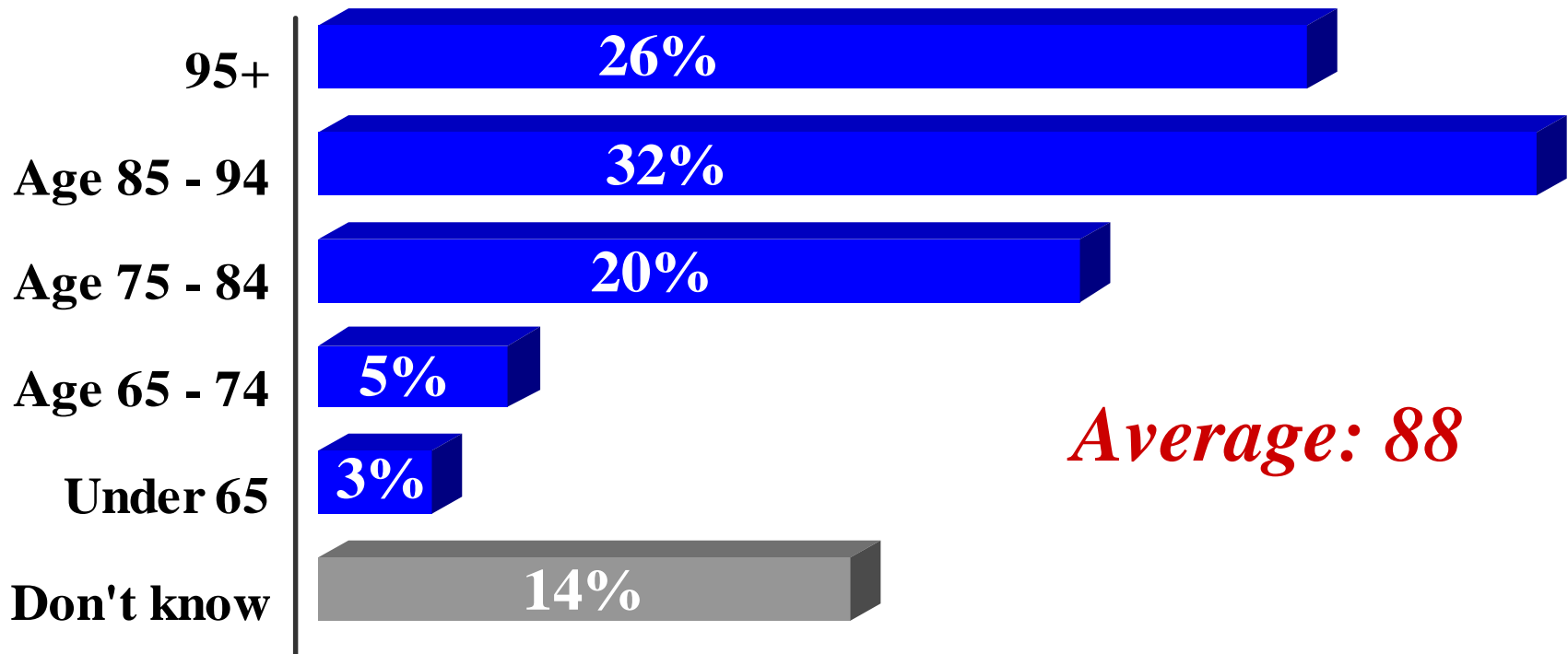


Health and Longevity

Americans Want Longevity

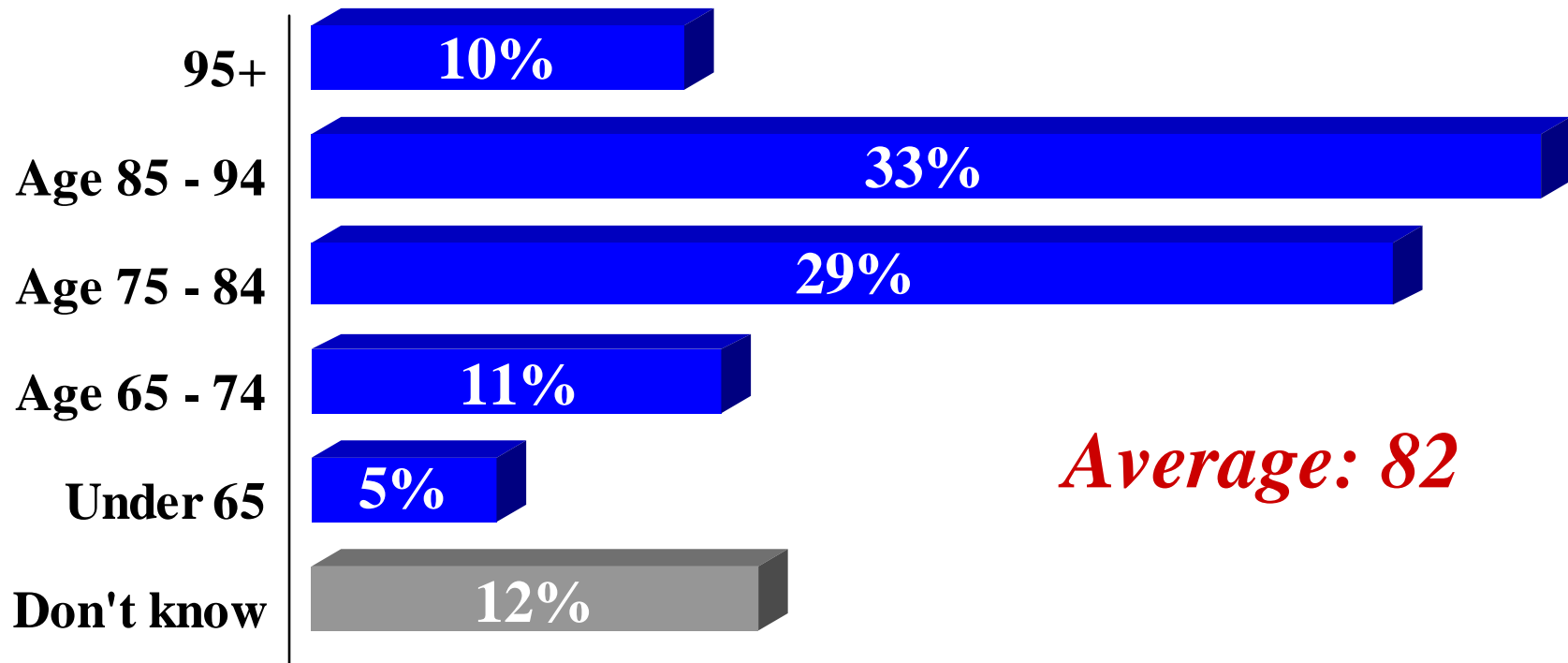
If you had your choice, how long would you like to live? That is, until what age?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Americans Expect A Long Life

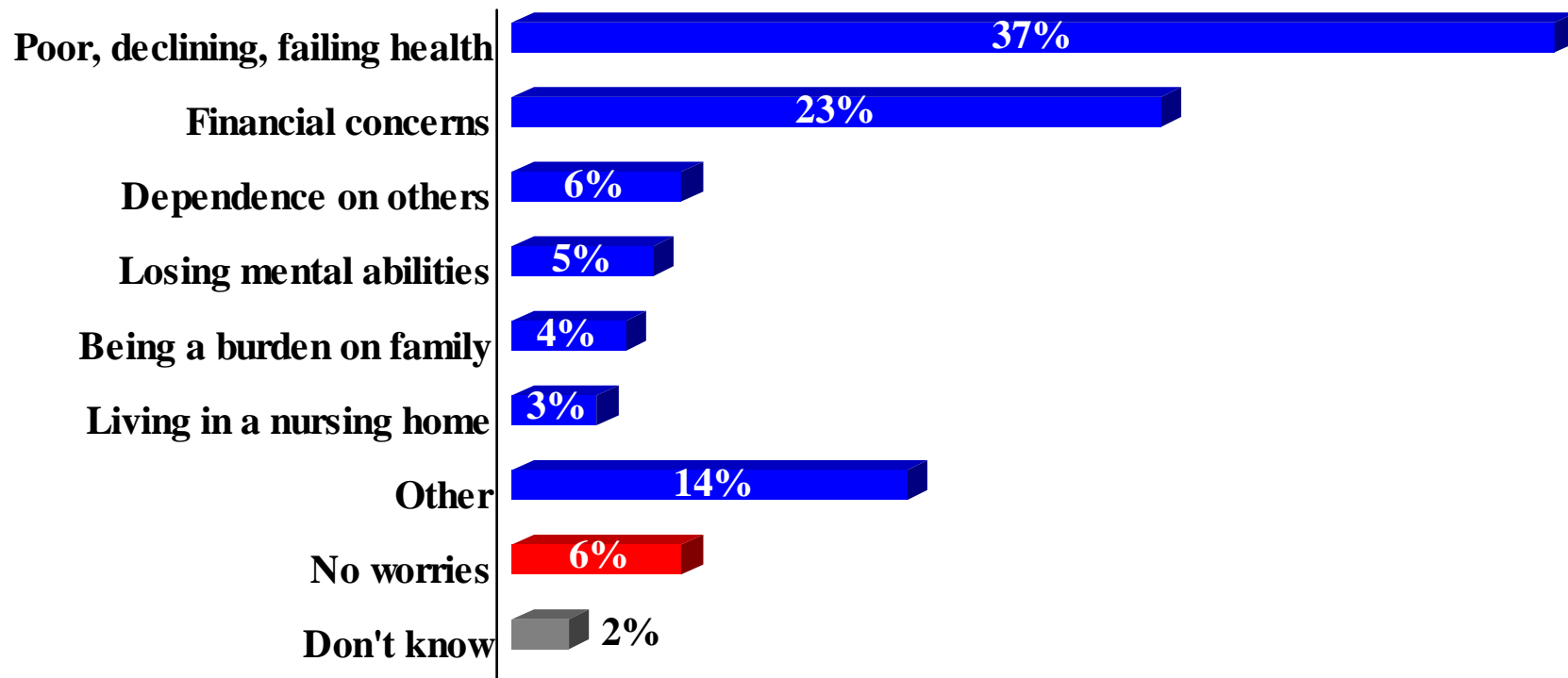
If you had to guess, how long do you think you will live? That is, until what age?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Health is #1 Concern

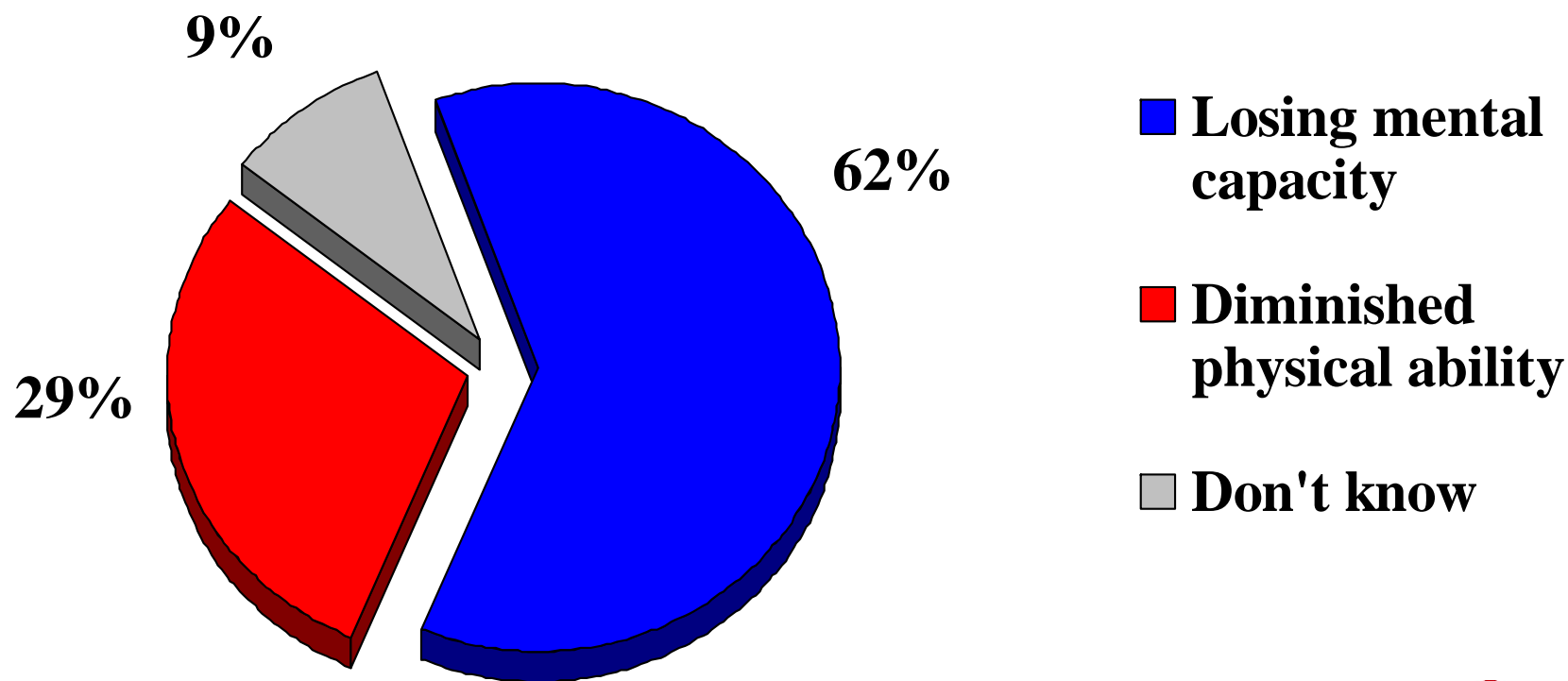
Thinking about the prospect of living to a very old age, what one thing would you worry about most?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Losing Mental Capacity is Greatest Fear

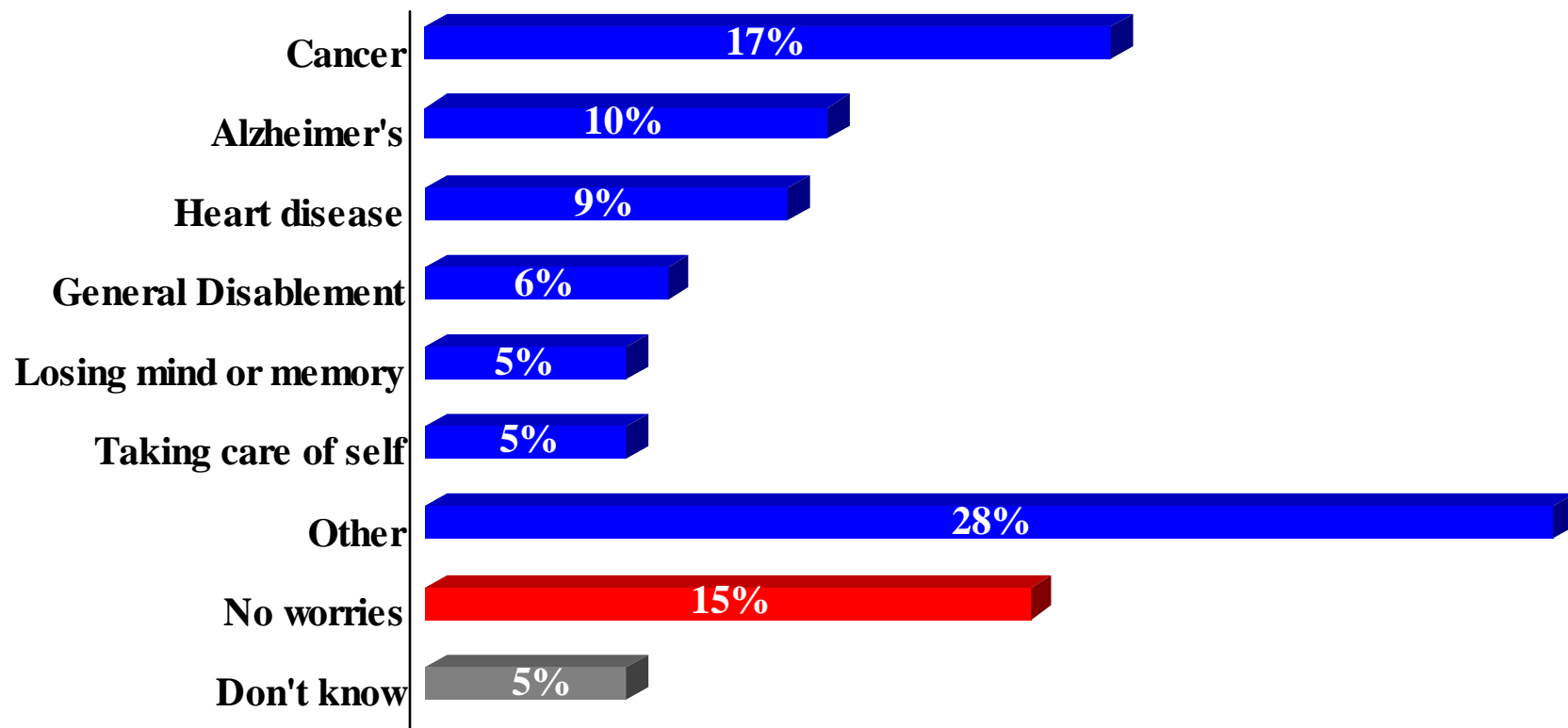
When you think about aging, what do you fear more: diminished physical ability or losing mental capacity?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Americans Most Worried About Cancer in Old Age

What specific health concerns or problems are you most worried about facing in old age?



Source: Longevity Poll, 2005
Charlton Research Company for Research!America

Americans Want a Cure for Cancer

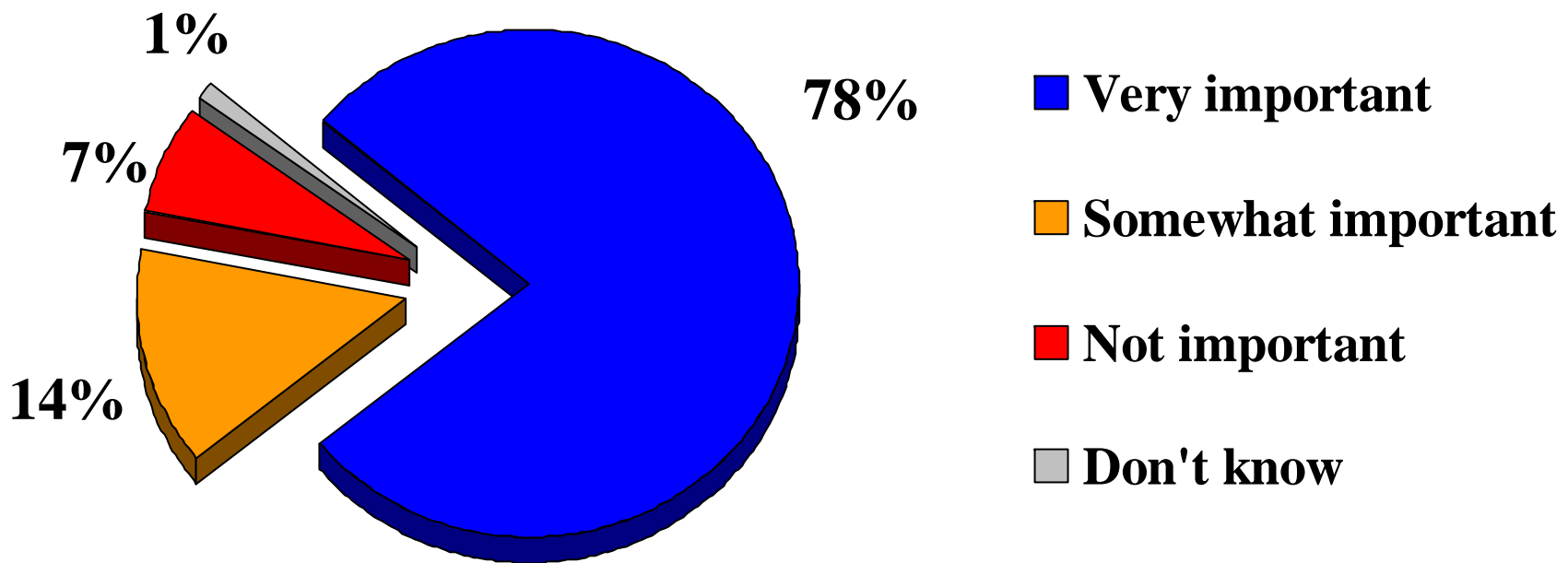
If you could pick one health problem that we need to solve, what would it be?

	<u>First Mentions</u>
Cancer	42%
Heart disease	9
Alzheimer's disease	9
AIDS	9
Diabetes	6
Obesity/ over-weight	5
Health care/ insurance	3
Other	10
Don't know/ nothing	7

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Health Care for All Americans is Very Important

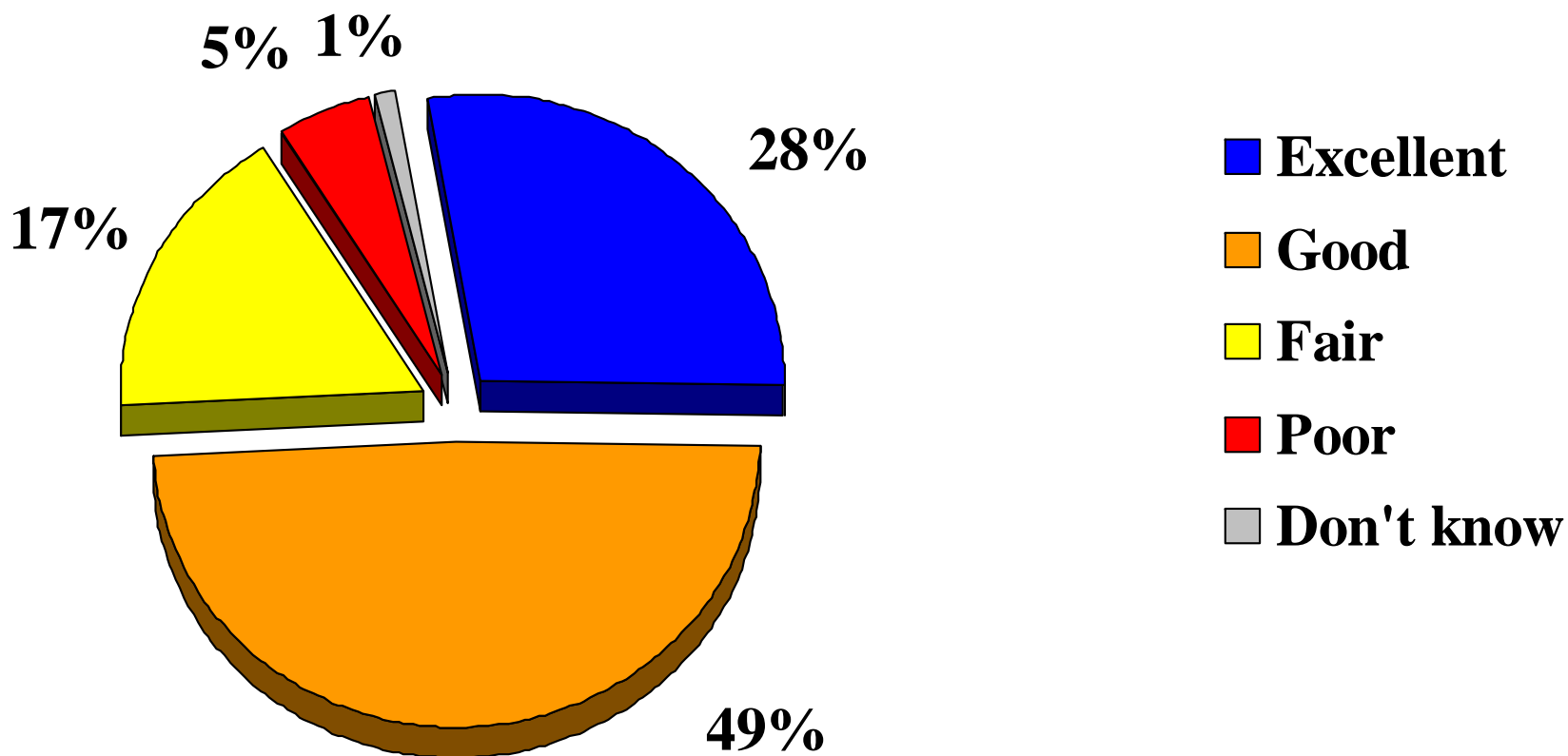
In terms of national priorities, how important is providing health care coverage for all Americans?



Preventing Disease and Disability

Most Americans Say They Are in Excellent or Good Health

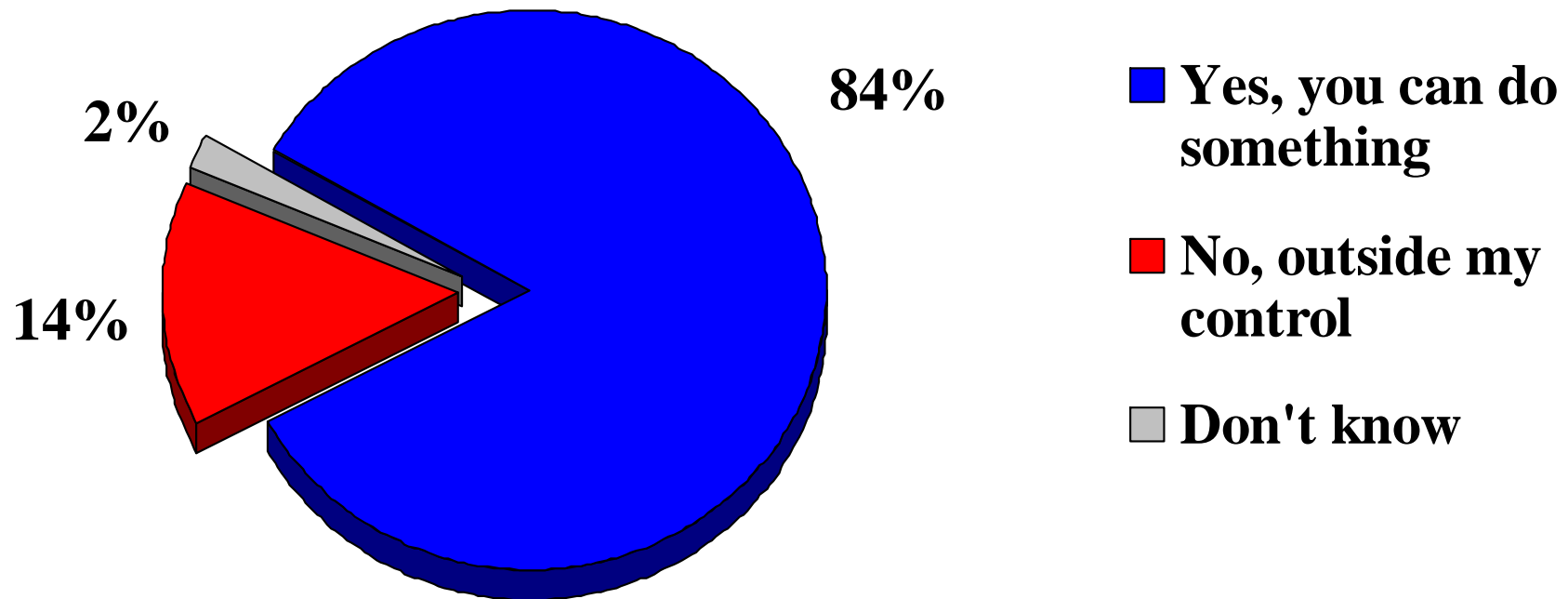
In general, how would you rate your own health? Would you say it is...



Source: Longevity Poll, 2005
Charlton Research Company for Research!America

Americans Believe They Can Affect the Aging Process

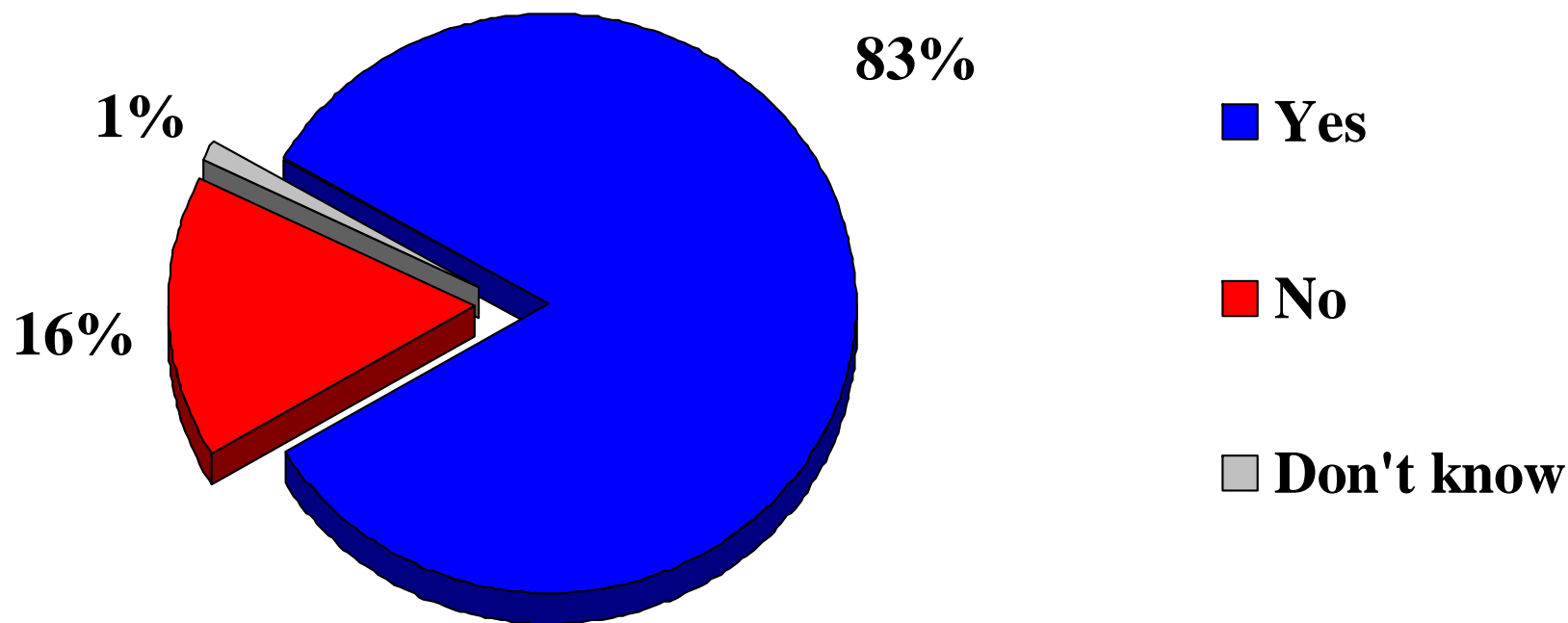
Do you think there is anything you can do to stay healthy as you grow older, or do you think the way you age is basically outside your control?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Americans Say They Are Proactive About Their Health

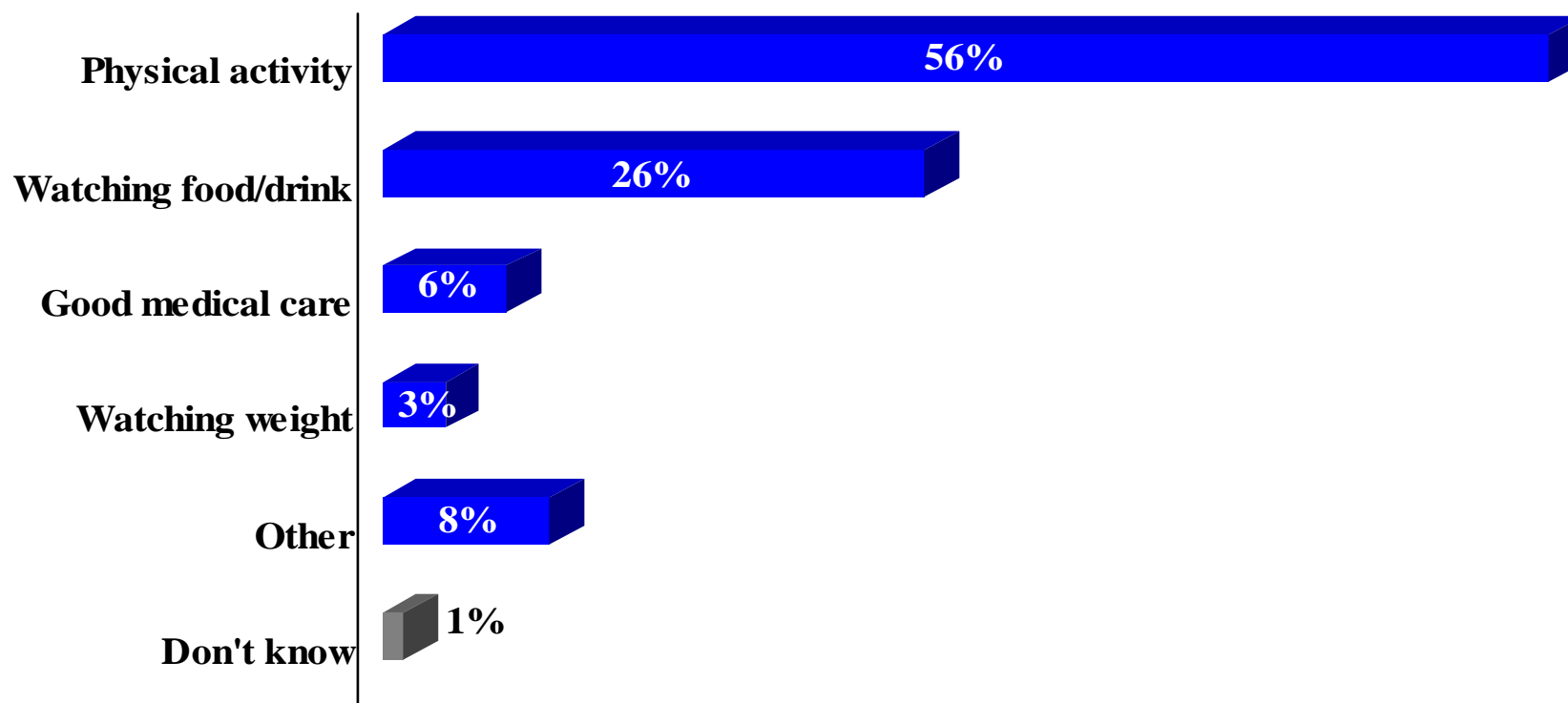
Are you now doing anything that you feel will help you stay healthy as you grow older?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Most Americans Say They Exercise or Watch Their Diet

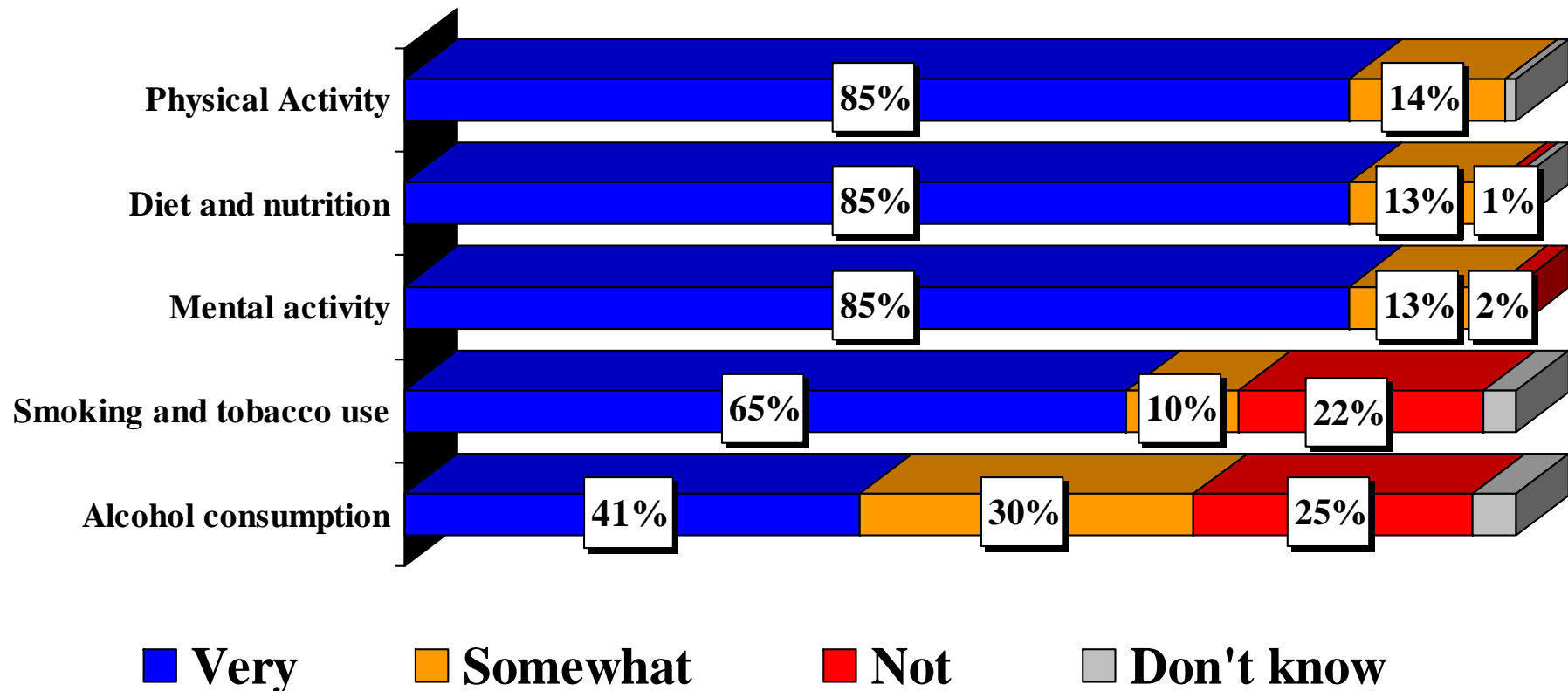
What are you now doing that you feel will help you stay healthy as you grow older?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Factors in Aging

How important do you think each of the following factors is in how well a person ages?

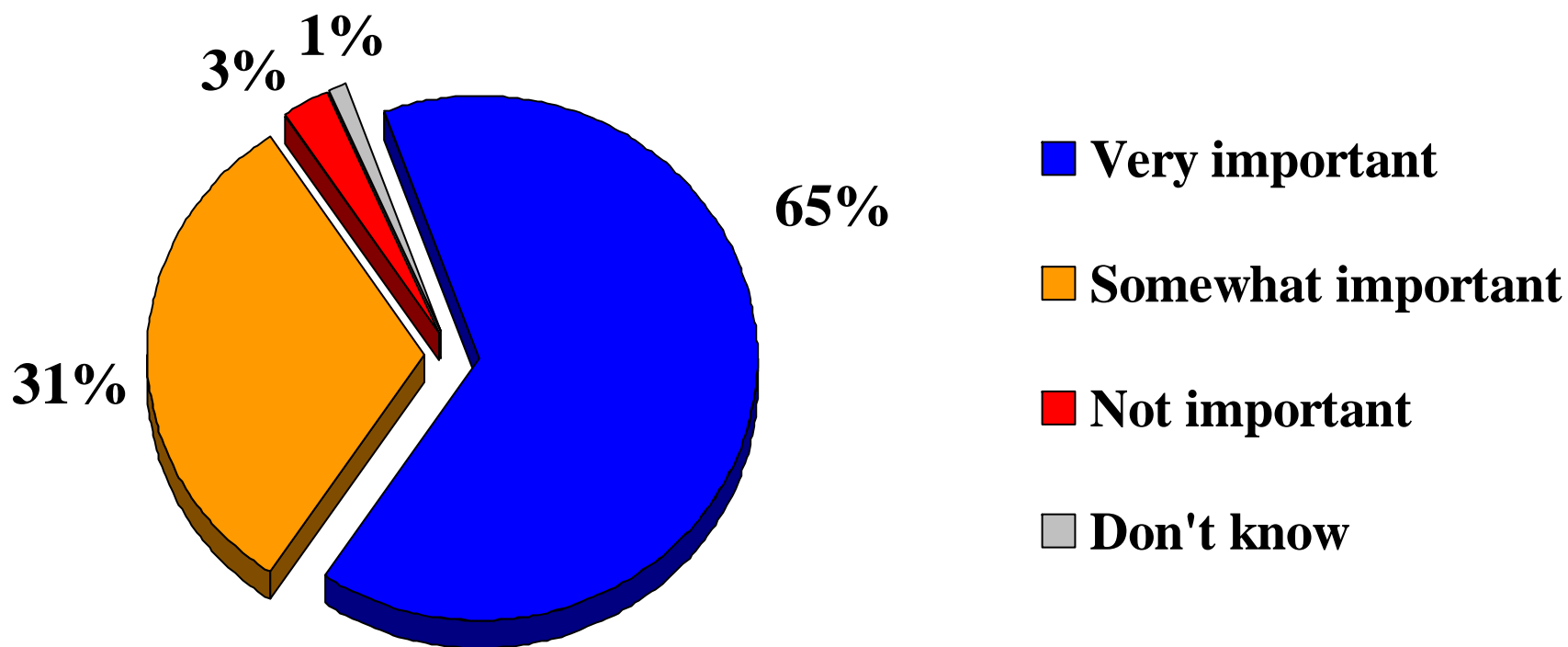


Source: Longevity Poll, 2005
Charlton Research Company for Research!America

Investing in Research

Investing in Research Important

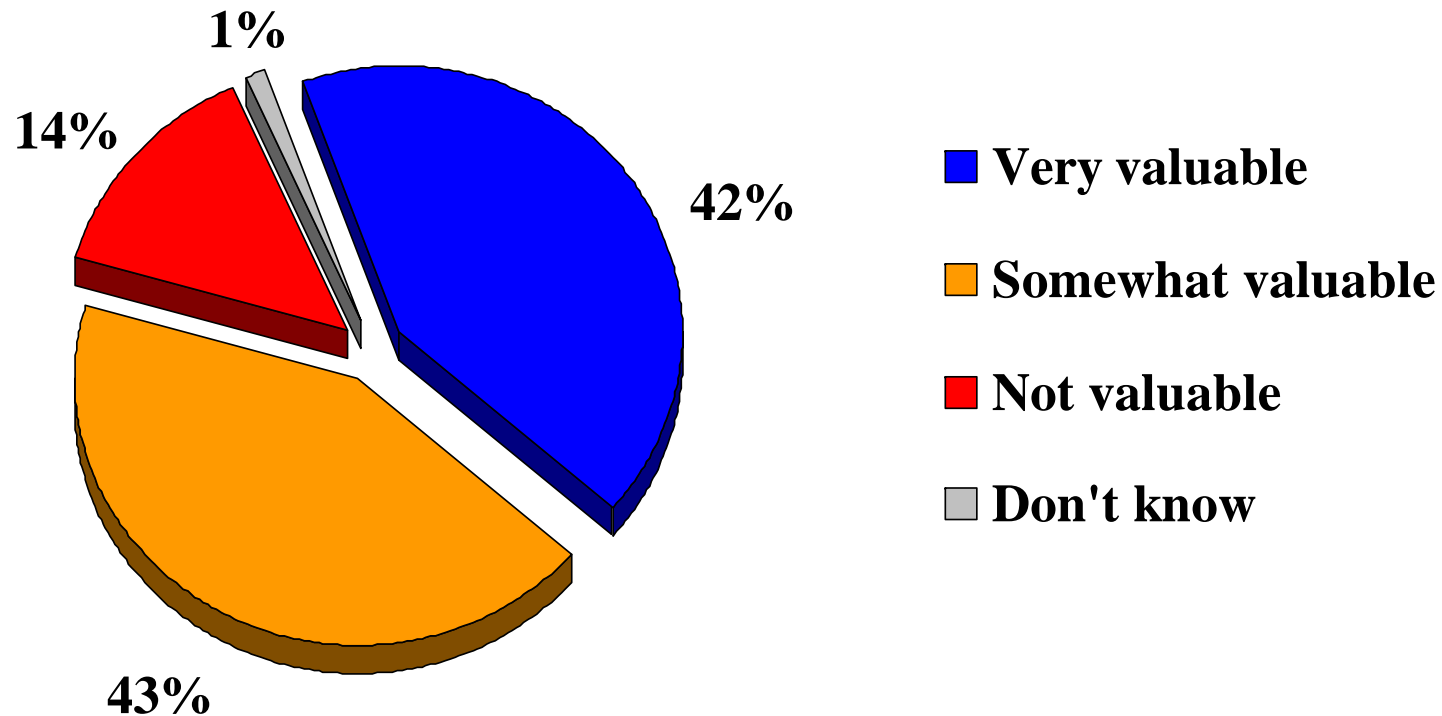
How important do you think it is to invest in research to prevent, treat and cure diseases and disabilities that primarily affect older Americans?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Research to Lengthen Life is Valuable

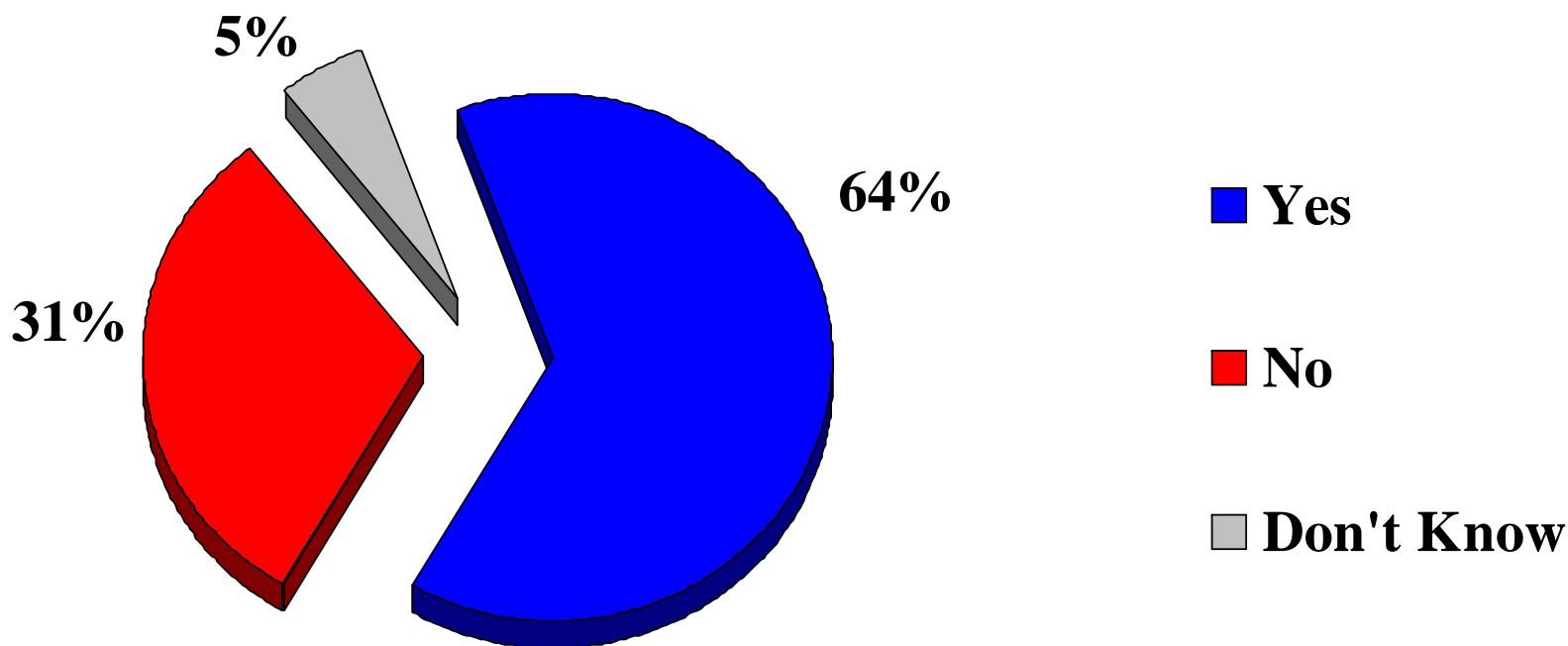
How valuable do you think it is for scientists to do research specifically designed to lengthen life?



Source: Longevity Poll, 2005
Charlton Research Company for Research!America

Americans Willing to Pay More For Research

Would you be willing to pay \$1 per week in taxes if you were certain that the money would be spent on research to prevent, treat and cure diseases and disabilities that primarily affect older Americans, or not?

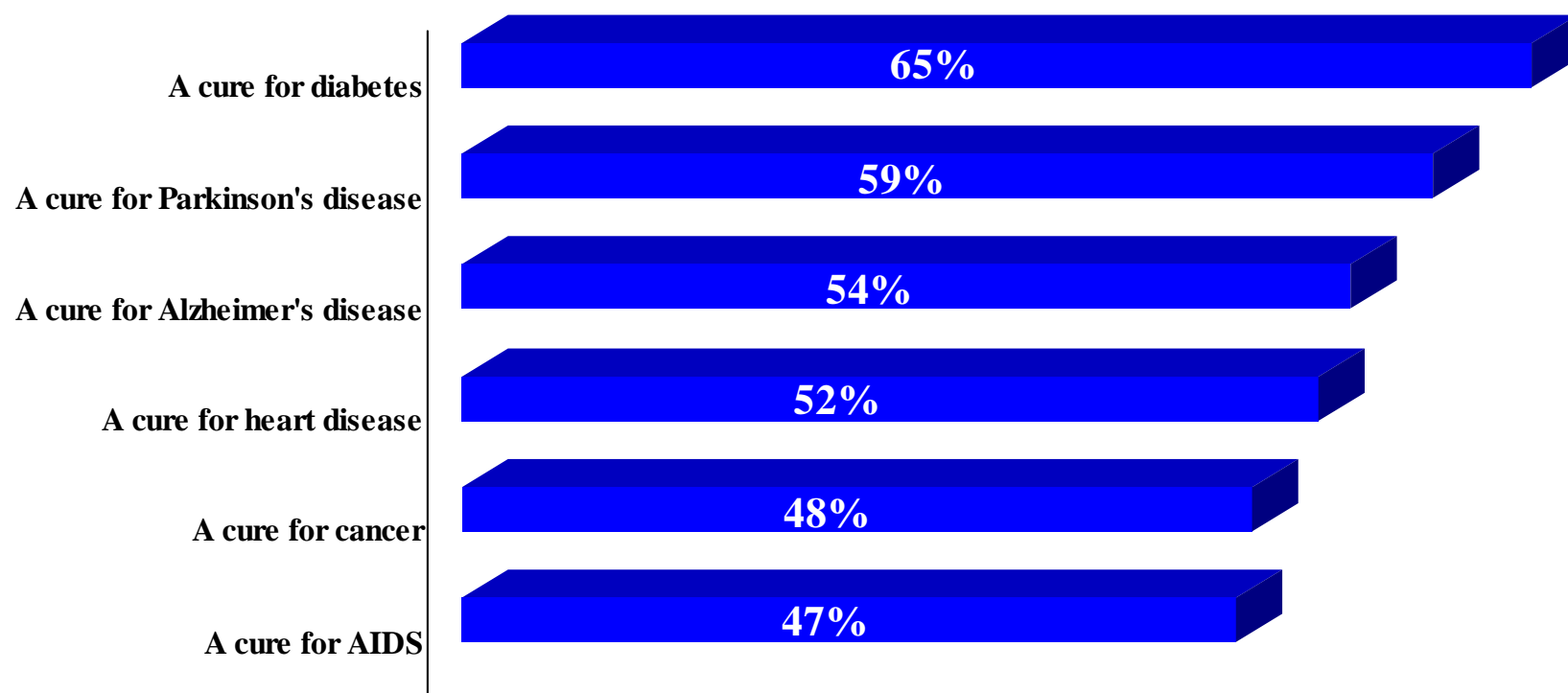


Source: Longevity Poll, 2005
Charlton Research Company for Research!America

Expectations for the Future

Great Expectations for Medical Breakthroughs

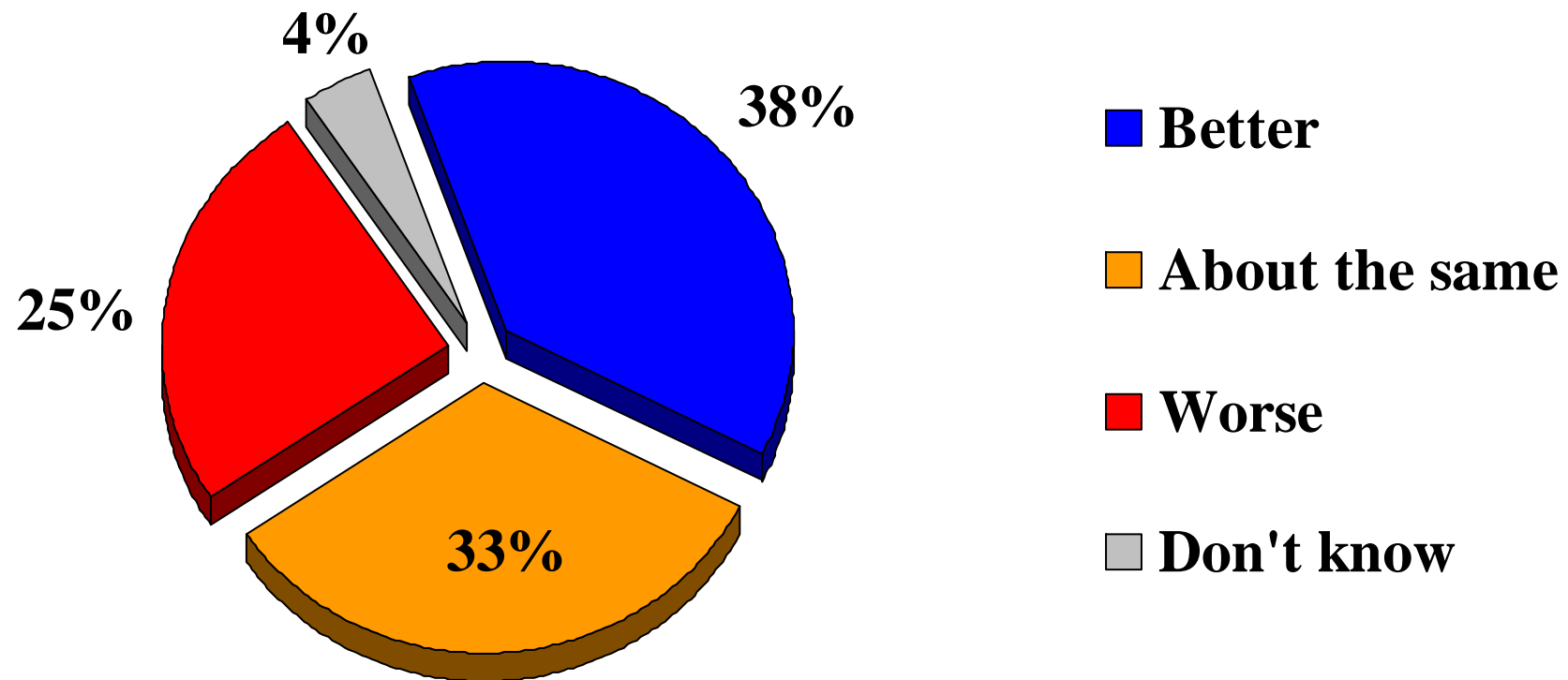
Please tell me whether you think the following medical breakthroughs will occur within the next 20 years.



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Americans Split on What Life Will Be Like in 2025

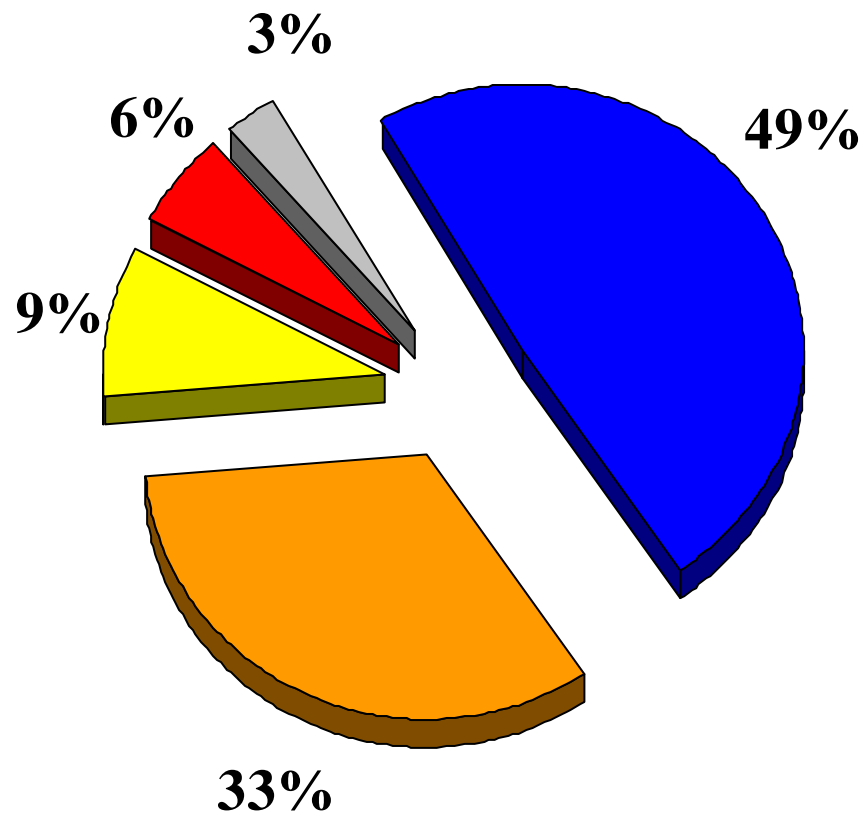
Looking ahead 20 years into the future, to about the year 2025, what do you think life will be like for the average 80 year old American?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Many Americans Think Health Will Improve in 20 Years

Now I'd like you to imagine what life will be like for older people in the year 2025. Which of the following comes closest to what you think like will be like 20 years from now?

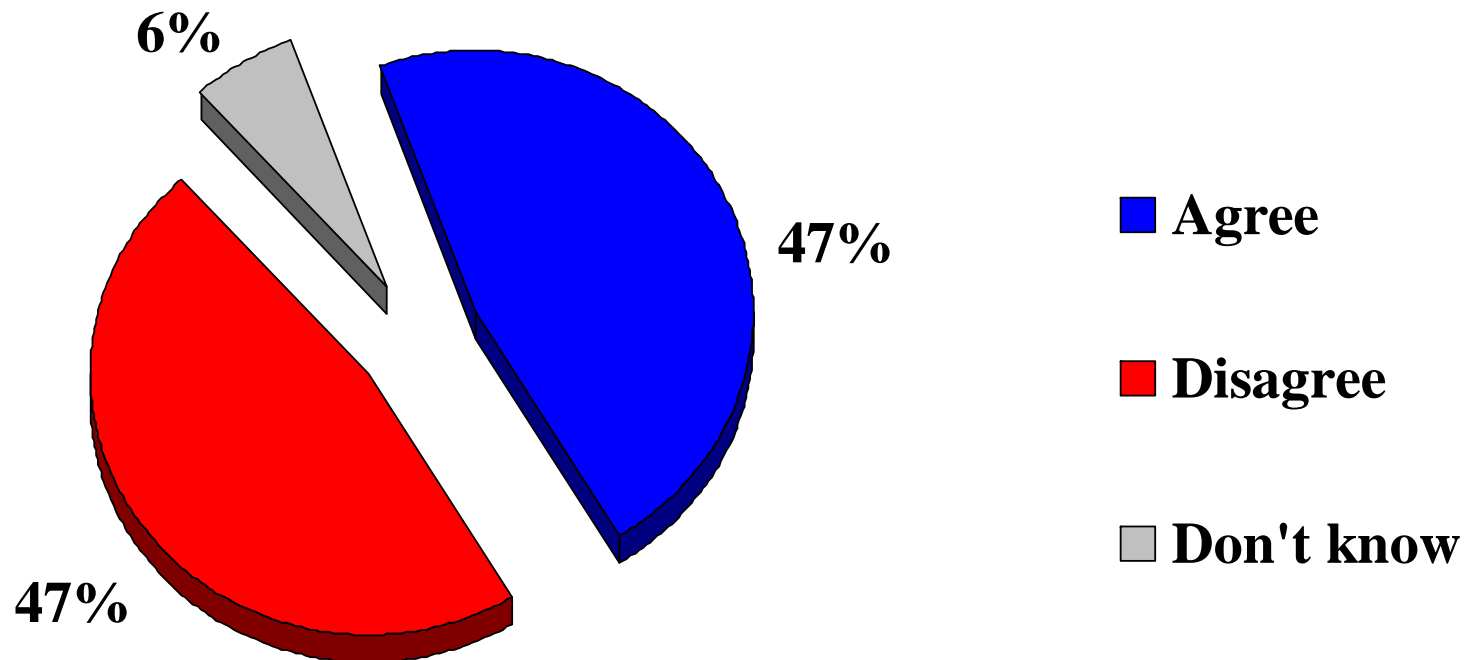


- 80 year olds will be much healthier than they are today, but they will still be very limited in their capabilities compared to younger people
- Life will be about the same for 80 year olds in 2025 as it is today
- 80 year olds will be able to do and enjoy virtually everything that 40 year olds can do today
- Life/health will be worse in 2025 than it is today
- Don't Know

Source: Longevity Poll, 2005
Charlton Research Company for Research!America

Americans Split on Increasing Life Span to 120 Years

Some people say that within the next century, advances in medical research will increase human life expectancy to 120 years. Do you agree or disagree with this statement?



Source: Longevity Poll, 2005
Charlton Research Company for Research!America

The Dynamics of an Aging American Population

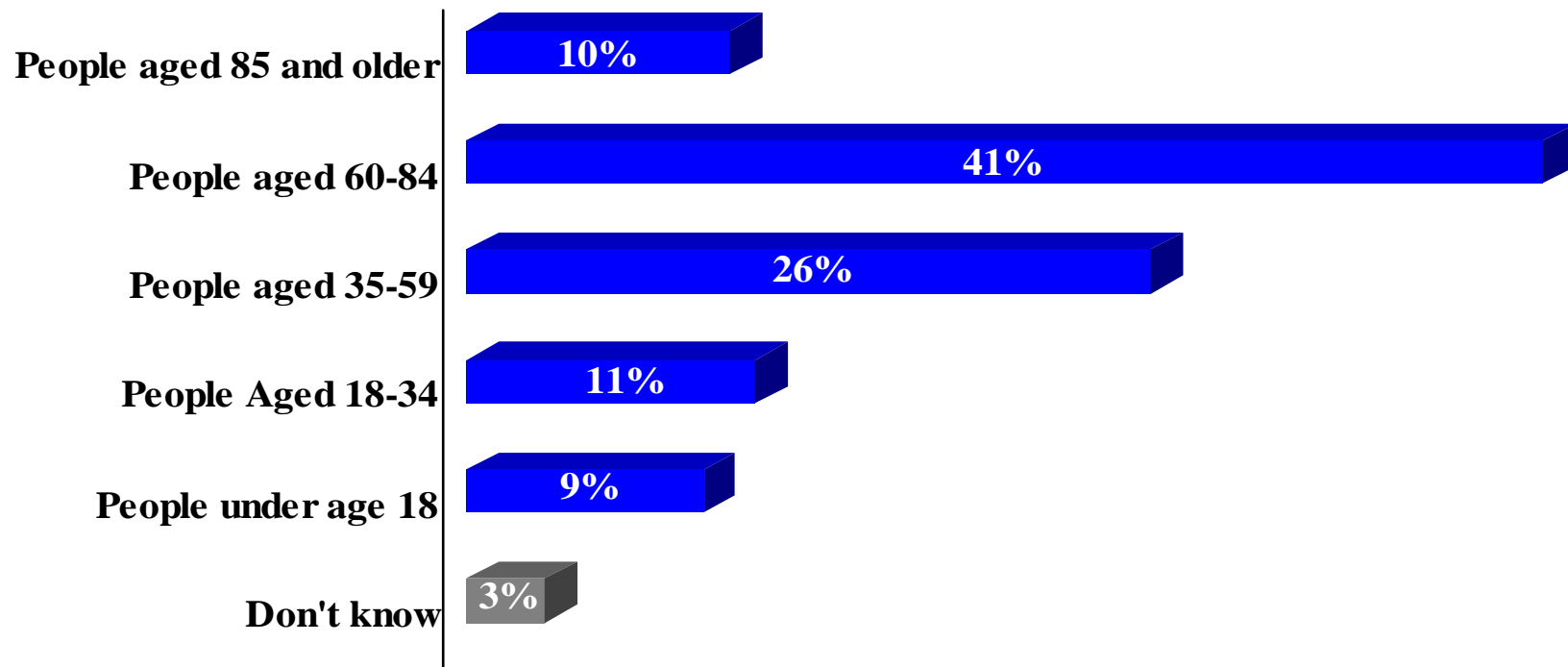
Americans Say Health and Research are Top Priorities

The White House Conference on Aging, which is held every ten years, will be held this December in Washington, DC. If you were a delegate to the Conference, what one thing would you suggest to the President?

	<u>First responses (%)</u>
Better health coverage/ healthcare	22
Research for cures and diseases/ funding	18
Take care of the elderly/ funding	16
Improve Social Security	6
Prescription drugs/ medications	4
Qualifications for Medicare/ Medicaid	2
No suggestions/ Nothing	9
Other	11
Don't know	12

Americans Don't Know the Fastest Growing Age Group is People 85+

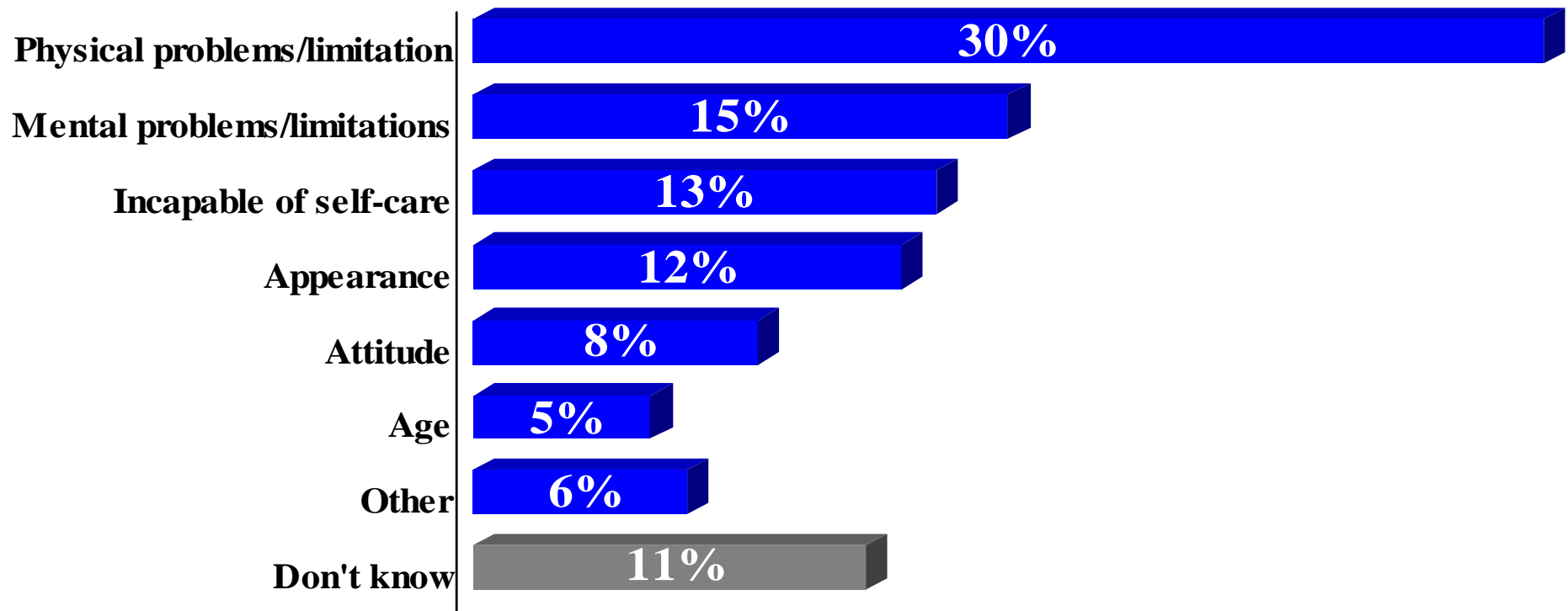
Which of the following do you think is the fastest growing age group in the United States?



Source: Longevity Poll, 2005
Charlton Research Company for Research!America

Americans Equate Limitations With Being “Old”

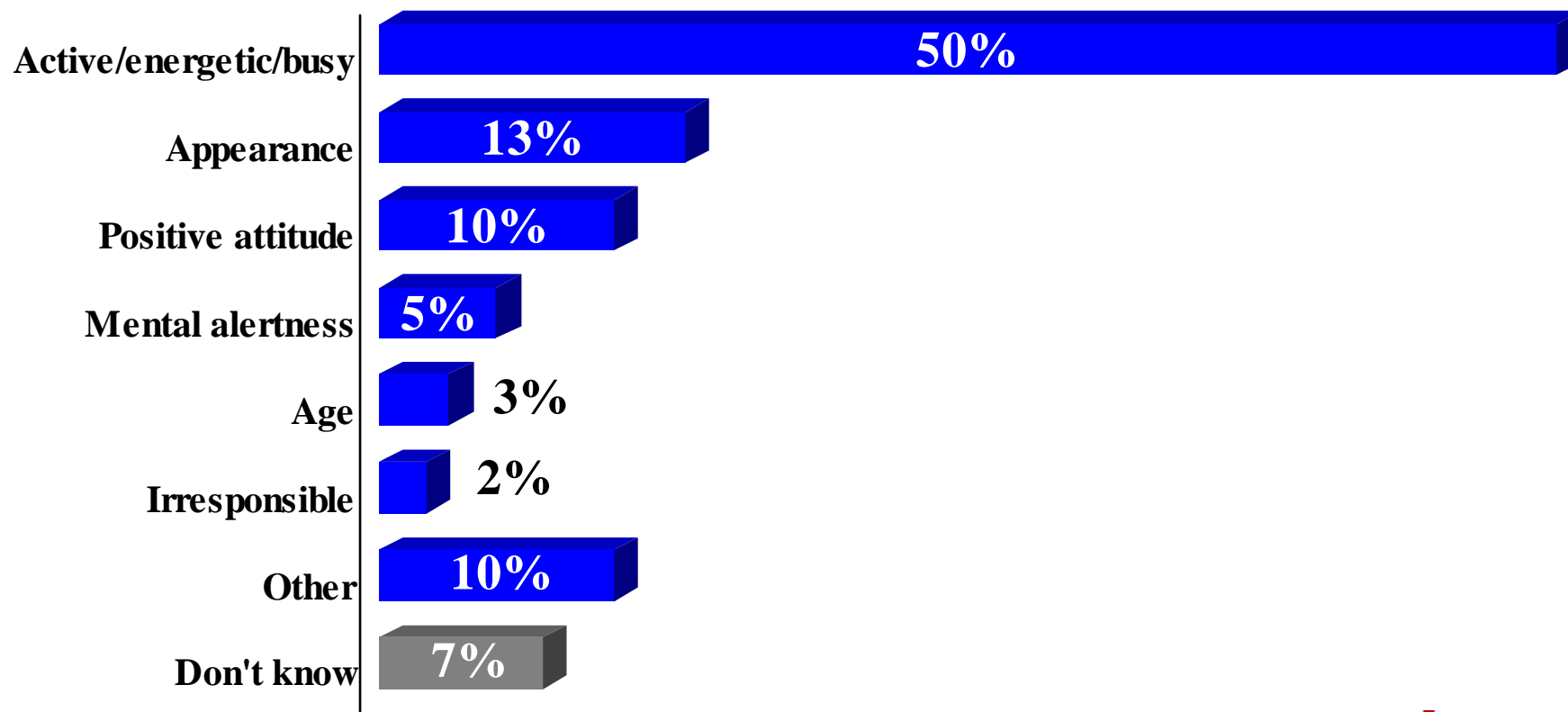
What one thing, more than any other, makes you think of a person as being “old”?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Being Active and Energetic Associated with Being “Young”

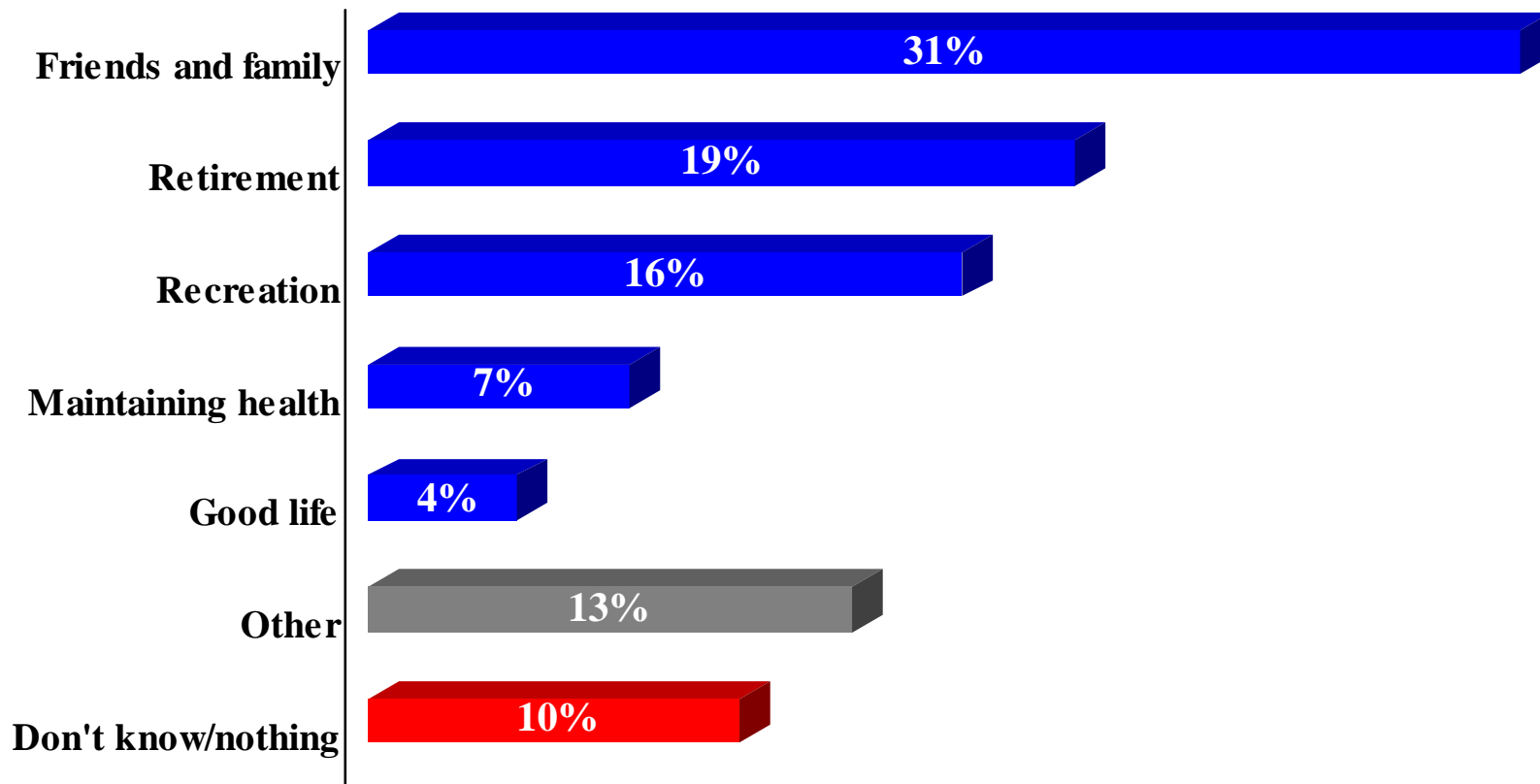
What one thing, more than any other, makes you think of a person as being “young”?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Americans Say Time With Family and Friends Most Anticipated

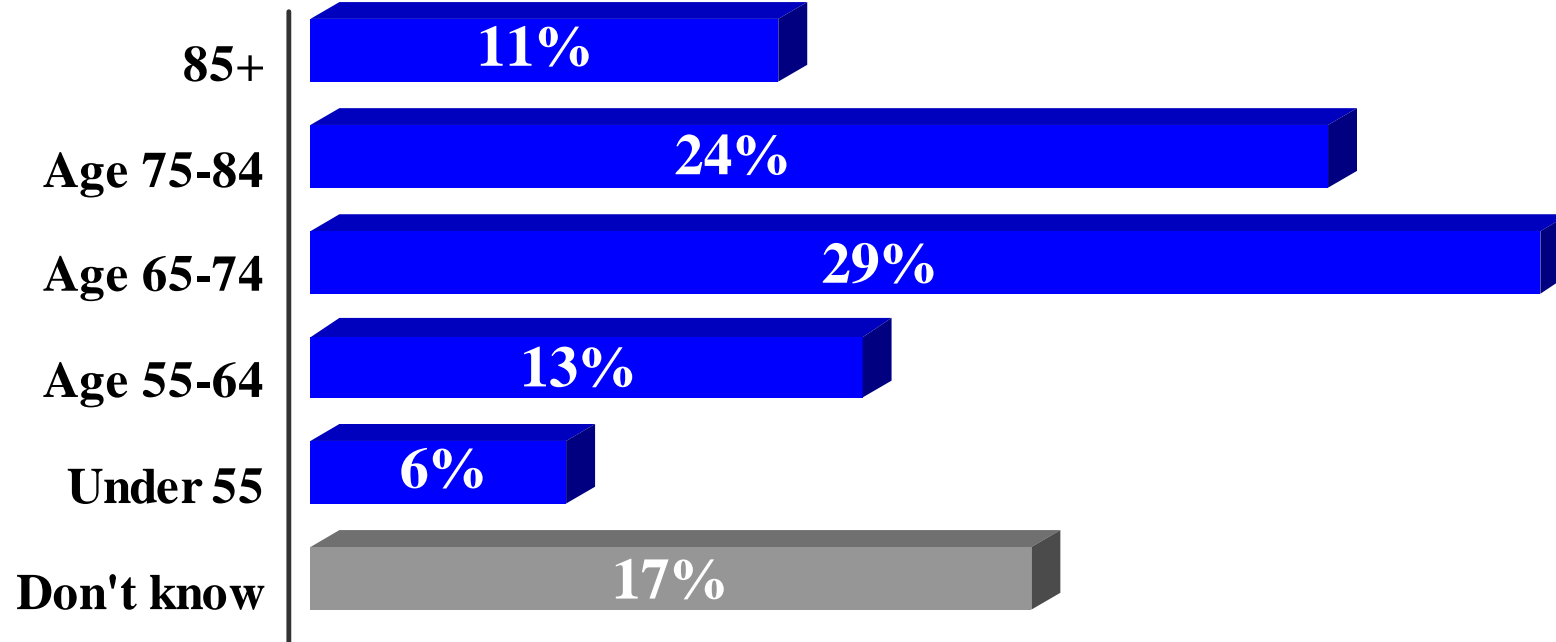
What one thing do you most look forward to in your old age?



Source: Longevity Poll, 2005
Charlton Research Company for Research!America

What is “Old”

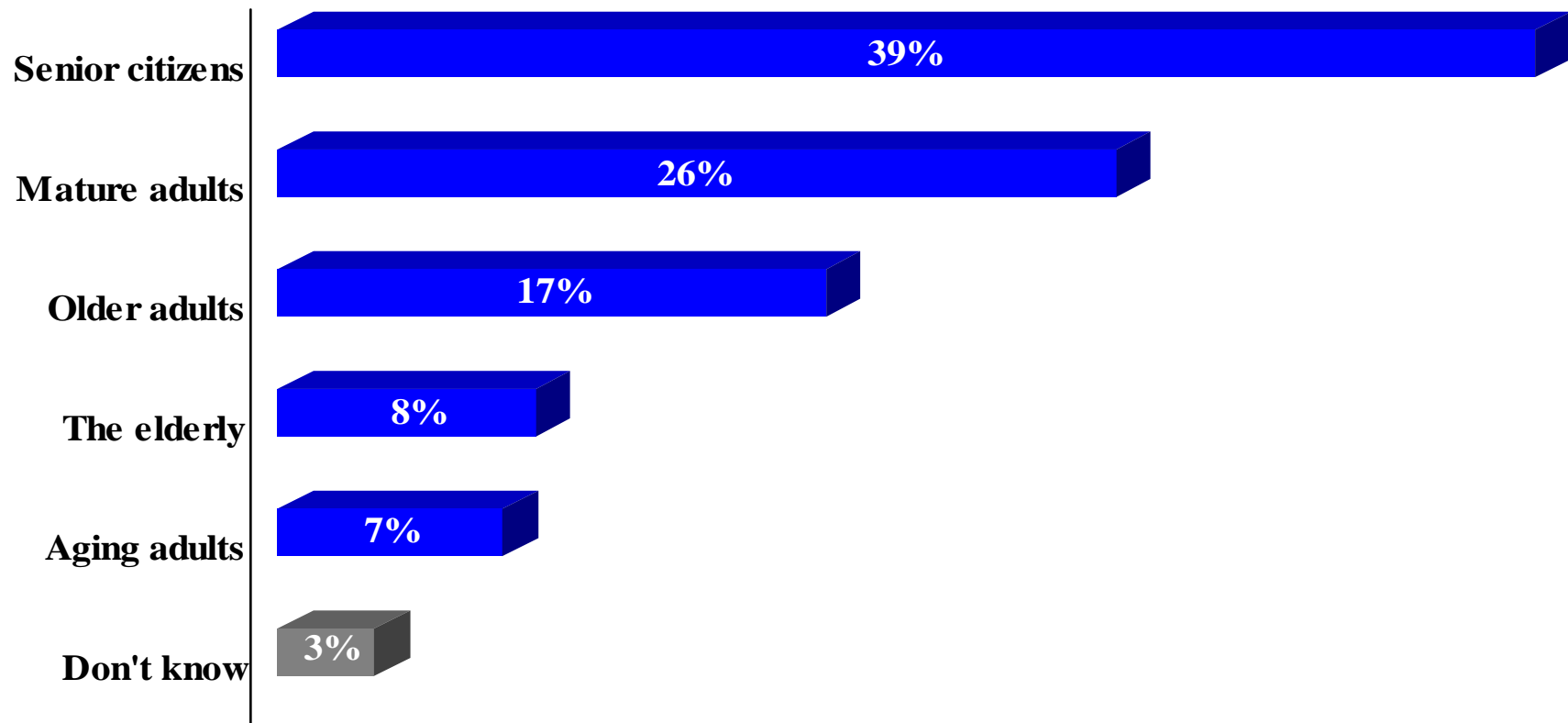
In your opinion, at what age does a person become “old”?



Source: Longevity Poll, 2005
Charlton Research Company for Research!America

“Senior Citizen” Most Popular

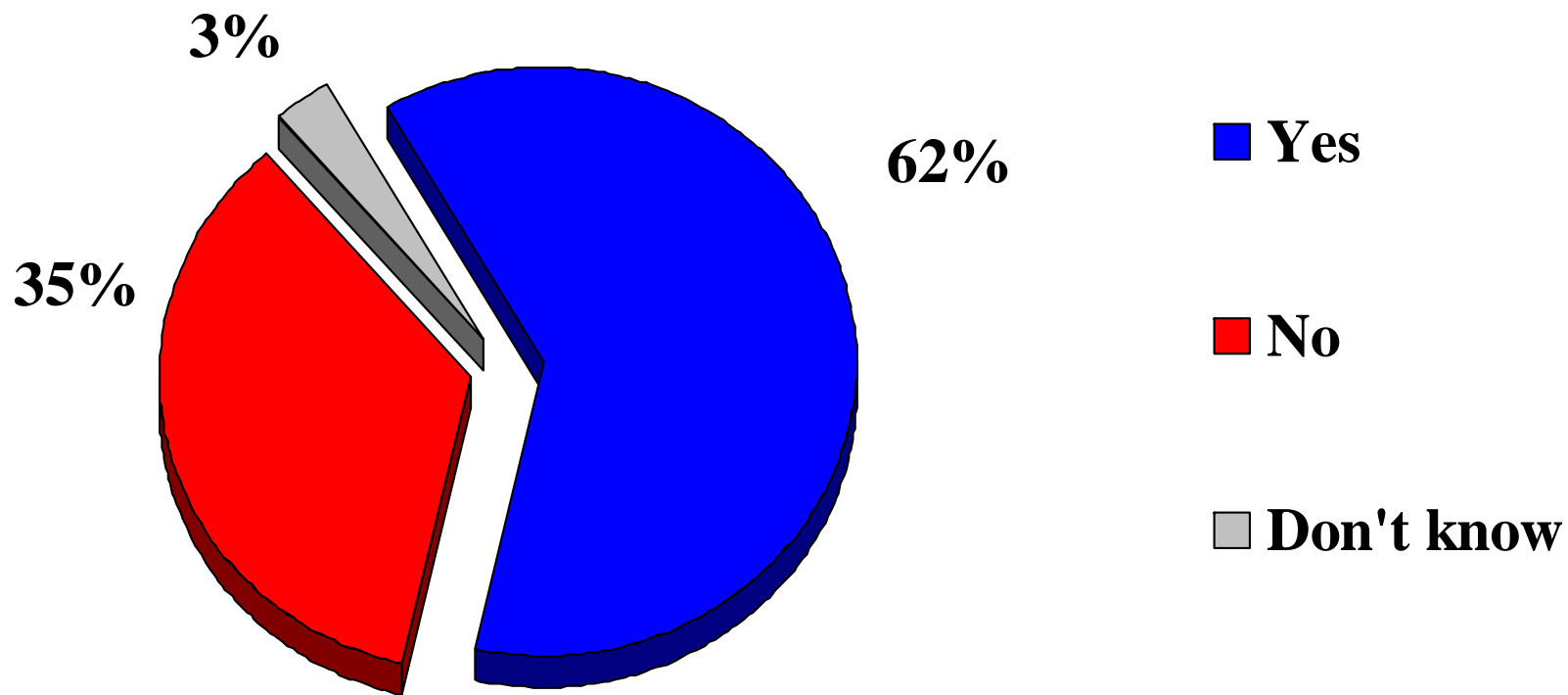
Which of the following terms do you prefer to describe people over age 65?



Source: Longevity Poll, 2005
Charlton Research Company for Research!America

Older Americans Face Age Discrimination

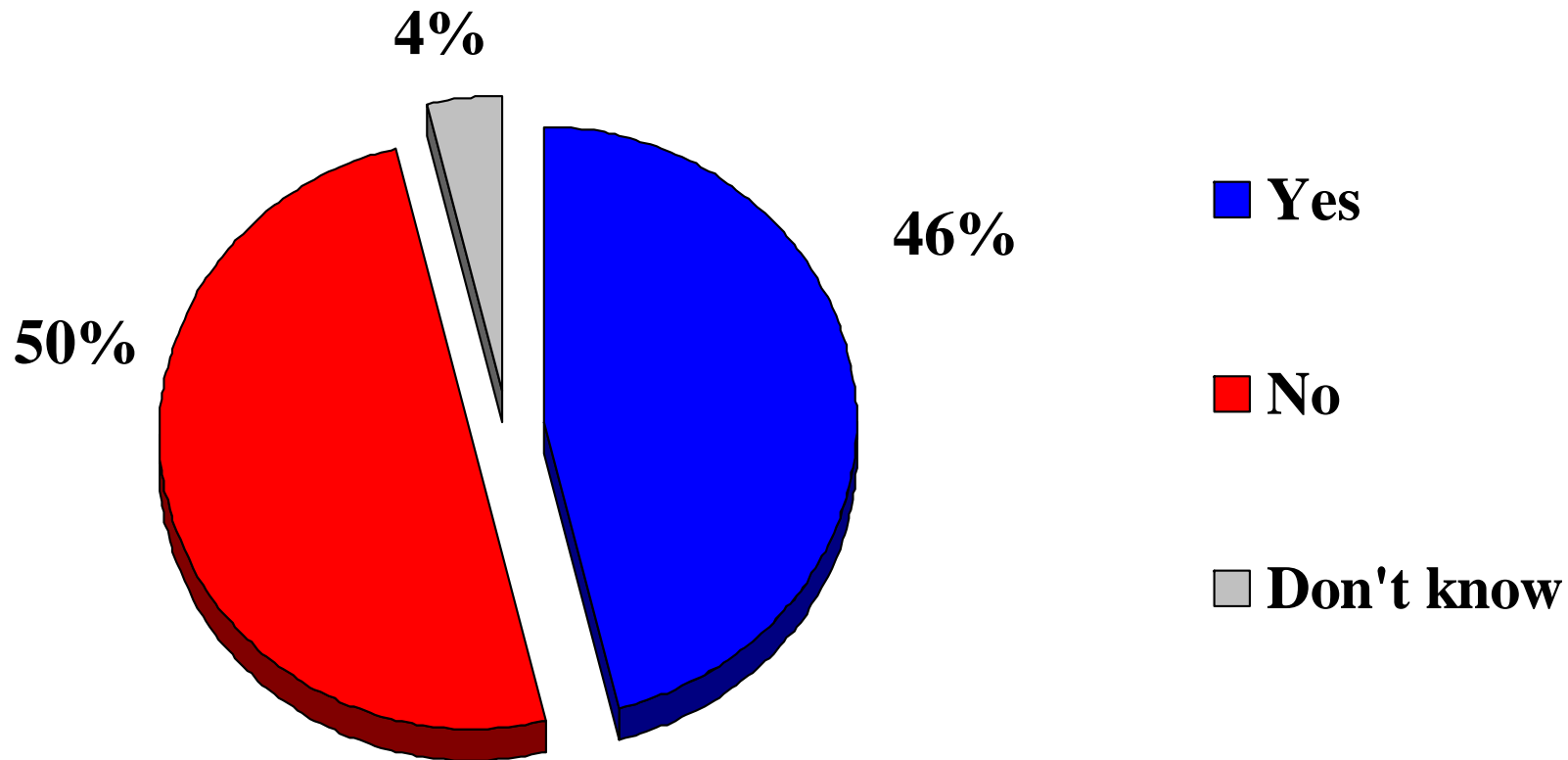
Do you think people who are older are discriminated against in our society?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

Half Think Older People Are Not Treated With Respect

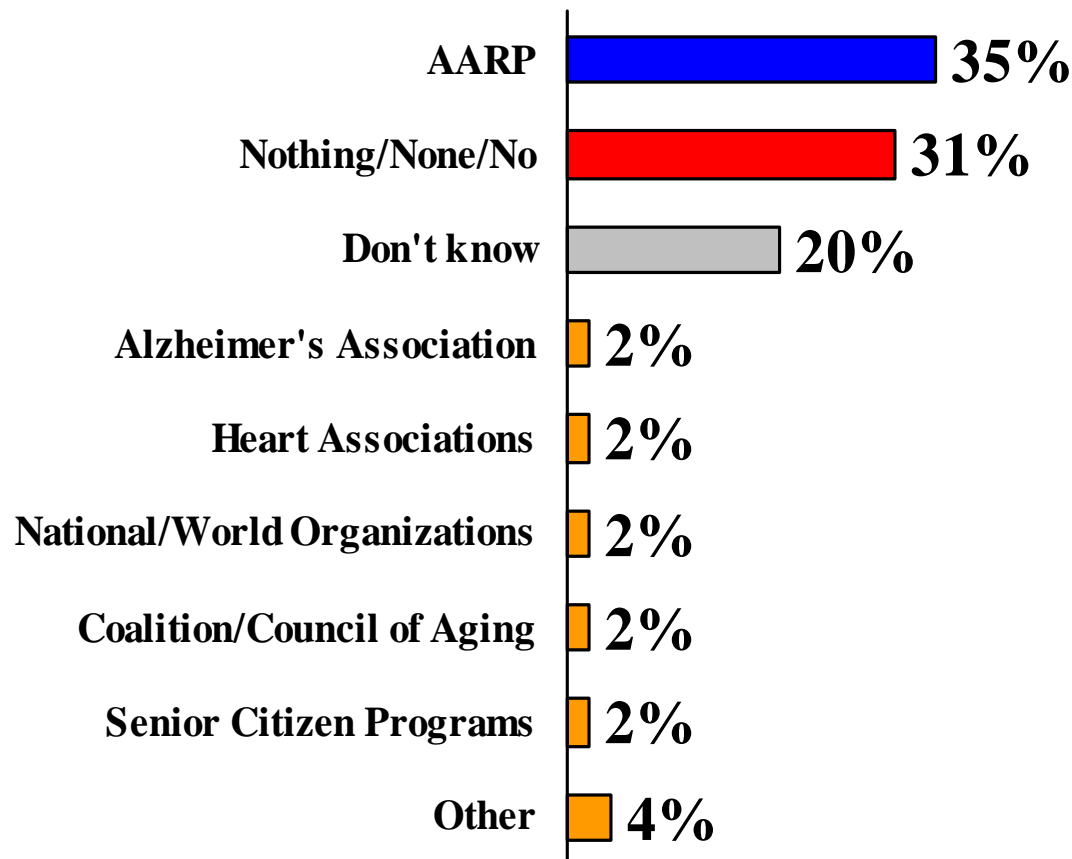
Do you think people who are older are viewed with respect in our society?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005

AARP Most Recognized

Can you think of any organizations that focus on age-related issues?



Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005