

The following custom questions were included in ThinkNow’s nationwide omnibus survey in October 2017. AARP sponsored a total of 10 closed end questions: the four shown below and six related to proprietary concepts and redacted from this document.

Sample Sizes:

N=300 Hispanics 35-55 years of age (Spanish-Dom and Bilinguals)

N=300 non-Hispanics 35-55 years of age

Additional completes among all Hispanics 18-34 (approx. n=250) and Non-Hispanics 18-34 (n=300)

[ASK IF 35-49 YEARS OF AGE]

Q1a. For each pair of opposing words/statements, please select the point in the scale that best describes how you feel about turning 50.

[ASK IF 50+ YEARS OF AGE]

Q1b. For each pair of opposing words/statements, please select the point in the scale that best describes how you felt about turning 50.

[ASK IF 18-34 YEARS OF AGE]

Q1c. Although you are far from turning 50, we would like your perspective on turning this age. For each pair of opposing words/statements, please select the point in the scale that you feel best describes someone who is turning 50.

[INCLUDE HEADINGS TO DESCRIBE EACH NUMBER. RANDOMIZE PAIRS]

	← Closer to			Neutral	Closer to →			
Happy	3	2	1	0	1	2	3	Depressed
Still young	3	2	1	0	1	2	3	Over the hill
Optimistic	3	2	1	0	1	2	3	Pessimistic
Life is more meaningful	3	2	1	0	1	2	3	Life is less meaningful
An important milestone	3	2	1	0	1	2	3	No big deal

[ASK ALL]

Q2. Do you believe that turning 50 is a time to celebrate?

No, not at all	Not really	Neutral	Yes, somewhat	Yes, absolutely
1	2	3	4	5

[ASK ALL. GRID FORMAT. RANDOMIZE STATEMENTS]

- Q3. Please indicate how well each of the following statements describes you as you age.
1. Does not describe me at all
 2. Does not describe me very well
 3. Describes me somewhat
 4. Describes me well
 5. Describes me perfectly
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- a. I am more attractive as I age
 - b. Having a sense of style and fashion is an important way to express myself as I age
 - c. Maintaining good physical fitness, like good nutrition, sleep patterns and staying active, is harder as I age
 - d. Getting older is more about what you have accomplished in life than your age

[ASK ALL. GRID FORMAT. RANDOMIZE STATEMENTS]

- Q4. Please indicate how much you agree or disagree with each statement.
1. Strongly disagree
 2. Somewhat disagree
 3. Neither disagree nor agree
 4. Somewhat agree
 5. Strongly agree
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- a. It is important to enjoy all stages of your life, even as you get older.
 - b. Most people are afraid of getting old.
 - c. Advertising/Media negatively impact how society views aging.
 - d. Employers prefer younger workers to older ones.
 - e. Society sees every age group as an integral and inspirational asset.

[Q5-Q11 PROPRIETARY QUESTIONS, OMITTED FROM PUBLIC RELEASE]