A photograph of a person wearing a light blue surgical mask and white gloves, handling fresh green leafy vegetables in a black plastic crate. The person is wearing a blue denim jacket over a striped shirt. The background is blurred, showing what appears to be a grocery store aisle with other produce and a person in the distance.

THE CORONAVIRUS PANDEMIC: ATTITUDES AMONG THE 50+ POPULATION OF JEFFERSON COUNTY, KENTUCKY

November 2020





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Key Findings

A large majority of older residents of Jefferson County are concerned about the coronavirus. Topping the list of their concerns about the coronavirus pandemic 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%).

Older residents of Jefferson County are taking precautions to avoid contracting the virus. Significant majorities are sheltering at home (73%), washing their hands more often (92%), and/or wearing a face mask (96%).

Significant numbers of older employed Jefferson County residents have had disruptions in how they work due to the coronavirus pandemic. Over half (52%) have changed how they work in order to avoid exposure to the virus.

Almost 4 in 10 older Jefferson County residents are providing unpaid care for a friend or family member, and 11% are caring for someone due to the coronavirus pandemic.

Older Jefferson County residents are very involved in helping others during the pandemic. Almost 7 in 10 have contacted friends in order to keep in touch, while 42% have secured food or medicine for someone.



Key Findings (Cont.)

But the pandemic has clearly restricted many activities and increased others. Large majorities report practicing social distancing (91%) or staying at home more than usual (83%).

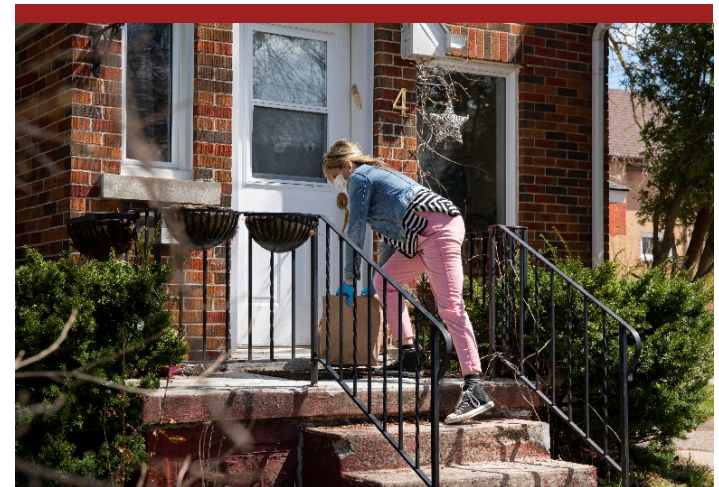
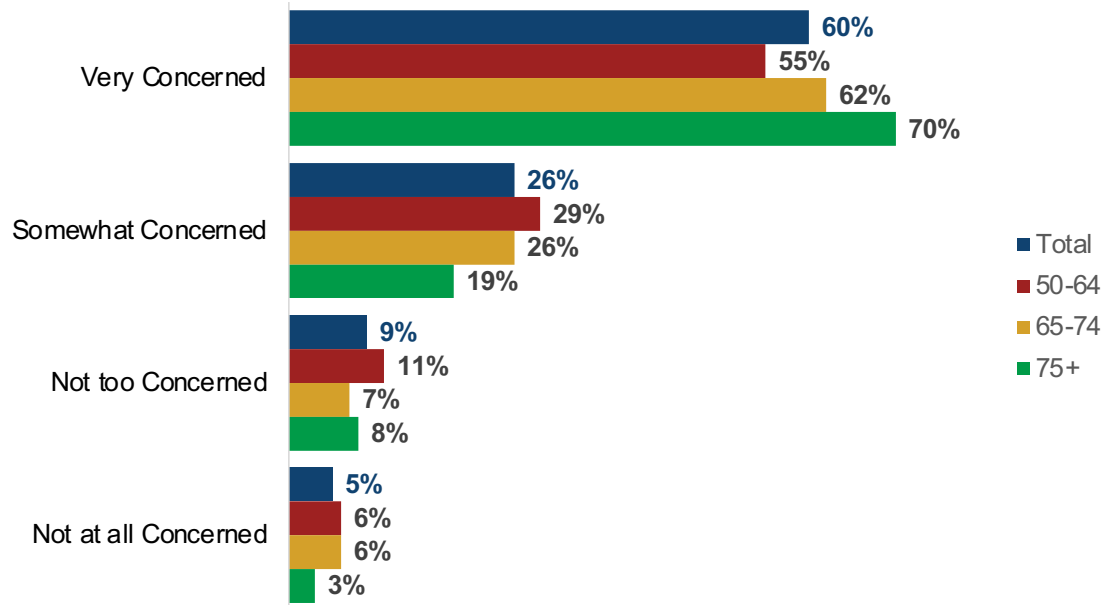
The coronavirus pandemic has not caused a significant number of employed older Jefferson County residents to change their retirement plans.

Despite reports early in the pandemic suggesting shortages of some items, at this point in time, respondents do not report significant trouble in locating food, protective equipment, or other household items.



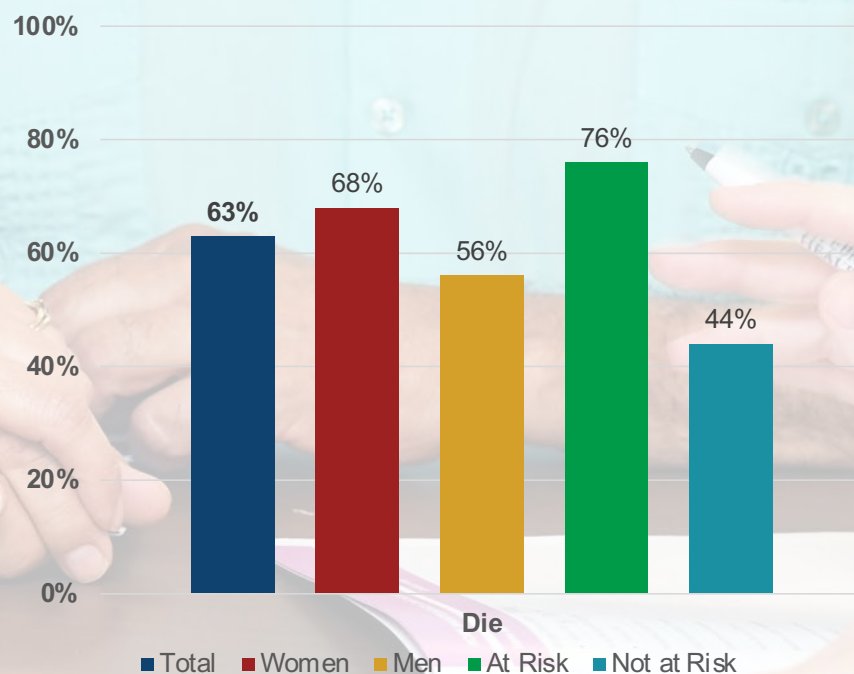
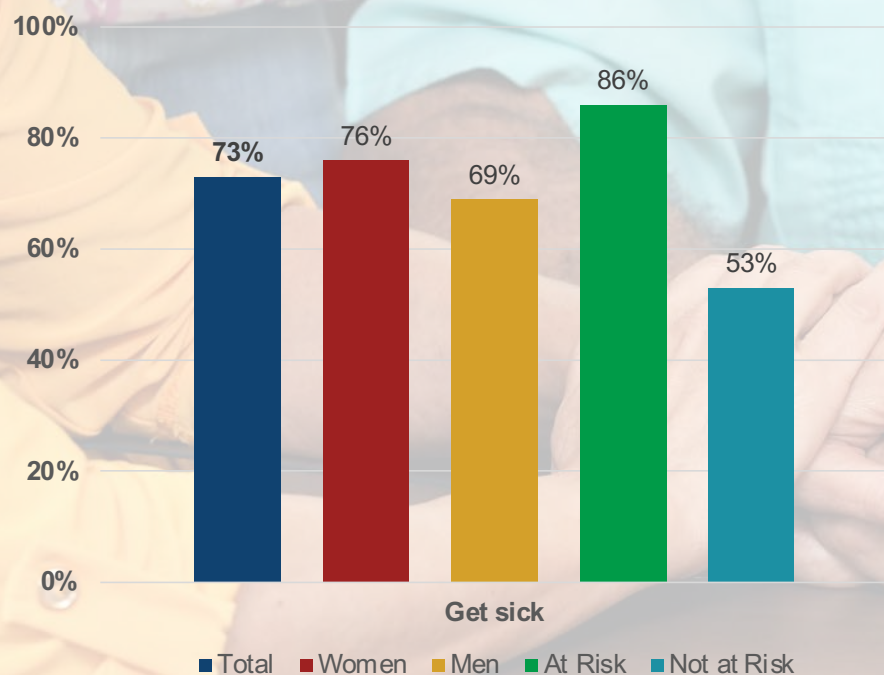
Level of Concern About the Coronavirus is High

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.



Worries About the Impact of the Pandemic

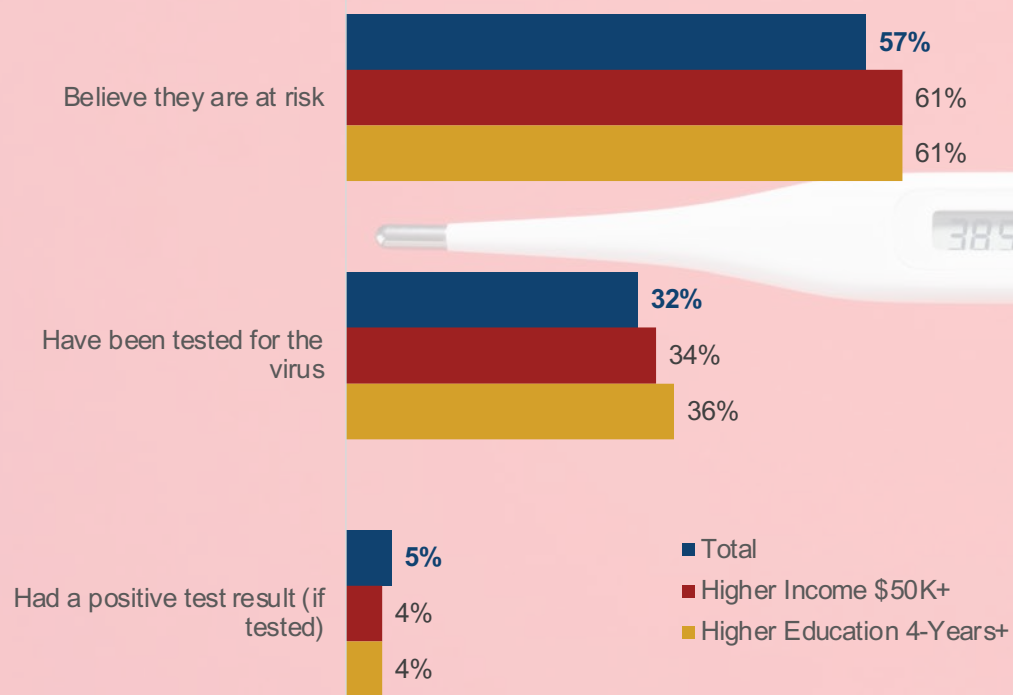
	Very worried	Somewhat worried	Not too worried	Not at all worried
You or someone in your family will get sick from the coronavirus	38%	35%	13%	14%
You or someone in your family will die from the coronavirus	32%	31%	16%	20%
Your Social Security benefits could be reduced	32%	23%	14%	30%
The coronavirus vaccine will not be safe	30%	31%	17%	20%
Your existing health conditions will put you at greater risk of contracting the coronavirus	29%	30%	16%	26%
A coronavirus vaccine will not be found in the next year	25%	31%	19%	25%
You will not be able to care for a family member or friend	24%	24%	19%	33%
You will lose savings or investments	22%	26%	19%	33%
Your investments such as retirement or college savings will be negatively impacted by coronavirus	19%	30%	17%	34%
You will feel more isolated or lonely	18%	24%	19%	37%
You might have to use retirement savings to pay for necessary expenses	18%	21%	23%	37%
You will not be able to vote in the Presidential election in November	16%	11%	16%	57%
You will lose your job, be furloughed, or have your work suspended	15%	19%	23%	42%
You will not be able to afford testing or treatment for coronavirus if you need it	15%	14%	22%	49%
You will have to postpone your retirement plans	13%	19%	22%	46%
You will not be able to get the groceries or medications you need	13%	18%	24%	44%
You will be the victim of a scam about the coronavirus	13%	17%	22%	47%
You will have to delay bill payments	13%	16%	22%	50%
You will have to help neighbors or family financially	12%	22%	25%	41%



While health concerns are the most pressing worries, economic concerns such as reduced Social Security benefits, the pandemic's impact on savings and investments, and the safety and availability of a vaccine are also top of mind for older residents of Jefferson County.

Over Half Consider Themselves at Risk of Contracting the Coronavirus

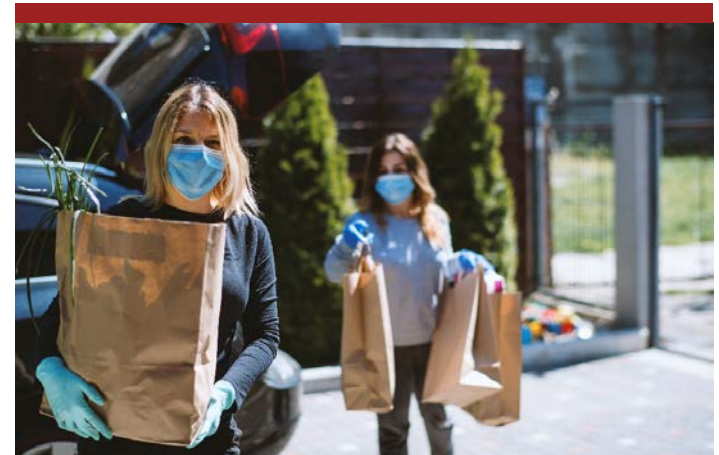
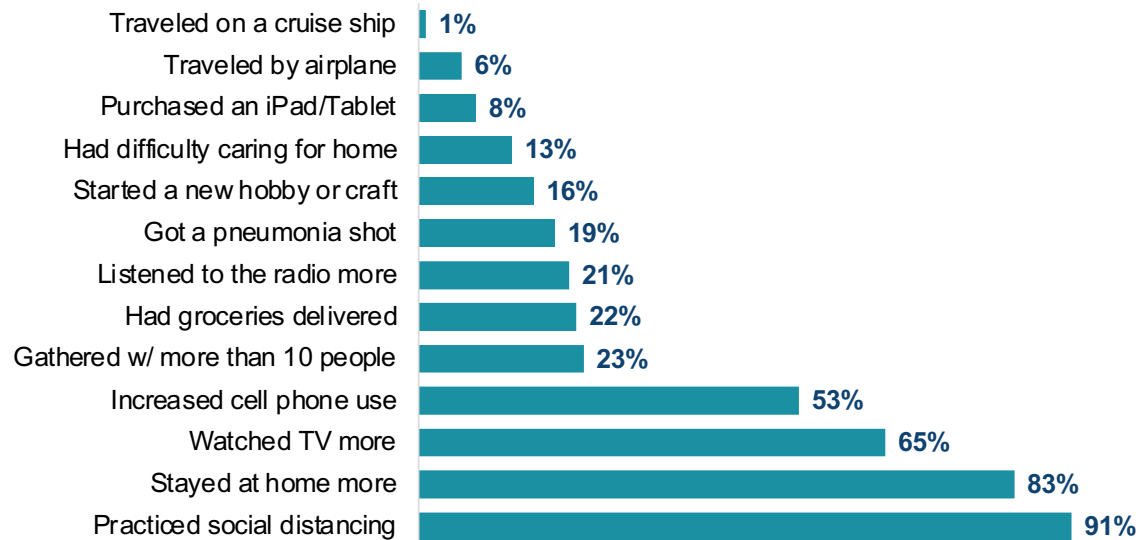
While about one-third have been tested for the coronavirus, over half consider themselves at risk. Respondents with higher education levels (61%) or higher incomes (61%) are more likely to consider themselves at risk of infection.



Behavior Changes Due to the Pandemic

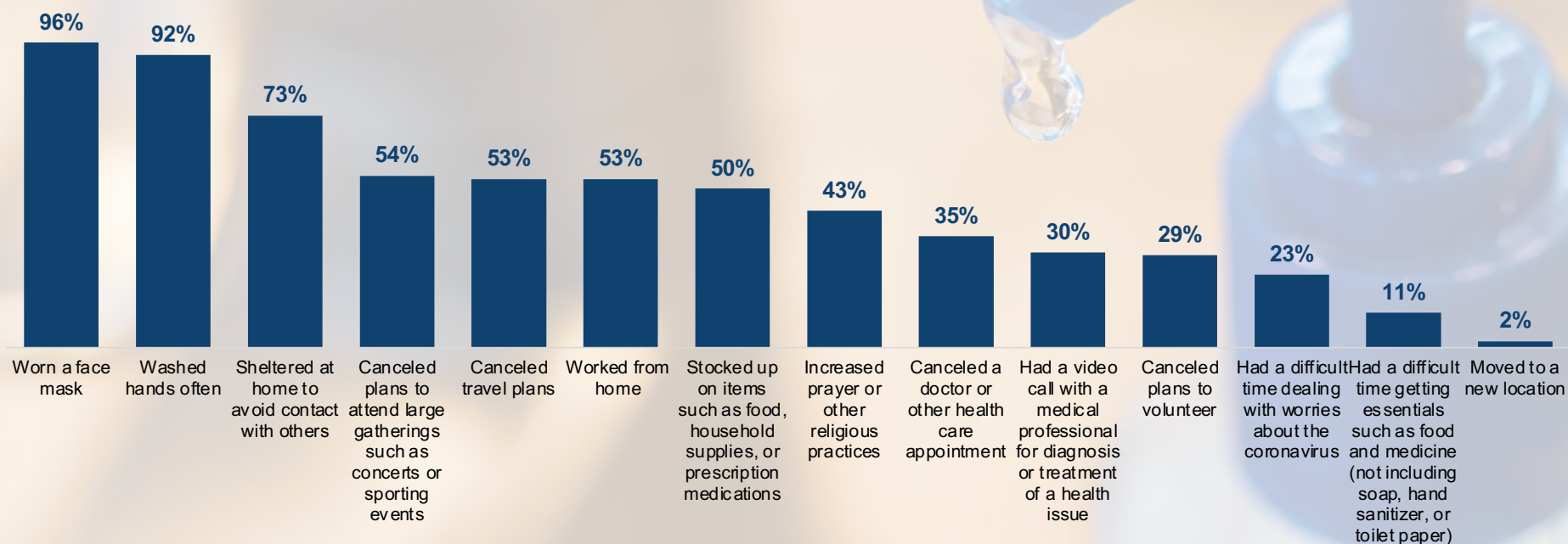
The pandemic has clearly restricted many activities and increased others. Large majorities report practicing social distancing and staying at home more than usual.

Behaviors Since the Start of the Pandemic



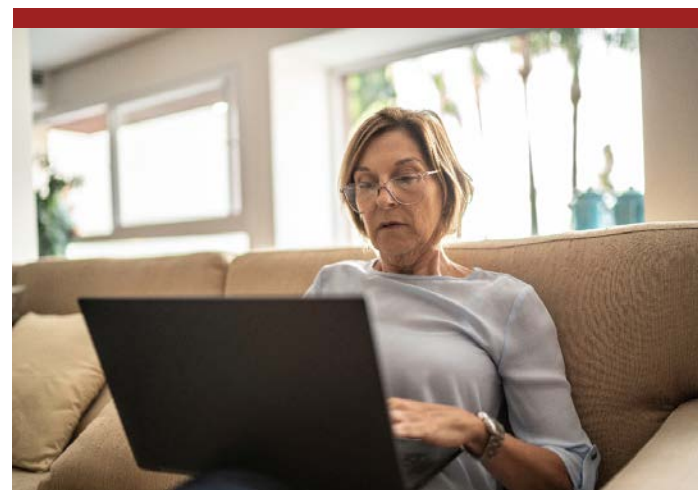
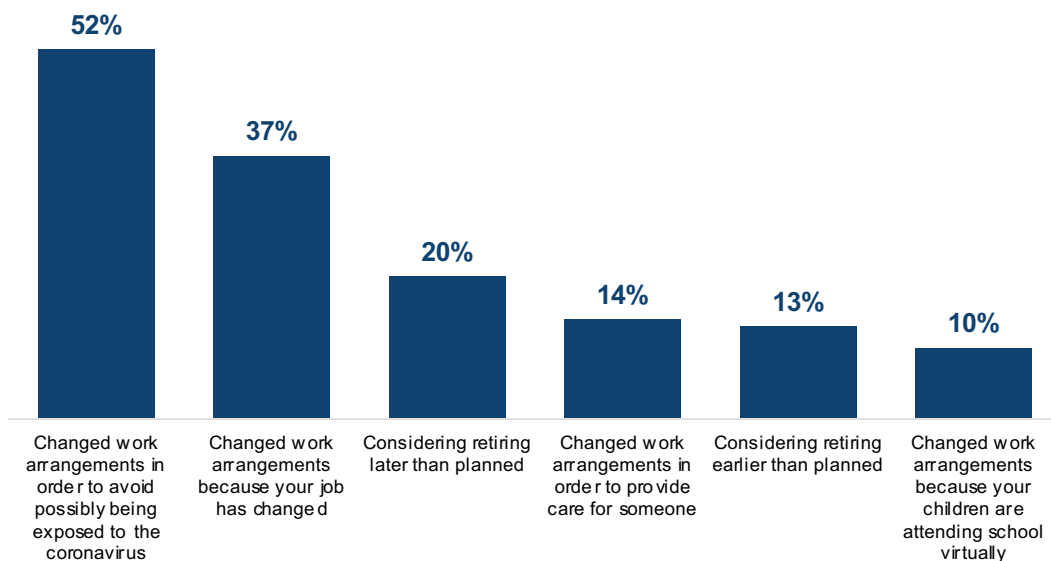
Older Residents of Jefferson County are Taking Precautions to Avoid Contracting the Virus

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

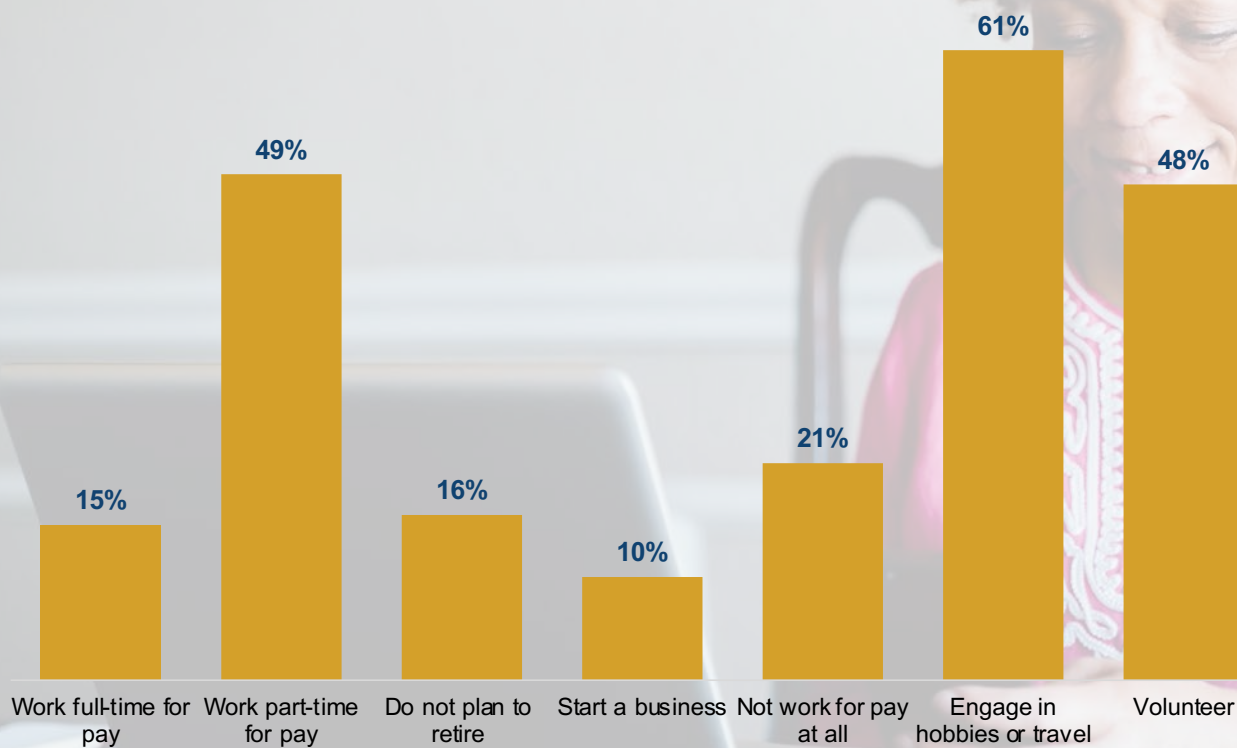


Effect of Coronavirus on Older Jefferson County Residents' Retirement Plans and Work Arrangements

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

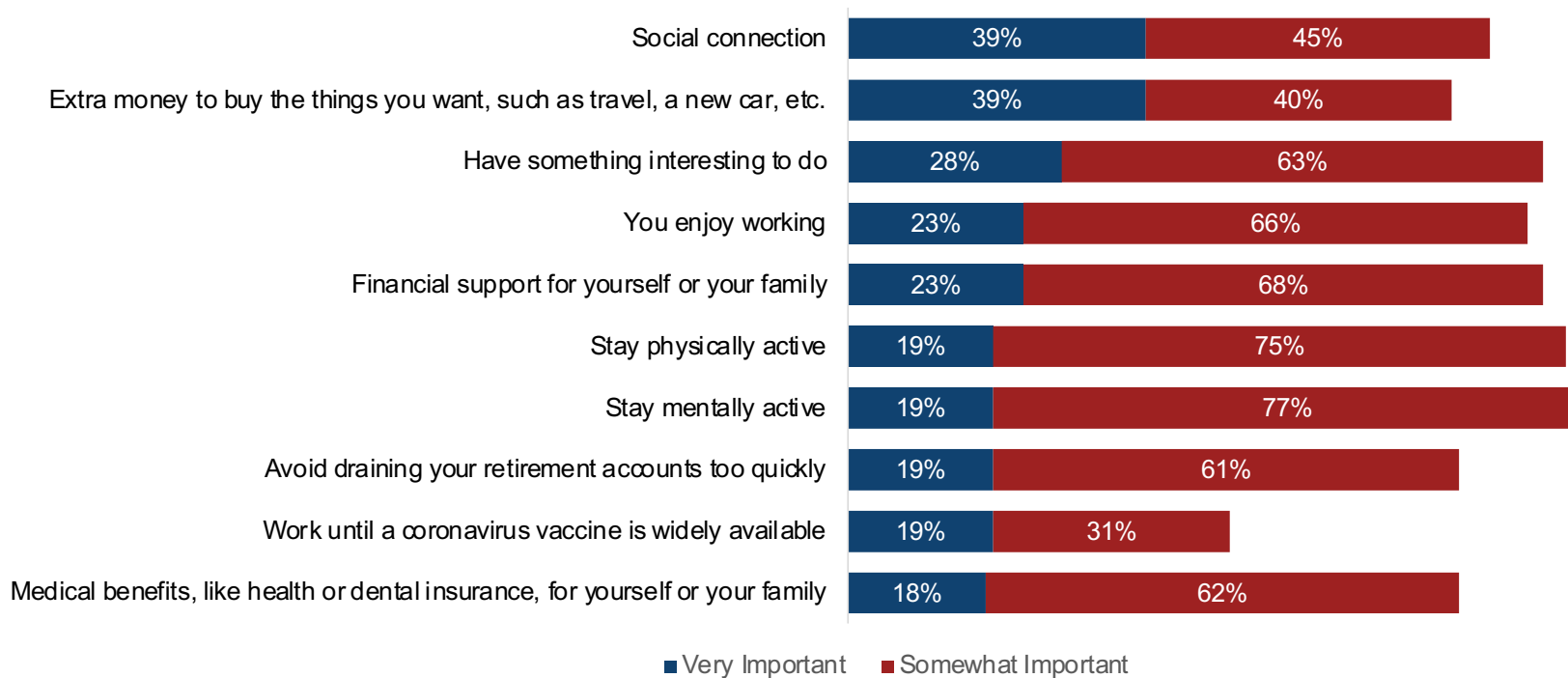


Men are the most likely to say they plan to work part time during retirement.

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.

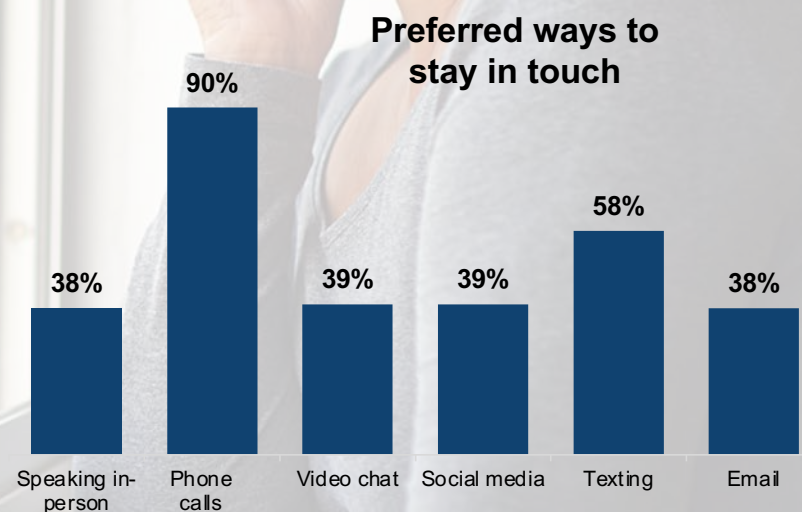
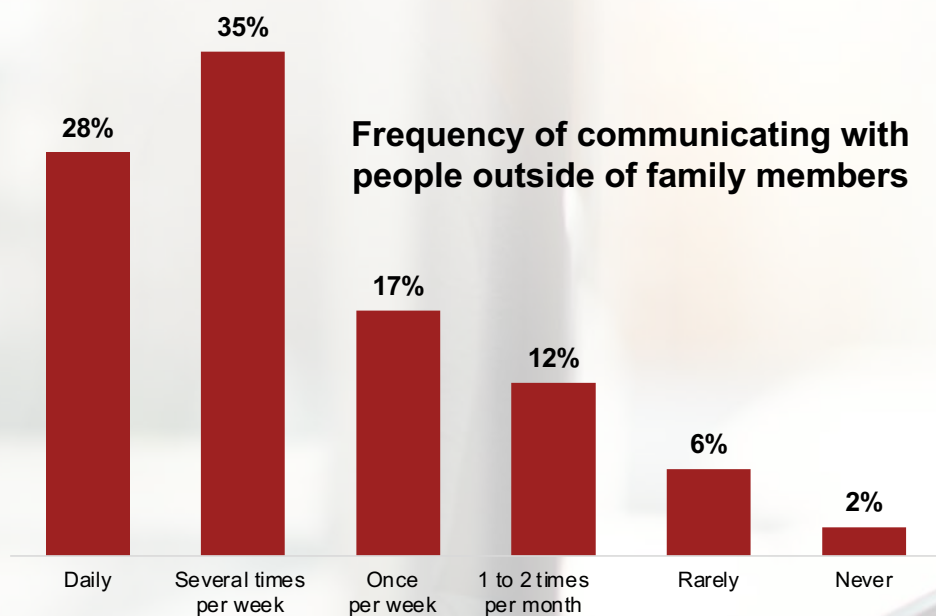
Reasons to Work During “Retirement”

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.



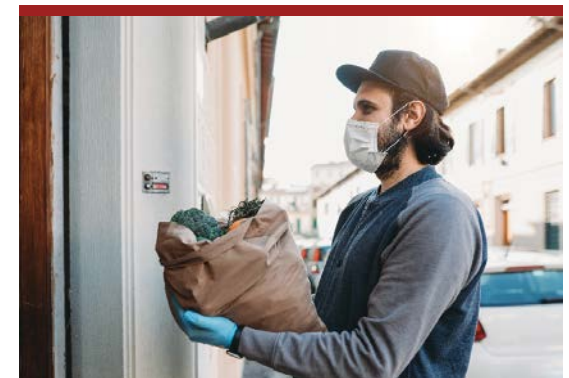
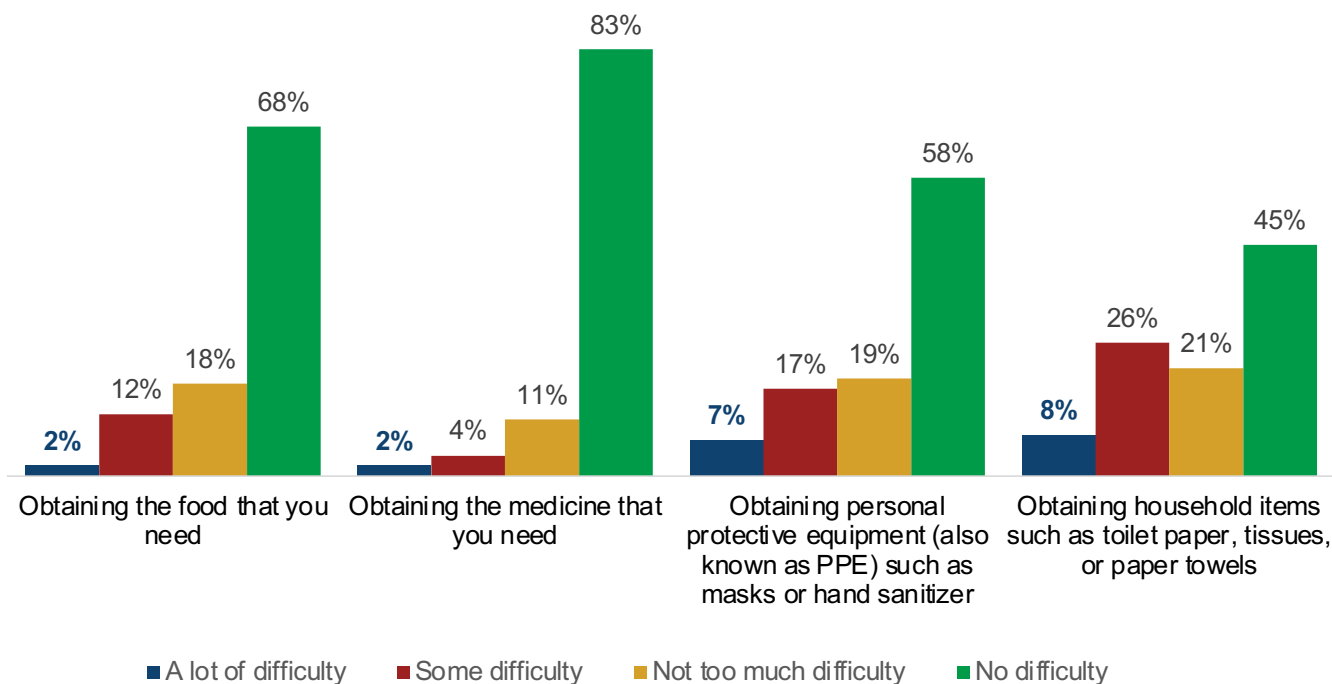
Many are Communicating More with Friends and Family Members

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



Few had Difficulty Obtaining Food, Medicine, or Household Items

Despite reports early in the pandemic suggesting shortages of some items, at this point in time, respondents do not report significant trouble in locating food, protective equipment, or other household items.





IMPLICATIONS

Implications

The coronavirus pandemic has disrupted every aspect of American life. From changes in work life to how Americans shop, interact with others, or plan simple events, nothing has been spared the impact of the virus.

Among older residents of Jefferson County, concern with the virus is high, and most are taking appropriate precautions. Respondents are practicing new behaviors as well as modifying old behaviors.

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.

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.





METHODOLOGY

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: $\pm 3.1\%$.

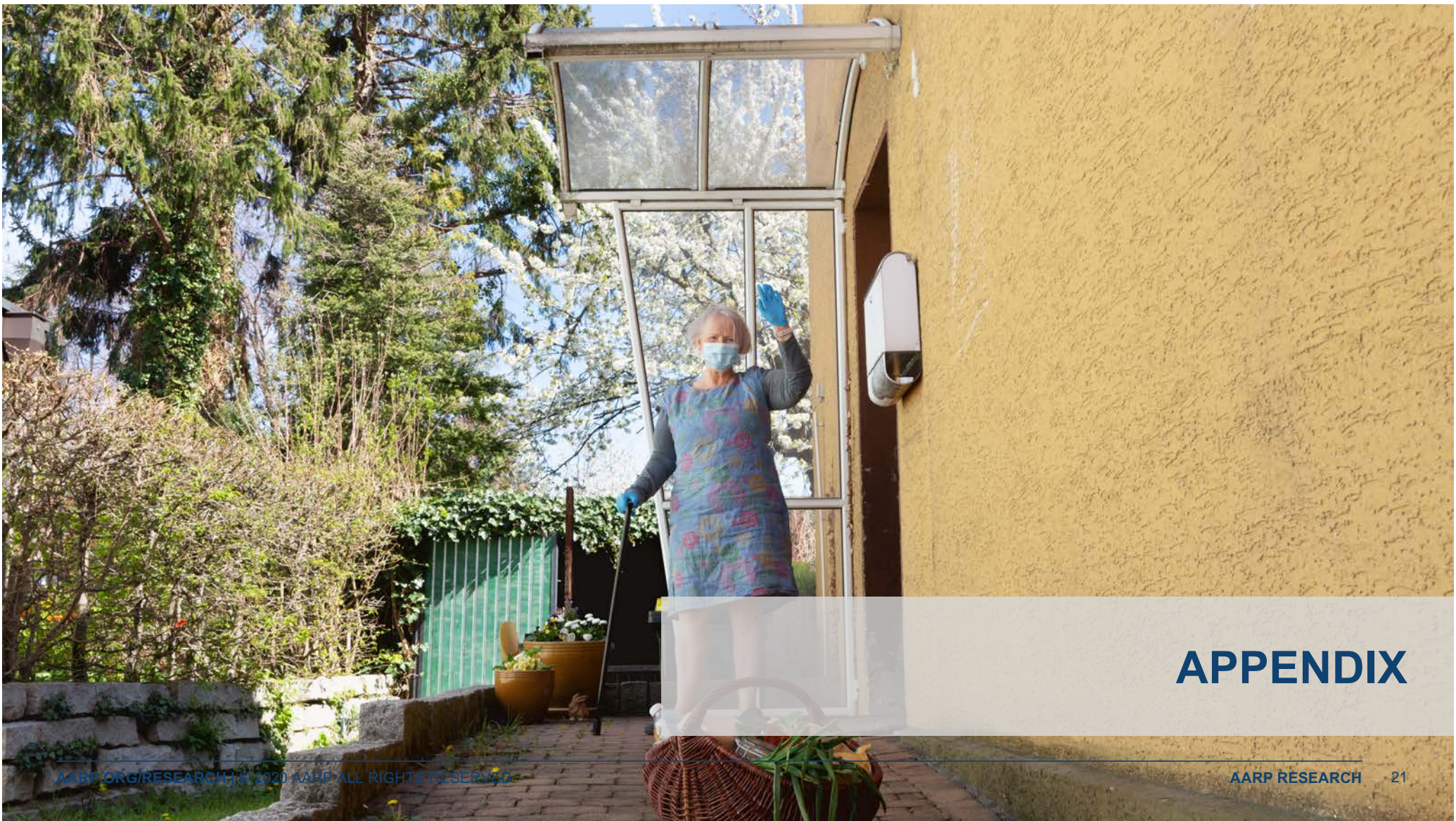


About AARP, AARP Kentucky, and the Health Enterprises Network

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.



APPENDIX

Sample Demographics

<u>Age</u>		<u>Employment</u>		<u>Gender</u>		<u>Race</u>		<u>Hispanic, Latino, or Spanish origin</u>		<u>Education</u>		<u>Marital Status</u>		<u>Income</u>	
50-54	16%	Employed full-time or part-time	29%	Male	44%	American Indian or Alaska Native	2%	Yes	2%	0-12th grade (no diploma)	4%	Single/Never married	15%	Less than \$10,000	5%
55-59	16%	Self-employed	5%	Female	56%	Asian	1%	No	96%	High school graduate (or equivalent)	20%	Widowed	16%	\$10,000 to less than \$25,000	12%
60-64	21%	Unemployed but looking for work	4%	Non-binary or other	<1	Black or African American	15%	Don't know	1%	Some college (no degree)	19%	Separated	1%	\$25,000 to less than \$50,000	18%
65-69	11%	Retired (Not working and not looking for work)	61%	Refused	1%	Native Hawaiian or Pacific Islander	<1	Refused	2%	Trade/Technical/Vocational training	3%	Divorced	12%	\$50,000 to less than \$75,000	18%
70-74	12%	Refused	1%			White	81%			2-year college degree	12%	Married/Living with a partner	55%	\$75,000 to less than \$100,000	12%
75-79	9%					Some other race	1%			4-year college degree	20%	Refused	1%	\$100,000 to less than \$150,000	11%
80-84	8%					Refused	3%			Post-graduate study (no degree)	5%			\$150,000 to less than \$200,000	4%
85+	7%									Graduate or professional degree	15%			\$200,000 or more	3%
										Refused	2%			Refused	19%



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This research was designed and executed by AARP Research