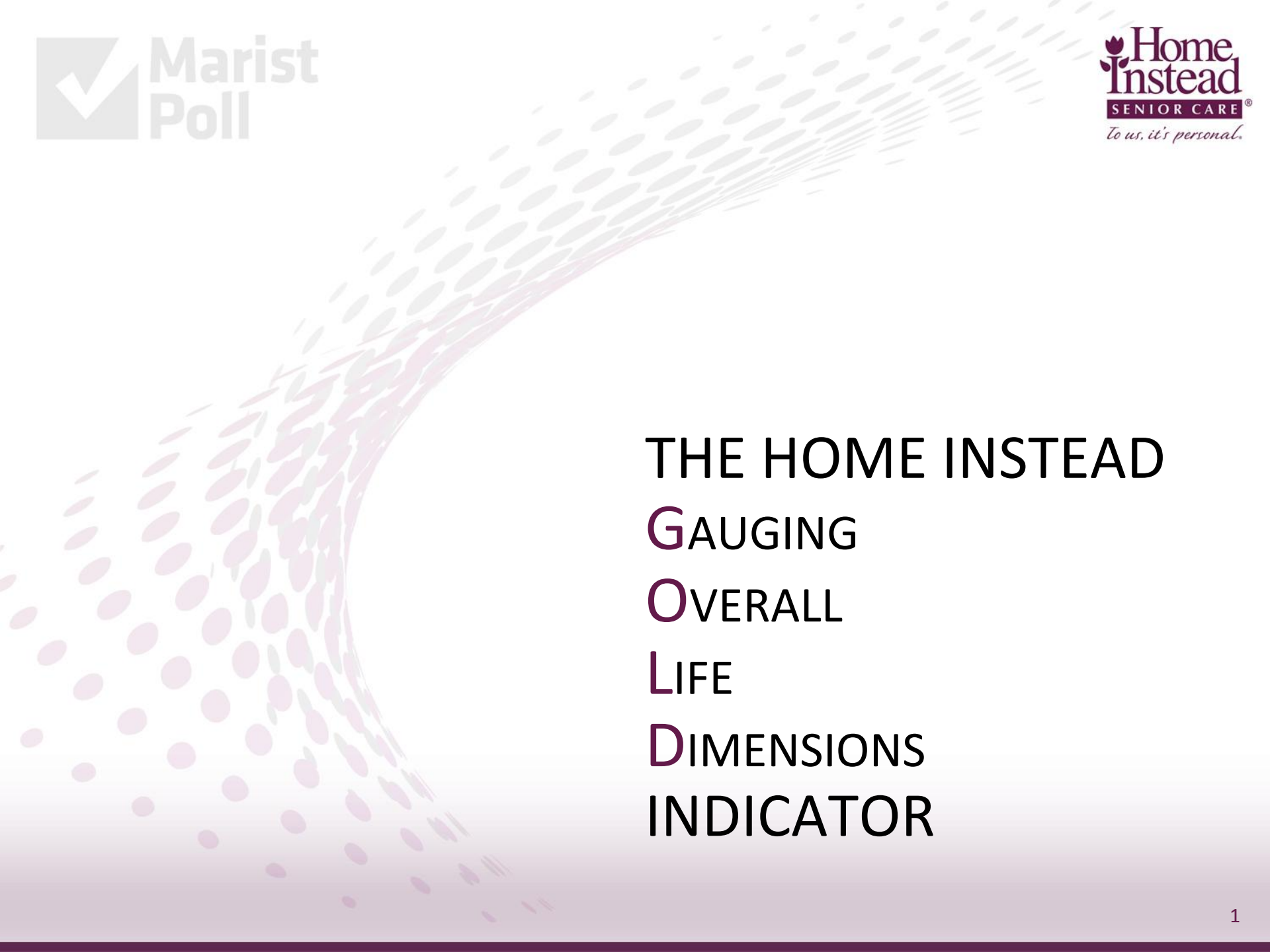




Greatest Generation Likes Where It Is In Life

February 2012



THE HOME INSTEAD
GAUGING
OVERALL
LIFE
DIMENSIONS
INDICATOR

Gauging Overall Life Satisfaction

On average, Americans rate the overall quality of life as a 72 on a scale from zero to 100. In fact, three-quarters (76%) believe “the best is yet to come.” And, when they think about the quality of their life in the future, many are optimistic.

Digging Deeper: Despite Americans' gloomy outlook for the country, most (89%) describe themselves as happy.



Looking Back

how would you describe the quality of your life five years ago? What degree, from 0 to 100, would you give the quality of your life at that time?

71.0

Looking Ahead

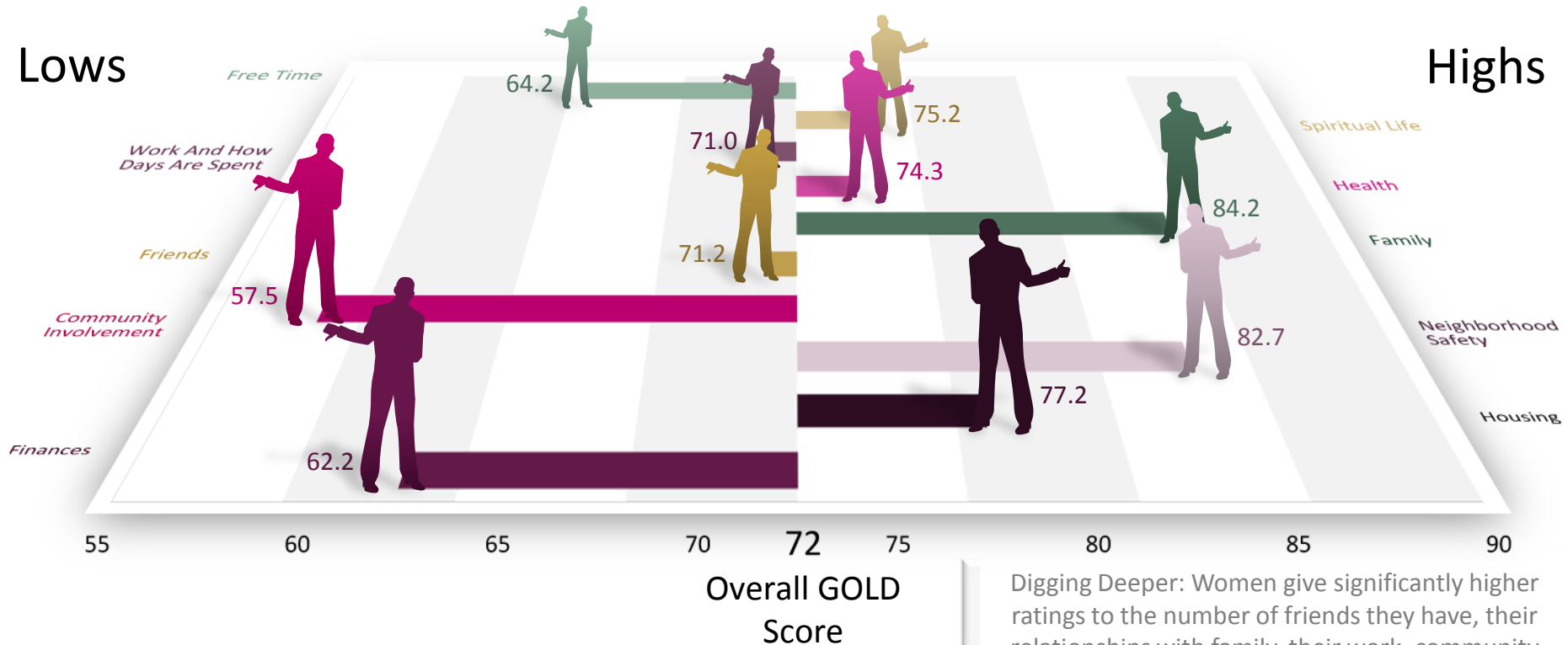
what about the quality of your life five years from now? What degree, from 0 to 100, do you think the quality of your life will be in five years?

74.7

Gauging Various Life Dimensions

Lows

Highs



Digging Deeper: Women give significantly higher ratings to the number of friends they have, their relationships with family, their work, community involvement, and their spiritual life.

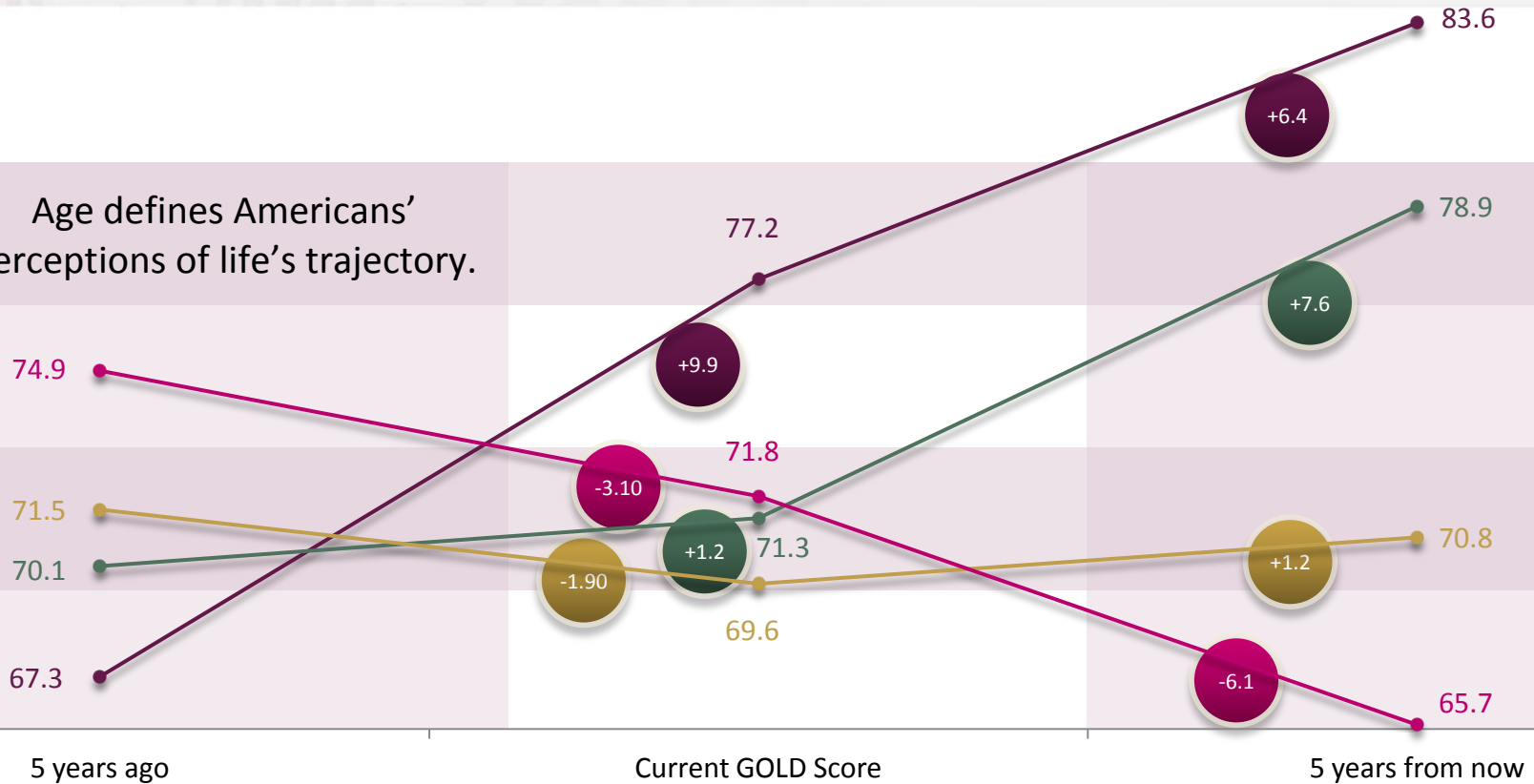
What degree on the thermometer would you give to describe each of the following?

	Americans	Millennials	Gen X	Boomers	Greatest
Your relationships with your family	84.2	83.3	82.7	83.9	87.5
How safe you feel in your neighborhood	82.7	80.8	83.3	83.3	82.6
Your housing situation	77.2	70.9	75.8	78.5	82.8
Your spiritual life	75.2	71.0	69.7	77.7	80.8
Your health	74.3	82.4	72.3	72.1	71.9
The number of friends you have	71.2	74.5	70.0	68.7	72.8
Your work or what you do each day	71.0	70.9	71.1	69.6	72.4
The time you have to do the things you enjoy	64.2	63.1	58.9	63.8	72.7
Your personal financial situation	62.2	60.2	61.1	61.7	65.9
Your involvement in your community	57.5	55.1	56.3	58.6	58.2

Comparing the Generations:

Different Past Perspectives, Different Future Outlooks

Age defines Americans' perceptions of life's trajectory.

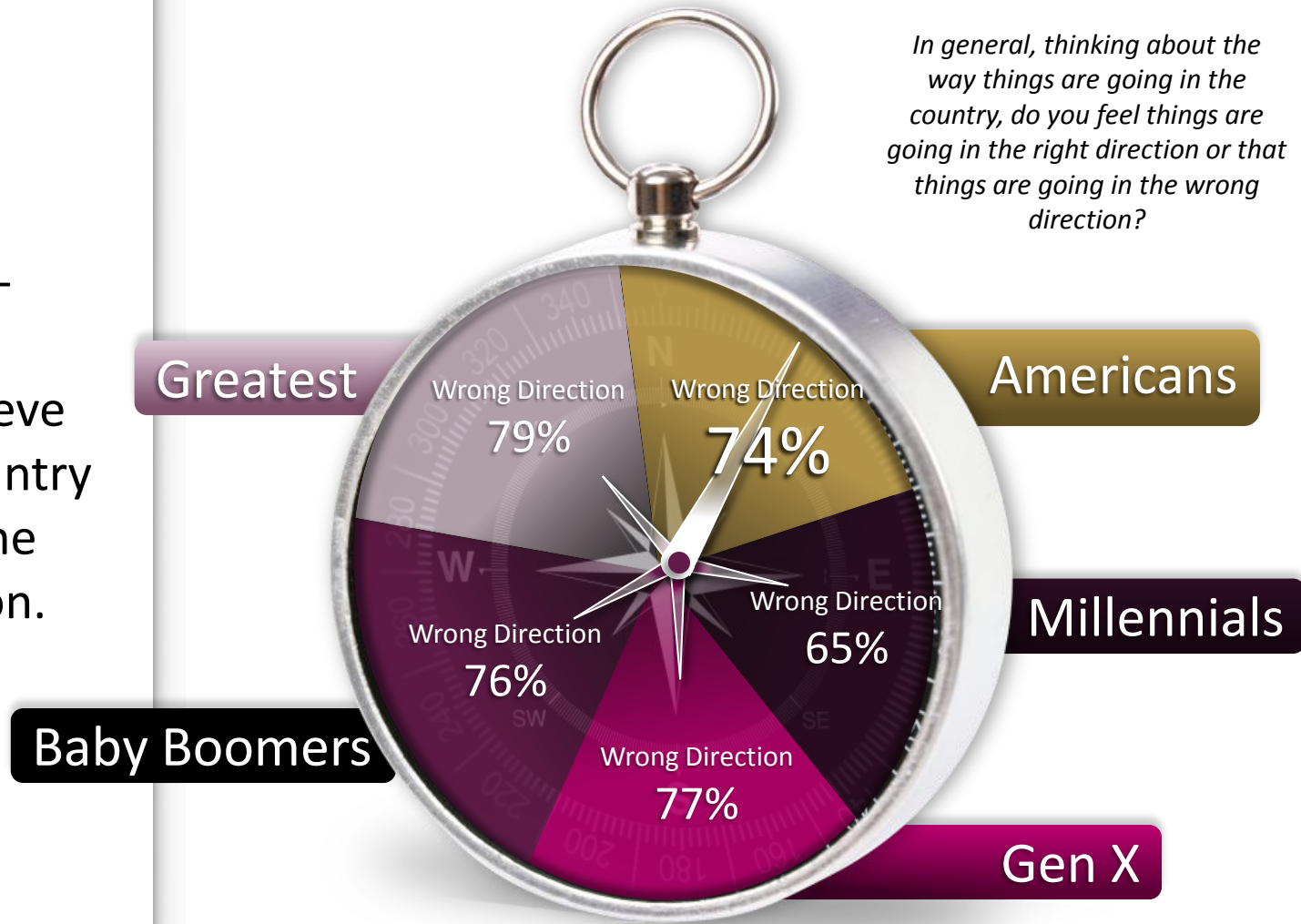


Digging Deeper: There appears to be large expectation gaps among younger generations. Millennials are most positive about the future, but when looking at Gen Xs' current life rating, perhaps they are overly optimistic and not prepared for the responsibilities ahead.

Setting the Stage

Nearly three-quarters of Americans believe things in the country are going in the wrong direction.

In general, thinking about the way things are going in the country, do you feel things are going in the right direction or that things are going in the wrong direction?

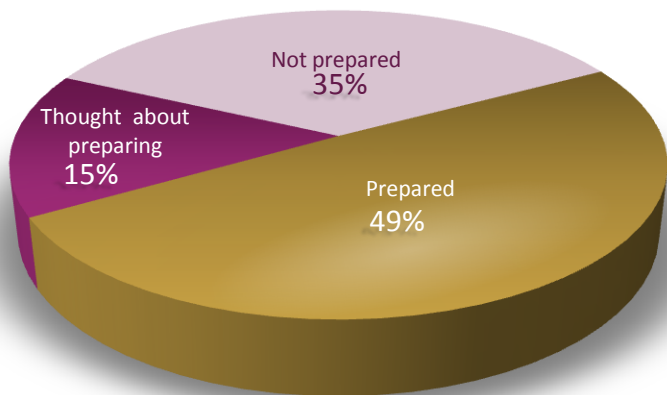


PLANS FOR THE GOLDEN YEARS

Preparing for the Future

50% of Americans are not prepared for what they will do if they can no longer make their own decisions about medical care.

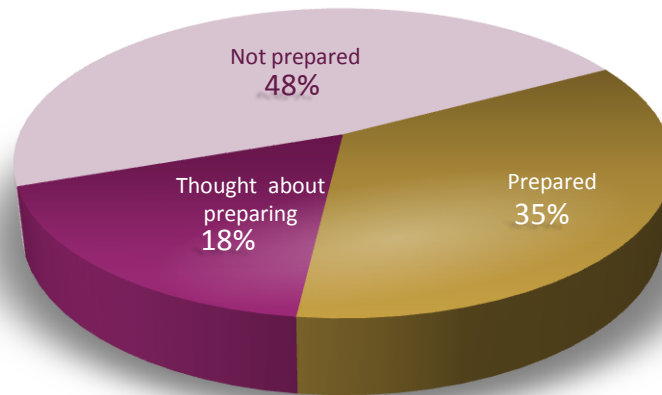
Have you prepared, thought about preparing, or not prepared how to handle your medical care if you could no longer make your own decisions?



	Prepared	Thought about preparing	Not prepared
Millennials	24%	16%	60%
Gen X	41%	21%	39%
Boomers	55%	14%	30%
Greatest	76%	10%	14%

66% of Americans are not prepared for what they will do if they can no longer live independently including half over 65

Have you prepared, thought about preparing, or not prepared what you could do if you could no longer live independently?




20,133,992 people

	Prepared	Thought about preparing	Not prepared
Millennials	26%	13%	61%
Gen X	25%	20%	55%
Boomers	38%	18%	44%
Greatest	51%	20%	30%

LIFE OVER 65

Aging: An Expectations Gap?



There are differences between how younger generations perceive retirement and getting older compared with how older Americans describe their experiences.

Expectations vs. Reality

Those under 65 have high hopes that, when they are older, they will travel, have more time for family, volunteer, work part time or start a new career. But, the reality of growing older often does not match these expectations.

For 65 plus: Please tell me if you have experienced this or not.

For under 65: Please tell me if you think this will happen to you or not.



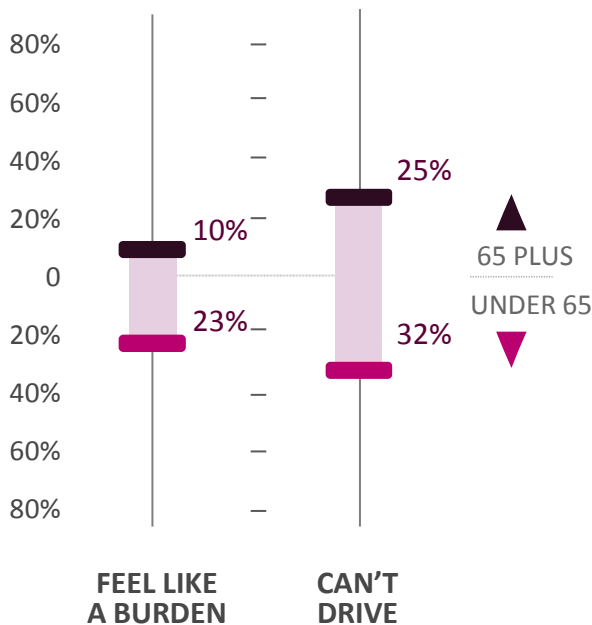
Digging Deeper:
Policy implications?
Can these expectations become a reality?

Concerns that May Not Match Reality

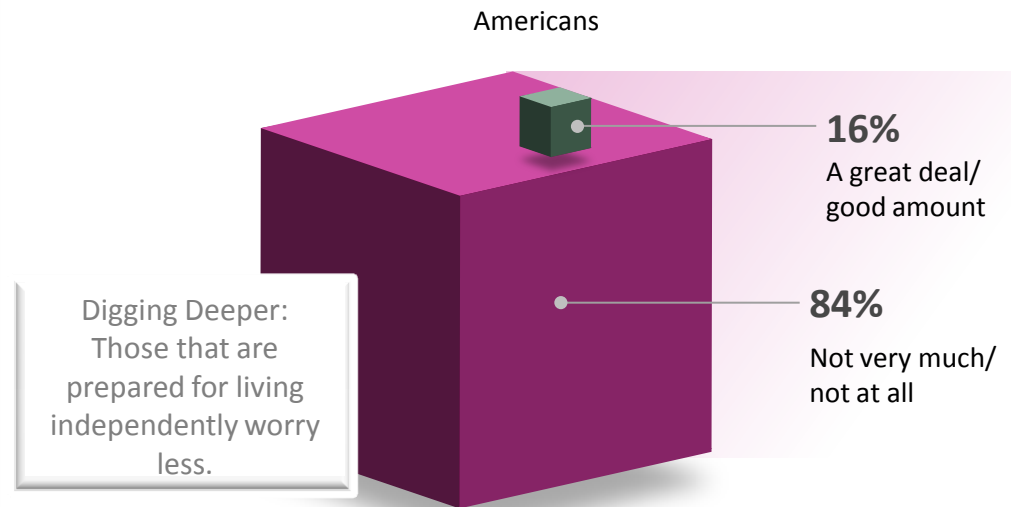
On the other side of the coin, while approximately one-third of younger Americans believe they will no longer be able to drive a car, only about a quarter of those over 65 report this has happened.

While nearly a quarter (23%) of those under 65 expect to feel like a burden to their family, just 10% of those 65 and older report they actually feel this way.

For 65 plus: Please tell me if you have experienced this or not. For under 65: Please tell me if you think this will happen to you or not.



How much do you worry you might become a burden to your family as you get older:



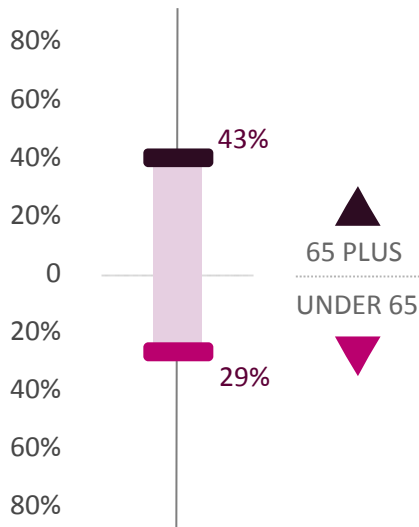
How much do you worry you might become a burden to your family as you get older:

	Millennials	Gen X	Boomers	Greatest
A great deal/good amount	11%	17%	17%	18%
Not very much/not at all	88%	83%	83%	81%

Real Concerns

Although younger generations downplay the likelihood that an active sex life will be an issue for them when they are older, in fact, it is a key concern prevalent among Americans over 65. And, while 60% of Millennials and 52% of Xers believe that you get more respect as you age, 62% of the Greatest Generation report the level of respect they receive has not changed as they have gotten older.

For 65 plus: Please tell me if you have experienced this or not. For under 65: Please tell me if you think this will happen to you or not.

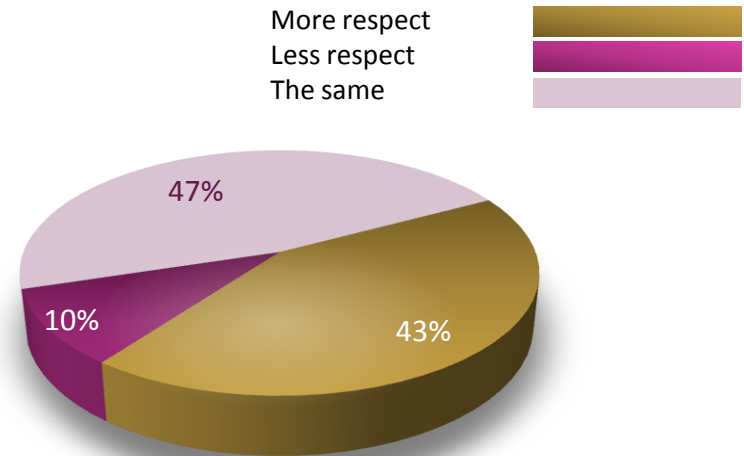


NO ACTIVE SEX LIFE

As you get older, do you feel you get more respect, less respect, or about the same amount of respect as you always have?

Americans

More respect
Less respect
The same



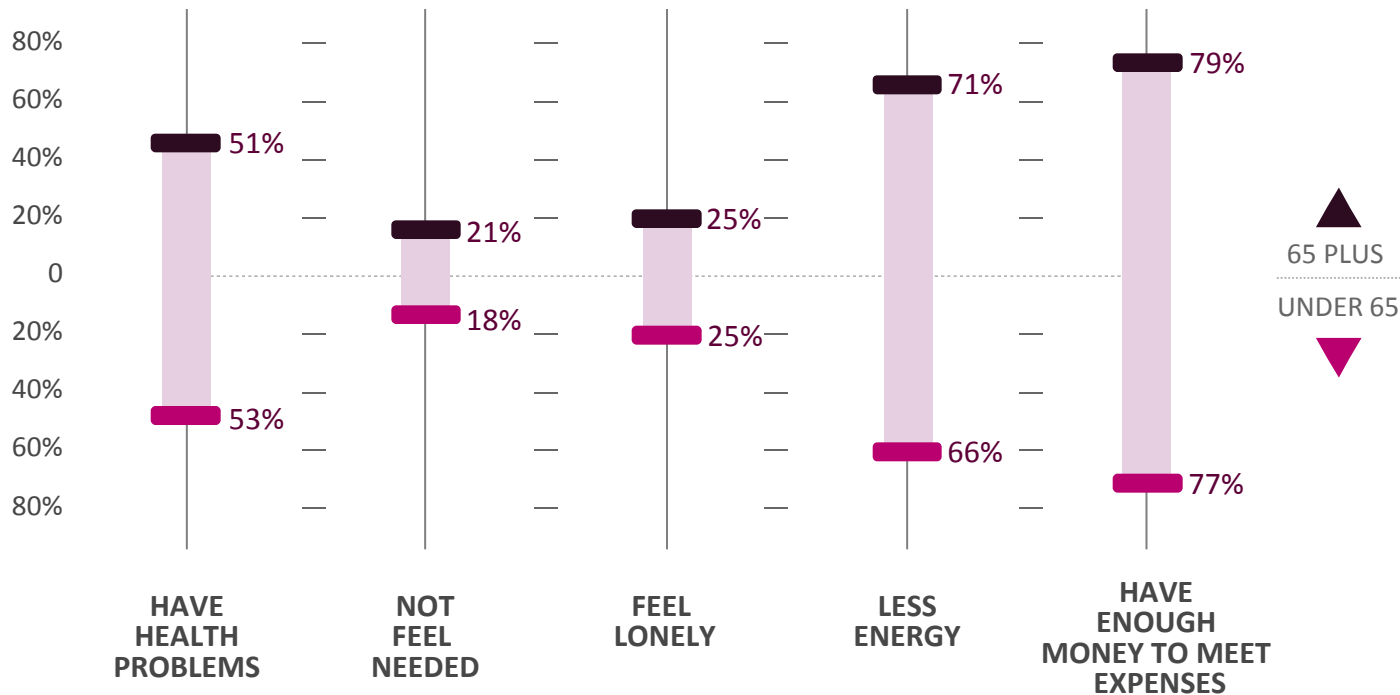
As you get older, do you feel you get more respect, less respect, or about the same amount of respect as you always have?

	Millennials	Gen X	Boomers	Greatest
More respect	60%	52%	36%	24%
Less respect	4%	6%	14%	15%
The same	36%	42%	50%	62%

Perception Meets Reality

Concerns about health, connectedness to others, and financial matters are areas where the expectations of younger generations align with the experiences of adults who have reached retirement age.

*For 65 plus: Please tell me if you have experienced this or not.
For under 65: Please tell me if you think this will happen to you or not.*





MONEY MATTERS

Income and Quality of Life

Income is a key factor influencing quality of life, happiness, and expectations about aging.

<50K
5 years ago
65.8

50K+
5 years ago
75.5

<50K
Current GOLD Score
67.3

50K+
Current GOLD Score
76.3

<50K
5 years from now
70.7

50K+
5 years from now
78.6

Income and Quality of Life



Americans whose household income is less than \$50,000 Americans whose household income is \$50,000 or more

GOLD Score

Family	81.3	86.7
Neighborhood safety	78.9	86.3
Spiritual life	72.9	76.9
Housing	70.6	83.8
Health	70.4	79.1
Work and how days are spent	66.5	75.6
Friends	65.3	76.8
Free time	62.7	65.5
Finances	53.9	70.1

Methodology



- This study was undertaken by Home Instead Senior Care and conducted by the Marist Institute for Public Opinion at Marist College in Poughkeepsie, New York.
- This report presents the findings from a random digit dial telephone survey of 1,235 Americans, including both landline and cell phone sampling frames.
- Reports for Americans have a margin of error of +/- 2.8 percentage points.
- Data were collected from September 26, 2011 through September 29, 2011.
- Analysis of sub-groups is included when noteworthy and/or statistically different.
- Please note that some totals may not add to 100% due to rounding.

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Founded in 1994 in Omaha by Lori and Paul Hogan, Home Instead Senior Care® is the world's largest provider of non-medical in-home care services for seniors, with more than 900 independently owned and operated franchises providing more than 50 million hours of care throughout the United States and 15 additional countries. Local Home Instead Senior Care franchise offices employ more than 65,000 CAREGiversSM worldwide who provide basic support services which enable seniors to live safely and comfortably in their own homes for as long as possible. For more information, go to <http://www.homeinstead.com/>.



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Founded in 1978, The Marist College Institute for Public Opinion (MIPO) is a survey research center at Marist College in Poughkeepsie, New York. The Marist Poll has conducted independent research on public priorities, elections, and a wide variety of social issues. Through the regular public release of surveys, MIPO has built a legacy of independence, reliability, and accuracy. Its results are featured in print and electronic media throughout the world.