

The Coronavirus Pandemic: Attitudes Among the 50+ Population of Jefferson County Kentucky

November 2020



2020 HEN Healthcare Fellows Project: Team AARP

- Project Focus: ***The Greater Louisville Longevity Economy*** based upon AARP’s “The Longevity Economy Outlook that describes the contributions of Americans age 50-plus, worth over \$9 trillion in 2018 and projected to grow through 2050” (AARP, 2019).
- HEN Fellows “Team AARP” research team initially started with 5 members
- Due to COVID attrition, core membership of 3:
 - David G. Wolf, Ph.D., MSJ, MSOL - Bellarmine University
 - Fellow ACHCA, CNHA, CALA, CAS
 - Professor & Chair, Department of Health & Aging Services Leadership
 - Ron Bridges, State Director – AARP Kentucky
 - Craig Long, Chief Growth Officer – SentryHealth
- Allison Sheffer, Graduate Research Assistant to Dr. David G. Wolf, joined team in late August

Team AARP: The Greater Louisville Longevity Economy

- The Longevity Economy within Jefferson County, Kentucky
- Residents 50 years and older and the impact they make in economic contribution
 - 1) employment
 - 2) volunteering
 - 3) caregiving
- Hypothesis: The COVID-19 pandemic will have a detrimental effect (inverse correlation) on the greater Louisville 50-plus cohort playing a central role in supporting families and communities, whether it is through employment, volunteering, or caregiving.
- The survey process was conducted between August 24th and September 4th to a randomly generated population set of Jefferson County residents
- Completed survey responses = 1,008

2020 HEN Healthcare Fellows Project: Team AARP

Timeline Key Dates

- January 21 — CDC Confirms First US Coronavirus Case
- February 3 — US Declares Public Health Emergency
- February 25 — CDC Says COVID-19 Is Heading Toward Pandemic Status
- **February 26 — 2020 HEN Fellows Class Welcome Reception & AARP Fellows Proposal Presentation**
- March 11 — WHO Declares COVID-19 a Pandemic
- March 13 — Trump Declares COVID-19 a National Emergency
- **March 25 — Team AARP 2020 HEN Fellows members announced**
- March 26 — Senate Passes CARES Act
- March 27 — President Trump Signs CARES Act Into Law
- **April 10 — Initial Team AARP meeting and discussion on Longevity Economy project modification**

<https://www.ajmc.com/view/a-timeline-of-covid19-developments-in-2020>

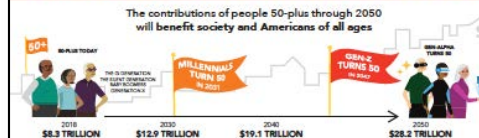
Leveraged Published Information

The Longevity Economy® Outlook

How people age 50 and older are fueling economic growth, stimulating jobs, and creating opportunities for all

With **The Economist** **INTELLIGENCE UNIT**

A SNAPSHOT THE LONGEVITY ECONOMY® OUTLOOK



The 50-plus age group will be a critical driver of job sustainability in the U.S. through 2050.

- THE IMPACT OF WAGES AND SALARIES FROM THE RETAIL SALES SECTOR HAS INCREASED 50% SINCE 2014 TO \$5.7 TRILLION IN 2018.
- BY 2024, THE POPULATION ALSO CHANGED 88.6 MILLION JOBS ARE PROJECTED TO GROW TO 102.8 MILLION JOBS IN 2024.

They strengthen communities through unpaid activities and charitable giving.

- IN 2018, PEOPLE 50-PLUS CONTRIBUTED \$97 BILLION IN VOLUNTEER SERVICE.
- \$140 BILLION WORTH OF VOLUNTARILY TIME WAS DONATED FROM SINCE 2010.
- \$405 BILLION IN UNPAID CAREGIVER FOR ADULTS OVER THE AGE OF 50.

They have a major impact on tax revenue, which plays a critical role in stabilizing the U.S. economy.

- IN 2018, THE 50-PLUS GROUP SUPPORTED \$14.5 TRILLION IN FEDERAL TAX REVENUE.
- BY 2024, THIS CONTRIBUTION IS FORECAST TO APPROACH \$2.5 TRILLION.
- AND BY A TRILLION OF 43% OF FEDERAL TAX REVENUE.
- AS WELL AS BY THE 50-PLUS GROUP TO \$5.8 TRILLION IN 2024.

Aging is unleashing exponential growth in every industry. Businesses that target the economic power of the 50+ age group will see big gains.

FINANCE, INSURANCE, AND REAL ESTATE
IN 2018, THE 50-PLUS POPULATION CONTRIBUTED:

- 48% OF REAL ESTATE SALES
- 50% OF FINANCE AND INSURANCE
- 48% OF JOBS

WHOLESALE AND RETAIL TRADE
IN 2018, THE 50-PLUS POPULATION CONTRIBUTED:

- 44% OF RETAIL SALES
- 44% OF JOBS
- 41% OF JOBS

Kentucky

The Longevity Economy is the sum of all economic activity in Kentucky that is supported by the consumer spending of households headed by someone age 50 or older—both in Kentucky, as well as spending on exports from Kentucky to other states and DC. This includes the direct, indirect (supply chain), and induced economic effects of this spending. (The induced impact involves the ripple effects from the spending of those employed either directly or indirectly.)

People over 50 contribute to the economy in a positive, outside proportion to their share of the population. Despite being 38% of Kentucky's population in 2015 (expected to be 37% in 2040), the total economic contribution of the Longevity Economy accounted for 41% of Kentucky's GDP (\$61.6 billion). This supported 46% of Kentucky's jobs (1,125,000), 42% of labor income (\$50.3 billion), and 40% of state and local taxes (\$9 billion). The greatest number of jobs supported by the Longevity Economy were in education & health services (266,000), trade, transportation & utilities (247,000), and leisure & hospitality (150,000).

This \$61.6 billion impact of the Longevity Economy was driven by \$76.9 billion in consumer spending by over-50 households in Kentucky, or 56% of total comparable consumer spending. The categories where Longevity Economy spending accounted for the largest share of total consumer spending were health care (66%), entertainment (57%), and trade margins & personal transport services (56%).

People over 50 also make a significant contribution to Kentucky's workforce, with 55% of people 50-64 employed, compared to 72% of people 25-49. Overall, people over 50 represent 35% of those 50-64 are self-employed entrepreneurs, compared with 7% of those 25-49. Additionally, 30% of those 50-64 work in professional occupations, compared to 41% of those 25-49.

% of population over 50

25%-30%
30%-35%
35%-40%
40%-45%
45%-50%50%+

Population by age

Year	0-24	25-49	50-64	65+
2015	22.4%	31.9%	31.3%	31.3%
2020	20.4%	29.6%	31.8%	31.9%
2030	18.2%	28.1%	32.2%	31.7%
2040	15.2%	26.6%	32.6%	31.7%

OXFORD ECONOMICS
AARP
Real Possibilities

Impact on Older Retirement, Income, Spending

fact of COVID-19 on older well-being has received

loss of employment, and gauge the potential rate.

immunity Survey (2012-18), as well as data from age and types of jobs. to the pandemic, 1 million people, were 65 and older and 1.1 11 percent of people 65 and older. These job losses employer-sponsored pending for Medicare. care beneficiaries also more beneficiaries are Savings Programs, serve as an important employment of older spending and people's financial security for the remainder of their years.

TOPLINES

- Medicare is an important safety net for older adults who have lost jobs and income during the COVID-19 pandemic.
- If half a million older adults move from employer-sponsored insurance to Medicare, federal spending will increase by more than \$4 billion each year.

David C. Radley
Senior Scientist
The Commonwealth Fund

The Commonwealth Fund



Team AARP Study Information

October 2020


AARP

The Coronavirus Pandemic: Attitudes Among the 50+ Population
Jefferson County, Kentucky

COVID-19 DATA

Caregiving in the age of the coronavirus pandemic
Many residents aged 50 and over in Jefferson County Kentucky provide care for a loved one, the coronavirus pandemic has presented new caregiving demands on some.

ALMOST 4 IN 10 OLDER RESIDENTS ARE CAREGIVERS TO A FRIEND OR FAMILY MEMBER IN JEFFERSON COUNTY



36% PROVIDE UNPAID CARE FOR A FAMILY MEMBER OR FRIEND

THE RECIPIENT OF CARE IS MOST OFTEN

- 43%** aging parent/parent in law
- 23%** spouse/partner
- 18%** other relative

11% are providing care for a loved one due to the coronavirus pandemic

THINGS RESIDENTS ARE DOING TO PROVIDE HELP TO OTHERS DURING THE CORONAVIRUS PANDEMIC

- 68%** contacted friends and family more often
- 42%** gotten food or medicine for someone
- 35%** helped someone financially
- 20%** provided childcare


Methodology: Among the 50+ Population of Jefferson County Kentucky. The survey was conducted on August 26, 2020 and on September 4, 2020. The total sample of 1,000 respondents yields a maximum statistical error of ± 2.1% at the 95% level of confidence.

For more information on the methodology of the survey, contact Jeffery Lee at (202) 368-5854 - jlee@aarp.org. For media inquiries: media@aarp.org

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AARP Jefferson County, KY Survey

Annotated Questionnaire
Submitted to: AARP
September 11, 2020



HEN Fellow Network KY Survey (FINAL 8/24/20)

Screening criteria: Age 50+, lives in Jefferson County, KY
n=1,000
40% cell, 60% landline
Bid at 10 minutes

Hello, this is _____ calling from Alan Newman Research, a national opinion research firm. We are not telemarketers and are not trying to sell you anything. We are calling to ask for your help in improving our understanding of how you are dealing with the Coronavirus, COVID-19, both personally and professionally. The best way we know how to do this is by asking people throughout the county to share their thoughts and opinions with us.

Screener

S1. Our study is interested in the opinions of certain age groups. Could you please tell me your age as of your last birthday? (RECORD AGE IN YEARS; TERMINATE IF UNDER AGE 50 OR REFUSED)

%	n=1,000
18	50-54
16	55-59
21	60-64
11	65-69
12	70-74
9	75-79
8	80-84
7	85+

S2. What is your 5-digit zip code? [TERMINATE IF NOT IN JEFFERSON COUNTY; TERMINATE IF REFUSED]

%	n=1,000
100	Yes
0	No [TERMINATE]
0	Don't know [TERMINATE]
0	Refused [TERMINATE]

S3. Are you a resident of Jefferson County? That is, do you live within the county limits?

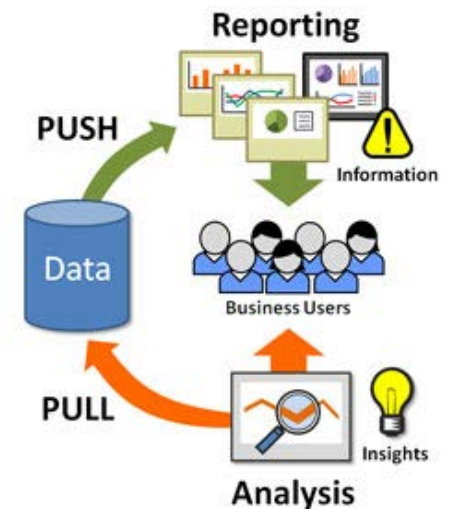
%	n=1,000
100	Yes
0	No [TERMINATE]
0	Don't know [TERMINATE]
0	Refused [TERMINATE]

ANR AARP Jefferson County, KY Survey

1

Summary of Top 3 Key Findings & Implications

- **KF - A large majority of older residents of Jefferson County are concerned about the coronavirus.** Topping the list of their concerns is fear that they or someone in their family will contract the virus (73%), or that they or someone in their family will die from COVID-19 (63%).
 - I – The COVID-19 concern among the older residents of Jefferson County is high, but most are taking appropriate precautions and are practicing new behaviors as well as modifying old behaviors.
- **KF - Significant numbers of older employed Jefferson County residents have had to change their work arrangements due to the pandemic.** Over half (52%) have changed how they work in order to avoid exposure to the virus.
 - I – While the coronavirus pandemic has not caused a significant number to change their retirement plans, approximately half have had to change their work arrangements due to the pandemic. Potential employers considering hiring this age group (50+) will need to consider a new paradigm to alleviate concerns of older Jefferson County residents seeking employment.
- **KF - Older Jefferson County residents are very involved in helping others during the pandemic.**
 - I - The pandemic has created a less social, less mobile, life for almost all older residents. Less social life and less mobility may mean a greater focus on family and close associates, and perhaps a greater regard for communities and how individuals can help each other.

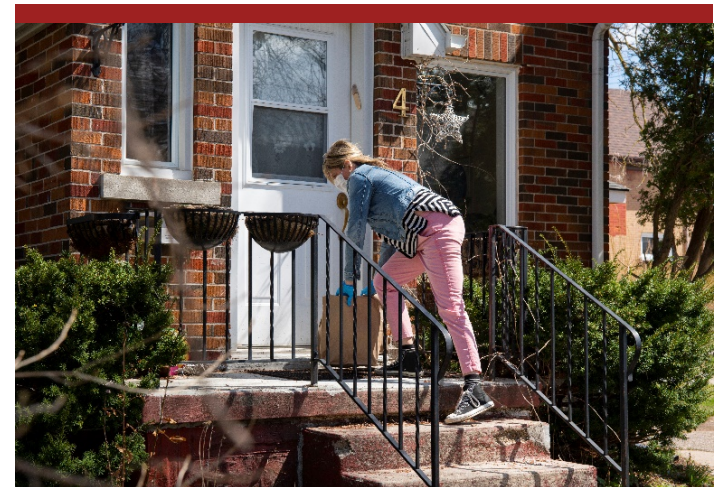
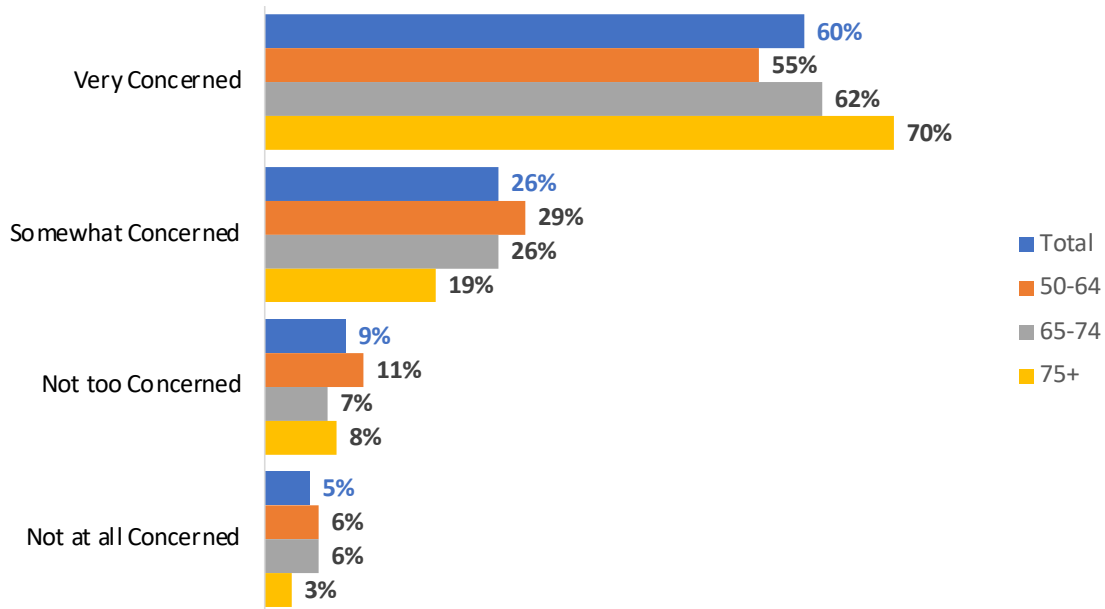


KF = Key Findings

I = Implications

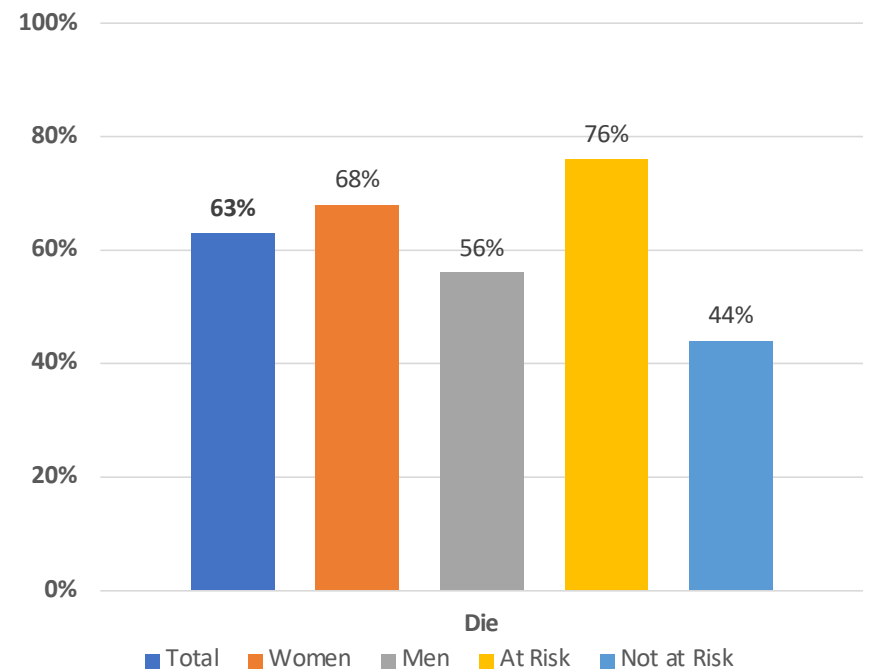
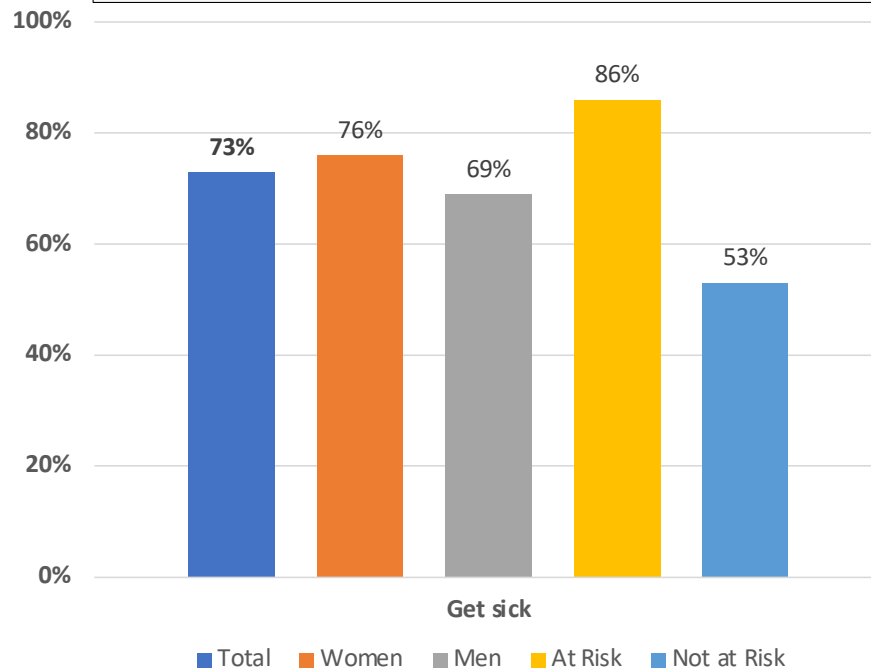
Level of Concern About the Coronavirus is High

Concern with the coronavirus is consistent across all age groups in the survey. Over eight in ten in the 50 to 64, 65 to 74, and 75 + age groups express concern.



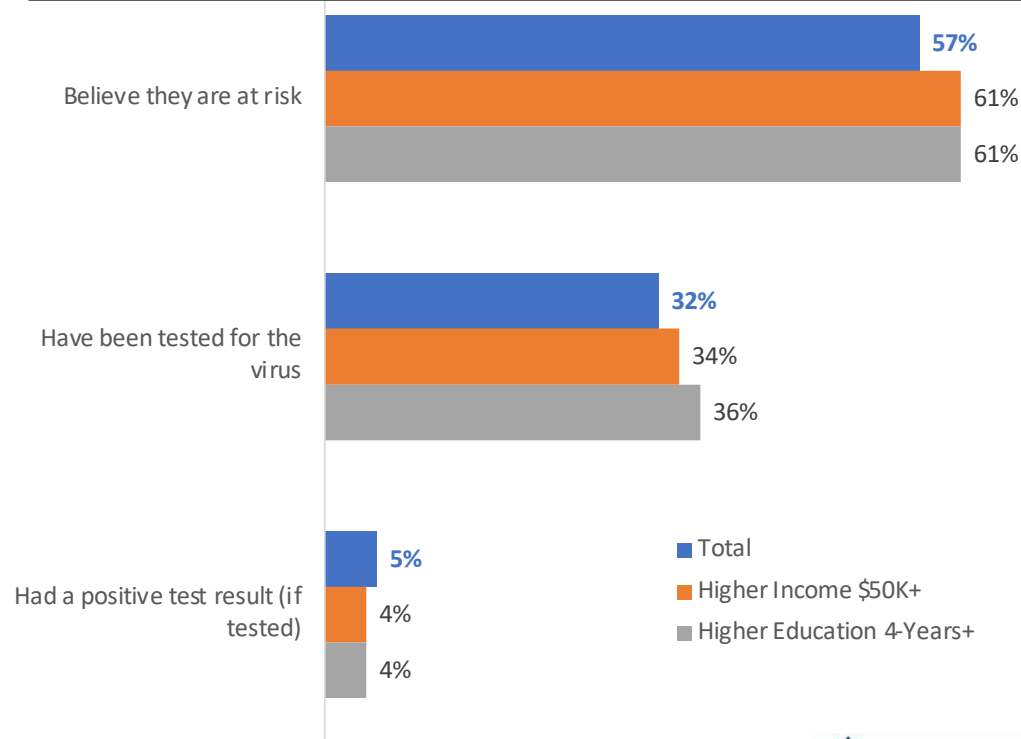
Large Majority are Worried They or a Family Member Will Get Sick or Die from the Coronavirus

Concerns about getting sick or dying from the coronavirus is highest among those who consider themselves at greater risk. In addition, women are more concerned than men about getting sick or dying from the virus.



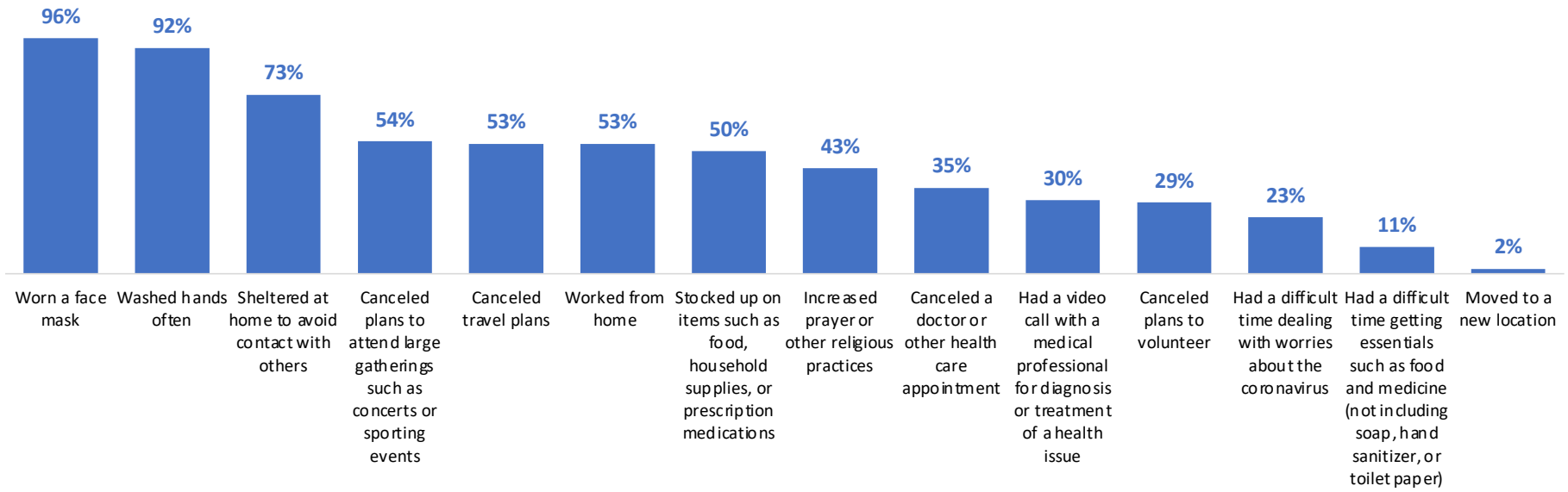
Over Half Consider Themselves at Risk of Contracting the Coronavirus

While about one-third have been tested for the coronavirus, over half consider themselves at risk. Respondents with higher education levels (61%) or higher incomes (61%) are more likely to consider themselves at risk of infection.



Older Residents of Jefferson County are Taking Precautions to Avoid Contracting the Virus

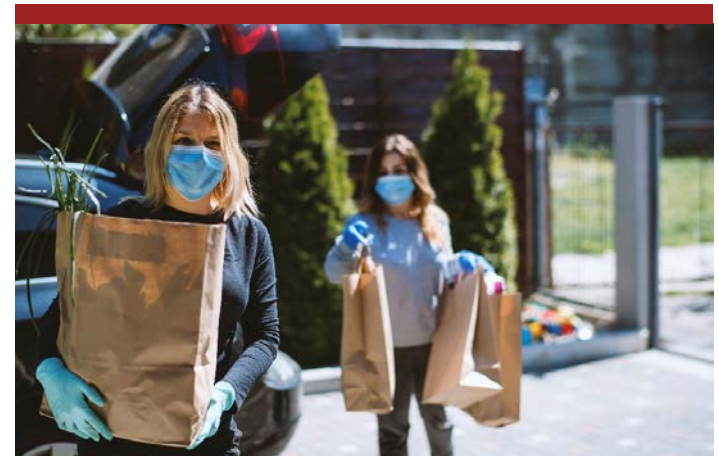
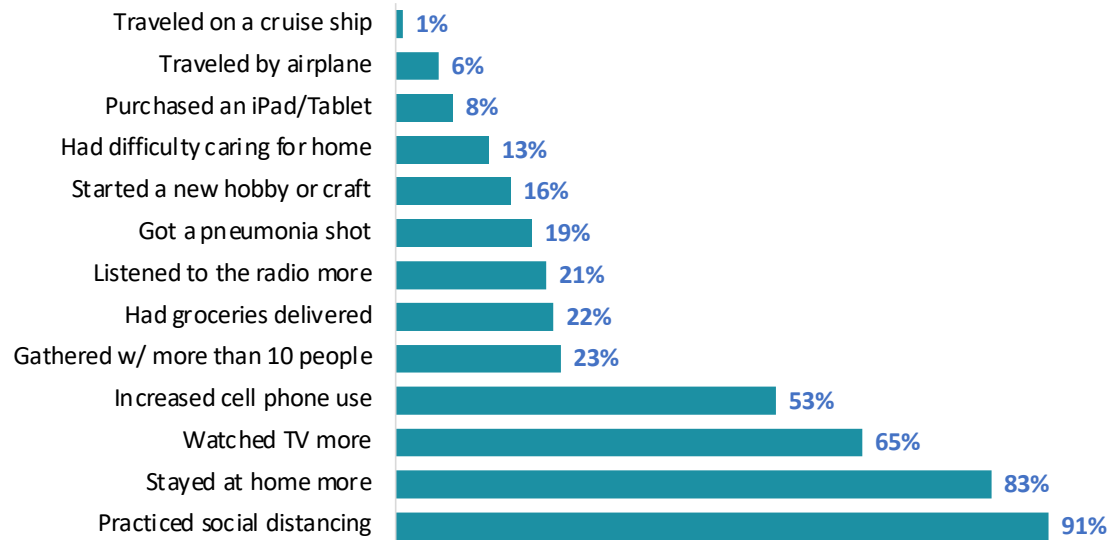
Significant majorities are wearing a face mask, washing their hands often, and sheltering at home.



Behavior Changes Due to the Pandemic

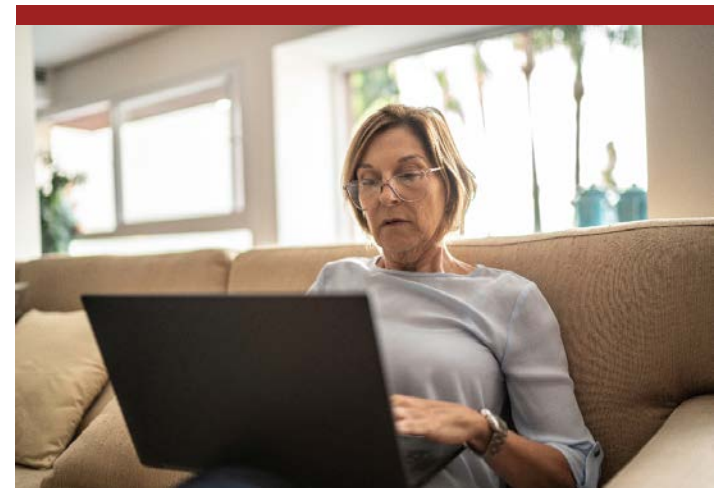
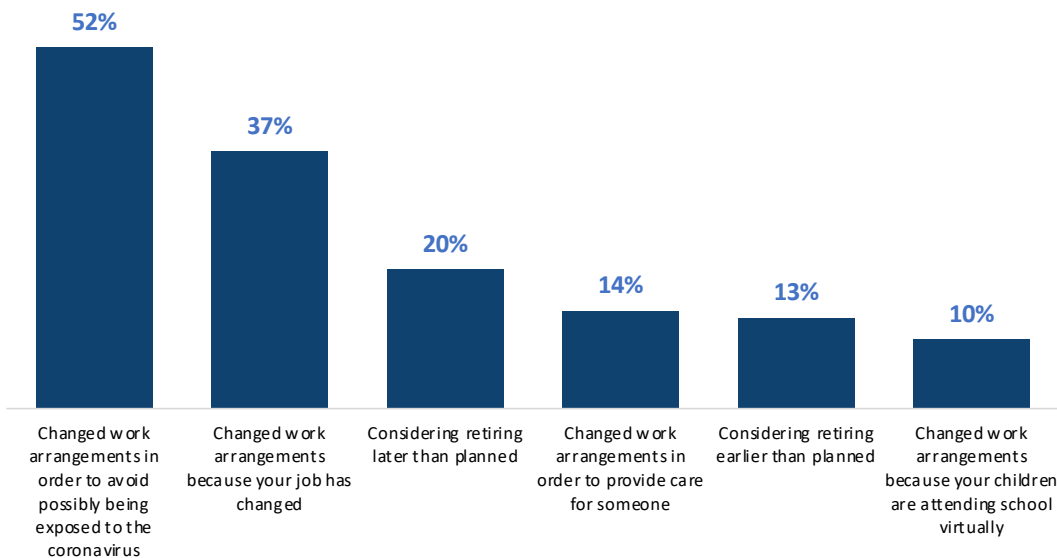
The pandemic has clearly restricted many activities and increased others. Large majorities report practicing social distancing and staying at home more than usual.

Behaviors Since the Start of the Pandemic

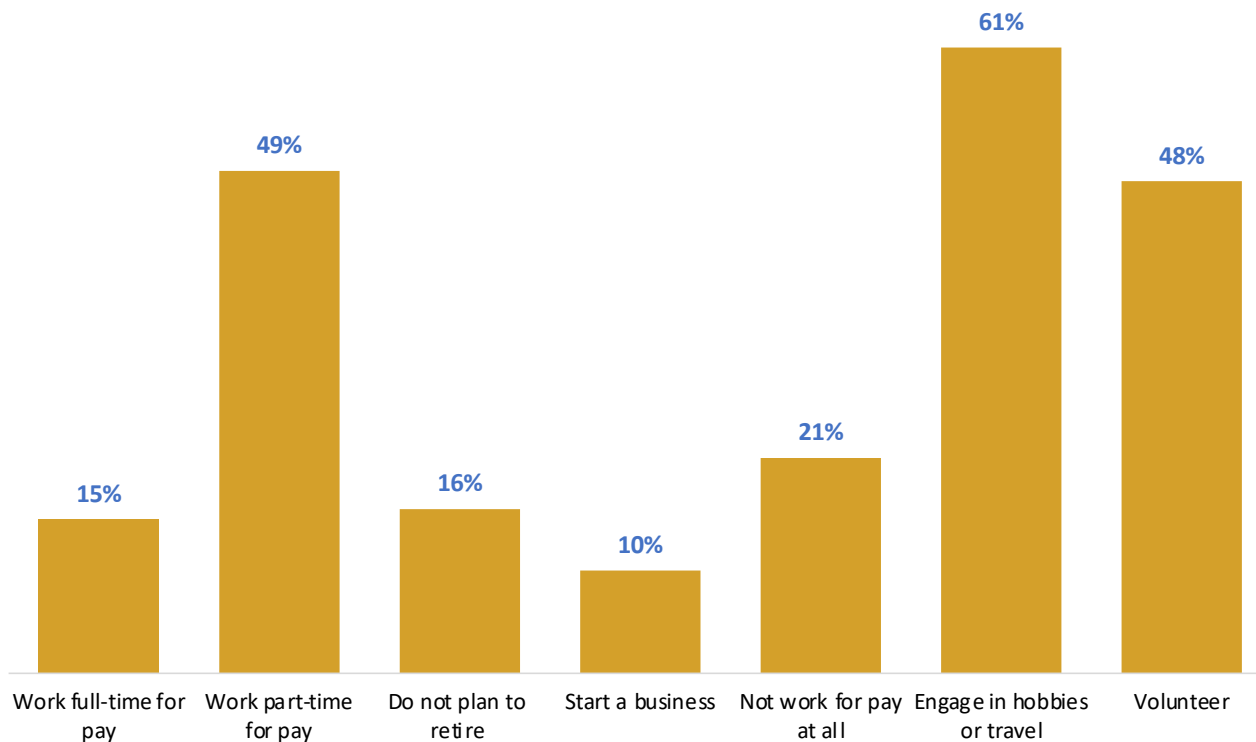


Effect of Coronavirus on Older Jefferson County Residents' Retirement Plans and Work Arrangements

The coronavirus pandemic has not caused a significant number to change their retirement plans, but half have had to change their work arrangements due to the pandemic.



Over Half Plan to Stay Employed During their "Retirement" Years

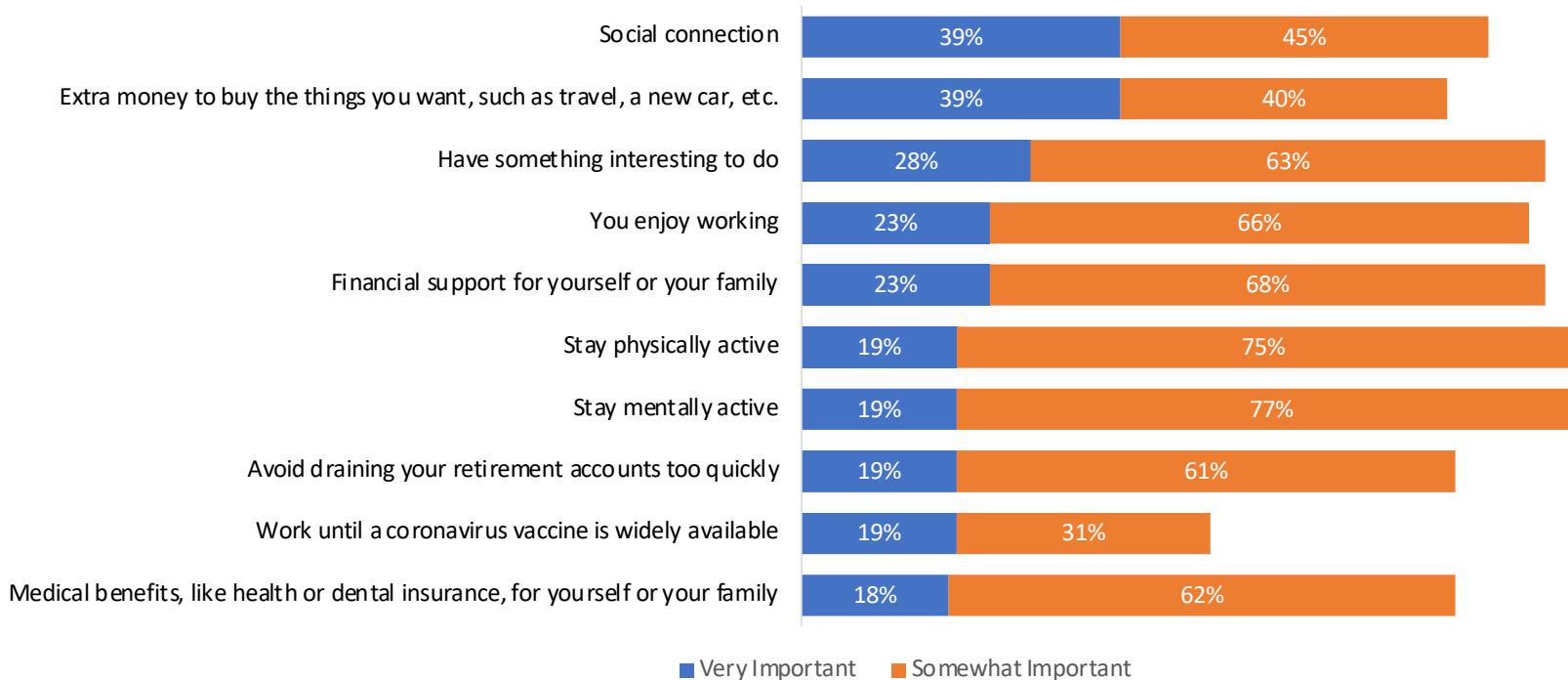


Men are the most likely to say they plan to work part time during retirement.

In addition, from a smaller subset of respondents, those aged 65 to 74 -- and just entering traditional retirement years -- are the most likely to say they plan to work part time, while those aged 75 and over are least likely to say they plan to continue to work in retirement.

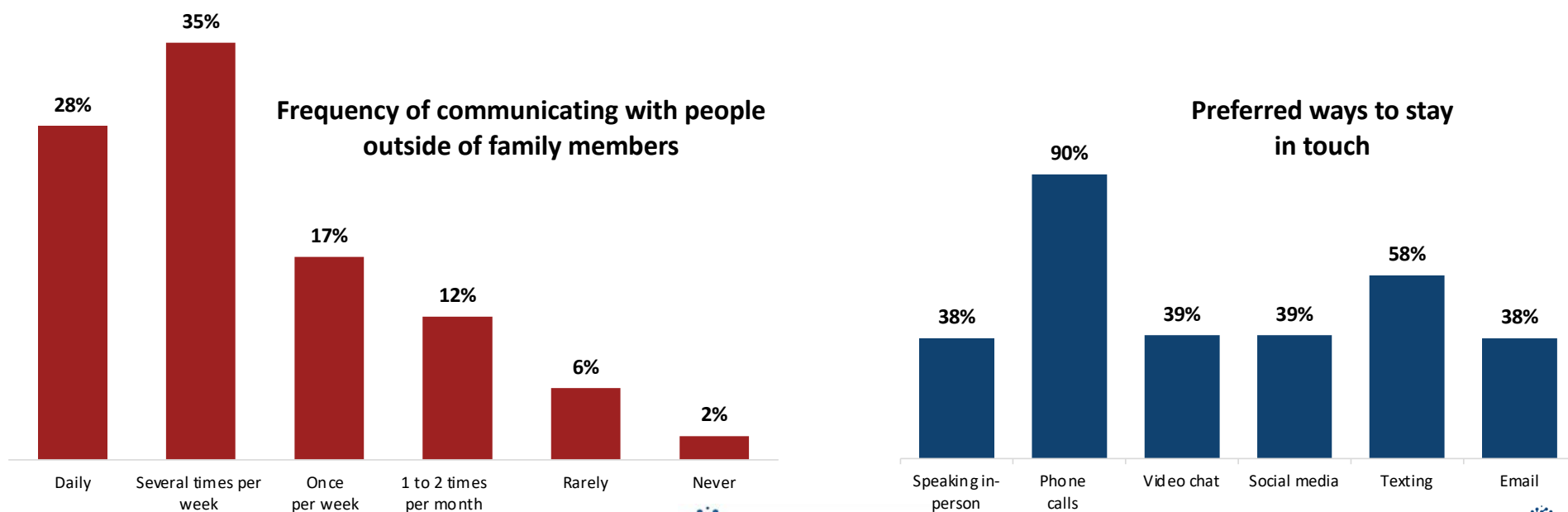
Reasons to Work During “Retirement”

Among those who are employed and plan to work during retirement, financial need and medical/dental benefits are often cited as reasons to work during “retirement,” but social connections, and the desire to stay physically and mentally active are just as important.



Many are Communicating More with Friends and Family Members

Restrictions on travel and in-person gatherings mean that communications are largely through phone calls and online methods.



Methodology

- **Objectives:** This survey was conducted to assess how older residents of Jefferson County, Kentucky are coping with the pandemic, how it has changed their everyday behaviors, and what new demands it has made on their lives.
- **Methodology:** The survey was conducted by ANR Market Research. Landline and cell phone sampling were used for this research, with the sample drawn randomly from a list of residents age 50+ in Jefferson County, Kentucky.
- **Qualifications:** Age 50 or older residents of Jefferson County, Kentucky.
- **Sample:** Sample drawn randomly from a list of residents aged 50+ purchased from Aristotle. N = 1,008.
- **Interviewing Dates:** The survey was launched on August 24, 2020 and closed on September 4, 2020.
- **Weighting:** All data have been weighted by age and gender according to 2018 U.S. Census Bureau 5-year ACS statistics for Jefferson County. Note that race/ethnicity was also assessed; the distribution of respondents is within the margin of error of 2018 5-year ACS statistics, thus race/ethnicity was excluded from weighting parameters.
- **Confidence Interval:** Total sample: $\pm 3.1\%$.

References: The Greater Louisville Longevity Economy

- The Longevity Economy Outlook (AARP) (12-17-19)
- The Longevity Economy Outlook (AARP) Infographic (12-17-19)
- AARP Longevity Economy 2017 - Kentucky Stats (4-12-17)
- Team AARP Jefferson County Kentucky Survey Annotated Questionnaire (9-11-20)
- The Coronavirus Pandemic- Attitudes Among the 50+ Population- Jefferson County Kentucky (AARP) Survey Fact Sheet (9-30-20)
- The Coronavirus Pandemic- Attitudes Among the 50+ Population- Jefferson County Kentucky (AARP) Presentation (10-8-20)
- 1. Concerns About The Coronavirus Pandemic (AARP) InfoGraphic - Kentucky Pandemic (10-9-20)
- 2. Caregiving In The Age Of The Coronavirus Pandemic (AARP) InfoGraphic - Kentucky Pandemic (10-9-20)
- 3. Staying In Touch During The Coronavirus Pandemic (AARP) InfoGraphic - Kentucky Pandemic (10-9-20)
- 4. Disruptions In Employment During The Coronavirus Pandemic (AARP) InfoGraphic - Kentucky Pandemic (10-9-20)

AARP, AARP Kentucky, and Health Enterprises Network

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

AARP Kentucky is a nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. Based in Louisville with nearly 450,000 members throughout Kentucky, AARP Kentucky is active in strengthening communities and advocating for the concerns that matter most to families: health security, financial stability and personal fulfillment.

The Health Enterprises Network's (HEN) Healthcare Fellows is Louisville's only healthcare focused professional development program. The Fellows program spotlights innovation and thought leadership in Louisville's vast health care ecosystem through monthly sessions with community leaders while fulfilling HEN's mission of growing the region's health-related economy and promoting Louisville as the location of choice for health-related businesses, researchers, educators and investors.