

QuickFACTS®

"There's nothing you can do that can't be done. Nothing you can sing that can't be sung. Nothing you can say but you can learn how to play the game. It's easy... All you need is love."

Lennon/McCartney

INFORMATION ABOUT AGING, LONGEVITY, AND THE MATURE MARKET

Welcome to QuickFACTS, a monthly fact sheet produced by the MetLife Mature Market Institute. Our focus is the emerging mature market. 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.

The Lifespan of U.S. Presidents

Does the stress of the job shorten the lifespan of American presidents? A study by a University of Illinois professor has found that 23 of the 34 presidents who died of natural causes actually lived longer, on average, than men who were the same age on Inauguration Day. To definitively answer the lifespan question requires a comparison between the presidents and other men who possessed the same advantages of education, wealth, and access to health care. Another scientist suggests that presidents may benefit from being where the buck stops. The most risky kind of stress, he said, is caused by feelings of helplessness as experienced by middle managers.

Randy Dotinga
 "Most U.S. Presidents Live Longer Than Their Peers"
Healthday
 December 6, 2011
[Click for link to article](#)



Employers Provide Programs to Aid Caregivers



More than one out of six American workers care for family members, according to a Gallup-Hathaways Well-Being Index released last year, and close to one-quarter of them are struggling to remain in the workforce. Some companies have arranged for seminars to help caregivers cope with their problems, but attendance is frequently low, in part because employees often keep their caregiving a secret, fearing that it could affect their job evaluations. Increased enrollment, experts say, requires a culture of acceptance supported by all supervisory levels, from CEOs to line supervisors.

Lisa V. Gillespie
 "Taking Care of Caregivers"
Employee Benefit News
 December 1, 2011
[Click for link to article](#)

A Legendary Coach Carries On

Pat Summitt, 59-year-old coach of the women's basketball team at the University of Tennessee, has presided over more victories in NCAA competition than any coach in any sport—but she now faces a foe that will not be denied: Alzheimer's. Meanwhile, though, she continues to inspire her Lady Vols at courtside. She has yielded some of the game-time decision-making to her aides, and her in-your-face management style has softened, but she still demands her patented aggressive style of play from her team. In December she was named Sportswoman of the Year by *Sports Illustrated*.

Sally Jenkins

"Pat Summitt Faces Down Alzheimer's by Fighting and Laughing"

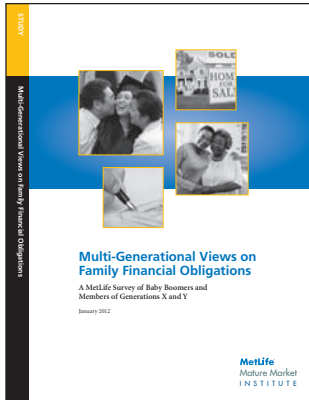
The Washington Post

December 17, 2011

Click for link to article



Family Financial Support



Americans have a strong sense of financial obligation to family members, but it does have limits, according to a study by the MetLife Mature Market Institute. Respondents of all 3 generations (Boomers, Gen X, and Gen Y) agreed that parents should support children through their college years, help with tuition (90%), and step in to provide financial assistance during a financial emergency if it was not of a child's doing. In case of an early death, 78% said there was an obligation to provide for a surviving spouse, and 52% believed in leaving something for younger children—though 41% of those with life insurance said their coverage fell short or weren't sure they were covered adequately.

Multi-Generational Views on Family Financial Obligations: A MetLife Survey of Baby Boomers and Members of Generations X and Y.

Mature Market Institute

January 10, 2012

Click for link to study

International Ageing*

The government of the Indian state of Karala has ordered that 10% of seats on public buses be set aside for elderly men and women. The seats for elderly women are to be located near the seats already reserved for female passengers. Some seats had previously been saved for the physically and visually challenged. An official of the Senior Citizens Association welcomed the new decision, pointing out that other passengers and conductors had often been unwilling to help old people find a seat. He also renewed the group's call to reduce the height of the bus entrance and exit steps.

S. Anil Radhakrishnan

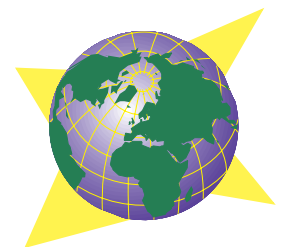
"More Seats for the Elderly on Stage Carriers"

The Hindu

November 16, 2011

Click for link to article

*British/Australian spelling



The Benefits of a Fast-Growing Older Population

More than 30% of the 20,000 residents of Southbury, Connecticut, are over 60 years of age—rising to 40% by 2020—and town life increasingly focuses on the elderly. The economy, for example, which once relied on dairy farming, now benefits from the shopping power of its graying citizenry with an abundance of firms catering to older people, from hearing aid shops to elder-care lawyers. Retirees also pay taxes to support schools their children are too old to attend. Another advantage: Large numbers of the elderly are serving as volunteers at town churches and community agencies.

Peter Applebome
 “Graying Town Builds a Life Beyond Bingo”
The New York Times
 December 5, 2011
Click for link to article



Web Watch

The nonprofit National Older Worker Career Center lists job openings on its Web site for workers 55 and over with the Environmental Protection Agency and the Department of Agriculture. The openings, both full-time and part-time, are in agency offices around the country; jobs range from light clerical work to technical and advanced-degree assignments. Workers are hired under a grant-funded program, serving on renewable, one-year contracts. The Virginia-based center currently provides jobs for about 700 older people.

<http://www.nowcc.org/>



Fashion Starts to Yield to Boomer Shoppers

The youth market has ruled the fashion world for years, but experts say the industry is beginning to cater to a very different clientele—the aging Baby Boom generation. According to David Wolfe, creative director of The Doneger Group, which predicts fashion trends, designers are recognizing the needs and lifestyle of the Boomers. More evening dresses with long sleeves are appearing, he said, because older women are less inclined to expose their arms. The change can't come soon enough for Gregg Andrews, a fashion director at Nordstrom, who said his Boomer customers were complaining about clothes that have a bare-and-sexy look. Wolfe's forecast: The youth culture will soon become a niche market.

Michelle Nichols
 “Boomers to Trump Youth in Fashion Influence”
Reuters
 September 9, 2011
Click for link to article



Encore Ranks Rise to 9 Million

As many as 9 million Americans, 44 to 70 years of age, are now embarked on encore careers, according to a new survey by Civic Ventures, a Boomer-focused think tank. That number has risen 7% since 2008. Half of the people surveyed said the weak economy made the switch to an encore career difficult, yet 27% predicted they would do so within five years. Two-thirds of respondents saw retirement as a time to keep working—half of them just to cover expenses, the other half to serve others in paid or volunteer roles. Encore workers put in more than 16 billion hours each year in such areas as education and health care.

“Encore Career Choices: Purpose, Passion and a Paycheck in a Tough Economy.”

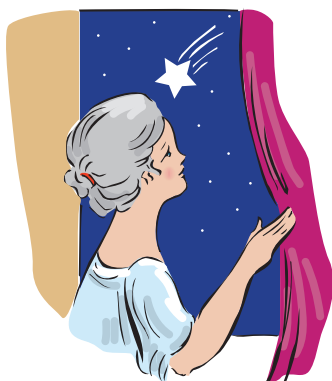
Civic Ventures

November 29, 2011

Click for link to article



Grant-a-Wish Groups for the Elderly



In the world of grant-a-wish foundations, much of the focus is on fulfilling the dreams of ailing children, but the elderly are not totally forgotten. Several organizations are dedicated to meeting such senior wishes as revisiting a World War II battlefield, building a wheelchair ramp, riding in a parade, and arranging a family reunion. Financial need is the only requirement for those submitting a wish. One group was started by a former NFL player to honor his grandmother, who helped raise him. Whatever their differences, the organizations share a common conviction: Just because you're older doesn't mean you don't still have wishes and dreams.

Melissa Kossler Dutton

“Charitable Groups Grant Seniors Long-Held Wishes”

USA Today/Associated Press

December 7, 2011

Click for link to article

MetLife[®]
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

L0112235889[exp0213]