

Health Concerns Shift with Age and Income

- When it comes to managing serious disease, more elderly and lower-income households cite this as their most important health concern compared to other age and income groups.
- When it comes to losing weight, adults ages 25 through 49 and those from wealthier households select this as their most important health issue compared to other age and income groups.

Q. What is the most important health issue you personally face today?

	Age						Income		
	18-24	25-34	35-49	50-59	60-69	70+	Less than \$50K	\$50K to less than \$100K	\$100K or more
Weighted Base	309	426	702	407	261	250	870	693	427
Managing a serious disease or condition	15%	22%	28%	32%	47%	46%	36%	27%	23%
Losing weight	10%	14%	13%	12%	10%	6%	8%	15%	14%
The cost of healthcare	4%	5%	7%	8%	7%	4%	7%	5%	5%
Dealing with minor illness/cold or flu	7%	4%	6%	4%	4%	4%	6%	4%	6%
Maintaining a balanced/healthier diet	7%	5%	4%	4%	3%	1%	4%	5%	5%
Getting enough exercise	6%	6%	3%	3%	2%	3%	4%	3%	4%
Smoking/Stop smoking	7%	5%	4%	5%	1%	1%	5%	2%	5%
Managing stress in my life	2%	4%	3%	3%	1%	1%	2%	4%	2%

The sampling error is +/- 3%

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Health Improvement Focus Shifts with Age and Income

- While most people feel exercise is the most important thing they can do to improve their health, more adults with lower income think stopping smoking is important (10%), and more adults with higher income are concerned about losing weight (20%).
- Young adults are more likely to say stopping smoking is the most important thing they can do to improve their health (14%).

Q. What is the most important thing you could do this year to improve your health?

	18-24	25-34	35-49	50-59	60-69	70+	Less than \$50K	\$50K to less than \$100K	\$100K or more
Weighted Base	309	426	702	407	261	250	870	693	427
Exercising regularly/get in better shape	44%	46%	40%	40%	39%	43%	39%	44%	46%
Losing weight	6%	10%	20%	23%	23%	11%	13%	20%	20%
Stopping smoking	14%	9%	9%	8%	4%	3%	10%	7%	7%
Eating more fruits and vegetables	8%	8%	5%	5%	2%	1%	5%	6%	4%
Eating less fat	8%	5%	5%	4%	3%	4%	4%	6%	5%
Getting a physical/see a doctor	4%	5%	4%	4%	3%	5%	6%	3%	2%
Other	6%	9%	6%	6%	9%	7%	9%	5%	5%
Don't know/Refused	7%	2%	6%	5%	12%	14%	7%	5%	4%

The sampling error is +/- 3%

Different Age and Income Groups Report Facing Different Health Challenges

- About half of younger adults think others would say they struggle to get enough sleep, see a doctor regularly (60%), smoke too much (20%) and have issues with anger (a third).
- Compared to other groups, more adults ages 35 through 70 agree others would say they need to lose 10 pounds (57%-64%) but far fewer agree others would say they are on a diet (36%-42%) or exercise regularly (48%-50%).

Percent Strongly or Somewhat Agreeing

	Age Group					
	18-24	25-34	35-49	50-59	60-69	70+
Weighted Base	309	426	702	407	261	250
I eat a well-balanced diet	70%	71%	74%	77%	75%	81%
I see my doctor or healthcare professional regularly	61%	64%	73%	77%	84%	87%
I get the right amount of sleep each night	48%	53%	61%	62%	72%	73%
I am currently at an ideal weight for me	70%	58%	53%	47%	50%	60%
I need to lose at least 10 pounds	34%	53%	57%	61%	64%	49%
I exercise vigorously at least 3 days each week	54%	50%	50%	49%	48%	43%
I am currently on a diet working to lose at least 10 pounds	26%	39%	40%	42%	36%	23%
I need to control my anger better	35%	39%	27%	29%	30%	27%
I smoke too much	22%	16%	19%	17%	14%	7%

Q. In thinking about how you think others view you, please tell me whether or not you agree with the following statements. I think other people I know would say:

The sampling error is +/- 3%