

Seniors and Health - US - November 2017

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The number of Seniors, adults aged 65+, is on the rise, and by 2022 will account for 17.7% of the total US population.

Today's Seniors are increasingly tech savvy, yet remain dedicated to the basics of health management. The current age of a Senior, younger (65-74) versus older (75+), influences their health attitudes and healthcare needs.

This report looks at the following areas:

- Growing Senior population and strong use strains healthcare providers
- Seniors fall short of exercise guidelines; health issues may be getting in the way
- Loneliness can have negative health implications

Still, Seniors are engaged in proactive health measures that ease the impact of aging, which is generating positive health perceptions for the majority.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Seniors are engaged in their health care
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