

The Philips Center for Health and Well-being



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Appendix B: Total Data Tables

THE PHILIPS INDEX

S1. What year were you born?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
MEAN	45.15	20.69	29.34	39.92	49.93	59.25	74.29	43.73	46.46
MEDIAN	43.00	20.00	30.00	40.00	50.00	60.00	73.00	42.00	44.00
18-24	13.0%	-						15.3%	10.9%
25-34	19.0%		-					18.9%	19.1%
35-44	21.5%			-				21.1%	21.9%
45-54	17.5%				-			19.7%	15.5%
55-64	12.0%					-		10.5%	13.3%
65+	16.5%						-	14.2%	18.5%
Refuses	0.5%							0.2%	0.8%

S2. Are you

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Male	48.0%	56.4%	47.8%	47.0%	54.0%	42.1%	41.5%	-	-
Female	52.0%	43.6%	52.2%	53.0%	46.0%	57.9%	58.5%	-	-

S3. Do you reside in:

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782

Northeast	19.0%	13.7%	16.8%	19.6%	22.0%	18.5%	22.2%	17.6%	20.2%
Midwest	23.0%	17.8%	23.7%	21.5%	22.3%	22.9%	29.1%	25.3%	20.8%
South	36.0%	38.3%	32.9%	37.8%	37.6%	39.2%	31.2%	34.8%	37.2%
West	22.0%	30.1%	26.6%	21.1%	18.1%	19.4%	17.5%	22.2%	21.8%

Section 1: Overall Health and Well-Being

1) How would you rate your overall feeling of health and well-being?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
NET: VERY GOOD/GOOD	74%	75%	76%	74%	74%	67%	75%	76%	71%
Very good	31%	35%	34%	27%	28%	30%	32%	32%	30%
Good	43%	40%	42%	47%	46%	38%	42%	45%	42%
Neither good or bad	6%	10%	5%	6%	3%	6%	7%	7%	5%
NET: SOMEWHAT GOOD/NOT GOOD AT ALL	20%	14%	18%	20%	23%	27%	19%	16%	23%
Somewhat good	14%	13%	13%	15%	12%	20%	14%	12%	17%
Not good at all	5%	1%	5%	5%	10%	6%	5%	4%	7%
Don't Know/Refused (VOL.)	0%	2%	1%	0%	-	0%	-	0%	0%

2) A. Would you say your overall feeling of health and wellbeing has gotten much worse, slightly worse, stayed the same, gotten a little better, or gotten much better in the last five years?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
NET: BETTER	27.3%	41.3%	25.4%	29.7%	23.0%	25.7%	21.7%	27.6%	27.1%
Much better	12.5%	24.8%	12.1%	12.0%	9.1%	11.2%	8.7%	12.8%	12.3%
A little better	14.8%	16.5%	13.2%	17.7%	13.9%	14.5%	13.1%	14.8%	14.8%
Stayed the same	45.0%	38.8%	48.8%	46.4%	43.7%	45.0%	45.2%	46.5%	43.6%
NET: WORSE	26.5%	19.9%	24.9%	23.0%	32.2%	28.7%	30.1%	24.9%	28.0%
Slightly worse	18.3%	11.2%	21.6%	13.9%	18.3%	20.6%	23.6%	16.8%	19.7%
Much worse	8.2%	8.7%	3.3%	9.0%	13.9%	8.1%	6.5%	8.1%	8.3%
Don't Know/Refused (VOL.)	1.2%	-	1.0%	1.0%	1.0%	0.6%	2.9%	1.0%	1.3%

B. How about in the last year?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
NET: BETTER	23.0%	30.9%	25.7%	21.6%	20.8%	24.7%	16.7%	22.4%	23.5%
Much better	9.9%	11.8%	7.7%	13.2%	8.3%	11.7%	7.0%	8.3%	11.4%
A little better	13.1%	19.1%	18.0%	8.4%	12.5%	13.1%	9.7%	14.1%	12.1%
Stayed the same	52.3%	50.0%	57.4%	46.4%	49.6%	53.1%	57.4%	53.7%	50.9%
NET: WORSE	23.8%	18.1%	15.9%	31.6%	29.3%	21.7%	23.7%	22.6%	25.0%
Slightly worse	16.3%	8.0%	12.8%	23.9%	17.4%	15.2%	16.8%	14.6%	17.8%
Much worse	7.6%	10.1%	3.0%	7.7%	11.9%	6.4%	7.0%	8.0%	7.1%
Don't Know/Refused (VOL.)	0.9%	1.1%	1.0%	0.4%	0.3%	0.5%	2.2%	1.3%	0.6%

3) For each of the following, how important are they in affecting your feeling of health and well-being? (Very Important)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Your job	47.6%	53.4%	52.4%	58.2%	56.2%	44.0%	17.4%	50.7%	44.7%
How much you earn	48.6%	55.5%	40.8%	48.4%	53.2%	48.6%	48.0%	46.4%	50.6%
How much you weigh	43.7%	49.2%	31.9%	37.4%	50.6%	42.0%	55.4%	44.8%	42.8%
Your overall physical health	78.5%	77.4%	69.4%	75.2%	84.6%	83.9%	83.6%	73.2%	83.3%
Your mental health	81.5%	87.6%	82.8%	74.7%	77.6%	85.9%	84.9%	80.9%	82.0%
The community you live in	50.3%	34.8%	48.8%	45.2%	56.5%	48.6%	64.9%	44.0%	56.0%
Your relationship with your family & friends	85.8%	87.0%	86.6%	86.1%	82.7%	86.9%	86.5%	80.9%	90.4%
How much stress you have	53.3%	39.6%	57.8%	55.9%	59.9%	57.4%	45.3%	46.4%	59.7%
The place of worship you attend, if any	50.9%	41.9%	43.1%	46.0%	58.1%	44.5%	70.0%	46.2%	55.3%
How much you contribute to your community	34.7%	24.7%	38.5%	29.1%	40.6%	31.5%	41.9%	31.6%	37.5%
The overall physical health of family members	77.0%	75.0%	68.0%	76.5%	82.5%	81.4%	81.2%	75.2%	78.6%
Your relationship with your spouse or partner	70.0%	67.4%	76.8%	71.5%	74.7%	74.9%	53.1%	71.5%	68.7%
Your relationship with your boss and coworkers	34.2%	32.3%	35.9%	40.8%	40.5%	35.3%	17.9%	35.5%	33.1%
The cost of living	63.0%	67.8%	58.7%	56.0%	68.7%	65.7%	66.4%	59.2%	66.6%
The amount of vacation time you have	38.3%	41.8%	33.6%	36.3%	47.8%	39.6%	32.7%	42.1%	34.7%
The amount free time you have to spend friends and family	66.0%	74.2%	58.1%	60.0%	69.9%	66.9%	72.3%	60.6%	70.9%
The amount free time you can spend alone	43.9%	53.0%	33.8%	38.2%	49.8%	47.2%	47.3%	41.8%	45.8%

4) For each of the following, how satisfied are you with this aspect of your life? (COMPLETELY SATISFIED)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Your job	17%	18%	18%	19%	23%	17%	9%	20%	15%
How much you earn	13%	9%	13%	13%	10%	14%	17%	15%	10%
How much you weigh	18%	18%	21%	18%	15%	13%	20%	20%	16%
Your overall physical health	26%	45%	21%	21%	27%	15%	31%	30%	22%
Your mental health	38%	39%	34%	35%	36%	30%	52%	40%	35%
The community you live in	27%	25%	21%	24%	24%	22%	44%	27%	26%
Your relationship with your family & friends	45%	60%	38%	40%	46%	35%	54%	44%	46%
How much stress you have	13%	8%	11%	10%	16%	11%	23%	16%	11%
The place of worship you attend, if any	30%	27%	21%	23%	33%	31%	48%	31%	29%
How much you contribute to your community	17%	20%	12%	11%	19%	13%	25%	18%	15%
The overall physical health of family members	25%	29%	14%	30%	24%	22%	33%	27%	23%
Your relationship with your spouse or partner	43%	45%	47%	41%	44%	45%	38%	45%	41%
Your relationship with your boss and coworkers	18%	16%	22%	20%	24%	16%	8%	20%	16%
The cost of living	8%	12%	8%	7%	5%	5%	10%	10%	6%
The amount of vacation time you have	21%	22%	11%	18%	21%	22%	38%	25%	18%
The amount free time you have to spend friends and family	23%	28%	17%	15%	24%	19%	42%	24%	23%
The amount free time you can spend alone	23%	35%	17%	14%	21%	20%	36%	26%	20%

5) How much does your feeling of health and well-being affect the following aspects of your life? (GREATLY)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Your performance on the job	30%	37%	33%	34%	36%	27%	11%	32%	28%
How much you weigh	24%	17%	26%	25%	28%	23%	24%	22%	27%
How well you get along with your family & friends	49%	47%	55%	40%	48%	58%	49%	46%	52%
How much stress you have	33%	43%	32%	35%	35%	33%	21%	32%	34%
How much you contribute to your community	19%	24%	16%	17%	20%	19%	21%	20%	19%
The overall physical health of family members	43%	47%	41%	41%	42%	46%	46%	43%	44%
Your relationship with your spouse or partner	45%	33%	53%	45%	49%	51%	34%	45%	44%
Your relationship with your boss and coworkers	20%	19%	22%	28%	23%	18%	8%	20%	21%
The amount of free time you have to spend friends and family	35%	29%	36%	34%	37%	34%	36%	33%	35%

The amount of free time you can spend alone	27%	28%	27%	24%	31%	28%	23%	28%	26%
Your appetite and diet	32%	32%	28%	35%	35%	31%	29%	33%	31%

6) Which of the following do you do to help improve your feeling of well-being?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Take vitamins or supplements	56%	44%	49%	46%	60%	68%	71%	49%	62%
Use herbal or homeopathic remedies	22%	11%	28%	16%	31%	29%	20%	17%	27%
Get acupuncture	3%	2%	-	2%	7%	4%	4%	3%	3%
Practice yoga	11%	20%	17%	8%	8%	6%	6%	8%	13%
Go to a health club facility	21%	31%	23%	19%	20%	19%	16%	23%	19%
Eat a special diet	25%	18%	32%	21%	29%	27%	25%	23%	28%
See a mental health professional or therapist	10%	15%	11%	8%	7%	15%	5%	8%	12%
Volunteer my time with a charity or organization	40%	27%	44%	34%	49%	45%	40%	39%	40%
Spend time doing hobbies	69%	70%	75%	63%	73%	71%	63%	73%	65%
Spend time with friends and family	87%	84%	91%	85%	88%	88%	84%	86%	87%
Spend time outside	79%	81%	80%	75%	87%	75%	79%	83%	76%
Spend time relaxing at home	84%	77%	93%	76%	86%	85%	85%	83%	84%
None of these	3%	4%	0%	7%	1%	1%	2%	2%	3%
Don't Know/Refused (VOL.)	1%	-	1%	0%	-	-	2%	1%	0%

Section 2: Personal Health/Medical Care

7) How much do you feel that the state of your health is up to you to control? PLEASE SELECT ONE

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
There is not much that I can do about my health	5%	3%	1%	4%	7%	8%	6%	4%	5%
How I take care of myself makes an important difference in my health	33%	25%	33%	30%	35%	42%	37%	30%	37%
For the most part, my health is up to me.	60%	72%	60%	64%	58%	49%	55%	65%	56%
Don't Know/Refused (VOL.)	2%	0%	5%	1%	0%	1%	2%	1%	2%

8) Overall, how would you rate the state of your physical health? PLEASE SELECT ONE

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
NET: EXCELLENT/GOOD	80%	94%	81%	83%	77%	75%	73%	82%	79%
Excellent, with no significant problems,	24%	48%	26%	23%	16%	12%	20%	27%	21%
Generally good, but with some minor problems,	56%	46%	54%	59%	61%	63%	53%	55%	58%
NET: FAIR/POOR	19%	6%	16%	17%	23%	25%	25%	18%	20%
Fair, with some potentially serious problems, or	15%	4%	14%	13%	17%	17%	23%	14%	16%
Poor, with serious problems	4%	1%	2%	3%	6%	8%	3%	4%	3%
Don't know/Refused (VOL.)	1%	-	3%	1%	-	-	2%	1%	1%

9) Which of the following are you concerned about as potential threats to your health in the next five years? SELECT ALL THAT APPLY

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Declining vision	31%	24%	19%	24%	47%	33%	37%	31%	30%
Declining hearing	21%	8%	15%	13%	26%	29%	38%	26%	17%
Memory loss	26%	15%	16%	20%	31%	38%	41%	24%	28%
High cholesterol	30%	18%	27%	27%	36%	40%	37%	28%	33%
High sugar count/diabetes	26%	17%	28%	25%	28%	29%	25%	22%	28%
Being Overweight/Obesity	29%	20%	27%	29%	31%	40%	32%	24%	34%
Joint pain/arthritis	41%	17%	33%	35%	57%	52%	50%	37%	44%
Heart attack	23%	17%	18%	19%	23%	35%	30%	22%	25%
Stroke	18%	6%	13%	11%	25%	29%	25%	15%	21%
Cancer	24%	13%	26%	22%	26%	31%	28%	19%	29%
Viral infections (general)	17%	12%	22%	10%	21%	21%	16%	14%	19%
Bacterial Infections (general)	16%	14%	23%	7%	19%	21%	14%	12%	20%
Depression	24%	15%	34%	21%	26%	28%	17%	16%	31%
Anxiety	25%	20%	31%	25%	30%	26%	18%	21%	29%
AIDS	5%	2%	4%	5%	8%	7%	6%	5%	6%
Widespread influenza (Flu)	22%	21%	28%	17%	21%	25%	22%	17%	27%
Blood pressure problems	0%	-	1%	0%	1%	1%	-	0%	0%
An accident	0%	-	-	-	0%	0%	0%	0%	-
Aging	0%	-	0%	-	-	-	0%	0%	0%
Back problems	1%	1%	-	3%	-	0%	-	1%	0%

Government changes to healthcare	1%	-	-	2%	1%	0%	0%	1%	0%
Other	1%	1%	1%	1%	2%	1%	2%	2%	1%
None of these	15%	28%	19%	17%	11%	6%	10%	18%	12%
Don't Know/Refused (VOL.)	1%	-	1%	0%	0%	-	3%	1%	1%

10) Are you on any medication for anxiety, stress or mood stabilization?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Yes	13%	5%	9%	10%	17%	24%	14%	9%	16%
No	87%	95%	89%	90%	83%	76%	86%	91%	83%
Don't Know/Refused (VOL.)	0%	-	2%	0%	-	0%	0%	0%	1%

11) How often do you go to a Doctor for a general check up? PLEASE SELECT ONE

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
About once a year	67%	70%	48%	67%	73%	73%	79%	60%	74%
Every couple of years	11%	8%	16%	10%	10%	14%	8%	13%	10%
Every three to five years	6%	1%	6%	8%	8%	6%	5%	8%	4%
Less than five years	1%	2%	1%	3%	1%	0%	1%	2%	1%
Hardly ever or never	13%	19%	29%	12%	7%	6%	3%	16%	10%
Don't Know/Refused (VOL.)	1%	-	1%	0%	0%	1%	3%	1%	1%

12) How often do you go to a Doctor for a specific problem, illness or condition? PLEASE SELECT ONE

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Weekly or more	1%	-	-	3%	3%	2%	1%	2%	1%
2 -3 times per month	4%	2%	1%	1%	7%	8%	8%	4%	4%
Once a month	7%	2%	7%	10%	10%	6%	6%	5%	10%
Every few months	16%	15%	16%	10%	18%	18%	21%	16%	15%
A couple of times a year	30%	32%	25%	28%	27%	37%	36%	28%	33%
Hardly ever or never	40%	48%	49%	48%	34%	30%	25%	44%	36%

Don't Know/Refused (VOL.)	1%	1%	3%	0%	2%	1%	2%	1%	2%
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13) How often do you go to the Dentist for a cleaning or a general check up? PLEASE SELECT ONE

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
More than every six months	7%	12%	4%	5%	8%	8%	7%	8%	7%
Every six months	34%	33%	25%	37%	41%	39%	32%	32%	36%
About once a year	23%	14%	27%	26%	21%	22%	23%	23%	22%
Every couple of years	10%	13%	14%	7%	7%	14%	9%	11%	10%
Every three to five years	4%	3%	5%	4%	5%	5%	3%	3%	5%
Less than five years	4%	2%	12%	2%	2%	1%	1%	6%	1%
Hardly ever or never	18%	24%	12%	19%	16%	11%	24%	17%	18%
Don't Know/Refused (VOL.)	1%	-	1%	1%	-	0%	1%	0%	1%

14) When you are concerned about being sick, where do you usually get your medical or health information FIRST? PLEASE SELECT ONE

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Family members or friends	12%	26%	19%	11%	6%	7%	7%	15%	10%
Internet search	18%	15%	28%	21%	23%	10%	6%	18%	19%
Magazines/newsletters	1%	2%	1%	-	-	1%	1%	0%	1%
Television	1%	2%	1%	2%	1%	1%	1%	2%	0%
Newspapers	0%	-	0%	-	1%	1%	0%	0%	0%
Books	2%	-	3%	4%	2%	3%	3%	3%	2%
Doctors	53%	44%	29%	51%	60%	68%	74%	50%	57%
Pharmacists	5%	7%	6%	6%	3%	5%	4%	5%	5%
Government Brochures	0%	-	-	1%	-	0%	1%	0%	0%
Natural health advocates such as acupuncturists, massage therapists, etc.	1%	1%	-	1%	1%	2%	0%	0%	1%
At the gym or health club	0%	-	1%	0%	-	-	-	0%	-
Psychics/spiritual advisors	0%	-	-	-	1%	-	-	-	0%
My own experience(s)/knowledge/know-how	2%	-	7%	1%	1%	0%	0%	3%	0%

Hospital/Medical facility	1%	2%	1%	0%	1%	-	1%	1%	1%
Nurse(s)	0%	-	-	-	-	1%	1%	-	0%
Insurance provider services	0%	-	-	-	-	0%	-	-	0%
Other	0%	1%	-	-	0%	0%	0%	0%	0%
None of the above (VOL.)	1%	1%	1%	3%	-	2%	1%	1%	1%
Don't Know/Refused (VOL.)	1%	-	3%	0%	1%	-	0%	1%	1%

15) Where else you get your medical or health information? SELECT ALL THAT APPLY

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Family members or friends	21%	22%	20%	24%	24%	21%	17%	21%	22%
Internet search	20%	25%	23%	16%	23%	22%	12%	19%	21%
Magazines/newsletters	8%	7%	2%	9%	4%	15%	12%	6%	10%
Television	9%	2%	6%	8%	9%	19%	12%	6%	11%
Newspapers	5%	0%	6%	4%	3%	6%	8%	4%	5%
Books	10%	3%	11%	8%	11%	15%	12%	9%	11%
Doctors	27%	29%	36%	31%	24%	22%	16%	26%	27%
Pharmacists	13%	12%	11%	17%	10%	11%	18%	10%	16%
Government Brochures	2%	-	1%	3%	2%	3%	3%	1%	2%
Natural health advocates such as acupuncturists, massage therapists, etc.	2%	-	2%	2%	3%	2%	2%	1%	2%
At the gym or health club	1%	-	1%	1%	2%	1%	2%	1%	1%
Psychics/spiritual advisors	0%	-	1%	0%	-	1%	0%	0%	1%
My own experience(s)/knowledge/know- how	0%	-	-	0%	-	0%	-	0%	0%
Hospital/Medical facility	0%	-	-	-	-	1%	0%	-	0%
Nurse(s)	0%	-	-	-	0%	-	-	0%	-
Insurance provider services	0%	-	-	-	-	-	0%	-	0%
Other	3%	2%	1%	3%	4%	7%	4%	3%	3%
None of the above (VOL.)	14%	10%	8%	11%	13%	13%	27%	15%	12%
Don't Know/Refused (VOL.)	3%	6%	3%	3%	1%	3%	0%	4%	1%

16) Which of the following statements are true about you? PLEASE SELECT ALL THAT APPLY (TRUE)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
I go to the Doctor regularly	61%	48%	44%	60%	68%	63%	84%	54%	67%
I don't think I go to the Doctor as much as I should	36%	42%	42%	38%	39%	34%	19%	38%	34%
I avoid going to the Doctor as much as possible	45%	37%	49%	53%	39%	44%	42%	49%	41%
I always go for the medical tests I'm supposed to get	76%	74%	72%	66%	79%	76%	90%	73%	78%
I do whatever the Doctor tells me	71%	61%	63%	63%	79%	76%	88%	69%	73%
I don't always take the medicine I'm prescribed	29%	36%	42%	28%	23%	22%	18%	34%	23%
I would much prefer to do my own medical tests at home	22%	22%	29%	19%	24%	23%	17%	29%	16%
I wish I could email my Doctor when I have questions	59%	65%	61%	64%	67%	60%	35%	55%	62%
I would communicate with my Doctor more often if I didn't have to make a trip	49%	50%	55%	55%	52%	53%	26%	48%	50%
If I don't like what a Doctor says, I go for a second opinion	64%	56%	67%	67%	67%	72%	53%	63%	65%
If I don't like what a Doctor says, I ignore it	20%	19%	27%	20%	13%	21%	16%	24%	16%
I'm nervous/skeptical about going to the hospital	41%	39%	44%	44%	42%	42%	35%	39%	43%
I believe most health problems get better if you give them time	52%	55%	65%	45%	44%	47%	53%	52%	51%
I think that surgery should always be avoided if possible	76%	74%	74%	72%	77%	81%	83%	73%	80%
I wouldn't mind having a little cosmetic surgery to improve my appearance	22%	30%	19%	26%	23%	20%	16%	15%	29%
I believe you can improve your appearance without cosmetic surgery	80%	79%	86%	78%	81%	80%	75%	80%	80%
I'm in better shape now than ever before	29%	56%	36%	19%	25%	23%	22%	32%	26%
I expect medical technology to keep me healthy to a ripe old age	59%	57%	55%	55%	57%	54%	77%	57%	61%
I like to stay on top of health-related news and information	76%	61%	77%	71%	80%	79%	86%	70%	81%
I am comfortable talking to my doctor about medical issues	90%	89%	86%	90%	90%	92%	93%	87%	92%
I don't exercise as much as I think I should	66%	58%	63%	72%	69%	73%	61%	63%	69%
I eat healthier than most people	54%	38%	60%	44%	60%	57%	65%	53%	55%
I am eager to try new gadgets or devices aimed at improving my health and well-being	42%	49%	49%	36%	46%	34%	38%	41%	42%
I am as physically fit as I can be for my age	51%	52%	53%	39%	42%	53%	75%	52%	51%
I believe in non-traditional forms of medicine such as acupuncture and herbal treatments	42%	44%	57%	37%	46%	32%	32%	41%	43%

17) How old do you expect to live to be?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Over 100	8%	5%	8%	11%	8%	6%	8%	9%	7%
91-100	17%	19%	18%	10%	16%	16%	24%	17%	17%
81-90	34%	26%	31%	29%	36%	43%	41%	31%	36%
71-80	22%	25%	17%	26%	28%	24%	15%	23%	22%
61-70	6%	6%	5%	12%	6%	6%	-	6%	7%
51-60	3%	5%	6%	2%	2%	1%	-	3%	2%
Under 50	4%	12%	3%	6%	-	-	-	4%	3%
Don't know/Refused (VOL.)	6%	3%	12%	2%	5%	4%	12%	7%	6%

18) Do you expect to live?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
A longer life than your parents	47%	44%	52%	45%	42%	55%	46%	44%	50%
About the same length as your parents	36%	30%	28%	41%	44%	32%	38%	38%	34%
A shorter life than your parents	10%	20%	7%	11%	10%	9%	8%	11%	10%
Don't know/Refused (VOL.)	6%	5%	13%	3%	4%	3%	8%	7%	5%

19) If you had a terminal disease, would you want to know?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Yes	92%	93%	93%	92%	92%	88%	91%	91%	92%
No	7%	7%	5%	7%	8%	11%	8%	7%	7%
Don't Know/Refused (VOL.)	1%	1%	2%	2%	1%	1%	1%	2%	1%

20) In the future, medical devices (or medical technology) may be able to tell you if and/or when you may contract a serious medical condition or disease. Would you want to know this information in advance?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Yes	83%	82%	88%	85%	80%	79%	82%	84%	82%
No	15%	18%	11%	14%	17%	18%	16%	14%	17%
Don't Know/Refused (VOL.)	2%	-	1%	1%	3%	2%	2%	2%	1%

Section 3: Weight and Diet

21) Do you consider yourself to be overweight?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Yes	39%	25%	36%	42%	46%	50%	38%	34%	44%
No	60%	75%	63%	58%	54%	50%	62%	65%	56%

Don't Know/Refused (VOL.) 0% - 1% 0% - 0% - 1% 0%

22) How much weight are you trying to or would you like to lose?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
None	29%	44%	34%	25%	26%	20%	28%	33%	25%
1 to 5 pounds	11%	9%	9%	17%	7%	11%	13%	9%	13%
6 to 10 pounds	12%	13%	12%	8%	12%	12%	16%	12%	12%
11 to 20 pounds	17%	13%	14%	19%	25%	15%	16%	19%	15%
21 to 30 pounds	9%	5%	8%	9%	8%	16%	7%	9%	8%
31 to 40 pounds	3%	1%	1%	3%	4%	8%	4%	2%	5%
41 to 50 pounds	5%	4%	4%	5%	7%	7%	3%	3%	7%
51 to 60 pounds	2%	1%	4%	2%	2%	0%	3%	1%	3%
61 to 70 pounds	2%	6%	2%	1%	0%	1%	1%	2%	1%
71 to 80 pounds	1%	1%	1%	0%	2%	5%	1%	2%	1%
81 to 90 pounds	0%	-	-	-	0%	0%	-	-	0%
91 to 100 pounds	2%	-	3%	3%	2%	2%	1%	1%	3%
More than 100 pounds	1%	-	0%	1%	1%	1%	-	0%	1%
Don't know/Refused (Vol.)	5%	4%	7%	5%	4%	2%	6%	4%	5%

23) If you wanted to lose weight, which of the following would you do? PLEASE SELECT ALL THAT APPLY

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Eat lower carbohydrates (Atkins, Zone, South Beach)	49%	41%	45%	43%	56%	62%	53%	45%	53%
Eat lower fat	62%	56%	62%	54%	68%	73%	65%	57%	67%
Eat lower calories	64%	51%	66%	57%	67%	76%	70%	60%	68%
Consume less alcohol	28%	32%	33%	24%	30%	33%	16%	29%	26%
Go on Weight Watchers or other diet program	22%	18%	20%	21%	27%	28%	17%	18%	26%
Stop/cut down eating sweets	61%	53%	65%	58%	62%	70%	58%	54%	67%
Stop/cut down eating salty snacks	54%	50%	57%	46%	54%	66%	56%	48%	60%
Stop/cut down eating fast food	57%	52%	63%	57%	59%	63%	52%	55%	60%
Increase exercise	76%	74%	83%	70%	79%	81%	70%	76%	75%
An exercise device	50%	54%	51%	49%	52%	51%	45%	50%	50%
Use diet aids or supplements	18%	25%	15%	19%	19%	19%	13%	17%	18%

Consider surgery	7%	14%	9%	10%	5%	5%	2%	4%	10%
Other	1%	1%	-	1%	1%	1%	1%	1%	0%
Nothing works for me	0%	-	-	-	-	0%	0%	0%	0%
Not interested in losing weight	7%	7%	5%	12%	5%	5%	8%	7%	7%
Don't Know/Refused (VOL.)	1%	-	2%	1%	1%	0%	2%	2%	0%

Section 4: Sleep

24) Do you get enough sleep each night?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Yes	63%	59%	53%	55%	65%	70%	80%	68%	58%
No	37%	41%	47%	44%	35%	30%	20%	32%	41%
Don't know/Refused (VOL.)	0%	-	0%	0%	-	1%	0%	0%	0%

25) IF "NO" TO Q24 What are some reasons you don't get enough sleep at night? SELECT ALL THAT APPLY

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	554	81	134	144	92	53	48	230	324
I go to sleep very late at night and have to be up early in the morning	36%	40%	39%	37%	35%	39%	12%	35%	36%
I am worried/stressed about things going on in my life	49%	30%	54%	61%	54%	42%	25%	45%	51%
I am worried/stressed about things going on in the outside world	24%	16%	24%	36%	18%	19%	14%	19%	27%
I have too much to do during the day and not enough time to get it all done	37%	34%	56%	34%	38%	31%	8%	27%	44%
I am a poor sleeper overall	37%	37%	34%	24%	46%	45%	62%	42%	34%
My children keep me up at night	20%	29%	29%	25%	11%	5%	1%	19%	21%
Outside noise	11%	18%	8%	11%	15%	3%	6%	11%	10%
I have a health condition that wakes me up at night	18%	18%	16%	9%	27%	25%	30%	16%	20%
Snoring (my own or my spouse/partner)	19%	19%	20%	14%	27%	17%	19%	17%	21%
Sleep apnea	9%	17%	4%	2%	18%	22%	4%	14%	6%
Job/Working	3%	4%	5%	1%	2%	3%	3%	4%	2%
Television	1%	-	-	1%	-	1%	3%	1%	-
Insomnia	1%	-	-	1%	-	2%	-	0%	1%

Other, (PLEASE SPECIFY)	2%	-	1%	3%	1%	3%	2%	1%	2%
Don't Know/Refused (VOL.)	2%	-	-	3%	1%	0%	7%	1%	2%

26) IF “NO” TO Q24 How much does a lack of enough sleep affect each of the following: (A LOT)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	554	81	134	144	92	53	48	230	324
Home life	21%	13%	18%	31%	27%	11%	12%	16%	25%
Job performance	18%	26%	24%	9%	19%	19%	6%	19%	17%
Community involvement	14%	27%	13%	13%	16%	5%	7%	19%	11%
Your physical health	27%	29%	28%	23%	38%	29%	16%	29%	26%
Your mental health	21%	27%	20%	16%	28%	22%	17%	26%	18%
Relationships with others	16%	13%	19%	13%	22%	18%	11%	17%	16%

Section 5: Stressors and Worries

27) How stressed do you consider yourself to be?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
NET: A LOT/SOMEWHAT	46%	60%	48%	53%	51%	45%	21%	38%	54%
A lot	15%	20%	12%	24%	16%	10%	6%	12%	18%
Somewhat	32%	40%	36%	30%	35%	36%	15%	27%	36%
NET: ONLY A LITTLE/NOT AT ALL	53%	39%	51%	46%	49%	55%	77%	61%	46%
Only a little	31%	25%	25%	31%	33%	32%	39%	35%	27%
Not at all	22%	14%	26%	15%	15%	23%	38%	26%	19%
Don't Know/Refused (VOL.)	1%	1%	1%	1%	-	0%	1%	1%	1%

28) FOR ALL THOSE OTHER THAN “NOT AT ALL” IN Q27 To what degree do each of the following contribute to stress you might feel: (A LOT)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1171	168	210	275	222	138	153	536	635
Job	21%	34%	27%	18%	20%	25%	2%	18%	23%
Loss of job	29%	35%	36%	30%	26%	37%	6%	26%	31%

Boss	12%	10%	18%	12%	11%	16%	1%	9%	14%
Coworkers	9%	11%	12%	7%	8%	14%	1%	7%	10%
Spouse	12%	11%	14%	13%	11%	13%	10%	13%	12%
Where you live	11%	10%	14%	9%	10%	16%	6%	6%	15%
Your kids	18%	19%	16%	21%	18%	18%	10%	15%	20%
Your home/apartment	14%	14%	18%	13%	12%	21%	9%	9%	19%
Commuting to/from work	11%	21%	11%	12%	8%	12%	1%	11%	11%
Having enough money to pay your bills	39%	44%	53%	36%	35%	44%	24%	35%	44%
Having enough money to save for the future	38%	45%	44%	38%	35%	44%	23%	32%	44%
Ability to retire	20%	25%	17%	16%	27%	29%	7%	20%	20%
Getting enough sleep	24%	23%	29%	24%	27%	26%	14%	19%	28%
The telephone	12%	10%	11%	9%	12%	18%	11%	11%	12%
Other communications technology	8%	11%	9%	6%	7%	13%	3%	8%	7%
Crime that might affect you	18%	23%	22%	13%	15%	25%	18%	13%	23%
Politics/government-related issues	20%	11%	19%	15%	30%	24%	21%	21%	19%
World news and events	17%	12%	16%	17%	18%	21%	15%	16%	17%
Wars in Iraq and Afghanistan	21%	25%	20%	16%	14%	31%	27%	15%	26%
The economy	40%	33%	44%	41%	43%	47%	31%	36%	43%
Healthcare costs	39%	43%	42%	33%	39%	52%	33%	37%	42%

Section 6: Community

29) When you think of the community you would most like to live in, how important are each of the following: (VERY IMPORTANT)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Local hospitals	59%	62%	58%	51%	53%	68%	67%	53%	64%
Local schools	57%	65%	67%	69%	46%	41%	47%	53%	61%
Garbage pick-up	47%	47%	41%	49%	38%	51%	56%	40%	53%
Quality of roads	44%	53%	38%	43%	35%	50%	52%	40%	47%
Availability of employment	60%	78%	75%	68%	53%	50%	30%	58%	61%
Cable service	25%	27%	19%	28%	19%	29%	33%	23%	28%
Access to healthcare facilities	58%	67%	57%	47%	51%	63%	69%	53%	62%
Safety and crime rate	71%	73%	67%	73%	70%	67%	72%	63%	78%

Parks and recreation facilities	37%	47%	41%	33%	29%	33%	39%	36%	37%
Access to arts and culture	24%	30%	29%	15%	25%	25%	25%	23%	25%
Pollution and smog	53%	59%	58%	43%	51%	55%	58%	52%	55%
Distance to your place of employment	34%	48%	38%	37%	32%	35%	16%	33%	34%
Availability of shopping and grocery stores	43%	54%	33%	41%	37%	44%	52%	37%	48%
Local government	37%	33%	39%	32%	36%	42%	43%	33%	41%

Section 7: The Role of Technology

30) Thinking about the role of technology in your life, how much do you agree or disagree with the following statements:

(COMPLETELY AGREE)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Medical technology will allow me to live longer	36%	37%	25%	34%	38%	39%	47%	44%	29%
By the time I reach the age where I expect to have serious health issues, medical technology will have advanced to the point where those issues won't affect me	15%	22%	10%	13%	12%	18%	19%	17%	13%
I wish there was less technology in my life	15%	16%	6%	19%	15%	19%	15%	15%	15%
I get really excited when new technologies come out	18%	29%	16%	18%	16%	14%	17%	23%	13%
Technological advancements will fundamentally change our homes in the next 10 years	39%	45%	38%	37%	42%	34%	37%	42%	36%
Lighting can have a significant effect on my sense of health and well-being	33%	29%	33%	25%	39%	33%	42%	29%	37%
The internet has made my life better	30%	38%	35%	35%	25%	24%	24%	31%	30%
When I have a concern about a health issue, I usually check the internet first	25%	39%	29%	30%	25%	15%	9%	27%	22%
Technology has made life more stressful	17%	18%	8%	16%	21%	25%	19%	17%	17%
I know how to use all of the features on my Smartphone	25%	46%	32%	23%	18%	15%	18%	31%	19%
My lifestyle improves as new technologies are created	21%	20%	17%	24%	20%	22%	23%	22%	20%

I am responsible for figuring out the best technologies that can improve my sense of health and well-being	39%	38%	31%	43%	40%	33%	44%	39%	38%
Social media such as twitter, Facebook and MySpace have made my life better	7%	15%	7%	8%	7%	5%	4%	8%	7%
I am concerned that the proliferation of things such as Facebook and MySpace will reduce my privacy	27%	31%	27%	26%	27%	30%	24%	26%	29%

31) The following are various things that you could use at home to affect your health and well-being. How likely would you to use the following: (VERY LIKELY)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
UNWEIGHTED BASE	1503	98	138	172	277	359	428	714	789
A device that counts the amount of calories and tracks your activities throughout the day	22%	29%	23%	17%	19%	28%	18%	17%	26%
A monitor you would wear to call emergency personnel if you needed care	30%	29%	24%	31%	28%	32%	36%	23%	36%
Lighting to improve your mood or reduce stress	25%	36%	24%	20%	23%	27%	23%	20%	29%
A device to help plan healthy meals for you and your family	23%	27%	20%	29%	22%	23%	18%	18%	29%

32) Changes in technology have affected almost every aspect of life. For each area listed below, do you think technology has made things better, made things worse or made no difference at all? (BETTER)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Communication	84%	73%	85%	86%	86%	88%	81%	85%	83%
Security	61%	57%	53%	66%	58%	58%	71%	60%	61%
Medical diagnosis	77%	64%	80%	77%	77%	79%	79%	77%	76%
Medical treatment	79%	75%	75%	79%	81%	83%	80%	81%	77%
Health maintenance and prevention	67%	58%	63%	67%	68%	73%	72%	68%	66%
Education	77%	67%	74%	85%	74%	86%	72%	73%	80%
Personal relationships	48%	38%	40%	55%	47%	46%	56%	48%	48%
Entertainment	73%	72%	78%	76%	73%	72%	63%	74%	72%

Information	82%	79%	84%	79%	85%	91%	78%	83%	82%
Human relations	53%	56%	50%	52%	52%	50%	59%	52%	55%
Workplace efficiency	63%	63%	71%	73%	63%	57%	43%	65%	61%
Working at home	60%	57%	62%	66%	67%	53%	53%	62%	59%
Pursuing dreams and opportunities	61%	56%	70%	64%	60%	62%	53%	64%	59%
Saving time	68%	57%	74%	72%	73%	61%	64%	70%	66%
Saving money	54%	39%	55%	59%	52%	59%	55%	54%	54%
Managing money	64%	62%	66%	66%	63%	62%	62%	64%	64%
Shopping	62%	63%	69%	67%	62%	56%	52%	63%	61%
Travel	69%	67%	85%	65%	69%	67%	59%	70%	68%
Staying organized	69%	73%	76%	73%	62%	57%	67%	71%	67%

33) How important to you are the following when selecting new technology products? (VERY IMPORTANT)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Easy to operate or use	68%	70%	79%	61%	65%	73%	62%	65%	70%
Just does the basics, no unnecessary bells and whistles	32%	23%	27%	33%	31%	35%	40%	31%	33%
Best price	63%	64%	65%	65%	64%	59%	59%	59%	66%
Easy to buy	51%	50%	52%	51%	54%	52%	47%	46%	56%
Have the most advanced benefits	42%	51%	36%	44%	36%	40%	43%	41%	42%
Works fast, no waiting time	54%	58%	63%	58%	48%	51%	45%	57%	51%
High quality	69%	68%	73%	65%	69%	73%	67%	72%	66%
Built to last	72%	81%	69%	73%	73%	70%	70%	74%	70%
Easily upgradeable	52%	54%	49%	55%	53%	53%	49%	54%	51%
Looks attractive/Handsomely Designed	27%	38%	18%	22%	28%	27%	32%	30%	23%
Ergonomic, takes human comfort into consideration	41%	41%	35%	35%	41%	49%	48%	40%	41%
Able to personalize with colors or features	26%	34%	18%	30%	19%	24%	34%	24%	29%
Able to upgrade as need or technology changes	48%	57%	44%	48%	49%	47%	44%	48%	48%
Makes my life easier	58%	66%	59%	56%	56%	59%	53%	57%	59%
Saves me time	60%	63%	60%	63%	59%	59%	55%	60%	60%
Any other reasons	79%	78%	88%	73%	87%	66%	77%	78%	79%

34) Do you read the manuals that come with new technology products?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Always	28%	17%	28%	26%	31%	29%	34%	26%	30%
Most times/frequently	32%	21%	32%	30%	38%	39%	32%	32%	33%
Only when there's a problem	25%	36%	25%	28%	21%	21%	19%	28%	22%
Never	14%	25%	14%	15%	7%	11%	12%	13%	15%
Don't Know/Refused (VOL.)	1%	-	1%	1%	2%	0%	3%	2%	1%

35) In general, are technology products:

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Too complex to operate	18%	3%	8%	14%	25%	29%	29%	14%	21%
Have the right balance of advanced features & basic functions	32%	34%	36%	36%	32%	29%	24%	32%	32%
Easy to use	46%	62%	52%	45%	39%	38%	37%	48%	43%
Don't Know/Refused (VOL.)	5%	1%	4%	4%	4%	4%	10%	5%	4%

36) When technology companies introduce new products, how well do you feel they understand your needs? Would you say that usually:

PLEASE CHECK ALL THAT APPLY

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
They seem to understand my needs	37%	43%	40%	34%	38%	35%	33%	38%	36%
They try to satisfy perceived needs in the marketplace that may not be real	43%	34%	47%	46%	42%	45%	42%	44%	42%
They fall in love with their own technologies	39%	39%	40%	34%	35%	45%	42%	41%	36%
They introduce whatever they think will sell	55%	43%	57%	58%	57%	56%	57%	57%	53%
They have no idea what my life is really like or what products I would use	33%	29%	24%	34%	31%	41%	41%	29%	36%
None of the above	6%	8%	4%	4%	4%	11%	4%	5%	6%
Don't Know/Refused (VOL.)	3%	3%	3%	2%	3%	3%	5%	2%	4%

Section 8: Demographics

A few last questions that will be used for classification purposes only.

D1. Including yourself, how many people are there in your household? ENTER EXACT NUMBER

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
MEAN MEDIAN	3.09	4.69	3.16	3.40	3.15	2.38	1.85	3.35	2.86
1	18%	3%	12%	17%	13%	23%	39%	15%	20%
2	28%	14%	26%	12%	31%	45%	48%	27%	29%
3	18%	23%	23%	20%	18%	17%	6%	16%	20%
4	18%	23%	18%	30%	19%	7%	3%	20%	16%
5+	17%	34%	21%	20%	19%	7%	3%	20%	15%
Don't know/refused	1%	3%	1%	1%	0%	0%	2%	1%	1%

D2. How many children under age 18 are in your household? ENTER EXACT NUMBER

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	650	105	133	223	118	39	31	326	324
MEAN MEDIAN	2.16	3.19	1.96	2.01	1.95	1.31	2.01	2.38	1.93
1	39%	50%	37%	36%	38%	52%	18%	39%	39%
2	29%	20%	35%	37%	26%	10%	11%	31%	27%
3	14%	9%	15%	20%	16%	2%	2%	12%	17%
4	4%	3%	7%	3%	5%	2%	8%	3%	5%
5+	4%	11%	2%	3%	2%	-	-	5%	2%
Don't know/refused	10%	7%	5%	1%	14%	33%	61%	9%	11%

D2a. How many children are in the following age groups?

- a. Less than 5 years old

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	266	65	91	72	27	10	1	130	136
MEAN MEDIAN	1.39	1.75	1.23	1.20	1.58	1.00	1.00	1.55	1.23
1	68%	63%	71%	74%	52%	81%	46%	62%	73%
2	17%	16%	21%	15%	13%	-	-	18%	16%
3	3%	2%	-	2%	18%	-	-	3%	3%
4	4%	18%	-	-	-	-	-	9%	-
5+	-	-	-	-	-	-	-	-	-
Don't know/refused	8%	-	8%	10%	17%	19%	54%	8%	8%

b. 5-10 years old

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	264	35	79	95	41	8	5	132	132
MEAN MEDIAN	1.53	2.38	1.36	1.47	1.21	1.33	1.99	1.72	1.34
1	63%	64%	66%	59%	74%	65%	26%	60%	66%
2	22%	2%	22%	30%	20%	12%	39%	20%	23%
3	4%	-	6%	5%	-	-	25%	4%	4%
4	1%	-	-	1%	-	5%	-	1%	-
5+	4%	34%	-	-	-	-	-	9%	-
Don't know/refused	5%	-	7%	5%	6%	19%	11%	5%	6%

c. 11-12 years old

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	147	26	15	76	23	3	4	77	70
MEAN MEDIAN	1.26	2.10	1.00	1.05	1.26	1.00	1.16	1.47	1.05
1	77%	36%	100%	92%	65%	48%	73%	64%	91%
2	9%	13%	-	5%	23%	-	14%	12%	5%
3	8%	45%	-	-	-	-	-	15%	-
4	-	-	-	-	-	-	-	-	-
5+	-	-	-	-	-	-	-	-	-
Don't know/refused	6%	7%	-	4%	11%	52%	13%	8%	4%

d. 13-17 years old

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	270	42	27	111	70	12	7	139	131
MEAN MEDIAN	1.40	1.58	1.09	1.47	1.29	1.19	1.55	1.45	1.34
1	68%	68%	73%	62%	74%	81%	51%	67%	69%
2	19%	-	7%	26%	24%	19%	31%	20%	19%
3	9%	28%	-	10%	1%	-	10%	12%	6%
4	0%	-	-	-	1%	-	-	1%	-
5+	-	-	-	-	-	-	-	-	-
Don't know/refused	3%	4%	19%	2%	-	-	8%	1%	6%

D3. Which of the following best describes your marital status?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Married	49%	14%	44%	56%	68%	61%	47%	49%	50%
Single	25%	67%	33%	26%	13%	7%	6%	29%	21%
Divorced	7%	1%	6%	9%	10%	8%	10%	7%	7%
Separated	2%	-	1%	4%	1%	5%	0%	2%	2%
Living with significant other	8%	16%	14%	5%	5%	6%	1%	8%	7%
Widow/widower	8%	-	-	0%	3%	12%	34%	3%	12%
Prefer not to answer	1%	2%	3%	1%	0%	0%	1%	1%	1%

D4. What is the highest level of education you have completed?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
8th grade or less	7%	6%	7%	6%	3%	15%	6%	6%	8%
Some high school (9-11)	13%	19%	14%	10%	12%	7%	18%	11%	15%
High school diploma (GED)	29%	39%	26%	31%	25%	26%	28%	31%	27%
Some college (A.A. degree)	26%	24%	25%	25%	30%	25%	24%	26%	25%
Bachelor's degree (B.A., B.S.)	14%	7%	15%	19%	15%	12%	13%	14%	14%
Some post-graduate work	2%	1%	1%	3%	2%	4%	3%	2%	2%
Post-graduate degree (M.S., M.A. Ph.D, Ed.D., M.B.A., M.D., J.D.,	8%	1%	10%	7%	10%	11%	7%	8%	8%

D.O., D.D.S.,etc)

Prefer not to answer 1% 2% 1% 0% 2% 0% 1% 1% 1%

D5. Do you consider yourself to be:

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Black or African-American	12%	9%	11%	17%	11%	9%	7%	9%	14%
White or Caucasian	72%	46%	70%	70%	82%	72%	88%	77%	68%
Latin American or Hispanic	12%	26%	13%	11%	3%	18%	4%	10%	13%
Asian or Pacific Islander	4%	18%	5%	1%	2%	-	0%	4%	4%
Native American/American Indian	1%	2%	-	0%	1%	1%	0%	1%	0%
Some other racial background	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to answer	0%	0%	0%	0%	0%	0%	0%	0%	0%

D6. Which of the following categories best describes your annual household income before taxes?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Under \$25,000	24%	27%	22%	20%	20%	26%	30%	18%	29%
\$25,000 to \$49,999	24%	26%	31%	18%	19%	26%	25%	25%	23%
\$50,000 to \$74,999	18%	9%	24%	19%	21%	17%	14%	22%	14%
\$75,000 to \$99,999	10%	7%	9%	17%	12%	10%	5%	11%	10%
\$100,000 and \$149,000	8%	5%	7%	13%	9%	8%	4%	7%	9%
\$150,000 to \$199,999	3%	8%	1%	3%	3%	2%	1%	5%	1%
\$200,000 and above	2%	3%	0%	2%	6%	3%	1%	4%	1%
Don't Know/Refused (VOL.)	11%	14%	6%	8%	10%	8%	18%	8%	13%

D7. Are you currently:

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Employed full time and looking for a new or additional job	12%	12%	14%	19%	14%	11%	3%	15%	10%

Employee full time and not looking for a new or additional job	33%	20%	47%	44%	44%	29%	5%	40%	27%
Employed part time and looking for a new or additional job	5%	11%	7%	6%	4%	1%	1%	5%	5%
Employed part time and not looking for a new or additional job	7%	13%	8%	6%	6%	6%	4%	3%	10%
Unemployed and looking for a job	11%	23%	8%	14%	9%	11%	2%	11%	11%
Unemployed and not looking for a job	6%	10%	3%	5%	9%	12%	3%	6%	7%
Full time student	2%	7%	3%	-	0%	-	-	1%	2%
Housewife	4%	0%	10%	4%	4%	4%	1%	0%	8%
Retired	18%	2%	1%	2%	7%	24%	79%	17%	19%
Prefer not to answer	1%	1%	-	0%	4%	2%	1%	2%	1%

D8. Are you living in:

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
House that you own	63%	33%	48%	69%	70%	73%	82%	65%	62%
House that you rent	17%	24%	28%	19%	14%	9%	5%	17%	17%
Condo that you own	1%	-	1%	2%	1%	1%	2%	1%	1%
Condo that you rent	1%	0%	1%	1%	-	1%	0%	1%	0%
Apartment	12%	21%	18%	8%	9%	10%	8%	10%	14%
Mobile home	2%	2%	1%	0%	3%	3%	1%	2%	2%
With family member(s)/In family member's house	2%	8%	1%	1%	0%	0%	0%	1%	3%
Retirement community	0%	-	-	-	-	-	1%	0%	0%
Dormitory	-	-	-	-	-	-	-	-	-
Other (specify)	2%	10%	0%	-	0%	1%	1%	3%	0%
Prefer not to answer	1%	2%	2%	0%	2%	1%	0%	1%	1%

D9. Which of the following have you done in the past year?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Written or called any politician at the state, local, or national level?	27%	15%	17%	24%	38%	37%	36%	32%	23%
Attended a political rally or speech?	19%	22%	15%	15%	25%	18%	20%	24%	15%

Signed a petition?	39%	36%	35%	39%	44%	40%	40%	43%	36%
Attended a public meeting on a town or school affair?	36%	30%	32%	36%	47%	34%	36%	41%	32%
Served on a committee?	23%	15%	20%	25%	27%	24%	27%	23%	24%
Served as an officer of some club or organization?	20%	16%	17%	20%	23%	23%	24%	24%	17%
Written a letter to a newspaper/magazine or called a live radio or TV show?	22%	25%	20%	19%	29%	17%	20%	27%	16%
Been a member of any group for better government?	15%	20%	11%	14%	15%	14%	16%	18%	12%
Made a speech?	18%	27%	12%	15%	24%	18%	14%	22%	14%
Worked for a political party?	8%	11%	7%	6%	8%	8%	10%	11%	6%
Written an article?	17%	27%	14%	12%	19%	15%	18%	19%	15%
Held or run for political office?	3%	10%	-	3%	2%	2%	4%	5%	1%
Have you written or commented on a blog?	22%	40%	34%	20%	16%	11%	7%	24%	19%
Recommended a health treatment to a friend, family member or colleague	45%	37%	55%	37%	52%	46%	44%	47%	44%
Recommended a new technology to a friend, family member or colleague	40%	59%	50%	38%	38%	31%	26%	44%	36%

D10. Which of the following to you frequently rely on to keep up with current events?

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	MALE	FEMALE
TOTAL ANSWERING	1503	196	286	324	263	180	247	721	782
Daily local newspapers	58%	52%	60%	48%	60%	58%	73%	57%	60%
Daily national general interest or business newspapers	15%	14%	12%	11%	16%	22%	18%	15%	15%
Weekly or monthly community newspapers	24%	17%	29%	20%	24%	29%	26%	22%	26%
Network, local television	71%	63%	60%	78%	72%	73%	77%	67%	74%
Cable networks focusing on a specific topic or subject	48%	47%	41%	44%	54%	55%	50%	48%	48%
Cable news or business networks	49%	45%	49%	41%	56%	59%	52%	50%	48%
Radio	54%	44%	53%	55%	60%	58%	53%	52%	56%
Weekly or monthly general interest/news magazines	22%	13%	21%	23%	19%	36%	22%	20%	24%
National weekly business magazines	10%	9%	7%	10%	9%	15%	9%	11%	8%
Special interest/trade media (dedicated to the specific news topic or subject)	16%	25%	17%	13%	16%	17%	11%	18%	14%

Internet sites of print and broadcast media, portals and search engines	43%	59%	56%	45%	42%	36%	18%	46%	40%
Internet blogs, user groups, chat rooms	17%	29%	20%	21%	15%	11%	5%	21%	13%
Special interest or topic-specific internet sites (organization, company, government, etc)	25%	36%	28%	27%	24%	19%	15%	28%	22%
Social networking sites (Myspace.com, Facebook.com, etc)	23%	41%	38%	22%	19%	10%	9%	21%	25%
Twitter	7%	13%	10%	8%	6%	1%	1%	8%	6%
Instant Messenger	13%	24%	19%	13%	13%	7%	3%	14%	12%
Podcasts	6%	7%	9%	8%	7%	5%	2%	8%	4%
Word of Mouth (family, friends, co-workers)	53%	51%	60%	47%	49%	61%	49%	52%	53%
News and information services such as LexisNexis, Factiva, and Dialog	9%	16%	11%	9%	5%	11%	6%	10%	8%
Other (specify)	0%	-	-	0%	0%	0%	0%	0%	0%
None of the above (VOL.)	1%	1%	1%	2%	0%	1%	1%	1%	1%
Don't Know/Refused (VOL.)	2%	-	3%	1%	3%	0%	1%	2%	1%

Appendix C: Segment Data Tables

THE PHILIPS INDEX

America's State of Health and Well-Being

S1. What year were you born?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
MEAN	45.15	48.14	46.54	40.59	45.03
MEDIAN	43.00	46.00	46.00	42.00	43.00
18-24	13.0%	16.5%	10.0%	12.3%	13.8%
25-34	19.0%	12.3%	15.1%	24.4%	24.4%
35-44	21.5%	20.0%	22.5%	29.3%	13.4%
45-54	17.5%	13.3%	22.4%	14.6%	19.4%
55-64	12.0%	11.1%	14.1%	14.0%	8.4%
65+	16.5%	26.0%	15.6%	5.1%	20.0%
Refused	0.5%	0.9%	0.4%	0.4%	0.5%

S2. Are you

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Male	48.0%	52.7%	43.6%	47.5%	48.5%
Female	52.0%	47.3%	56.4%	52.5%	51.5%

S3. Do you reside in:

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
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TOTAL ANSWERING	1503	288	318	301	286
Northeast	19.0%	18.3%	22.0%	16.7%	18.8%
Midwest	23.0%	28.0%	25.6%	15.7%	22.9%
South	36.0%	34.5%	34.1%	44.2%	31.0%
West	22.0%	19.2%	18.4%	23.5%	27.3%

Section 1: Overall Health and Well-Being

1) How would you rate your overall feeling of health and well-being?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
NET: VERY GOOD/GOOD	73.7%	77.2%	71.5%	61.3%	82.9%
Very good	30.6%	38.0%	25.0%	18.2%	40.8%
Good	43.0%	39.2%	46.5%	43.1%	42.1%
Neither good or bad	6.1%	4.9%	7.0%	8.2%	2.3%
NET: SOMEWHAT GOOD/NOT GOOD AT ALL	19.8%	16.7%	21.5%	29.4%	14.7%
Somewhat good	14.3%	10.8%	14.1%	23.0%	12.1%
Not good at all	5.5%	5.9%	7.4%	6.4%	2.7%
Don't Know/Refused (VOL.)	0.5%	1.2%		1.1%	0.1%

2) A. Would you say your overall feeling of health and wellbeing has gotten much worse, slightly worse, stayed the same, gotten a little better, or gotten much better in the last five years?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
NET: BETTER	27.3%	27.6%	22.0%	26.1%	35.2%
Much better	12.5%	10.9%	9.6%	8.5%	21.0%
A little better	14.8%	16.7%	12.3%	17.6%	14.2%
Stayed the same	45.0%	45.5%	44.7%	42.2%	47.0%
NET: WORSE	26.5%	26.3%	33.3%	30.3%	17.1%
Slightly worse	18.3%	16.4%	25.3%	17.1%	13.8%
Much worse	8.2%	9.9%	7.9%	13.2%	3.3%
Don't Know/Refused (VOL.)	1.2%	0.7%		1.4%	0.6%

2B. How about in the last year?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
NET: BETTER	23.0%	22.1%	16.6%	20.9%	35.0%
Much better	9.9%	6.7%	6.6%	8.2%	17.2%
A little better	13.1%	15.4%	9.9%	12.6%	17.9%
Stayed the same	52.3%	52.7%	58.5%	46.3%	48.4%
NET: WORSE	23.8%	24.9%	25.0%	30.8%	16.5%
Slightly worse	16.3%	16.5%	19.7%	20.6%	12.4%
Much worse	7.6%	8.4%	5.3%	10.2%	4.1%
Don't Know/Refused (VOL.)	0.9%	0.3%		2.0%	0.1%

3) For each of the following, how important are they in affecting your feeling of health and well-being? (Very Important)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Your job	47.6%	38.4%	46.7%	54.5%	50.9%
How much you earn	48.6%	51.2%	46.2%	53.5%	48.7%
How much you weigh	43.7%	40.4%	48.1%	34.5%	51.8%
Your overall physical health	78.5%	78.1%	83.1%	73.0%	86.0%
Your mental health	81.5%	76.5%	82.4%	76.7%	86.1%
The community you live in	50.3%	47.9%	56.3%	41.4%	53.6%
Your relationship with your family & friends	85.8%	89.4%	87.9%	86.1%	82.8%
How much stress you have	53.3%	48.6%	58.0%	55.6%	49.7%
The place of worship you attend, if any	50.9%	53.2%	49.9%	46.0%	54.5%
How much you contribute to your community	34.7%	31.6%	32.9%	33.0%	37.2%
The overall physical health of family members	77.0%	74.3%	84.2%	77.8%	75.2%
Your relationship with your spouse or partner	70.0%	59.5%	75.1%	72.5%	73.4%
Your relationship with your boss and coworkers	34.2%	28.4%	35.0%	34.2%	39.9%
The cost of living	63.0%	61.8%	63.7%	63.8%	62.7%
The amount of vacation time you have	38.3%	37.4%	39.8%	38.6%	38.4%
The amount free time you have to spend friends and family	66.0%	67.3%	67.1%	65.2%	65.7%
The amount free time you can spend alone	43.9%	40.7%	44.1%	44.5%	48.7%

4) For each of the following, how satisfied are you with this aspect of your life? (COMPLETELY SATISFIED)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Your job	17.4%	16.1%	23.4%	15.5%	17.2%
How much you earn	12.7%	13.2%	12.8%	12.8%	15.6%
How much you weigh	17.6%	25.1%	14.5%	10.7%	23.7%
Your overall physical health	26.0%	29.2%	23.0%	18.3%	35.9%
Your mental health	37.7%	44.2%	43.6%	25.1%	41.9%
The community you live in	26.7%	32.3%	33.5%	14.8%	28.1%
Your relationship with your family & friends	45.1%	48.4%	54.9%	39.2%	42.1%
How much stress you have	13.2%	16.8%	12.6%	8.2%	15.4%
The place of worship you attend, if any	30.1%	31.2%	35.6%	24.1%	27.5%
How much you contribute to your community	16.5%	19.6%	14.7%	16.2%	19.1%
The overall physical health of family members	25.3%	27.8%	23.9%	20.3%	27.4%
Your relationship with your spouse or partner	43.1%	41.4%	48.4%	44.0%	41.3%
Your relationship with your boss and coworkers	17.9%	15.3%	23.5%	19.1%	17.7%
The cost of living	7.6%	8.6%	7.7%	4.5%	10.5%
The amount of vacation time you have	21.4%	26.8%	22.7%	18.6%	19.7%
The amount free time you have to spend friends and family	23.5%	23.6%	29.2%	14.6%	29.5%
The amount free time you can spend alone	22.6%	28.7%	21.4%	16.5%	24.0%

5) How much does your feeling of health and well-being affect the following aspects of your life? (GREATLY)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Your performance on the job	29.9%	21.6%	34.1%	35.9%	30.7%
How much you weigh	24.3%	19.9%	27.9%	25.0%	29.2%
How well you get along with your family & friends	48.9%	43.9%	52.8%	46.7%	52.1%
How much stress you have	32.7%	19.1%	35.0%	42.3%	35.8%
How much you contribute to your community	19.3%	14.1%	18.1%	21.6%	23.2%
The overall physical health of family members	43.5%	37.7%	48.2%	45.0%	42.9%
Your relationship with your spouse or partner	44.7%	36.6%	51.2%	46.5%	50.4%
Your relationship with your boss and coworkers	20.3%	9.9%	23.0%	28.0%	20.4%
The amount of free time you have to spend friends and family	34.5%	23.7%	34.3%	43.5%	40.7%
The amount of free time you can spend alone	26.6%	15.6%	29.5%	30.5%	28.5%
Your appetite and diet	31.6%	23.2%	33.5%	35.4%	37.8%

6) Which of the following do you do to help improve your feeling of well-being?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Take vitamins or supplements	55.7%	51.5%	55.0%	55.7%	66.0%
Use herbal or homeopathic remedies	22.3%	12.5%	23.3%	28.3%	27.9%
Get acupuncture	3.1%	1.5%	4.4%	1.1%	5.9%
Practice yoga	10.8%	6.4%	12.6%	10.7%	13.6%
Go to a health club facility	20.9%	17.4%	20.3%	19.7%	30.1%
Eat a special diet	25.5%	22.8%	27.8%	24.7%	30.6%
See a mental health professional or therapist	9.6%	8.8%	10.8%	11.5%	9.1%
Volunteer my time with a charity or organization	39.9%	34.2%	42.6%	30.8%	45.0%
Spend time doing hobbies	68.9%	63.5%	76.2%	64.5%	70.6%
Spend time with friends and family	86.7%	88.6%	93.8%	82.6%	87.2%
Spend time outside	79.2%	79.3%	84.2%	71.3%	84.1%
Spend time relaxing at home	83.8%	85.3%	87.5%	78.7%	86.2%
None of these	2.7%	1.4%		7.0%	3.1%
Don't Know/Refused (VOL.)	0.5%	0.0%		1.0%	0.9%

Section 2: Personal Health/Medical Care

7) How much do you feel that the state of your health is up to you to control? PLEASE SELECT ONE

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
There is not much that I can do about my health	4.8%	6.7%	4.6%	6.1%	4.2%
How I take care of myself makes an important difference in my health	33.4%	24.6%	42.0%	28.4%	39.3%
For the most part, my health is up to me.	60.2%	68.0%	51.7%	64.5%	54.2%
Don't Know/Refused (VOL.)	1.5%	0.7%	1.8%	1.0%	2.3%

8) Overall, how would you rate the state of your physical health? PLEASE SELECT ONE

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
NET: EXCELLENT/GOOD	80.4%	84.4%	71.1%	78.8%	84.7%

Excellent, with no significant problems,	24.0%	23.6%	15.7%	15.5%	35.5%
Generally good, but with some minor problems,	56.3%	60.8%	55.5%	63.2%	49.1%
NET: FAIR/POOR	18.6%	15.3%	27.2%	20.1%	15.1%
Fair, with some potentially serious problems, or	14.9%	11.8%	20.8%	16.5%	12.6%
Poor, with serious problems	3.7%	3.6%	6.4%	3.6%	2.5%
Don't know/Refused (VOL.)	1.0%	0.2%	1.7%	1.1%	0.2%

9) Which of the following are you concerned about as potential threats to your health in the next five years? SELECT ALL THAT APPLY

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Declining vision	30.5%	24.8%	34.2%	27.4%	37.7%
Declining hearing	21.0%	22.9%	24.6%	18.8%	23.0%
Memory loss	26.0%	21.1%	31.8%	27.6%	26.0%
High cholesterol	30.5%	27.3%	39.6%	29.2%	30.0%
High sugar count/diabetes	25.5%	18.5%	35.9%	24.6%	26.8%
Being Overweight/Obesity	29.5%	18.4%	46.3%	35.1%	24.8%
Joint pain/arthritis	40.5%	34.9%	43.5%	47.4%	39.0%
Heart attack	23.3%	22.8%	26.8%	29.4%	16.7%
Stroke	17.9%	15.5%	25.3%	17.4%	16.2%
Cancer	24.2%	24.6%	31.0%	22.1%	23.8%
Viral infections (general)	16.7%	8.8%	21.9%	17.2%	16.6%
Bacterial Infections (general)	16.2%	5.6%	21.7%	19.1%	19.1%
Depression	23.6%	15.5%	29.5%	28.5%	24.0%
Anxiety	25.4%	14.9%	29.6%	30.6%	27.4%
AIDS	5.3%	1.9%	7.6%	4.7%	8.3%
Widespread influenza (Flu)	22.0%	13.7%	27.8%	22.1%	27.5%
Blood pressure problems	0.5%	0.3%	1.2%		0.3%
An accident	0.1%		0.1%	0.1%	
Aging	0.1%	0.1%	0.3%	0.1%	
Back problems	0.7%	2.1%	1.1%		
Government changes to healthcare	0.6%	0.1%	1.2%	0.1%	0.6%
Other	1.4%	1.0%	1.1%	2.5%	1.0%
None of these	15.2%	16.5%	8.0%	18.1%	14.7%
Don't Know/Refused (VOL.)	0.8%	0.5%	0.2%	1.1%	0.8%

10) Are you on any medication for anxiety, stress or mood stabilization?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Yes	12.6%	10.8%	19.0%	8.6%	12.3%
No	86.9%	89.2%	80.2%	90.4%	87.6%
Don't Know/Refused (VOL.)	0.5%		0.8%	1.0%	0.0%

11) How often do you go to a Doctor for a general check up? PLEASE SELECT ONE

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
About once a year	67.5%	67.8%	83.7%	46.3%	76.1%
Every couple of years	11.2%	14.4%	8.5%	12.7%	11.6%
Every three to five years	6.0%	4.2%	3.1%	10.8%	3.6%
Less than five years	1.4%	1.6%	1.0%	1.9%	1.7%
Hardly ever or never	13.1%	9.9%	2.8%	27.3%	6.8%
Don't Know/Refused (VOL.)	0.9%	2.0%	1.0%	1.1%	0.2%

12) How often do you go to a Doctor for a specific problem, illness or condition? PLEASE SELECT ONE

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Weekly or more	1.5%	0.2%	2.3%	0.4%	2.6%
2 -3 times per month	4.2%	5.6%	6.3%	3.9%	3.0%
Once a month	7.3%	3.1%	5.4%	9.8%	10.7%
Every few months	15.8%	17.2%	22.3%	7.0%	15.4%
A couple of times a year	30.3%	32.2%	34.1%	27.4%	28.0%
Hardly ever or never	39.7%	40.9%	28.8%	49.1%	38.9%
Don't Know/Refused (VOL.)	1.3%	0.8%	0.8%	2.4%	1.4%

13) How often do you go to the Dentist for a cleaning or a general check up? PLEASE SELECT ONE

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
More than every six months	7.0%	6.9%	6.9%	7.3%	7.6%

Every six months	34.1%	31.3%	46.4%	18.0%	41.4%
About once a year	22.7%	23.3%	23.6%	22.9%	22.4%
Every couple of years	10.3%	12.7%	6.0%	15.3%	7.2%
Every three to five years	4.3%	3.7%	3.6%	7.9%	4.1%
Less than five years	3.5%	2.9%	2.6%	1.8%	1.5%
Hardly ever or never	17.6%	17.5%	10.9%	25.7%	15.9%
Don't Know/Refused (VOL.)	0.5%	1.8%		1.1%	

14) When you are concerned about being sick, where do you usually get your medical or health information FIRST? PLEASE SELECT ONE

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Family members or friends	12.5%	13.3%	11.2%	16.5%	9.3%
Internet search	18.3%	13.2%	20.2%	24.2%	18.2%
Magazines/newsletters	0.7%	0.6%	0.4%		2.2%
Television	1.3%	2.4%	0.2%	1.2%	1.9%
Newspapers	0.3%	0.2%	0.3%	0.4%	0.2%
Books	2.5%	1.0%	2.3%	3.4%	2.9%
Doctors	53.3%	61.9%	60.8%	39.7%	51.3%
Pharmacists	4.9%	2.9%	1.8%	9.3%	8.0%
Government Brochures	0.4%	0.2%	0.1%		0.7%
Natural health advocates such as acupuncturists, massage therapists, etc.	0.7%		0.4%	1.2%	0.6%
At the gym or health club	0.2%	0.9%			
Psychics/spiritual advisors	0.1%	0.1%			
My own experience(s)/knowledge/know-how	1.7%	0.4%	1.0%	0.8%	
Hospital/Medical facility	0.7%	0.7%	0.2%	0.6%	1.5%
Nurse(s)	0.2%		0.7%		0.1%
Insurance provider services	0.0%				0.1%
Other	0.2%		0.5%		0.1%
None of the above (VOL.)	1.3%	1.5%		1.6%	0.9%
Don't Know/Refused (VOL.)	0.7%	0.5%	0.0%	1.1%	2.1%

15) Where else you get your medical or health information? SELECT ALL THAT APPLY

TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
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TOTAL ANSWERING	1503	288	318	301	286
Family members or friends	21.4%	17.3%	20.4%	23.8%	23.0%
Internet search	19.8%	15.3%	31.3%	13.7%	20.6%
Magazines/newsletters	7.8%	5.8%	8.8%	8.5%	8.4%
Television	9.0%	6.4%	8.1%	14.3%	5.7%
Newspapers	4.7%	2.6%	7.0%	2.3%	7.3%
Books	9.9%	4.8%	10.9%	12.0%	14.8%
Doctors	26.8%	23.2%	27.1%	26.4%	26.7%
Pharmacists	13.1%	11.3%	17.4%	13.5%	11.6%
Government Brochures	2.0%	0.8%	3.2%	2.2%	1.4%
Natural health advocates such as acupuncturists, massage therapists, etc.	1.7%	1.6%	1.9%	2.3%	1.9%
At the gym or health club	1.3%	1.2%	0.4%	0.6%	3.5%
Psychics/spiritual advisors	0.4%			0.7%	0.8%
My own experience(s)/knowledge/know-how	0.1%		0.1%		0.4%
Hospital/Medical facility	0.1%	0.1%			0.3%
Nurse(s)	0.1%				
Insurance provider services					
Other	3.1%	6.6%	2.6%	1.4%	3.8%
None of the above (VOL.)	13.7%	20.8%	10.9%	7.7%	13.0%
Don't Know/Refused (VOL.)	2.7%	1.3%	1.0%	6.6%	2.3%

16) Which of the following statements are true about you? PLEASE SELECT ALL THAT APPLY (TRUE)

TOTAL ANSWERING	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
	1503	288	318	301	286
I go to the Doctor regularly	61.1%	54.9%	88.4%	26.0%	75.0%
I don't think I go to the Doctor as much as I should	35.9%	24.0%	21.0%	73.3%	32.8%
I avoid going to the Doctor as much as possible	44.7%	31.1%	20.3%	85.9%	41.0%
I always go for the medical tests I'm supposed to get	75.8%	80.4%	92.9%	47.9%	88.7%
I do whatever the Doctor tells me	71.1%	72.2%	78.7%	46.0%	89.7%
I don't always take the medicine I'm prescribed	28.7%	18.5%	13.1%	42.6%	42.4%
I would much prefer to do my own medical tests at home	22.4%	12.3%	11.4%	38.0%	25.4%
I wish I could email my Doctor when I have questions	58.7%	22.7%	74.5%	74.1%	70.5%
I would communicate with my Doctor more often if I didn't have to make a trip	48.8%	15.4%	51.4%	65.0%	62.6%
If I don't like what a Doctor says, I go for a second opinion	64.0%	43.4%	67.0%	65.7%	78.0%

If I don't like what a Doctor says, I ignore it	19.6%	7.6%	7.7%	41.8%	23.0%
I'm nervous/skeptical about going to the hospital	41.1%	23.4%	25.3%	73.5%	41.1%
I believe most health problems get better if you give them time	51.6%	32.0%	46.5%	63.4%	72.1%
I think that surgery should always be avoided if possible	76.2%	73.9%	80.8%	74.1%	73.0%
I wouldn't mind having a little cosmetic surgery to improve my appearance	22.4%	8.9%	19.9%	31.2%	28.7%
I believe you can improve your appearance without cosmetic surgery	80.1%	81.8%	88.3%	73.6%	77.4%
I'm in better shape now than ever before	29.2%	37.7%	6.7%	17.3%	65.2%
I expect medical technology to keep me healthy to a ripe old age	59.2%	39.1%	66.1%	52.1%	82.8%
I like to stay on top of health-related news and information	75.6%	57.4%	84.0%	68.3%	91.2%
I am comfortable talking to my doctor about medical issues	89.8%	90.9%	95.8%	82.7%	96.4%
I don't exercise as much as I think I should	66.2%	54.8%	86.5%	71.7%	52.1%
I eat healthier than most people	54.1%	54.7%	49.1%	37.8%	80.8%
I am eager to try new gadgets or devices aimed at improving my health and well-being	41.7%	14.5%	37.7%	42.7%	81.7%
I am as physically fit as I can be for my age	51.3%	59.7%	21.4%	37.7%	90.6%
I believe in non-traditional forms of medicine such as acupuncture and herbal treatments	42.1%	42.5%	20.0%	40.4%	59.0%

17) How old do you expect to live to be?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Over 100	7.8%	4.7%	6.8%	5.3%	14.2%
91-100	17.0%	20.3%	16.5%	14.1%	20.4%
81-90	33.9%	37.3%	42.0%	29.6%	32.7%
71-80	22.4%	22.9%	24.8%	26.9%	18.6%
61-70	6.2%	7.2%	5.3%	7.8%	2.2%
51-60	2.7%	2.9%	0.7%	2.3%	5.1%
Under 50	3.5%	0.8%	1.1%	10.5%	1.5%
Don't know/Refused (VOL.)	6.5%	3.8%	2.9%	3.5%	5.3%

18) Do you expect to live?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
A longer life than your parents	47.3%	42.4%	46.7%	51.5%	54.5%

About the same length as your parents	36.1%	44.5%	38.7%	25.7%	33.1%
A shorter life than your parents	10.4%	9.3%	9.2%	18.6%	8.2%
Don't know/Refused (VOL.)	6.3%	3.8%	5.4%	4.2%	4.2%

19) If you had a terminal disease, would you want to know?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Yes	91.6%	91.3%	91.4%	91.2%	93.0%
No	7.1%	8.7%	7.8%	6.5%	6.1%
Don't Know/Refused (VOL.)	1.3%		0.8%	2.3%	0.9%

20) In the future, medical devices (or medical technology) may be able to tell you if and/or when you may contract a serious medical condition or disease. Would you want to know this information in advance?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Yes	83.1%	78.9%	85.0%	79.2%	90.7%
No	15.3%	21.0%	14.3%	18.4%	8.4%
Don't Know/Refused (VOL.)	1.6%	0.2%	0.7%	2.4%	0.8%

Section 3: Weight and Diet

21) Do you consider yourself to be overweight?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Yes	39.5%	31.1%	58.2%	40.6%	25.5%
No	60.3%	68.9%	41.8%	58.3%	74.3%
Don't Know/Refused (VOL.)	0.3%	0.0%		1.1%	0.2%

22) How much weight are you trying to or would you like to lose?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
None	29.2%	34.6%	18.1%	28.6%	34.4%
1 to 5 pounds	11.3%	16.5%	6.9%	11.0%	13.4%
6 to 10 pounds	12.0%	11.6%	11.1%	8.9%	18.0%
11 to 20 pounds	17.2%	14.7%	23.1%	16.4%	14.7%
21 to 30 pounds	8.7%	6.9%	11.4%	8.7%	5.4%
31 to 40 pounds	3.4%	4.3%	4.6%	2.5%	2.0%
41 to 50 pounds	5.2%	2.1%	10.7%	4.2%	2.7%
51 to 60 pounds	2.0%	2.9%	2.2%	3.6%	1.2%
61 to 70 pounds	1.8%	0.6%	2.4%	5.0%	0.5%
71 to 80 pounds	1.3%	0.1%	1.4%	3.1%	1.2%
81 to 90 pounds	0.1%		0.2%	0.1%	
91 to 100 pounds	2.0%	2.0%	1.4%	2.8%	0.7%
More than 100 pounds	0.8%	0.8%	1.9%	0.7%	0.2%
Don't know/Refused (Vol.)	5.0%	2.8%	4.5%	4.4%	5.6%

23) If you wanted to lose weight, which of the following would you do? PLEASE SELECT ALL THAT APPLY

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Eat lower carbohydrates (Atkins, Zone, South Beach)	49.4%	83.3%	89.8%	79.3%	92.1%
Eat lower fat	62.3%	77.7%	83.5%	78.2%	76.2%
Eat lower calories	64.0%	62.4%	77.4%	58.1%	69.3%
Consume less alcohol	27.5%	20.9%	34.1%	32.5%	30.9%
Go on Weight Watchers or other diet program	21.7%	18.0%	30.6%	25.4%	29.2%
Stop/cut down eating sweets	60.6%	53.6%	77.9%	55.8%	63.3%
Stop/cut down eating salty snacks	54.2%	52.3%	68.4%	52.6%	54.9%
Stop/cut down eating fast food	57.5%	59.4%	69.5%	56.2%	58.4%
Increase exercise	75.7%	69.9%	83.0%	75.3%	76.1%
An exercise device	50.1%	40.5%	57.5%	53.7%	53.5%
Use diet aids or supplements	17.8%	10.9%	15.7%	23.6%	24.9%
Consider surgery	7.4%	0.8%	7.6%	14.0%	8.2%

Other	0.7%	0.4%	0.2%	1.0%	0.7%
Nothing works for me	0.1%	0.1%	0.2%		0.2%
Not interested in losing weight	7.2%	6.6%	3.8%	9.8%	7.3%
Don't Know/Refused (VOL.)	1.2%	0.8%		2.1%	0.5%

Section 4: Sleep

24) Do you get enough sleep each night?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Yes	62.9%	66.5%	65.7%	51.2%	65.1%
No	36.9%	33.1%	34.3%	48.8%	34.9%
Don't know/Refused (VOL.)	0.2%	0.4%		0.1%	

25) **IF “NO” TO Q24** What are some reasons you don’t get enough sleep at night? SELECT ALL THAT APPLY

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	554	95	109	147	100
I go to sleep very late at night and have to be up early in the morning	35.7%	25.5%	35.3%	36.3%	42.0%
I am worried/stressed about things going on in my life	48.6%	30.9%	45.8%	61.2%	50.0%
I am worried/stressed about things going on in the outside world	23.7%	12.0%	22.1%	34.3%	23.6%
I have too much to do during the day and not enough time to get it all done	37.3%	32.7%	31.4%	38.6%	48.8%
I am a poor sleeper overall	37.1%	34.3%	38.2%	41.4%	35.4%
My children keep me up at night	20.2%	11.8%	22.7%	28.3%	15.1%
Outside noise	10.7%	2.9%	14.1%	12.4%	10.6%
I have a health condition that wakes me up at night	18.1%	7.1%	22.1%	22.1%	17.1%
Snoring (my own or my spouse/partner)	19.0%	9.2%	25.6%	19.9%	22.4%
Sleep apnea	9.5%	3.3%	9.7%	18.2%	5.9%
Job/Working	2.9%	3.6%	9.6%	4.8%	1.8%
Television	0.6%	5.4%	0.4%	3.4%	0.6%
Insomnia	0.6%		1.6%	0.3%	

Other, (PLEASE SPECIFY)	1.8%	33.8%	19.2%	21.3%	18.4%
Don't Know/Refused (VOL.)	1.5%	0.6%	2.6%	1.3%	2.9%

26) IF “NO” TO Q24 How much does a lack of enough sleep affect each of the following: (A LOT)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	554	95	109	147	100
Home life	21.3%	10.7%	26.2%	26.7%	14.4%
Job performance	17.5%	14.3%	17.0%	24.5%	10.3%
Community involvement	14.2%	8.4%	11.4%	22.0%	10.7%
Your physical health	27.3%	19.3%	33.7%	27.1%	27.7%
Your mental health	21.2%	12.5%	21.7%	22.1%	24.5%
Relationships with others	16.5%	7.3%	22.5%	19.7%	14.0%

Section 5: Stressors and Worries

27) How stressed do you consider yourself to be?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
NET: A LOT/SOMEWHAT	46.4%	41.8%	45.8%	62.1%	38.2%
A lot	14.9%	8.1%	10.9%	29.3%	10.0%
Somewhat	31.5%	33.7%	34.9%	32.8%	28.2%
NET: ONLY A LITTLE/NOT AT ALL	52.9%	57.6%	53.6%	36.8%	61.0%
Only a little	30.8%	35.2%	35.1%	25.9%	27.9%
Not at all	22.1%	22.3%	18.5%	10.9%	33.1%
Don't Know/Refused (VOL.)	0.7%	0.6%	0.6%	1.1%	0.8%

28) FOR ALL THOSE OTHER THAN “NOT AT ALL” IN Q27 To what degree do each of the following contribute to stress you might feel: (A LOT)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1171	223	259	268	191
Job	21.0%	13.4%	14.5%	32.4%	20.1%
Loss of job	28.7%	23.7%	23.3%	36.8%	26.4%

Boss	11.6%	10.9%	7.4%	13.3%	16.0%
Coworkers	8.6%	8.6%	7.3%	5.9%	14.0%
Spouse	12.3%	8.2%	12.2%	15.4%	15.4%
Where you live	10.6%	9.6%	9.4%	12.0%	12.6%
Your kids	17.6%	14.5%	17.6%	21.8%	13.7%
Your home/apartment	14.2%	9.5%	8.8%	19.2%	20.5%
Commuting to/from work	11.1%	9.6%	5.0%	16.8%	12.6%
Having enough money to pay your bills	39.5%	32.0%	35.7%	50.0%	36.6%
Having enough money to save for the future	38.4%	27.7%	35.9%	48.6%	41.2%
Ability to retire	20.0%	13.1%	19.5%	24.5%	28.5%
Getting enough sleep	24.1%	24.4%	17.6%	29.6%	24.5%
The telephone	11.5%	14.6%	6.5%	14.4%	12.6%
Other communications technology	7.8%	10.2%	3.8%	10.9%	7.3%
Crime that might affect you	18.4%	17.1%	14.4%	20.8%	20.9%
Politics/government-related issues	19.9%	19.4%	17.3%	22.5%	15.0%
World news and events	16.7%	14.2%	14.7%	21.5%	16.1%
Wars in Iraq and Afghanistan	21.0%	19.1%	17.0%	23.4%	28.1%
The economy	40.2%	33.7%	38.5%	47.2%	38.6%
Healthcare costs	39.5%	32.0%	33.5%	48.6%	43.1%

Section 6: Community

29) When you think of the community you would most like to live in, how important are each of the following: (VERY IMPORTANT)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Local hospitals	58.7%	52.6%	62.3%	56.7%	65.9%
Local schools	57.1%	48.7%	60.2%	56.9%	58.8%
Garbage pick-up	46.7%	45.6%	35.6%	52.6%	54.0%
Quality of roads	44.1%	37.7%	40.1%	44.5%	50.4%
Availability of employment	59.6%	53.9%	59.3%	65.5%	57.3%
Cable service	25.4%	25.0%	20.3%	22.2%	31.8%
Access to healthcare facilities	57.8%	57.9%	61.3%	49.1%	65.0%
Safety and crime rate	70.8%	63.2%	77.3%	71.0%	71.6%
Parks and recreation facilities	36.7%	32.4%	36.1%	34.8%	45.9%
Access to arts and culture	24.3%	22.2%	20.7%	23.4%	30.0%
Pollution and smog	53.4%	41.4%	54.5%	47.9%	62.9%

Distance to your place of employment	33.7%	24.6%	31.2%	36.7%	40.6%
Availability of shopping and grocery stores	42.7%	43.6%	43.8%	36.0%	50.1%
Local government	37.3%	33.1%	38.0%	41.7%	35.5%

Section 7: The Role of Technology

30) Thinking about the role of technology in your life, how much do you agree or disagree with the following statements:
(COMPLETELY AGREE)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1193	288	318	301	286
Medical technology will allow me to live longer	1503	29.8%	41.6%	32.8%	41.7%
By the time I reach the age where I expect to have serious health issues, medical technology will have advanced to the point where those issues won't affect me	36.2%	17.0%	10.3%	14.8%	23.7%
I wish there was less technology in my life	15.1%	14.1%	9.8%	20.6%	12.7%
I get really excited when new technologies come out	14.7%	11.0%	14.1%	18.2%	29.3%
Technological advancements will fundamentally change our homes in the next 10 years	17.9%	33.6%	42.9%	36.6%	49.5%
Lighting can have a significant effect on my sense of health and well-being	38.9%	25.6%	37.8%	31.5%	36.4%
The internet has made my life better	33.1%	24.2%	34.4%	31.0%	34.0%
When I have a concern about a health issue, I usually check the internet first	30.3%	17.2%	25.7%	23.7%	32.5%
Technology has made life more stressful	24.6%	21.7%	10.9%	18.0%	20.8%
I know how to use all of the features on my Smartphone	17.1%	31.9%	21.2%	21.0%	32.0%
My lifestyle improves as new technologies are created	24.8%	18.0%	18.9%	20.7%	30.3%
I am responsible for figuring out the best technologies that can improve my sense of health and well-being	20.9%	35.9%	34.3%	48.2%	44.9%
Social media such as twitter, Facebook and MySpace have made my life better	38.6%	7.7%	4.1%	5.8%	12.1%
I am concerned that the proliferation of things such as Facebook and MySpace will reduce my privacy	7.5%	20.4%	26.0%	31.9%	30.7%

31) The following are various things that you could use at home to affect your health and well-being. How likely would you to use the following: (VERY LIKELY)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
A device that counts the amount of calories and tracks your activities throughout the day	21.7%	14.7%	22.1%	27.8%	25.8%
A monitor you would wear to call emergency personnel if you needed care	29.7%	24.9%	27.3%	30.6%	38.5%
Lighting to improve your mood or reduce stress	24.6%	19.0%	21.2%	24.0%	35.6%
A device to help plan healthy meals for you and your family	23.4%	14.5%	23.3%	23.7%	33.2%

32) Changes in technology have affected almost every aspect of life. For each area listed below, do you think technology has made things better, made things worse or made no difference at all? (BETTER)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Communication	83.6%	80.2%	90.3%	78.5%	84.2%
Security	60.9%	58.4%	63.9%	60.1%	68.6%
Medical diagnosis	76.5%	77.8%	83.4%	70.0%	76.4%
Medical treatment	78.7%	72.6%	86.8%	76.2%	77.7%
Health maintenance and prevention	67.0%	68.1%	69.9%	60.8%	72.0%
Education	76.5%	75.7%	81.8%	78.2%	81.3%
Personal relationships	47.8%	51.1%	48.5%	43.6%	56.3%
Entertainment	72.8%	70.6%	78.5%	73.2%	76.2%
Information	82.4%	82.3%	89.0%	78.7%	78.4%
Human relations	53.2%	52.9%	59.9%	48.6%	58.8%
Workplace efficiency	62.7%	58.7%	69.5%	56.4%	64.7%
Working at home	60.5%	50.2%	63.7%	62.6%	65.2%
Pursuing dreams and opportunities	61.3%	58.2%	63.6%	58.5%	66.9%
Saving time	67.9%	62.7%	73.4%	65.2%	73.9%
Saving money	54.1%	51.5%	55.2%	54.1%	58.0%
Managing money	63.9%	63.4%	63.6%	62.8%	68.6%
Shopping	62.3%	52.4%	72.2%	59.4%	61.4%
Travel	68.9%	67.0%	72.1%	61.0%	73.9%

Staying organized 69.0% 67.0% 70.7% 64.8% 77.6%

33) How important to you are the following when selecting new technology products? (VERY IMPORTANT)

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Easy to operate or use	67.7%	55.5%	73.1%	63.9%	73.3%
Just does the basics, no unnecessary bells and whistles	31.8%	27.8%	30.2%	32.6%	38.6%
Best price	62.9%	61.3%	66.7%	64.1%	63.2%
Easy to buy	51.1%	41.7%	55.2%	50.4%	53.7%
Have the most advanced benefits	41.6%	38.2%	45.9%	33.3%	49.3%
Works fast, no waiting time	54.2%	53.5%	54.2%	49.3%	58.0%
High quality	69.2%	65.0%	71.0%	64.9%	71.5%
Built to last	72.1%	76.5%	76.1%	66.6%	71.9%
Easily upgradeable	52.1%	47.2%	59.9%	42.5%	60.8%
Looks attractive/Handsomely Designed	26.7%	26.2%	24.0%	21.2%	38.6%
Ergonomic, takes human comfort into consideration	40.6%	35.1%	42.6%	39.6%	44.8%
Able to personalize with colors or features	26.3%	30.2%	24.9%	21.8%	32.2%
Able to upgrade as need or technology changes	47.7%	42.6%	56.3%	44.2%	51.1%
Makes my life easier	57.9%	54.4%	63.7%	59.5%	56.9%
Saves me time	60.0%	57.0%	61.7%	58.2%	65.8%
Any other reasons	78.8%	66.5%	79.0%	91.1%	59.7%

34) Do you read the manuals that come with new technology products?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Always	27.8%	24.6%	27.7%	25.8%	30.3%
Most times/frequently	32.1%	25.1%	37.2%	33.9%	32.2%
Only when there's a problem	24.8%	30.1%	23.3%	20.7%	26.2%
Never	14.0%	18.4%	11.8%	17.9%	10.8%
Don't Know/Refused (VOL.)	1.2%	1.9%	0.0%	1.7%	0.5%

35) In general, are technology products:

SEG#1 SEG#2 SEG#3 SEG#4

	TOTAL				
TOTAL ANSWERING	1503	288	318	301	286
Too complex to operate	17.8%	20.5%	21.1%	12.4%	17.3%
Have the right balance of advanced features & basic functions	32.1%	33.4%	31.8%	38.9%	27.4%
Easy to use	45.6%	41.7%	43.4%	47.2%	51.2%
Don't Know/Refused (VOL.)	4.5%	4.4%	3.6%	1.5%	4.1%

36) When technology companies introduce new products, how well do you feel they understand your needs? Would you say that usually:
PLEASE CHECK ALL THAT APPLY

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
They seem to understand my needs	37.1%	34.0%	37.8%	38.4%	45.7%
They try to satisfy perceived needs in the marketplace that may not be real	43.0%	38.1%	43.1%	47.0%	43.3%
They fall in love with their own technologies	38.6%	32.7%	43.7%	44.6%	34.6%
They introduce whatever they think will sell	55.2%	52.5%	58.1%	63.7%	50.5%
They have no idea what my life is really like or what products I would use	32.9%	32.1%	32.6%	39.5%	34.7%
None of the above	5.6%	10.9%	4.9%	3.7%	5.9%
Don't Know/Refused (VOL.)	3.0%	3.3%	1.2%	1.2%	1.2%

Section 8: Demographics

A few last questions that will be used for classification purposes only.

D1. Including yourself, how many people are there in your household? ENTER EXACT NUMBER

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
MEAN MEDIAN	3.09	2.58	3.07	3.74	3.01
1	17.7%	22.3%	14.7%	16.7%	14.6%
2	28.3%	34.4%	29.3%	20.3%	31.5%
3	17.9%	19.8%	17.2%	18.3%	18.9%
4	17.6%	12.4%	21.6%	21.8%	16.9%

5+	17.3%	10.2%	16.0%	22.3%	17.1%
Don't know/refused	1.1%	1.0%	1.1%	0.5%	0.9%

D2. How many children under age 18 are in your household? ENTER EXACT NUMBER

e. Less than 5 years old

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	266	35	60	65	55
MEAN MEDIAN	1.39	1.23	1.21	1.72	1.40
1	67.9%	67.2%	77.7%	59.8%	59.6%
2	16.8%	19.6%	13.3%	17.6%	22.9%
3	2.7%		3.3%	1.8%	6.1%
4	4.4%			15.8%	
5+					
Don't know/refused	8.2%	13.2%	5.6%	5.0%	11.3%

f. 5-10 years old

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	264	34	49	71	55
MEAN MEDIAN	1.53	1.30	1.39	1.98	1.37
1	63.4%	58.1%	68.9%	51.4%	63.0%
2	21.9%	25.3%	22.7%	28.6%	19.5%
3	4.2%		3.8%	5.5%	6.5%
4	0.7%		2.6%		
5+	4.5%			14.5%	
Don't know/refused	5.4%	16.5%	2.0%		10.9%

g. 11-12 years old

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	147	24	33	34	34
MEAN MEDIAN	1.26	1.15	1.06	1.67	1.15
1	77.0%	65.1%	91.2%	63.1%	80.1%
2	8.8%	11.4%	5.8%	6.9%	14.2%

3	8.0%			30.0%
4				
5+				
Don't know/refused	6.2%	23.5%	3.0%	5.7%

h. 13-17 years old

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	270	37	65	71	44
MEAN MEDIAN	1.40	1.29	1.38	1.57	1.38
1	67.9%	73.7%	69.4%	64.4%	57.0%
2	52	19.0%	23.4%	14.4%	22.4%
3	19.4%	4.6%	7.2%	21.3%	1.8%
4	8.9%				2.0%
5+	0.3%				
Don't know/refused	3.4%	2.7%			16.8%

D3. Which of the following best describes your marital status?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Married	49.5%	43.6%	63.5%	47.4%	45.9%
Single	24.9%	27.2%	16.1%	25.1%	28.9%
Divorced	7.4%	8.5%	6.1%	7.4%	6.7%
Separated	1.8%	1.8%	0.9%	3.7%	1.3%
Living with significant other	7.6%	6.0%	6.6%	11.2%	8.1%
Widow/widower	7.7%	12.5%	6.6%	3.5%	8.1%
Prefer not to answer	1.1%	0.5%	0.1%	1.8%	1.0%

D4. What is the highest level of education you have completed?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286

8th grade or less	7.0%	9.4%		18.7%	0.2%
Some high school (9-11)	13.0%	17.9%	9.0%	9.8%	16.1%
High school diploma (GED)	29.0%	30.8%	26.7%	25.9%	33.1%
Some college (A.A. degree)	25.6%	21.2%	26.0%	26.5%	28.5%
Bachelor's degree (B.A., B.S.)	14.0%	11.9%	20.7%	11.5%	11.0%
Some post-graduate work	2.4%	0.8%	5.0%	0.7%	2.9%
Post-graduate degree (M.S., M.A. Ph.D, Ed.D., M.B.A., M.D., J.D., D.O., D.D.S.,etc)	8.0%	6.8%	11.5%	5.3%	8.2%
Prefer not to answer	1.0%	1.1%	1.1%	1.7%	0.1%

D5. Do you consider yourself to be:

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Black or African-American	11.5%	7.2%	13.3%	10.4%	14.9%
White or Caucasian	72.2%	75.0%	77.0%	74.7%	61.2%
Latin American or Hispanic	11.5%	11.7%	7.5%	12.6%	14.7%
Asian or Pacific Islander	4.0%	4.9%	1.1%	1.9%	8.5%
Native American/American Indian	0.6%	1.1%	0.9%	0.2%	0.3%
Some other racial background	0.1%	0.1%	0.1%	0.1%	0.3%
Prefer not to answer	0.1%	0.1%	0.1%	0.2%	0.2%

D6. Which of the following categories best describes your annual household income before taxes?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Under \$25,000	23.9%	31.9%	17.2%	24.2%	27.4%
\$25,000 to \$49,999	23.8%	21.5%	19.8%	29.4%	25.8%
\$50,000 to \$74,999	18.0%	15.4%	21.9%	13.0%	15.9%
\$75,000 to \$99,999	10.3%	11.2%	11.8%	9.0%	11.6%
\$100,000 and \$149,000	8.2%	5.3%	13.6%	9.3%	6.7%
\$150,000 to \$199,999	2.8%	1.4%	3.1%	5.1%	1.1%
\$200,000 and above	2.4%	0.6%	2.2%	3.4%	4.0%
Don't Know/Refused (VOL.)	10.5%	12.6%	10.5%	6.6%	7.5%

D7. Are you currently:

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Employed full time and looking for a new or additional job	12.5%	13.8%	9.4%	15.0%	11.0%
Employee full time and not looking for a new or additional job	33.1%	25.5%	36.4%	38.5%	27.4%
Employed part time and looking for a new or additional job	5.1%	3.3%	6.0%	4.2%	7.5%
Employed part time and not looking for a new or additional job	7.0%	7.6%	7.6%	6.8%	8.3%
Unemployed and looking for a job	10.7%	9.0%	4.8%	15.9%	14.7%
Unemployed and not looking for a job	6.4%	4.8%	6.2%	8.1%	5.5%
Full time student	1.5%	3.6%	0.7%	1.3%	1.0%
Housewife	4.1%	2.1%	7.2%	2.2%	6.8%
Retired	18.2%	28.0%	19.9%	7.2%	17.3%
Prefer not to answer	1.4%	2.3%	1.8%	0.8%	0.6%

D8. Are you living in:

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
House that you own	63.3%	59.3%	74.7%	57.7%	57.2%
House that you rent	16.8%	20.3%	10.8%	18.5%	23.8%
Condo that you own	1.2%	0.6%	1.6%	0.1%	1.7%
Condo that you rent	0.5%	0.6%	0.0%	0.7%	0.6%
Apartment	12.0%	11.1%	7.7%	14.0%	12.5%
Mobile home	1.7%	2.3%	1.4%	2.2%	1.4%
With family member(s)/In family member's house	1.7%	3.2%	2.3%	1.1%	0.7%
Retirement community	0.1%	0.1%			0.4%
Dormitory					
Other (specify)	1.6%	0.7%	1.0%	4.2%	0.9%
Prefer not to answer	1.1%	1.7%	0.6%	1.6%	0.7%

D9. Which of the following have you done in the past year?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Written or called any politician at the state, local, or national level?	27.4%	25.6%	29.4%	26.4%	25.1%
Attended a political rally or speech?	18.9%	14.6%	21.9%	18.3%	19.2%
Signed a petition?	39.1%	31.7%	46.3%	35.1%	38.4%
Attended a public meeting on a town or school affair?	36.2%	27.2%	46.7%	27.4%	40.8%
Served on a committee?	23.3%	18.7%	27.8%	18.1%	26.3%
Served as an officer of some club or organization?	20.4%	16.4%	22.7%	21.8%	21.2%
Written a letter to a newspaper/magazine or called a live radio or TV show?	21.7%	14.5%	21.4%	23.8%	23.9%
Been a member of any group for better government?	14.7%	11.9%	15.4%	14.3%	18.1%
Made a speech?	17.8%	14.9%	19.1%	17.1%	17.5%
Worked for a political party?	8.1%	5.6%	7.8%	7.2%	13.0%
Written an article?	16.9%	12.3%	20.4%	17.2%	18.5%
Held or run for political office?	3.1%	1.2%	3.1%	4.6%	3.9%
Have you written or commented on a blog?	21.6%	11.9%	28.1%	25.5%	23.7%
Recommended a health treatment to a friend, family member or colleague	45.2%	35.5%	51.3%	43.4%	47.1%
Recommended a new technology to a friend, family member or colleague	40.1%	33.5%	46.4%	37.2%	44.2%

D10. Which of the following to you frequently rely on to keep up with current events?

	TOTAL	SEG#1	SEG#2	SEG#3	SEG#4
TOTAL ANSWERING	1503	288	318	301	286
Daily local newspapers	58.4%	48.5%	59.4%	51.9%	68.3%
Daily national general interest or business newspapers	14.8%	14.4%	15.7%	10.1%	19.8%
Weekly or monthly community newspapers	24.0%	14.7%	31.2%	23.8%	26.0%
Network, local television	70.7%	66.6%	77.6%	70.9%	74.4%
Cable networks focusing on a specific topic or subject	47.7%	39.9%	53.8%	51.2%	52.7%
Cable news or business networks	49.4%	43.1%	59.0%	54.1%	51.6%
Radio	53.8%	47.6%	59.0%	52.3%	56.9%
Weekly or monthly general interest/news magazines	21.9%	17.9%	28.2%	15.9%	22.4%
National weekly business magazines	9.6%	6.4%	12.1%	8.3%	14.4%
Special interest/trade media (dedicated to the specific news topic or subject)	16.1%	12.6%	20.1%	16.6%	17.1%
Internet sites of print and broadcast media, portals and search engines	42.7%	32.1%	53.8%	46.1%	41.9%

Internet blogs, user groups, chat rooms	17.0%	12.3%	21.2%	16.9%	21.6%
Special interest or topic-specific internet sites (organization, company, government, etc)	24.9%	20.9%	32.5%	24.2%	27.4%
Social networking sites (Myspace.com, Facebook.com, etc)	23.2%	17.6%	27.5%	26.9%	27.9%
Twitter	6.6%	2.0%	6.3%	11.8%	7.1%
Instant Messenger	13.2%	7.0%	17.1%	14.2%	17.1%
Podcasts	6.4%	2.6%	7.8%	5.9%	10.5%
Word of Mouth (family, friends, co-workers)	52.5%	44.4%	60.0%	55.2%	51.4%
News and information services such as LexisNexis, Factiva, and Dialog	9.4%	6.2%	10.2%	9.7%	14.3%
Other (specify)	0.2%	0.5%	0.4%		0.1%
None of the above (VOL.)	1.0%	1.3%	0.4%	0.8%	0.9%
Don't Know/Refused (VOL.)	1.6%	1.5%	2.1%	1.1%	2.7%

Appendix D: Influencer Data Tables

THE PHILIPS INDEX

America's State of Health and Well-Being

S1. What year were you born?

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
MEAN	45.15	47.27	49.08	44.18
MEDIAN	43.00	48.00	48.00	44.00
18-24	13.0%	11.1%	6.1%	15.1%
25-34	19.0%	13.8%	14.4%	15.3%
35-44	21.5%	19.7%	19.5%	20.1%
45-54	17.5%	23.6%	26.7%	25.0%
55-64	12.0%	12.2%	12.6%	10.6%
65+	16.5%	18.9%	20.1%	13.6%
Refused	0.5%	0.7%	0.7%	0.3%

S2. Are you

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
Male	48.0%	55.4%	52.5%	61.2%
Female	52.0%	44.6%	47.5%	38.8%

S3. Do you reside in:

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
Northeast	19.0%	17.4%	18.7%	17.4%
Midwest	23.0%	19.6%	17.9%	17.7%
South	36.0%	37.9%	38.2%	36.9%
West	22.0%	25.0%	25.2%	28.0%

Section 1: Overall Health and Well-Being

1) How would you rate your overall feeling of health and well-being?

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
NET: VERY GOOD/GOOD	73.7%	83.8%	82.1%	85.0%
Very good	30.6%	40.9%	33.4%	42.1%
Good	43.0%	42.9%	48.7%	42.9%
Neither good or bad	6.1%	4.1%	4.9%	3.9%
NET: SOMEWHAT GOOD/NOT GOOD AT ALL	19.8%	11.2%	11.7%	9.9%
Somewhat good	14.3%	8.3%	7.6%	7.8%
Not good at all	5.5%	2.9%	4.2%	2.1%
Don't Know/Refused (VOL.)	0.5%	0.8%	1.2%	1.2%

2) A. Would you say your overall feeling of health and wellbeing has gotten much worse, slightly worse, stayed the same, gotten a little better, or gotten much better in the last five years?

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
NET: BETTER	27.3%	24.2%	27.6%	26.9%
Much better	12.5%	13.7%	15.4%	16.5%
A little better	14.8%	10.5%	12.3%	10.5%
Stayed the same	45.0%	52.0%	50.9%	49.8%
NET: WORSE	26.5%	21.7%	19.6%	21.3%
Slightly worse	18.3%	14.9%	15.6%	13.8%
Much worse	8.2%	6.8%	3.9%	7.5%
Don't Know/Refused (VOL.)	1.2%	2.1%	1.9%	1.9%

2B. How about in the last year?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
NET: BETTER	23.0%	21.7%	24.0%	24.1%
Much better	9.9%	10.5%	12.5%	12.1%
A little better	13.1%	11.3%	11.5%	12.1%
Stayed the same	52.3%	55.9%	57.0%	53.0%
NET: WORSE	23.8%	20.9%	17.4%	21.3%
Slightly worse	16.3%	12.0%	12.0%	11.7%
Much worse	7.6%	8.8%	5.4%	9.6%
Don't Know/Refused (VOL.)	0.9%	1.5%	1.6%	1.6%

3) For each of the following, how important are they in affecting your feeling of health and well-being? (Very Important)

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Your job	47.6%	44.9%	49.4%	45.9%
How much you earn	48.6%	41.7%	40.9%	42.4%
How much you weigh	43.7%	49.9%	52.7%	48.2%
Your overall physical health	78.5%	80.8%	82.9%	79.2%
Your mental health	81.5%	80.9%	79.7%	79.7%
The community you live in	50.3%	53.7%	61.1%	53.4%
Your relationship with your family & friends	85.8%	86.1%	87.0%	85.7%
How much stress you have	53.3%	51.5%	52.5%	50.5%
The place of worship you attend, if any	50.9%	56.3%	54.2%	52.2%
How much you contribute to your community	34.7%	43.1%	46.3%	43.9%
The overall physical health of family members	77.0%	82.1%	80.6%	81.9%
Your relationship with your spouse or partner	70.0%	77.3%	77.0%	76.1%
Your relationship with your boss and coworkers	34.2%	37.0%	44.5%	39.3%
The cost of living	63.0%	61.7%	60.0%	62.6%
The amount of vacation time you have	38.3%	42.3%	42.2%	46.3%
The amount free time you have to spend friends and family	66.0%	68.5%	66.7%	68.6%
The amount free time you can spend alone	43.9%	52.5%	49.2%	53.9%

4) For each of the following, how satisfied are you with this aspect of your life? (COMPLETELY SATISFIED)

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Your job	17.4%	24.6%	25.7%	25.9%
How much you earn	12.7%	18.1%	16.5%	17.6%
How much you weigh	17.6%	20.8%	21.0%	20.4%
Your overall physical health	26.0%	33.5%	27.8%	34.7%
Your mental health	37.7%	46.9%	43.9%	44.9%
The community you live in	26.7%	32.4%	30.5%	29.4%
Your relationship with your family & friends	45.1%	52.7%	42.5%	52.3%
How much stress you have	13.2%	16.2%	15.1%	15.7%
The place of worship you attend, if any	30.1%	39.2%	34.2%	38.1%
How much you contribute to your community	16.5%	27.8%	23.9%	30.1%
The overall physical health of family members	25.3%	28.4%	27.2%	29.4%
Your relationship with your spouse or partner	43.1%	50.8%	44.4%	47.7%
Your relationship with your boss and coworkers	17.9%	22.6%	23.2%	22.0%
The cost of living	7.6%	8.6%	9.1%	8.1%
The amount of vacation time you have	21.4%	28.5%	21.2%	28.8%
The amount free time you have to spend friends and family	23.5%	27.4%	22.4%	25.0%
The amount free time you can spend alone	22.6%	31.0%	25.5%	29.3%

5) How much does your feeling of health and well-being affect the following aspects of your life? (GREATLY)

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Your performance on the job	29.9%	34.0%	30.7%	37.0%
How much you weigh	24.3%	23.6%	23.0%	20.4%
How well you get along with your family & friends	48.9%	54.0%	54.3%	52.2%
How much stress you have	32.7%	38.2%	37.5%	39.8%
How much you contribute to your community	19.3%	28.3%	26.9%	30.5%
The overall physical health of family members	43.5%	52.3%	47.7%	51.5%

Your relationship with your spouse or partner	44.7%	52.1%	53.1%	51.1%
Your relationship with your boss and coworkers	20.3%	20.0%	21.2%	18.5%
The amount of free time you have to spend friends and family	34.5%	38.4%	37.1%	36.7%
The amount of free time you can spend alone	26.6%	30.0%	24.9%	30.6%
Your appetite and diet	31.6%	36.4%	36.6%	36.2%

6) Which of the following do you do to help improve your feeling of well-being?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Take vitamins or supplements	55.7%	61.6%	65.8%	61.4%
Use herbal or homeopathic remedies	22.3%	30.0%	35.6%	31.0%
Get acupuncture	3.1%	6.3%	8.4%	6.6%
Practice yoga	10.8%	17.1%	15.5%	20.6%
Go to a health club facility	20.9%	32.8%	30.0%	35.9%
Eat a special diet	25.5%	31.7%	37.2%	32.7%
See a mental health professional or therapist	9.6%	13.2%	13.1%	16.6%
Volunteer my time with a charity or organization	39.9%	63.1%	65.6%	61.9%
Spend time doing hobbies	68.9%	80.4%	76.8%	81.8%
Spend time with friends and family	86.7%	90.4%	88.8%	91.0%
Spend time outside	79.2%	84.5%	83.6%	85.3%
Spend time relaxing at home	83.8%	84.7%	82.7%	85.3%
None of these	2.7%	0.5%	0.7%	0.7%
Don't Know/Refused (VOL.)	0.5%	1.6%	2.2%	2.0%

Section 2: Personal Health/Medical Care

7) How much do you feel that the state of your health is up to you to control? PLEASE SELECT ONE

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
There is not much that I can do about my health	4.8%	2.9%	4.0%	2.3%
How I take care of myself makes an important difference in my health	33.4%	33.8%	34.5%	29.5%
For the most part, my health is up to me.	60.2%	61.6%	59.2%	67.0%
Don't Know/Refused (VOL.)	1.5%	1.7%	2.3%	1.2%

8) Overall, how would you rate the state of your physical health? PLEASE SELECT ONE

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
NET: EXCELLENT/GOOD	80.4%	88.5%	87.7%	88.7%
Excellent, with no significant problems,	24.0%	29.8%	25.1%	31.0%
Generally good, but with some minor problems,	56.3%	58.7%	62.7%	57.6%
NET: FAIR/POOR	18.6%	10.7%	11.0%	10.2%
Fair, with some potentially serious problems, or	14.9%	7.9%	7.5%	7.0%
Poor, with serious problems	3.7%	2.8%	3.5%	3.2%
Don't know/Refused (VOL.)	1.0%	0.8%	1.2%	1.2%

9) Which of the following are you concerned about as potential threats to your health in the next five years? SELECT ALL THAT APPLY

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Declining vision	30.5%	31.1%	34.7%	28.5%
Declining hearing	21.0%	23.3%	28.0%	22.8%
Memory loss	26.0%	24.7%	26.9%	23.1%
High cholesterol	30.5%	26.6%	28.1%	22.5%
High sugar count/diabetes	25.5%	20.6%	19.8%	16.5%
Being Overweight/Obesity	29.5%	33.1%	32.5%	33.9%
Joint pain/arthritis	40.5%	38.4%	40.5%	34.8%
Heart attack	23.3%	21.9%	19.7%	20.4%
Stroke	17.9%	17.8%	15.6%	13.7%
Cancer	24.2%	23.2%	21.6%	18.9%
Viral infections (general)	16.7%	20.2%	22.0%	18.7%
Bacterial Infections (general)	16.2%	20.4%	21.5%	20.5%
Depression	23.6%	14.8%	17.5%	14.9%
Anxiety	25.4%	20.5%	21.6%	21.6%
AIDS	5.3%	4.9%	5.6%	5.0%
Widespread influenza (Flu)	22.0%	25.2%	21.8%	26.5%
Blood pressure problems	0.5%	0.3%	0.5%	
An accident	0.1%	0.4%	0.1%	0.5%

Aging	0.1%	0.1%	0.2%	
Back problems	0.7%	0.4%	0.5%	0.5%
Government changes to healthcare	0.6%	0.3%	0.3%	0.2%
Other	1.4%	1.3%	1.0%	1.5%
None of these	15.2%	15.0%	13.8%	17.3%
Don't Know/Refused (VOL.)	0.8%	1.5%	2.1%	2.1%

10) Are you on any medication for anxiety, stress or mood stabilization?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Yes	12.6%	8.7%	10.0%	8.1%
No	86.9%	90.2%	88.3%	90.3%
Don't Know/Refused (VOL.)	0.5%	1.1%	1.7%	1.6%

11) How often do you go to a Doctor for a general check up? PLEASE SELECT ONE

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
About once a year	67.5%	68.8%	72.7%	63.5%
Every couple of years	11.2%	12.0%	11.4%	15.4%
Every three to five years	6.0%	5.0%	4.4%	4.7%
Less than five years	1.4%	1.8%	2.7%	2.6%
Hardly ever or never	13.1%	10.4%	6.6%	12.1%
Don't Know/Refused (VOL.)	0.9%	2.0%	2.2%	1.7%

12) How often do you go to a Doctor for a specific problem, illness or condition? PLEASE SELECT ONE

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Weekly or more	1.5%	1.5%	2.0%	1.0%
2 -3 times per month	4.2%	7.1%	9.7%	8.2%

Once a month	7.3%	3.9%	5.8%	3.8%
Every few months	15.8%	16.7%	18.7%	17.4%
A couple of times a year	30.3%	30.9%	29.9%	28.9%
Hardly ever or never	39.7%	38.5%	31.7%	38.9%
Don't Know/Refused (VOL.)	1.3%	1.5%	2.2%	1.8%

13) How often do you go to the Dentist for a cleaning or a general check up? PLEASE SELECT ONE

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
More than every six months	7.0%	9.6%	12.3%	9.7%
Every six months	34.1%	44.7%	45.4%	44.0%
About once a year	22.7%	20.8%	16.1%	20.0%
Every couple of years	10.3%	6.6%	9.0%	7.9%
Every three to five years	4.3%	4.9%	6.1%	3.9%
Less than five years	3.5%	1.3%	1.9%	1.7%
Hardly ever or never	17.6%	10.9%	7.2%	11.0%
Don't Know/Refused (VOL.)	0.5%	1.3%	1.9%	1.8%

14) When you are concerned about being sick, where do you usually get your medical or health information FIRST? PLEASE SELECT ONE

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Family members or friends	12.5%	5.4%	5.4%	4.9%
Internet search	18.3%	26.9%	26.3%	29.3%
Magazines/newsletters	0.7%	0.1%	0.2%	0.2%
Television	1.3%	1.3%	1.3%	1.0%
Newspapers	0.3%	0.8%	0.7%	0.8%
Books	2.5%	2.6%	3.6%	2.6%
Doctors	53.3%	54.1%	51.8%	53.2%
Pharmacists	4.9%	2.5%	2.8%	1.9%
Government Brochures	0.4%	0.6%	0.8%	0.8%
Natural health advocates such as acupuncturists, massage	0.7%	1.3%	1.5%	1.1%

therapists, etc.				
At the gym or health club	0.2%	0.2%		0.3%
Psychics/spiritual advisors	0.1%	0.1%	0.1%	0.1%
My own experience(s)/knowledge/know-how	1.7%	0.4%	0.5%	0.3%
Hospital/Medical facility	0.7%	0.2%	0.3%	0.3%
Nurse(s)	0.2%	0.5%	0.7%	0.2%
Insurance provider services	0.0%			
Other	0.2%	0.8%	1.2%	0.7%
None of the above (VOL.)	1.3%	1.5%	1.6%	1.2%
Don't Know/Refused (VOL.)	0.7%	0.8%	1.2%	1.2%

15) Where else you get your medical or health information? SELECT ALL THAT APPLY

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
Family members or friends	21.4%	24.4%	25.4%	25.7%
Internet search	19.8%	21.5%	25.7%	23.7%
Magazines/newsletters	7.8%	9.0%	7.0%	7.5%
Television	9.0%	7.6%	7.1%	7.7%
Newspapers	4.7%	4.8%	4.2%	5.1%
Books	9.9%	15.0%	15.7%	14.4%
Doctors	26.8%	30.8%	29.5%	30.9%
Pharmacists	13.1%	13.0%	11.4%	10.4%
Government Brochures	2.0%	1.5%	2.3%	1.6%
Natural health advocates such as acupuncturists, massage therapists, etc.	1.7%	2.0%	3.0%	2.4%
At the gym or health club	1.3%	1.5%	1.1%	1.4%
Psychics/spiritual advisors	0.4%	0.2%	0.3%	0.3%
My own experience(s)/knowledge/know-how	0.1%	0.3%	0.5%	0.5%
Hospital/Medical facility	0.1%	0.1%	0.1%	
Nurse(s)	0.1%	0.3%	0.4%	0.4%
Insurance provider services	0.0%			
Other	3.1%	3.1%	3.9%	2.5%
None of the above (VOL.)	13.7%	9.0%	6.3%	6.8%
Don't Know/Refused (VOL.)	2.7%	4.8%	2.0%	6.7%

16) Which of the following statements are true about you? PLEASE SELECT ALL THAT APPLY (TRUE)

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
I go to the Doctor regularly	61.1%	71.4%	74.4%	67.2%
I don't think I go to the Doctor as much as I should	35.9%	25.0%	27.4%	25.1%
I avoid going to the Doctor as much as possible	44.7%	44.3%	46.4%	46.3%
I always go for the medical tests I'm supposed to get	75.8%	80.1%	82.7%	78.9%
I do whatever the Doctor tells me	71.1%	66.2%	68.5%	63.4%
I don't always take the medicine I'm prescribed	28.7%	25.7%	24.4%	26.6%
I would much prefer to do my own medical tests at home	22.4%	26.2%	24.9%	28.8%
I wish I could email my Doctor when I have questions	58.7%	63.2%	64.2%	64.7%
I would communicate with my Doctor more often if I didn't have to make a trip	48.8%	47.3%	46.1%	49.8%
If I don't like what a Doctor says, I go for a second opinion	64.0%	70.8%	75.4%	73.0%
If I don't like what a Doctor says, I ignore it	19.6%	19.7%	17.6%	21.4%
I'm nervous/skeptical about going to the hospital	41.1%	41.0%	43.5%	42.5%
I believe most health problems get better if you give them time	51.6%	47.3%	48.0%	52.0%
I think that surgery should always be avoided if possible	76.2%	70.0%	72.6%	65.3%
I wouldn't mind having a little cosmetic surgery to improve my appearance	22.4%	26.0%	27.2%	25.1%
I believe you can improve your appearance without cosmetic surgery	80.1%	78.0%	80.9%	78.4%
I'm in better shape now than ever before	29.2%	28.9%	28.1%	29.6%
I expect medical technology to keep me healthy to a ripe old age	59.2%	58.0%	58.6%	56.8%
I like to stay on top of health-related news and information	75.6%	79.2%	86.0%	78.2%
I am comfortable talking to my doctor about medical issues	89.8%	93.3%	92.9%	93.8%
I don't exercise as much as I think I should	66.2%	66.4%	66.0%	64.6%
I eat healthier than most people	54.1%	71.9%	76.9%	70.6%
I am eager to try new gadgets or devices aimed at improving my health and well-being	41.7%	41.7%	40.2%	46.5%
I am as physically fit as I can be for my age	51.3%	50.1%	47.5%	44.4%
I believe in non-traditional forms of medicine such as acupuncture and herbal treatments	42.1%	52.7%	56.8%	58.4%

17) How old do you expect to live to be?

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
Over 100	7.8%	9.2%	11.5%	9.7%
91-100	17.0%	16.5%	16.4%	15.9%
81-90	33.9%	39.3%	37.6%	38.0%
71-80	22.4%	20.6%	21.2%	23.5%
61-70	6.2%	5.4%	6.7%	4.7%
51-60	2.7%	0.6%	0.6%	0.2%
Under 50	3.5%	3.4%		4.8%
Don't know/Refused (VOL.)	6.5%	4.9%	6.0%	3.0%

18) Do you expect to live?

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
A longer life than your parents	47.3%	43.6%	42.9%	43.7%
About the same length as your parents	36.1%	43.5%	45.7%	41.4%
A shorter life than your parents	10.4%	9.1%	7.4%	10.9%
Don't know/Refused (VOL.)	6.3%	3.7%	4.0%	4.0%

19) If you had a terminal disease, would you want to know?

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
Yes	91.6%	88.5%	86.1%	86.9%
No	7.1%	9.0%	10.4%	10.1%
Don't Know/Refused (VOL.)	1.3%	2.5%	3.5%	2.9%

20) In the future, medical devices (or medical technology) may be able to tell you if and/or when you may contract a serious medical condition or disease. Would you want to know this information in advance?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Yes	83.1%	79.4%	82.0%	80.1%
No	15.3%	17.2%	13.6%	15.7%
Don't Know/Refused (VOL.)	1.6%	3.3%	4.4%	4.2%

Section 3: Weight and Diet

21) Do you consider yourself to be overweight?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Yes	39.5%	45.2%	46.8%	46.0%
No	60.3%	53.9%	51.9%	52.9%
Don't Know/Refused (VOL.)	0.3%	0.8%	1.2%	1.2%

22) How much weight are you trying to or would you like to lose?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
None	29.2%	22.9%	23.7%	21.4%
1 to 5 pounds	11.3%	10.9%	8.7%	9.4%
6 to 10 pounds	12.0%	11.5%	12.6%	11.3%
11 to 20 pounds	17.2%	20.3%	24.2%	20.5%
21 to 30 pounds	8.7%	11.1%	11.7%	11.5%
31 to 40 pounds	3.4%	3.8%	2.8%	3.7%
41 to 50 pounds	5.2%	5.3%	5.3%	6.0%
51 to 60 pounds	2.0%			
61 to 70 pounds	1.8%	4.5%	1.6%	6.3%
71 to 80 pounds	1.3%	1.3%	1.4%	1.7%
81 to 90 pounds	0.1%	0.1%	0.1%	0.1%
91 to 100 pounds	2.0%	1.0%	1.4%	0.7%
More than 100 pounds	0.8%	0.6%	0.9%	0.9%
Don't know/Refused	5.0%	6.5%	5.5%	6.4%

23) If you wanted to lose weight, which of the following would you do? PLEASE SELECT ALL THAT APPLY

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Eat lower carbohydrates (Atkins, Zone, South Beach)	49.4%	49.7%	47.9%	48.5%
Eat lower fat	62.3%	60.5%	58.5%	57.6%
Eat lower calories	64.0%	65.5%	65.4%	64.2%
Consume less alcohol	27.5%	26.9%	26.0%	27.2%
Go on Weight Watchers or other diet program	21.7%	25.1%	23.1%	24.5%
Stop/cut down eating sweets	60.6%	59.5%	58.3%	57.2%
Stop/cut down eating salty snacks	54.2%	51.1%	51.8%	49.9%
Stop/cut down eating fast food	57.5%	56.8%	54.5%	56.0%
Increase exercise	75.7%	80.6%	79.5%	82.7%
An exercise device	50.1%	53.7%	53.2%	52.8%
Use diet aids or supplements	17.8%	19.5%	17.9%	22.5%
Consider surgery	7.4%	8.4%	5.2%	8.2%
Other	0.7%	1.2%	0.8%	1.2%
Nothing works for me	0.1%			
Not interested in losing weight	7.2%	4.5%	6.2%	4.3%
Don't Know/Refused (VOL.)	1.2%	2.1%	1.6%	2.6%

Section 4: Sleep

24) Do you get enough sleep each night?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Yes	62.9%	67.9%	69.1%	68.2%
No	36.9%	31.6%	30.2%	31.8%
Don't know/Refused (VOL.)	0.2%	0.5%	0.7%	

25) IF “NO” TO Q24 What are some reasons you don’t get enough sleep at night? SELECT ALL THAT APPLY

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	554	108	69	78
I go to sleep very late at night and have to be up early in the morning	35.7%	38.5%	38.6%	36.8%
I am worried/stressed about things going on in my life	48.6%	31.2%	36.9%	31.0%
I am worried/stressed about things going on in the outside world	23.7%	17.3%	19.6%	14.1%
I have too much to do during the day and not enough time to get it all done	37.3%	36.4%	37.6%	31.0%
I am a poor sleeper overall	37.1%	44.1%	39.2%	40.1%
My children keep me up at night	20.2%	29.8%	15.5%	29.4%
Outside noise	10.7%	16.2%	6.2%	18.4%
I have a health condition that wakes me up at night	18.1%	21.6%	15.6%	27.5%
Snoring (my own or my spouse/partner)	19.0%	29.4%	17.1%	23.7%
Sleep apnea	9.5%	18.1%	10.0%	19.1%
Job/Working	2.9%	4.7%	6.1%	6.6%
Television	0.6%	0.4%	0.6%	
Insomnia	0.6%	0.4%		
Other, (PLEASE SPECIFY)	1.8%	0.9%	1.4%	0.7%
Don't Know/Refused (VOL.)	1.5%			

26) IF “NO” TO Q24 How much does a lack of enough sleep affect each of the following: (A LOT)

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	554	108	69	78
Home life	21.3%	19.7%	28.2%	20.6%
Job performance	17.5%	13.2%	17.5%	15.4%
Community involvement	14.2%	21.3%	14.3%	26.2%
Your physical health	27.3%	24.6%	32.8%	26.5%
Your mental health	21.2%	28.6%	23.7%	33.3%
Relationships with others	16.5%	19.3%	25.0%	19.2%

Section 5: Stressors and Worries

27) How stressed do you consider yourself to be?

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
NET: A LOT/SOMEWHAT	46.4%	44.4%	41.9%	47.6%
A lot	14.9%	11.8%	9.7%	14.8%
Somewhat	31.5%	32.6%	32.1%	32.8%
NET: ONLY A LITTLE/NOT AT ALL	52.9%	54.8%	56.9%	51.2%
Only a little	30.8%	35.6%	36.6%	33.4%
Not at all	22.1%	19.2%	20.3%	17.8%
Don't Know/Refused (VOL.)	0.7%	0.8%	1.2%	1.2%

28) **FOR ALL THOSE OTHER THAN “NOT AT ALL” IN Q27** To what degree do each of the following contribute to stress you might feel: (A LOT)

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1171	277	183	200
Job	21.0%	18.9%	16.9%	21.3%
Loss of job	28.7%	22.3%	25.2%	23.9%
Boss	11.6%	8.5%	10.3%	8.7%
Coworkers	8.6%	3.5%	4.4%	4.4%
Spouse	12.3%	9.9%	11.2%	9.9%
Where you live	10.6%	8.0%	9.1%	8.2%
Your kids	17.6%	21.3%	21.0%	22.2%
Your home/apartment	14.2%	8.2%	8.7%	8.9%
Commuting to/from work	11.1%	10.7%	6.7%	12.5%
Having enough money to pay your bills	39.5%	25.1%	28.2%	26.9%
Having enough money to save for the future	38.4%	23.2%	25.5%	22.6%
Ability to retire	20.0%	13.1%	14.5%	13.2%

Getting enough sleep	24.1%	17.9%	18.6%	16.0%
The telephone	11.5%	14.2%	11.1%	15.9%
Other communications technology	7.8%	9.8%	5.6%	12.6%
Crime that might affect you	18.4%	13.2%	14.8%	12.6%
Politics/government-related issues	19.9%	26.6%	25.9%	25.9%
World news and events	16.7%	17.0%	18.5%	17.8%
Wars in Iraq and Afghanistan	21.0%	21.2%	20.5%	21.7%
The economy	40.2%	38.1%	40.8%	38.1%
Healthcare costs	39.5%	39.6%	37.5%	39.6%

Section 6: Community

29) When you think of the community you would most like to live in, how important are each of the following: (VERY IMPORTANT)

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Local hospitals	58.7%	58.4%	63.6%	58.7%
Local schools	57.1%	56.6%	54.7%	59.8%
Garbage pick-up	46.7%	51.9%	53.1%	53.4%
Quality of roads	44.1%	39.8%	40.0%	41.2%
Availability of employment	59.6%	57.0%	55.2%	63.3%
Cable service	25.4%	23.6%	20.7%	24.4%
Access to healthcare facilities	57.8%	58.2%	59.7%	57.3%
Safety and crime rate	70.8%	72.6%	71.6%	74.2%
Parks and recreation facilities	36.7%	38.1%	38.3%	41.8%
Access to arts and culture	24.3%	34.0%	36.2%	38.0%
Pollution and smog	53.4%	56.9%	58.0%	61.6%
Distance to your place of employment	33.7%	28.8%	31.2%	28.9%
Availability of shopping and grocery stores	42.7%	42.8%	43.7%	41.6%
Local government	37.3%	39.8%	45.7%	42.2%

Section 7: The Role of Technology

30) Thinking about the role of technology in your life, how much do you agree or disagree with the following statements:
 (COMPLETELY AGREE)

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
Medical technology will allow me to live longer	36.2%	43.5%	43.2%	43.8%
By the time I reach the age where I expect to have serious health issues, medical technology will have advanced to the point where those issues won't affect me	15.1%	17.9%	16.2%	21.1%
I wish there was less technology in my life	14.7%	15.6%	10.6%	13.3%
I get really excited when new technologies come out	17.9%	19.6%	15.9%	23.0%
Technological advancements will fundamentally change our homes in the next 10 years	38.9%	48.3%	47.7%	50.7%
Lighting can have a significant effect on my sense of health and well-being	33.1%	41.3%	42.3%	38.7%
The internet has made my life better	30.3%	36.9%	37.9%	42.2%
When I have a concern about a health issue, I usually check the internet first	24.6%	29.5%	27.5%	32.7%
Technology has made life more stressful	17.1%	18.7%	17.4%	18.7%
I know how to use all of the features on my Smartphone	24.8%	28.7%	25.4%	36.6%
My lifestyle improves as new technologies are created	20.9%	20.7%	22.6%	22.4%
I am responsible for figuring out the best technologies that can improve my sense of health and well-being	38.6%	44.6%	45.8%	46.9%
Social media such as twitter, Facebook and MySpace have made my life better	7.5%	9.2%	10.0%	11.2%
I am concerned that the proliferation of things such as Facebook and MySpace will reduce my privacy	27.2%	28.6%	27.3%	26.9%

31) The following are various things that you could use at home to affect your health and well-being. How likely would you to use the following: (VERY LIKELY)

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
A device that counts the amount of calories and tracks your activities throughout the day	21.7%	23.1%	19.7%	25.5%
A monitor you would wear to call emergency personnel if you needed care	29.7%	23.6%	22.2%	23.5%
Lighting to improve your mood or reduce stress	24.6%	22.9%	22.9%	25.2%

A device to help plan healthy meals for you and your family 23.4% 21.7% 25.4% 25.1%

32) Changes in technology have affected almost every aspect of life. For each area listed below, do you think technology has made things better, made things worse or made no difference at all? (BETTER)

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Communication	83.6%	87.7%	90.0%	91.0%
Security	60.9%	65.4%	74.0%	68.8%
Medical diagnosis	76.5%	82.4%	85.2%	84.6%
Medical treatment	78.7%	83.1%	83.4%	86.9%
Health maintenance and prevention	67.0%	72.3%	78.3%	74.1%
Education	76.5%	79.5%	83.6%	81.4%
Personal relationships	47.8%	47.8%	51.5%	49.6%
Entertainment	72.8%	78.4%	82.5%	83.1%
Information	82.4%	87.6%	90.2%	90.0%
Human relations	53.2%	55.8%	60.3%	58.3%
Workplace efficiency	62.7%	67.8%	70.5%	72.5%
Working at home	60.5%	77.5%	77.7%	80.6%
Pursuing dreams and opportunities	61.3%	65.4%	71.9%	68.1%
Saving time	67.9%	67.8%	74.0%	69.7%
Saving money	54.1%	48.6%	51.4%	50.8%
Managing money	63.9%	65.7%	70.9%	70.8%
Shopping	62.3%	66.5%	67.5%	70.1%
Travel	68.9%	75.3%	77.4%	75.8%
Staying organized	69.0%	72.4%	70.5%	74.5%

33) How important to you are the following when selecting new technology products? (VERY IMPORTANT)

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244

Easy to operate or use	67.7%	73.0%	72.7%	73.1%
Just does the basics, no unnecessary bells and whistles	31.8%	38.4%	39.5%	34.6%
Best price	62.9%	60.5%	67.3%	60.2%
Easy to buy	51.1%	49.0%	52.3%	50.2%
Have the most advanced benefits	41.6%	37.7%	33.9%	38.5%
Works fast, no waiting time	54.2%	50.6%	54.7%	53.7%
High quality	69.2%	70.1%	75.6%	71.1%
Built to last	72.1%	75.8%	76.8%	77.9%
Easily upgradeable	52.1%	57.3%	61.2%	60.2%
Looks attractive/Handsomely Designed	26.7%	26.9%	29.9%	27.2%
Ergonomic, takes human comfort into consideration	40.6%	47.2%	48.7%	48.8%
Able to personalize with colors or features	26.3%	20.1%	19.9%	21.4%
Able to upgrade as need or technology changes	47.7%	51.0%	54.0%	53.2%
Makes my life easier	57.9%	63.6%	64.2%	66.6%
Saves me time	60.0%	60.8%	65.2%	64.6%
Any other reasons	78.8%	83.2%	88.0%	82.7%

34) Do you read the manuals that come with new technology products?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Always	27.8%	29.9%	33.1%	27.4%
Most times/frequently	32.1%	30.7%	30.1%	32.4%
Only when there's a problem	24.8%	25.5%	24.8%	25.7%
Never	14.0%	11.5%	8.7%	11.4%
Don't Know/Refused (VOL.)	1.2%	2.4%	3.3%	3.2%

35) In general, are technology products:

TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
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TOTAL ANSWERING	1503	343	229	244
Too complex to operate	17.8%	20.1%	22.5%	14.7%
Have the right balance of advanced features & basic functions	32.1%	37.7%	36.7%	39.5%
Easy to use	45.6%	40.3%	39.3%	44.4%
Don't Know/Refused (VOL.)	4.5%	1.9%	1.5%	1.4%

36) When technology companies introduce new products, how well do you feel they understand your needs? Would you say that usually:
PLEASE CHECK ALL THAT APPLY

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
They seem to understand my needs	37.1%	38.4%	36.3%	40.0%
They try to satisfy perceived needs in the marketplace that may not be real	43.0%	46.1%	47.6%	44.2%
They fall in love with their own technologies	38.6%	40.7%	36.2%	40.8%
They introduce whatever they think will sell	55.2%	56.3%	57.4%	58.4%
They have no idea what my life is really like or what products I would use	32.9%	23.1%	25.8%	20.6%
None of the above	5.6%	2.4%	2.5%	2.6%
Don't Know/Refused (VOL.)	3.0%	2.4%	2.9%	1.6%

Section 8: Demographics

A few last questions that will be used for classification purposes only.

D1. Including yourself, how many people are there in your household? ENTER EXACT NUMBER

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
MEAN MEDIAN	3.09	3.53	2.86	3.76
1	17.7%	12.8%	15.0%	13.1%
2	28.3%	31.8%	33.6%	27.7%
3	17.9%	17.3%	17.8%	18.0%
4	17.6%	17.2%	20.6%	19.0%
5+	17.3%	19.0%	11.5%	20.1%
Don't know/refused	1.1%	1.9%	1.5%	2.1%

D2. How many children under age 18 are in your household? ENTER EXACT NUMBER

i. Less than 5 years old

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	266	54	22	41
MEAN MEDIAN	1.39	1.91	1.21	1.98
1	67.9%	52.2%	59.9%	59.0%
2	16.8%	16.2%	16.0%	8.5%
3	2.7%			
4	4.4%	21.8%		28.7%
5+				
Don't know/refused	8.2%	9.8%	24.1%	3.7%

j. 5-10 years old

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	264	77	43	57
MEAN MEDIAN	1.53	1.97	1.30	2.16
1	63.4%	53.5%	67.4%	51.7%
2	21.9%	18.9%	16.4%	19.4%
3	4.2%	5.0%	5.0%	5.1%
4	0.7%			
5+	4.5%	15.3%		20.6%
Don't know/refused	5.4%	7.2%	11.2%	3.2%

k. 11-12 years old

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	147	35	15	31
MEAN MEDIAN	1.26	1.79	1.00	1.84
1	77.0%	52.4%	79.0%	53.1%
2	8.8%	3.1%		2.8%
3	8.0%	33.3%		38.1%
4				
5+				
Don't know/refused	6.2%	11.2%	21.0%	5.9%

l. 13-17 years old

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	270	80	50	61
MEAN MEDIAN	1.40	1.60	1.33	1.62
1	67.9%	59.1%	73.6%	62.4%
	52	17	11	8
2	19.4%	21.4%	21.3%	12.6%
3	8.9%	17.5%	3.3%	22.2%
4	0.3%	1.1%	1.8%	1.5%
5+				

Don't know/refused	3.4%	0.9%	1.2%
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D3. Which of the following best describes your marital status?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Married	49.5%	63.3%	64.7%	59.7%
Single	24.9%	22.0%	17.8%	25.5%
Divorced	7.4%	5.0%	6.6%	5.0%
Separated	1.8%	1.1%	1.6%	1.4%
Living with significant other	7.6%	2.6%	3.3%	3.4%
Widow/widower	7.7%	4.3%	3.7%	3.6%
Prefer not to answer	1.1%	1.6%	2.2%	1.4%

D4. What is the highest level of education you have completed?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
8th grade or less	7.0%	6.1%	3.9%	8.5%
Some high school (9-11)	13.0%	2.9%	4.3%	3.5%
High school diploma (GED)	29.0%	14.2%	13.3%	13.3%
Some college (A.A. degree)	25.6%	33.7%	34.9%	32.3%
Bachelor's degree (B.A., B.S.)	14.0%	17.7%	16.6%	16.7%
Some post-graduate work	2.4%	6.5%	6.2%	7.0%
Post-graduate degree (M.S., M.A. Ph.D, Ed.D., M.B.A., M.D., J.D., D.O., D.D.S.,etc)	8.0%	17.7%	19.4%	17.5%
Prefer not to answer	1.0%	1.2%	1.4%	1.2%

D5. Do you consider yourself to be:

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Black or African-American	11.5%	8.2%	9.7%	7.0%
White or Caucasian	72.2%	80.0%	80.2%	78.5%
Latin American or Hispanic	11.5%	8.0%	6.3%	9.6%
Asian or Pacific Islander	4.0%	2.9%	3.0%	4.0%
Native American/American Indian	0.6%	0.7%	0.4%	0.6%
Some other racial background	0.1%	0.1%	0.2%	0.1%
Prefer not to answer	0.1%	0.1%	0.1%	0.1%

D6. Which of the following categories best describes your annual household income before taxes?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Under \$25,000	23.9%	10.2%	12.9%	11.6%
\$25,000 to \$49,999	23.8%	14.1%	14.5%	10.3%
\$50,000 to \$74,999	18.0%	21.8%	22.5%	20.8%
\$75,000 to \$99,999	10.3%	18.1%	16.7%	18.1%
\$100,000 and \$149,000	8.2%	8.7%	9.2%	10.3%
\$150,000 to \$199,999	2.8%	8.4%	3.9%	10.2%
\$200,000 and above	2.4%	6.0%	6.5%	6.5%
Don't Know/Refused (VOL.)	10.5%	12.6%	13.7%	12.2%

D7. Are you currently:

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
Employed full time and looking for a new or additional job	12.5%	14.3%	16.3%	14.1%
Employee full time and not looking for a new or additional job	33.1%	37.4%	37.5%	39.4%
Employed part time and looking for a new or additional job	5.1%	6.4%	5.3%	8.0%
Employed part time and not looking for a new or additional job	7.0%	5.6%	5.6%	5.0%
Unemployed and looking for a job	10.7%	4.5%	6.0%	4.2%
Unemployed and not looking for a job	6.4%	6.2%	3.5%	8.3%
Full time student	1.5%	2.7%	2.3%	3.7%
Housewife	4.1%	3.3%	2.3%	2.5%
Retired	18.2%	17.8%	18.9%	12.6%
Prefer not to answer	1.4%	1.6%	2.3%	2.0%

D8. Are you living in:

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
House that you own	63.3%	75.8%	76.7%	69.5%
House that you rent	16.8%	8.4%	10.8%	10.5%
Condo that you own	1.2%	1.7%	1.7%	2.2%
Condo that you rent	0.5%	0.7%	1.0%	0.8%
Apartment	12.0%	4.2%	3.5%	4.8%
Mobile home	1.7%	0.3%	0.3%	0.4%
With family member(s)/In family member's house	1.7%	2.3%	2.7%	3.0%
Retirement community	0.1%	0.2%	0.2%	0.3%
Dormitory				
Other (specify)	1.6%	5.3%	1.5%	6.9%

Prefer not to answer	1.1%	1.1%	1.7%	1.4%
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D9. Which of the following have you done in the past year?

	TOTAL	INFLUENCRS	HEALTH INFLUENCRS	TECH INFLUENCRS
TOTAL ANSWERING	1503	343	229	244
Written or called any politician at the state, local, or national level?	27.4%	71.4%	74.4%	75.3%
Attended a political rally or speech?	18.9%	59.3%	59.2%	65.0%
Signed a petition?	39.1%	77.2%	78.3%	82.0%
Attended a public meeting on a town or school affair?	36.2%	79.7%	81.4%	79.7%
Served on a committee?	23.3%	69.8%	67.1%	69.7%
Served as an officer of some club or organization?	20.4%	63.3%	60.8%	62.6%
Written a letter to a newspaper/magazine or called a live radio or TV show?	21.7%	56.7%	57.2%	60.4%
Been a member of any group for better government?	14.7%	47.5%	48.1%	52.2%
Made a speech?	17.8%	60.6%	61.8%	64.4%
Worked for a political party?	8.1%	29.2%	29.8%	33.1%
Written an article?	16.9%	49.5%	48.1%	53.4%
Held or run for political office?	3.1%	12.3%	10.2%	15.2%
Have you written or commented on a blog?	21.6%	42.7%	37.0%	49.3%
Recommended a health treatment to a friend, family member or colleague	45.2%	66.9%	100.0%	68.9%
Recommended a new technology to a friend, family member or colleague	40.1%	71.1%	73.3%	100%

D10. Which of the following to you frequently rely on to keep up with current events?

	TOTAL	INFLUENCERS	HEALTH INFLUENCERS	TECH INFLUENCERS
TOTAL ANSWERING	1503	343	229	244
Daily local newspapers	58.4%	59.8%	59.4%	57.1%
Daily national general interest or business newspapers	14.8%	23.0%	22.1%	22.3%
Weekly or monthly community newspapers	24.0%	31.9%	29.2%	29.5%
Network, local television	70.7%	66.1%	69.6%	66.4%
Cable networks focusing on a specific topic or subject	47.7%	58.5%	59.9%	57.7%
Cable news or business networks	49.4%	58.6%	61.4%	58.6%
Radio	53.8%	63.0%	63.6%	59.0%
Weekly or monthly general interest/news magazines	21.9%	34.8%	35.9%	35.8%
National weekly business magazines	9.6%	19.6%	20.9%	21.7%
Special interest/trade media (dedicated to the specific news topic or subject)	16.1%	32.5%	31.5%	38.7%
Internet sites of print and broadcast media, portals and search engines	42.7%	61.2%	60.5%	68.6%
Internet blogs, user groups, chat rooms	17.0%	27.3%	25.0%	33.3%
Special interest or topic-specific internet sites (organization, company, government, etc)	24.9%	40.8%	38.6%	46.5%
Social networking sites (Myspace.com, Facebook.com, etc)	23.2%	31.6%	27.5%	35.6%
Twitter	6.6%	12.1%	6.9%	15.2%
Instant Messenger	13.2%	22.2%	19.4%	27.9%
Podcasts	6.4%	10.6%	9.5%	12.8%
Word of Mouth (family, friends, co-workers)	52.5%	58.8%	56.3%	56.3%
News and information services such as LexisNexis, Factiva, and Dialog	9.4%	18.1%	14.5%	19.5%
Other (specify)	0.2%	0.6%	0.2%	0.3%
None of the above (VOL.)	1.0%	0.1%		
Don't Know/Refused (VOL.)	1.6%	1.7%	2.6%	2.4%



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