2019 Healthy Aging Trended Consumer Research Study

A comprehensive consumer database of attitudes, behaviors and motivations related to the dynamic, multi-faceted dimensions of healthy living and aging.

Conducted since 2005.
Healthy Aging is Spanning Generations; Gerontology, Not Geriatrics

The concept of ‘Healthy Aging’, once exclusive to Boomers and Matures, has now been embraced across the entire demographic spectrum. From Botox treatments for women in their 20’s to the growth in anti-aging products and services, agelessness has become a cultural preoccupation. And many health issues that were once the domain of older people, such as obesity and diabetes, have reached epidemic proportions among young people and children. This suggests that while agelessness may be the cultural ideal, the reality is that healthy aging is getting younger.
The Elements of Healthy Aging Go Far Beyond the Singularity of Just Physical Health

- Financial State
- Health Status
- Technology
- Volunteerism
- Lifestyle Factors
- Nutrition
- Healthcare
- Healthy Aging
- Leisure
- Social Media
- Retirement
- Caregiving
Research project methodology:

- **Quantitative study from 2005**
  - 2019 research will include 13 years of trended data
- **3,000+ U.S. adult sample (general population)**
- **Balanced to U.S. Census data across key demographics**
- **Statistically significant at the 95% confidence level to +/- 1.8%**
- **Conducted via online research methodology**

**Healthy Aging**

**Multifaceted Category Breadth**

- CPG
- Care giving
- Financial Services
- Retirement
- Rx
- Insurance
- Technology
- Many others

- 200+ attitudes surrounding major industries and categories
- Advertising/marketing attitudes
- Drivers of a healthy lifestyle
- Usage patterns across industries/product categories
- Behavior/Demos
- Information sources

**Healthy Aging Database**

Since 2005
NMI’s Healthy Aging Database

PHYSICAL HEALTH
are consumers getting healthier?

CAREGIVING
what is the future of caregiving?

SOCIAL HEALTH
Are consumers connecting?

HEALTH
What are consumer concerns?

TECHNOLOGY
How is technology being utilized?

FINANCIAL HEALTH
How are consumers doing financially?
The Healthy Aging Database Summary Content/Scope

**Attitudinal Measures:**
- 200+ attitudes surrounding major industries and categories
- 50+ advertising/marketing attitudes
- 50+ healthy aging drivers

**Usage Patterns:**
- 8 distinct industries
- 50+ product categories
- 120 specific product attributes

**Behavior/Demo’s:**
- 25 food categories
- 30+ conditions managing
- 25+ technology usage
- and internet activities
- Caregiving behaviors
- Purchasing influencers
- Demographics, including
  - Investments, Health
  - Insurance

**Information Sources:**
- Sources of influence
- Healthcare dynamics
- Retail stores shopped
- Personal influence on topics
- 30+ websites used
NMI’s Healthy Aging Segmentation (18+)

**Traditionalists**: 11% of GP
- Home, health, and happiness are the markers of a life well-lived

**Help Seekers**: 19% of GP
- Life is a challenge; but proper direction and guidance can turn challenges into opportunities

**Que Sera, Seras**: 20% of GP
- Live for the day, you never know what tomorrow will bring

**Balancers**: 24% of GP
- Stay centered and keep all aspects of life balanced

**Active Agers**: 14% of GP
- ‘Live a good life by maintaining a positive attitude & staying healthy & active

**FIRST ADOPTERS**: 12% of GP
- Stay current; seek out new solutions to stay at the top of your game
Customize Your Applications

- Test new product concepts/ideas
- Develop messaging strategies
- Identify new consumer targets/prospects
- Compare buying habits across generations
- Understand how consumers’ attitudes towards brands, brand loyalty and product/service usage change by age
- Develop marketing and media strategies
- And much more…
Customize Your Deliverables

Pick the Options You Need for Your Business…

1. NMI custom analysis
   - Analysis of proprietary content with focus on your business implications and strategy – utilization of any groups from NMI core or your proprietary content
   - Access to NMI’s core trends report

2. Proprietary/custom survey questions
   - Space reserved on a first come basis
   - Overlay your custom segmentation

3. Custom data tables
   - Across all sponsor-proprietary and NMI core questions
   - Includes general population, the 5 NMI segments, and 10 custom banner points of sponsor’s choice

4. Executive presentation and consulting session

All deliverables are customized to meet your business needs
Healthy Aging Research Delivers!

DON’T miss out on this opportunity to validate and support your marketing campaigns!

- Profile your Brand users, quantify the market
- Enhance your trade presentations with updated/valuable insights
- Customize your consumer campaign positioning and messaging
- Support innovation and stay ahead of the trends
- Empower your organization!
Geography, Deliverables, Timing

USA/Sample Size
Research will be conducted among 3000+ U.S. general population consumers
Conducted via on-line methodology
NMI’s proprietary Health and Wellness segmentation will be included

Global Countries/Sample Size:
Previous Countries studied have various longitudinal & topical coverage
Specific country selection is determined by participant
Typical sample size is 1,000 general population (larger sample available)
via an on-line methodology
NMI’s proprietary Health & Wellness segmentation will be included

USA & Global
2019 Healthy Aging Trends Tracker Study Timetable

Participation deadline: March 2019
Sponsor deliverables: July 2019
2019 Healthy Aging Consumer Tracker Research Study

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Global Expertise in Health & Sustainability spanning 30+ countries & 1 million+ consumers!

For more info visit us at www.NMI solutions.com