

What are Boomers Buying?

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Boomers at Midlife: What do we know?





Boomers are...

- > **More numerous**
- > **More diverse**
- > **More affluent**
- > **Living longer, healthier lives**
- > **Continuing to work longer**
- > **More singles by choice**
- > **Especially more independent working women**



Boomers are...

- > **Generally satisfied with life overall**
- > **Ambitious for even better life in future**
- > **Optimistic about achievement**
- > **Yearning for self-reliance**

- > ***Yet in some areas...***
- > **Feeling out of control**
- > **Least satisfied with leisure and finances**

Boomers are...

- > **Independent from age**
- > **Independent from brands**
- > **Savvy, experienced consumers**
- > **Aspiring for more...and having the resources for more**
- > **Motivated by experience**



Where the dollars are





Dollars on the Table

Age	Share	Dollars
All U.S.	100%	\$5.4 trillion
All 45+	55%	\$3 trillion
Ages 45-54	25%	\$1.4 trillion
Ages 55-64	16%	\$888 billion
Ages 65 +	14%	\$751 billion



What They Buy at 45+

- ✦ **Drugs** 77% / \$47 billion
- ✦ **Health Care** 71% / \$222 billion
- ✦ **Home Maintenance** 71% / \$91 billion
- ✦ **Cash Contributions** 66% / \$129 billion
- ✦ **Reading materials** 66% / \$10 billion





What They Buy at 45+

- ✦ **Personal Care** 56% / \$36 billion
- ✦ **New cars/trucks** 56% / \$127 billion
- ✦ **Entertainment** 55% / \$154 billion
- ✦ **Housing** 54% / \$957 billion
- ✦ **Women's apparel** 55% / \$36 billion

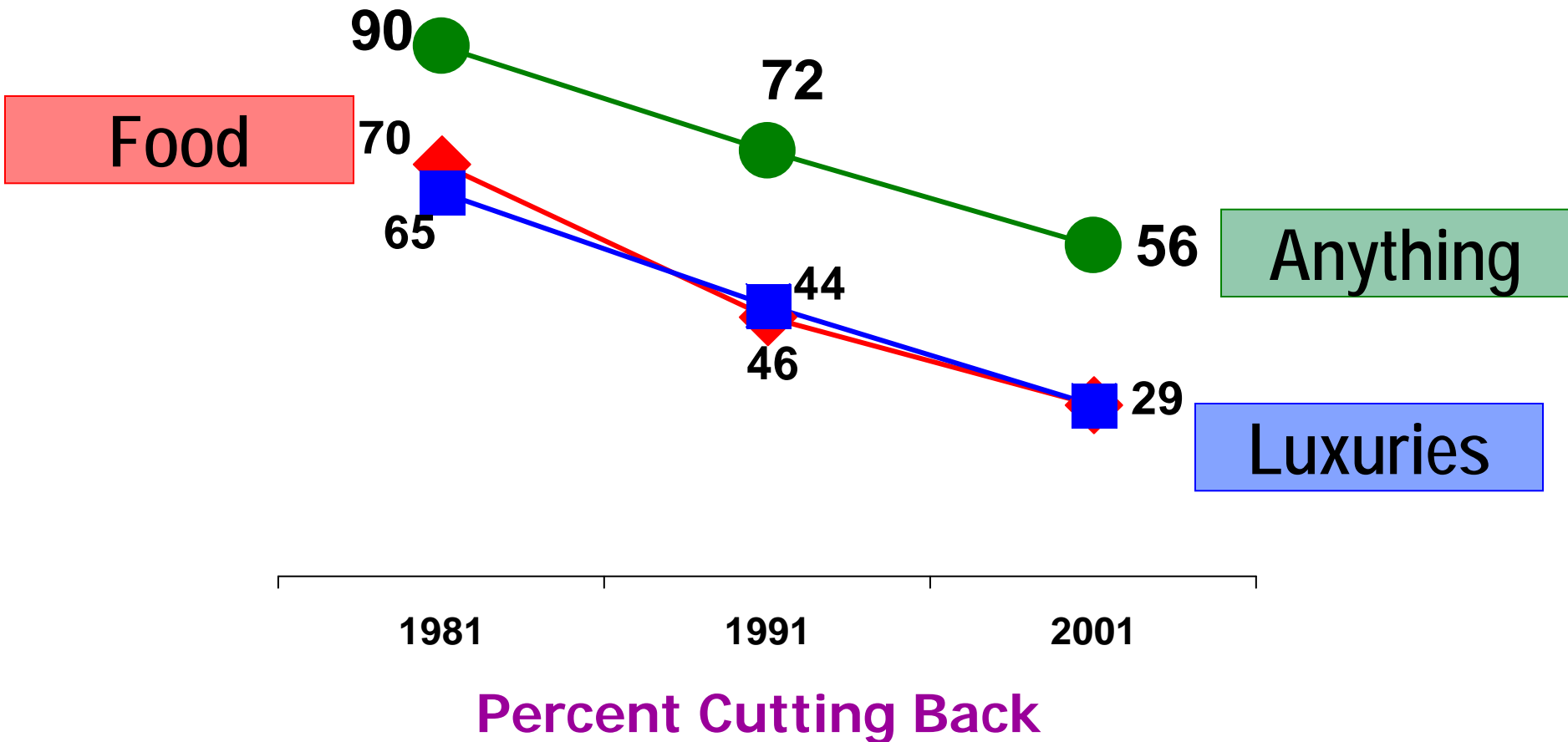


Where Power Shifts to 55 and 65+

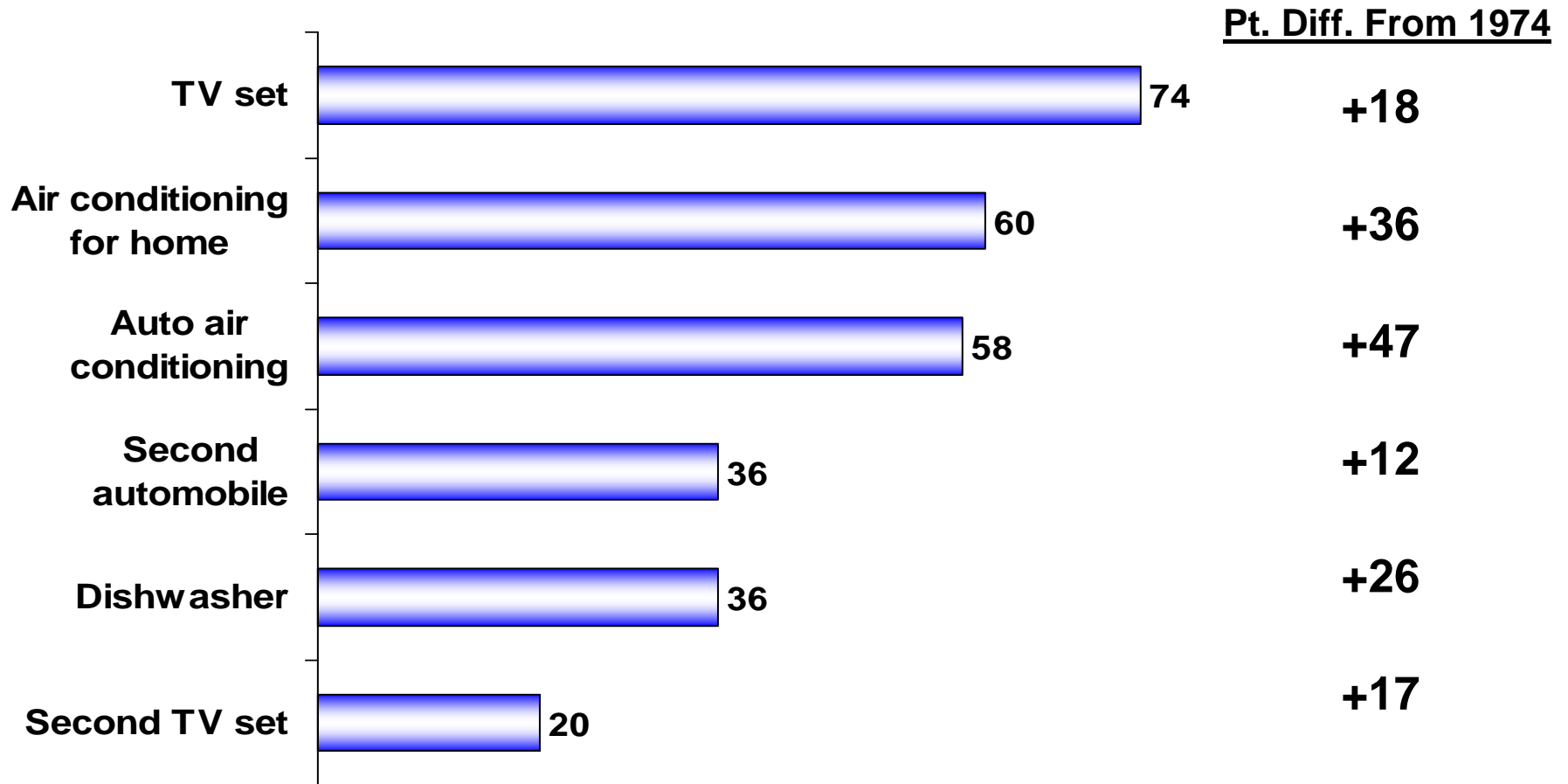
Share by Age	Total Age 45+	Ages 45-54	Ages 55-64	Age 65+
Total Expenditures	55% \$3 trillion	24.9% \$1.4 trillion	16.3% \$888 billion	13.8% \$751 billion
Drugs	77%	20%	21%	37%
Health Care	71%	21%	20%	31%
Home Maint.	71%	24%	24%	23%
Contributions	66%	26%	18%	22%
Reading mat.	66%	24%	20%	22%

Source: U.S. Consumer Expenditure Survey for 2005

We Don't Cut Back Like They Used To



*No Longer Luxuries,
Boomers Need More*

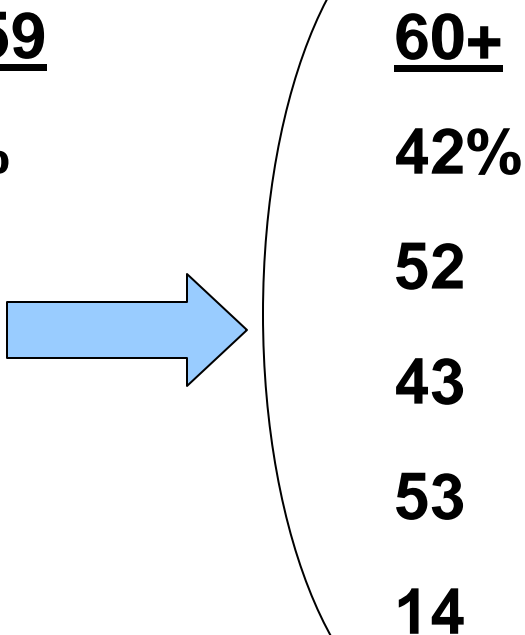


% of 45-59 year olds today who say the following are necessities

Spending Changes Have Started!

New Spending Levels for Adults 60+ will replace old ones

	<u>45-59</u>	<u>60+</u>
Own a DVD player	73%	42%
Own a PC	71	52
On the Internet	56	43
Own a Cell phone	67	53
Own an SUV	28	14



For more information

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