



Reasons consumers are motivated to manage their own healthcare (by age group)

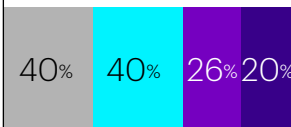


18-34 and **35-49** year-olds are more likely to be motivated by mental factors

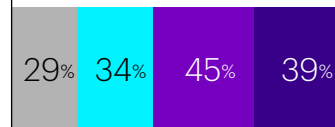


At age **50-64**, wanting to live longer becomes more of a motivator

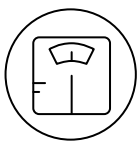
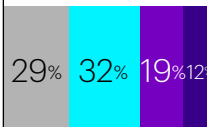
FEEL BETTER MENTALLY



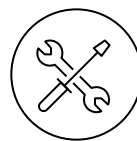
LIVE LONGER



MANAGE STRESS

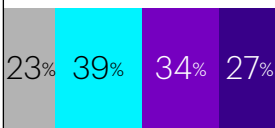


35-49 are more likely to cite weight loss as a motivator

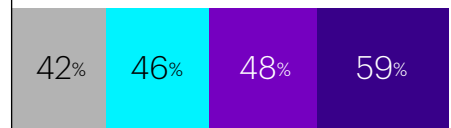


Overall health maintenance and condition management motivate those age **65+**

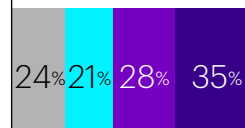
LOSE WEIGHT



MAINTAIN HEALTH



MANAGE A CONDITION



● 18-34 ● 35-49 ● 50-64 ● 65+