

## Middle Adulthood and Health - US - December 2017

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Middle aged adults (aged 45-64) make up an important, yet often overlooked, portion of the US population, and by 2022 will account for 24% of the total US population. Today's middle agers focus on improving their adherence to healthy behaviors, remain dedicated to the essentials of health management, and pay minimal attention to health fads.

This report looks at the following areas:

- **Overly positive health perceptions could be a barrier**
- **Weight gain and control is problematic in middle age**
- **Middle agers struggle to find balance**

This Report explores the attitudes and behaviors of consumers in middle adulthood (aged 45-64) toward personal health as well as attitudes toward professional healthcare services.

There's a tipping point for health issues in middle age, which influences health attitudes and behaviors. Still, middle aged adults are engaged in their wellbeing in preparation for the impact of aging, which is generating positive health perceptions for most.

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Middle age is a reckoning for health; perceived to be in good standing  
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