

Multicultural Engagement Georgia Fact Sheet

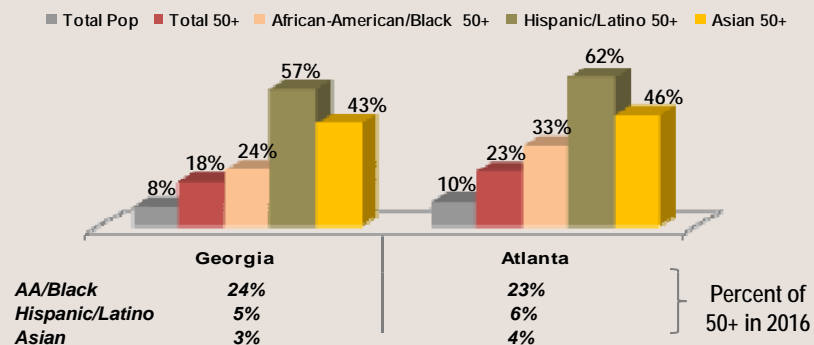


Multicultural Population and Growth

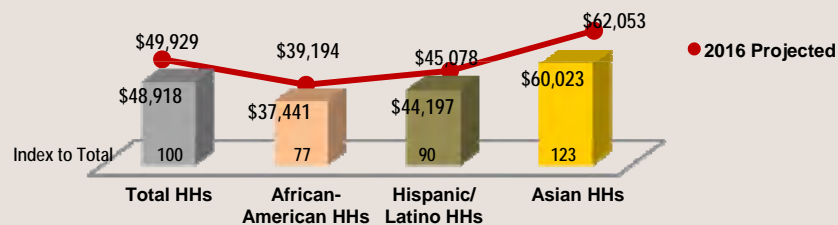
2011 Population	Georgia State	Atlanta DMA	% of total in top DMA
Total	9,789,495	6,530,223	67%
African-American/Black	2,913,494	1,840,593	63%
Hispanic/Latino	838,484	672,317	80%
Asian	284,605	245,840	86%
2011 50+ Population			
Total	2,781,881	1,785,123	64%
African-American/Black	626,462	370,571	59%
Hispanic/Latino	96,686	78,077	81%
Asian	66,974	57,114	85%

In the coming decade, the growth rate of the 50+ multicultural segments will outpace the total 'boomer' age demographic.

Projected 50+ Population Growth 2011 to 2016

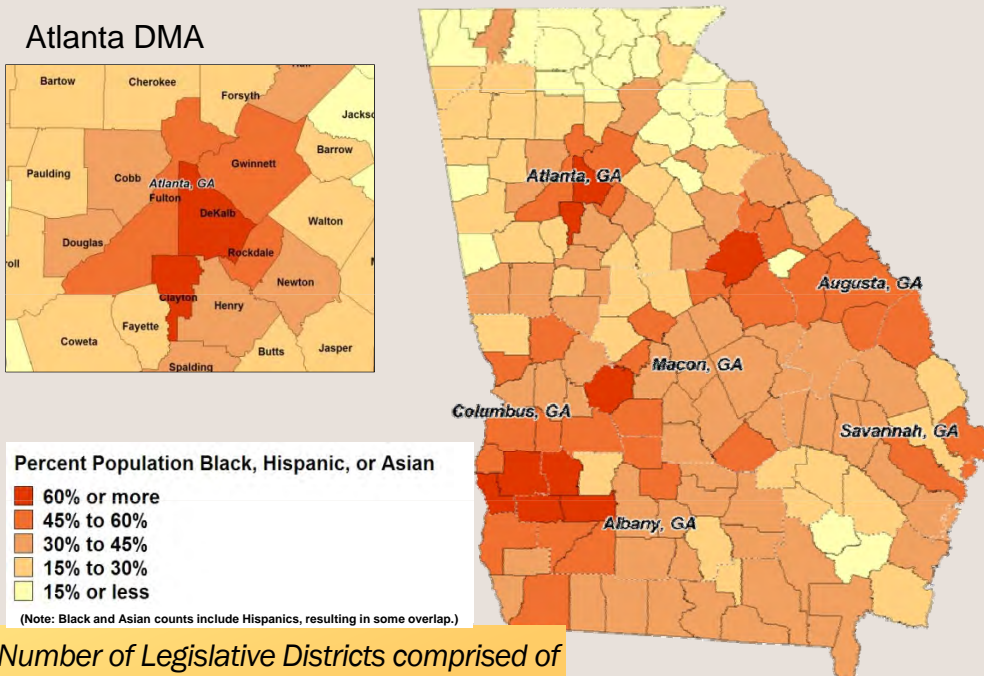


2011 Total Median Household Income – Georgia State



Georgia's African American/Black residents have reached one-third of the state's total population. The Atlanta metropolitan area is a magnet for the majority of the state's multicultural groups, but especially its Hispanic/Latino and Asian residents which are heavily concentrated in the capital city. Comparatively, African American/Black Georgians, particularly the 50+, are more likely to live throughout the state including areas around Columbus, Macon and Augusta.

Map of Georgia's Multicultural Population by County



Number of Legislative Districts comprised of at least 35% minority 50+ populations:

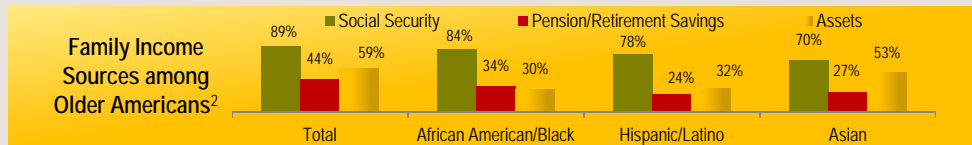
63 out of 180 State House Districts;
19 out of 56 State Senate Districts;
5 out of 13 Congressional Districts.

Note: Hispanic persons may be of any race.
 Source: Claritas, Inc., 2011. Prepared by AARP Research & Strategic Analysis.

Priorities

Needs of 50+ African American Constituents in Georgia¹

- **Confidence about Senior Benefits** – 59% consider it “extremely important” to their life today to ensure that Social Security and Medicare benefits are available when they need them. Yet, fewer than one-fourth feel they have everything they need to receive these benefits when needed.
- **Volunteerism** – 52% are active volunteers in their communities.
- **Financial Security** – Nationally, African American seniors are less likely to have income from retirement savings or assets; and in Georgia, two-thirds report they are worried about being able to maintain their finances and lifestyle in retirement.



AARP-GA's 2012 Legislative Priorities

- Protect Seniors (Social Security, Medicare)
- Hunger
- Volunteerism
- Faith-based Outreach
- Financial Security (Financial Freedom, Asset Protection, Retirement Tools)

AARP Presence

AARP Georgia's presence in our communities reflects the richness of Georgia's diversity, enables engagement and channels value for people 50+ where they live.



Tailgate Tour

An Alma Mater is like family. Tailgating at a Southern Intercollegiate Athletic Conference (SIAC) or a Historically Black College and University (HBCU) football or basketball game is like a reunion. Consistent, supportive presence and engagement with alumni weaves AARP-GA into the fabric of the African American/ Black (AA/B) communities.



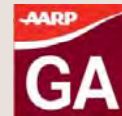
Health and Wellness

The disease of excess weight crosses cultures and communities. Combining the brand strengths of AARP-GA and the Put Up Your Dukes Foundation provides a platform for deeper awareness and engagement in both AA/B and Hispanic/Latino (H/L) families and communities with healthy lifestyle change/behavior change options.



Run to End Hunger

To create a relevant connection between AARP Foundation's national hunger initiative and AA/B and H/L communities in Atlanta, AARP-GA created "Run to End Hunger". A multi-generational and multi-cultural team of AARP-GA volunteers are training to run a half-marathon, raising awareness of 50+ hunger among local businesses and the faith community, and collecting 15,000 pounds of food.



Partnership Synergies

AARP-GA and the 100 Black Men of North Metro exemplifies a community partnership synergy where both organizations' community presence and impact are strengthened and increased as a result of strategically working together.



Multilingual Driver Safety

In 2011, AARP-GA offered its Driver Safety classroom course in Chinese, Korean and Spanish, bringing benefits of improved safety, better driving independence and an opportunity for reduced insurance premiums to more of Atlanta's multicultural residents.



AARP at Home

AARP-GA tailored the Create the Good House Party concept to invite and empower AA/B members to open their homes and engage friends and family in their communities on locally relevant and impactful community service projects, bringing AARP-GA directly and intimately into homes and neighborhoods.

"Our community is the place where we can be most effective."

—Dr. Ethel Percy Andrus, AARP Founder

¹ Source: Voices of 50+ African Americans in Georgia, AARP, February 2011

² Source: AARP Public Policy Institute tabulations of U.S. Bureau of the Census, March 2009, Current Population Survey