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Interview dates: June 3 – June 12, 2011  
 Interviews: 1,416 adults  
 1,078 baby boomers  
 Sampling margin of error for a 50% statistic with 95%  
 confidence is:  $\pm 4.4$  for all adults  
 $\pm 3.3$  baby boomers

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 BOOMERS SURVEY JUNE 2011  
 CONDUCTED BY KNOWLEDGE NETWORKS  
 June 15, 2011

**NOTE: All results shown are weighted and are percentages unless otherwise labeled. Numbers may not add to 100 due to rounding.**

**Q1. When you think about how things are going in your life in general, would you say you are...**

	Total	18-29	30-46	47-65	66+
Very happy	28	30	27	26	33
Somewhat happy	40	38	43	43	34
Neither happy nor unhappy	11	11	8	14	11
Somewhat unhappy	15	14	17	13	15
Very unhappy	6	7	5	4	8
Refused	0	0	0	0	0

**Q2. In general, how often do you experience stress in your daily life?**

	Total	18-29	30-46	47-65	66+
Extremely often	6	6	6	9	0
Very often	19	21	20	20	8
Moderately often	39	39	48	39	25
Not too often	30	30	22	27	51
Not often at all	5	3	2	6	13
Refused	1	1	1	0	3

**Q3. Would you say that, in general, your health is...**

	Total	18-29	30-46	47-65	66+
Excellent	14	20	14	11	14
Good	58	56	61	56	57
Fair	23	19	21	25	25
Poor	5	4	5	6	4
Very poor	1	1	0	1	0
Refused	0	0	0	0	0

**QH1.** Compared to other people your age, would you say your health is...

	Total	18-29	30-46	47-65	66+
Excellent	18	25	12	19	19
Good	53	49	54	51	62
Fair	22	19	26	20	20
Poor	6	5	8	7	0
Very Poor	1	2	0	2	0
Refused	0	0	0	1	0

**QH1a.** And compared with five years ago, would you say your health has...

	Total	18-29	30-46	47-65	66+
Gotten much better	9	15	13	6	1
Gotten somewhat better	13	14	15	12	10
Stayed about the same	49	52	48	49	47
Gotten somewhat worse	26	18	23	27	42
Gotten much worse	3	2	2	5	0
Refused	0	0	0	0	0

**Q5.** Regardless of your age, which of the following words would you say best describes you?

	Total	18-29	30-46	47-65	66+
Young	37	91	42	11	5
Middle-aged	42	4	51	67	25
Older	20	3	6	22	69
Refused	1	1	1	1	2

**Q6.** In general, at what age do you think a person becomes old?

	Total	18-29	30-46	47-65	66+
0 to 50	18	38	23	8	3
51 to 65	33	46	34	31	16
66 to 70	20	9	23	23	22
71 to 79	11	6	6	13	19
80 or above	18	2	11	24	40
Refused	1	0	2	1	1

**Q7.** Just your best guess, to what age do you think you will live?

	Total	18-29	30-46	47-65	66+
0 to 65	9	12	12	8	0
66 to 75	17	11	22	21	8
76 to 85	34	42	29	35	29
86 to 90	22	24	18	17	35
91 or above	16	10	16	17	23
Refused	3	1	3	2	5

**Q8.** Generally speaking, do you think people of your generation will live longer lives than people of your parents' generation, will they live shorter lives, or will the lifespan of your generation be about the same as that of your parents' generation?

	Total	18-29	30-46	47-65	66+
Much longer	13	8	9	13	26
A little longer	42	36	36	48	51
About the same	30	31	39	28	16
A little shorter	12	18	13	10	5
Much shorter	4	6	4	2	2
Refused	0	0	0	0	1

**Q8a.** And generally speaking, do you think people of your generation will have a better quality of life in old age than people of your parents' generation, will the quality of life be worse, or will the quality of life for your generation in old age be about the same as it was for your parents' generation?

	Total	18-29	30-46	47-65	66+
Much better	11	7	11	12	17
A little better	35	28	30	37	51
About the same	29	37	34	25	18
A little worse	19	23	20	21	10
Much worse	4	4	5	5	0
Refused	1	2	1	0	4

**Q9a.** Thinking about getting older, what would you say is the **worst** thing about getting older? [Open-ended response -- CODED]

*Multiple responses possible, percentages sum to greater than 100%.*

	Total	Boomers
<b>Health issues</b>	<b>29</b>	<b>26</b>
Health problems (general)	25	24
Specific illness/disease mentions	1	1
Don't heal as quickly/fragile	1	*
Having to take medications	1	*
Hormone changes/Menopause	1	*
Being sent to a nursing home	*	*
Worry about my health	*	*
<b>Change in abilities -- physical</b>	<b>27</b>	<b>28</b>
Less active/Can't physically do what I used to	6	6
Body breaking down	5	6
Mobility issues	4	3
Feeling old	3	3
Lack of energy/stamina	2	2
Lack of strength	1	1
Moving slower	1	1
Body and mind diminish	1	2
Losing eyesight	1	2
Unable to drive/driving issues	1	*
Lose flexibility	*	*
Losing senses	*	*
Losing hearing	*	*
Everything takes too much time	*	*
<b>Pain</b>	<b>10</b>	<b>14</b>
Aches and pains/pain/chronic pain	9	14
Pain - specific mentions	1	*
Arthritis	*	*
<b>Quality of life issues</b>	<b>10</b>	<b>10</b>
Unable to take care of self/loss of independence	5	5
Quality of life - general	2	2
Age discrimination	1	1
Life slows down	1	1
The unknowns	1	1
Regrets/remembering mistakes	1	1
Other quality of life mentions	*	1

<b>Relationships/Loneliness</b>	<b>8</b>	<b>7</b>
Losing all your friends/loved ones	3	2
Being alone	2	2
Being a burden/depending on others	2	2
Abandoning loved ones	1	*
Other relationship/loneliness mentions	*	1
<b>Change in abilities -- non-physical</b>	<b>8</b>	<b>10</b>
Alzheimer's/dementia/memory loss	4	2
Can't do things I used to do (non-physical specific)	3	6
Mental problems/deterioration	1	2
<b>Financial</b>	<b>7</b>	<b>11</b>
Personal finances	3	5
Economy	1	1
Health care costs/insurance	1	2
Social Security	1	1
Worried about retirement	1	*
Government taking more of your money	*	1
Health care	*	1
Medicare/Less government help	*	1
Other financial mentions	*	1
<b>Appearance issues</b>	<b>5</b>	<b>4</b>
Looks - general	2	1
Aging skin/face aging	1	1
Body changes	1	1
Metabolism slows/getting fat	*	*
Losing hair	*	*
Gray hair	*	*
<b>Death</b>	<b>4</b>	<b>2</b>
Dying/death	4	2
Other death mentions	*	*
Positive mentions	*	*
Nothing	1	1
Everything	*	*
Other	3	3
Don't Know	*	*
Refused/No answer	13	7

**Q9b.** Thinking about getting older, what would you say is the **best** thing about getting older? [Open-ended response -- CODED]

*Multiple responses possible, percentages sum to greater than 100%.*

	Total	Boomers
<b>Wisdom/Knowledge</b>	<b>35</b>	<b>35</b>
Accumulation of wisdom	13	14
Experience	10	9
Accumulation of knowledge	9	7
Perspective on what is important	2	4
Advising youth/respect from youth	1	1
Other Wisdom/Knowledge mentions	1	1
<b>Financial</b>	<b>19</b>	<b>20</b>
Retiring/Not working	13	16
Financial freedom	2	1
Discounts	2	2
Having a career	1	--
Other Financial mentions	1	1
<b>Quality of life/Activities</b>	<b>17</b>	<b>14</b>
More independence	9	8
Spending time at home	2	1
Being active	2	1
Travel	1	1
Taking better care of self	1	*
Sleeping more	1	1
Having life planned out	1	*
Having fun	1	*
Other Quality of life/Activities mentions	1	1
<b>Family/Friends/Relationships</b>	<b>14</b>	<b>15</b>
Aging w/ spouse/partner	17	1
Enjoying children/grandchildren	6	7
Appreciation/Enjoy of family/friends	5	4
Seeing children/grandchildren grow	3	3
A big family	1	--
Other Family/Friends/Relationships mentions	*	*
<b>Ageing gracefully</b>	<b>10</b>	<b>10</b>
Being alive/Long life	2	2
Loving life/Attitude	2	2
Being comfortable with self	2	3

Less stress	2	2
Getting older	1	1
Other Aging gracefully mentions	1	2
<b>Positive/Emotional growth</b>	<b>4</b>	<b>4</b>
Becoming humble	1	1
Confidence/Lack of fear of failure	1	1
Character	1	1
Balance	1	*
Other Positive/Emotional growth mentions	1	1
<b>Spiritual/Religious</b>	<b>1</b>	<b>1</b>
Happy	1	1
Other Spiritual/Religious	*	*
<b>Memories</b>	<b>1</b>	<b>1</b>
Accumulation of memories	1	1
Remembering more	*	--
<b>Physical mentions</b>	<b>*</b>	<b>1</b>
Nothing	5	7
Other	4	7
Don't Know	2	2
Refused / No answer	15	9

**Q9c.** Considering the diseases people might face as they get older, which one disease would you say worries you the most? [Open-ended response -- CODED]

*Multiple responses possible, percentages sum to greater than 100%.*

	Total	Boomers
<b>Cancer</b>	<b>41</b>	<b>44</b>
Cancer - General	40	43
Other Cancer mentions	1	1
<b>Memory loss</b>	<b>19</b>	<b>20</b>
Alzheimer's	14	16
Dementia	4	3
Losing memory	1	1
Senility	*	*
<b>Heart</b>	<b>11</b>	<b>13</b>
Heart trouble/disease	11	13
Other Heart mentions	1	*
<b>Blood</b>	<b>7</b>	<b>5</b>
Diabetes	6	4
High blood pressure	1	1
Other Blood mentions	*	1
<b>Brain</b>	<b>4</b>	<b>3</b>
Stroke	2	2
Aneurysm	1	--
Any disease of the mind	1	1
Brain disease	*	*
Parkinson's	*	1
<b>Bones/Joints</b>	<b>2</b>	<b>2</b>
Arthritis	1	1
Other Bones/Joints mentions	1	1
<b>Loss of senses</b>	<b>*</b>	<b>1</b>
Blindness	*	1
Deafness	*	*
Any disease	*	1
Nothing	5	6
Everything	1	1
Other	6	6
Don't Know	1	1
Refused / No answer	11	5



**Q10.** Below is a list of things that happen to some people as they age. How **worried** are you about each of the following happening to you personally as you age?  
[GRID - RANDOMIZED]

		Extremely worried	Very worried	Moderately worried	Not too worried	Not worried at all	Refused
Facing a major illness or disease	Total	23	18	35	17	5	1
	18-29	36	16	28	14	5	2
	30-46	20	18	41	15	5	1
	47-65	18	21	36	18	6	1
	66+	22	18	32	22	5	1
Losing your financial independence	Total	21	20	28	22	7	1
	18-29	29	17	23	24	5	2
	30-46	21	25	30	17	8	1
	47-65	20	21	30	21	7	1
	66+	12	15	28	33	12	1
Losing your physical independence	Total	22	26	31	14	5	2
	18-29	35	21	25	13	4	2
	30-46	18	26	36	13	6	1
	47-65	22	23	33	16	6	1
	66+	13	38	24	15	5	5
Losing your ability to participate in your favorite activities	Total	16	18	40	20	6	2
	18-29	27	16	33	16	5	2
	30-46	16	16	40	21	5	2
	47-65	12	20	40	21	7	1
	66+	6	18	46	22	7	1
Losing your hearing	Total	15	16	30	29	10	2
	18-29	29	18	26	18	7	3
	30-46	14	19	29	28	9	1
	47-65	11	13	30	34	10	2
	66+	7	12	35	34	11	1
Losing your eyesight	Total	22	18	28	23	8	2
	18-29	32	18	24	17	5	4
	30-46	22	16	28	22	10	1
	47-65	19	18	28	26	8	1
	66+	15	23	29	25	7	1
Losing your memory	Total	26	21	28	18	6	2
	18-29	36	22	26	9	5	2
	30-46	26	16	29	23	5	1
	47-65	23	21	31	18	5	1
	66+	18	25	24	22	8	4
Looking older	Total	7	8	28	35	21	2
	18-29	10	14	34	21	19	2
	30-46	8	9	28	36	19	1
	47-65	6	6	25	39	23	2
	66+	3	0	25	45	26	1

Dying	Total	13	8	24	29	24	2
	18-29	23	10	24	21	20	2
	30-46	12	9	26	31	21	1
	47-65	10	8	22	31	27	2
	66+	7	2	27	33	27	4
Moving out of your home into a nursing home or assisted living facility	Total	19	16	28	24	11	2
	18-29	32	17	22	18	9	2
	30-46	15	15	29	28	11	1
	47-65	17	15	30	25	12	1
	66+	13	17	32	24	14	1
Being able to pay for your medical costs, including long-term care	Total	22	20	32	19	7	1
	18-29	29	17	31	16	5	2
	30-46	22	22	32	19	4	1
	47-65	23	20	31	17	7	1
	66+	9	19	33	27	13	1

**Q11.** Below is a list of things that happen to some people as they age. How **excited** are you about each of the following happening to you personally as you age?

[GRID; RANDOMIZED]

		Extremely excited	Very excited	Moderately excited	Not too excited	Not excited at all	Refused
Becoming wiser	Total	22	28	31	13	3	2
	18-29	31	31	24	7	3	4
	30-46	25	33	27	11	4	1
	47-65	20	25	36	14	4	2
	66+	8	24	37	23	4	4
	Total	25	22	26	13	12	2
Retiring from your job	18-29	32	22	32	6	6	2
	30-46	23	24	27	14	11	2
	47-65	26	23	25	13	12	2
	66+	20	19	19	19	20	4
	Total	32	32	19	8	8	2
	18-29	40	31	17	7	3	2
Seeing children or grandchildren grow up	30-46	28	35	21	9	8	1
	47-65	32	28	19	8	12	1
	66+	28	35	18	8	8	3
	Total	17	25	37	14	5	2
	18-29	27	25	32	8	5	2
	30-46	17	29	33	13	5	3
Sharing your experience and knowledge with younger people	47-65	14	24	40	17	4	1
	66+	7	16	46	20	9	3
	Total	25	35	28	8	3	2
	18-29	31	33	26	6	3	2
	30-46	22	42	27	5	3	2
	47-65	24	34	31	8	3	1
Having more time for your favorite activities	66+	22	28	28	15	5	3
	Total	25	35	27	7	3	2
	18-29	30	38	23	3	3	2
	30-46	27	39	26	3	3	2
	47-65	26	34	27	10	3	1
	66+	16	28	36	15	4	3
Having more time to spend with friends or family	Total	8	14	32	32	13	1
	18-29	13	17	30	26	12	2
	30-46	7	17	31	32	13	1
	47-65	7	12	35	32	14	1
	66+	6	11	29	38	14	3
	Total	8	14	32	32	13	1
Feeling less concerned about your looks	18-29	13	17	30	26	12	2
	30-46	7	17	31	32	13	1
	47-65	7	12	35	32	14	1
	66+	6	11	29	38	14	3

Moving somewhere different in your retirement	Total	8	19	25	25	21	2
	18-29	14	23	33	15	13	2
	30-46	7	27	26	25	16	1
	47-65	6	14	26	27	25	1
	66+	5	9	12	34	36	3

**Q11a.** Do any of the following words describe how you personally feel about getting older? Check all that apply.

	Total	18-29	30-46	47-65	66+
Excited	9	12	5	11	10
Frustrated	15	15	9	17	24
Sad	17	20	17	16	15
Happy	17	16	15	16	23
Helpless	15	23	9	14	14
Afraid	19	36	13	15	11
Confident	33	29	31	33	41
None of the above	23	13	30	28	16
Refused	1	0	1	1	3

**Q12.** How much effort would you say you personally are making to avoid the negative effects of aging?

	Total	18-29	30-46	47-65	66+
A great deal of effort	14	11	7	16	26
Just some effort	20	21	21	17	25
A moderate effort	37	41	38	40	25
Not too much effort	19	21	23	17	13
No effort at all	8	6	8	7	10
Refused	2	0	3	2	2

**Q13.** And which of these possible negative effects of aging would you say you are making to most effort to avoid?

	Total	18-29	30-46	47-65	66+
Negative effects on your health	60	60	60	65	52
Negative effects on your mental abilities	27	19	24	26	46
Negative effects on your appearance	12	21	15	8	2
Refused	0	0	0	1	0

**Q14.** Below is a list of reasons why some people might change the way they eat. Have you ever changed your diet for each of the following reasons?

[GRID - RANDOMIZED]

		Yes, have changed diet for this reason	No, have not changed diet for this reason	Refused
To lose weight	Total	65	33	2
	18-29	58	40	2
	30-46	70	29	1
	47-65	67	31	2
	66+	63	36	1
To lower your cholesterol levels	Total	49	49	2
	18-29	22	74	4
	30-46	44	54	2
	47-65	60	39	1
	66+	72	28	1
To reduce the amount of salt in your diet	Total	52	47	2
	18-29	37	59	4
	30-46	49	49	2
	47-65	57	42	1
	66+	64	36	1
To eat more fruits and vegetables	Total	71	28	2
	18-29	62	36	2
	30-46	70	29	1
	47-65	74	25	1
	66+	76	20	4
To eat fewer processed foods	Total	54	45	1
	18-29	52	46	2
	30-46	48	52	1
	47-65	60	39	1
	66+	56	43	1
To reduce the amount of fat in your diet	Total	66	33	2
	18-29	56	41	3
	30-46	64	35	1
	47-65	69	29	2
	66+	74	25	1
To reduce the amount of sugar in your diet	Total	59	40	1
	18-29	56	42	2
	30-46	57	42	1
	47-65	60	39	2
	66+	64	36	1
To reduce the amount of carbohydrates in your diet	Total	45	53	2
	18-29	38	58	4
	30-46	43	56	2
	47-65	48	51	1
	66+	51	48	1

**Q14a.** For each of the following changes you have made to your diet, please indicate if you are currently following a diet for this reason or not?

[ask for items marked “yes” in Q14]

[GRID - RANDOMIZED]

		Currently following a diet for this reason	Not currently following a diet for this reason	Refused
To lose weight	Total	62	37	1
	18-29	72	28	0
	30-46	64	36	0
	47-65	61	38	1
	66+	48	52	0
To lower your cholesterol levels	Total	66	33	1
	18-29	64	37	0
	30-46	68	31	1
	47-65	65	34	1
	66+	68	32	0
To reduce the amount of salt in your diet	Total	67	32	1
	18-29	60	41	0
	30-46	77	22	1
	47-65	65	33	2
	66+	64	37	0
To eat more fruits and vegetables	Total	66	34	1
	18-29	60	40	0
	30-46	71	28	1
	47-65	68	32	1
	66+	58	42	0
To eat fewer processed foods	Total	64	35	1
	18-29	63	37	0
	30-46	66	32	2
	47-65	65	34	2
	66+	58	42	0
To reduce the amount of fat in your diet	Total	62	37	1
	18-29	53	45	2
	30-46	58	43	0
	47-65	66	33	1
	66+	69	30	1
To reduce the amount of sugar in your diet	Total	64	35	1
	18-29	58	42	0
	30-46	71	28	1
	47-65	66	33	2
	66+	58	42	0

To reduce the amount of carbohydrates in your diet	Total	60	39	1
	18-29	46	54	0
	30-46	59	39	3
	47-65	64	35	1
	66+	65	33	1

**Q14b.** For each of the following changes you have made to your diet, please indicate whether that change was made at the recommendation of your doctor or not?

[ask for items marked "yes" in Q14]

[GRID - RANDOMIZED]

		Doctor recommended change	Not a doctor recommended change	Refused
To lose weight	Total	30	69	1
	18-29	13	85	2
	30-46	26	74	0
	47-65	39	59	2
	66+	38	61	1
	To lower your cholesterol levels	Total	56	43
18-29		12	88	0
30-46		49	51	0
47-65		60	39	2
66+		77	23	0
To reduce the amount of salt in your diet		Total	35	63
	18-29	12	85	4
	30-46	33	67	0
	47-65	38	61	1
	66+	53	45	2
	To eat more fruits and vegetables	Total	20	79
18-29		7	91	2
30-46		19	81	0
47-65		24	75	1
66+		29	69	2
To eat fewer processed foods		Total	15	83
	18-29	3	94	3
	30-46	19	81	0
	47-65	17	81	2
	66+	20	78	2
	To reduce the amount of fat in your diet	Total	23	76
18-29		5	92	2
30-46		15	85	0
47-65		31	67	2
66+		40	60	1

To reduce the amount of sugar in your diet	Total	28	71	1
	18-29	5	93	2
	30-46	32	68	0
	47-65	32	67	2
	66+	44	56	0
To reduce the amount of carbohydrates in your diet	Total	24	75	1
	18-29	1	99	0
	30-46	16	84	0
	47-65	32	66	2
	66+	44	57	0

**Q15.** Thinking about the most recent time you were on a diet, was that diet more to change your health or more to change your appearance?

[ASK IF "YES" TO ANY IN Q14]

	Total	18-29	30-46	47-65	66+
More to change your health	67	45	69	73	76
More to change your appearance	32	54	29	25	24
Refused	1	1	2	1	1

**Q16.** At any time in the past year, have you actively tried to improve your physical fitness by following a regular program of physical exercise, or not?

	Total	18-29	30-46	47-65	66+
Yes	55	59	54	57	49
No	44	39	46	42	50
Refused	1	2	1	1	1



**Q16a.** What types of exercise have you done **regularly** in the past year?  
[ask if Q16=1] [Open-ended response -- CODED]]

*Multiple responses possible, percentages sum to greater than 100%.*

	Total	Boomers
<b>Walking</b>	<b>26</b>	<b>35</b>
<b>Sports</b>	<b>17</b>	<b>13</b>
Running	10	5
Swimming	2	3
Sports - general	1	1
Basketball	1	1
Martial arts	*	1
Tennis	*	1
Other sports mentions	1	2
<b>Working out - general</b>	<b>13</b>	<b>11</b>
Abdominal work	3	2
Cardio	3	4
Work-out tape/DVD - general	2	1
Stretching	2	2
Push-ups	1	1
Work out/exercise - general	*	1
Jumping rope	*	*
Calisthenics	1	1
<b>Weights</b>	<b>13</b>	<b>12</b>
Weight/Strength training	13	12
Other Weight/Strength training mentions	*	*
<b>Outdoors</b>	<b>10</b>	<b>13</b>
Bicycling	7	9
Hiking	1	1
Yard work/Gardening	1	3
Other Outdoors mention	1	*
<b>Machines</b>	<b>6</b>	<b>6</b>
<b>Classes/Gym</b>	<b>9</b>	<b>11</b>
Yoga	3	4
Class at gym - general	2	1
Gym -general	2	3
Aerobics	1	2
Pilates	1	1
Spinning	1	*
Other Classes/Gym mentions	*	*

Treadmill	3	3
Stair stepper / climbing stairs	1	1
Exercise machine	1	1
Elliptical	1	1
Other Machines mentions	*	*
None	*	*
All	*	--
Other	5	5
Don't Know	*	--
Refused	3	1
No/Refused in Q16	45	43

**QH2.** During an average week, how many times do you exercise aerobically; that is, engage in physical activity lasting at least 20 minutes, which raises your heart rate and breathing?

[number box]

	Total	18-29	30-46	47-65	66+
0 to 2	30	28	30	31	27
3 to 4	38	40	39	37	36
5 to 7	30	30	29	28	34
8 or more	2	1	2	3	3
Refused	1	1	0	1	0

**QH2a.** During an average week, how many times do you do exercises designed to strengthen your muscles, such as lifting weights, push-ups, pull-ups, sit-ups or other exercises like those?

[number box]

	Total	18-29	30-46	47-65	66+
0	28	21	26	37	24
1 to 2	23	18	29	22	23
3 to 4	31	37	32	26	33
5 or more	15	19	13	14	17
Refused	2	5	0	1	3

**Q17.** And overall, would you say you exercise more to change your health or more to change your appearance?

[ask if Q16=1]

	Total	18-29	30-46	47-65	66+
More to change your health	68	39	63	81	90
More to change your appearance	32	60	37	18	9
Refused	1	1	0	1	1

**Q18.** Do you regularly do any mental exercises, such as crossword puzzles, jigsaw puzzles, or video games, to help keep your mind sharp, or not?

	Total	18-29	30-46	47-65	66+
Yes, regularly do mental exercises	56	52	48	58	71
No, do not regularly do mental exercises	43	46	49	41	28
Refused	2	2	3	1	1

**Q19.** Do you regularly take any vitamins or herbal supplements that are supposed to help with mental abilities, or not?

	Total	18-29	30-46	47-65	66+
Yes, do take vitamins or herbal supplements to help with mental abilities	32	15	32	36	48
No, do not take vitamins or herbal supplements to help with mental abilities	66	84	66	63	50
Refused	2	2	2	1	2

**Q20.** Do you, yourself, personally know someone who has had Alzheimer's Disease, dementia or other serious memory problems or not?

	Total	18-29	30-46	47-65	66+
Yes, a family member has had these problems	31	28	29	37	28
Yes, I know someone who has had these problems, but no one in my family has	23	13	19	26	39
No, I do not know anyone who has had memory problems	44	57	50	36	31
Refused	2	2	2	1	2

**Q21.** What is the highest amount of money you have spent on an anti-aging skincare product, such as a day or night cream, lotion, serum, face wash, or other product?

[number box]

	Total	18-29	30-46	47-65	66+
\$0	54	58	52	55	52
\$1 to \$10	4	3	4	5	5
\$11 to \$25	23	24	19	23	29
\$26 to \$50	9	5	10	9	12
More than \$50	6	3	9	7	1
Refused	4	8	6	2	1

**Q22.** Would you ever consider having each of the treatments listed below to improve the appearance of your skin,

[grid; randomized]

		Yes, would consider	No, would not consider	Have already had this procedure	Refused
Botox Injections	Total	5	91	2	2
	18-29	6	84	2	3
	30-46	6	87	3	4
	47-65	5	93	1	1
	66+	3	94	2	1
Chemical Peel	Total	12	83	3	2
	18-29	19	76	5	2
	30-46	13	78	4	4
	47-65	11	87	1	1
	66+	2	94	3	1
Wrinkle fillers such as Resalyne or Juvaderm	Total	9	86	2	2
	18-29	12	84	2	2
	30-46	7	85	3	4
	47-65	11	87	1	1
	66+	8	89	2	1
Laser treatments or injections to remove varicose veins	Total	17	77	3	3
	18-29	19	77	2	2
	30-46	19	72	5	5
	47-65	17	82	1	1
	66+	15	77	7	2

**Q23.** Would you ever consider elective cosmetic or plastic surgery to improve the appearance of some part of your body, or not?

	Total	18-29	30-46	47-65	66+
Yes	18	22	18	19	13
No	78	73	75	79	85
Have already had cosmetic or plastic surgery	2	1	4	2	1
Refused	2	4	3	0	1

**Q24.** Which, if any, parts of your body would you consider having cosmetic surgery on?

[grid; randomized]

[ask Q24 if Q23 =1 or 3]

		Yes	No	Refused
Nose	Total	23	69	8
	18-29	20	73	8
	30-46	23	78	0
	47-65	18	69	13
	66+	41	39	20
Eyes	Total	35	58	7
	18-29	8	85	8
	30-46	27	73	0
	47-65	54	38	8
	66+	66	13	21
Chin	Total	25	65	11
	18-29	12	81	8
	30-46	10	86	4
	47-65	38	49	13
	66+	57	9	34
Lips	Total	9	79	12
	18-29	7	85	9
	30-46	7	90	3
	47-65	13	73	14
	66+	4	54	42
Cheeks	Total	11	80	9
	18-29	1	92	8
	30-46	10	90	0
	47-65	17	69	14
	66+	22	52	26
Stomach	Total	67	27	6
	18-29	66	33	1
	30-46	84	12	5
	47-65	55	40	5
	66+	51	23	26

Buttocks	Total	25	66	9
	18-29	31	62	8
	30-46	31	69	0
	47-65	22	69	10
	66+	0	62	38
Thighs	Total	32	59	9
	18-29	36	57	8
	30-46	48	52	0
	47-65	23	67	10
	66+	0	62	38

**Q24a.** Do you regularly dye your hair, or not?

	Total	18-29	30-46	47-65	66+
Yes	23	14	26	31	15
No	76	83	74	69	84
Refused	1	4	1	0	1

**Q24b.** And do you dye your hair mainly to cover grey hair or mainly because you prefer another color?  
[ask Q24b if Q24a =1]

	Total	18-29	30-46	47-65	66+
Mainly to cover gray hair	55	5	43	74	82
Mainly because you prefer another color	43	83	57	26	19
Refused	2	13	0	0	0

**Q25.** If you were to become seriously ill or disabled, do you know who would be your primary caregiver, or not?

	Total	18-29	30-46	47-65	66+
Yes, someone in my family	64	55	63	65	76
Yes, someone not in my family	4	3	3	7	3
No, do not have a plan	30	40	32	27	20
Refused	2	2	2	1	1

**Q26.** Have you (or your spouse) purchased long-term care insurance, a private policy that helps pay for such things as nursing homes or in-home aid that are not covered by Medicare and other health insurance, or are you not covered by such a policy?

	Total	18-29	30-46	47-65	66+
Yes, have long-term care insurance	16	12	15	17	22
No, do not have long-term care insurance	82	85	82	83	77
Refused	2	4	2	1	1

**Q27.** Do you personally have a legal will to indicate how your wealth and possessions should be distributed after your death, or do you not have a legal will?

	Total	18-29	30-46	47-65	66+
Yes	32	5	21	40	69
No	66	93	74	59	30
Refused	2	2	5	1	2

**Q28.** Do you personally have a health care proxy, living will, or advanced directive that spells out what care you would like to receive if you are unable to communicate with your doctors, or do you not have one?

	Total	18-29	30-46	47-65	66+
Yes	27	7	18	34	57
No	70	91	77	64	41
Refused	3	2	5	2	3

**Q29.** How tall – in feet and inches – are you?

[number box]

	Total	18-29	30-46	47-65	66+
4'11 or below	2	0	1	2	5
5'0 to 5'4	27	23	27	27	31
5'5 to 5'9	40	42	39	39	43
5'10 to 6'2	17	12	21	19	14
6'3 or above	11	19	7	12	7
Refused	3	3	5	1	1

**Q30.** When was the last time you weighed yourself, just your best recollection?

	Total	18-29	30-46	47-65	66+
Today	17	8	16	16	32
Within the last week	31	26	31	34	32
Within the last month	31	43	31	28	19
Longer ago than that	20	21	19	22	15
Refused	2	2	4	1	2

**Q31.** About how much do you currently weigh in pounds?  
 [number box]

	Total	18-29	30-46	47-65	66+
130 or below	16	26	12	10	21
131 to 179	36	40	31	35	41
180 to 200	20	16	24	21	15
201 to 250	17	11	15	23	17
251 or more	8	5	11	9	4
Refused	4	3	8	2	1

**DEMOGRAPHICS**

**AGE**

18-29	22
30-46	30
47-65	33
66+	16

**GENDER**

	Total	18-29	30-46	47-65	66+
Male	49	51	49	48	45
Female	51	49	51	52	56

**EDUCATION**

	Total	18-29	30-46	47-65	66+
Less than high school	14	14	16	11	14
High school	31	31	23	32	44
Some college	28	36	27	27	21
Bachelors degree or higher	28	19	34	30	22



## RACE / ETHNICITY

	Total	18-29	30-46	47-65	66+
White, Non-Hispanic	68	56	64	73	79
Black, Non-Hispanic	12	13	14	11	7
Other, Non-Hispanic	6	9	6	5	1
Hispanic	14	20	16	10	12
2+ Races, Non-Hispanic	1	2	0	1	1

## CENSUS REGION

	Total	18-29	30-46	47-65	66+
Northeast	18	17	18	19	20
Midwest	22	22	21	22	22
South	37	38	37	37	36
West	23	24	24	23	22

## MARITAL STATUS

	Total	18-29	30-46	47-65	66+
Married	53	21	60	62	64
Single (never married)	24	65	18	13	0
Divorced	9	0	11	13	7
Widowed	5	0	0	3	24
Separated	2	0	3	2	2
Living with Partner	8	14	9	7	2

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## METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

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