Knowledge
N E T W O R K S

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BOOMERS SURVEY JUNE 2011
CONDUCTED BY KNOWLEDGE NETWORKS
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NOTE: All results shown are weighted and are percentages unless otherwise labeled. Numbers may not add to 100 due to rounding.

Questions previously released.

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

Questions 5 through 9b previously released.

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

Questions 10 through 13 previously released.

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

ASK Q14A OF THOSE WHO HAVE MADE EACH DIETARY CHANGE IN Q14

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?

 [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
	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

ASK Q14B OF THOSE WHO HAVE MADE EACH DIETARY CHANGE IN Q14

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?

[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

ASK IF "YES" TO ANY IN Q14

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?

	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

ASK IF "YES" IN Q16

Q16a. What types of exercise have you done **regularly** in the past year?
 [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

ASK IF "YES" IN Q16

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

ASK IF "YES" IN Q16

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

ASK IF "YES" IN Q16

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

	Total	Boomers
More to change your health	68	81
More to change your appearance	32	18
Refused	1	1

Question 18 previously released

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

Questions 19 through 24b previously released.

Questions 25 through 28 held for future release.

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

BMI - Calculated from respondents' answers to Q29 and Q31

	Total	Boomers
Underweight (BMI under 18.5)	2	1
Normal (18.5 to under 25)	34	27
Overweight (25 to under 30)	35	36
Obese (30 or higher)	29	36

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.

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