



QuickFACTS®



"If all the cars in the United States were placed end to end, it would probably be Labor Day Weekend."

Doug Larson

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 or by phone, 203-454-5302.

September 23rd is National Falls Prevention Awareness Day

Retirement Preparations Are on the Upswing



In a recent quarterly survey by the Bank of America Merrill Lynch, of 1.4 million participants in approximately 1,500 401(k) plans, more employees (67%) took positive action in the first half of 2010, than in the first half of 2009 (58%), while only 33% took a negative step in 2010, compared to 42% in 2009. Positive actions involved raising their contribution rates, and negative steps included reducing or stopping contributions.

"401(k) Participants Get More Positive, Survey Says"

Workforce Management

July 20, 2010

[Click for link to article](#)

Oldest Barefoot Skiing Champion

Many older adults are redefining aging by reinventing themselves. One such individual is Judy Myers who first discovered her passion for the sport of barefoot waterskiing at age 53, and, at 66, is the oldest competitive barefoot waterskier in the nation. As a former physical education teacher and college administrator, Judy volunteers at a Florida shop that teaches barefoot waterskiing, and in exchange is able to do all the water-skiing she wants. She didn't plan on becoming a waterskiing champion, but the hobby turned into a lifestyle with new goals and ambitions, and the realization that she could do so much more than work at a desk.

Jonann Brady

"Barefoot water-skier is landing on her feet at 66"

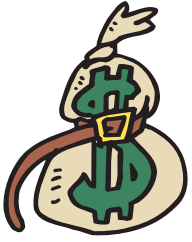
Todayshow.com

August 6, 2009

[Click for link to newscast and article](#)



For History Buffs: What's Old Is New



In 1916 the YMCA and other civic groups launched a campaign, National Thrift Week, that promoted the concept of saving money and paying bills on time. By 1966 thrift was out, and spending was in vogue, as promoted by a *Time* magazine article that focused on the ways in which Americans spent, lent, borrowed, and invested with confidence, beefing up the economy. Several current authors and the historians of thrift say the formula for enjoying life's pleasures boils down to spending less money, thereby creating more time, and giving frugality new respect.

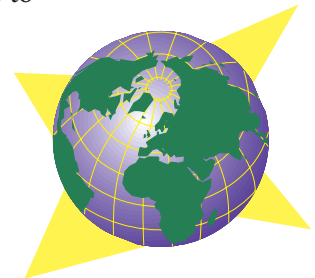
Jeff Yeager
 "The Leap to Cheap"
AARP The Magazine
 July/August 2010
[Click for link to article](#)

International Ageing*

With longevity rates on the rise and economies struggling around the world, many countries are raising their retirement ages to lessen the strain on pension plans. Greece raised its retirement age for many jobs considered hazardous to 65, up from 55 for men and 50 for women. In 2008 Hungary raised its retirement age from 62 to 65. In comparison to other countries, the U.S. has a younger population. While the median age in Germany, Italy, and Japan is around 44, in the U.S. it is 37. This younger age gives the U.S. more time to find solutions to issues of concern about its own public pension, Social Security.

Alan Greenblatt
 "When It Comes To Retirement, 67 Is The New 55"
 NPR
 June 18, 2010
[Click for link to article](#)

*British/Australian spelling



Older Adults Making a Difference



For the past four years, Civic Ventures, a think tank that engages older adults in social innovation, has annually recognized the accomplishments of several such innovators. In 2009 the 69-year-old psychiatrist Judith Broder was among the top winners of the Purpose Prize. Five years ago she founded the Soldiers Project, an organization that uses volunteer mental health professionals to provide unlimited, free, confidential mental health services for military personnel, their families, and veterans who may be too fragile to navigate the military bureaucracy or who fear that seeking treatment may damage their careers.

Heather Joslyn
 "Older Americans Win \$100,000 Prizes for New Efforts to Solve Social Problems"
The Chronicle of Philanthropy
 October 26, 2009
[Click for link to article](#)

Helping to Prevent Alzheimer's Disease

Three studies presented in July at the Alzheimer's Association International Conference indicate that lifestyle changes may help prevent Alzheimer's disease. The first study found that those who exercise moderately to heavily had a 40% lower risk of developing any type of dementia, and those with the least amount of physical activity were 45% more likely to develop the disease than their active counterparts. In another study, vitamin D levels in the blood were measured, and cognitive tests were administered in 3,325 adults over age 65. It was found that those who were deficient in vitamin D had 42% greater odds of cognitive impairment, and those who were severely deficient had 394% greater odds of being impaired. Lastly, another study found that tea drinkers fared better when comparing their rates of mental decline to those of non-tea drinking study participants.

Mary Brophy Marcus

"Study: Exercise, tea and vitamin D to ward off dementia"

USA Today

July 11, 2010

Click for link to article



Web Watch

For family caregivers, getting the right advice when you need it is key. A pair of mobile applications now exists for the iPhone and the iPod touch, providing insights, checklists, and support with an eldercare emergency, whether the family member is in the hospital or at home. Elder411.net and Elder911.net offer best practices from the over 40 years' experience of the geriatric care manager Dr. Marion. Elder 411 covers legal, financial, housing issues and more, while Elder 911 is designed for emergency situations, such as a fall or sudden illness. Having well organized information in your pocket helps alleviate much of the stress associated with the challenges of caregiving.

Aging and the City

Cities in the U.S. and around the world are taking steps to become more age-friendly as the result of an initiative from the World Health Organization. In New York City planners estimate that in 20 years the number of both schoolchildren and adults over age 65 will be around 15%. This marks a big change from 1950 when schoolchildren outnumbered older adults 2 to 1. In order to adapt to this demographic shift, the age-friendly initiative in New York City has begun to consider quality of life issues relevant to older adults such as safety crossing streets and benches in stores for resting while doing errands.

Anemona Hartocollis

"A Fast-Paced City Tries to Be a Gentler Place to Grow Old"

New York Times

July 18, 2010

Click for link to article



What Californians Are Thinking about Long-Term Care



According to the U.S. Department of Health and Human Services, long-term care services will be needed by 70% of people over the age of 65 at some point in their lives. Because of this, the State of California conducted a survey to understand how residents are preparing for the future. Two-thirds of the general population expressed concern about the cost of long-term care, while three-quarters of those currently providing care to a loved one expressed concern. Only 20% of those surveyed knew that Medicare does not provide on-going, in-home personal care.

Athan Bezaitis

“California’s Long-Term Care Crisis: Poll Shows Golden State Voters Unprepared for Costs of Care”
Aging Today—The Bi-monthly Newspaper of the American Society on Aging
 May-June 2010

[Click for link to article](#)

Doctor or Inspector Clouseau on the Job

Older adults who have dementia are easy prey for scam artists. Researchers at Baylor College of Medicine in Houston trained 67 doctors to detect individuals at risk of fraud or who might be victims of fraud. They were asked to report signs of financial exploitation to the Texas State Securities board. More than half of the doctors who participated found potential or actual victims of such abuse. This research project was instrumental in helping with the investigation into Edward Digges, Jr. who ran a multistate Ponzi scheme in which \$10 million was raised, mostly from older adults. Digges was convicted and sentenced to 99 years in jail.

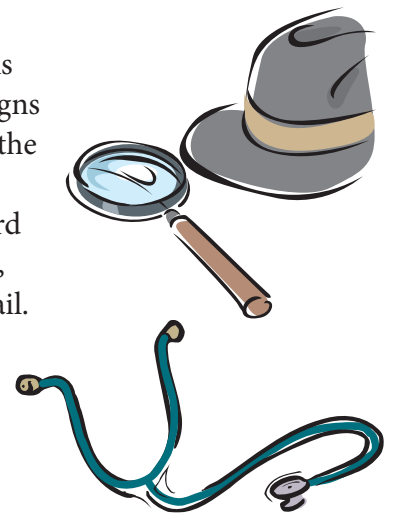
Kelly Greene

“Enlisting Doctors to Screen for Financial Fraud”

The Wall Street Journal

July 10, 2010

[Click for link to article](#)



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