



QuickFACTS[®]

*“There are really only two plays:
Romeo and Juliet, and put the
darn ball in the basket.”*

Abe Lemons

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.

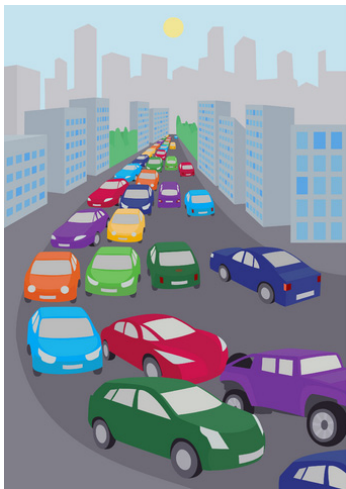
Entrepreneurship Among Older Workers

According to the Kauffman Foundation, 55- to 64-year-olds have the highest rate of entrepreneurship. Compared to company founders ages 20-34, those 55+ are twice as likely to be successful. Research from Duke University that examined 549 technology ventures found that the success of older entrepreneurs comes from their years of accumulated expertise, a deep understanding of customer needs, and a network of contacts that often includes financial backers.

Stefan Theil
“The Golden Age of Innovation”
Newsweek
August 20, 2010
Click for link to article



Road Traffic Noise: More Than Just Annoying



Road traffic noise may increase the risk of stroke, suggests research from a Danish study of more than 51,000 urban residents. In the study, 19% of stroke victims 65+ had been exposed to road traffic noise. Among this group, the risk of stroke increased by 27% for each 10 decibels increment; with more than 60 decibels, the probability is even higher. Noise levels on a busy street are typically 70-80 decibels. Other studies have connected raised blood pressure and heart attacks with traffic noise.

Bill Hendrick
“Traffic Noise Raises Stroke Risk”
WebMD Health News
January 25, 2011
Click for link to article

The Centenarian Will Serve You Now

Retirees make up the majority of volunteers at Meals on Wheels, a nationwide program that serves close to one million Americans. In Orange County, FL, an organization, Seniors First, counts on 350 delivery people, most of whom are in their mid 60s. One retired Florida volunteer, Irene Johnston, with a keen memory and passion for helping others has been helping out for years. Only her age sets her apart from most other volunteers; She is 100 years old.

Christine Show
 "Centenarian Delivers Meals to Seniors"
Orlando Sentinel
 January 24, 2011
Click for link to article



More Employees Saving for Retirement

There was a 21% hike in 401(k) plan contributions in 2010 from the year before, according to the Bank of America/Merrill Lynch Retirement & Benefit Plan Services quarterly report. Another finding: When employers provide a "one-click" option to make changes to their 401(k) plans during health care enrollment periods, there's an uptake of retirement savings activity.

Lee Conrad
 "Employees Increasing Retirement Nest Eggs"
 Employee Benefit News
Click for link to article

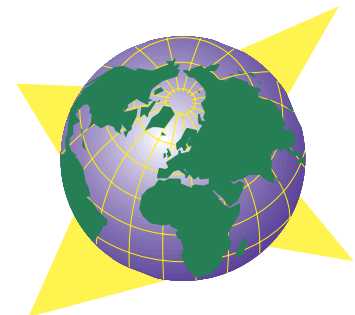


International Ageing*

Move over, kids. London's Hyde Park has built a playground for adults. Called the "pensioners' playground," it has pieces of low-impact exercise equipment, including a cross-trainer and sit-up bench. The concept, which originated in China, is geared to anyone 60+, although there is no age restriction for use. Among its goals is to offer a free way to stay fit, have fun, and socialize.

"Playgrounds for Grownups Catch On"
 AARP.org
 June 16, 2010
Click for link to article

*British/Australian spelling



Web Watch: Elder Mediation



As aging parents live longer, there are more issues that require the involvement of other family members—and more opportunities for dissension. A Web site, www.mediate.com explains the growing field of elder mediation, offers articles on the subject, and has a directory to find mediators around the country. Elder mediators have special training to help stressed out families come to consensus on topics like a parent's independence, safety, living arrangements, or medical decisions. There is also advice to help with sibling conflicts and communication skills.

Some Say “No Way” to Cutting Costs in Retirement

Eighty-five percent of those turning 65 this year have no plans to downsize their homes, while others say they don't intend to reduce any expenses in retirement. That's according to an AARP survey of 801 adults. How will they finance their lifestyle? More than half of employed respondents expect to work until they're age 70 or older. Another study by the Center for Retirement Research at Boston College found similar results. Those who don't have enough money to retire said they would delay retirement and save money rather than reduce their standard of living.

Emily Brandon
 “Boomers Reluctant to Cut Costs in Retirement”
US News and World Report
 January 4, 2011
Click for link to article



A Divine Career Move: The Ministry



Patricia Fike is living in a dormitory at age 64, after selling her home and Mercedes. A recently retired pediatric nurse, she is pursuing her lifelong dream to enter the ministry, and is in good company with many others who are pursuing second or third careers. The Association of Theological Schools reports that age 50+ enrollees grew from 12% in 1995 to 20% in 2009. Although Divinity school can take three years and cost more than \$100,000 in tuition, most students find employment before they even graduate.

Melba Newsome
 “Holy Enrollers: Why Boomers Are Going to Divinity School”
Time
 February 6, 2011
Click for link to article

Retirement Decision Planning

While Americans think they may be planning for retirement, they may not be preparing for the unexpected events that could interfere with their plans. The newly released *Best-Case Strategies for a Flexible Retirement: The MetLife Study of Thinking About Retirement in Uncertain Times* classifies the various types of retirement planners and gives examples of the most successful among them—the “Preemptive Planners.”

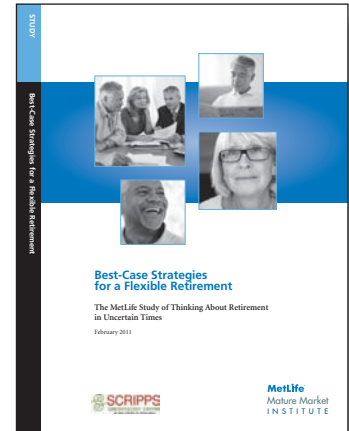
Preemptive Planners are those who are prepared for the unanticipated scenarios that may come their way, like having to retire early because of health issues or the loss of a job, retiring late for financial reasons and other factors like tenuous health care coverage, long-term care costs, vanishing defined-benefit plans, and the vagaries of the stock market. Although, for many others, such oversights may cost them, it is not too late to make the necessary changes.

Best-Case Strategies for a Flexible Retirement: The MetLife Study of Thinking About Retirement in Uncertain Times

MetLife Mature Market Institute

February 2011

[Click for link to study](#)



New Technology Helps Marketers Learn How 65+ Feels



In the past, the 65+ population was not a target market for many industries. However, that is changing with the current demographic shift underway. In order to help companies innovate and understand this population’s needs, the Massachusetts Institute of Technology’s AgeLab created “Agnes,” a jumpsuit that simulates the feeling of having an age 70-something body. Yellow goggles hinder vision, a helmet cramps the neck and spine, bands restrict bending and mobility, and surgical gloves impact dexterity.

Natasha Singer

“In a Graying Population, Business Opportunity”

The New York Times

February 5, 2011

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