

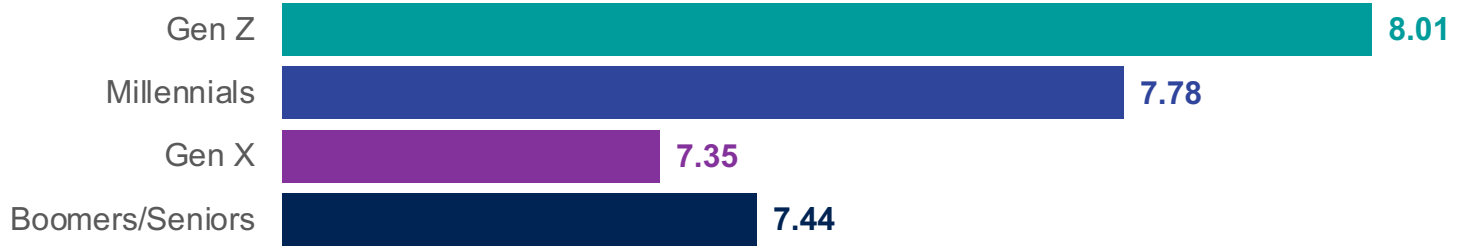
Affluents are Taking Steps to Stay Active and Maintain Overall Health



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

7.6
(out of 10)
Total Affluents



Top 5 Exercise Activities

62%
Total Affluents



Walking



32%
Total Affluents



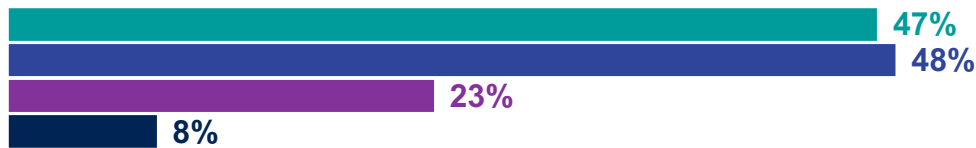
Weight Lifting



30%
Total Affluents



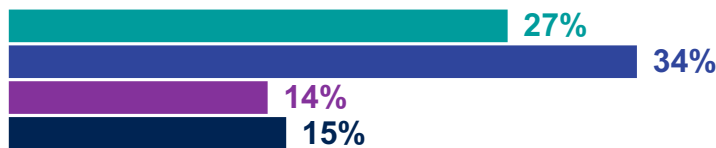
Jogging/Running



22%
Total Affluents



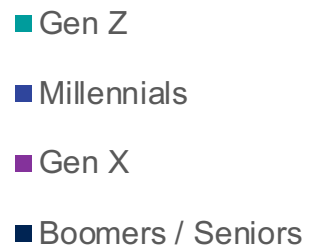
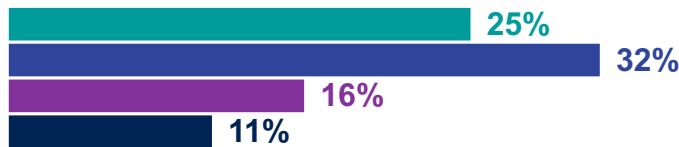
Hiking



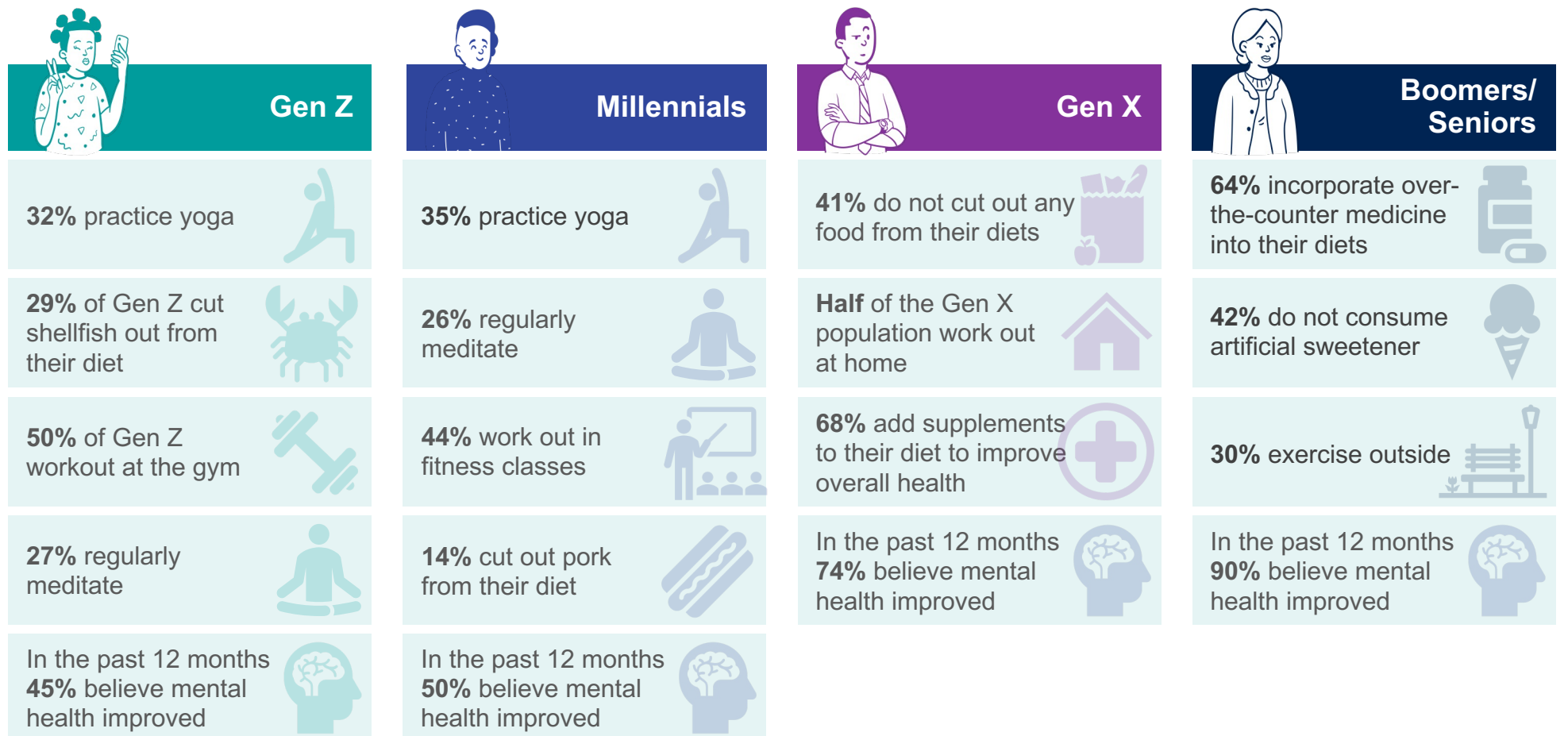
21%
Total Affluents



Bicycling



Generational Differences in Health Attitudes



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