Health and Longevity
Americans Want Longevity

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

- 95+: 26%
- Age 85 - 94: 32%
- Age 75 - 84: 20%
- Age 65 - 74: 5%
- Under 65: 3%
- Don't know: 14%

Average: 88

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2005
If you had to guess, how long do you think you will live? That is, until what age?

- 95+: 10%
- Age 85 - 94: 33%
- Age 75 - 84: 29%
- Age 65 - 74: 11%
- Under 65: 5%
- Don't know: 12%

**Average: 82**

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?

- Poor, declining, failing health: 37%
- Financial concerns: 23%
- Dependence on others: 6%
- Losing mental abilities: 5%
- Being a burden on family: 4%
- Living in a nursing home: 3%
- Other: 14%
- No worries: 6%
- Don't know: 2%

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?

- Losing mental capacity: 62%
- Diminished physical ability: 29%
- Don't know: 9%

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?

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>17%</td>
</tr>
<tr>
<td>Alzheimer's</td>
<td>10%</td>
</tr>
<tr>
<td>Heart disease</td>
<td>9%</td>
</tr>
<tr>
<td>General Disablement</td>
<td>6%</td>
</tr>
<tr>
<td>Losing mind or memory</td>
<td>5%</td>
</tr>
<tr>
<td>Taking care of self</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>28%</td>
</tr>
<tr>
<td>No worries</td>
<td>15%</td>
</tr>
<tr>
<td>Don't know</td>
<td>5%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>First Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
</tr>
<tr>
<td>Heart disease</td>
</tr>
<tr>
<td>Alzheimer’s disease</td>
</tr>
<tr>
<td>AIDS</td>
</tr>
<tr>
<td>Diabetes</td>
</tr>
<tr>
<td>Obesity/ over-weight</td>
</tr>
<tr>
<td>Health care/ insurance</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Don’t know/ nothing</td>
</tr>
</tbody>
</table>

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?

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

- Excellent: 28%
- Good: 49%
- Fair: 17%
- Poor: 5%
- Don't know: 1%

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?

- Yes, you can do something: 84%
- No, outside my control: 14%
- Don't know: 2%

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?

83% Yes
16% No
1% Don't know

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?

- Physical activity: 56%
- Watching food/drink: 26%
- Good medical care: 6%
- Watching weight: 3%
- Other: 8%
- Don't know: 1%

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?

- Physical Activity: 85% Very, 14% Somewhat, 1% Not, 0% Don't know
- Diet and nutrition: 85% Very, 13% Somewhat, 1% Not, 0% Don't know
- Mental activity: 85% Very, 13% Somewhat, 2% Not, 0% Don't know
- Smoking and tobacco use: 65% Very, 10% Somewhat, 22% Not, 0% Don't know
- Alcohol consumption: 41% Very, 30% Somewhat, 25% Not, 0% Don't know

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?

- 65% Very important
- 31% Somewhat important
- 3% Not important
- 1% Don't know

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?

- Very valuable: 42%
- Somewhat valuable: 43%
- Not valuable: 14%
- Don't know: 1%

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?

- 64% Yes
- 31% No
- 5% Don't Know

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.

<table>
<thead>
<tr>
<th>Breakthrough</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>A cure for diabetes</td>
<td>65%</td>
</tr>
<tr>
<td>A cure for Parkinson's disease</td>
<td>59%</td>
</tr>
<tr>
<td>A cure for Alzheimer's disease</td>
<td>54%</td>
</tr>
<tr>
<td>A cure for heart disease</td>
<td>52%</td>
</tr>
<tr>
<td>A cure for cancer</td>
<td>48%</td>
</tr>
<tr>
<td>A cure for AIDS</td>
<td>47%</td>
</tr>
</tbody>
</table>

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?

- 38% Better
- 33% About the same
- 25% Worse
- 4% Don't know

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 life 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 (49%)
- Life will be about the same for 80 year olds in 2025 as it is today (33%)
- 80 year olds will be able to do and enjoy virtually everything that 40 year olds can do today (6%)
- Life/health will be worse in 2025 than it is today (3%)
- 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 TopPriorities

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?

First responses (%)

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

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

- People aged 85 and older: 10%
- People aged 60-84: 41%
- People aged 35-59: 26%
- People Aged 18-34: 11%
- People under age 18: 9%
- Don't know: 3%

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”?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical problems/limitation</td>
<td>30%</td>
</tr>
<tr>
<td>Mental problems/limitations</td>
<td>15%</td>
</tr>
<tr>
<td>Incapable of self-care</td>
<td>13%</td>
</tr>
<tr>
<td>Appearance</td>
<td>12%</td>
</tr>
<tr>
<td>Attitude</td>
<td>8%</td>
</tr>
<tr>
<td>Age</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
<tr>
<td>Don't know</td>
<td>11%</td>
</tr>
</tbody>
</table>

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”?

- Active/energetic/busy: 50%
- Appearance: 13%
- Positive attitude: 10%
- Mental alertness: 5%
- Age: 3%
- Irresponsible: 2%
- Other: 10%
- Don't know: 7%

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?**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and family</td>
<td>31%</td>
</tr>
<tr>
<td>Retirement</td>
<td>19%</td>
</tr>
<tr>
<td>Recreation</td>
<td>16%</td>
</tr>
<tr>
<td>Maintaining health</td>
<td>7%</td>
</tr>
<tr>
<td>Good life</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
<tr>
<td>Don't know/nothing</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Longevity Poll, 2005
Charlton Research Company for Research!America
What is “Old”

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

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>85+</td>
<td>11%</td>
</tr>
<tr>
<td>Age 75-84</td>
<td>24%</td>
</tr>
<tr>
<td>Age 65-74</td>
<td>29%</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>13%</td>
</tr>
<tr>
<td>Under 55</td>
<td>6%</td>
</tr>
<tr>
<td>Don't know</td>
<td>17%</td>
</tr>
</tbody>
</table>

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?

- Senior citizens: 39%
- Mature adults: 26%
- Older adults: 17%
- The elderly: 8%
- Aging adults: 7%
- Don't know: 3%

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?

- Yes: 62%
- No: 35%
- Don't know: 3%

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?

- 50% Yes
- 4% No
- 46% Don't know

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?

- AARP: 35%
- Nothing/None/No: 31%
- Don't know: 20%
- Alzheimer's Association: 2%
- Heart Associations: 2%
- National/World Organizations: 2%
- Coalition/Council of Aging: 2%
- Senior Citizen Programs: 2%
- Other: 4%

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