lifestyle choices that contribute to the overall health of our nation
-   My choices are just that – my choices. They don't affect anyone else
-   Don't know/Refused

Q.6 Which phrase best describes your opinion of the role your personal health care decisions play in the overall health care system?
Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

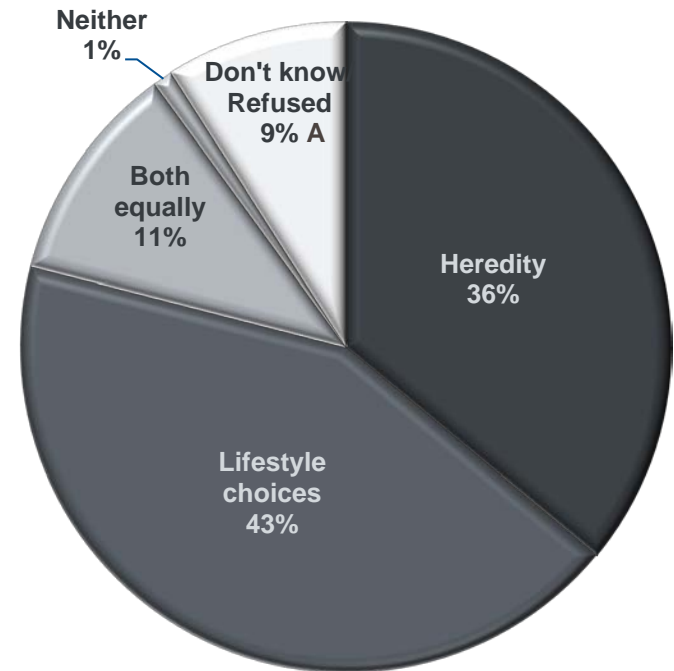
Both groups believe lifestyle choices have a greater impact than heredity on longevity, but the gap is much narrower among centenarians



Boomers (A)



Centenarians (B)

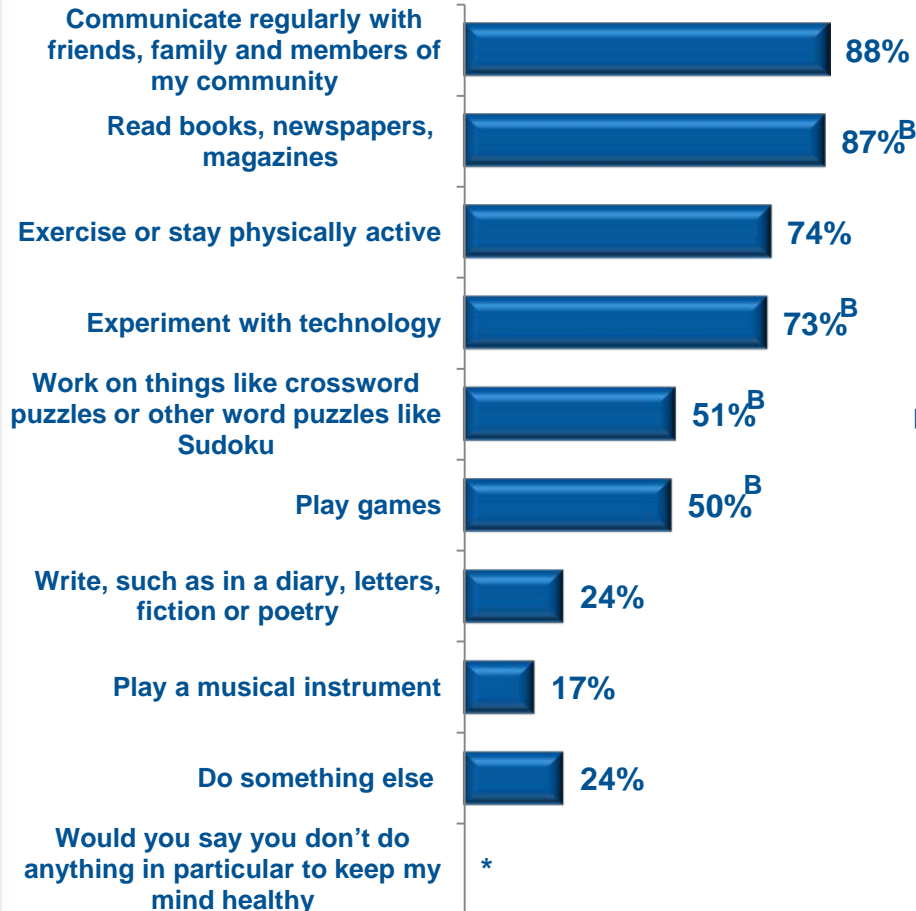


Q.7 Which do you think has a bigger impact on longevity: Heredity or lifestyle choices?
Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

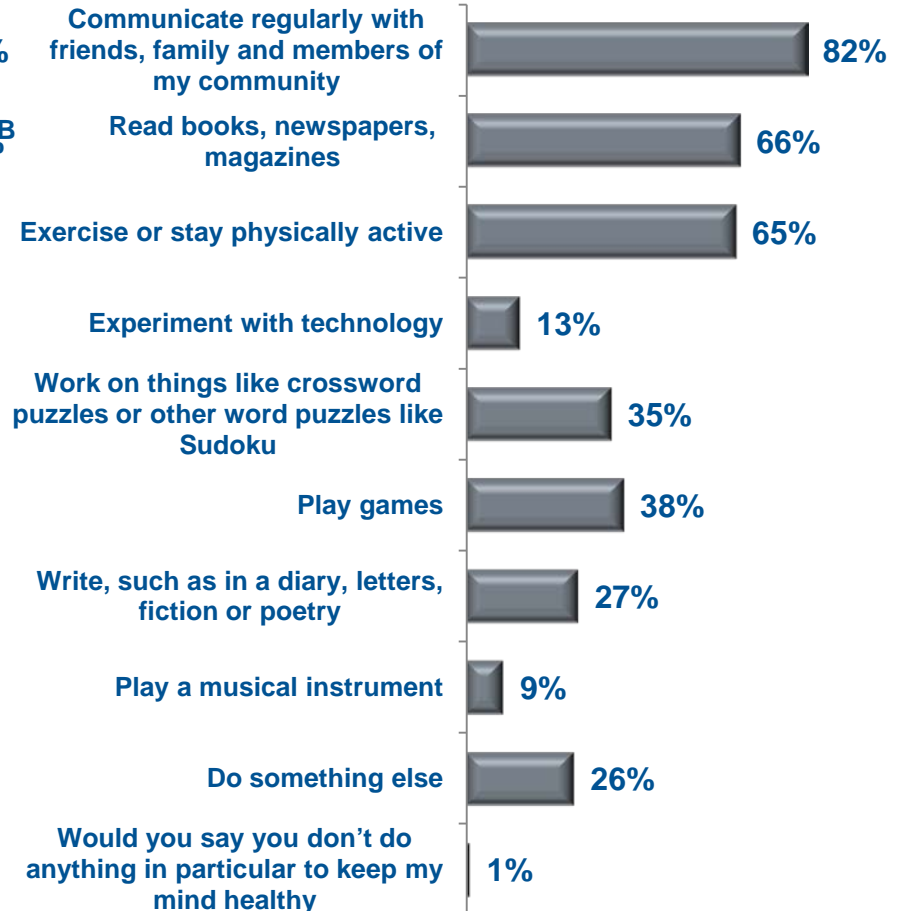
Regular communication is the key to a healthy mind, according to both boomers and centenarians



Boomers (A)

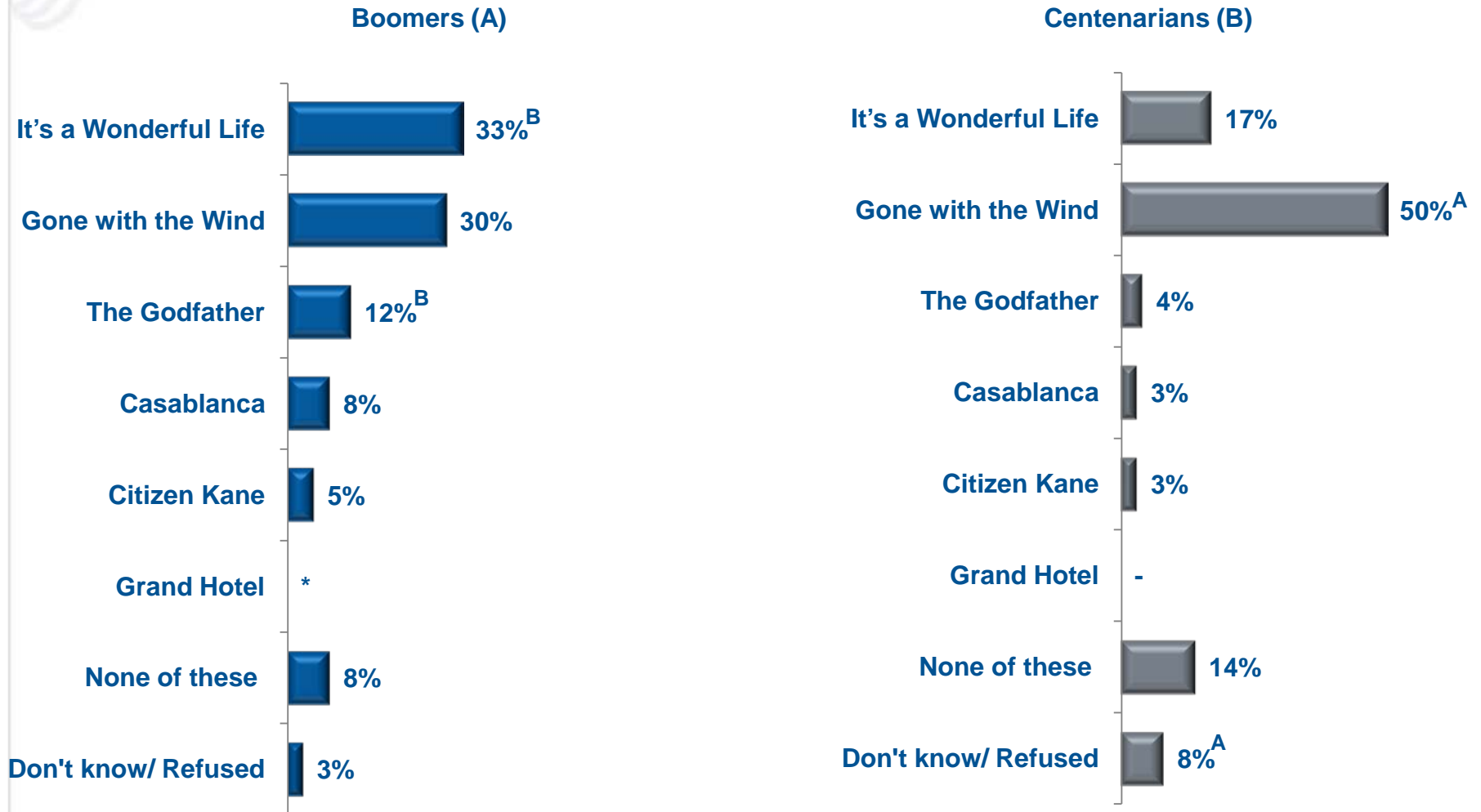


Centenarians (B)



Q.8 Which of the following, if any, do you do to keep your mind healthy?
Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

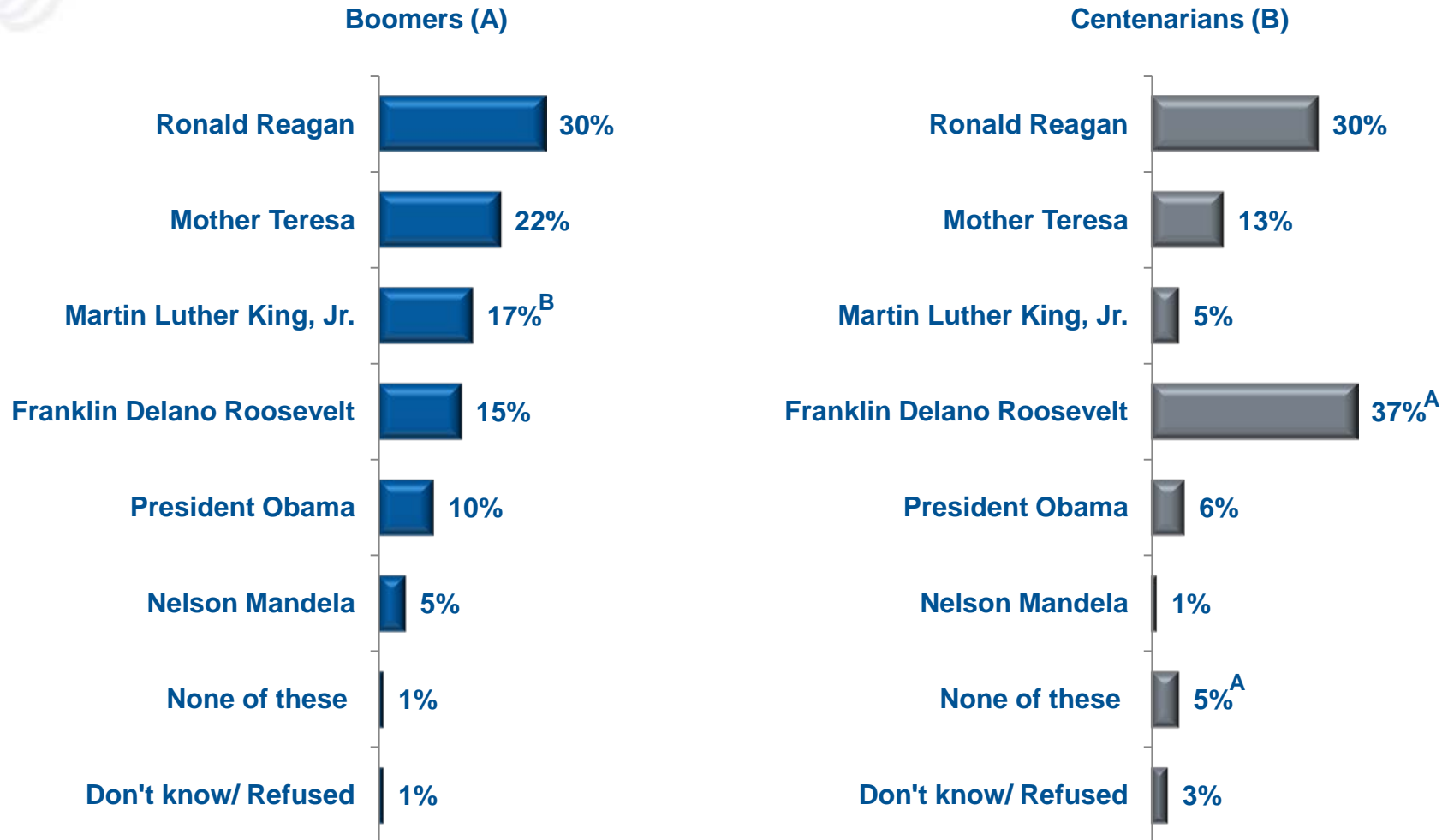
Boomers are split between “*It’s a Wonderful Life*” and “*Gone with the Wind*” as greatest movie of past 100 years; centenarians choose “*Gone with the Wind*”



Q.9 Which one of these movies do you consider to be the greatest in the past 100 years?

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

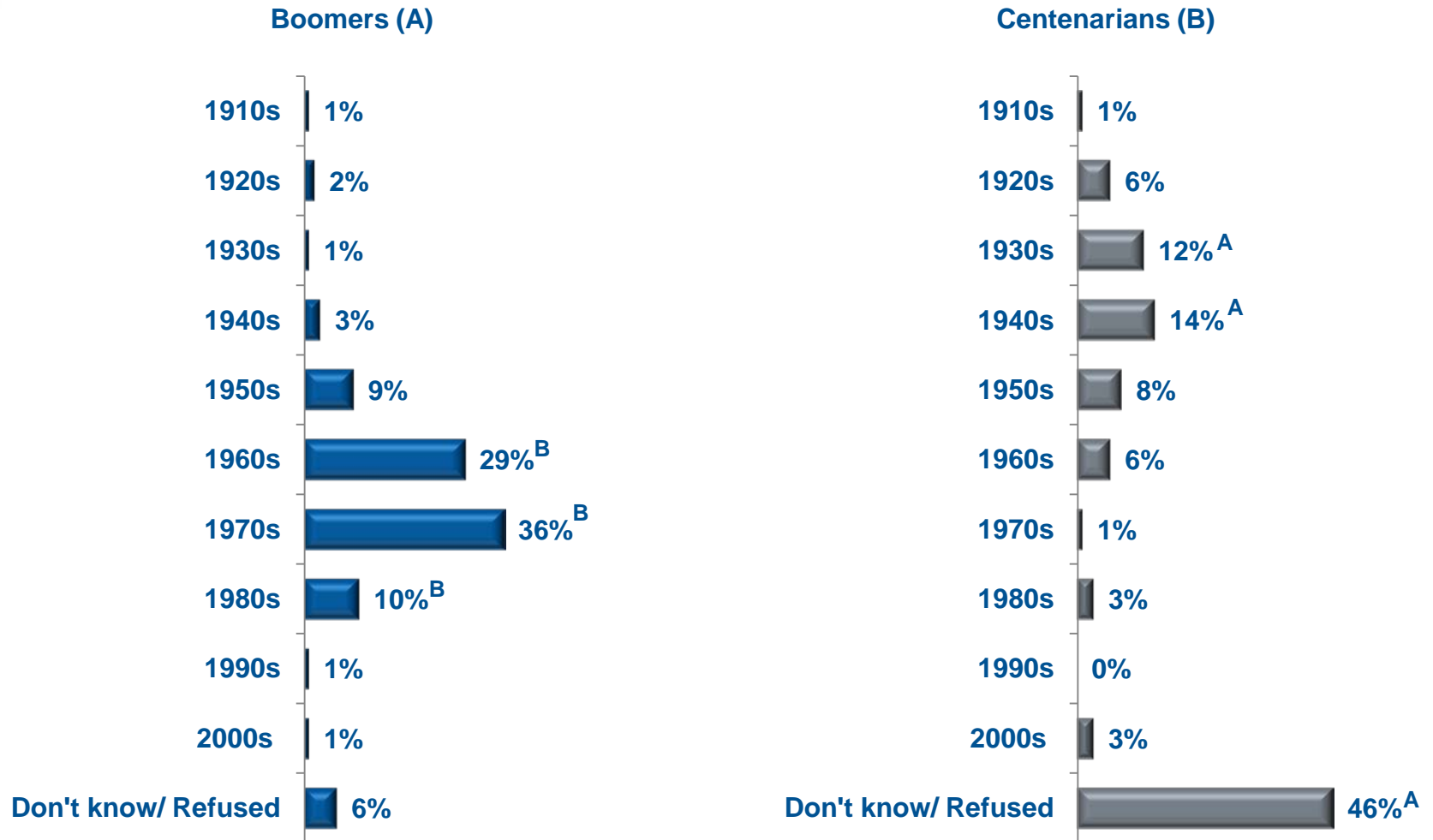
Centenarians are twice as likely as boomers to name FDR as most admired public figure of the past 100 years; boomers give this honor to Ronald Reagan



Q.10 Which one of the following leaders or public figures from the last 100 years do you most admire?

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

Boomers say the '70s produced the greatest music of the past 100 years; centenarians choose the music of the '30s and '40s

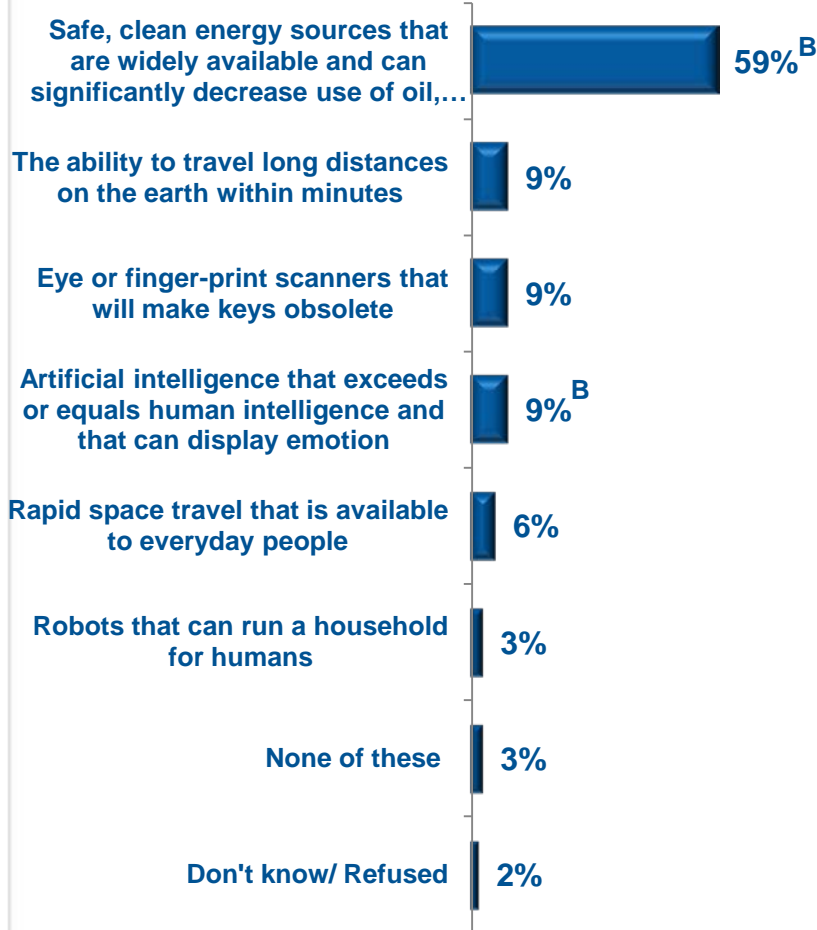


Q.11 Over the past 100 years, which decade, do you think produced the greatest music?
 Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

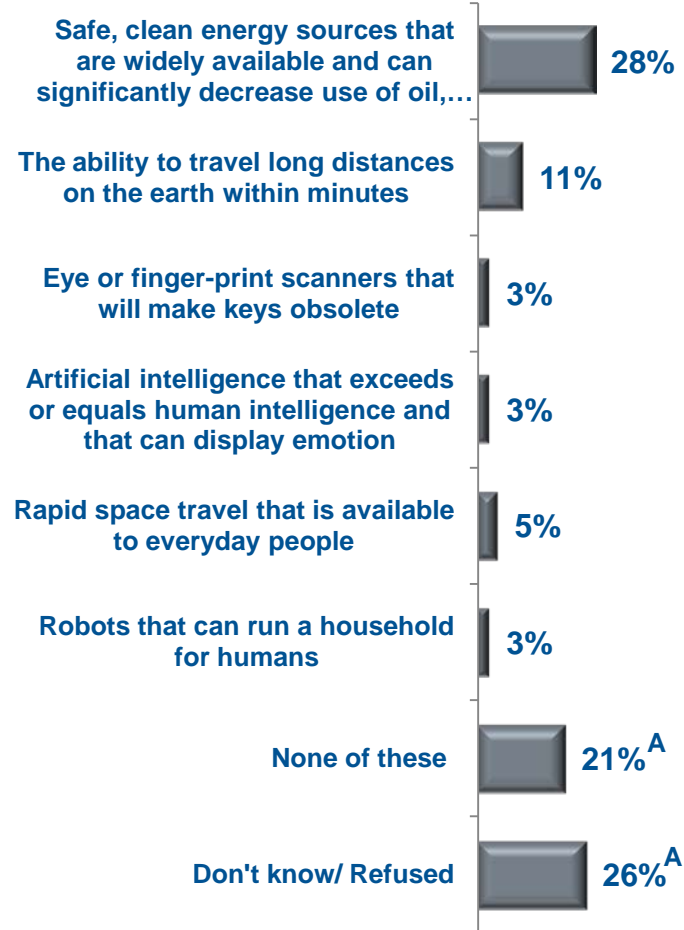
Both groups look to widely available, safe, clean energy sources to be the next technological innovation that will have the biggest impact on people's lives



Boomers (A)



Centenarians (B)



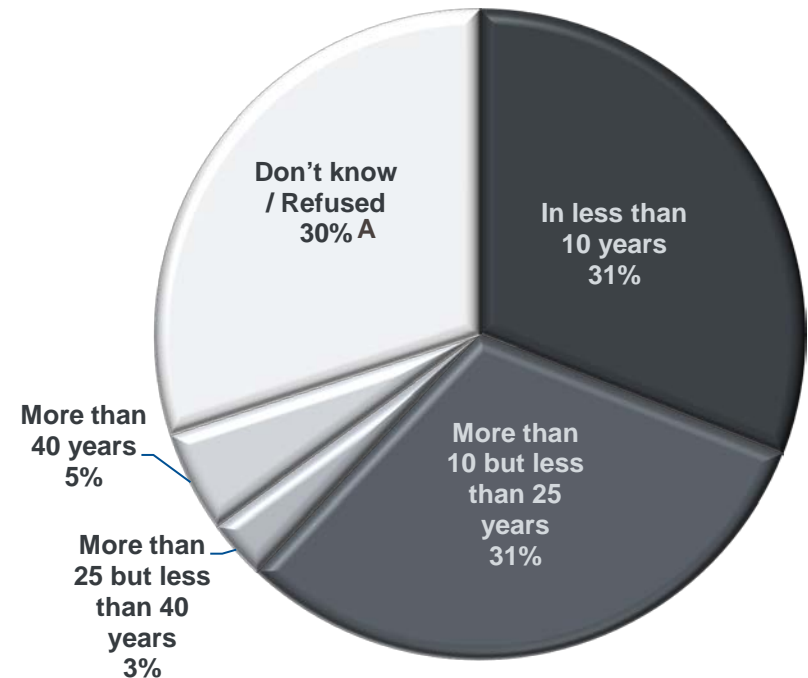
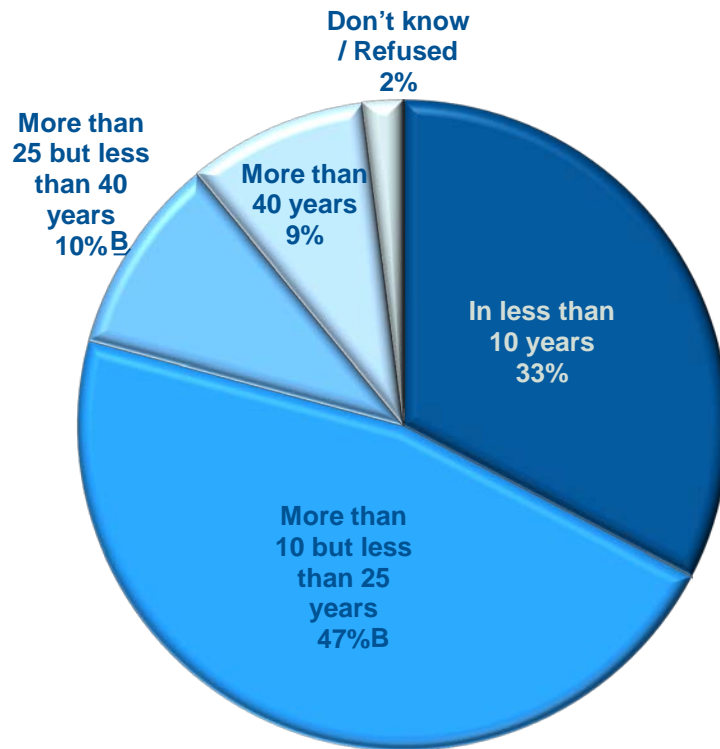
Q.12 Which of the following will be the next technological innovation that will have the biggest impact on people's lives in the next 100 years?
Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

More boomers than centenarians think that the Internet will be obsolete within 25 years, replaced by a new and better system



Boomers (A)

Centenarians (B)



Q.13 If you had to guess, how many years do you think it will take before the Internet, as we know it today, is considered obsolete and replaced by a new and better system? Would you say...

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

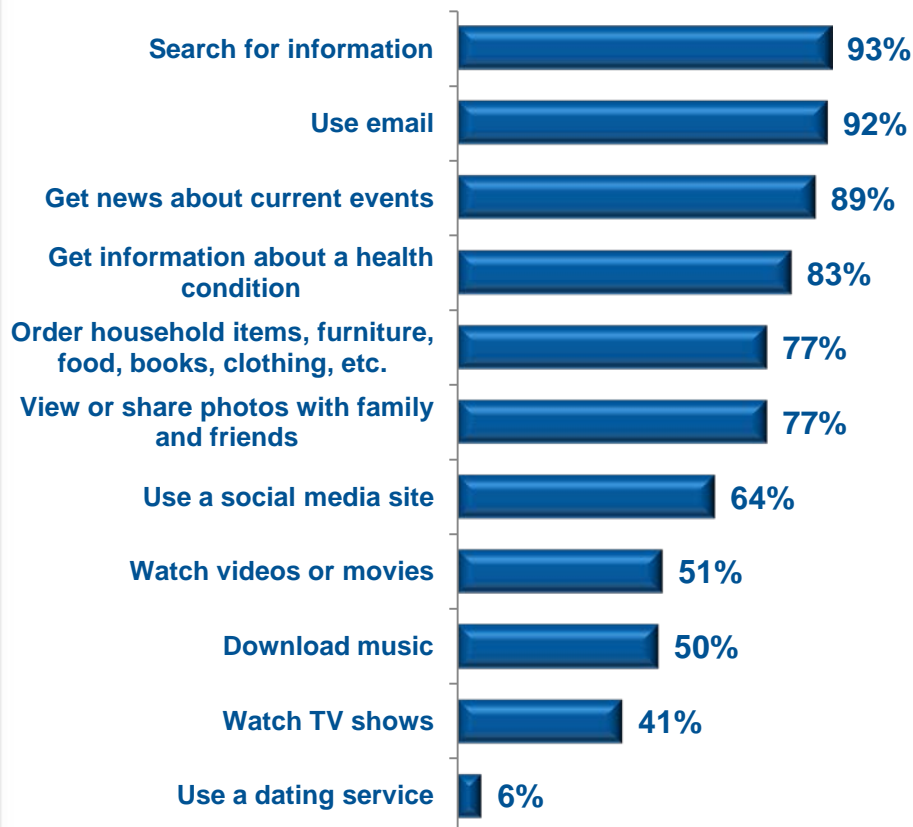
Most centenarians do not have Internet access at home; almost all boomers do



Boomers (A)

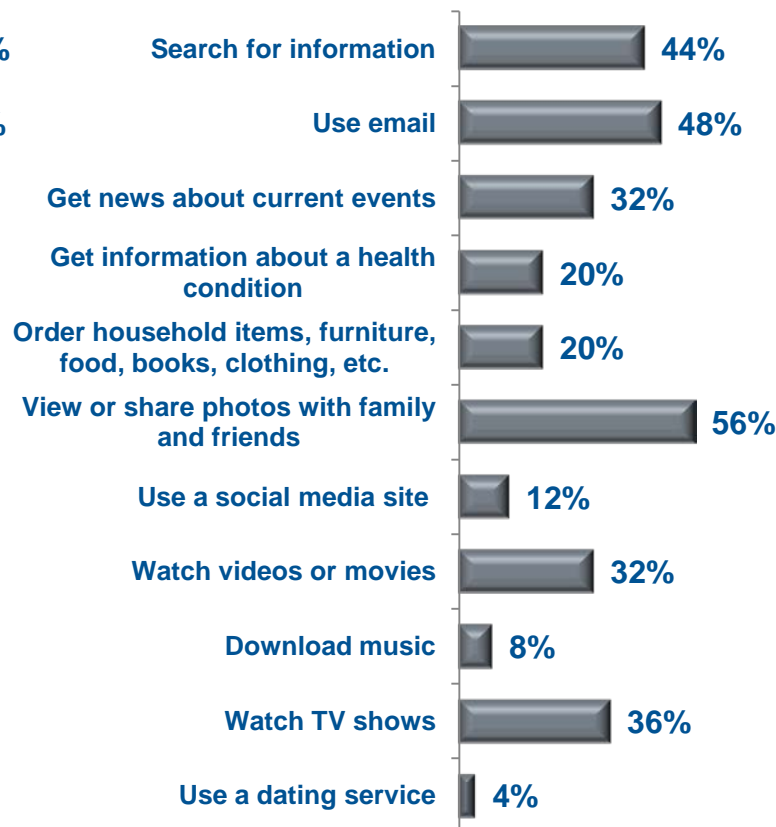
Have Internet access

90%^B



Centenarians (B)

25%



Q.14 Do you have access to the Internet at home or somewhere else?

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

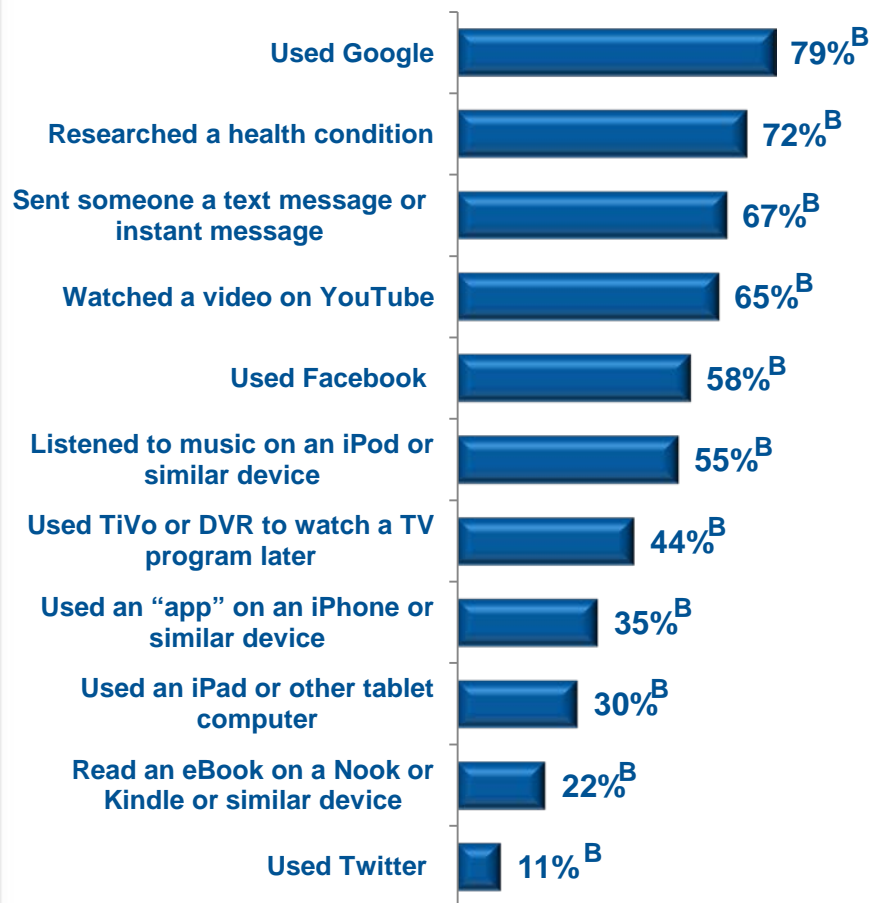
Q.15 Please tell me for which of the following activities you have ever used the Internet?

Base: Have Internet access - Boomers (n=277); Centenarians (n=25)* * Small Base

Boomers are much more likely than centenarians to have used “newer” digital technologies, but some centenarians are plugged in



Boomers (A)



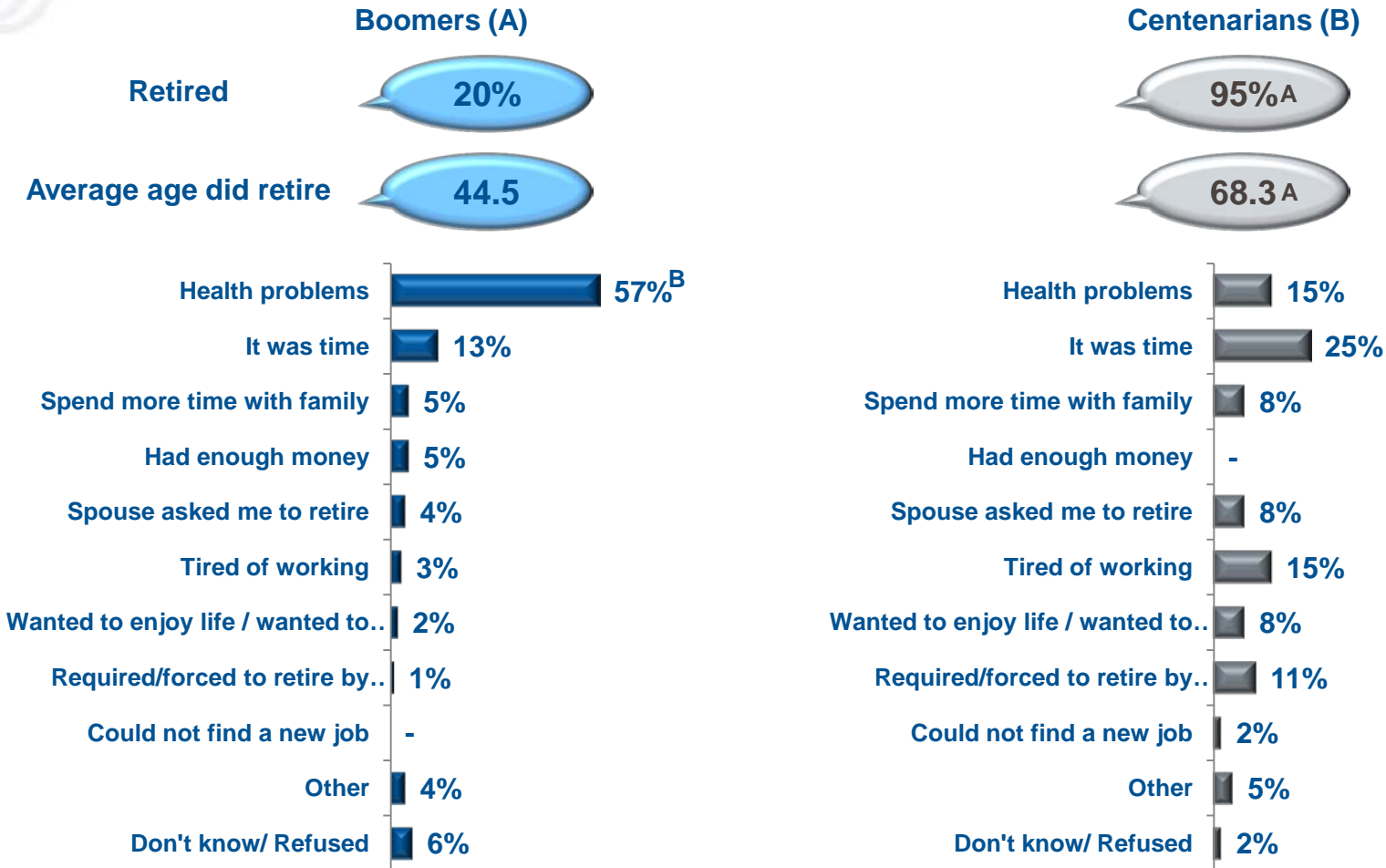
Centenarians (B)



Q.16 Have you ever done any of the following activities, either on your own or with someone else...

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

Health problems are responsible for most boomers' retirement, while most centenarians just felt "it was time"



Q.17 Are you retired?

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

Q.18 At what age did you retire?

Q.19 What was the main reason you retired?

Base: Total Respondent - Boomers (n=48); Centenarians (n=95)

“Wanting to enjoy life/want to travel” is top reason boomers plan to retire; many plan to retire around the same age that the typical centenarian did



Q.20 At what age do you plan to retire?

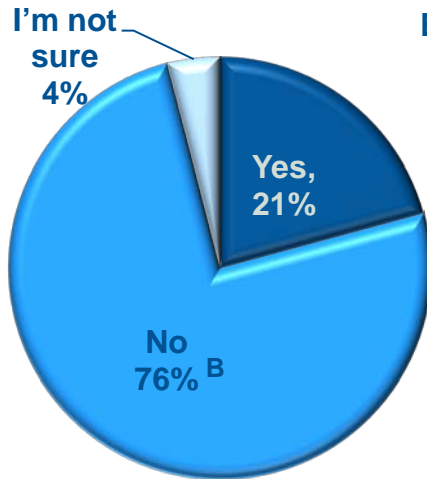
Q.21 What is the main reason you plan to retire when you do?

Base: Not Retired/Semi-retired - Boomers (n=241)

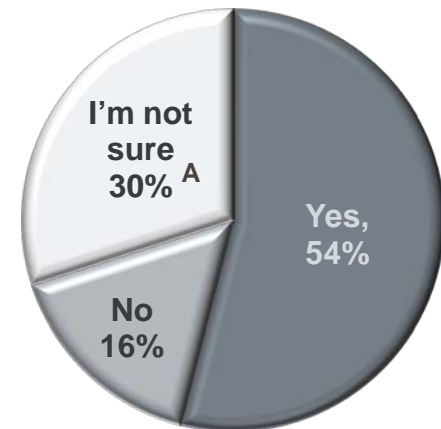
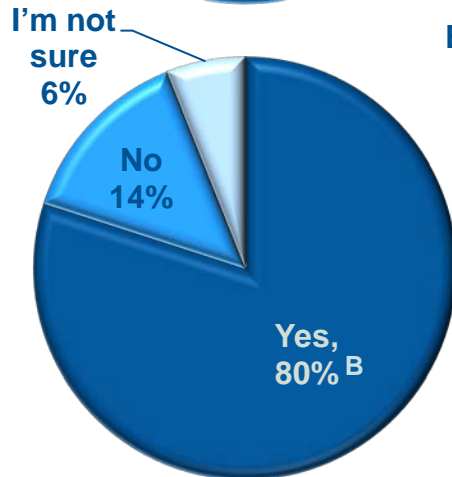
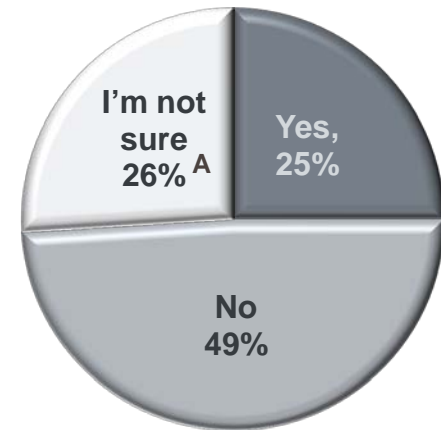
Both groups do not think the eligibility age for Medicare and Social Security should be raised, though the majority believes it will be



Boomers (A)



Centenarians (B)

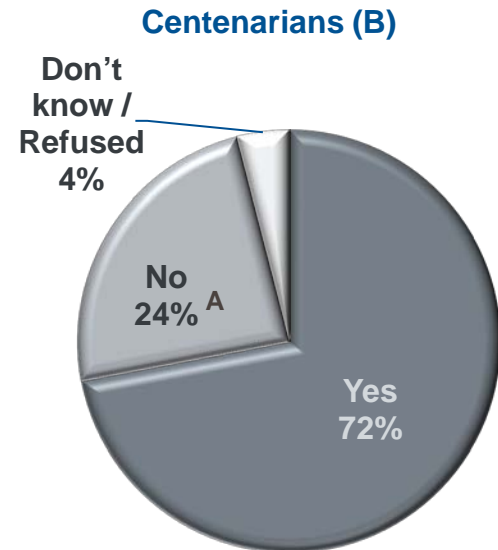
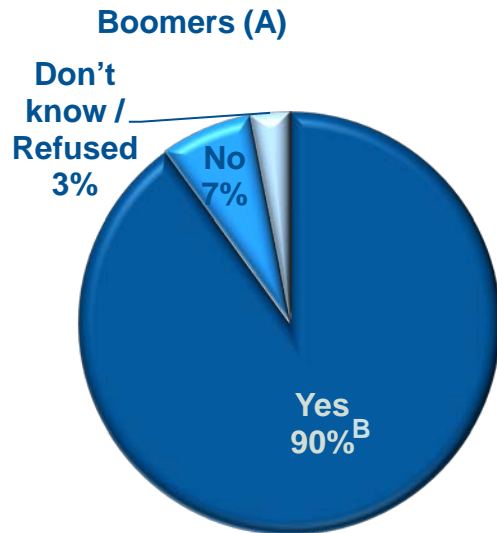
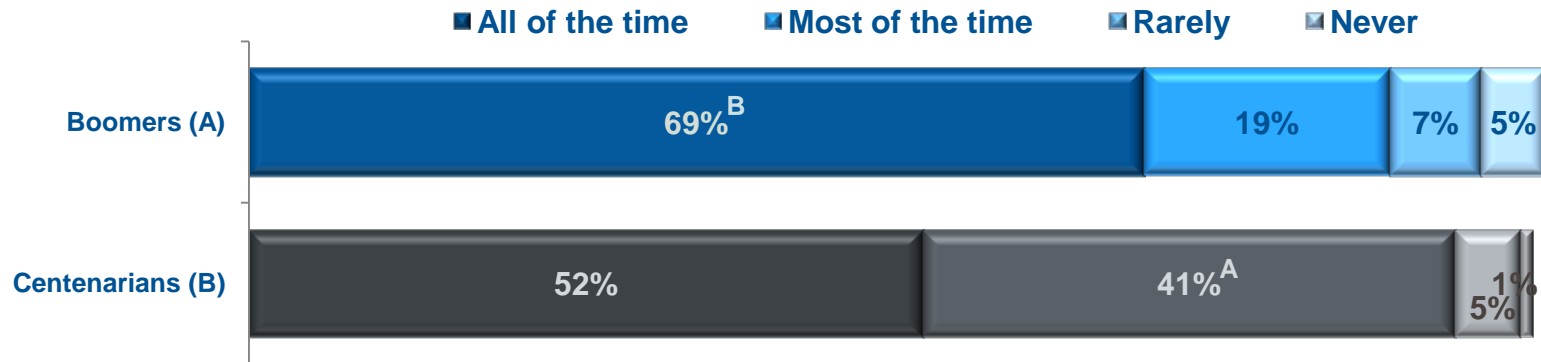


Q.22 Do you think the eligibility age for Medicare and Social Security should be raised in the near future?

Q.23 Do you think the eligibility age for Medicare and Social Security will be raised in the near future?

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

The 2012 presidential election will find large majorities of both boomers and centenarians turning out to vote



Q.24 How often have you voted in a national election? Would you say you have voted all of the time, most of the time, rarely, or never?

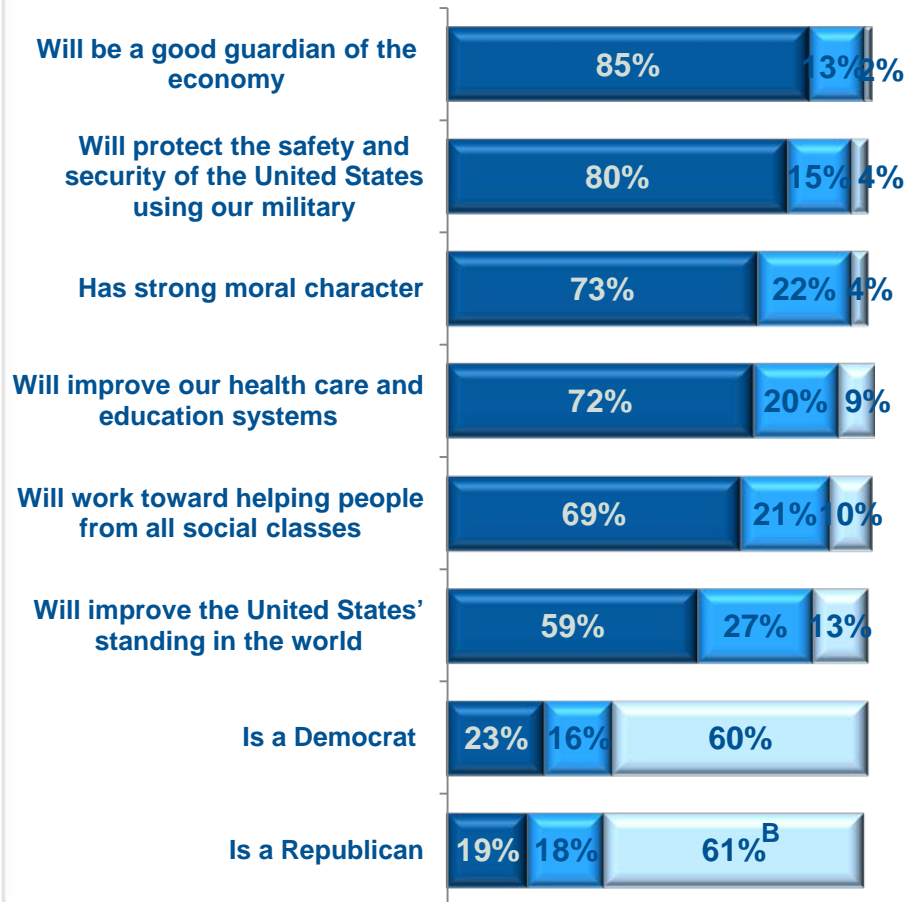
Q.25 Do you intend to vote in this year's national elections in November?

Base: Total Respondent - Boomers (n=300; Centenarians (n=100))

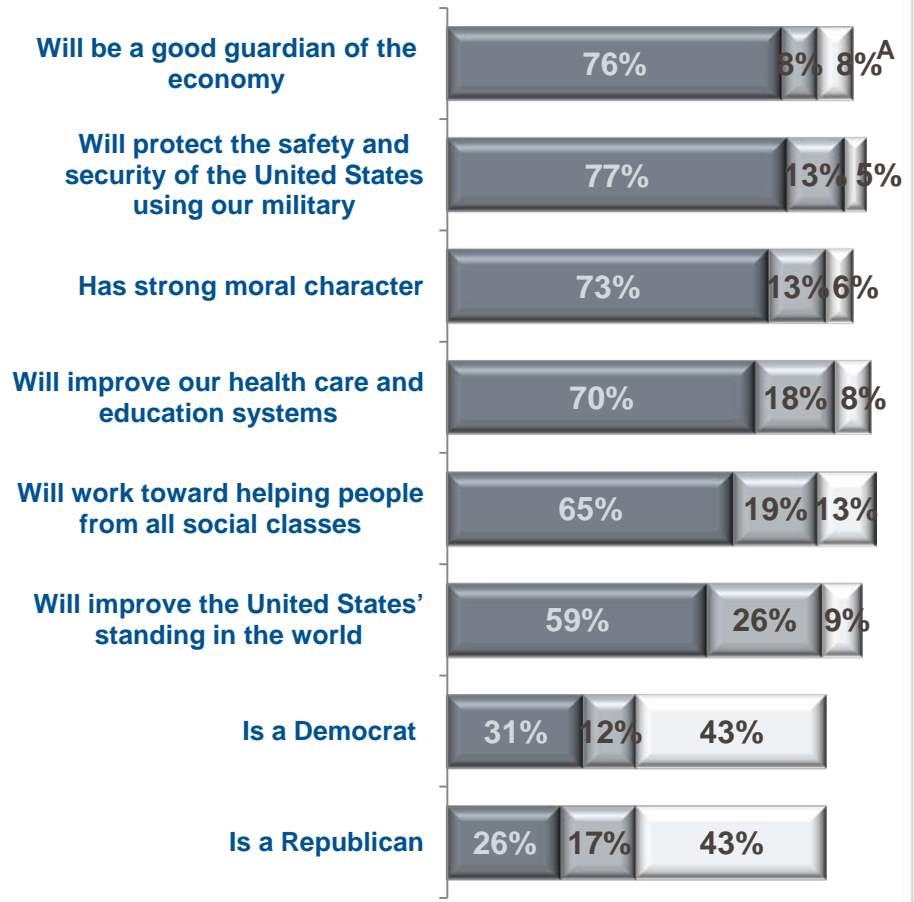
Top attributes that are important in a President – the economy and protecting the safety of the United States



Boomers (A)



Centenarians (B)

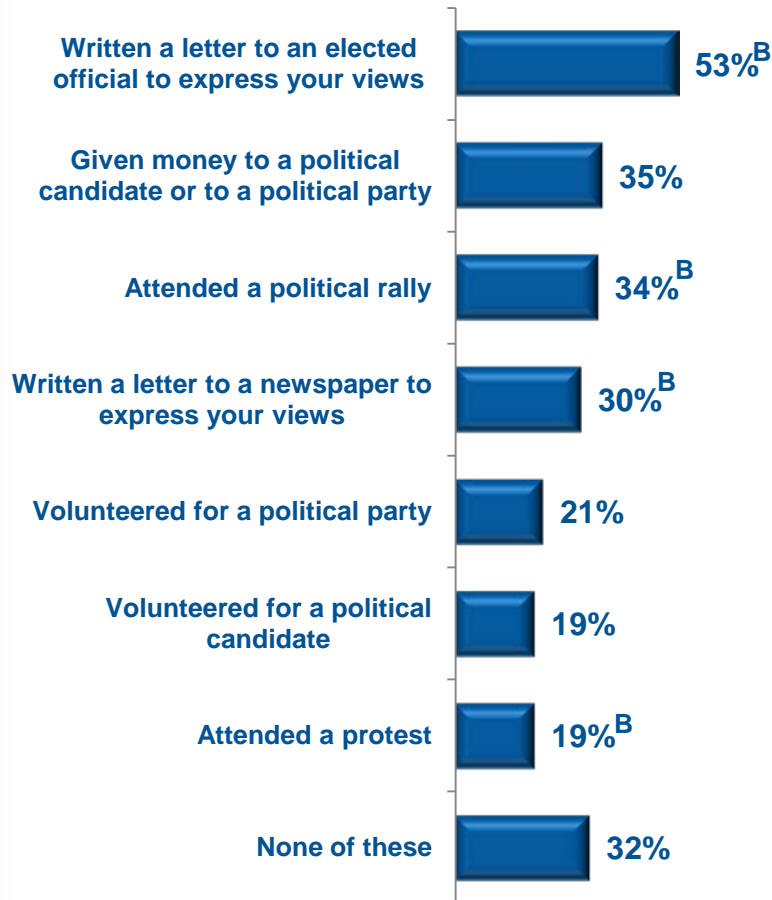


■ Very important ■ Somewhat important ■ Not too/not at all important ■ Very important ■ Somewhat important ■ Not too/not at all important

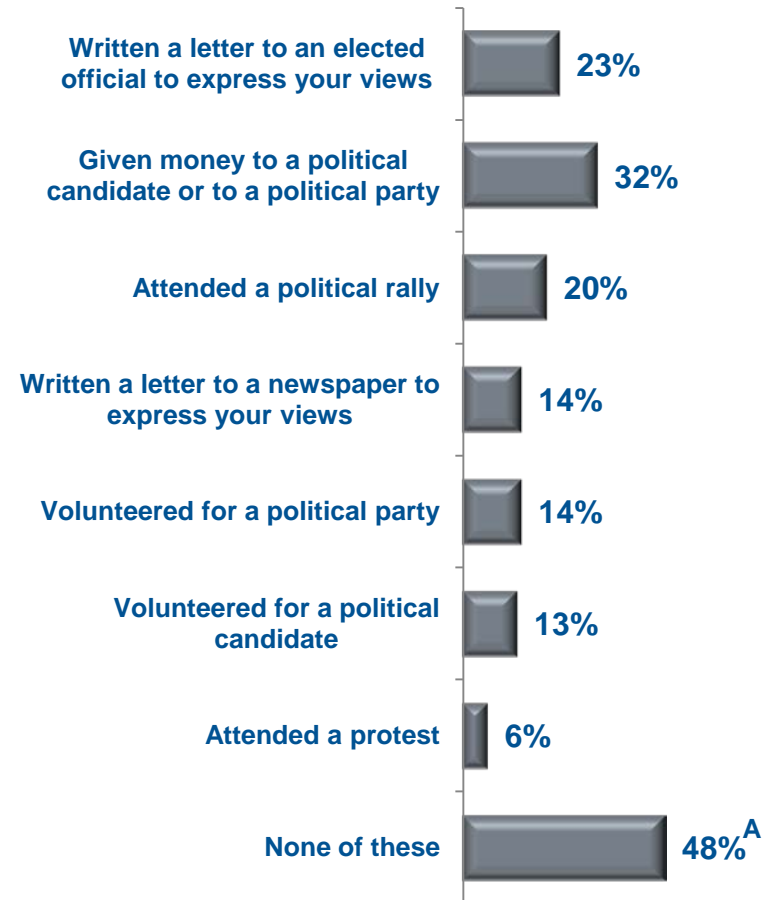
Q.26 How important to you are each of the following when deciding whom you will vote for as president of the United States? Let's start with "The candidate..."
Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

Boomers are more active politically than centenarians

Boomers (A)



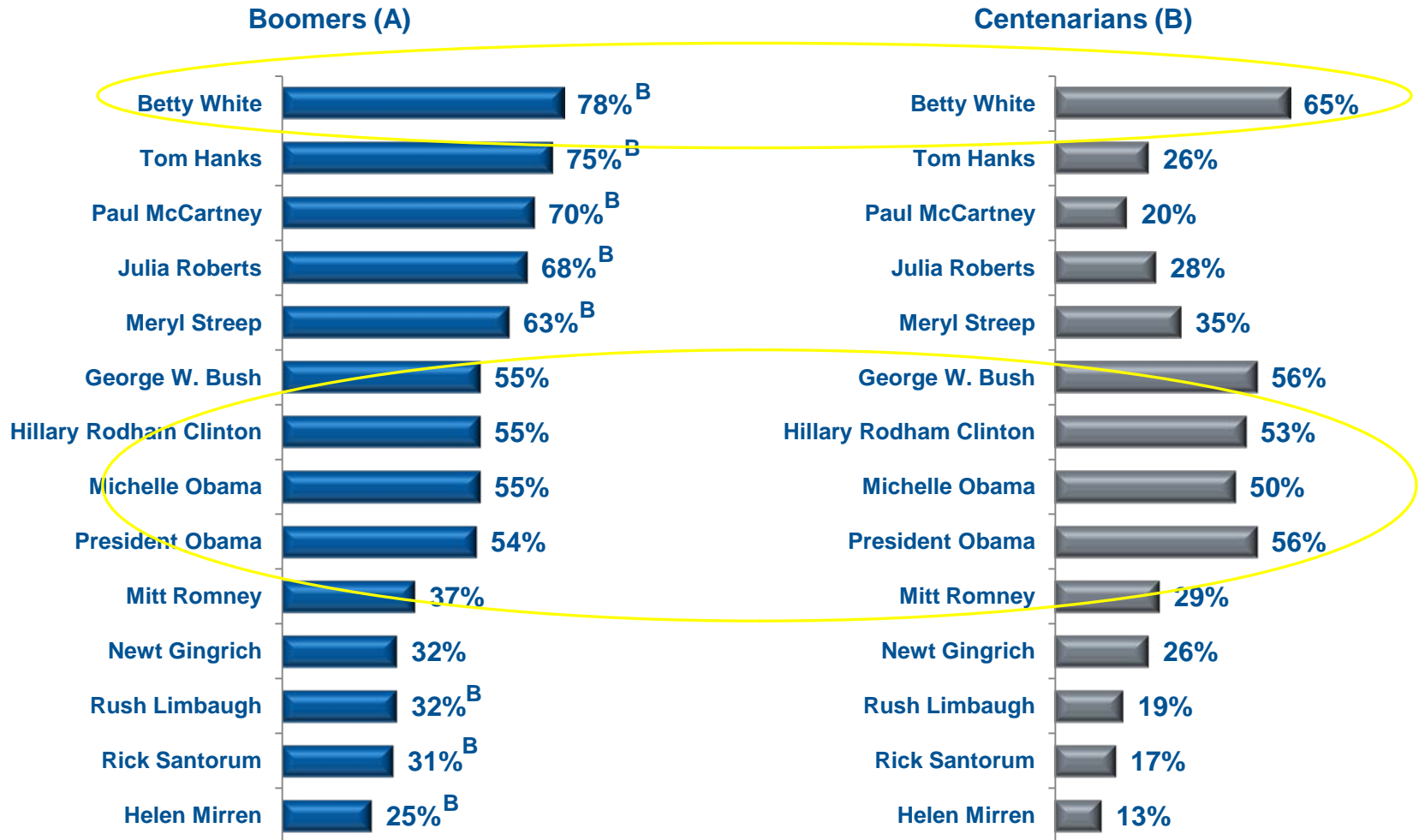
Centenarians (B)



Q.27 Which, if any, of the following have you done in your life?

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

Betty White tops the list as the preferred dinner guest for both boomers and centenarians



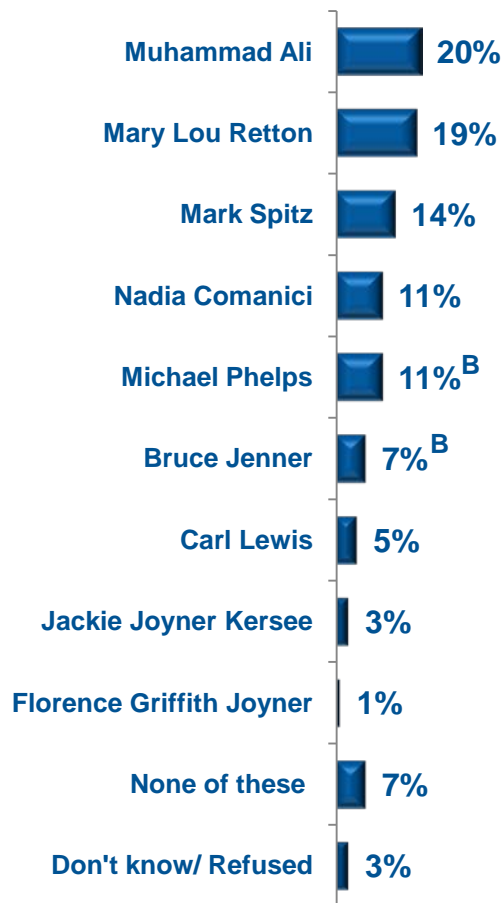
Q.28 Imagine you were having a family dinner and you could invite some of the following famous people to join. For each of the following people, please say whether you would invite him or her to a family dinner or not. If you don't know who this person is, please just say so.

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

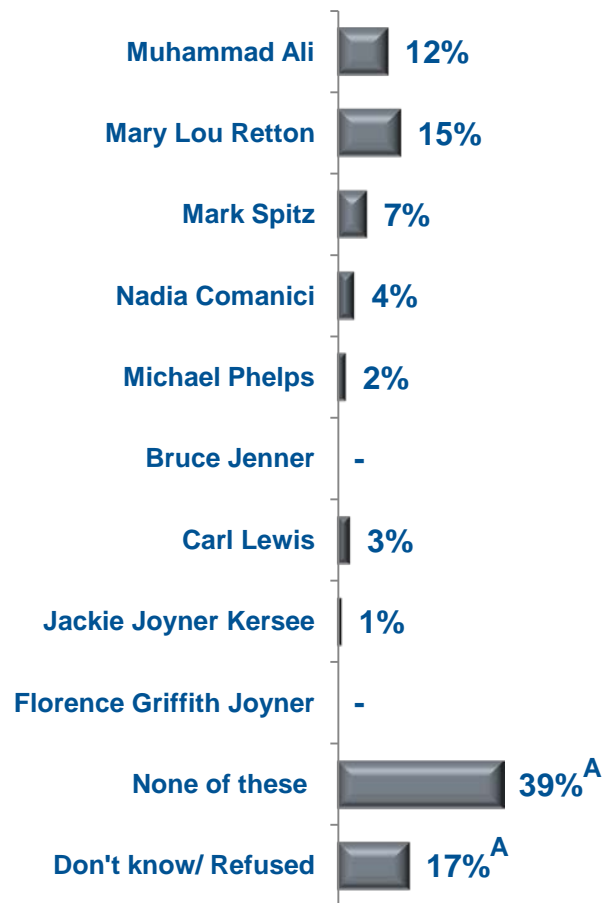
The favorite Olympians of all time for both groups are Muhammad Ali and Mary Lou Retton



Boomers (A)



Centenarians (B)

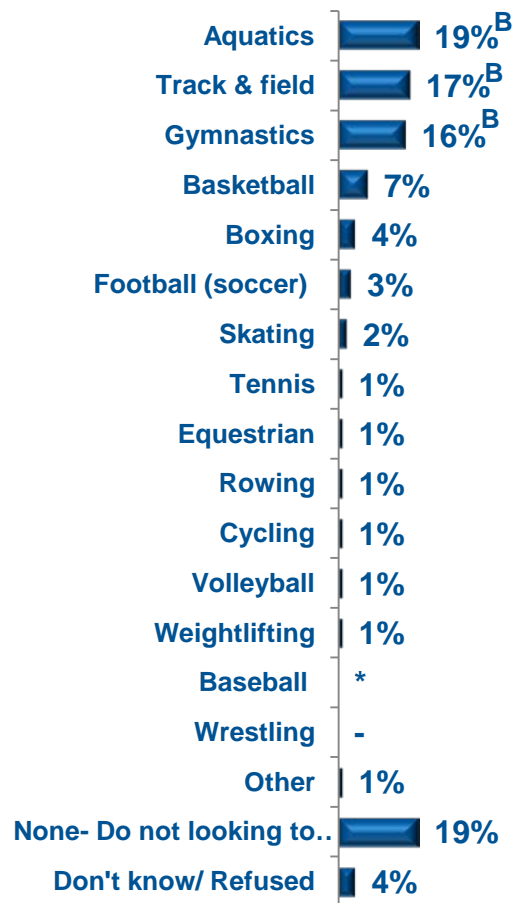


Q.29 Now, in anticipation of the Olympics in London beginning in late June, which one of the following summer Olympic athletes would you say is your favorite of all time?
Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

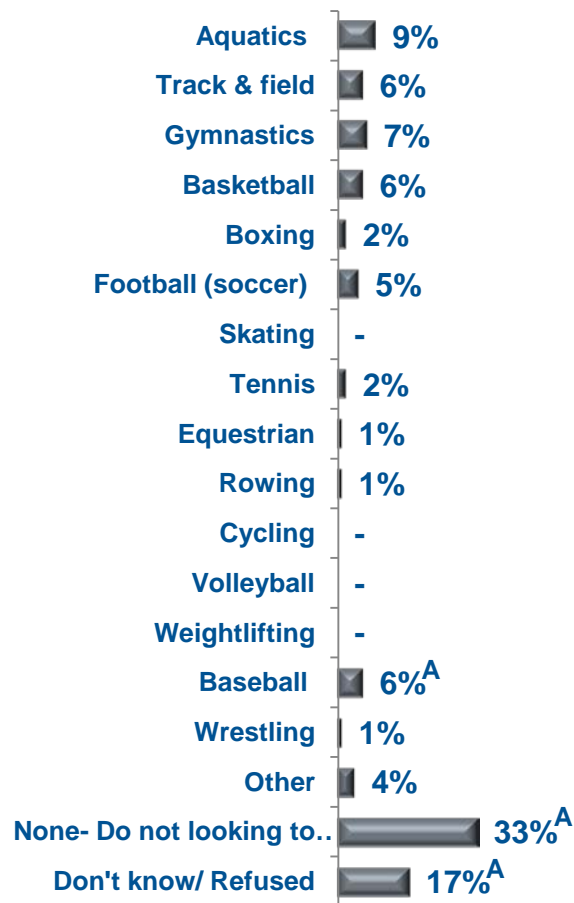
Neither group plans to be glued to their TV sets to watch the summer Olympics



Boomers (A)



Centenarians (B)



Q.30 Which sport do you most look forward to watching during this summer's Olympics?

Base: Total Respondent - Boomers (n=300); Centenarians (n=100)

Demographics



	Boomers (A)	Centenarians (B)
Gender		
Male	47% ^B	26%
Female	53%	74% ^A
Age		
49	2%	-
50	12%	-
51	11%	-
52	21%	-
53	18%	-
54	19%	-
55	18%	-
99	-	49%
100	-	29%
101	-	13%
102	-	6%
103	-	2%
104	-	1%

	Boomers (A)	Centenarians (B)
Race		
Hispanic	7%	1%
Caucasian	80%	76%
African American	12%	5%
Asian	*	-
Others	4%	17% ^A
Education		
Some high school	3%	26%
High school graduate	32%	27%
Some college	17%	18%
Some trade or technical school	7%	5%
Graduated college with bachelor's or four year degree	19%	13%
Graduated from a trade/technical school	9% ^B	-
Completed graduate school or beyond	12%	5%
Don't know/Refused	*	6% ^A

Demographics



	Boomers (A)	Centenarians (B)
Marital status		
Married, living with partner	62% ^B	13%
Not married, living with partner	3%	-
In a relationship, but not living with partner	2%	-
Single, not living with a partner	19% ^B	4%
Divorced or separated	9% ^B	1%
Widowed	4%	76% ^A
Don't know/Refused	*	6% ^A

	Boomers (A)	Centenarians (B)
Census regions		
Northeast	20%	22%
Midwest	22%	27%
South	36%	35%
West	22%	14%