

DIMENSIONS OF HEALTH & WELLNESS*

By Age Cohort

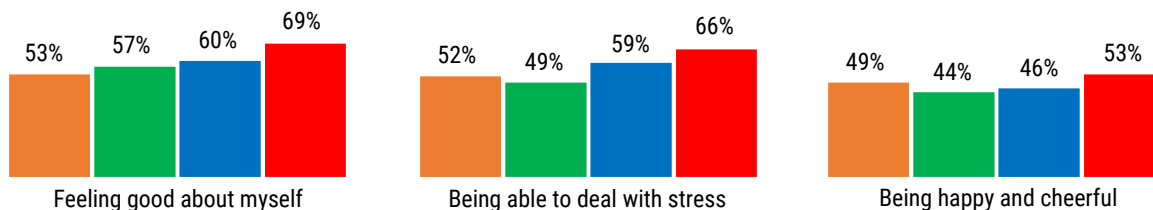


What Does Health & Wellness Mean to You?

● GEN Z ● MILLENNIALS ● GEN X ● BOOMERS

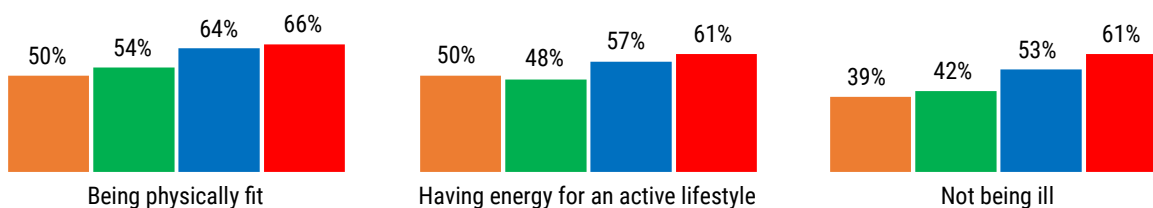
Mental/Emotional Well-being

Enjoying life, coping well with stress, thinking clearly, with confidence in the future



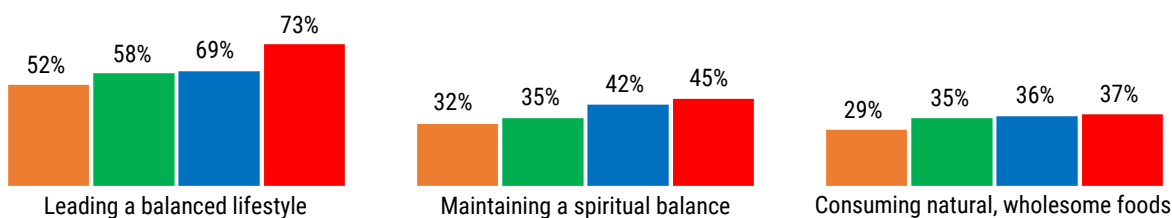
Physical Well-being

Feeling fit and energetic while avoiding illness and weight gain



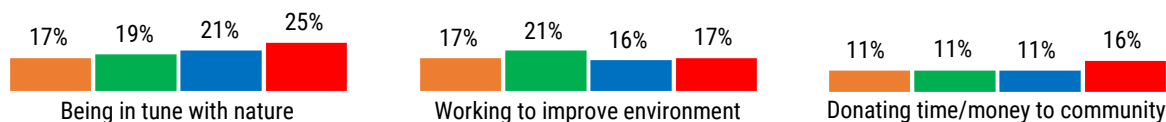
Balance

Feeling balance in all parts of life, from the physical to the spiritual



Doing Good for Others

Connection and service to the wider world



HARTMAN INSIGHTS & ANALYSIS: Consumers continue to view health & wellness holistically, as maintaining balance in physical health, mental health, and lifestyle. Older consumers are more likely to think of health & wellness more broadly than younger consumers, likely reflecting the larger role it may play in their lives. Source: *Health + Wellness 2019, From Moderation to Mindfulness* report

*Principal factor analysis identified 4 factors or themes among the list of potential meanings of health & wellness and then identified which meanings comprise each theme.