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?

- Yes: 82%
- No: 17%
- Don't know: 1%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
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: 55%
- Watch diet: 30%
- Good medical care: 4%
- Stay active: 3%
- Other: 7%
- Don't know: 1%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Many Americans Believe They Are Healthier Than Parents

How does your health compare to your parents’ health when they were your age; would you say it is better, worse, or the same?

- Better: 48%
- Same: 38%
- Worse: 9%
- Don't know: 5%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Americans Say They Are Doing More to Stay Healthy

Are you now doing more than your parents did at your age to stay healthy, or are you doing less, or the same amount?

- 59% More
- 29% Same
- 7% Less
- 5% Don't know

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Americans Think Habits and Personal Choices Trump Genes

Which do you think is more important in determining how healthy you are?

- Personal habits and choices: 70%
- Genetics and inherited family traits: 23%
- Don't know: 7%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Americans Too Busy to Stay Healthy

Which of the following do you think is the main reason more people do not do what they should to stay healthy?

- People are too busy and don’t make their health a priority: 43%
- People enjoy unhealthy behaviors and don’t want to change: 28%
- It is too hard, too difficult: 13%
- People don’t know how to change unhealthy behaviors: 11%
- People do not know that they should take steps to improve their health: 3%
- Don't know: 2%

Doctors are Talking to Patients About Prevention

Has your doctor ever talked to you about what you can do to prevent health problems?

77% Yes
23% No

Taking Our Pulse: The PARADE/Research!America Health Poll
Charleton Research Company, 2006
Very Important to Prevent Own Health Problems

How important do you think it is for people to do more to prevent their own health problems?

- Very: 86%
- Somewhat: 12%
- Not: 2%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Adding Years of Life

Hypothetically, suppose that a person could add five “good quality” years to their life if they did each of the following. How likely do you think it is that the majority of people would do this if they knew it would add five good quality years to their life? (% saying “very likely” or “likely”)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>See a physician regularly</td>
<td>85%</td>
</tr>
<tr>
<td>Drive safely</td>
<td>82%</td>
</tr>
<tr>
<td>See a dentist regularly</td>
<td>82%</td>
</tr>
<tr>
<td>Eat a balanced diet</td>
<td>79%</td>
</tr>
<tr>
<td>Practice safe sex</td>
<td>77%</td>
</tr>
<tr>
<td>Lose weight</td>
<td>75%</td>
</tr>
<tr>
<td>Manage stress</td>
<td>72%</td>
</tr>
<tr>
<td>Exercise daily</td>
<td>70%</td>
</tr>
<tr>
<td>Moderate alcohol</td>
<td>68%</td>
</tr>
<tr>
<td>Quit smoking</td>
<td>66%</td>
</tr>
</tbody>
</table>

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Americans Want To Be Genetically Tested for Personalized Medicine

Would you want to be genetically tested to determine which medications might be most effective and safest for you?

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

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Americans Split on Knowing Likelihood of Disease

Are you interested in knowing more about your chances of developing a disease or would you prefer not to know?

- **Want to know**: 49%
- **Prefer not to know**: 48%
- **Don't know**: 3%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
How valuable is it for the U.S. to invest in medical and health research that allows us to predict a person’s chance of developing a disease?

- 55% Very
- 34% Somewhat
- 9% Not
- 2% Don't know

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Americans See Value in Preventing Disease

Which do you think is more valuable, research on how to prevent disease, or research on how to cure and treat disease?

- 51% Research on preventing disease
- 34% Research on curing and treating disease
- 13% Both/equally important
- 2% No opinion/don’t know

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Most Americans Getting Tested and Screened for Disease

Tests to screen for cholesterol, diabetes, and cancer are important in detecting and preventing deadly and debilitating diseases. Have you had one of these tests in the past two years?

- Yes: 75%
- No: 25%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Many Have Made Changes Based on Test Results

Have you ever made any changes based on the result of these or other tests?

- Yes: 53%
- No: 46%
- Don't know: 1%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Americans Practice Alternate Approaches to Health Issues

Have you ever taken any of the following approaches to addressing a health or medical issue?

{\% saying “yes”}

- Supplements/vitamins: 84\%
- Prayer: 74\%
- Meditation: 42\%
- Herbal remedies: 40\%
- Chiropractic: 37\%
- Homeopathic remedies: 26\%
- Acupuncture: 9\%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006