
Taking the Pulse of Personal Well-Being

June 13, 2024

Taking the Pulse of Personal Well-Being

At-A-Glance:

- 62% of respondents agree or strongly agree that they prepare nutritious meals at home, though this practice is less common among Gen Z.
- 51% feel they are in good physical condition, with Gen X being the most critical of their health at 39% .
- 67% see the doctor for regular checkups, with Boomers leading at 81%.
- 56% of people worry more than they should, which is even higher for women at 66% compared to 45% of men.

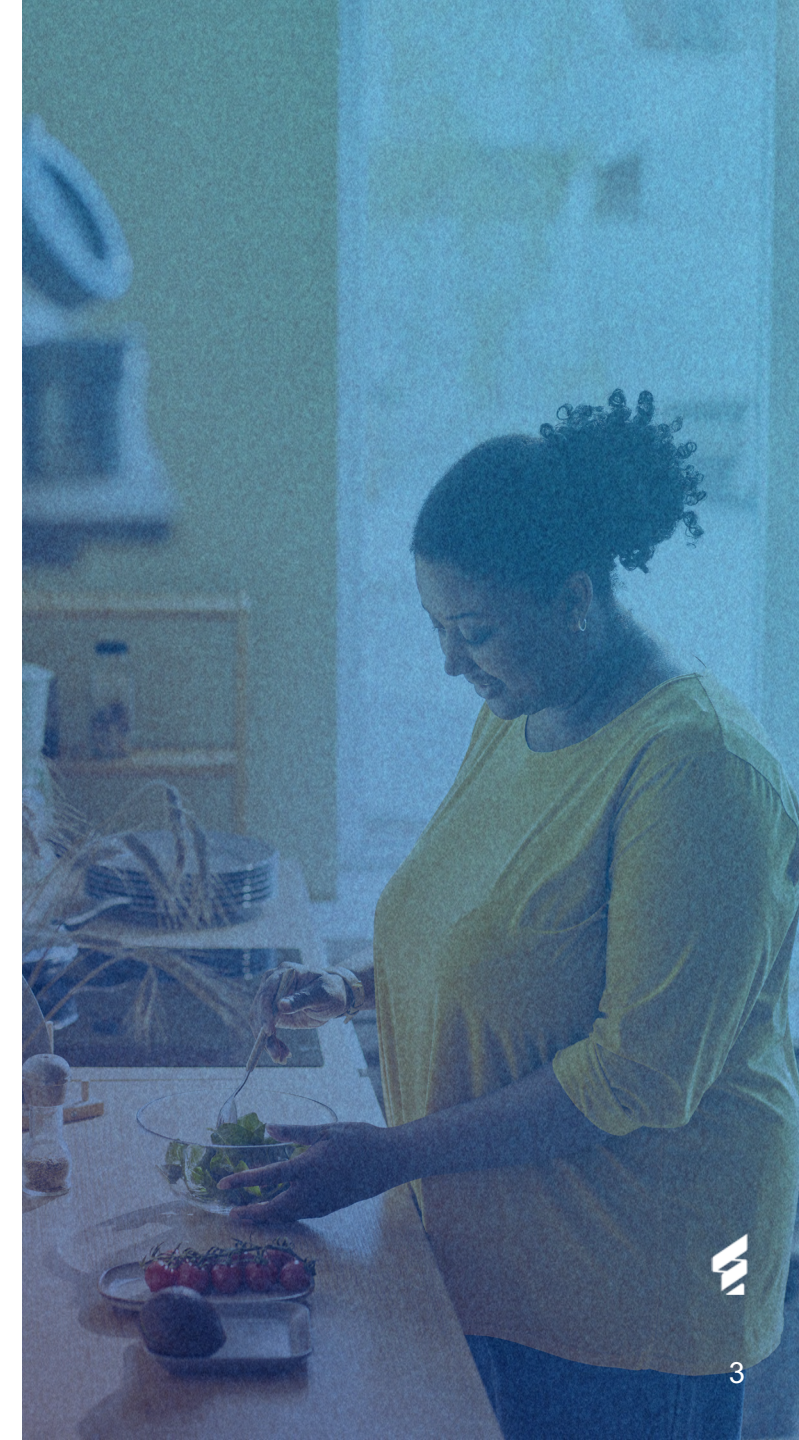
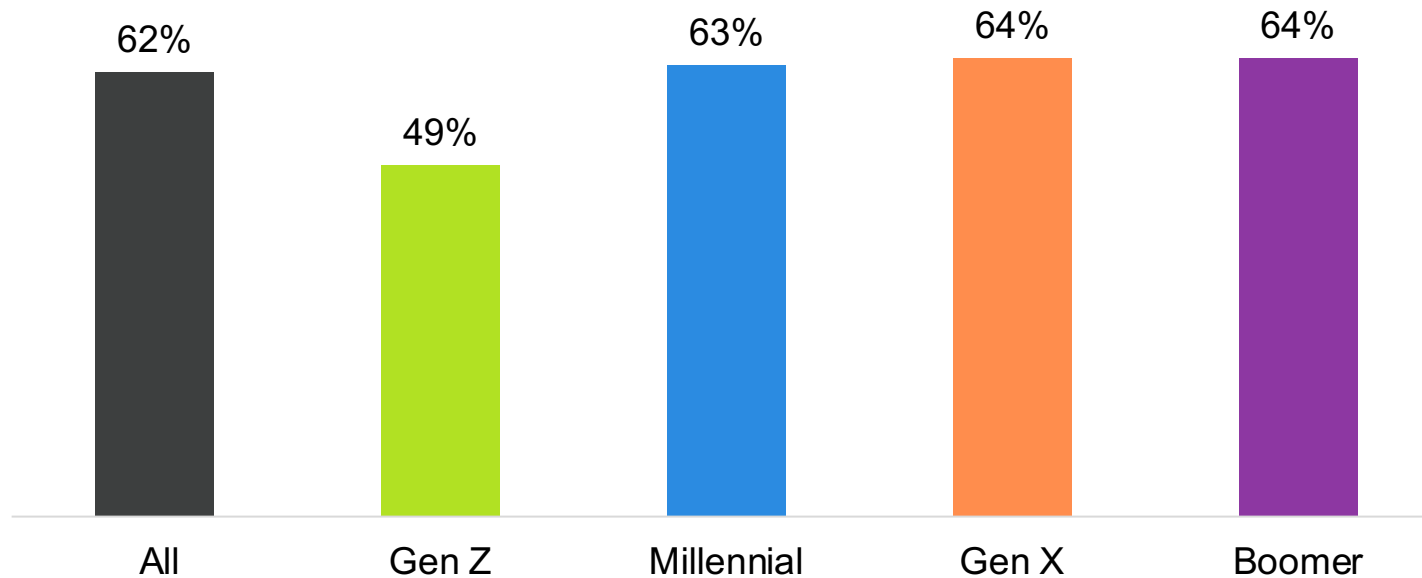


The Outlook:

These insights into consumer health and wellness behaviors are valuable for understanding broader consumer trends that impact various industries. For instance, consumers' focus on health can influence their purchasing decisions in numerous categories, including food and beverages, fitness products, and even technology that supports a healthy lifestyle. Additionally, 43% of respondents report being worried about their well-being, reflecting a broader concern that can affect consumer sentiment and spending across multiple sectors.

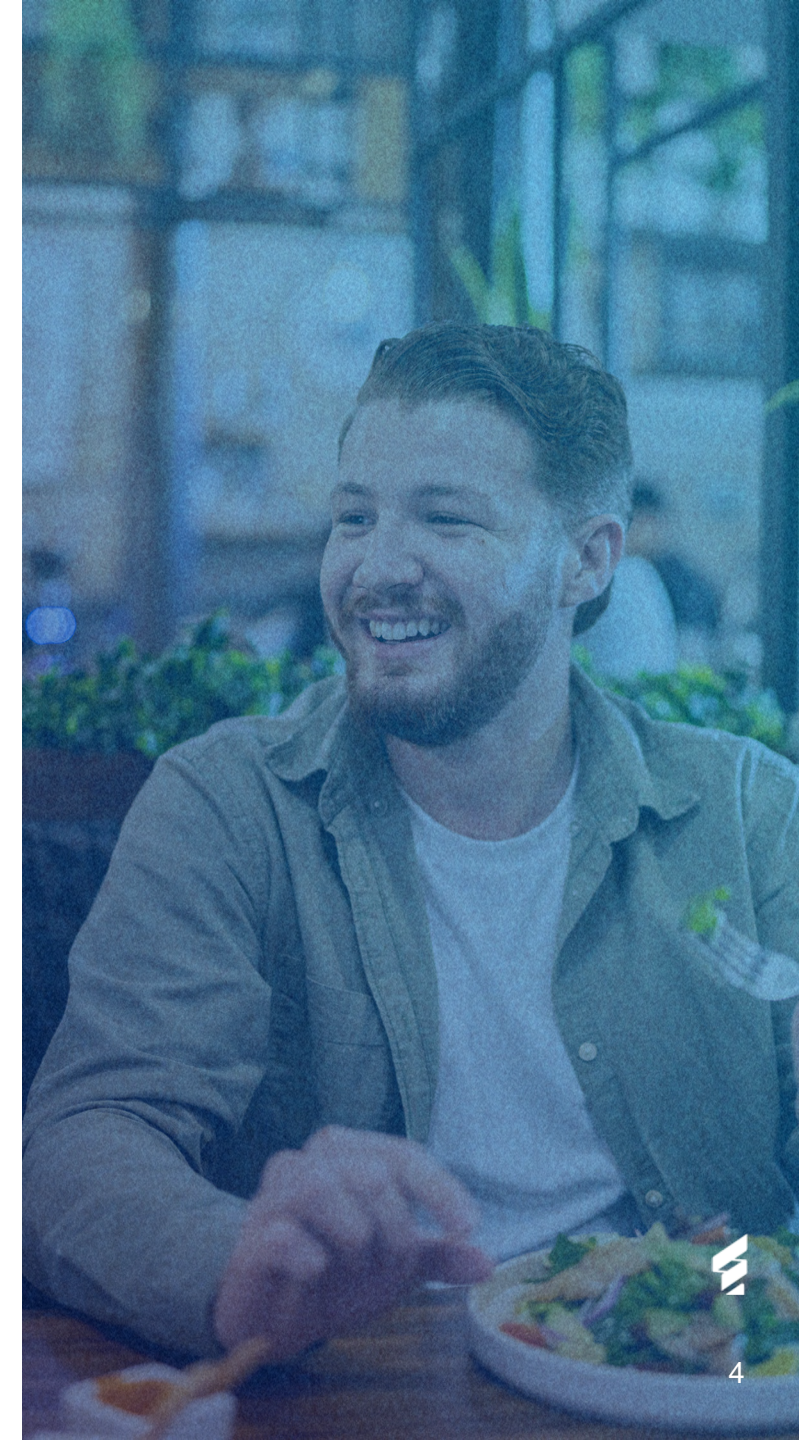
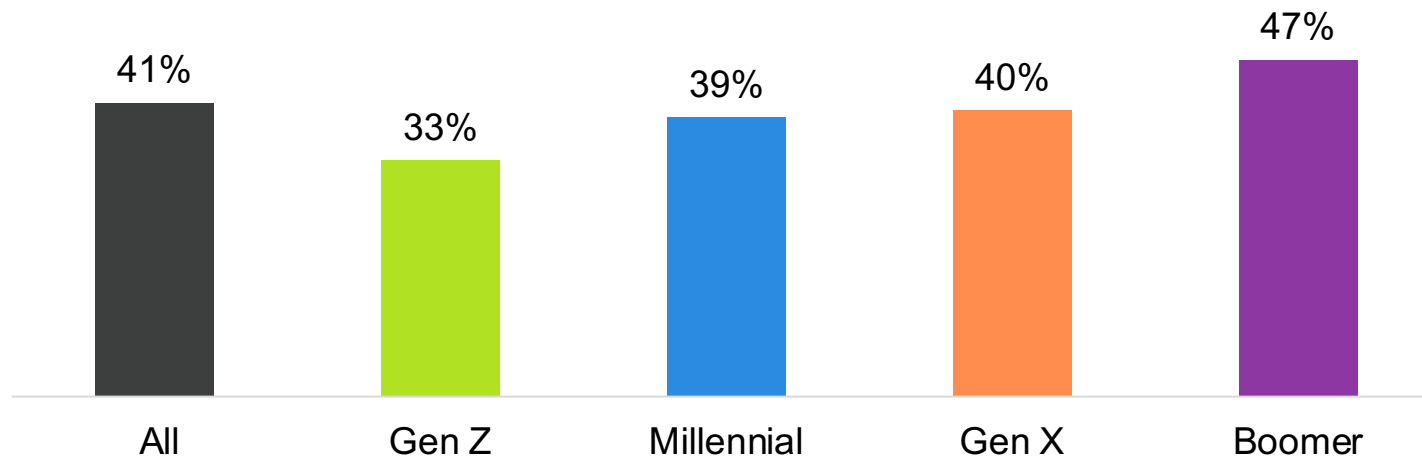
62% of respondents agree or strongly agree that when they're at home, they are preparing nutritious meals. The practice is less common among Gen Z.

I prepare nutritious meals at home:
"Agree" or "Strongly Agree"

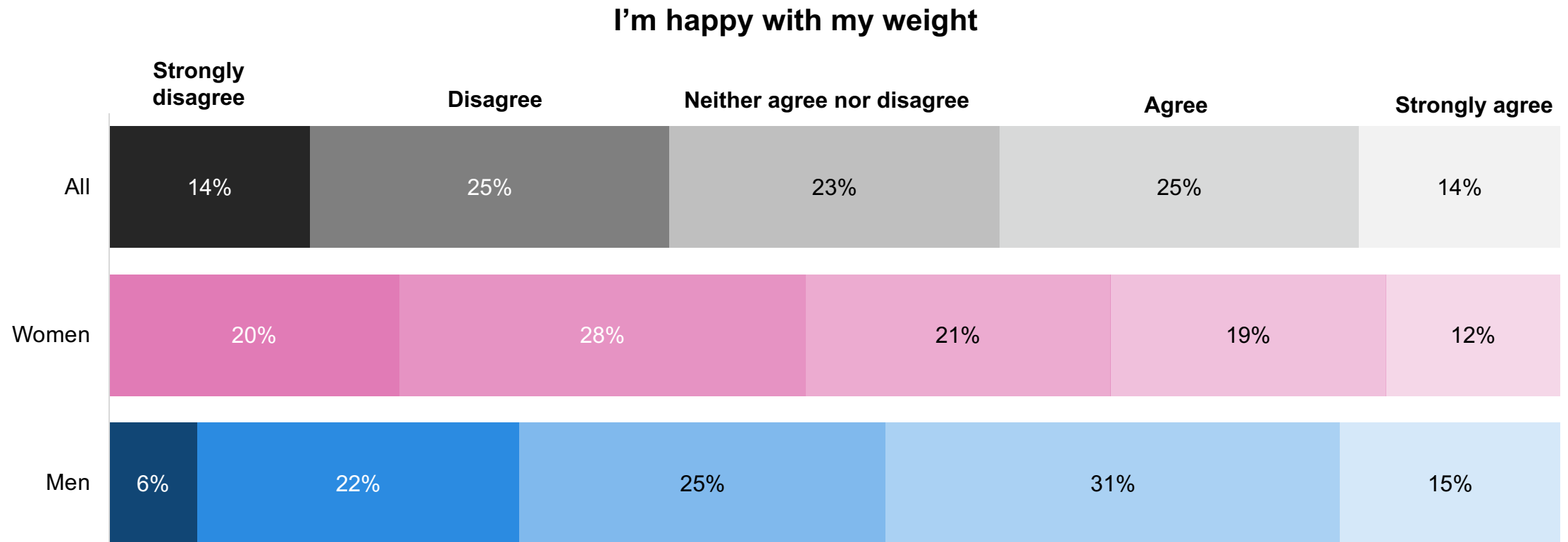


The prevalence of people who eat nutritiously when out is not as great. Only 41% agree that they avoid fast food whenever possible.

**I avoid fast food whenever possible:
“Agree” or “Strongly Agree”**



Nearly 4 in 10 (39%) people disagree with the statement that they are happy with their weight. Not surprisingly, women (46%) are much more critical of their weight than men (31%).



*Sum may not total to 100% due to rounding



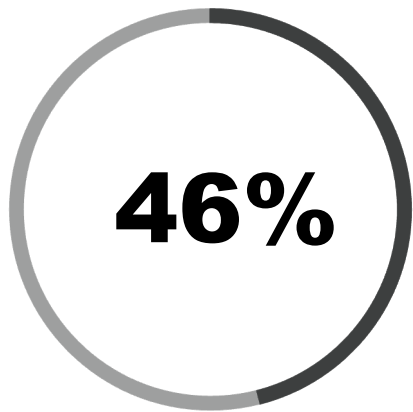
Just over half of the sample (51%) agree that they are in good physical condition. Gen X (39%) appear to be much more critical of themselves than other generations.

I'm in good physical condition:
"Agree" or "Strongly Agree"

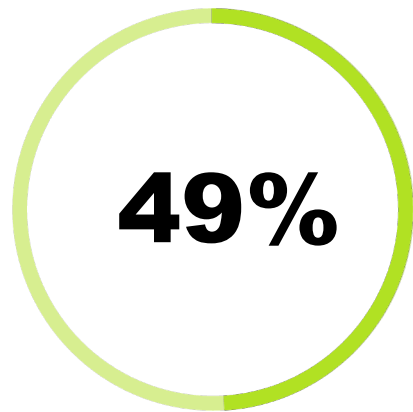


Nearly half the sample agrees that they often feel tired. Boomers with fewer day-to-day pressures are the least likely to feel so (34%).

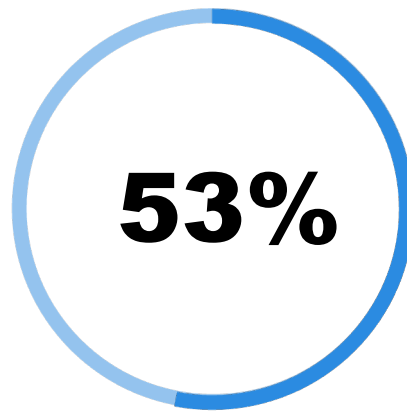
I feel tired often:
“Agree” or “Strongly Agree”



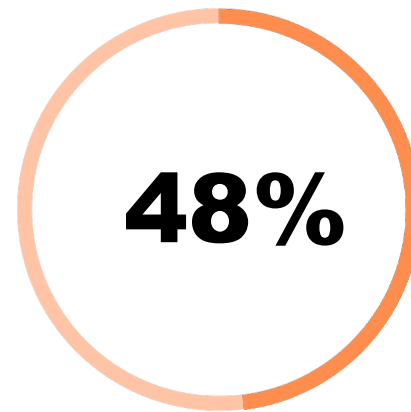
All



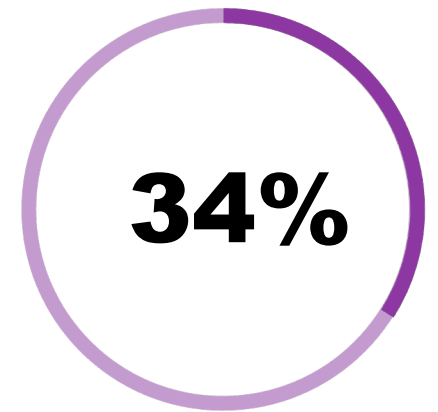
Gen Z



Millennial



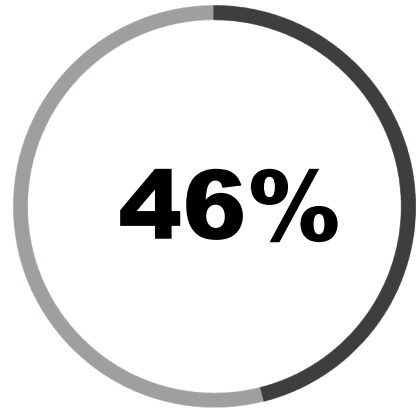
Gen X



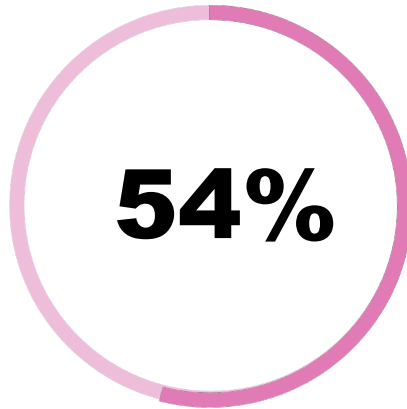
Boomer

More than half the women (54%) report feeling tired often as compared to just over one-third of the men (37%).

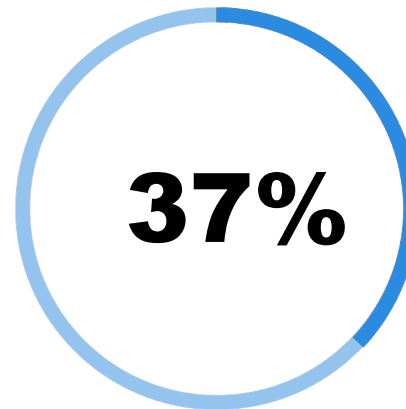
I feel tired often:
“Agree” or “Strongly Agree”



All



Women

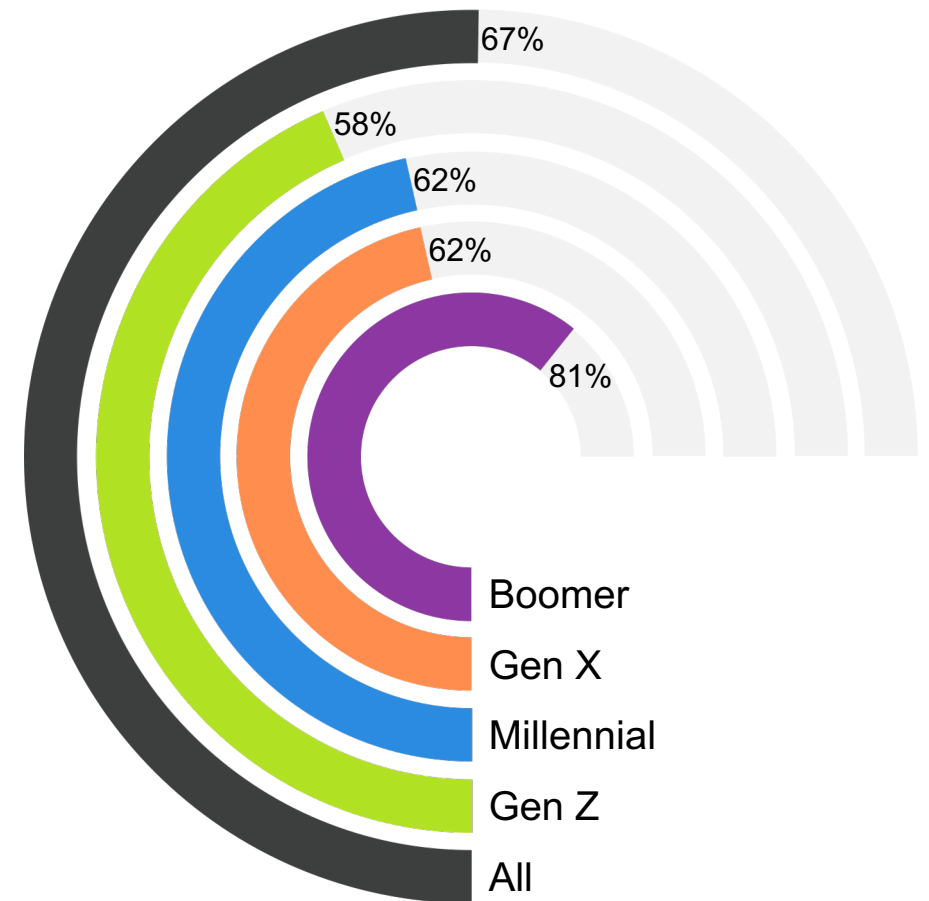


Men



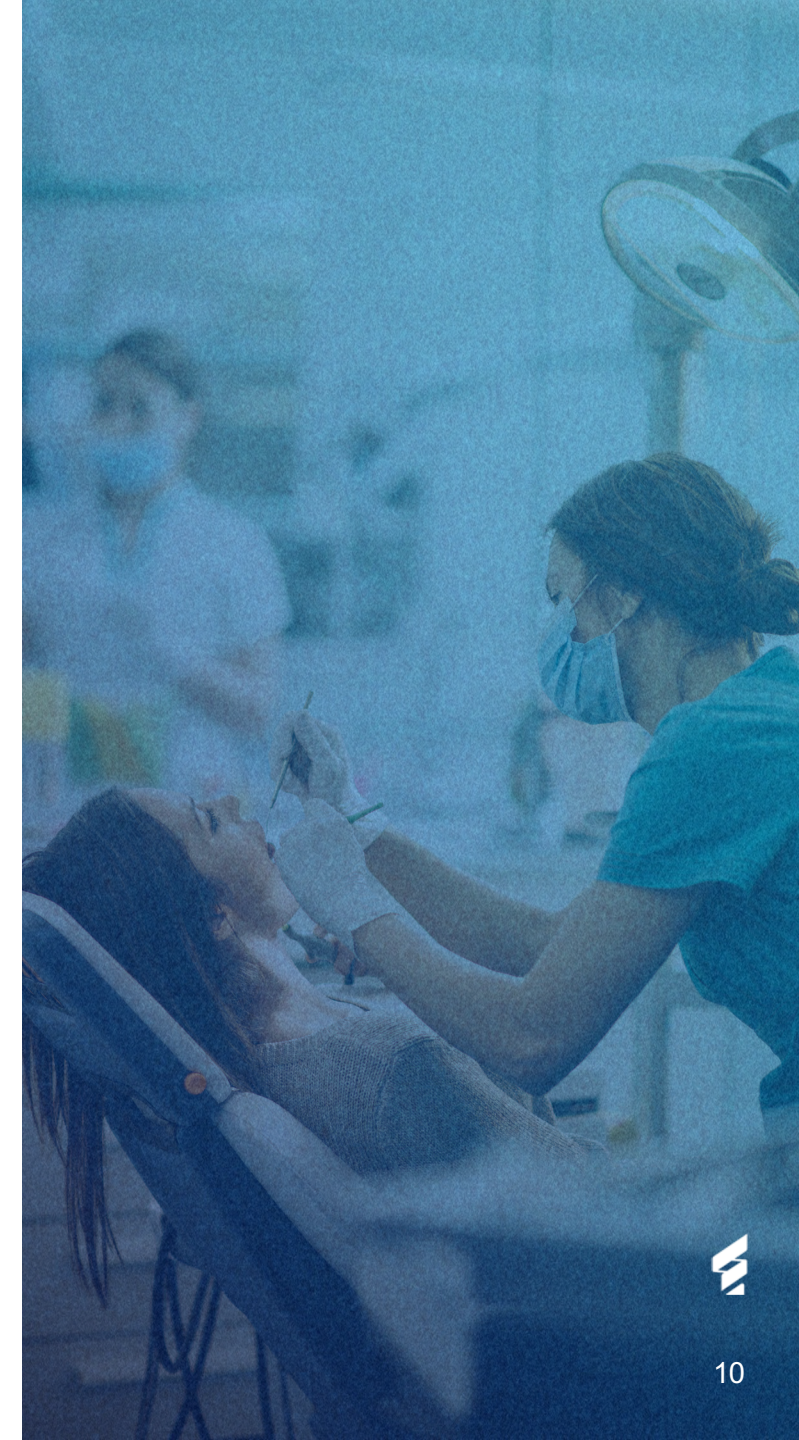
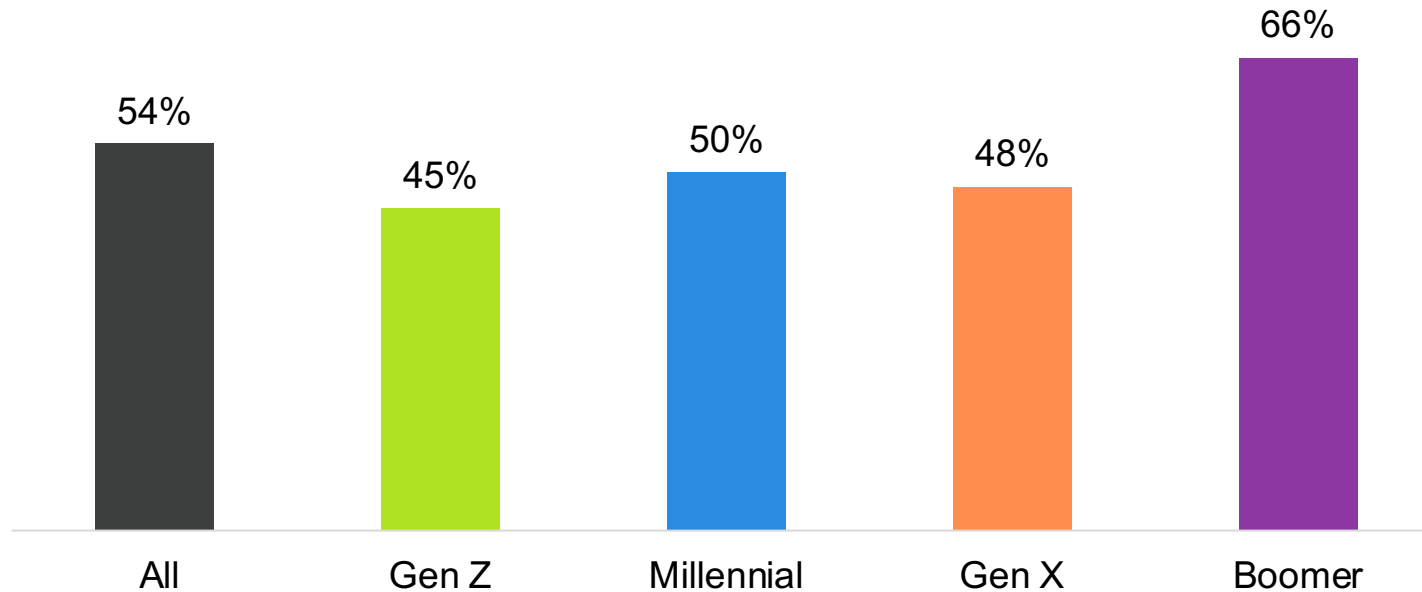
Two-thirds of respondents (67%) report seeing the doctor for regular checkups. Not surprisingly, Boomers lead all generations at 81%.

**I see the doctor for regular checkups:
“Agree” or “Strongly Agree”**



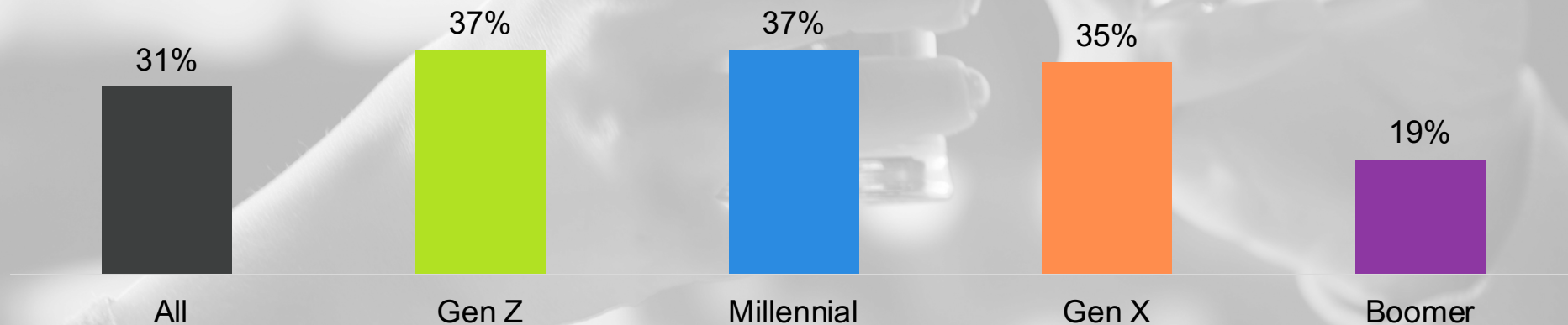
Regular visits to the dentist are not as common as visits to the doctor. Only 54% report going regularly. The discrepancy by generation is similar to that of seeing the doctor.

I see the dentist regularly
“Agree” or “Strongly Agree”



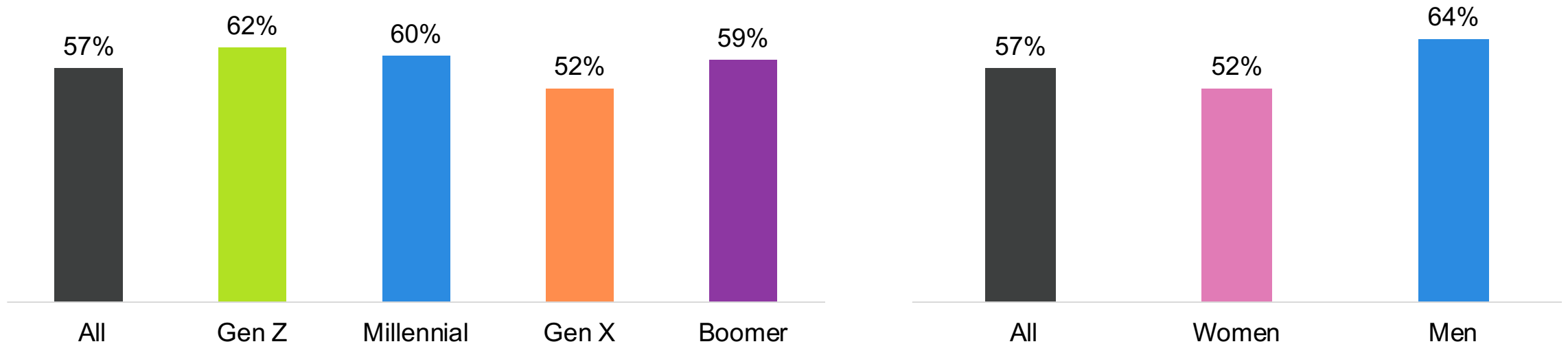
Nearly one-third of respondents (31%) admit to having a bad habit that they engage in more frequently than they should, though the actual prevalence is likely somewhat higher.

**I have some bad habits (smoking, drugs, drinking more than you should, etc.):
“Agree” or “Strongly Agree”**

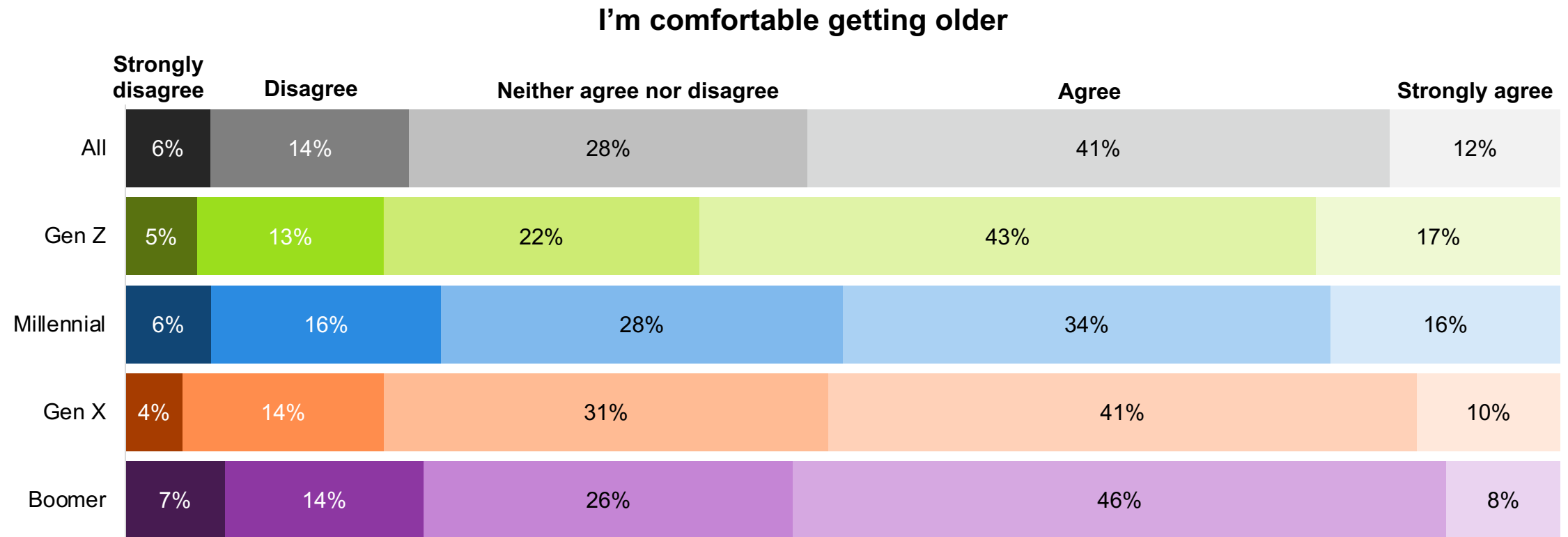


More than half of all generations agree or strongly agree that they get regular exercise. Men (64%) are more likely than women (52%) to feel their exercise is sufficient.

I get regular exercise:
“Agree” or “Strongly Agree”



While it's unlikely that anybody is enamored with the idea of growing older, a slight majority (53%) report feeling comfortable doing so.



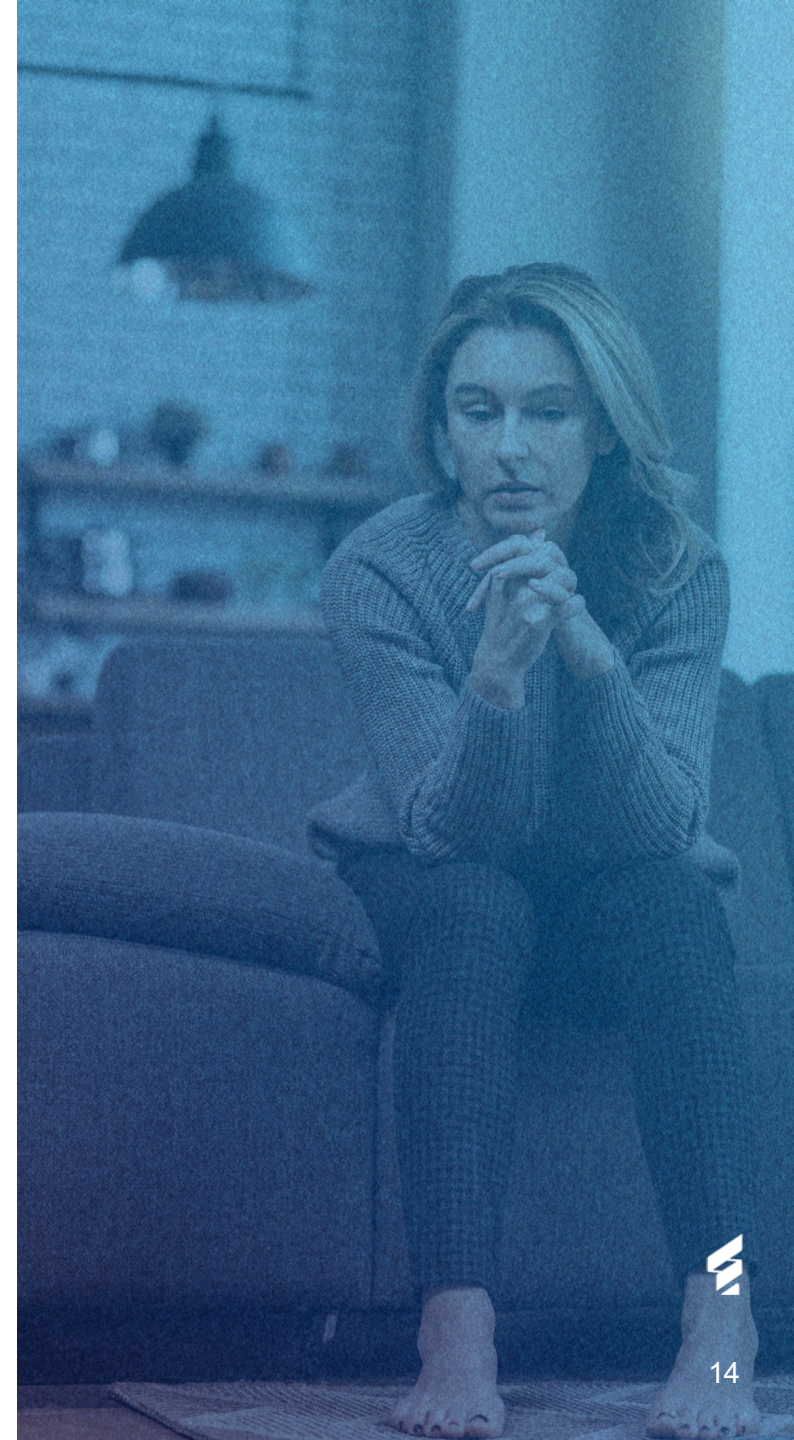
*Sum may not total to 100% due to rounding



Somewhat alarmingly, 43% of the sample reports being worried about their well-being.

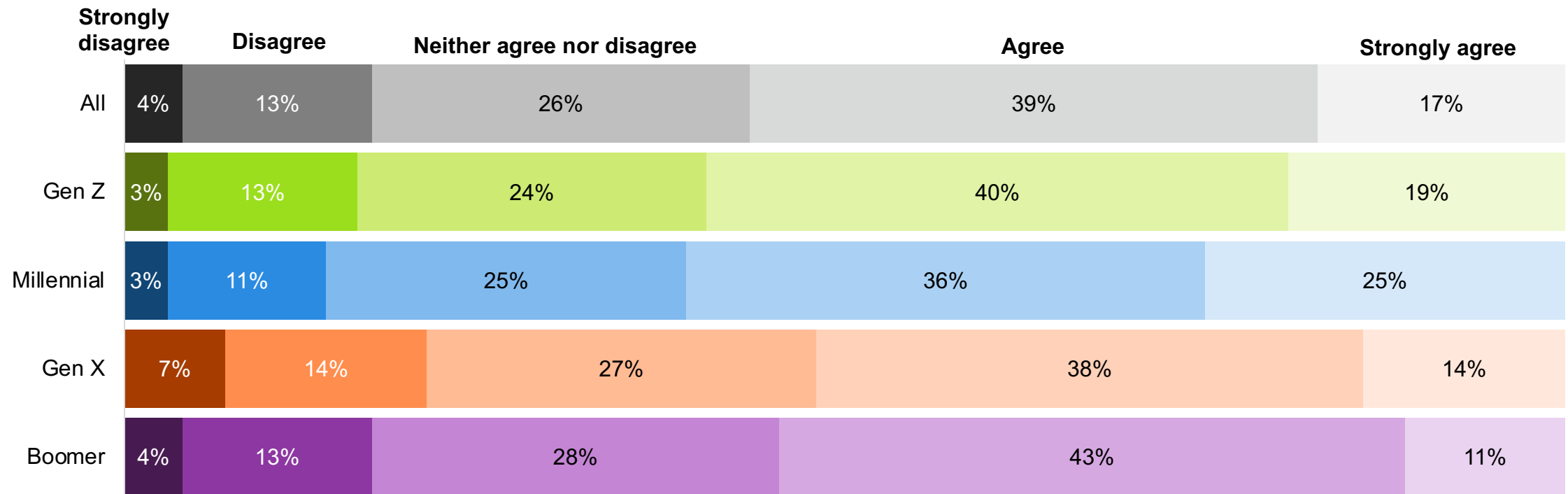
I'm worried about my personal well-being:
"Agree" or "Strongly Agree"

43%
All



More than half the respondents (56%) report being happy with the choices they've made in life. Unfortunately, that leaves 44% with some doubt.

I'm happy with the choices I've made in life

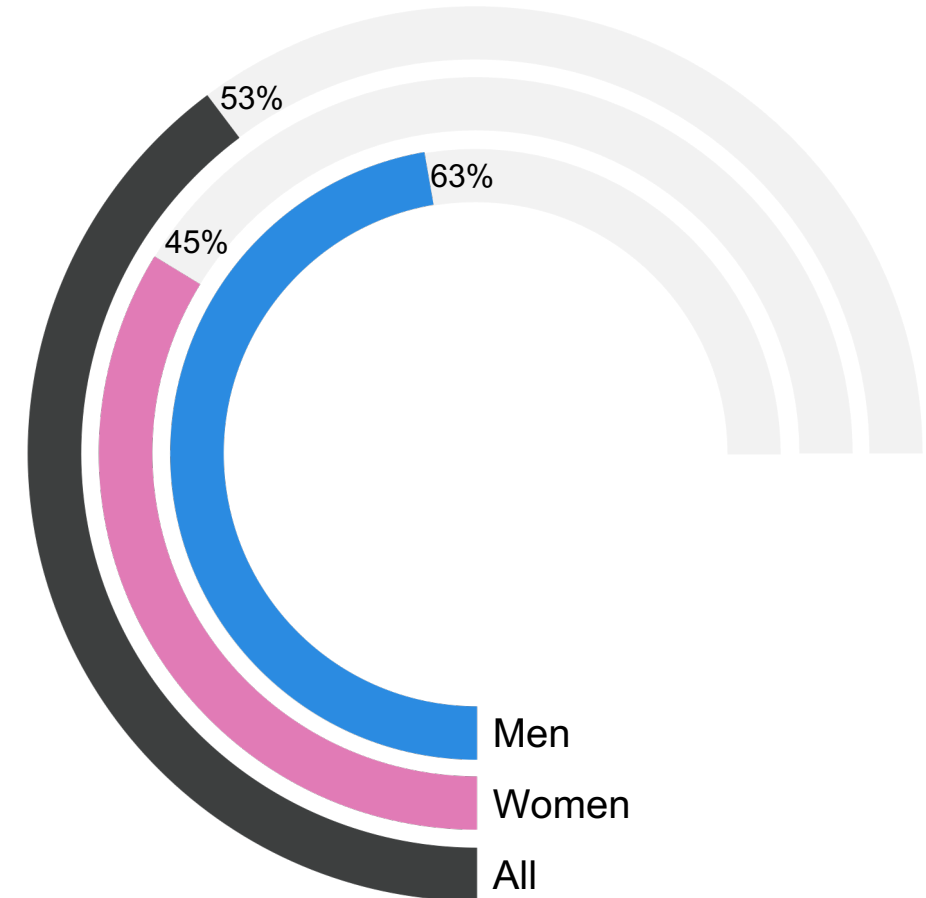


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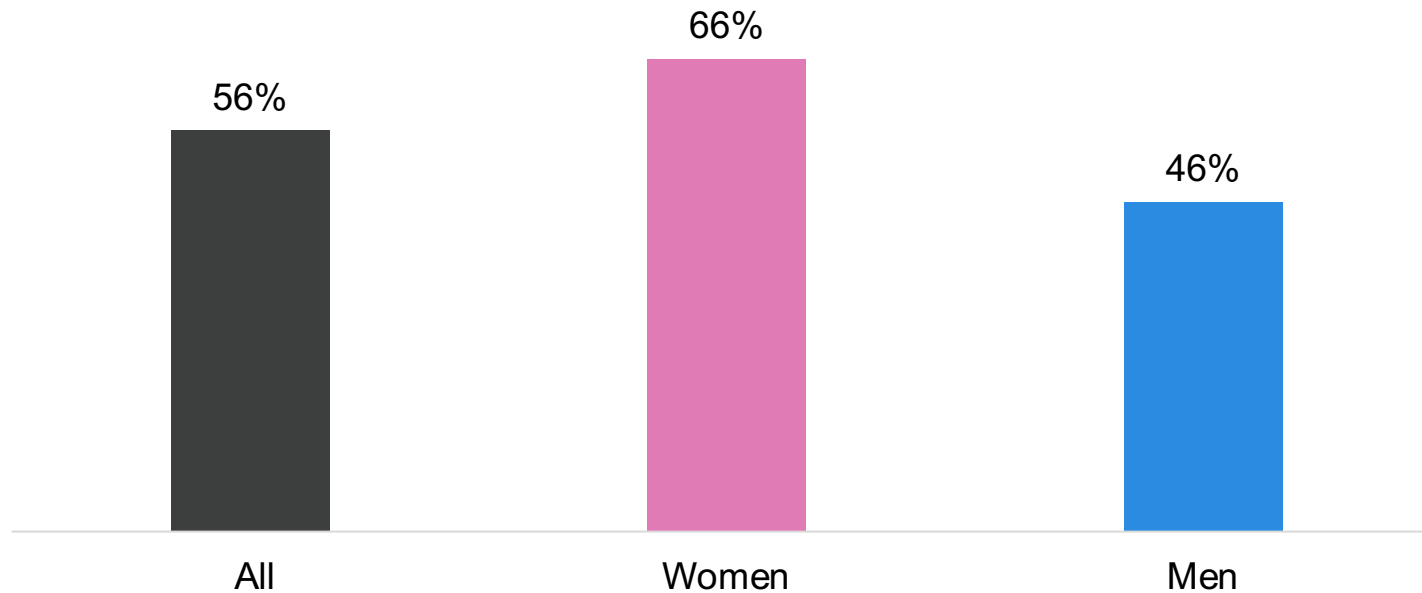
Only slightly more than half of the respondents (53%) feel they are energetic. Men (63%) are much more likely to report having more energy than women (45%).

**I'm energetic:
"Agree" or "Strongly Agree"**



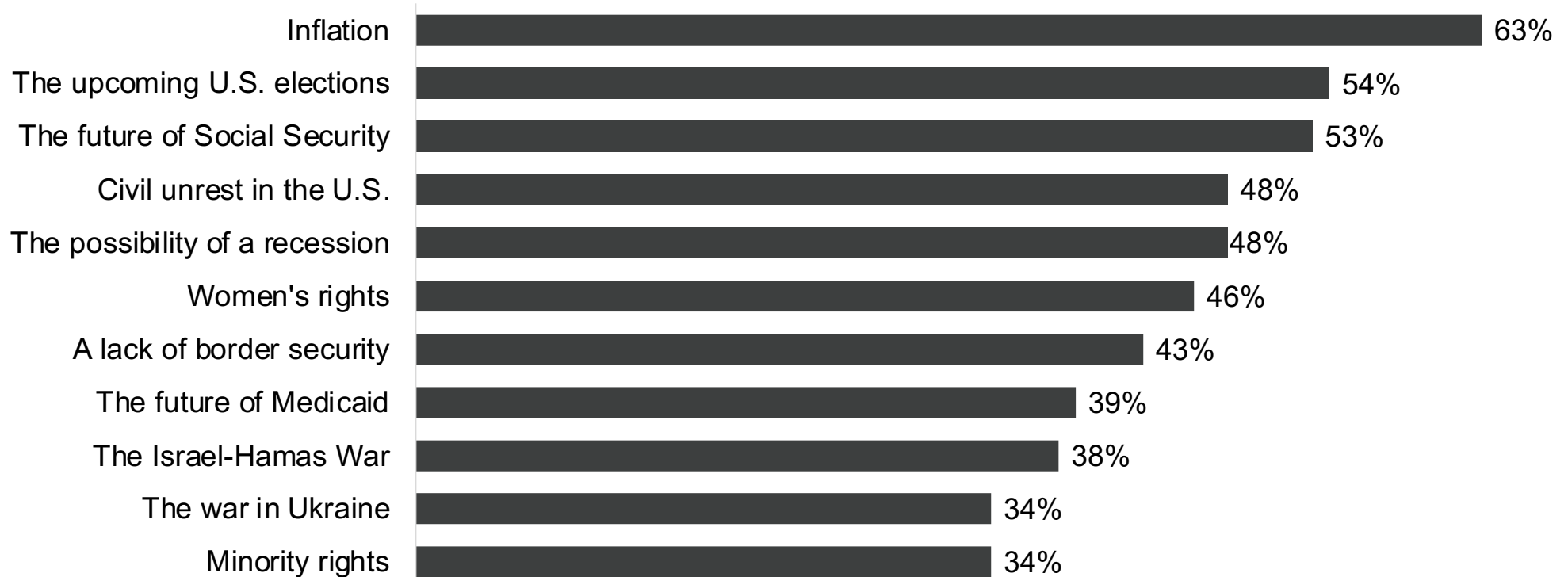
Despite the appearance of being fairly content with their lives, 56% of people agree or strongly agree that they worry more than they should. Women (66%) are much more prone to worry than men (46%).

I worry more than I should:
“Agree” or “Strongly Agree”



While many if not most sources of worry are personal, many of the issues at the forefront of today's news have people worried or extremely worried.

Level of worry regarding current events:
"Very worried" or "Extremely Worried"



Taking the Pulse of Personal Well-Being

N = 769

MOE ± 3.53%

Panel: General Population

Collected: 5/10/24-5/11/24



Gen Z
11%



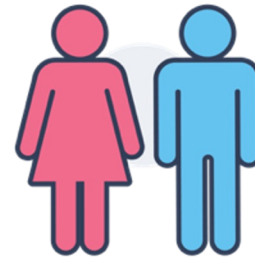
Millennial
32%



Gen X
27%



Baby Boomer
30%



Female
51%

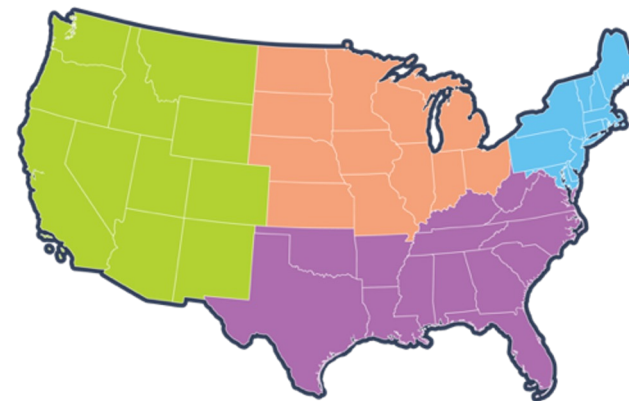
Male
49%



Urban
33%

Suburban
50%

Rural
18%



Northeast
17%

Midwest
21%

South
38%

West
24%



Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

Jenni Becker SVP, Business Development
jenni.becker@salesfactory.com

The logo for Sales Factory Consumer Pulse is centered on the right side of the slide. It features the words "SALES FACTORY" in a small, white, sans-serif font above the word "Consumer" in a larger, white, sans-serif font. To the right of "Consumer" is the word "Pulse" in a bold, white, sans-serif font, with a stylized blue lightning bolt symbol integrated into the letter 'e'. The background of the slide is a dark blue with a grid of white plus signs and various data visualization elements like bar charts and line graphs, all in a lighter blue tone.

SALES FACTORY
Consumer **Pulse**