

2005 National Public Health Week Survey

How Health-Conscious Are
Americans 55 and Older?

A National Survey

**Conducted by Belden Russonello & Stewart
for the American Public Health Association**

March 2005

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Overview

The focus of the 2005 National Public Health Week is empowering Americans to stay healthier longer. As advancements and new treatment options enable Americans to live longer, the American Public Health Association and its partners are encouraging individuals, their families, and policy-makers to look for opportunities to keep aging Americans stronger and healthier throughout their later years.

APHA asked Belden Russonello & Stewart to look at how Americans age 55 and older assess their own health, their awareness of what it takes to stay healthy as they age, and what stands in the way of living healthier lifestyles. BRS conducted a national random sample telephone survey of 600 adults, age 55 and older from February 24 through March 5, 2005. The margin of error for the survey is plus or minus 4.0 percentage points. The demographic profile of the sample matches the U.S. population age 55 and older as represented in the U.S. Census.

The 2005 National Public Health Week Survey portrays Americans age 55 and up as a fairly health-conscious age group that believes attitude and diet go a long way toward staying healthy as they age. These Americans hold generally optimistic attitudes toward aging and they are more likely to think they are doing things right, or almost right, in taking care of their health than to think they need to overhaul their lifestyle to stay healthy. Sizeable segments admit, however, that lack of motivation and lack of money sometimes stand in the way of them doing what is necessary to stay healthy. Older Americans are not as sanguine about the nation's health care system as they are about their own health, and health care costs are a particular concern.

The 2005 National Public Health Week Survey reveals five main points:

- Think right and eat right – these are the ways to healthy aging: Older Americans view a “positive attitude” as a key factor in staying healthy as they grow older. Majorities also believe that their actions – eating well, exercising, and going to the doctor for checkups and screenings – more than genes or luck, determine how well they will age. Specifically, nearly eight in ten (78%) say diet and exercise more than the genes you are born with (18%) decide how healthy you will be as you get older.

- High marks on self-evaluation:
Many believe they currently live a generally healthy lifestyle (49%). Four in ten (40%) say they need to make “small changes” and only one in ten (10%) believe they need “major changes” in their lifestyle. Members of the oldest segment of Americans, those 75 and older, are more likely than their younger counterparts to say they are living a healthy lifestyle (67% for those aged 75+ compared to 38% for those 55 to 64 years old).

On the key factors of what older Americans think it will take to stay healthy as they grow older, large numbers think they are doing “very well.” Majorities describe themselves as possessing a “positive outlook on life” (68%) and “eating nutritiously” (52%). Around four in ten say they “exercise regularly” (40%) and “keep stress to a minimum” (45%). Older Americans are optimistic that they have many years ahead of them. Six in ten (62%) believe they will live past 80 years old.

- But knowing doesn’t always mean doing:
While they say they know what to do to stay healthy as they grow older, many admit to not always practicing what they know. “Lack of motivation” tops the list as a main barrier (51%), followed by “money” (46%) and “time” (34%).

A sizeable segment, four in ten (40%), has never had a colonoscopy. The main reasons for not getting screened are because they do not like taking this type of test (50%), followed by not worrying about their health (46%).

The survey also reveals a potential need to raise awareness about preventing falls as one ages. A large number of older adults surveyed – even those 75 and older – have not prepared their homes to prevent falls, by moving furniture or wires (69% have not) or installing grab bars in their bathrooms (67% do not have bars).

- Concerns about the cost of healthcare:
The 2005 National Public Health Week Survey also asked older Americans about attitudes on the state of health care in the U.S. and their own care. Americans 55 and older express some pessimism about the health care system as a whole, and their top concern is cost (61%) much more so than quality (22%) or access (14%). By and large, though, older Americans with coverage are satisfied with their own health care (74% rate it “excellent” or “good”).

- Pre-retirees more critical of their health:
Those Americans on the cusp of retirement (55 to 64 years old) express less satisfaction with their lifestyle and are more likely than members of the 65 and older group to believe they need to make changes to stay healthy as they age. Six in ten of the pre-retirement group (62%) report needing to make “small” or “major” changes to their lifestyle – twice the number of Americans 75 and older, who say they need to make changes (31%). The under 65 group is also less likely than the older group to give themselves high marks on the things they consider most important to staying healthy. “Lack of motivation” is the main barrier standing in their way (60% say main barrier). This group of Americans 55 to 64 expresses more concern than others about the health care system in the U.S. and is particularly concerned about cost.

Findings

I. Think right and eat right – the ways to healthy aging

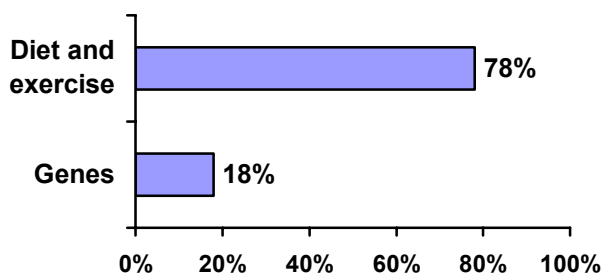
Older Americans (55+) believe having a “positive attitude” and “eating nutritious foods” are key factors in staying healthy as they grow older. Nine in ten of this age group say these are “very important” or “essential” to stay healthy as they grow older (“attitude” 93%; “foods” 90%). About three in ten cite them as “essential.”

Over eight in ten older Americans also believe that regular exercise (86%), getting regular screenings for cancer, such as mammograms, prostate exams and colonoscopies (86%), keeping stress to a minimum (86%), getting routine physicals (83%), staying close to your family (83%), and taking prescribed medicines (82%) are also key to healthy aging.

Not as vital but still considered important to healthy aging are being born with good genes (73%), keeping your home free of obstacles that could cause you to fall (78%), having an active social life (57%), getting a flu shot every year (56%), and having good luck (40%).

When asked specifically about the relative importance of heredity versus lifestyle, older Americans overwhelmingly put responsibility for their health in their own hands. Over three quarters (78%) say “eating a nutritious diet and regularly exercising” is more important to their health as they get older than “the genes you are born with” (18%).

Preventing Health Problems

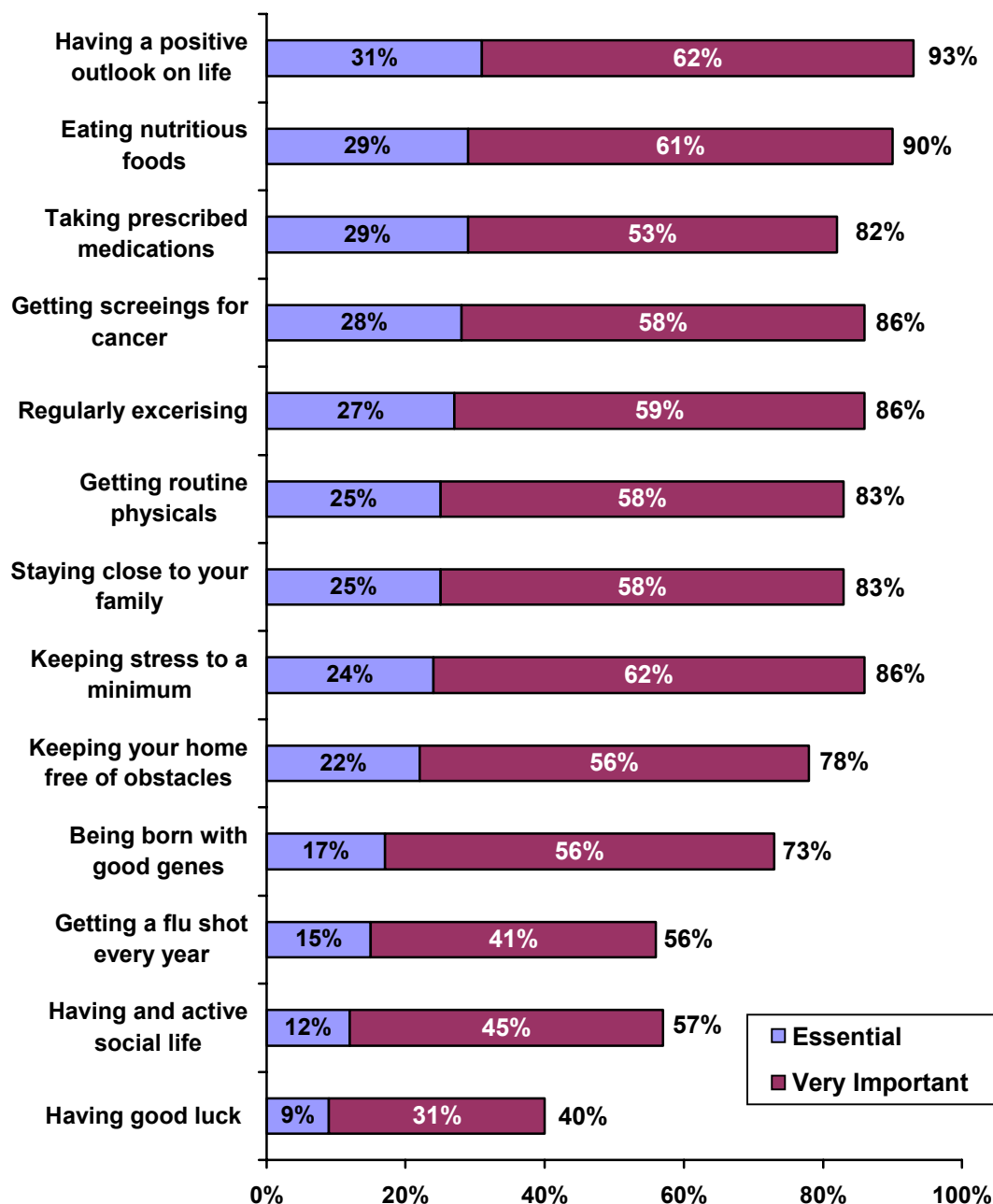


Q28. Which of the following do you believe is more important in preventing health problems as you get older: the genes you are born with or eating a nutritious diet and regularly exercising?
 APHA Survey conducted by Belden Russonello & Stewart, n=600
 Americans 55 and older, March 2005

Among the over 55 group, women are more likely than men to see eating nutritious foods, taking prescribed medications, and clearing your home of obstacles that could cause a fall as “essential.” Upper income older Americans place a greater importance than others on engaging in regular exercise.

Staying Healthy As You Grow Older

[% saying “essential” and “very important”]



How important do you think each of the following is to stay healthy as you grow older: is it essential, very important, somewhat important, or not very important? [RANDOMIZE Q15-Q27] Q15. Eating nutritious foods Q16. Regularly exercising Q17. Having a positive outlook on life Q18. Keeping your stress level to a minimum Q19. Getting routine physical examinations Q20. Getting screenings for cancer, such as mammograms, prostate exams and colonoscopies Q21. Taking prescribed medications Q22. Getting a flu shot every year Q23. Having good luck Q24. Being born with good genes Q25. Staying close to your family Q26. Having an active social life Q27. Keeping your home free of obstacles that could cause you to fall

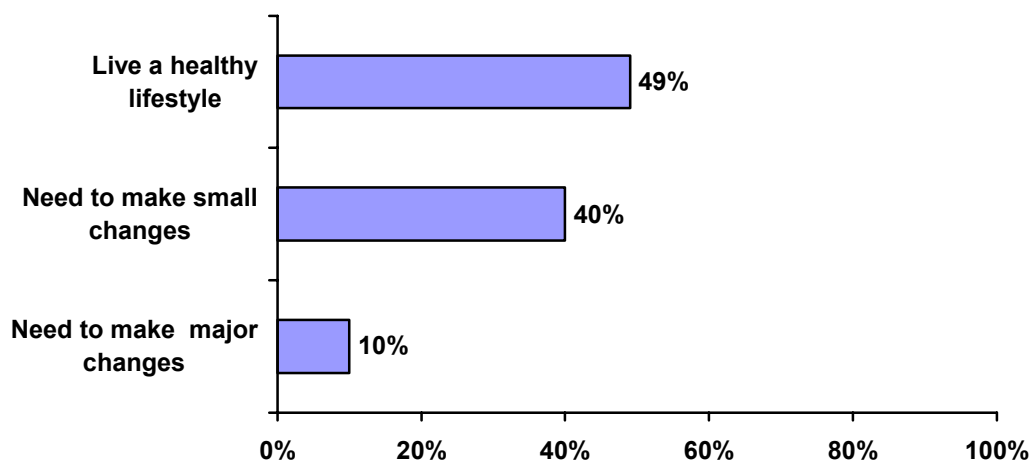
APHA Survey conducted by Belden Russonello & Stewart, n=600 Americans 55 and older, March 2005

II. High marks on self-evaluation

Americans over the age of 55 are optimistic that they still have many years ahead of them. Six in ten (62%) believe they will live past 80 years old and a quarter (25%) expect to live to 90 or older. Older Americans, on average, expect to live to be 84 years old.

Many older Americans believe they are on a path of living healthy that will enable them to reach old age. Half (49%) of older Americans report they “live a generally healthy lifestyle” currently, and four in ten (40%) say they only need to make “small changes.” Only one in ten (10%) believes there is need to make “major changes.”

Living a Healthy Lifestyle



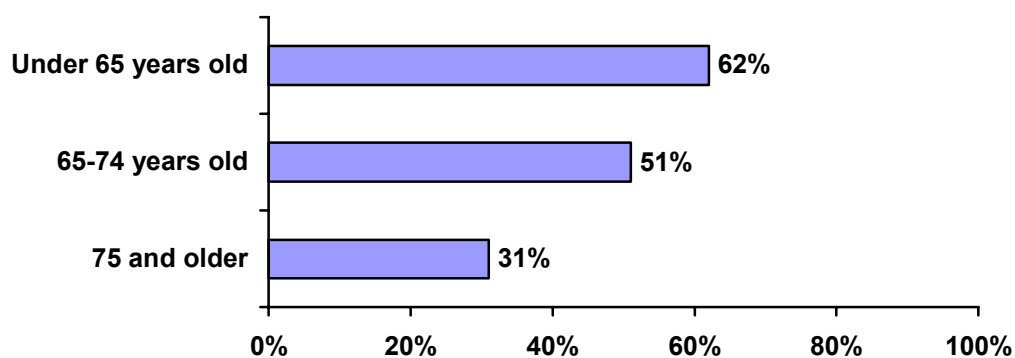
Q8. Thinking about your own health and lifestyle which of the following best describes you: a) I live a generally healthy lifestyle, b) I need to make some small changes to a live healthy lifestyle, or c) I need to make major changes to live a healthy lifestyle?

APHA Survey conducted by Belden Russonello & Stewart, n=600 Americans 55 and older, March 2005

As Americans get older, they are more likely to say they lead a healthy lifestyle. Two thirds (67%) of Americans 75 and older say they live a healthy lifestyle, compared to less than four in ten (38%) of those 55 to 64 years old.

Older Americans who have retired hold generally positive views about their health: over half say they lead a generally healthy lifestyle (55% healthy; 45% “small” or “major” changes), while those who are still working say they need to make changes (44% healthy; 56% “small” or “major” changes).

Need to Make Changes - By Age
[% saying “small changes” or “major changes”]

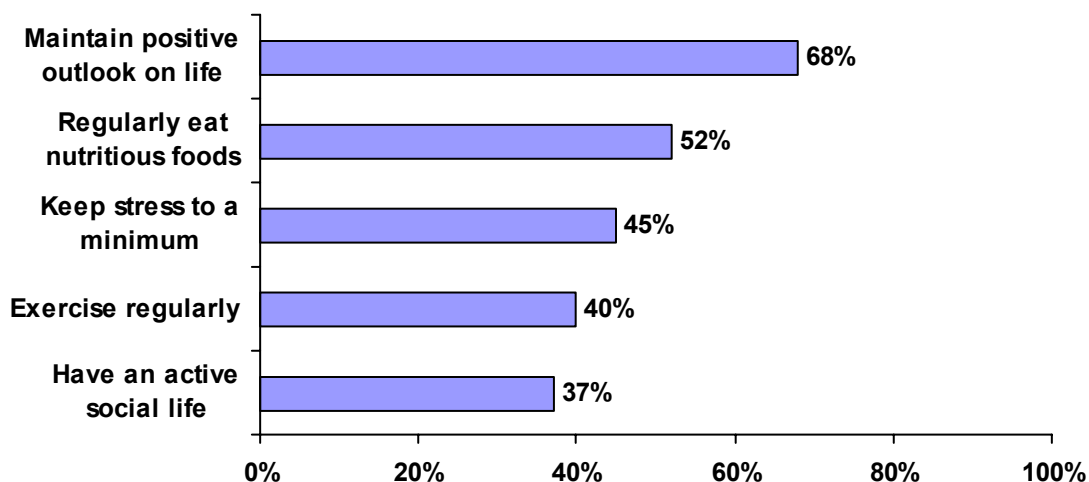


Q8. Thinking about your own health and lifestyle which of the following best describes you: a) I live a generally healthy lifestyle, b) I need to make some small changes to a live healthy lifestyle, or c) I need to make major changes to live a healthy lifestyle?

APHA Survey conducted by Belden Russonello & Stewart, n=600 Americans 55 and older, March 2005

When evaluating their own lifestyles, older Americans give themselves high marks in those areas they consider most important to staying healthy. Over two thirds (68%) say they “maintain a positive outlook” and over half (52%) say they “regularly eat nutritious foods.” They also think they are doing well in “keeping stress to a minimum” (45%), and “exercising regularly” (40%).

Older Americans Assess Their Lifestyles [% saying “very well”]

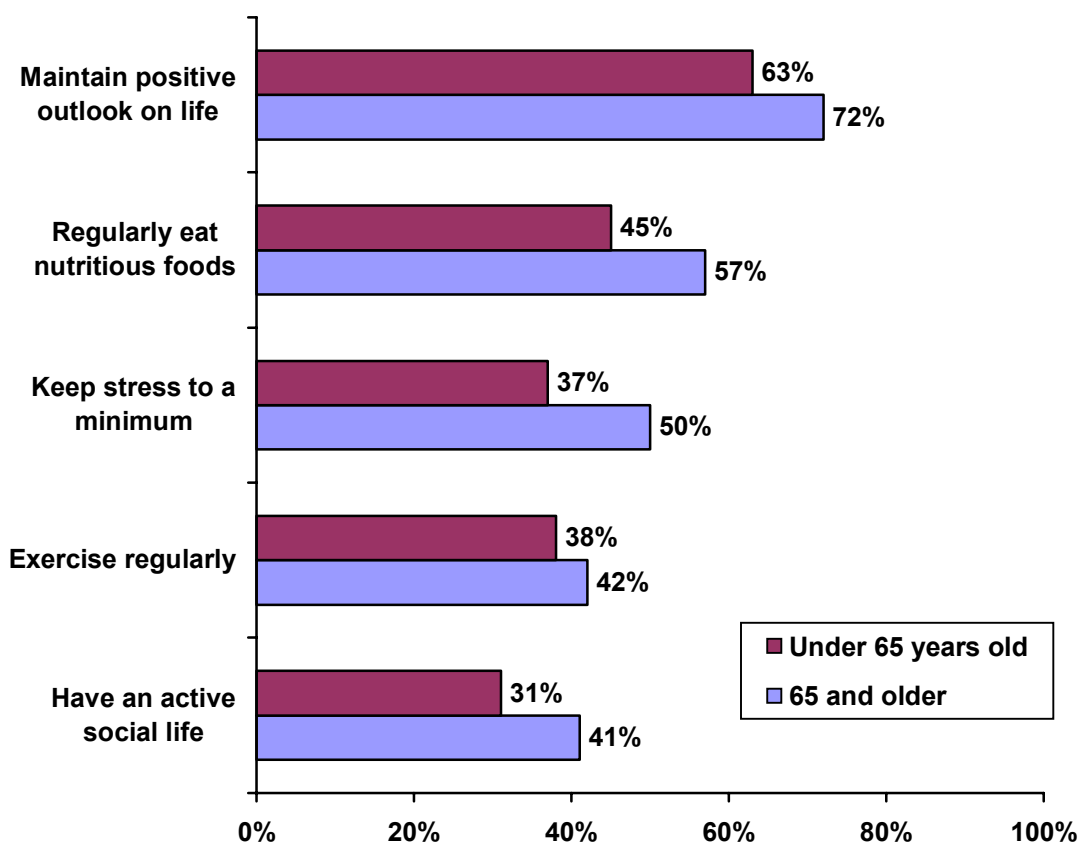


Please tell me if each of the following describes you very well, somewhat, not very well, or not at all?
[RANDOMIZE Q32-Q36] Q32. I regularly eat nutritious foods Q33. I exercise regularly Q34. I maintain a positive outlook on life Q35. I keep my stress level to a minimum Q36. I have an active social life
APHA Survey conducted by Belden Russonello & Stewart, n=600 Americans 55 and older, March 2005

Among older Americans, men more often than women report they do “very well” in “keeping stress to a minimum” and “exercising regularly.” Those with higher incomes are more likely than others to report getting regular exercise, while older Americans living in cities are more likely than those in suburbs to say they “keep stress to a minimum” and have “active social lives.”

Americans over the age of 65 give themselves better marks than their younger counterparts on almost all the factors: maintaining a positive outlook on life, eating nutritious foods, keeping stress to a minimum, and having an active social life.

Older Americans Assess Their Lifestyles - By Age
[% saying “very well”]



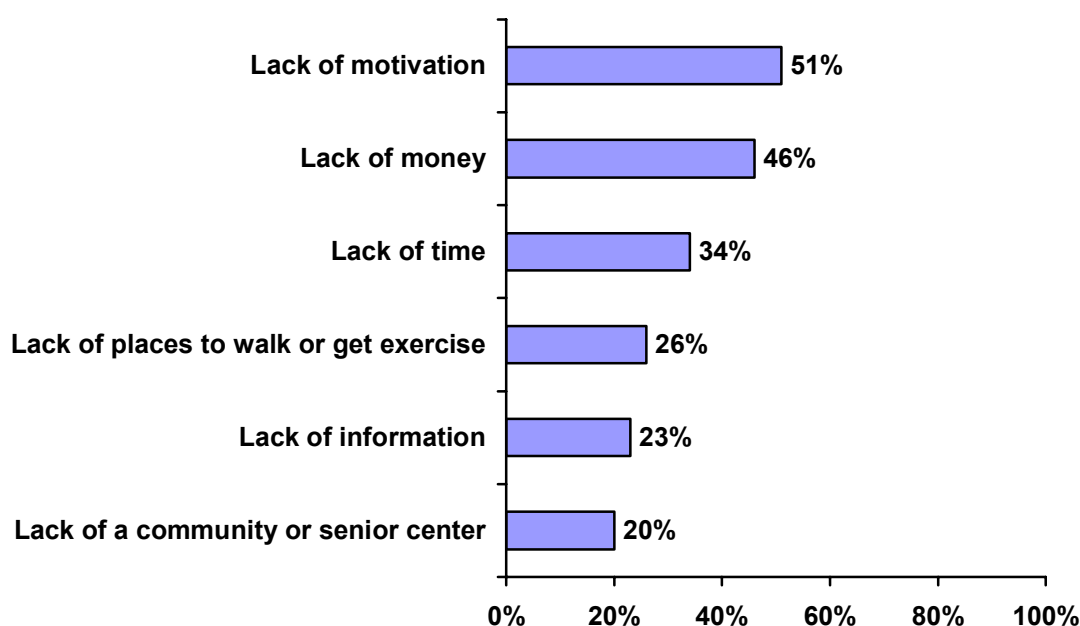
Please tell me if each of the following describes you very well, somewhat, not very well, or not at all?
[RANDOMIZE Q32-Q36] Q32. I regularly eat nutritious foods Q33. I exercise regularly Q34. I maintain a positive outlook on life Q35. I keep my stress level to a minimum Q36. I have an active social life
APHA Survey conducted by Belden Russonello & Stewart, n=600 Americans 55 and older, March 2005

Americans 55 and older also report that they follow the guidelines on protecting against disease, by getting routine physicals (79% in the past year) and screenings for breast and prostate cancer. Three quarters (75%) of women over 55 say they have had a mammogram or breast x-ray in the past two years, and seven in ten men (68%) say they have gotten a prostate exam in the same period.

III. Knowing does not always mean doing

While Americans over 55 say they know what to do to stay healthy as they grow older, many admit to not always following through on good practice. Over half (51%) say “lack of motivation” stands in their way of making changes to live healthier. To a lesser degree, they point to “lack of money” (46%) or “lack of time” (34%). Secondary barriers include lacking “places to walk” (26%), “information” (23%) and “community or senior centers” (20%).

Obstacles to Living Healthier
[% saying “great deal” or “some”]



How much does each of the following stand in the way of you making changes to live healthier: Does it stand in your way a great deal, some, not much, or not at all? [RANDOMIZE Q9-Q14]

Q9. Lack of money Q10. Lack of time Q11. Lack of motivation Q12. Lack of information on how to live healthier Q13. Lack of places in your community to walk or get exercise Q14. Lack of a community or senior center near where you live to get support for making changes

APHA Survey conducted by Belden Russonello & Stewart, n=600 Americans 55 and older, March 2005

A number of differences surface when we look at barriers to living healthier:

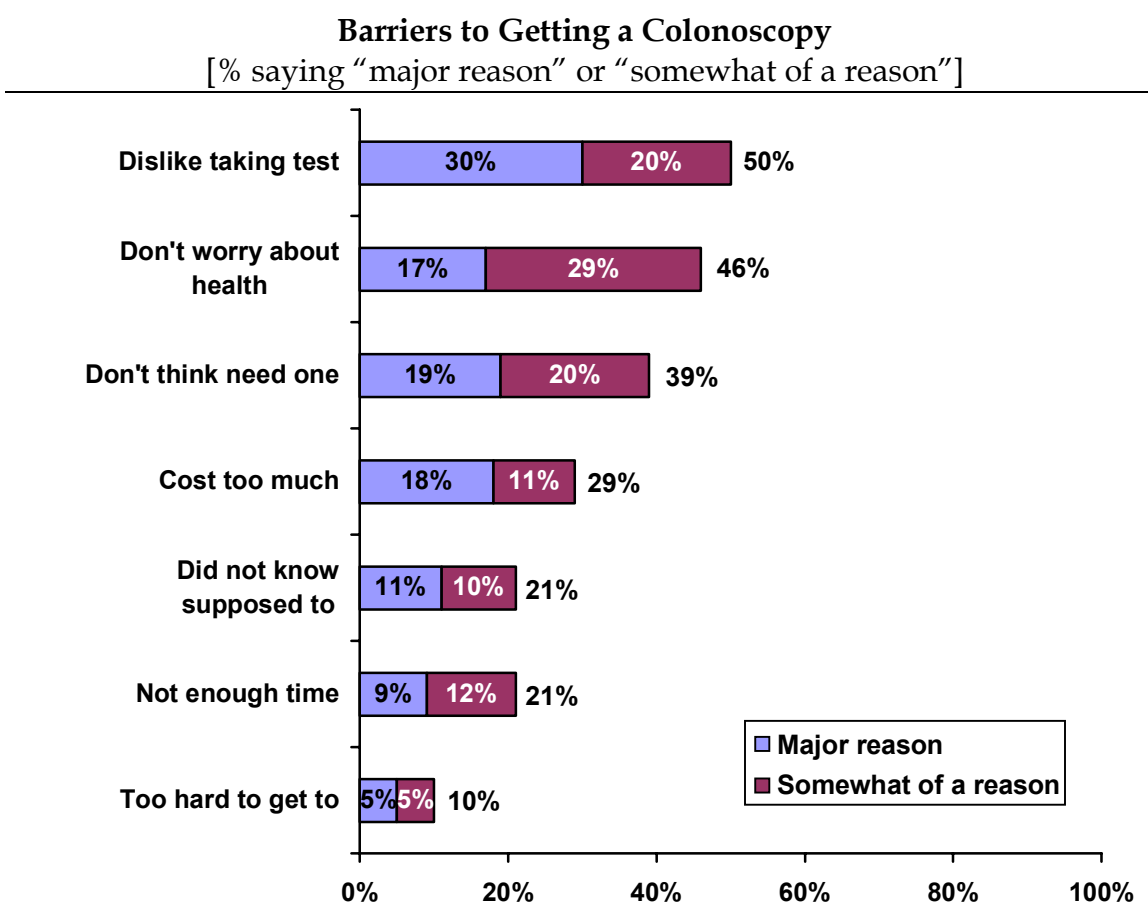
- Among people who say they need to make changes in their lifestyles to live healthier, seven in ten (71%) say “lack of motivation” stands in their way, and over half (56%) cite “lack of money.”
- Women - more than men - place emphasis on “lack of money” (52% women; 37% men) and women under 65 are more likely than others to point to “lack of time” as hindering their ability to improve their lifestyle (52%).
- 55 to 64 year olds, more so than others, cite “lack of motivation” as a top barrier (60%).
- For those 75 and older, “money” (47%) more than “motivation” (40%) stands in their way of making changes.
- For those with lower household incomes, “lack of money” (65%) is the main barrier, while upper income older Americans cite “lack of motivation” (50%) and “time” (44%).

While older Americans generally do not view a “lack of information” as a impediment to their living healthier, only a small segment (21%) of Medicare recipients are aware that Medicare covers nutrition counseling. They have greater knowledge of Medicare’s coverage of screenings for cancer (72% say Medicare covers) and flu shots (74%), however.

Majorities of older Americans report that they are getting screened for breast and prostate cancer, but a significant number, four in ten (40%), have never had a **colonoscopy** (six in ten (59%) say they have had a colonoscopy). Among those 75 and older, a third (33%) have never had the procedure.

The main reasons people report not getting screenings are that they “do not like taking this type of test” (50%), followed by not being “worried about their health” (46%). Not “thinking they need one” (39%) and “cost” (29%) are other major reasons people are not getting the exam.

To a lesser degree, “time” is a factor in not getting tested (33%) among people who work.



How much of a factor is each of the following in why you have not gotten a colonoscopy: a major reason, somewhat of a reason, not much of a reason, or not at all a reason. Q43. I did not know I was supposed to get one Q44. I don't have enough time Q45. It cost too much Q46. The place to get the screening is too hard to get to Q47. I dislike taking these types of tests Q48. I just don't worry that much about my health Q49. I don't think I need one

APHA Survey conducted by Belden Russonello & Stewart, n=237 Americans 55 and older who have not had a colonoscopy, March 2005

The 2005 Health Survey also reveals a potential need to raise awareness about preventing falls. Falling does not appear to be a top concern for aging adults, and a large number of older adults surveyed – even those 75 and older – have not prepared their homes **to prevent falls**. Only a third of adults 55 and older have removed obstacles that could cause them to fall (30%) or have grab bars in the bathroom (33%). Among adults 75 and older, still only half (51%) have grab bars in and less than one third (30%) have moved furniture or wires that could cause a fall.

Men, in particular, are less likely than women to have removed obstacles or have grab bars – just as they are less likely to say that preventing falls is “essential” to remaining healthy as they age.

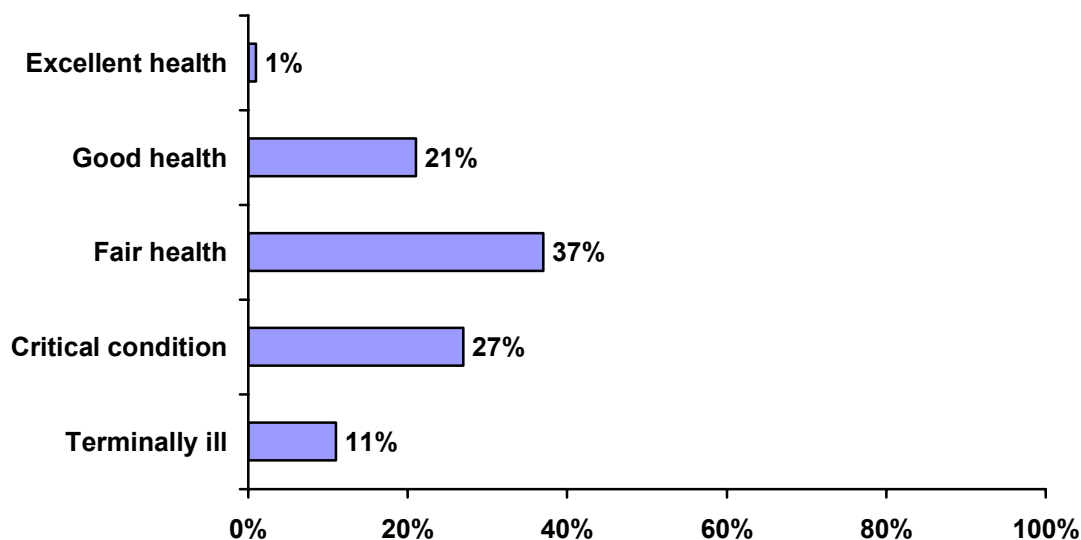
IV. Concerns about the cost of healthcare

Older Americans express some pessimism about the health care system in the U.S. Nearly one in three cite health care as their biggest concern (28%), ahead of Social Security (24%), the war in Iraq (17%), terrorism (13%), the economy (10%), and education (6%). Among those under 65, the importance of health care is even greater with a full third (33%) saying it concerns them most.

When asked about the status of health care in the U.S., four in ten (38%) report that health care in the U.S. is in “critical condition” or “terminally ill,” while only two in ten (22%) say it is in “excellent” or “good” health. Over a third (37%) say it is in “fair health.”

Women under 65 hold the most negative views of the healthcare system.

State of Healthcare System in U.S.

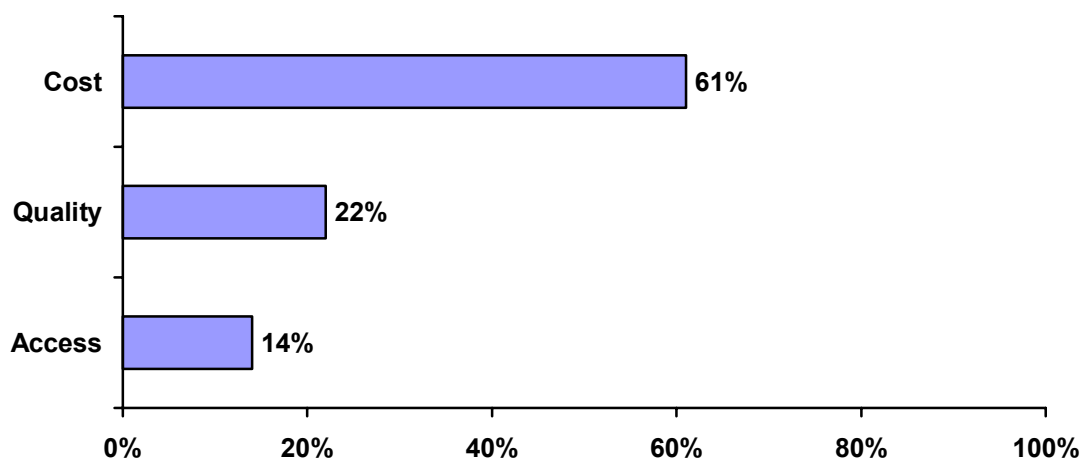


Q3. In your opinion, which of the following best describes the healthcare system in the U.S.: It is in excellent health, good health, fair health, in critical condition, or terminally ill?

APHA Survey conducted by Belden Russonello & Stewart, n=600 Americans 55 and older, March 2005

Cost (61%) is the overwhelming health care concern for older Americans, more so than quality (22%) or access (14%). Cost is of particular concern to older Americans 55 to 64 (65%).

Concerns About Healthcare System in U.S.



Q4. Thinking about healthcare in the U.S., what concerns you personally the most: [RANDOMIZE the quality, the cost or access to] healthcare?

APHA Survey conducted by Belden Russonello & Stewart, n=600 Americans 55 and older, March 2005

Those older Americans with health coverage of some type – be it Medicare, Medicaid, private insurance, or something else – express general satisfaction with their personal health care. Three quarters (74%) rate their own coverage “good” or “excellent”, with a full 28% of those giving it an “excellent” rating. Less than one in ten (6%) rate their health insurance coverage as “poor” or “very poor.”

APPENDIX A: Detailed Methodology

The American Public Health Association commissioned Belden Russonello & Stewart to conduct a research project among Americans age 55 and older. The survey is designed to assist in the understanding how older Americans assess their own health, their awareness of what it takes to stay healthy as they age, and what stands in the way of living healthier lifestyles.

Survey

The survey of Americans age 55 and older was conducted by telephone from February 24 to March 5, 2005. The questionnaire for the survey was written by BRS in collaboration with members of and consultants to APHA. The survey was carried out among a representative probability sample of 600 Americans 55 years old or older.

Professional, fully trained and supervised telephone interviewers, using a computer-assisted telephone interviewing system, conducted the fieldwork. A briefing session was conducted to familiarize the interviewers with the sample specifications and the instrument for this study. The sampling frame used for the study was a list of randomly created telephone numbers (a technique known as random digit dial or RDD) for telephone exchanges across the United States. Interviewers randomly selected respondents by requesting to speak with the person, age 55 or above, in the household who had the most recent birthday. All phases of interviewing, training, and data collection were supervised daily by BRS. Each interview lasted approximately 15 minutes.

The demographic characteristics of the sample were matched to U.S. Census data for Americans age 55 and above. The data have been weighted statistically in order to bring race and education into their proper proportions. The margin of sampling error (or sampling tolerance) for the entire survey is plus or minus 4.1 percentage points at the .95 confidence level. Tables in the report use many cross tabulations, based on smaller subgroups and thus the margin of error for these is higher.

Reading this report

Tables and graphs included in the text of this report highlight selected relevant survey findings and are expressed in percentages. The base for each table is all respondents (N=600) unless otherwise noted. In reading these data, when the percent sign (%) appears at the top of a column, the numbers add vertically; when % appears at the left of a row, the numbers add horizontally. An asterisk (*) indicates less than 1%; a double hyphen (-) indicates zero.

Due to weighting, rounding, omission of “don’t know,” “refused,” and other responses, or, in the case of multiple response questions, percentages may add to more than or less than 100%.

The cross tabulations for the survey results are largely self-explanatory, but a few notes may be helpful. The banner point “EMPLOYED” includes two categories; “WORK” includes those who say they are working full time or part time and “RET” is those who say they are retired.

Composition Table

	Unweighted Number	Unweighted Percent	Weighted Percent
TOTAL	600	100%	100%
Men	264	44%	44%
Women	336	56	56
55 to 64 years old	264	44%	41%
65 to 74 years old	175	29	31
75 years old and older	161	27	27
White	523	87%	82%
Black	36	6	8
Hispanic	11	2	5
Other	30	5	4
<High school	69	12%	23%
High school grad	184	31	35
Some college	157	26	21
College grad +	187	31	21
<\$25,000	181	30%	34%
\$25,000-\$50,000	157	26	27
\$50,000+	169	28	24
Northeast	124	21%	22%
Midwest	140	23	23
South	216	36	38
West	120	20	18

APPENDIX B: Selected Tables

State of Health Care System in the U.S.

Q3. In your opinion, which of the following best describes the healthcare system in the U.S.: It is in excellent health, good health, fair health, in critical condition, or terminally ill?

	Excellent health	Good health	Fair health	Critical condition	Terminally ill
TOTAL	1%	21	37	27	11
Male	2%	22	38	23	12
Female	1%	19	36	30	10
55-64	1%	19	34	28	15
65-74	2%	22	37	29	9
75+	*	21	42	23	8
<65	1%	19	34	28	15
65+	1%	22	39	26	8
Men <65	3%	25	35	20	14
Men 65+	1%	20	41	26	11
Women <65	--	13	34	35	16
Women 65+	1%	24	38	26	6
<\$25,000	--	22	40	23	11
\$25,000-\$50,000	1%	23	36	30	9
\$50,000+	2%	18	36	30	12
Working	2%	19	35	28	14
Retired	1%	22	39	27	7
Northeast	1%	22	43	19	11
Midwest	*	22	36	27	9
South	2%	17	37	30	11
West	1%	24	33	28	13
City	2%	24	33	31	8
Suburb	1%	21	37	25	11
Town/Rural area	1%	17	41	24	15

Concerns about Healthcare System in the U.S.

Q4. Thinking about healthcare in the U.S., what concerns you personally the most: the quality, the cost or the access to healthcare?

	Cost	Quality	Access
TOTAL	61%	22	14
Male	64%	18	13
Female	58%	26	14
55-64	65%	18	15
65-74	60%	23	13
75+	55%	28	12
<65	65%	18	15
65+	58%	26	13
Men <65	68%	11	16
Men 65+	62%	23	12
Women <65	62%	23	14
Women 65+	55%	27	14
<\$25,000	62%	24	12
\$25,000-\$50,000	58%	22	16
\$50,000+	65%	22	11
Working	66%	18	12
Retired	59%	25	12
Northeast	54%	25	18
Midwest	67%	19	13
South	63%	21	11
West	56%	26	15
City	58%	25	13
Suburb	56%	19	20
Town/Rural area	65%	21	11

Rate Your Health Insurance

Q7. [IF HAVE INSURANCE; N=373] How would you rate your health insurance coverage: excellent, good, fair, poor or very poor?

	Excellent	Good	Fair	Poor	Very poor
TOTAL	28%	46	18	5	1
Male	26%	46	16	8	2
Female	29%	46	19	3	1
55-64	23%	46	21	7	1
65-74	32%	43	17	6	*
75+	29%	50	16	2	3
<65	23%	46	21	7	1
65+	31%	46	16	4	2
Men <65	24%	45	21	7	1
Men 65+	28%	47	13	8	2
Women <65	23%	47	20	7	1
Women 65+	33%	46	19	1	1
<\$25,000	24%	43	22	7	2
\$25,000-\$50,000	26%	52	16	2	1
\$50,000+	32%	48	12	7	1
Working	19%	48	24	8	--
Retired	31%	45	17	4	1
Northeast	24%	46	21	7	2
Midwest	20%	55	17	6	1
South	30%	45	17	6	1
West	41%	37	18	2	1
City	31%	44	19	2	1
Suburb	29%	43	16	9	2
Town/Rural area	23%	50	18	7	1
Medicare	31%	47	13	5	2

Living a Healthy Lifestyle

Q8. Thinking about your own health and lifestyle which of the following best describes you: a) I live a generally healthy lifestyle, b) I need to make some small changes to live a healthy lifestyle, or c) I need to make major changes to live a healthy lifestyle?

	Live a healthy lifestyle	Need to make small changes	Need to make major changes
TOTAL	49%	40	10
Male	47%	40	13
Female	51%	40	8
55-64	38%	48	14
65-74	48%	43	8
75+	67%	25	6
<65	38%	48	14
65+	57%	35	7
Men <65	30%	54	16
Men 65+	60%	29	10
Women <65	45%	43	12
Women 65+	55%	39	5
<\$25,000	48%	38	13
\$25,000-\$50,000	50%	42	7
\$50,000+	48%	45	7
Working	44%	47	9
Retired	55%	37	8
Northeast	46%	41	13
Midwest	54%	36	8
South	47%	42	10
West	50%	42	8
City	49%	41	9
Suburb	46%	47	5
Town/Rural area	50%	36	13

Obstacles to Living Healthier

Q9-Q14. How much does each of the following stand in the way of **you** making changes to live healthier: Does it stand in your way a great deal, some, not much, or not at all?

% saying "great deal" or "some"

	Lack of motivation	Lack of money	Lack of time	Lack of places to walk	Lack of information	Lack of community center
TOTAL	51%	46%	34%	26%	23%	20%
Male	49%	37%	27%	24%	25%	22%
Female	52%	52%	39%	28%	22%	19%
55-64	60%	48%	45%	26%	25%	22%
65-74	46%	41%	28%	20%	23%	19%
75+	40%	47%	23%	33%	20%	18%
<65	60%	48%	45%	26%	25%	22%
65+	44%	44%	26%	26%	21%	18%
Men <65	61%	41%	38%	25%	30%	26%
Men 65+	39%	33%	19%	23%	20%	18%
Women <65	60%	54%	52%	27%	20%	19%
Women 65+	47%	52%	31%	28%	22%	19%
<\$25,000	49%	65%	26%	30%	30%	24%
\$25,000-\$50,000	54%	39%	35%	24%	24%	18%
\$50,000+	50%	27%	44%	20%	14%	16%
Working	52%	39%	49%	19%	20%	15%
Retired	45%	43%	24%	26%	21%	18%
Northeast	45%	55%	39%	29%	33%	24%
Midwest	47%	45%	30%	19%	20%	19%
South	55%	43%	36%	29%	21%	22%
West	54%	40%	30%	24%	18%	13%
City	52%	49%	36%	25%	26%	22%
Suburb	48%	45%	31%	20%	18%	15%
Town/Rural area	50%	43%	33%	30%	23%	21%
Healthy lifestyle	30%	34%	25%	18%	13%	14%
Change to be healthy	71%	56%	43%	34%	33%	26%

**Top Tier:
Staying Healthy as You Grow Older**

Q15-Q27. How important do you think each of the following is to stay healthy as you grow older: Is it essential, very important, somewhat important, or not very important?

	% saying "essential"				
	Having positive outlook	Taking prescribed medication	Eating nutritious foods	Getting screenings for cancer	Regularly exercising
TOTAL	31%	29%	29%	28%	27%
Male	28%	24%	23%	25%	24%
Female	33%	33%	33%	31%	29%
55-64	33%	27%	27%	26%	31%
65-74	33%	35%	32%	34%	25%
75+	25%	25%	27%	25%	23%
<65	33%	27%	27%	26%	31%
65+	29%	31%	30%	30%	24%
Men <65	30%	21%	23%	22%	28%
Men 65+	26%	26%	23%	28%	21%
Women <65	35%	32%	30%	30%	34%
Women 65+	31%	34%	35%	32%	26%
<\$25,000	30%	28%	30%	25%	22%
\$25,000-\$50,000	31%	33%	26%	28%	26%
\$50,000+	35%	31%	33%	35%	36%
Working	39%	29%	34%	31%	28%
Retired	26%	30%	27%	28%	27%
Northeast	32%	23%	25%	22%	26%
Midwest	32%	26%	23%	30%	26%
South	26%	33%	29%	28%	28%
West	38%	31%	39%	33%	27%
City	28%	31%	32%	34%	28%
Suburb	40%	35%	30%	31%	29%
Town/Rural area	29%	24%	24%	21%	24%

Second Tier: Staying Healthy as You Grow Older

Q15-Q27. How important do you think each of the following is to stay healthy as you grow older: Is it essential, very important, somewhat important, or not very important?

	% saying "essential"			
	Getting routine physical exams	Staying close to your family	Keeping stress to a minimum	Keeping home free of obstacles
TOTAL	25%	25%	24%	22%
Male	24%	21%	21%	16%
Female	27%	28%	26%	26%
55-64	25%	26%	28%	18%
65-74	28%	26%	27%	26%
75+	23%	23%	16%	22%
<65	25%	26%	28%	18%
65+	26%	25%	22%	24%
Men <65	21%	20%	23%	13%
Men 65+	26%	22%	20%	18%
Women <65	28%	32%	32%	22%
Women 65+	26%	26%	23%	29%
<\$25,000	23%	30%	24%	26%
\$25,000-\$50,000	25%	23%	26%	21%
\$50,000+	30%	23%	24%	16%
Working	25%	29%	26%	23%
Retired	24%	22%	20%	21%
Northeast	25%	19%	26%	14%
Midwest	26%	26%	19%	20%
South	27%	24%	24%	23%
West	21%	33%	29%	30%
City	30%	29%	27%	25%
Suburb	22%	30%	29%	20%
Town/Rural area	21%	19%	20%	17%

**Third Tier:
Staying Healthy as You Grow Older**

Q15-Q27. How important do you think each of the following is to stay healthy as you grow older: Is it essential, very important, somewhat important, or not very important?

	% saying "essential"			
	Being born with good genes	Getting a flu shot every year	Having an active social life	Having good luck
TOTAL	17%	15%	12%	9%
Male	15%	13%	11%	9%
Female	18%	16%	12%	8%
55-64	16%	8%	12%	9%
65-74	17%	13%	13%	7%
75+	17%	26%	9%	10%
<65	16%	8%	12%	9%
65+	17%	19%	11%	8%
Men <65	14%	8%	9%	9%
Men 65+	16%	18%	12%	10%
Women <65	18%	9%	14%	10%
Women 65+	18%	20%	11%	7%
<\$25,000	16%	15%	11%	9%
\$25,000-\$50,000	20%	14%	15%	8%
\$50,000+	17%	13%	11%	10%
Working	20%	8%	15%	13%
Retired	15%	19%	8%	7%
Northeast	19%	11%	12%	9%
Midwest	14%	16%	8%	6%
South	15%	16%	11%	10%
West	21%	14%	16%	9%
City	19%	19%	12%	8%
Suburb	18%	16%	16%	9%
Town/Rural area	14%	9%	9%	9%

Preventing Health Problems

Q28. Which of the following do you believe is more important in preventing health problems as you get older:

	Eating a nutritious diet and exercising regularly	The genes you are born with
TOTAL	78%	18
Male	76%	20
Female	80%	16
55-64	80%	17
65-74	76%	20
75+	79%	17
<65	80%	17
65+	78%	18
Men <65	79%	19
Men 65+	75%	22
Women <65	81%	16
Women 65+	80%	16
<\$25,000	83%	14
\$25,000-\$50,000	79%	19
\$50,000+	74%	24
Working	73%	23
Retired	82%	16
Northeast	81%	17
Midwest	78%	15
South	77%	21
West	78%	17
City	77%	20
Suburb	75%	20
Town/Rural area	82%	15

Older Americans Assess their Lifestyles

Q32-Q36. Please tell me if each of the following describes you very well, somewhat, not very well, or not at all?

	% saying "very well"				
	Maintain a positive outlook	Eat nutritious food	Keep stress to a minimum	Exercise regularly	Have an active social life
TOTAL	68%	52%	45%	40%	37%
Male	67%	53%	52%	46%	40%
Female	69%	52%	39%	35%	33%
55-64	63%	45%	37%	38%	31%
65-74	72%	55%	52%	41%	41%
75+	72%	60%	48%	43%	41%
<65	63%	45%	37%	38%	31%
65+	72%	57%	50%	42%	41%
Men <65	60%	48%	45%	44%	40%
Men 65+	72%	57%	57%	48%	41%
Women <65	65%	42%	30%	33%	23%
Women 65+	72%	57%	45%	37%	41%
<\$25,000	68%	49%	50%	34%	30%
\$25,000-\$50,000	70%	55%	45%	41%	38%
\$50,000+	69%	55%	41%	46%	41%
Working	67%	50%	33%	39%	35%
Retired	68%	54%	51%	42%	39%
Married	69%	53%	45%	42%	38%
Other	67%	51%	44%	38%	35%
Liberal	72%	56%	49%	38%	36%
Moderate	62%	44%	38%	42%	31%
Conservative	70%	57%	45%	44%	45%
Northeast	67%	56%	45%	45%	37%
Midwest	69%	50%	46%	43%	40%
South	69%	50%	43%	38%	34%
West	67%	54%	47%	36%	37%
City	71%	52%	53%	42%	42%
Suburb	60%	52%	39%	35%	26%
Town/Rural area	70%	52%	37%	41%	35%
Healthy lifestyle	77%	67%	51%	56%	44%
Change to be healthy	60%	37%	39%	25%	30%

Older Americans Assess their Lifestyles

In the last 12 months please tell me if you have done any of the following: Q37. Gotten a routine physical examination; Q38. Gotten a flu shot.

Q41. Have you gotten rid of or moved any furniture, wires or other things in your home that could cause you to fall? Q42. Do you have grab bars in your bathroom that help prevent falling?

	PHYSICAL		FLU SHOT		MOVED FURNITURE		GRAB BARS	
	Yes	No	Yes	No	Yes	No	Yes	No
TOTAL	79%	21	49%	51	30%	69	33%	67
Male	76%	24	43%	57	24%	75	26%	74
Female	81%	18	53%	46	34%	65	38%	62
55-64	76%	24	31%	69	31%	68	24%	76
65-74	82%	18	55%	45	28%	71	28%	72
75+	81%	19	70%	30	30%	69	51%	49
<65	76%	24	31%	69	31%	68	24%	76
65+	81%	18	62%	38	29%	70	39%	61
Men <65	74%	26	25%	75	23%	75	23%	77
Men 65+	79%	21	57%	43	25%	74	29%	71
Women <65	78%	21	35%	64	38%	61	25%	75
Women 65+	83%	16	65%	35	31%	67	46%	54
<\$25,000	77%	23	53%	47	29%	69	45%	55
\$25,000-\$50,000	85%	15	52%	48	25%	73	24%	76
\$50,000+	76%	24	37%	63	33%	65	23%	77
Working	76%	24	34%	66	29%	70	20%	80
Retired	81%	19	59%	41	29%	69	40%	60
Northeast	88%	12	50%	50	33%	65	36%	64
Midwest	77%	23	48%	52	32%	68	34%	66
South	77%	23	48%	52	24%	74	33%	67
West	77%	23	49%	50	32%	66	27%	73
City	82%	18	50%	50	31%	68	36%	64
Suburb	82%	18	54%	46	28%	71	29%	71
Town/Rural area	75%	24	45%	54	29%	69	31%	69
Medicare	83%	17	63%	37	30%	69	43%	57

Screenings for Cancer

Q39a. [WOMEN; N=336] In the past 2 years have you gotten a mammogram or breast x-ray?

Q39b. [MEN; N=264] In the past 2 years have you gotten a prostate exam? Q40. Have you ever had a colonoscopy?

	MAMMOGRAM		PROSTATE EXAM		COLONOSCOPY	
	Yes	No	Yes	No	Yes	No
TOTAL	75%	24	68%	31	59%	40
Male	--	--	68%	31	59%	39
Female	75%	24	--	--	58%	42
55-64	76%	24	75%	25	54%	46
65-74	77%	22	64%	36	60%	40
75+	72%	27	62%	36	64%	33
<65	76%	24	75%	25	54%	46
65+	75%	25	63%	36	62%	37
Men <65	--	--	75%	25	54%	46
Men 65+	--	--	63%	36	63%	33
Women <65	76%	24	--	--	55%	45
Women 65+	75%	25	--	--	60%	39
<\$25,000	77%	22	48%	52	55%	43
\$25,000-\$50,000	73%	27	75%	23	61%	39
\$50,000+	81%	19	80%	20	68%	31
Working	80%	20	68%	31	54%	46
Retired	75%	24	69%	30	61%	38
Northeast	74%	26	68%	30	61%	38
Midwest	78%	22	71%	29	57%	42
South	74%	26	69%	31	59%	40
West	77%	22	64%	36	58%	42
City	76%	24	69%	30	62%	37
Suburb	86%	12	71%	29	59%	40
Town/Rural area	71%	28	67%	32	55%	45
Medicare	77%	22	72%	28	62%	37

**Top Tier:
Barriers to Getting a Colonoscopy**

Q43-Q49. [IF HAVEN'T GOTTEN COLONOSCOPY IN Q40; N=237] How much of a factor is each of the following in why you have not gotten a colonoscopy: A major reason, somewhat of a reason, not much of a reason, or not at all a reason:

	% saying "major" or "somewhat"		
	I dislike taking these types of tests	I just don't worry that much about my health	I don't think I need one
TOTAL	50%	46%	39%
Male	41%	48%	36%
Female	57%	44%	42%
55-64	49%	41%	38%
65-74	57%	50%	35%
75+	44%	50%	46%
<65	49%	41%	38%
65+	51%	50%	40%
Men <65	46%	52%	39%
Men 65+	37%	44%	32%
Women <65	51%	31%	38%
Women 65+	60%	53%	44%
<\$25,000	44%	52%	36%
\$25,000-\$50,000	55%	42%	35%
\$50,000+	56%	50%	38%
Working	38%	39%	31%
Retired	57%	48%	47%
Northeast	45%	50%	47%
Midwest	65%	44%	37%
South	47%	42%	33%
West	42%	50%	46%
City	43%	47%	38%
Suburb	52%	51%	41%
Town/Rural area	55%	43%	39%

Second Tier: Barriers to Getting a Colonoscopy

Q43-Q49. [IF HAVEN'T GOTTEN COLONOSCOPY IN Q40; N=237] How much of a factor is each of the following in why you have not gotten a colonoscopy: A major reason, somewhat of a reason, not much of a reason, or not at all a reason:

	% saying "major" or "somewhat"			
	It costs too much	I did not know I was supposed to get one	I don't have enough time	The place to get the screening is too hard to get to
TOTAL	29%	21%	21%	10%
Male	28%	19%	28%	3%
Female	30%	23%	16%	15%
55-64	39%	22%	27%	9%
65-74	22%	19%	20%	12%
75+	18%	22%	12%	8%
<65	39%	22%	27%	9%
65+	20%	20%	17%	11%
Men <65	40%	26%	35%	3%
Men 65+	14%	11%	21%	3%
Women <65	38%	19%	19%	15%
Women 65+	24%	26%	14%	16%
<\$25,000	32%	22%	18%	15%
\$25,000-\$50,000	29%	24%	23%	6%
\$50,000+	21%	24%	34%	9%
Working	31%	22%	33%	12%
Retired	26%	19%	13%	9%
Northeast	20%	23%	20%	11%
Midwest	24%	19%	15%	4%
South	39%	25%	24%	10%
West	25%	16%	25%	16%
City	27%	25%	25%	7%
Suburb	35%	24%	18%	15%
Town/Rural area	28%	16%	20%	10%

APPENDIX C: Questionnaire

APHA National Public Health Week

Interviewing conducted February 24 to March 5, 2005.

N = 600 Americans, age 55 and older

Margin of sampling error is ± 4.0 percentage points.
The data have been weighted by race and education.

Percents may add to 99% or 101% due to rounding.
* indicates less than 1% , -- indicates zero.

Hello, my name is ___ and I am an interviewer with The Parker Group. We are conducting a public opinion survey and your telephone number was selected at random. We are not selling anything. May I please speak to the person 55 years old or older in your household who had a birthday most recently?

Q1. Our survey is with people 55 years old and older. In what year were you born?	55-64	41%
	65-74	31
	75+.....	27
	DK/REF.....	--

Q2. Which one of the following issues concerns you the most for the country today: [RANDOMIZE] The war in Iraq, Education, Social Security, health care, the economy, or terrorism?	THE WAR IN IRAQ.....	17%
	EDUCATION	6
	SOCIAL SECURITY.....	24
	HEALTH CARE	28
	THE ECONOMY.....	10
	TERRORISM.....	13
DK/REF.....	3	

Q3. In your opinion, which of the following best describes the healthcare system in the U.S.: It is in excellent health, good health, fair health, in critical condition, or terminally ill?	EXCELLENT HEALTH	1%
	GOOD HEALTH.....	21
	FAIR HEALTH.....	37
	CRITICAL CONDITION.....	27
	TERMINALLY ILL.....	11
	DK/REF.....	3

Q4. Thinking about healthcare in the U.S., what concerns you personally the most: [RANDOMIZE the quality, the cost or access to] healthcare?	QUALITY	22%
	COST.....	61
	ACCESS.....	14
	DK/REF.....	3

Q5. How old do you <u>expect</u> to live to be...Until what age?	<75	9%
	75-79	7
	80-89	37
	90-99	17
	100+	8
	DK/REF.....	22
	MEAN	84

Q6. Please tell me if you, yourself, are covered by any of the following: private health insurance or health plan; <u>Medicare</u> – the government program for adults 65 and older and persons with certain disabilities; <u>Medicaid</u> – the government program for low income people; or do you not have any health insurance? (MULTIPLE RESPONSES ACCEPTED)	PRIVATE HEALTH INSURANCE	49%
	MEDICARE	53
	MEDICAID.....	7
	SOMETHING ELSE	2
	NO HEALTH INSURANCE.....	7
	DK/REF.....	1

Q7. [IF YES IN Q6, N=558] How would you rate your health care insurance coverage: excellent, good, fair, poor or very poor?	EXCELLENT	28%
	GOOD	46
	FAIR.....	18
	POOR.....	5
	VERY POOR.....	1
	DK/REF.....	2

Q8. Thinking about your own health and lifestyle which of the following best describes you: a) I live a generally healthy lifestyle, b) I need to make some small changes to a live healthy lifestyle, or c) I need to make major changes to live a healthy lifestyle?	LIVE A HEALTHY LIFESTYLE.....	49%
	NEED TO MAKE SMALL CHANGES.....	40
	NEED TO MAKE MAJOR CHANGES	10
	DK/REF	1

How much does each of the following stand in the way of you making changes to live healthier: Does it stand in your way a great deal, some, not much, or not at all? [RANDOMIZE Q9-Q14]

	Great Deal	Some	Not Much	Not At All	Doesn't Apply (Vol)	DK/REF
Q9. Lack of money	21%	24	16	37	*	1
Q10. Lack of time	11%	23	14	51	*	2
Q11. Lack of motivation	19%	31	14	34	*	1
Q12. Lack of information on how to live healthier	7%	15	15	60	1	2
Q13. Lack of places in your community to walk or to get exercise	13%	13	12	61	1	1
Q14. Lack of a community center or senior center near where you live to get support for making changes	8%	12	15	58	3	4

How important do you think each of the following is to stay healthy as you grow older: is it essential, very important, somewhat important, or not very important? [RANDOMIZE Q15-Q27]

	Essential	Very Important	Somewhat Important	Not Very Important	DK/REF
Q15. Eating nutritious foods	29%	61	9	1	*
Q16. Regularly exercising	27%	59	10	4	1
Q17. Having a positive outlook on life	31%	62	5	2	*
Q18. Keeping your stress level to a minimum	24%	62	12	3	*
Q19. Getting routine physical examinations	25%	58	13	3	*
Q20. Getting screenings for cancer, such as mammograms, prostate exams and colonoscopies	28%	58	10	3	1
Q21. Taking prescribed medications	29%	53	9	7	2
Q22. Getting a flu shot every year	15%	41	17	25	3
Q23. Having good luck	9%	31	23	32	5
Q24. Being born with good genes	17%	56	18	5	5
Q25. Staying close to your family	25%	58	12	4	*

	Essential	Very Important	Somewhat Important	Not Very Important	DK/REF
Q26. Having an active social life	12%	45	31	12	1
Q27. Keeping your home free of obstacles that could cause you to fall	22%	56	16	6	*

Q28. Which of the following do you believe is more important in preventing health problems as you get older: [RANDOMIZE]	The genes you are born with	18%
	Eating a nutritious diet and regularly exercising..	78
	DK/REF	4

As far as you know does Medicare, the government healthcare coverage for adults 65 and older and persons with certain disabilities, cover the following – if you don't know or are unsure just let me know: [RANDOMIZE Q29-Q31]

	GENERAL POPULATION (N=600)			MEDICARE RECIPIENTS (N=307)		
	Yes	No	DK/REF	Yes	No	DK/REF
Q29. Screenings for cancer, such as mammograms, prostate exams and colonoscopies	54%	5	41	72%	5	23
Q30. Nutrition counseling	19%	21	59	21%	24	55
Q31. Flu shots	61%	8	31	74%	8	18

Please tell me if each of the following describes you very well, somewhat, not very well, or not at all? [RANDOMIZE Q32-Q36]

	Very Well	Somewhat	Not Very Well	Not At All	DK/REF
Q32. I regularly eat nutritious foods	52%	38	7	2	*
Q33. I exercise regularly	40%	31	17	11	*
Q34. I maintain a positive outlook on life	68%	28	2	1	*
Q35. I keep my stress level to a minimum	45%	41	10	3	1
Q36. I have an active social life	37%	43	11	9	*

In the last 12 months please tell me if you have done any of the following:
[RANDOMIZE Q37-38]

	Yes	No	DK/REF
Q37. Gotten a routine physical examination	79%	21	*
Q38. Gotten a flu shot	49%	51	*

[IF WOMAN; N=336] Q39a. In the last two years have you gotten a mammogram or breast x-ray?	YES	75%
	NO	24
	DK/REF	*

[IF MAN; N=264] Q39b: In the last two years have you gotten a prostate exam?	YES	68%
	NO	31
	DK/REF	1

Q40. Have you ever had a colonoscopy?	YES	59%
	NO	40
	DK/REF	1

Q41. Have you gotten rid of or moved any furniture, wires, or other things in your home that could cause you to fall?	YES	30%
	NO	69
	DK/REF	1

Q42. Do you have grab bars in your bathroom that help prevent falling?	YES	33%
	NO	67
	DK/REF	--

[IF NO IN Q40, N=237]: How much of a factor is each of the following in why you have not gotten a colonoscopy a major reason, somewhat of a reason, not much of a reason, or not at all a reason: [RANDOMIZE Q43-Q49]

	Major Reason	Somewhat of a Reason	Not Much of a Reason	Not At All a Reason	DK/REF
Q43. I did not know I was supposed to get one	11%	10	20	54	5
Q44. I don't have enough time	9%	12	22	55	2
Q45. It cost too much	18%	11	15	51	5
Q46. The place to get the screening is too hard to get to	5%	5	23	64	3

	Major Reason	Somewhat of a Reason	Not Much of a Reason	Not At All a Reason	DK/REF
Q47. I dislike taking these types of tests	30%	20	17	29	4
Q48. I just don't worry that much about my health	17%	29	17	32	5
Q49. I don't think I need one	19%	20	21	34	6

Now I have some questions to help classify your interview.

Q50. Are you working full time, part time, retired, a homemaker, unemployed looking for work, or something else?	FULL TIME.....	23%
	PART TIME.....	9
	RETIRED.....	52
	A HOMEMAKER.....	7
	UNEMPLOYED.....	4
	DISABLED (VOL.).....	3
	SOMETHING ELSE.....	1
DK/REF.....	1	

Q51. Are you married, living with someone else as a couple, divorced, separated, widowed, or have you never been married?	MARRIED/LIVING AS COUPLE.....	53%
	DIVORCED.....	16
	SEPARATED.....	3
	WIDOWED.....	24
	SINGLE.....	4
	DK/REF.....	*

Q52. What was the last grade of school you completed? (READ ANSWER CODES IF NECESSARY)	LESS THAN HS.....	23%
	HS GRAD/GED.....	35
	SOME COLLEGE/2-YR.....	21
	COLLEGE GRAD.....	14
	GRADUATE WORK OR DEGREE.....	7
	DK/REF.....	*

Q53. Do you have any children?	YES.....	91%
	NO.....	9
	DK/REF.....	*

Q54. Do you have any grandchildren?	YES.....	79%
	NO.....	20
	DK/REF.....	*

Q55. [IF YES IN Q53 OR Q54, N=537]: Do any of your children or grandchildren live with you? Q56. How often do you see your children or grandchildren – a couple of times a year, every few months, every few weeks, or more often?	A COUPLE OF TIMES A YEAR.....	13%
	EVERY FEW MONTHS.....	9
	EVERY FEW WEEKS.....	14
	MORE OFTEN.....	39
	LIVE WITH ME.....	23
	DK/REF.....	1

Q57. In terms of your political outlook, do you usually think of yourself as: [REVERSE ORDER] very conservative, somewhat conservative, middle of the road, somewhat liberal, very liberal?	VERY CONSERVATIVE.....	15%
	SOMEWHAT CONSERVATIVE.....	30
	MIDDLE OF THE ROAD.....	30
	SOMEWHAT LIBERAL.....	12
	VERY LIBERAL.....	8
	DK/REF.....	5

Q58. Would you say you are white, black or African American, Hispanic, Asian or Pacific Islander, Native American, or something else?	WHITE.....	82%
	BLACK OR AFRICAN AMERICAN ..	8
	HISPANIC.....	5
	ASIAN OR PACIFIC ISLANDER	1
	NATIVE AMERICAN.....	1
	SOMETHING ELSE	*
	DK/REF.....	1

Q59. Which of the following best describes the place where you live: a large city, a small city, a suburb, a town, or a rural area?	LARGE CITY.....	20%
	SMALL CITY.....	21
	SUBURB.....	17
	TOWN.....	18
	RURAL AREA.....	22
	DK/REF.....	1

Q60. Stop me when I come to the category in which your total HOUSEHOLD INCOME fell before taxes in 2004. Your best estimate is fine.	Less than \$15,000.....	16%
	Between \$15,000 and \$25,000.....	18
	Between \$25,000 and \$35,000.....	13
	Between \$35,000 and \$50,000.....	14
	Between \$50,000 and \$75,000.....	12
	\$75,000 or more	11
	DK/REF.....	16

GENDER	MALE.....	44%
	FEMALE	56

REGION	NORTHEAST	22%
	MIDWEST.....	23
	SOUTH	38
	WEST	18
