Language of Aging

September 2021

Methods

Survey sponsor	AARP
Survey/Data collection supplier	Research Strategy Group
Population represented	U.S. adults aged 50+
Sample size	1,200 Respondents
Mode of data collection	Delvinia online panel
Type of sample (probability/non-probability)	Non-probability
Start and end dates of data collection	January 29, 2021 to February 3, 2021
Weighting	The data are weighted to the U.S. age 50+ population by gender, age, region and race/ethnicity (based on June 2020 US Census CPS Data)
Contact for more information	Colette Thayer, cthayer@aarp.org Brittne Kakulla, bkakulla@aarp.org For media inquiries, contact media@aarp.org

Note: “” next to unweighted base size indicates low base size. Any differences between age groups (50-64 vs. 65+) with statistical significance at a 95% confidence level are highlighted in bold text*

Screening Questions

S1. Are you...?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Male	50	51	48
Female	50	48	52
Prefer not to say	-	1	-

S2. Please select your age from the drop-down box below

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
50-54	18	29	-
55-59	17	29	-
60-64	25	42	-
65-69	8	-	20
70+	32	-	80

S3. In what state do you live in?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Northeast	18	17	19
South	37	38	36
Midwest	22	22	21
West	23	22	24

Main

[PN: Randomly assigned to positive OR negative framed concept]

1. Please indicate how relevant this idea is for you personally.

- a. **Brain App (positive frame):** A brain app designed to help continue to expand and grow your mind through challenging tasks and memory games.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	626	331	295
10 - Very relevant	22	25	18
9	11	11	12
8	18	19	16
7	12	10	14
6	10	10	10
5	10	9	10
4	2	2	2
3	4	4	5
2	3	1	5
1 - Not at all relevant	9	9	9

- b. **Brain App (negative frame):** A brain app designed to stop the effects of aging through challenging tasks and memory games.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	574	321	253
10 - Very relevant	25	25	24
9	12	13	11
8	18	18	18
7	13	12	14
6	8	6	10
5	7	7	7
4	2	3	2
3	5	7	2
2	3	3	2
1 - Not at all relevant	7	5	10

[PN: Randomly assigned to positive OR negative framed concept]

2. Please indicate how relevant this idea is for you personally.

- a. **Social Club (positive frame):** A Social Club designed for people ages 50 and over looking to expand their mind and learn new things by meeting new people:

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	587	322	265
10 - Very relevant	12	14	10
9	8	8	9
8	13	14	10
7	10	10	11
6	12	12	11
5	12	12	11
4	4	3	5
3	8	7	8
2	6	7	5
1 - Not at all relevant	16	12	22

- b. **Social Club (negative frame):** A Social Club designed for the elderly looking to expand their mind and learn new things by meeting new people.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	613	330	283
10 - Very relevant	13	13	12
9	5	7	3
8	13	11	14
7	10	9	10
6	11	11	13
5	12	12	12
4	5	6	5
3	8	8	7
2	5	6	4
1 - Not at all relevant	18	16	19

[PN: Randomly assigned to positive OR negative framed concept]

3. Please indicate how relevant this idea is for you personally.

- a. **Power Bar (positive frame):** Vigor is a new power bar that is made specifically for people ages 50-plus to supplement the dietary protein required to maintain energy throughout the day.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	623	357	266
10 - Very relevant	13	18	5
9	10	11	8
8	16	14	18
7	11	12	10
6	10	8	11
5	11	10	14
4	5	5	6
3	8	9	5
2	4	3	5
1 - Not at all relevant	12	9	16

- b. **Power Bar (negative frame):** Vigor is a new power bar that is made specifically for seniors to supplement the dietary protein required to maintain energy throughout the day.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	577	295	282
10 - Very relevant	13	14	12
9	9	8	11
8	13	13	13
7	12	15	8
6	10	10	10
5	14	14	15
4	6	6	6
3	8	7	9
2	4	4	4
1 - Not at all relevant	11	9	12

[PN: Randomly assigned to positive OR negative framed concept]

4. Please indicate how relevant this idea is for you personally.

- a. **A New Bank (positive frame):** A new bank with financial services (savings, insurance, loans, etc.) tailored to the financial needs of older adults.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	630	342	288
10 - Very relevant	12	14	9
9	9	9	8
8	14	15	12
7	11	10	11
6	8	9	7
5	12	11	13
4	5	6	5
3	7	9	4
2	8	8	8
1 - Not at all relevant	14	9	22

- b. **A New Bank (negative frame):** A new bank with financial services (savings, insurance, loans, etc.) tailored to the financial needs of seniors.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	570	310	260
10 - Very relevant	14	16	12
9	8	8	9
8	12	14	11
7	12	12	11
6	8	7	9
5	12	11	13
4	6	7	5
3	6	5	9
2	7	7	7
1 - Not at all relevant	15	15	15

5. Please indicate if you agree OR disagree with the following "mottos" related to getting older.

Percentage Selecting "Agree"	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Every year should be teaching us all something valuable	96	96	96
You are never too old to set another goal	96	95	97
My identity is not defined by my age	94	93	94
Life is about the journey (not the destination)	93	91	95
Your attitude on aging will impact how well you age	92	91	93
Aging isn't about getting old it's about living	92	91	92
As we get older, we build momentum (based on our experience and wisdom)	88	88	90
You have the opportunity to reinvent yourself as you get older	88	90	85
You are only as old as you think	87	87	87
It is a privilege to grow old	84	83	86
The 2nd half of one's life should be better than the 1st half	84	84	84
Age is just a number	83	84	82
You can't stop aging; you can only try to delay it	83	81	87
Confidence comes with age	80	80	79
As people get older, they become more "set in their ways"	75	79	68
Anyone who stops learning is old	67	64	73
Getting older is a battle	54	56	51
People should wear "age-appropriate" clothing	51	53	47
It gets harder to learn new things as you get older	47	49	44

6. We'd like to know how you view yourself. From the list below, which word/phrase do you associate with yourself?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Independent	64	61	68
Knowledgeable	64	61	67
Experienced	61	56	69
Comfortable	60	56	66
Confident	54	49	60
Alive	53	47	61
Learning	52	49	56
Adaptable	50	48	52
Accepting	48	47	50
Flexible	46	44	50
Wise	46	44	49
Open	45	42	50
On a Journey	37	38	36
Forward moving	37	38	36
Growing	35	36	34
Connected	32	30	34
Old School	32	33	29
Adventurous	31	33	29
Changing	29	31	27
Graceful	28	26	29
Savvy	25	23	29
Reinventing	22	24	19
Alone	15	16	13
Dependent	12	14	9
Old	9	8	10
Grumpy	8	8	8
Slow	8	7	9
Complacent	7	8	5
Boring	5	5	5
Stuck	4	6	2
Stagnant	4	4	3
Helpless	3	4	2
Closed minded	3	4	2
A burden	3	3	3
Sinking	3	2	3
Rigid	2	3	2
Closed	2	2	2
Dead	1	2	1
None of these	1	1	1

7. Below is a list of words / phrases that can be used to describe someone who is older. Which of the following are you comfortable with being used to describe you, personally? Select all that apply.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Mature	60	57	65
Experienced	56	54	59
50-plus	50	55	41
Retiree	41	21	71
Senior	38	22	64
Older adult	36	31	44
Senior Citizen	36	17	63
Baby Boomer	31	24	41
Middle-aged	26	36	10
Older person	26	21	32
Elder	18	14	23
Golden years	18	12	26
Boomer	17	13	24
Elderly	13	9	20
Old fart	11	10	11
Old	8	7	9
Over the hill	7	5	8
Geezer	5	4	5
Geriatric	3	2	4
None of the above	4	5	2

8. Do you have any personal experience being referred to as any of the following? Select all that apply.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Senior Citizen	30	13	55
Senior	29	16	47
Retiree	27	12	49
50-plus	24	29	16
Mature	24	24	23
Experienced	21	23	18
Baby Boomer	20	17	24
Older person	18	18	18
Older adult	18	19	16
Old	17	17	17
Middle-aged	16	22	6
Old fart	11	11	12
Elderly	11	7	17
Boomer	9	9	10
Over the hill	8	8	8
Golden years	8	5	11
Elder	7	7	7
Geezer	5	4	7
Geriatric	3	2	4
None of the above	20	23	16

9. [Asked to those who had experience with being referred to as this label] How much do you like being referred to by the word / phrase:

a. Summary table

Percentage Selecting “Like it a little” or “Like it a lot”	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	156	64	92
Baby boomer	48	42	54
<i>Unweighted n</i>	107	53	54
Boomer	39	39	39
<i>Unweighted n</i>	160	37*	123
Senior	39	42	37
<i>Unweighted n</i>	155	28*	127
Senior Citizen	36	38	35
<i>Unweighted n</i>	80	40*	40*
Elder	52	52	53
<i>Unweighted n</i>	104	32*	72
Elderly	36	39	34
<i>Unweighted n</i>	135	85	50
Old	9	9	9

<i>Unweighted n</i>	142	86	56
Older adult	30	28	32
<i>Unweighted n</i>	139	79	60
Older person	24	20	30
<i>Unweighted n</i>	146	110	36*
50-plus	38	41	27
<i>Unweighted n</i>	159	37*	122
Retiree	56	58	55
<i>Unweighted n</i>	133	120	15*
Middle-aged	38	39	26
<i>Unweighted n</i>	150	87	63
Mature	62	61	62
<i>Unweighted n</i>	146	82	64
Experienced	87	90	84
<i>Unweighted n</i>	77	29*	48*
Golden years	56	61	53
<i>Unweighted n</i>	61	25*	36*
Geezer	25	33	19
<i>Unweighted n</i>	92	50	42*
Over the hill	15	12	20
<i>Unweighted n</i>	111	62	49*
Old Fart	40	47	28
<i>Unweighted n</i>	38*	14*	24*
Geriatric	13	16	10

b. Baby Boomer

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	156	64	92
Top Two Box (NET)	48	42	54
5 - I like it a lot	29	27	30
4 - I like it a little	20	16	24
3 - I neither like it or dislike it	47	52	43
Bottom Two Box (NET)	4	6	3
2 - I dislike it a little	3	4	1
1 - I dislike it a lot	1	1	2

c. Boomer

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	107	53	54
Top Two Box (NET)	39	39	39
5 - I like it a lot	19	14	25
4 - I like it a little	21	25	14
3 - I neither like it or dislike it	42	42	42
Bottom Two Box (NET)	19	19	19
2 - I dislike it a little	9	7	12
1 - I dislike it a lot	10	12	7

d. Senior

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	160	37*	123
Top Two Box (NET)	39	42	37
5 - I like it a lot	20	23	19
4 - I like it a little	18	19	18
3 - I neither like it or dislike it	49	35	55
Bottom Two Box (NET)	12	23	8
2 - I dislike it a little	10	19	6
1 - I dislike it a lot	2	4	2

e. Senior Citizen

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	155	28*	127
Top Two Box (NET)	36	38	35
5 - I like it a lot	20	21	20
4 - I like it a little	15	16	15
3 - I neither like it or dislike it	57	57	57
Bottom Two Box (NET)	7	5	8
2 - I dislike it a little	5	5	5
1 - I dislike it a lot	3	-	4

f. Elder

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	80	40*	40*
Top Two Box (NET)	52	52	53
5 - I like it a lot	33	35	29
4 - I like it a little	20	17	24
3 - I neither like it or dislike it	31	31	32
Bottom Two Box (NET)	16	17	15
2 - I dislike it a little	8	7	8
1 - I dislike it a lot	9	10	7

g. Elderly

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	104	32*	72
Top Two Box (NET)	36	39	34
5 - I like it a lot	16	32	7
4 - I like it a little	20	7	27
3 - I neither like it or dislike it	28	28	28
Bottom Two Box (NET)	36	33	38
2 - I dislike it a little	18	18	18
1 - I dislike it a lot	18	15	20

h. Old

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	135	85	50
Top Two Box (NET)	9	9	9
5 - I like it a lot	5	6	3
4 - I like it a little	4	3	6
3 - I neither like it or dislike it	36	31	46
Bottom Two Box (NET)	55	60	45
2 - I dislike it a little	25	26	23
1 - I dislike it a lot	31	34	22

i. Older Adult

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	142	86	56
Top Two Box (NET)	30	28	32
5 - I like it a lot	16	16	15
4 - I like it a little	14	13	17
3 - I neither like it or dislike it	55	53	60
Bottom Two Box (NET)	15	19	8
2 - I dislike it a little	11	13	8
1 - I dislike it a lot	4	6	1

j. Older Person

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	139	79	60
Top Two Box (NET)	24	20	30
5 - I like it a lot	12	12	13
4 - I like it a little	12	8	18
3 - I neither like it or dislike it	47	47	48
Bottom Two Box (NET)	29	33	22
2 - I dislike it a little	20	23	15
1 - I dislike it a lot	9	10	7

k. 50-plus

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	146	110	36*
Top Two Box (NET)	38	41	27
5 - I like it a lot	23	26	12
4 - I like it a little	15	15	15
3 - I neither like it or dislike it	55	52	68
Bottom Two Box (NET)	7	7	5
2 - I dislike it a little	5	5	4
1 - I dislike it a lot	2	2	2

l. Retiree

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	159	37*	122
Top Two Box (NET)	56	58	55
5 - I like it a lot	35	44	31
4 - I like it a little	21	14	24
3 - I neither like it or dislike it	41	37	42
Bottom Two Box (NET)	3	5	2
2 - I dislike it a little	3	4	2
1 - I dislike it a lot	-	2	-

m. Middle-aged

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	133	112	21*
Top Two Box (NET)	38	39	26
5 - I like it a lot	16	16	17
4 - I like it a little	22	23	9
3 - I neither like it or dislike it	54	53	61
Bottom Two Box (NET)	9	8	12
2 - I dislike it a little	4	4	6
1 - I dislike it a lot	4	4	6

n. Mature

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	150	87	63
Top Two Box (NET)	62	61	62
5 - I like it a lot	41	42	39
4 - I like it a little	21	20	23
3 - I neither like it or dislike it	35	34	36
Bottom Two Box (NET)	3	5	2
2 - I dislike it a little	3	4	1
1 - I dislike it a lot	1	-	1

o. Experienced

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	146	82	64
Top Two Box (NET)	87	90	84
5 - I like it a lot	69	71	65
4 - I like it a little	19	19	19
3 - I neither like it or dislike it	11	7	16
Bottom Two Box (NET)	2	3	-
2 - I dislike it a little	2	3	-
1 - I dislike it a lot	-	-	-

p. Golden Years

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	77	29*	48*
Top Two Box (NET)	56	61	53
5 - I like it a lot	33	50	22
4 - I like it a little	23	11	31
3 - I neither like it or dislike it	33	26	38
Bottom Two Box (NET)	10	12	9
2 - I dislike it a little	6	7	5
1 - I dislike it a lot	4	6	4

q. Geezer

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	61	25*	36*
Top Two Box (NET)	25	33	19
5 - I like it a lot	15	18	13
4 - I like it a little	10	15	7
3 - I neither like it or dislike it	34	19	45
Bottom Two Box (NET)	41	47	36
2 - I dislike it a little	16	19	14
1 - I dislike it a lot	25	29	22

r. Over The Hill

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	92	50	42*
Top Two Box (NET)	15	12	20
5 - I like it a lot	11	10	13
4 - I like it a little	4	2	7
3 - I neither like it or dislike it	33	24	47
Bottom Two Box (NET)	52	64	33
2 - I dislike it a little	27	40	7
1 - I dislike it a lot	25	24	26

s. Old Fart

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	111	62	49*
Top Two Box (NET)	40	47	28
5 - I like it a lot	18	22	13
4 - I like it a little	22	26	15
3 - I neither like it or dislike it	32	30	36
Bottom Two Box (NET)	27	23	36
2 - I dislike it a little	5	1	13
1 - I dislike it a lot	22	22	22

t. Geriatric

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	38*	14*	24*
Top Two Box (NET)	13	16	10
5 - I like it a lot	11	12	10
4 - I like it a little	2	4	-
3 - I neither like it or dislike it	31	22	38
Bottom Two Box (NET)	57	62	52
2 - I dislike it a little	26	28	25
1 - I dislike it a lot	30	35	27

10. In your opinion, is the word / phrase appropriate for:

a. **Baby Boomer**

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	156	64	92
Someone in their 50s	28	46	12
Someone in their 60s	74	89	60
Someone in their 70s	61	37	84
Someone in their 80s	12	9	15
Someone in their 90s	2	3	1
Someone in their 100s	2	3	1
None of these	1	1	-

b. **Boomer**

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	107	53	54
Someone in their 50s	30	39	17
Someone in their 60s	80	83	74
Someone in their 70s	59	42	86
Someone in their 80s	9	6	14
Someone in their 90s	3	2	5
Someone in their 100s	2	2	3
None of these	6	9	-

c. **Senior**

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	160	37*	123
Someone in their 50s	13	25	8
Someone in their 60s	58	70	53
Someone in their 70s	61	45	67
Someone in their 80s	56	39	62
Someone in their 90s	48	34	54
Someone in their 100s	43	34	46
None of these	1	-	1

d. Senior Citizen

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	155	28*	127
Someone in their 50s	5	5	5
Someone in their 60s	56	68	53
Someone in their 70s	58	42	63
Someone in their 80s	54	44	57
Someone in their 90s	50	36	54
Someone in their 100s	41	34	43
None of these	3	3	2

e. Elder

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	80	40*	40*
Someone in their 50s	23	35	5
Someone in their 60s	40	43	35
Someone in their 70s	54	47	66
Someone in their 80s	53	46	62
Someone in their 90s	45	42	50
Someone in their 100s	35	35	35
None of these	8	5	11

f. Elderly

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	104	32*	72
Someone in their 50s	11	21	4
Someone in their 60s	15	15	15
Someone in their 70s	45	31	54
Someone in their 80s	52	51	52
Someone in their 90s	41	30	48
Someone in their 100s	33	20	41
None of these	11	12	11

g. Old

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	135	85	50
Someone in their 50s	9	12	2
Someone in their 60s	19	20	18
Someone in their 70s	40	35	51
Someone in their 80s	49	46	57
Someone in their 90s	49	41	65
Someone in their 100s	40	36	50
None of these	16	18	13

h. Older Adult

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	142	86	56
Someone in their 50s	40	50	20
Someone in their 60s	55	61	43
Someone in their 70s	61	55	72
Someone in their 80s	55	47	71
Someone in their 90s	43	35	57
Someone in their 100s	39	32	54
None of these	4	4	2

i. Older Person

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	139	79	60
Someone in their 50s	26	33	13
Someone in their 60s	42	49	30
Someone in their 70s	56	50	67
Someone in their 80s	51	45	61
Someone in their 90s	39	32	52
Someone in their 100s	34	30	42
None of these	5	7	3

j. 50-plus

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	146	110	36*
Someone in their 50s	81	86	59
Someone in their 60s	43	37	64
Someone in their 70s	28	21	55
Someone in their 80s	21	14	50
Someone in their 90s	14	10	33
Someone in their 100s	13	9	28
None of these	3	1	13

k. Retiree

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	159	37*	122
Someone in their 50s	16	27	12
Someone in their 60s	66	68	65
Someone in their 70s	62	54	64
Someone in their 80s	45	32	50
Someone in their 90s	35	25	39
Someone in their 100s	30	21	33
None of these	4	2	5

l. Middle-aged

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	133	112	21*
Someone in their 50s	83	84	70
Someone in their 60s	38	36	58
Someone in their 70s	5	3	24
Someone in their 80s	1	1	-
Someone in their 90s	1	1	-
Someone in their 100s	1	1	-
None of these	6	6	9

m. Mature

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	150	87	63
Someone in their 50s	59	69	43
Someone in their 60s	61	60	61
Someone in their 70s	53	44	67
Someone in their 80s	32	24	44
Someone in their 90s	24	20	31
Someone in their 100s	20	17	25
None of these	6	6	6

n. Experienced

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	146	82	64
Someone in their 50s	72	85	51
Someone in their 60s	70	68	73
Someone in their 70s	66	56	83
Someone in their 80s	58	49	72
Someone in their 90s	45	40	52
Someone in their 100s	44	39	52
None of these	3	1	6

o. Golden Years

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	77	29*	48*
Someone in their 50s	24	33	18
Someone in their 60s	41	47	36
Someone in their 70s	44	32	52
Someone in their 80s	40	29	48
Someone in their 90s	35	22	44
Someone in their 100s	23	21	23
None of these	6	5	6

p. Geezer

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	61	25*	36*
Someone in their 50s	14	18	11
Someone in their 60s	28	29	27
Someone in their 70s	44	47	41
Someone in their 80s	39	36	42
Someone in their 90s	32	28	36
Someone in their 100s	22	14	28
None of these	25	16	32

q. Over The Hill

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	92	50	42*
Someone in their 50s	22	23	19
Someone in their 60s	28	33	19
Someone in their 70s	26	22	33
Someone in their 80s	19	13	29
Someone in their 90s	14	7	26
Someone in their 100s	13	9	18
None of these	34	33	35

r. Old Fart

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	111	62	49*
Someone in their 50s	24	34	6
Someone in their 60s	42	49	31
Someone in their 70s	42	37	50
Someone in their 80s	47	50	43
Someone in their 90s	28	26	31
Someone in their 100s	23	19	29
None of these	16	12	24

s. Geriatric

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	38*	14*	24*
Someone in their 50s	11	16	6
Someone in their 60s	11	11	11
Someone in their 70s	24	26	23
Someone in their 80s	55	68	45
Someone in their 90s	55	60	51
Someone in their 100s	49	41	57
None of these	27	23	31

11. In your opinion, is the word / phrase appropriate for:

a. Baby Boomer

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	156	64	92
Among friends/family	64	63	65
A casual conversation	56	56	55
Products or services targeting people in your age demographic.	55	51	58
Businesses targeting people in your age demographic	48	46	49
News/media	46	49	44
A news article	46	45	47
Advertisements	36	39	33
As part of a joke	22	29	16
The workplace	15	21	10
When referring to a stranger	13	13	13
Other	1	-	2
None of these	5	3	6

b. Boomer

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	107	53	54
Among friends/family	65	64	67
A casual conversation	56	47	69
Products or services targeting people in your age demographic.	50	47	56
Businesses targeting people in your age demographic	45	48	40
As part of a joke	34	33	36
News/media	32	30	35
A news article	31	29	34
Advertisements	23	19	28
The workplace	17	17	18
When referring to a stranger	14	16	10
Other	2	1	2
None of these	10	12	5

c. Senior

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	160	37*	123
Products or services targeting people in your age demographic.	58	27	70
Among friends/family	57	60	56
Businesses targeting people in your age demographic	51	33	58
A news article	44	40	45
News/media	43	33	47
A casual conversation	42	37	45
Advertisements	35	23	39
The workplace	21	23	20
When referring to a stranger	20	14	22
As part of a joke	18	16	19
Other	1	-	1
None of these	8	8	7

d. Senior Citizen

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	155	28*	127
Products or services targeting people in your age demographic.	61	47	65
Among friends/family	46	37	49
Businesses targeting people in your age demographic	46	30	50
A casual conversation	38	34	39
News/media	36	26	38
A news article	32	25	34
Advertisements	31	24	33
When referring to a stranger	27	24	28
The workplace	15	18	14
As part of a joke	13	4	15
Other	1		1
None of these	6	2	7

e. Elder

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	80	40*	40*
Among friends/family	62	62	61
Products or services targeting people in your age demographic.	56	60	51
Businesses targeting people in your age demographic	54	55	53
A casual conversation	45	52	36
A news article	37	33	42
News/media	36	35	39
When referring to a stranger	33	30	36
The workplace	29	30	28
Advertisements	24	19	32
As part of a joke	22	24	18
Other	2	2	1
None of these	12	9	15

f. Elderly

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	104	32*	72
Among friends/family	53	54	52
A casual conversation	40	43	37
Products or services targeting people in your age demographic.	33	18	41
When referring to a stranger	29	21	34
Businesses targeting people in your age demographic	28	13	37
A news article	26	20	30
News/media	22	19	24
Advertisements	20	16	22
As part of a joke	18	15	19
The workplace	12	10	13
Other	-	-	-
None of these	14	17	12

g. Old

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	135	85	50
Among friends/family	51	48	58
As part of a joke	44	47	38
A casual conversation	34	35	33
When referring to a stranger	17	18	14
Businesses targeting people in your age demographic	16	14	21
A news article	12	10	18
News/media	12	11	14
Products or services targeting people in your age demographic.	11	11	12
Advertisements	5	4	9
The workplace	3	3	2
Other	1	1	2
None of these	25	29	15

h. Older Adult

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	142	86	56
A casual conversation	53	53	52
Products or services targeting people in your age demographic.	48	42	61
Businesses targeting people in your age demographic	47	44	53
When referring to a stranger	41	37	51
News/media	39	34	49
A news article	34	29	43
Advertisements	30	24	43
The workplace	28	33	18
As part of a joke	16	14	19
Other	1		2
None of these	4	5	2

i. Older Person

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	139	79	60
A casual conversation	59	57	63
Among friends/family	57	60	52
Products or services targeting people in your age demographic.	40	33	50
When referring to a stranger	39	37	43
Businesses targeting people in your age demographic	28	26	31
A news article	26	23	31
News/media	22	15	34
Advertisements	21	15	30
As part of a joke	21	26	11
The workplace	19	21	15
Other	1	1	-
None of these	12	16	7

j. 50-plus

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	146	110	36*
Products or services targeting people in your age demographic.	60	58	67
Among friends/family	54	55	49
Businesses targeting people in your age demographic	47	48	42
Advertisements	38	35	50
A casual conversation	37	39	33
News/media	36	36	39
A news article	32	32	31
When referring to a stranger	26	25	33
As part of a joke	22	23	19
The workplace	22	24	12
Other	-	-	-
None of these	8	8	8

k. Retiree

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	159	37*	122
Among friends/family	59	61	58
A casual conversation	58	51	60
Businesses targeting people in your age demographic	56	49	59
Products or services targeting people in your age demographic.	51	39	55
News/media	44	39	46
A news article	43	38	46
Advertisements	41	29	45
The workplace	33	41	30
When referring to a stranger	15	8	17
As part of a joke	11	8	12
Other	2	-	3
None of these	7	12	5

l. Middle-aged

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	133	112	21*
Among friends/family	61	62	52
A casual conversation	58	59	52
Products or services targeting people in your age demographic.	52	50	67
Businesses targeting people in your age demographic	46	43	73
News/media	39	37	49
A news article	36	34	51
When referring to a stranger	27	27	28
Advertisements	26	24	39
The workplace	25	25	26
As part of a joke	15	17	3
Other	-	-	-
None of these	12	11	18

m. Mature

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	150	87	63
Among friends/family	61	62	58
A casual conversation	52	54	48
Products or services targeting people in your age demographic.	41	36	51
Businesses targeting people in your age demographic	40	39	42
A news article	31	30	31
The workplace	27	28	25
News/media	26	24	28
When referring to a stranger	23	19	31
Advertisements	22	21	25
As part of a joke	9	11	5
Other	1	1	1
None of these	7	9	4

n. Experienced

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	146	82	64
Among friends/family	61	62	59
The workplace	60	59	60
A casual conversation	59	55	65
Products or services targeting people in your age demographic.	43	43	43
Businesses targeting people in your age demographic	42	42	43
News/media	31	26	40
A news article	29	28	32
Advertisements	26	28	22
When referring to a stranger	26	27	24
As part of a joke	16	19	12
Other	1	-	2
None of these	3	4	2

o. Golden Years

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	77	29*	48*
As part of a joke	53	49	55
Among friends/family	39	33	45
A casual conversation	29	14	42
The workplace	15	22	9
When referring to a stranger	13	17	10
A news article	7	12	3
News/media	7	12	3
Businesses targeting people in your age demographic	4	-	6
Products or services targeting people in your age demographic.	3	4	3
Advertisements	3	3	3
Other	1	-	1
None of these	24	20	27

p. Geezer

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	61	25*	36*
As part of a joke	53	49	55
Among friends/family	39	33	45
A casual conversation	29	14	42
The workplace	15	22	9
When referring to a stranger	13	17	10
A news article	7	12	3
News/media	7	12	3
Businesses targeting people in your age demographic	4	-	6
Products or services targeting people in your age demographic.	3	4	3
Advertisements	3	3	3
Other	1		1
None of these	24	20	27

q. Over The Hill

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	92	50	42*
As part of a joke	55	53	59
Among friends/family	53	51	56
A casual conversation	28	22	38
Businesses targeting people in your age demographic	10	14	3
The workplace	7	7	8
Products or services targeting people in your age demographic.	7	10	1
Advertisements	7	10	2
When referring to a stranger	6	10	-
News/media	3	4	3
A news article	2	4	-
Other	2	1	2
None of these	31	33	27

r. **Old Fart**

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	111	62	49*
Among friends/family	67	64	73
As part of a joke	65	64	68
A casual conversation	41	38	46
The workplace	7	5	9
Advertisements	7	9	3
When referring to a stranger	5	8	1
Products or services targeting people in your age demographic.	4	5	3
News/media	2	3	-
Businesses targeting people in your age demographic	2	3	-
A news article	1		3
Other	1	2	1
None of these	13	10	19

s. **Geriatric**

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	38*	14*	24*
Among friends/family	30	37	25
Products or services targeting people in your age demographic.	28	27	29
A news article	27	27	27
A casual conversation	26	37	16
As part of a joke	25	30	22
News/media	25	32	19
Advertisements	20	10	29
Businesses targeting people in your age demographic	17	10	23
When referring to a stranger	10	16	5
The workplace	10	16	5
Other	7	16	-
None of these	30	12	45

12. From the list below, which words do you associate with the word/phrase:

a. **Baby Boomer**

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	156	64	92
Experienced	59	56	61
Knowledgeable	53	48	58
Wise	40	47	33
Old School	39	45	33
Confident	38	39	37
Independent	37	38	36
Comfortable	36	28	43
On a Journey	29	28	30
Alive	27	21	33
Adaptable	27	30	24
Open	26	22	31
Connected	22	21	22
Flexible	21	18	24
Accepting	21	21	21
Adventurous	20	19	20
Growing	19	19	19
Forward moving	19	19	19
Old	18	20	15
Learning	16	17	15
Reinventing	15	14	17
Changing	14	17	11
Graceful	14	14	14
Savvy	13	14	13
Closed minded	5	4	5
Grumpy	4	7	2
Dependent	4	2	6
Stuck	4	5	3
Helpless	3	4	2
Closed	3	3	2
Slow	3	2	4
Complacent	3	1	4
Rigid	2	3	2
Boring	2	1	3
Alone	2	2	3
Stagnant	2	3	1
A burden	2	1	2
Dead	1	1	1
Sinking	1	-	1
None of these	6	8	5

b. Boomer

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	107	53	54
Experienced	55	47	67
Knowledgeable	50	43	61
Old School	44	45	43
Wise	41	42	40
Confident	37	35	39
Forward moving	36	31	44
Independent	35	30	42
Comfortable	30	26	37
Adaptable	30	19	45
On a Journey	29	24	36
Adventurous	28	19	43
Alive	28	22	38
Learning	25	23	29
Flexible	25	23	28
Open	24	19	32
Accepting	22	19	27
Graceful	22	23	20
Savvy	21	18	27
Old	21	19	23
Growing	20	15	27
Connected	19	14	27
Reinventing	17	14	20
Changing	13	10	18
Dependent	13	13	12
Closed minded	12	17	6
Grumpy	11	15	6
Stagnant	10	12	6
Closed	9	12	5
Rigid	9	10	6
Complacent	8	10	5
A burden	8	9	6
Boring	7	10	4
Stuck	7	6	8
Slow	6	5	8
Dead	4	6	2
Alone	2	3	1
Sinking	2	1	3
Helpless	2	1	2
None of these	4	7	1

c. Senior

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	160	37*	123
Experienced	58	38	66
Wise	48	42	50
Knowledgeable	46	35	51
Comfortable	33	23	36
Old	32	37	30
Confident	31	30	32
Independent	31	33	30
Old School	31	26	32
Alive	22	12	26
On a Journey	22	14	25
Accepting	18	14	20
Growing	17	12	19
Savvy	17	5	21
Learning	16	21	14
Changing	16	17	15
Adaptable	15	15	15
Forward moving	13	14	13
Graceful	13	11	14
Open	12	11	13
Connected	12	14	11
Adventurous	12	20	9
Flexible	12	3	15
Reinventing	9	3	12
Dependent	7	12	5
Grumpy	7	8	6
Slow	7	4	7
Complacent	6	6	5
Closed minded	5	2	6
Helpless	4	8	3
Rigid	4	5	4
Boring	4	5	3
Stagnant	3	6	2
A burden	3	6	2
Closed	3	2	3
Sinking	2	-	3
Alone	2	5	1
Stuck	2	2	2
Dead	-	-	-
None of these	6	5	7

d. Senior Citizen

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	155	28*	127
Experienced	56	51	58
Knowledgeable	46	50	44
Wise	40	23	45
Old	32	23	35
Independent	31	21	34
Comfortable	29	12	34
Old School	29	16	33
Confident	26	9	31
Alive	21	8	25
Graceful	20	26	18
Accepting	17	24	15
Slow	17	12	18
Adaptable	15	12	16
Savvy	14	6	17
Dependent	14	9	15
On a Journey	13	10	14
Growing	10	12	10
Changing	10	3	12
Forward moving	10	5	11
Flexible	9	4	11
Alone	9	5	10
Open	9	-	12
Reinventing	9	5	10
Grumpy	9	9	9
Connected	8	-	10
Learning	8	7	8
Adventurous	7	11	6
Boring	6	-	8
Helpless	6	2	7
Complacent	4	-	6
A burden	4	3	5
Sinking	4	2	5
Closed minded	4	-	5
Stagnant	4	-	5
Rigid	4	-	5
Stuck	3	2	3
Closed	2	2	2
Dead	1	-	1
None of these	3	-	4

e. Elder

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	80	40*	40*
Experienced	63	65	58
Knowledgeable	53	61	42
Wise	49	50	47
Confident	45	53	34
Old School	42	47	35
Comfortable	37	34	42
Independent	36	38	33
Old	34	34	36
Accepting	33	39	24
Graceful	33	40	22
Alive	27	29	23
Adaptable	25	31	17
On a Journey	24	31	14
Forward moving	23	23	23
Open	22	26	15
Learning	21	23	19
Savvy	21	21	21
Slow	20	20	21
Connected	17	20	13
Flexible	15	13	19
Growing	15	11	21
Dependent	14	12	17
Helpless	12	12	13
Grumpy	10	7	13
Boring	9	4	17
Stuck	9	4	16
A burden	8	3	16
Changing	8	10	4
Alone	8	5	11
Rigid	7	2	14
Complacent	7	2	14
Closed minded	7	2	14
Reinventing	6	8	4
Adventurous	6	4	8
Stagnant	5	2	9
Closed	3	2	5
Sinking	1	-	3
Dead	1	2	
None of these	-	-	-

f. Elderly

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	104	32*	72
Old	56	35	68
Experienced	41	34	44
Old School	38	27	44
Slow	34	32	35
Knowledgeable	32	31	33
Wise	32	36	29
Dependent	26	23	27
Helpless	25	26	25
A burden	23	27	21
Comfortable	22	22	22
Alone	20	18	21
Stagnant	18	16	18
Boring	18	10	22
Grumpy	17	13	19
Accepting	16	13	18
Confident	14	12	16
On a Journey	14	10	16
Closed minded	13	11	14
Sinking	13	5	18
Rigid	13	14	12
Alive	13	10	14
Independent	12	16	10
Adaptable	12	11	13
Closed	12	11	13
Savvy	12	17	8
Learning	11	8	13
Graceful	10	7	11
Stuck	10	5	12
Connected	10	14	7
Dead	10	3	14
Growing	8	9	7
Flexible	8	7	9
Complacent	7	3	10
Forward moving	6	2	8
Adventurous	6	4	7
Reinventing	5	7	4
Open	5	4	6
Changing	4	7	3
None of these	1	-	2

g. Old

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	135	85	50
Old	54	58	46
Slow	40	41	37
Old School	31	32	29
Grumpy	30	31	28
Dependent	27	25	31
Experienced	25	24	28
Boring	25	27	20
Closed minded	24	23	27
Wise	24	28	16
A burden	24	22	27
Stagnant	23	22	26
Helpless	22	23	20
Stuck	19	23	11
Closed	19	20	17
Rigid	17	18	17
Dead	16	19	9
Knowledgeable	15	16	14
Sinking	15	17	9
Alone	13	15	9
Complacent	10	11	10
Comfortable	10	12	7
On a Journey	10	11	8
Independent	6	4	10
Alive	5	4	10
Changing	5	6	4
Open	5	5	5
Savvy	5	7	-
Confident	5	4	5
Adaptable	4	3	6
Learning	4	4	2
Accepting	4	2	7
Growing	4	2	7
Graceful	3	4	-
Connected	3	3	2
Forward moving	2	1	3
Reinventing	2	3	-
Adventurous	1	2	-
Flexible	1	-	2
None of these	3	2	6

h. Older Adult

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	142	86	56
Experienced	63	61	66
Knowledgeable	54	46	68
Wise	45	39	56
Confident	34	34	35
Independent	32	32	31
Comfortable	31	28	36
Old School	27	29	24
Alive	24	23	25
Changing	19	17	21
Flexible	19	19	18
Growing	18	19	17
Connected	18	20	15
Learning	18	21	12
Graceful	18	18	17
On a Journey	18	17	20
Adaptable	18	16	21
Accepting	16	17	15
Old	16	18	10
Forward moving	14	15	10
Open	12	13	10
Reinventing	10	11	7
Savvy	9	8	12
Dependent	9	8	12
Adventurous	9	8	11
Slow	7	8	4
Closed minded	6	5	7
Alone	5	8	-
Closed	3	5	-
Grumpy	3	4	2
Rigid	3	4	1
Stagnant	3	3	3
Complacent	3	1	5
A burden	3	4	-
Sinking	2	2	4
Boring	2	1	4
Stuck	2	2	1
Helpless	1		3
Dead	-	-	-
None of these	5	5	5

i. Older Person

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	139	79	60
Experienced	50	46	55
Old School	45	47	42
Old	40	44	34
Wise	36	36	37
Knowledgeable	35	34	37
Slow	25	26	24
Confident	23	21	27
Grumpy	22	30	7
Comfortable	21	19	23
Independent	18	15	24
Forward moving	18	13	26
Savvy	17	13	23
Alive	16	15	19
Stagnant	16	17	16
On a Journey	15	14	19
Stuck	15	18	9
Graceful	15	18	9
Alone	14	16	9
Boring	14	20	2
Helpless	13	12	14
Adaptable	13	12	14
Growing	12	10	16
A burden	12	18	2
Accepting	11	12	11
Closed minded	11	13	9
Flexible	11	11	11
Dependent	11	14	6
Learning	11	12	9
Complacent	9	12	2
Dead	9	13	-
Open	8	3	18
Connected	8	9	7
Reinventing	8	7	10
Rigid	6	9	3
Changing	6	5	7
Sinking	5	7	2
Closed	5	9	-
Adventurous	5	6	3
None of these	6	6	8

j. 50-plus

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	146	110	36*
Experienced	55	55	55
Knowledgeable	41	41	42
Wise	41	41	41
Confident	34	34	33
Comfortable	31	32	29
Independent	31	32	27
Alive	27	27	24
Accepting	24	29	7
Growing	23	23	23
Forward moving	23	22	26
On a Journey	22	22	22
Old School	20	21	18
Adaptable	19	17	30
Connected	19	19	21
Changing	19	16	30
Learning	19	18	23
Flexible	16	19	7
Open	16	18	9
Savvy	14	13	17
Graceful	13	16	2
Adventurous	13	12	17
Reinventing	13	9	30
Old	12	13	4
Dependent	7	8	3
Slow	5	5	3
Grumpy	4	4	4
Closed minded	4	4	4
Complacent	4	5	2
Stuck	3	3	3
Alone	2	2	2
A burden	2	1	4
Dead	2	2	-
Helpless	2	1	4
Rigid	2	2	-
Boring	2	2	-
Closed	2	2	-
Sinking	1	1	-
Stagnant	1	1	-
None of these	7	7	7

k. Retiree

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	159	37*	122
Experienced	59	51	61
Knowledgeable	53	45	56
Independent	44	42	45
Comfortable	43	41	44
Wise	40	44	38
Confident	31	27	33
On a Journey	25	30	23
Alive	23	16	25
Forward moving	22	19	23
Changing	20	24	18
Adaptable	18	20	17
Accepting	17	12	19
Flexible	16	18	15
Reinventing	16	21	14
Growing	15	16	14
Adventurous	15	26	10
Learning	14	15	14
Old School	12	12	12
Open	12	7	13
Old	10	8	11
Savvy	10	6	12
Connected	9	13	8
Graceful	8	10	7
Slow	7	5	8
Complacent	7	8	6
Dependent	6	9	5
Stagnant	5	5	5
Alone	5	4	5
Boring	3	2	3
Stuck	3	2	3
Helpless	2	4	2
Sinking	2	2	2
Closed	2	4	1
Closed minded	2	2	2
Dead	2	2	2
Rigid	1	2	1
Grumpy	1	2	1
A burden	1	4	-
None of these	9	14	7

I. Middle-aged

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	133	112	21*
Experienced	63	61	82
Knowledgeable	55	54	64
Wise	45	48	15
Comfortable	40	38	52
Confident	38	38	46
Independent	35	33	55
On a Journey	35	34	42
Growing	34	33	40
Accepting	28	27	33
Adaptable	26	25	33
Forward moving	25	24	33
Learning	24	24	21
Old School	23	25	4
Alive	22	20	33
Connected	21	22	9
Open	21	22	12
Graceful	20	20	24
Changing	20	19	26
Adventurous	19	20	11
Savvy	14	14	16
Flexible	13	12	21
Reinventing	12	13	9
Old	10	9	13
Dependent	7	7	6
Complacent	6	5	11
Grumpy	5	5	11
Stuck	5	5	6
Boring	5	5	6
Closed minded	4	5	3
Helpless	4	4	6
Sinking	3	4	-
Alone	3	2	7
Closed	3	3	-
Slow	2	3	-
Stagnant	1	1	6
Rigid	1	1	4
A burden	1	1	-
Dead	-	-	4
None of these	2	2	3

m. Mature

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	150	87	63
Experienced	59	56	63
Knowledgeable	58	54	65
Wise	54	54	56
Confident	51	51	49
Comfortable	41	42	40
Independent	40	40	39
Learning	30	31	30
Accepting	28	31	24
Graceful	28	23	35
Adaptable	27	32	18
Growing	27	30	22
Open	25	33	11
Connected	23	25	21
Forward moving	23	28	14
Alive	22	20	25
Savvy	22	19	26
Adventurous	18	16	21
Flexible	17	17	17
Changing	16	17	15
Old School	14	11	19
Reinventing	14	17	9
On a Journey	13	13	14
Old	9	9	7
Dependent	8	11	4
Alone	3	4	2
Complacent	3	4	2
Boring	3	3	2
Rigid	3	4	1
Grumpy	2	3	-
Stagnant	2	3	-
Stuck	2	2	2
Closed minded	1	2	-
Closed	1	2	-
A burden	1	2	-
Sinking	1	-	2
Helpless	1	-	2
Slow	-	-	-
Dead	-	-	-
None of these	2	-	6

n. Experienced

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	146	82	64
Knowledgeable	78	72	88
Experienced	69	66	74
Confident	63	57	72
Wise	53	53	52
Comfortable	45	40	55
Learning	44	46	42
Independent	43	41	46
Connected	40	37	44
Forward moving	37	42	29
Adaptable	34	33	36
Flexible	31	31	31
Savvy	28	21	40
Alive	28	28	27
Adventurous	27	25	30
Accepting	27	28	24
Growing	26	23	31
Open	24	26	22
Reinventing	22	23	20
Graceful	18	17	19
On a Journey	18	17	19
Changing	16	16	17
Dependent	7	7	8
Old School	7	5	9
Old	1	1	2
Rigid	1	1	-
Closed	1	-	2
Complacent	1	1	-
Stagnant	1	1	-
Closed minded	1	1	-
A burden	-	-	-
Sinking	-	-	-
Stuck	-	-	-
Slow	-	-	-
Helpless	-	-	-
Alone	-	-	-
Boring	-	-	-
Grumpy	-	-	-
Dead	-	-	-
None of these	3	5	-

o. Golden Years

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	77	29*	48*
Comfortable	57	46	65
Alive	45	40	48
Experienced	44	46	44
Knowledgeable	43	48	39
Wise	42	32	49
Confident	42	45	40
Independent	39	41	38
Graceful	39	39	39
Accepting	33	29	35
Forward moving	32	30	34
On a Journey	31	26	34
Old School	30	31	29
Learning	27	28	26
Growing	25	15	32
Flexible	25	27	23
Open	23	16	29
Connected	23	33	16
Adventurous	22	30	17
Old	22	31	16
Changing	21	31	15
Savvy	21	17	23
Adaptable	21	28	16
Reinventing	13	17	11
Alone	13	13	13
Slow	12	10	13
Stuck	11	6	15
Complacent	11	13	9
Dependent	11	8	13
Sinking	11	3	16
Boring	11	11	10
Helpless	10	11	10
Closed minded	9	3	14
A burden	7	5	8
Stagnant	7	9	5
Grumpy	5	3	7
Closed	5	6	4
Dead	5	5	4
Rigid	3	3	2
None of these	5	5	4

p. Geezer

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	61	25*	36*
Grumpy	52	50	54
Old	42	37	47
Old School	32	37	28
Boring	30	33	28
Slow	28	22	33
Closed minded	27	30	25
Stagnant	26	12	37
Helpless	25	26	23
A burden	25	26	23
Closed	20	23	18
Rigid	19	16	22
Alone	18	9	25
Wise	16	14	18
Sinking	15	18	12
Dependent	14	9	17
Stuck	13	14	12
Experienced	11	3	18
Alive	10	4	15
Complacent	10	11	9
Dead	9	5	13
Comfortable	9	4	12
Independent	9	-	16
Savvy	8	12	4
Knowledgeable	8	4	11
Connected	7	11	4
Adaptable	7	4	9
On a Journey	7	-	12
Forward moving	6	9	3
Adventurous	5	4	6
Reinventing	5	7	3
Graceful	4	4	5
Open	4	3	5
Learning	4	5	3
Changing	3	4	3
Confident	3	-	6
Flexible	3	3	3
Accepting	2	-	4
Growing	2	-	3
None of these	5	-	9

q. Over The Hill

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	92	50	42*
Old	60	62	55
Old School	47	49	43
Slow	34	34	34
Stuck	33	32	34
Helpless	32	35	27
Stagnant	29	32	26
Dead	28	27	31
A burden	28	29	26
Grumpy	28	32	21
Boring	28	29	25
Closed	27	28	24
Rigid	25	23	27
Experienced	24	25	22
Closed minded	24	23	26
Sinking	22	23	21
Alone	19	21	16
Knowledgeable	13	11	17
On a Journey	13	13	12
Dependent	12	10	14
Wise	11	10	11
Complacent	9	7	12
Graceful	8	7	10
Changing	8	7	10
Comfortable	7	3	14
Adaptable	7	6	7
Growing	7	2	15
Alive	7	7	6
Accepting	6	6	6
Savvy	6	3	9
Independent	5	5	7
Forward moving	5	9	-
Confident	4	4	5
Reinventing	4	5	3
Connected	3	4	3
Open	2	4	-
Flexible	2	-	5
Adventurous	2	2	2
Learning	2	2	-
None of these	5	5	5

r. Old Fart

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	111	62	49*
Old School	49	45	56
Old	49	42	62
Grumpy	45	44	46
Closed minded	27	18	42
Slow	23	17	32
Experienced	23	23	23
A burden	21	18	28
Wise	21	22	20
Rigid	21	13	34
Helpless	20	18	24
Stuck	20	13	33
Stagnant	19	10	34
Closed	18	10	33
Knowledgeable	17	17	17
Independent	17	19	13
Boring	17	9	30
Dependent	15	12	19
Comfortable	14	17	10
Open	13	14	12
Sinking	12	9	18
Savvy	12	9	18
Complacent	12	13	11
Accepting	12	13	9
Alone	12	10	15
Dead	11	11	12
Confident	11	13	8
Adventurous	8	9	5
Flexible	7	9	4
Alive	7	9	4
Adaptable	7	8	4
Changing	6	10	-
On a Journey	6	6	7
Learning	5	5	5
Connected	5	3	7
Graceful	4	7	-
Growing	4	6	-
Forward moving	3	3	2
Reinventing	1	-	3
None of these	7	8	5

s. Geriatric

Asked to those who had experience with being referred to as this label	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	38*	14*	24*
Old	65	55	74
Helpless	43	40	46
A burden	37	29	44
Slow	37	34	39
Dependent	36	27	44
Grumpy	36	28	42
Sinking	27	33	23
Rigid	24	15	32
Stagnant	24	15	32
Old School	22	20	24
Stuck	21	27	15
Closed minded	18	12	23
Boring	15	15	16
Dead	14	14	15
Experienced	14	14	15
Alone	11	6	15
Wise	11	19	5
Closed	11	23	-
Savvy	10	16	5
Complacent	9	13	5
Confident	8	5	10
Learning	7	7	7
Accepting	7	14	-
Alive	6	-	12
On a Journey	6		12
Changing	6	7	5
Comfortable	6	7	5
Knowledgeable	6	12	-
Adaptable	3	7	-
Forward moving	3	7	-
Independent	3	-	5
Open	3	-	5
Growing	3	-	5
Flexible	-	-	-
Reinventing	-	-	-
Graceful	-	-	-
Adventurous	-	-	-
Connected	-	-	-
None of these	9	4	12

13. Have you personally experienced ageism?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Yes	26	26	27
No	54	55	53
Don't know	20	19	20

14. [IF 13 = YES] Would you say you've experienced ageism...

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>322</i>	<i>171</i>	<i>151</i>
Regularly / often	18	23	12
Occasionally / sporadically	51	45	59
On rare occasions	31	33	29

15. [IF 13 = YES] In which of the following situations have you experienced ageism, personally?
Select all that apply

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>322</i>	<i>171</i>	<i>151</i>
At work	48	56	38
At a store	32	27	39
In the community	29	23	39
Online	22	24	19
At home	21	23	18
In the media	17	15	19
Other	12	11	13

16. [IF 13 = YES] What do you think prompted your experience with ageism? Select all that apply

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	322	171	151
My physical appearance	48	47	51
I was using technology	26	25	28
A "milestone" birthday	20	20	21
I was learning a new skill	19	20	18
My clothes/ the way I dress	17	20	13
Using my phone	15	18	10
A regular birthday	12	11	13
Other	19	19	19

17. How important is it to reduce and/or eliminate ageism in our society?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
10 - Very important	33	32	33
9	14	14	13
8	16	15	18
7	11	12	10
6	8	7	8
5	8	8	8
4	2	2	2
3	3	4	2
2	1	2	1
1 - Not at all important	4	4	5

18. In your opinion, which of the following (if any) do you think are contributing sources of ageism? Select all that apply

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
The attitudes of individuals	60	55	68
Younger generations	53	53	53
Social Media (Facebook, Twitter, YouTube, etc.)	40	41	40
TV & Movies	32	33	31
Commercials/ advertisements	31	30	33
News Media (online or print)	30	28	32
Politics	28	27	30
Businesses	25	23	28
Magazines (online or print)	20	21	17
Older generations	19	19	20
Other	2	2	2
None of these	7	8	7

19. Have you ever decided NOT to buy from a brand based on age stereotypes in their advertising?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Yes	19	21	16
No	81	79	84

20. Please indicate how much do you agree or disagree with the following statements.

a. Summary table

Percentage Selecting “Agree” or “Strongly Agree”	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
I enjoy getting discounts based on my age	77	71	87
I prefer to buy from brands that cater to "everyone" and not just a specific age group	73	74	72
I prefer to buy from brands that feature a mix of ages in their ads	66	65	67
I prefer to purchase from brands that make me feel good about my age	64	63	64
For brands that have benefits for everyone, I prefer to buy from those that don't single out certain age groups	63	63	63
I wish ads had more realistic images of people my age	62	62	61
Ads of people my age reinforce outdated stereotypes	47	47	46
Ads portray older people as out of touch, incompetent or passed the age of being useful	42	43	39
I prefer to buy from brands that cater to people in my age demographic	32	33	31

b. “I enjoy getting discounts based on my age”

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Top Two Box (NET)	77	71	87
5 - Strongly agree	45	37	56
4 - Somewhat agree	32	33	31
3 - Neither agree nor disagree	18	22	11
Bottom Two Box (NET)	5	7	2
2 - Somewhat disagree	4	6	1
1 - Strongly disagree	1	1	1

c. **“I prefer to buy from brands that cater to "everyone" and not just a specific age group”**

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Top Two Box (NET)	73	74	72
5 - Strongly agree	40	41	39
4 - Somewhat agree	33	33	33
3 - Neither agree nor disagree	23	23	24
Bottom Two Box (NET)	3	4	3
2 - Somewhat disagree	3	3	2
1 - Strongly disagree	1	1	1

d. **“I prefer to buy from brands that feature a mix of ages in their ads”**

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Top Two Box (NET)	66	65	67
5 - Strongly agree	27	27	28
4 - Somewhat agree	38	38	39
3 - Neither agree nor disagree	30	31	30
Bottom Two Box (NET)	4	4	3
2 - Somewhat disagree	3	3	2
1 - Strongly disagree	1	1	1

e. **“I prefer to purchase from brands that make me feel good about my age”**

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Top Two Box (NET)	64	63	64
5 - Strongly agree	29	30	28
4 - Somewhat agree	35	33	37
3 - Neither agree nor disagree	32	32	33
Bottom Two Box (NET)	4	5	3
2 - Somewhat disagree	3	3	3
1 - Strongly disagree	1	2	1

f. **“For brands that have benefits for everyone, I prefer to buy from those that don't single out certain age groups”**

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Top Two Box (NET)	63	63	63
5 - Strongly agree	30	32	27
4 - Somewhat agree	33	31	36
3 - Neither agree nor disagree	32	31	33
Bottom Two Box (NET)	5	5	5
2 - Somewhat disagree	3	3	4
1 - Strongly disagree	2	2	1

g. **“I wish ads had more realistic images of people my age”**

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Top Two Box (NET)	62	62	61
5 - Strongly agree	24	25	21
4 - Somewhat agree	38	37	39
3 - Neither agree nor disagree	32	32	33
Bottom Two Box (NET)	6	6	6
2 - Somewhat disagree	5	4	5
1 - Strongly disagree	2	2	1

h. **“Ads of people my age reinforce outdated stereotypes”**

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Top Two Box (NET)	47	47	46
5 - Strongly agree	13	13	12
4 - Somewhat agree	34	34	34
3 - Neither agree nor disagree	37	38	35
Bottom Two Box (NET)	16	15	18
2 - Somewhat disagree	12	11	14
1 - Strongly disagree	4	4	4

i. “Ads portray older people as out of touch, incompetent or passed the age of being useful”

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Top Two Box (NET)	42	43	39
5 - Strongly agree	13	14	10
4 - Somewhat agree	29	30	29
3 - Neither agree nor disagree	28	28	27
Bottom Two Box (NET)	31	28	34
2 - Somewhat disagree	21	19	23
1 - Strongly disagree	10	10	11

j. “I prefer to buy from brands that cater to people in my age demographic”

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Top Two Box (NET)	32	33	31
5 - Strongly agree	10	10	11
4 - Somewhat agree	22	23	20
3 - Neither agree nor disagree	51	50	54
Bottom Two Box (NET)	16	17	15
2 - Somewhat disagree	12	12	11
1 - Strongly disagree	5	5	4

Demographics and Profiling

21. Which of the following items do you currently have or own? Select all that apply.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Smartphone such as an iPhone or Android	87	91	81
Laptop computer or Netbook	69	71	66
Smart TV	57	60	52
Desktop computer	49	44	56
iPad or other tablet computer	48	48	47
Home assistants such as Alexa, Google Home, etc.	29	32	25
Wearable technology device such as a Fitbit, Jawbone UP, or Apple Watch	23	23	23
E-reader such as a Kindle, Kobo, or Nook	22	20	27
GPS tracker specifically designed to monitor and share location	17	17	17
DIY home security technologies such as Ring, Nest, or a doorbell camera	12	12	12
I DO NOT currently have any of these items	-	-	-

22. How often do you do the following?

a. Watch TV through Broadcast Network/Cable TV

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	65	61	70
A few times a week	12	14	8
Once a week	2	3	2
A few times a month	3	3	2
Monthly	2	2	2
Less than once a month	3	4	2
Never	13	13	14

b. Watch streamed shows, movies, series or videos.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	36	40	30
A few times a week	23	25	19
Once a week	7	9	5
A few times a month	7	6	7
Monthly	2	1	4
Less than once a month	6	5	6
Never	20	14	29

c. Access a social networking site.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	58	61	54
A few times a week	13	13	13
Once a week	4	5	4
A few times a month	3	3	3
Monthly	1	1	1
Less than once a month	4	4	3
Never	15	12	21

d. Make a purchase online.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	5	5	3
A few times a week	14	15	13
Once a week	14	14	14
A few times a month	29	30	28
Monthly	13	13	14
Less than once a month	19	17	23
Never	5	6	4

e. Use a tablet/iPad.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	33	33	33
A few times a week	14	16	11
Once a week	4	4	3
A few times a month	6	6	6
Monthly	3	3	3
Less than once a month	7	7	7
Never	34	31	37

f. Use a Smartphone.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	83	89	74
A few times a week	5	4	7
Once a week	2	1	2
A few times a month	1	1	2
Monthly	1	-	1
Less than once a month	1	1	2
Never	7	3	13

g. Listen to the radio.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	32	35	27
A few times a week	28	29	27
Once a week	9	8	11
A few times a month	9	8	10
Monthly	3	2	4
Less than once a month	9	9	9
Never	9	8	11

h. Read newspapers (print OR online)

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	29	25	35
A few times a week	15	15	14
Once a week	10	10	9
A few times a month	8	8	8
Monthly	3	4	2
Less than once a month	13	15	10
Never	23	24	22

i. Read magazines (print OR online)

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	11	12	10
A few times a week	18	17	19
Once a week	11	9	14
A few times a month	14	13	15
Monthly	9	9	8
Less than once a month	15	18	12
Never	23	23	23

j. Visit websites or surf the internet.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	73	76	68
A few times a week	16	14	18
Once a week	3	3	4
A few times a month	4	3	5
Monthly	-	-	-
Less than once a month	2	2	2
Never	3	2	3

k. Read books (print OR online)

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	25	21	30
A few times a week	16	16	15
Once a week	9	9	9
A few times a month	11	12	9
Monthly	6	6	6
Less than once a month	16	17	14
Never	19	19	18

l. Read blogs.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	8	10	7
A few times a week	11	13	8
Once a week	7	8	6
A few times a month	9	10	8
Monthly	4	3	5
Less than once a month	13	15	11
Never	47	41	55

m. Listen to podcasts.

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Daily	6	8	2
A few times a week	11	12	9
Once a week	5	5	5
A few times a month	9	10	8
Monthly	3	3	4
Less than once a month	14	15	13
Never	52	47	59

23. [IF ever access social media sites at 22c] Which of the following social media sites do you use? Select all that apply

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Facebook	91	91	90
YouTube	66	72	55
Instagram	34	40	25
Pinterest	31	32	28
LinkedIn	27	31	21
Twitter	26	29	20
TikTok	12	16	5
Snapchat	10	14	4
Other	1	1	1

24. Now we'd like to test your knowledge.

How much, do you think, Americans age 50 and older contribute toward the total U.S. Gross Domestic Product (GDP) each year through things like working, running businesses, and buying goods and services?

Gross domestic product (GDP) is the total market value of the goods and services produced within a country during a specified period of time (normally a year).

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
1% - 10%	1	1	-
11% - 20%	1	-	1
21% - 30%	3	2	5
31% - 40%	9	7	11
41% - 50%	14	14	14
51% - 60%	17	18	16
61% - 70%	19	19	18
71% - 80%	19	19	18
81% - 90%	9	9	10
91% - 100%	8	10	6

25. What is the highest level of education you have completed?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Less than high school education	2	3	1
High school graduate (or equivalent)	18	18	18
Post-high-school vocational or technical training	4	4	4
Some college (no degree or 2-year degree)	37	35	38
College graduate (4-year degree)	23	24	22
Graduate or professional degrees	16	15	17
Prefer not to answer	-	1	-

26. What is your current marital status?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Married	50	50	50
Living with a partner	5	6	3
Single	14	18	9
Widowed	11	6	19
Separated	2	3	1
Divorced	17	17	17

27. [IF they have a spouse / partner] What is your spouse or partner's age?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	677	376	301
19-24	-	-	-
25-34	1	2	-
35-44	4	7	1
45-54	19	29	2
55-64	33	47	11
65-74	31	12	61
75+	10	1	24
Refused/ not stated	2	2	1

28. Please indicate which of the following persons currently live in your household Select all that apply

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Adult spouse/partner	52	52	53
Children 18 or older	17	19	13
Children under 18	11	17	2
Other relatives	5	5	5
Parents/Parents-in-law	3	5	1
Grandchildren under 18	3	3	3
Grandchildren 18 or older	2	2	3
Other adults not related to you	5	5	4
None of the above	28	25	31

29. Which best describes your current employment status?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Employed full-time	25	37	7
Employed part-time	8	9	7
Unemployed, looking for work	7	11	2
Retired from my full-time career and no longer working	42	21	73
Retired from my full-time career and working elsewhere full-time	2	1	2
Retired from my full-time career and working elsewhere part-time	5	4	6
Homemaker	5	8	2
Student		1	
Other	5	7	2
Prefer not to answer	1	-	1

30. In general, would you say that your health is.....?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
5 - Excellent	14	15	11
4 - Very good	30	28	33
3 - Good	37	35	39
2 - Fair	15	16	13
1 - Poor	5	5	4

31. In general, Are you of Spanish, Hispanic or Latino background?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Yes	11	15	5
No	89	85	95

32. What race do you consider yourself to be? Select all that apply

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
White-Caucasian	81	77	88
Black or African American	11	14	7
Native Hawaiian or Pacific Islander	-	-	-
American Indian or Alaska Native	1	2	1
Chinese	2	1	3
Japanese	2	3	1
Korean	-	-	-
Filipino	-	1	-
Asian Indian	1	1	1
Other Asian	-	-	1
Some other race	3	5	-
Prefer not to answer	-	-	-

33. Which of the following best describes the area of your primary residence?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Urban	24	30	14
Suburban	52	48	57
Rural	25	22	28

34. Are you or your spouse a member of AARP?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Yes	41	32	54
No	58	67	45
Don't know	1	1	1

35. Do you consider yourself LGBTQ+?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1,200	652	548
Yes	7	10	3
No	93	90	97

36. In general, how would you describe your political views?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Very conservative	16	15	18
Somewhat conservative	22	22	22
Moderate	34	35	32
Somewhat liberal	14	14	14
Very liberal	11	11	12
Prefer not to say	4	5	2

37. What was your total pre-tax household income from all sources in 2020?

	Total (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	<i>1,200</i>	<i>652</i>	<i>548</i>
Less than \$25,000	20	23	17
\$25,000 to \$39,999	18	17	20
\$40,000 to \$49,999	10	9	13
\$50,000 to \$74,999	20	19	21
\$75,000 to \$99,999	11	13	9
\$100,000 to \$149,999	10	10	9
\$150,000 or more	6	6	6
Prefer not to answer	4	4	6