Maintaining Health & Wellness
Taking measures to maintain a healthy lifestyle in a connected society.

Recently, Toluna ran a Toluna QuickSurvey™ study asking 1,000 respondents in the US about their health and wellness habits.

**Older = More Health-Conscious**

23% of people who always take measures to maintain health, increased to 27% amongst the 55+. Males are also more likely than females to take these measures. Men at 25% and Women at 21%.

Do you take measures to maintain your physical health?

- Yes, always: 23.04%
- Yes, often: 43.27%
- Sometimes: 18.68%
- Rarely: 11.81%
- No, Never: 3.10%

Surprisingly, this number increases to 27% and 47% amongst 55+. Males are also more likely than females to take these measures. Men at 25% and Women at 21%.

Which of the following measures do you take to maintain your physical health?

- Exercise / Stay Active
- Take vitamins and / or mineral supplements
- Eat organic and / or healthy diet
- Drink plenty / recommended amount of water
- Wash hands frequently and / or use hand sanitiser
- Schedule an annual physical with my general practitioner
- Dietary cleansing
- Get a flu shot annually
- Don’t touch handles of doors in public places
- Maintain healthy BMI
- Monitor alcohol intake
- Avoid smoking
- Regular eyesight, hearing and dental checks
- Other

**Women Spend More on Products**

Women report spending slightly more on average, on health and beauty products for their own personal use within a month. 61% of men spend $20 or less each month. 52% of women spend less than $20 each month.

**Premium Brands**

67% of respondents report purchasing premium brands, specifically for toothpaste, hair products and body lotion and reasons for purchase included the fact that they’ve ‘always purchased them,’ ‘reliability,’ and in some cases because they’re ‘hypo-allergenic.’

**Apps for Fitness**

People that use Apps or technology to monitor their fitness tend to be younger. 59% of 18-34 year olds 38% of 35 – 54 year olds, and 15% of 55+ have used apps for this purpose.