

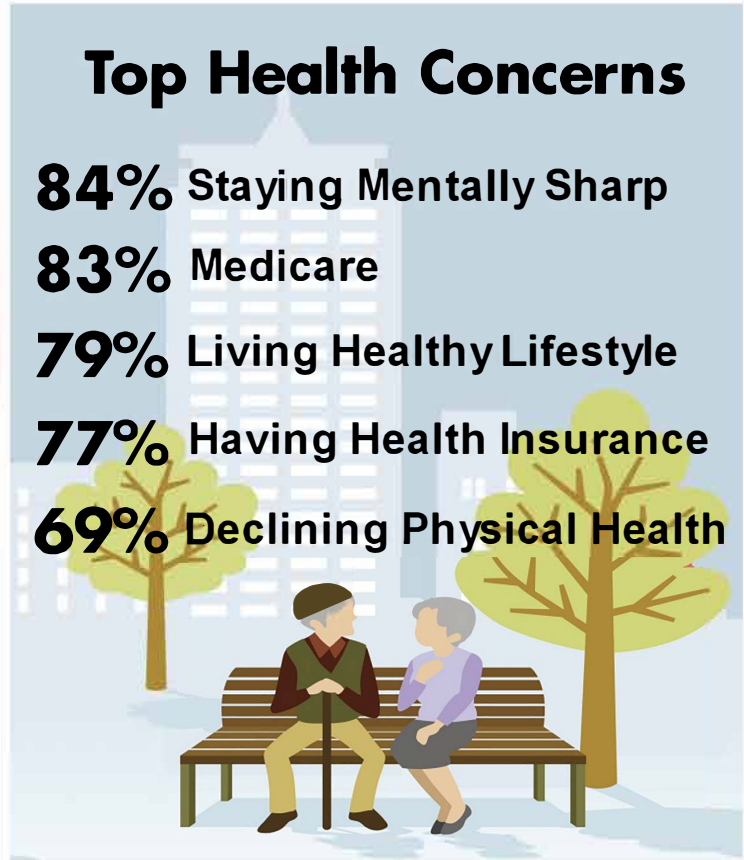


5 of the top 10 interests and concerns are **health-related**

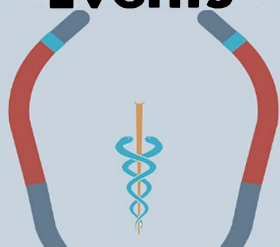
Top health-related life events/interests/concerns are **similar across** most member segments (ages, race/ethnicity, political ideology, etc)

Top Health Concerns

- 84% Staying Mentally Sharp
- 83% Medicare
- 79% Living Healthy Lifestyle
- 77% Having Health Insurance
- 69% Declining Physical Health



Top Health-Related Events



31%
Death of a Loved One

38%
Caregiving

27%
Decline in Physical Health

29%
Chronic Health Conditions

20%
Hearing / Vision Loss

21%
Difficulty Walking

Top Health Interests

- 89% Staying Mentally Sharp
- 87% Staying Physically Fit
- 82% Maintaining Healthy Diet
- 78% Getting Enough Sleep
- 72% Reducing Stress

