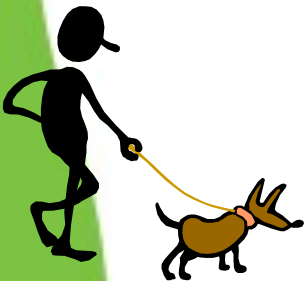


Seniors' Snippets

*From the Yukon Healthy Living Segmentation Study
...on adults better than 55*

- 73% of seniors agree that being active is a major priority in their lives.
- 61% of seniors report they are either moderately or very active.
- The average Yukon senior is active for 25 minutes per day.
- In summer, this average increases to 54 minutes per day but drops in winter to 14 minutes per day.
- 83% of seniors walk in the summer.
- 76% garden and do yard work during summer months.
- 79% of seniors walk in winter.
- 44% exercise at home during winter months.
- 15% of seniors do not participate in any winter activity.
- Women over the age of 55 are less active than any other population with an average activity level of 22 minutes per day over the year.



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