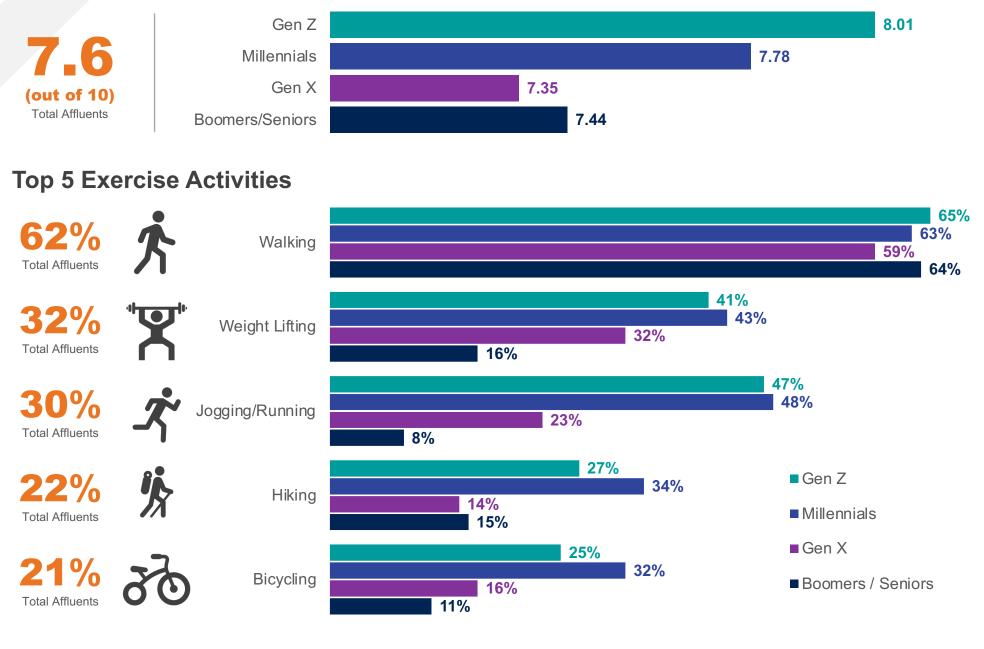
Affluents are Taking Steps to Stay Active and Maintain Overall Health



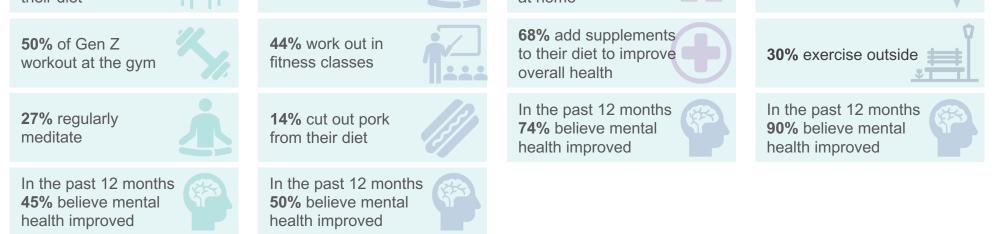
Affluents are taking action when it comes to their physical and mental health. They are exercising and adding supplements to their diet. Affluents are also taking into account that mental health is as important, if not more important, than physical health. Steps taken by Affluents to improve their overall health vary by generation.

Overall Health Rating



Generational Differences in Health Attitudes

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	Gen Z	Millennials	Gen X	Boomers/ Seniors
32% practice yoga		35% practice yoga	41% do not cut out any food from their diets	64% incorporate over- the-counter medicine into their diets
29% of Gen Z cut shellfish out from their diet		26% regularly meditate	Half of the Gen X population work out at home	42% do not consume artificial sweetener



Overall, Affluents care for their health, however, how they care for their health varies based on age and what they are able incorporate into their lives and schedule. Affluents, regardless of generation, are consciously making an effort to maintain their health.

Source: Q2 Barometer 2023 Ipsos Affluent Survey USA, HH Income \$125K+

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