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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: ± 4.3 for all adults; ± 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 through Q6 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	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

[ASK IF WORK FULL OR PART TIME: Q6=1, 2]

Q6a. How long have you worked for your current employer, in years and months?

	Total	Boomers
Less than 1 year	12	7
1 year to fewer than 5 years	33	22
5 years to fewer than 10 years	20	18
10 years to fewer than 15 years	12	13
15 years to fewer than 20 years	7	10
20+ years	15	29
Refused	1	1

[ASK IF WORK FULL OR PART TIME: Q6=1, 2]

Q6b. And how long have you worked in your current field, in years and months?

	Total	Boomers
Less than 1 year	5	3
1 year to fewer than 5 years	22	7
5 years to fewer than 10 years	16	10
10 years to fewer than 15 years	15	11
15 years to fewer than 20 years	9	10
20+ years	32	58
Refused	1	1

Q7 previously released

[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

Q8. How satisfied or dissatisfied are you with your job?

	Total	Boomers
Very satisfied	28	32
Somewhat satisfied	42	39
Neither satisfied nor dissatisfied	14	13
Somewhat dissatisfied	13	13
Very dissatisfied	3	3
Refused	0	0

Q10. For each of the following characteristics of your job, please indicate how satisfied or dissatisfied you feel with that aspect of your job.

[RANDOMIZE ORDER OF STATEMENTS]

		Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Not applicable	Refused
Your relationships with your co-workers	Total	37	34	15	7	2	4	0
	Boomers	42	33	12	6	1	6	
Your boss or immediate supervisor	Total	33	28	15	8	8	7	1
	Boomers	34	26	13	10	8	9	0
Your opportunities for advancement	Total	16	22	22	16	14	10	0
	Boomers	15	22	22	16	13	13	0

		Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Not applicable	Refused
The amount of on the job stress	Total	15	27	24	17	13	4	0
	Boomers	17	26	24	18	12	3	0
The retirement benefits offered by your employer	Total	17	22	21	12	11	15	1
	Boomers	20	23	16	12	11	19	0
Your ability to keep up with technology	Total	34	30	21	7	3	5	0
	Boomers	25	37	19	10	2	7	0
Your ability to keep up with new developments in your field	Total	32	33	22	6	2	4	0
	Boomers	31	34	22	6	2	6	0

[ASK IF WORK FULL OR PART TIME: Q6=1, 2]

Q11. Would you say your current boss is younger than you, older than you or about the same age? If you're not sure, your best guess is fine.

	Total	Boomers
Younger than you	23	46
Older than you	52	22
About the same age	17	23
Not applicable	7	9
Refused	0	0

[ASK IF WORK FULL OR PART TIME: Q6=1, 2]

Q12. And would you say most of your co-workers are younger than you, older than you or about the same age? If you're not sure, your best guess is fine.

	Total	Boomers
Younger than you	38	58
Older than you	25	6
About the same age	30	28
Not applicable	6	8
Refused	0	0

[ASK IF WORK FULL OR PART TIME: Q6=1, 2]

Q13. In general, do you consider your age to be (an asset) to your career, (a liability) to your career, or not an issue in your work life?

[RANDOMIZE ORDER OF PHRASES IN PARENTHESES]

	Total	Boomers
An asset to your career	25	25
A liability to your career	12	14
Not an issue in your career	63	61
Refused	0	0

Q14. Have you personally ever experienced prejudice or discrimination in the job market or at work because of your age?

	Total	Boomers
Yes, have experienced discrimination based on age	16	18
No, have not experienced discrimination based on age	83	82
Refused	0	1

[ASK IF 50 OR MORE YEARS OLD AND (EMPLOYED FULL OR PART TIME PER Q6 OR THE PROFILE DATA: Q6=1, 2 OR PPWORK=3, 4)]

Q15. Please indicate if you believe you have experienced any of these situations because of your age since turning 50 years old. Have you...

[RANDOMIZE ORDER OF STATEMENTS]

		Yes, have experienced this	No, have not experienced this	Refused
Been laid off, fired or forced to retire because of your age	Total	11	89	0
	Boomers	8	92	0
Been denied access to training or the opportunity to acquire new skills because of your age	Total	9	91	0
	Boomers	9	90	0
Been passed over for a raise, promotion or chance to get ahead because of your age	Total	16	84	0
	Boomers	15	85	0
Been passed over for certain assignments because of your age	Total	15	85	0
	Boomers	13	87	0
Received certain <u>unwanted</u> assignments because of your age	Total	12	88	0
	Boomers	12	88	0

		Yes, have experienced this	No, have not experienced this	Refused
Received or been exposed to unwelcome comments about your age in the workplace	Total	14	85	0
	Boomers	13	87	0
Had colleagues come to you for advice more often	Total	57	43	0
	Boomers	57	42	0
Felt as though you are receiving more respect within the company	Total	37	63	0
	Boomers	34	66	0
Received certain <u>desirable</u> assignments because of your age	Total	16	84	1
	Boomers	17	83	0

Q16 through Q29 previously released

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

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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