## Exercise Attitudes and Behaviors: <br> A Survey of Midlife and Older Adults

## AARP

# Exercise Attitudes and Behaviors: A Survey of Adults Age 50-79 

AARP is a nonprofit, nonpartisan membership organization for people 50 and over. We provide information and resources; advocate on legislative, consumer, and legal issues; assist members to serve their communities; and offer a wide range of unique benefits, special products, and services for our members. These benefits include AARP Webplace at www.aarp.org, Modern Maturity, and My Generation magazines, and the monthly AARP Bulletin. Active in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP celebrates the attitude that age is just a number and life is what you make it.

## Acknowledgements

RoperASW prepared this report for AARP's Health Team under the direction of Teresa A. Keenan, Ph.D. We would like to thank Geoff Feinberg, Research Director, at RoperASW for his work on behalf of this project. We would also like to thank Jeffrey Love, Associate Research Director, Strategic Issue Research, who provided management review of the final report. For additional information contact Teresa A. Keenan at (202) 434-6274.

## Table of Contents

Introduction and Method Overview ..... 5
Key Findings ..... 8
I. Attitudes and Knowledge Regarding Exercise ..... 12
II. Characteristics of the Healthy ..... 18
III. Current Physical Activity Among Americans 50 and Over ..... 38
IV. Exercise Motivators ..... 51
V. Barriers to Exercise ..... 60
VI. Exercise Opportunities In Local Communities ..... 67
VII. Attitudes Toward Health and Fitness: A Multivariate Segmentation ..... 80
Demography ..... 91
Appendix A: Annotated Questionnaires ..... 92

## This page left blank intentionally

## Introduction and Method Overview

This report summarizes findings from two surveys undertaken on behalf of AARP to more fully understand the views of Americans age 50-plus toward staying fit-including their overall perceptions of health and wellness; their attitudes specifically toward physical activity; their reporting of former and current exercise patterns and behaviors; incentives and barriers to exercise; and awareness and usage of communitysponsored exercise programs/facilities.

## Sample

Two thousand $(2,000)$ Americans, in total, were interviewed for this study as follows:

First wave: $\quad 1,000$ general public in the first survey
Second wave: 1,000 general public in the second survey

Each survey comprised a representative survey of 50-79 year-olds in the target population who live in the continental United States. The sample was drawn randomly from RDD (random digit dialing) lists.

## Interviewing dates, method, and timing

All interviews were conducted by telephone. The first wave was conducted from October 22 to November 11, 2001. The second wave was conducted from March 20 to April 28, 2002. Each interview took 15-20 minutes, on average, to administer.

## Sampling error

All samples are subject to some degree of sampling "error"-that is, statistical results obtained from a sample can be expected to differ somewhat from results that would be obtained if every member of the target population were interviewed. In this report, the maximum margin of error at a $95 \%$ confidence level is within $+/-3$ percentage points for base sizes of 1,000 . Subsample margins of error will be higher.

## Weighting

Completed interviews were weighted by age, sex, education, and region to ensure reliable and accurate representation of the target population.

## Percentages not totaling 100\%

For tabulation purposes, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than $100 \%$.

In questions that permit multiple responses, columns may total significantly more than $100 \%$, depending on the number of different responses offered by each respondent. Similarly, when only selected responses are shown, percentages may total less than $100 \%$.

Asterisks ( ${ }^{*}$ ) are used when percentages fall below $0.5 \%$. A dash (-) indicates $0 \%$.

## Multivariate segmentation

In order to determine whether or not Americans 50-79 group themselves according to shared attitudes about exercise and fitness, RoperASW statisticians conducted a multivariate segmentation (K-Means) of respondents into six groups based on their level of physical activity and attitudes toward exercise and fitness (Qs. 7, 5a, 13, 14 from the first wave). Results are discussed in Chapter VII.


#### Abstract

About RoperASW

RoperASW, an NOP World Company, is the merger of two of the world's leading marketing research and consulting firms, Roper Starch Worldwide and Audits \& Surveys Worldwide. For over 75 years, RoperASW has conducted public opinion polls and remains one of most respected names in the business.


## Key Findings

## Americans 50-79 are well aware that exercise is critical to maintaining good health

- Two in three ( $63 \%$ ) say it is the "best thing" they can do for their health.
- They place highest importance on moderate exercise (71\% say it is "very important").
- Most $(89 \%)$ believe a person their age should exercise at least thrice weekly, preferably for 20-30 minutes each time.


## Most consider themselves to be physically healthy

- Three in four (76\%) say their health, relative to others their age, is "very good" (38\%) or "good" (38\%).
- Men (43\%) and adults in their sixties (43\%) are the most likely to say they are in "very good" health.


## Most Americans 50-79 are taking steps necessary to maintain good health

- Having their blood pressure checked (93\%) is the health-related activity that 50-79 year-olds are most likely to have done in the past twelve months.
- Discussing health issues with a doctor ( $82 \%$ ), attempting to control weight loss/gain (78\%), having their cholesterol level checked (76\%) and trying to manage stress ( $73 \%$ ) are also common activities.

Most recognize a variety of steps are needed to stay healthy and fit

- Steps considered most important include eating right (81\%), maintaining a healthy weight (78\%), getting enough exercise (77\%), reducing stress (75\%) and getting regular health screenings (75\%).


## Most Americans age 50-79 have exercised "fairly regularly" (34\%) or "occasionally" ( $\mathbf{3 8 \%}$ ) during the course of their lives.

- A link clearly exists between regular exercise and health. Close to two-thirds ( $63 \%$ ) of those in "very good" health have exercised "regularly" or "fairly regularly" throughout life. Correspondingly, two thirds ( $66 \%$ ) of those in "fair" or "poor" health have either never exercised regularly, or have done so only occasionally.


## Healthy people are most satisfied with their lives

- Two-thirds (64\%) of Americans 50-79 are "very satisfied" with their lives and an additional $26 \%$ are "somewhat satisfied."
- The vast majority ( $80 \%$ ) of persons in "very good" health say they are "very satisfied" with their lives. In marked contrast, fewer than half (38\%) of those in "fair" or "poor" health agree.


## Americans 50-79 are a physically active group of people

- Six in ten Americans age 50-79 (59\%) are physically active on a regular basis, with $47 \%$ not only saying they are currently active but that they have been active for a year or longer.
- Those saying they are in only "fair" or "poor" health are significantly more likely to say they do not currently engage in any regular physical activity ( $47 \%$ versus $18 \%$ for those in "very good/good" health).


## Many reasons for exercising...

- There is not one reason that stands out as the primary motivation for exercising among 50-79 year-olds. Rather, it is a combination of factors that ultimately leads to the decision to work out.
- Health benefits, improved appearance, personal satisfaction, and the opportunity to have fun and socialize are all major reasons.


## ...and many for not

- Just as there are many reasons why adults age 50-79 do exercise, nonexercisers also have many reasons for not doing so-health problems, not feeling like it, travel, time constraints, poor location or surroundings, and inexperience are all major reasons for some.


## Exercise takes many forms

- Walking (88\%) and moderate physical activity (83\%) are the most popular forms of exercise during a typical week among adults 50-79.
- Sizeable numbers also participate in vigorous activities (41\%) and do things to increase muscle tone or strength ( $32 \%$ ).
- Moderate and vigorous activities vary widely-as substantial percentages walk, do yard work, clean house, or play sports to get in their exercise.


## Most are aware that community-based exercise programs and services exist for people their age

- Two in three (67\%) say there are at least "some" programs in their community.
- One in six ( $15 \%$ ) are currently participating in such programs; nearly half ( $42 \%$ ) have at some time in their lives.
- Weight lifting/strength training (31\%) and aerobics (22\%) are the most popular community-based exercise programs.
- Reasons people have stopped taking or have never taken advantage of community programs range from health reasons to preferring to exercise in private to finding the facilities too inconveniently located.

Americans 50-79 have different views when it comes to staying fit and living a healthy lifestyle. The results of a multivariate segmentation analysis reveals that they tend to fall into one of six groups:

Socializers: Tend to be male, younger than average, and exercise regularly to have fun, be with friends-and improve their sex lives. Threequarters are "very satisfied" with life-the highest proportion among all segments.

Maintainers: Includes both men and women, many in their 50's, who take a practical and relatively narrow approach-exercising to stay healthy and fit. They are especially likely to be in "very good" health (47\%).

Mind \& Body: Women of all ages fit into this group, a segment that takes an overall approach to exercise - they exercise not only to stay in shape, but for emotional and psychological reasons as well. They are the most likely to be in "very good" health (55\%).

The Infirm: This group does not exercise primarily because they have health problems or are too out of shape to engage in fitness activities. They are mostly older women and are most likely to be unsatisfied with life. Most do not engage in regular physical activity, and have no plans to start ( $69 \%$ ). They are especially likely to be in "poor" health ( $34 \%$ ).

Unmotivateds: These people know they should exercise more but can't seem to "get around" to it. They have various excuses, including the high price of gyms or lack of people to exercise with. They also seem a bit skeptical about the merits of exercise. Women in their middle years comprise a large portion of this segment.

Hectics: Evenly split between men and women, members of this segment say they are just too busy to exercise. They know they should, and recognize the benefits of exercise, but they say they can't find the time.

## I. Attitudes and Knowledge Regarding Exercise

## Perceived Importance of Exercise for Personal Health

Americans 50-79-across gender and decades-are well aware that exercise is a vital part of becoming and staying healthy.

In fact, about two in three (63\%) agree that "exercise is the best thing I can do for my health." Few (4\%) say it is "not very important."

Base: Total respondents

|  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Men | Women | 50-59 | 60-69 | 70-79 |
| $(1,000)$ | (387) | (613) | (385) | (345) | (270) |
| \% | \% | \% | \% | \% | \% |

Exercise is the best thing I $\begin{array}{lllllll}\text { can do for my health } & 63 & 66 & 61 & 60 & 65 & 65\end{array}$

Exercise is important for my health, but many other things are more important $\begin{array}{llllll}32 & 30 & 33 & 34 & 30 & 30\end{array}$

Exercise is not very

| important for my health | 4 | 4 | 5 | 5 | 5 | 4 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Don't know/refused $\quad 1 \quad$ * $\quad 1 \quad$ *

[^0]Source: Second wave

## Perceived Importance of Various Exercise Types

If most Americans 50-79 agree that exercise is vital to good health, what specific kinds of exercise do they think are most important?

Most (71\%) agree that moderate exercise-that is, exercise that causes a small to moderate increase in breathing or heart rate (such as a brisk walk)-is "very important."

- Those 60-69 are especially likely to make this assessment.

Half (49\%) also think that flexibility exercises (such as stretching or yoga) are "very important."

- Women, more than men, believe flexibility is very important (53\% versus $45 \%$, respectively).
- Over half ( $55 \%$ ) of those age $50-59$ hold this belief compared to 50 percent of those 60-69 and 42 percent of those 70-79.

Nearly half (42\%) believe strength training is "very important," and about three in ten agree that balance (31\%) and vigorous exercise (29\%) are similarly important.

- Men are more likely than women to believe vigorous exercise is "very important" ( $35 \%$ vs. $24 \%$ ), but women are more likely than men to believe strength training ( $46 \%$ vs. $37 \%$ ) and balance ( $36 \%$ vs. $25 \%$ ) are "very important."


## Perceived Importance of Various Exercise Types \% Who Say "Very Important" <br> (by Gender and Age)

Base: Total respondents.

|  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Men | Women | 50-59 | 60-69 | 70-79 |
| $(1,000)$ | (387) | (613) | (385) | (345) | (270) |
| \% | \% | \% | \% | \% | \% |

Moderate exercise, which causes a small to moderate increase in breathing or heart $\begin{array}{llllllll}\text { rate-such as a brisk walk } & 71 & 68 & 73 & 72 & 75 & 66\end{array}$

Flexibility, such as stretching exercises or yoga
$49 \quad 45 \quad 53 \quad 55 \quad 50 \quad 42$

Strength training, which includes exercises designed to strengthen your muscles

| 42 | 37 | 46 | 41 | 45 | 35 |
| :--- | :--- | :--- | :--- | :--- | :--- |

Balance, which includes
exercises designed to maintain your balance such $\begin{array}{llllllll}\text { as standing on one leg } & 31 & 25 & 36 & 32 & 30 & 30\end{array}$
Vigorous exercise, such as running, aerobics, heavy yard work, or anything else that causes large increases in $\begin{array}{llllllll}\text { breathing or heart rate } & 29 & 35 & 24 & 31 & 32 & 22\end{array}$

[^1]Source: Second wave

## Perceived Exercise Frequency Needed to Maintain Health

And how often should a person exercise? Virtually all (89\%) believe at least three times a week is needed to stay healthy, with the majority (53\%) saying about three times.

- Men are more likely than women to say five or more times is best ( $40 \%$ versus $32 \%$ ).
- Persons age 50-59 are especially likely to believe three times per week is optimal ( $62 \%$ ); those $70-79$ are split as to whether three times or five or more times per week is best ( $45 \%$ and $42 \%$, respectively).


## Perceived Exercise Frequency Needed to Maintain Health (by Gender and Age)

Base: Total respondents

| Not at all | 1 | $*$ | 1 | $*$ | 1 | 1 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Less often than once a month | $*$ | $*$ | -- | 1 | -- | -- |
| Once or twice a month | 2 | 1 | 2 | 2 | 2 |  |
| About once a week | 8 | 8 | 8 | 6 | 7 | 10 |
| About three times a week | 53 | 50 | 56 | 62 | 54 | 45 |
| Five or more times a week | 36 | 40 | 32 | 29 | 36 | 42 |
| Don't know/refused | 1 | $*$ | 1 | 1 | 1 | $*$ |

"How often do you think a person your age needs to exercise to be healthy? Would you say...?" (Q.3)

Source: Second wave

## Perceived Length of Exercise Session Needed to Maintain Health

Asked how long a person their age should exercise each session, two in three (64\%) Americans 50-79 agree somewhere between 20 and 30 minutes is optimal. Relatively few think 10 or fewer minutes is enough $(8 \%)$ or that 45 or more minutes are needed ( $26 \%$ ).

These findings are fairly consistent across gender and age.

## Perceived Length of Exercise Session Needed Maintain Health (by Gender and Age)

Base: Total respondents

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | $(1,000)$ | (387) | (613) | (385) | (345) | (270) |
|  | \% | \% | \% | \% | \% | \% |
| 10 minutes or less | 8 | 7 | 10 | 3 | 8 | 15 |
| About 20 minutes | 28 | 27 | 28 | 28 | 25 | 29 |
| About 30 minutes | 36 | 34 | 38 | 39 | 41 | 32 |
| 45 minutes or more | 26 | 30 | 22 | 28 | 25 | 20 |
| Don't know/refused | 2 | 1 | 2 | 1 | 1 | 3 |

"About how long do you think a person your age should exercise each session? Would you say...?" (Q.4)

Source: Second wave

## II. Characteristics of the Healthy

## Self-Rated Level of Health

Most Americans 50-79 (76\%) describe their health, relative to their peers, as "very good" ( $38 \%$ ) or "good" ( $38 \%$ ). About one in four ( $24 \%$ ) says their health is "only fair" ( $19 \%$ ) or "poor" ( $5 \%$ ).

Most likely to rate their health as "very good" are:

- Men ( $43 \%$ versus $33 \%$ of women)
- 60-69 year-olds ( $43 \%$ versus $36 \%$ of those $50-59$ and $37 \%$ of $70-79$ year-olds).


Base: Total respondents

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | $(1,000)$ | (375) | (625) | (379) | (339) | (282) |
|  | \% | \% | \% | \% | \% | \% |
| Very good/good | $\underline{76}$ | $\underline{81}$ | $\underline{72}$ | $\underline{76}$ | 77 | $\underline{76}$ |
| Very good | 38 | 43 | 33 | 36 | 43 | 37 |
| Good | 38 | 38 | 38 | 40 | 34 | 40 |
| Only fair/poor | $\underline{24}$ | $\underline{19}$ | $\underline{28}$ | $\underline{24}$ | $\underline{23}$ | $\underline{24}$ |
| Only fair | 19 | 14 | 23 | 19 | 17 | 19 |
| Poor | 5 | 5 | 6 | 5 | 6 | 4 |
| Don't know | -- | -- | -- | -- | -- | -- |

"In general, when compared to most people your age, how would you rate your health? Would you say it is very good, good, only fair, or poor?" (Q.2)

Source: First wave

## Health-Related Activities Have Done in the Past 12 Months

Over the past year, at least two-thirds of 50-79 year-olds took one or more of the following health- and wellness-related steps:

- Checked blood pressure (93\%)
- Discussed health issues with doctor ( $82 \%$ )
- Tried to control weight (78\%)
- Had cholesterol checked (76\%)
- Tried to manage stress (73\%)
- Read books or articles on health, nutrition, and wellness (68\%).

Fewer than half, however:

- Started an exercise program (43\%) or
- Started a physical activity program (41\%).


## Gender

Women are more likely than men to say they have taken many of these steps in the past year. For example, higher proportions of women than men say they tried to manage stress ( $79 \%$ versus $65 \%$, respectively), read books or articles on health-related topics ( $75 \%$ versus $59 \%$ ), and ate more healthy foods ( $70 \%$ versus $52 \%$ ).

One exception - men are more likely than women to say they started a physical activity program in the past year ( $47 \%$ versus $38 \%$, respectively).

## Age

On most items, responses vary little by age. There are a few exceptions:

- 50-59 year-olds are most likely to have eaten more healthful foods in the past year $(66 \%)$, changed what they ate to prevent disease ( $55 \%$ ), and used the Internet to find health-related information (41\%).
- 60-69 year-olds are especially likely to have read a health-related book or article (73\%).
- Americans 60-plus, more generally are most likely to have had their cholesterol checked (81\%)


## Self-rated health

Are there steps persons in "very good" health take that less healthy people could learn from? The most-healthy 50-79 year-olds are especially likely, in the past year, to have taken the following proactive wellness steps:

- Started an exercise program ( $50 \%$ versus $33 \%$ of those who rate their health as "only fair" or "poor")
- Started a physical activity program ( $42 \%$ versus $37 \%$, respectively)
- Used the Internet to find health-related information (34\% versus 19\%).

Compared to those in "very good" health, persons in "fair/poor" health are more likely to say they have done most of the other items-items that are primarily reactive to existing medical conditions.

## Health-Related Activities Have Done in Past 12 Months (by Gender and Age)

Base: Total respondents

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | $(1,000)$ | (375) | (625) | (379) | (339) | (282) |
|  | \% | \% | \% | \% | \% | \% |
| Had your blood pressure checked | 93 | 92 | 94 | 91 | 96 | 94 |
| Discussed health issues with your doctor | 82 | 80 | 84 | 77 | 86 | 86 |
| Tried to control your weight | 78 | 75 | 80 | 79 | 79 | 74 |
| Had your cholesterol checked | 76 | 74 | 78 | 70 | 82 | 81 |
| Tried to manage your stress | 73 | 65 | 79 | 77 | 71 | 66 |
| Read books or articles on health, nutrition, and wellness | 68 | 59 | 75 | 64 | 73 | 67 |
| Ate more healthy foods than last year | 62 | 52 | 70 | 66 | 60 | 56 |
| Took a specific action to prevent disease | 59 | 55 | 63 | 56 | 64 | 60 |
| Learned how to avoid accidents while driving | 57 | 57 | 56 | 53 | 63 | 57 |
| Had a cancer screening (prostate or skin cancer screening) | 53 | 52 | 55 | 49 | 59 | 55 |
| Changed what you ate to prevent disease | 51 | 45 | 56 | 55 | 49 | 44 |
| Started an exercise program | 43 | 44 | 41 | 44 | 44 | 37 |
| Started a physical activity program | 41 | 47 | 38 | 42 | 44 | 37 |
| Got information on simplifying your life to have more time for your self | 34 | 30 | 38 | 31 | 37 | 38 |
| Made changes in your home to prevent falls and accidents | 33 | 28 | 38 | 31 | 32 | 39 |
| Used the Internet to seek out information on health, nutrition or wellness | 29 | 28 | 29 | 41 | 24 | 11 |

[^2]Source: First wave

## Health-Related Activities Have Done in Past 12 Months (by Self-Rated Health)

Base: Total respondents

|  |  | Self-rated health |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | $\frac{\text { Total }}{(1,000)}$ | $\begin{gathered} \text { Very } \\ \text { good } \\ (407) \\ \% \end{gathered}$ | Very good/ good (795) | $\begin{gathered} \text { Fair/ } \\ \text { poor } \\ (205) \\ \% \end{gathered}$ |
| Had your blood pressure checked | 93 | 91 | 92 | 97 |
| Discussed health issues with your doctor | 82 | 76 | 79 | 91 |
| Tried to control your weight | 78 | 76 | 78 | 76 |
| Had your cholesterol checked | 76 | 75 | 75 | 81 |
| Tried to manage your stress | 73 | 68 | 71 | 77 |
| Read books or articles on health, nutrition, and wellness | 68 | 70 | 68 | 66 |
| Ate more healthy foods than last year | 62 | 54 | 61 | 64 |
| Took a specific action to prevent disease | 59 | 57 | 58 | 63 |
| Learned how to avoid accidents while driving | 57 | 56 | 56 | 58 |
| Had a cancer screening (prostate or skin cancer screening) | 53 | 56 | 54 | 50 |
| Changed what you ate to prevent disease | 51 | 41 | 48 | 60 |
| Started an exercise program | 43 | 50 | 46 | 33 |
| Started a physical activity program | 41 | 42 | 43 | 37 |
| Got information on simplifying your life to have more time for your self | 34 | 34 | 34 | 36 |
| Made changes in your home to prevent falls and accidents | 33 | 25 | 29 | 46 |
| Used the Internet to seek out information on health, nutrition or wellness | 29 | 34 | 31 | 19 |

"Which of the following items related to health and wellness have you personally done in the past 12 months? " (Q.3)

Source: First wave

## Perceived Importance to Health of Various Activities

Americans 50-79, no matter what their state of health, agree there are a number of "very important" steps a person needs to take to stay healthy. Chief among them are:

- Eating right (81\%)
- Maintaining a healthy weight (78\%)
- Getting enough exercise (77\%)
- Reducing stress (75\%)
- Getting regular health screenings (75\%)
- Having financial security (70\%).


## Gender

Just as they are more likely than men to take specific health-related actions, women are also more likely to rate most items as "very important." For example, they rate "eating right" ( $86 \%$ of women versus $75 \%$ of men), "reducing stress" ( $79 \%$ versus $69 \%$, respectively), and "getting regular health screenings" ( $82 \%$ versus $67 \%$ ) as more important than do men.

## Age

Though no clear patterns regarding age are apparent, those 60-69 are especially likely to say "getting regular health screenings" (82\%) and "taking vitamins" (54\%) are "very important."

## Self-rated health

Persons in "very good" health are especially likely to mention "getting enough exercise" as "very important" ( $82 \%$ ).

| Perceived Importance to Health of Various Activities - \% Say "Very" Important (by Gender and Age) |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: Total respondents Gender Age |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| $\frac{\text { Total }}{(1,000)} \begin{gathered} \% \end{gathered}$ |  | $\frac{\text { Men }}{(375)}\left(\frac{1}{\%}\right.$ | Women 50-59 |  | 60-69 | 70-79 |
|  |  | (625) | (379) | (339) | (282) |
|  |  | \% | \% | \% | \% |
| Eating right | 81 |  | 75 | 86 | 79 | 82 | 81 |
| Maintaining a healthy weight | 78 |  | 74 | 81 | 74 | 82 | 79 |
| Getting enough exercise | 77 | 76 | 77 | 76 | 79 | 77 |
| Reducing stress | 75 | 69 | 79 | 76 | 76 | 69 |
| Getting regular health screenings | 75 | 67 | 82 | 71 | 82 | 73 |
| Having financial security | 70 | 66 | 73 | 65 | 73 | 75 |
| Planning for the future | 59 | 52 | 65 | 60 | 61 | 56 |
| Taking vitamins | 47 | 37 | 56 | 41 | 54 | 50 |

"Please tell me how important you think each of these things is to staying healthy—very important, somewhat important, not too important or not at all important." (Q.4)

Source: First wave


Base: Total respondents

|  |  | Self-rated health |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \underline{\text { Total }} \\ (1,000) \\ \% \end{gathered}$ | $\begin{gathered} \text { Very } \\ \text { good } \\ (407) \\ \% \end{gathered}$ | Very good/ good (795) \% | $\begin{gathered} \text { Fair/ } \\ \text { poor } \\ \hline(205) \\ \% \end{gathered}$ |
| Eating right | 81 | 85 | 81 | 80 |
| Maintaining a healthy weight | 78 | 78 | 78 | 77 |
| Getting enough exercise | 77 | 82 | 78 | 72 |
| Reducing stress | 75 | 75 | 75 | 75 |
| Getting regular health screenings | 75 | 72 | 74 | 77 |
| Having financial security | 70 | 68 | 68 | 75 |
| Planning for the future | 59 | 63 | 60 | 55 |
| Taking vitamins | 47 | 48 | 46 | 51 |

"Please tell me how important you think each of these things is to staying healthy—very important, somewhat important, not too important or not at all important." (Q.4)

[^3]
## Frequency Have Exercised Throughout Life

The benefits of regular exercise are clear. Close to two-thirds (64\%) of those in "very good" health say they have exercised "regularly" or "fairly regularly" throughout their lives. On the flip-side, two-thirds (66\%) of those in "fair" or "poor" health have either never exercised regularly, or have done so only occasionally.

- Relatively few Americans 50-79 say they have either exercised regularly throughout their lives (16\%) or have never exercised (12\%).
- Rather, most (72\%) say they have exercised either "fairly regularly" (34\%) or "occasionally" (38\%).


| Base: Total respondents |  |  |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\frac{\text { Total }}{(1,000)} \begin{gathered} \% \end{gathered}$ | Gender |  |  |  |  |
|  |  | Men | Women | 50-59 | 60-69 | 70-79 |
|  |  | (375) | (625) | (379) | (339) | (282) |
|  |  | \% | \% | \% | \% | \% |
| I've always exercised regularly throughout my life | 16 | 19 | 14 | 13 | 19 | 19 |
| I've exercised fairly regularly much of the time | 34 | 34 | 34 | 33 | 32 | 37 |
| I've exercised occasionally | 38 | 36 | 39 | 42 | 38 | 30 |
| I've never exercised regularly | 12 | 11 | 13 | 12 | 11 | 14 |
| Don't know | 1 | * | 1 | 1 | * | * |

"Looking over your adult life, which of the following statements about exercise best describes you?" (Q.5b)

Source: First wave



| Base: Total respondents |  | Self-rated health |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | $\frac{\text { Total }}{(1,000)}$ | $\begin{gathered} \text { Very } \\ \text { good } \\ (407) \\ \% \end{gathered}$ | Very good/ good (795) \% | $\begin{gathered} \text { Fair/ } \\ \text { poor } \\ \hline(205) \\ \% \end{gathered}$ |
| I've always exercised regularly throughout my life | 16 | 24 | 18 | 11 |
| I've exercised fairly regularly much of the time | 34 | 40 | 37 | 23 |
| I've exercised occasionally | 38 | 27 | 36 | 43 |
| I've never exercised regularly | 12 | 9 | 9 | 23 |
| Don't know | 1 | * | * | 1 |

"Looking over your adult life, which of the following statements about exercise best describes you?" (Q.5b)

Source: First wave

## Whether or Not Job Requires Physically Demanding Work

Are people with physically demanding jobs healthier? Not according to the first wave survey.

In fact, they might be less healthy: One in four (26\%) Americans 50-79 who are in "fair" or "poor" health have a job that requires that they spend most of their time walking, doing heavy labor, or other physically demanding work. Only one in five ( $20 \%$ ) of those in "very good" health say the same.

- Persons 50-59-who are most inclined to be employed full-time-are most likely to hold such jobs (23\%).


## Whether or Not Job Requires Walking/Physically Demanding Work

Base: Employed.

"Does your job require you to spend most of your time either walking or doing heavy labor or other physically demanding work?" (Q.7a)

Source: First wave

## Whether Have Ever Smoked

Nearly two-thirds (62\%) of Americans 50-79 have smoked at some time in their lives.

Not surprisingly, persons in "fair" or "poor" health are especially likely to say they currently smoke ( $26 \%$ versus $16 \%$ in "very good" health, for example).

More surprising, though, is the finding that persons who are in "very good" and "fair/poor" health are about as likely to say they smoked at one time but quit ( $42 \%$ and $39 \%$, respectively), suggesting that many people who quit smoking have a strong likelihood of overcoming the physical damage suffered from smoking.

- 50-69 year-olds are most likely to be current smokers ( $22 \%$ versus $9 \%$ of those 70-79).
- Men are more likely than women to say they have smoked ( $52 \%$ versus $36 \%$, respectively).


## Whether Have Ever Smoked (by Gender and Age)

Base: Total respondents

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | $(1,000)$ | (375) | (625) | (379) | (339) | (282) |
|  | \% | \% | \% | \% | \% | \% |
| Currently smoke | 19 | 21 | 17 | 23 | 21 | 9 |
| Smoked but quit | 44 | 52 | 36 | 38 | 47 | 49 |
| Have never smoked | 38 | 27 | 46 | 39 | 32 | 41 |
| Don't know | * | * | * | * | * | * |

"Do you currently smoke, or not?" (Q.6a)
"Would you say you have never smoked, or that you use to smoke but you quit?" (Q.6c)
Source: First wave

## Whether Have Ever Smoked (by Self-Rated Health)

Base: Total respondents

|  |  | Self | rated h | ealth |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \underline{\text { Total }} \\ (1,000) \\ \% \end{gathered}$ | $\begin{gathered} \text { Very } \\ \text { good } \\ (407) \\ \% \end{gathered}$ | Very good/ good (795) \% | $\begin{gathered} \text { Fair/ } \\ \text { poor } \\ (205) \\ \% \end{gathered}$ |
| Currently smoke | 19 | 16 | 16 | 26 |
| Smoked but quit | 44 | 42 | 45 | 39 |
| Have never smoked | 38 | 41 | 38 | 35 |
| Don't know | * | * | * | -- |
| "Do you currently smoke |  |  |  |  |
| "Would you say you hav | , or that y | u use to | smoke b | t you |
| Source: First wave |  |  |  |  |

## Overall Satisfaction With Life

Health and happiness have long been known to be intertwined, and it is further confirmed in our survey.

The overwhelming majority ( $80 \%$ ) of persons in "very good" health say they are "very satisfied" with their lives. In marked contrast, fewer than half ( $38 \%$ ) of those in "fair" or "poor" health make the same claim, with one in five (19\%) saying they are "only a little" or "not at all satisfied" with their lives.

- Men are most likely to be "very satisfied" with their lives ( $70 \%$ versus $59 \%$ of women).


Base: Total respondents

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | $(1,000)$ | (375) | (625) | (379) | (339) | (282) |
|  | \% | \% | \% | \% | \% | \% |
| Very/somewhat satisfied | $\underline{91}$ | $\underline{92}$ | $\underline{90}$ | $\underline{91}$ | $\underline{91}$ | $\underline{90}$ |
| Very satisfied | 64 | 70 | 59 | 61 | 69 | 66 |
| Somewhat satisfied | 26 | 21 | 31 | 30 | 22 | 25 |
| Only a little/not at all satisfied | $\underline{9}$ | 8 | $\underline{9}$ | $\underline{9}$ | 8 | $\underline{9}$ |
| Only a little satisfied | 6 | 5 | 6 | 6 | 5 | 7 |
| Not at all satisfied | 3 | 2 | 3 | 3 | 3 | 2 |
| Don't know | 1 | 1 | * | -- | 1 | 1 |

"Overall, how satisfied are you with your life these days? Are you very satisfied, somewhat satisfied, only a little satisfied, or not at all satisfied?" (Q.1)

[^4]

Base: Total respondents

|  |  | Self-rated health |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \frac{\text { Total }}{(1,000)} \\ \% \end{gathered}$ | $\begin{gathered} \text { Very } \\ \text { good } \\ (407) \\ \% \end{gathered}$ | Very good/ good (795) \% | $\begin{gathered} \text { Fair/ } \\ \text { poor } \\ \hline(205) \\ \% \end{gathered}$ |
| Very/somewhat satisfied | $\underline{91}$ | $\underline{96}$ | $\underline{94}$ | $\underline{81}$ |
| Very satisfied | 64 | 80 | 73 | 38 |
| Somewhat satisfied | 26 | 15 | 21 | 43 |
| Only a little/not at all satisfied | $\underline{9}$ | 4 | $\underline{6}$ | $\underline{18}$ |
| Only a little satisfied | 6 | 3 | 4 | 12 |
| Not at all satisfied | 3 | 1 | 1 | 7 |
| Don't know | 1 | * | * | 1 |

"Overall, how satisfied are you with your life these days? Are you very satisfied, somewhat satisfied, only a little satisfied, or not at all satisfied?" (Q.1)

Source: First wave

# III. Current Physical Activity Among Americans 50 and Over 

## Whether or Not Currently Physically Active

Six in ten Americans age 50-79 (59\%) say they are physically active on a regular basis.

- Roughly half (47\%) not only say that they are currently physically active, but that they have been regularly active for a year or longer.
- Men (58\%) and all those between the ages of 60-69 (55\%) are particularly likely to say they have been physically active for a year or more.
- Those rating themselves in "very good" or "good" health are significantly more likely than those saying their health is "fair" or "poor" to have been physically active for a year or longer ( $53 \%$ versus 28\%).

However, one in four Americans 50-79 does not currently engage in regular physical activity.

- Women and all 70-79 year-olds are the most likely to not engage in regular physical activity. For many in this group, this may be due to a health condition or injury that prevents them from doing so, as adults in fair or poor health are significantly less likely to engage in regular physical activity.
- One in seven adults 50-79 (14\%) say that while they are not currently physically active, they plan to be within the next six months.


## Whether or Not Currently Physically Active <br> (by Gender and Age)

Base: Physically active (X sample).

|  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Men | Women | 50-59 | 60-69 | 70-79 |
| (498) | (204) | (294) | (182) | (178) | (138) |
| \% | \% | \% | \% | \% | \% |

## Currently active

I have been physically active on a regular basis for a year or $\begin{array}{llllllll}\text { longer } & 47 & 58 & 36 & 42 & 55 & 46\end{array}$
I have been physically active on a regular basis for the past six months
$\begin{array}{llllll}12 & 10 & 15 & 13 & 10 & 12\end{array}$
Not currently active
I don't right now, but plan to in the next month

I don't right now, but plan to in the next six months

I don't currently engage in regular physical activity
$\begin{array}{lllllll}\text { Don't know } & 2 & 2 & 2 & 2 & 3 & 2\end{array}$
"What would you say is your current level of physical activity? Would you say you that you don't currently engage in regular physical activity, that you don't right now but plan to in the next six months, that you don't right now but plan to in the next month, that you have been physically active on a regular basis for the past six months, or that you have been physically active on a regular basis for a year or longer?" (Q.12a)

Source: First wave

## Whether or not Currently Physically Active <br> (by Self-Rated Health)

Base: Total respondents

|  | Self-rated health |  |  |
| :---: | :---: | :---: | :---: |
|  | Very |  |  |
| Total | Vood | good/ | Fair/ |
| $(1,000)$ | $(407)$ | good | poor |
| $\%$ | $\%$ | $\%$ | $\%$ |

## Currently Active

I have been physically active on a $\begin{array}{llllll}\text { regular basis for a year or longer } & 47 & 64 & 53 & 28\end{array}$
I have been physically active on a regular basis for the past 6 months
$12 \quad 12 \quad 12 \quad 13$

## Not Currently Active

I don't right now, but plan to in the $\begin{array}{lllll}\text { next month } & 5 & 5 & 6 & 1\end{array}$
I don't right now, but plan to in the next six months
$\begin{array}{llll}9 & 4 & 8 & 10\end{array}$
I don't currently engage in regular physical activity $25 \quad 14 \quad 18$ 47
$\begin{array}{lllll}\text { Don't know } & 2 & 1 & 2 & 1\end{array}$
"What would you say is your current level of physical activity? Would you say that you don't currently engage in regular physical activity, that you don't right now but plan to in the next six months, that you don't right now but plan to in the next month, that you have been physically active on a regular basis for the past six months or that you have been physically active on a regular basis for a year or longer?" (Q12a)

[^5]
## Types/Frequency of Exercise

Americans 50-79 are likely to engage in some form of physical activity during the course of a typical week. Nine in ten ( $88 \%$ ) walk for ten or more minutes a day and a similar percentage ( $88 \%$ ) participate in moderate physical activities.

Moreover, four in ten (47\%) engage in vigorous activity during a typical week, and one-third ( $32 \%$ ) work to increase their strength and muscle tone by lifting weights, doing sit-ups, or other exercises.

- Walking and moderate exercise are the favored forms of exercise across genders and interviewed age groups. Not only are these the activities of choice, but all the subgroups participate for relatively similar amounts of time per day and days per week.
- Men are markedly more likely than women are to engage in vigorous physical activity ( $57 \%$ vs. $39 \%$ ). However, among the men and women who do vigorously exercise, they do so for similar amounts of time and days per week
- Americans in their fifties are notably more likely than those in their sixties or seventies to do exercises that increase strength or muscle tone ( $37 \%$ versus $29 \%$ for $60-69$ year-olds and $25 \%$ for $70-79$ yearolds). However, among those doing such exercises, 60-69 year-olds work to increase their muscle tone most frequently.


## Types/Frequency of Exercise <br> (by Gender and Age)

Base: Engage in activity (base sizes vary)

|  | Total | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Men | Women | 50-59 | 60-69 | 70-79 |
|  | \% | \% | \% | \% | \% | \% |
| In typical week: |  |  |  |  |  |  |
| Walk 10+ minutes* | $\underline{88}$ | 87 | $\underline{88}$ | $\underline{88}$ | $\underline{87}$ | $\underline{87}$ |
| Median \# of minutes/day | 29 | 29 | 28 | 30 | 28 | 28 |
| Median \# of days/week | 4.2 | 4.7 | 3.9 | 4.3 | 4.0 | 4.1 |
| Do things to increase strength/tone* | $\underline{32}$ | 35 | $\underline{29}$ | 37 | $\underline{29}$ | $\underline{25}$ |
| Median \# of days/week | 2.7 | 2.9 | 2.6 | 2.6 | 3.8 | 2.6 |
| Moderate physical activity $10+$ minutes** | $\underline{88}$ | $\underline{89}$ | $\underline{87}$ | $\underline{90}$ | $\underline{88}$ | $\underline{86}$ |
| Median \# of minutes/day | 43 | 60 | 32 | 23 | 44 | 45 |
| Median \# of days/week | 4.2 | 4.2 | 4.3 | 3.9 | 4.4 | 4.3 |
| Vigorous physical activity $10+$ minutes** | $\underline{47}$ | 57 | $\underline{39}$ | $\underline{59}$ | $\underline{49}$ | $\underline{33}$ |
| Median \# of minutes/day | 48 | 57 | 32 | 31 | 62 | 58 |
| Median \# of days/week | 2.7 | 2.8 | 2.6 | 2.5 | 2.8 | 3.2 |

> "In a typical week, do you ever walk for at least 10 minutes at a time for any reason, including (IF EMPLOYED: at work), for recreation, for exercise or just to get to and from the places you need to go?" (Q.8) "On the average, about how many minutes do you spend walking on these days?" $(Q .8 b)$ "How many days per week do you walk for at least 10 minutes at a time?" (Q.8a)
> "In a typical week, do you do any things to increase muscle strength or tone, such as lifting weights, pull-ups, push-ups or sit-ups?" (Q.9) "How many days a week do you do these activities?" $(Q .9 a)$
> "Moderate physical activities cause relatively small increases in heart rate and breathing in contrast to vigorous physical activity, which causes large increases in both heart rate and breathing. Moderate physical activities might include brisk walking, bicycling, vacuuming, or gardening. In a typical week, do you engage in moderate physical activities for at least 10 minutes at a time?" (Q.25) "How many days a week do you do these activities for at least 10 minutes at a time?" (Q.26) "On the average, about how many minutes do you spend engaging in moderate physical activity on one of these days?" $(Q .27)$
> "Now, vigorous physical activities cause large increases in heart rate and breathing. Vigorous physical activities might include running, aerobics, or heavy yard work. In a typical week, do you engage in vigorous physical activities for at least 10 minutes at a time?" (Q.28) "How many days a week do you do these activities for at least 10 minutes at a time?" (Q.29) "On the average, about how many minutes do you spend engaging in vigorous physical activity on one of these days?" (Q.30)

Sources: * first wave; ** second wave

## Specific Physical Activities Engage In

Virtually all (96\%) physically active Americans 50-79 say they exercise on a regular basis. This is by far the most common physical activity, followed by specific mentions of sports ( $16 \%$ ) and household chores, such as yardwork ( $16 \%$ ) or dusting/vacuuming ( $9 \%$ ).

- Walking is the favored form of exercise across both sexes and across all age groups; three in four ( $74 \%$ ) walk on a regular basis.
- Looking at other physical activities, men are more likely than women to mention specific sports ( $22 \%$ versus $7 \%$ ), while women say chores around the house keep them physically active ( $18 \%$ versus $3 \%$ ).
- 50-59 year-olds are more likely to mention vigorous activities than those 70-79. While $50-59$ year-olds are apt to run ( $13 \%$ versus $2 \%$, respectively) or lift weights ( $15 \%$ versus $3 \%$ ), $70-79$ year-olds enjoy biking ( $22 \%$ ), doing yardwork ( $17 \%$ ) or housework ( $17 \%$ ), and doing specific exercises (14\%).


Base: Physically active (X sample). Most common responses.

|  | $\frac{\text { Total }}{(302)}$ | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Men | Women | 50-59 | 60-69 | 70-79 |
|  |  | (138) | (164) | (104) | (118) | (80)* |
|  | \% | \% | \% | \% | \% | \% |
| Exercise (net) | $\underline{96}$ | $\underline{97}$ | $\underline{93}$ | $\underline{98}$ | $\underline{94}$ | $\underline{94}$ |
| Walking | 74 | 74 | 76 | 76 | 73 | 75 |
| Biking | 15 | 17 | 12 | 14 | 11 | 22 |
| Exercises (e.g., push-ups, stretches) | 13 | 16 | 10 | 17 | 8 | 14 |
| Weight lifting | 11 | 13 | 7 | 15 | 11 | 3 |
| Jogging/running | 9 | 14 | 2 | 13 | 7 | 2 |
| Sports (net) | $\underline{16}$ | $\underline{22}$ | 7 | $\underline{16}$ | $\underline{18}$ | 11 |
| Golf | 9 | 15 | 2 | 10 | 11 | 6 |
| Other |  |  |  |  |  |  |
| Yardwork | 16 | 17 | 14 | 13 | 18 | 17 |
| Housework (dusting, vacuuming) | 9 | 3 | 18 | 5 | 9 | 17 |

"What specific physical activities do you do regularly?" (Q.12b)
Source: First wave
*Caution: Small base.

## Types of Moderate Exercise

Adults between the ages of 50 and 79 are fitting moderate physical activities into all aspects of their daily lives. Exercise, in general, is most popular ( $74 \%$ ) - more than half ( $54 \%$ ) say they walk ten or more minutes at a time, followed by calisthenics ( $14 \%$ ), weightlifting ( $13 \%$ ), using a treadmill ( $10 \%$ ), and biking ( $10 \%$ ).

But almost as common are household chores such as housework (35\%), gardening (18\%), or other yard work (17\%), demonstrating that moderate physical activity can come in a variety of forms.

- Women are far more likely than men to mention housework ( $52 \%$ to $12 \%$ ), while men are more apt to mention participation in sports ( $13 \%$ to $4 \%$ ) or job-related activities ( $18 \%$ to $4 \%$ ).
- Participation in moderate activities is very similar across age groups, though 60-69 year-olds are particularly likely to walk (59\%), do housework ( $43 \%$ ) and bike ( $15 \%$ ).


## Types of Moderate Physical Activities <br> (by Gender and Age)

Base: Engage in moderate physical activities at least 10 minutes at a time

|  | Total | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Men | Women | 50-59 | 60-69 | 70-79 |
|  | (423) | (136) | (287) | (172) | (135) | (116) |
|  | \% | \% | \% | \% | \% | \% |
| Exercise (net) | 74 | $\underline{72}$ | 75 | $\underline{72}$ | $\underline{77}$ | $\underline{76}$ |
| Walking | 54 | 50 | 57 | 53 | 59 | 49 |
| Exercises (e.g., push-ups, stretches) | 14 | 16 | 13 | 15 | 13 | 15 |
| Weight lifting | 13 | 15 | 11 | 16 | 8 | 11 |
| Treadmill | 10 | 12 | 9 | 10 | 5 | 15 |
| Biking | 10 | 11 | 9 | 8 | 15 | 7 |
| Sports (net) | 8 | $\underline{13}$ | 4 | 8 | $\underline{8}$ | 7 |
| Golf | 4 | 8 | 1 | 3 | 4 | 6 |
| Other |  |  |  |  |  |  |
| Housework (dusting, vacuuming) | 35 | 12 | 52 | 33 | 43 | 30 |
| Gardening | 18 | 12 | 22 | 17 | 16 | 23 |
| Yardwork | 17 | 20 | 15 | 14 | 19 | 21 |
| Job-related activities (e.g., moving furniture, laying brick) | 10 | 18 | 4 | 13 | 9 | 4 |

"What specific types of moderate physical activities do you do?" (Q.10d)
Source: First wave

## Types of Vigorous Exercise

Just as Americans 50-79 engage in a wide range of moderately exertive physical activities, they also participate in many different types of vigorous activity.

Close to half (44\%) of those participating in a vigorous activity say they do so through exercise, the most common forms being brisk walking ( $16 \%$ ), calisthenics ( $7 \%$ ), weightlifting ( $7 \%$ ), running ( $6 \%$ ), biking ( $6 \%$ ), and using the treadmill (6\%). However, heavy yard work (37\%), jobrelated activities ( $18 \%$ ), and gardening ( $18 \%$ ) are also popular forms of vigorous activity. Smaller numbers list housework (9\%) and specific sports (4\%).

- Among those participating in a vigorous activity, men and women are about equally likely to say they vigorously exercise ( $42 \%$ and $45 \%$ respectively). However, men are more likely than women to participate in vigorous activity at their jobs ( $27 \%$ to $9 \%$ ), while women are more likely to say that housework gives them a vigorous workout (17\% to 2\%).


Base: Engage in vigorous physical activities at least 10 minutes at a time

|  | $\frac{\text { Total }}{(207)} \begin{gathered} \% \end{gathered}$ | Gender |  |
| :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \frac{\text { Men }}{(86)^{*}} \\ \% \end{gathered}$ | $\frac{\text { Women }}{(121)}$ |
| Exercise (net) | $\underline{44}$ | $\underline{42}$ | $\underline{45}$ |
| Walking | 16 | 16 | 17 |
| Exercises (e.g., push-ups, stretches) | 7 | 8 | 6 |
| Weight lifting | 7 | 7 | 6 |
| Jogging/running | 6 | 8 | 5 |
| Biking | 6 | 6 | 5 |
| Treadmill | 6 | 1 | 11 |
| Sports (net) | 4 | $\underline{6}$ | $\underline{1}$ |
| Other |  |  |  |
| Yardwork | 37 | 33 | 41 |
| Job-related activities (e.g., moving furniture, laying brick) | 18 | 27 | 9 |
| Gardening | 18 | 19 | 17 |
| Housework (dusting, vacuuming) | 9 | 2 | 17 |

"What specific types of vigorous physical activities do you do?" (Q.11d)
Source: First wave
*Caution: Small base.

## Where Exercise

Those engaging in moderate or vigorous physical activities most commonly do so at home. Two in three (67\%) say they exercise at home, followed by at work ( $9 \%$ ), at health clubs ( $6 \%$ ) and at community centers (2\%). About one in eight (13\%) say they exercise in another location.

- Women (73\%) and 70-79 year-olds (72\%) are the most likely to exercise at home. This exercise could come in many forms, from vacuuming to yard work to perhaps a jog around the neighborhood.
- On the other hand, men (16\%) and younger adults (13\%) mention work more than women (4\%) and older (and perhaps retired) individuals do (6\%).


Base: Engage in moderate/vigorous physical activity for at least 10 minutes at a time

|  | $\frac{\text { Total }}{(630)}$ | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Men | Women | 50-59 | 60-69 | 70-79 |
|  |  | (222) | (408) | (272) | (186) | (172) |
|  | \% | \% | \% | \% | \% | \% |
| Health club | 6 | 6 | 6 | 6 | 6 | 6 |
| Community center | 2 | 1 | 3 | 1 | 4 | 3 |
| At home | 67 | 60 | 73 | 64 | 70 | 72 |
| At work | 9 | 16 | 4 | 13 | 4 | 6 |
| Somewhere else | 13 | 13 | 13 | 13 | 15 | 13 |
| Don't know | 2 | 3 | 1 | 3 | 2 | 1 |
| "Where do you exercise? |  |  |  |  |  |  |

## IV. Exercise Motivators

## Major Reasons Exercise

Americans 50-79 do not exercise solely to improve their health, nor do they do it strictly for personal pleasure. Rather, it is a combination of reasons that ultimately leads to the decision to exercise. Chief benefits include:

## Health Benefits

- Americans age 50-79 rate the benefit of improved health as a major reason why they exercise more so than any of the other factors ( $82 \%$ ). Findings are similar across gender and age groups.
- Two in three ( $67 \%$ ) say the prevention of disease is a major reason for exercising. Women's decisions, in particular, are influenced by this benefit ( $72 \%$ versus $61 \%$ of men).
- Reducing stress ( $60 \%$ ) and fighting aging ( $45 \%$ ) are other oft-cited health benefits. Again, women are even more likely than men are to cite these as major factors.


## Improved Appearance

- In many ways a health benefit in itself, controlling weight is a major reason for exercise, cited by six in ten (60\%). This benefit is equally important to both men and women and across age groups.
- Nearly half (48\%) also say "looking good" is a major reason why they exercise. This reason is mentioned more frequently by women ( $54 \%$ ) than by men (42\%).


## Personal Satisfaction

- Sometimes the reasons for exercising are not specific to a particular benefit, but rather deal with the way exercising makes you feel in general. Seven in ten ( $71 \%$ ) of Americans over age 50 say "feeling good about themselves" is a major reason why they exercise.
- Similarly, close to six in ten (57\%) exercise to "feel in control of their lives." Women are especially likely to do so ( $61 \%$ versus $53 \%$ of men).
- Many exercisers gain personal pleasure from the increased fitness and energy levels that come with physical activity. They are major reasons for exercising, according to $72 \%$ and $69 \%$ of the respondents.
- Finally, about three in ten (28\%) say the benefit of an improved sex life is a major reason they continue to exercise. Men are particularly likely to say this a major benefit ( $37 \%$ versus $20 \%$ of women), as are $50-59$ year-olds ( $35 \%$ versus $19 \%$ of 70-79 year-olds).


## Opportunity for Fun and Socializing

- Many Americans list chances to have fun and to socialize as major reasons for exercising. About half ( $53 \%$ ) say "having fun" is a major reason, and one in three (34\%) say socializing with others is an important reason why they exercise.
- Interestingly, although most of the benefits mentioned previously were similarly important across the age groups, having fun and socializing is more important to adults as they get older. Adults age 70-79 are notably more likely than their younger counterparts to say having fun and socializing are major reasons for exercising.


Base: Have some kind of exercise schedule

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | (780) | (298) | (482) | (293) | (272) | (215) |
|  | \% | \% | \% | \% | \% | \% |
| Improving your overall health | 82 | 81 | 83 | 83 | 80 | 84 |
| Increasing your fitness level | 72 | 74 | 70 | 71 | 74 | 69 |
| Feeling good about yourself | 71 | 67 | 75 | 71 | 70 | 72 |
| Increasing your energy level | 69 | 67 | 72 | 68 | 70 | 70 |
| Preventing disease | 67 | 61 | 72 | 65 | 70 | 66 |
| Feeling in control of your life | 57 | 53 | 61 | 54 | 58 | 63 |
| Reducing stress | 60 | 55 | 64 | 61 | 58 | 60 |
| Controlling your weight | 60 | 59 | 60 | 61 | 58 | 60 |
| Having fun | 53 | 51 | 55 | 47 | 56 | 62 |
| Looking good | 48 | 42 | 54 | 48 | 47 | 49 |
| Fighting aging | 45 | 41 | 48 | 42 | 46 | 47 |
| Socializing with other people | 34 | 30 | 37 | 26 | 33 | 50 |
| Having better sex | 28 | 37 | 20 | 35 | 25 | 19 |

"I'm going to read a list of benefits people say they get from exercise. For each, please tell me whether you feel it is a major reason, a minor reason, or not really a reason you exercise." (Q.13)

Source: First wave

## Chief Motivators to Start Exercise Regimen

Once people get into an exercise regimen, they begin to enjoy a number of benefits they had perhaps not considered before making the commitment and effort to exert themselves. So what first motivated people to start exercising?

First and foremost, respondents say they started to exercise to lose weight ( $27 \%$, especially women- $30 \%$ versus $24 \%$ of men, and those $50-59$, 31\%).

Other reasons include:

- To stay fit, healthy, and flexible (18\%, especially those 70-79, 21\%)
- For non-specific health problems (10\%)
- Because of heart problems (6\%)
- And the desire to "feel better" (6\%)


## Chief Motivators to Start Exercise Regimen (by Gender and Age)

Base: Total respondents. Most common responses.

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | $(1,000)$ | (387) | (613) | (385) | (345) | (270) |
|  | \% | \% | \% | \% | \% | \% |
| Wanted to lose weight | 27 | 24 | 30 | 31 | 28 | 21 |
| Wanted to stay fit/healthy/ flexible | 18 | 18 | 17 | 19 | 14 | 21 |
| Health reasons/problems (non-specific) | 10 | 7 | 12 | 12 | 10 | 6 |
| Heart problems | 6 | 9 | 4 | 5 | 5 | 9 |
| Wanted to feel better | 6 | 5 | 7 | 7 | 5 | 5 |
| Recommended by family member/friend | 4 | 3 | 5 | 5 | 3 | 4 |
| Getting older | 4 | 4 | 3 | 5 | 1 | 5 |

"Please think back to the most recent time in your life when you tried to start exercising. What, if anything, happened in your life that motivated you to try? Any other reasons? " (Q.18)

Source: Second wave

## Interest In Various Health-Related Activities (If Cost Not an Issue)

A number of specific health-related activities can also serve to motivate people to exercise. Among a number of activities asked about, several emerge as having particular motivational potential:

- Opportunities to learn more about at-home exercise programs (50\% would be "very" or "somewhat interested"
- Opportunities to attend exercise classes for people in same age group (45\%)
- Getting a free exercise assessment and instructions from a professional (45\%)
- Joining a neighborhood walking group (41\%)
- Training for a charity event like a breast cancer walk (39\%)
- Attending a community fitness fair (38\%)
- Joining a gym or health club (33\%)

Generally speaking, women and persons age 50-59 are particularly likely to express interest in such activities. For example:

- Opportunities to attend exercise classes for people in same age group (52\% of women, $56 \%$ of those 50-59)
- Getting a free exercise assessment and instructions from a professional ( $49 \%$ and $57 \%$, respectively)
- Joining a neighborhood walking group ( $47 \%$ and $49 \%$ )


## Interest In Various Health-Related Activities (If Cost Not an Issue) \% Who Say "Very/Somewhat Interested" (by Gender and Age)

Base: Total respondents.

|  | $\begin{gathered} \frac{\text { Total }}{(1,000)} \\ \% \end{gathered}$ | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Men | Women | 50-59 | 60-69 | 70-79 |
|  |  | (387) | (613) | (385) | (345) | (270) |
|  |  | \% | \% | \% | \% | \% |
| Learning more about an exercise program you can do at home | 50 | 48 | 52 | 62 | 51 | 39 |
| Attending exercise classes for people your age | 45 | 38 | 52 | 56 | 47 | 33 |
| Getting a free exercise assessment and instructions from a professional about what exercise is right for you | 45 | 40 | 49 | 57 | 46 | 29 |
| Joining a neighborhood walking group | 41 | 34 | 47 | 49 | 43 | 30 |
| Training for a charity event like a breast cancer walk | 39 | 38 | 40 | 53 | 38 | 24 |
| Attending a community fitness fair (screenings, information on exercise, etc...) | 38 | 33 | 43 | 44 | 42 | 27 |
| Joining a gym or health club | 33 | 32 | 33 | 43 | 32 | 19 |
| Joining a group that goes dancing (ballroom, line dancing) | 30 | 27 | 32 | 36 | 33 | 19 |
| Participating in a 5 K fun jog/walk event | 28 | 31 | 25 | 39 | 30 | 15 |
| Purchasing home exercise equipment | 23 | 27 | 20 | 31 | 24 | 14 |
| Purchasing exercise videos | 18 | 12 | 23 | 21 | 21 | 13 |
| Training for a recreational sports competition | 17 | 22 | 12 | 23 | 14 | 10 |

"I'm going to read a list of activities related to exercise. As I read each one, please tell me whether-if cost were not an issue-you would be very interested in it, somewhat interested, not very interested, or not interested at all in it. First..." (Q.21)
Source: Second wave

## Interest In Acquiring Various Exercise Skills/Support

There also exists considerable interest in the acquisition of certain exercise-specific skills. In fact, majorities say they would be "very" or "somewhat interested" in learning how to do the following:

- Exercise safely (74\%)
- Keep motivated (71\%)
- Set realistic goals (66\%)

Moreover, half express interest in:

- Developing an individualized physical activity plan (51\%)
- Tracking their progress (50\%)
- Learning how to keep on track when facing special events such as holidays or vacations (49\%).

Relatively few (29\%), however, say they would be interested in developing a support network.

Here again, persons age 50-59 are especially likely to say they are interested in learning such things.

## Interest In Acquiring Various Exercise Skills/Support <br> \% Who Say "Very/Somewhat Interested" <br> (by Gender and Age)

Base: Total respondents.

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | $(1,000)$ | (387) | (613) | (385) | (345) | (270) |
|  | \% | \% | \% | \% | \% | \% |
| Exercising safely | 74 | 73 | 74 | 80 | 75 | 64 |
| Keeping motivated | 71 | 72 | 70 | 80 | 69 | 61 |
| Setting realistic goals | 66 | 68 | 65 | 78 | 68 | 51 |
| Developing an individualized physical activity plan | 51 | 51 | 51 | 61 | 54 | 36 |
| Tracking my progress | 50 | 49 | 51 | 61 | 53 | 35 |
| Keeping on track when facing special events such as holidays or vacations | 49 | 49 | 50 | 58 | 53 | 37 |
| Developing a support network | 29 | 27 | 31 | 41 | 29 | 16 |

"And how interested would you be in developing or acquiring any of these skills related to physical activity-Very interested, somewhat interested, not very interested, or not at all interested?" (Q.22)

Source: Second wave

## V. Barriers to Exercise

## Major Reasons Why Don't Currently Exercise

Just as Americans 50-79 who exercise give a variety of reasons for engaging in physical activities, those who don't exercise also have their share of reasons for not doing so.

## Health Problems

- One third of non-exercisers (34\%) say that health problems prevent them from exercising.
- For some (8\%), the prospect of possibly getting hurt is also a major reason why they are not currently exercising.


## Time Constraints

- Finding a time to exercise when you are feeling up to the challenge is a major problem for many. Thirty-seven percent say they are too tired or lacking energy to exercise, the most common reason Americans 5079 give for not engaging in physical activities.
- One in four ( $26 \%$ ) simply says he or she does not have enough time. This is especially a problem for those still working, compared to those who are not ( $39 \%$ versus $16 \%$ ).


## Poor Location or Surroundings

Having a good place to exercise that is safe and inexpensive-and having someone to exercise with-are also major reasons why Americans age 50 and over do not exercise.

- One in three (34\%) says that because gym/class memberships are too expensive, he or she is not exercising.
- Thirteen percent mention not having anyone to exercise with as a major reason why they do not exercise.


## Inexperience/Lack of Knowledge

- Exercise can also be a daunting task for those unaccustomed to the activity. About one in eight (13\%) cites feeling self-conscious as a major reason why he or she does not exercise.
- Only about one in twenty (6\%) says there is too much he or she would have to learn to start exercising.


## Major Reasons Why Don't Currently Exercise

- \% Who Say "Major Reason" -

Base: Do not exercise ( $\mathrm{N}=208$ )

"I'm going to read you a list of reasons that people often give for not exercising. Please tell me for each one, whether it is a major reason for you, a minor reason, or not a reason for your not exercising. Would you say this is a major reason, a minor reason, or not a reason...?" (Q.14)

Source: First wave

## Physical Conditions Which Interfere With Ability to Exercise

One in three (34\%) non-exercising adults 50-79 does not engage in physical activity because a health condition prevents them from doing so. Among them, the following are the most commonly cited health conditions:

- Six in ten $(58 \%)$ say arthritis interferes with their ability to exercise
- At least four in ten mention chronic pain (46\%) or injury (41\%), while about one in three cite physical disabilities (36\%) or heart problems (30\%)
- At least one in ten cite asthma ( $17 \%$ ) or incontinence ( $12 \%$ ).

Physical Conditions Which Interfere With Ability to Exercise

Base: Health condition prevents exercise ( $\mathrm{N}=120$ ). Most common responses.

"What physical conditions interfere with your ability to exercise?" (Q.15)
Source: First wave

## Barriers to Exercise

What, among all Americans age 50-79, are the biggest barriers to-or distractions from-exercise?

Travel poses the biggest threat to exercise-38\% say they are "not very" or "not at all confident" they can exercise when travelling (especially those age $70-79,44 \%$ ).

Other top barriers include:

- Not feeling like it (35\%)
- Being depressed (33\%)
- Being under a lot of stress (28\%)
- Not having the time (27\%)
- And when the gym is closed (27\%)
Barriers to Exercise
\% "Not Very" or "Not at All" Confident Can
Exercise When Situation Develops
(by Gender and Age)

Base: Total respondents.

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | $(1,000)$ | (387) | (613) | (385) | (345) | (270) |
|  | \% | \% | \% | \% | \% | \% |
| I am traveling | 38 | 38 | 38 | 38 | 36 | 44 |
| I don't feel like it | 35 | 37 | 32 | 32 | 37 | 35 |
| I am depressed | 33 | 35 | 31 | 36 | 30 | 34 |
| I am under a lot of stress | 28 | 30 | 26 | 24 | 28 | 31 |
| I feel I don't have the time | 27 | 28 | 26 | 25 | 29 | 31 |
| My gym is closed | 27 | 24 | 29 | 26 | 26 | 34 |
| I am spending time with friends or family who do not exercise | 25 | 27 | 24 | 27 | 26 | 26 |
| My exercise partner decides not to exercise that day | 25 | 26 | 24 | 23 | 24 | 32 |
| I am busy | 24 | 24 | 24 | 23 | 25 | 28 |
| My friends don't want me to exercise | 24 | 26 | 23 | 27 | 24 | 27 |
| I don't have access to exercise equipment | 24 | 25 | 22 | 23 | 23 | 29 |
| I am anxious | 23 | 22 | 24 | 20 | 20 | 33 |
| My spouse or significant other does not want me to exercise | 23 | 24 | 22 | 25 | 22 | 25 |
| I am alone | 18 | 18 | 17 | 20 | 17 | 20 |
| I have to exercise alone | 16 | 14 | 17 | 18 | 15 | 14 |

"I am going to read you a list of things that might or might not affect your ability to exercise. After each one, please tell me how confident you are that you can exercise when these situations develop-very confident, moderately confident, not very confident, or not at all confident?" (Q.8)

Source: Second wave

# VI. Exercise Opportunities In Local Communities 

## Perceived Number of Community Exercise Programs/Services Available

Generally speaking, Americans 50-79 feel there are a number of community-based exercise programs and services for people their age. In fact, two in three ( $67 \%$ ) say there are at least some programs, with the plurality ( $37 \%$ ) saying there are many such programs available.

- This finding is observed across gender and age ranges.
- Persons living in the Western U.S. are particularly likely to make this claim (72\%).

It should be noted however, that a reasonably large number (28\%) say there are "not many" (18\%) or even "no" (10\%) such exercise programs/services available in their community.

- This is particularly true in the South ( $35 \%$ ).


## Perceived Number of Community Exercise Programs/Services Available (by Gender and Age)

Base: Total respondents.

|  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Men | Women | 50-59 | 60-69 | 70-79 |
| $(1,000)$ | (387) | (613) | (385) | (345) | (270) |
| \% | \% | \% | \% | \% | \% |


| $\underline{\text { Great deal/some }}$ | $\underline{67}$ | $\underline{63}$ | $\underline{68}$ | $\underline{62}$ | $\underline{67}$ | $\underline{68}$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| There are a great deal of <br> programs and services for <br> someone my age | 37 | 36 | 37 | 35 | 38 | 40 |
| There are some programs and <br> services for someone my age | 29 | 27 | 31 | 27 | 29 | 28 |
| $\underline{\text { Not many/none }}$ |  |  |  |  |  |  |

"When thinking about your community, how many programs and services would you say are available to someone your age who is interested in becoming more physically active? Would you say..." (Q.14)
Source: Second wave

## Perceived Number of Community Exercise Programs/Services Available (by Region)

Base: Total respondents.

|  | $\frac{\text { Total }}{(1,000)} \begin{gathered} \% \end{gathered}$ | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\frac{\mathrm{NE}}{\left(\begin{array}{c} 164 \end{array}\right)}$ | $\frac{\text { MW }}{(278)}$ $\%$ | $\begin{gathered} \underline{\mathrm{S}} \\ (347) \\ \% \end{gathered}$ | $\underset{(211)}{\frac{\mathrm{W}}{(211)}}$ |
| Great deal/some | $\underline{67}$ | $\underline{65}$ | $\underline{61}$ | $\underline{59}$ | 72 |
| There are a great deal of programs and services for someone my age | 37 | 42 | 42 | 31 | 35 |
| There are some programs and services for someone my age | 29 | 23 | 29 | 28 | 37 |
| Not many/none | $\underline{28}$ | $\underline{27}$ | $\underline{25}$ | 35 | 19 |
| There are not many programs and services for someone my age | 18 | 23 | 17 | 18 | 14 |
| There are no programs and services for someone my age | 10 | 4 | 8 | 17 | 5 |
| Don't know/refused | 7 | 9 | 4 | 6 | 9 |

"When thinking about your community, how many programs and services would you say are available to someone your age who is interested in becoming more physically active? Would you say..." (Q.14)

Source: Second wave

## Whether or Not Participate In Community Exercise Classes/Programs

Though only about one in six (15\%) of Americans age 50-79 are currently participating in community exercise classes or programs, nearly half ( $42 \%$ ) have done so at some point in their lives.

- Women are twice as likely as men to have participated in such programs ( $54 \%$ versus $28 \%$, respectively).
- It also appears as though there is a generational effect as well: persons 50-59 are significantly more likely than their elders to have taken advantage of community programs and classes ( $50 \%$ versus, for example, $34 \%$ of $70-79$ year olds.)


## Whether or Not Participate In Community Exercise Classes/Programs (by Gender and Age)

Base: Total respondents.

"Do you currently participate in physical activity classes or programs that are offered in your community, or not?" (Q.9)
"Have you ever participated in physical activity classes or programs that are offered in your community, or not?" (Q.11)

Source: Second wave

## Participation In Specific Community Exercise Classes/Programs

Those currently participating in community exercise classes and programs are most likely to be signed up for:

- Weight lifting/strength training (31\%)
- Aerobics (22\%)
- Swimming (17\%)
- Walking (17\%)


## Participation In Specific Community Exercise Classes/Programs (by Gender and Age)

Base: Currently participate in community exercise classes/programs ( $\mathrm{N}=152$ ). Most common responses.

"And what kinds of physical activity classes or programs do you currently participate in? Anything else?" (Q.10)
Source: Second wave

## Why Stopped Taking Community Exercise Classes/Programs

Americans 50-79 who at one time took community exercise classes/ programs but stopped cite a number of "major" reasons for doing so. Chief among them are:

- Health reasons (30\%—especially 70-79 year olds, 52\%)
- Not enough time/too busy ( $26 \%$, especially women, $29 \%$ and $50-59$ year olds, $36 \%$ )
- Inconvenient location (24\%)
- Too expensive ( $19 \%$, especially $50-59,29 \%$ )


## Why Stopped Taking Community Exercise Classes/Programs \% Who Say "Major Reason" <br> (by Gender and Age)

Base: Do not currently participate in community exercise classes/program, but have in the past.

|  |  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Men | Women | 50-59 | 60-69 | 70-79 |
|  | (311) | (80)* | (231) | (148) | (96)* | (67)* |
|  | \% | \% | \% | \% | \% | \% |
| Health reasons | 30 | 28 | 31 | 25 | 27 | 52 |
| Not enough time/too busy | 26 | 17 | 29 | 36 | 24 | 13 |
| Inconvenient location | 24 | 24 | 24 | 24 | 29 | 10 |
| Too expensive | 19 | 20 | 19 | 29 | 16 | 5 |
| Too boring | 10 | 15 | 8 | 12 | 12 | 7 |

"Please tell me whether each of the following was a major reason, a minor reason, or not a reason why you stopped. First..." (Q.12)
Source: Second wave
*Caution: small base.

## Why Never Took Community Exercise Classes/Programs

Those who have never taken advantage of community exercise classes and programs offer a range of reasons for not having done so:

- They prefer to exercise alone, in private, or at home ( $40 \%$-especially men $45 \%$ versus $32 \%$ of women)
- They are too busy ( $18 \%$-especially those $50-59,24 \%$ )
- No facilities available (13\%)
- They are just not interested (12\%)


## Why Never Took Community Exercise Classes/Programs (by Gender and Age)

Base: Have never taken community exercise class/program. Most common responses.

|  | Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Men | Women | 50-59 | 60-69 | 70-79 |
| (518) | (261) | (257) | (175) | (184) | (159) |
| \% | \% | \% | \% | \% | \% |

Prefer to exercise on my

| own/in private/at home | 40 | 45 | 32 | 35 | 42 | 41 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Not enough time/too busy
No facilities available
Don't want to/not interested
Have no need
Health reasons

| 18 | 17 | 18 | 24 | 15 | 18 |
| :--- | :--- | :--- | :--- | :--- | :--- |

Too expensive

| 13 | 13 | 12 | 12 | 17 | 12 |
| :--- | :--- | :--- | :--- | :--- | :--- |

$\begin{array}{llllll}12 & 13 & 10 & 15 & 11 & 11\end{array}$
$\begin{array}{llllll}7 & 10 & 2 & 6 & 9 & 6\end{array}$
$\begin{array}{llllll}6 & 2 & 12 & 7 & 3 & 10\end{array}$
$\begin{array}{lllll}4 & 8 & 8 & 6 & 4\end{array}$
"Why not? Any other reasons?" (Q.13)
Source: Second wave

## What Could Be Done In Community to Make It Easier to Exercise

About one in four (24\%) Americans 50-79 say there are things their community could do to make it easier to exercise. Asked for their specific suggestions, they recommend:

- Making the facilities more centrally located (15\%)
- Having more facilities available (12\%)
- Lowering the cost (11\%)
- Offering a greater variety of classes and programs (10\%)


## What Could Be Done In Community to Make It Easier to Exercise (by Gender and Age)

Base: Say there are activities/community resources not currently available in their community that would make exercise easier ( $\mathrm{N}=243$ ). Most common responses.


[^6]Source: Second wave

## VII. Attitudes Toward Health and Fitness: A Multivariate Segmentation

In order to determine whether or not Americans 50-79 group themselves according to shared attitudes about exercise and fitness, RoperASW statisticians conducted a multivariate segmentation (K-Means) of respondents into six groups based on their level of physical activity (Qs. 7) and attitudes toward exercise and fitness (Qs. 5a, 13, 14).

Among those who are physically active at any level (59\%), the following three groups emerge:

- Socializers (14\%)
- Maintainers (27\%)
- Mind \& Body (14\%)

Those not at all physically active (39\%) divide into the following three groups:

- The Infirm (13\%)
- Unmotivateds (12\%)
- Hectics (12\%)

The balance (9\%) do not fit comfortably into any of these six groups, nor together comprise a separate, coherent segment.

## Focus on "Socializers"

Tend to be male, younger than average, and exercise regularly to have fun, be with friends-and improve their sex lives. Three-quarters are "very satisfied" with life-the highest proportion among all segments.

Most have been regularly active for at least a year (78\%). About one in five ( $22 \%$ ), however, just started in the past six months.

Major reasons they exercise include:

- Having fun (84\%)
- Socializing with other people (47\%)
- Having a better sex life (42\%).


## Profile of "Socializers" <br> (by Segment)

Base: Total respondents

| Socia- | Main- | Mind \& |  | Unmoti- |
| :---: | :---: | :---: | :---: | :---: |
| $\frac{\text { lizers }}{\%}$ | $\frac{\text { tainers }}{\%}$ | $\frac{\text { Body }}{\%}$ | $\frac{\text { Infirm }}{\%}$ | $\frac{\text { vateds }}{\%}$ |

"Major" reasons exercise:

| Having fun | $\mathbf{8 4}$ | 29 | 68 | NA | NA | NA |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Socializing with other people | $\mathbf{4 7}$ | 6 | $\mathbf{5 1}$ | NA | NA | NA |
| Having better sex | $\mathbf{4 2}$ | 37 | -- | NA | NA | NA |

"I'm going to read a list of benefits people say they get from exercise. For each, please tell me whether you feel it is a major reason, a minor reason, or not really a reason you exercise." (Q.13)

Source: First wave

## Maintainers

Includes both men and women, many in their 50's, who take a practical and relatively narrow approach-exercising to stay healthy and fit. They are especially likely to be in "very good" health (47\%).

Most have been regularly active for at least a year (76\%). One in four (24\%), however, just started in the past six months.

Major reasons they exercise include:

- Improving overall health (92\%)
- Increasing fitness level (86\%)
- Increasing energy level (78\%)
- Preventing disease (73\%).


## Profile of "Maintainers" (by Segment)

Base: Total respondents

| Socia- | Main- | Mind \& |  | Unmoti- |
| :--- | :---: | :---: | :---: | :---: |
| $\frac{\text { lizers }}{\%}$ | $\frac{\text { tainers }}{\%}$ | $\frac{\text { Body }}{\%}$ | $\frac{\text { Infirm }}{\%}$ | $\frac{\text { vateds }}{\%}$ |

"Major" reasons exercise:

| Improving your overall health | 78 | $\mathbf{9 2}$ | $\mathbf{8 9}$ | NA | NA | NA |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Increasing your fitness level | 68 | $\mathbf{8 6}$ | 81 | NA | NA | NA |
| Increasing your energy level | 70 | $\mathbf{7 8}$ | 73 | NA | NA | NA |
| Preventing disease | 63 | $\mathbf{7 3}$ | $\mathbf{7 5}$ | NA | NA | NA |

"I'm going to read a list of benefits people say they get from exercise. For each, please tell me whether you feel it is a major reason, a minor reason, or not really a reason you exercise." (Q.13)

Source: First wave

## Mind \& Body

Women of all ages fit into this group, a segment that takes an overall approach to exercise - they exercise not only to stay in shape, but for emotional and psychological reasons as well. They are especially likely to be in "very good" health (55\%).

Most have been regularly active for at least a year (84\%). This segment has been regularly exercising for a longer period than any other segment.

Major reasons they exercise:

- Improving overall health ( $89 \%$ )
- Feeling good about yourself ( $82 \%$ )
- Feeling in control of life (78\%)
- Increasing fitness level (81\%)
- Preventing disease (75\%)
- Fighting aging (72\%)
- Reducing stress (71\%)

They agree ("strongly" or "somewhat") with the following statements:

- I exercise because it is good for my health ( $100 \%$ )
- Exercising gives me more energy (93\%)
- Exercising relieves stress for me (90\%)
- I exercise to look better ( $83 \%$ ).


## Profile of "Mind \& Body" (by Segment)

Base: Total respondents

| Socia- | Main- | Mind |  | Unmoti- | Hectic |
| :---: | :---: | :---: | :---: | :---: | :---: |
| \% | \% | \% | \% | \% |  |

Major reasons exercise:

| Improving your overall health | 78 | $\mathbf{9 2}$ | $\mathbf{8 9}$ | NA | NA | NA |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Feeling good about yourself | 78 | 62 | $\mathbf{8 2}$ | NA | NA | NA |
| Feeling in control of your life | 65 | 46 | $\mathbf{7 8}$ | NA | NA | NA |
| Increasing your fitness level | 68 | 86 | $\mathbf{8 1}$ | NA | NA | NA |
| Preventing disease | 63 | $\mathbf{7 3}$ | $\mathbf{7 5}$ | NA | NA | NA |
| Fighting aging | 10 | 51 | $\mathbf{7 2}$ | NA | NA | NA |
| Reducing stress | 59 | 54 | $\mathbf{7 1}$ | NA | NA | NA |
| Controlling your weight | 49 | 64 | $\mathbf{6 9}$ | NA | NA | NA |
| Having fun | $\mathbf{8 4}$ | 29 | 68 | NA | NA | NA |
| Looking good | 32 | 38 | $\mathbf{6 7}$ | NA | NA | NA |
| Socializing with other people | $\mathbf{4 7}$ | 6 | $\mathbf{5 1}$ | NA | NA | NA |
| Agree strongly/somewhat: |  |  |  |  |  |  |
| I exercise because it is good for |  |  |  |  |  |  |
| my health | 89 | 96 | $\mathbf{1 0 0}$ | 86 | 91 | 89 |
| Exercising gives me more energy | 88 | 87 | $\mathbf{9 3}$ | 81 | 79 | 90 |
| Exercising relieves stress for me | 77 | 83 | $\mathbf{9 0}$ | 74 | 75 | 86 |
| I exercise to look better | 66 | 64 | $\mathbf{8 3}$ | 71 | 68 | 53 |

"I'm going to read a list of benefits people say they get from exercise. For each, please tell me whether you feel it is a major reason, a minor reason, or not really a reason you exercise." (Q.13). "Now I am going to read you a list of statements about exercise.
Please tell me the extent to which to you, personally, agree with the statement -
whether you agree strongly, agree somewhat, disagree somewhat, or disagree
strongly." (Q.5a)
Source: First wave

## The Infirm

This group does not exercise primarily because they have health problems or are too out of shape to engage in fitness activities. Segment most likely to be unsatisfied with life. Mostly women, older. Most do not currently engage in regular physical activity, and have no plans to start (69\%). They are especially likely to be in "poor" health (34\%).

Major reasons they don't exercise:

- Have health problems that interfere with exercise (71\%)
- Feel tired/lacking energy (53\%)
- Afraid of getting hurt (20\%)
- Feel self-conscious (19\%).

Agree strongly/somewhat:

- I cannot exercise because of health problems (71\%)
- I feel guilty when I see someone similar to myself exercising (67\%)
- I'm too out of shape to exercise (49\%).

| Profile of "The Infirm" (by Segment) |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: Total respondents |  |  |  |  |  |  |
|  | Socia- <br> lizers <br> \% | Maintainers \% | Mind \& Body \% | $\frac{\text { Infirm }}{\%}$ | Unmoti vateds \% | $\frac{\text { Hectics }}{\%}$ |
| Major reasons don't exercise: |  |  |  |  |  |  |
| Health problems interfere | NA | NA | NA | 71 | 29 | 2 |
| Feel tired/lack energy | NA | NA | NA | 53 | 27 | 31 |
| Afraid of getting hurt | NA | NA | NA | 20 | 5 | 4 |
| Feel self-conscious | NA | NA | NA | 19 | 14 | 7 |
| Agree strongly/somewhat: |  |  |  |  |  |  |
| Cannot exercise due to health problems | 8 | 14 | 14 | 71 | 42 | 8 |
| I feel guilty when I see someone similar to myself exercising | 16 | 29 | 36 | 67 | 59 | 63 |
| I'm too out of shape to exercise | 8 | 5 | 6 | 49 | 48 | 12 |
| Don't know what kind of exercise to do | 10 | 11 | 13 | 32 | 26 | 18 |
| "I'm going to read a list of benefits people say they get from exercise. For each, please tell me whether you feel it is a major reason, a minor reason, or not really a reason you exercise." (Q.13) |  |  |  |  |  |  |
| "Now I am going to read you a list of statements about exercise. Please tell me the extent to which to you, personally, agree with the statement - whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly." (Q.5a) |  |  |  |  |  |  |

## Unmotivateds

These people know they should exercise more but can't seem to "get around" to it. Have various excuses, including the high price of gyms or lack of people to exercise with. They also seem a bit skeptical about the merits of exercise. Women in their middle years comprise a large portion of this segment.

Most do not currently engage in regular physical activity, and have no plans to start ( $69 \%$ ). However, $28 \%$ do have plans to start in next six months.

Major reasons don't exercise include:

- Feel class/gym membership is too expensive (74\%)
- Don't have anyone to exercise with (33\%)
- Bad weather (29\%).

Agree strongly/somewhat:

- People who exercise daily are too health conscious (44\%)
- There's no safe place in my neighborhood to exercise (40\%).

| Profile of "Unmotivateds" (by Segment) |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: Total respondents |  |  |  |  |  |  |
|  | Socializers \% | Maintainers \% | Mind \& Body \% | $\frac{\text { Infirm }}{\%}$ | Unmotivateds \% | $\frac{\text { Hectics }}{\%}$ |
| Major reasons don't exercise: |  |  |  |  |  |  |
| Class/gym membership too expensive | NA | NA | NA | 10 | 74 | 23 |
| Don't have anyone to exercise with | NA | NA | NA | 1 | 33 | 9 |
| Bad weather | NA | NA | NA | 18 | 29 | 20 |
| Don't have a safe place to walk/exercise | NA | NA | NA | 2 | 20 | 4 |
| No place to stop and rest | NA | NA | NA | 5 | 18 | 7 |
| No place to walk | NA | NA | NA | 3 | 15 | 4 |
| Too much to learn to exercise | NA | NA | NA | 3 | 15 | -- |
| Agree strongly/somewhat: |  |  |  |  |  |  |
| People who exercise daily are to health conscious | 22 | 18 | 23 | 17 | 44 | 31 |
| There's no safe place in my neighborhood to exercise | 12 | 11 | 10 | 22 | 40 | 21 |
| I don't think I have the necessary skills or knowledge to exercise regularly$\begin{array}{llll} 17 & 8 & 19 & 25 \end{array}$ |  |  |  |  |  |  |
| "I'm going to read a list of benefits people say they get from exercise. For each, please tell me whether you feel it is a major reason, a minor reason, or not really a reason you exercise." (Q.13). "Now I am going to read you a list of statements about exercise. Please tell me the extent to which to you, personally, agree with the statement - whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly." (Q.5a) |  |  |  |  |  |  |
| Source: First wave |  |  |  |  |  |  |

## Hectics

Evenly split between men and women, members of this segment say they are just too busy to exercise. They know they should, and recognize the benefits of exercise, but they say they can't find the time.

Half do not currently engage in regular physical activity, and have no plans to start $(50 \%)$. However, this segment is most likely to have plans to start in the next month (24\%).

Major reasons don't exercise:

- Don't have enough time (76\%).

Agree strongly/somewhat with the following statements:

- I should exercise more than I do (95\%)
- Hard to find time to exercise regularly ( $81 \%$ )
- I mean to, but never seem to get around to exercising ( $80 \%$ )
- Hard to fit exercise into my life (70\%)
- Should exercise more, feel guilty about it when see others exercising (63\%).


## Attitudes Toward Health and Fitness:

A Multivariate Segmentation

|  | Profile of "Hectics" <br> (by Segment) |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Demography:

## Demography

Base: Total respondents

| (Unweighted base) | $\frac{\text { Total \% }}{(w e i g h t e d) ~}$ | Total N <br> (unweighted) |
| :--- | :---: | :---: |
| Total | $100 \%$ | 1000 |
| Gender |  |  |
| Male | 46 | 375 |
| Female | 54 | 625 |
| Age |  |  |
| $50-59$ | 46 | 379 |
| 60-69 | 30 | 339 |
| 70-79 | 24 | 282 |
|  |  |  |
| Household Income | 31 | 290 |
| LT \$20K | 22 | 212 |
| \$30K - LT \$50K | 17 | 171 |
| \$50K - LT \$75K | 16 | 181 |
| \$75K+ |  |  |
|  |  |  |
| Region | 20 | 203 |
| Northeast | 23 | 283 |
| Midwest | 37 | 321 |
| South | 20 | 193 |
| West |  |  |
| Education | 14 | 104 |
| HS or less | 39 | 290 |
| HS Grad | 23 | 298 |
| Tech/Some College | 23 | 305 |
| College Grad+ |  |  |

# First Wave Survey ( $n=1,000$ ) 

## Section 1: Introduction and Screener

Hello, my name is $\qquad$ . I'm calling from RoperASW, a public opinion research company. We are conducting surveys to learn about Americans' opinions on a number of topics.

## AS NECESSARY:

- Your answers to this survey are completely confidential.
- We are a research company and we don't sell anything. No one will ever try to sell you something as a result of this survey.
- The survey should take 15 minutes.


## Section 2: Priorities and Health-Related Attitudes <br> Asked of all respondents ( $\mathrm{n}=1000$ )

1 Overall, how satisfied are you with your life these days? Are you very satisfied, somewhat satisfied, only a little satisfied, or not at all satisfied?

$$
\text { Very Satisfied } 64 \%
$$

Somewhat Satisfied 26\%
Only a Little Satisfied 6\%
Not At All Satisfied 3\%
Don't Know/Refused 1\%
2 In general, when compared to most people your age, how would you rate your health? Would you say it is very good, good, only fair, or poor?

| Very Good | $38 \%$ |
| :--- | ---: |
| Good | $38 \%$ |
| Only Fair | $19 \%$ |
| Poor | $5 \%$ |
| Don’t Know/Refused | ----- |

3 Which of the following items related to health and wellness have you personally done in the past 12 months? (YES OR NO RESPONSE. READ RANDOMIZED ITEMS)
Had your blood pressure checked ..... 93\%
Had your cholesterol checked ..... 76\%
Had a cancer screening (prostate or skin cancer screening)
Started an exercise program ( $\mathbf{n}=\mathbf{5 0 7}$ ) ..... 43\%
Started a physical activity program $(\mathbf{n}=493)$ ..... 41\%
Tried to control your weight ..... 78\%
Tried to manage your stress ..... 73\%
Ate more healthy foods than last year ..... 62\%
Read books or articles on health, nutrition, and wellness ..... 68\%
Took a specific action to prevent disease ..... 59\%
Changed what you ate to prevent disease ..... 51\%
Got information on simplifying your life to have more time ..... 34\%
for yourself
Learned how to avoid accidents while driving ..... 57\%
Made changes to your home to prevent falls and accidents ..... 33\%
Used the Internet to seek out information on health, nutrition, ..... 29\%or wellness
Discussed health issues with your doctor ..... 82\%
Percentage YES

4 Please tell me how important you think each of these things is to staying healthy-very important, somewhat important, not too important or not at all important. (READ RANDOMIZED LIST)

|  | Very <br> Important <br> $75 \%$ | Somewhat <br> Important <br> $20 \%$ | Not Too <br> Important <br> $4 \%$ | Not at all <br> Important |
| :--- | :---: | :---: | :---: | :---: |
| Getting regular health <br> screenings | $78 \%$ | $19 \%$ | $2 \%$ | $1 \%$ |
| Maintaining a healthy <br> weight | $75 \%$ | $19 \%$ | $3 \%$ | $2 \%$ |
| Reducing stress | $81 \%$ | $18 \%$ | $1 \%$ | $1 \%$ |
| Eating right | $59 \%$ | $32 \%$ | $7 \%$ | $2 \%$ |
| Planning for the future | $70 \%$ | $27 \%$ | $2 \%$ | $1 \%$ |
| Having financial security | $77 \%$ | $21 \%$ | $1 \%$ | $1 \%$ |
| Getting enough exercise | $47 \%$ | $34 \%$ | $11 \%$ | $7 \%$ |
| Taking vitamins |  |  |  |  |

5 Now I am going to read you a list of statements about exercise. Please tell me the extent to which to you, personally, agree with the statement - whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly. (READ STATEMENT)

|  | Agree <br> Strongly <br> $17 \%$ | Agree <br> Somewhat <br> $24 \%$ | Disagree <br> Somewhat <br> $21 \%$ | Disagree <br> Strongly <br> It's hard for me to fit exercise <br> into my life <br> I do not exercise because I do <br> not know what kind of |
| :--- | :---: | :---: | :---: | :---: |
| exercise to do | $6 \%$ | $10 \%$ | $24 \%$ | $59 \%$ |
| I cannot exercise because of <br> health problems | $12 \%$ | $13 \%$ | $17 \%$ | $57 \%$ |
| I exercise to look better | $31 \%$ | $33 \%$ | $19 \%$ | $15 \%$ |
| I exercise to lose weight | $30 \%$ | $28 \%$ | $20 \%$ | $21 \%$ |
| I exercise because it is good <br> for my health | $72 \%$ | $20 \%$ | $4 \%$ | $3 \%$ |
| I exercise because my doctor <br> instructed me to do so | $24 \%$ | $19 \%$ | $26 \%$ | $29 \%$ |
| Exercising gives me more <br> energy | $62 \%$ | $23 \%$ | $9 \%$ | $5 \%$ |
| Exercising relieves stress for <br> me <br> I'm too out of shape to <br> exercise | $52 \%$ | $28 \%$ | $9 \%$ | $8 \%$ |
| There's no safe place in my <br> neighborhood to exercise | $12 \%$ | $8 \%$ | $18 \%$ | $61 \%$ |
| I should exercise more than I <br> do | $47 \%$ | $30 \%$ | $10 \%$ | $12 \%$ |
| People who exercise daily are <br> too health conscious (4)* | $11 \%$ | $17 \%$ | $29 \%$ | $42 \%$ |
| I don't think I have the <br> necessary skills or knowledge <br> to exercise regularly * | $7 \%$ | $10 \%$ | $18 \%$ | $64 \%$ |
| It's hard for me to find the <br> time to exercise regularly (3)* | $19 \%$ | $26 \%$ | $20 \%$ | $35 \%$ |
| I mean to, but I never seem to <br> be able to get around to <br> exercising | $21 \%$ | $24 \%$ | $20 \%$ | $34 \%$ |
| I know I should exercise more, <br> and sometimes when I see <br> someone similar to myself <br> exercising I feel guilty | $21 \%$ | $22 \%$ | $21 \%$ | $35 \%$ |

6a Looking over your adult life, which of the following statements about exercise best describes you? $(11,16)$ *

| I've always exercised regularly throughout my | $16 \%$ |
| :--- | :--- |
| life |  |
| I've exercised fairly regularly much of the time | $34 \%$ |

I exercised occasionally 38\%
I've never exercised regularly 12\%
6b Do you currently smoke, or not?
Yes 19\%
No 81\%
6c Which of the following statements about smoking best describes you. Would you say you are now trying to quit, or you plan to quit in the next 6 months, or you plan to quit in the next year, or you have no plans to quit smoking $(11,16)^{*}$

Asked of those who say they currently smoke
I am trying to quit now. $17 \%$
I plan to quit in the next six months. $23 \%$
I plan to quit in the next year. $20 \%$
I have no plans to quit. $39 \%$
6d Would you say you have never smoked, or that you use to smoke but you quit?
Asked of those who say they don't currently
smoke
I have never smoked. $46 \%$
I used to smoke but I have quit. $54 \%$

## Section 3: BRFSS Standardized Behavior Questions

7 I'd like to ask you about your employment status. Are you . . . READ?
Self employed $10 \%$
Employed full time 25\%
Employed part time 4\%
Retired from one job but working part time now 6\%
Retired from one job but working full-time now $2 \%$
Completely retired 39\%
A full-time housewife $8 \%$
Not employed 6\%

7A Does your job require you to spend most of your time either walking or doing heavy labor or other physically demanding work?

Asked of those who are currently employed ( $n=469$ )
Yes 21\%
No 29\%
Don’t Know/Refused 51\%

8 In a typical week, do you ever walk for at least 10 minutes at a time for any reason, including (IF EMPLOYED: at work), for recreation, for exercise or just to get to and from the places you need to go?

Asked of those who are currently employed ( $n=469$ )
Yes 88\%
No
12\%
8A How many days per week do you walk for at least 10 minutes at a time?

Asked of those who say they walk at least 10 minutes at a time ( $n=433$ )

| One | $4 \%$ |
| :--- | ---: |
| Two | $12 \%$ |

Three 20\%
Four 11\%
Five 16\%
Six 7\%
Seven 30\%
Don't Know/Refused 1\%

8B On the average, about how many minutes do you spend walking on these days?

Asked of those who say they walk at least 10 minutes at a time ( $n=433$ )
Mean 50.4 minutes
Median
29.0 minutes

9 In a typical week, do you do any things to increase muscle strength or tone, such as lifting weights, pull-ups, push-ups or sit-ups?
Yes $32 \%$
No
68\%

9A How many days a week do you do these activities?
Asked of those who say they do things to increase muscle tone ( $n=157$ )

| One | $5 \%$ |
| :--- | ---: |
| Two | $20 \%$ |
| Three | $32 \%$ |
| Four | $8 \%$ |
| Five | $17 \%$ |
| Six | $4 \%$ |
| Seven | $13 \%$ |
| Don't Know/Refused | $1 \%$ |

## Asked of those in the "Physical Activity" Split Sample (n=493)

10 Moderate physical activities cause relatively small increases in heart rate and breathing in contrast to vigorous physical activity, which causes large increases in both heart rate and breathing. Moderate physical activities might include brisk walking, bicycling, vacuuming, or gardening. In a typical week, do you engage in moderate physical activities for at least 10 minutes at a time? Yes

83\%
No
16\%

10A How many days a week do you do these activities for at least 10 minutes at a time?
Asked of those who say they engage in moderate physical activity ( $n=411$ )
One 5\%

Two 11\%
Three $23 \%$
Four 14\%
Five 17\%
Six 6\%
Seven 23\%
Don't Know/Refused 1\%

10B On the average, about how many minutes do you spend engaging in moderate physical activity on one of these days?

Asked of those who say they engage in moderate physical activity ( $n=411$ )
$1-10$ minutes $\quad 13 \%$
11-20 minutes $24 \%$
21-30 minutes $\quad 21 \%$
31-45 minutes $\quad 5 \%$
46-60 minutes $\quad 17 \%$
More than 60 minutes $\quad 15 \%$
Mean 51.0 minutes
Median 30.0 minutes
10C Where do you exercise?
Asked of those who say they engage in moderate physical activity
$(n=411)$
Health club 6\%
Community center $2 \%$
At home 67\%
At work 8\%
Somewhere else $15 \%$
10D What specific types of moderate physical activities do you do? (Open end: record verbatim)

Asked of those who say they engage in moderate physical activity ( $n=411$ )

| Sports (net) | $\mathbf{8 \%}$ |
| :--- | ---: |
| Golf | $4 \%$ |
| Tennis | $1 \%$ |
| Sports with a ball (ie., | $2 \%$ |
| basketball and baseball) |  |
| Bowling | $1 \%$ |
| Hunting/fishing | $1 \%$ |
| Exercise (net) | $\mathbf{7 4 \%}$ |
| Walking | $54 \%$ |
| Weight lifting | $13 \%$ |
| Swimming | $3 \%$ |
| Biking | $10 \%$ |
| Exercises (ie., push-ups | $14 \%$ |
| and stretches) |  |


| Treadmill | $10 \%$ |
| :--- | ---: |
| Jogging/running | $3 \%$ |
| Climbing stairs/stair | $6 \%$ |
| machine |  |
| Water aerobics | $1 \%$ |
| Exercise bike | $4 \%$ |
| Hiking | $2 \%$ |
| Aerobics | $4 \%$ |
| Other exercise machines | $2 \%$ |
| Yoga | $1 \%$ |
| Other (net) | $\mathbf{6 1 \%}$ |
| Housework | $35 \%$ |
| Yard work | $17 \%$ |
| Gardening | $18 \%$ |
| Shopping | $2 \%$ |
| Job-related activities | $10 \%$ |
| Dancing | $2 \%$ |
| Taking care of children | $4 \%$ |
| Walking the dog | $2 \%$ |
| Washing cars | $1 \%$ |
| Other | $2 \%$ |

11 As I mentioned before, vigorous physical activities cause large increases in heart rate and breathing. Vigorous physical activities might include running, aerobics, or heavy yard work. In a typical week, do you engage in vigorous physical activities for at least 10 minutes at a time?

| Yes | $41 \%$ |
| :--- | ---: |
| No | $58 \%$ |
| Don't Know/Refused | $1 \%$ |

11A How many days a week do you do these activities for at least 10 minutes at a time?

Asked of those who say they engage in vigorous physical activity ( $n=201$ )

| One | $23 \%$ |
| :--- | ---: |
| Two | $19 \%$ |
| Three | $17 \%$ |
| Four | $14 \%$ |
| Five | $10 \%$ |
| Six | $5 \%$ |
| Seven | $10 \%$ |
| Don't Know/Refused | $4 \%$ |

11B On the average, about how many minutes do you spend engaging in vigorous physical activity on one of these days?

Asked of those who say they engage in vigorous physical activity ( $n=201$ )
$1-10$ minutes $\quad 10 \%$
$11-20$ minutes $\quad 17 \%$
21-30 minutes $\quad 25 \%$
31-45 minutes $\quad 9 \%$
46-60 minutes $\quad 17 \%$
More than 60 minutes $\quad 15 \%$
Mean 62.6 minutes
Median 34.0 minutes
11C Where do you exercise?
Asked of those who say they engage in vigorous physical activity
$(n=201)$
Health club 7\%
Community center 3\%
At home 67\%
At work 12\%
Somewhere else $10 \%$
Don’t Know/Refused 2\%

11D What specific types of vigorous physical activities do you do? (Open end-record verbatim)

Asked of those who say they engage in vigorous physical activity ( $n=201$ )

| Sports (net) | $\mathbf{4 \%}$ |
| :--- | ---: |
| Tennis | $1 \%$ |
| Sports which involve a | $1 \%$ |
| ball (ie., baseball and |  |
| basketball) |  |
| Bowling | $1 \%$ |
| Hunting/fishing | $1 \%$ |
| Exercise (net) | $\mathbf{4 4 \%}$ |
| Walking | $16 \%$ |
| Weight lifting | $7 \%$ |
| Swimming | $2 \%$ |
| Biking | $6 \%$ |


| Exercises (ie., push-ups | $7 \%$ |
| :--- | ---: |
| and stretches) |  |
| Treadmill | $6 \%$ |
| Jogging/running | $6 \%$ |
| Climbing stairs/stairs | $3 \%$ |
| machine |  |
| Water aerobics | $1 \%$ |
| Exercise bike | $4 \%$ |
| Hiking | $2 \%$ |
| Aerobics | $7 \%$ |
| Other exercise machine | $2 \%$ |
| mentions |  |
| Yoga | $1 \%$ |
| Other (net) | $\mathbf{6 7 \%}$ |
| Housework | $9 \%$ |
| Yard work | $37 \%$ |
| Gardening | $18 \%$ |
| Job-related | $18 \%$ |
| Dancing | $2 \%$ |
| Taking care of children | $1 \%$ |
| Washing cars | $2 \%$ |
| Other | $4 \%$ |

## Section 4: BCC Standardized Staging Asked of those in the "Exercise" Split Sample (n=507)

12 What would you say is your current level of physical activity? Would you say you that you don't currently engage in regular physical activity, that you don't right now but plan to in the next six months, that you don't right now but plan to in the next month, that you have been physically active on a regular basis for the past six month, or that you have been physically active on a regular basis for a year or longer?

| I don't currently engage in regular physical activity. | $25 \%$ |
| :--- | ---: |
| I don't right now, but plan to in the next six months. | $7 \%$ |
| I don't right now, but plan to in the next month. | $6 \%$ |
| I have been physically active on a regular basis for the | $12 \%$ |
| past six months. |  |
| I have been physically active on a regular basis for a | $47 \%$ |
| year or longer. |  |
| Don't Know/Refused | $2 \%$ |

12B What specific physical activities do you do regularly? (Open-end.
Record verbatim)
Asked of those who say they have been physical active on a regular basis for the past six months or for a year or longer ( $n=300$ )

| Sports (net) | $\mathbf{1 6 \%}$ |
| :--- | ---: |
| Golf | $9 \%$ |
| Tennis | $2 \%$ |
| Sports which involve a ball | $4 \%$ |
| (ie., baseball and basketball) |  |
| Bowling | $2 \%$ |
| Hunting/fishing | $2 \%$ |
| Exercise (net) | $\mathbf{9 6 \%}$ |
| Walking | $74 \%$ |
| Weight lifting | $11 \%$ |
| Swimming | $8 \%$ |
| Biking | $15 \%$ |
| Exercises (ie., push-ups and | $13 \%$ |
| stretches) |  |
| Treadmill | $8 \%$ |
| Jogging/running | $9 \%$ |
| Climbing stairs/stairs | $6 \%$ |
| machine |  |
| Water aerobics | $2 \%$ |
| Exercise bike | $6 \%$ |
| Hiking | $4 \%$ |
| Going to the gym | $4 \%$ |
| Aerobics | $3 \%$ |
| Other exercise machine | $4 \%$ |
| mentions |  |
| Yoga | $1 \%$ |
| Other (net) | $\mathbf{3 8 \%}$ |
| Housework | $9 \%$ |
| Yard work | $16 \%$ |
| Gardening | $5 \%$ |
| Shopping | $1 \%$ |
| Job-related | $6 \%$ |
| Dancing | $4 \%$ |
| Boating | $2 \%$ |
| Taking care of children | $3 \%$ |
| Walking the dog | $2 \%$ |
| Other | $3 \%$ |
|  |  |

## Section 5: Motivation for Exercising/Not Exercising

13 ASKED OF ANYONE IN SECTION 3 or 4 who say they DO exercise ( $n=770$ ) I'm going to read a list of benefits people say they get from exercise. For each, please tell me whether you feel it is a major reason, a minor reason, or not really a reason you exercising.

|  | Major Reason | Minor Reason | Not Really a <br> Reason |
| :--- | :---: | :---: | :---: |
| Feeling good about yourself | $71 \%$ | $20 \%$ | $8 \%$ |
| Feeling in control of your life | $57 \%$ | $28 \%$ | $14 \%$ |
| Fighting aging | $45 \%$ | $34 \%$ | $21 \%$ |
| Having fun | $53 \%$ | $31 \%$ | $14 \%$ |
| Improving your overall health | $82 \%$ | $12 \%$ | $5 \%$ |
| Increasing your energy level | $69 \%$ | $22 \%$ | $8 \%$ |
| Increasing your fitness level | $72 \%$ | $20 \%$ | $7 \%$ |
| Preventing disease | $67 \%$ | $23 \%$ | $9 \%$ |
| Looking good | $48 \%$ | $36 \%$ | $15 \%$ |
| Having better sex | $28 \%$ | $34 \%$ | $33 \%$ |
| Socializing with other people | $34 \%$ | $38 \%$ | $27 \%$ |
| Reducing stress | $60 \%$ | $27 \%$ | $12 \%$ |
| Controlling my weight | $60 \%$ | $28 \%$ | $12 \%$ |

14 ASKED OF ANYONE IN SECTION 3 or 4 who say they DO NOT exercise ( $n=219$ ) I'm going to read you a list of reasons that people often give for not exercising. Please tell me for each one, whether it is a major reason for you, a minor reason, or not a reason for your not exercising. Would you say this is a major reason, a minor reason, or not a reason...?

Major Reason Minor Reason Not Really a Reason
You don't have enough time
You're afraid of getting hurt
Bad weather
You have no place to walk
You have no place to stop and
rest
There is too much I have to learn
You feel self-conscious
You feel tired or lacking energy
$37 \% \quad 34 \%$
49\%

| $26 \%$ | $25 \%$ | $49 \%$ |
| :---: | :---: | :---: |
| $8 \%$ | $19 \%$ | $71 \%$ |

$19 \% \quad 27 \% \quad 53 \%$
8\% 21\% 70\%
$9 \% \quad 21 \%$
69\%
$6 \% \quad 20 \% \quad 70 \%$

You have health problems that
34\%
24\%
64\%
interfere with exercise
You feel a class or gym
34\%
14\% 29\%
membership is too expensive

| You don't have a safe place to <br> exercise or walk | $7 \%$ | $21 \%$ | $70 \%$ |
| :--- | :---: | :---: | :---: |
| You don't have anyone to <br> exercise with | $13 \%$ | $29 \%$ | $57 \%$ |

15
Asked of those who say they do not exercise and "have health problems that interfere with exercise" in Q. $14(n=126)$
What physical conditions interfere with your ability to exercise? (USE PRECODED LIST BELOW)

Arthritis 58\%
An injury (knee problems, shoulder injury) $41 \%$
Heart problems 30\%
Asthma $17 \%$
Physical disability $36 \%$
Incontinence $12 \%$
Chronic pain $46 \%$
Any other problems that interfere with physical activity? (Specify) 32\%

## Section 6: Demographics

Asked of all respondents ( $\mathrm{n}=1000$ )
Finally, I have just a few questions to help us classify our results.
D1. What is your age?
50-59 $46 \%$
60-69 30\%
70-79 24\%
D2. What is your current employment status - are you ...
Self-employed 10\%
Employed full-time $\quad 25 \%$
Employed part-time $4 \%$
Retired from one job but working part-time now $\quad 6 \%$
Retired from one job but working full-time now $2 \%$
Completely retired $39 \%$
A homemaker 8\%
Unemployed $\quad 6 \%$
D3. What is the highest grade of school you completed - is it ...?
Grade school or elementary school ..... 5\%
Some high school ..... 10\%
High school graduate ..... 39\%
Technical or vocational school ..... 5\%
Some college ..... 19\%
College graduate (4 years) ..... 13\%
Post-graduate studies ..... 10\%
D4. Are you...?
Married ..... 68\%
Separated ..... 1\%
Divorced ..... 15\%
Widowed ..... 11\%
Single, never married ..... 5\%
D5. How many phone numbers, including this one, are there for your household -please do not count phone numbers that are used only for a computer or faxmachine.
1 phone line ..... 88\%
2 phone lines ..... 9\%
3 phone lines ..... 2\%
4 phone lines ..... 1\%
D6. Are you of Spanish or Hispanic origin?
Yes ..... 3\%
No ..... 96\%
D7. What best describes your race?
White ..... 90\%
Black or African American ..... 5\%
Asian American ..... 1\%
Native American ..... 1\%
Hispanic ..... 2\%
Other/ Don't know ..... 2\%
D8. Were you born in the United States, or somewhere else?
Born in the United States ..... 97\%
Born somewhere else ..... 2\%

D9. Finally, for statistical purposes, what is your annual household income, before taxes?
Under $\$ 10,000 \quad 6 \%$
\$10,000-\$19,999 11\%
\$20,000-\$29,999 12\%
\$30,000-\$49,999 22\%
\$50,000-\$74,999 17\%
\$75,000-\$99,999 8\%
$\$ 100,000$ or over $8 \%$
Don't know 15\%
D10. [RECORD GENDER-DO NOT ASK]
Male $46 \%$
Female $54 \%$

# Second Wave Survey ( $n=1,000$ ) 

## Section 1: Introduction and Screener

## Section 2: Health-Related Knowledge and Attitudes

1. Overall, how satisfied are you with your life these days? Are you extremely satisfied, very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Extremely satisfied........................................................................ 24
Very satisfied................................................................................ 44
Somewhat satisfied........................................................................ 24
Not very satisfied ........................................................................... 5
Not at all satisfied............................................................................ 3
Don't know/refused......................................................................... 1
2. There are a lot of different things people do to try and stay healthy, like eating healthy or visiting a doctor regularly. Which ONE of the following statements BEST describes how important you think exercise is for your personal health?

Exercise is not very important for my health. ................................. 4
Exercise is important for my health, but many other things are more important32

Exercise is the best thing I can do for my health ........................... 63
Don't know/refused......................................................................... 1
3. How often do you think a person your age needs to exercise to be healthy? Would you say...?

Not at all
.
Less often than once a month.......................................................... *
Once or twice a month
.2
About once a week ......................................................................... 8
About three times a week ............................................................... 53
Five or more times a week ............................................................ 36
Don’t know/refused......................................................................... 1
4. About how long do you think a person your age should exercise each session? Would you say...? (READ EACH ITEM)
10 minutes or less............................................................................ 8
About 20 minutes .......................................................................... 28
About 30 minutes .......................................................................... 36
45 minutes or more........................................................................ 26
Don't know/refused........................................................................ 2
5. I'm going to read a list of types of activities. For each one, please tell me whether you think it is very important, moderately important, not very important, or not important at all that people your age do this type of exercise to be healthy. First... (READ LIST.)

|  | Very Import. | Mod Import. | Not very Import. | Not at all Import |
| :---: | :---: | :---: | :---: | :---: |
| [ROTATE] |  |  |  |  |
| Moderate exercise, which causes a small to moderate increase in breathing or heart rate-such as a brisk walk. | $\text { ... } 71$ | 26 | 2 | 1 |
| Vigorous exercise, such as running, aerobics, heavy yard work, or anything else that causes large increases in breathing or heart rate |  | 39 | 22 | 10 |
| Strength training, which includes exercises designed to strengthen your muscles. | $\text { ... } 42$ | 41 | 11 | 4 |
| Flexibility, such as stretching exercises or yoga | $\ldots .49$ | 36 | 8 | 5 |
| Balance, which includes exercises designed to maintain your balance such as standing on one leg $\qquad$ | $\text { .... } 31$ | 37 | 18 | 11 |

6. [ASK FOR EACH "VERY/SOMEWHAT IMPORTANT" IN Q.5] And how many times per week do you think someone your age who is in good health should spend in [READ ITEM]?
7. [ASK FOR EACH "VERY/SOMEWHAT IMPORTANT" IN Q.5] And, on average, about how many minutes should a person spend doing [READ ITEM] each session?

8. I am going to read you a list of things that might or might not affect your ability to exercise. After each one, please tell me how confident you are that you can exercise when these situations develop-very confident, moderately confident, not very confident, or not at all confident? (READ LIST)

|  | Very <br> Conf. | Mod <br> Conf. | Not very <br> Conf. | Not <br> at all <br> Conf. |
| :--- | :--- | :--- | :--- | :--- |
| [ROTATE] |  |  |  |  |

## Section 3: Programs and Services in Your Community

9. Do you currently participate in physical activity classes or programs that are offered in your community, or not?

| Yes. | 15 [SKIP TO Q.11] |
| :---: | :---: |
| No. | . 85 [ASK Q.10] |
| Don't know/Refused | .. [SKIP TO Q.11] |

10. [IF YES TO Q.9, ASK:] And what kinds of physical activity classes or programs do you currently participate in? [DO NOT READ]. [PROMPT] Anything else?
Aerobics ..... 22
Baseball ..... 3
Basketball ..... 5
Cycling ..... 9
Dance ..... 11
Golf. ..... 5
Hiking ..... 1
Pilates ..... 1
Running/jogging ..... 12
Soccer ..... 1
Swimming ..... 17
Martial arts .....  3
Tennis ..... 4
Weight lifting/strength training ..... 26
Yoga ..... 7
Walking ..... 17
Stretching ..... 3
Water exercises ..... 5
Other [SPECIFY:] ..... 26
Don't know/Refused ..... *
11. [IF "NO" IN Q.9, ASK:] Have you ever participated in physical activity classes or programs that are offered in your community, or not?
Yes ..... 32
No ..... 68
Don't know/Refused ..... *
12. [IF "YES" IN Q.11, ASK:] Please tell me whether each of the following was a major reason, a minor reason, or not a reason why you stopped. First... [READ EACH ITEM]

|  | Major Reason | Minor Reason | Not a Reason |
| :---: | :---: | :---: | :---: |
| [ROTATE] |  |  |  |
| Too expensive | . 19 | 19 | 62 |
| Inconvenient location | . 24 | 23 | 53 |
| Too boring. | 10 | 19 | 70 |
| Health reasons |  | 19 | 52 |
| Not enough time/too busy | . 26 | 24 | 50 |

13. [IF "NO" TO Q.11, ASK:] Why not? [PROBE] Any other reasons? [OPEN END. RECORD VERBATIM]
$\qquad$
Don't know/Refused .Y
14. When thinking about your community, how many programs and services would you say are available to someone your age who is interested in becoming more physically active? Would you say... [READ EACH ITEM. ACCEPT ONLY ONE RESPONSE]

There are a great deal of programs and services
for someone my age. ..................................................................... 29
There are some programs and services for someone my age.37

There are not many programs and services for
someone my age ..... 18
There are no programs and services for someone my age ..... 10
Don't know/refused ..... 7
15. When thinking about your community, are there activities or community resources not currently available that you think would help make it easier for you to exercise?

| Yes | 24 | [ASK Q.16] |
| :---: | :---: | :---: |
| No. | 66 | [SKIP TO Q.17] |
| Don't know/refused. | 10 | [SKIP TO Q.17] |

16. [IF "YES" IN Q.15, ASK] What could be done in your community to make it easier for you to exercise more regularly? [OPEN END. RECORD VERBATIM]
$\qquad$
$\qquad$
$\qquad$

Don’t know/Refused ...........................................................Y
17. If you wanted to, would you be able to exercise about 30 minutes a day, most days of the week? If you already do so, just let me know.
Yes ..... 51
No. ..... 18
Already exercise 30 minutes or more per day ..... 30
Don't know/refused ..... 1

## Section 4: Motivation for Exercising/Not Exercising

18. Please think back to the most recent time in your life when you tried to start exercising. What, if anything, happened in your life that motivated you to try? [OPEN END] [PROBE] Any other reasons?
$\qquad$
$\qquad$
$\qquad$
$\qquad$
Don't know/Refused Y
19. I'm going to read a list of benefits people say they get from exercise. For each one, please tell me whether you feel it is a major reason, a minor reason, or not really a reason why you exercise. If you never exercise, just let me know. First... [READ EACH ITEM]

| Major reason | Minor reason | Not a reason | Never exercise | DK/Ref. |
| :---: | :---: | :---: | :---: | :---: |
| [ROTATE] |  |  |  |  |
| Feeling good about yourself..................... 77 | 12 | 3 | 1 | 7 |
| Feeling in control of your life ................... 63 | 21 | 8 | 1 | 7 |
| Fighting aging ....................................... 55 | 25 | 12 | * | 8 |
| Having fun............................................. 54 | 29 | 9 | 1 | 6 |
| Improving your overall health................... 84 | 6 | 2 | * | 8 |
| Increasing your energy level ..................... 78 | 12 | 3 | 1 | 7 |
| Increasing your fitness level..................... 77 | 12 | 4 | 1 | 7 |
| Preventing disease ................................... 68 | 17 | 6 | * | 8 |
| Looking good ......................................... 58 | 26 | 8 | * | 7 |
| Having better sex................................... 30 | 29 | 28 | 1 | 12 |
| Socializing with other people.................... 32 | 40 | 20 | 1 | 7 |
| Reducing stress...................................... 61 | 24 | 8 | * | 7 |
| Controlling my weight ............................. 70 | 15 | 7 | 1 | 7 |

20. I'm going to read a list of reasons that people often give for not exercising. For each one, tell me whether it is a major reason for you, a minor reason, or not a reason for your not exercising. If you always exercise, just let me know. (READ RANDOMIZED LIST). Would you say this is a major reason, a minor reason, or not a reason...?

| [ROTATE] | Major <br> reason | Minor <br> reason | $\underline{N o t a s o n ~ A l w a y s ~}$ |
| :--- | :--- | :--- | :--- |
| $\underline{\text { reasercise DK/Ref. }}$ |  |  |  |


| You don't have enough <br> time............................................................ 13 | 31 | 34 | 1 | 21 |
| :--- | :--- | :--- | :--- | :--- | :--- |
| You're afraid of getting <br> hurt ........................................................ 6 | 29 | 41 | 2 | 21 |
| Bad weather.............................................. 23 | 28 | 25 | 1 | 23 |

You have no place to exercise or walk (no sidewalks, for example10
$24 \quad 43 \quad 2 \quad 22$
You have no place to walk to (no destination). 8

You have no place to stop and rest ......................................................... 7 $7 \quad 28$

There is too much you
would have to learn to
exercise.
3
You feel self-conscious or embarrassed

6
You feel tired or lacking energy19

32
You have health
problems that interfere
with exercise.
24
You feel a class or gym membership is too
expensive
29
You don't have a safe place to exercise or walk 11

26
You don't have anyone to exercise with 10

27
40
2
22
21. I'm going to read a list of activities related to exercise. As I read each one, please tell me whether-if cost were not an issue-you would be very interested in it, somewhat interested, not very interested, or not interested at all in it. (READ RANDOMIZED LIST.) First...

| Very int. | Somewhat int. | Not very int. | Not at all int. |
| :---: | :---: | :---: | :---: |

[ROTATE]
Joining a neighborhood
walking group................................................... 1

Purchasing home exercise equipment........................................................ 11
Purchasing exercise videos................................. 7
Joining a gym or health club ............................. 17
7
Training for a charity event
like a breast cancer walk .................................. 17
Training for a recreational sports competition ............................................. 6

6
Attending exercise classes for people your age........................................... 21
Attending a community fitness fair (screenings, information on exercise,
$\qquad$ 22
Joining a group that goes
dancing (ballroom, line
dancing)
16
Participating in a 5 K fun jog/walk event
Learning more about an
exercise program you can
do at home ........................................................ 23
Getting a free exercise
assessment and instructions
from a professional about
what exercise is right for
you. $\qquad$ 11
44
*

1
*
1

1
*

1
2
$13 \quad 4$

14
47

13
13
57

17

28
11
38
*
123

56
y元
22. And how interested would you be in developing or acquiring any of these skills related to physical activity-Very interested, somewhat interested, not very interested, or not at all interested?

|  | Some- | Not | Not at |
| :---: | :---: | :---: | :---: |
| Very | what | very | all |
| int. | int. | int. | int. |

## [ROTATE]

Setting realistic goals .37

Developing an
$\qquad$
Tracking my progress........................................ 24
1137

Developing a support
$\qquad$
Keeping motivated ........................................... 43
Exercising safely .45
Keeping on track when facing special events such as holidays or vacations. .24

35
Self employed full time ..... 6
Self employed part time ..... 1
Employed full time ..... 22
Employed part time ..... 6
Retired from one job but working part time now ..... 7
Retired from one job but working full time now ..... 2
Completely retired ..... 45
A full-time housewife ..... 7
Unemployed ..... 4
Don't Know/Refused ..... 1
24. [ASK IF 1, 2, 3, 4, 5, OR 6 IN Q.23] When you are at work, which of the following best describes what you do-Would you say you spend your time...?

Mostly sitting or standing.............................................................. 59
Mostly walking............................................................................. 27
Mostly heavy labor or physically demanding work ....................... 13
Don’t know/refused......................................................................... 1
25. We are interested in two types of physical activity: vigorous and moderate. Vigorous activities cause large increases in breathing or heart rate while moderate activities cause small increases in breathing or heart rate. Now, thinking about the moderate physical activities you do [fill in (when you are not working) if employed or self-employed] in a usual week, do you do moderate activities for at least 10 minutes at a time, such as brisk walking, bicycling, vacuuming, gardening, or anything else that causes small increases in breathing or heart rate?
Yes ..... 88
No ..... 12
Don't Know/Refused ..... *
26. How many days per week do you do these moderate activities for at least 10 minutes at a time?

Mean $=4.7$
27. On days when you do moderate activities for at least 10 minutes at a time, how much total time per day do you spend doing these activities?

Mean \# of minutes $=70$
28. Now thinking about the vigorous physical activities you do [fill in (when you are not working) if employed or self-employed] in a usual week, do you do vigorous activities for at least 10 minutes at a time, such as running, aerobics, heavy yard work, or anything else that causes large increases in breathing or heart rate?

Yes ..... 47
No ..... 52
Don't Know/Refused ..... 1
29. How many days a week do you do these vigorous activities for at least 10 minutes at a time?

Mean $=3.6$
30. On days when you do vigorous activities for at least 10 minutes at a time, how much total time per day do you spend in these activities?

Mean \# of minutes $=37$

## Section 7: Demographics

Finally, I have just a few questions to help us classify our results.
D1. In general, when compared to most people your age, how would you rate your health? Would you say it is very good, good, only fair, or poor?

Excellent........................................................................................ 21
Very good..................................................................................... 37
Good .............................................................................................. 24
Only fair ........................................................................................ 12
Poor ................................................................................................ 4
Don't know/refused......................................................................... 1
D2. In what year were you born?
Mean $=1937$

D3. What is the highest grade of school you completed - is it [READ EACH ITEM]?

Grade school or elementary school ................................................. 3
Some high school ............................................................................ 9
High school graduate..................................................................... 36
Technical or vocational school........................................................ 6
Some college ................................................................................. 22
College graduate (4 years)............................................................. 15
Post-graduate studies..................................................................... 10
Don't know/refused......................................................................... 1
D4. Are you...? [READ EACH ITEM. ACCEPT MULTIPLE RESPONSES]
Married ..... 59
Living with someone as though married .....  1
Separated ..... 2
Divorced ..... 13
Widowed ..... 19
Single, never married ..... 5
Don't know/refused ..... 1
D5. How many phone numbers, including this one, are there for your household?Please do not count phone numbers that are used only for a computer or faxmachine.
1 phone line ..... 87
2 phone lines ..... 9
3 phone lines ..... 2
4 phone lines or more ..... 1
Don't know/refused ..... 1
D6. Are you of Spanish or Hispanic origin, or not?
Yes ..... 4
No ..... 95
Don't know/refused. ..... 1
D7. What best describes your race?
White ..... 87
Black or African American ..... 7
Asian American ..... 1
Native American ..... 1
Other. ..... -
Don't know/refused ..... 1
D8. Were you born in the United States, or somewhere else?
Born in the United States ..... 96
Born somewhere else ..... 4
Don't know/refused. ..... 1

D9. Finally, for statistical purposes, what is your annual household income, before taxes?
Under \$10,000 ..... 8
\$10,000-\$19,999 ..... 13
\$20,000-\$29,999 ..... 15
\$30,000-\$49,999 ..... 18
\$50,000-\$74,999 ..... 13
\$75,000-\$99,999 ..... 6
\$100,000 or over ..... 6
Don't know/refused ..... 20
D10. [RECORD GENDER-DO NOT ASK]
Male ..... 47
Female ..... 53


[^0]:    "There are a lot of different things people do to try and stay healthy, like eating healthy or visiting a doctor regularly. Which one of the following statements best describes how important you think exercise is for your personal health?" (Q.2)

[^1]:    "I'm going to read a list of types of activities. For each one, please tell me whether you think it is very important, moderately important, not very important, or not important at all that people your age do this type of exercise to be healthy. First..." (Q.5)

[^2]:    "Which of the following items related to health and wellness have you personally done in the past 12 months?" (Q.3)

[^3]:    Source: First wave

[^4]:    Source: First wave

[^5]:    Source: First wave

[^6]:    "What could be done in your community to make it easier for you to exercise more regularly?" (Q.16)

