

## Senior Lifestyles - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

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"There are more than 50 million seniors aged 65+ in the US and this age group is growing more than three times faster than the total population, making them an important segment for marketers to consider. Seniors today are focused on their health, as well as the health of their personal relationships."

- **Dana Macke, Associate Director, Lifestyles & Leisure**

This report looks at the following areas:

- As people age, the role of the spouse is elevated
- Health is a primary area of focus
- Today's seniors are financially stable, but tomorrow's seniors may not be
- Seniors show little faith in younger generations

For the purposes of this Report, Mintel defines seniors as adults aged 65+. Consumer data is based on a sample of 500 seniors with access to the internet.

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### DID YOU KNOW?

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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Senior women outnumber senior men  
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#OscarsSoYoung

Risk-taking seniors particularly susceptible to financial fraud

Boomers remain skeptical of short-term rentals

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