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Interview dates: October 5 – October 12, 2011
 Interviews: 1,410 adults; 1,095 boomers
 Sampling margin of error for a 50% statistic with 95%
 confidence is: ± 4.8 for all adults; ± 3.6 for boomers

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 BOOMERS SURVEY OCTOBER 2011
 CONDUCTED BY KNOWLEDGE NETWORKS
 October 14, 2011

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

Q1 through Q16 previously released

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	March	29	34	26	26	33
	June	28	30	27	26	33
	October	26	27	26	24	29
Somewhat happy	March	38	36	36	41	41
	June	40	38	43	43	34
	October	45	48	41	46	43
Neither happy nor unhappy	March	14	11	18	15	9
	June	11	11	8	14	11
	October	12	14	10	13	13
Somewhat unhappy	March	13	11	14	13	13
	June	15	14	17	13	15
	October	12	9	14	12	11
Very unhappy	March	6	9	6	5	4
	June	6	7	5	4	8
	October	5	2	8	4	4
Refused	March	0	0	0	0	0
	June	0	0	0	0	0
	October	0	0	1	0	0

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

		Total	18-29	30-46	47-65	66+
Excellent	March	15	22	14	13	10
	June	14	20	14	11	14
	October	13	14	13	13	13
Good	March	54	51	53	55	59
	June	58	56	61	56	57
	October	59	68	57	58	54
Fair	March	25	24	27	25	24
	June	23	19	21	25	25
	October	19	12	14	22	29
Poor	March	5	2	6	6	5
	June	5	4	5	6	4
	October	7	6	13	6	2
Very poor	March	1	0	0	2	2
	June	1	1	0	1	0
	October	1	0	1	1	2
Refused	March	0	0	0	0	0
	June	0	0	0	0	0
	October	0	0	1	0	0

Q5. Regardless of how far down the road it might be, how much thought, if any, have you given to your retirement years - what you'll do, what you'll live on, etc.?

		Total	18-29	30-46	47-65	66+
A great deal						
	March	22	12	26	32	11
	October	22	10	19	33	22
Some						
	March	30	27	41	36	2
	October	29	26	37	34	7
A little						
	March	12	17	15	9	9
	October	16	24	20	12	3
Not much at all						
	March	18	44	18	9	3
	October	17	40	21	7	1
Already retired						
	March	17	0	1	15	74
	October	16	0	1	14	66
Refused						
	March	0	0	0	0	1
	October	1	0	1	1	0

Q6. Do you currently work for pay, or not?

		Total	18-29	30-46	47-65	66+
Yes, work full-time						
	March	41	32	58	49	7
	October	41	36	58	47	3
Yes, work part-time						
	March	15	20	14	14	11
	October	16	28	14	15	8
No, do not work for pay						
	March	44	48	28	37	83
	October	42	37	26	37	89
Refused						
	March	0	0	0	0	0
	October	1	0	2	0	0

[ASK IF DID NOT ANSWER "ALREADY RETIRED" IN Q5;
 IF Q5=ALREADY RETIRED, AUTOMATICALLY CODE Q7="YES, CONSIDER SELF RETIRED"]

Q7. Regardless of whether you are working or not, do you consider yourself retired, or not?

	Total	18-29	30-46	47-65	66+
Yes, consider self retired					
March	25	2	3	28	88
October	27	4	5	30	92
No, do not consider self retired					
March	75	98	97	72	12
October	73	96	95	70	8
Refused					
March	0	0	0	0	0
October	0	0	0	0	0

[ASK IF DO NOT CONSIDER SELF RETIRED: Q7="NO, DO NOT CONSIDER SELF RETIRED" OR REFUSED AND NOT MARKED "ALREADY RETIRED" IN Q5]

Q16. Looking ahead to your retirement, how confident are you that you will have the financial resources to live comfortably during your retirement?

	Total	18-29	30-46	47-65	66+*
Very confident					
March	9	11	7	11	--
October	7	12	2	9	--
Somewhat confident					
March	42	42	41	44	--
October	41	44	41	38	--
Not too confident					
March	30	30	35	27	--
October	32	28	33	33	--
Not at all confident					
March	18	18	18	17	--
October	20	16	23	20	--
Refused					
March	0	0	0	0	--
October	1	0	2	0	--

**Sample size too small to report.*

[ASK IF DO NOT CONSIDER SELF RETIRED: Q7="NO, DO NOT CONSIDER SELF RETIRED" OR REFUSED AND NOT MARKED "ALREADY RETIRED" IN Q5]

Q18. At what age do you expect to retire?

		Total	18-29	30-46	47-65	66+*
Younger than 65						
	March	25	31	22	26	--
	October	21	27	18	22	--
65						
	March	27	27	35	20	--
	October	27	41	26	19	--
66 – 69						
	March	8	2	6	14	--
	October	11	3	13	14	--
70						
	March	12	11	13	10	--
	October	11	7	15	10	--
71+						
	March	5	7	3	3	--
	October	4	3	4	6	--
Never plan to retire						
	March	22	21	18	25	--
	October	24	19	23	27	--
Refused						
	March	2	1	3	1	--
	October	1	0	2	1	--

**Sample size too small to report.*

Q19 previously released

[ASK WHEN MARKED "NO, DO NOT CONSIDER SELF RETIRED" OR REFUSED IN Q7 AND NOT MARKED "ALREADY RETIRED" IN Q5]

Q19. Do you think you will do any work for pay after you retire, or not?

		Total	18-29	30-46	47-65	66+*
Yes, will work for pay after retirement						
	March	66	63	69	67	--
	October	64	55	63	73	--
No, will not work for pay after retirement						
	March	33	36	30	32	--
	October	35	45	36	26	--
Refused						
	March	1	1	1	1	--
	October	1	0	2	2	--

**Sample size too small to report.*

Q22. How important [IF NOT RETIRED: do you expect each of the following to be/IF RETIRED: are each of the following] as a source of income in your retirement?

[RANDOMIZE ORDER OF STATEMENTS]

- a. An employer-paid pension plan, which will pay you a set amount each month for life in your retirement

	Total	18-29	30-46	47-65	66+
Extremely important					
March	23	20	23	24	25
October	28	19	27	29	38
Very important					
March	16	19	16	17	10
October	20	30	19	17	12
Somewhat important					
March	18	29	19	13	13
October	15	29	13	12	5
Not too important					
March	7	9	6	7	4
October	8	6	11	7	5
Not important at all					
March	35	22	34	38	47
October	28	13	28	34	33
Refused					
March	1	0	2	1	1
October	3	3	2	1	5

Q22. (continued)

b. A workplace retirement savings plan, such as a 401K, 403B or 457 plan

	Total	18-29	30-46	47-65	66+
Extremely important					
March	23	27	30	22	7
October	30	37	37	25	18
Very important					
March	21	28	23	20	10
October	22	26	24	21	12
Somewhat important					
March	19	25	23	16	12
October	15	23	12	16	8
Not too important					
March	7	5	6	7	12
October	6	2	7	7	9
Not important at all					
March	28	14	16	35	55
October	24	9	18	28	46
Refused					
March	2	0	2	1	4
October	3	3	2	2	8

c. An IRA (individual retirement account)

	Total	18-29	30-46	47-65	66+
Extremely important					
March	15	18	15	14	12
October	20	29	19	17	19
Very important					
March	20	19	22	17	24
October	23	26	26	19	19
Somewhat important					
March	24	31	24	21	21
October	20	25	21	20	12
Not too important					
March	13	13	14	13	10
October	12	7	14	13	10
Not important at all					
March	27	18	22	33	33
October	23	11	17	29	35
Refused					
March	2	2	4	1	1
October	3	2	4	2	5

Q22. (continued)

d. A personal savings account other than an IRA or workplace retirement savings

	Total	18-29	30-46	47-65	66+
Extremely important					
March	16	16	20	14	16
October	25	27	26	16	37
Very important					
March	23	28	21	22	21
October	21	27	21	23	12
Somewhat important					
March	25	27	24	26	21
October	23	34	21	23	13
Not too important					
March	12	8	16	12	10
October	9	1	10	13	13
Not important at all					
March	23	20	17	25	32
October	19	9	19	24	21
Refused					
March	1	0	2	2	0
October	2	2	4	1	3

e. Personal investments in stocks, bonds, mutual funds, etc. other than an IRA or workplace retirement savings

	Total	18-29	30-46	47-65	66+
Extremely important					
March	16	16	12	14	25
October	21	23	22	18	23
Very important					
March	18	24	15	17	16
October	17	21	14	17	18
Somewhat important					
March	26	30	32	23	18
October	22	27	21	22	17
Not too important					
March	13	13	14	13	11
October	13	8	18	12	11
Not important at all					
March	26	17	26	32	28
October	23	15	21	30	23
Refused					
March	1	0	1	1	1
October	4	5	4	2	8

Q22. (continued)

f. Money from the sale of your home

	Total	18-29	30-46	47-65	66+
Extremely important					
March	7	4	8	7	10
October	10	11	11	9	10
Very important					
March	10	11	6	10	14
October	10	14	7	11	7
Somewhat important					
March	22	29	25	20	13
October	21	30	24	20	8
Not too important					
March	17	12	23	18	9
October	19	19	23	19	11
Not important at all					
March	44	44	37	44	53
October	37	23	33	39	57
Refused					
March	1	0	1	1	2
October	3	2	2	3	8

g. Social Security

	Total	18-29	30-46	47-65	66+
Extremely important					
March	36	24	26	40	57
October	42	32	36	45	61
Very important					
March	23	21	23	24	22
October	23	24	24	24	20
Somewhat important					
March	24	26	32	21	11
October	17	26	15	20	4
Not too important					
March	9	15	10	7	4
October	7	7	13	5	4
Not important at all					
March	8	11	8	6	5
October	7	9	10	4	3
Refused					
March	1	3	1	1	0
October	3	2	2	2	7

Q22. (continued)

h. Money from other family members

	Total	18-29	30-46	47-65	66+
Extremely important					
March	4	2	8	5	0
October	5	11	6	4	0
Very important					
March	8	12	7	5	10
October	4	2	6	6	2
Somewhat important					
March	15	19	21	12	8
October	14	19	18	12	7
Not too important					
March	17	23	16	17	10
October	22	34	22	17	16
Not important at all					
March	55	44	46	61	72
October	51	30	45	58	71
Refused					
March	1	0	2	1	1
October	4	4	4	3	4

Q24 previously released

Q24. Thinking about the economic downturn that started about three years ago, at any point during this time, did you lose money on any of the following types of investments?

[RANDOMIZE ORDER OF STATEMENTS]

a. A workplace retirement savings plan, such as a 401K, 403B or 457 plan

	Total	18-29	30-46	47-65	66+
Yes, lost money on this type of investment					
March	29	13	41	35	15
October	29	7	33	42	62
No, did not lose money on this type of investment					
March	19	19	20	19	16
October	18	27	17	15	12
Not applicable, do not have this type of investment					
March	52	68	39	45	66
October	51	64	47	41	24
Refused					
March	0	0	0	0	2
October	2	2	3	1	1

Q24. (continued)

b. An IRA (individual retirement account)

	Total	18-29	30-46	47-65	66+
Yes, lost money on this type of investment					
March	21	7	21	28	28
October	21	12	12	32	29
No, did not lose money on this type of investment					
March	17	13	16	20	19
October	19	20	17	17	24
Not applicable, do not have this type of investment					
March	61	80	62	51	53
October	58	64	68	49	46
Refused					
March	0	0	1	1	0
October	2	3	3	2	1

c. Personal investments in stocks, bonds, mutual funds, etc. other than an IRA or workplace retirement savings

	Total	18-29	30-46	47-65	66+
Yes, lost money on this type of investment					
March	29	11	25	37	43
October	30	14	19	41	47
No, did not lose money on this type of investment					
March	14	15	14	16	9
October	14	14	16	12	14
Not applicable, do not have this type of investment					
March	57	74	61	46	48
October	54	68	63	45	36
Refused					
March	0	1	0	1	0
October	2	3	2	1	2

Q24. (continued)

d. Real Estate

	Total	18-29	30-46	47-65	66+
Yes, lost money on this type of investment					
March	20	12	23	25	17
October	22	11	21	29	20
No, did not lose money on this type of investment					
March	22	9	20	31	25
October	22	15	20	28	26
Not applicable, do not have this type of investment					
March	57	80	56	43	57
October	54	72	55	42	52
Refused					
March	1	0	1	1	1
October	2	2	4	2	2

Q25. Since then, have you made back the money you lost on each of these types of investments?

[SHOW ONLY INVESTMENTS THAT LOST MONEY]

[GRID]

a. A workplace retirement savings plan, such as a 401K, 403B or 457 plan

	Total	18-29*	30-46*	47-65	66+*
Yes, have earned back the value					
March	48	--	--	50	--
October	29	--	--	25	--
No, have not earned back the value					
March	52	--	--	50	--
October	71	--	--	75	--
Refused					
March	0	--	--	0	--
October	0	--	--	0	--

*Sample size too small to report.

Q25. (continued)

b. An IRA (individual retirement account)

	Total	18-29*	30-46*	47-65	66+*
Yes, have earned back the value					
March	45	--	--	47	--
October	22	--	--	21	--
No, have not earned back the value					
March	55	--	--	53	--
October	78	--	--	79	--
Refused					
March	0	--	--	1	--
October	0	--	--	0	--

**Sample size too small to report.*

c. Personal investments in stocks, bonds, mutual funds, etc. other than an IRA or workplace retirement savings

	Total	18-29*	30-46*	47-65	66+*
Yes, have earned back the value					
March	41	--	--	41	--
October	20	--	--	22	--
No, have not earned back the value					
March	59	--	--	58	--
October	79	--	--	76	--
Refused					
March	0	--	--	0	--
October	1	--	--	1	--

**Sample size too small to report.*

d. Real Estate

	Total	18-29*	30-46*	47-65	66+*
Yes, have earned back the value					
March	9	--	--	8	--
October	4	--	--	6	--
No, have not earned back the value					
March	91	--	--	92	--
October	94	--	--	94	--
Refused					
March	0	--	--	1	--
October	2	--	--	0	--

**Sample size too small to report.*

Q26 previously released

Q26. Overall, do you think that loss will cause you to retire later than you expected or not?

[ASK IF NOT RETIRED AND LOST MONEY ON INVESTMENTS]

	Total	18-29*	30-46*	47-65	66+*
Will retire later than expected					
March	37	--	--	42	--
October	48	--	--	53	--
Will retire the same age as originally planned					
March	62	--	--	58	--
October	52	--	--	47	--
Refused					
March	1	--	--	0	--
October	0	--	--	0	--

*Sample size too small to report.

Q27c previously released

Q27. For each of the following, please indicate how likely it is that each will happen during your retirement.

[GRID; RANDOMIZE ITEMS]

a. You will have to scale back your lifestyle

	Total	18-29	30-46	47-65	66+
Extremely likely					
March	11	5	11	13	11
October	15	5	18	17	20
Very likely					
March	16	7	19	21	14
October	18	15	16	24	13
Somewhat likely					
March	37	39	43	34	29
October	33	44	32	31	25
Not too likely					
March	24	29	18	21	33
October	21	24	19	17	30
Not likely at all					
March	12	19	9	11	13
October	10	9	12	8	12
Refused					
March	0	0	0	1	0
October	2	2	3	2	0

Q27. (continued)

b. You will have to struggle to make ends meet

	Total	18-29	30-46	47-65	66+
Extremely likely					
March	11	6	9	15	12
October	14	7	15	16	19
Very likely					
March	10	6	11	11	10
October	13	7	15	15	12
Somewhat likely					
March	28	29	37	24	20
October	26	28	30	29	13
Not too likely					
March	34	32	30	32	46
October	32	42	25	26	42
Not likely at all					
March	16	25	13	16	13
October	13	14	13	12	13
Refused					
March	1	1	0	2	0
October	2	2	2	1	0

c. You will move away from where you live now to somewhere new

	Total	18-29	30-46	47-65	66+
Extremely likely					
March	8	4	9	13	2
October	10	6	15	11	6
Very likely					
March	14	17	15	12	11
October	14	21	11	12	11
Somewhat likely					
March	30	35	39	24	22
October	30	43	35	24	17
Not too likely					
March	25	24	22	25	30
October	23	22	16	28	26
Not likely at all					
March	23	19	15	25	35
October	22	6	21	24	41
Refused					
March	0	0	0	1	0
October	2	2	2	2	0

Q27. (continued)

d. You will be financially dependent on your children or other family members

	Total	18-29	30-46	47-65	66+
Extremely likely					
March	2	1	4	2	2
October	2	1	3	2	3
Very likely					
March	4	1	5	3	7
October	5	6	4	3	6
Somewhat likely					
March	14	21	21	9	4
October	14	19	14	12	12
Not too likely					
March	36	33	43	33	35
October	38	44	40	33	34
Not likely at all					
March	44	44	28	53	52
October	39	27	36	48	45
Refused					
March	0	0	0	0	0
October	2	3	2	2	0

e. You will need to move into the home of one of your children or that of another family member

	Total	18-29	30-46	47-65	66+
Extremely likely					
March	3	1	6	1	3
October	3	2	5	2	4
Very likely					
March	3	1	4	3	3
October	3	4	2	2	3
Somewhat likely					
March	13	21	17	8	8
October	13	15	17	11	8
Not too likely					
March	36	39	44	32	29
October	38	48	37	35	31
Not likely at all					
March	45	37	30	56	57
October	40	27	37	47	49
Refused					
March	0	0	0	1	0
October	3	2	2	2	4

Q27. (continued)

f. Your children or other family members will be financially dependent on you

	Total	18-29	30-46	47-65	66+
Extremely likely					
March	2	1	1	2	3
October	2	2	1	2	4
Very likely					
March	5	5	8	5	1
October	5	3	4	6	10
Somewhat likely					
March	22	26	28	18	18
October	21	28	26	16	14
Not too likely					
March	35	33	42	31	34
October	36	49	36	33	23
Not likely at all					
March	35	35	21	44	43
October	34	16	31	41	48
Refused					
March	0	0	0	1	1
October	2	2	2	1	0

g. You will start a new career

	Total	18-29	30-46	47-65	66+
Extremely likely					
March	2	2	3	2	0
October	3	1	2	4	2
Very likely					
March	5	3	9	5	0
October	8	10	12	7	0
Somewhat likely					
March	25	38	33	19	5
October	22	35	22	22	8
Not too likely					
March	28	22	32	32	18
October	32	35	36	31	21
Not likely at all					
March	39	35	22	40	75
October	33	15	26	34	64
Refused					
March	1	0	1	1	2
October	3	3	2	2	4

F1 through H10B previously released

DEMOGRAPHICS

AGE

	March	June	October
18-29	22	22	21
30-46	28	30	30
47-65	34	33	33
66+	16	16	16

GENDER

		Total	18-29	30-46	47-65	66+
Male	March	48	50	49	49	42
	June	49	51	49	48	45
	October	48	52	48	48	43
Female	March	52	50	51	51	58
	June	51	49	51	52	56
	October	52	48	52	52	57

EDUCATION

		Total	18-29	30-46	47-65	66+
Less than high school	March	13	19	10	11	14
	June	14	14	16	11	14
	October	13	14	10	11	22
High school	March	31	25	29	32	43
	June	31	31	23	32	44
	October	31	28	30	31	34
Some college	March	28	37	27	27	21
	June	28	36	27	27	21
	October	28	38	26	27	21
Bachelors degree or higher	March	28	19	34	31	22
	June	28	19	34	30	22
	October	29	20	35	31	23

RACE / ETHNICITY

	Total	18-29	30-46	47-65	66+
White, Non-Hispanic					
March	68	62	59	73	83
June	68	56	64	73	79
October	69	59	64	73	79
Black, Non-Hispanic					
March	11	17	10	11	8
June	12	13	14	11	7
October	11	17	7	11	13
Other, Non-Hispanic					
March	5	4	9	5	1
June	6	9	6	5	1
October	6	8	7	5	3
Hispanic					
March	14	16	20	10	9
June	14	20	16	10	12
October	13	12	22	10	4
2+ Races, Non-Hispanic					
March	1	1	1	1	0
June	1	2	0	1	1
October	1	4	0	1	0

CENSUS REGION

	Total	18-29	30-46	47-65	66+
Northeast					
March	19	18	17	19	21
June	18	17	18	19	20
October	18	18	17	19	19
Midwest					
March	22	23	21	22	22
June	22	22	21	22	22
October	22	22	21	22	23
South					
March	37	35	38	37	36
June	37	38	37	37	36
October	37	38	37	37	36
West					
March	23	24	24	22	22
June	23	24	24	23	22
October	23	22	24	22	22

MARITAL STATUS

		Total	18-29	30-46	47-65	66+
Married	March	51	26	58	60	58
	June	53	21	60	62	64
	October	53	33	56	62	52
Single (never married)	March	23	57	19	12	8
	June	24	65	18	13	0
	October	19	47	16	11	3
Divorced	March	10	2	9	17	10
	June	9	0	11	13	7
	October	10	2	10	15	13
Widowed	March	4		0	3	22
	June	5	0	0	3	24
	October	6	0	1	3	28
Separated	March	1	1	1	2	1
	June	2	0	3	2	2
	October	1	0	1	2	0
Living with Partner	March	9	14	12	6	2
	June	8	14	9	7	2
	October	11	18	16	7	3

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.