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# **Centenarians and Boomers Reflect on Life and Longevity**

Report on UnitedHealthcare's Eighth Annual 100@100 Survey



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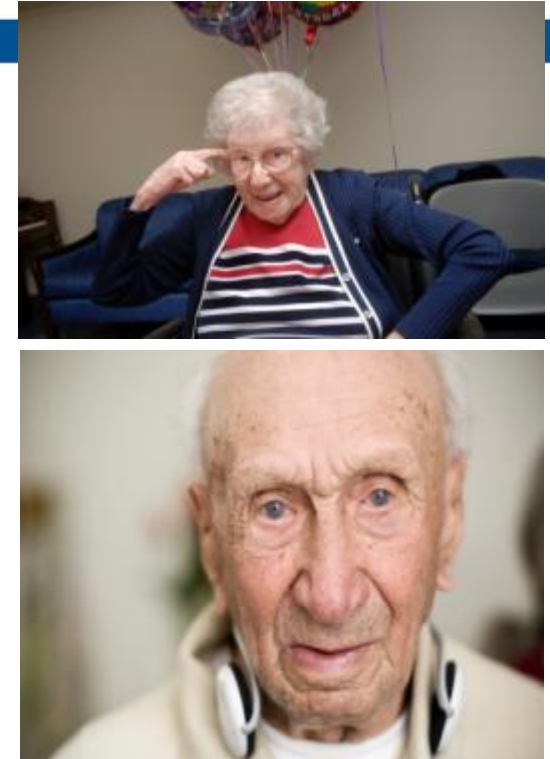
# Survey Background

# Background & Objectives

UnitedHealthcare's 100@100 survey provides a snapshot into the lives of centenarians. This year, in addition to 100 100-year-olds, we polled baby boomers ages 60-65 to examine how the attitudes and lifestyles of Americans entering their retirement years compare to those who have held the title of "senior citizen" for 35 years or more.

The U.S. Census Bureau estimates there are 53,000 centenarians nationwide today and projects the centenarian population will swell 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 their own century mark, the eighth annual 100@100 survey explores the secrets to aging success and what it will take for boomers to attain centenarian status, from those who know best.



# Research Firm & Methodology

## Research Firm

GfK 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.

## Methods

GfK Roper interviewed 100 centenarians (individuals turning 100 this year or older) and 300 boomers (ages 60-65) by telephone from Feb. 20 to March 12, 2013. Centenarians were interviewed using a list of pre-identified respondents in that age category. Boomers ages 60-65 were selected via a randomly dialed 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 60- to 65-year-olds was weighted to reflect their demographics in the U.S. population for this age range. The margin of sampling error for 60- to 65-year-olds 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 60- to 65-year-olds. The margin of sampling error is higher and varies for results based on sub-samples.



# Key Findings

# Body & Soul – Health and Spirituality

- Large majorities of both centenarians (87 percent) and 60- to 65-year-olds (92 percent) say they communicate with a friend or family member almost every day. Nearly 9 in 10 boomers (87 percent) admit to laughing or giggling almost daily, significantly more than centenarians (67 percent).
- Well over 8 in 10 (86 percent) centenarians say they eat nutritiously balanced meals almost daily, significantly more than the 77 percent of boomers who say the same.
- More than half of both groups say they pray, meditate or engage in some type of “spiritual” activity (56 percent of centenarians, 61 percent of 60- to 65-year-olds) or exercise almost daily (58 percent of centenarians, 72 percent of 60- to 65-year-olds).
- A full night’s sleep escapes many boomers. Just over half (54 percent) of 60- to 65-year-olds enjoy eight hours or more of sleep each night compared to two-thirds of centenarians.



# Body & Soul – Health and Spirituality (continued)

- Centenarians get out and about. More than 1 in 3 (37 percent) say they attend a social event almost every day. This compares to slightly more than a quarter (28 percent) of 60- to 65-year-olds who say the same.
- Asked which of the three—mental, physical or emotional health—is the most difficult to maintain as one ages, the greatest number of both 60- to 65-year-olds (53 percent) and centenarians (35 percent) chose physical health.
- Living to be 100 is not something most centenarians thought would happen (64 percent said they did not think they would live that long), and even fewer 60- to 65-year-olds think they will reach the century mark (21 percent).
- While both centenarians and baby boomers report eating a healthy diet (89 percent and 79 percent, respectively) and getting plenty of rest (84 percent and 73 percent) in their adult lives, 60- to 65-year-olds are somewhat more proactive than centenarians are when it comes to trying to minimize and manage stress (86 percent of boomers compared with 76 percent of centenarians).





# Relationships

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- Centenarians are more traditional than boomers regarding what they think is very important in a successful relationship.
  - When asked what they feel are the secrets to a lasting marriage or life partnership, two-thirds of centenarians say it is very important to maintain the traditional roles of husband and wife compared to half of 60- to 65-year-olds.
  - Four in 10 centenarians believe “sharing the same interests or hobbies” is very important (compared with 22 percent of boomers), while 3 in 10 say to have a successful relationship, you must share the same views on politics (31 percent of centenarians compared with 19 percent of boomers).



# Reflecting on Personal Life

- Centenarians are content with the life choices that helped them live 100 years. When asked if they would have done anything differently knowing they would live to be 100, half said they would do nothing differently. One in 10 said they would have taken better care of themselves and focused more on family and friends.
  - Baby boomers are less confident in their life choices so far. When asked what they would have done differently, 1 in 4 say, “save more money,” 18 percent say, “taken better care of [myself],” and 12 percent say they wish they would have taken more risks. Just 3 in 10 (29 percent) say they wouldn’t change anything.
- When centenarians were asked what they have enjoyed most about living to the age of 100, more than one-third (37 percent) said, “more time with my children and grandchildren.”
  - One in 4 said more time to travel (26 percent), and 22 percent said more time to relax and do things that they enjoy.



# Reflecting on Personal Life (continued)

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- According to the Centers for Disease Control and Prevention, the average American today lives to be about 80. In view of the “additional years” centenarians have lived, the most senior seniors were asked what could have made these extra years of their lives even better. One in 3 (33 percent) said, “more time with my spouse or other loved ones.” This response tied with, “nothing, it’s as good as I could have hoped for.”
- Centenarians most fondly recall the time in their life when they transitioned to adulthood (45 percent). No other response came close.
  - One in 10 (12 percent) say, “these current years or approaching your 100<sup>th</sup> birthday.”
  - The same amount (11 percent) most fondly recall the time when they “became a senior citizen/reached retirement age.”



# Technology

- Only 18 percent of centenarians have Internet access at home or somewhere else compared to 82 percent of 60- to 65-year-olds. In fact, three-fourths (74 percent) of centenarians do not use any technological devices, such as computers, tablets, smartphones, e-readers, iPods or game consoles. This compares to only 17 percent of baby boomers who say they don't use any of these devices.
- Centenarians with Internet access have used email (83 percent), viewed and shared photos (72 percent), and searched for information (67 percent). Many have also used the Internet to get news on current events, learn more about a health condition (61 percent each), watch TV shows (39 percent) and shop (33 percent).
  - *It should be noted that only 18 centenarians surveyed use the Internet. These results should be used with caution.*



# Technology (continued)

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- Significantly more baby boomers report being active online. They have searched for information (94 percent), emailed (89 percent), gotten news about current events (81 percent), sought health information (84 percent), shopped (79 percent), and viewed or shared photos (70 percent).
- More than half of 60- to 65-year-olds use social media (56 percent) compared to 39 percent of centenarians.
- Despite using very little technology, centenarians are as likely as 60- to 65-year-olds to believe that “the latest communications devices improve relationships by making it easier to stay connected even when someone lives far away from you” (47 percent and 51 percent, respectively).



# Support Systems

- Centenarians and 60- to 65-year-olds have similar support systems, but to different degrees.
  - When asked which groups of people have given them the greatest support over the years, both list relatives first (87 percent of centenarians and 82 percent of 60- to 65-year-olds).
  - Centenarians, however, are equally as likely to say that friends (57 percent) and an organization such as a church, club or group (55 percent) have affected their life, whereas boomers say friends have provided much more support (70 percent) than an organization (47 percent).
  - Work colleagues, both current and former, have had a bigger impact on those aged 60- to 65-years-old than on centenarians (37 percent compared with 14 percent).



# The United States, Then and Now

- The 60- to 65-year-olds appear to be a little discouraged with the United States these days. Well over 4 in 10 (45 percent) feel the U.S. has seen its best days and is on a decline. Centenarians, on the other hand, are equally as likely to describe the U.S. as “on a decline” (32 percent) as they are to describe it as “holding steady in prominence and reputation” (31 percent). A nearly identical proportion of boomers also sees the U.S. as “holding steady” (32 percent).
  - Optimism runs lower for both groups—only 1 in 5 says the U.S. is “continuing to improve and the best days are yet to come.”
- Is a lack of respect in society contributing to the more neutral or negative view of the U.S.? Perhaps. Well over 8 in 10 (84 percent) boomers agree that “society is deteriorating in terms of how we treat one another.” Four in 10 “strongly” agree with the statement. Centenarians are significantly less likely to agree (61 percent).



# The United States, Then and Now (continued)

- What traits are the “youth of today” lacking? From a list of 13 options, boomers and centenarians were aligned in their top two choices: “courtesy” and “respect for elders.”
  - While 60- to 65-year-olds are almost equally split on these options (33 percent chose “courtesy” and 35 percent chose “respect for elders”), centenarians overwhelmingly chose “respect for elders” (44 percent). One in 4 (27 percent) centenarians selected “courtesy.”
- When it comes to society at large, centenarians and 60- to 65-year-olds agree on the top three problems facing the country today:
  - Divided government – 18 percent of centenarians, 25 percent of boomers
  - Federal budget deficit – 16 percent of centenarians, 18 percent of boomers
  - Struggling economy/unemployment – 15 percent of centenarians, 22 percent of boomers





# The United States, Then and Now (continued)

- The assassination of President Kennedy in 1963, when the 60- to 65-year-olds were between the ages of 10 and 15, is the event just less than half (47 percent) remember most vividly from a list of 13 events in U.S. history. Only one in four centenarians say the same about President Kennedy's assassination.
  - An equal number (27 percent) of centenarians say Pearl Harbor is the event they remember most vividly. Centenarians would have been around 40 years old at the time.
  - September 11, 2001, ranked second among 60- to 65-year-olds with 3 in 10 (28 percent) choosing it as their most vivid memory, twice as many as centenarians (12 percent).



# Hosting Famous People for a Family Dinner

- Given the opportunity to invite a list of 18 famous people to a family dinner—or not to invite them—centenarians and 60- to 65-year-olds are more closely aligned on their guest list for political figures than they are for actors and musicians.
- Majorities from both age groups would dine with current President Obama (53 percent of centenarians, 59 of boomers), former Secretary of State Hillary Rodham Clinton (52 percent of centenarians, 62 percent of boomers) and First Lady Michelle Obama (51 percent of centenarians, 60 percent of boomers).
- Celebrities are much more popular with 60- to 65-year-olds: Denzel Washington (72 percent of boomers, 27 percent of centenarians), Steven Spielberg (66 percent of boomers, 25 percent of centenarians), Paul McCartney (59 percent of boomers, 24 percent of centenarians), and Meryl Streep (65 percent of boomers, 35 percent of centenarians) are all chosen by majorities of the boomers.
  - Younger stars, including Justin Bieber (13 percent of boomers, 9 percent of centenarians), Kim Kardashian (6 percent of boomers, 3 percent of centenarians) and Beyoncé Knowles (20 percent of boomers, 4 percent of centenarians) should not wait around for their invitations to dinner to arrive.



# Hosting Famous People for a Family Dinner (continued)

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- Betty White is the most popular choice for both groups. Six in 10 centenarians and 75 percent of baby boomers would extend an invitation to White. This is the fourth year in a row she has been the top choice among centenarians.
- Turning to “royalty,” centenarians are much less likely to invite Kate Middleton, the Duchess of Cambridge, to dinner than baby boomers (29 percent of centenarians compared with 51 percent of 60- to 65-year-olds).
  - Oprah, the “queen” of daytime TV, would be welcome in about half of both groups’ homes (52 percent of centenarians, 57 percent of 60- to 65-year-olds).



# Pop Culture

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- Few centenarians have heard of *The Hunger Games* (11 percent compared to 71 percent of 60- to 65-year-olds) or the book *Fifty Shades of Grey* (16 percent compared to 70 percent).
- Three in four (76 percent) centenarians do not know what “Gangnam Style” is, compared to 41 percent of boomers who say the same.

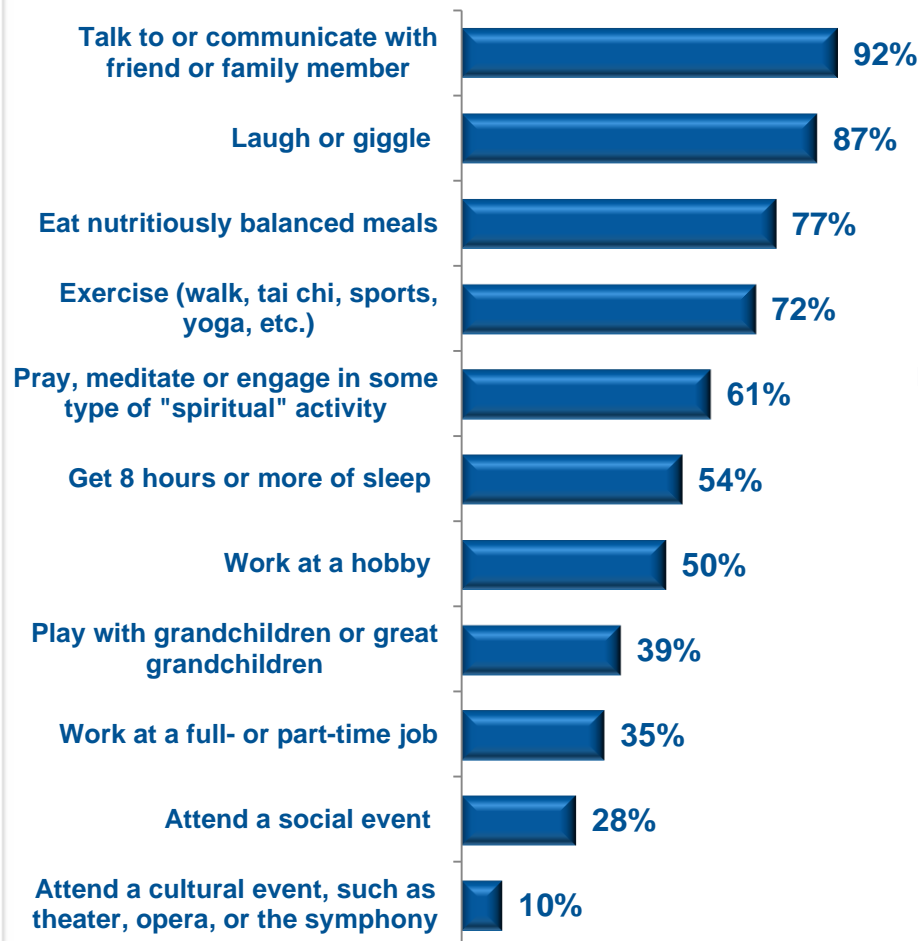


# Detailed Findings

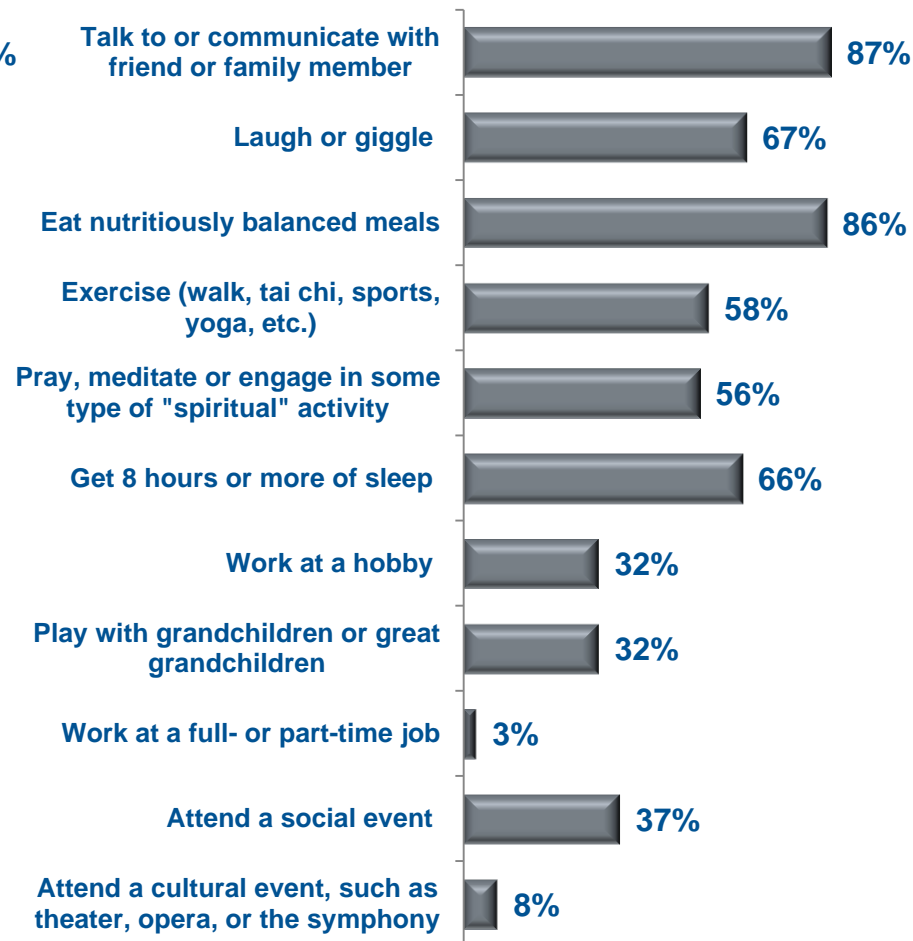
**Centenarians report eating more nutritiously and getting more sleep than 60- to 65-year-olds. Similar numbers of both groups communicate with family and friends each day.**



### 60- to 65-year olds



### Centenarians



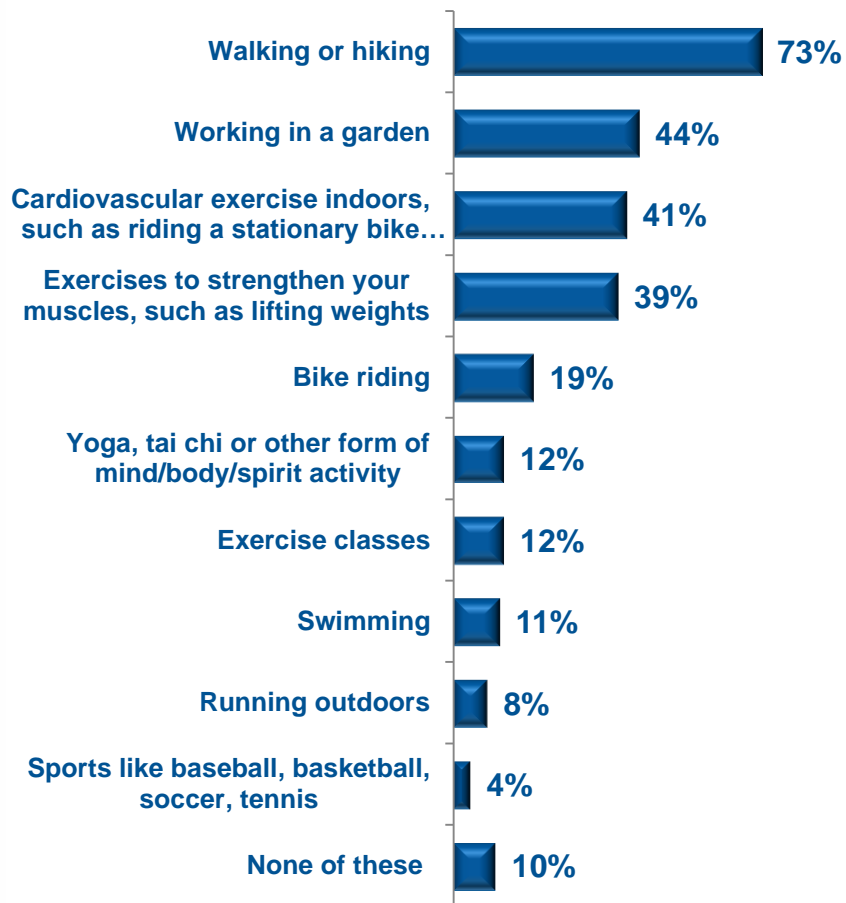
Q.1 Which of the following, if any, do you do almost EVERY day?

Base: Total Respondent – 60-65 years olds (n=302); Centenarians (n=101)

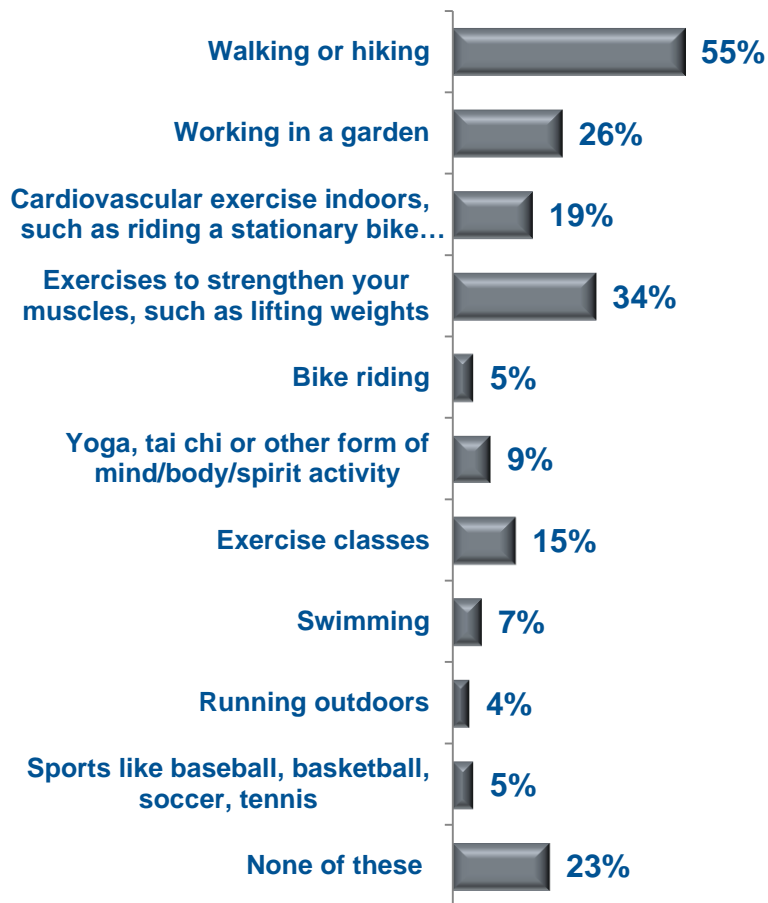
Despite the difference in their ages, centenarians and 60- to 65-year-olds participate in similar physical activities.



### 60- to 65-year-olds



### Centenarians

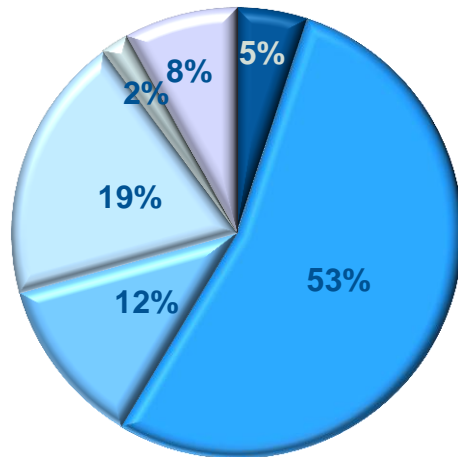


Q.2 People have different ideas on what makes a person healthy and able to live a long life. Which of the following physical activities, if any, do you do regularly?  
Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

A majority of 60- to 65-year-olds and a plurality of centenarians find physical health the most difficult part of aging.

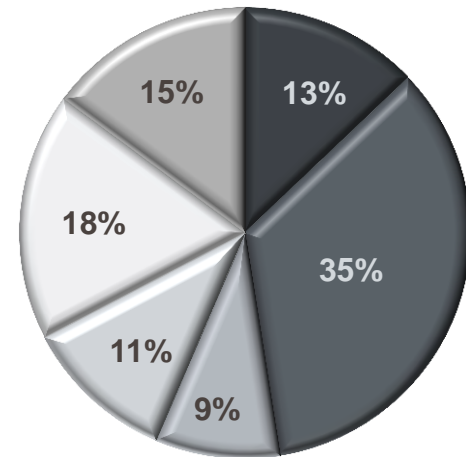


60- to 65-year-olds



Most Difficult

Centenarians



- Mental health
- Physical health
- Emotional/Spiritual health
- Social connections
- Independence
- Don't know

Q.4. Which one of the following has been the most difficult to maintain as you age? Is it your...

Base: Total Respondent – 60-65 year olds (n=302); Centenarians (n=101)



The healthy lifestyle centenarians report carries over to their children, with half saying their children share their health habits. Only 1 in 3 boomers say the same.



### 60- to 65-year-olds

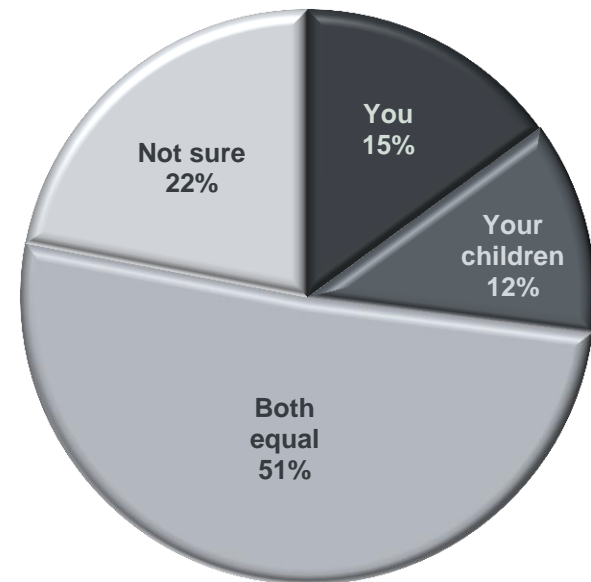
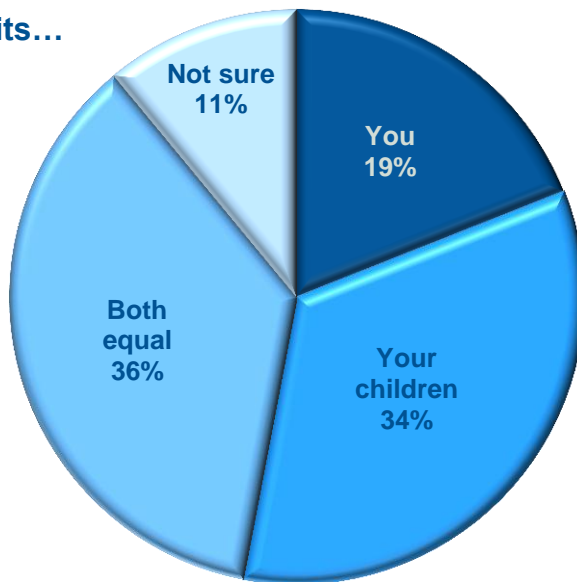
### Centenarians

Have Children

84%

88%

Has better health habits...



Q.6 Do you have children?

Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

Q.7 Who has better health habits?

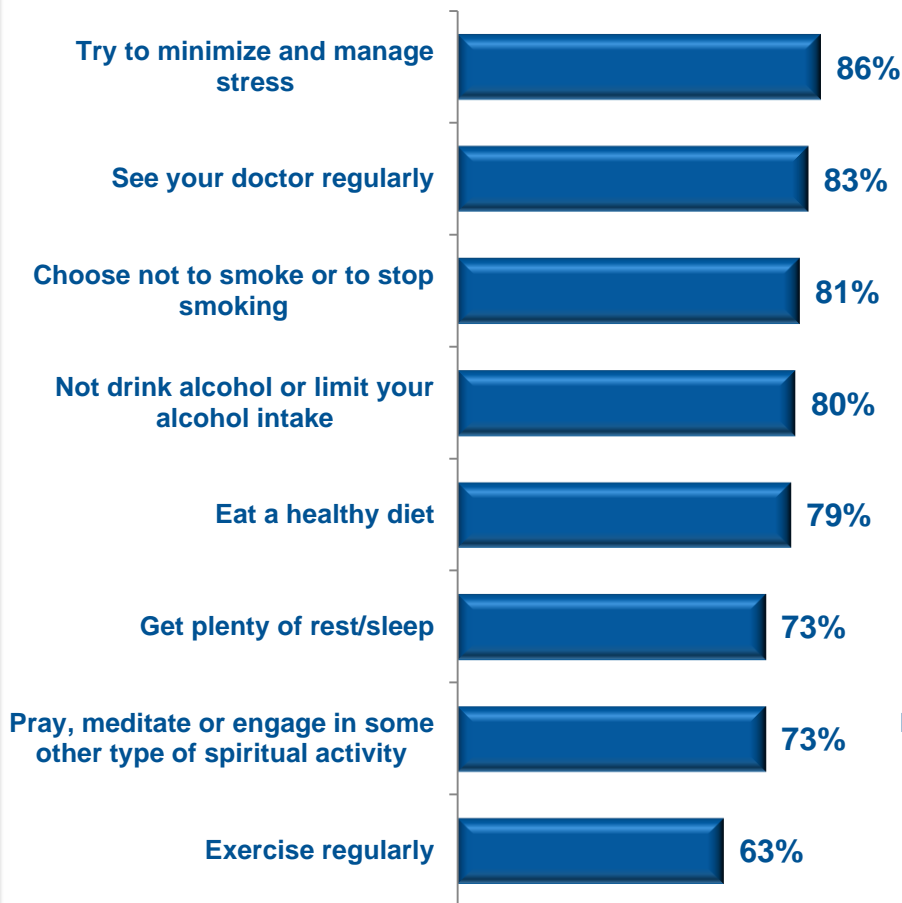
Base: Has children - 60 to 65 year olds (n=251); Centenarians (n=89)

**Both centenarians and boomers recognize the importance of healthy habits in adulthood. Centenarians place more importance on diet and sleep than boomers, who emphasize regular doctor visits and stress management.**

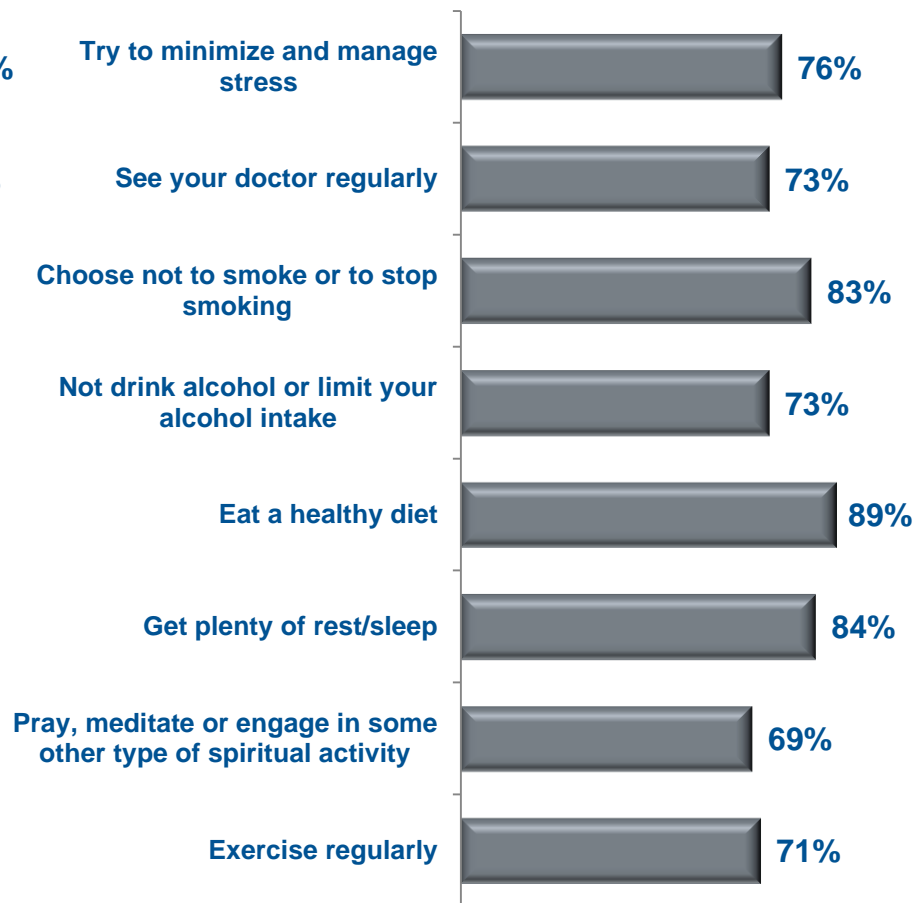


### 60- to 65-year-olds

% Yes



### Centenarians



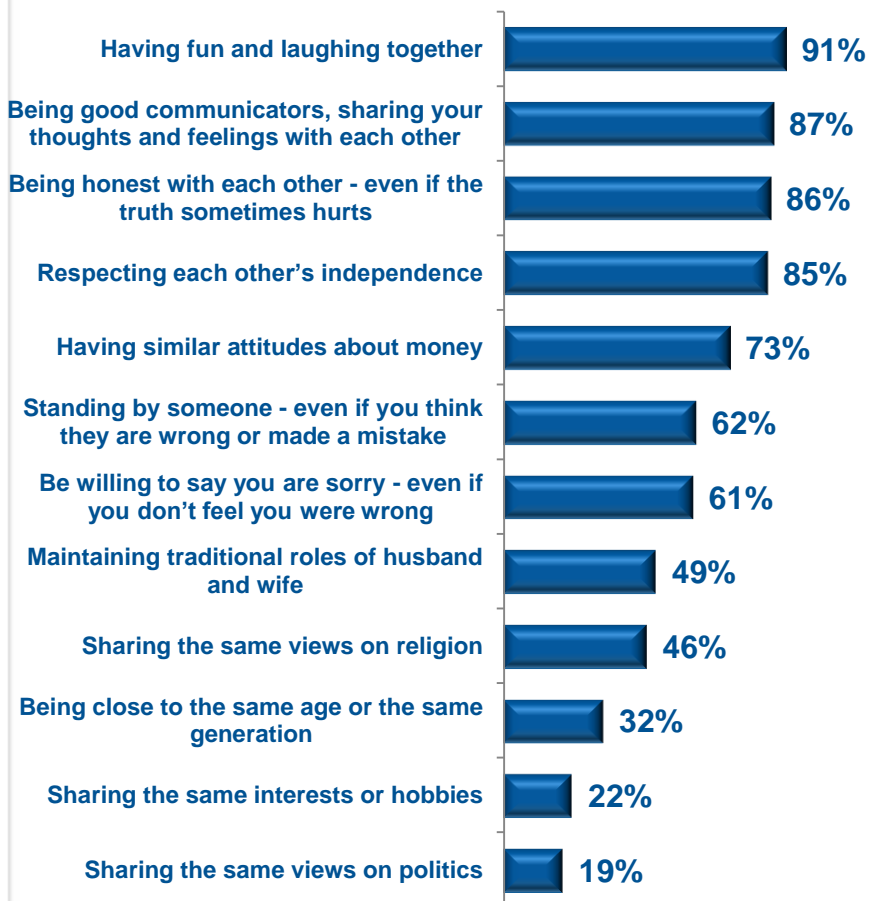
Q.8 Which of the following behaviors would describe the way you have lived your life as an adult?  
Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

**Centenarians are a bit “old-fashioned” when it comes to what they think is very important in a successful relationship: Maintaining traditional roles and sharing the same interests and views on politics.**

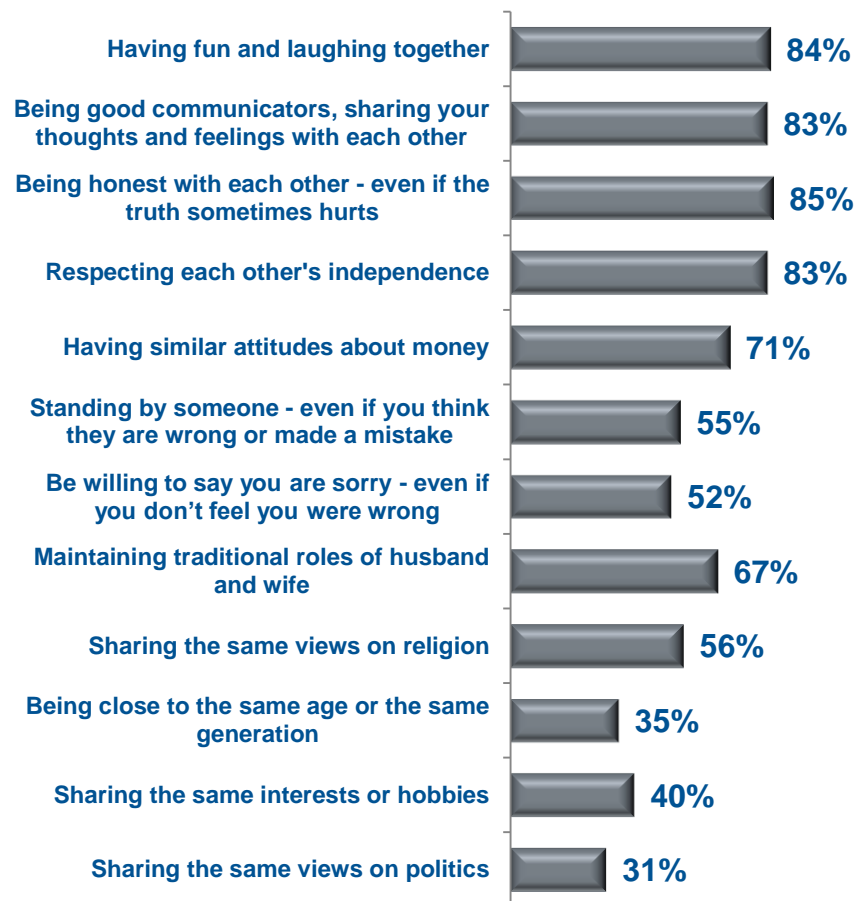


### 60- to 65-year-olds

% Very important

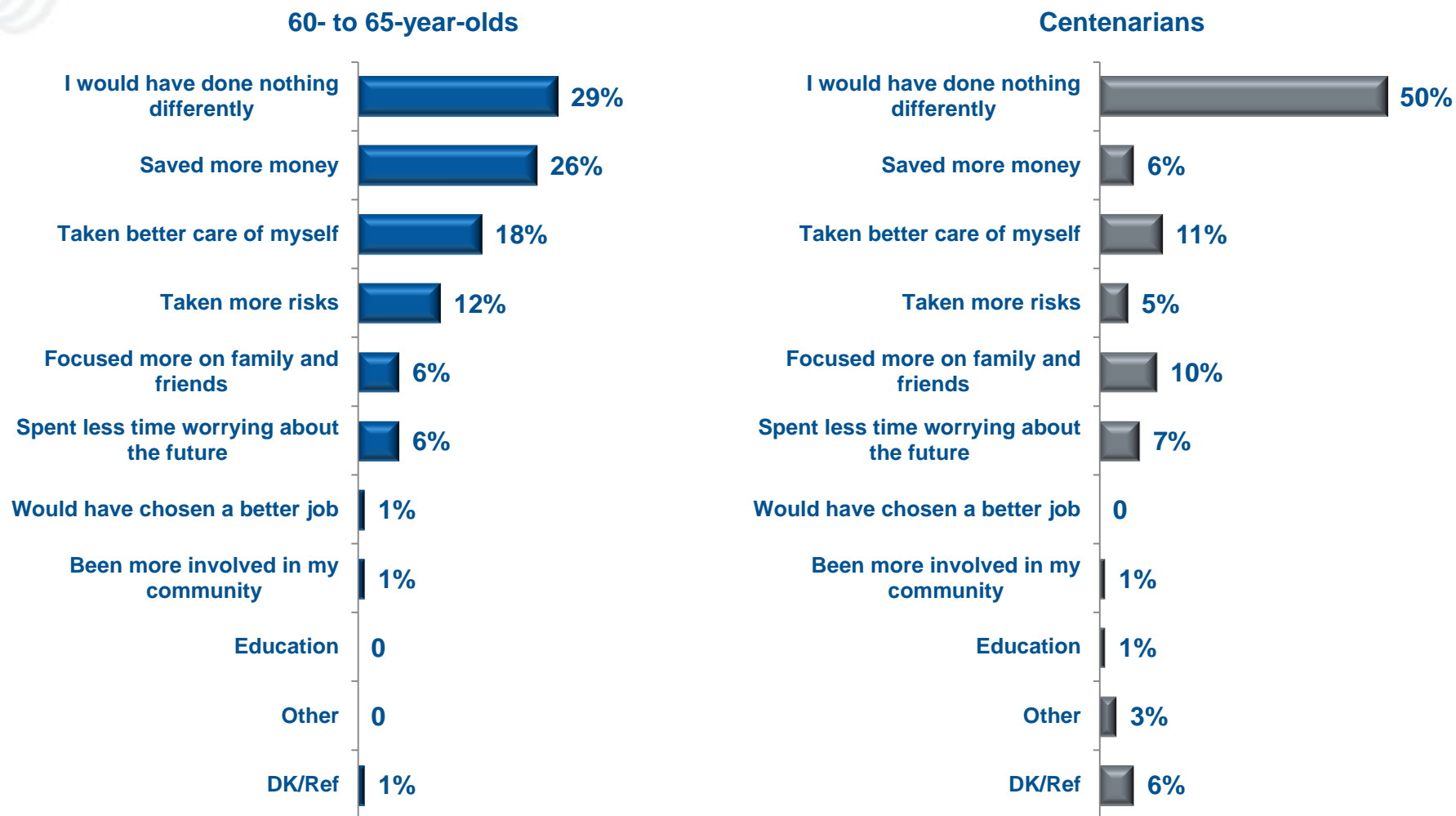


### Centenarians



Q.9 Based on what you have learned about successful relationships, what do you think are the secrets to a lasting marriage or life partnership?  
Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

Whether looking back at their 100 years or looking toward retirement, half of centenarians and almost 1 in 3 boomers would not change anything about their lives if given the opportunity.



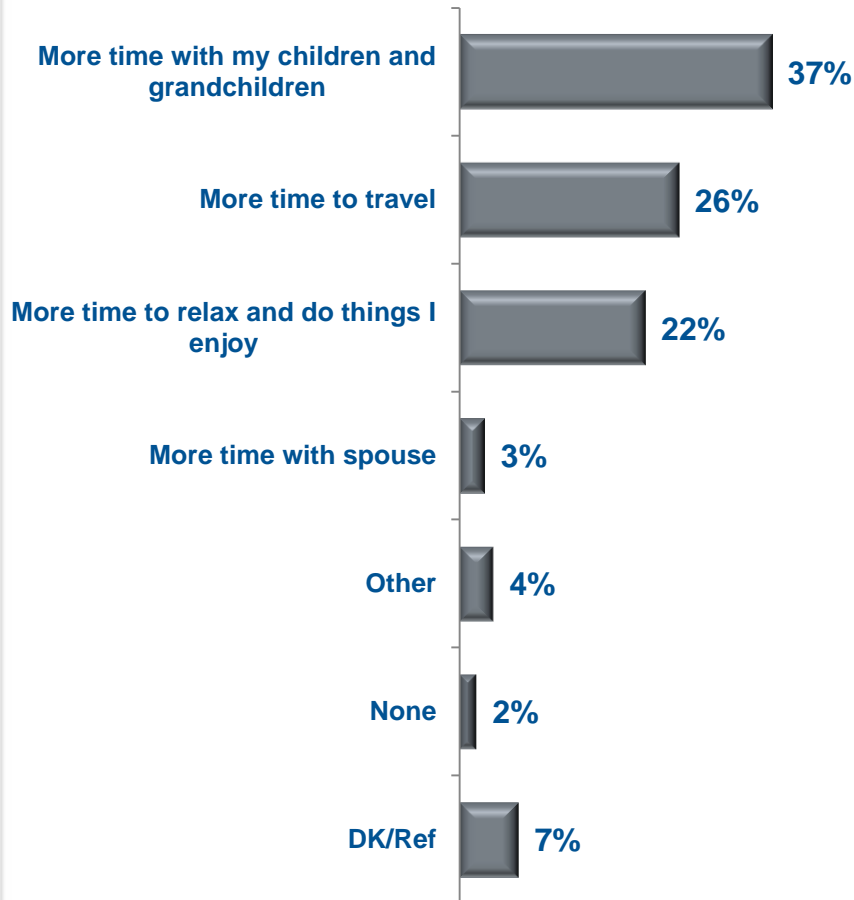
Q.10 If you had known you were going to live to be 100 years old, which one of the following would you have done? As you approach the traditional retirement age of 65, looking back, which one of the following would you have done differently?  
 Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

**Spending more time with family and loved ones tops the lists of what has made living to 100 most enjoyable and what could have made it even better.**

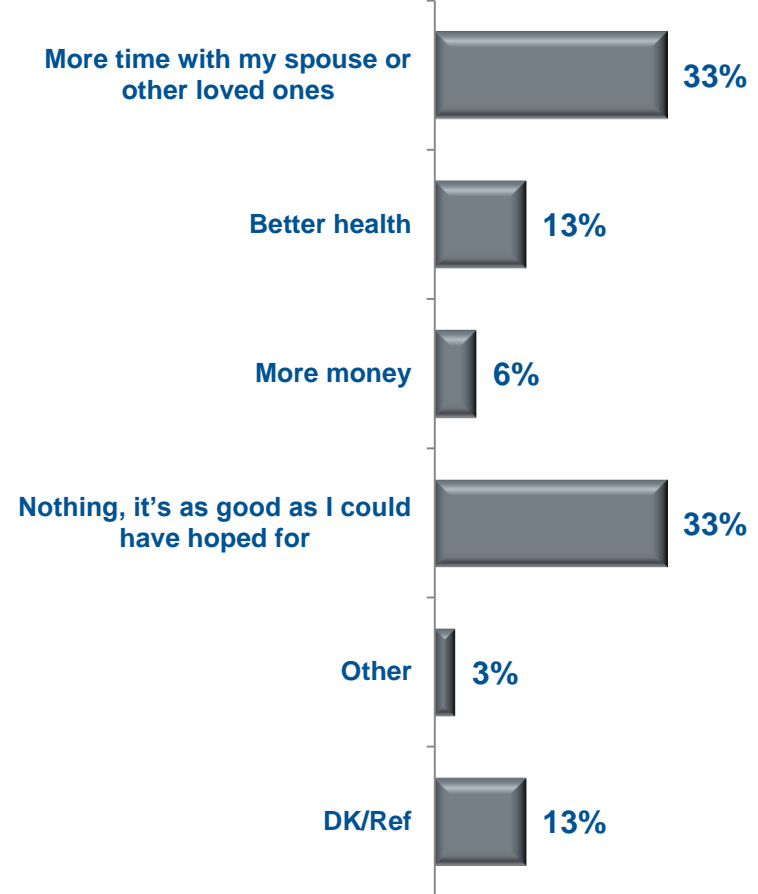


**Centenarians**

**Enjoyed most about living to 100**



**Could have made added years better**



Q.11 The average life expectancy for people born in 1900 was 47 years of age. Today, Americans can expect to live, on average, until they're 80. Having lived longer than most people of your generation, which of the following have you enjoyed most about these additional years of life?

Q.12 What could have made these added years to your life even better?

Base: Total Respondent - Centenarians (n=101)

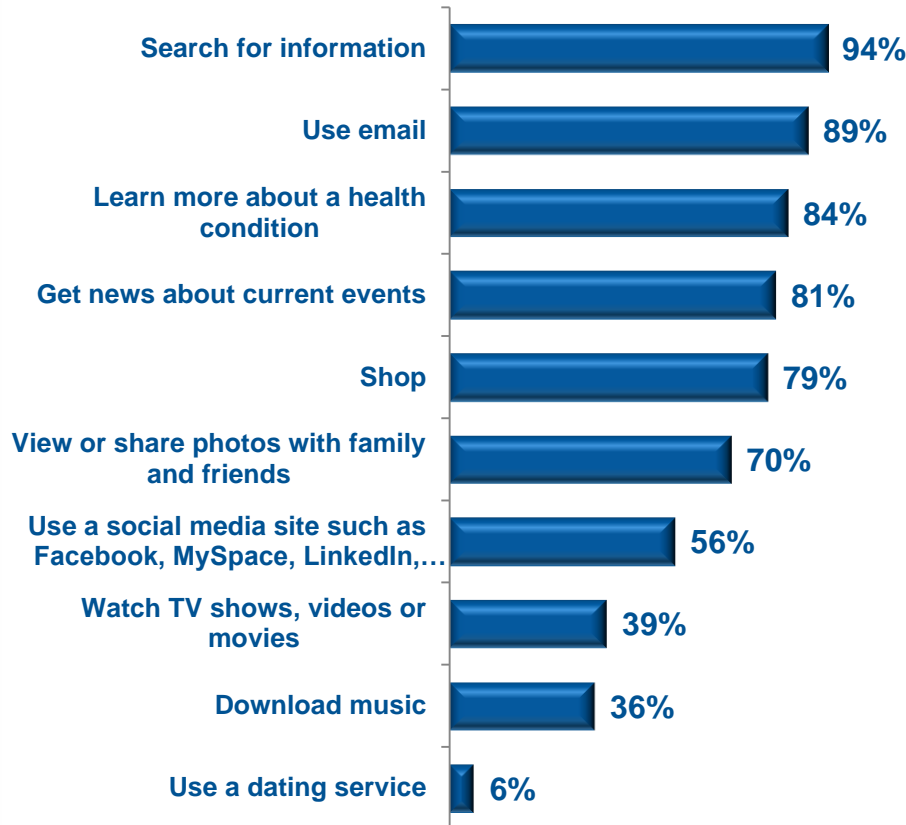
**Most centenarians do not have Internet access at home; most boomers do. Centenarians who do have access are using email and viewing/sharing pictures in similar proportions to 60- to 65-year-olds.**



### 60- to 65-year-olds

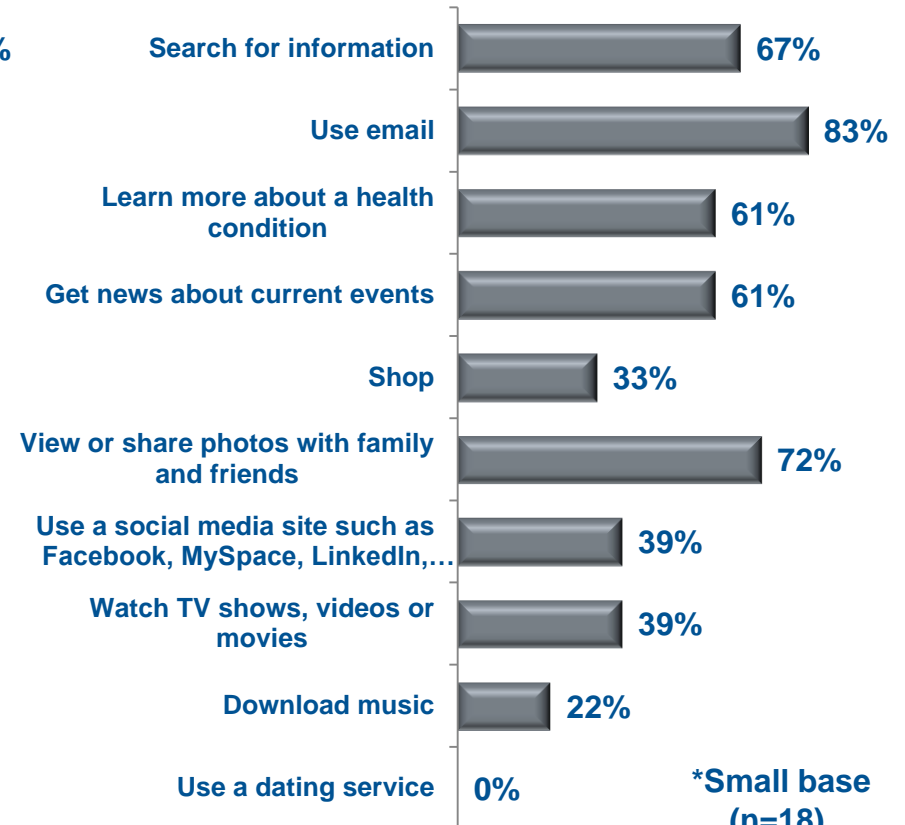
#### Have Internet access

**82%**



### Centenarians\*

**18%**



**\*Small base (n=18).**

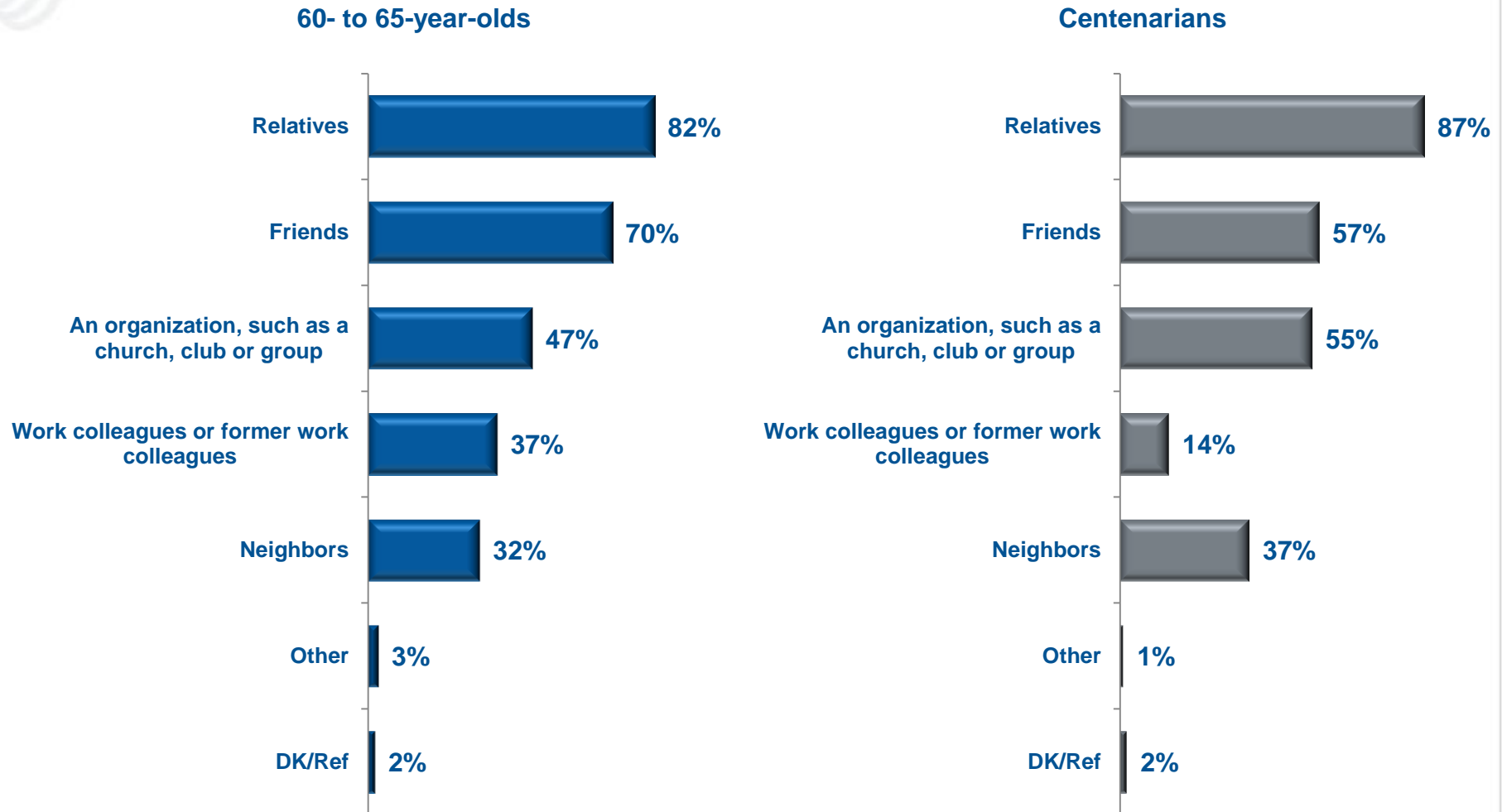
Q.14 Do you have access to the Internet at home or somewhere else?

Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

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

Base: Have Internet access - 60 to 65 year olds (n=261); Centenarians (n=18\*) \* Small Base (n=18).

**Both groups have similar support systems. Beyond relatives, 60- to 65-year-olds turn more to friends, and centenarians turn equally to friends and social organizations.**



Q.18 Thinking about your life today, who makes up the group of people who support you or otherwise have an impact on your life?  
 Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

Among retired boomers, health problems are the most cited reason for no longer working. One in 3 felt fully prepared for retirement, but many would have liked more savings.



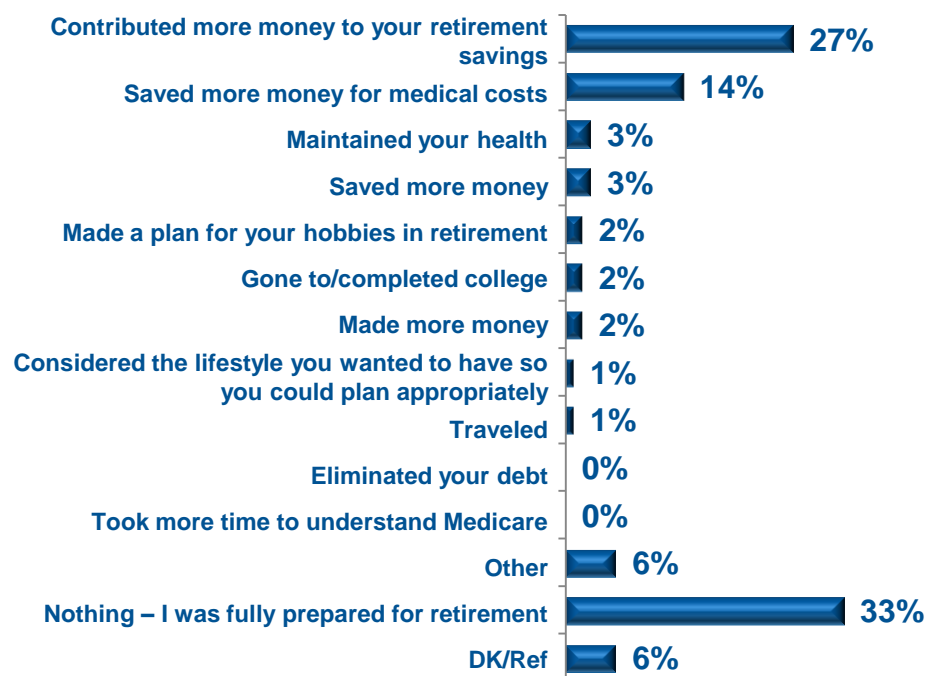
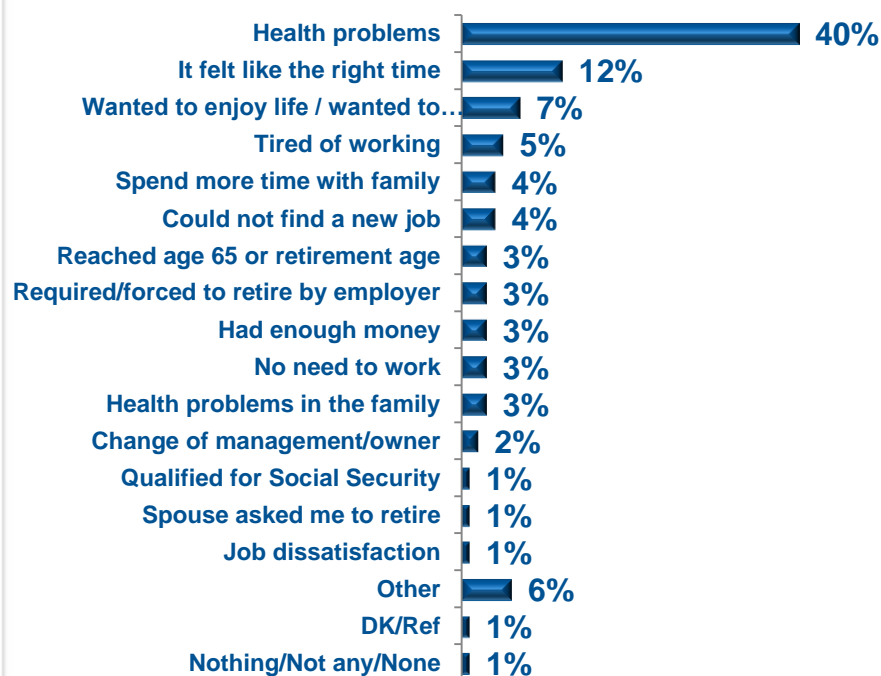
## 60- to 65-year-olds

Retired

62%

Average age at retirement

57.3



Q.21 Are you retired?

Base: Total Respondent - 60 to 65 year olds (n=300)

Q.22 At what age did you to retire?

Q.23 What was the main reason you retired?

Q.24 What is one thing you wish you had done, but didn't do, to prepare for retirement before you retired?

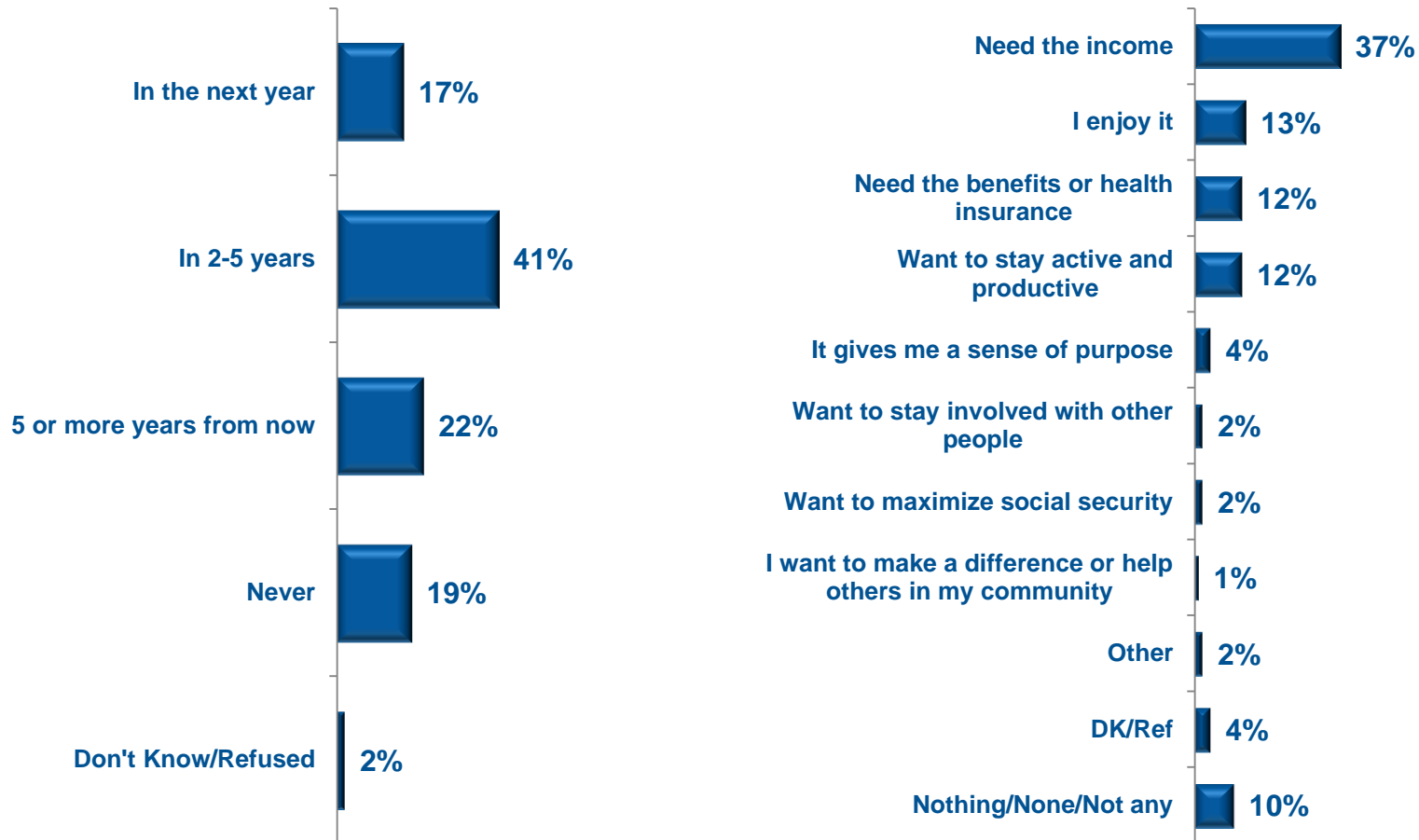
Base: Retired - 60 to 65 year olds (n=184)



**Need for income is keeping many 60- to 65-year-olds working, but 4 in 10 plan to retire in the next 2-5 years. One in 5 say they will never retire.**



### 60- to 65-year-olds



Q.25 At what age do you plan to retire?

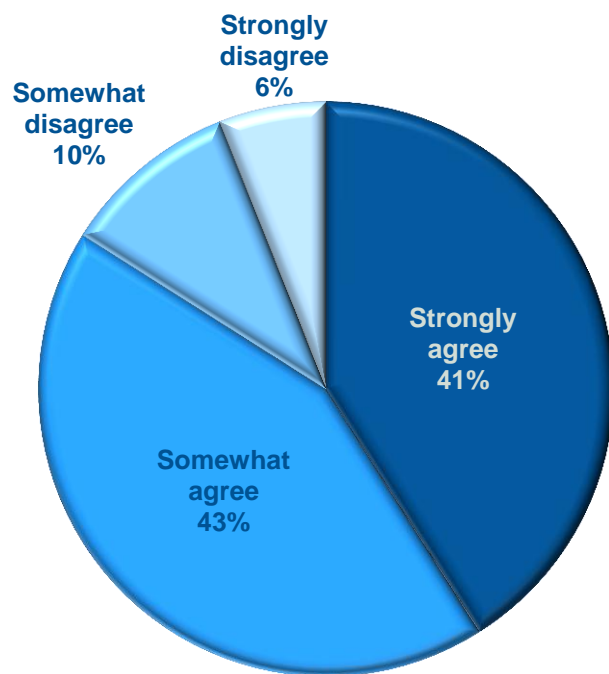
Q.26 What is the main reason you plan to retire when you do?

Base: Not Retired/Semi-retired - 60 to 65 year olds (n=116)

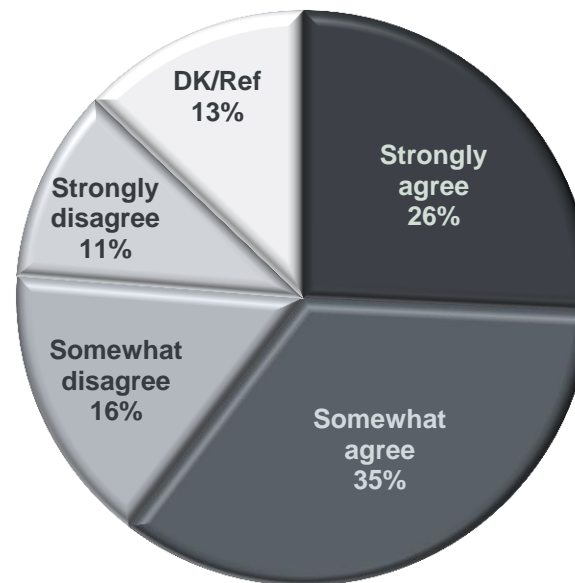
**Boomers are more likely than centenarians to agree that society is deteriorating in terms of how we treat one another.**



**60- to 65-year-olds**



**Centenarians**



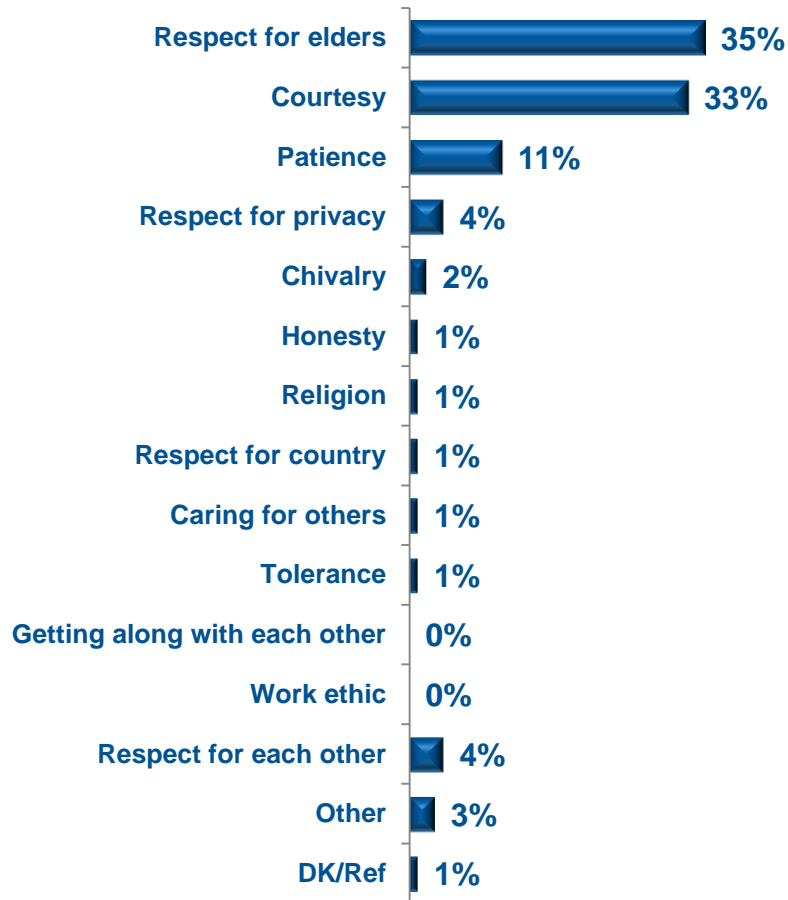
Q.28 Some say our society is deteriorating in terms of how we treat one another. Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree with this statement?

Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

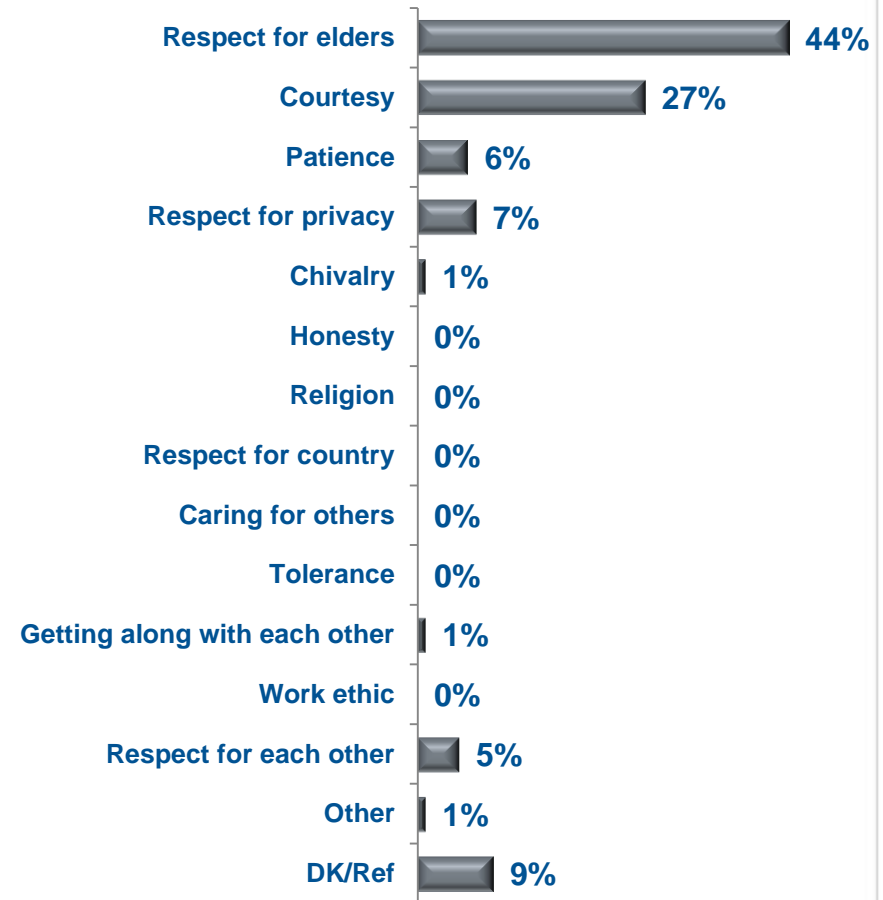
**Both groups would like the Millennial generation to have greater respect for their elders, as well as more courtesy.**



### 60- to 65-year-olds



### Centenarians

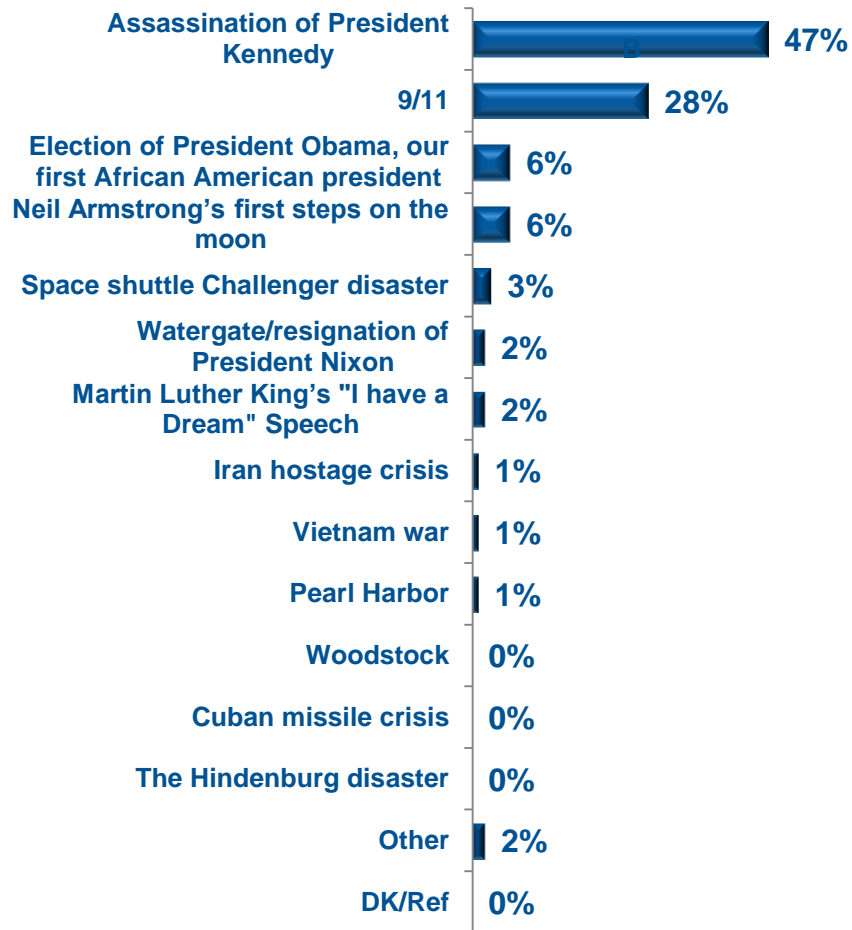


Q.29 Which of the following values would you most like to impart to the millennial generation, or those between the ages of 12 to 34?  
Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

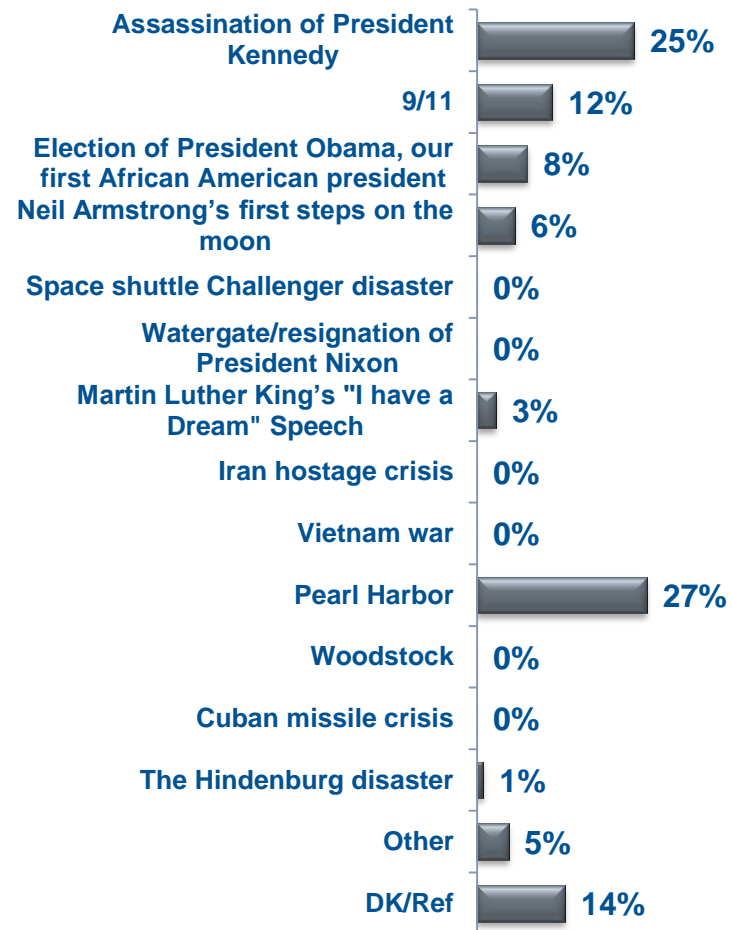
The assassination of President Kennedy and 9/11 are the most vivid U.S. history memories for boomers. Centenarians are split between Pearl Harbor and Kennedy's assassination.



### 60- to 65-year-olds



### Centenarians

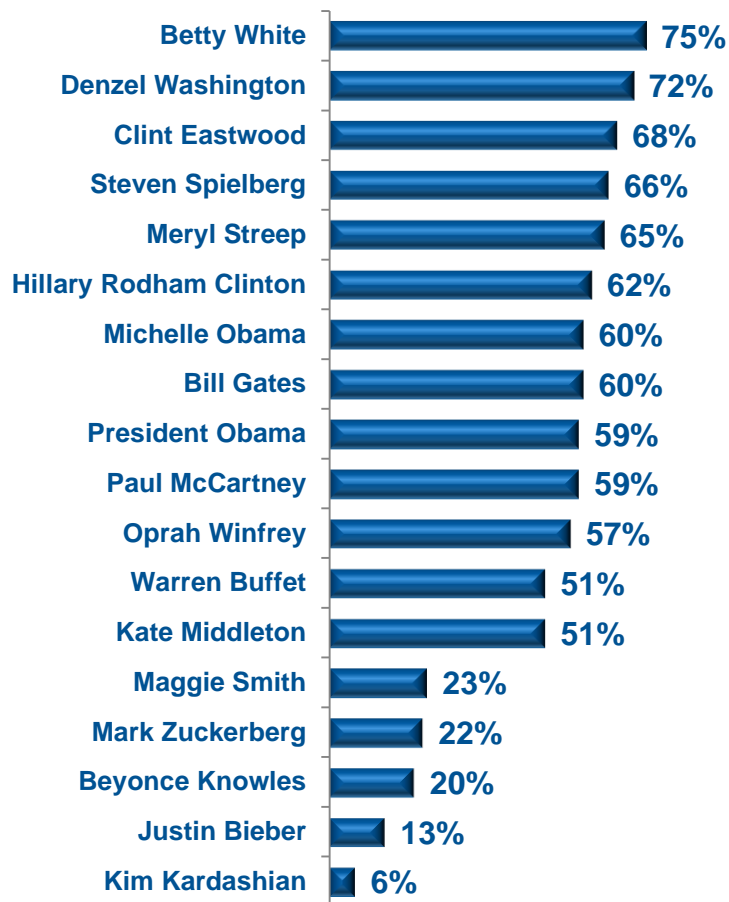


Q.32 Which one of the following historical events, that occurred during your lifetime, do you remember most vividly?  
 Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

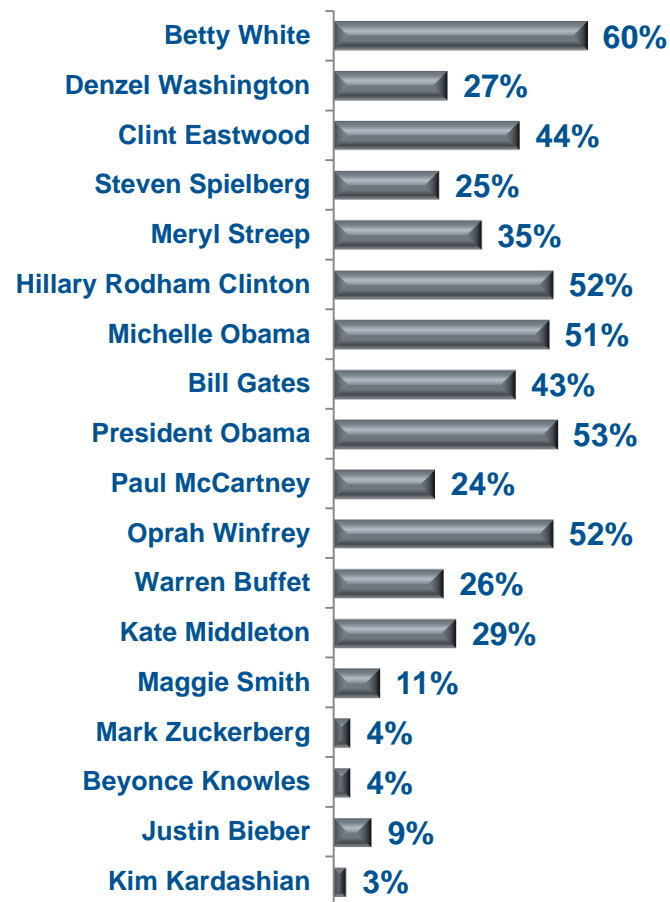
## Betty White wins the title for most preferred dinner guest for both centenarians (four years in a row!) and boomers.



### 60- to 65-year-olds

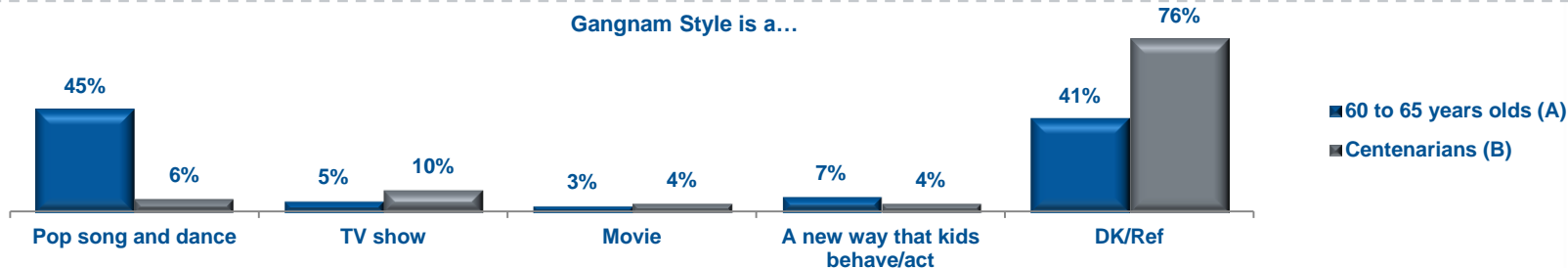
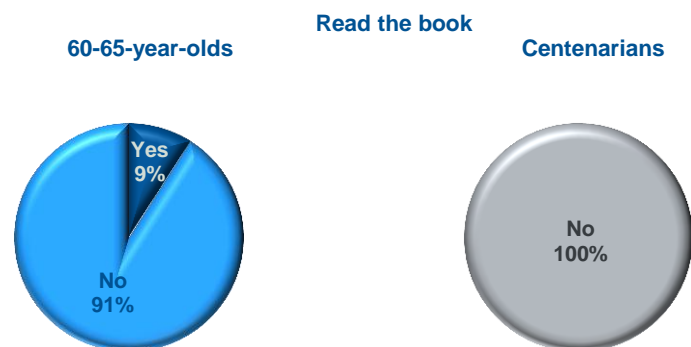
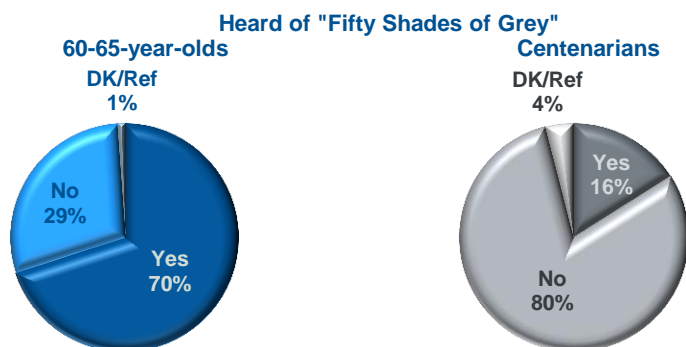
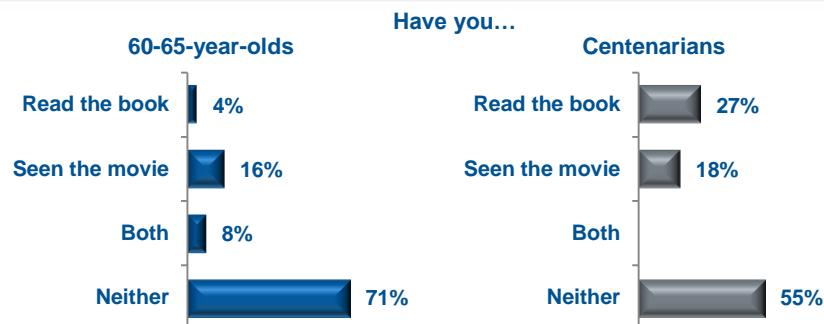
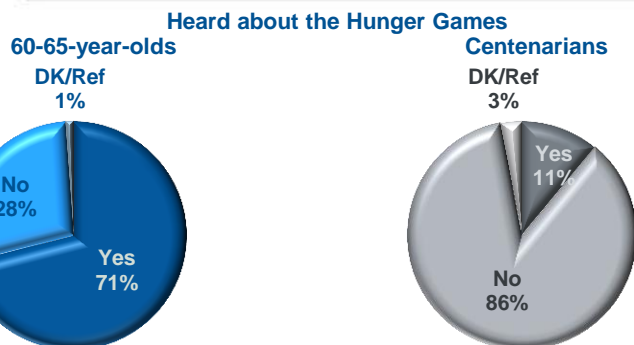


### Centenarians



Q.33 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 - 60 to 65 year olds (n=302); Centenarians (n=101)

# The pop culture phenomena of 2012 escaped centenarians for the most part. Few have heard of *The Hunger Games*, *Fifty Shades of Grey* or “Gangnam Style.”



Q.34 Have you heard about the Hunger Games?

Q.35 Have you:

Q.36 Have you heard of "Fifty Shades of Grey"?

Q.37 Have you read the book?

Q.38 Do you think Gangnam (gahng-nahm) Style is a:

Base: Total Respondent – 60-65 year olds (n=302); Centenarians (n=101)

Base: Has heard of Hunger Games – 60-65 year olds (n=277); Centenarians (n=11\*)

Base: Total Respondent – 60-65 year olds (n=302); Centenarians (n=101)

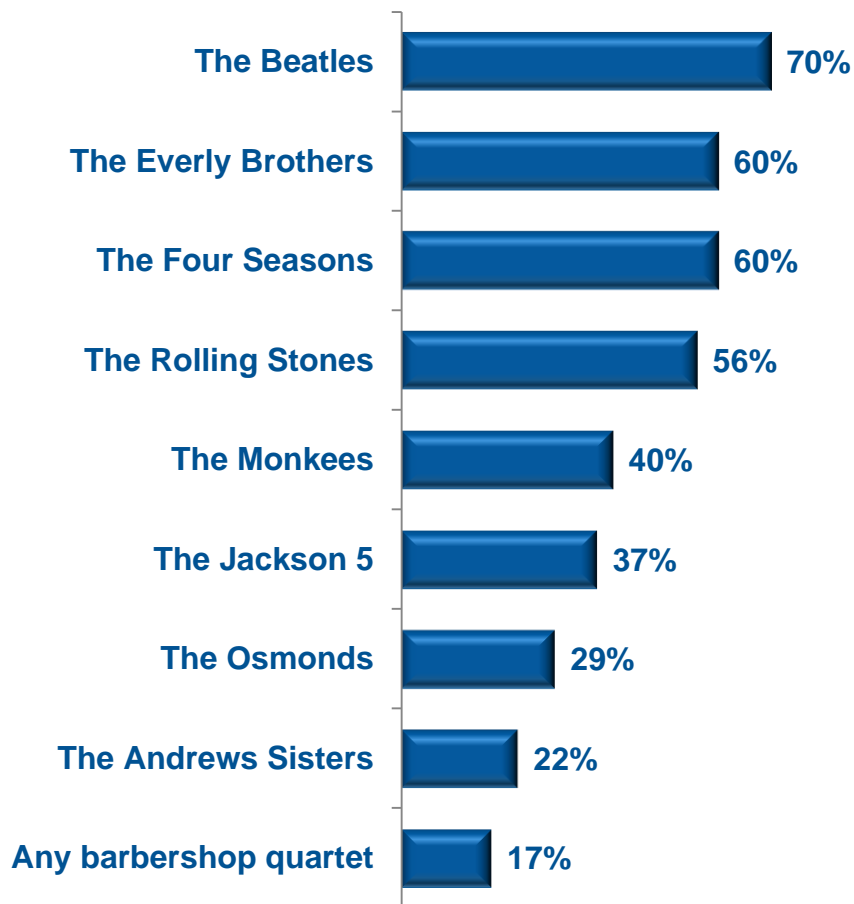
Base: Has heard of Fifty Shades of Grey – 60-65 year olds (n=222); Centenarians (n=16\*)

Base: Total Respondent – 60-65 year olds (n=302); Centenarians (n=101) \* Small Base

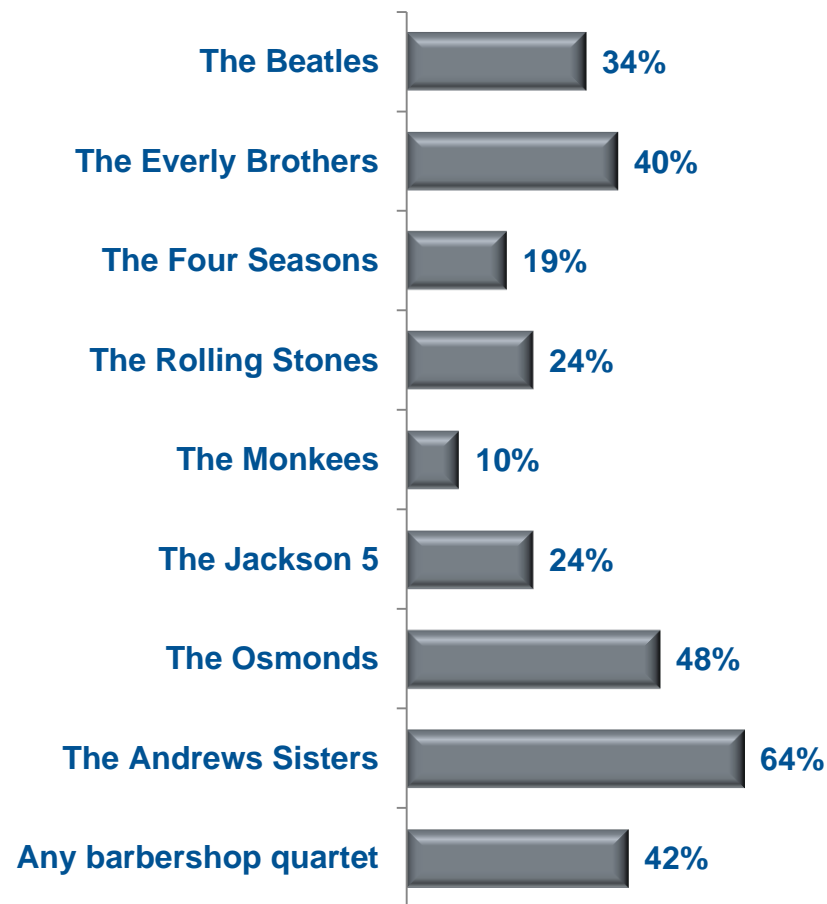
**Most centenarians chose The Andrews Sisters and most boomers chose The Beatles as favorite bands or singing groups from the past.**



**60- to 65-year-olds**



**Centenarians**



Q.39 Who were your favorite bands or singing groups from the past?  
 Base: Total Respondent - 60 to 65 year olds (n=302); Centenarians (n=101)

# Demographics



	60- to 65-year-olds	Centenarians
<b>Gender</b>		
Male	47%	29%
Female	53%	71%
<b>Age</b>		
59	-	-
60	4%	-
61	10%	-
62	23%	-
63	14%	-
64	24%	-
65	24%	-
99	-	61%
100	-	22%
101	-	11%
102	-	1%
103	-	2%
104	-	1%

	60- to 65-year-olds	Centenarians
<b>Race</b>		
Hispanic	4%	-
Caucasian	83%	85%
African American	9%	5%
Asian	-	1%
Others	2%	9%
<b>Education</b>		
Some high school	3%	15%
High school graduate	34%	27%
Some college	17%	22%
Some trade or technical school	6%	6%
Graduated college with bachelor's or four year degree	14%	12%
Graduated from a trade/technical school	7%	2%
Completed graduate school or beyond	17%	12%
Don't know/Refused	2%	5%



# Demographics (continued)

	60- to 65-year-olds	Centenarians
<b>Marital status</b>		
Married, living with partner	61%	15%
Not married, living with partner	3%	-
In a relationship, but not living with partner	3%	-
Single, not living with a partner	10%	3%
Divorced or separated	11%	1%
Widowed	12%	81%
Don't know/Refused	1%	-