

age**BRIEF**

MARKETING TO THOSE WHO WEREN'T BORN YESTERDAY

7 REASONS TO MARKET TO BOOMERS AND THEIR PARENTS

1. AGING POPULATION

According to the 2000 census, there are 78 million Baby Boomers in the United States, born between 1946 and 1964. They are the largest generation, making up 28 percent of the total population.

The U.S. population will to grow 23 percent by 2025. The elderly population is will to jump nearly 80 percent, whereas Working-age adults and children will increase only 15 percent.

2 THE THREE GENERATIONS OF THE MATURE MARKET

Baby Boomers: birth years 1946 to 1964 (44-62)

Ike Generation: birth years 1932 to 1945 (63-76)

World War II: birth years 1917 to 1931 (77+)

3. SPENDING PATTERNS

Consumers over 50 years old now hold three-quarters of the country's financial assets. By the year 2010, nearly 33 percent of American adults will be over 50, and they will wield nearly \$800 billion in combined economic power.

4. LIFE EXPECTANCY

In 1900, the average 65-year-old could expect to live 12 more years. Today, as a result of advances in medical science, the life expectancy at age 65 is a least 18 more years. Women are expected to live longer than men. In 2002, there were 33 million women 55 and older, as compared with 25 million men. That means for every 100 women there were only 81 men.

5. WOMEN BOOMERS

For years women have been the gatekeepers for their families. They make purchasing decisions on everything from financial services to automobiles. They serve as consultants for other people. They are more likely than their male counterparts to make product recommendations. Among American workers aged 40-59, 30 million are women.

6. EDUCATION

Boomer men in their fifties are the best educated among all Americans. One-third of them have a college degree, and 15 percent have an advanced degree.

7. LIFESTYLE

The lifestyle of the Boomers according to the AARP: Three-quarters of older workers see retirement as a chance to spend more time with family and friends, to relax and have more fun.

PeterAlex Media Corporation (PAM) has the experience and understanding of the aging marketplace. We offer services that will identify the best way to promote your product or service.

Consultant | Creative Development | Event Marketing

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About PeterAlex Media

PeterAlex Media is a marketing agency that is devoted exclusively to helping business decision makers of consumer products and services gain understanding and insights into building relationships with baby boomers and the aging marketplace. Our affiliations and memberships with professional organizations and leading researchers keep us up to date with trends and segmentation.