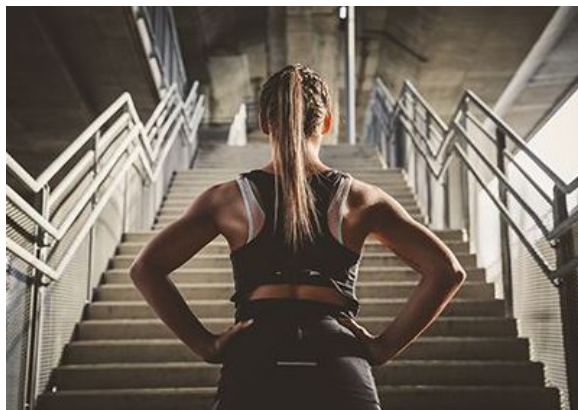


Healthy Lifestyles - US - October 2017

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"The majority of adults (90%) consider their overall lifestyle to be somewhat or very healthy. However, perceptions differ from reality as few hold themselves to strict health standards while weight-related health issues, such as obesity and diabetes, continue to rise."

Gina Cavato, Lifestyles & Leisure Analyst

This report looks at the following areas:

- Most Americans think they live a healthy lifestyle...but most probably don't
- Motivation is a challenge, cost and time follow
- Consumers are inundated with health information
- Physical health prioritized over mental health; data culture may be contributing

Though many adults say they have made drastic changes and have taken a more proactive approach to their health in the last year, consumers confront a slew of obstacles, such as lack of motivation and time, to live a healthier lifestyle. While technology can help to monitor progress toward better health, it may also be leading to more confused and skeptical consumers.

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