

Today's 50-Year-Olds Feel Younger, Believe Best Years Are Ahead

(NAPSA)—Is 50 the new 40? According to a new survey conducted by Cheerios® age is just a number. Seventy-seven percent of today's 50-year-olds feel younger than they thought they would at this age. In fact, nearly 45 percent say they feel 39 or younger and despite the recent economic downturn, 56 percent believe they have it better than their parents did at this age.

Cheerios' "The Real 50" report looked at how 50-year-old Americans feel about their age, health and the next phase of their lives. The good news: Americans celebrating the iconic birthday this year aren't stressed or sad about turning 50; they're looking forward to what the future holds.

A Healthy Outlook

With almost 70 percent of this group believing their best years are yet to come, staying healthy is important for the future.

- Nearly two in three report the decade ahead is one in which they'd love to improve their overall health.

- Close to 70 percent fear they'll be more consumed with the health of their hearts in the decade to come than the physical signs of aging such as wrinkles or gray hair.

- Almost half hope their fiftieth year will be the time they tackle a specific health or fitness goal, such as losing weight or lowering cholesterol.

The Road Ahead

With a healthy outlook toward the next phase of their lives, these Boomers are excited to continue focusing on what's important to them.



Americans feel youthful at 50 but recognize health should be a priority in the years ahead.

- Close to three in four of those who believe the best years lie ahead say the coming years are most appealing to them for chances to travel and spend time with their families.

- Additionally, 60 percent say they'd like to take more time for leisure activities, such as attending concerts or movies, while 46 percent want to spend more time outdoors and 42 percent look forward to volunteering.

No matter what the future holds, this group knows they need a healthy heart to take advantage of it. Enjoying Cheerios can help maintain a healthy heart because the cereal is made with 100 percent whole grain oats, which can help lower cholesterol.

To encourage people to stay healthy, Cheerios developed the "Do What You Love" sweepstakes. Those who pledge to love their hearts can enter to win one of 10 prizes that allow them to travel, vacation with family, attend a red carpet premiere, volunteer and more. Anyone 18 and older can participate in the "Do What You Love" sweepstakes. They just need to go to Cheerios.com/love to learn more.