



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

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. 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.*

Some questions held for later release

[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.

Some questions held for later release

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

Some questions held for later release

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.*

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

[GRID; RANDOMIZE ITEMS]

Some items in Q27 held for later release

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

F1. Do you have any children? Please include both juvenile and adult children.

	Total	18-29	30-46	47-65	66+
Yes	65	33	63	77	89
No	34	67	36	23	11
Refused	0	0	1	0	0

F2. Do any of your children currently live with you?

[ASK IF HAVE ANY CHILDREN]

	Total	18-29*	30-46	47-65	66+
Yes	56	--	89	43	15
No	44	--	11	57	85
Refused	0	--	0	0	0

**Sample size too small to report.*

F3. Do you currently have any grandchildren?

[ASK IF HAVE ANY CHILDREN]

	Total	18-29*	30-46	47-65	66+
Yes	46	--	11	58	93
No	54	--	89	41	8
Refused	0	--	0	0	0

**Sample size too small to report.*

P1. Thinking of the home you consider your main residence, do you own that home or do you rent it?

	Total	18-29	30-46	47-65	66+
Own	62	34	63	76	67
Rent	36	64	33	22	32
Refused	2	1	3	1	1

P2. For how many years have you lived in your current home or apartment? Enter exact number of years; if less than one year, enter 0

	Total	18-29	30-46	47-65	66+
0-5	44	73	52	27	23
6-15	31	17	39	34	27
16-25	13	8	7	22	17
25-40	7	3	0	14	12
40 or more	4	0	1	2	17
Refused	2	0	2	1	4

P3. Which one of the following best describes where you currently live?

	Total	18-29	30-46	47-65	66+
Urban area	22	28	21	21	16
Suburban area	52	53	49	51	56
Rural area	25	17	27	28	28
Refused	1	2	2	0	0

H1. How likely is it that you will stay in the home you live in now throughout your whole retirement? Is that...

	Total	18-29	30-46	47-65	66+
Extremely likely	15	0	10	20	34
Very likely	16	7	14	20	23
Somewhat likely	21	18	20	24	19
Not too likely	18	17	16	20	17
Not likely at all	29	57	38	15	6
Refused	1	2	2	1	1

H2. How likely is it that you will buy a new home for your retirement? Is that...

	Total	18-29	30-46	47-65	66+
Extremely likely	3	5	2	4	0
Very likely	8	11	10	8	2
Somewhat likely	27	45	34	18	9
Not too likely	26	30	30	25	20
Not likely at all	32	7	20	44	66
Refused	2	2	4	1	3

H2A. What are the main reasons that you think you might buy a new home for retirement?

[ASK IF LIKELY TO BUY NEW HOME FOR RETIREMENT]

[CHECKBOXES; RANDOMIZE ITEMS 1-8; KEEP "ANOTHER REASON" LAST]

	Total	18-29*	30-46*	47-65	66+*
Want to move to an area with a different climate	26	--	--	30	--
Want to move to a resort location	14	--	--	8	--
Want to move closer to family	20	--	--	15	--
Want to move to a smaller home	36	--	--	43	--
Want to move to a larger home	14	--	--	8	--
Want to move to a more affordable home	30	--	--	25	--
Want to move to a retirement community	7	--	--	12	--
Want to move to a city where there are more services	11	--	--	10	--
Another reason: <u> </u> [TEXTBOX] <u> </u>	13	--	--	15	--
Refused	0	--	--	1	--

*Sample size too small to report.

H3. How likely is it that you will rent the home you will live in during retirement, rather than buy it?

	Total	18-29	30-46	47-65	66+
Extremely likely	6	0	9	5	8
Very likely	7	4	4	10	9
Somewhat likely	20	28	28	12	12
Not too likely	25	33	24	30	9
Not likely at all	40	32	33	42	62
Refused	2	2	2	1	1

H4. How likely is it that you would maintain two or more homes at the same time during your retirement? Is that...

	Total	18-29	30-46	47-65	66+
Extremely likely	2	1	1	3	5
Very likely	4	3	7	3	2
Somewhat likely	11	16	15	8	4
Not too likely	25	36	27	21	14
Not likely at all	56	42	47	65	73
Refused	1	1	2	1	1

H5. How likely is it that you would move to a new home in retirement that is in a different state from where you live today?

	Total	18-29	30-46	47-65	66+
Extremely likely	5	10	4	6	0
Very likely	9	18	5	7	9
Somewhat likely	25	30	35	19	12
Not too likely	21	19	21	25	14
Not likely at all	38	23	32	42	63
Refused	1	0	3	1	1

H6. When you think about the home you will choose to live in during your retirement, how important is each of the following?

[GRID; RANDOMIZE ITEMS]

		Extremely important	Very important	Somewhat important	Not too important	Not important at all	Refused
Having a home that is all on one level (i.e., no stairs)	Total	18	20	30	20	11	2
	18-29	11	16	30	32	9	2
	30-46	10	19	38	19	12	3
	47-65	23	23	28	14	10	2
	66+	28	20	18	19	14	1
Living in a gated community with full-time security	Total	4	8	19	29	38	2
	18-29	3	12	26	22	34	2
	30-46	4	5	20	39	29	3
	47-65	3	5	19	27	43	2
	66+	4	12	9	22	52	1
Living near a golf course	Total	1	2	9	19	65	4
	18-29	0	3	13	24	54	5
	30-46	1	2	9	24	59	5
	47-65	1	2	8	15	71	3
	66+	0	2	7	11	79	1
Living near a beach or seashore	Total	4	9	20	30	34	3
	18-29	2	10	20	38	27	3
	30-46	6	11	22	27	31	3
	47-65	5	7	20	29	37	3
	66+	1	8	17	31	42	1
Living in a city	Total	5	11	26	26	28	4
	18-29	7	19	24	27	19	4
	30-46	4	10	30	25	26	5
	47-65	5	9	26	27	31	2
	66+	4	8	23	23	39	2

H6. (continued)

		Extremely important	Very important	Somewhat important	Not too important	Not important at all	Refused
Living close to the friends you have today	Total	10	20	35	21	11	3
	18-29	10	17	42	16	13	2
	30-46	12	23	30	21	10	4
	47-65	8	19	36	23	12	2
	66+	10	18	36	23	11	2
[SHOW IF HAVE ANY CHILDREN]	Total	27	28	28	9	5	2
Living close to your children	18-29	30	27	23	10	3	7
	30-46	35	34	22	5	2	2
	47-65	22	28	32	9	8	2
	66+	26	21	29	16	5	3
Living in a warm climate	Total	10	16	32	24	15	3
	18-29	10	9	38	21	20	2
	30-46	10	15	31	28	13	3
	47-65	8	17	32	23	17	2
	66+	11	21	29	24	11	3
Living in a dry climate	Total	4	8	28	32	25	3
	18-29	5	4	32	32	24	2
	30-46	1	7	27	35	25	4
	47-65	3	10	27	32	25	2
	66+	10	10	25	30	23	2
Living in a climate with all four seasons	Total	5	13	38	26	15	2
	18-29	3	13	44	22	14	2
	30-46	4	10	41	28	15	3
	47-65	6	13	35	28	16	2
	66+	8	16	32	25	18	1
Being close to shops and services	Total	11	26	41	12	8	2
	18-29	7	27	46	12	7	2
	30-46	12	27	41	6	11	3
	47-65	11	27	41	11	9	1
	66+	17	19	32	23	7	2
Being close to medical offices or hospitals	Total	15	25	38	14	6	2
	18-29	12	22	38	19	7	2
	30-46	11	24	41	12	7	4
	47-65	15	24	40	12	8	2
	66+	24	30	30	13	1	1
Living in a development with organized social activities	Total	2	8	20	32	34	3
	18-29	3	9	28	30	27	3
	30-46	1	7	20	32	35	4
	47-65	3	7	19	35	34	2
	66+	1	11	10	32	44	1

H6. (continued)

		Extremely important	Very important	Somewhat important	Not too important	Not important at all	Refused
Having an extra room for visiting family or friends	Total	12	26	33	15	12	3
	18-29	12	33	31	13	8	2
	30-46	13	27	33	15	9	4
	47-65	10	28	37	13	11	2
	66+	13	16	26	19	22	4
Being close to a major airport	Total	3	6	21	32	35	3
	18-29	2	7	21	37	31	2
	30-46	2	7	21	36	30	3
	47-65	3	7	22	27	38	3
	66+	2	4	18	27	45	3
Being in a college town	Total	1	1	10	25	59	3
	18-29	4	2	14	28	49	2
	30-46	0	1	9	24	61	4
	47-65	1	1	9	24	62	3
	66+	0	1	7	24	66	2
Living in a community that offers services like meals and local transportation	Total	7	10	32	26	23	2
	18-29	9	9	34	26	20	2
	30-46	7	9	38	22	22	3
	47-65	6	10	29	29	24	1
	66+	6	9	24	33	28	1

H7. If you had to choose, which is more important to you when you think about where you'd like to spend your retirement?

[RANDOMIZE RESPONSE OPTIONS]

	Total	18-29	30-46	47-65	66+
Living close to your children or family	76	77	84	73	70
Living in a community with friends of your own age	22	21	13	27	29
Refused	2	2	3	1	1

H8. When friends and family travel to your area would you...

[RANDOMIZE RESPONSE OPTIONS]

	Total	18-29	30-46	47-65	66+
Like them to they stay with you?	75	80	76	76	62
Prefer that they stay in a hotel?	24	18	21	23	37
Refused	2	2	2	1	1

[IF CHILDREN DO NOT CURRENTLY LIVE WITH RESPONDENT]

H9A. When your children moved out of the house, did you convert any of their rooms to other uses, or did you leave them alone?

	Total	18-29*	30-46*	47-65	66+*
Converted them to other uses	44	--	--	47	--
Left them alone	55	--	--	51	--
Refused	1	--	--	1	--

**Sample size too small to report.*

[IF CHILDREN DO NOT CURRENTLY LIVE WITH RESPONDENT AND ROOMS WERE CONVERTED TO OTHER USES]

[CHECKBOXES]

H10A. For what use did you convert the rooms that used to belong to your children?

	Total	18-29*	30-46*	47-65	66+*
Home office	45	--	--	39	--
Home gym	11	--	--	5	--
Craft room or hobby space	30	--	--	28	--
Entertainment room	13	--	--	15	--
Guest bedroom	55	--	--	58	--
Bedroom for another family member	9	--	--	8	--
OTHER: <u> </u> [TEXTBOX] <u> </u>	12	--	--	12	--
Refused	0	--	--	0	--

**Sample size too small to report.*

[IF CHILDREN CURRENTLY LIVE WITH RESPONDENT]

H9B. When all of your children move out of your house, are you likely to convert any of their rooms to other uses, or will you leave the rooms alone?

	Total	18-29*	30-46*	47-65	66+*
Likely to convert rooms to other uses	51	--	--	49	--
Leave rooms alone	46	--	--	50	--
Refused	3	--	--	1	--

**Sample size too small to report.*

[IF CHILDREN CURRENTLY LIVE WITH RESPONDENT AND ROOMS WILL BE CONVERTED TO OTHER USES]

H10B. For what uses do you think it is likely you will use the rooms that used to belong to your children?

	Total	18-29*	30-46*	47-65	66+*
Home office	38	--	--	47	--
Home gym	24	--	--	23	--
Craft room or hobby space	32	--	--	36	--
Entertainment room	30	--	--	20	--
Guest bedroom	79	--	--	72	--
Bedroom for another family member	8	--	--	9	--
OTHER: __[TEXTBOX]__	3	--	--	3	--
Refused	0	--	--	0	--

**Sample size too small to report.*

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.