As one of the world’s leading healthcare companies, Pfizer wants to play a meaningful role in helping people age well and live longer. With the launch of *Get Old*, a multi-year initiative to gauge Americans’ perspectives on aging, the company is creating a community at [GetOld.com](http://www.GetOld.com) that encourages people to share how they feel about getting old.

With the support of leading organizations Easter Seals, International Longevity Center at Columbia University’s Mailman School of Public Health, Men’s Health Network, National Alliance for Caregiving, National Coalition for Cancer Survivorship, National Consumers League, National Family Caregivers Association, Patient Advocate Foundation, Society for Women’s Health Research, Visiting Nurse Associations of America and WomenHeart: The National Coalition for Women with Heart Disease, Pfizer is asking people to join the conversation about aging at [www.GetOld.com](http://www.GetOld.com) to help add to the ever-growing body of knowledge and insights about this important topic.

The latest research conducted as part of the *Get Old* initiative asked more than 1,000 people who are 18 to 65+ how they feel about getting old. The results show that priorities and perceptions about aging shift over time.

**Key Findings:**

**First Kiss? Felt Old? Expected Lifespan? Americans’ Age Milestones Through the Years**

- **15**: People experience their first kiss at 15
- **22**: People say that at 22, you should support yourself independently from your parents or guardians
- **25**: Survey participants of all ages indicated about age 25 as the time when people should consider marriage
- **32**: People say they first remind themselves of their parents at 32
- **38**: The average American first felt their age at 38
- **65**: People indicate they feel increasingly prepared for aging at 65
- **84**: People expect to reach age 84

**People Expect to Live Longer, Better and Healthier**

- Those age 50 to 64 are the most optimistic about getting old (42 percent)
- Health was the number one reason people felt aging was better (74 percent) or worse (66 percent) than expected
- Nearly 60 percent believe science and medicine has had a significant impact on the ability of people to live longer and better
- Individuals think their generation will leave the world a healthier (41 percent) and more tolerant place (45 percent)
- Most people (42 percent) define themselves as a “free spirit” when it comes to aging, and the sentiment increases with age (“free spirit” defined as “I don’t think about it – I just take life as it comes”)

**But…Aging isn’t Without Challenges**

- More than half (51 percent) of those 18 to 65 would accept having a parent live with them while only 25 percent of those over 65 would want to live with a younger relative if they could no longer care for themselves
People in the Sandwich Generation (ages 35-49) expect to play a bigger role caring for their aging parents than they played for theirs (41 percent)
Almost all (97 percent) of those 50 to 64 say the individual should be responsible for providing a decent standard of living for the old
Those over 65 report being more afraid of being dependent (35 percent) or living with pain or disabilities (29 percent) than dying (7 percent)

Think That You Look Younger Than Your Age: You're Not Alone!
51 percent of all people surveyed think they look younger than their age
60 percent of those 50 to 64 feel they like look five years or more younger than their age
24 percent of all people admit to lying about their age at some point

The Power of Preventative Health: Who’s Following the Rules...and Who’s Not
The youngest respondents (18 to 34) think people should start watching their diets at 20 and start having yearly physicals at 21 – younger than older age groups
Those 65 and older are more likely to eat five servings of fruits and vegetables a day than any other age group (60 percent vs. 58, 50 and 44 percent)
70 percent of those 65+ say they are more active at their age than their parents were at the same age; while only 27 percent of 18-34 say they are more active than their parents were when at the same age
Majority of people surveyed (73 percent) report being more likely to consume a caffeinated beverage daily vs. exercising (61 percent) or eating the recommended amount of fruits and vegetables (52 percent)

What Do People Value Most as They Age? The Answers May Surprise You!
45 percent of those 18 to 34 rank having $1 million first in a list of lifetime achievements, while those over 65 would rather see their grandchild graduate (48 percent)
People over 50 place a higher value on a college education than those younger than them
More than one third of people (39 percent) over 65 select seeing a woman president is one of their top three lifetimes aspirations – more than any other age group

All-Star Agers: Who is Aging Well - and Who’s Not?
Survey respondents said athletes age the best, while politicians age worse than other groups
More respondents (33 percent) believe that people who live in rural areas age better than those living in urban areas (7 percent)

About Get Old
Get Old is an initiative developed by Pfizer to encourage and support a dialogue around the notion of getting older and living better. We want to inspire and activate people of all ages to reconsider what it means to get old in terms of a better quality of life, adding years to their lives and confronting the biggest and most important health challenges facing them and society as a whole.

About the Gallup & Robinson Research
This research was conducted within the U.S. by independent market research company Gallup & Robinson on behalf of Pfizer from May 3-8, 2012, among 1,017 participants age 18 or older. Sample recruitment matched 2010 Census data for gender, age range, annual household income range, ethnicity and U.S. region.