

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



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

Conducted by RoperASW Report Prepared by RoperASW

**AARP** 

601 E Street NW Washington, DC 20049 http://research.aarp.org ©Copyright AARP, May 2002 Reprinting with Permission 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

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#### 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 community-sponsored exercise programs/facilities.

#### Sample

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

First wave: 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.

#### **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" (38%) 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:

<u>Socializers:</u> 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.

<u>Maintainers:</u> 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%).

<u>Unmotivateds:</u> 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.

<u>Hectics:</u> 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."

### Perceived Importance of Exercise For Personal Health (by Gender and Age)

Base: Total respondents

		Gende			Age		
	Total (1,000) %		Women (613) %		60-69 (345) %	70-79 (270) %	
Exercise is the best thing I can do for my health	63	66	61	60	65	65	
Exercise is important for my health, but many other things are more important	32	30	33	34	30	30	
Exercise is not very important for my health	4	4	5	5	5	4	
Don't know/refused	1	*	1	*	1	1	

Source: Second wave

<sup>&</sup>quot;There are a lot of different things people do to try and stay healthy, like eating healthy or visiting a doctor regularly. Which <u>one</u> of the following statements <u>best</u> describes how important you think exercise is for your personal health?" (Q.2)

#### **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" (by Gender and Age)

Base: Total respondents.

Gender A			Age		
Total (1,000) %			•	60-69 (345) %	70-79 (270) %
71	68	73	72	75	66
49	45	53	55	50	42
42	37	46	41	45	35
31	25	36	32	30	30
29	35	24	31	32	22
	(1,000) % 71 49 42	Total Men (1,000) (387) % % % % % % % % % % % % % % % % % % %	Total Men Women (1,000) (387) (613) % % % % % % % % % % % % % % % % % % %	Total Men Women 50-59 (1,000) (387) (613) (385) % % % %  71 68 73 72 49 45 53 55  42 37 46 41  31 25 36 32	Total Men Women 50-59 60-69 (1,000) (387) (613) (385) (345) (345) %           71         68         73         72         75           49         45         53         55         50           42         37         46         41         45           31         25         36         32         30

<sup>&</sup>quot;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)

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

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

Source: Second wave

<sup>&</sup>quot;How often do you think a person your age needs to exercise to be healthy? Would you say...?" (Q.3)

#### 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			
	<u>Total</u> (1,000) %	Men (387) %	Women (613) %	50-59 (385) %	60-69 (345) %	70-79 (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	

Source: Second wave

<sup>&</sup>quot;About how long do you think a person your age should exercise each session? Would you say...?" (Q.4)

#### 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).

### Self-Rated Level of Health (by Gender and Age)

Base: Total respondents

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

<sup>&</sup>quot;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 are 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						
		Ge	nder			
	<u>Total</u>	Men	Women	<u>50-59</u>	<u>60-69</u>	<u>70-79</u>
	(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

<sup>&</sup>quot;Which of the following items related to health and wellness have you personally done in the past 12 months?" (Q.3)

Source: First wave

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

Base: Total respondents

buse. Total respondents		Self-rated health				
	Total (1,000) %	Very good (407) %	Very good/ good (795) %	Fair/ poor (205) %		
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 Ate more healthy foods than last year	68 62	70 54	68 61	66 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		

<sup>&</sup>quot;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		Gender Age		
	Total (1,000) %	Men (375) %	Women (625) %	50-59 (379) %	60-69 (339) %	70-79 (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

<sup>&</sup>quot;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

## Perceived Importance to Health of Various Activities - % Say "Very" Important – (by Self-Rated Health)

Base: Total respondents

		Self-	rated he	ealth
			Very	
		Very	good/	Fair/
	<u>Total</u>	good	<u>good</u>	poor
	(1,000)	(407)	(795)	(205)
	%	%	%	%
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

<sup>&</sup>quot;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

#### 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%).

### Frequency Have Exercised Throughout Life (by Gender and Age)

Base: Total respondents

Dasc. Total respondents						
-		Gender				
	Total (1,000) %		Women (625) %	50-59 (379) %	60-69 (339) %	70-79 (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	*	*

<sup>&</sup>quot;Looking over your adult life, which of the following statements about exercise best describes you?" (Q.5b)

Source: First wave

### Frequency Have Exercised Throughout Life (by Self-Rated Health)

Base: Total respondents

-		Self	rated h	ealth
	Total (1,000) %	Very good (407) %	Very good/ good (795) %	Fair/ poor (205) %
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

<sup>&</sup>quot;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

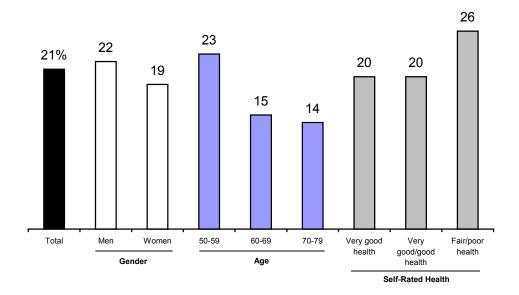
Are people with physically demanding jobs healthier? Not according to the first wave survey.

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

Dase. Total respondents		Gender		Age		
	Total (1,000) %		Women (625) %	50-59 (379) %	60-69 (339) %	70-79 (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	*	*	*	*	*	*

Source: First wave

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<sup>&</sup>quot;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)

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

Base: Total respondents

		Self-rated health					
			Very				
		Very	good/	Fair/			
	<u>Total</u>	good	good	poor			
	(1,000)	(407)	(795)	(205)			
	%	%	%	%			
Currently smoke	19	16	16	26			
Smoked but quit	44	42	45	39			
Have never smoked	38	41	38	35			
Don't know	*	*	*				

<sup>&</sup>quot;Do you currently smoke, or not?" (Q.6a)

Source: First wave

<sup>&</sup>quot;Would you say you have never smoked, or that you use to smoke but you quit?" (Q.6c)

#### **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).

# Overall Satisfaction With Life (by Gender and Age)

Base: Total respondents

Zwo. 10w. 10sponwins		Ge	nder	Age		
	Total (1,000) %		Women (625) %	50-59 (379) %	60-69 (339) %	70-79 (282) %
Very/somewhat satisfied	<u>91</u>	<u>92</u>	<u>90</u>	<u>91</u>	<u>91</u>	<u>90</u>
Very satisfied	64	70	59	61	69	66
Somewhat satisfied	26	21	31	30	22	25
Only a little/not at all satisfied	<u>9</u>	<u>8</u>	<u>9</u>	<u>9</u>	<u>8</u>	<u>9</u>
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

<sup>&</sup>quot;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

# Overall Satisfaction With Life (by Self-Rated Health)

Base: Total respondents

		Self	-rated h	ealth
	<u>Total</u> (1,000)	Very good (407)	Very good/good (795)	Fair/ poor (205)
	%	%	%	%
Very/somewhat satisfied	<u>91</u>	<u>96</u>	<u>94</u>	<u>81</u>
Very satisfied	64	80	73	38
Somewhat satisfied	26	15	21	43
Only a little/not at all satisfied	<u>9</u>	<u>4</u>	<u>6</u>	<u>18</u>
Only a little satisfied	6	3	4	12
Not at all satisfied	3	1	1	7
Don't know	1	*	*	1

<sup>&</sup>quot;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 (by Gender and Age)

Base: Physically active (X sample	e).					
3 3 1	,	Ge	nder		Age	
	<u>Total</u>	Men	Women	50-59	60-69	<u>70-79</u>
	(498)		(294)			(138)
	%	%	%	%	%	%
<u>Currently active</u>						
I have been physically active on a regular basis for a year or longer	47	58	36	42	55	46
I have been physically active on a regular basis for the past six months	12	10	15	13	10	12
Not currently active						
I don't right now, but plan to in the next month	5	4	6	6	4	2
I don't right now, but plan to in the next six months	9	7	11	10	9	5
I don't currently engage in regular physical activity	25	20	30	26	18	32
Don't know	2	2	2	2	3	2

<sup>&</sup>quot;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 (by Self-Rated Health)

Base: Total respondents				
•		Self-ra	ated hea	lth
			Very	
		Very	good/	Fair/
	<u>Total</u>	good	_	poor
	(1,000)	` /	` /	` /
	%	%	<b>%</b>	%
<u>Currently Active</u>				
I have been physically active on a regular basis for a year or longer	47	64	53	28
I have been physically active on a regular basis for the past 6 months	12	12	12	13
Not Currently Active				
I don't right now, but plan to in the next month	5	5	6	1
I don't right now, but plan to in the next six months	9	4	8	10
I don't currently engage in regular physical activity	25	14	18	47
Don't know	2	1	2	1

<sup>&</sup>quot;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)

Source: First wave

#### **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 year-olds). However, among those doing such exercises, 60-69 year-olds work to increase their muscle tone most frequently.

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

Base: Engage in activity (base sizes vary)

		Gender		Age		
	Total	Men	Women	<u>50-59</u>	60-69	70-79
	%	%	%	%	%	%
In typical week:						
Walk 10+ minutes* Median # of minutes/day Median # of days/week	88	87	88	88	87	87
	29	29	28	30	28	28
	4.2	4.7	3.9	4.3	4.0	4.1
Do things to increase strength/tone* Median # of days/week	32	3 <u>5</u>	<u>29</u>	37	<u>29</u>	2 <u>5</u>
	2.7	2.9	2.6	2.6	3.8	2.6
Moderate physical activity 10+ minutes** Median # of minutes/day Median # of days/week	88	89	87	90	88	86
	43	60	32	23	44	45
	4.2	4.2	4.3	3.9	4.4	4.3
Vigorous physical activity 10+ minutes** Median # of minutes/day Median # of days/week	47	57	39	59	49	33
	48	57	32	31	62	58
	2.7	2.8	2.6	2.5	2.8	3.2

<sup>&</sup>quot;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.8b) "How many days per week do you walk for at least 10 minutes at a time?" (Q.8a)

Sources: \*first wave; \*\* second wave

<sup>&</sup>quot;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.9a)

<sup>&</sup>quot;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)

<sup>&</sup>quot;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)

### **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%).

# Specific Physical Activities Engage In (by Gender and Age)

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

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

<sup>&</sup>quot;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 (by Gender and Age)

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

		Ge	nder	Age		
	Total (423) %	Men (136) %	Women (287) %		60-69 (135) %	70-79 (116) %
Exercise (net) Walking Exercises (e.g., push-ups,	<u>74</u> 54	<u>72</u> 50	<u>75</u> 57	<u>72</u> 53	<u>77</u> 59	<u>76</u> 49
stretches) Weight lifting Treadmill Biking	14 13 10 10	16 15 12 11	13 11 9 9	15 16 10 8	13 8 5 15	15 11 15 7
Sports (net) Golf	<u>8</u> 4	13 8	<u>4</u> 1	<u>8</u> 3	<u>8</u> 4	<u>7</u>
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

<sup>&</sup>quot;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%).

# Types of Vigorous Physical Activities (by Gender)

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

		Ge	nder
	Total (207) %		Women (121) %
Exercise (net) Walking Exercises (e.g., push-ups,	44 16	<u>42</u> 16	45 17
stretches)	7	8	6
Weight lifting	7	7	6
Jogging/running	6	8	5
Biking	6	6	5
Treadmill	6	1	11
Sports (net)	<u>4</u>	<u>6</u>	<u>1</u>
<u>Other</u>			
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

<sup>&</sup>quot;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%).

# Where Exercise (by Gender and Age)

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

		Gender		Age		
	Total (630) %	Men (222) %	Women (408) %	50-59 (272) %	60-69 (186) %	70-79 (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

<sup>&</sup>quot;Where do you exercise?" (Qs.10c, 11c)

Source: First wave

## **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.

# Major Reasons Exercise - % Who Say "Major Reason" – (by Gender and Age)

Base: Have some kind of exercise schedule

	Gender			Age		
	Total (780) %	Men (298) %	Women (482) %	50-59 (293) %	60-69 (272) %	70-79 (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

<sup>&</sup>quot;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.

		Ge	Gender		Age		
	Total (1,000) %	Men (387) %	Women (613) %	50-59 (385) %	60-69 (345) %	70-79 (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	

<sup>&</sup>quot;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.

		Gender		Age		
	Total (1,000) %	Men (387) %	Women (613) %	50-59 (385) %	60-69 (345) %	70-79 (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 5K 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

<sup>&</sup>quot;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 % Who Say "Very/Somewhat Interested" (by Gender and Age)

Base: Total respondents.

	Gender		Age			
	Total (1,000) %		Women (613) %	50-59 (385) %	60-69 (345) %	70-79 (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 Tracking my progress	51 50	51 49	51 51	61 61	54 53	36 35
	30	7)	31	01	33	33
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

<sup>&</sup>quot;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 50-79 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 (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

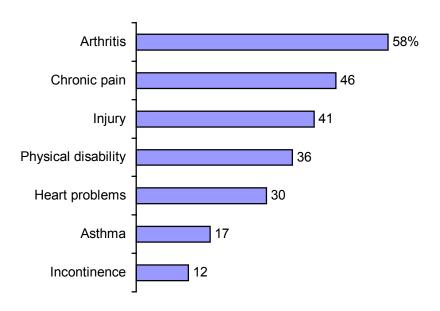
### **Physical Conditions Which Interfere With Ability to Exercise**

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 (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 (1,000) %	Men (387) %	Women (613) %	50-59 (385) %	60-69 (345) %	70-79 (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

<sup>&</sup>quot;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 (1,000) %		Women (613) %		60-69 (345) %	70-79 (270) %
Great deal/some There are a great deal of	<u>67</u>	<u>63</u>	<u>68</u>	<u>62</u>	<u>67</u>	<u>68</u>
programs and services for someone my age	37	36	37	35	38	40
There are some programs and services for someone my age	29	27	31	27	29	28
Not many/none There are not many programs	<u>28</u>	<u>28</u>	<u>27</u>	<u>29</u>	<u>27</u>	<u>27</u>
and services for someone my age	18	17	18	20	16	16
There are no programs and services for someone my age	10	11	9	9	11	11
Don't know/refused	7	8	5	8	6	5

<sup>&</sup>quot;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.

		Region					
	Total (1,000) %	<u>NE</u> (164) %	MW (278) %	<u>S</u> (347) %	<u>W</u> (211) %		
Great deal/some	<u>67</u>	<u>65</u>	<u>61</u>	<u>59</u>	<u>72</u>		
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	<u>28</u>	<u>27</u>	<u>25</u>	<u>35</u>	<u>19</u>		
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		

<sup>&</sup>quot;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

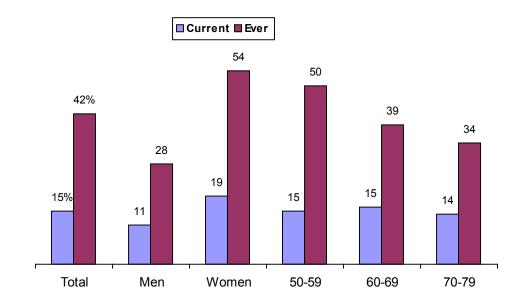
# Whether or Not Participate In Community Exercise Classes/Programs

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.



<sup>&</sup>quot;Do you currently participate in physical activity classes or programs that are offered in your community, or not?" (Q.9)

Source: Second wave

<sup>&</sup>quot;Have you ever participated in physical activity classes or programs that are offered in your community, or not?" (Q.11)

### **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 (N = 152). Most common responses.



<sup>&</sup>quot;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" (by Gender and Age)

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

		Gender		Gender Age		Age	ge	
	<u>Total</u> (311) %	Men (80)*	Women (231) %	50-59 (148) %	60-69 (96)* %	70-79 (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		

<sup>&</sup>quot;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				
	<u>Total</u> (518)	(261)	Women (257)	(175)	<u>60-69</u> (184)	70-79 (159)
	%	%	%	%	%	%
Prefer to exercise on my own/in private/at home	40	45	32	35	42	41
Not enough time/too busy	18	17	18	24	15	18
No facilities available	13	13	12	12	17	12
Don't want to/not interested	12	13	10	15	11	11
Have no need	7	10	2	6	9	6
Health reasons	6	2	12	7	3	10
Too expensive	6	4	8	8	6	4

<sup>&</sup>quot;Why not? Any other reasons?" (Q.13)

Source: Second wave

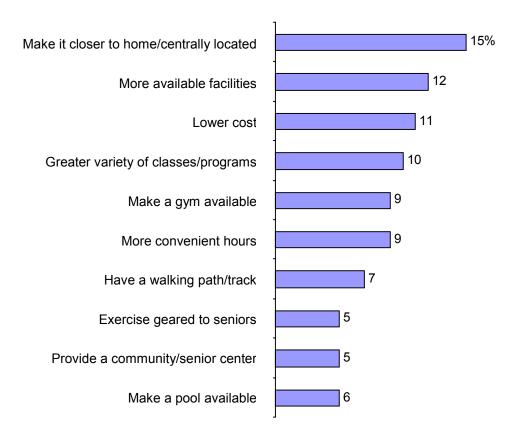
### What Could Be Done In Community to Make It Easier to Exercise

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 (N = 243). Most common responses.



Source: Second wave

<sup>&</sup>quot;What could be done in your community to make it easier for you to exercise more regularly?" (Q.16)

# 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" (by Segment)

Base: Total respondents

	Socia- lizers %	Main- tainers %	Mind & Body %	Infirm %	Unmoti- vateds %	Hectics %
"Major" reasons exercise:						
Having fun	84	29	68	NA	NA	NA
Socializing with other people	47	6	51	NA	NA	NA
Having better sex	42	37		NA	NA	NA

<sup>&</sup>quot;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- lizers %	Main- tainers %	Mind & Body %	Infirm %	Unmoti- vateds %	Hectics %
"Major" reasons exercise:						
Improving your overall health	78	92	89	NA	NA	NA
Increasing your fitness level	68	86	81	NA	NA	NA
Increasing your energy level	70	<b>78</b>	73	NA	NA	NA
Preventing disease	63	73	75	NA	NA	NA

<sup>&</sup>quot;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." (0.13)

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- lizers %	Main- tainers %	Mind & Body %	Infirm %	Unmoti- vateds %	Hectics %
Major reasons exercise:						
Improving your overall health	78	92	89	NA	NA	NA
Feeling good about yourself	78	62	82	NA	NA	NA
Feeling in control of your life	65	46	<b>78</b>	NA	NA	NA
Increasing your fitness level	68	86	81	NA	NA	NA
Preventing disease	63	73	75	NA	NA	NA
Fighting aging	10	51	72	NA	NA	NA
Reducing stress	59	54	71	NA	NA	NA
Controlling your weight	49	64	69	NA	NA	NA
Having fun	84	29	68	NA	NA	NA
Looking good	32	38	67	NA	NA	NA
Socializing with other people	47	6	51	NA	NA	NA
Agree strongly/somewhat:						
I exercise because it is good for						
my health	89	96	100	86	91	89
Exercising gives me more energy	88	87	93	81	79	90
Exercising relieves stress for me	77	83	90	74	75	86
I exercise to look better	66	64	83	71	68	53

<sup>&</sup>quot;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- lizers %	Main- tainers %	Mind & Body %	Infirm %	Unmoti- vateds %	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

<sup>&</sup>quot;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

<sup>&</sup>quot;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

	Socia-		Mind &	I., C.,	Unmoti-	
	lizers %	tainers %	Body %	Infirm %	vateds %	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 too 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	17	8	19	25	26	19

<sup>&</sup>quot;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%).

# Profile of "Hectics" (by Segment)

Base: Total respondents

	Socia- lizers %	Main- tainers %	Mind & Body %	Infirm %	Unmoti- vateds %	Hectics %
Major reasons don't exercise:						
Don't have enough time	NA	NA	NA	3	9	<b>76</b>
Agree strongly/somewhat:						
I should exercise more than I do	62	71	71	88	93	95
It's hard for me to find the time to exercise regularly	21	29	21	52	66	81
I mean to, but I never seem to be able to get around to exercising	28	23	29	68	75	80
It's hard for me to fit exercise into my life	30	30	20	52	66	70
I know I should exercise more, and sometimes when I see someone similar to myself	16	20	26	67	59	62
exercising I feel guilty	16	29	36	0/	39	63

<sup>&</sup>quot;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

<sup>&</sup>quot;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)

### Demography:

### Demography

Base: Total respondents

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

### **Appendix A: Annotated Questionnaires**

# First Wave Survey (n=1,000)

#### **Section 1: Introduction and Screener**

Hello, my name is \_\_\_\_\_\_. 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 Asked of all respondents (n=1000)

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?

Very Satisfied	64%
Somewhat Satisfied	26%
Only a Little Satisfied	6%
Not At All Satisfied	3%
Don't Know/Refused	1%

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	

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)

	Percentage YES
Had your blood pressure checked	93%
Had your cholesterol checked	76%
Had a cancer screening (prostate or skin cancer screening)	53%
Started an exercise program (n=507)	43%
Started a physical activity program (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%

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	Somewhat	Not Too	Not at all
Important	Important	<b>Important</b>	Important
75%	20%	4%	1%
78%	19%	2%	1%
75%	19%	3%	2%
81%	18%	1%	1%
59%	32%	7%	2%
70%	27%	2%	1%
77%	21%	1%	1%
47%	34%	11%	7%
	Important 75%  78%  75%  81%  59%  70%  77%	Important         Important           75%         20%           78%         19%           75%         19%           81%         18%           59%         32%           70%         27%           77%         21%	Important         Important         Important           75%         20%         4%           78%         19%         2%           75%         19%         3%           81%         18%         1%           59%         32%         7%           70%         27%         2%           77%         21%         1%

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)

(KLAD ST	AIEMENI				
		Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
It's hard for into my life	me to fit exercise	17%	24%	21%	37%
I do not exer not know wheevercise to do		6%	10%	24%	59%
I cannot exe	rcise because of ems	12%	13%	17%	57%
I exercise to		31%	33%	19%	15%
I exercise to		30%	28%	20%	21%
	ecause it is good	72%	20%	4%	3%
	ecause my doctor	24%	19%	26%	29%
Exercising genergy	gives me more	62%	23%	9%	5%
Exercising r me	elieves stress for	52%	28%	9%	8%
I'm too out of exercise	of shape to	9%	9%	20%	62%
neighborhoo	afe place in my od to exercise	12%	8%	18%	61%
I should exe	rcise more than I	47%	30%	10%	12%
	exercise daily are onscious (4)*	11%	17%	29%	42%
I don't think necessary sk to exercise r	tills or knowledge	7%	10%	18%	64%
	me to find the cise regularly (3)*	19%	26%	20%	35%
I mean to, be be able to ge exercising	ut I never seem to et around to	21%	24%	20%	34%
and sometin	ould exercise more, nes when I see nilar to myself feel guilty	21%	22%	21%	35%

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

16%
34%
38%
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% 6% Not employed

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%

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

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)

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%

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	13%
11-20 minutes	24%
21-30 minutes	21%
31-45 minutes	5%
46-60 minutes	17%
More than 60 minutes	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)	8%
Golf	4%
Tennis	1%
Sports with a ball (ie.,	2%
basketball and baseball)	
Bowling	1%
Hunting/fishing	1%
Exercise (net)	<b>74%</b>
Walking	54%
Weight lifting	13%
Swimming	3%
Biking	10%
Exercises (ie., push-ups	14%
and stretches)	

Treadmill Jogging/running Climbing stairs/stair	10% 3% 6%
machine	
Water aerobics	1%
Exercise bike	4%
Hiking	2%
Aerobics	4%
Other exercise machines	2%
Yoga	1%
Other (net)	61%
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%

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%

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%

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	10%
11-20 minutes	17%
21-30 minutes	25%
31-45 minutes	9%
46-60 minutes	17%
More than 60 minutes	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%

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)	4%
Tennis	1%
Sports which involve a	1%
ball (ie., baseball and	
basketball)	
Bowling	1%
Hunting/fishing	1%
Exercise (net)	44%
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)	67%
Housework	9%
Yard work	37%
Gardening	18%
Job-related	100/
Job-Telated	18%
Dancing Dancing	18% 2%
Dancing	2%
Dancing Taking care of children	2% 1%

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

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%

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)

Concerts (most)	1/0/
Sports (net)	16%
Golf	9%
Tennis	2%
Sports which involve a ball	4%
(ie., baseball and basketball)	20/
Bowling	2%
Hunting/fishing	2%
Exercise (net)	96%
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)	38%
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 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	26%	25%	49%
You're afraid of getting hurt	8%	19%	71%
Bad weather	19%	27%	53%
You have no place to walk	8%	21%	70%
You have no place to stop and	9%	21%	69%
rest			
There is too much I have to	6%	20%	70%
learn			
You feel self-conscious	13%	22%	64%
You feel tired or lacking energy	37%	34%	29%
You have health problems that	34%	24%	41%
interfere with exercise			
You feel a class or gym	34%	14%	50%
membership is too expensive			

You don't have a safe place to	7%	21%	70%
exercise or walk			
You don't have anyone to	13%	29%	57%
exercise with			

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)

	Percentage
	YES
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 (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	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 homemaker	8%	
	Unemployed	6%	

D3.	What is the highest grade of school you completed – is it …?			
	Grade school or elementary s	chool	5%	
	Some high school		10%	
	High school graduate		39%	
	Technical or vocational school	ol	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 fax machine.			
	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?	070/	
	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	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
3.	How often do you think a person your age needs to exercise to be healthy? Would you say?
	Not at all       1         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.)

[ROTATE]	Very Import.		Not very Import.	
Moderate exercise, which causes a small to moderate increase in breathing or heart rate—such as a brisk walk	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	29	39	22	10
Strength training, which includes exercises designed to strengthen your muscles	42	41	11	4
Flexibility, such as stretching exercises or yoga	49	36	8	5
Balance, which includes exercises designed to maintain your balance such as standing on one leg	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?

	Q	.6	Q.	7
Moderate exercise	[4]	Y	[28]	Y
Strength training	[3]	Y	[21]	Y
Flexibility exercises	[4]	Y	[19]	Y
Balance exercises	[4]	Y	[17]	Y

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)

				Not
	Very	Mod	Not very	at all
	Conf.	Conf.	Conf.	Conf.
[ROTATE]				
I am under a lot of stress	39	31	13	15
I am depressed	36	27	13	20
I am anxious		34	11	13
I feel I don't have the time	32	39	13	14
I don't feel like it	28	36	17	18
I am busy	32	42	12	12
I am alone	54	27	5	12
I have to exercise alone	54	30	6	9
My exercise partner decides not to exercise that				
day	44	25	10	15
I don't have access to exercise equipment	44	30	10	13
I am traveling		33	19	19
My gym is closed	38	27	10	17
My friends don't want me to exercise	49	22	8	17
My spouse or significant other does not want me				
to exercise	43	24	8	15
I am spending time with friends or family who				
do not exercise	36	36	12	14

## Section 3: Programs and Services in Your Community

es	
	15 [SKIP TO C
[0	-
Oon't know/Refused	
	[
F YES TO O 9 ASK: 1 And what kinds of physical activ	vity classes or
	2
	, ,
erobics	22
aseball	3
Pance	
olf	5
•	
wimming	17
fartial arts	3
ennis	
Veight lifting/strength training	26
oga	7
Valking	17
tretching	3
Vater exercises	5
Other [SPECIFY:]	26
Oon't know/Refused	*
	F YES TO Q.9, ASK:] And what kinds of physical activograms do you currently participate in? [DO NOT REA nything else?  erobics aseball asketball yeling ance olf iking lates unning/jogging occer wimming fertial arts ennis reight lifting/strength training oga rater exercises ther [SPECIFY:]

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	Minor	Not a
	Reason	Reason	Reason
[ROTATE]			
Too expensive	19	19	62
Inconvenient location	24	23	53
Too boring	10	19	70
Health reasons	30	19	52
Not enough time/too busy	26	24	50

Health reasons	30	19	5
Not enough time/too busy	26	24	5
[IF "NO" TO Q.11, ASK:] Why not END. RECORD VERBATIM]	? [PROBE] Any other reason	ıs? [OPEN	1
Don't know/Refused	Y		
When thinking about your community would you say are available to some becoming more physically active? WACCEPT ONLY ONE RESPONSE	one your age who is interest Yould you say [READ EA	ed in	
There are a great deal of programs a for someone my age.		29	
There are some programs and servic someone my age.		37	
There are not many programs and se someone my age		18	
There are no programs and services 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]					
	Don't know/Refused					
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					
Secti	on 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?					
	Don't know/RefusedY					

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	Minor	Not a	Never	
	reason	reason	reason	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...?

	Major reason	Minor reason	Not a reason	Always exercise	DK/Ref.
[ROTATE]					
You don't have enough time	13	31	34	1	21
You're afraid of getting hurt	6	29	41	2	21
Bad weather	23	28	25	1	23
You have no place to exercise or walk (no sidewalks, for example)	10	24	43	2	22
You have no place to walk to (no destination)	8	27	42	3	21
You have no place to stop and rest	7	28	42	2	22
There is too much you would have to learn to exercise	3	28	46	1	22
You feel self-conscious or embarrassed	6	26	46	1	22
You feel tired or lacking energy	19	32	25	2	22
You have health problems that interfere with exercise	24	23	29	2	22
You feel a class or gym membership is too expensive	29	19	29	2	22
You don't have a safe place to exercise or walk	11	26	40	2	21
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 <u>int.</u>	Some- what <u>int.</u>	Not very int.	Not at all int.	DK/Ref.
[ROTATE]					
Joining a neighborhood walking group	19	22	13	45	*
Purchasing home exercise equipment	11	13	16	60	1
Purchasing exercise videos	7	10	14	68	*
Joining a gym or health club	17	16	14	52	1
Training for a charity event like a breast cancer walk	17	22	14	46	1
Training for a recreational sports competition	6	10	14	69	*
Attending exercise classes for people your age	21	24	13	41	1
Attending a community fitness fair (screenings, information on exercise, etc)	16	22	14	47	1
Joining a group that goes dancing (ballroom, line dancing)	16	13	13	57	*
Participating in a 5K fun jog/walk event	11	17	15	56	1
Learning more about an exercise program you can do at home	23	28	11	38	*
Getting a free exercise assessment and instructions from a professional about what exercise is right for					
you	27	18	11	44	*

# 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?

	Very int.	Some- what int.	Not very <u>int.</u>	Not at all int.	DK/Ref.
[ROTATE]	1110.	1110.	1110.	<u> </u>	<u>DIGITOI.</u>
Setting realistic goals	37	29	9	24	1
Developing an individualized physical activity plan	24	27	11	37	1
Tracking my progress	24	26	14	35	1
Developing a support network	12	17	17	52	1
Keeping motivated	43	28	8	21	*
Exercising safely	45	28	8	18	1
Keeping on track when facing special events such as holidays or vacations	24	25	14	35	1

### Section 5: BRFSS Standardized Behavior Questions

### 23. Are you... [READ EACH ITEM. ACCEPT ONE RESPONSE.]

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	
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.59Mostly walking.27Mostly heavy labor or physically demanding work13Don't know/refused1
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

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
Sectio	n 7: Demographics
Finally	y, 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. ITEM	What is the highest grade of school you completed – is it [READ EACH ]?
	Grade school or elementary school3Some high school9High school graduate36Technical or vocational school6Some college22College graduate (4 years)15Post-graduate studies10Don't know/refused1

D4.	Are you? [READ EACH ITEM. ACCEPT MULTIPLE RESPONSES]				
	Married	59			
	Living with someone as though married				
	Separated				
	Divorced	13			
	Widowed	19			
	Single, never married	5			
	Don't know/refused	1			
D5.	How many phone numbers, including this one, are there for Please do not count phone numbers that are used only for machine.				
	1 phone line	87			
	2 phone lines				
	3 phone lines				
	4 phone lines or more				
	Don't know/refused				
<b>D</b> 6.	Are you of Spanish or Hispanic origin, or not?				
	Yes	4			
	No	95			
	Don't know/refused	1			
<b>)</b> 7.	What best describes your race?				
	White	87			
	Black or African American				
	Asian American				
	Native American				
	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 Irnovy/refused	1			

D9.	Finally,	for statistical	purposes,	what is yo	our annual	household	income,	before
taxes?								

	Under \$10,000	8
	\$10,000-\$19,999	
	\$20,000-\$29,999	
	\$30,000-\$49,999	
	\$50,000-\$74,999	
	\$75,000-\$99,999	
	\$100,000 or over	
	Don't know/refused	
D10.	[RECORD GENDER—DO NOT ASK]	
	Male	47
	Female	53