

# A GENERATION THAT HAS CHANGED THE RULES OF THE GAME

# THE ROOMERS

37,928,000 STRONG

7,000 TURN LEADING EDGE BORN 1946-55

65 READY TO RE-WRITE THE RULES AGAIN...

EVERY SINGLE DAY TRAILING EDGE BORN 1956-64

FIRST OF THE LEADING EDGE ROOMERS

TURNING 65 THIS

TOUCH OF YEAR

GREY SOME OF THE

BETTER KNOWN

2000: 18.4 Million

2010: 21.5 Million (+17% vs 2000)

2020: 32.3 Million (+76% vs. 2000)

U.S. 65-75 Year Old Population

64 (b '46): 2.7 Million

George Bush, Bill Clinton, Sally Field, Steve Spielberg, Cher, Dolly Parton, Candice Bergen, Sly Stallone

63 (b '47): 3.6 Million

Kareem Abdul Jabbar, Nolan Ryan, Hillary Clinton

62 (b '48): 3.5 Million

Billy Crystal, Richard Simmons

61 (b '49): 3.5 Million

George Foreman, Billy Joel, Meryl Streep, Bruce Springsteen, Whoopi Goldberg

60 (b '50): 3.6 Million

Bill Murray, Stevie Wonder

59 (b '51): 3.7 Million

Sting, Kirstie Alley

58 (b '52): 3.8 Million

Jimmy Connors, Robin Williams, David Hasselhoff, Bob Costas

57 (b '53): 3.9 Million

John Malkovich

56 (b '54): 4 Million

Oprah, Howard Stern, Reba McEntire, Chris Evert

55 (b '55): 4.2 Million

Steve Jobs, Bill Gates, Jerry Seinfeld

HEART OF STONE

LIFE EXPECTANCY KEEPS GETTING BETTER

47.3 50.0 54.1 59.7 62.9 68.2 69.7 70.8 73.7 75.4 76.8

1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000

POWER TO THE PEOPLE

POLITICAL IDEOLOGY OVER LIFETIME

21% More Liberal

More Conservative 52%

[Age Break 55 - 69]

27% About the Same

IMAGINE: FOREVER CHANGED INDUSTRY

VW BEETLE: Birth of The Compact Import Automobile; best selling car ever

TECHNOLOGY: Gates and Jobs lead 30 years of technology revolution across the world

ENTERTAINMENT: INDUSTRIAL LIGHT & MAGIC changes motion pictures via special effects and computer imagery

VIDEO KILLED THE RADIO STAR

money:

AMOUNT SPENT BY HOMES WITH 55 - 64 YEAR OLDS ON:

Food at home \$76 Billion

Food away from home \$54 Billion

Alcohol \$ 9 Billion

Clothing \$33 Billion

Health Insurance \$42 Billion

Medicine (Out of Pocket) \$14 Billion

Personal Care Products \$13 Billion

Life & Personal Insurance \$ 9 Billion

Gifts \$33 Billion

Auto Fuel \$43 Billion

Vehicles Owned 46 Million

34% own homes without mortgage

62% went to college

369.74

Minutes Watching TV (per day)

116.5

Computer Usage (per day)

14.2

Mobile Usage (per day)

SOURCES: U.S. Census Bureau, U.S. Department of Labor, Zogby International, Council for Research Excellence, Wikipedia

THREE SCREEN CULTURE

TORNADO FACTORY