
UnitedHealthcare 100@100 Survey

April 2015

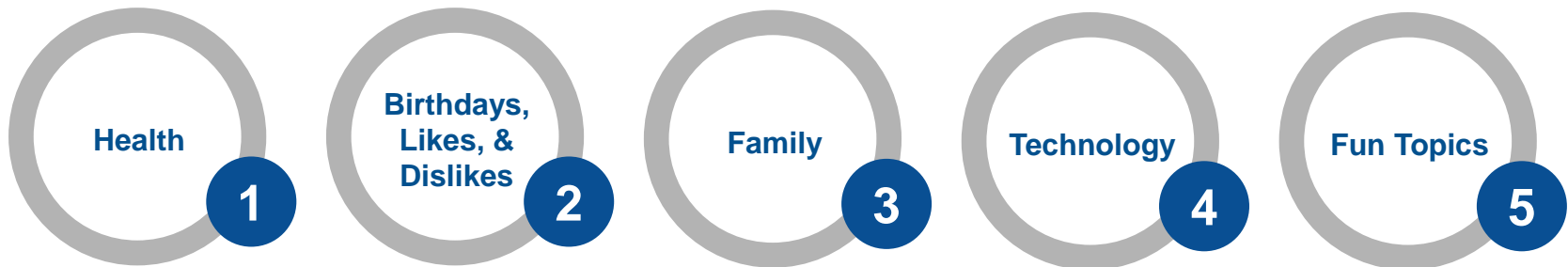


Survey Overview

Methodology: For the 10th annual UnitedHealthcare 100@100 survey, Penn Schoen Berland conducted 200 total telephone and online interviews between Feb. 19 and March 4, 2015, with the following audiences:

Audience	Definition	Sample Size	Margin of Error
Centenarians (Phone)	U.S. adults who are 100-years-old, or will turn 100 this year	100	+/- 9.8%
10-year-olds (Online)	U.S. children who are currently 10-years-old	100	+/- 9.8%

The survey focused on five key themes:



Centenarian gender split: 80 Females – 19 Males (1 Unknown)
10-year-old gender split: 52 Girls – 47 Boys (1 Prefer Not to Answer)

The Key to Good Health

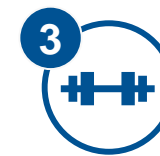
Eating right and exercise are important, but 100-year-olds say positivity is the key to good health



25% say having a positive attitude



21% say eating healthy

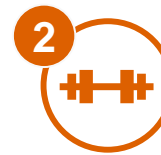


10% say regular exercise

Top three keys to staying healthy



37% say eating healthy



31% say regular exercise



10% say getting enough sleep

Centenarians: If you had to choose just one thing, what would you say is the key to staying healthy?

10-year-olds: If you had to choose just one thing, what would you say is the most important thing to staying healthy?

Positivity

More 100-year-olds than 10-year-olds describe themselves as “very positive”

View themselves as being very positive



Centenarians

61%



44%



10-year-olds

47%

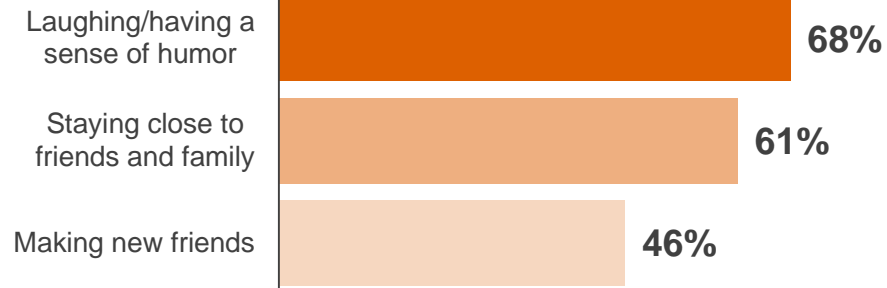
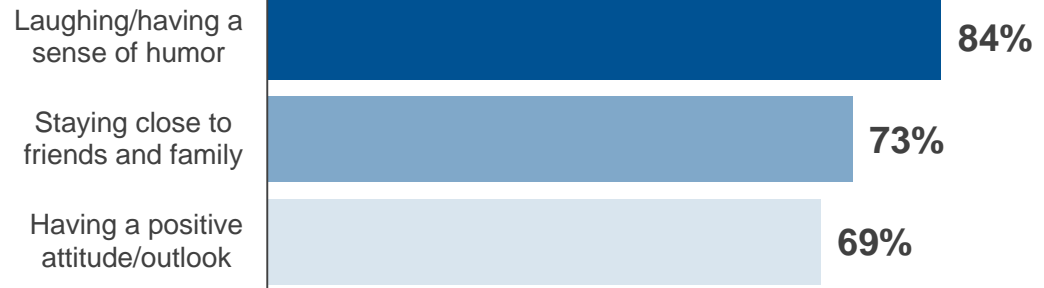
of centenarians say it gets easier to maintain a positive attitude as you age

Centenarians and 10-year-olds: Thinking about your attitude, how positive of a person do you consider yourself to be?

Centenarians: In your opinion, does it get harder or easier to maintain a positive attitude as you age?

Very Easy Things to Do

Having a sense of humor, staying close with friends and family are “very easy” for young and old



Centenarians and 10-year-olds: Please tell me whether each of the following is very easy, somewhat easy, somewhat difficult, or very difficult to do at your age.

Weekly Physical Activity

100-year-olds walk, strength train to stay active; kids prefer playing outside and active video games

Centenarians

- 46% say **walking or hiking**
- 34% say **exercise to strengthen their muscles**
- 29% say **meditation or other stress-relieving activities**
- 24% say **cardiovascular exercise indoors**
- 23% say **working in a garden**

10-year-olds

- 74% say **playing outside with friends or siblings**
- 60% say **playing active video games like Wii Sports or Xbox Kinect**
- 51% say **sports like baseball, basketball, soccer, or tennis**
- 47% say **bike riding**
- 42% say **running outdoors**

Centenarians: 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 at least once a week?

10-year-olds: Which of the following activities, if any, do you do at least once a week?

On Average, Centenarians Feel 79

More than half (52%) of centenarians feel younger than they are

16% of centenarians say they are **happy at their age** and that it is **something to look forward to**

*"You should be happy about that you have lived that long."
– Centenarian*



10% of centenarians say they have a **positive outlook** as a result of their age

*"Keep a good outlook on life and look at the good things you have done."
– Centenarian*

6% of centenarians say it is a **miracle or blessing to reach 100**

*"I feel very lucky and blessed."
– Centenarian*

Centenarians: Think for a moment about how you typically feel. Do you feeling younger than you are, older than you are, or about how you expected to feel at this age?

Centenarians: What is one thing you'd like others to know about what it feels like to live to 100?

Centenarians: What age do you feel like you are?

Feeling Happy, Healthy, Wise...Old?

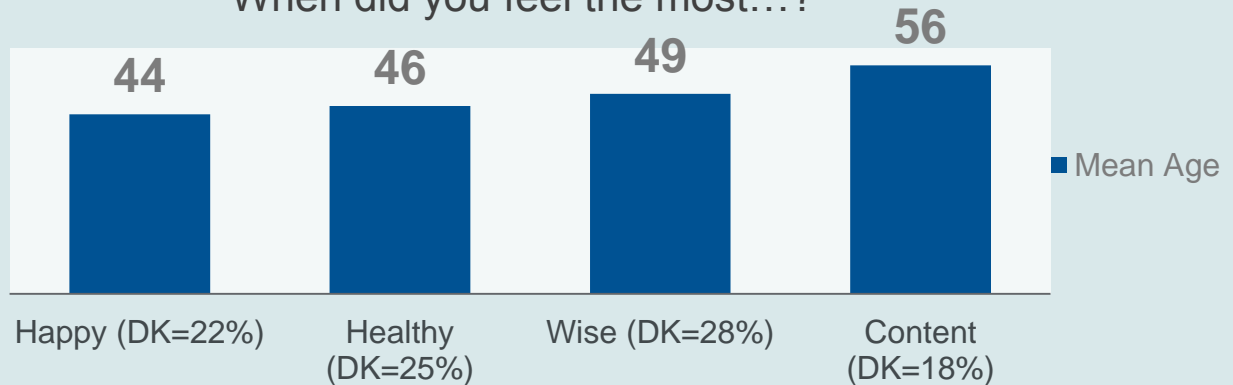
10-year-olds believe people get old in their 40s, 40 years before centenarians say they felt old



Centenarians

60% of centenarians say they **do not** “feel old;” among those who say they do, they started **feeling old** in their 80s (Mean=87)

When did you feel the most...?



10-year-olds think people **get old** in their 40s (Mean=46)



10-year-olds

Centenarians: At what age would you say you started to feel “old?” If you don’t feel “old,” please say so.

10-year-olds: At what age do you think people start being “old?”

Centenarians: At what age would you say you felt the most...?

Becoming Independent

10-year-olds look most forward to being a teenager, so that they can be independent



10-year-olds

15%

of 10-year-olds look forward to being older so that they **can do what they want**

“I will hopefully be able to stay up till 9:45 p.m. without asking.”
– 10-year-old

14%

of 10-year-olds look forward to being older so that they **can drive**

“So I can drive and go anywhere I want.”
– 10-year-old

7%

of 10-year-olds look forward to being older to go to **college**

“Graduate from high school and head to college.”
– 10-year-old

7%

of 10-year-olds look forward to being older so that they **can live on their own**

“Because I can move out and do anything I want without having to ask my mom or dad.”
– 10-year-old

10-year-olds: What age do you most look forward to being?

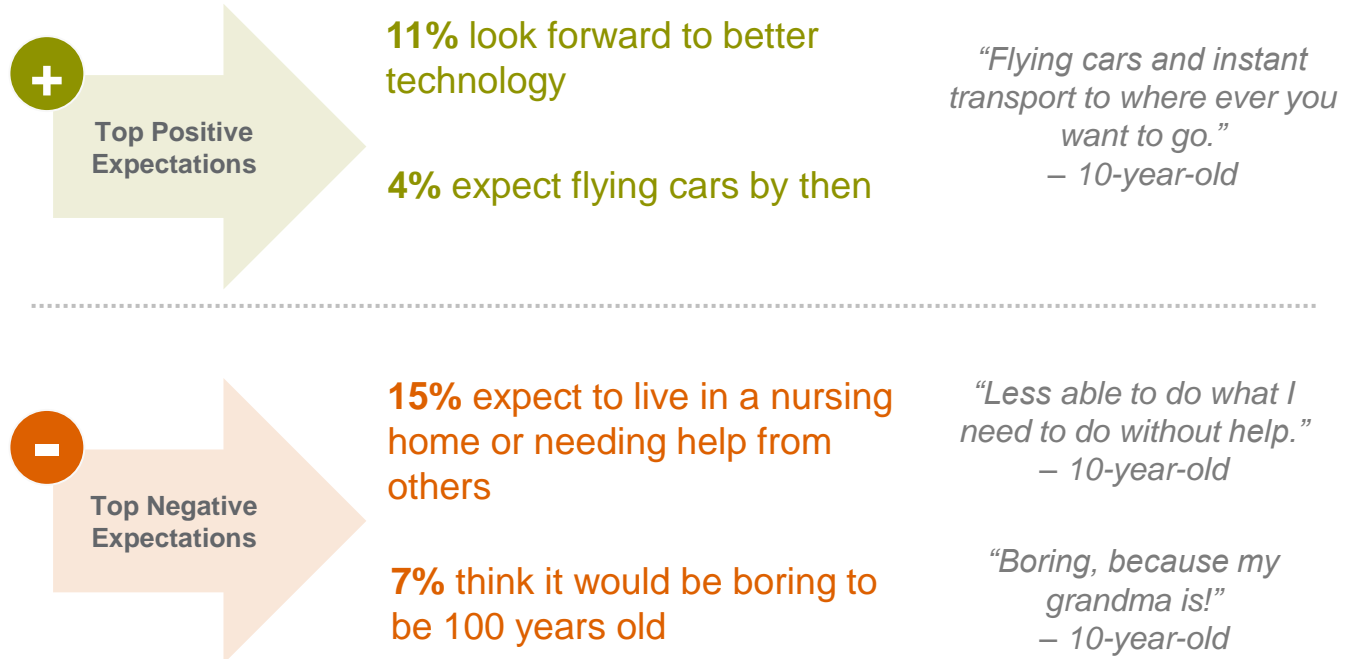
10-year-olds: Why is that?

Imagine being 100 years old...

10-year-olds worry about the implications of being 100 years old, but look forward to better technology



10-year-olds

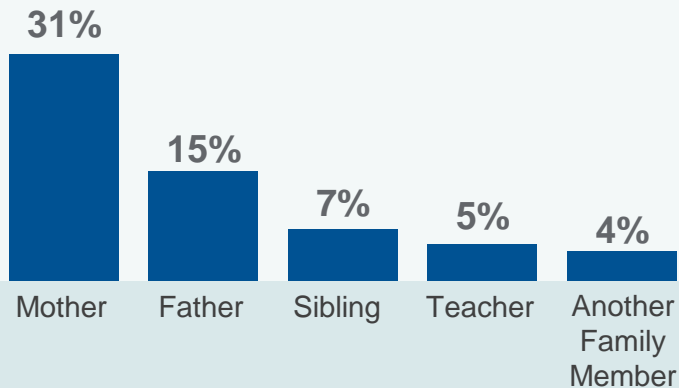


Childhood Role Model

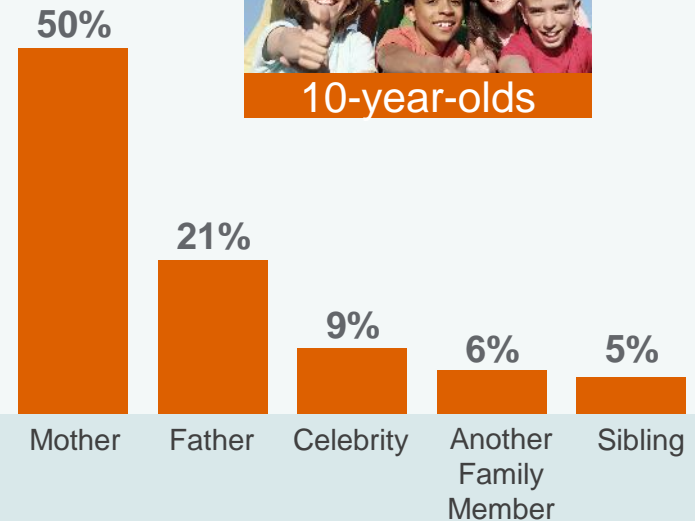
Centenarians and 10-year-olds view parents, especially mothers, as their childhood role models



Centenarians



10-year-olds



Centenarians: When you were a child, who did you look up to as a role model?

10-year-olds: Who do you look up to as a role model?

Family Importance

Family is a top priority for young and old



97%

Family importance



100%

Family importance



“Family time together on holidays.” – Centenarian

*“Being with my brothers and sisters.”
– Centenarian*

Being with family and going on vacation are common best memories for centenarians and 10-year-olds

*“An Easter egg hunt with all my cousins and family.”
– 10-year-old*

“When me and my family went camping in the summer for a long time. We went for a week, it was awesome.” – 10-year-old

Centenarians and 10-year-olds: How important is family to you?
Centenarians: What is your favorite memory from your childhood?
10-year-olds: What is your favorite memory?

Advice To Past/Future Self

Centenarians and 10-year-olds would tell their younger/older selves (respectively) to “be happy, have fun”

17% of centenarians would tell their 10-year-old selves to **do well in school**; 6% would tell them to **be happy**



Centenarians

“Stay at home with family and go to school.”
– Centenarian

“Just do the best that you can try to be happy.”
– Centenarian

“Go to school and learn everything that is being taught and try to learn what you want to do with your life, help children.” – Centenarian

19% of 10-year-olds would tell their 100-year-old selves to **be happy and have fun**; 12% would tell them that **they are old and have lived a long life**



10-year-olds

“To be happy and enjoy every day with her family.”
– 10-year-old

“You lived to be an old age. Be happy with what you have accomplished.” – 10-year-old

“Never stop singing and dancing, even if your mom says you are too loud.” – 10-year-old

Centenarians: If you could go back in time and talk to yourself at 10 years old, what piece of advice would you give yourself?

10-year-olds: What would you tell your 100 year-old self?

Most (and Least) Favorite Things

While favorite activities have changed through generations, seeing the dentist remains the most disliked

Centenarians



Favorite things to do

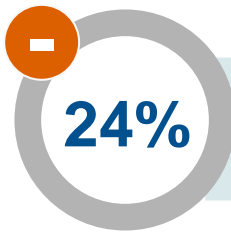
Visiting friends and family	89%
Listening to music	78%
Reading	76%
Spending time outdoors	67%
Watching TV	67%

10-year-olds

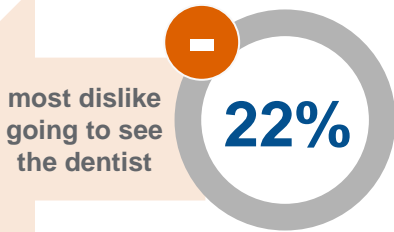


Favorite things to do

Watching TV	86%
Going to the movies	81%
Listening to music	78%
Playing video games	76%
Visiting with friends and family	66%



most disliked going to see the dentist as a child



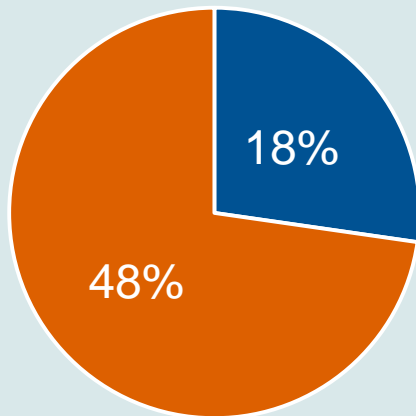
most dislike going to see the dentist

Centenarians: Which of the following activities make you happy? Please select all that apply.; When you were a child, which of the following did you dislike the most?
10-year-olds: What activities make you happy? Please select all that apply.; Which of the following do you dislike the most?

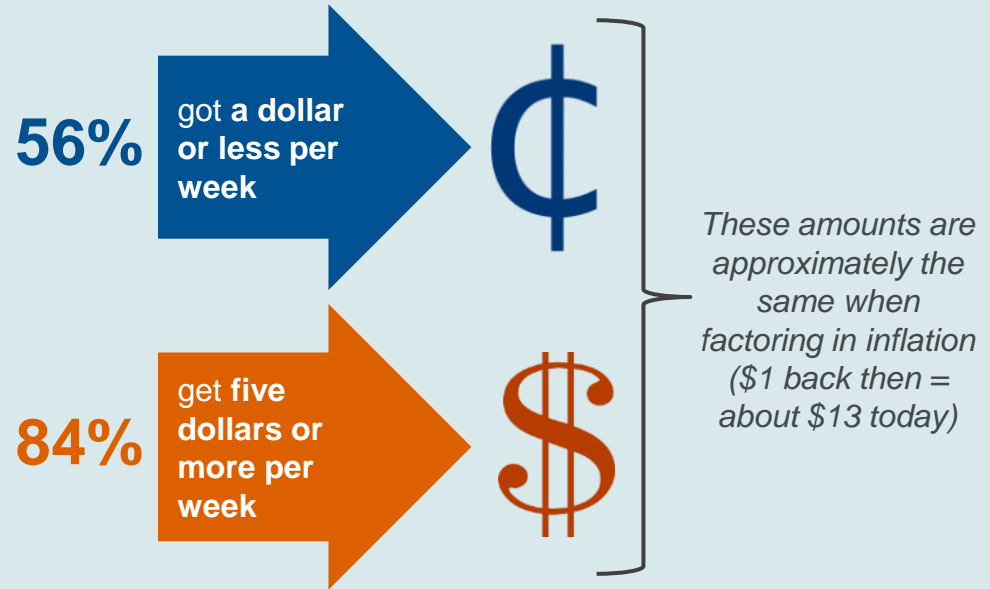
Weekly Allowance

More 10-year-olds receive a weekly allowance than centenarians did when they were young

Those who receive(d) a weekly allowance:



- Centenarians
- 10-year-olds

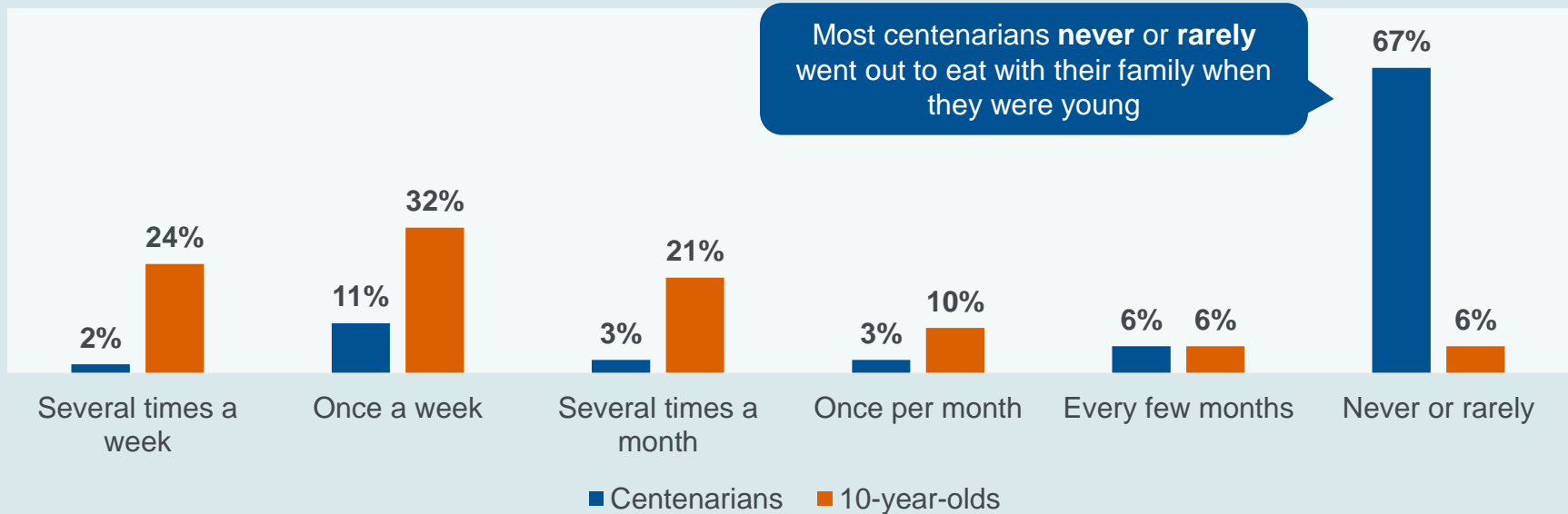


Centenarians: When you were a child, did you have a weekly allowance? IF YES: Do you remember how much you weekly allowance was when you were a child?

10-year-olds: Do you have a weekly allowance? IF YES: How much is your weekly allowance?

Eating Out With Family

10-year-olds go out to eat more frequently with their family than centenarians did at their age



Centenarians: When you were a child, how often do you go out to eat with your family?

10-year-olds: How often do you go out to eat with your family?

Favorite Toy or Thing to Play With

Favorite toys have changed over the years, but dolls make the list for both groups



Centenarians

"I'm a doll lover, had plenty of them."
– Centenarian

35%

say **dolls**

6%

say **playing with friends**

5%

say **pets or animals**

4%

say **toys they made themselves**

Favorite Toy or Thing to Play With



10-year-olds

"My favorite thing is playing video games with my dad and my friends."
– 10-year-old

32%

say **video games**

12%

say **tablets**

11%

say **dolls**

6%

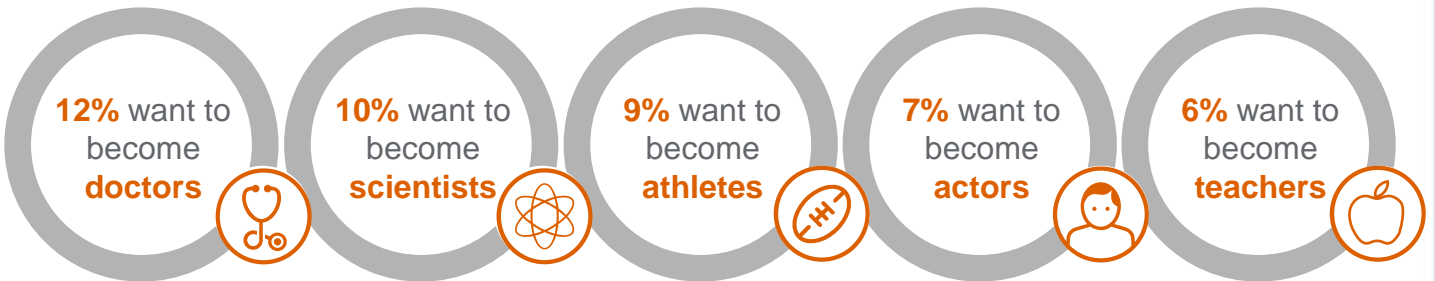
say **Legos**

Centenarians: When you were a child, what was your favorite toy or thing to play with?

10-year-olds: What is your favorite toy or thing to play with?

Dream Job

Service-oriented jobs appeal(ed) to both generations



Centenarians: What was your dream job growing up?

10-year-olds: What do you want to be when you grow up?

“Selfie”

Many centenarians do not know what a “selfie” is, while over half of 10-year-olds have taken a “selfie” before



Centenarians



10-year-olds

Only 1% have ever taken a selfie; 43% say they do not know what a selfie is



66% have taken a selfie before

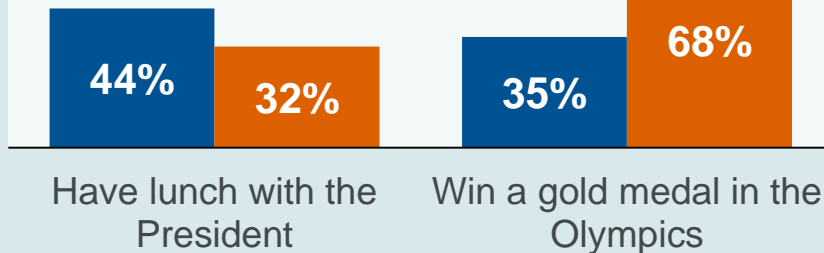
“Why would anyone take selfies?” – Centenarian

Centenarians and 10-year-olds: Have you ever taken a selfie?

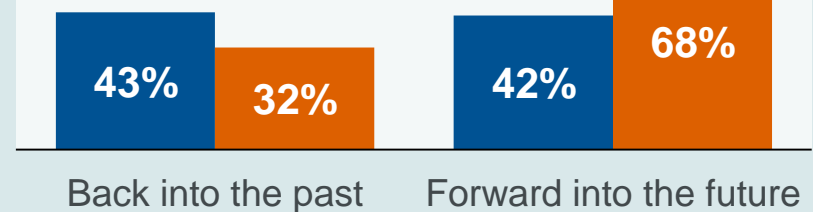
Would you rather...?

Young and old agree to disagree on lunch with the President, time travel, and more

...have lunch with the President or win a gold medal in the Olympics?

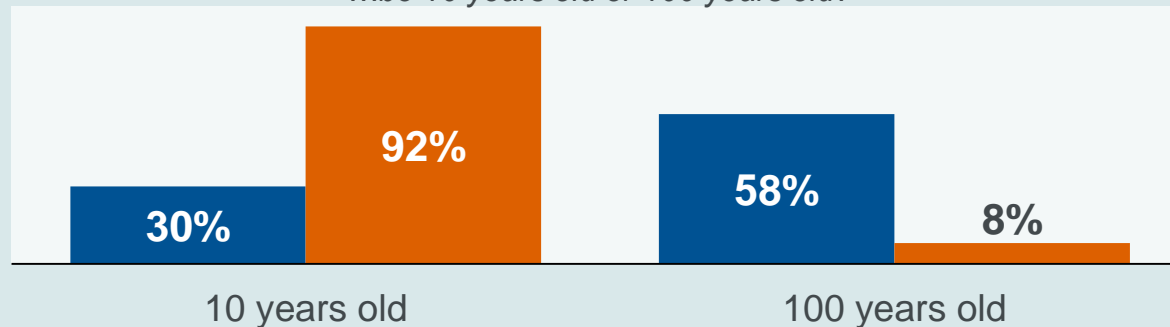


...travel back into the past or forward into the future?



■ Centenarians ■ 10-year-olds

...be 10 years old or 100 years old?



Dinner Party Invitation

10-year-olds would invite Taylor Swift to a dinner party, while centenarians prefer to dine with Betty White

"I used to watch Betty White on television when we were both young." – Centenarian



63%

63% would invite **Betty White**



Lowest among 10-year-olds: **Betty White (20%)**

Lowest among centenarians: **Taylor Swift (9%)**

67%

67% would invite **Taylor Swift**



Centenarians: Imagine you were hosting a dinner party 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 this dinner or not. If you don't know who this person is, please just say so.

10-year-olds: Imagine your parents were hosting a dinner party and you could invite some of the following celebrities or famous people. For each of the following people, please say whether you would invite him or her to this dinner or not. If you don't know who this person is, please just say so.

Thank You



For additional information about this survey please visit

A computer monitor with a black bezel and a silver stand, displaying the URL 'uhc.com/100' in a large, bold, blue font. Below the monitor is a silver keyboard and a silver mouse.

uhc.com/100