

 Chapter

Senior Goals & Resolutions

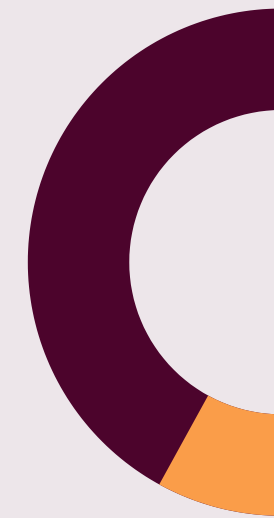
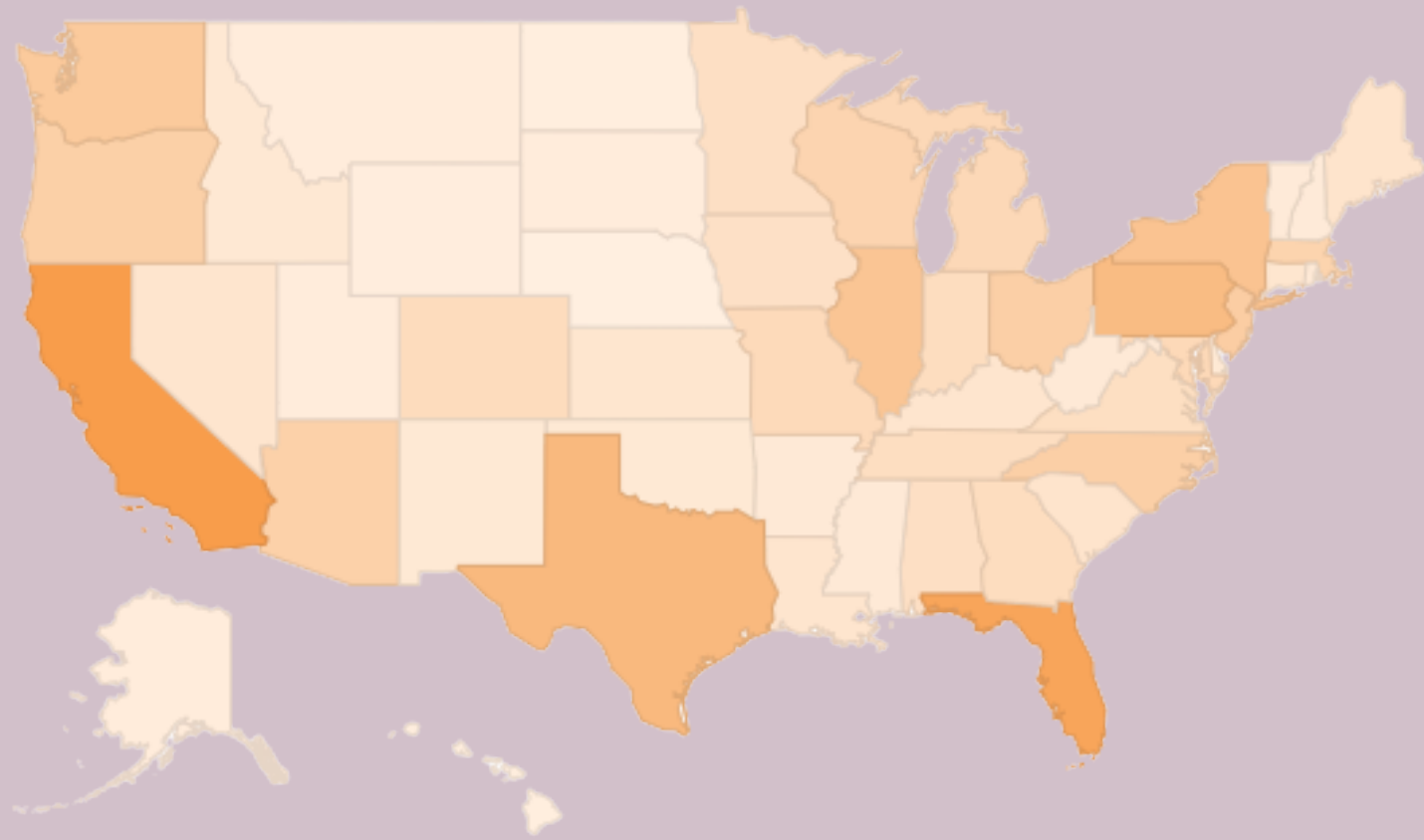
2023 Trends & Insights



Methodology

In December, 2022, Chapter surveyed 1,079 Americans age 65 and older to learn how they approach setting goals, what challenges they face, and which resources they're interested in to help them stick to their goals.

Demographics



84% Retired

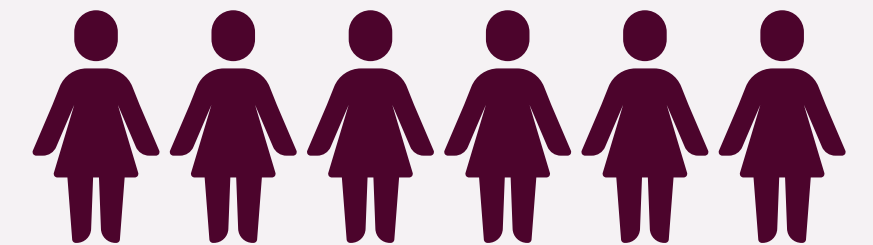
16% Not Retired

Age Range

(Average: 72)



57% Female



43% Male



Key Findings



54% of seniors aren't setting goals in 2023, but science suggests they should be.

A recent study from Rush found that people who have a sense of purpose in life are less likely to develop Alzheimer's disease or even mild cognitive impairment. Jobs and family can provide a sense of purpose, but so can setting goals.



2023 goals focused on health are most common among seniors, followed by traveling and financial stability.

An overwhelming majority of seniors (75%) have goals focused on their health. Even with recent economic uncertainty, travel goals are more prominent among seniors (43%) than financial goals (41%).

Key Findings



49% of seniors are focusing more on financial goals due to recent economic uncertainty.

Women, those residing in the south, and non-retired seniors are more likely to focus on financial goals due to recent economic uncertainty.



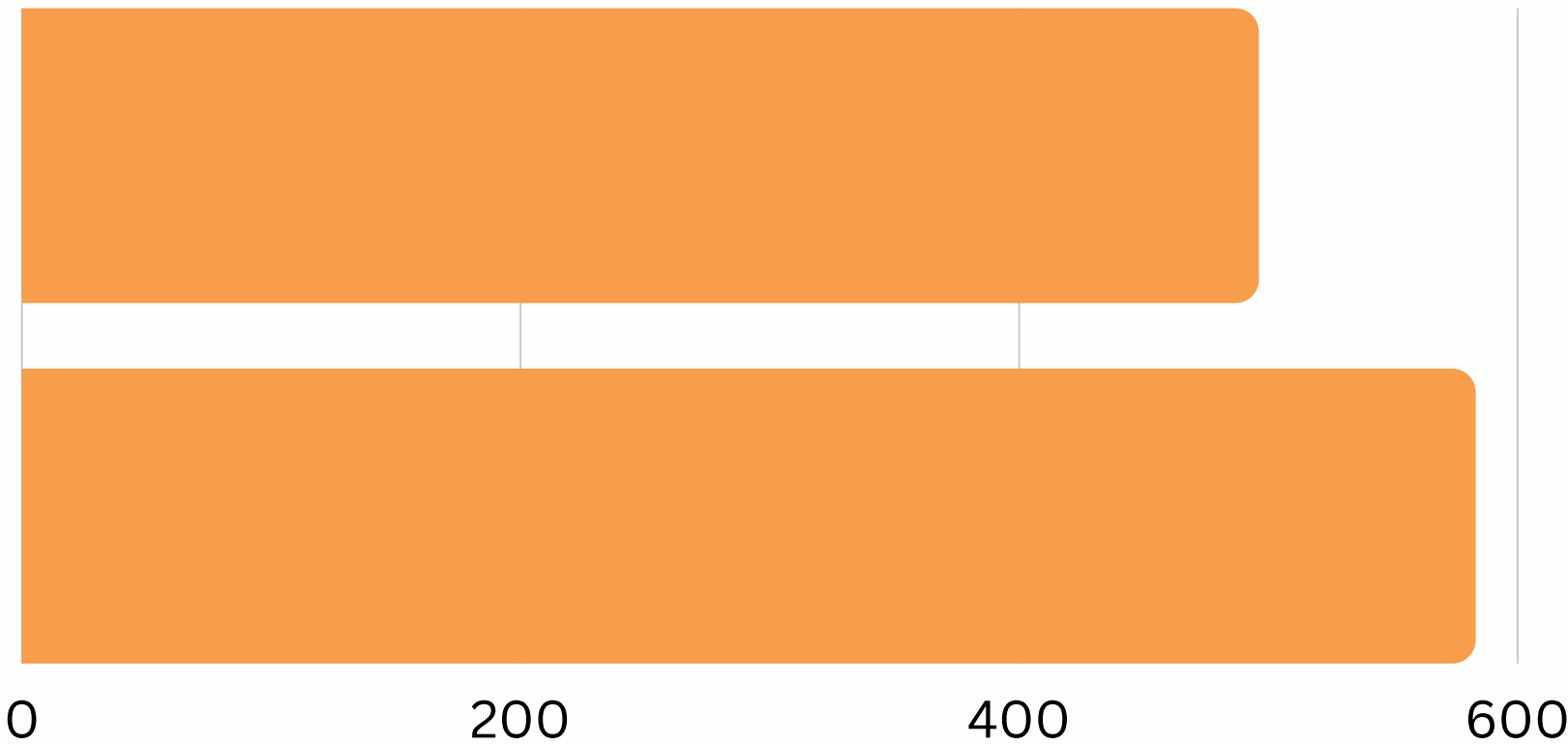
Seniors who are dating are primarily looking for good company.

Seniors who are dating are primarily looking for a long-term commitment, good company, and emotional intimacy—but 16% rank sexual intimacy as one of the top 3 things they most want from a relationship.

Do you have (or are you planning to set) any resolutions or goals for 2023?

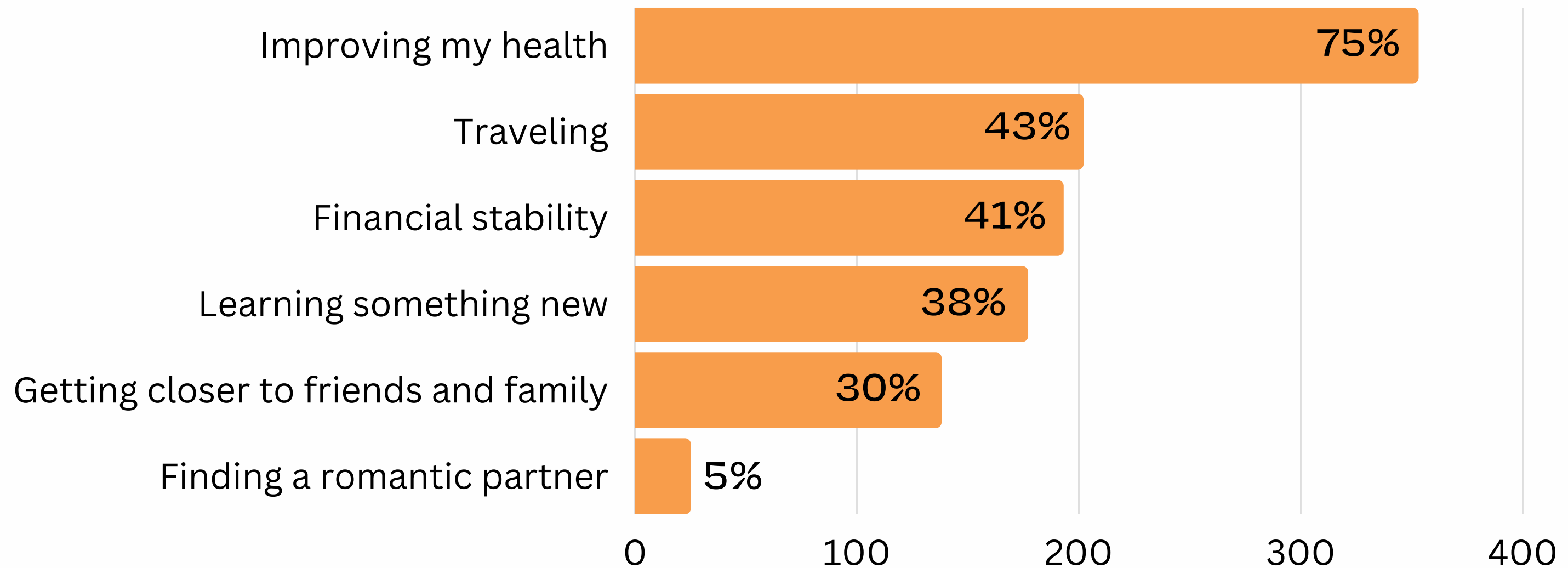
46% Yes

54% No



What are your goals focused on?

(select all that apply)



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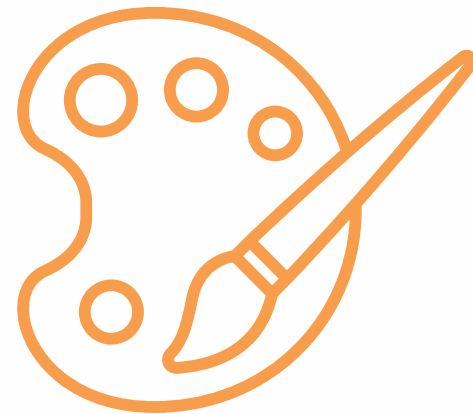
Stay healthy, exercise some,
in order to live into my 100's
to be the oldest living in my
family.

What are your goals focused on?

Themes found within "other" write-in responses



Spirituality



**Creative
Expression**



Organization

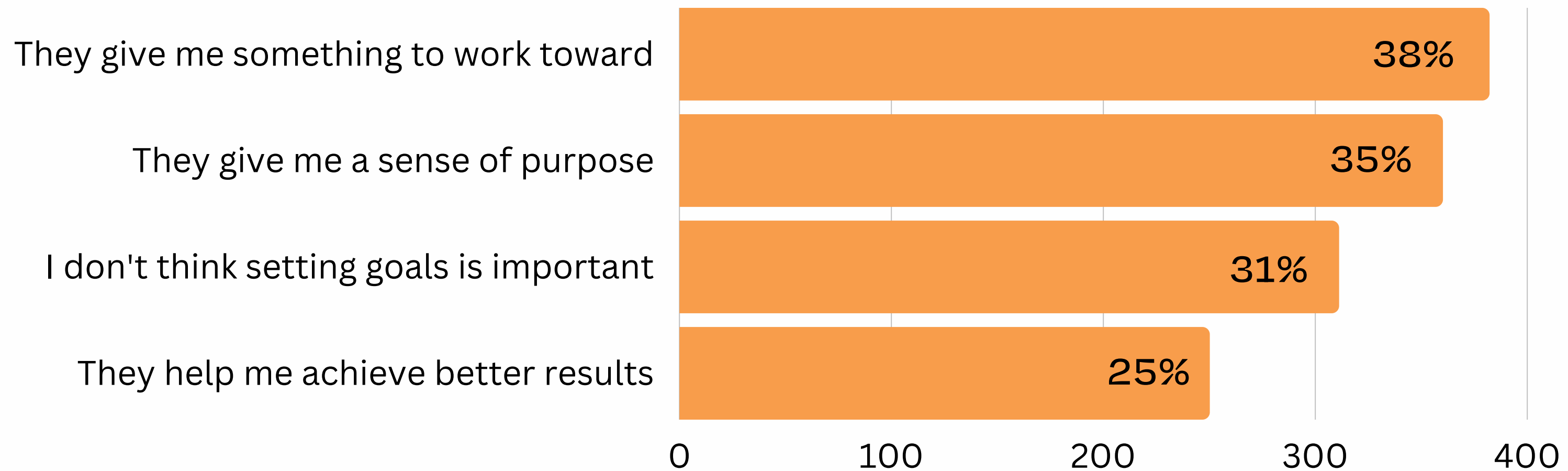
What prevents you from setting goals?

(select all that apply)

Response	Count	% of respondents
I've had trouble sticking to them in the past	357	35%
I don't think setting goals is important	288	28%
I'm not sure what my goals should be focused on	142	14%
I don't know how to set goals that will work	55	5%

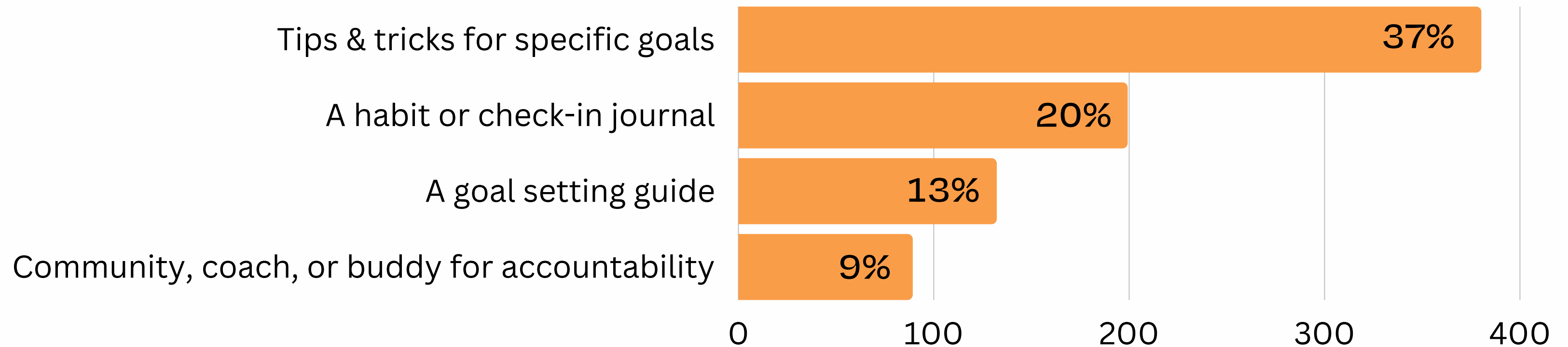
Why do you think it's important to set goals?

(select all that apply)



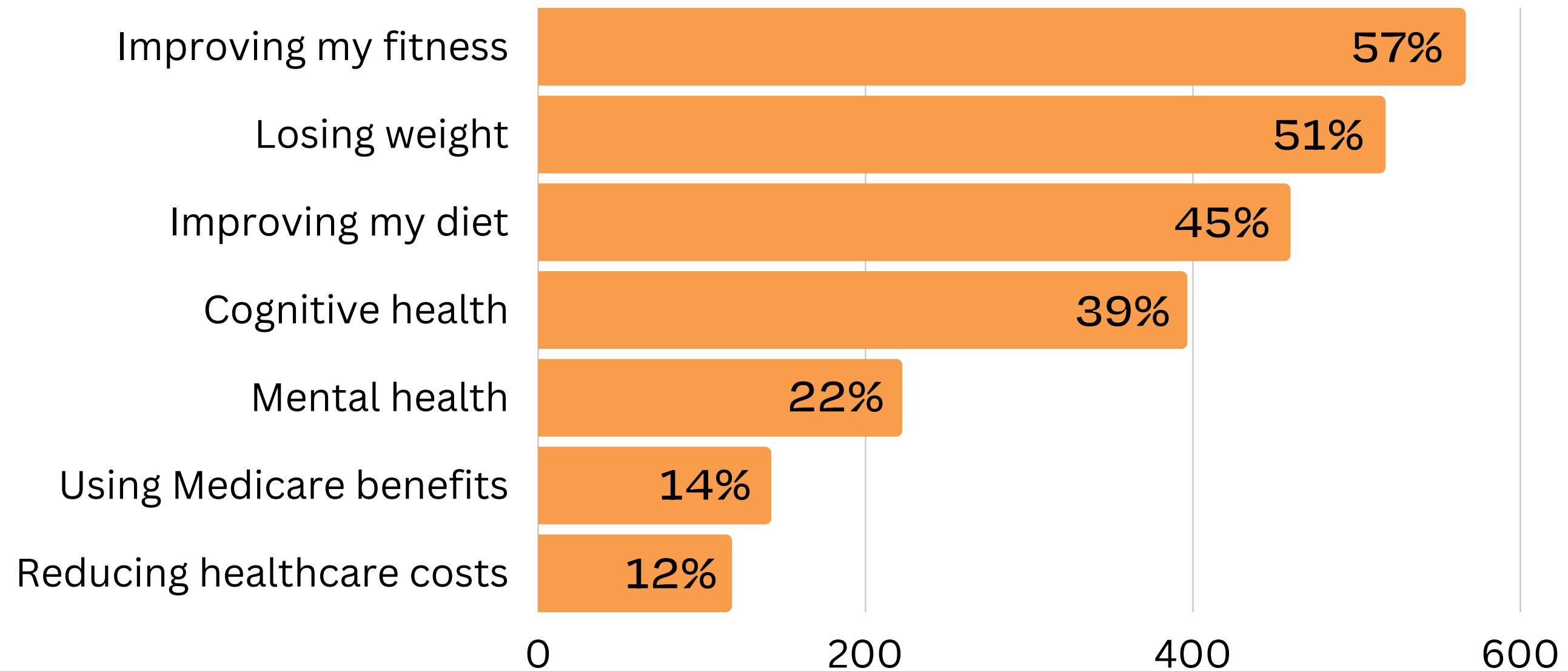
What resources would you be interested in to help you set and stick to goals?

(select all that apply)



In which areas are your 2023 health goals focused?

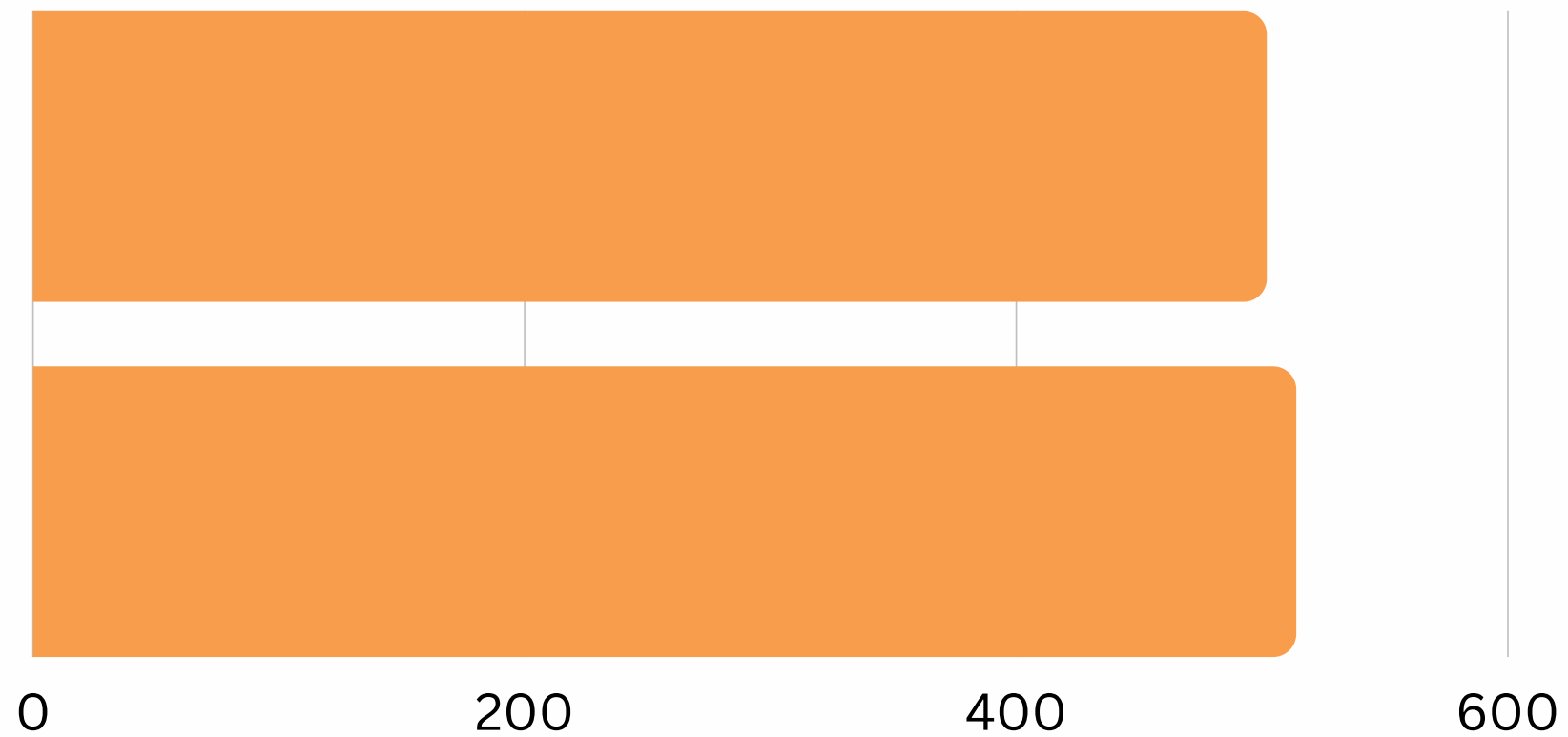
(select all that apply)



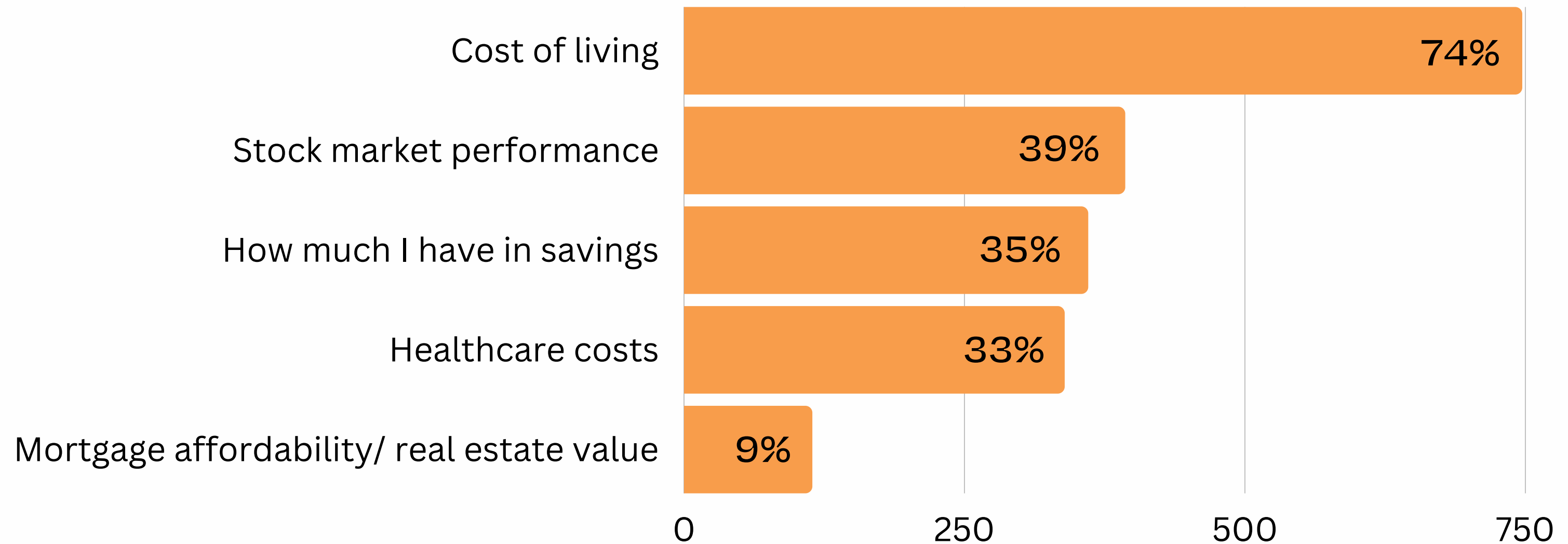
Has recent economic uncertainty caused you to focus more on financial goals in 2023?

49% Yes

51% No



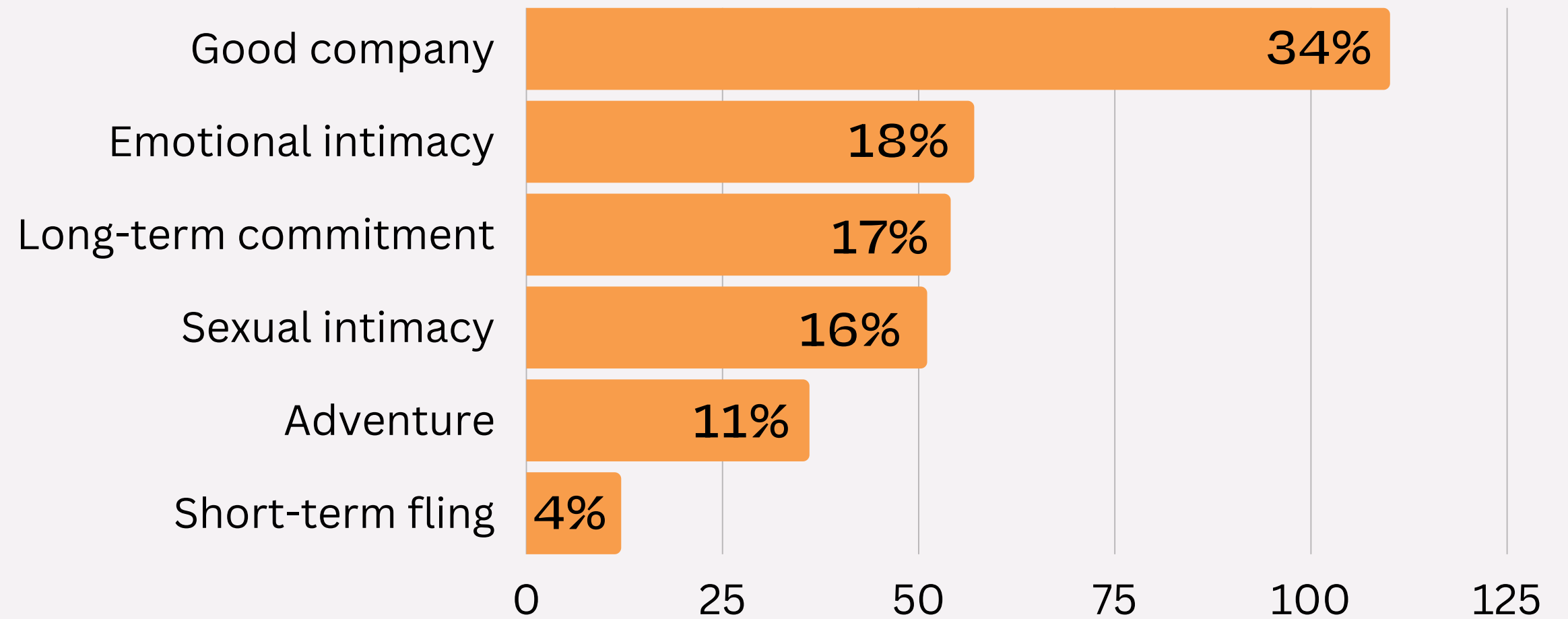
What financial concerns do you have heading into 2023? (select all that apply)



If you're dating (or planning to date), what do you most hope to get out of your relationship(s)? (select up to 3)

82%

of respondents reported they are not currently dating



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I'm a widow not looking to
marry, just a companion.
No sites for us.

Questions?

To request an interview or ask questions about the survey, please contact Chapter's PR team at pr@askchapter.org