Reflections on Life & Career
June 30, 2014
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Life Reimagined
Launched by AARP in 2013, Life Reimagined is a first-of-its-kind single source of online and offline experiences that guide people through life transitions by helping them discover new possibilities and connect with a community of people pursuing similar passions and goals. Life Reimagined online centers on an exclusive, customizable roadmap available at www.lifereimagined.org that helps people understand where they are in their journey to achieve their goals and dreams, reflect, and make decisions in planning their next steps. It also includes a Sounding Board – a new kind of private social network for people to surround themselves with trusted friends and allies. Through the Sounding Board and other connection tools, members of the Life Reimagined community help each other by offering advice and support to help reach their goals both big and small. Life Reimagined is powered by the Life Reimagined Institute for Innovation, a world-class group of thought leaders in the areas of life and career coaching, psychology, personal development, health and entrepreneurship.

USA TODAY
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To understand how adults in their 40s and 50s feel about their lives and careers, Life Reimagined and USA TODAY commissioned an independent research firm to survey 1,006 ages 40-59 via telephone from May 15-29, 2014. This Executive Summary presents the key findings from the survey while the remainder of the report contains more detail.

Although satisfied with life, adults ages 40-59 are still interested in making changes. In fact, half feel something is missing in their life.

- 91% are satisfied with their life overall, with nearly half being very satisfied. However, three quarters want to make their life more meaningful (75%) and over eight in ten want to give back more (82%). In addition, roughly half want to pursue a new hobby (53%) and want a change in their personal life (48%) while just under half want a change in their professional life (46%). Half (50%) feel something is missing in their life.

Many elements contribute to the definition of living “a good life” among people in their 40s and 50s. The most popular resource people turn to in their pursuit of it is family and friends, followed by reading material.

- Four elements contribute most to the definition of living “a good life:” Being happy, being healthy and physically fit, having a good relationship with your spouse or partner, and having close ties with friends and family. On a scale from 1 to 10, these all received mean ratings of at least 9. Closely following the top elements are: Being independent, having financial security, having a good balance between work and personal life, continuing to learn new things, having a job I love, having spiritual well-being, raising children, giving back to my community, and having time to pursue my passions. On a scale from 1 to 10, these all received mean ratings ranging from 8 to 8.8. The lowest rated element is traveling, which received a mean rating of 6.3 on a scale form 1 to 10.

- 91% turn to family or friends to try to achieve a good life, followed by 62% who turn to books, magazines, or articles.

Satisfaction with most areas of life is high among those ages 40-59, yet there are still some gaps with key elements of living “a good life.”

- High average satisfaction ratings are seen in several areas: Relationship with family and friends, independence, happiness, spiritual well-being, and marriage or relationship with significant other. These all received mean ratings ranging from 8.2 to 8.6 on a scale from 1 to 10. Slightly lower ratings are seen in other areas: Hobbies and interests, job or career, health and fitness, giving back to your community, financial situation, and travel. The mean ratings for these areas range from 7.5 down to 6.1. The largest gaps between satisfaction level and contribution to definition of a “good life” are seen in health and fitness, financial situation, job/career, and giving back to one’s community.
Lack of confidence is not an obstacle to change among adults in their 40s and 50s.
• 92% are confident they can successfully make a change in their life, including 53% who are very confident.

While priorities have changed and more adults ages 40-59 give thought to their future, few have changed the amount they focus on their own happiness.
• 78% have changed their priorities over the past 10 years and 64% think about their future more than they did 10 years ago. However, fewer than 4 in 10 say they focus more on their own happiness than they did 10 years ago.

Triggers of change in the last five years among people in their 40s and 50s are led by stress, followed by caregiving responsibilities, and the death of someone close.
• 60% say changes were triggered by feeling stressed, followed by 53% who say changes were triggered by having to care for a child or parent, and 51% who say changes were triggered by suffering the loss of a close family member or friend.

While most people ages 40-59 like their job, half would quit if they could.
• 34% of those currently employed love their job and 43% like it (while 19% tolerate it and 3% either dislike or hate it). However, 50% would quit their job tomorrow if money were not a factor, and only 41% are working in their dream job.

High pay and good work-life balance are the leading components of a dream job for nearly a quarter of those employed or looking for work in their 40s and 50s.
• 23% feel high pay/salary is most important in their definition of a dream job while 22% feel good work-life balance is important. These are followed by low stress (15%), flexible work schedules (12%), giving back to the community (10%), having a fun work environment (9%), and having opportunities to learn or advance (8%).

Needing to be financially responsible tops the list of biggest obstacles to landing one’s dream job among those 40-59 years old.
• 27% feel needing to be financially responsible for themselves or their families is the biggest obstacle to landing their dream job, followed by lack of opportunities where they live (19%), lack of adequate training or education (15%), the difficulty of starting their own business (14%), and a few other reasons cited by fewer respondents.
Most 40-59 year-olds who are employed or looking for work have not experienced a major career shift. Similarly, most do not expect to go through one in the future.

- 32% of those employed or looking for work have gone through a major career shift and 32% expect to go through one in the future.

Reasons for previous major career shifts vary among those in their 40s and 50s – most often shifts are due to an employee’s desire for change but frequently they are also due to forces beyond the employee’s control.

- 48% of those employed or looking for work who have gone through a major career shift report the reason was personally wanting to do something different, compared with 32% who say it was due to changes in the economy, 31% who say it was due to changes in their industry, and 30% who say it was due to changes in their company that forced job cuts.

Among those ages 40-59, predicted reasons for major career shifts in the future are much more likely to include an employee’s desire for change than changes in their industry or in the economy.

- 81% predict a reason for a major career shift will be personally wanting to do something different, compared with 34% who predict the shift will be due to changes in their industry and 33% who predict it will be due to changes in the economy.

Few people in their 40s and 50s who are employed or looking for work feel that changes in the economy and technology over recent years have had a positive impact on their careers. However, a plurality have begun to see an improvement in their job prospects with the economy slowly improving. The economy is most often cited as having the biggest impact on careers, followed by changes in family needs.

- 33% report a positive effect on their work situation, 23% report a positive impact on their job prospects, and roughly 11% say the changes have affected their career plans in only a positive way. Nevertheless, 44% have begun to see an improvement in their job/career prospects with the economy slowly improving.

- 29% of those employed or looking for work report changes in the economy have had the biggest impact on their career, followed by changes in family needs (18%), changes in technology (14%), and changes due to skills they developed (13%).
Looking ahead, roughly half anticipate new work-related opportunities due to changes in the economy and due to skills they have developed.

- 51% anticipate new work-related opportunities due to changes in the economy and 48% anticipate new opportunities due to skills they have developed. A plurality anticipate new opportunities due to changes in outlook for their industry (44%) and due to changes in family needs (43%). Roughly a third anticipate new opportunities due to changes in technology (35%) and changes in corporate culture (30%).

Nearly three in ten 40-59 year-olds who are employed or looking for work plan to make a career change in the next five years. Most cite multiple reasons for the planned change.

- 29% are planning to make a career change in the next five years. The leading reason for the planned change is to have less stress (82%), followed by having more work-life balance (80%), having the opportunity to learn more (78%), giving back to the community more (72%), having a more fun work environment (71%), earning more money (70%), and doing something entirely different (68%).

Adults in their 40s and 50s expect to be more active than their parents.

- 65% expect to be more active than their parents after age 60.

The future holds promise for adults in their 40s and 50s. Building from a place of contentment with their lives, they are open to making changes that will offer further enhancements. Most are optimistic about their jobs and do not anticipate major changes beyond those they will initiate. As this age cohort shifts priorities and thinks about their future more than they used to, real possibilities exist for them to reimagine their lives.
Detailed Findings
Satisfaction Level: Life Overall

- Very satisfied: 46%
- Somewhat satisfied: 45%
- Neither satisfied nor unsatisfied: 3%
- Somewhat unsatisfied: 5%
- Very unsatisfied: 2%
Satisfaction Level: Specific Areas

Satisfaction With This Area of Your Life
(mean rating on scale from 1 to 10)

- Relationship with family and friends: 8.6
- Independence: 8.6
- Happiness: 8.3
- Marriage or relationship with significant other: 8.2
- Spiritual well-being: 8.2
- Hobbies and interests: 7.5
- Job or career: 7.4
- Health and fitness: 7.3
- Giving back to your community: 7.1
- Financial situation: 6.8
- Travel: 6.1
Changes Wanted in Next 5-10 Years

- To give back more: 82%
- To pursue one more of your passions: 80%
- To make your life more meaningful: 75%
- To travel more: 74%
- To pursue a new hobby: 53%
- A change in your personal life: 48%
- A change in your professional life: 46%
Missing Something

49% do not feel something is missing in their life

50% feel something is missing in their life
Definition: Living A Good Life

Amount Each Contributes to Living A Good Life (mean rating on scale from 1 to 10)

- Being happy: 9.2
- Being healthy and physically fit: 9.1
- Good relationship with spouse or partner: 9.1
- Close ties with friends and family: 9
- Being independent: 8.8
- Financial security: 8.7
- Good balance between work and personal life: 8.6
- Continuing to learn new things: 8.5
- Having a job I love: 8.5
- Having spiritual well being: 8.5
- Raising children: 8.3
- Giving back to my community: 8.1
- Having time to pursue my passions: 8
- Traveling: 6.3
Comparison: Contributors to A Good Life vs. Satisfaction Level

Mean Rating on Scale from 1 to 10

<table>
<thead>
<tr>
<th>Area</th>
<th>Amount this area contributes to A Good Life</th>
<th>Satisfaction with this area of your life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happiness</td>
<td>9.2</td>
<td>8.3</td>
</tr>
<tr>
<td>Health and Fitness</td>
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<td>8.2</td>
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<td>Relationship with spouse or significant other</td>
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</tr>
<tr>
<td>Relationship with family and friends</td>
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<td>8.9</td>
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<tr>
<td>Independence</td>
<td>8.6</td>
<td>8.7</td>
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<tr>
<td>Financial situation</td>
<td>8.5</td>
<td>8.7</td>
</tr>
<tr>
<td>Job or career</td>
<td>7.5</td>
<td>7.4</td>
</tr>
<tr>
<td>Spiritual well being</td>
<td>8.5</td>
<td>8.2</td>
</tr>
<tr>
<td>Giving back to your community</td>
<td>8.1</td>
<td>7.1</td>
</tr>
<tr>
<td>Hobbies and interests</td>
<td>7.8</td>
<td>6.3</td>
</tr>
<tr>
<td>Traveling</td>
<td>6.1</td>
<td>6.1</td>
</tr>
</tbody>
</table>

Top areas of need:
- Health/fitness
- Finances
- Job/Career
- Giving Back
Resources Used to Achieve A Good Life

- Family or friends (91%)
- Books, magazines, or articles (62%)
- Spiritual counselors (52%)
- Media like TV, radio, or podcasts (47%)
- Experts and specialists (41%)
- Co-workers or a boss (37%)
- Online community boards or social networks (32%)
- Seminars, workshops, or classes (30%)
- Organization that specializes in topic (29%)
- In-person groups (26%)
- Online tools, quizzes, and assessments (24%)
- Organization that focuses on age group (17%)
- Celebrity experts (6%)
Confidence in Ability to Successfully Make A Changes in Next 5-10 Years

- Very confident: 53%
- Somewhat confident: 39%
- Not too confident: 5%
- Not at all confident: 3%

USA TODAY
Life Reimagined
Real Possibilities
Reflections

64% think about their future MORE than they did 10 years ago

38% focus MORE on their own happiness than they did 10 years ago

78% have CHANGED their priorities over the past 10 years
Triggers of Changes Made in Past 5 Years

- Felt stressed: 60%
- Had to care for a child or parent: 53%
- Suffered loss of close family member or friend: 51%
- Reached a certain age: 44%
- Had child leave for college or move out of house: 36%
- Had health scare or survived major illness: 34%
- Felt unfulfilled at work: 30%
- Lost a job - either yourself, spouse, or partner: 24%
- Moved to a new city or home: 19%
- Got a divorce or separation: 13%
- Had unexpected good fortune like inheriting money: 11%
- Got married or engaged: 9%
Among those employed (n=666)

Love it: 34%
Like it: 43%
Tolerate it: 19%
Dislike it: 1%
Hate it: 2%
Dream Job

If money were not a factor, would you quit your job tomorrow? (among employed or looking for work, n=753)

YES 50%  NO 49%

Which one is most important in your definition of a dream job? (among employed or looking for work, n=753)

- High pay/salary: 23%
- Good work-life balance: 22%
- Low stress: 15%
- Flexible work schedule: 12%
- Give back to the community: 10%
- Fun work environment: 9%
- Learn or advance: 8%
Dream Job

29% are planning to make a career change in the next 5 years.

41% are working in their dream job, and 57% are not.

The biggest obstacle to landing a dream job include:

- Need to be financially responsible for self and/or family: 27%
- Lack of opportunities where I live: 19%
- Lack of adequate training or education: 15%
- It is difficult to start my own business: 14%
- Lack of time to look for a job: 5%
- Do not know where to start job-search process: 3%

Note: 14% volunteered an answer of “Don’t know” (among employed or looking for work who are not in dream job, n=482).
Major Career Shifts

**PAST**
32% of those employed or looking for work **HAVE** gone through a major career shift (n=753)

**Reasons for shift (n=238)**
- Changes in your company that forced job cuts: 30%
- Changes in your industry: 31%
- Changes in the economy: 32%
- Personally wanting to do something different: 48%

**FUTURE**
32% of those employed or looking for work **EXPECT** to go through a major career shift (n=753)

**Projected reasons for shift (n=243)**
- Changes in your industry: 34%
- Changes in the economy: 33%
- Personally wanting to do something different: 81%
Recent Economic & Technological Changes

Effect on your work situation

- Positive: 38%
- Negative: 33%
- No effect: 28%

Have economic and/or technological changes of recent years had a positive effect, negative effect, or no effect on your work situation? [Among employed or looking for work, n=753]

Effect on your job prospects

- Better: 54%
- Worse: 23%
- No effect: 21%

Have economic and/or technological changes of recent years made your job prospects better, worse, or not affected your prospects? [Among employed or looking for work, n=753]

Effect on your career plans

- Yes: 28%
- No: 72%

Type of Change: (n=209)
- 39% Positive
- 50% Negative
- 11% Both

Have economic and/or technological changes of recent years affected your career plans? [Among employed or looking for work, n=753]
Career: Influences and Opportunities

Biggest Impact on Career
(among employed or looking for work, n=753)

- Changes in the economy: 29%
- Changes in family needs: 18%
- Changes in technology: 14%
- Changes because of skills you've developed: 13%
- Changes in corporate culture: 8%
- Changes in outlook for your industry: 7%
- Something else: 8%

Anticipate New Work-Related Opportunities in Future Due To...
(among employed or looking for work, n=753)

- Changes in the economy: 51%
- Changes because of skills you've developed: 48%
- Changes in outlook for your industry: 44%
- Changes in family needs: 43%
- Changes in technology: 35%
- Changes in corporate culture: 30%

With the economy slowly improving, 44% have begun to see an improvement in their job/career prospects.
29% are planning to make a career change in the next 5 years

(among employed or looking for work, n=753)

Reasons for Planned Career Change
(among employed or looking for work planning a career change, n=216)

- Have less stress: 82%
- Have more work-life balance: 80%
- Have opportunity to learn more: 78%
- Give back to the community more: 72%
- Have a more fun work environment: 71%
- Earn more money: 70%
- Have a more flexible work schedule: 70%
- Do something entirely different: 68%
- Start your own business: 36%
65% of people ages 40-59 expect to be more active after age 60 than their parents.
Methodology

The survey was fielded by Woelfel Research, Inc. from May 15 to May 29, 2014. A total of 1,006 telephone interviews were completed with adults ages 40-59 in the United States. The results from the study were weighted to be nationally representative. The margin of sampling error for the sample is ±3.1%
S1. Are you talking on a cell phone or a regular phone?

<table>
<thead>
<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
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</thead>
<tbody>
<tr>
<td>1. Cell phone (include Blackberry, iPhone, or another type of mobile phone)</td>
<td>49</td>
</tr>
<tr>
<td>2. Regular phone (landline or cordless)</td>
<td>51</td>
</tr>
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</table>

S2. Can you please tell me which of the following categories your age falls into?

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<thead>
<tr>
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<tbody>
<tr>
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<tr>
<td>2. Age 45 – 49</td>
<td>22</td>
</tr>
<tr>
<td>3. Age 50 – 54</td>
<td>29</td>
</tr>
<tr>
<td>4. Age 55 – 59</td>
<td>23</td>
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</table>

S3. Record gender

<table>
<thead>
<tr>
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</thead>
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<tr>
<td>1. Male</td>
<td>49</td>
</tr>
<tr>
<td>2. Female</td>
<td>51</td>
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</table>
S4. What is your current employment status? Are you employed full-time, part-time, not employed but looking for work, retired and not working, or not employed for pay?

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<thead>
<tr>
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<tbody>
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<td>2. Employed part-time</td>
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<td>3. Not employed but looking for work</td>
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</tr>
<tr>
<td>4. Retired and not working</td>
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</tr>
<tr>
<td>5. Not employed for pay</td>
<td>13</td>
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<tr>
<td>6. Don’t know</td>
<td>2</td>
</tr>
<tr>
<td>7. Refused</td>
<td>1</td>
</tr>
</tbody>
</table>

Q1. I’d like to understand what living a good life means to you. I’m going to read a list of items, and I’d like to you tell me how much each one contributes to living a good life, in your opinion, on a scale from 1 to 10, where 1 means the item does not contribute at all, and 10 means the item contributes a lot.

(a) Having financial security

<table>
<thead>
<tr>
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<tbody>
<tr>
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<tr>
<td>9</td>
<td>10</td>
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<td>8</td>
<td>15</td>
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<td>7</td>
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<td>1</td>
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<tr>
<td>Mean</td>
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</table>
### (b) Having a good relationship with a spouse or partner

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<tr>
<td>1 – Does not contribute at all</td>
<td>3</td>
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<tr>
<td>Don’t know</td>
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<td>Mean</td>
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### (c) Having close ties with friends and family

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<td>&lt;0.5</td>
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<tr>
<td>1 – Does not contribute at all</td>
<td>1</td>
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<tr>
<td>Don’t know</td>
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<td>Mean</td>
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### (d) Having a good balance between work and personal life

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<tr>
<td>1 – Does not contribute at all</td>
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<td>Mean</td>
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## Annotated Questionnaire

**Base: Total Respondents**

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<th></th>
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<td>10 – Contributes a lot</td>
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### (e) Raising children

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### (f) Giving back to my community

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### (g) Being healthy and physically fit

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### Annotated Questionnaire

#### (h) Having a job I love

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#### (i) Having time to pursue my passions

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#### (j) Continuing to learn new things

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### Annotated Questionnaire

#### (k) Being happy

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#### (l) Being independent, not depending on others

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#### (m) Having spiritual well-being

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### n. Traveling

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Q2. What resources do you use to try to achieve a good life? Do you turn to…

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<tr>
<td>Seminars, workshops, or classes</td>
<td>30</td>
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<tr>
<td>Family or friends</td>
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<tr>
<td>Co-workers or a boss</td>
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<tr>
<td>Experts and specialists (such as a career counselor, therapist, financial planner, health care professional, Life Coach, personal trainer or nutritionist)</td>
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<td>Spiritual counselors (such as a minister, rabbi, priest, or imam)</td>
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<td>Celebrity experts (such as Oprah, Tony Robbins, or Deepak Chopra)</td>
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<td>In-person groups, clubs, or support groups</td>
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<tr>
<td>Online community boards or social networks (such as Facebook or LinkedIn)</td>
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<td>Online tools, quizzes, and assessments</td>
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<td>Media like TV, Radio, or podcasts</td>
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<tr>
<td>An organization that specializes in the topic</td>
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<tr>
<td>An organization that focuses on people your age</td>
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Q3. Using a scale of one to ten, where one is not at all satisfied and ten is extremely satisfied, how satisfied are you with each of the following areas of your life?

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### (d) Marriage or relationship with significant other

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</table>

### (e) Travel

<table>
<thead>
<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
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</thead>
<tbody>
<tr>
<td>10 – Extremely satisfied</td>
<td>14</td>
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<tr>
<td>9</td>
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<td>8</td>
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<td>3</td>
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<td>5</td>
</tr>
<tr>
<td>1 – Not at all satisfied</td>
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<tr>
<td>Don’t know</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Refused</td>
<td>&lt;0.5</td>
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<tr>
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</table>

### (f) Hobbies and interests

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<td>3</td>
<td>2</td>
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<td>2</td>
<td>1</td>
</tr>
<tr>
<td>1 – Not at all satisfied</td>
<td>3</td>
</tr>
<tr>
<td>Don’t know</td>
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</tr>
<tr>
<td>Refused</td>
<td>&lt;0.5</td>
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<td>Not applicable</td>
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### (g) Relationship with family and friends

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<td>8</td>
<td>18</td>
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<td>7</td>
<td>10</td>
</tr>
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<td>6</td>
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<tr>
<td>4</td>
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<td>&lt;0.5</td>
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<td>2</td>
<td>1</td>
</tr>
<tr>
<td>1 – Not at all satisfied</td>
<td>1</td>
</tr>
<tr>
<td>Don’t know</td>
<td>&lt;0.5</td>
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<tr>
<td>Not applicable</td>
<td>&lt;0.5</td>
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### (h) Spiritual well-being

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<tbody>
<tr>
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<td>38</td>
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<tr>
<td>9</td>
<td>16</td>
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<td>8</td>
<td>17</td>
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<td>3</td>
<td>1</td>
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<td>2</td>
<td>1</td>
</tr>
<tr>
<td>1 – Not at all satisfied</td>
<td>1</td>
</tr>
<tr>
<td>Don’t know</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Refused</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Not applicable</td>
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### (i) Happiness

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<tr>
<td>10 – Extremely satisfied</td>
<td>34</td>
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<tr>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>8</td>
<td>23</td>
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<td>7</td>
<td>12</td>
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<td>5</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
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<tr>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>1 – Not at all satisfied</td>
<td>1</td>
</tr>
<tr>
<td>Refused</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Not applicable</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Mean</td>
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</tbody>
</table>
### Annotated Questionnaire

(j) Independence

<table>
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<tr>
<td>10 – Extremely satisfied</td>
<td>46</td>
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<tr>
<td>9</td>
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<td>8</td>
<td>21</td>
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<td>7</td>
<td>7</td>
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<tr>
<td>6</td>
<td>4</td>
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<tr>
<td>5</td>
<td>5</td>
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<tr>
<td>4</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>1 – Not at all satisfied</td>
<td>2</td>
</tr>
<tr>
<td>Don’t know</td>
<td>&lt;0.5</td>
</tr>
<tr>
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</tbody>
</table>

(k) Giving back to your community

<table>
<thead>
<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 – Extremely satisfied</td>
<td>21</td>
</tr>
<tr>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>19</td>
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<td>15</td>
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<td>4</td>
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<td>3</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>1 – Not at all satisfied</td>
<td>2</td>
</tr>
<tr>
<td>Don’t know</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Refused</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Not applicable</td>
<td>1</td>
</tr>
<tr>
<td>Mean</td>
<td>7.1</td>
</tr>
</tbody>
</table>
Annotated Questionnaire

Q4. How satisfied or unsatisfied do you feel with your life? Would you say you are very satisfied, somewhat satisfied, neither satisfied nor unsatisfied, somewhat unsatisfied, or very unsatisfied?

<table>
<thead>
<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Very satisfied</td>
<td>46</td>
</tr>
<tr>
<td>2. Somewhat satisfied</td>
<td>45</td>
</tr>
<tr>
<td>3. Neither satisfied nor unsatisfied</td>
<td>3</td>
</tr>
<tr>
<td>4. Somewhat unsatisfied</td>
<td>5</td>
</tr>
<tr>
<td>5. Very unsatisfied</td>
<td>2</td>
</tr>
<tr>
<td>6. Don’t know</td>
<td>-</td>
</tr>
<tr>
<td>7. Refused</td>
<td>-</td>
</tr>
</tbody>
</table>

Q5. Do you ever feel that something is missing in your life?

<table>
<thead>
<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Yes</td>
<td>50</td>
</tr>
<tr>
<td>2. No</td>
<td>49</td>
</tr>
<tr>
<td>3. Don’t know</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>4. Refused</td>
<td>-</td>
</tr>
</tbody>
</table>

Q6. Do you expect to be more, less, or equally active after age 60 than your parents?

<table>
<thead>
<tr>
<th>Base: Total respondents</th>
<th>Total % N=1006</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. More</td>
<td>65</td>
</tr>
<tr>
<td>2. Less</td>
<td>9</td>
</tr>
<tr>
<td>3. Equally active</td>
<td>24</td>
</tr>
<tr>
<td>4. Don’t know</td>
<td>1</td>
</tr>
<tr>
<td>5. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

Q7. Thinking about your current situation and the next 5 to 10 years, please tell me if you want…

<table>
<thead>
<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
</tr>
</thead>
<tbody>
<tr>
<td>A change in your professional life</td>
<td>46</td>
</tr>
<tr>
<td>A change in your personal life</td>
<td>48</td>
</tr>
<tr>
<td>To pursue a new hobby</td>
<td>53</td>
</tr>
<tr>
<td>To pursue one or more of your passions</td>
<td>80</td>
</tr>
<tr>
<td>To make your life more meaningful</td>
<td>75</td>
</tr>
<tr>
<td>To travel more</td>
<td>74</td>
</tr>
<tr>
<td>To give back more</td>
<td>82</td>
</tr>
</tbody>
</table>
**Q8.** How confident are you that you could successfully make a change in your life in the next 5 to 10 years? Would you say you are:

<table>
<thead>
<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Very confident</td>
<td>53</td>
</tr>
<tr>
<td>2. Somewhat confident</td>
<td>39</td>
</tr>
<tr>
<td>3. Not too confident</td>
<td>5</td>
</tr>
<tr>
<td>4. Not at all confident</td>
<td>3</td>
</tr>
<tr>
<td>5. Don’t know</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>6. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

**Q9.** Do you think about your future…

<table>
<thead>
<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. More than you did 10 years ago</td>
<td>64</td>
</tr>
<tr>
<td>2. Less than you did 10 years ago</td>
<td>6</td>
</tr>
<tr>
<td>3. Or about the same amount as you did 10 years ago</td>
<td>30</td>
</tr>
<tr>
<td>4. Don’t know</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>5. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

**Q10.** Compared with 10 years ago, do you focus…

<table>
<thead>
<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. More</td>
<td>38</td>
</tr>
<tr>
<td>2. Less</td>
<td>27</td>
</tr>
<tr>
<td>3. Or about the same amount on your own happiness</td>
<td>33</td>
</tr>
<tr>
<td>4. Don’t know</td>
<td>1</td>
</tr>
<tr>
<td>5. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

**Q11.** Have your priorities in life changed over the past 10 years?

<table>
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<tr>
<th>Base: Total Respondents</th>
<th>Total % N=1006</th>
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</thead>
<tbody>
<tr>
<td>1. Yes</td>
<td>78</td>
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<tr>
<td>2. No</td>
<td>22</td>
</tr>
<tr>
<td>3. Don’t know</td>
<td>1</td>
</tr>
<tr>
<td>4. Refused</td>
<td>1</td>
</tr>
</tbody>
</table>
Q12. Thinking about changes that you’ve made in your life over the past 5 years, which, if any, of the following have triggered your change:

<table>
<thead>
<tr>
<th>Event</th>
<th>Total % N=1006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reached a certain age</td>
<td>44</td>
</tr>
<tr>
<td>Felt stressed</td>
<td>60</td>
</tr>
<tr>
<td>Had a health scare or survived a major illness</td>
<td>34</td>
</tr>
<tr>
<td>Got a divorce or separation</td>
<td>13</td>
</tr>
<tr>
<td>Got married or engaged</td>
<td>9</td>
</tr>
<tr>
<td>Had unexpected good fortune like inheriting money</td>
<td>11</td>
</tr>
<tr>
<td>Had a child leave for college or move out of the house</td>
<td>36</td>
</tr>
<tr>
<td>Have suffered the loss of a close family member or friend</td>
<td>51</td>
</tr>
<tr>
<td>Lost a job – either yourself, your spouse, or your partner</td>
<td>24</td>
</tr>
<tr>
<td>Felt unfulfilled at work</td>
<td>30</td>
</tr>
<tr>
<td>Had to care for a child or parent</td>
<td>53</td>
</tr>
<tr>
<td>Moved to a new city or home</td>
<td>19</td>
</tr>
</tbody>
</table>

Now let’s talk about your work situation.

Q13. [If employed] How would you characterize your current job? Would you say …

<table>
<thead>
<tr>
<th>Characterization</th>
<th>Total % N=666</th>
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<tbody>
<tr>
<td>1. I love it</td>
<td>34</td>
</tr>
<tr>
<td>2. I like it</td>
<td>43</td>
</tr>
<tr>
<td>3. I tolerate it</td>
<td>19</td>
</tr>
<tr>
<td>4. I dislike it</td>
<td>1</td>
</tr>
<tr>
<td>5. I hate it</td>
<td>2</td>
</tr>
<tr>
<td>6. Don’t know</td>
<td>1</td>
</tr>
<tr>
<td>7. Refused</td>
<td>&lt;0.5</td>
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</table>
### Q14. Have you gone through any major career shifts?

<table>
<thead>
<tr>
<th>Base: Employed/Not employed but looking for work</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>N=753</td>
</tr>
<tr>
<td>1. Yes</td>
<td>32</td>
</tr>
<tr>
<td>2. No</td>
<td>68</td>
</tr>
<tr>
<td>3. Don’t know</td>
<td>-</td>
</tr>
<tr>
<td>4. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

### Q15. [If gone through major career shift] Was your shift due to…

<table>
<thead>
<tr>
<th>Base: Gone through major career shift</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>N=238</td>
</tr>
<tr>
<td>Changes in the economy</td>
<td>32</td>
</tr>
<tr>
<td>Changes in your industry</td>
<td>31</td>
</tr>
<tr>
<td>Personally wanting to do something different</td>
<td>48</td>
</tr>
<tr>
<td>Changes in your company that forced job cuts</td>
<td>30</td>
</tr>
</tbody>
</table>

### Q16. Do you expect to go through a major career shift in the future?

<table>
<thead>
<tr>
<th>Base: Employed/Not employed but looking for work</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>N=753</td>
</tr>
<tr>
<td>1. Yes</td>
<td>32</td>
</tr>
<tr>
<td>2. No</td>
<td>65</td>
</tr>
<tr>
<td>3. Don’t know</td>
<td>2</td>
</tr>
<tr>
<td>4. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

### Q17. [If expect to go through major career shift] Do you think this shift will be caused by…

<table>
<thead>
<tr>
<th>Base: Expect to go through major career shift</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>N=243</td>
</tr>
<tr>
<td>Changes in the economy</td>
<td>33</td>
</tr>
<tr>
<td>Changes in your industry</td>
<td>34</td>
</tr>
<tr>
<td>Personally wanting to do something different</td>
<td>81</td>
</tr>
</tbody>
</table>

### Q18. Have economic and technological changes of recent years had a…

<table>
<thead>
<tr>
<th>Base: Employed/Not employed but looking for work</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>N=753</td>
</tr>
<tr>
<td>1. Positive effect</td>
<td>33</td>
</tr>
<tr>
<td>2. Negative effect</td>
<td>28</td>
</tr>
<tr>
<td>3. Or no effect on your work situation</td>
<td>38</td>
</tr>
<tr>
<td>4. Don’t know</td>
<td>1</td>
</tr>
<tr>
<td>5. Refused</td>
<td>-</td>
</tr>
</tbody>
</table>
### Q19. Have economic and technological changes of recent years made your job prospects…

<table>
<thead>
<tr>
<th>Base: Employed/Not employed but looking for work</th>
<th>Total % N=753</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Better</td>
<td>23</td>
</tr>
<tr>
<td>2. Worse</td>
<td>21</td>
</tr>
<tr>
<td>3. Or not affected your prospects</td>
<td>54</td>
</tr>
<tr>
<td>4. Don’t know</td>
<td>3</td>
</tr>
<tr>
<td>5. Refused</td>
<td></td>
</tr>
</tbody>
</table>

### Q20. Have economic and/or technological changes of recent years affected your career plans?

<table>
<thead>
<tr>
<th>Base: Employed/Not employed but looking for work</th>
<th>Total % N=753</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Yes</td>
<td>28</td>
</tr>
<tr>
<td>2. No</td>
<td>72</td>
</tr>
<tr>
<td>3. Don’t know</td>
<td>1</td>
</tr>
<tr>
<td>4. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

### Q21. [If economic and/or technological changes affected career plans] Was the change positive or negative?

<table>
<thead>
<tr>
<th>Base: Economic and/or technological changes affected career plans</th>
<th>Total % N=209</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Positive</td>
<td>39</td>
</tr>
<tr>
<td>2. Negative</td>
<td>50</td>
</tr>
<tr>
<td>3. Both</td>
<td>11</td>
</tr>
<tr>
<td>4. Don’t know</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>5. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

### Q22. Looking ahead, do you anticipate new work-related opportunities due to any of the following?

<table>
<thead>
<tr>
<th>Base: Employed/Not employed but looking for work</th>
<th>Total % N=753</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes in technology</td>
<td>35</td>
</tr>
<tr>
<td>Changes in the economy</td>
<td>51</td>
</tr>
<tr>
<td>Changes in corporate culture</td>
<td>30</td>
</tr>
<tr>
<td>Changes in outlook for your industry</td>
<td>44</td>
</tr>
<tr>
<td>Changes because of skills you’ve developed</td>
<td>48</td>
</tr>
<tr>
<td>Changes in family needs</td>
<td>43</td>
</tr>
</tbody>
</table>
Q23. What has had the biggest impact on your career? Would you say…

<table>
<thead>
<tr>
<th>Changes in the economy</th>
<th>29</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes in technology</td>
<td>14</td>
</tr>
<tr>
<td>Changes in corporate culture</td>
<td>8</td>
</tr>
<tr>
<td>Changes in the outlook for your industry</td>
<td>7</td>
</tr>
<tr>
<td>Changes because of skills you’ve developed</td>
<td>13</td>
</tr>
<tr>
<td>Changes in family needs</td>
<td>18</td>
</tr>
<tr>
<td>Or something else</td>
<td>8</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
</tr>
<tr>
<td>Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

Q24. With the economy slowly improving, have you begun to see an improvement in your job or career prospects?

| Yes | 44 |
| No | 53 |
| Don’t know | 2 |
| Refused | 1 |

Q25. Are you planning to make a career change in the next 5 years?

| Yes | 29 |
| No | 69 |
| Don’t know | 3 |
| Refused | <0.5 |

Q26. [If planning to make a career change in next 5 years] Why do you plan to make a career change? Do you want to…

| Earn more money | 70 |
| Have the opportunity to learn more | 78 |
| Give back to the community more | 72 |
| Have more work-life balance | 80 |
| Have a more flexible work schedule | 70 |
| Have a more fun work environment | 71 |
| Have less stress | 82 |
| Do something entirely different | 68 |
| Start your own business | 36 |
### Q27. [If employed or looking for work] Which ONE of the following is most important in your definition of a dream job?

<table>
<thead>
<tr>
<th>Base: Employed/Not employed but looking for work</th>
<th>Total % N=753</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. High pay or salary</td>
<td>23</td>
</tr>
<tr>
<td>2. The opportunity to learn or advance</td>
<td>8</td>
</tr>
<tr>
<td>3. Work that gives back to the community</td>
<td>10</td>
</tr>
<tr>
<td>4. Good work-life balance</td>
<td>21</td>
</tr>
<tr>
<td>5. A flexible work schedule</td>
<td>12</td>
</tr>
<tr>
<td>6. A fun work environment</td>
<td>9</td>
</tr>
<tr>
<td>7. Low stress</td>
<td>15</td>
</tr>
<tr>
<td>8. Don’t know</td>
<td>2</td>
</tr>
<tr>
<td>9. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

### Q28. [If employed or looking for work] Would you say you are currently working in your dream job?

<table>
<thead>
<tr>
<th>Base: Employed full-time or part-time</th>
<th>Total % N=666</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Yes</td>
<td>41</td>
</tr>
<tr>
<td>2. No</td>
<td>57</td>
</tr>
<tr>
<td>3. Don’t know</td>
<td>2</td>
</tr>
<tr>
<td>4. Refused</td>
<td>&lt;0.5</td>
</tr>
</tbody>
</table>

### Q29. [If not currently in dream job] What do you see as the biggest obstacle to landing your dream job?

<table>
<thead>
<tr>
<th>Base: Not currently in dream job or not employed but looking for work</th>
<th>Total % N=482</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lack of adequate training or education</td>
<td>15</td>
</tr>
<tr>
<td>2. Lack of opportunities where I live</td>
<td>19</td>
</tr>
<tr>
<td>3. Needing to be financially responsible for myself and/or my family</td>
<td>27</td>
</tr>
<tr>
<td>4. Lack of time to look for a job</td>
<td>5</td>
</tr>
<tr>
<td>5. Do not know where to start the job-search process</td>
<td>3</td>
</tr>
<tr>
<td>6. It is difficult to start my own business</td>
<td>14</td>
</tr>
<tr>
<td>7. Don’t know</td>
<td>14</td>
</tr>
<tr>
<td>8. Refused</td>
<td>4</td>
</tr>
</tbody>
</table>

### Q30. If money were not a factor, would you quit your job tomorrow?

<table>
<thead>
<tr>
<th>Base: Employed full-time or part-time</th>
<th>Total % N=666</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Yes</td>
<td>50</td>
</tr>
<tr>
<td>2. No</td>
<td>49</td>
</tr>
<tr>
<td>3. Don’t know</td>
<td>1</td>
</tr>
<tr>
<td>4. Refused</td>
<td>-</td>
</tr>
</tbody>
</table>