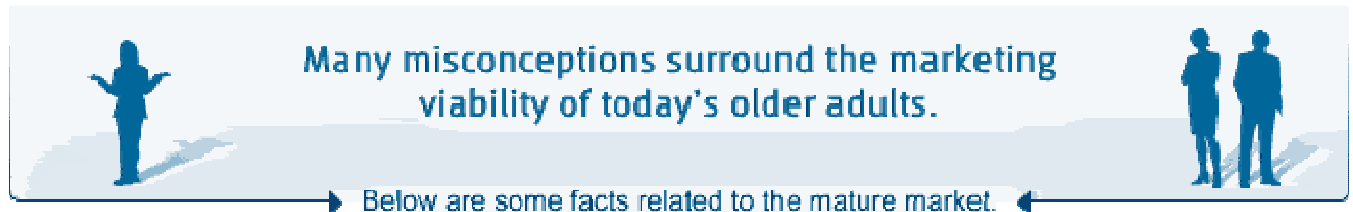


# 50+ FACTS AND FICTION



## Size of the Boomer and Senior Markets:

- 77 million people were born between 1946 and 1964, which is defined as the baby boomer era (U.S. Census).
- The first baby boomer turned 60 on January 1, 2006.
- An American turns 50 every 8 seconds – that's more than 10,000 people every day (AARP).
- By 2015, those aged 50 and older will represent 45% of the U.S. population (AARP).
- By 2030, the 65-plus population will double to about 71.5 million, and by 2050 will grow to 86.7 million people (U.S. Census).

## Wealth of Baby Boomers and Seniors:

- 78 million Americans who were 50 or older as of 2001 controlled 67% of the country's wealth, or \$28 trillion (U.S. Census and Federal Reserve).
- Households headed by someone in the 55-64 age group had a median net worth of \$112,048 in 2000 – 15 times the \$7,240 reported for the under 35 age group (U.S. Census and Federal Reserve).
- The 50+ have \$2.4 trillion in annual income, which accounts for 42% of all after-tax income (U.S. Consumer Expenditure Survey).
- Adults 50 and older own 65% of the aggregate net worth of all U.S. households (U.S. Consumer Expenditure Survey).

## Spending Habits of Adults 50+

- Adults 50+ account for an estimated \$2 trillion in total expenditures for 2005.
- This group has \$2.3 trillion in disposable income.
- Between now and 2010, the total spending for 50+ households will increase by over \$900 billion.
- By 2010, adults 45-years-old and older will out-spend younger adults by \$1 trillion annually.
- In 2004, people aged 50 and older spent an average of 47.6 percent of their family's budget on "nonessentials" (Bureau of Labor).
- 50% of baby boomers plan to buy a new home after retirement (Del Webb Survey).
- As of January 2007, baby boomers are 27% more likely than any other generations to embark on a major home improvement or repair in the next 6 months (Consumer Intentions and Actions Study).
- 96 percent of baby boomers participate in word-of-mouth or viral marketing by passing a product or service information on to friends (ThirdAge and JWT Boom).

## Online Habits of Adults 50+

- As one-third of the 195.3 million Internet users in the U.S., adults aged 50+ represent the Web's largest constituency (Jupiter Research).
- 2/3 of Americans age 50-64 use the Internet (SeniorNet).

- Email is the most popular online activity among 50+ users, followed by web browsing, research, and shopping (ThirdAge and JWT Boom).
- 72 percent of baby boomers have broadband Internet in their homes (ThirdAge and JWT Boom).
- Adults 50+ spend an average of \$7 billion online annually (SeniorNet).
- The Internet is the most important source of information for baby boomers when they make a major marketing purchase, such as automobiles or appliances (Zoomerang).
- 42% of all travel industry purchases happen online, and adults 50+ account for 80% of all luxury travel spending (Pew Internet and American Life Project).
- 82 percent of adults aged 50+ who use the Internet research health and wellness information online (Pew Internet and American Life Project).
- By the end of 2007, the number of mature social networkers is expected to top 20 million (Deloitte).

Source: Immersion Active, 16 E. Patrick St., 3rd floor, Frederick, Maryland 21701