

2010 Del Webb Baby Boomer Survey

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Introduction

- In late 2009, Del Webb conducted two surveys among different baby boomer populations – younger Baby Boomers turning 50 years of age in 2010 and older Baby Boomers turning 64 in 2010. The purpose of these surveys was to understand the similarities and differences between younger Baby Boomers and older Baby Boomers (Survey 1); and how those specific age-cohorts compared with residents of Del Webb communities across the nation (Survey 2).
- Also used in the following analyses are responses from a survey conducted in 1996 among Baby Boomers turning 50 that year.
- The resulting samples are:
 - Younger Boomers turning 50 in 2010;
 - Older Boomers turning 64 in 2010;
 - Boomers who turned 50 in 1996 (who are now turning 64); and,
 - Current residents of Del Webb communities, the majority of whom range in age from 60 to 76.

Methodology

- A third party research firm conducted Survey I, the two-sample survey among the “turning 50 group” and the “turning 64 group”. The third party used an online, interactive survey technique drawing the samples from their proprietary respondent panels. Data from this study was weighted to represent the total population of adults in these age categories.
- In theory, with probability samples of this size, the overall results have a sampling error of +/- 4.4 percentage points at the 95% confidence level. This sampling error is for EITHER of the two main populations – the sample of 504 turning 50 year-olds and the sample of 510 turning 64 year-olds. Sampling errors for the various subsample results WITHIN the main populations are higher and vary.
- Survey 2 was conducted internally among 1,230 randomly selected current Del Webb residents and carries a +/- 3.1% sampling error at the 95 percent confidence level. As stipulated above, sampling errors for the various subsamples WITHIN the main population are higher and vary. This survey also was conducted online.
- Both surveys were conducted between late November and early December 2009.

Opinions

Section I

Executive Summary - Section I

OPINIONS

Younger and older Baby Boomers and current Del Webb residents were asked to indicate their opinions about a variety of topics, from who they regard as heroes to their greatest priority in life. These questions highlight some very interesting differences and similarities among the groups.

LIFE & POLITICS:

Priority in life: When asked to indicate their highest priority in life, younger and older Boomers provided very similar responses: “Family & spouse”; “Financial questions”; “Health issues”; and “Enjoying life” are the top priorities for both groups. While family & spouse was #1 in both groups, they differ on the rank ordering of the other three priorities. Financial questions occupy a higher priority among the younger Boomers while health issues command a higher priority among the older Boomers (Slide 9).

In 1996, 50 year-olds indicated their top priorities included: family, health, financial security and spiritual development.

Political leanings (conservative vs. liberal): In regard to political leanings, all four groups tend to lean conservative. This conservative leaning is more pronounced among the older groups. Interestingly, the 1996 50 year-olds showed a greater tendency to have become more conservative as they age. So the Woodstock generation appears to have undergone more political change than today’s 50 year-olds have experienced. (Slide 10).

Executive Summary - Section I

OPINIONS

ON AGING:

When is a person old?: Across the groups, Boomers all agree that old age is right around 80. Standing out from this view were the Del Webbers, who think that old age is REALLY 85! (slide 11).

Do you consider yourself a senior?: Not surprisingly, current 50 year olds don't see themselves as seniors... yet. Among the older Boomers and Del Webbers a majority (56% and 64% respectively) do consider themselves seniors. Among the reasons those who DO consider themselves seniors, they say it is because they get senior discounts! (Slides 12-13).

How do you feel about your current age?: As with their priorities in life, another first significant finding is the similarity between the younger and older Boomers in this regard. The question solicited a number of responses in both groups, suggesting their current age is, "No big deal," and other respondents indicating relief, "Glad to have made it!". The biggest difference is among current 50 year-olds, a number of whom pointed to the negative, "I'm getting old, Not ready for it," while those turning 64 years-old were more focused on medical and health concerns. (Slide 14).

In 1996, responses among the then 50 year-olds were strikingly similar, focusing on, "Not big deal" and relief, "Happy to have made it."

How do you feel about being older than the president?: The resounding response to the thought of being older than the sitting president was, "It doesn't matter/no big deal." This is good news for President Obama – age doesn't matter. Interestingly, this response was very similar to that of 1996 50 year-olds, when asked how they felt about being the same age as President Clinton. (Slide 15).

Difference between yourself at this age and your parents at the same age?: Younger Boomers were more apt to say, "I'm younger" (relatively); "I'm healthier," or, "There is no difference." Older Boomers stress the same issues with "I'm healthier" being mentioned more prominently. Naturally more of members of this older group also mentioned their parents had passed away BEFORE they reached age 64. (Slide 16).

Among the 1996 50 year-olds, in addition to feeling healthier and younger, they added wiser.

Executive Summary - Section I

OPINIONS

ON CULTURE

Heroes: As with several of the previous categories, the younger Boomers and the older Boomers

TOP picks are identical:

- Mom; Dad; family
- Jesus; God
- Ronald Reagan

Where the younger and older Boomers differ in their hero picks is with later picks where the younger Boomers mention “U.S. Soldiers/Military,” while the older Boomers mention JFK and John Wayne. (Slide 18)

In 1996, the top responses of the 50 year-olds were “Mom; Dad and family”; JFK; “Jesus, God” and John Wayne.

Interestingly, even among the older Boomers, “Mom, Dad and family” are now at the top of their list. It also seems as though it takes a while for a political figure to drop off or drop down the list (JFK) and for other iconic figures to replace it (Reagan).

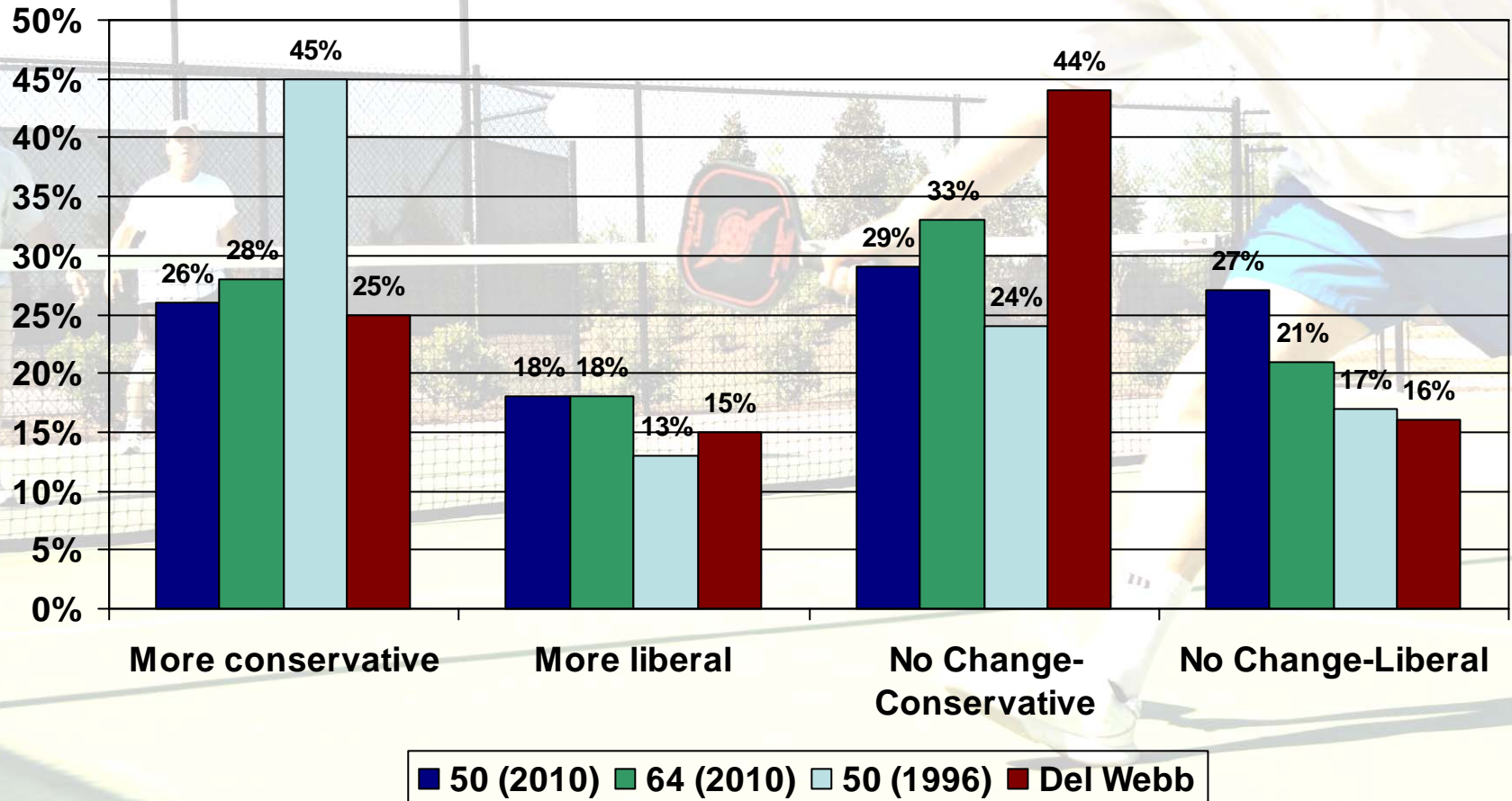
Celebrities: Oprah, Sandra Bullock, Julia Roberts and Ellen DeGeneres top the younger Boomers list of celebrities with whom they identify, while older Boomers identify most strongly with John Wayne, Clint Eastwood, Sally Field and Oprah. Only Oprah made top 5 on both lists. (Slide 19).

Musical Performers: When asked to identify their favorite musical performer or group, the Beatles received the most mentions among both younger and older Boomers. Younger Boomers followed the Beatles with the Eagles, Elton John and Elvis, while older Boomers selected Elvis, the Beach Boys and then the Eagles. (Slide 20).

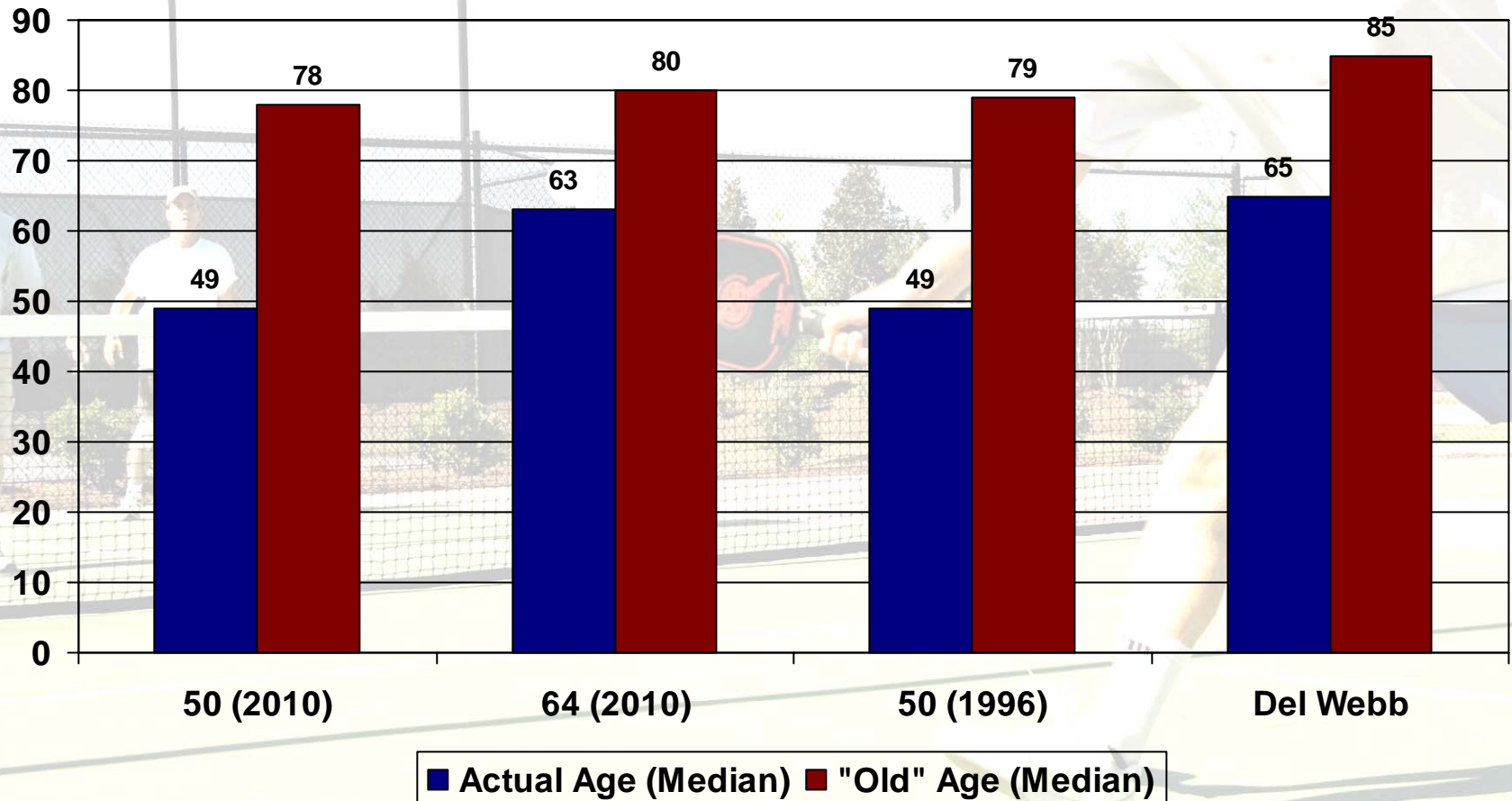
At this stage in your life, what do you consider to be your greatest priority? (In declining order)

- 50 Year-Olds
 - Family; Spouse
 - Financial; Saving for retirement
 - Health; Staying healthy
 - Living; Enjoying life; Having fun
- 64 Year-Olds
 - Family; Spouse
 - Health; Staying healthy
 - Living; Enjoying life; Having fun
 - Financial; Saving for retirement

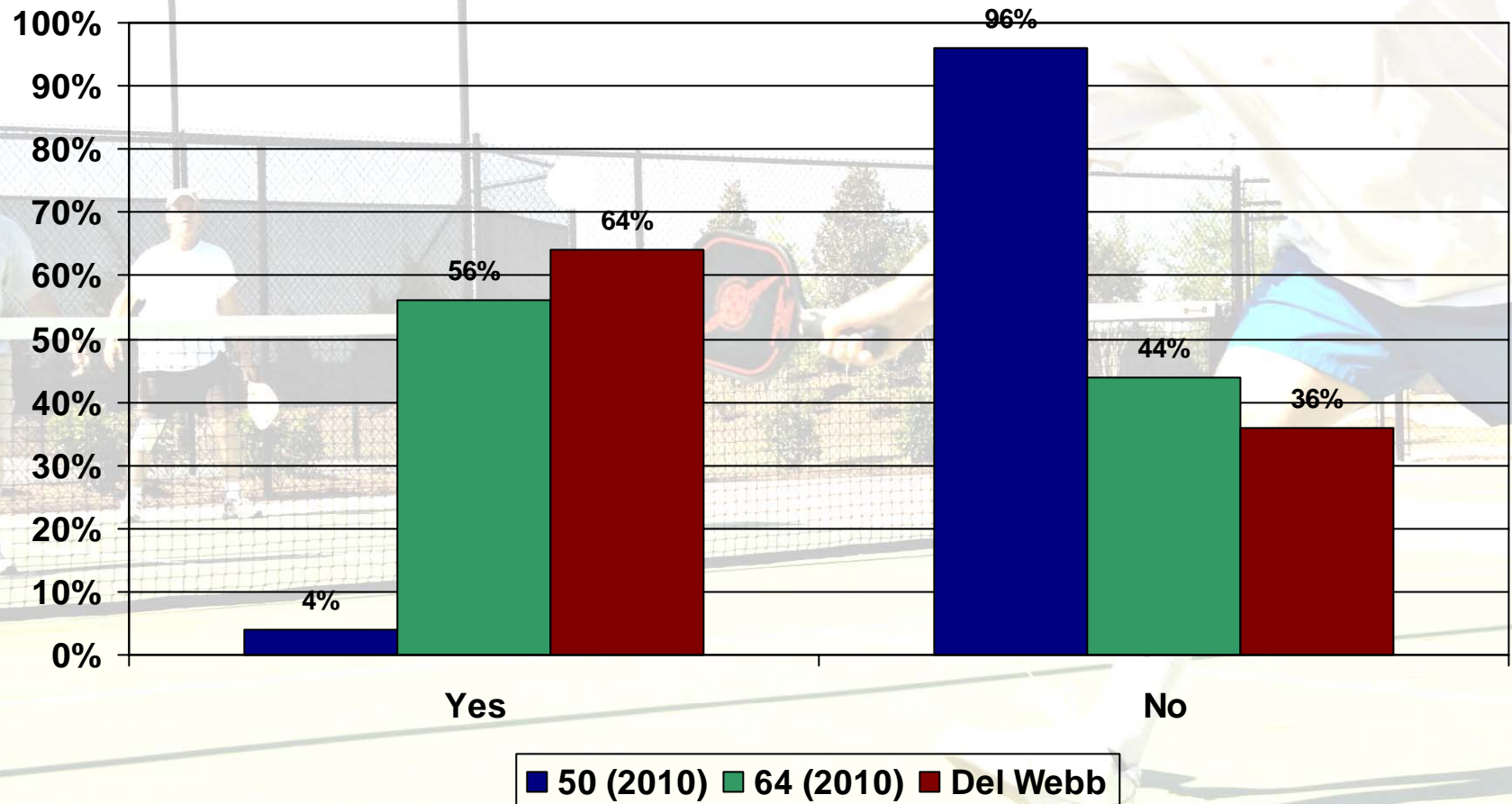
How have your political views changed over the last 30 years?



At what age do you consider a person old?



Do you consider yourself a senior?



Why do you, or why do you not, consider yourself a “senior” (No particular order – major themes)

- 50 Year-Olds

- No:

- Too young; not 65; don't feel like one; not eligible for Social Security, Medicare, discounts; I'm only 49!

- Yes:

- Media emphasis on youth; work around young; no commonality with today's generation; I've earned it

- 64 Year-Olds

- No:

- Don't feel like one; still active; young at heart

- Yes:

- Because I am; I get discounts; because of my age; over 60

What are the first feelings that come to mind when you think of turning 50 (or 64)? (In declining order)

- 50 Year-Olds

- I'm getting old; not ready for it; general negative
- Nothing; no big deal; just a number
- Glad to have made it; wow; thank God; can't believe I made it

- 64 Year-Olds

- Nothing; no big deal; just a number
- Glad to have made it; wow; thank God; can't believe I made it
- I'm closer to Medicare; healthcare concerns

How do you feel about being older than the President? (In declining order)

- 50 Year-Olds
 - Not a problem, OK, don't care; age does not matter
 - Fine; good
 - I don't think about it; no feelings
- 64 Year-Olds
 - Not a problem; OK, don't care; age does not matter
 - Fine; good
 - Negative towards policies, experience (not necessarily age)

What differences do you see between yourself at 50 (or 64) and your parents when they were the same age? (In declining order)

- 50 Year-Olds

- I'm younger (physically or mentally)
- I'm healthier; more active
- Nothing; no differences; not much different

- 64 Year-Olds

- I'm healthier; more active
- They were dead; one was dead
- I'm younger (physically or mentally)
- Nothing; no differences; not much different

15 years ago, I thought of 50 (or 64) as: Now I think of 50 (or 64) as: (In declining order)

- 50 Year-Olds, Then
 - Old, getting old; the end
 - A long way away
- 50 Year-Olds, Now
 - Young; not as old
 - No big deal; just a number
 - A milestone; a goal achieved
- 64 Year-Olds, Then
 - Old, getting old; the end
 - A long way away
 - Closer to retirement; enjoying retirement; closer to Social Security
- 64 Year-Olds, Now
 - No big deal; just a number
 - Young; not as old

Who would you consider your all time hero/heroine? (In declining order)

- 50 Year-Olds
 - Mom; Dad; family
 - Jesus; God
 - Ronald Reagan
 - U.S. soldiers/military
- 64 Year-Olds
 - Mom; Dad; family
 - Jesus; God
 - Ronald Reagan
 - JFK
 - John Wayne



With which celebrity do you most closely identify? (In declining order)

- 50 Year-Olds

- Oprah
- Sandra Bullock
- Julia Roberts
- Ellen DeGeneres
- Jennifer Anniston
- Valerie Bertinelli

- 64 Year-Olds

- John Wayne
- Clint Eastwood
- Sally Field
- Oprah
- Bill Cosby
- Meryl Streep



Who is your favorite musical performer or music group of all time? (In declining order)

- 50 Year-Olds
 - Beatles
 - Eagles
 - Elton John
 - Elvis
 - Earth, Wind & Fire
 - Pink Floyd
- 64 Year-Olds
 - Beatles
 - Elvis
 - Beach Boys
 - Eagles
 - Neil Diamond
 - Rolling Stones



OUTLOOK AND LIVING

Section II

Executive Summary - Section II

OUTLOOK AND LIVING

As the baby boomer generation grows older, it is very interesting and important to consider how they are approaching the aging process, how active they are and how they are structuring their lives. The following section looks closely at Boomers' reactions to questions about their outlook on life and living.

Executive Summary - Section II

OUTLOOK AND LIVING

ACTION GENERATION

How old do you feel? However old they feel, it is CLEARLY not their chronological age with fully 80% of BOTH groups indicating that they feel younger than their age. And as age increases, the distance between real age and perceived age grows. The younger Boomers see the differences as “merely” a decade, while the older Boomers feel 13 years younger than their age. Del Webbers, with a median age of 65, feel 15 years younger than they are. (Slide 25)

So WHY does this generation feel so much younger than they are? “Mental attitude,” “happiness,” and “a good sense of humor” are the top mentions among BOTH younger and older Boomers. Both groups also indicate “activity (I stay active),” “good health” and “working out” as reasons. The big difference is that 50 year-olds also mention “kids and family,” while the older Boomers mention “diet”. (Slide 26)

Are you more or less active than you were 15 years ago? Among younger Boomers, 56% report that they are as active or MORE active than they were 15 years ago. Over half (51%) of the older Boomers indicate likewise. Del Webbers are the MOST active, with fully 63% indicating that they are as active or more active than they were 15 years ago. (Slide 27)

Do you work out? The majority of both younger and older Boomers AND the Del Webb respondents report high levels of regular exercise. 56% of the younger Boomers and 57% of the older Boomers report working out regularly, indicating that they do so several times a week. Among Del Webbers, 73% work out regularly with 61% indicating a daily or multiple-days-per-week work out schedule. (Slide 28)

Executive Summary - Section II

OUTLOOK AND LIVING

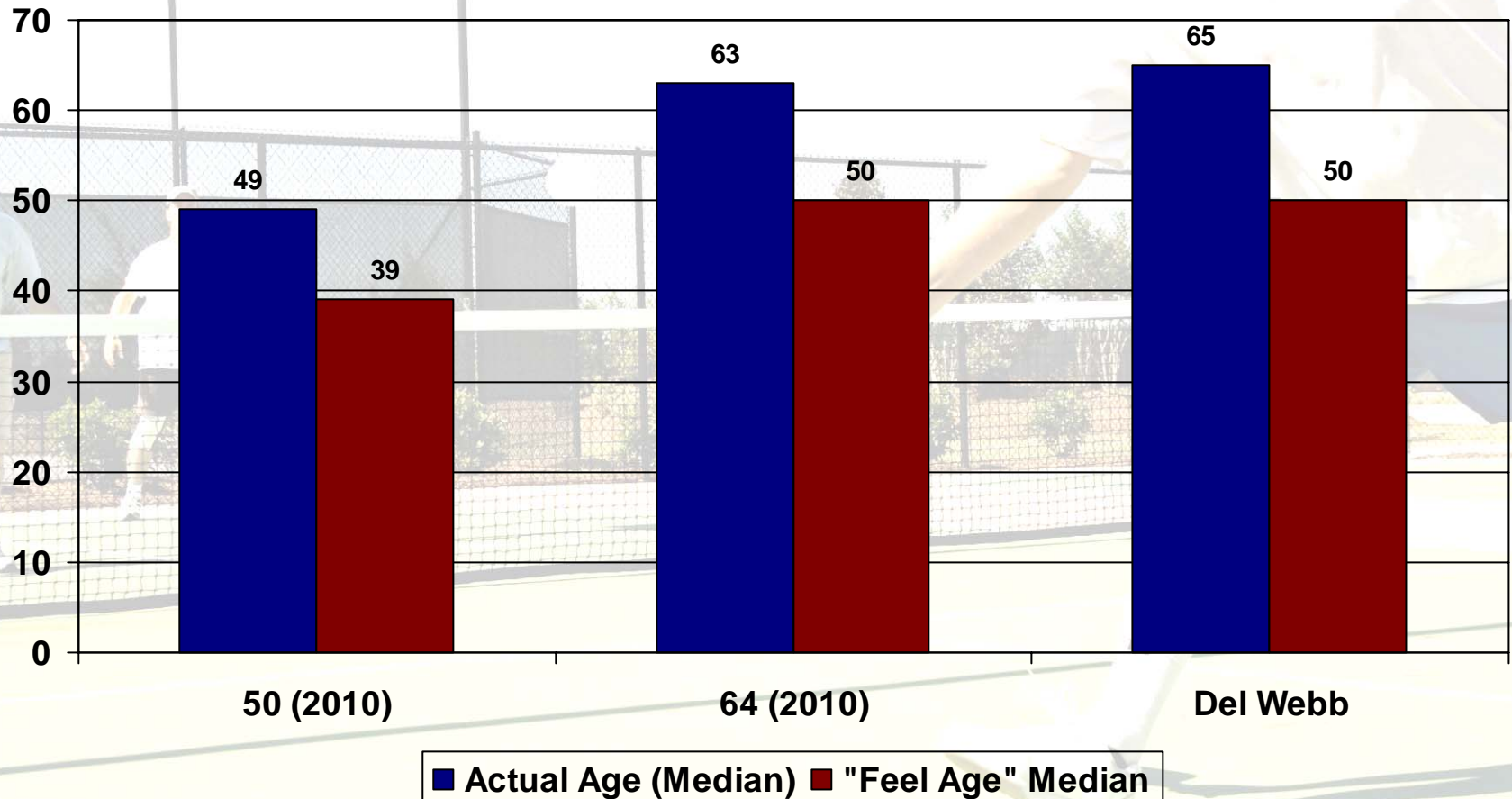
LIVING LIFE TO THE FULLEST

Any new hobbies? Approximately 40% of both the older and younger Boomers have taken up a new hobby/activity in the last few years, compared to almost 50% of the Del Webbers. The list of hobbies and activities is long and varied, indicating a broad range of interests. (Slides 30-31)

Educational opportunities? Nearly one-third of the 50 year-old Boomers have pursued additional educational activities. Among this group, a high level of “re-education” and “expanding employment” opportunities are evident. While “re-education” and “expanding employment opportunities” also are referenced among 22% of the older Boomers who have sought additional education, a greater emphasis on education for personal interest is apparent. (Slides 30-31)
For the 28% of Del Webbers who have pursued additional education, the trends suggest a stronger emphasis on education for personal interest and growth, rather than education for employment or advancement.

Are you married? One of the major changes noted in the survey is the shift in family structure from the 1996 50 year-olds to today’s 50 year-olds. In 1996, 76% were married and 10% had never married. Today, 59% are married with 16% having never married. (Slides 32)

Regardless of your actual age, how old do you feel?



To what would you attribute the fact that you feel younger than you actually are? (Among those whose responses indicated they did so, in declining order)

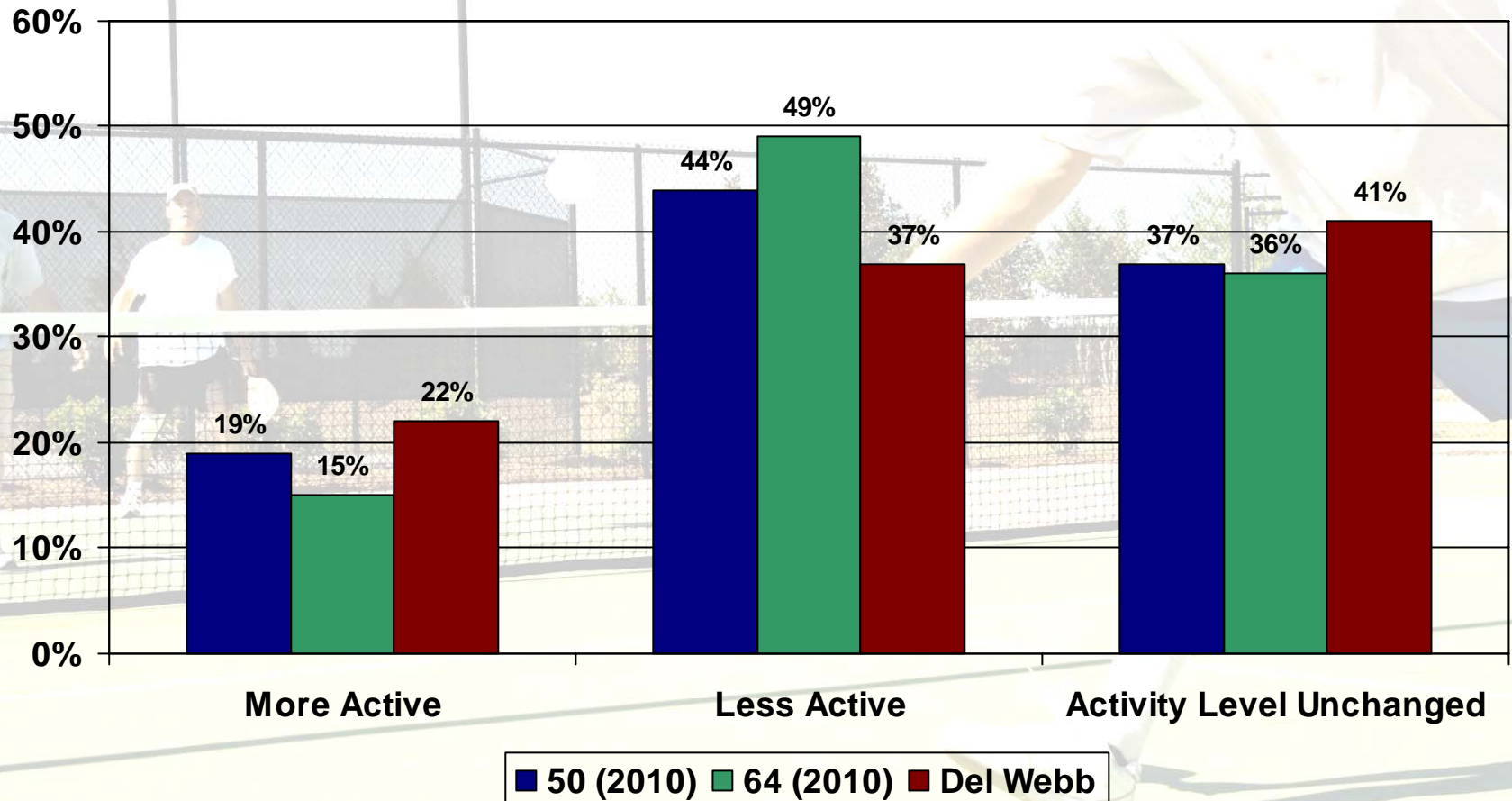
- **50 Year-Olds**

- Mental attitude, I'm happy; good sense of humor
- I stay active; live life to its fullest
- Kids, family, grandkids keep me young
- I'm healthy; in good shape; take care of myself
- I work out; exercise

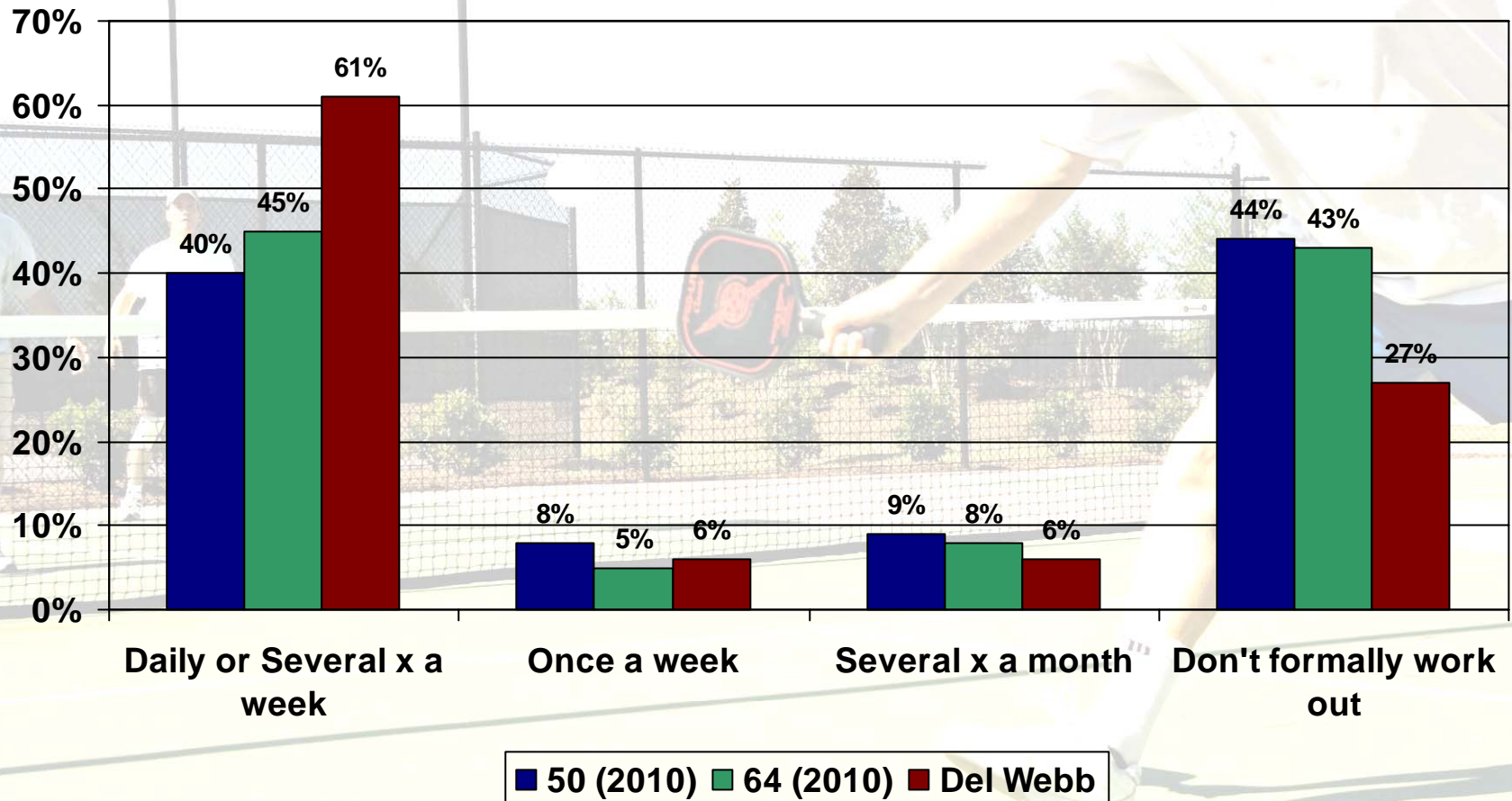
- **64 Year-Olds**

- Mental attitude, I'm happy; good sense of humor
- I'm healthy; in good shape; take care of myself
- I stay active; live life to its fullest
- I work out; exercise
- Diet

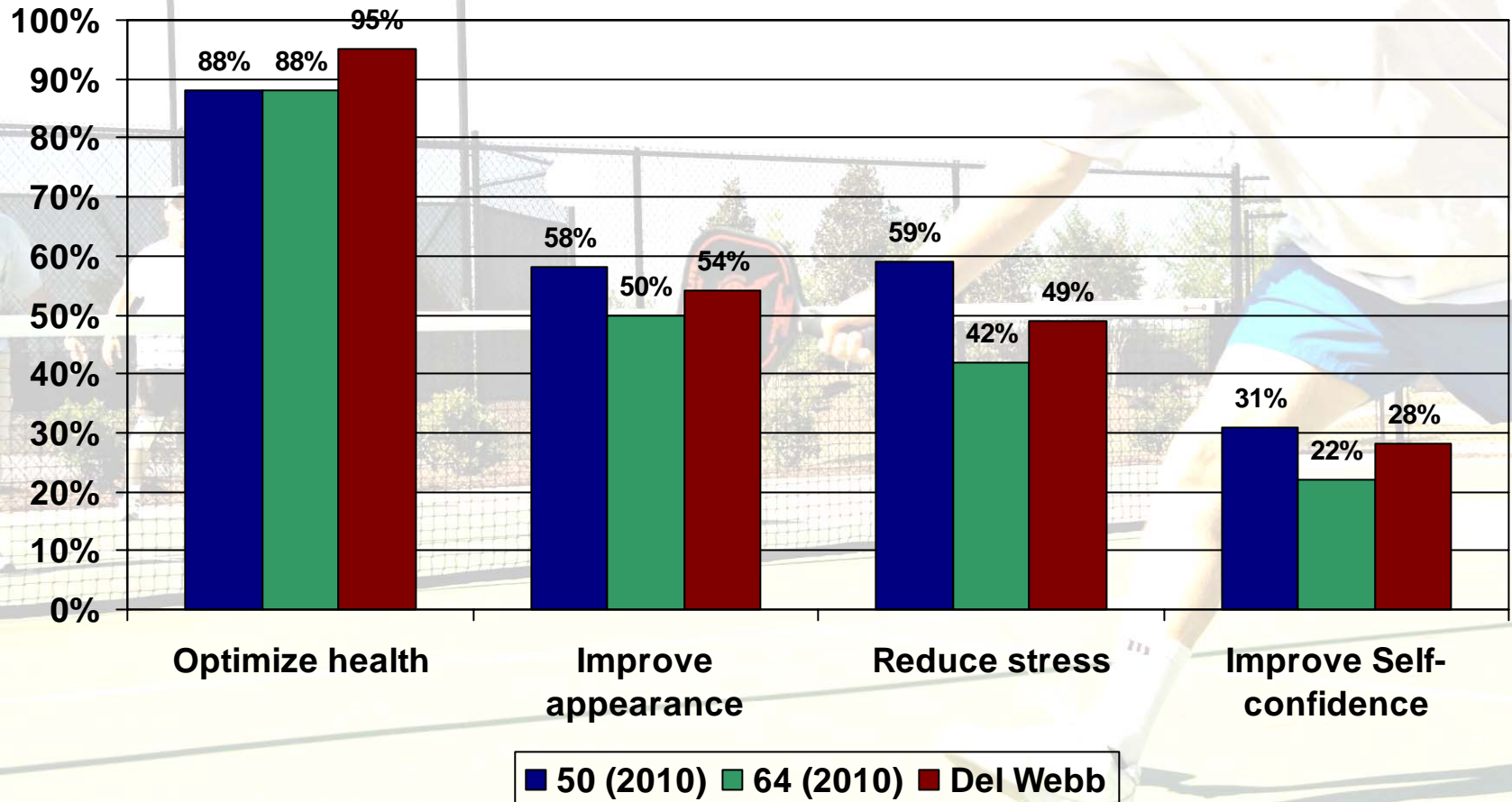
Would you consider yourself more or less active than you were 15 years ago?



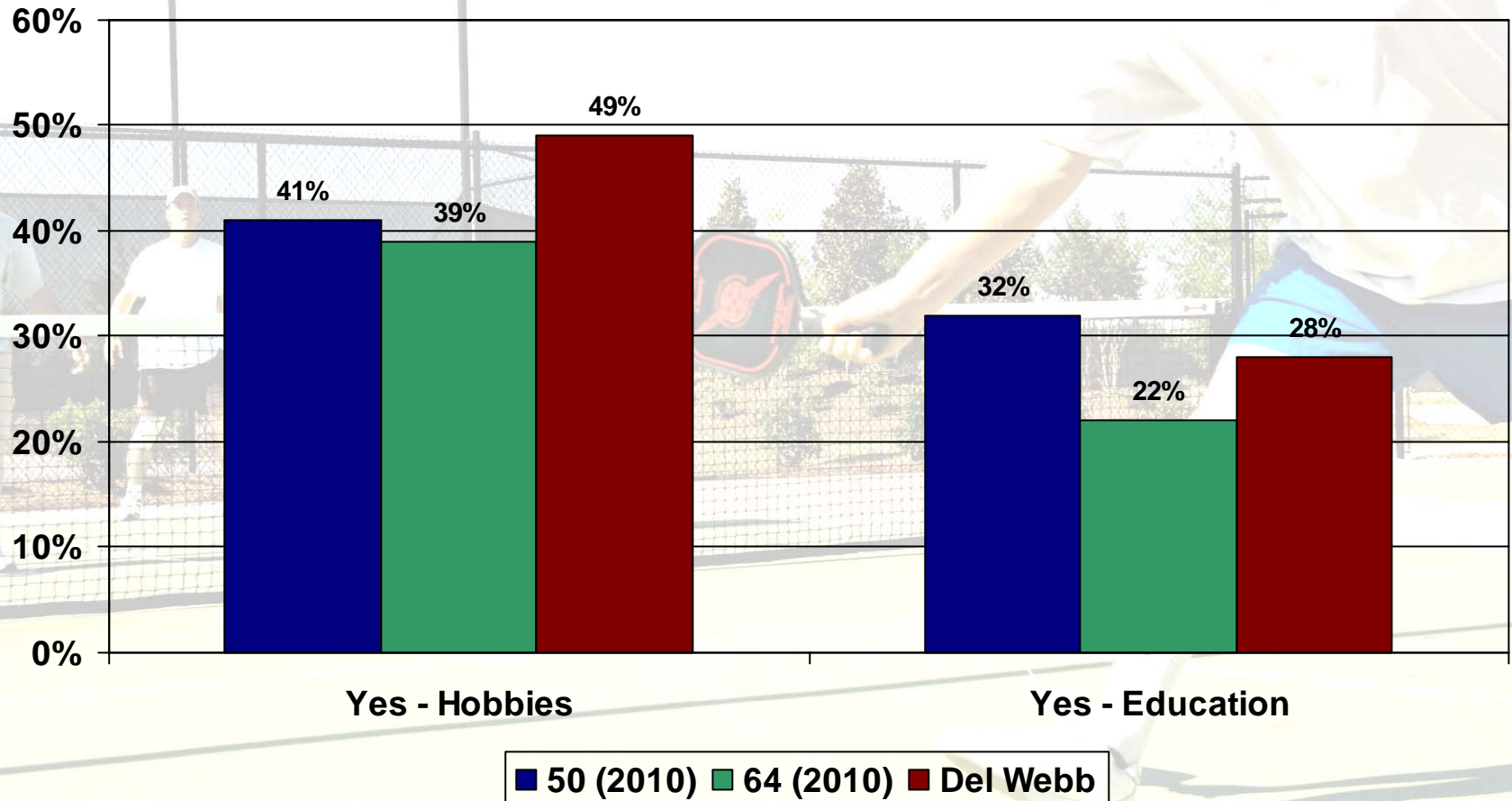
How often do you exercise or “work out”?



Why do you exercise? (among those who do)



Have you taken up any new hobbies or activities in the last few years? Have you sought any educational opportunities in the last few years?



What new hobbies (or educational opportunities) have you taken up or sought out? (Among those whose responses indicated they did so)

The list of new hobbies is long and varied, ranging from acting to yoga.

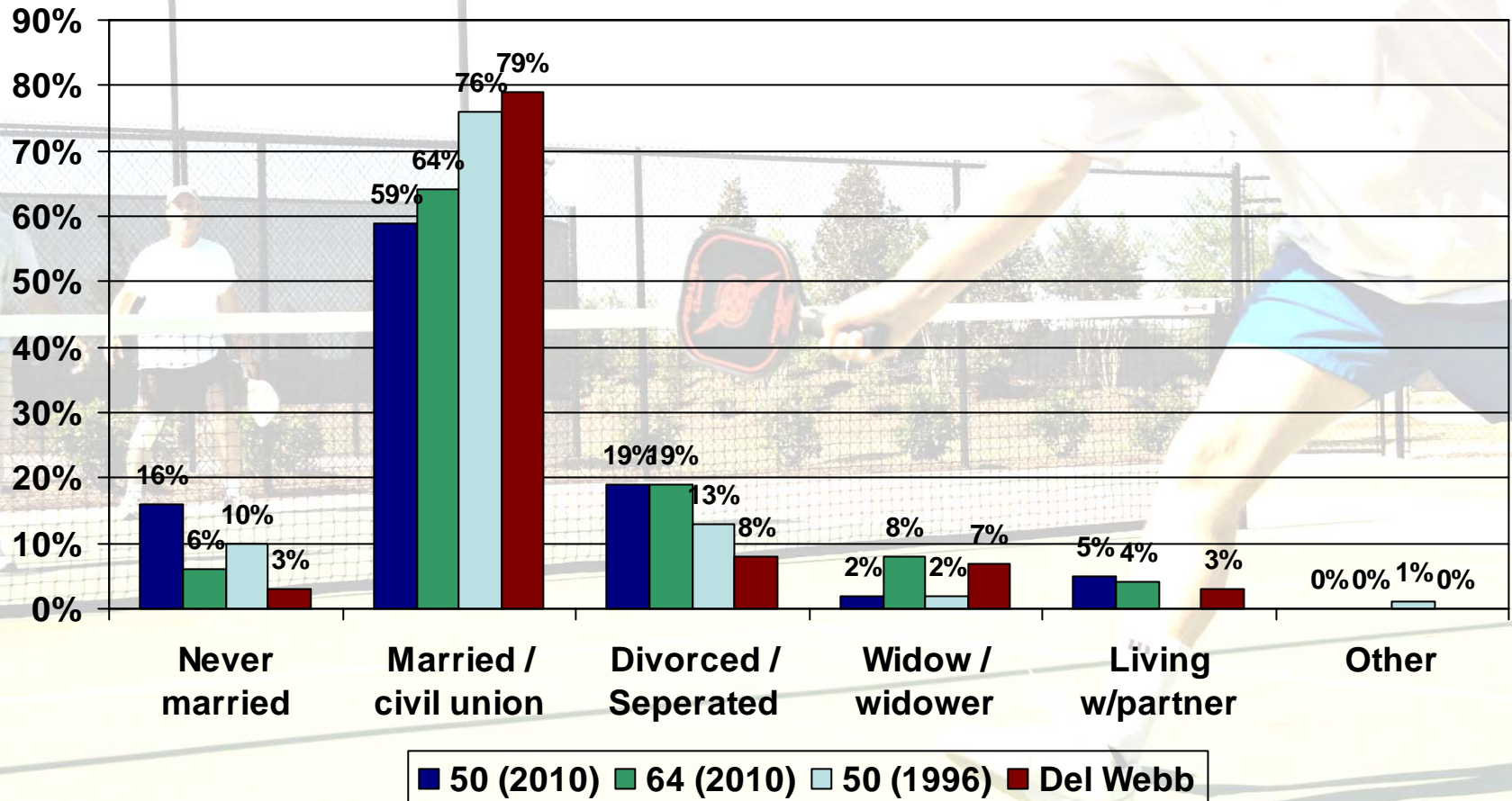
Among the more popular new hobbies for 50 year-olds were biking, beading, gardening, yoga and woodworking.

For 64 year-olds, the more popular new hobbies were computers, fishing, gardening, photography, quilting and woodworking.

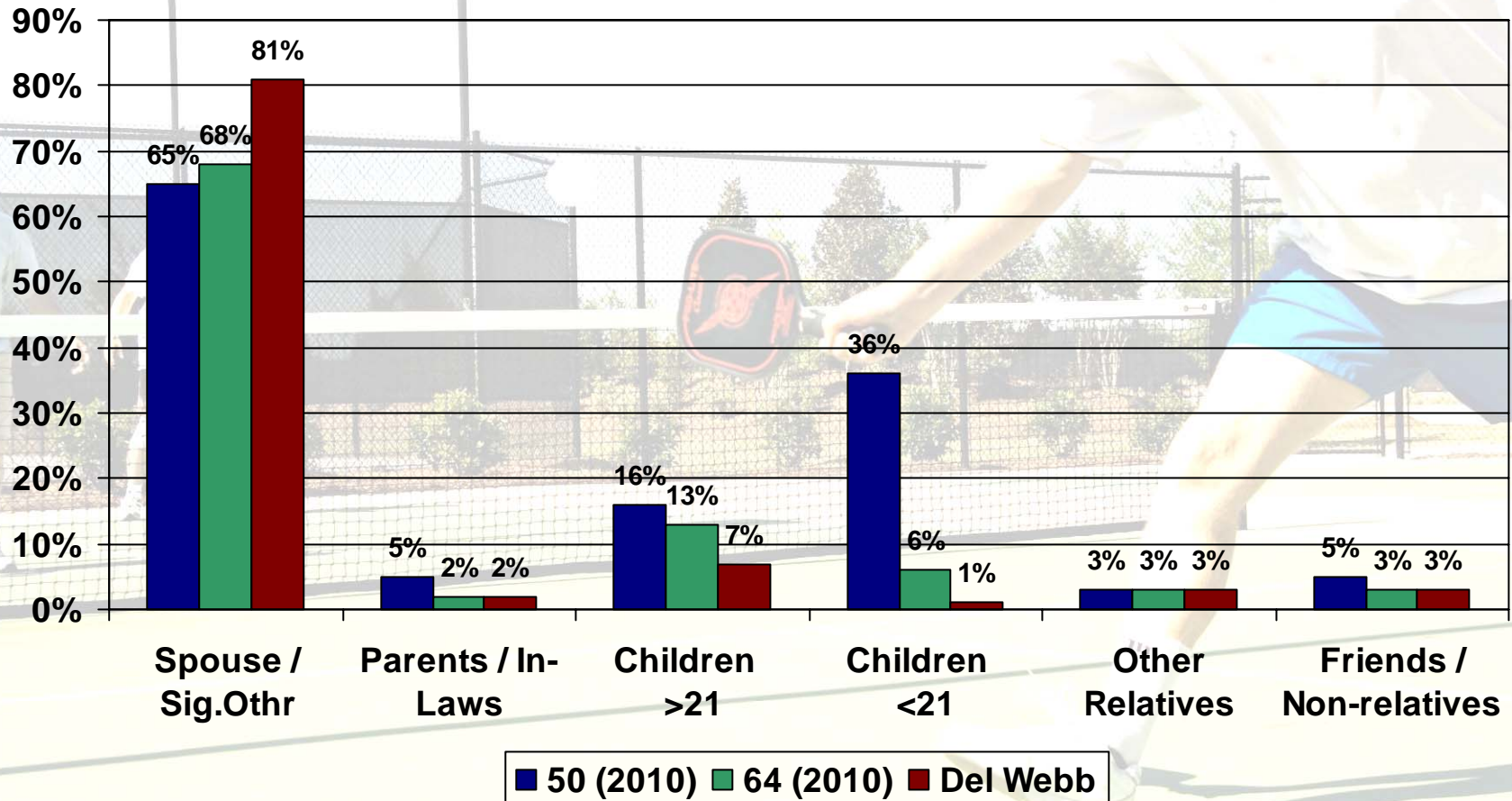
The main reasons cited by both groups for not taking up new hobbies were that they were already too busy, or just did not have enough time.

Educational opportunities sought out by 50 year-olds appeared to be more employment related than those sought out by 64 year-olds. This is likely related to the fact that only 8% of the 50 year-olds were retired/semi-retired compared to 61% of the 64 year-olds.

Marital Status



Do you currently live with any of the following?



RETIREMENT

Section III

Executive Summary - Section III

RETIREMENT

As Baby Boomers age and close in on their “golden years,” attitudes/feelings toward retirement become very important. The next section provides three rather different “slants” on how Boomers are viewing and approaching retirement: “health and contentment,” “the economy and retirement,” and “living retirement.”

The opinions of retired or semi-retired Del Webbers and older Boomers relating to retirement living are presented in this section. The thoughts of younger Boomers are provided as well. These questions highlight some very interesting differences and similarities among the groups.

Executive Summary - Section III

RETIREMENT

Health & Contentment

Physical health: Del Webbers tend to be slightly more likely to indicate they are the same or physically healthier since retirement, compared to the 64 year-old Boomers (89% vs. 83% respectively). Conversely, 17% of the older Boomers indicate their physical health has declined versus only 11% of the Del Webbers. (Slide 42)

Why physically healthier? Issues underlying better physical health included: “more time to take care of myself and exercise,” “lack of job stress” and “improved dietary habits.”

Why less physically healthy? Comments included: “sedentary lifestyle,” “less exercise” and “unwanted weight gain.” (Slide 43)

Mental health: Among both groups of retired Boomers (Del Webb and older Boomers), approximately 71% report no change and 22% indicate an improvement in mental health. The key reason is connected to less stress in their lives.

Fewer than 10% suggest they are less mentally healthy than before they retired. (Slides 44-45)

Executive Summary - Section III

RETIREMENT

Health & Contentment

The best and the worst of retirement: Both Del Webbers and older Boomers reported a generally positive attitude about retirement, with 81% of Webbers and 64% of older Boomers responding that they are “very happy.” (Slide 46)

So what do they like? Key responses from older Boomers and Del Webbers on the positives of retirement include: “freedom;” “doing what I want, when I want,” “no time clock” and “less stress.” (Slide 47)

So what’s been disappointing? Among the responses, “missing co-workers,” “financial concerns” and “sitting around getting lazy.” (Slide 47)

Executive Summary - Section III

RETIREMENT

The Economy and Retirement

Clearly today's economy has impacted all groups whether retired or not. However, the most profound influence has been felt by those preparing to retire -- the younger Boomers turning 50 in 2010. Responses from this group are quite different from those of 50 year-olds surveyed in 1996.

Compared to 50 year-olds in 1996, today's 50 year-olds:

- Plan to retire a median of four years later, at age 67 vs. age 63 (Slide 48);
- Are half as likely to be financially prepared for retirement – 16% vs. 34% (Slide 49);
- Are one-third as likely to feel that they will be financially prepared to retire in the next 10 years – 13% vs. 44% (Slide 50);
- Are three times as likely to indicate they will NEVER be financially prepared for retirement – 41% vs. 15% (Slide 50); and,
- Are twice as likely to not even have begun saving for retirement – 23% vs. 11% (Slide 51).

In addition, 50 year-olds today are expecting that Social Security will represent a greater percentage of their retirement income than 50 year-olds in 1996 – 32% vs. 13% (Slide 52).

Finally, today's 50 year-olds believe they need to save more (\$146K vs. \$131K), but have saved less (\$48K v. \$58K); and are now less likely to believe they will be passing on a substantial inheritance to their heirs – 29% vs. 43% (Slides 53-54).

Executive Summary - Section III

RETIREMENT

Living Retirement

In spite of economic concerns, there is still the fact of retirement. How are Boomers approaching, planning and living the retired life?

Working during retirement?: Both those planning for retirement and those living in retirement are planning to include working as part of their lives. Among young Boomers, 72% plan to work. For older Boomers not yet retired, 74% plan to work. In the 1996 survey, 68% of the 50 year-olds were planning to work. For those Del Webb residents still working, 70% plan to continue to do so. (Slide 56)

So that's the plan, but what happening?: Among current retirees, just under 40% report actually working. (Slide 56)

Why work during retirement?: Key reasons given are not all related to finances. In addition to the expected economic reasons, many also indicated reasons such as: "warding off boredom/keeping busy," "self satisfaction," or "simple enjoyment." (Slide 57)

How about volunteering?: Beyond employment, interest and participation in volunteer activities is high across all of the groups, ranging from 60% among older Boomers to 71% among the young Boomers. (Slide 58)

Why volunteer?: Reasons for the high interest include: "keeping busy/warding off boredom," "for the enjoyment/feels good" and "to help others and give back to the community." (Slide 59)

Executive Summary - Section III

RETIREMENT

Living Retirement

To move or not to move? Desire or plans to move upon retirement are very consistent. Over one third of the respondents in all groups are planning a move during retirement. It would appear the desire to move during retirement may be on the rise, with 42% of today's 50 year-olds planning to do so as compared to 36% among the 1996 50 year-olds. Interestingly, among the older Boomers 32% are planning to move which compares well with the 34% who have actually moved. (Slide 60)

Where will you move? Across all four groups, 50% of those planning to move think they will relocate to another state. The most popular states for the 50 and 64 year-old Boomers include North Carolina, South Carolina, Florida and Tennessee. The moving targets among Del Webbers are a bit different, tending to focus on states where Del Webb communities are located, such as South Carolina, Arizona, North Carolina and Nevada. (Slides 61-62)

Executive Summary - Section III

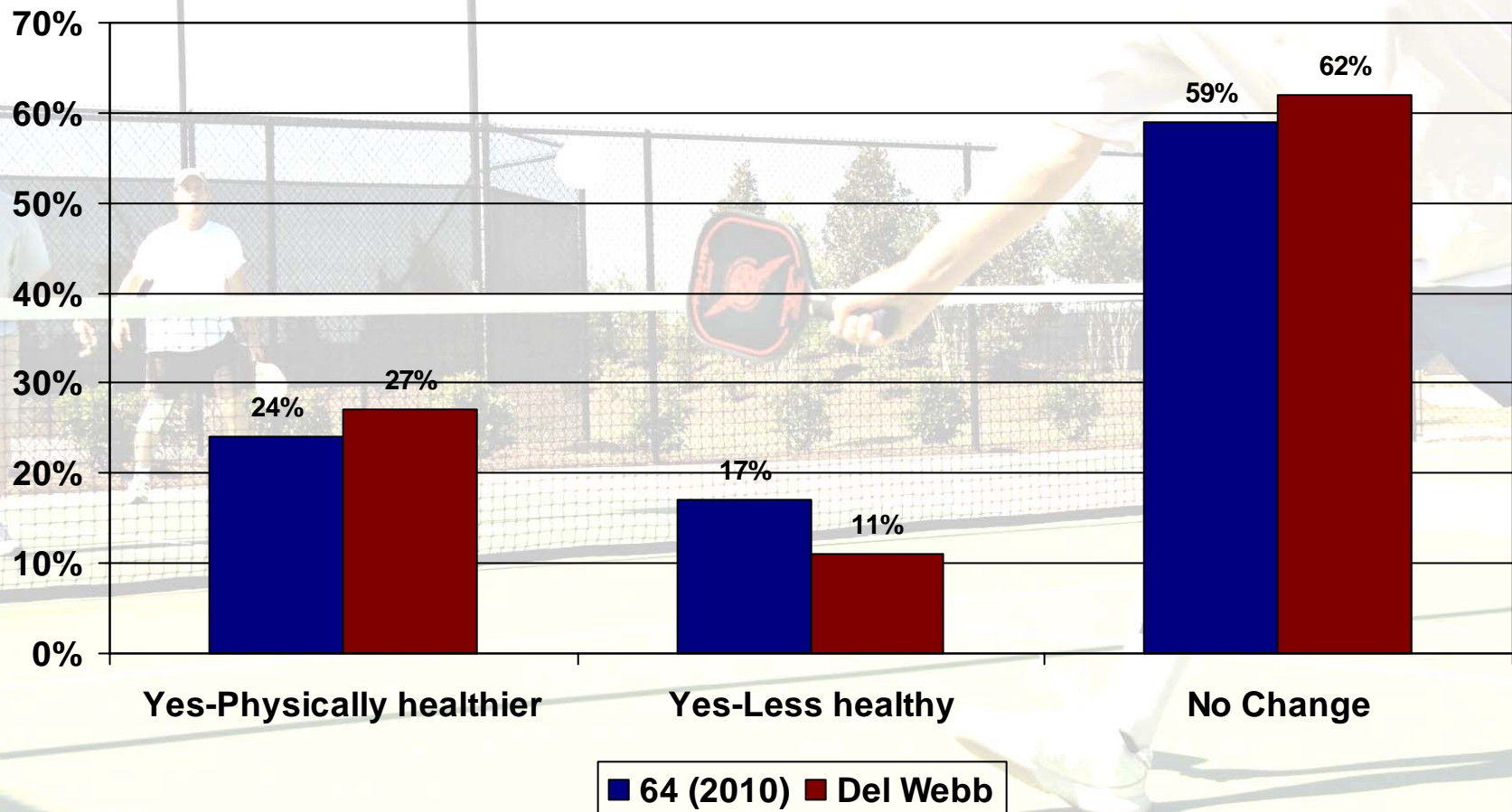
RETIREMENT

Living Retirement

So what's important in deciding where to move? Among both the 50 and 64 year-old Boomers, "cost of living" and "healthcare" were the MOST important considerations in selecting a retirement location. For Del Webb residents, the key drivers were "healthcare," "amenities" and "cost of living." (Slide 63)

How about age-restricted communities? When considering age restriction, the results suggest that older groups are more likely to prefer it. Both today's 50 year-olds and the 1996 50 year-olds were equally ambivalent on the issue, with just under 10% of each group specifically interested in it. This preference more than doubles among older Boomers. Of those Del Webbers who are planning to move again, fully 10-to-1 indicate a preference for age restriction. (Slide 65)

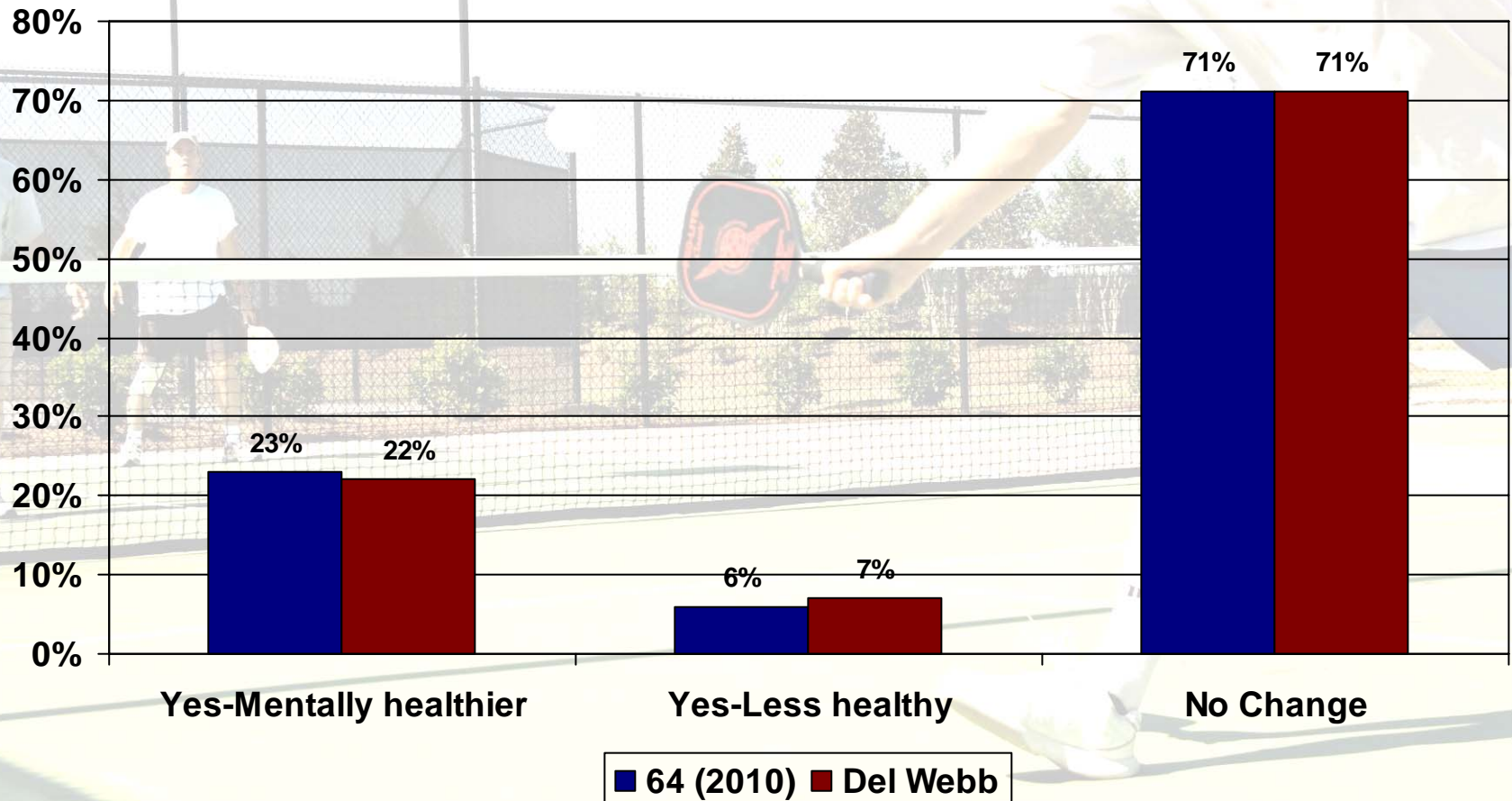
Do you think retirement has impacted your physical health? (Among those retired/semi-retired)?



Why the change in physical health status?

- 64 Year-Olds
 - More healthy
 - More time to take care of myself
 - Time to exercise/exercise more
 - Job was stressful/less stress now
 - Habits changed (quit smoking/eat better)
 - Less healthy
 - Disabled
 - More sedentary
 - Less exercise/less activity
 - Sit around and gain weight

Do you think retirement has impacted your mental health? (Among those retired/semi-retired)

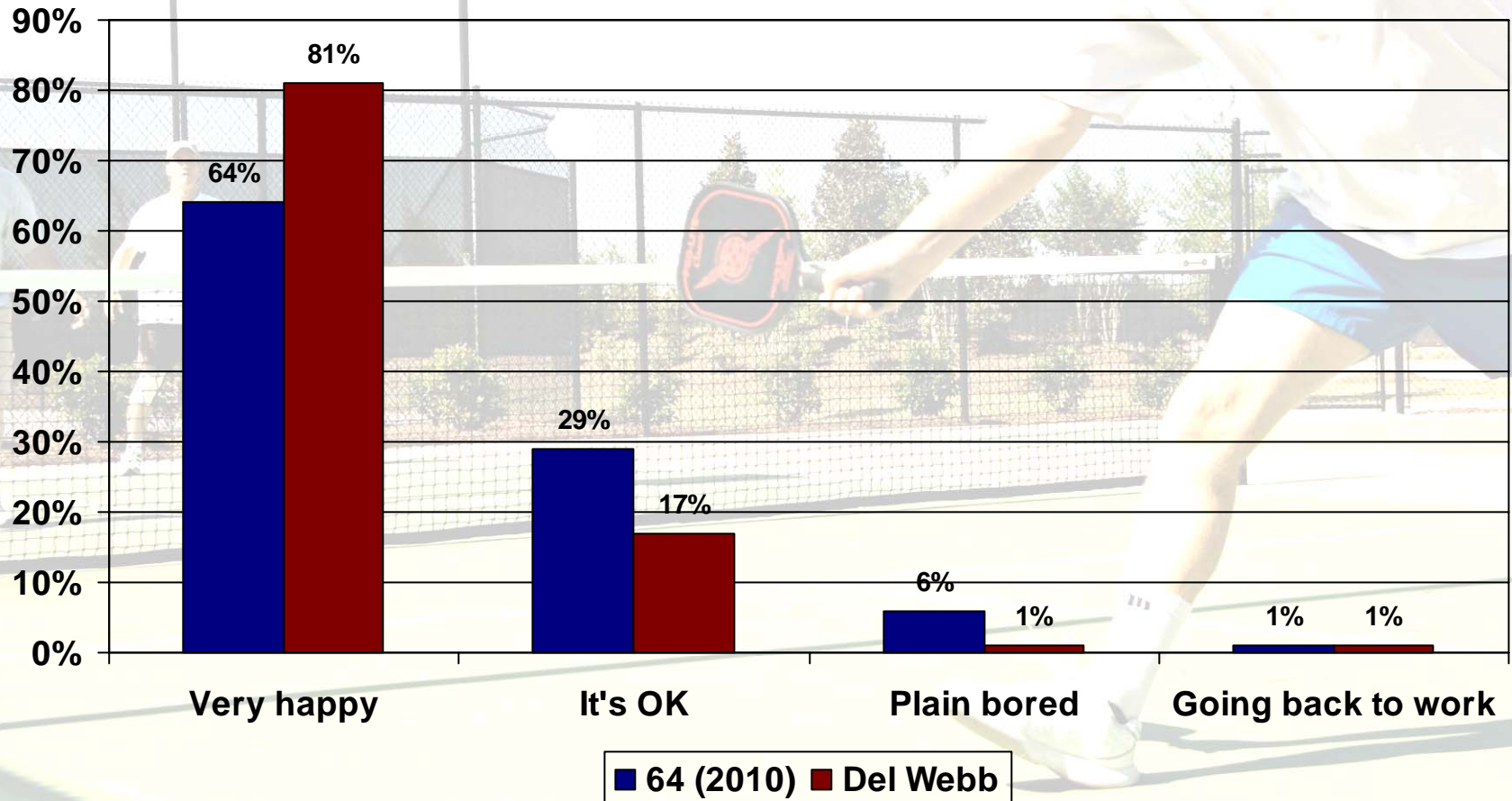


Why the change in mental health status?

- 64 Year-Olds

- More healthy
- Less stress
- Less healthy
 - Too much time to think about past
 - More depressed
 - Disabled
 - Not as focused
 - Stopped working; stopped learning

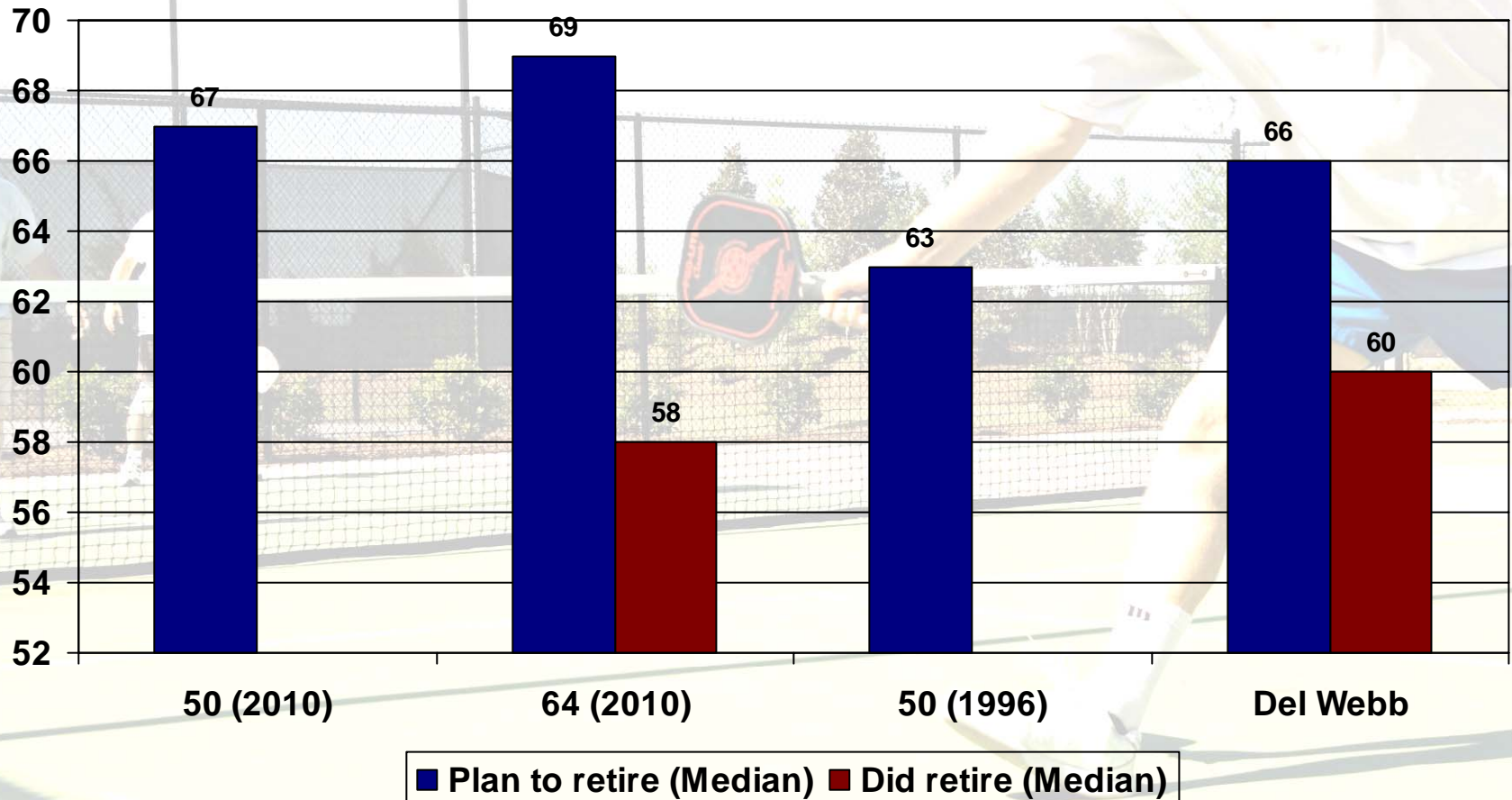
Which of the following best matches your overall contentment in regard to retirement? (Among those retired/semi-retired)?



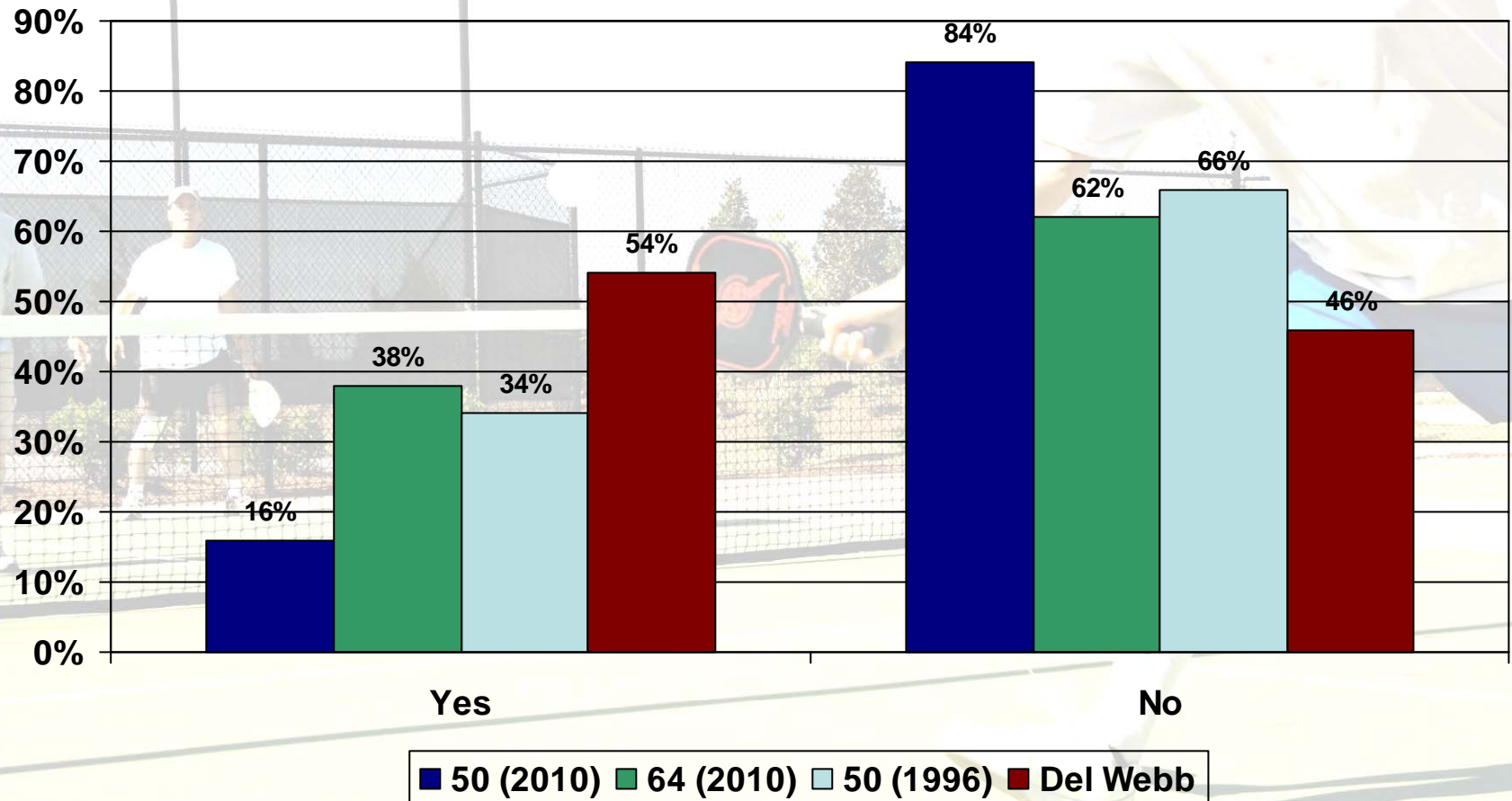
What aspects of retirement have you particularly enjoyed? What aspects of retirement have been disappointing?

- 64 Year-Olds
 - Most enjoyed
 - All of it
 - No time clock
 - No alarm clock; sleeping in
 - Doing what I want, when I want
 - Less stress
 - Disappointing
 - Not being around people; co-workers
 - Finances; economy
 - Getting lazy
 - Boredom

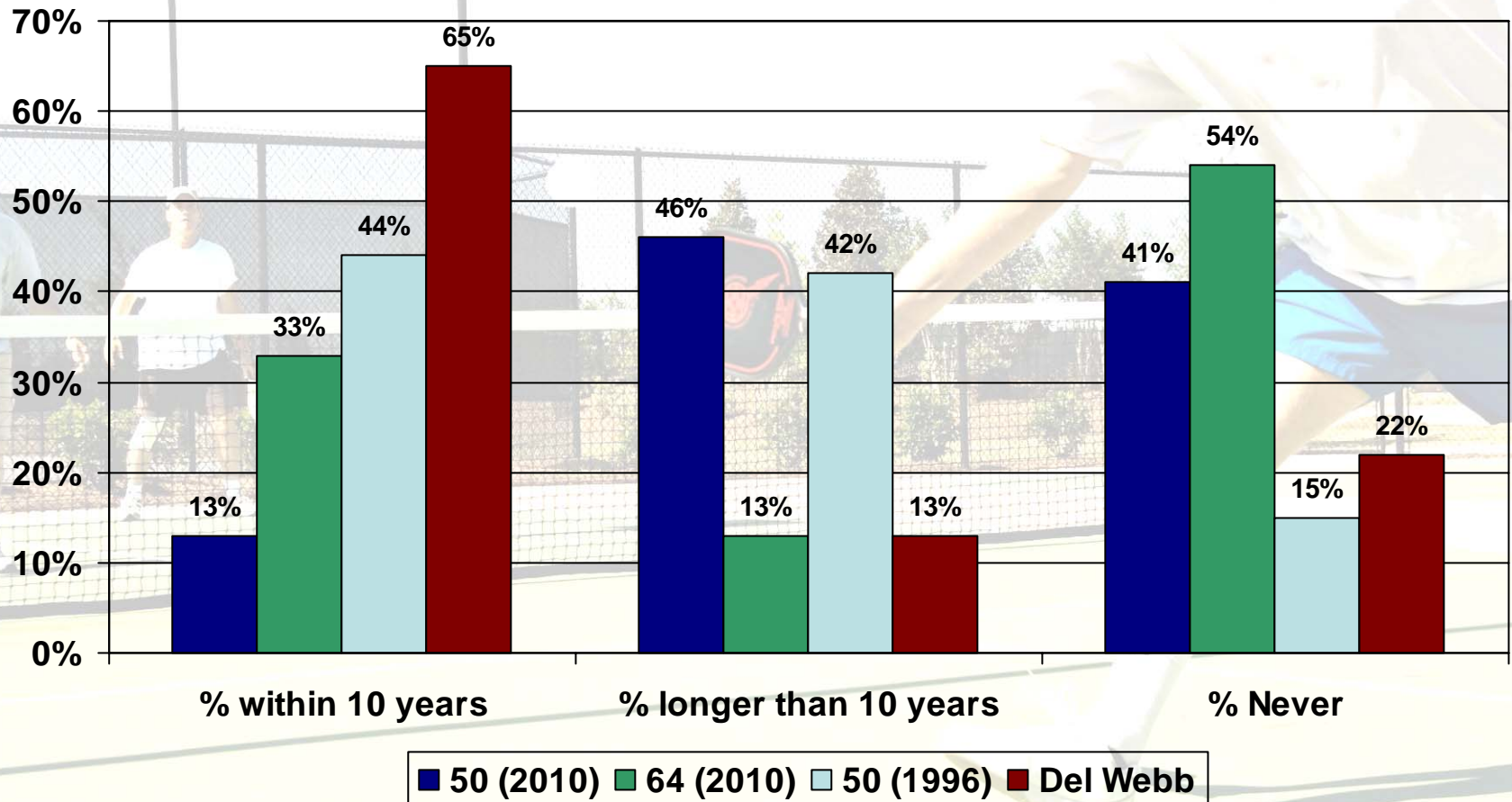
At what age do you plan to retire (Still working)? At what age did you retire (Retired/Semi-Retired)?



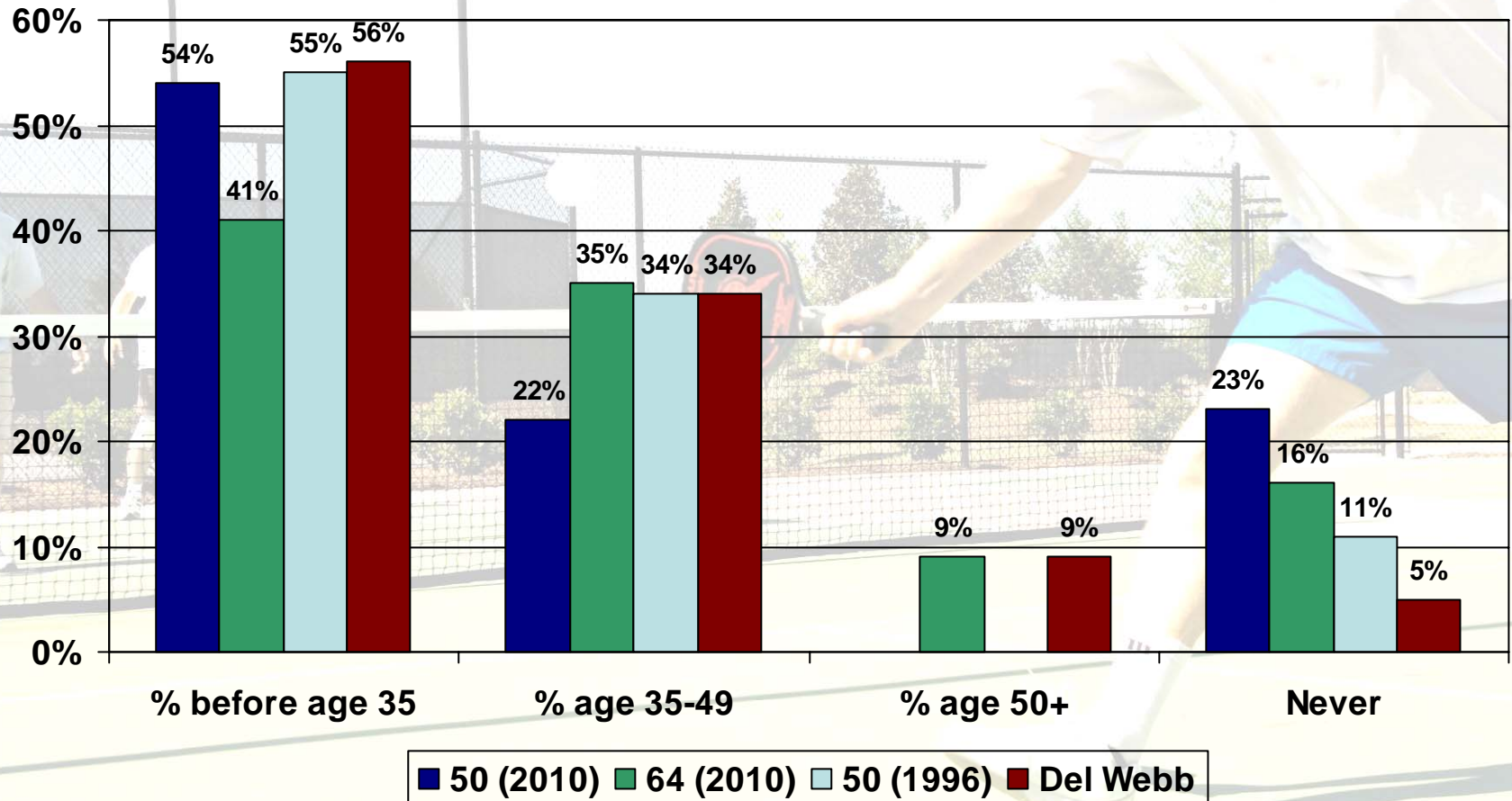
Do you feel financially prepared today for your retirement? (Among those still working)



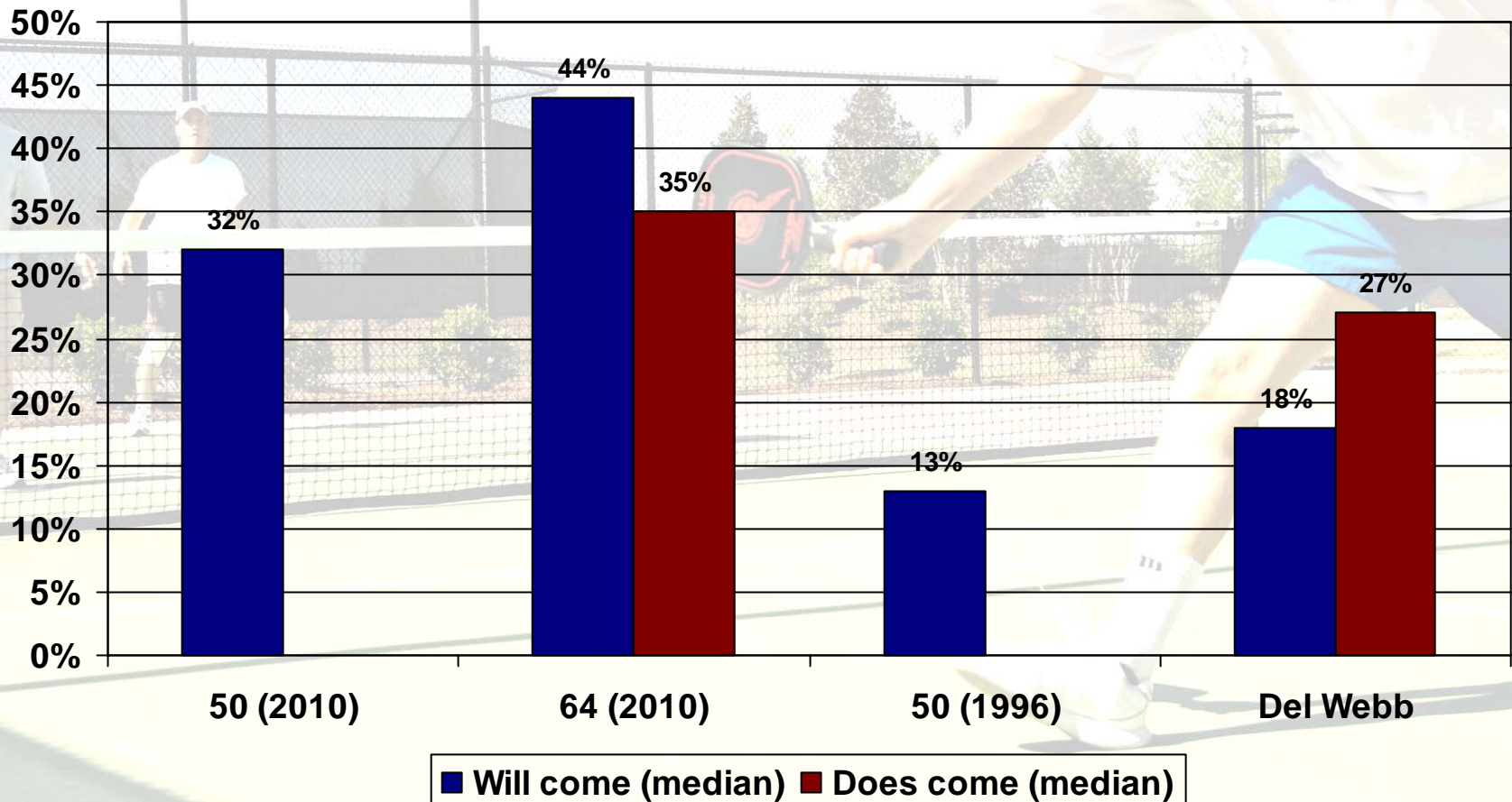
When do you think you will be financially prepared to retire? (Among those still working)



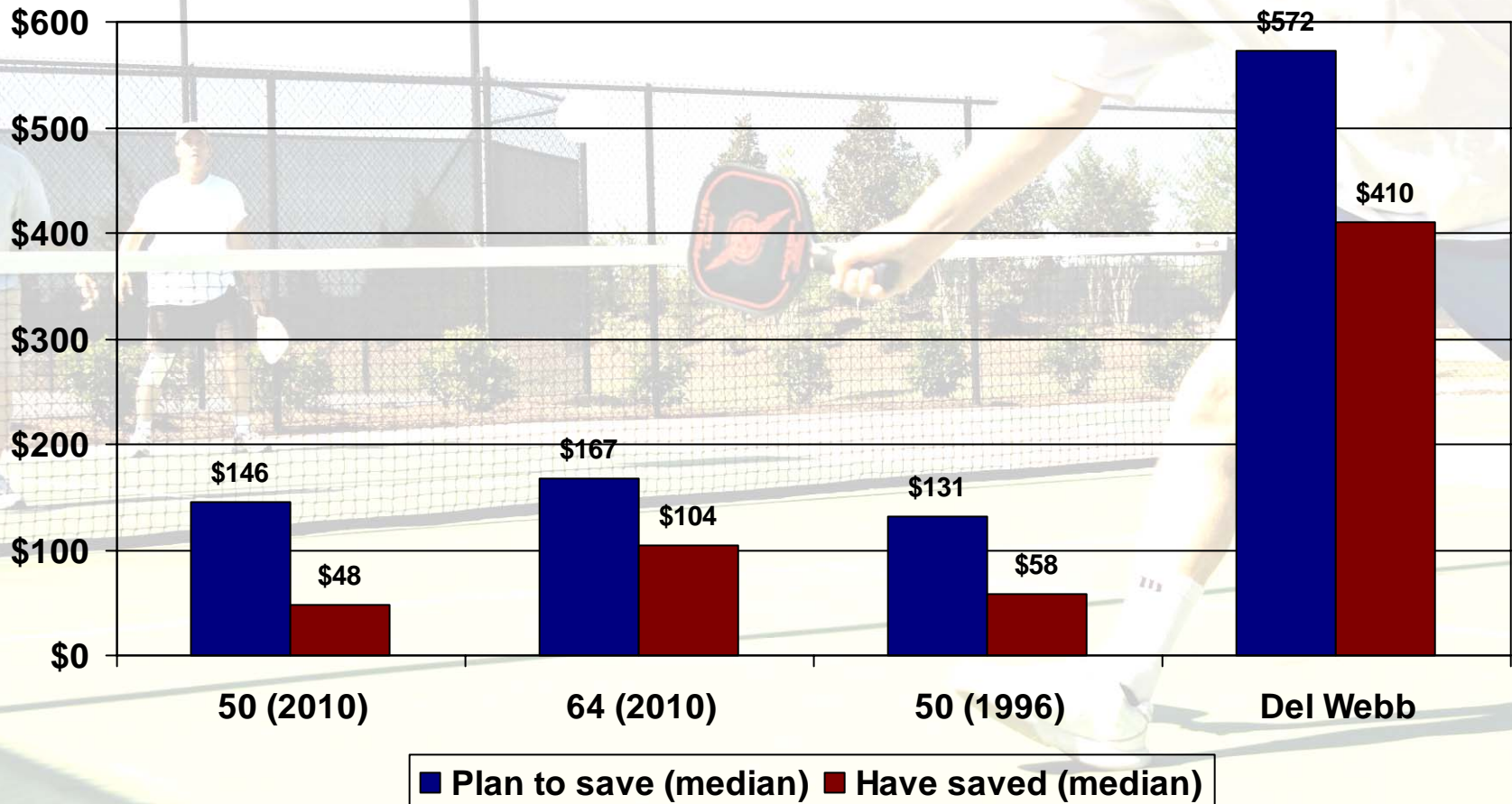
At what age did you begin saving for retirement?



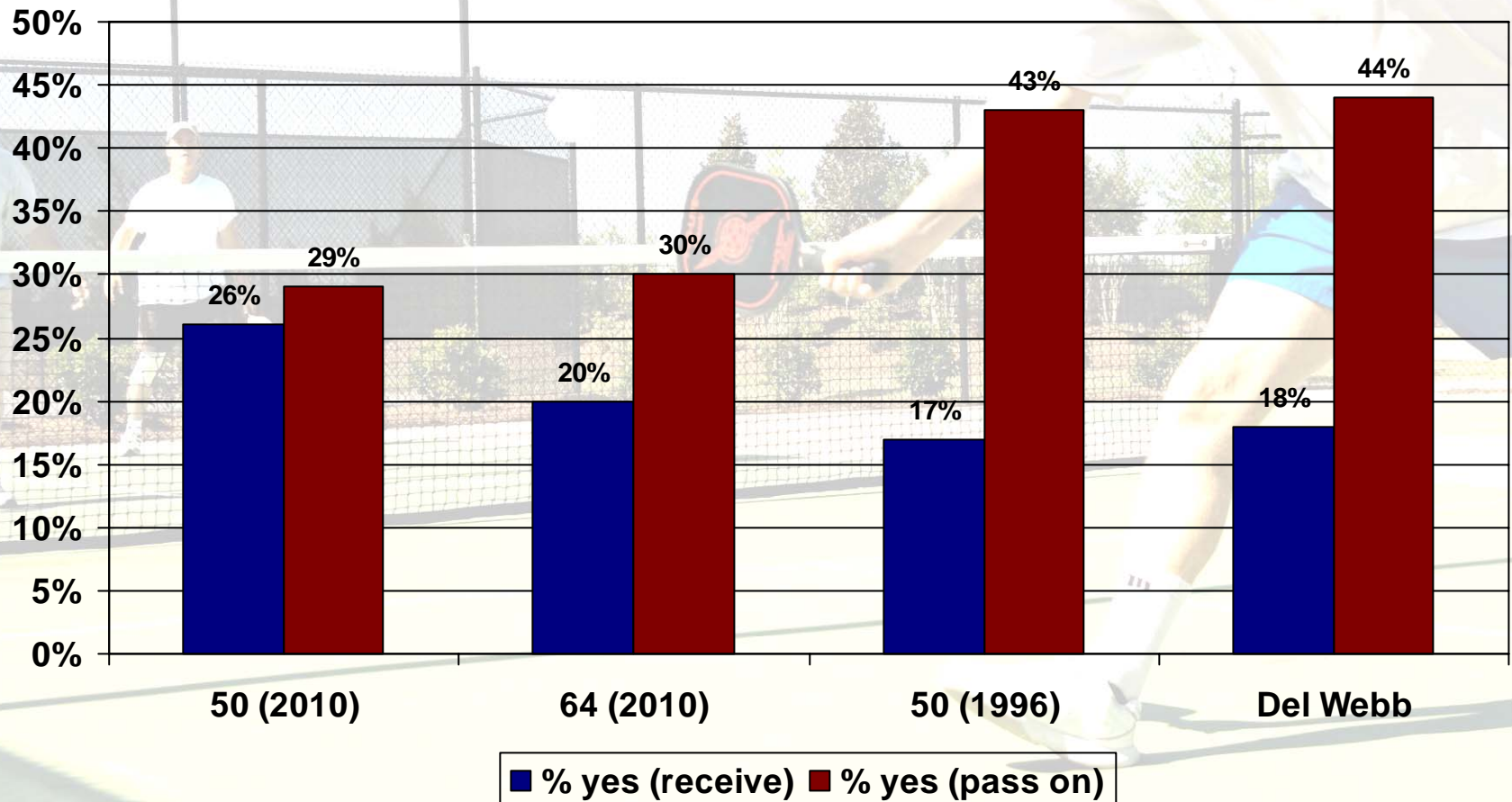
What percentage of retirement income do you anticipate from Social Security (Still working)?
What percentage of retirement income is provided by Social Security (Retired/semi-retired)?



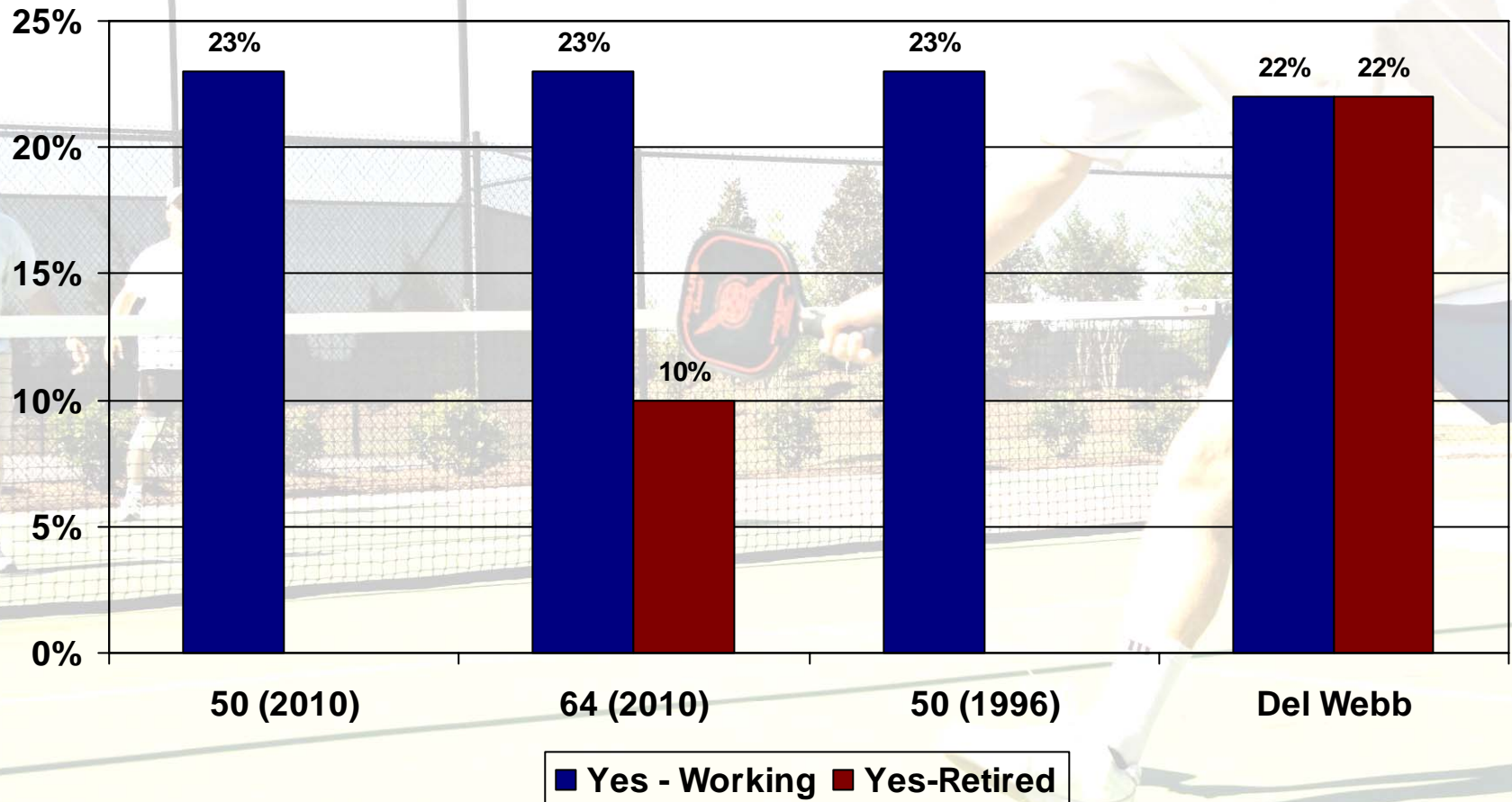
Which best describes the amount of money you plan to save for retirement (Still working)?
Which best describes the amount of money you have saved for retirement (Still working)?



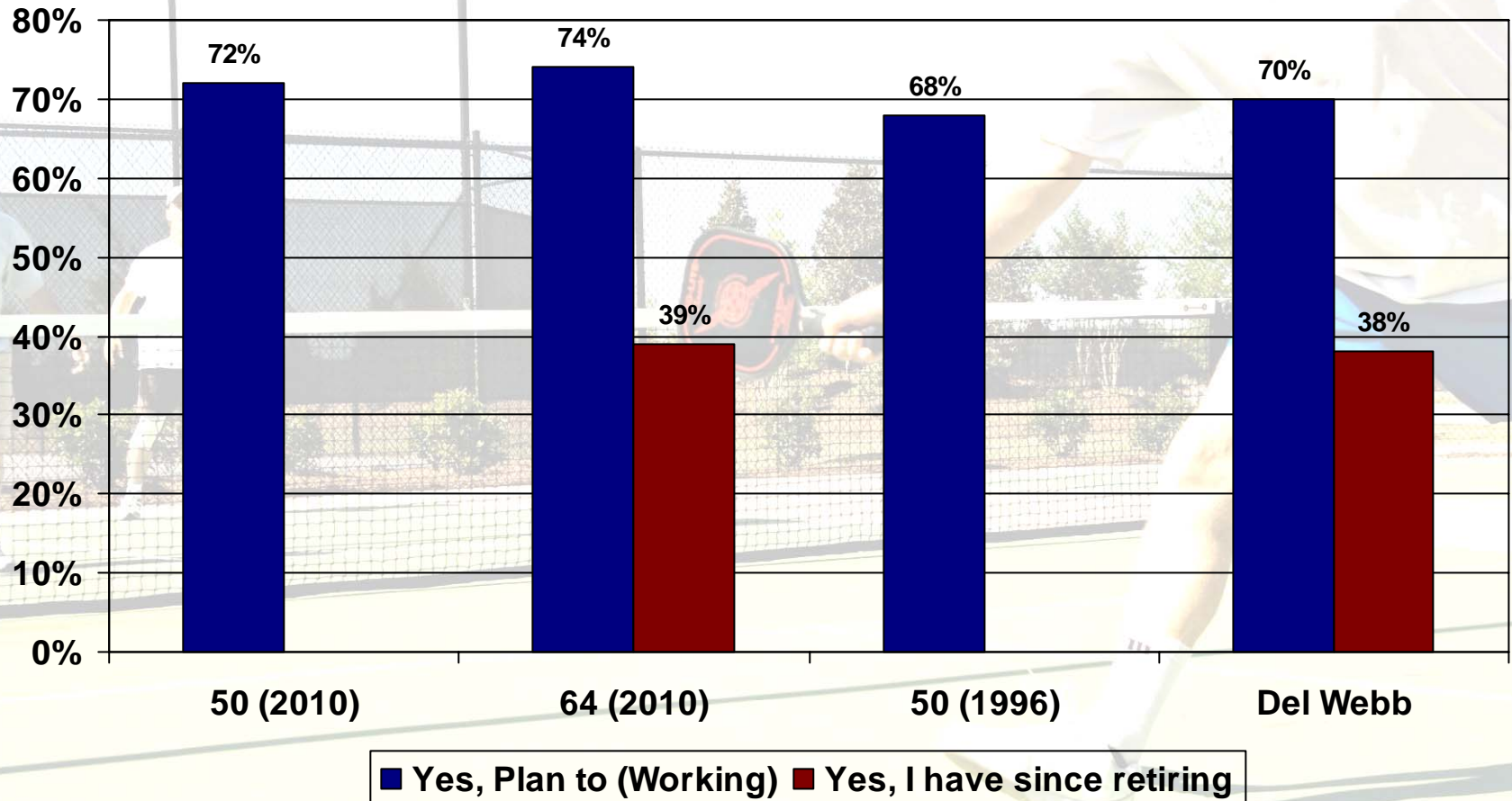
Is it likely you will be the beneficiary of a substantial inheritance (or have you)?
Is it likely you will pass on a substantial inheritance to your children or other family member?



Do you plan to use equity from your current home to help finance retirement (Still working)?
Did you/do you plan to use equity from your current home to help finance retirement (Retired/Semi-Retired)?



Do you plan to work in any capacity after retiring (Still working)?
Since retiring, have you continued to work in any capacity (Retired/semi-retired)?



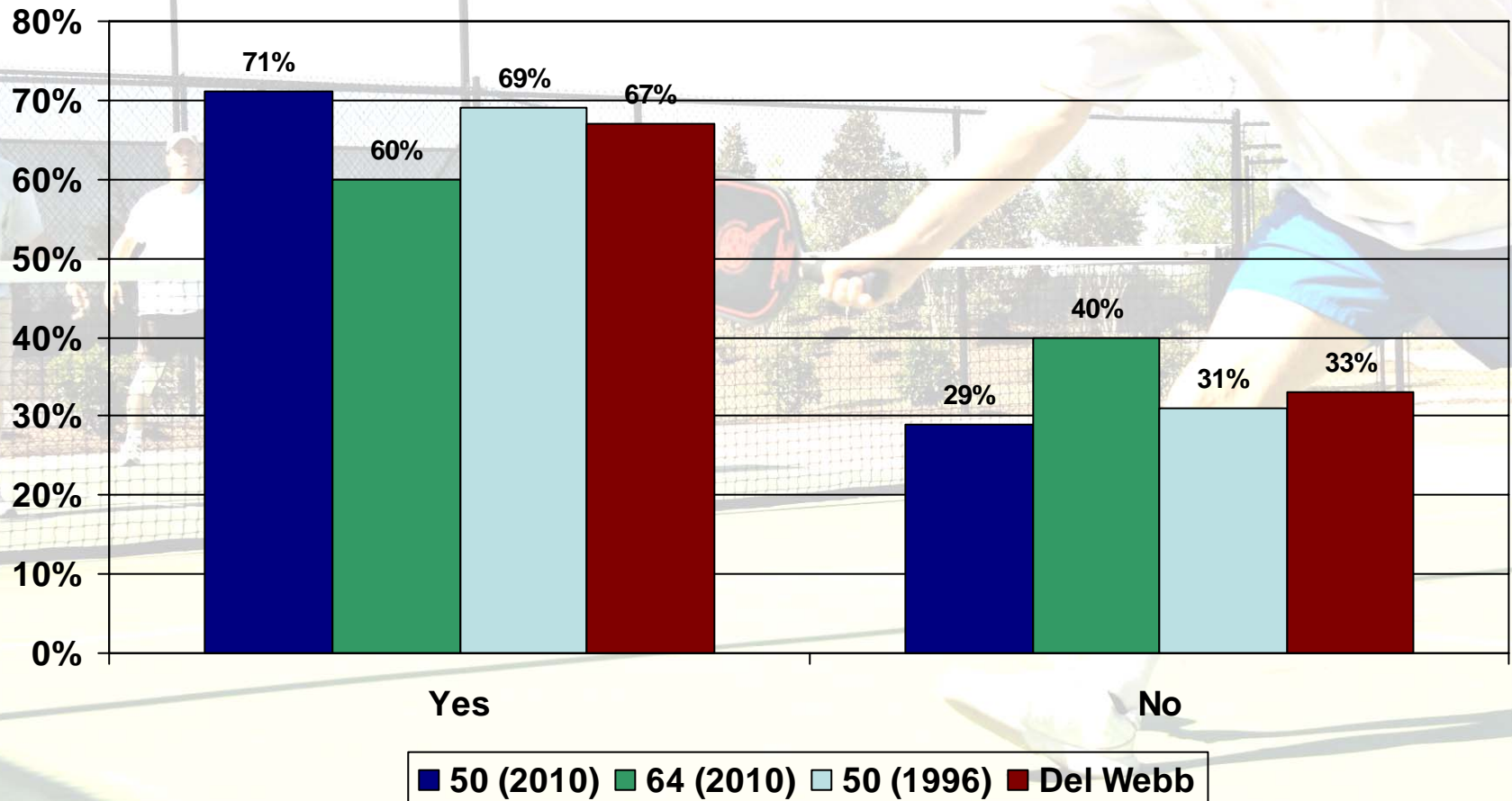
Why do you plan to continue to work after retiring from your primary career? (No particular order – major themes)

- 64 Year-Olds

- Ward off boredom / keep busy
- Finance/need the money
- Self-satisfaction
- Enjoy it



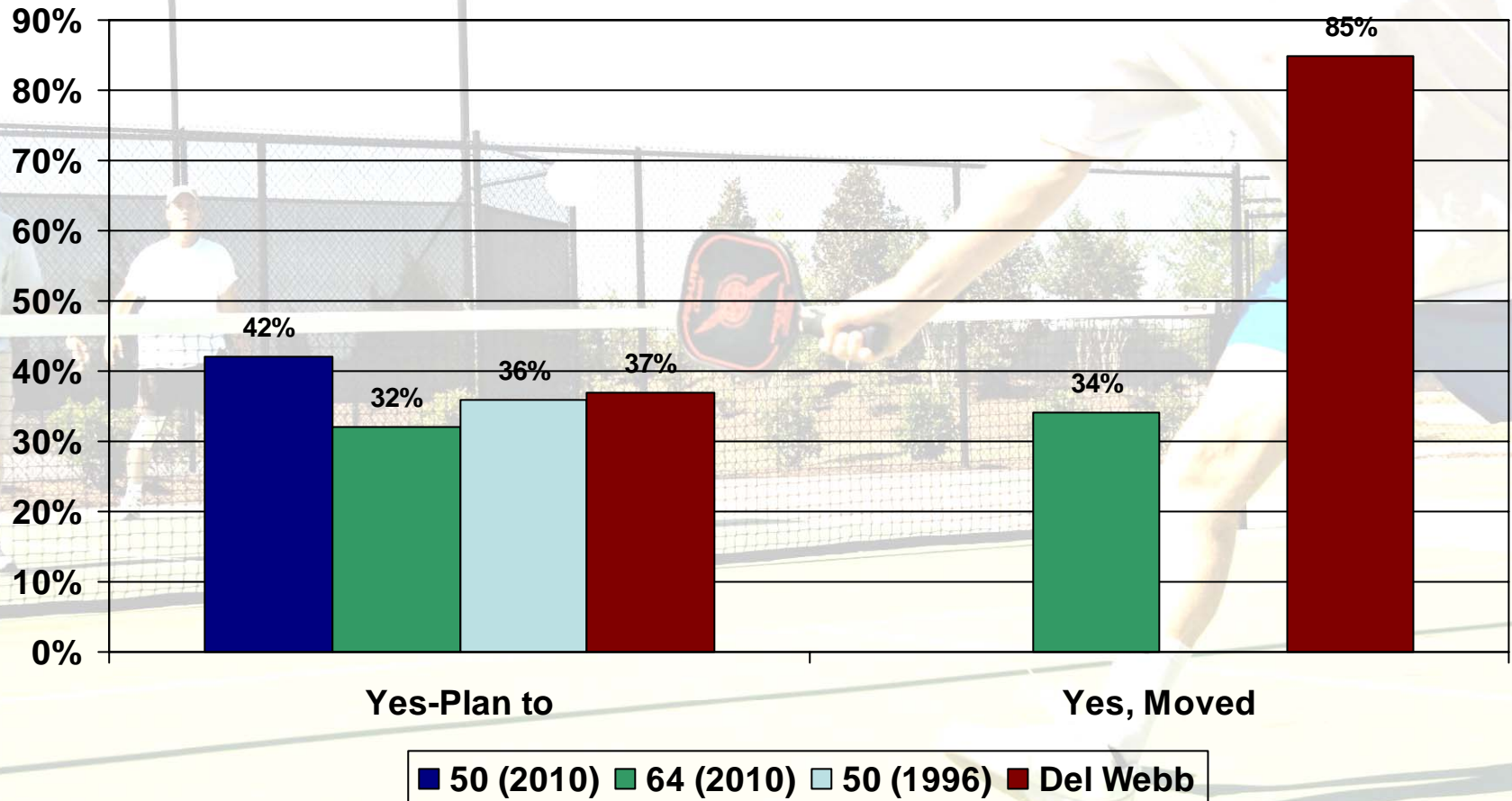
Do you plan to participate (still working)/have you participated (retired/semi-retired) in volunteer activities during retirement?



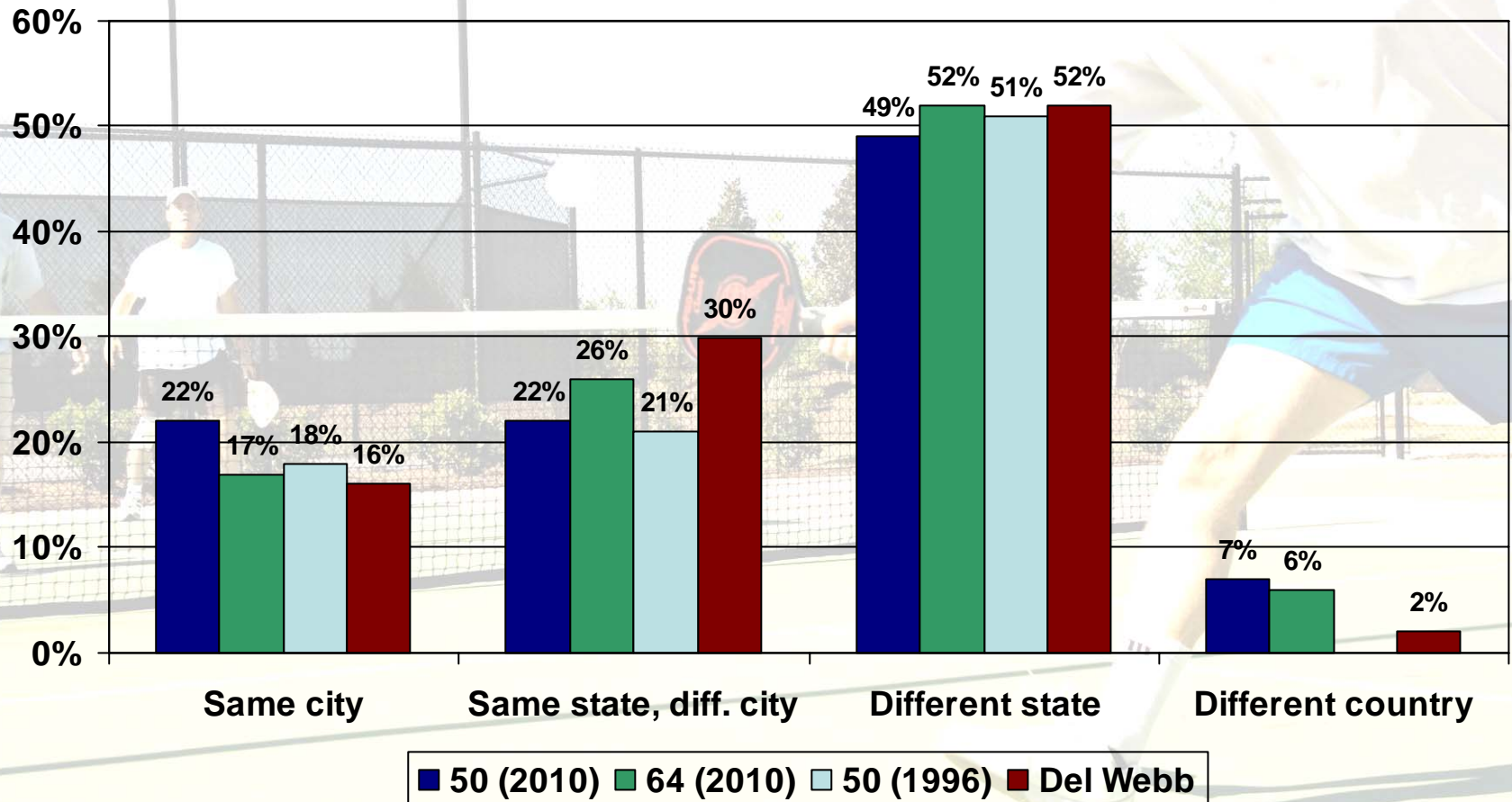
What motivates you to participate in volunteer activities? (No particular order – major themes)

- 50/64 Year-Olds (no real age differences)
 - Keep busy / ward off boredom
 - Enjoy it/feels good
 - To help others
 - Give back
 - Community service / spirit

Do you plan to move to a new home during retirement (still working)?
Do you plan to move to a different home sometime in the future (retired/semi-retired)?
Did you move to a new home during retirement (retired/semi-retired)?



If you were to move to a different home, where do you think that home would be located?



Top states to which respondents may move

50 Year-Olds	64 Year-Olds	Del Webb
S. Carolina – 20%	N. Carolina – 19%	S. Carolina – 15%
N. Carolina – 16%	S. Carolina – 16%	Arizona – 14%
Florida – 15%	Florida – 15%	N. Carolina – 13%
Tennessee – 9%	Tennessee – 12%	Nevada – 12%
Arizona – 8%	Virginia – 10%	Florida – 9%
California – 8%	Arizona – 6%	Georgia – 9%
Virginia – 8%	California – 6%	

How important are each of the following in deciding where you will move (amongst those who plan to move)?

	50 Year-Olds	64 Year-Olds	Del Webb
Being close to parents/in-laws	30%	14%	7%
Being close to children	46%	49%	51%
Being close to grandchildren	38%	45%	44%
More favorable climate	60%	59%	58%
Cultural/recreational amenities offered	61%	59%	71%
Community/networking opportunities	54%	53%	58%
Access to preferred health care programs	66%	70%	71%
Cost of living there	81%	81%	70%

Percentages shown are “important” + “very important” + “extremely important”

How important were each of the following in deciding where you did move (amongst those moved during retirement)?

	64 Year-Olds	Del Webb
Being close to parents/in-laws	18%	12%
Being close to children	32%	51%
Being close to grandchildren	30%	44%
More favorable climate	41%	51%
Cultural/recreational amenities offered	41%	68%
Community/networking opportunities	28%	52%
Access to preferred health care programs	48%	53%
Cost of living there	70%	62%

Percentages shown are “important” + “very important” + “extremely important”

If you were to move, which of the following best describes your preference regarding moving to a new community (among all respondents)?

