



Generation to Generation:
Money Matters

April 13, 2012



MONEY MATTERS

Income and Quality of Life

Income is a key factor influencing quality of life, happiness, and expectations about aging.

<50K
5 years ago
65.8

50K+
5 years ago
75.5

<50K
Current GOLD Score
67.3

50K+
Current GOLD Score
76.3

<50K
5 years from now
70.7

50K+
5 years from now
78.6

Income and Quality of Life



Americans whose household income is less than \$50,000 Americans whose household income is \$50,000 or more

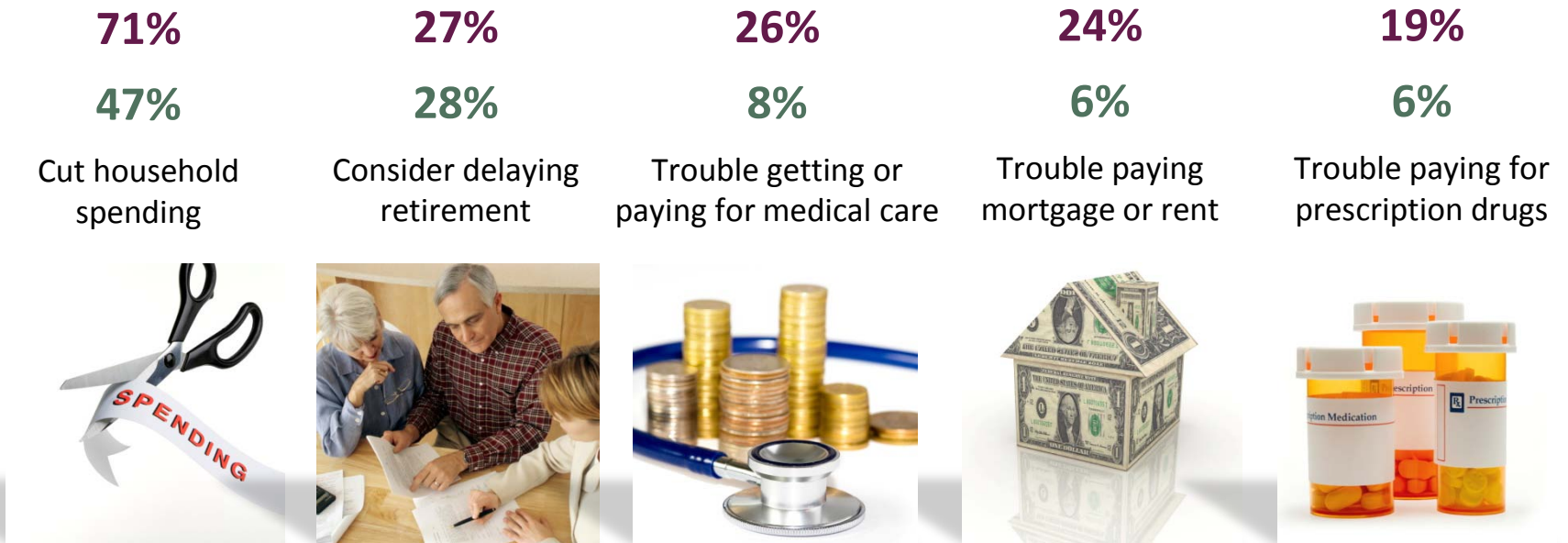
GOLD Score

	Americans whose household income is less than \$50,000	Americans whose household income is \$50,000 or more
Family	81.3	86.7
Neighborhood safety	78.9	86.3
Spiritual life	72.9	76.9
Housing	70.6	83.8
Health	70.4	79.1
Work and how days are spent	66.5	75.6
Friends	65.3	76.8
Free time	62.7	65.5
Finances	53.9	70.1
Community involvement	52.3	62.2

Fissure between the Haves and Have-Nots

With one exception, Americans with household income below \$50,000 have been more likely to feel the brunt of the economic recession over the past year. They have experienced financial difficulty on many fronts. The equalizer is retirement.

Have you experienced any of the following in the past 12 months when managing your own family budget?



<50K
 50K+

Does Money Bring Happiness?

Lower income Americans are:



Below
\$50k

Above
\$50k



Less likely to call
themselves very
happy

25% vs. 34%

More likely to say
the "best is
behind you"

27% vs. 18%

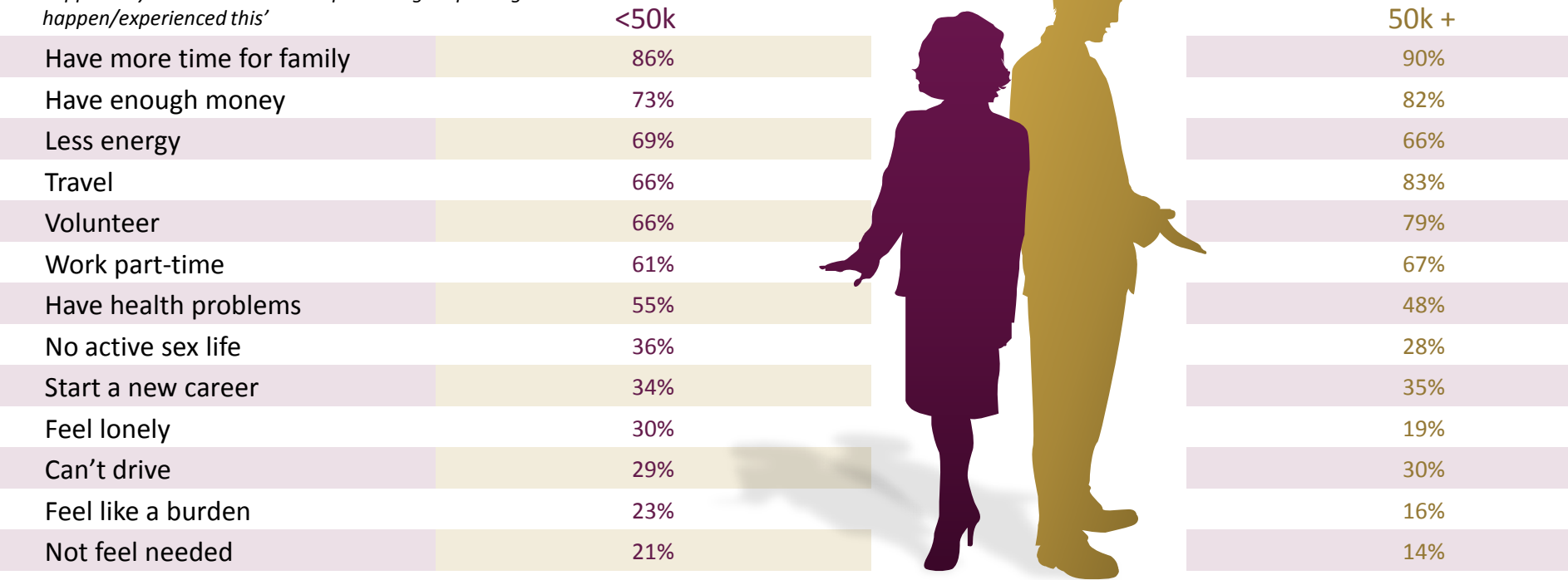
Less likely to say
"the best is yet to
come"

73% vs. 82%

What about Longevity?

Those with income below \$50,000 are gloomier about growing older. They are slightly more likely to believe they will have health problems, and significantly more likely to think they will not have enough money, will feel like a burden, will feel lonely, and be less active than their wealthier counterparts (travel, volunteer, or work).

*For 65 plus: Please tell me if you have experienced this or not. For under 65: Please tell me if you think this will happen to you or not. *Presents percentage reporting 'will happen/experienced this'*

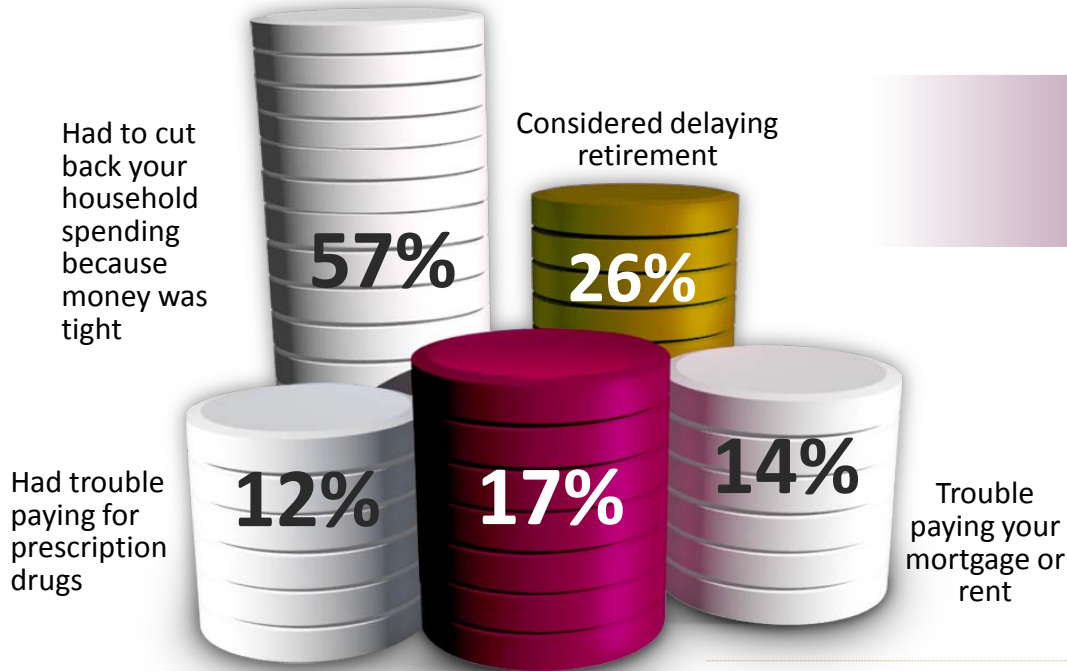


Digging Deeper: Higher income Americans are more likely to feel younger than their age than their lower income counterparts (63% vs. 50%). Lower income Americans are significantly more likely to feel older than their age (20% vs. 10%).

Cash-Strapped?

Americans of retirement age are less likely to have experienced financial difficulties in the past year than their younger counterparts.

*Have you experienced any of the following in the past 12 months when managing your own family budget:**
Presents percentage of Americans reporting 'yes'



64%

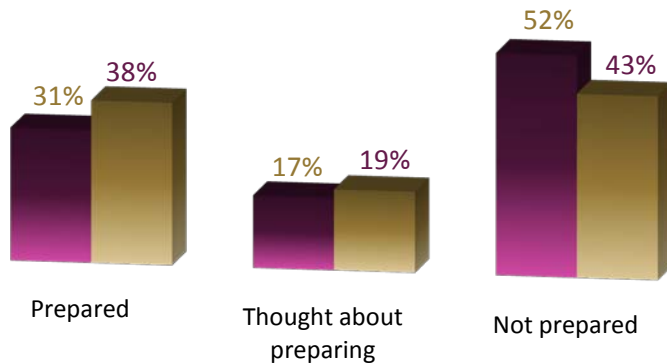
of Americans have experienced at least one financial hardship in the last 12 months.

	Millennials	Gen X	Boomers	Greatest
Had to cut household spending because money was tight	61%	64%	59%	42%
Considered delaying retirement	17%	35%	35%	9%
Trouble paying your mortgage or rent	21%	17%	14%	3%
Trouble getting or paying for medical care for you	24%	18%	17%	8%
Had trouble paying for prescription drugs	11%	13%	15%	9%

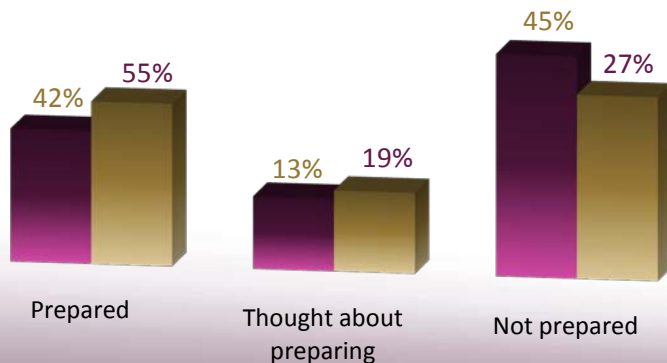
Future Plans

Lower income Americans are significantly less likely than their higher-income counterparts to have prepared what they will do if they can no longer live independently or make their own decisions about medical care.

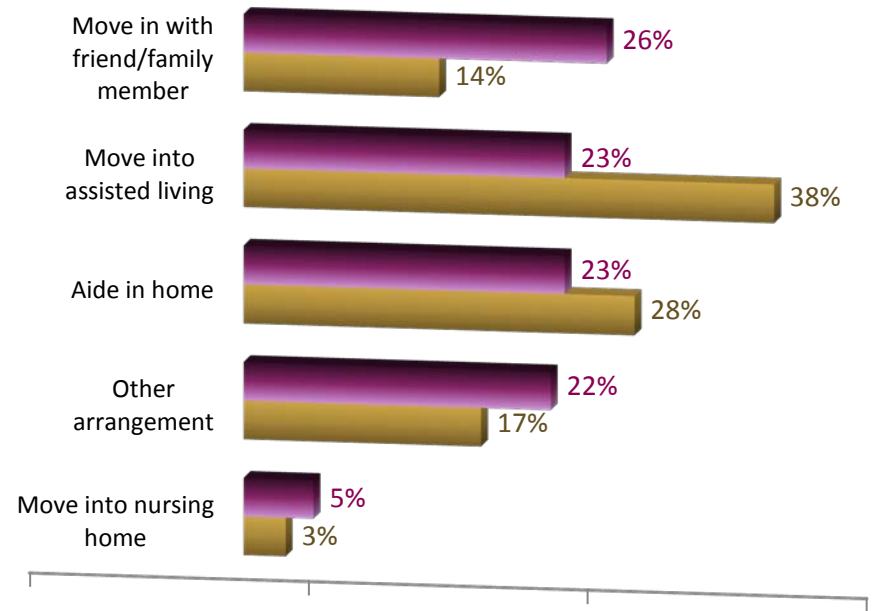
If you could no longer live independently



If you could no longer make your own decisions regarding medical care



If at some point you could no longer live independently without assistance, which one of the following comes closest to what you would do:



STUDY METHODOLOGY

Methodology



- This study was undertaken by Home Instead Senior Care and conducted by the Marist Institute for Public Opinion at Marist College in Poughkeepsie, New York.
- This report presents the findings from a random digit dial telephone survey of 1,235 Americans, including both landline and cell phone sampling frames.
- Reports for Americans have a margin of error of +/- 2.8 percentage points.
- Data were collected from September 26, 2011 through September 29, 2011.
- Analysis of sub-groups is included when noteworthy and/or statistically different.
- Please note that some totals may not add to 100% due to rounding.

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Founded in 1994 in Omaha by Lori and Paul Hogan, Home Instead Senior Care® is the world's largest provider of non-medical in-home care services for seniors, with more than 900 independently owned and operated franchises providing more than 50 million hours of care throughout the United States and 15 additional countries. Local Home Instead Senior Care franchise offices employ more than 65,000 CAREGiversSM worldwide who provide basic support services which enable seniors to live safely and comfortably in their own homes for as long as possible. For more information, go to <http://www.homeinstead.com/>.



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Founded in 1978, The Marist College Institute for Public Opinion (MIPO) is a survey research center at Marist College in Poughkeepsie, New York. The Marist Poll has conducted independent research on public priorities, elections, and a wide variety of social issues. Through the regular public release of surveys, MIPO has built a legacy of independence, reliability, and accuracy. Its results are featured in print and electronic media throughout the world.