



How Old is Old?
It's a Matter of Opinion

December 2011

DEFINING “OLD”

When is Someone Old?

The age at which someone is considered old increases slightly for each generation. All generations want, and expect, to live well beyond the age they define as "old."

Americans

At what age do you *consider* someone to be old?



To what age would you *like* to live?



To what age do you *expect* to live?



Millennials Gen X Boomers Greatest

| | | | | |
|--|----|----|----|----|
| At what age do you consider someone to be old? | 62 | 71 | 77 | 81 |
| To what age would you like to live? | 90 | 89 | 90 | 92 |
| To what age do you expect to live? | 79 | 82 | 84 | 89 |
| Difference between definition of old and desired life expectancy | 28 | 18 | 13 | 11 |



| | Men | Women |
|---|-----|-------|
| At what age do you consider <i>someone</i> to be old? | 70 | 76 |
| At what age do you consider a <i>woman</i> to be old? | 69 | 75 |
| At what age do you consider a <i>man</i> to be old? | 70 | 74 |

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.

Contact Information



Home Instead

Paul Hogan, Founder and Chairman

Dan Wieberg, Public Relations
Manager

13323 California St.
Omaha, NE 68154
(888) 484-5759

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/>.



Marist College Institute for Public Opinion

Lee M. Miringoff, PhD

Barbara L. Carvalho, PhD

Susan K. McCulloch, PhD

Marist College
3399 North Road
Poughkeepsie, NY 12601
(845) 575-5050

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.