

Financial Lives after 50:

# Rethinking the Golden Years

A new series featuring real conversations to spotlight the financial needs of older adults



The real lives of today's older adults look far different than even a decade ago. Many are faced with daily questions like:

“If I pay for my medication, will I still have enough to buy dinner?”

Adults over 50 today are more financially vulnerable than their predecessors. Many struggle with increased poverty, unmanageable medical costs, a lack of short-term savings, and dealing with the pressures of helping their children.

As the number of older adults grows, many of them feel left behind when it comes to economic opportunity and their financial lives. Today, there are more than 50 million low- to moderate-income (LMI) Americans over 50, with 13 million of them considered Financially Vulnerable, according to data from the U.S. Financial Health Pulse.

Understanding the realities of this growing group is critical for all – and a necessary step to developing specific solutions to improve their financial health.

The new Financial Lives After 50: Rethinking the Golden Years series from the Financial Health Network and AARP Foundation in collaboration with JPMorgan Chase helps spotlight these realities.

*By telling real stories through documentary-style episodes, this series addresses financial vulnerabilities, including savings shortfalls, debt burdens, medical shocks, and increased family responsibilities.*

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### Tune in

Bi-weekly episodes tackling a variety of financial health topics, including retirement realities, debt, emergency savings, and multi-generational living will air throughout the first half of 2020.

To view the trailer and find more information, visit [financialforums.org/research](https://financialforums.org/research)

### A collective effort

As part of a larger effort to better understand the needs of underserved older adult communities, AARP Foundation in collaboration with JPMorgan Chase commissioned the Financial Health Network to conduct qualitative research and bring to life the stories of older adults facing financial challenges.

### Beyond statistics

Through one-on-one interviews, the video series gives a glimpse into the lives of older adults who are looking to regain financial strength.

Together with financial experts, these participants help tell the story of what it means to age in America and what needs to be done to foster financial resilience in homes around the country.

Viewers will also gain insights into what's needed to build financial health from top authorities in the field, including Lisa Marsh Ryerson, President of AARP Foundation, along with Jennifer Tescher, President and CEO of the Financial Health Network. Combining real lives with breakthrough ideas from leading organizations offers viewers a glimpse of the issues at hand and fosters the much-needed conversation around solutions.

*As part of this research, the Financial Health Network commissioned the research firm Fors Marsh Group to carry out one-on-one qualitative telephone interviews, from which the sample for the video interviews was selected.*



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