



## Over a third of Gen X suffering from chronic health issues and ‘self-health’ falls by the wayside, Just Group

- 34% of Gen X say they have a long-term physical or mental health condition with the vast majority saying it impacts their day-to-day activities
- Yet one in five doing no exercise and half not seeking any healthcare help
- New insight from Just Group shines a spotlight on the lives and attitudes of Gen X

A new in-depth consumer insight programme from **Just Group**, the retirement specialist and GenXpert, has uncovered worrying trends around the health and wellbeing of Gen X. Sandwiched between Boomers and Millennials, Gen X is often overlooked but represent almost 14 million people in the UK, around a quarter of the total adult population.

The analysis comes from **GenVoices (GenVoices.co.uk)**, a new consumer insight series with the findings of the first survey of more than 3,000 Gen X adults (those born between 1965 and 1980) available now<sup>1</sup>. The research has been designed to create a comprehensive understanding of the lived experiences and attitudes of this generation.

More than a third (34%) of Gen X have a physical or mental health condition which either has or is expected to last longer than 12 months. These health issues affect women more than men, with 39% of women reporting a physical or mental health condition compared to 29% of men.

The vast majority (82%) of Gen X affected by a long-term health condition said it reduced their ability to carry out their day-to-day activities.

For those in Gen X who identified themselves as experiencing these health conditions, the highest proportion said that mental health issues (48%) such as anxiety or bipolar disorder affected them. A little under a third (31%) of Gen X reported mobility problems and around half (47%) of Gen X women said that the menopause has affected them.

Alongside the health conditions themselves, the research found worrying attitudes to improving their health. Nearly half of Gen X (47%) said that they rarely consult anybody about their health while a quarter said that they were not prioritising their health (25%) nor were they confident about managing their health (24%).

When it comes to exercise to stay healthy, almost half (49%) of respondents said they were doing less than the NHS recommendation to stay healthy. One in five (20%) of Gen X said that they did not participate in any sport or exercise with a further 29% doing less than two hours a week. The NHS recommends at least two and a half hours of moderate intensity activity, or 75 minutes of vigorous activity, every week<sup>2</sup>.

**Stephen Lowe, group communications director at Just Group**, said: “Our new in-depth consumer insight programme, GenVoices, kicks off with a deep dive into the lives and experiences of Gen X – an

often overlooked demographic and yet they account for around a quarter of the UK's adult population.

"The findings on the health and wellbeing of Gen X make for stark reading with over one-third suffering from chronic health conditions which, for the vast majority, are significantly impacting their daily lives.

"This generation faces multiple competing pressures ranging from caring for older relatives and supporting younger children, to managing their own financial challenges such as paying off mortgages or saving into a pension.

"Working in Gen X's favour is an increased focus in the health service on prevention and early diagnosis and a Labour government that has stated its intention both to halve the gap in healthy life expectancy between rich and poor and to put more focus on living healthier lives.

"This generation may have busy schedules but they should be encouraged to find time to focus more on their own health, for example, taking up the NHS free health checks for those aged 40-74 which currently have low take-up, particularly among men<sup>3</sup>.

"Health improvements would help people improve their finances and wellbeing, putting them in a better position to enjoy a full retirement. It could be a quick win for the country too, in terms of enabling people to stay in productive work for longer and reduce demand for the benefits and health system."

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## Enquiries

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### Notes to Editors:

**1 – Just Group**, GenVoices is an in-depth consumer insight project comprising a series of research initiatives conducted by Opinium spanning more than 3,000 Gen X adults (born between 1965 and 1980). The research programme has included an online community to gather qualitative insights, detailed ethnographic interviews and a quantitative online survey (3,000+ respondents). Please visit [www.GenVoices.co.uk](http://www.GenVoices.co.uk) for further information.

**2 – NHS England**, Physical activity guidelines for adults aged 19 to 64: <https://www.nhs.uk/live-well/exercise/physical-activity-guidelines-for-adults-aged-19-to-64/>

**3 – Department for Health and Social Care**, Over 130,000 people to benefit from life-saving health checks:  
<https://www.gov.uk/government/news/over-130000-people-to-benefit-from-life-saving-health-checks>

## About Just

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- Individually underwritten retirement income products delivering a guaranteed income for life;
- Long term care plans that provide those people moving into residential care with peace of mind by knowing a regular payment will be made to the care provider for the rest of their life;
- Lifetime mortgages for people who want to safely release some of the value from their home.

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- Regulated financial advice and guidance services for individuals wanting help in using their pension savings and/or releasing some of the value from their home; and
- A range of business services tailored for our corporate clients, ranging from consultancy and software development to fully outsourced customer service delivery and marketing services.

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