

# Press release

Utrecht, the Netherlands, 19 December 2023

## **Resilience and health of Dutch population under pressure due to persistent inflation**

**75% of Dutch people felt the effects of high inflation on healthy living habits last year. For instance, a third (34%) cancelled their gym subscriptions and over a quarter (27%) ate less healthily because of the rising cost of living. An increase compared to 2022, when these effects were felt by two-thirds of the Dutch population. This is according to a representative sample of the Dutch population by a.s.r. this autumn.**

The survey looked at the healthy habits and resilience of the Dutch population in times of various crises at home and abroad. This showed that inflation has the most impact on Dutch people (64%). This was followed by wars (57%), costs of and access to care (51%), and the housing shortage (48%).

The survey found that the lower the resilience, the greater the negative impact on their health, and vice versa. Respondents who gave their own resilience an unsatisfactory grade, noticed the negative impact of this on their health (93%). Despite the influence that inflation in particular was found to have on healthy habits, the Dutch still rated their health with a 7.

### **Influence of social media small**

When asked how people look for information and tips on a healthier lifestyle, a third said they use Google, their GP, a dietician and family and friends. Younger people (18-35 years) most often googled for tips or approached family and friends (about half). People over 56 were more likely to consult a GP or dietician. Contrary to popular belief, the influence of social media and influencers was small. Only one in 10 younger people consulted these for health and resilience tips, for the older groups this is even lower (3-6%).

### **Role of health insurer in lifestyle and resilience**

The majority of respondents (six in 10) expect their health insurer to help them with a healthy lifestyle and resilience. Over three in 10 expect this in the form of health advice and being offered health programmes, a quarter through reimbursement of lifestyle coaching such as dieticians, and a smaller group (15%) in digital healthcare solutions.

### **'I show resilience' programme**

Thomas Oremus, director of health insurance at a.s.r.: 'We believe it is important that besides offering good health insurance, we help people to be more resilient in coping with unexpected setbacks in life. Of course, some things are difficult or impossible to change, but you can train your resilience and thereby positively influence your health and your feeling of happiness.'

In the survey, one in three Dutch people said they would be interested in a.s.r.'s 'I show resilience' programme. Mainly women (37%), young people (37%) and residents from East Netherlands (40%).

**Media Relations**

Annika Heerekop  
T: +31 (0)6 53 95 96 73  
E: Annika.heerekop@asr.nl  
[www.asrnl.com](http://www.asrnl.com)

**Investor Relations**

T: +31 (0)30 – 257 8600  
E: ir@asr.nl  
[www.asrnl.com](http://www.asrnl.com)

**About a.s.r.**

ASR Nederland N.V. (a.s.r.) is the second-largest insurer in the Netherlands. a.s.r. helps its customers share risks and build up capital for the future. We do this with services and products that are good for today, tomorrow and always, in the fields of insurance, banking products, pensions and mortgages for consumers, businesses and employers. a.s.r. is also active as an asset manager for third parties. a.s.r. is listed on Euronext Amsterdam and is included in the AEX Index. For more information, please visit [www.asrnl.com](http://www.asrnl.com)

**Disclaimer**

The terms of this disclaimer ('Disclaimer') apply to this press release of ASR Nederland N.V. and all ASR legal vehicles and businesses operating in the Netherlands ('ASR Nederland'). Please read this Disclaimer carefully.

ASR Nederland has taken all reasonable care in the reliability and accurateness of this press release. Nevertheless, it is possible that information contained in this message is incomplete or incorrect. The information in this press release may also be (partly) based on beliefs, assumptions and expectations of future performance, taking into account information that was available to ASR Nederland at the moment of drafting of this document ASR Nederland warns that the information could entail certain risks and uncertainties, as also referred to in the Risk Factors section in recent public disclosures made by ASR Nederland, so that the actual results of ASR Nederland could differ from the information in this document. ASR Nederland does not accept liability for any damages resulting from this press release in case the information in this press release is incorrect or incomplete.