

Using a scale of 1-10, where 1 is very negative and 10 is very positive, how do you feel about the word "senior".

	Total	Gender		AGE				EDUCATION				Age 1			
		Male	Female	55-64	65-74	75-84	85+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1001	486	515	487	412	90	12	41	180	479	301	-	-	71	930
Base: All Respondents (wtd)	1001	479	522	478	322	154	47	52	176	482	291	-	-	72	929
Top 3 Box (Net)	521	274	247	198	170	112	40	34	99	243	145	-	-	21	500
	52%	57%	47%	41%	53%	73%	85%	66%	56%	50%	50%	-	-	29%	54%
10 - Very positive	143	70	74	54	42	40	7	11	35	52	45	-	-	5	138
	14%	15%	14%	11%	13%	26%	15%	21%	20%	11%	16%	-	-	7%	15%
9	125	75	50	38	44	28	16	6	27	55	38	-	-	3	122
	13%	16%	10%	8%	14%	18%	34%	11%	15%	11%	13%	-	-	4%	13%
8	252	129	123	106	85	44	17	18	37	136	61	-	-	13	239
	25%	27%	24%	22%	26%	29%	36%	34%	21%	28%	21%	-	-	18%	26%
7	144	69	75	81	51	12	-	2	26	67	49	-	-	15	130
	14%	14%	14%	17%	16%	8%	-	4%	15%	14%	17%	-	-	21%	14%
6	92	40	52	49	29	10	4	5	10	54	24	-	-	11	81
	9%	8%	10%	10%	9%	7%	9%	9%	6%	11%	8%	-	-	15%	9%
5	152	71	81	92	45	12	3	7	26	74	44	-	-	15	136
	15%	15%	15%	19%	14%	8%	6%	14%	15%	15%	15%	-	-	22%	15%
4	26	8	18	17	9	-	-	2	1	15	9	-	-	1	25
	3%	2%	4%	4%	3%	-	-	3%	1%	3%	3%	-	-	1%	3%
Bottom 3 Box (Net)	66	17	49	42	17	7	-	2	14	30	20	-	-	9	57
	7%	4%	9%	9%	5%	5%	-	4%	8%	6%	7%	-	-	13%	6%
3	34	10	24	22	7	5	-	1	10	13	12	-	-	4	30
	3%	2%	5%	5%	2%	3%	-	1%	5%	3%	4%	-	-	6%	3%
2	16	5	11	11	5	-	-	-	3	9	4	-	-	4	12
	2%	1%	2%	2%	2%	-	-	-	2%	2%	1%	-	-	6%	1%
1 - Very negative	16	3	13	9	5	2	-	1	2	8	5	-	-	1	15
	2%	1%	3%	2%	1%	1%	-	2%	1%	2%	2%	-	-	2%	2%
Sigma	1001	479	522	478	322	154	47	52	176	482	291	-	-	72	929
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%

Age aside, to what extent would you say that the word "senior" describes you?

	Total	Gender		AGE				EDUCATION				Age 1			
		Male	Female	55-64	65-74	75-84	85+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1001	486	515	487	412	90	12	41	180	479	301	-	-	71	930
Base: All Respondents (wtd)	1001	479	522	478	322	154	47	52	176	482	291	-	-	72	929
Top 3 Box (Net)	448	253	195	107	177	126	39	33	82	198	135	-	-	5	444
	45%	53%	37%	22%	55%	82%	82%	64%	46%	41%	47%	-	-	7%	48%
10 - Describes completely		B		C	CD*	**	**							*	M
	160	87	73	22	60	64	14	10	34	76	40	-	-	-	160
9	16%	18%	14%	5%	19%	41%	30%	20%	19%	16%	14%	-	-	-	17%
				C	CD*	**	**							*	M
8	129	75	55	32	53	31	13	7	22	66	34	-	-	1	128
	13%	16%	10%	7%	17%	20%	27%	14%	12%	14%	12%	-	-	2%	14%
7		B		C	C*	**	**				I			*	M
	159	91	68	53	64	31	11	16	26	56	62	-	-	4	156
6	16%	19%	13%	11%	20%	20%	24%	31%	15%	12%	21%	-	-	5%	17%
		B		C	C*	**	**				I			*	M
5	140	60	80	71	52	13	4	3	22	73	43	-	-	10	130
	14%	13%	15%	15%	16%	9%	9%	5%	12%	15%	15%	-	-	14%	14%
4						*	**	**						*	
	119	58	62	80	31	4	4	3	20	66	30	-	-	10	109
3	12%	12%	12%	17%	10%	2%	9%	6%	11%	14%	10%	-	-	14%	12%
				DE	E	*	**	**						*	
2	97	38	60	76	20	2	-	7	18	45	27	-	-	11	86
	10%	8%	11%	16%	6%	1%	-	14%	10%	9%	9%	-	-	16%	9%
1 - Does not describe at all				DE	E	*	**	**						*	
	62	26	36	47	13	2	-	1	12	33	16	-	-	8	54
Bottom 3 Box (Net)	6%	5%	7%	10%	4%	1%	-	1%	7%	7%	6%	-	-	11%	6%
				DE	*	**	**							*	
Sigma	134	44	90	97	29	7	-	5	22	67	39	-	-	27	107
	13%	9%	17%	20%	9%	5%	-	10%	13%	14%	13%	-	-	38%	11%
3		A		DE	*	**	**							N*	
	53	21	32	35	13	5	-	3	11	25	14	-	-	6	47
2	5%	4%	6%	7%	4%	3%	-	5%	6%	5%	5%	-	-	8%	5%
				D	*	**	**							*	
1 - Does not describe at all	35	11	24	23	12	-	-	1	4	19	11	-	-	7	28
	4%	2%	5%	5%	4%	-	-	2%	2%	4%	4%	-	-	10%	3%
Sigma				E	E	*	**	**						N*	
	45	11	34	39	4	2	-	1	7	23	14	-	-	14	32
Sigma	5%	2%	7%	8%	1%	1%	-	2%	4%	5%	5%	-	-	19%	3%
	1001	479	522	478	322	154	47	52	176	482	291	-	-	72	929
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%

You indicated that you believe it is time to retire the word "senior" and replace it with something else. If it were up to you, what word would you like to see replace "senior" that starts with the letter "s"?

	Total	Gender		AGE				EDUCATION				Age 1			
		Male	Female	55-64	65-74	75-84	85+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	145	49	96	70	62	12	1	4	25	70	46	-	-	14	131
Base: All Answering (wtd)	147	45	101	70	51	22	3	5	26	73	42	-	-	14	132
Savvy	52	19	33	31	16	6	-	-	8	29	16	-	-	7	45
	35%	42%	33%	43%	31%	26%	-	-	29%	39%	37%	-	-	48%	34%
		*	*	*	*	**	**	**	**	*	*			**	
Sage	51	14	36	24	18	7	3	-	9	21	21	-	-	4	47
	35%	32%	36%	34%	34%	30%	100%	-	35%	29%	49%	-	-	28%	35%
		*	*	*	*	**	**	**	**	*	!*			**	
Streetsmart	11	6	5	7	4	-	-	-	3	6	2	-	-	2	9
	8%	14%	5%	10%	9%	-	-	-	13%	8%	4%	-	-	12%	7%
		*	*	*	*	**	**	**	**	*	*			**	
Skilled	59	19	39	34	21	4	-	2	15	20	22	-	-	5	54
	40%	43%	39%	48%	41%	18%	-	42%	56%	28%	51%	-	-	35%	41%
		*	*	*	*	**	**	**	**	*	!*			**	
Slammin' (slang for awesome)	7	1	6	7	1	-	-	1	3	-	3	-	-	2	5
	5%	2%	6%	9%	2%	-	-	23%	12%	-	7%	-	-	16%	4%
		*	*	*	*	**	**	**	**	*	!*			**	
Sacred	9	2	7	7	2	-	-	-	1	8	1	-	-	3	6
	6%	5%	7%	10%	5%	-	-	-	3%	10%	3%	-	-	21%	5%
		*	*	*	*	**	**	**	**	*	*			**	
Sleek (slang for nice / good)	15	4	10	9	1	4	-	2	3	8	2	-	-	1	13
	10%	9%	10%	13%	3%	18%	-	35%	11%	11%	5%	-	-	9%	10%
		*	*	D*	*	**	**	**	**	*	*			**	
Mature	5	2	2	1	3	-	-	-	1	2	2	-	-	-	5
	3%	5%	2%	2%	7%	-	-	-	3%	3%	4%	-	-	-	4%
		*	*	*	*	**	**	**	**	*	*			**	
Person	2	1	1	-	2	-	-	-	-	1	1	-	-	-	2
	1%	2%	1%	-	3%	-	-	-	-	1%	2%	-	-	-	1%
		*	*	*	*	**	**	**	**	*	*			**	
Seasoned	2	-	2	-	2	-	-	-	1	1	1	-	-	-	2
	2%	-	2%	-	4%	-	-	-	3%	1%	1%	-	-	-	2%
		*	*	*	*	**	**	**	**	*	*			**	
Wise	2	1	1	1	1	-	-	-	1	1	-	-	-	-	2
	1%	2%	1%	1%	2%	-	-	-	4%	1%	-	-	-	-	1%
		*	*	*	*	**	**	**	**	*	*			**	
Other	11	2	9	7	1	4	-	-	-	7	4	-	-	1	10
	8%	4%	9%	9%	1%	17%	-	-	-	10%	9%	-	-	8%	8%
		*	*	D*	*	**	**	**	**	*	*			**	
Nothing	1	-	1	-	1	-	-	-	-	1	-	-	-	-	1
	1%	-	1%	-	2%	-	-	-	-	1%	-	-	-	-	1%
		*	*	*	*	**	**	**	**	*	*			**	
Don't know/ Not Stated	5	1	4	1	2	2	-	-	1	4	1	-	-	-	5
	3%	3%	4%	2%	3%	9%	-	-	3%	5%	2%	-	-	-	4%
		*	*	*	*	**	**	**	**	*	*			**	
Sigma	232	75	157	128	75	26	3	5	45	108	74	-	-	25	207
	158%	164%	156%	182%	146%	118%	100%	100%	171%	148%	175%	-	-	177%	156%