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Boomers' Health in High Demand

By: Cathy Miller | September 16, 2014

This is not your father's health care.

Boomers (born between 1946-1964) have been interested in their health throughout the stages of their life.

Far more than their parents were.

That's according to a [Merrill Lynch Retirement Study](#) conducted in partnership with Age Wave.

Boomers' Health is a Big Deal

The study compared boomer responses to their parents' generation. The following are some of the results.

- Boomers are four times more likely to actively research health information
- Two and a half times more likely to say they are proactive about their health
- More than twice as likely to question their doctors

The Merrill Lynch study reminded us that the boomers' health craze did not start due to impending retirement.

The study blames – uh – credits boomers with the launch of fitness in the U.S. Think Jane Fonda and the billion other celebrity workout tapes. The fact that I am using the term tapes tells you where I fall in the age equation.

Maybe boomers have seen the toll of poor health on their parents.

[A MetLife Study on caregiving](#) revealed the proportion of adults caring for aging parents has more than tripled in the last 15 years.

- One quarter of adult children – mostly boomers – provide personal care or financial assistance
- Nearly 10 million adult children over the age of 50 care for their aging parents

Boomers could also be listening to retirees from both generations. The Merrill Lynch study shared the number one response from retirees as the most important ingredient in retirement.

81% of retirees ranked good health as the most important ingredient to a happy retirement.

Personally, my health is much better than it was in the waning days of my corporate days. That's not saying much since my health was not good.

However, good health also takes a lot more work than it used to. Ah, to have the days of a child when simple playing was all the exercise you needed. Of course, that was long before computers and video games.

There I go dating myself again.

How about you? Are you a card-carrying boomer? Or maybe your parents are. What are your thoughts on boomers' health?

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