UnitedHealthcare 100@100 Survey
April 2015
Methodology: For the 10th annual UnitedHealthcare 100@100 survey, Penn Schoen Berland conducted 200 total telephone and online interviews between Feb. 19 and March 4, 2015, with the following audiences:

<table>
<thead>
<tr>
<th>Audience</th>
<th>Definition</th>
<th>Sample Size</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centenarians (Phone)</td>
<td>U.S. adults who are 100-years-old, or will turn 100 this year</td>
<td>100</td>
<td>+/- 9.8%</td>
</tr>
<tr>
<td>10-year-olds (Online)</td>
<td>U.S. children who are currently 10-years-old</td>
<td>100</td>
<td>+/- 9.8%</td>
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</tbody>
</table>

The survey focused on five key themes:

1. Health
2. Birthdays, Likes, & Dislikes
3. Family
4. Technology
5. Fun Topics

Centenarian gender split: 80 Females – 19 Males (1 Unknown)
10-year-old gender split: 52 Girls – 47 Boys (1 Prefer Not to Answer)
Eating right and exercise are important, but 100-year-olds say positivity is the key to good health

Centenarians: If you had to choose just one thing, what would you say is the key to staying healthy?

10-year-olds: If you had to choose just one thing, what would you say is the most important thing to staying healthy?

Top three keys to staying healthy

1. Centenarians: 25% say having a positive attitude
2. Centenarians: 21% say eating healthy
3. Centenarians: 10% say regular exercise

1. 10-year-olds: 37% say eating healthy
2. 10-year-olds: 31% say regular exercise
3. 10-year-olds: 10% say getting enough sleep
More 100-year-olds than 10-year-olds describe themselves as “very positive”

Centenarians: In your opinion, does it get harder or easier to maintain a positive attitude as you age?

47% of centenarians say it gets easier to maintain a positive attitude as you age.
Very Easy Things to Do

Having a sense of humor, staying close with friends and family are “very easy” for young and old.

Centenarians and 10-year-olds: Please tell me whether each of the following is very easy, somewhat easy, somewhat difficult, or very difficult to do at your age.
**Weekly Physical Activity**

100-year-olds walk, strength train to stay active; kids prefer playing outside and active video games

<table>
<thead>
<tr>
<th>Centenarians</th>
<th>10-year-olds</th>
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</thead>
<tbody>
<tr>
<td>46% <strong>say walking or hiking</strong></td>
<td>74% <strong>say playing outside with friends or siblings</strong></td>
</tr>
<tr>
<td>34% <strong>say exercise to strengthen their muscles</strong></td>
<td>60% <strong>say playing active video games like Wii Sports or Xbox Kinect</strong></td>
</tr>
<tr>
<td>29% <strong>say meditation or other stress-relieving activities</strong></td>
<td>51% <strong>say sports like baseball, basketball, soccer, or tennis</strong></td>
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<tr>
<td>24% <strong>say cardiovascular exercise indoors</strong></td>
<td>47% <strong>say bike riding</strong></td>
</tr>
<tr>
<td>23% <strong>say working in a garden</strong></td>
<td>42% <strong>say running outdoors</strong></td>
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</tbody>
</table>

*Centenarians:* People have different ideas on what makes a person healthy and able to live a long life. Which of the following physical activities, if any, do you do at least once a week?

*10-year-olds:* Which of the following activities, if any, do you do at least once a week?
On Average, Centenarians Feel 79

More than half (52%) of centenarians feel younger than they are.

16% of centenarians say they are happy at their age and that it is something to look forward to.

“You should be happy about that you have lived that long.” – Centenarian

10% of centenarians say they have a positive outlook as a result of their age.

“Keep a good outlook on life and look at the good things you have done.” – Centenarian

6% of centenarians say it is a miracle or blessing to reach 100.

“I feel very lucky and blessed.” – Centenarian

Centenarians: Think for a moment about how you typically feel. Do you feeling younger than you are, older than you are, or about how you expected to feel at this age?

Centenarians: What is one thing you’d like others to know about what it feels like to live to 100?

Centenarians: What age do you feel like you are?
Feeling Happy, Healthy, Wise…Old?

10-year-olds believe people get old in their 40s, 40 years before centenarians say they felt old.

When did you feel the most...

- **Happy** (DK=22%)
- **Healthy** (DK=25%)
- **Wise** (DK=28%)
- **Content** (DK=18%)

Centenarians: At what age would you say you started to feel “old?” If you don’t feel “old,” please say so.

10-year-olds: At what age do you think people start being “old?”

Centenarians: At what age would you say you felt the most...?
Becoming Independent

10-year-olds look most forward to being a teenager, so that they can be independent

- **15%** of 10-year-olds look forward to being older so that they **can do what they want**
  
  “I will hopefully be able to stay up till 9:45 p.m. without asking.”
  — 10-year-old

- **14%** of 10-year-olds look forward to being older so that they **can drive**
  
  “So I can drive and go anywhere I want.”
  — 10-year-old

- **7%** of 10-year-olds look forward to being older to go to **college**
  
  “Graduate from high school and head to college.”
  — 10-year-old

- **7%** of 10-year-olds look forward to being older so that they **can live on their own**
  
  “Because I can move out and do anything I want without having to ask my mom or dad.”
  — 10-year-old

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10-year-olds: What age do you most look forward to being?
10-year-olds: Why is that?
Imagine being 100 years old...

10-year-olds worry about the implications of being 100 years old, but look forward to better technology

11% look forward to better technology

4% expect flying cars by then

Top Positive Expectations

“Flying cars and instant transport to where ever you want to go.”
– 10-year-old

15% expect to live in a nursing home or needing help from others

7% think it would be boring to be 100 years old

Top Negative Expectations

“Less able to do what I need to do without help.”
– 10-year-old

“Boring, because my grandma is!”
– 10-year-old

10-year-olds: What do you expect life to be like when you are 100 years old?
Centenarians and 10-year-olds view parents, especially mothers, as their childhood role models.

<table>
<thead>
<tr>
<th>Role Model</th>
<th>Centenarians</th>
<th>10-year-olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>31%</td>
<td>50%</td>
</tr>
<tr>
<td>Father</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Sibling</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Teacher</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Another Family</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Member</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Centenarians: When you were a child, who did you look up to as a role model?
10-year-olds: Who do you look up to as a role model?
Family Importance

Family is a top priority for young and old

Centenarians

"Family time together on holidays." – Centenarian

"Being with my brothers and sisters." – Centenarian

10-year-olds

"An Easter egg hunt with all my cousins and family." – 10-year-old

"When me and my family went camping in the summer for a long time. We went for a week, it was awesome." – 10-year-old

Centenarians and 10-year-olds: How important is family to you?
Centenarians: What is your favorite memory from your childhood?
10-year-olds: What is your favorite memory?
Advice To Past/Future Self

Centenarians and 10-year-olds would tell their younger/older selves (respectively) to “be happy, have fun”

17% of centenarians would tell their 10-year-old selves to do well in school; 6% would tell them to be happy

19% of 10-year-olds would tell their 100-year-old selves to be happy and have fun; 12% would tell them that they are old and have lived a long life

Centenarians:
“Stay at home with family and go to school.”
– Centenarian

“Go to school and learn everything that is being taught and try to learn what you want to do with your life, help children.” – Centenarian

10-year-olds:
“To be happy and enjoy every day with her family.”
– 10-year-old

“You lived to be an old age. Be happy with what you have accomplished.” – 10-year-old

“Never stop singing and dancing, even if your mom says you are too loud.” – 10-year-old

Centenarians: If you could go back in time and talk to yourself at 10 years old, what piece of advice would you give yourself?

10-year-olds: What would you tell your 100 year-old self?
While favorite activities have changed through generations, seeing the dentist remains the most disliked.

**Centenarians**

<table>
<thead>
<tr>
<th>Favorite things to do</th>
<th>10-year-olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting friends and family</td>
<td>Watching TV</td>
</tr>
<tr>
<td>Listening to music</td>
<td>Going to the movies</td>
</tr>
<tr>
<td>Reading</td>
<td>Listening to music</td>
</tr>
<tr>
<td>Spending time outdoors</td>
<td>Playing video games</td>
</tr>
<tr>
<td>Watching TV</td>
<td>Visiting with friends and family</td>
</tr>
</tbody>
</table>

Centenarians: Which of the following activities make you happy? Please select all that apply.; When you were a child, which of the following did you dislike the most?

10-year-olds: What activities make you happy? Please select all that apply.; Which of the following do you dislike the most?
More 10-year-olds receive a weekly allowance than centenarians did when they were young.

Centenarians: When you were a child, did you have a weekly allowance? IF YES: Do you remember how much you weekly allowance was when you were a child?

10-year-olds: Do you have a weekly allowance? IF YES: How much is your weekly allowance?

Those who receive(d) a weekly allowance:

- Centenarians: 18%
- 10-year-olds: 48%

56% got a dollar or less per week.

84% get five dollars or more per week.

These amounts are approximately the same when factoring in inflation ($1 back then = about $13 today).
10-year-olds go out to eat more frequently with their family than centenarians did at their age.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Centenarians</th>
<th>10-year-olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several times a week</td>
<td>2%</td>
<td>24%</td>
</tr>
<tr>
<td>Once a week</td>
<td>11%</td>
<td>32%</td>
</tr>
<tr>
<td>Several times a month</td>
<td>3%</td>
<td>21%</td>
</tr>
<tr>
<td>Once per month</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Every few months</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Never or rarely</td>
<td>67%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Most centenarians *never or rarely* went out to eat with their family when they were young.

*Centenarians*: When you were a child, how often do you go out to eat with your family?

*10-year-olds*: How often do you go out to eat with your family?
Favorite toys have changed over the years, but dolls make the list for both groups.

Centenarians: When you were a child, what was your favorite toy or thing to play with?

10-year-olds: What is your favorite toy or thing to play with?

“I’m a doll lover, had plenty of them.”
– Centenarian

“Playing video games with my dad and my friends.”
– 10-year-old

- 35% say dolls
- 6% say playing with friends
- 5% say pets or animals
- 4% say toys they made themselves
- 32% say video games
- 12% say tablets
- 11% say dolls
- 6% say Legos
Dream Job

Service-oriented jobs appeal(ed) to both generations

Centenarians:
- 15% wanted to be teachers
- 12% wanted to be nurses
- 10% wanted to be stay-at-home parents
- 5% wanted to be business people
- 1% wanted to be doctors

10-year-olds:
- 12% want to become doctors
- 10% want to become scientists
- 9% want to become athletes
- 7% want to become actors
- 6% want to become teachers

Centenarians: What was your dream job growing up?
10-year-olds: What do you want to be when you grow up?
Many centenarians do not know what a “selfie” is, while over half of 10-year-olds have taken a “selfie” before.

Only 1% have ever taken a selfie; 43% say they do not know what a selfie is.

“Why would anyone take selfies?” – Centenarian

Centenarians and 10-year-olds: Have you ever taken a selfie?
Would you rather…?

Young and old agree to disagree on lunch with the President, time travel, and more

…have lunch with the President or win a gold medal in the Olympics?

- Have lunch with the President: 44% (Centenarians), 32% (10-year-olds)
- Win a gold medal in the Olympics: 35% (Centenarians), 68% (10-year-olds)

…travel back into the past or forward into the future?

- Back into the past: 43% (Centenarians), 32% (10-year-olds)
- Forward into the future: 42% (Centenarians), 68% (10-year-olds)

…be 10 years old or 100 years old?

- 10 years old: 30% (Centenarians), 92% (10-year-olds)
- 100 years old: 58% (Centenarians), 8% (10-year-olds)
Dinner Party Invitation

10-year-olds would invite Taylor Swift to a dinner party, while centenarians prefer to dine with Betty White.

“I used to watch Betty White on television when we were both young.” – Centenarian

Centenarians:

- 63% would invite Betty White
- Lowest among 10-year-olds: Betty White (20%)
- 67% would invite Taylor Swift
- Lowest among centenarians: Taylor Swift (9%)

10-year-olds:

- 63% would invite Betty White
- Lowest among 10-year-olds: Betty White (20%)
- 67% would invite Taylor Swift
- Lowest among centenarians: Taylor Swift (9%)

Centenarians: Imagine you were hosting a dinner party and you could invite some of the following famous people to join. For each of the following people, please say whether you would invite him or her to this dinner or not. If you don’t know who this person is, please just say so.

10-year-olds: Imagine your parents were hosting a dinner party and you could invite some of the following celebrities or famous people. For each of the following people, please say whether you would invite him or her to this dinner or not. If you don’t know who this person is, please just say so.
For additional information about this survey please visit uhc.com/100