Boomer / Next Survey Results – Life and Living

About the Survey

The Boomer/neXt Survey of respondents between the ages of 50 and 71 was conducted online from March 29-31. Five hundred and ten respondents were interviewed via a nationally representative survey, which corresponds to a margin of error of plus or minus four percent at the 95% level of confidence. Confidence levels among certain subgroups from the sample may have a higher margin of error.

About Life and Living

This section of the report deals with respondents’ outlooks on their current lives and their futures.

About Boomer/neXt

Boomer/neXt, with offices in Boulder and New York City, is a leading consultancy which focuses on the 111 million Americans who are currently 50 years of age and older. Boomer/neXt provides strategic planning, research-based insights and consultative services to clients in industries that want to understand and unleash the power of this population, which includes the totality of the Baby Boom generation. For more information on Boomer/neXt and its services, please visit www.Boomer-next.com
Looking Over My Life, It’s Been One With Many More Successes Than Failures

Four in five survey participants (80%) “strongly” or “somewhat agree” that their lives have contained many more successes than failures.
Among the Boomer / neXt population, respondents with high affinity for BMW, Cadillac, Honda and Apple score the highest on leading a life with success as a hallmark.

Looking Over My Life, It’s Been One With Many More Successes Than Failures
-Agree-

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LEADING A LIFE WITHOUT REGRETS

The Boomer / neXt population is not one filled with regrets for wayward past actions or roads not taken. Sixty-four percent are in agreement that they have few regrets, having lived their lives exactly the way they wanted to.

I Don’t Have Many Regrets; I’ve Done What I Wanted To Do In Life

-All Respondents-

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LEADING A LIFE WITHOUT REGRETS

Boomer / neXt men are more likely than women to say they have done just what they wanted to do in their lives.

I Don’t Have Many Regrets; I’ve Done What I Wanted To Do In Life
-Agree-

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Survey participants who are married are significantly more likely than those not married at present to say they have few regrets in how their lives have been led.
Boomer / neXt respondents who completed college are more likely to say their lives have been relatively free of regrets.

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AGING LEADING TO GREATER INSIGHT

As I’ve Grown Older, I’ve Definitely Become Wiser

-All Respondents-

According to the dictionary, “wiser” can be defined as ‘having the power of discerning and judging properly as to what is true or right; possessing discernment, judgment, or discretion.’ And according to our survey participants, with age in fact comes a heightened sense of wisdom—nearly half (46%) “strongly agree” that as they have grown older, they have in tandem become wiser—and just about all participants agree in principle to this sentiment (94%).

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Feeling wiser with advancing years is more of a hallmark of the Boomer / neXt survey population that is presently married.

As I’ve Grown Older, I’ve Definitely Become Wiser
-Strongly Agree-

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Old friends are the best friends, goes the saying, and for the Boomer / neXt population, keeping in touch with good friends from the childhood and teenage days is quite common. Sixty-nine percent of survey participants say they continue to maintain friendships with people they first encountered before becoming adults. Large majorities across all age and gender cohorts are the norm on this item, as just 12% “strongly disagree” that they are in contact with pre-adult comrades.
MAINTENANCE OF CHILDHOOD FRIENDSHIPS

Respondents with a strong affinity for the Facebook brand are far more likely to say they are currently maintaining friendships from their pre-adult years.

I Still Maintain Friendships From Before I Was An Adult
-Strongly Agree-

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POSITIVE REGARD FOR THE FUTURE

Among the total sample profiled, the basic point of view is one that resonates with confidence and optimism, painting a portrait of lives well led and future expectations of contentment and satisfaction prevailing. Among all respondents interviewed, 70% agree with the sentiment “I feel the best days of my life remain ahead of me.”

I Feel the Best Days of My Life Remain Ahead of Me
-All Respondents-

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Survey participants who share a strong encouraging affinity for advertising are more likely to say their best days are yet to come. More than 3 in 4 (77%) in this segment agree with this premise.

I Feel the Best Days of My Life Remain Ahead of Me
-Agree-

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<thead>
<tr>
<th>Affinity for Advertising</th>
<th>Percentage</th>
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<tr>
<td>Strong</td>
<td>77</td>
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<tr>
<td>Medium</td>
<td>68</td>
</tr>
<tr>
<td>Weak</td>
<td>63</td>
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</table>
I Think the Concept of a “Bucket List” Is An Excellent Thing
-All Respondents-

The phrase “bucket list,” which means to compile and maintain a list of things that you want to do before your life comes to a close, was originated by the screenwriter for the same-named 2007 movie, starring Jack Nicholson and Morgan Freeman. When asked whether the concept of having a “bucket list” was an excellent addition to one’s life, 68% of our survey participants reacted positively.
Boomer / neXt women are significantly more likely than their male counterparts to say the concept of a bucket list is an excellent idea.
I Think the Concept of a “Bucket List” Is An Excellent Thing  
-By Boomer Subgroup-  

LEADING-EDGE MALE BOOMERS  
(62 TO 71)  

- Strongly Agree: 34%  
- Agree Somewhat: 47%  
- Disagree Somewhat: 9%  
- Strongly Disagree: 10%  

LEADING-EDGE FEMALE BOOMERS  
(62 TO 71)  

- Strongly Agree: 22%  
- Agree Somewhat: 49%  
- Disagree Somewhat: 5%  
- Strongly Disagree: 24%  

Older female Boomers are more than twice as likely than older male Boomers to “strongly agree” that the concept of a bucket list is a wonderful idea to embrace.
MOVING AWAY FROM THE USA?

The Boomer / neXt survey inquired whether the prospect of joining the growing number of Americans (400,000 and counting) who are now spending their retirements in countries like Canada, Panama, Japan, the United Kingdom and Mexico, among other places, sounded like a good idea or a wrongheaded one. It turns out that more than 2 in 5 (42%) either “strongly” or “somewhat” agree that such a proposal piques their interest.

I Sometimes Think I Could Leave the United States and Live Elsewhere In Retirement

-All Respondents-

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I Sometimes Think I Could Leave the United States and Live Elsewhere In Retirement
-By Gender-

It is male Boomers who are more intrigued by such a brainstorm, as nearly half (49%) agree with the idea. As far as staying put in the Land of the Free and the Home of the Brave goes, female Boomers are more rooted in retirement in the US, rejecting such a thought by a 65%-35% margin.
LOOKING YOUNGER THAN ONE’S ACTUAL AGE

When respondents look in the mirror, a majority see someone who looks at least a decade younger than his or her chronological age starting back at them. Twenty percent “strongly agree,” and 43% “agree somewhat” that he or she looks a decade (or more) younger than what their birth certificate would reveal.

I’d Say I Look At Least A Decade Younger Than My Actual Age
-All Respondents-

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College graduates in the 50+ survey population are somewhat more likely to strongly agree that they look ten or more years younger than they actually are.

I’d Say I Look At Least A Decade Younger Than My Actual Age
-Strongly Agree-

<table>
<thead>
<tr>
<th>Percentage</th>
<th>College Graduate</th>
<th>Not a College Graduate</th>
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<tbody>
<tr>
<td>30</td>
<td>26</td>
<td>15</td>
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DEEDS AND DOINGS OF A MUCH YOUNGER PERSON

The survey asked respondents whether their interests and activities were those that a much younger person might involve himself or herself with. Respondents sanction such a position, with more than 3 in 5 (62%) of the Boomer / neXt population agreeing.

My Interests and Activities Are Those of A Much Younger Person
-All Respondents-

- Strongly Agree: 34%
- Agree Somewhat: 48%
- Disagree Somewhat: 14%
- Strongly Disagree: 4%

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Large majorities in less mature age groups say they feel considerably younger than their present age. For example, among the Gen Xers in the survey, 66% said they feel under 50 years of age, a percentage nearly identical to the one given by Trailing-Edge Boomers.
As one gets older, the age associated with being old rises. For example, among Boomers 62 to 71, 63% say that being 80 or older qualifies as being old. For those Boomers 53 to 61, the corresponding figure is 53%.
Those in the vanguard of Generation X are more likely to call themselves Baby Boomers than they are Generation Xers.

Which Generational Label Describes You the Best?
-50 to 52 Year-Olds-

- Baby Boomer: 50%
- Generation X: 14%
- Silent: 2%
- Not Sure: 34%
More than 4 in 5 (81%) of the Younger Baby Boomers correctly place themselves in the Boomer camp.
Nearly all Leading-Edge Boomers (94%) classify themselves in the right generational category.

Which Generational Label Describes You the Best?

- 62 to 71 Year-Olds -

- 94%
- 4%
- 1%
- 1%

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Upon reading the upbeat, almost carefree attitudes espoused by most natives of the Boomer / neXt nation, one might think they were devoid of any worries. That turns out to be a bit of an overstatement. Looking at tables of net worth by age group usually places the Boomers at or near the top compared to other age segments. When asked if they were content with the money currently saved for their futures, a majority 56% disagreed that they were feeling comfortable with their present nest eggs.

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CONTENT WITH SAVINGS

Standing out for their relative level of comfort with their present savings were the leading-edge Baby Boomers, who by a 53%-47% margin agreed that they were content with the money that they had saved to date for their coming years.

I’m Content With the Amount of Money I Currently Have Saved For the Future
-By Boomer Subgroup-

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