



Baby Boomers and Health: Incl Impact of COVID-19 - US - May 2020

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This report looks at the following areas:

- The impact of COVID-19 on Baby Boomers' health management behaviors
- The impact of COVID-19 recession on healthcare services and personal health management
- Baby Boomers' personal health perceptions may shift beyond COVID-19
- COVID-19 will impact Baby Boomers' reliance on in-person medical care



"Baby Boomers are straightforward about their health management efforts and hold an understanding that wellbeing is an ongoing process of improvement. Feeling confident and in control of health management contributes to Boomers' satisfaction with their health status even as underlying conditions become more prevalent."

– **Andrea Wroble, Health and Wellness Analyst**

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