

ageBRIEF™

MARKETING TO THOSE WHO WEREN'T BORN YESTERDAY

Older Americans by Population

Age Group

As baby boomers come of age, the demographic population shift in America looks much different than it did a decade ago. The parents of boomers are the fastest growing segment of the population, and the growth of that group will continue to outpace the rest of the population as advances in medicine inspire greater longevity.

All aspects of society will be influenced by this fast-growth demographic. At the same time, their needs will differ significantly from those of similar age groups we have observed in the past. For example, retirees will be more active and involved in volunteerism, and grandparents will become sole providers for grandchildren whose own parents are absent.

Older Veterans

According to Census 2000, two-thirds of all men age 65 and older are veterans, and 9.8 million live in the United States and Puerto Rico.

Marital Status

As the population ages, marital status will significantly affect those persons who live alone. Although the number of men living longer will rapidly increase, women will still outlive their spouses. Additionally, more women will be widowed or never married, compared to their male counterparts.

Race-Ethnicity

The Hispanic group is no footnote to the phenomena. Projections for the older Hispanic population estimate that it will grow faster than any other ethnic group.

- According to *USA Today*, the USA foreign-born population was 35.7 million in 2006.
- Those of Mexican descent comprise the largest segment, about 11 million people.
- The older Asian population will also show large increases, approaching 7 million by the year 2050.

Source: Federal interagency Forum on Aging Statistics 2006