

AARP

Mobility and Driving

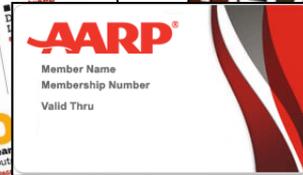
September 12, 2013

Topics

- AARP
- United States Demographics
- Older Drivers in the United States
- Understanding Needs of the 50+
 - Mobility/Driving Needs
- AARP's Responses
 - Policy and Advocacy
 - Education
 - Products and Services
- Marketing and Key Takeaways

About AARP

- Non-profit, non-partisan membership organization for people age 50 and older
- Over 37 million members
- Information, resources, and educational programs



The population of Americans over 65 is growing...



...and living longer!

Over the next 25 years, Americans 65 and older will increase in population by **nearly 35 million**—moving from approximately 12% of the total population to 20%.

Drivers 65+ are the **fastest growing age group** on the road today.

By 2030:

1 in 4

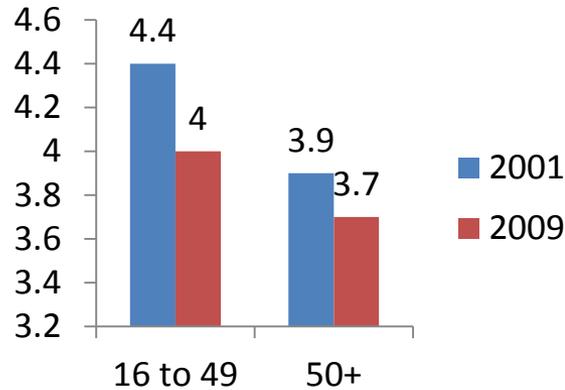
**DRIVERS
65 AND OLDER**

30

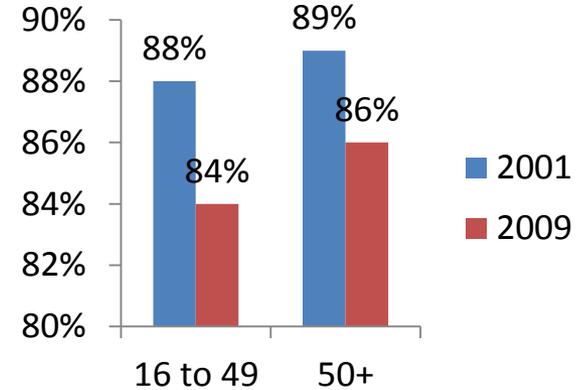
**MILLION
DRIVERS AGE 65+**

Older Drivers in the United States

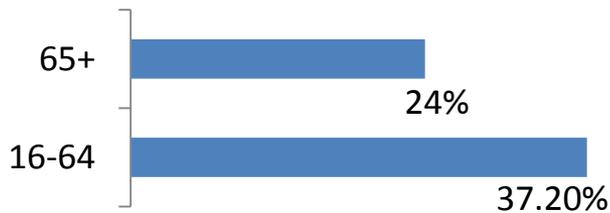
Average Trips Per Day



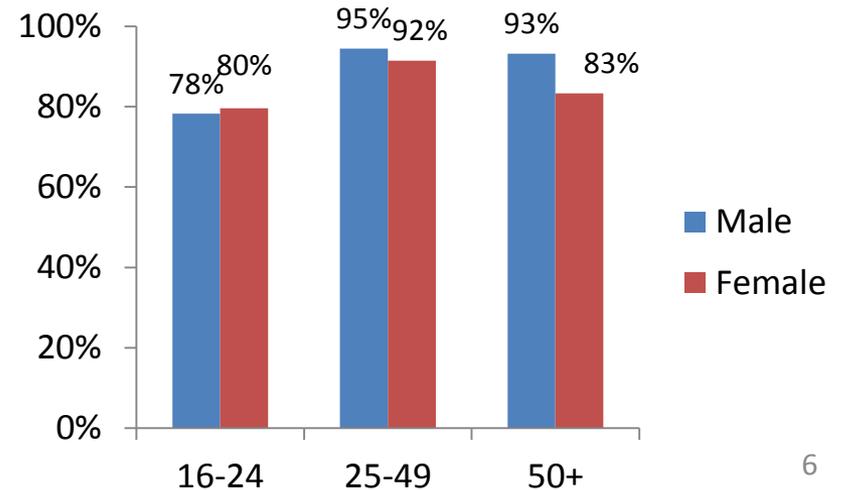
Percent of Trips by Car



Highway Driving

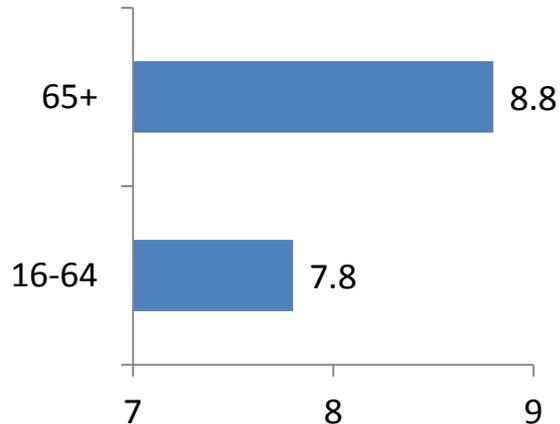


Percent with Driving License

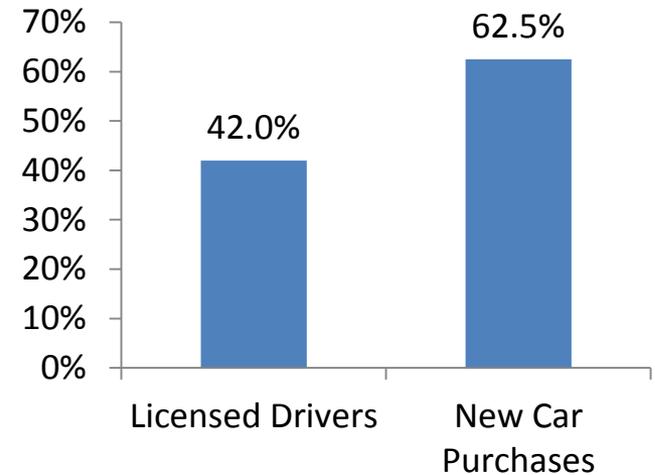


Older Drivers in the United States

Average Age of Vehicle



50+ Share



4%

AARP Members stop driving annually

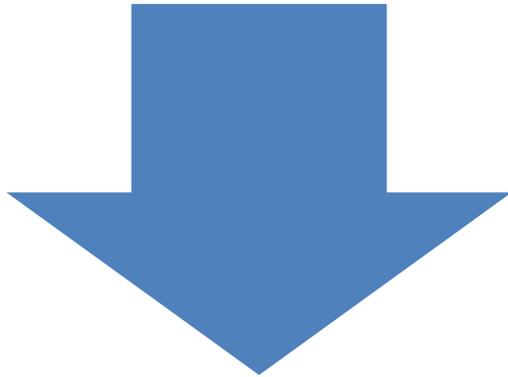
Most turn to rides with others, walking, public transportation, and then taxis

How Does AARP Shape its Work?

- Deep understanding of the 50+
 - Member Opinion Survey
 - Broad Research and Segmentation
 - Understand Local Variation
- Mobility
 - Specific surveys
 - Focus Groups
 - Academic studies
 - Public Policy Institute



69% of AARP Members Cite Continuing to Drive as a Top Concern



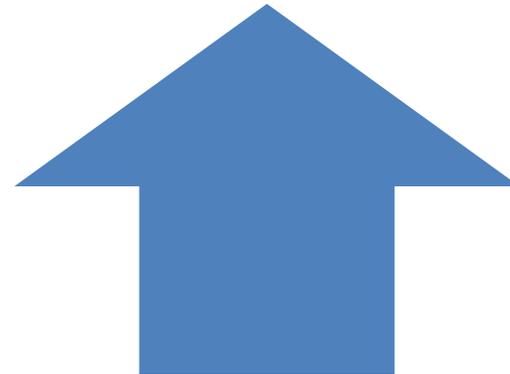
Driving Issues

- Physical and health changes
- Confidence/ Safety concerns
- Cost of driving
- Complexity – technology
- Environment

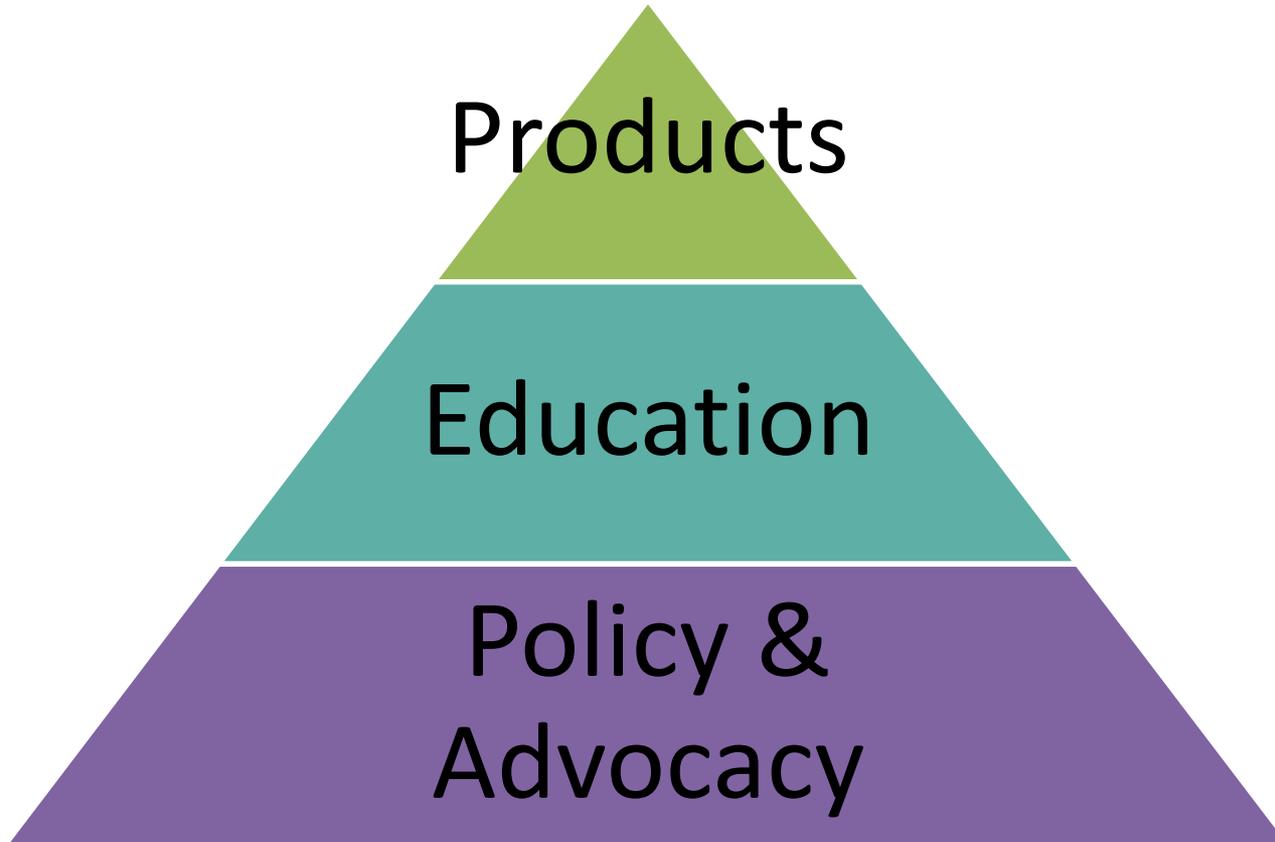


Driving Needs

- Care for family and self
- Stay in my home
- Stay connected
- Get to work
- Travel



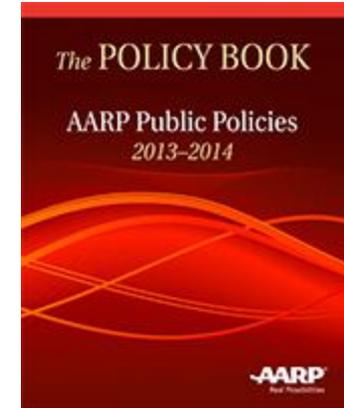
AARP Driving



POLICY AND ADVOCACY

AARP Policy

- Comprehensive
- Set by AARP's Board and National Policy Council
- Mobility Topics (45 pages!):
 - Planning and Livable Environment
 - Complete Streets
 - Safe Driving and Licensure
 - Regular in-person renewals and screening for all ages
 - “Health conditions not birthdays”
 - Distracted driving
 - Vehicle Design and Occupant Safety
 - Require training on advanced features
 - Community Transportation
 - Ensure proper funding
 - Transportation Coordination
 - Government coordination of services



Advocacy

- Federal advocacy
- State and Local
- Local Actions
- Market



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Metro Atlanta at top of list for stranded seniors

by Kathryn Malone
kmalone@mdjonline.com

June 14, 2011 04:30 PM | 3873 views | 11 | 11 | | |

ATLANTA — Metro Atlanta tops the list among metropolitan areas with populations of more than 3 million with little to no access to public transportation services, according to a recent study.

The study, done by the Center for Neighborhood Technology, ranks metro areas by the percentage of seniors with poor access to public transportation now and in the coming years as the Baby Boom Generation ages. According to the analysis, titled "Aging in Place, Stuck Without Options," by 2015, more than 15.5 million Americans 65 and older will live in communities where public transportation service is poor or nonexistent.

Census data for 2009 estimated that 59,023, or about 8.5 percent, of Cobb County residents are older than 65.

During a national teleconference discussing the study, Cathy Berger, the director of the Atlanta Regional Commissions Area Agency on Aging, reiterated the need to improve the resources that communities are already employing, like volunteer driver and voucher programs for senior citizens.

Cobb already uses several programs to help seniors get around the county and metro Atlanta area.

Through a joint program with Cobb Community Transit, Cobb Senior Services holds a mini-seminar for seniors who want to learn how to use the county's bus system. The workshop, "Get on the Bus, Gus," takes seniors on trips to places like the airport while showing them things like how to pay their fare, how to get change and which routes are fastest.

Senior Services also has a door-to-door transportation service called the Demand Response Program.



Congressman LoBiondo, our streets need your help.

New Jersey's over 1.3 million members of AARP agree that our streets should be safer. Everyone can benefit from safer sidewalks, bike lanes, crosswalks and curb extensions. Complete Streets legislation is especially important to keep older Americans living independently and staying connected. Congressman LoBiondo, you can help pave the way by cosponsoring Complete Streets, and together we can make our communities safer.

For more information, visit aarp.org/transportation

EDUCATION

AARP Driver Safety

- Classroom course launched in 1979
- Over 14 million participants (>500k per year)
- Classroom setting or online
- English or Spanish



AARP Driver Safety Course Details

Key Topics Include:

- The course lasts four, six, or eight hours depending on individual state requirements
- Although designed for drivers 50 and older, the course is open to all licensed drivers
- 100% facilitated by AARP-trained volunteers

Maintaining proper following distance

Changing lanes and turning at intersections

Effects of medication on driving

Dangerous blind spots and distractions

Reaction time and flexibility

Vision and Hearing for driving

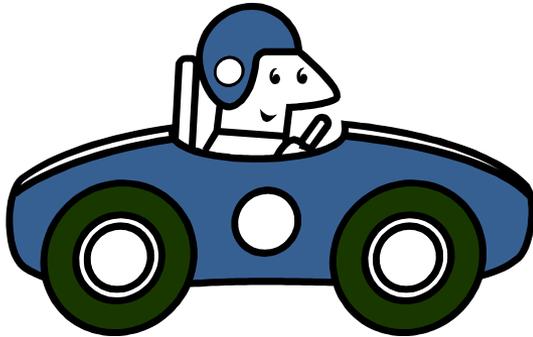
**Legislation has been enacted in 36 states and DC mandating multi-year discounts on insurance premiums for completing the course. Additionally, many insurers offer voluntary discounts in other select states.*

AARP Driver Safety Curriculum

- Developing a new, research-based curriculum
- Launch date: January 1, 2014
- National Older Driver Safety Expert Panel
- Eastern Virginia Medical School Research Study



Impact on Drivers



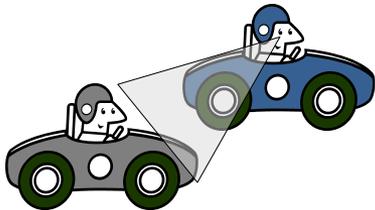
97% changed at least one driving behavior

Additionally:

- 89% report they are likely to recommend the course to family and friends
- 83% report they are likely to take the course again

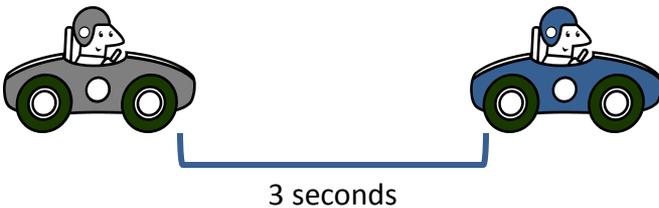
Most common behaviors changed:

1



73% always checking blind spots

2



65% proper following distance and space cushion

- Self-policing behaviors:
 - 7% more limit night driving (to 21%)
 - 8% more limit bad weather driving (to 24%)

Offerings Extend to Family

AARP The Magazine | AARP Bulletin | In Your State | AARP Foundation | Discounts | Community | More |    My Account | Register | Login

AARP MEMBERSHIP: JUST \$16 A YEAR
EN ESPAÑOL

AARP
Real Possibilities

HELP | A to Z Search AARP.org 

MEMBER BENEFITS HEALTH WORK & RETIREMENT MONEY HOME & FAMILY ENTERTAINMENT FOOD TRAVEL POLITICS GAMES

Dating Family & Friends Sex & Intimacy Caregiving Your Home Personal Technology Getting Around Discounts

Contests and SWEEPS

Treasure Hunt Sweepstakes

Discover the hidden coins for a chance to win \$10,000!

[See official rules.](#)

[See All Sweepstakes »](#)

Home & Transportation RESOURCES

AARP Driver Safety

Retraining courses and counseling. [Go](#)

Home Fit Guide

How to make your house a home — for life. [Go](#)

Housing and Mobility Publications

Free booklets on home modification, design and transportation options. [Go](#)

Viewed

1. Sex Toys for Older Couples

[AARP Home](#) » [Home & Family](#) » [Getting Around](#) » Best Car Features for ...

Best Car Features for Caregivers

When you're a chauffeur for older adults, children or people with certain disabilities, what you drive matters

by: Jamie Page Deaton, from: [AARP](#), October 31, 2011

 Text |  Print |  Comments |  Email |  Recommend |  1



Caregiving Resource Center

Resources, tools and tips to help you manage the care of a loved one.

 39  45

[En español](#) | Caring for someone else can mean a lot of stress — and a lot of time in the car. Driving to doctors' appointments, tests, the pharmacy and even just trips around town can take on another level of complexity when you're responsible for someone else's needs.

See also: [AARP Driver Safety](#)



The right car can be helpful to both you and the people you're caring for. — Photo by Amana Images/Getty Images

But if you have a car that supports your [caregiving](#) efforts, life will be that much easier. Here's what caregivers need to look for when shopping for a car.

ADVERTISEMENT

DISCOUNTS & BENEFITS

From companies that meet the high standards of service and quality set by AARP.



With AARP® Roadside Assistance from Allstate, members can download a free app.



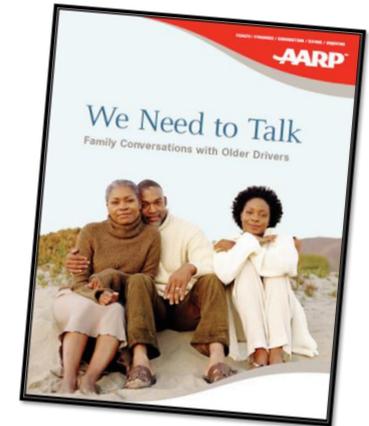
Members save 10-20% on local or one-way Budget Truck Rentals.



Members can save up to 25%, get free one-car-group upgrade thru full-size at Avis.

We Need to Talk

- A free, one-hour educational program
- Offered online or in person
- Helps caregivers or those with an older parent or spouse assess their loved one's driving skills and understand how to approach a conversation about hanging up the keys.
- Produced by AARP, based on information created jointly by The Hartford and MIT AgeLab.
- Take the seminar:
www.aarp.org/weneedtotalk



CarFit



- A free, in-person educational program
- Sponsored by AARP, AAA, and the American Occupational Therapy Association
- Offers older adults the opportunity to check how well their personal vehicles "fit" them.
- Learn more: www.car-fit.org



PRODUCTS AND SERVICES

AARP Licensed Products and Services

Join Renew AARP | AARP Member Benefits | En Espanol | Get a Quote | Find an Agent | Claims Center | Contact Us

Search Account Login

Auto Insurance | Property Insurance | Recreational Vehicles

The Hartford / Individuals Families / AARP Home

AARP Auto & Home Insurance Program from THE HARTFORD

You Deserve Better Auto Insurance

Over 50? You Could Save \$375*
If You Switch to The Hartford!

Auto Insurance Zip Code

Retrieve a Saved Quote

More on The Hartford's Products

Auto Insurance



AARP members save \$375* on average when they switch. And auto insurance from The Hartford comes fully loaded with benefits.

[Learn More](#)

Property Insurance



House, Condo, Rental Apartment. Wherever you live, we can provide 100% Protection, New for Old Replacement, and Lifetime Renewability.

[Learn More](#)

Existing Customer?

Use our online Customer Service Center to make a payment, enroll in AutoPay, print your auto ID cards, or track a claim.

[Visit Service Center](#)

Find an Insurance Agent

Prefer to work with a local auto insurance agent? We'll help you find an agent in your area who is authorized to offer the AARP® Auto and Homeowners Insurance Program from The Hartford.

Join/Renew AARP | AARP Member Benefits

AARP Roadside Assistance from Allstate.



Two Special Gift Offers

ENROLL TODAY AND RECEIVE HIS AND HER LEATHER WATCHES*

Drive with Confidence!
DRIVE WITH AARP ROADSIDE ASSISTANCE

Enjoy great coverage:**

- 24-hour emergency roadside service hotline
- Towing up to 5 miles, flat tire change & battery jumpstart
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- Emergency lockout service
- Coverage as driver OR passenger in any car
- Second household member covered at no extra cost

Best of all, it's exclusively designed for AARP® members!

To Learn More, [click here](#).

* His and her leather watches are yours to keep even if you decide to cancel your membership.
** Residents of California please call 1-800-214-9138 to enroll. Benefits and services are subject to change and to the terms and conditions of the membership handbook.

AARP Member benefits are provided by third parties, not by AARP or its affiliates. Providers pay royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. Some provider offers are subject to change and may have restrictions. Please contact the provider directly for details.

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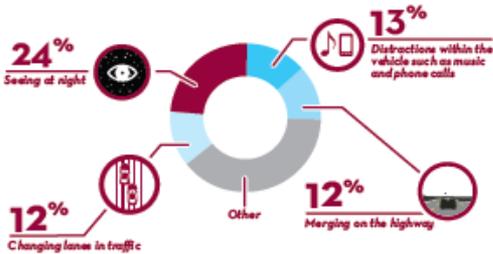
The Hartford's team of gerontologists and the MIT AgeLab conducted research to better understand which technologies can improve safety and comfort for drivers age 50+. Our research involved an extensive review of new technologies by leading experts in driving, aging, and technology as well as a phone survey of drivers age 50+.

TOP TEN

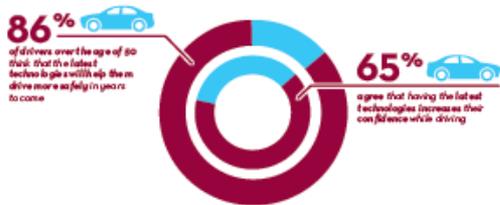
TECHNOLOGIES THAT BENEFIT MATURE DRIVERS



TOP CONCERNS OF MATURE DRIVERS



WHAT DRIVERS AGE 50+ THINK



CONSIDERATIONS WHEN BUYING A CAR



Among the areas to consider when choosing a car, most drivers age 50+ rank fuel economy, safety and reliability within their top three considerations.

Products Can Move the Market

AARP's For-profit subsidiary manages selection and quality control of partners.

Important to find partners who value the 50+

<http://www.thehartford.com/mature-market-excellence/vehicle-technology>

<http://www.thehartford.com/mature-market-excellence/exercise-for-mature-drivers>

Exercise for Mature Drivers

The Hartford Center for Mature Market Excellence and the MIT AgeLab conducted research to better understand how exercise can enhance certain aspects of driving tasks for adults age 50+. Our research involved a randomized controlled study as well as a phone survey of drivers age 50+.

How Drivers Improved

Drivers in the study who were asked to exercise daily for eight to 10 weeks:



What Drivers Age 50+ Think

Half (50%) have not considered how exercise might be beneficial to their ability to drive.



The most challenging physical aspects of driving:



Driving Wellness Exercises

The exercise program that research participants completed was focused on four areas:



For more information on Exercise for Mature Drivers, visit: www.thehartford.com/lifetime and follow us on Twitter at: www.twitter.com/lifetimeblog.

Numbers are not meant to compete with their physician's advice regarding diet or any exercise program.

MARKETING AND KEY TAKEAWAYS

Insight Driven

- Primary motivator for taking our course for first-time participants is the potential for insurance savings
- Critical to include clear imagery and call to action

DRIVEN BY PIGGY-BACK RIDES

Make new memories with the help of the AARP Driver Safety course. When you're confident on the road, you can focus on the moments that matter most. Our classroom and online courses teach you proven safety strategies to put you in control, so you can safely get to where you're going. Sign up at www.aarp.org/driving3!

Plus, you could get a great discount on your car insurance.*

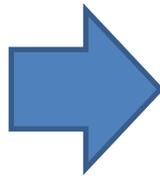
Classroom Course**	Online Course**
\$12 for AARP members \$14 for non-members	\$15.95 for AARP members \$19.95 for non-members

AARP DRIVER SAFETY

www.aarp.org/driving3 | Call our live operators at 877-805-4123, M-F 7am-7pm EDT

TOYOTA This program is supported by a generous grant from Toyota to AARP Foundation.

*Upon completion you may be eligible to receive an auto insurance discount. Consult your agent for details. In the state of New York, the AARP Driver Safety Classroom course is \$12 for members and \$14 for non-members, and the online course is \$15.95 for members and \$19.95 for non-members. The additional costs cover fees payable to the New York State Department of Motor Vehicles. A1021976



Save even more with the AARP Driver Safety course. > View this email online > Forward to a friend >

DRIVEN BY A GOOD DEAL

Enjoy 40% off the AARP Driver Safety online course.

Dear [NAME],

Refresh your driving skills with the AARP Driver Safety course and you could save on your car insurance.*

By taking the course, you'll:

- Learn proven driving strategies to keep you and others safe on the road
- Participate without tests or quizzes to pass
- Receive a discount on your car insurance, if eligible**

AARP DRIVER SAFETY

TOYOTA This program is supported by a generous grant from Toyota to AARP Foundation.

*Upon completion you may be eligible to receive an auto insurance discount. Other restrictions may apply. Consult your agent for details.

ONLINE COURSE

Limited Time Offer!
SAVE 40% now until October 11 with Promo Code: **September1**

\$149.96 \$9.97 for AARP members
\$199.96 \$11.97 for non-members

GET STARTED >>

NEW YORK DRIVERS:

AARP DRIVER SAFETY

TAKE THE AARP DRIVER SAFETY CLASSROOM COURSE

You could save 10% on your car insurance!

FIND A CLASSROOM COURSE TODAY.
Call | 800-238-6071 or visit www.aarp.org/driving3

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SAFER DRIVING CAN SAVE YOU MONEY

Take the AARP Driver Safety course and you can save money on your car insurance.*

AARP Driver Safety teaches defensive driving methods and strategies to deal with distracted drivers. Refresh your driving skills today and save!

To learn more about AARP Driver Safety, scan our QR code with your smartphone. Don't have a QR reader app? Just download one to your smartphone - most are free!

AARP DRIVER SAFETY

www.aarp.org/driving3 | 1-877-805-4123

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Sign up today at www.aarp.org/driving3 or call toll-free at 1-877-805-4123.

Classroom Course**

\$12 for AARP members
\$14 for non-members

Online Course**

\$15.95 for AARP members
\$19.95 for non-members

2013 National Marketing

TOTAL MARKETING IMPRESSIONS
Several Hundred Million

8 in 10 AARP Members are online

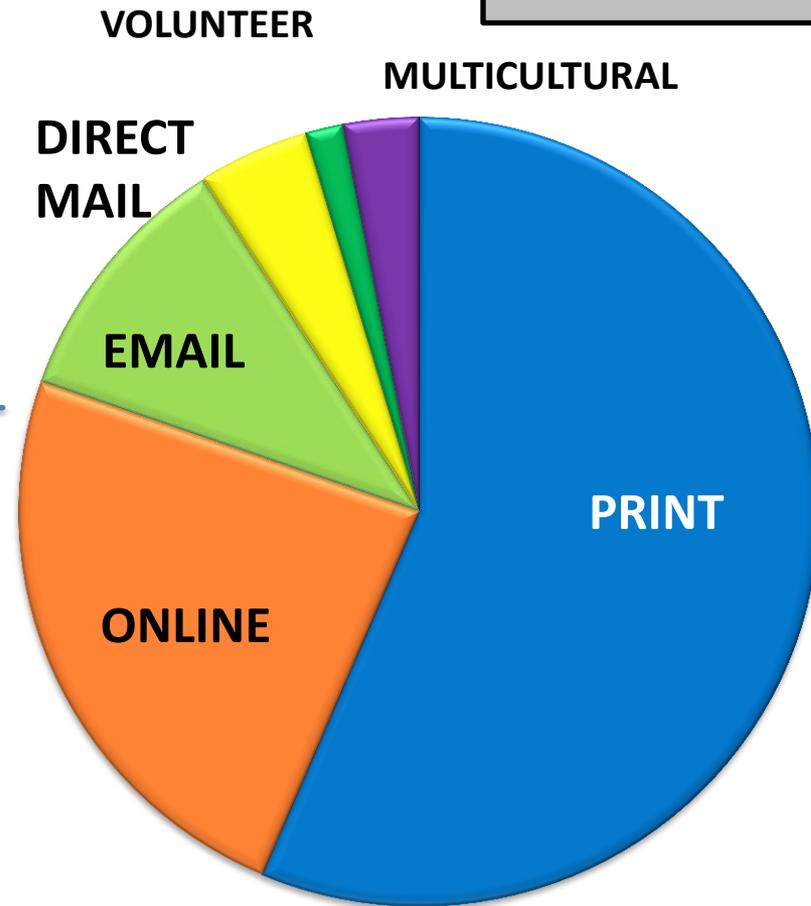
- Up from 70% two years ago

40% of the 50+ have tablets

50% of AARP members 50-59 have Smart Phones

Technology Considerations:

- Opportunity to explain technology in automobiles in a non-threatening manner
- Consider games as a channel – 25% of AARP members go online daily to play games



Key Considerations

- Start with understanding wants and needs overall
- Focus on evidence based solutions – help navigate through popular trends (brain health)
- Include the entire family in both marketing and solution development
- Use peers to communicate and interact
- Consider technology an ideal point to start

THANK YOU!