

Redefining Aging

Perceptions, aspirations, and retirement

September 2018

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TD Ameritrade provides investing services and education to more than 11 million client accounts totaling more than \$1.2 trillion in assets, and custodial services to more than 6,000 registered investment advisors. We are a leader in U.S. retail trading, executing an average of more than 780,000 trades per day for our clients, more than a quarter of which come from mobile devices. We have a proud history of innovation, dating back to our start in 1975, and today our team of nearly 10,000-strong is committed to carrying it forward. Together, we are leveraging the latest in cutting edge technologies and one-on-one client care to transform lives, and investing, for the better. Learn more by visiting TD Ameritrade’s newsroom at www.amtd.com, or read our stories at Fresh Accounts.

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Methodology

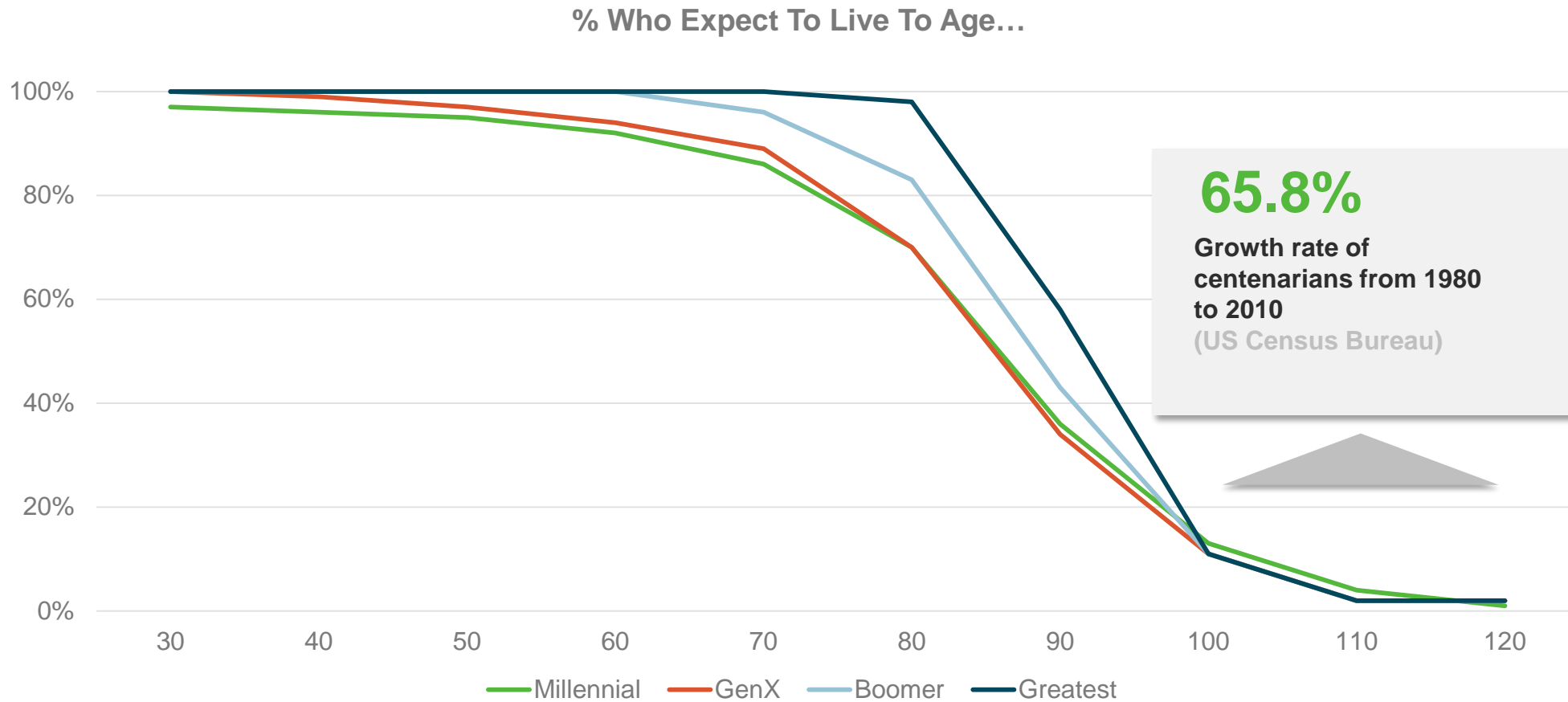
This survey was conducted online within the United States by The Harris Poll on behalf of TD Ameritrade from July 17th – July 21st, 2018, among 2,002 U.S. adults aged 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. The Harris Poll is separate from and not affiliated with TD Ameritrade, which is not responsible for their services or policies.



**Perceptions of
aging are shifting...**

Expectations for longevity reached new heights

As people age, they expect to live longer. On average, Americans expect to live to age 84.

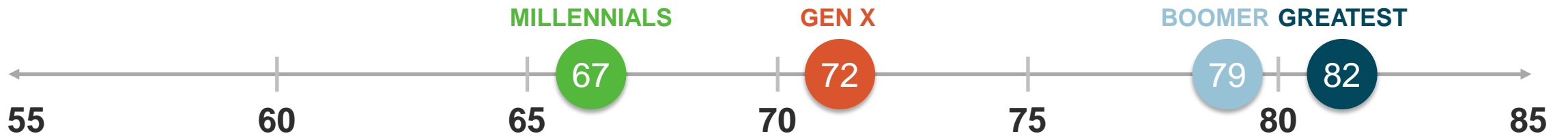


Source: The Harris Poll on behalf of TD Ameritrade (July 2018); n = 2,002

The timeline for getting “old” may be lengthening

The average age Americans classify someone as “old” is 74 years, up from 68 in 2009¹

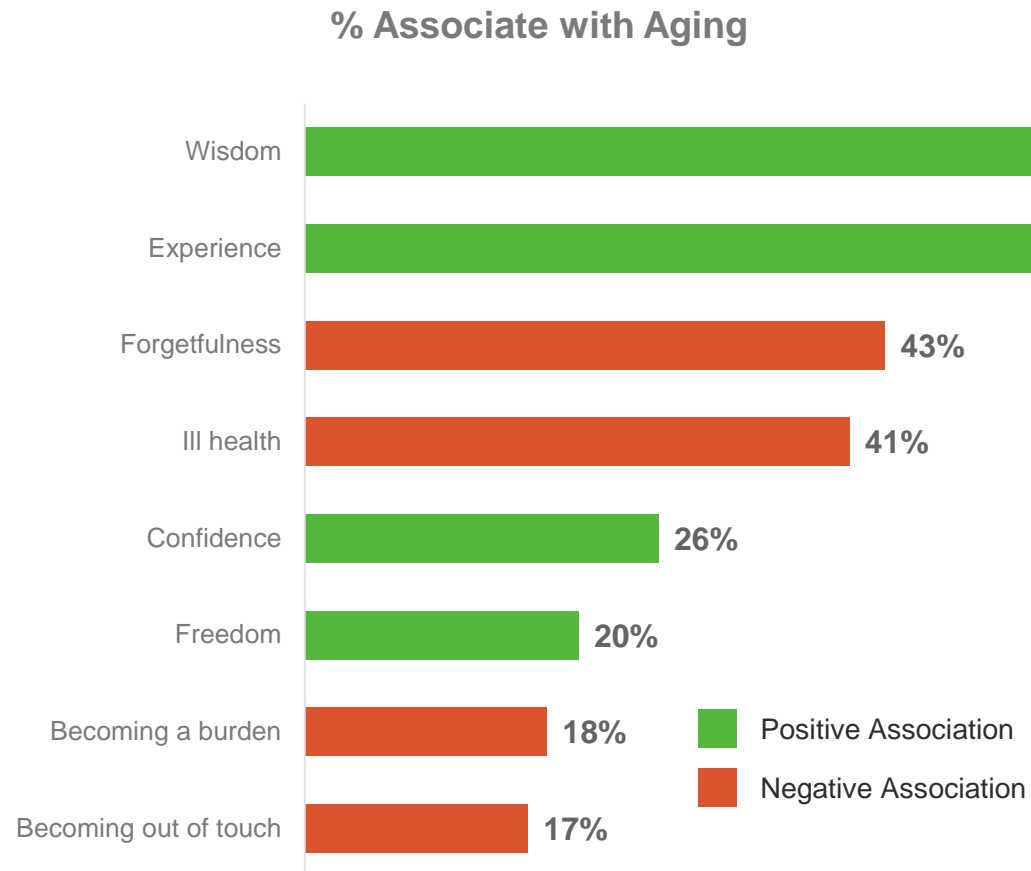
At What Age Do You Consider A Person “Old”?



Source: The Harris Poll on behalf of TD Ameritrade (July 2018); n = 2,002\

¹ = <https://well.blogs.nytimes.com/2009/06/30/how-old-is-old-age/>

The majority also link getting older with esteemed attributes like “wisdom” and “experience”



Among millennials, these numbers rise to **69%** and **65%**, respectively.

1 IN 3 AMERICANS

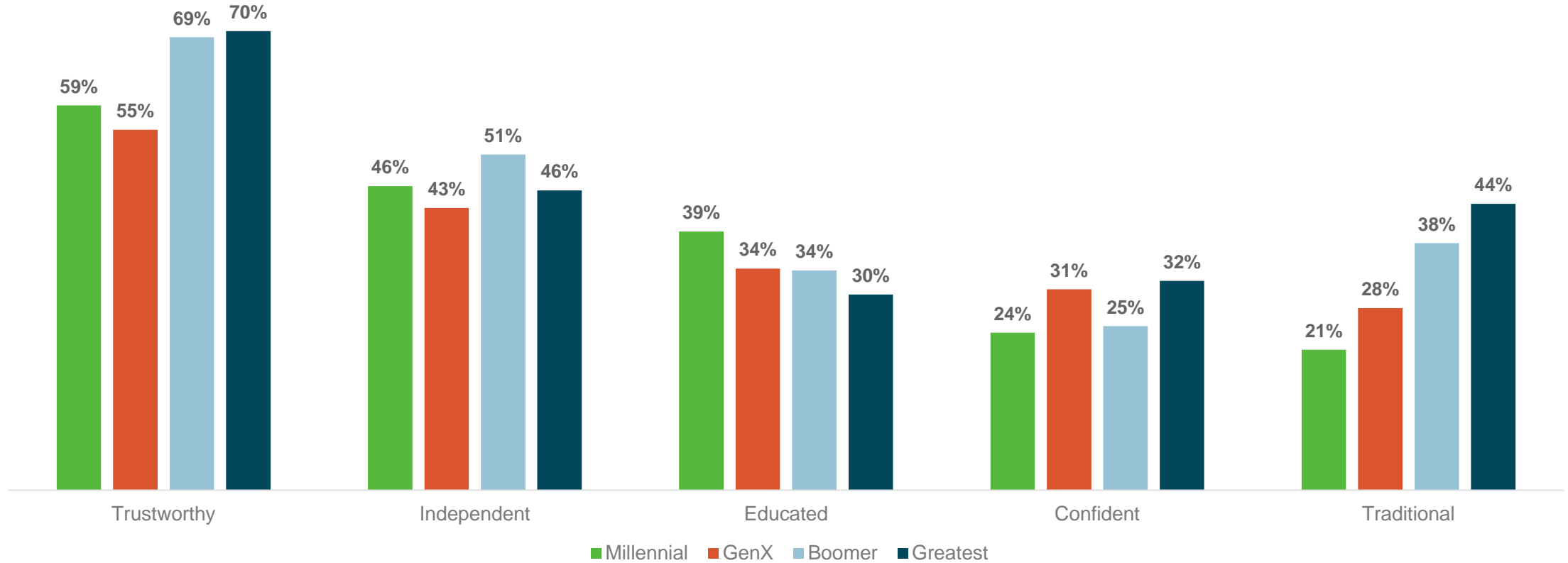
say they sometimes face prejudice because of their age – and this is consistent across generations

(36%, Top 2 box)

Boomers lead on top traits of trustworthiness and independence, though they dip slightly on confidence, falling on par with millennials

As I Get Older I Feel

Demographic Breakdown (Top 5 Values)

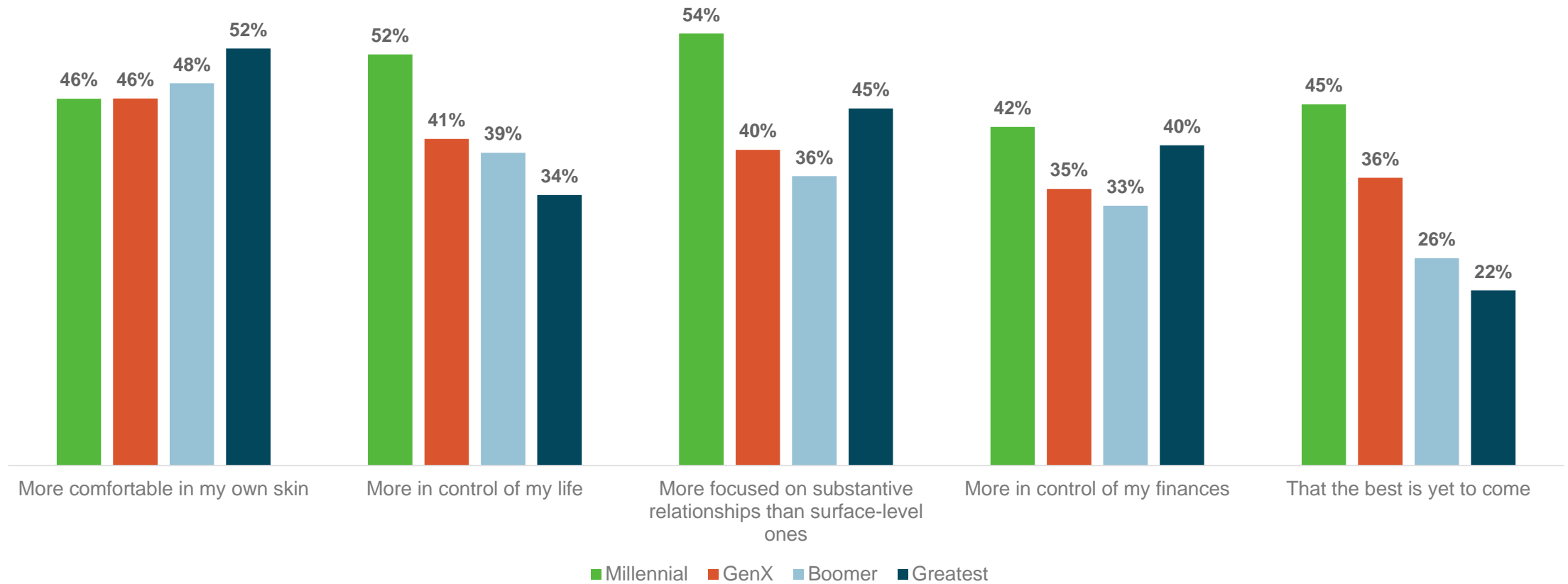


Source: The Harris Poll on behalf of TD Ameritrade (July 2018); n = 2,002

Millennials in particular believe they are getting better with age

30% of millennials say they are “excited to grow older,” compared to 23% overall

As I Get Older I Feel...



**Aspirations for aging
are on the rise**

The “Golden Years of Opportunity”

Survey respondents
say aging provides...

81%

An opportunity to
reach new goals
(Top 2 box)

76%

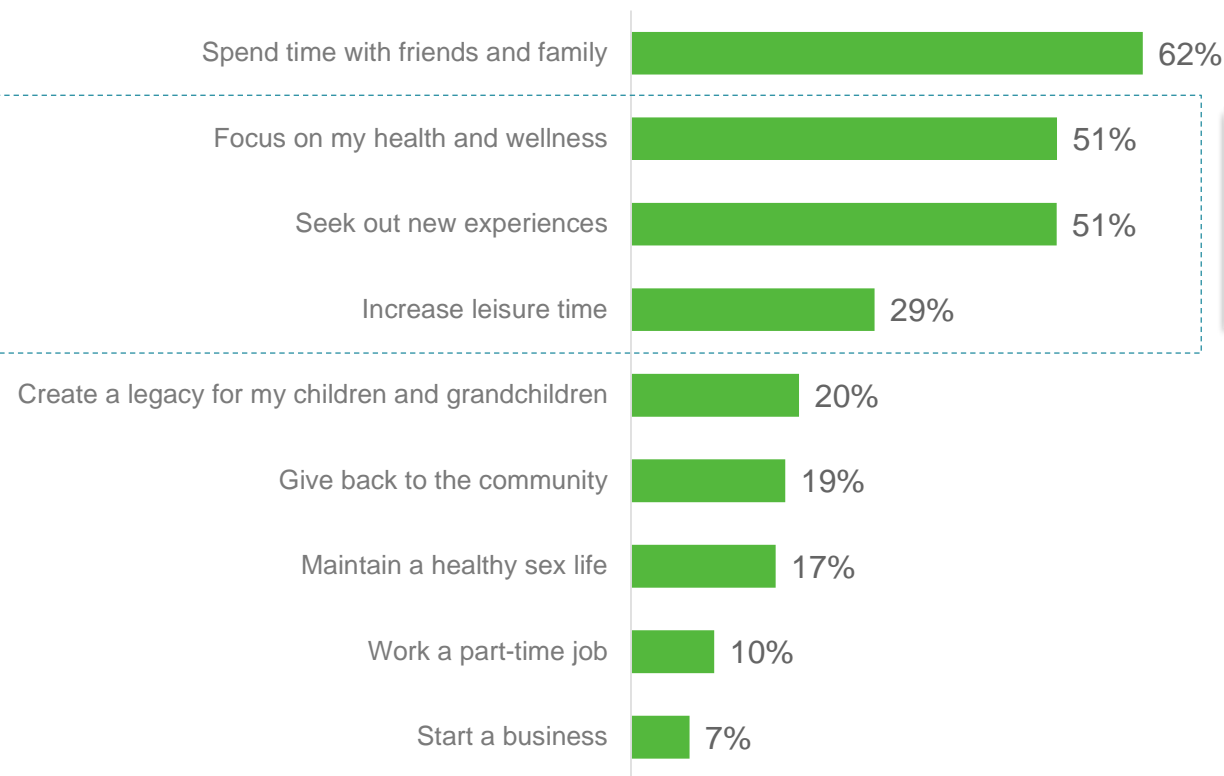
**Time to pursue my
passions** that did not
fit into my life before
(Top 2 box)

69%

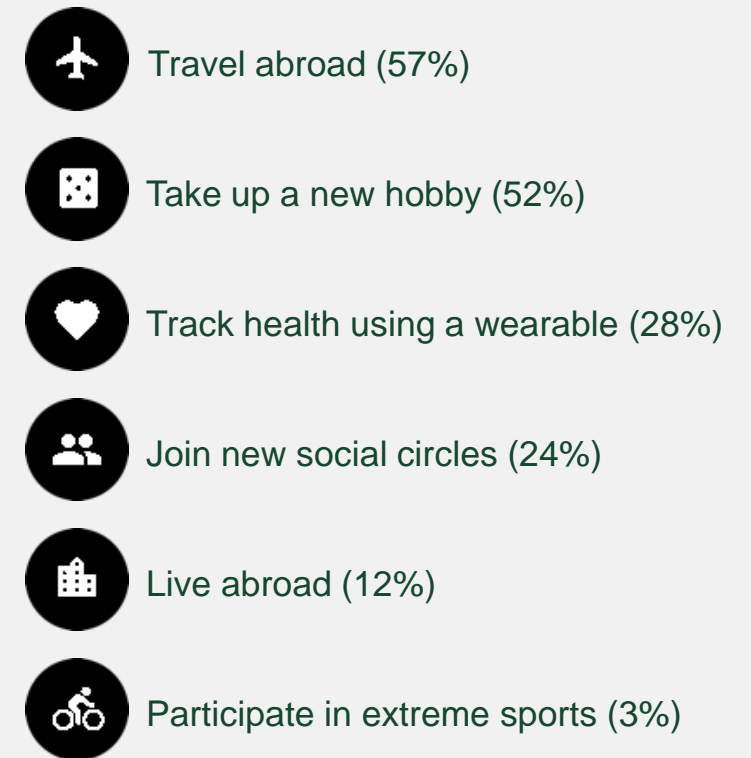
An opportunity **to focus
on myself**, after years
of focusing on others
(Top 2 box)

Outside of time with friends and family, core priorities include: focusing on health/wellness, seeking out new experiences, and increasing leisure

Priorities When Aging



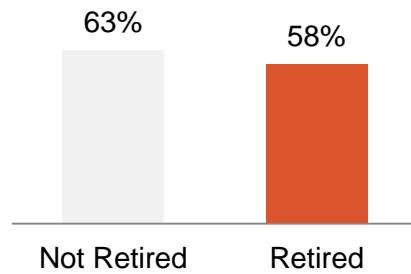
Plan to Do As They Age



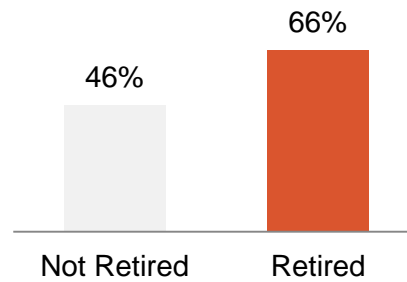
Retirees and non-retirees have different plans on how to spend their time

Those who are retired are more likely to focus on health and wellness

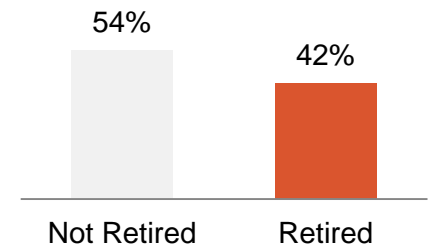
SPEND TIME WITH FRIENDS AND FAMILY



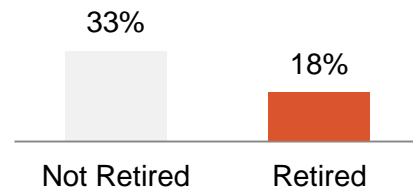
FOCUS ON MY HEALTH AND WELLNESS



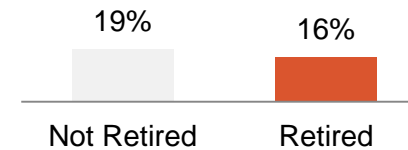
SEEK OUT NEW EXPERIENCES



INCREASE LEISURE TIME

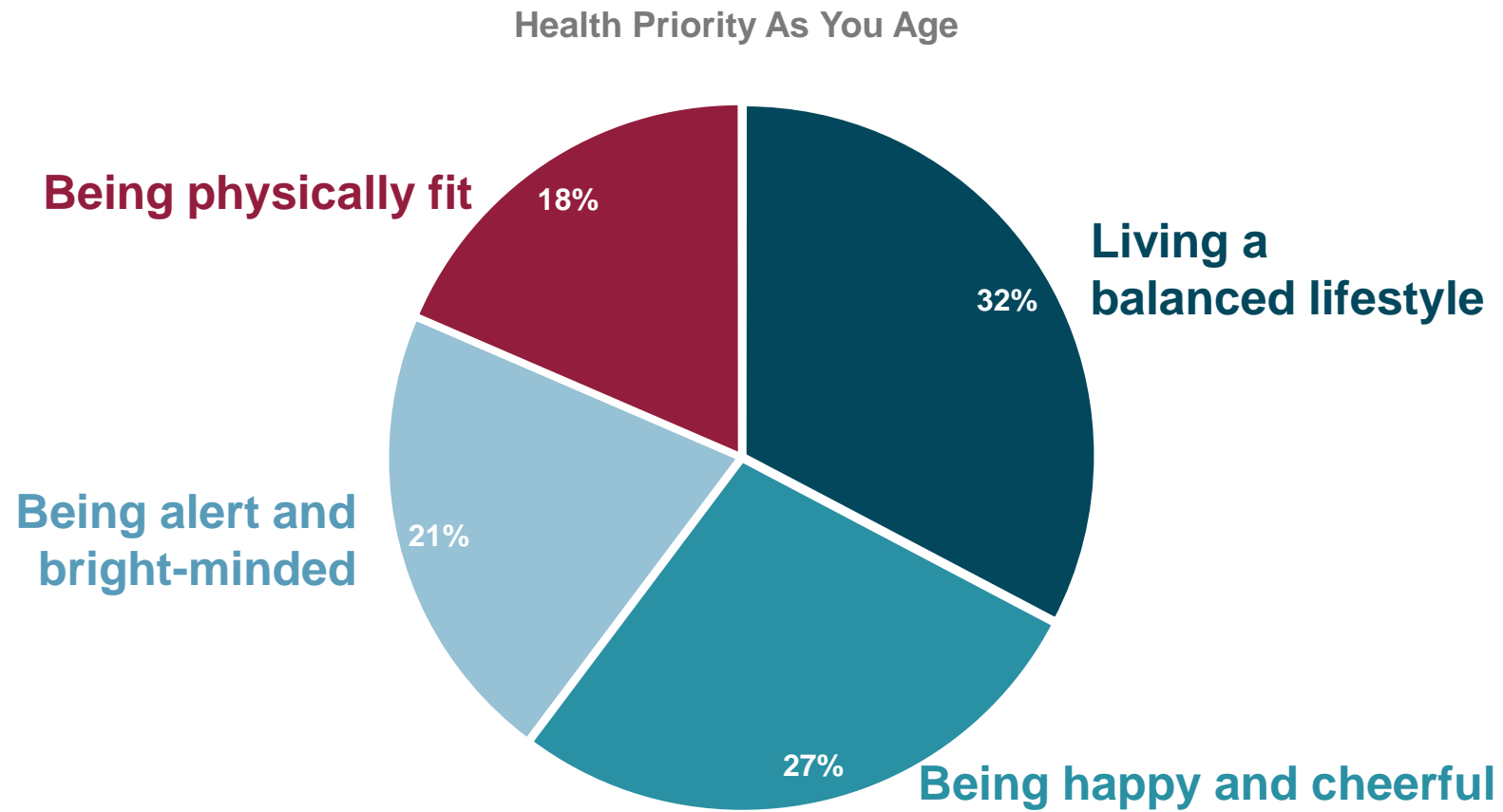


GIVE BACK TO THE COMMUNITY



Source: The Harris Poll on behalf of TD Ameritrade (July 2018); Not retired n = 1504; Retired n = 399

The focus on health and wellness extends beyond just the physical, to focus more on emotional and mental health

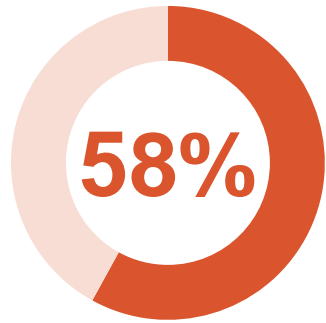


In fact, declining health is the top fear Americans face about getting older

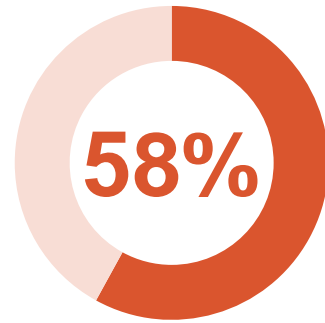
Americans worry more about the health care costs and finances than death

What Worries People About Aging

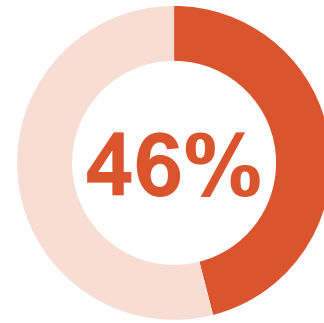
LOSING MENTAL FUNCTION



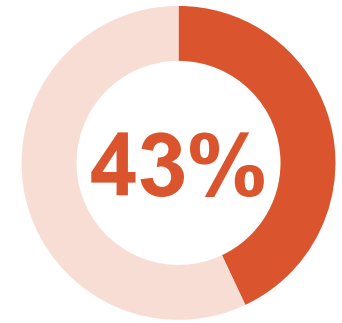
LOSING PHYSICAL FUNCTION



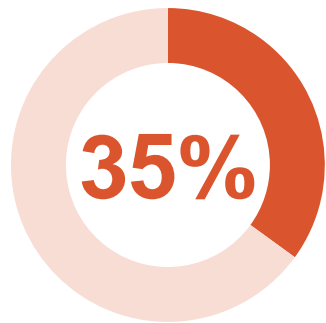
LOSING LOVED ONES



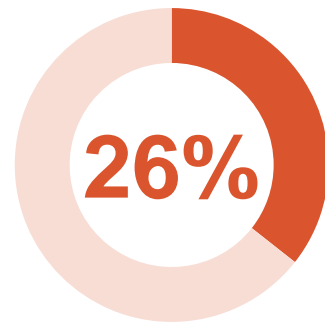
HEALTH CARE COSTS



UNABLE TO MEET FINANCIAL NEEDS



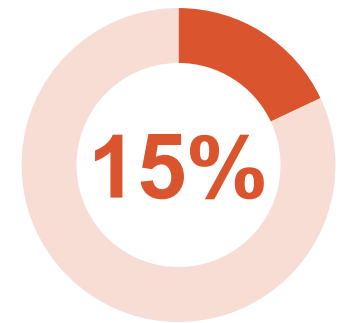
DYING



BEING ISOLATED

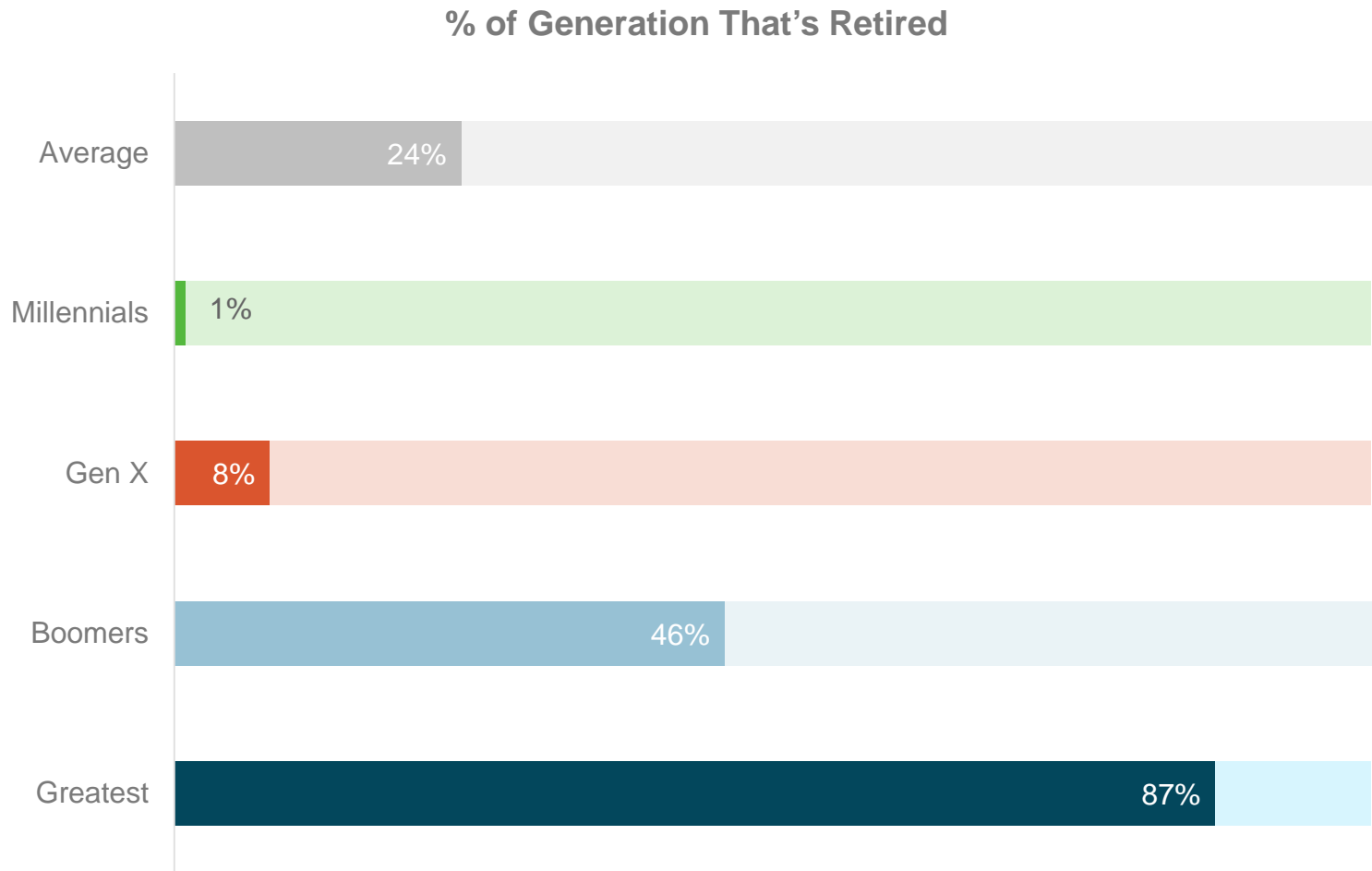


LOSING LOOKS



**Yet despite increasing optimism
about aging, retirement is still
an intimidating topic**

Almost a quarter of all respondents are retired – and they love it

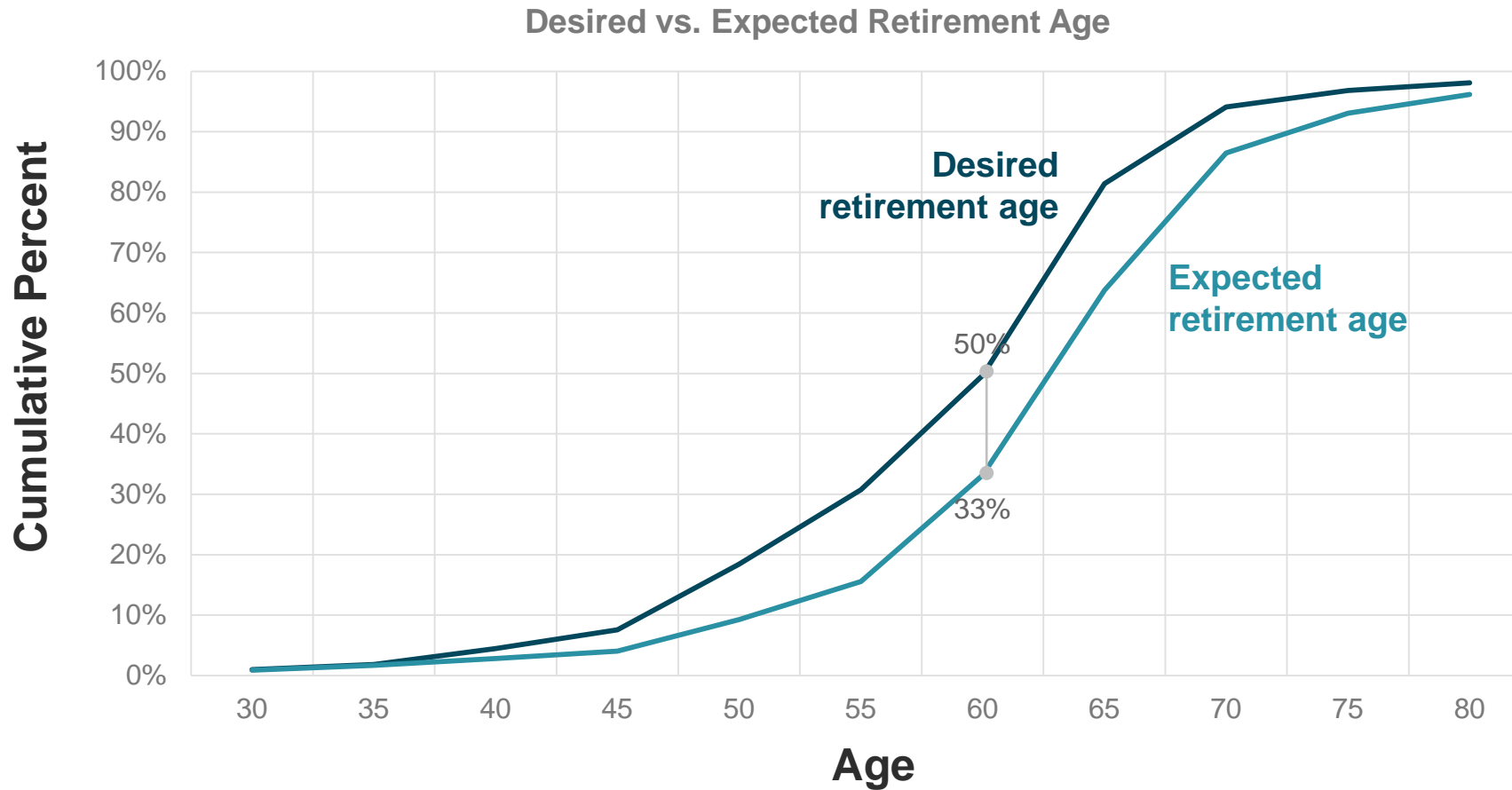


72% **61%**
Retired **Pre-Retired**

Survey respondents say retirement is – or will be – the most liberating phase of their life (Top 2 box)

But there's a disconnect between expected and desired timelines

While 50% of respondents would like to retire by 60, just 33% expect to do so



82%

Expect the retirement age to increase in the next 10 years (Top 2 box)

This gap is largely caused by a need to save more

Reasons why respondents will retire later than they'd like

- 1 Need to save more (74%)
- 2 To qualify for social security (37%)
- 3 To qualify for Medicaid (23%)
- 4 Afraid of getting bored (20%)
- 5 To take care of their kids (16%)
- 6 To take care of their parents (7%)

Most aren't confident that they're preparing for retirement correctly

72%

Do not believe social security will cover their spending
(Bottom 2 box)

60%

Have/had no idea how much to save for life beyond 65
(Top 2 box)

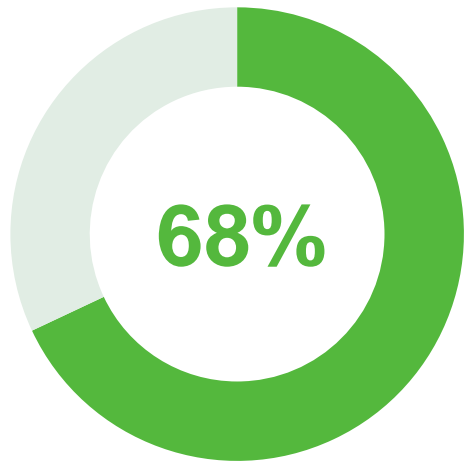
51%

Do not believe they'll have more than enough to cover their needs
(Bottom 2 box)

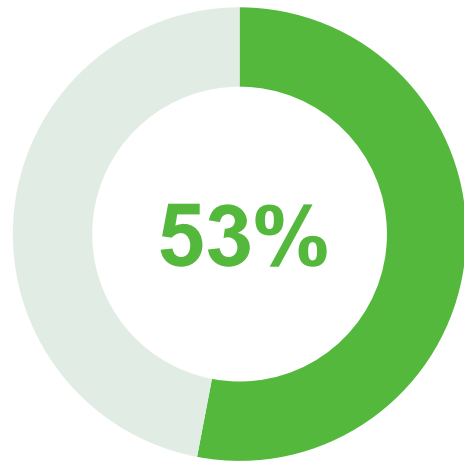
Most aren't confident that they're preparing for retirement correctly

How do you prepare for a longer life span?

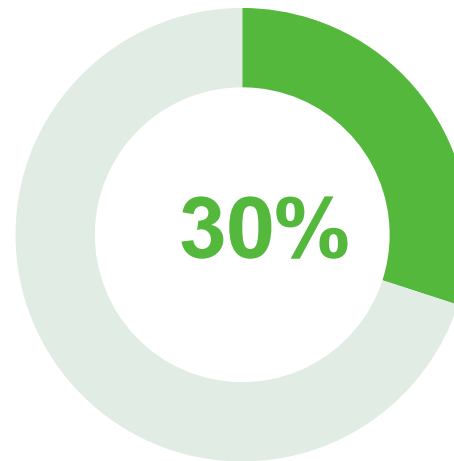
REDUCING EXPENSES
TO SAVE MORE



CONTRIBUTING MORE
TO RETIREMENT

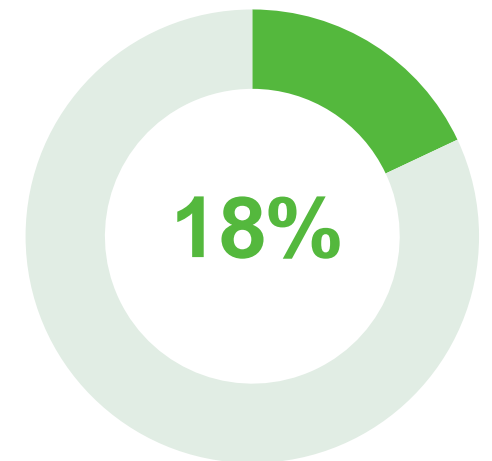


INCREASING INCOME
OUTSIDE OF JOB



Including 44% of
millennials!

SHIFTING TO HIGHER
RETURN/RISK ASSETS

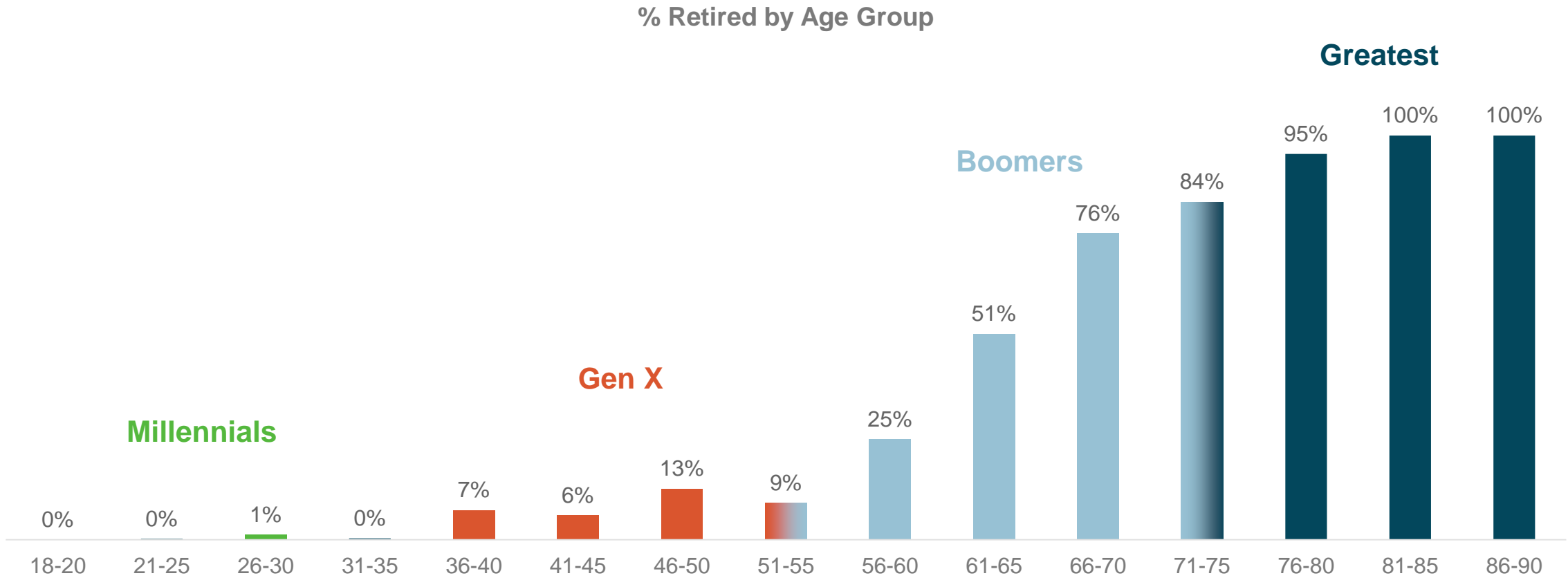


APPENDIX

Demographics

Generation	Age
Millennials	18 – 34
Gen X	35 – 52
Boomers	53 – 72
Greatest	73+

As expected, the proportion of respondents retired increases with age



Source: The Harris Poll on behalf of TD Ameritrade (July 2018); n = 2,002