



2100 Geng Road Suite 100
 Palo Alto, CA 94303
www.knowledgenetworks.com

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

ASSOCIATED PRESS-LIFEGOESSTRONG.COM
 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	Boomers
Very happy	28	26
Somewhat happy	40	43
Neither happy nor unhappy	11	14
Somewhat unhappy	15	13
Very unhappy	6	4
Refused	0	0

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

	Total	Boomers
Extremely often	6	9
Very often	19	20
Moderately often	39	39
Not too often	30	27
Not often at all	5	6
Refused	1	0

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

	Total	Boomers
Excellent	14	11
Good	58	56
Fair	23	25
Poor	5	6
Very poor	1	1
Refused	0	0

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

	Total	Boomers
Excellent	18	19
Good	53	51
Fair	22	20
Poor	6	7
Very Poor	1	2
Refused	0	1

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

	Total	Boomers
Gotten much better	9	6
Gotten somewhat better	13	12
Stayed about the same	49	49
Gotten somewhat worse	26	27
Gotten much worse	3	5
Refused	0	0

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

	Total	Boomers
Young	37	11
Middle-aged	42	67
Older	20	21
Refused	1	1

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

	Total	Boomers
0 to 50	18	8
51 to 65	33	31
66 to 70	20	23
71 to 79	11	14
80 or above	18	24
Refused	1	1

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

	Total	Boomers
0 to 65	9	8
66 to 75	17	21
76 to 85	34	35
86 to 90	22	17
91 or above	16	17
Refused	3	2

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	Boomers
Much longer	13	13
A little longer	42	48
About the same	30	28
A little shorter	12	10
Much shorter	4	2
Refused	0	0

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	Boomers
Much better	11	12
A little better	35	37
About the same	29	25
A little worse	19	21
Much worse	4	5
Refused	1	0

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
Health issues	29	26
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	*	*
Change in abilities -- physical	27	28
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	*	*
Pain	10	14
Aches and pains/pain/chronic pain	9	14
Pain - specific mentions	1	*
Arthritis	*	*
Quality of life issues	10	10
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

Relationships/Loneliness	8	7
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
Change in abilities -- non-physical	8	10
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
Financial	7	11
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
Appearance issues	5	4
Looks - general	2	1
Aging skin/face aging	1	1
Body changes	1	1
Metabolism slows/getting fat	*	*
Losing hair	*	*
Gray hair	*	*
Death	4	2
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
Wisdom/Knowledge	35	35
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
Financial	19	20
Retiring/Not working	13	16
Financial freedom	2	1
Discounts	2	2
Having a career	1	--
Other Financial mentions	1	1
Quality of life/Activities	17	14
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
Family/Friends/Relationships	14	15
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	*	*
Ageing gracefully	10	10
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
Positive/Emotional growth	4	4
Becoming humble	1	1
Confidence/Lack of fear of failure	1	1
Character	1	1
Balance	1	*
Other Positive/Emotional growth mentions	1	1
Spiritual/Religious	1	1
Happy	1	1
Other Spiritual/Religious	*	*
Memories	1	1
Accumulation of memories	1	1
Remembering more	*	--
Physical mentions	*	1
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
Cancer	41	44
Cancer - General	40	43
Other Cancer mentions	1	1
Memory loss	19	20
Alzheimer's	14	16
Dementia	4	3
Losing memory	1	1
Senility	*	*
Heart	11	13
Heart trouble/disease	11	13
Other Heart mentions	1	*
Blood	7	5
Diabetes	6	4
High blood pressure	1	1
Other Blood mentions	*	1
Brain	4	3
Stroke	2	2
Aneurysm	1	--
Any disease of the mind	1	1
Brain disease	*	*
Parkinson's	*	1
Bones/Joints	2	2
Arthritis	1	1
Other Bones/Joints mentions	1	1
Loss of senses	*	1
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
	Boomers	18	21	36	18	6	1
Losing your financial independence	Total	21	20	28	22	7	1
	Boomers	19	21	30	21	7	1
Losing your physical independence	Total	22	26	31	14	5	2
	Boomers	22	23	33	16	5	1
Losing your ability to participate in your favorite activities	Total	16	18	40	20	6	2
	Boomers	12	20	40	21	7	1
Losing your hearing	Total	15	16	30	29	10	2
	Boomers	11	13	30	34	10	2
Losing your eyesight	Total	22	18	28	23	8	2
	Boomers	19	18	28	26	8	1
Losing your memory	Total	26	21	28	18	6	2
	Boomers	23	21	31	18	5	1
Looking older	Total	7	8	28	35	21	2
	Boomers	6	6	25	39	23	2
Dying	Total	13	8	24	29	24	2
	Boomers	10	8	22	32	27	2
Moving out of your home into a nursing home or assisted living facility	Total	19	16	28	24	11	2
	Boomers	17	15	30	25	12	1
Being able to pay for your medical costs, including long-term care	Total	22	20	32	19	7	1
	Boomers	23	20	31	17	7	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
	Boomers	20	25	36	14	3	2
Retiring from your job	Total	25	22	26	13	12	2
	Boomers	26	23	25	13	12	2
Seeing children or grandchildren grow up	Total	32	32	19	8	8	2
	Boomers	32	28	19	8	12	1
Sharing your experience and knowledge with	Total	17	25	37	14	5	2

younger people	Boomers	14	24	40	17	4	1
Having more time for your favorite activities	Total	25	35	28	8	3	2
	Boomers	24	33	31	8	3	1
Having more time to spend with friends or family	Total	25	35	27	7	3	2
	Boomers	26	34	27	10	3	1
Feeling less concerned about your looks	Total	8	14	32	32	13	1
	Boomers	7	12	35	32	14	1
Moving somewhere different in your retirement	Total	8	19	25	25	21	2
	Boomers	6	14	27	27	24	1

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

	Total	Boomers
Excited	9	10
Frustrated	15	17
Sad	17	17
Happy	17	16
Helpless	15	14
Afraid	19	15
Confident	33	33
None of the above	23	28
Refused	1	0

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

	Total	Boomers
A great deal of effort	14	16
Just some effort	20	17
A moderate effort	37	40
Not too much effort	19	17
No effort at all	8	7
Refused	2	2

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

	Total	Boomers
Negative effects on your health	60	65
Negative effects on your mental abilities	27	26
Negative effects on your appearance	12	8
Refused	0	1

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
	Boomers	67	31	2
To lower your cholesterol levels	Total	49	49	2
	Boomers	60	39	1
To reduce the amount of salt in your diet	Total	52	47	2
	Boomers	57	42	1
To eat more fruits and vegetables	Total	71	28	2
	Boomers	74	25	1
To eat fewer processed foods	Total	54	45	1
	Boomers	60	39	1
To reduce the amount of fat in your diet	Total	66	33	2
	Boomers	69	29	2
To reduce the amount of sugar in your diet	Total	59	40	1
	Boomers	60	39	2
To reduce the amount of carbohydrates in your diet	Total	45	53	2
	Boomers	48	51	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
	Boomers	61	38	1
To lower your cholesterol levels	Total	66	33	1
	Boomers	65	34	1
To reduce the amount of salt in your diet	Total	67	32	1

diet				
	Boomers	65	33	1
To eat more fruits and vegetables	Total	66	34	1
	Boomers	67	32	1
To eat fewer processed foods	Total	64	35	1
	Boomers	65	34	2
To reduce the amount of fat in your diet	Total	62	37	1
	Boomers	66	33	1
To reduce the amount of sugar in your diet	Total	64	35	1
	Boomers	66	32	1
To reduce the amount of carbohydrates in your diet	Total	60	39	1
	Boomers	64	34	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
	Boomers	39	59	2
To lower your cholesterol levels	Total	56	43	1
	Boomers	60	38	2
To reduce the amount of salt in your diet	Total	35	63	1
	Boomers	38	61	1
To eat more fruits and vegetables	Total	20	79	1
	Boomers	24	75	1
To eat fewer processed foods	Total	15	83	2
	Boomers	17	81	2
To reduce the amount of fat in your diet	Total	23	76	1
	Boomers	31	67	2
To reduce the amount of sugar in your diet	Total	28	71	1
	Boomers	32	66	2
To reduce the amount of carbohydrates in your diet	Total	24	75	1
	Boomers	32	66	2

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	Boomers
More to change your health	67	73
More to change your appearance	32	25
Refused	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	Boomers
Yes	55	57
No	44	42
Refused	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
Walking	26	35
Sports	17	13
Running	10	5
Swimming	2	3
Sports - general	1	1
Basketball	1	1
Martial arts	*	1
Tennis	*	1
Other sports mentions	1	2
Working out - general	13	11
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
Weights	13	12

Weight/Strength training	13	12
Other Weight/Strength training mentions	*	*
Outdoors	10	13
Bicycling	7	9
Hiking	1	1
Yard work/Gardening	1	3
Other Outdoors mention	1	*
Machines	6	6
Classes/Gym	9	11
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	Boomers
0 to 2	30	31
3 to 4	38	37
5 to 7	30	28
8 or more	2	3
Refused	1	1

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	Boomers
0	28	37
1 to 2	23	22
3 to 4	31	26
5 or more	15	15
Refused	2	1

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

[ask if Q16=1]

	Total	Boomers
More to change your health	68	81
More to change your appearance	32	18
Refused	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	Boomers
Yes, regularly do mental exercises	56	58
No, do not regularly do mental exercises	43	41
Refused	2	1

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

	Total	Boomers
Yes, do take vitamins or herbal supplements to help with mental abilities	32	36
No, do not take vitamins or herbal supplements to help with mental abilities	66	63
Refused	2	1

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

	Total	Boomers
Yes, a family member has had these problems	31	37
Yes, I know someone who has had these problems, but no one in my family has	23	26
No, I do not know anyone who has had memory problems	44	36
Refused	2	1

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	Boomers
\$0	54	55
\$1 to \$10	13	14
\$11 to \$25	14	14
\$26 to \$50	9	9
More than \$50	6	7
Refused	4	2

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
	Boomers	5	93	1	1
Chemical Peel	Total	12	83	3	2
	Boomers	12	87	1	1
Wrinkle fillers such as Resalyne or	Total	9	86	2	2

Juvaderm

	Boomers	11	87	1	1
Laser treatments or injections to remove varicose veins	Total	17	77	3	3
	Boomers	17	82	1	1

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

	Total	Boomers
Yes	18	19
No	78	79
Have already had cosmetic or plastic surgery	2	2
Refused	2	0

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
	Boomers	18	69	13
Eyes	Total	35	58	7
	Boomers	54	38	8
Chin	Total	25	65	11
	Boomers	38	49	12
Lips	Total	9	79	12
	Boomers	13	73	14
Cheeks	Total	11	80	9
	Boomers	17	69	14
Stomach	Total	67	27	6
	Boomers	55	40	5
Buttocks	Total	25	66	9
	Boomers	21	69	9
Thighs	Total	32	59	9
	Boomers	23	67	10

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

	Total	Boomers
Yes	23	31
No	76	69
Refused	1	0

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	Boomers
Mainly to cover gray hair	55	73
Mainly because you prefer another color	43	26
Refused	2	0

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

	Total	Boomers
Yes, someone in my family	64	65
Yes, someone not in my family	4	7
No, do not have a plan	30	27
Refused	2	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	Boomers
Yes, have long-term care insurance	16	16
No, do not have long-term care insurance	82	83
Refused	2	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	Boomers
Yes	32	40
No	66	59
Refused	2	1

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	Boomers
Yes	27	34
No	70	64
Refused	3	2

Q29. How tall – in feet and inches – are you?
[number box]

	Total	Boomers
4'11 or below	2	2
5'0 to 5'4	27	27
5'5 to 5'9	40	39
5'10 to 6'2	17	19
6'3 or above	11	12
Refused	3	1

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

	Total	Boomers
Today	17	16
Within the last week	31	33
Within the last month	31	28
Longer ago than that	20	22
Refused	2	1

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

	Total	Boomers
130 or below	16	10
131 to 179	36	36
180 to 200	20	21
201 to 250	17	24
251 or more	8	9
Refused	4	2

DEMOGRAPHICS

AGE

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

GENDER

	Total	Boomers
Male	49	48
Female	51	52

EDUCATION

	Total	Boomers
Less than high school	14	11
High school	31	32
Some college	28	27
Bachelors degree or higher	28	30

RACE / ETHNICITY

	Total	Boomers
White, Non-Hispanic	68	73
Black, Non-Hispanic	12	11
Other, Non-Hispanic	6	5
Hispanic	14	10
2+ Races, Non-Hispanic	1	1

CENSUS REGION

	Total	Boomers
Northeast	18	19
Midwest	22	22
South	37	37
West	23	23

MARITAL STATUS

	Total	Boomers
Married	53	62
Single (never married)	24	13
Divorced	9	13
Widowed	5	3
Separated	2	2
Living with Partner	8	7

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>.

ABOUT KNOWLEDGE NETWORKS

Knowledge Networks delivers quality and service to guide leaders in business, government, and academia – uniquely bringing scientifically valid research to the online space through its probability-based, online KnowledgePanel®. The company delivers unique study design, science, analysis, and panel maintenance, along with a commitment to close collaboration at every stage of the research process. Knowledge Networks leverages its expertise in brands, media, advertising, and public policy issues to provide insights that speak directly to clients' most important concerns. For more information about Knowledge Networks, visit www.knowledgenetworks.com.