



## Aging Consumers' Health Condition Management: Prevention vs. Treatment



**9.6**

Number of health conditions consumers, on average, claim to be actively managing — either **treating** (3.4 conditions) or **preventing** (6.2 conditions) — in their household.

**10.3**

Number of health conditions the **Silent Generation** (70 years of age or older) claim to be actively managing — either **treating** (4.3 conditions) or **preventing** (6.0 conditions).

**9.5**

Number of health conditions the **Baby Boomers** (51—69 years of age) claim to be actively managing — either **treating** (3.7 conditions) or **preventing** (5.8 conditions).

Source: Health & Wellness 2015 report, The Hartman Group. May 2015 survey of 1,562 U.S. adults, age 18 to 79, nationally representative of the four segments within the World of Health & Wellness.

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