



1350 Willow Rd, Suite 102  
 Menlo Park, CA 94025  
[www.knowledgenetworks.com](http://www.knowledgenetworks.com)

Interview dates: March 04 – March 13, 2011  
 Interviews: 1,490 adults, including 1,160 baby boomers  
 Sampling margin of error for a 50% statistic with 95%  
 confidence is:  $\pm 4.3$  for all adults;  $\pm 3.5$  for boomers

ASSOCIATED PRESS-LIFEGOESSTRONG.COM  
 BOOMERS SURVEY  
 CONDUCTED BY KNOWLEDGE NETWORKS  
 March 16, 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	29	26
Somewhat happy	38	40
Neither happy nor unhappy	14	15
Somewhat unhappy	13	13
Very unhappy	6	5
Refused	0	0

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

	Total	Boomers
Excellent	15	13
Good	54	55
Fair	25	25
Poor	5	6
Very poor	1	2
Refused	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	Boomers
A great deal	22	31
Some	30	36
A little	12	9
Not much at all	18	9
Already retired	17	15
Refused	0	0

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

	Total	Boomers
Yes, work full-time	41	49
Yes, work part-time	15	14
No, do not work for pay	44	37
Refused	0	0

*Questions 6a and 6b held for later release*

[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	Boomers
Yes, consider self retired	25	28
No, do not consider self retired	75	72
Refused	0	0

*Questions 8 through 15 held for later release*

[ASK IF DO NOT CONSIDER SELF RETIRED: Q7="NO, DO NOT CONSIDER SELF RETIRED" OR REFUSED]

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

	Total	Boomers
Very confident	9	11
Somewhat confident	42	44
Not too confident	30	27
Not at all confident	18	17
Refused	0	0

[ASK IF DO NOT CONSIDER SELF RETIRED: Q7="NO, DO NOT CONSIDER SELF RETIRED" OR REFUSED]

**Q18.** At what age do you expect to retire?

	Total	Boomers
Younger than 65	25	26
65	27	20
66 – 69	8	14
70	12	10
71+	5	3
Never plan to retire	22	25
Refused	2	1

[ASK IF DO NOT CONSIDER SELF RETIRED: Q7="NO, DO NOT CONSIDER SELF RETIRED" OR REFUSED]

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

	Total	Boomers
Yes, will work for pay after retirement	66	67
No, will not work for pay after retirement	33	32
Refused	1	1

[ASK IF PLAN TO WORK FOR PAY AFTER RETIREMENT: Q19=YES]

**Q20.** Which ONE of the following BEST describes why you are planning to work after you retire?

	Total	Boomers
To earn enough money to make ends meet	29	35
To have enough money for extras	22	26
To stay busy	40	29
To try a new career	3	2
Some other reason (specify reason)_____	5	7
Refused	0	1

**Q21.** Do you personally have any of the following types of retirement accounts or plans, or not?

[RANDOMIZE ORDER OF STATEMENTS]

		Yes, have this type of account/plan	No, do not have this type of account/plan	Refused
An employer-paid pension plan, which will pay you a set amount each month for life in your retirement	Total	29	69	2
	Boomers	38	60	2
A workplace retirement savings plan, such as a 401K, 403B or 457 plan	Total	39	59	2
	Boomers	43	54	3
An IRA (individual retirement account)	Total	31	67	2
	Boomers	38	59	4
A personal savings account other than an IRA or workplace retirement savings	Total	43	55	2
	Boomers	48	49	3
Personal investments in stocks, bonds, mutual funds, etc. other than an IRA or workplace retirement savings	Total	35	64	1
	Boomers	39	58	2

**Q22.** How important [IF NOT RETIRED, Q7=2, REFUSED: do you expect each of the following to be/IF RETIRED, Q7=1: are each of the following] as a source of income in your retirement?

[RANDOMIZE ORDER OF STATEMENTS]

		Extremely important	Very important	Somewhat important	Not too important	Not important at all	Refused
An employer-paid pension plan, which will pay you a set amount each month for life in your retirement	Total	23	16	18	7	35	1
	Boomers	24	17	13	7	38	1
A workplace retirement savings plan, such as a 401K, 403B or 457 plan	Total	23	21	19	7	28	2
	Boomers	22	20	16	7	35	1
An IRA (individual retirement account)	Total	15	20	24	13	27	2
	Boomers	14	17	21	14	34	1
A personal savings account other than an IRA or workplace retirement savings	Total	16	23	25	12	23	1
	Boomers	14	22	26	12	25	2
Personal investments in stocks, bonds, mutual funds, etc. other than an IRA or workplace retirement savings	Total	16	18	26	13	26	1
	Boomers	14	17	23	13	32	1
Money from the sale of your home	Total	7	10	22	17	44	1
	Boomers	7	10	20	18	44	1
Social Security	Total	36	23	24	9	8	1
	Boomers	40	24	21	7	6	1
Money from other family members	Total	4	8	15	17	55	1
	Boomers	5	5	12	17	61	1

**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]

		Yes, lost money on this type of investment	No, did not lose money on this type of investment	Not applicable, do not have this type of investment	Refused
A workplace retirement savings plan, such as a 401K, 403B or 457 plan	Total	29	19	52	0
	Boomers	35	20	45	0
An IRA (individual retirement account)	Total	21	17	61	0
	Boomers	28	20	51	0
Personal investments in stocks, bonds, mutual funds, etc. other than an IRA or workplace retirement savings	Total	29	14	57	0
	Boomers	37	16	46	1
Real Estate	Total	20	22	57	1
	Boomers	25	31	43	1

[ASK IF LOST MONEY ON ANY TYPE OF INVESTMENT; ONLY DISPLAY ITEMS FOR WHICH Q24=YES]

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

[RANDOMIZE ORDER OF STATEMENTS]

		Yes, have earned back the value	No, have not earned back the value	Refused
A workplace retirement savings plan, such as a 401K, 403B or 457 plan	Total	48	52	0
	Boomers	50	49	0
An IRA (individual retirement account)	Total	45	55	0
	Boomers	47	53	1
Personal investments in stocks, bonds, mutual funds, etc. other than an IRA or workplace retirement savings	Total	41	59	0
	Boomers	41	58	0
Real Estate	Total	9	91	0
	Boomers	8	91	1

[ASK IF LOST MONEY ON ANY TYPE OF INVESTMENT AND NOT CURRENTLY RETIRED; ONLY DISPLAY ITEMS FOR WHICH Q24=YES AND Q7=NO OR REFUSED]

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

	Total	Boomers
Will retire later than expected	37	42
Will retire the same age as originally planned	62	58
Refused	1	0

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

[RANDOMIZE ORDER OF STATEMENTS]

		Extremely likely	Very likely	Somewhat likely	Not too likely	Not likely at all	Refused
You will have to scale back your lifestyle	Total	11	16	37	24	12	0
	Boomers	13	21	34	21	11	1
You will have to struggle to make ends meet	Total	11	10	28	34	16	1
	Boomers	15	11	24	32	16	2
You will move away from where you live now to somewhere new	Total	8	14	30	25	23	0
	Boomers	12	13	24	25	25	1
You will be financially dependent on your children or other family members	Total	2	4	14	36	44	0
	Boomers	2	3	9	33	53	0
You will need to move into the home of one of your children or that of another family member	Total	3	3	13	36	45	0
	Boomers	1	3	8	32	56	1
Your children or other family members will be financially dependent on you	Total	2	5	22	35	35	0
	Boomers	2	5	18	31	44	1
You will start a new career	Total	2	5	25	28	39	1
	Boomers	2	5	19	32	40	1

**Q28.** Thinking about the financial decisions you have made so far, do you feel you did an excellent job managing your investments and savings, a good job, a fair job, a poor job or a very poor job managing your investments and savings?

	Total	Boomers
An excellent job	6	7
A good job	28	30
A fair job	40	38
A poor job	13	16
A very poor job	12	9
Refused	1	0

**Q29.** Finally, thinking about all of your retirement accounts and investments, but not including real estate, approximately how much do you currently have saved for your retirement?

	Total	Boomers
\$0	32	24
\$1 to \$4,999	9	8
\$5,000 to \$19,999	9	5
\$20,000 to \$49,999	10	6
\$50,000 to \$99,999	7	8
\$100,000 to \$199,999	6	11
\$200,000 to \$499,999	7	13
\$500,00 or more	6	10
Refused	14	15

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**DEMOGRAPHICS**

**AGE**

18-29	22
30-45	28
46-65	34
66+	16

**GENDER**

	Total	Boomers
Male	48	49
Female	52	51

**EDUCATION**

	Total	Boomers
Less than high school	13	11
High school	31	32
Some college	28	27
Bachelors degree or higher	28	31

**RACE / ETHNICITY**

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

**CENSUS REGION**

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

**MARITAL STATUS**

	Total	Boomers
Married	51	60
Single (never married)	23	12
Divorced	10	17
Widowed	4	3
Separated	1	2
Living with Partner	9	6

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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>.

For this poll, baby boomers are defined as those born between the years of 1946 and 1964.

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## ABOUT KNOWLEDGE NETWORKS

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