



# QuickFACTS®



*"June is bustin' out all over  
All over the meadow and the hill."  
Oscar Hammerstein II*

## INFORMATION ABOUT AGING, LONGEVITY, AND THE MATURE MARKET

Welcome to QuickFACTS, a monthly fact sheet produced by MetLife's Mature Market Institute. Our focus is the emerging market of people 50+. We compile recent news and developments on workplace, retirement, caregiving, and longevity issues that impact our business and our customers. Ideas and comments for the editor are welcome by e-mail at [fradding@metlife.com](mailto:fradding@metlife.com) or by phone, 203-454-5302.



World Elder Abuse  
Awareness Day 2010

The International Network for the Prevention of Elder Abuse (INPEA) announces the 5th Annual **World Elder Abuse Awareness Day (WEAAD)** on **Tuesday, June 15, 2010.**

## Brains Hard at Work

Seven years ago, Art Koff, now 75, joined a slightly younger group of people known to have the highest rate of entrepreneurial activity, those between the ages of 55-64. He created a niche job board for older adults, RetiredBrains.com. It now receives thousands of visitors daily, and the company employs seven people. Art is an example of those in this demographic group who have found success by creating a business that targets the needs of its peers.

Laura Lorber  
"Older Entrepreneurs Target Peers"  
*Wall Street Journal*  
February 16, 2010  
**Click for link to article**



## Pension Coverage Declines



According to data from the Center for Retirement Research at Boston College, 53% of all workers had no pension coverage, neither defined benefit nor a defined contribution plan, in 2007. At the same time, only 9% of all workers had both. Among workers aged 50-59 a larger percentage (15%) had both types of pension coverage, compared to those aged 40-49 (11%) and those aged 30-39 (6%).

"Pension Coverage of Workers on Current Job, 1992, 2004, & 2007"  
Center for Retirement Research at Boston College  
**Click for link to chart**

## Younger Workers Planning Ahead

This year MetLife's *Study of Employee Benefits Trends* shows continued interest from employees in retirement education seminars. Forty-two percent of employees say they are very interested in receiving access to retirement planning seminars at work. While employees from all generations expressed interest, the younger workers' interest exceeded that of the Baby Boomers with just under half of Gen X (46%) and 37% of Gen Y, compared to 28% of older Baby Boomers and 32% of younger Boomers expressing interest.

*The 8th Annual MetLife Study of Employee Benefits Trends: Findings from the National Survey of Employers and Employees*

MetLife.com

**Click for link to study**



## Web Watch

The National Alliance for Caregiving, a national advocacy organization for family caregivers partnered with Emblem Health to create a short, easy-to-read and colorful booklet that covers the basics of family caregiving, tips, financial and legal matters, and resources for more help. The booklet also highlights a number of family caregiving stories. The addendum to the booklet provides an overview of additional resources from authors and organizations dedicated to advocating for family caregivers. To view the guide go to [http://www.caregiving.org/data/Emblem\\_CfC10\\_Final2.pdf](http://www.caregiving.org/data/Emblem_CfC10_Final2.pdf).

## International Ageing

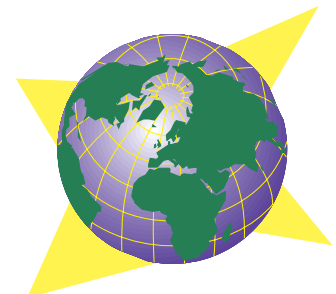
In 2007, New Zealand introduced a voluntary workplace retirement savings plan called KiwiSaver to supplement its existing public pension. Employees accumulate and invest capital from a combination of their own, government's, and employers' contributions. Employees between 18-65 starting a new job are automatically enrolled, although they can opt out. There are many incentives to join, including an initial tax-free amount of 1,000 New Zealand dollars (NZ\$), a weekly tax credit of NZ\$20, and a first home deposit subsidy for members who meet specific criteria. More than one in four has joined KiwiSaver to date, in spite of the worldwide economic downturn.

Diana Crossan, Retirement Commissioner New Zealand  
 "KiwiSaver: The Newcomer in New Zealand's Retirement Savings System"

*The Journal AARP International*

Winter 2010

**Click for link to article**



## World's Oldest Bodybuilder



At 73, Ernestine Shepherd is a grandmother and the Guinness World Records oldest female bodybuilder. Motivated by her sister's last wishes in 1992, Ernestine began exercising at 56, initially doing aerobics and lifting some weights. She began running in 2007, and has since completed eight marathons, poses for *Essence* magazine, and took first place in 2008 in her class at the Tournament of Champion's bodybuilding competition. She is an inspiration to those who know her and especially to the older adults taking her exercise class.

Sarah Netter

"Body Building Grandma Ernestine Shepherd Bench Presses, Runs Marathons At 73"

ABC News

April 27, 2010

[Click for link to article](#)

## Lessons from Centenarians

In a seminal study on centenarians from Iowa State University and the University of Georgia, in 1996 it was found that 95% of 100-year-olds reported that they had enough money to meet their needs, and 78% reported that they had enough to buy luxuries. This would not be so surprising, except that the researchers also found that 67% of these centenarians had incomes below the poverty line, and 44% had no financial reserves. While these results are puzzling, a more recent study of centenarians concluded that early life satisfaction plays a role in how health and well-being are viewed, and is directly associated with current happiness.

Peter Keating

"Why Centenarians Are So Content"

*SmartMoney Magazine*

May 15, 2010

[Click for link to article](#)



## Budget Cuts, Parks, and Retirees



The needs of many of the nation's parks and wildlife sanctuaries have converged with a growing number of retirees who are stretching their retirement dollars. The budget cuts and demands facing the nation's recreation sites have forced managers to deal with choices such as having to choose between managing oil and gas permits and maintaining a trail. Cadres of retired volunteers who enjoy travel, being with people, and find deep rewards from helping, are making up the difference in keeping our recreation sites afloat by providing as much as 20-30 hours per week, leading nature walks, guiding visitors, etc. The volunteers socialize after hours, stay in touch via social networking sites, and sometimes even find new romance.

Kirk Johnson

"Retirees Trade Work for Rent at Cash-Poor Parks"

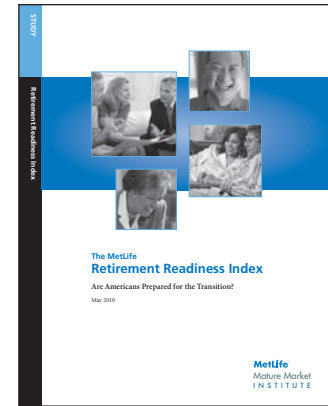
*New York Times*

February 17, 2010

[Click for link to article](#)

## Retirement Readiness

The financial risks surrounding retirement have increased dramatically because of longevity, low interest rates, the volatile stock market, business performance and employment conditions, among other issues. In the newly released study, *MetLife Retirement Readiness Index: Are Americans Prepared for the Transition?* it was revealed that pre-retirees can learn valuable lessons from retirees on making retirement decisions. The study reveals that individuals can smooth the transition to retirement by completing a series of 15 specific career tasks. It is accompanied by a *Retirement Readiness Workbook* that is available free to the public to help them assess their own preparation.



*MetLife Retirement Readiness Index: Are Americans Prepared for the Transition?*  
 MetLife Mature Market Institute  
 May 2010  
[www.maturemarketinstitute.com](http://www.maturemarketinstitute.com)  
**Click for link to study**

## The Wonders of Walking



In a large, long-term study of 39,315 female health professionals, with an average age of 54, it was found that women who walked an average of two hours or more a week or who were fast walkers had a significantly lower risk of stroke than women who didn't walk. When comparing brisk walkers with non-walkers it was found that they have a 37% lower risk of any type of stroke. Women who walked for two hours or more a week also had a 30% lower risk of any type of stroke.

“Walking Associated with lower stroke risk in women”  
 Bridgette McNeill  
 American Heart Association  
 April 6, 2010  
**Click for link to press release**

**MetLife**<sup>®</sup>  
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Fay Radding, M.A., R.N., Senior Gerontologist and Editor  
 203-454-5302  
 MetLife Mature Market Institute  
 57 Greens Farms Road, Westport, CT 06880  
[MatureMarketInstitute@MetLife.com](mailto:MatureMarketInstitute@MetLife.com)  
[www.MatureMarketInstitute.com](http://www.MatureMarketInstitute.com)

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