

Press Kit

50-Plus Fact Sheet

While it seems that defining boomers and seniors is difficult, the cohorts that make up this group are actually highly targetable. So here are some things we know about these consumers.

Be sure to check off the facts you didn't know, because chances are your readers and viewers don't either.

Population characteristics

- Baby boomers are defined as the approximately 76 million people born between 1946 and 1964. The oldest of them turned 60 in 2006. Seniors are defined as anyone older than that.
- The 18 to 49 demographic will increase by only 856,379 over the next 10 years, while the 50-plus segments will grow by 22 million.
- 90 million Americans will be 65 and older in the next 40 years, doubling today's senior population.
- Boomers perceive themselves as being on the early side of middle age, so marketing to them as "oldsters" is a huge mistake. Many feel that they are just getting started.
- 40 percent (36.2 million) of the 97 million Americans who are 45 or older are single, and more than 20 percent believe that this is their year for romance.

Online behavior

- 50-plus consumers represent the Web's largest constituency, as one-third of the 195 million current Internet users in the United States.
- Households of 50-plus consumers are the fastest growing user segment to embrace computer technology.
- Mature consumers spend more overall time online than teenagers.
- The Internet is the most important source of information for baby boomers when they make a major purchase, such as automobiles and appliances.
- The Internet is becoming an increasingly important resource for the healthcare decisions of older adults.
- Baby boomers and seniors spend an average of \$7 billion online per year.

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Spending power

- This group represents \$2.3 trillion in disposable income.
- Boomers are the largest, wealthiest, and best-educated population segment this nation has ever seen, and they have great influence over their senior parents' buying decisions.
- They control 70 percent of the total net worth in the United States.
- 50-plus consumers want and will pay for luxury upgrades, such as houses, cars, and travel accommodations. Overall, they feel that they've worked hard and worked long, and they've earned it.
- Between now and 2010, the total spending for 50-plus households will increase by over \$900 billion.
- In 2005, boomers spent \$35 billion on their grandchildren and \$30 billion on anti-aging products.
- Two-thirds of empty nesters have full wallets, as their discretionary income goes up at least \$5,000 per year when the kids fly the coop.
- The 50-plus set owns:
 - 75 percent of America's financial assets.
 - 80 percent of America's savings.
 - Over 50 percent of all corporate stocks.
- 50-plus consumers are responsible for purchasing:
 - 41 percent of all new cars.
 - 25 percent of all toys.
 - 80 percent of all luxury travel (spending 74 percent more on vacations than the 18- to 49-year-old set).
 - 60 percent of all healthcare.
 - 74 percent of all prescription drugs.
 - 51 percent of all over-the-counter drugs.