

Baby Boomers

Statistics at a Glance

Total Recruitment Pool	20 Million Registered Users
Stable Panel Size	25,000
Avg. Response Rate	35%
Avg. Freq. of Use	30 days

Employment Status

Employed by someone else working outside your home	67%
Employed by someone else working from home	3%
Self-employed working outside your home	16%
Self-employed working from home	14%

Household Income

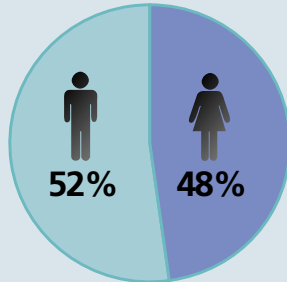
< \$20k	4%
\$20k - \$49,999	26%
\$50k - \$74,999	24%
\$75k - \$99,999	19%
\$100k - \$149,999	16%
\$150k - \$199,999	6%
\$200k +	5%
Avg. HHI (\$)	81,832

Age

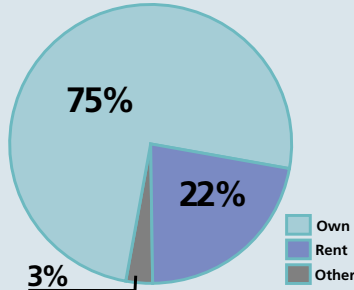
42-44	20%
45-49	32%
50-54	26%
55-61	22%

Ethnic Background

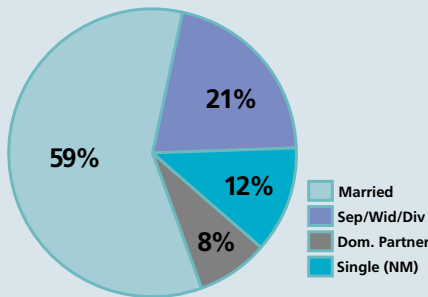
American Indian or Alaska Native	1%
Asian	1%
Black or African American	6%
Hispanic or Latino	5%
White	84%
Other	3%



Gender



Home Ownership

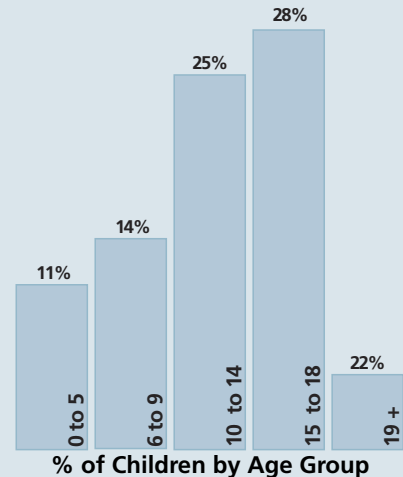


Marital Status

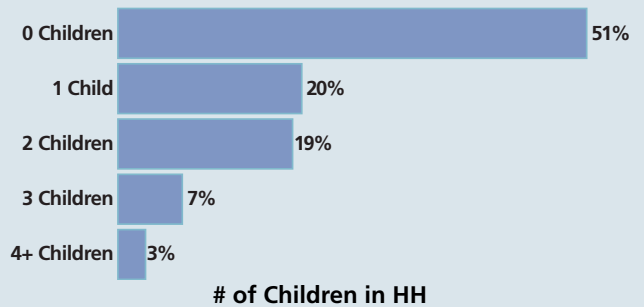
Market Notes

The United States experienced an "explosion" of births after American soldiers returned home from World War II. The sociologists define those born between (and including) 1946 and 1964 as "baby boomers." The estimated annual spending power of the baby boomers is more than \$2 trillion.

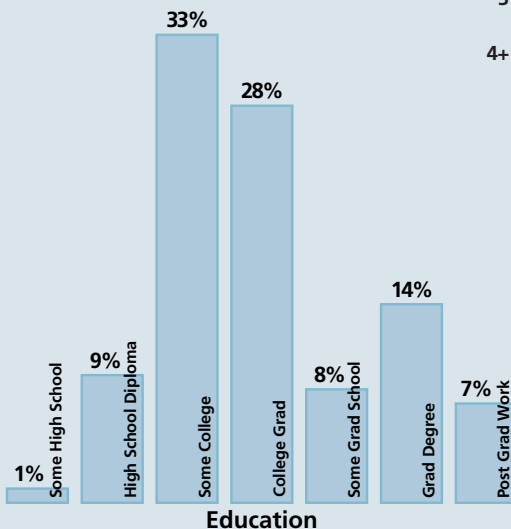
- Younger boomers (born 1956-64) spend most of their money on their children and the mortgage. Older boomers (born 1946-55), many of whom are empty nesters, put their money into upgrading their homes and on clothing, spending 13% and 11% more than average on women and men's apparel, respectively.
- Baby boomers have a higher level of education than any generation before them: 88.8% completed high school; 28.5% have a Bachelor's degree or higher.
- Almost 17% of baby boomers are minorities: 12% Black, 9.8% Hispanic, 4% Asian or Pacific Islander and less than one percent American Indian or Alaska.
- Boomer households spend upwards of \$45,000 per year.



% of Children by Age Group



of Children in HH



Education