

Health & Wellness Lifestyle Insights: Being Active

Consumers are using exercise to address more than just weight and fitness

Exercise is used by...

43%

of consumers trying to **prevent anxiety or stress**

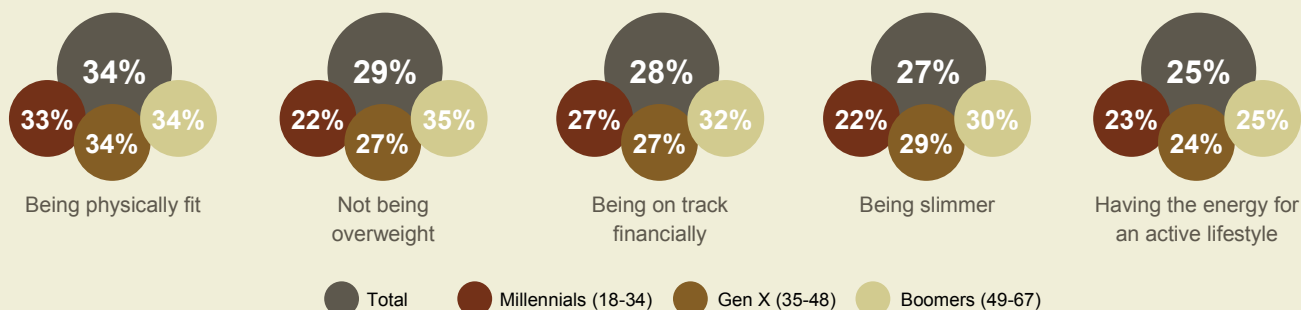
37%

of consumers trying to **prevent diabetes**



30%

of consumers trying to **treat fatigue**

Which areas of your life **URGENTLY** need to get better? (top five)



In a typical week, approximately how many days do you...

Average number of days (per week)	Total	Millennials (18-34)	Gen X (35-48)	Boomers (49-67)
 Work out / exercise	2.3	2.5	2.3	2.1
 Exercise for recreation	2.7	2.8	2.4	2.7

Source: [Culture of Wellness 2013 report](#), The Hartman Group