

## Seniors and Health - US - September 2016

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"The number of Seniors, adults aged 65+, is on the rise and by 2021 they will account for 17.3% of the total US population. Seniors are generally optimistic about the future and are investing in their health despite the health challenges that naturally come with aging."  
- Marissa Gilbert, Health and Wellness Analyst

### This report looks at the following areas:

- The rising cost of prescription medications puts a strain on low-income Seniors
- Health conditions affect Seniors' daily lives, impacting their level of health
- Seniors feel younger than they may be portrayed in advertising

The current age of a Senior, younger (65-74) versus older (75+), influences attitudes toward health and future healthcare needs. The financial position of Seniors controls their outlook on healthcare, particularly as it relates to the rising costs of prescription medications, something many Seniors depend on in order to lead a healthy life.

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