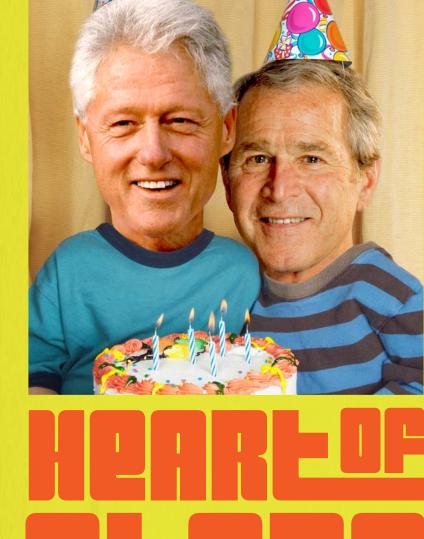




2000: 18.4 Million 2010: 21.5 Million (+17% vs 2000) 2020: 32.3 Million (+76% vs. 2000)





64 (b '46): 2.7 Million George Bush, Bill Clinton, Sally Field, Steve Spielberg, Cher, Dolly Parton, Candice Bergen, Sly Stallone

Nolan Ryan, Hillary Clinton 62 (b ' 48): 3.5 Million Bllly Crystal, Richard Simmons

63 (b '47): 3..6 Million

Kareem Abdul Jabar,

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**

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

57 (b ' 53): 3.9 Million

More Conservative

OVER LIFETIME

27% About the Same

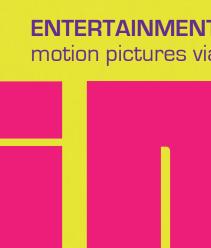
VW BEETLE: Birth of

The Compact Import

Automobile; best selling car ever

% More Liberal

(Age Break 55 - 69)



TECHNOLOGY: Gates

across the world

and Jobs lead 30 years of technology revolution

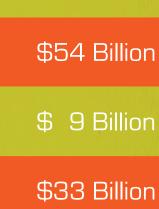
ENTERTAINMENT: INDUSTRIAL LIGHT & MAGIC changes motion pictures via special effects and computer imagery

AMOUNT SPENT

BY HOMES WITH

55 - 64 YEAR OLDS ON:

Food at home Food away from home Alcohol



\$76 Billion

Health Insurance

Clothing

\$42 Billion

Medicine (Out of Pocket) Personal Care Products

\$14 Billion

Life & Personal Insurance \$ 9 Billion

\$13 Billion

Gifts

\$33 Billion

Auto Fuel Vehicles Owned \$43 Billion 46 Million

34% own homes without mortgage 62% went to college

SOURCES:

U.S. Cencus Bureau,

Zogby International,

Council for Research

Excellence, Wikipedia

Computer Usage (per day)

Minutes Watching TV (per day)

Mobile Usage

(per day)

U.S. Department of Labor,

