



# QuickFACTS<sup>®</sup>



*"In the depth of winter I finally learned that there was in me an invincible summer."*

Albert Camus

## 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 40+. 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.*

### Walk Faster, Live Longer

The speed at which you walk could determine how long you live, says a new study conducted at the University of Pittsburgh. Researchers looked at nine studies of 35,000 seniors and discovered that just 19% of the slowest 75-year-old male walkers lived 10 more years, compared to 87% of the fastest walkers. For women, the figure was 35% of the slowest walkers versus 91% of the quickest. The study results may lead some physicians to incorporate walking speed into a routine assessment since it can provide many clues about vitality.

Deborah Kotz  
*Your Walking Speed May Predict Your Life Span, According to Study*  
The Boston Globe  
January 10, 2011  
**Click for link to article**



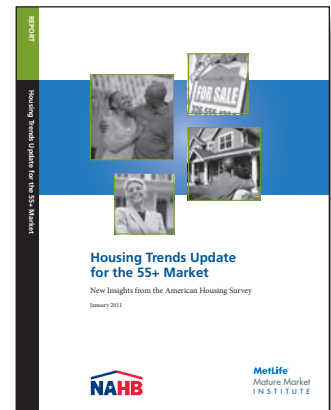
### Employer Web Watch: Workplace Flexibility

A Web site launched by Boston College's Sloan Center on Aging & Work provides an overview of different workplace flexibility options, including information on phased retirement, job sharing, and part-year work. Employers will find benefits and barriers to implementing policies as well as company case studies. Click on <http://workplaceflexibility.bc.edu/workFlex>.

## Housing Trends: It's All About Money

A joint study by the 50+ Housing Council of the National Association of Home Builders (NAHB) and the MetLife Mature Market Institute shows the recession has made 55+ buyers more practical when selecting a new home. Design considerations have become less important, and financial concerns have become more prominent. The desire to be near family and friends is the mature mover's overwhelming motivation, the report noted. "Proximity to work" was more important than in the past for those relocating to age-qualified, active adult communities—12% in 2009 versus 2% in 2001—underscoring the trend toward delayed retirement in this age group.

*Housing Trends Update for the 55+ Market:  
New Insights from the American Housing Survey*  
MetLife Mature Market Institute  
January 2011  
[Click for link to report](#)



## Working in Retirement As the New Normal



Today, one in five workers age 50+ has retired from a previous career and has what is aptly called a "retirement job." A report released by the Families and Work Institute in 2010 found that working in retirement is a new career stage. The majority of working retirees are full-time and enjoy what they do and 75% plan to keep working. The motivating factor was not necessarily the money, but rather making a contribution, being productive, and keeping active.

*Working in Retirement: A 21st Century Phenomenon*  
Families and Work Institute  
July 2010  
[Click for link to report](#)

## An Aging Population Prefers to Age in Place

Older adults who wish to remain in their homes as they age are getting help from senior "villages" which are cropping up around the country. With 55 existing and another 120 planned, these communities provide their members with medical, shopping, social services, and activities. These villages are aimed at keeping people in their homes into their 70s, 80s, and possibly 90s. By 2020, the 55+ age American households are expected to reach 45%.

Philip Moeller  
"Senior Villages Take Root As Movement Matures"  
usnews.com  
January 28, 2011  
[Click for link to article](#)



## Beatitudes Nursing Home: A Blessing for Alzheimer's Patients



There is no effective medical treatment for dementia, but at the Beatitudes Nursing Home in Phoenix, Arizona, the Alzheimer's patients receive a good dose of unconventional, non-pharmaceutical care that calms them and can even make them smile. This seemingly revolutionary caregiving solution is giving them what they want. New research suggests that positive emotional experiences can diminish stress and behavior problems. The nursing home allows patients to eat what they want when they want it, take baths in the middle of the night, and engage in activities that they did before they became ill.

Pam Belluck

*Giving Alzheimer's Patients Their Way, Even Doses of Chocolate*

The New York Times

January 1, 2011

[Click for link to article](#)

## Calling All Seniors with Cell Phones

Fewer than one-quarter of wireless phones are bought by adults 55+, the market research firm NPD Group reports, making seniors "the last untapped segment" of wireless customers. The major deterrent? Price. As a result, companies are responding with simpler phones that include bigger buttons, hearing-aid compatibility, simulated dial tone, and operator assistance rather than sophisticated smart phone technology.

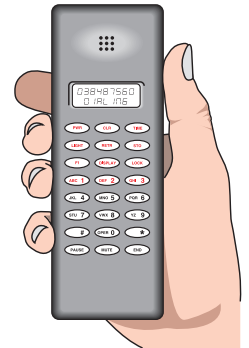
Gregory Karp

*New Age Approach for Cell Phone Market*

The Chicago Tribune

January 13, 2011

[Click for link to article](#)



## Still Collecting a Paycheck in Her Nineties



Five hours a day, 98-year-old Rosa Finnegan reports for work on the production floor of a manufacturing company, Vita Needle in Needham, Massachusetts, where close to half of the employees are well past retirement age. Rosa says she didn't expect she'd need a paycheck at this stage of life, but after becoming a widow in her 80s, she needed a new life plan. Along with her paycheck, working at Vita Needle has given her a new sense of community.

Ari Daniel Shapiro

*In Their 90s, Working for More Than Just a Paycheck*

NPR "Morning Edition"

November 1, 2010

[Click for link to article](#)

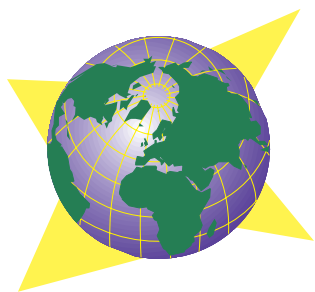
## Volunteer Vacations Take Off

One-third of unpaid workers who sign up for a stint abroad through Global Volunteers are over age 60. And, the number of Peace Corps volunteers age 60+ has more than doubled within the last three years. This trend of older Americans who want to see the world and make a difference appeals to budget conscious travelers who may also be able to write off parts of the trip. Others benefit from exploring second career options.

Dave Carpenter  
*Retirement-Age Volunteers Mix Altruism with Travel*  
CTpost.com  
January 7, 2011



## International Ageing\*



The Chinese government is struggling with how to deal with a graying population. The pool of family caregivers is shrinking due to China's one-child policy, and grown sons and daughters moving away for work. Requiring adult children to follow the tradition of paying homage to their parents and spending time with them is one proposal under consideration. If adult children don't meet these expectations, aging pensioners would have the right to sue their adult children for not visiting them, incurring fines, or even jail time, for their absence. Free medical services for those over age 80 is an additional part of the proposed legislation.

Tralee Pearce  
*China Trying to Force Children to Visit Aging Parents*  
The Globe and Mail  
January 17, 2011  
**Click for link to article**

\*British/Australian spelling

**MetLife**<sup>®</sup>  
Mature Market  
INSTITUTE

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  
[www.MatureMarketInstitute.com](http://www.MatureMarketInstitute.com)

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