

# Women & Aging Survey

Perceptions and aspirations

November 2018

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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 17 – July 21, 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.

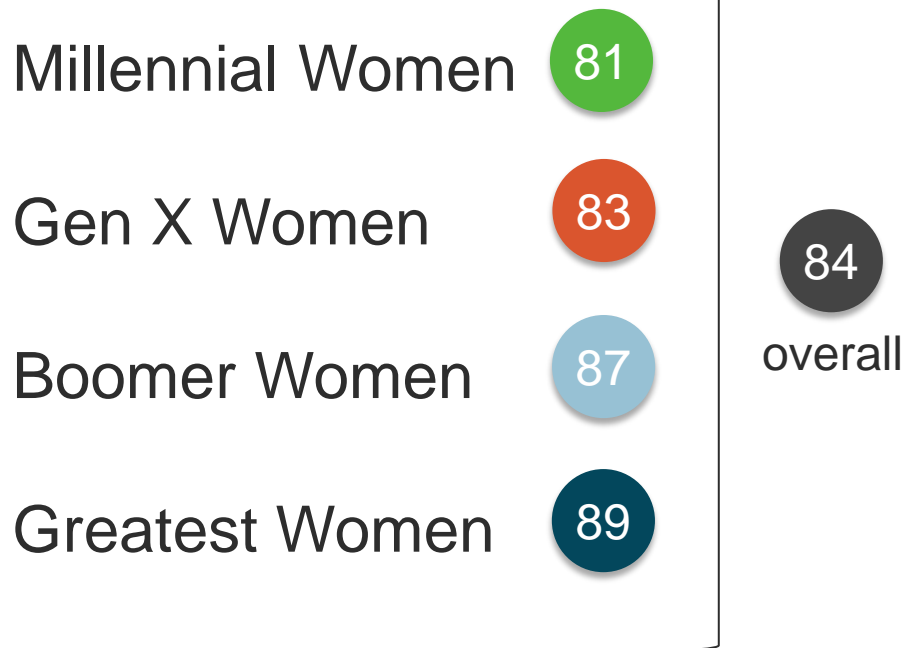


# Perceptions of Aging

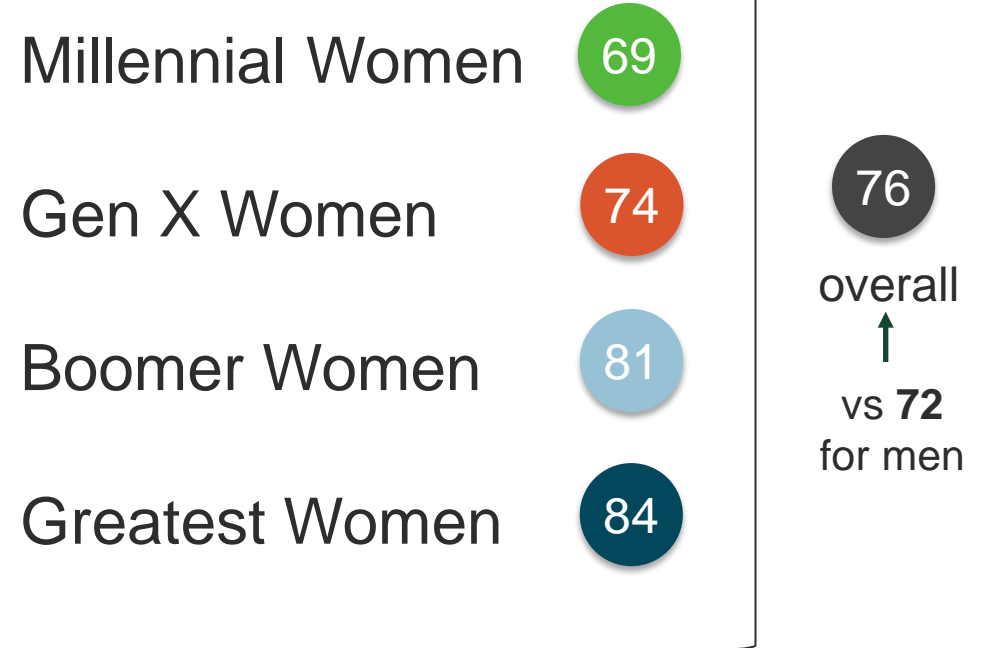
## As women grow older, they grow more optimistic about aging

Women picture themselves living longer, and feeling younger as years go by

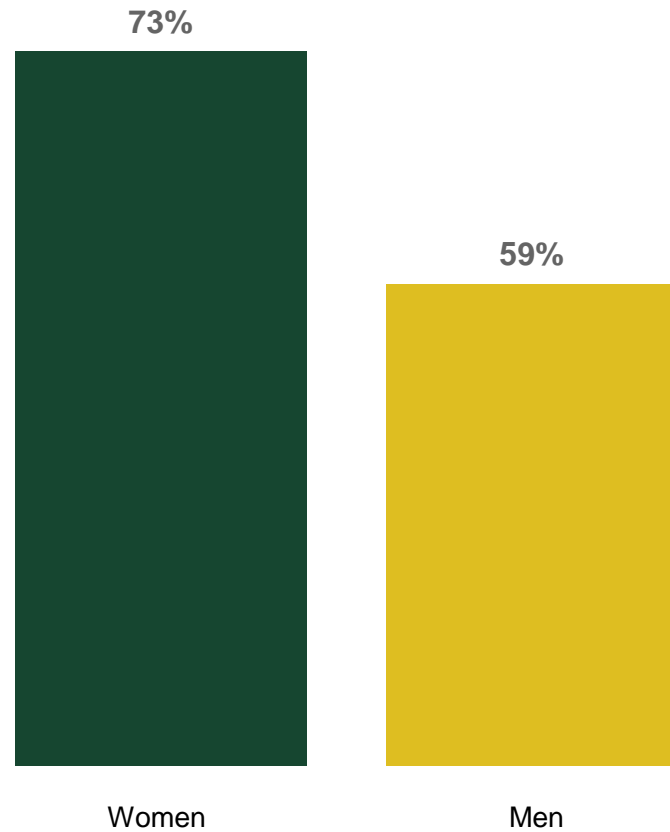
**Barring unforeseen incidents,  
how long do you expect to live?**



**At what age do you consider  
a person to be “old”?**



## Perceptions of aging are becoming more optimistic



**73%** of women agree that  
**“70 is the new 50”**  
while **59%** of men say the same.

## For most women, retirement and aging means more opportunity

Women (72%), more than men (66%), consider aging a chance to *finally* put themselves first

**62%** of women agree that

***“Retirement will be the most liberating phase of my life”***

**72%** of women agree that

***“After years of focusing on others, aging finally offers an opportunity to focus on myself.”***

vs **66%** of men

**83%** of women agree that

***“Aging provides an opportunity to reach new goals.”***

## Women's retirement expectations are similar to men's

As women grow older, their expectations for their retirement age increases as well

*Those who have yet to retire:*  
**What age would you like to retire?**

**61**

**Women**

**60**

**Men**

**When you were younger, at what age did you want to retire?**

**60**

**Women**

**60**

**Men**

*Those who have retired:*  
**At what age did you retire?**

**64**

**Women**

**65**

**Men**

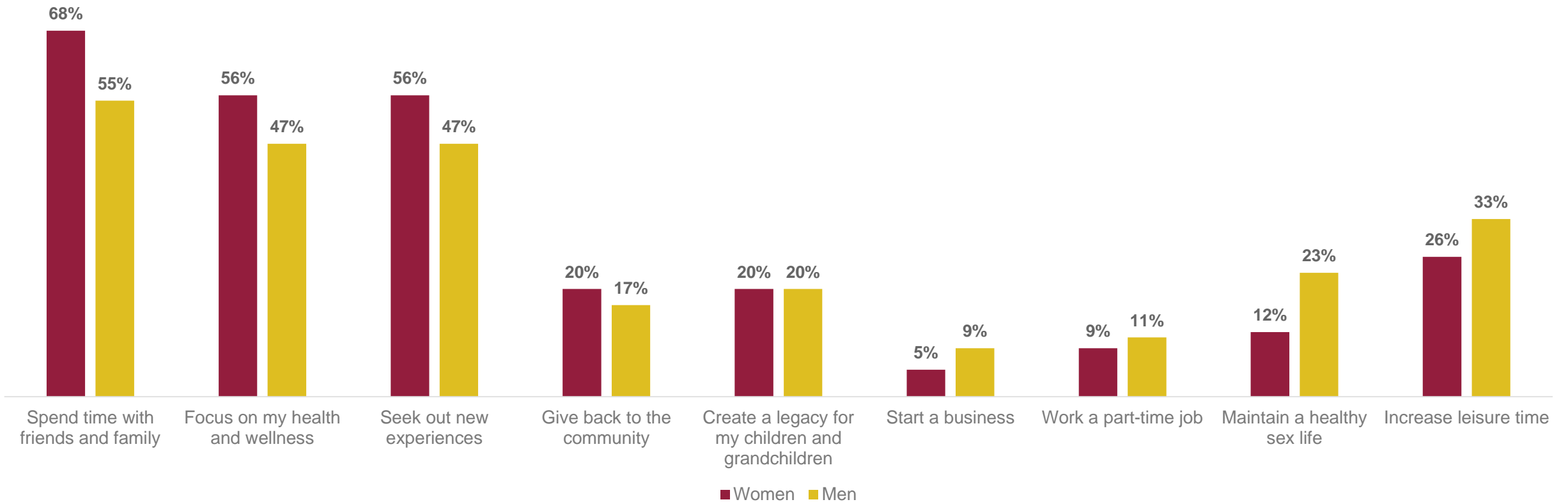
Millennials: 58  
Gen X: 60  
Boomers: 62  
Greatest: 63



# Women, more than men, look forward to pursuing more emotionally fulfilling hobbies as they age

More women than men are excited for quality time with loved ones, and seeking out new experiences

### Which of the following would you like to pursue as you age?

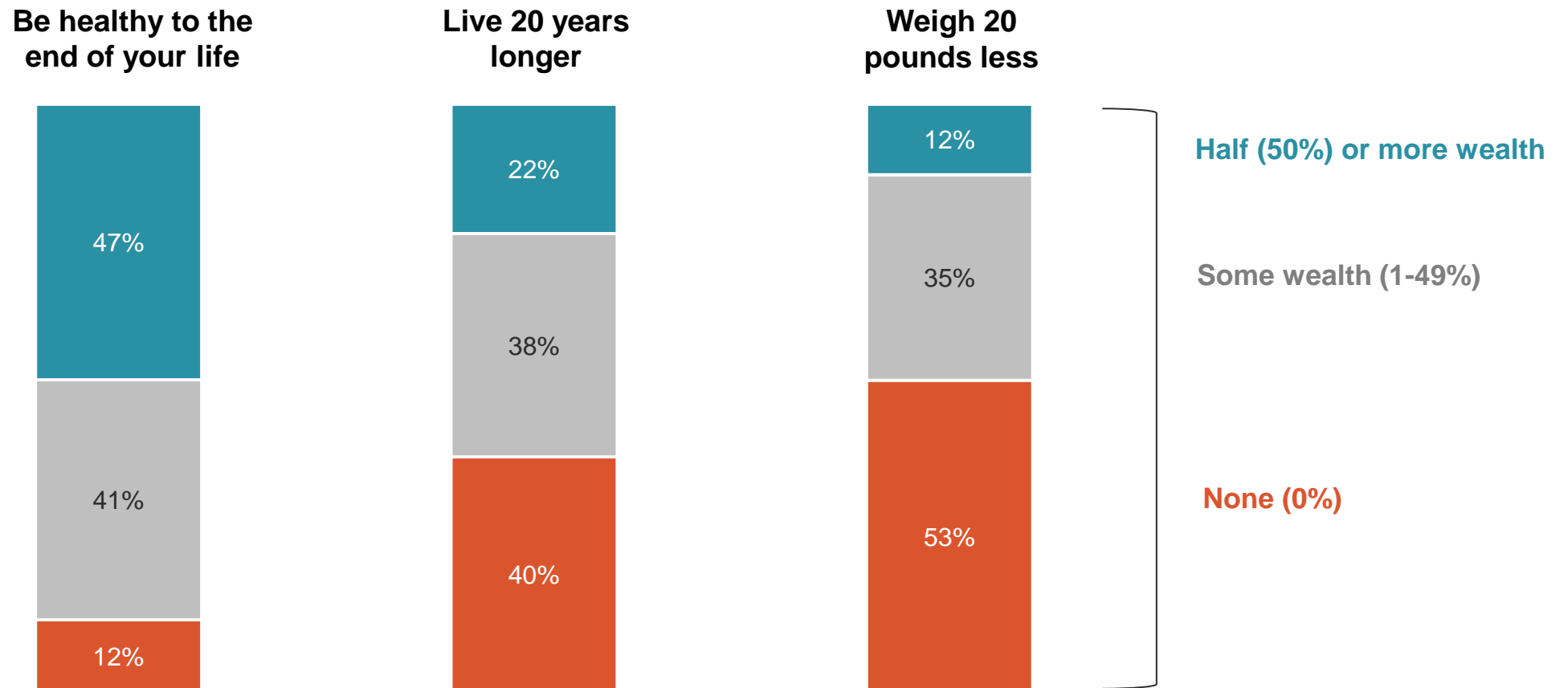


Source: The Harris Poll on behalf of TD Ameritrade (July 2018); n = 2,002

# Aging Aspirations

# Five in 10 (47%) women are willing to trade away half or more of their wealth to be healthy until the end of their lives

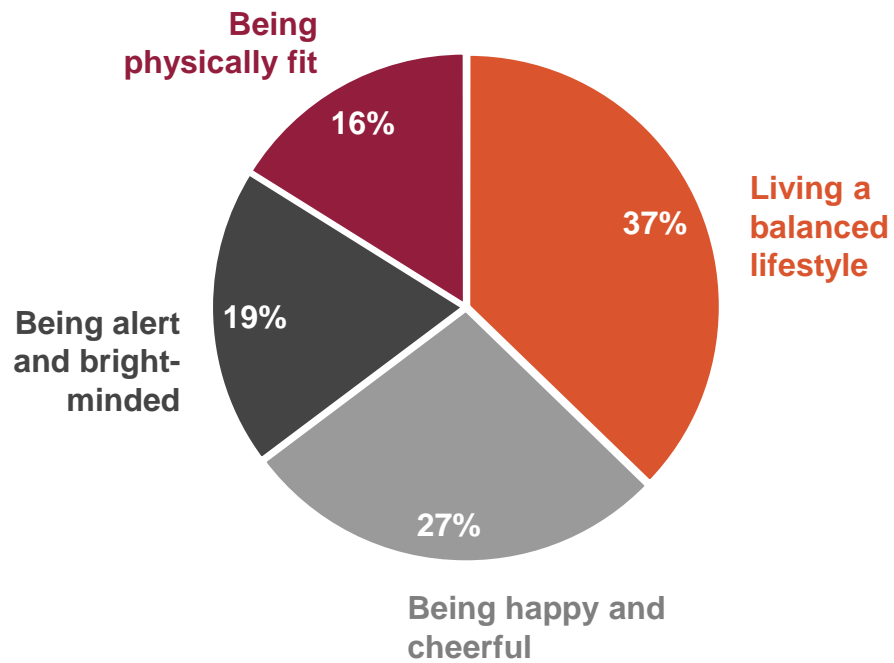
How much of your wealth would you trade to do the following?



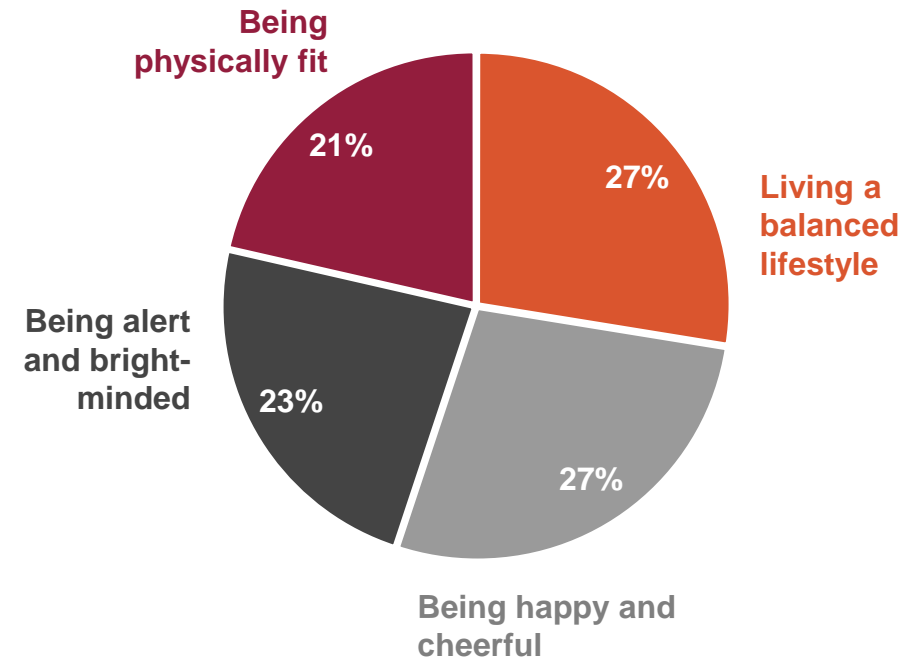
## For women, the focus on health and wellness extends beyond just the physical, to focus more on emotional and mental health

Being physically fit is more of a priority for men (21%) as they age, compared to women (16%)

### Women's health priorities as they age

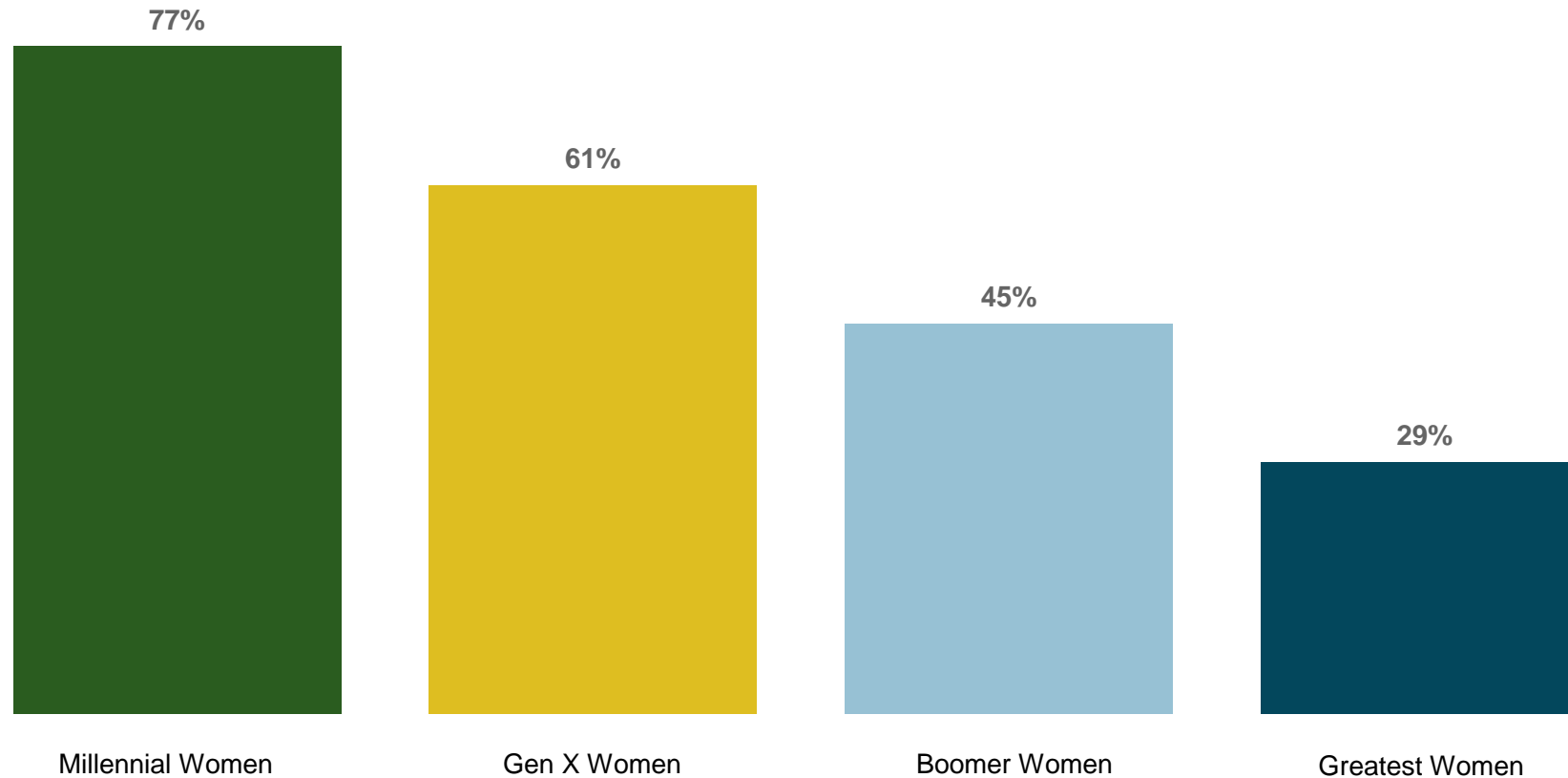


### Men's health priorities as they age



**When it comes to seeking new experiences, more than half (58%) plan to travel abroad as they age.**

**As I get older, I plan to travel abroad...**



## A vast majority of women feel the importance of maintaining a purpose and meaning as they age

**88%** of women agree that

*“It's important to me to retain a sense of higher purpose as I age.”*

**76%** of women agree that

*“Compared to 20 years ago, there are more opportunities to pursue meaningful work as people age.”*

# APPENDIX

## Demographics

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