

Hacking Longevity

How AARP has taken a leadership role in partnering with brands in launching innovative insights projects



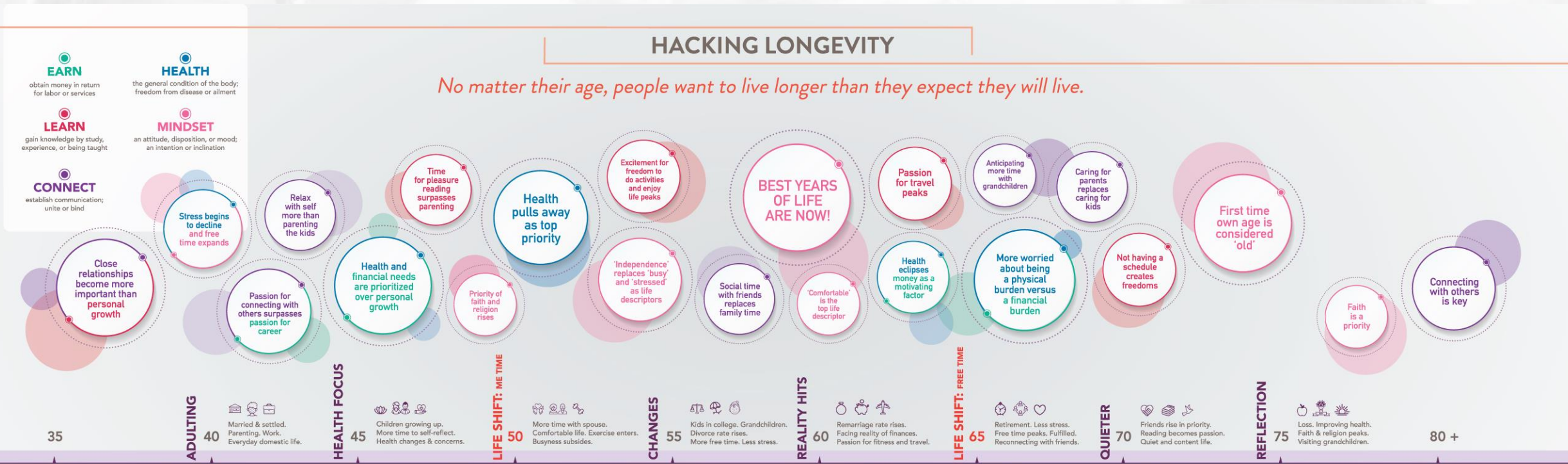
Why Study Life Shifts?

A group of five diverse people, including men and women of various ethnicities, are smiling and holding cameras. They appear to be outdoors, possibly on a hike or in a park, with trees in the background. The image is overlaid with a semi-transparent white filter.

Genesis of the Research

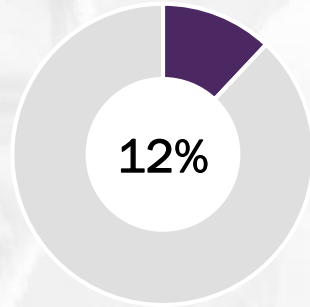
HACKING LONGEVITY

No matter their age, people want to live longer than they expect they will live.

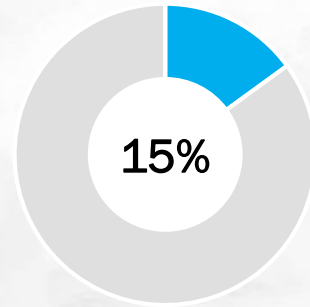


The Life Shift Groups

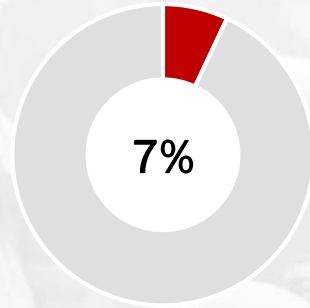
Adults 45+ Who Are...



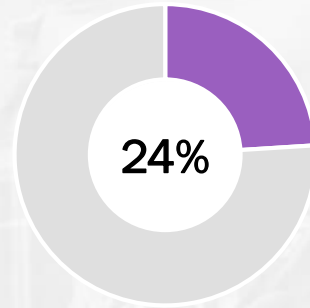
Caregivers



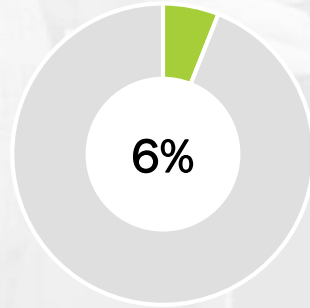
Career Encoring



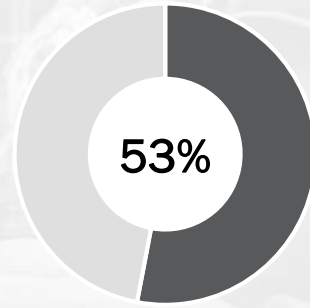
Aging Singles



Changing Living Situation



Grandparents



None of These

Caregivers





58%

of Gen Xers are now providing
care for their parents

Aging Singles





58%

of Aging Singles report feeling financial strain associated with their change in relationship status

Grandparents



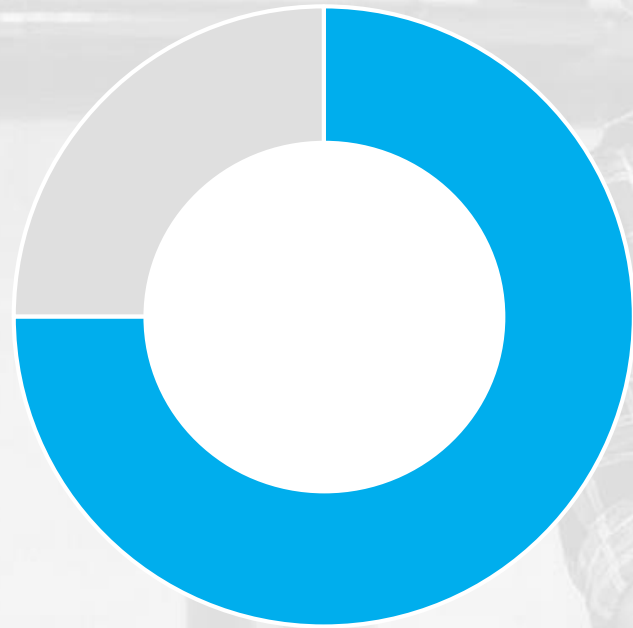


28%

of new grandparents report
providing financial support to
their grandchildren

Career Encoring Adults

A photograph of two men in a workshop setting, overlaid with a blue tint. The man on the left is older, with grey hair and a goatee, wearing a plaid shirt. He is holding a smartphone and looking at it. The man on the right is younger, wearing a dark shirt and a tie, leaning over a workbench. They appear to be collaborating on a project. The background shows various tools and equipment in a workshop.

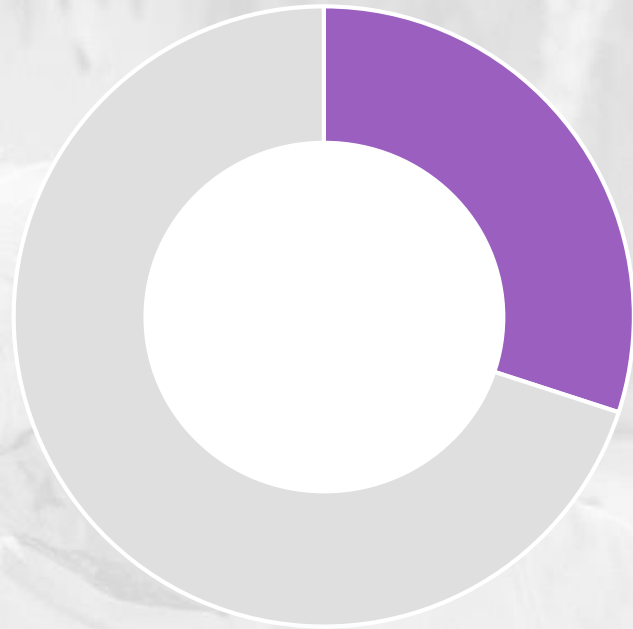


75%

of those career encoring
planned to retire

Adults Changing Living Situation





30%

of adults who have moved or are planning a move say they feel financial strain