

Table ---	AARP QUESTIONS
Table QA1A	A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.] Happy <---> Depressed
Table QA1B	A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.] Still young <---> Over the hill
Table QA1C	A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.] Optimistic <---> Pessimistic
Table QA1D	A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.] Life is more meaningful <---> Life is less meaningful
Table QA1E	A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.] An important milestone <---> No big deal
Table QA2	A2. Do you believe that turning 50 is a time to celebrate?
Table QA3.T2B	A3. Please indicate how well each of the following statements describes you as you age. Top 2 box summary: Describes me well / describes me perfectly
Table QA3A	A3. Please indicate how well each of the following statements describes you as you age. I am more attractive as I age
Table QA3B	A3. Please indicate how well each of the following statements describes you as you age. Having a sense of style and fashion is an important way to express myself as I age
Table QA3C	A3. Please indicate how well each of the following statements describes you as you age. Maintaining good physical fitness, like good nutrition, sleep patterns and staying active, is harder as I age
Table QA3D	A3. Please indicate how well each of the following statements describes you as you age. Getting older is more about what you have accomplished in life than your age
Table QA4.T2B	A4. Please indicate how much you agree or disagree with each statement. Summary: Top 2 box agree
Table QA4A	A4. Please indicate how much you agree or disagree with each statement. It is important to enjoy all stages of your life, even as you get older
Table QA4B	A4. Please indicate how much you agree or disagree with each statement. Most people are afraid of getting old
Table QA4C	A4. Please indicate how much you agree or disagree with each statement. Advertising/Media negatively impact how society views aging
Table QA4D	A4. Please indicate how much you agree or disagree with each statement. Employers prefer younger workers to older ones
Table QA4E	A4. Please indicate how much you agree or disagree with each statement. Society sees every age group as an integral and inspirational asset
Table QS2	S2. What is your gender?
Table ETHNIC	Ethnic - Storing final Ethnicity
Table QS4	S4. What is your age?
Table QS5	S5. What US State do you live in?
Table DIVISION	Division - Capturing Division

[Table ---](#)

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis
AARP QUESTIONS

	SEGMENT				SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55		
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA1A

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.]

Happy <---> Depressed

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Left 2 Box	468 38%	227 45% *B	91 35%	107 41%	84 38%	78 45% K	160 53% KL	94 41%	26 49%	83 55% NO	77 51%	109 30%	179 40%	80 39%	88 39%	91 40%
3 Closer to Happy	105 8%	64 13% *B	19 7%	24 9%	17 7%	26 15% KL	41 14% KL	31 13%	11 21%	16 11% N	25 17% N	24 7%	27 6%	28 13%	6 3%	21 9%
2	363 29%	164 33% *	72 28%	83 32%	67 30%	52 30%	119 40% EK	63 28%	14 27%	67 45%	52 34%	85 23%	152 34%	53 25%	82 36%	70 31%
1	217 17%	86 17%	46 17%	48 18%	36 16%	35 20%	42 14%	50 22%	11 21%	22 15%	19 13%	83 23% FL	58 13%	37 18%	38 17%	20 9%
0 Neutral	294 24%	114 23%	64 25%	54 21%	49 22%	32 18%	58 19%	46 20%	7 14%	26 17%	32 21%	75 20%	120 27%	43 21%	55 24%	65 29%
1	115 9% A	36 7%	24 9%	26 10%	33 15% *A	18 10%	16 5%	24 11%	5 9%	7 5%	9 6%	36 10%	50 11%	14 7%	25 11%	25 11%
2	87 7%	27 5%	20 8%	16 6%	12 5%	5 3%	18 6%	8 4%	2 4%	7 5%	11 7%	36 10% E	20 4%	20 9%	6 3%	14 6%
3 Closer to Depressed	67 5% A	13 3%	17 7% A	11 4%	9 4%	5 3%	8 2%	6 3%	2 3%	4 3%	3 2%	29 8% EF	25 6%	14 7%	13 6%	12 5%
Right 2 Box	154 12% A	41 8%	37 14% A	27 10%	21 9%	10 6%	25 8%	14 6%	4 7%	12 8%	14 9%	65 18% EFL	45 10%	34 16%	18 8%	27 12%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA1B

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.]

Still young <---> Over the hill

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Left 2 Box	354 28%	171 34% *B	69 26%	81 31%	60 27%	51 29%	131 43% EKL	62 27%	21 40%	63 42% O	68 45% O	87 24%	137 30%	53 26%	77 34%	60 27%
3 Closer to Still young	69 6%	36 7%	14 6%	11 4%	8 4%	10 6%	30 10% K	12 5%	11 22% G	9 6%	20 14% IO	8 2%	26 6%	23 11% K	17 8%	8 4%
2	284 23%	134 27% *	55 21%	69 27%	52 23%	40 23%	101 33% EK	50 22%	10 19%	54 36%	47 31%	79 21%	112 25%	30 15%	60 27%	52 23%
1	240 19%	87 17%	51 19%	51 19%	49 22%	27 15%	43 14%	42 19%	5 10%	23 15%	20 13%	65 18%	77 17%	57 28%	28 13%	49 21%
0 Neutral	303 24%	108 21%	68 26%	58 22%	47 21%	41 24%	54 18%	50 22%	15 28%	28 19%	26 17%	92 25%	128 28% F	38 19%	69 31% J	59 26%
1	180 14%	65 13%	38 15%	37 14%	37 17%	32 19% F	34 11%	40 18%	5 9%	16 11%	18 12%	55 15%	59 13%	34 16%	30 13%	29 13%
2	105 8%	44 9%	22 8%	18 7%	22 10%	13 7%	22 7%	21 9% H	2 3%	12 8%	11 7%	47 13% L	26 6%	12 6%	15 7%	11 5%
3 Closer to Over the hill	67 5%	29 6%	14 5%	16 6%	8 4%	10 6%	17 6%	12 5%	5 10%	9 6%	9 6%	22 6%	25 5%	13 6%	5 2%	19 8%
Right 2 Box	172 14%	72 14%	36 14%	34 13%	30 13%	23 13%	40 13%	33 14%	7 13%	21 14%	19 13%	69 19%	50 11%	25 12%	20 9%	30 13%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA1D

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.]

Life is more meaningful <---> Life is less meaningful

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Left 2 Box	485 39%	250 50% *BD	91 35%	118 45% *B	85 38%	85 49% KL	166 55% KL	103 45%	34 64% G	86 57% NO	80 53% NO	131 36%	153 34%	101 49%	80 36%	72 32%
3 Closer to Life is more meaningful	124 10%	66 13% *	23 9%	32 12%	21 9%	24 14%	46 15% KL	29 13%	15 28% G	18 12%	28 19% NO	28 8%	34 8%	35 17% KL	18 8%	16 7%
2	361 29%	184 37% *B	68 26%	86 33%	64 29%	61 35%	120 40% KL	74 33%	19 36%	68 45% NO	52 35%	103 28%	118 26%	65 31%	62 28%	56 25%
1	195 16%	72 14%	39 15%	44 17%	54 24% *AB	27 15%	44 15%	38 17%	6 11%	20 14%	24 16%	50 14%	80 18%	29 14%	53 23%	28 12%
0 Neutral	324 26% A	106 21%	74 28%	58 22%	50 22%	31 18%	50 17%	46 20%	8 15%	20 13%	30 20%	86 23%	142 31% EF	43 21%	63 28% I	79 35% IJ
1	110 9%	42 8%	24 9%	20 8%	19 9%	23 13%	24 8%	29 13%	4 8%	12 8%	12 8%	38 10%	32 7%	19 9%	6 3%	27 12% N
2	78 6% A	19 4%	19 7%	16 6%	10 5%	6 3%	7 2%	8 4%	1 2%	6 4%	2 1%	30 8% F	27 6%	11 5%	21 10% J	6 3%
3 Closer to Life is less meaningful	57 5% ACD	13 3%	15 6% AD	6 2%	4 2%	2 1%	9 3%	4 2%	-	6 4%	3 2%	31 9% MEFL	17 4%	5 3%	2 1%	15 7%
Right 2 Box	135 11% AD	32 6%	34 13% AD	22 8%	15 7%	8 5%	16 5%	12 5%	1 2%	12 8%	5 3%	62 17% MEF	44 10%	16 8%	23 10% J	21 9%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA1C

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.]

Optimistic <----> Pessimistic

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Left 2 Box	418 34%	206 41% *BD	81 31%	95 36%	71 32%	73 42% KL	156 52% KL	85 37%	30 56% G	81 54% NO	74 49% NO	111 30%	136 30%	82 40%	72 32%	64 28%
3 Closer to Optimistic	99 8% D	54 11% *D	20 8%	18 7%	11 5%	24 14% KL	36 12% KL	29 13%	11 22%	15 10%	21 14% NO	12 3%	27 6%	40 19% KL	13 6%	13 6%
2	319 26%	153 30% *	61 23%	77 29%	60 27%	49 29%	120 40% EKL	56 25%	18 35%	67 44% NO	53 35% O	99 27%	109 24%	42 20%	58 26%	51 22%
1	212 17%	93 18%	42 16%	45 17%	46 21%	38 22%	43 14%	48 21%	7 14%	20 13%	23 15%	65 18%	72 16%	30 14%	35 16%	37 16%
0 Neutral	329 26%	119 24%	73 28%	61 23%	53 24%	33 19%	62 20%	51 23%	9 17%	29 19%	33 22%	80 22%	140 31% EF	54 26%	68 30%	72 32%
1	174 14% A	45 9%	41 16% A	34 13%	28 13%	16 9%	19 6%	24 10%	4 7%	9 6%	10 7%	51 14% F	78 17% EF	23 11%	42 19% U	36 16% U
2	76 6%	25 5%	15 6%	18 7%	20 9%	8 5%	14 5%	14 6%	3 6%	6 4%	8 5%	41 11% EFL	15 3%	14 7%	6 3%	9 4%
3 Closer to Pessimistic	39 3%	14 3%	9 3%	8 3%	6 3%	5 3%	8 3%	6 2%	-	5 4%	2 2%	20 5%	11 2%	5 2%	1 0%	10 4%
Right 2 Box	115 9%	39 8%	24 9%	26 10%	25 11%	13 8%	22 7%	19 8%	3 6%	11 8%	10 7%	60 16% EFL	26 6%	19 9%	7 3%	18 8%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA1E

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A1. For each pair of opposing words/statements, please select the point in the scale that best describes[how you felt about turning 50./how you feel about turning 50./someone who is turning 50.]

An important milestone <--> No big deal

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Left 2 Box	421 34%	215 43% *B	77 29%	109 42% *B	77 35%	75 44% KL	146 48% KL	93 41%	25 47%	79 53% NO	67 44% O	119 32%	131 29%	77 37%	79 35%	52 23%
3 Closer to An important milestone	112 9%	69 14% *B	19 7%	29 11%	23 10%	25 14% KL	34 11%	33 14%	15 28%	14 9%	20 13% N	25 7%	27 6%	26 13%	12 5%	15 6%
2	309 25%	146 29% *	59 22%	80 31% *	55 25%	51 29%	111 37% KL	60 26%	10 19%	65 43% JNO	46 31% O	94 26%	104 23%	51 24%	67 30%	37 16%
1	221 18%	81 16%	49 19%	37 14%	39 18%	34 20%	53 17%	47 21% H	4 7%	24 16%	29 19%	78 21%	82 18%	27 13%	39 17%	44 19%
0 Neutral	274 22%	106 21%	57 22%	59 23%	53 24%	34 20%	49 16%	47 21%	9 17%	20 13%	29 19%	74 20%	100 22%	42 20%	63 28% I	37 16%
1	132 11%	48 10%	29 11%	24 9%	23 10%	19 11%	18 6%	25 11%	10 18%	10 7%	8 5%	40 11%	50 11%	18 9%	22 10%	28 12%
2	101 8% A	27 5%	24 9%	16 6%	22 10%	7 4%	24 8%	12 5%	3 6%	11 7%	13 9%	34 9%	45 10% E	17 8%	16 7%	30 13%
3 Closer to No big deal	98 8% AD	25 5%	25 9% AD	16 6%	8 4%	3 2%	12 4%	4 2%	2 4%	7 4%	5 3%	22 6% E	44 10% EF	26 13%	6 2%	38 17% IJN
Right 2 Box	200 16% AC	52 10%	49 19% AC	31 12%	29 13%	10 6%	36 12% E	16 7%	5 10%	17 12%	18 12%	56 15% E	89 20% EF	43 21%	21 9%	68 30% IJN

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA2

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A2. Do you believe that turning 50 is a time to celebrate?

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Yes (net)	808 65% D	364 72% *BD	162 62%	187 72% *BD	127 57%	129 75% L	230 76% L	168 74%	40 75%	118 79% NO	111 74% O	273 75% L	251 56%	137 66%	142 63%	109 48%
Yes, absolutely	460 37% D	230 46% *BD	90 34% D	117 45% *BD	48 21%	82 48% L	157 52% KL	101 45%	27 52%	81 54% NO	76 50% NO	154 42% L	137 30%	74 36%	77 34%	60 26%
Yes, somewhat	348 28%	134 27%	72 28%	70 27%	80 36% *A	47 27%	72 24%	66 29%	12 23%	37 25%	35 24%	120 33%	113 25%	62 30%	65 29%	49 21%
Neutral	247 20% A	72 14%	55 21% A	49 19%	56 25% *A	31 18% F	32 11%	39 17%	9 17%	13 8%	19 13%	62 17%	104 23% F	35 17%	51 23% I	53 23% I
Not really	142 11% C	52 10% C	33 13% C	14 6%	33 15% C	10 6%	32 11%	17 7%	4 8%	15 10%	17 11%	22 6%	67 15% EK	30 15%	28 13%	39 17%
No, not at all	51 4% D	15 3%	12 5%	10 4%	5 2%	3 2%	7 2%	4 2%	-	4 3%	3 2%	9 3%	30 7% EF	5 2%	3 1%	27 12% IUN

Comparison Groups: *ABCD/EFKL/GH/IUNO/KLM

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table QA3.T2B

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A3. Please indicate how well each of the following statements describes you as you age.

Top 2 box summary: Describes me well / describes me perfectly

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
I am more attractive as I age	416 33% D	202 40% *BD	79 30%	113 43% *BD	57 26%	81 47% L	143 47% L	100 44%	17 33%	81 54% JO	62 41% O	156 43% M	146 32% M	35 17%	96 43% O	50 22%
Having a sense of style and fashion is an important way to express myself as I age	519 42%	233 46% *	102 39%	126 48% *	86 39%	99 57% L	159 53%	119 52%	23 43%	86 57% O	73 48%	175 48% M	196 43%	62 30%	101 45%	95 42%
Maintaining good physical fitness, like good nutrition, sleep patterns and staying active, is harder as I	587 47% C	229 45%	128 49%	107 41%	104 47%	83 48%	158 53%	105 46%	25 47%	91 61% JO	67 45%	183 50%	219 49%	89 43%	120 54%	99 44%
Getting older is more about what you have accomplished in life than your age	601 48%	271 54% *	120 46%	134 52%	104 47%	99 57% L	189 63% KL	124 54%	31 58%	105 70% JNO	85 56% O	186 51%	203 45%	109 52%	114 51%	89 39%
None of these	393 31% A	137 27%	87 33%	74 29%	71 32%	36 21%	64 21%	53 23%	10 19%	25 17%	39 26%	112 31% F	151 33% EF	55 26%	71 32% I	80 35% I

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table QA3A

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A3. Please indicate how well each of the following statements describes you as you age.

I am more attractive as I age

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Top 2 Box	416	202	79	113	57	81	143	100	17	81	62	156	146	35	96	50
	33% D	40% *BD	30%	43% *BD	26%	47% L	47% L	44%	33%	54% JO	41% O	43% M	32% M	17%	43% O	22%
Describes me perfectly	198	87	41	46	20	29	71	36	3	41	29	71	74	16	51	23
	16% D	17% D	16% D	18% D	9%	17%	23%	16% H	6%	27% O	19%	19% M	16%	8%	23% O	10%
Describes me well	218	115	37	67	37	52	72	63	14	39	33	85	72	18	44	27
	17%	23% *B	14%	26% *BD	17%	30% L	24%	28%	27%	26% O	22%	23% M	16%	9%	20%	12%
Describes me somewhat	393	157	82	81	78	54	93	70	19	46	48	95	155	66	68	87
	31%	31%	31%	31%	35%	31%	31%	31%	35%	30%	32%	26%	34%	32%	30%	38%
Does not describe me very well	278	96	64	40	57	23	47	36	14	15	31	71	80	77	35	46
	22% AC	19%	24% C	15%	26% C	13%	16%	16%	26%	10%	21% I	19%	18%	37% KL	15%	20%
Does not describe me at all	161	48	38	27	30	15	18	22	3	9	9	44	70	30	26	45
	13% A	10%	14%	10%	13%	9%	6%	9%	6%	6%	6%	12% F	16% F	14%	11%	20% IJ

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table QA3B

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A3. Please indicate how well each of the following statements describes you as you age.
Having a sense of style and fashion is an important way to express myself as I age

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Top 2 Box	519 42%	233 46% *	102 39%	126 48% *	86 39%	99 57% L	159 53%	119 52%	23 43%	86 57% O	73 48%	175 48% M	196 43%	62 30%	101 45%	95 42%
Describes me perfectly	228 18% D	101 20% D	46 18% D	61 23% *D	23 10%	36 21%	68 23%	47 21%	13 25%	35 24%	33 22%	80 22%	77 17%	33 16%	49 22%	28 12%
Describes me well	291 23%	132 26%	57 22%	65 25%	63 29%	63 36% K	91 30%	72 32%	10 18%	51 34%	40 27%	95 26% M	119 26% M	29 14%	52 23%	67 29%
Describes me somewhat	344 28%	154 31%	68 26%	75 29%	71 32%	49 28%	85 28%	69 30%	20 39%	40 27%	45 30%	104 28%	105 23%	58 28%	53 24%	51 23%
Does not describe me very well	234 19% AC	77 15%	55 21% C	35 13%	41 18%	19 11%	29 10%	30 13%	6 12%	9 6%	20 13% I	51 14%	95 21% EF	46 22%	44 19% I	51 23% I
Does not describe me at all	151 12% A	39 8%	37 14% A	25 9%	24 11%	7 4%	28 9% E	10 4%	3 6%	15 10%	13 9%	37 10% E	56 12% E	43 21%	26 12%	30 13%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA3C

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A3. Please indicate how well each of the following statements describes you as you age.

Maintaining good physical fitness, like good nutrition, sleep patterns and staying active, is harder as I age

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Top 2 Box	587 47% C	229 45%	128 49%	107 41%	104 47%	83 48%	158 53%	105 46%	25 47%	91 61% JO	67 45%	183 50%	219 49%	89 43%	120 54%	99 44%
Describes me perfectly	258 21%	112 22%	55 21%	45 17%	45 20%	37 22%	77 26%	46 20%	12 22%	44 29%	33 22%	82 22% M	112 25% M	17 8%	68 30%	44 19%
Describes me well	330 26% A	117 23%	73 28%	61 24%	59 27%	46 26%	82 27%	59 26%	13 24%	47 31%	35 23%	101 28%	108 24%	73 35%	52 23%	55 24%
Describes me somewhat	401 32% D	154 31%	87 33%	84 32%	56 25%	57 33%	83 28%	71 31%	16 30%	36 24%	47 31%	112 30%	139 31%	80 39%	65 29%	73 32%
Does not describe me very well	174 14%	75 15%	33 13%	41 16%	45 20% *	24 14%	31 10%	36 16%	9 17%	12 8%	19 12%	50 14%	58 13%	28 13%	23 10%	35 16%
Does not describe me at all	86 7%	45 9% *	14 5%	29 11% *B	16 7%	9 5%	29 10%	15 7%	4 7%	11 8%	18 12%	22 6%	36 8%	10 5%	16 7%	19 8%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table QA3D

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A3. Please indicate how well each of the following statements describes you as you age.
Getting older is more about what you have accomplished in life than your age

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Top 2 Box	601	271	120	134	104	99	189	124	31	105	85	186	203	109	114	89
	48%	54% *	46%	52%	47%	57% L	63% KL	54%	58%	70% JNO	56% O	51%	45%	52%	51%	39%
Describes me perfectly	264	122	55	52	36	52	87	66	15	46	41	95	79	50	50	29
	21% D	24% *D	21%	20%	16%	30% L	29% L	29%	28%	31% O	27% O	26%	18%	24%	22%	13%
Describes me well	336	149	65	83	69	46	102	57	16	59	44	90	124	59	64	60
	27%	30%	25%	32%	31%	27%	34% K	25%	30%	39%	29%	25%	27%	29%	29%	26%
Describes me somewhat	389	136	86	74	75	46	71	64	14	28	42	113	142	66	62	80
	31% A	27%	33%	28%	34%	26%	23%	28%	26%	19%	28%	31%	31%	32%	28%	35% I
Does not describe me very well	181	60	41	32	31	21	27	26	7	10	17	47	74	21	35	39
	14% A	12%	16%	12%	14%	12%	9%	12%	13%	7%	12%	13%	16% F	10%	16%	17% I
Does not describe me at all	78	36	15	21	12	8	14	13	2	8	6	21	32	11	13	19
	6%	7%	6%	8%	5%	5%	5%	6%	3%	5%	4%	6%	7%	5%	6%	8%

Comparison Groups: *ABCD/EFKL/GH/JNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA4.T2B

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A4. Please indicate how much you agree or disagree with each statement.

Summary: Top 2 box agree

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
It is important to enjoy all stages of your life, even as you get older	918 74%	375 75%	193 74%	193 74%	151 68%	125 72%	249 83% EKL	163 72%	45 85% G	127 85% O	122 81% O	244 67%	329 73%	186 90% KL	175 78%	154 68%
Most people are afraid of getting old	825 66%	357 71% *	171 65%	167 64%	146 66%	118 68%	223 74% K	156 69%	46 87% G	116 77%	108 72%	223 61%	308 68%	151 73%	160 71%	148 65%
Advertising/Media negatively impact how society views aging	667 53% AD	241 48%	147 56% D	137 53%	98 44%	87 50%	150 50%	112 49%	31 60%	79 53%	71 47%	199 54%	252 56%	116 56%	131 58%	121 53%
Employers prefer younger workers to older ones	790 63%	316 63%	168 64%	158 61%	139 63%	109 63%	198 66%	134 59%	45 84% G	106 70%	92 61%	222 60%	273 60%	160 77% KL	143 64%	131 57%
Society sees every age group as an integral and inspirational asset	529 42%	230 46%	108 41%	115 44%	89 40%	93 54% L	157 52%	112 49%	24 45%	84 56% O	73 48% O	182 50% M	190 42%	68 33%	122 54% O	68 30%
None of these	226 18%	87 17%	46 18%	50 19%	49 22%	35 20% F	37 12%	46 20% H	1 2%	14 9%	23 15%	92 25% MF	72 16%	15 7%	26 12%	46 20%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA4A

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A4. Please indicate how much you agree or disagree with each statement.
It is important to enjoy all stages of your life, even as you get older

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Top 2 Box	918 74%	375 75%	193 74%	193 74%	151 68%	125 72%	249 83% EKL	163 72%	45 85% G	127 85% O	122 81% O	244 67%	329 73%	186 90% KL	175 78%	154 68%
Strongly agree	608 49% D	244 49% D	130 50% D	132 50% D	76 34%	84 49%	176 58% EK	104 46%	32 61%	82 55%	93 62% N	159 43%	225 50%	131 63% K	103 46%	122 54%
Somewhat agree	310 25%	131 26%	63 24%	61 24%	75 34% *BC	41 24%	74 24%	59 26%	12 24%	45 30% JO	29 19%	85 23%	104 23%	55 26%	72 32% JO	32 14%
Neither disagree nor agree	162 13%	57 11%	35 14%	27 10%	38 17%	20 12%	19 6%	27 12%	3 5%	8 5%	11 7%	63 17% MF	64 14% MF	6 3%	25 11%	39 17% IJ
Somewhat disagree	101 8%	37 7%	23 9%	16 6%	18 8%	17 10%	21 7%	22 10%	2 5%	8 6%	12 8%	41 11%	31 7%	12 6%	12 5%	19 8%
Strongly disagree	68 5%	34 7%	11 4%	25 9% *B	15 7%	12 7%	12 4%	16 7%	3 5%	7 5%	5 4%	18 5%	28 6%	3 2%	12 5%	15 7%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QA4B

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A4. Please indicate how much you agree or disagree with each statement.

Most people are afraid of getting old

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Top 2 Box	825	357	171	167	146	118	223	156	46	116	108	223	308	151	160	148
	66%	71% *	65%	64%	66%	68%	74% K	69%	87% G	77%	72%	61%	68%	73%	71%	65%
Strongly agree	371	168	78	72	52	56	109	73	23	52	56	103	141	61	80	61
	30% D	33% *D	30%	28%	23%	32%	36%	32%	43%	35%	37%	28%	31%	29%	36%	27%
Somewhat agree	454	189	93	95	95	62	115	83	23	63	52	120	166	91	80	87
	36%	38%	35%	36%	43% *	36%	38%	36%	44%	42%	34%	33%	37%	44%	35%	38%
Neither disagree nor agree	244	80	55	44	41	28	36	40	3	18	18	82	83	38	34	49
	20% A	16%	21%	17%	19%	16%	12%	18% H	6%	12%	12%	22% F	18%	18%	15%	22%
Somewhat disagree	117	44	23	34	22	17	30	19	1	11	18	39	39	15	21	18
	9%	9%	9%	13% *	10%	10%	10%	8% H	2%	7%	12%	11%	9%	7%	10%	8%
Strongly disagree	62	22	13	16	12	11	12	12	3	5	6	23	22	3	10	12
	5%	4%	5%	6%	5%	6%	4%	5%	6%	4%	4%	6%	5%	1%	4%	5%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table QA4C

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A4. Please indicate how much you agree or disagree with each statement.

Advertising/Media negatively impact how society views aging

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Top 2 Box	667	241	147	137	98	87	150	112	31	79	71	199	252	116	131	121
	53% AD	48%	56% D	53%	44%	50%	50%	49%	60%	53%	47%	54%	56%	56%	58%	53%
Strongly agree	299	95	71	54	30	34	59	48	11	37	21	81	122	59	58	64
	24% AD	19%	27% AD	21%	13%	20%	19%	21%	21%	25% J	14%	22%	27%	29%	26% J	28% J
Somewhat agree	369	146	76	83	69	53	91	63	20	42	49	118	130	57	73	57
	30%	29%	29%	32%	31%	30%	30%	28%	39%	28%	33%	32%	29%	27%	32%	25%
Neither disagree nor agree	314	152	61	62	74	50	87	66	15	42	46	77	129	35	67	61
	25%	30% *	23%	24%	34% *BC	29%	29%	29%	28%	28%	30%	21%	28%	17%	30%	27%
Somewhat disagree	177	67	38	37	28	24	39	29	4	18	21	55	50	44	19	30
	14%	13%	15%	14%	13%	14%	13%	13%	8%	12%	14%	15%	11%	21%	9%	13%
Strongly disagree	90	43	16	24	21	13	24	21	2	11	13	37	21	13	7	14
	7%	9%	6%	9%	9%	7%	8%	9%	4%	8%	9%	10%	5%	6%	3%	6%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table QA4D

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A4. Please indicate how much you agree or disagree with each statement.

Employers prefer younger workers to older ones

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Top 2 Box	790	316	168	158	139	109	198	134	45	106	92	222	273	160	143	131
	63%	63%	64%	61%	63%	63%	66%	59%	84% G	70%	61%	60%	60%	77% KL	64%	57%
Strongly agree	396	171	84	74	65	53	107	65	31	66	40	98	120	113	56	63
	32%	34%	32%	28%	29%	31%	36%	29%	58% G	44% JNO	27%	27%	27%	55% KL	25%	28%
Somewhat agree	394	146	84	84	74	56	91	69	14	39	52	123	153	47	86	67
	32%	29%	32%	32%	33%	32%	30%	30%	27%	26%	34%	34%	34%	23%	38%	30%
Neither disagree nor agree	239	99	48	55	45	28	56	44	6	22	33	69	106	21	50	55
	19%	20%	18%	21%	20%	16%	19%	19%	11%	15%	22%	19%	23% M	10%	22%	24%
Somewhat disagree	133	55	27	30	27	22	27	28	1	13	14	57	34	15	14	20
	11%	11%	10%	11%	12%	13%	9%	12% H	1%	9%	9%	16% L	7%	7%	6%	9%
Strongly disagree	86	33	19	18	11	14	20	21	1	9	11	19	39	11	17	22
	7%	7%	7%	7%	5%	8%	7%	9% H	3%	6%	8%	5%	9%	5%	8%	10%

Comparison Groups: *ABCD/EFKL/GH/JNO/KLM

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table QA4E

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis

A4. Please indicate how much you agree or disagree with each statement.

Society sees every age group as an integral and inspirational asset

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Top 2 Box	529 42%	230 46%	108 41%	115 44%	89 40%	93 54% L	157 52%	112 49%	24 45%	84 56% O	73 48% O	182 50% M	190 42%	68 33%	122 54% O	68 30%
Strongly agree	215 17% D	82 16%	48 18%	41 16%	29 13%	39 23%	63 21%	47 21% H	5 10%	37 25% O	26 17% O	93 25% M	78 17% M	14 7%	62 28% O	16 7%
Somewhat agree	314 25%	147 29% *	61 23%	73 28%	60 27%	54 31%	94 31%	65 28%	19 35%	47 31%	47 31%	89 24%	113 25%	54 26%	60 27%	53 23%
Neither disagree nor agree	361 29%	149 30%	74 28%	73 28%	76 34%	42 25%	77 26%	61 27%	12 23%	36 24%	41 27%	90 24%	128 28%	71 34%	58 26%	70 31%
Somewhat disagree	232 19% C	91 18%	51 19%	37 14%	45 20%	27 16%	47 16%	42 18%	10 18%	19 13%	28 18%	76 21%	77 17%	34 16%	25 11%	52 23%
Strongly disagree	126 10% AD	33 7%	28 11%	36 14% AD	12 5%	11 6%	20 7%	13 6%	7 13%	11 7%	9 6%	19 5%	56 13% K	35 17% K	19 9%	37 16% J

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table QS2

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis
 S2. What is your gender?

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	(K)	(L)	(M)	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)				(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
Male	622 50%	257 51%	131 50%	125 48%	105 47%	89 52%	151 50%	118 52%	26 48%	151 100%	-	185 50%	224 50%	98 47%	224 100%	-
Female	626 50%	246 49%	131 50%	136 52%	117 53%	84 48%	150 50%	109 48%	27 52%	-	150 100%	182 50%	227 50%	109 53%	-	227 100%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Table ETHNIC

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis
Ethnic - Storing final Ethnicity

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	(K)	(L)	(M)	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
White (Non-Hispanic)	787 63%	-	262 100%	-	-	-	-	-	-	-	-	270 74%	344 76%	173 83%	175 78%	169 74%
Black , African-American	164 13%	-	-	261 100%	-	-	-	-	-	-	-	67 18%	71 16%	25 12%	32 14%	39 17%
Hispanic / Latino	222 18%	503 100%	-	-	-	173 100%	301 100%	228 100%	53 100%	151 100%	150 100%	-	-	-	-	-
Asian	76 6%	-	-	-	222 100%	-	-	-	-	-	-	30 8%	36 8%	9 5%	17 8%	19 8%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: *ABCD/EFKL/GH/UJO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table QS4

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis
S4. What is your age?

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	(K)	(L)	(M)	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
18-24	192 15%	97 19% *	36 14%	47 18%	32 14%	68 39%	-	97 43%	-	-	-	149 41%	-	-	-	-
25-34	275 22%	130 26% *	53 20%	60 23%	56 25%	105 61%	-	131 57%	-	-	-	218 59%	-	-	-	-
35-44	253 20%	119 24% *	50 19%	53 20%	53 24%	-	196 65% L	-	-	98 65% NO	98 65% NO	-	201 45%	-	99 44%	102 45%
45-54	271 22%	95 19%	60 23%	54 21%	45 20%	-	101 34%	-	-	51 34%	51 34%	-	229 51% F	-	112 50% U	116 51% U
55-64	257 21% A	62 12%	62 24% A	47 18%	36 16%	-	4 1%	-	53 100%	2 1%	2 1%	-	22 5%	207 100% L	12 6%	9 4%
Mean	41 AD	38	42 ACD	39	39	26	42 EK	26	59 G	42	43	27	45 EFK	59 KL	45 U	45 U
Median	38	36	40	36	37	26	41	26	59	41	41	27	46	59	45	47

Comparison Groups: *ABCD/EFKL/GH/UJO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Combus Analysis
 US: What's Your #1? (n=3,600)

	SEGMENT					SPANISH DOMINANT & BILINGUAL HISPANIC		ALL HISPANICS BY AGE			SPANISH DOMINANT/LINGUAL HISPANIC AGE 35-55			NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African Americans	Asians	Age 18-34	Age 35-55	18-34	35-54	Male	Female	18-34	35-55	35-54	Male	Female		
	(*)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)		
BASE ALL RESPONDENTS	1248	503	262	262	222	173	302	228	53	151	150	367	462	207	224	227		
TOTAL ADJUSTMENTS IN TABLE	1248	503	262	262	222	173	302	228	53	151	150	367	462	207	224	227		
UNWEIGHTED SAMPLE SIZE (n)	1248	503	262	262	222	188	302	288	48	139	141	359	459	207	224	227		
Alabama	17	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Alaska	7	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1		
Arizona	26	13	6	3	1	5	5	3	1	4	1	5	12	2	6	6		
Arkansas	5	2	1	2	1	1	1	1	1	1	1	1	1	1	1	1		
California	167	149	22	15	73	62	63	79	11	38	34	43	48	15	25	22		
Colorado	16	13	3	1	2	7	2	11	1	1	1	5	3	2	3	1		
Connecticut	16	9	2	7	4	3	9	1	1	8	4	14	8	0	7	1		
Delaware	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Florida	102	55	19	25	15	18	19	20	6	17	12	49	19	28	24	5		
Georgia	53	8	10	24	2	4	1	1	1	1	1	17	13	10	13	10		
Hawaii	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Idaho	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Illinois	53	18	11	17	8	6	12	10	4	3	8	15	11	7	17	13		
Indiana	16	2	4	3	4	1	1	1	1	1	1	10	6	0	6	1		
Iowa	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Kansas	5	2	1	1	1	1	1	1	1	1	1	0	4	1	1	1		
Kentucky	6	2	1	2	1	1	1	1	1	1	1	1	1	1	1	1		
Louisiana	15	2	4	4	1	1	1	1	1	1	1	7	7	0	7	1		
Maine	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Maryland	14	6	2	7	4	3	4	3	4	3	4	7	1	2	5	1		
Massachusetts	13	5	2	3	1	1	2	2	0	1	1	7	2	5	1	1		
Michigan	73	1	21	8	4	1	2	2	1	1	1	11	11	1	11	1		
Minnesota	29	5	8	2	2	1	1	1	1	1	1	8	3	14	3	1		
Mississippi	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Missouri	15	1	1	2	1	1	1	2	1	1	1	1	1	1	1	1		
Montana	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Nebraska	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Nevada	11	3	1	1	4	2	1	1	1	1	1	1	1	1	1	1		
New Hampshire	8	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1		
New Jersey	15	8	6	9	10	1	9	3	1	7	14	14	1	2	12	1		
New Mexico	5	7	1	1	1	1	1	2	1	1	1	1	1	1	1	1		
New York	92	40	19	16	18	12	25	14	5	14	11	30	18	18	22	4		
North Carolina	78	21	7	7	10	7	10	10	9	10	8	10	10	10	10	10		
North Dakota	9	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Ohio	38	5	10	9	1	1	4	2	1	3	2	9	12	15	5	7		
Oklahoma	8	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Oregon	15	5	4	1	1	2	3	3	1	2	1	10	2	3	6	6		
Pennsylvania	18	6	17	1	1	1	1	1	1	1	1	1	1	1	1	1		
Rhode Island	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
South Carolina	14	1	2	11	2	1	1	1	1	1	1	1	1	1	1	1		
South Dakota	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Tennessee	21	2	5	5	3	2	2	2	1	1	1	4	11	5	3	9		
Texas	108	35	17	27	7	25	44	11	25	19	28	11	11	14	14	17		
Utah	15	3	4	1	1	2	3	1	1	1	1	4	2	1	1	1		
Vermont	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Virginia	15	4	2	1	1	2	1	1	1	1	1	3	3	0	2	2		
Washington	22	3	6	1	1	2	3	2	1	1	1	9	5	0	4	4		
West Virginia	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Wisconsin	18	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Wyoming	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
District of Columbia	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		

Combus Group - ABCD/EFGH/IJKL/MNO
 * Total for Male, ** Total for Percentage
 Uppercase letters indicate significance at the 95% level.

Table DIVISION

THINKNOW RESEARCH OMNIBUS STUDY -- NOVEMBER 2017

Omnibus Analysis
Division - Capturing Division

	SEGMENT					SPANISH-DOMINANT & BILINGUAL HISPANICS		ALL HISPANICS BY AGE		SPANISH-DOM/BILINGUAL HISPANICS AGE 35-55		NON-HISPANICS BY AGE			NON-HISPANICS 35-55	
	TOTAL	Hispanics	Whites	African-Americans	Asians	Age 18-34	Age 35-55	18-34	56-64	Male	Female	18-34	35-55	56-64	Male	Female
	(*)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: ALL RESPONDENTS SURVEYED	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
TOTAL ANSWERING IN TABLE	1248	503	262	261	222	173	301	228	53	151	150	367	452	207	224	227
UNWEIGHTED SAMPLE SIZE (n=)	1248	503	262	261	222	188	301	288	48	120	181	350	275	120	140	135
New England	40 3%	19 4%	7 3%	11 4%	8 3%	5 3%	14 5%	7 3%	1 3%	4 3%	10 7% O	12 3%	10 2%	11 5%	9 4%	2 1%
Middle Atlantic	185 15% A	54 11%	42 16%	32 12%	40 18% A	17 10%	42 14%	19 9%	6 11%	17 11%	25 17%	61 17%	65 14%	33 16%	34 15%	30 13%
East North Central	198 16% AD	35 7%	51 19% AD	37 14% A	21 10%	8 5%	25 8%	15 6%	7 14%	9 6%	16 11%	68 19% EF	77 17% EF	39 19%	40 18% I	37 16% I
West North Central	65 5% ACD	9 2%	18 7% ACD	7 3%	6 2%	2 1%	12 4%	2 1%	2 4%	8 5%	4 3%	13 4%	32 7% E	15 7%	21 9% J	10 5%
South Atlantic	271 22% A	85 17%	54 21%	93 36% *ABD	38 17%	27 16%	72 24% E	34 15%	9 17%	33 22%	38 26%	82 22%	98 22%	56 27%	48 21%	50 22%
East South Central	61 5% AD	10 2%	14 5% A	22 8% *AD	4 2%	3 1%	4 1%	3 1%	2 3%	2 1%	2 2%	21 6% EF	27 6% EF	7 3%	10 5%	17 7%
West South Central	137 11% D	90 18% *BD	24 9%	35 13% D	9 4%	26 15%	52 17% L	36 16%	11 21%	31 20% N	21 14%	40 11%	46 10%	12 6%	18 8%	28 12%
Mountain	78 6% C	42 8% *C	18 7% C	4 2%	12 5%	19 11% FK	11 4%	27 12%	3 7%	5 4%	6 4%	16 4%	28 6%	13 6%	10 4%	19 8%
Pacific	214 17% BC	160 32% *BC	34 13%	20 7%	85 38% *BC	66 38% FKL	69 23% K	85 37% H	11 20%	42 28% NO	27 18%	54 15%	69 15%	23 11%	35 15%	34 15%

Comparison Groups: *ABCD/EFKL/GH/IJNO/KLM
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.