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Ipsos What the Future: Aging Survey

Topline Findings

NEW YORK, January 24, 2022 — These are the findings of an Ipsos poll conducted between January 28-31, 2022, for Ipsos' **Aging** issue of **What the Future**. For this survey, a sample of 1,154 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

1. Thinking about the phrase 'old age,' at what age do you think people can be considered to be "old"?

	Total (N=1154)
Mean Age	67.4
% Don't Know	14%

2. By 2030, do you think more Americans will be 15 years old or younger, or will more be 65 or older?

	Total
Age 15 or younger	21%
Age 65 or older	79%

3. Based on what you may know or feel, what age is the average American today?

	Total
24	1%
31	9%
38	24%
46	32%
52	18%
Don't know	15%

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4. Which of these words, if any, would you use to best describe people in old age? Select all that apply.

	Total
Wise	58%
Respectful	43%
Respected	41%
Kind	31%
Hardworking	30%
Lonely	28%
Unfairly treated	26%
Well-educated	26%
Community orientated	25%
Happy	23%
Ethical	23%
Frail	20%
Sad	8%
Arrogant	7%
Poor	6%
Rich	5%
Selfish	4%
Materialistic	4%
Lazy	2%
None of these	6%

5. The following are some Activities of Daily Living, or daily tasks that people do to live independently. For each of the following activities, in which age range do you think people are generally too old to do them on their own?

Bathing or showering	Total
50-64	5%
65-79	8%
80-89	21%
90+	19%
No set age/Depends on the person	48%

Shopping / getting groceries	Total
50-64	6%
65-79	10%
80-89	26%
90+	15%
No set age/Depends on the person	43%

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5. The following are some Activities of Daily Living, or daily tasks that people do to live independently. For each of the following activities, in which age range do you think people are generally too old to do them on their own?

Driving	Total
50-64	6%
65-79	16%
80-89	35%
90+	14%
No set age/Depends on the person	29%

Using public transportation or taxis / rideshares	Total
50-64	5%
65-79	13%
80-89	22%
90+	11%
No set age/Depends on the person	49%

Managing their medication	Total
50-64	5%
65-79	12%
80-89	25%
90+	13%
No set age/Depends on the person	44%

Managing their finances	Total
50-64	5%
65-79	12%
80-89	24%
90+	14%
No set age/Depends on the person	45%

6. For each pair of statements below, please select which statement you feel best completes the following sentence, even if neither is exactly right.

As I age, I more fear…

	Total
Losing my independence	58%
The cost associated with aging and elder care	42%

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6. For each pair of statements below, please select which statement you feel best completes the following sentence, even if neither is exactly right.

	Total
The cost associated with aging and elder care	62%
Isolation	38%

	Total
Losing my independence	74%
Isolation	26%

7. As people get older, one important decision they make is about their housing. From the list below, please indicate if you have made any of the following changes in your housing situation because of age-related considerations. Please select all that apply.

	Total
Moved into a smaller house/apartment	11%
Moved into a house with a different layout (e.g. bedroom on the first floor)	10%
Moved to a 55+/retirement community	9%
Moved to be closer to children/family members	9%
Moved in with children/family members	7%
Moved full-time to another city or state as a retirement home	7%
Moved to an assisted living facility	5%
Moved part of the year to another city or state (e.g. snowbird)	5%
None of these; have not moved for any age-related reason	66%

8. Which of the following situations, if any, apply to you? Select all that apply.

	Total
I am the primary caregiver for an elder family member	10%
I share caregiving responsibilities for an elder family member with other family members	8%
I share caregiving responsibilities for an elder family member with a paid caregiver or nurse	4%
I was previously the primary caregiver for an elder family member	10%
I was previously sharing caregiving responsibilities for an elder family member	12%
None of the above	64%

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9. How likely, if at all, are you to do the following in the future?

Base: Those who are not currently and have not been a caregiver or shared caregiving responsibilities in the past.

Total Likely Summary

	Total (N=752)
Share caregiving responsibilities for an elder family member	46%
Be the primary caregiver for an elder family member	43%

Share caregiving responsibilities for an elder family member	**Total (N=752)**
Very likely	12%
Somewhat likely	34%
Not very likely	30%
Not at all likely	24%
Likely (Net)	*46%*
Not likely (Net)	*54%*

Be the primary caregiver for an elder family member	**Total (N=752)**
Very likely	12%
Somewhat likely	31%
Not very likely	33%
Not at all likely	24%
Likely (Net)	*43%*
Not likely (Net)	*57%*

10. How familiar, if at all, are you with the following technologies?

Total Familiar Summary

	Total (N=1154)
Virtual voice assistants (e.g., Amazon Alexa, Constant Companion, Google Home, or Apple Siri)	76%
Artificial intelligence-powered wearables or devices marketed for older people	36%
Elder care robots	15%

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10. How familiar, if at all, are you with the following technologies?

Elder care robots	Total
Very familiar	4%
Somewhat familiar	11%
Heard of, but know almost nothing about	21%
Have not heard of this	64%
Familiar (Net)	*15%*
Not familiar (Net)	*85%*

Virtual voice assistants (e.g., Amazon Alexa, Constant Companion, Google Home, or Apple Siri)	Total
Very familiar	34%
Somewhat familiar	41%
Heard of, but know almost nothing about	20%
Have not heard of this	4%
Familiar (Net)	*76%*
Not familiar (Net)	*24%*

Artificial intelligence-powered wearables or devices marketed for older people	Total
Very familiar	9%
Somewhat familiar	27%
Heard of, but know almost nothing about	33%
Have not heard of this	31%
Familiar (Net)	*36%*
Not familiar (Net)	*64%*

11. For each pair of statements below, please select which statement you agree with more, even if neither is exactly right.

	Total
I want my appearance to age naturally	77%
I want to do whatever I can, medically or cosmetically, to slow the appearance of aging	23%

	Total
As I age, I would prefer to live independently	81%
As I age, I would prefer to have assistance with my daily living at home	19%

	Total
As I age, I would rather live at home as long as possible	81%
As I age, I would rather live in a facility or community with other people in similar life stages	19%

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11. For each pair of statements below, please select which statement you agree with more, even if neither is exactly right.

	Total
I prefer to use pharmaceuticals (doctor-prescribed medications and treatments) to manage my health	33%
I prefer to use supplements, vitamins, or diet/exercise to manage my health	67%

	Total
I fear being dependent upon others as I age	73%
I'm comfortable being dependent on others as I age	27%

	Total
I would trust elder care robots, virtual voice assistants, or artificial intelligence (AI) to care for me as I age	42%
I would not trust elder care robots, virtual voice assistants, or artificial intelligence (AI) to care for me as I age	58%

12. How much of the financial responsibility, if any, should the following people or groups be responsible for when it comes to covering the costs associated with aging and elder care?

Individuals	Total
All	10%
Most	32%
Some	49%
None	8%

Federal government (including Social Security, Medicare/Medicaid, etc.)	Total
All	18%
Most	39%
Some	38%
None	4%

Health insurance providers	Total
All	19%
Most	42%
Some	35%
None	4%

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12. How much of the financial responsibility, if any, should the following people or groups be responsible for when it comes to covering the costs associated with aging and elder care?

Employers (e.g. through insurance subsidies, pensions, retirement plans, etc.)	Total
All	9%
Most	33%
Some	51%
None	7%

13. Please rank the following factors based on how important you think they are to your personal health. Please use "1" for the most important factor and "9" for the least important factor. You may use each number only once.

Total Summary	Total 1+2	Mean
What you eat	50%	3.1
Your genes	42%	3.5
How much you exercise	33%	3.9
Your parents' health	18%	5.1
Your income/socio-economic status	15%	5.4
Your doctor	13%	5.4
Your health insurance status	13%	5.5
Where you live	11%	5.5
National political decisions	5%	7.7

	Your doctor
1	7%
2	6%
3	9%
4	12%
5	14%
6	17%
7	16%
8	13%
9	6%
Mean	5.4

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13. Please rank the following factors based on how important you think they are to your personal health. Please use "1" for the most important factor and "9" for the least important factor. You may use each number only once.

	Your genes
1	30%
2	12%
3	17%
4	11%
5	8%
6	8%
7	7%
8	5%
9	3%
Mean	3.5

	Where you live
1	5%
2	6%
3	10%
4	11%
5	18%
6	14%
7	14%
8	15%
9	7%
Mean	5.5

	What you eat
1	24%
2	26%
3	17%
4	9%
5	7%
6	8%
7	3%
8	3%
9	2%
Mean	3.1

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13. Please rank the following factors based on how important you think they are to your personal health. Please use "1" for the most important factor and "9" for the least important factor. You may use each number only once.

	How much you exercise
1	12%
2	21%
3	20%
4	15%
5	8%
6	8%
7	7%
8	5%
9	4%
Mean	3.9

	National political decisions
1	2%
2	3%
3	2%
4	4%
5	5%
6	5%
7	9%
8	15%
9	56%
Mean	7.7

	Your income / socio-economic status
1	7%
2	8%
3	8%
4	11%
5	13%
6	14%
7	17%
8	16%
9	5%
Mean	5.4

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13. Please rank the following factors based on how important you think they are to your personal health. Please use "1" for the most important factor and "9" for the least important factor. You may use each number only once.

	Your parents' health
1	8%
2	10%
3	10%
4	17%
5	14%
6	10%
7	10%
8	12%
9	11%
Mean	5.1

	Your health insurance status
1	5%
2	8%
3	7%
4	11%
5	14%
6	16%
7	18%
8	15%
9	5%
Mean	5.5

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About the Study

These are some of the findings of an Ipsos poll conducted between January 28-31, 2022. For this survey, a sample of 1,154 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,154, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

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