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BOOMER

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The Power of Baby Boomers

As you know, Baby Boomers are those powerful and influential individuals born between 1946 and 1964. Baby Boomers make up 35% of the American adult population and according to AARP statistics, these 77 million **Baby Boomers hold 70% of all disposable income** in the U.S.

Some important Facts About Baby Boomers:

- Baby Boomers have a higher household income
- Baby Boomers outspend other generations by an estimated \$400 billion each year on consumer goods and services (U.S. Government).
- Baby Boomers account for nearly \$230 billion, or 55%, of consumer-packaged goods sales (Nielsen). They are the leading consumers in 119 of 123 consumer packaged goods categories.
- Boomers outspend younger adults online 2:1 on a per-capita basis (Forrester Research).
- Baby boomers spend 27 hours per week online, 2 hours more per week than Millennials (WSL/Strategic Retail).

For more information and advertising rates contact:

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