

"SENIORS" DOMINATE THE CONSUMER MARKETPLACE

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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

"SENIORS" DOMINATE THE CONSUMER MARKETPLACE

By Gary Onks

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There are now more Senior Consumers than Baby Boomers,
Young Adult or Teenage consumers in the marketplace.

Seniors control 79% of America's Financial Assets.
Seniors spend \$14 BILLION on gifts for their grandkids alone!

When you think of "senior citizens" do you think of Uncle Milty
sitting in his flannel robe, watching endless reruns of Jeopardy
and shouting the answers at the TV?

WRONG.

George W. Bush (the President) is a senior. So is Harrison Ford.
Arnold Schwarzenegger is one and even Hillary Clinton is too.

The fact is that every 7 seconds someone in America turns 50.
That makes seniors the fastest growing segment of the population.
What makes the over 50 crowd so special is that they have money
to spend ... and they're eager to spend it. On average, they have
over 26% more disposable income than other consumers, making
them the most affluent consumer group in the land.

What do they spend their money on?

- * They buy 43% of all new cars.
- * 60% purchase home remodeling products & services
- * Women over 50 spend \$21 billion on clothes annually
- * They dine out 4-5 times per week
- * They account for over 78% of all leisure travel spending

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Plus, seniors visit malls more often than any other age group.
And they're not just power walking while they are there.

Retail sales appear to be slowing down. While the blame is being laid on recession, 9–11 and bored shoppers, the real reason for the lackluster sales results is that companies are still focusing on the "youth market" instead of the lucrative 50+ market. The fact is that there are more senior shoppers than boomer or young adult shoppers.

Companies need to "See the Seniors" if they want to see their sales and their profits soar.

Just the Facts – A Golden Age Gold Mine

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- * Every 7 Seconds someone in America turns 50
- * Spend almost \$2 Trillion on goods & services each year
- * 43% of all new cars are purchased by seniors
- * Account for over 40% of total consumer demand
- * Seniors average \$24,000 in annual disposable income
- * 50+ age group is the fastest growing population segment
- * Most seniors open all the direct mail they receive
- * Spend \$14 Billion yearly on grandchildren gifts
- * Control over 48% of all discretionary purchases that occur
- * Seniors are the most affluent consumer group that exists
- * 30% more likely to purchase online than younger users
- * Per Capita income is 28% higher than other groups
- * Over 78 Million adults are past the age of 50
- * 60% purchase home remodeling products & services
- * Women over 50 spend \$21 Billion on clothes annually
- * Seniors own over 80% of all money in savings accounts
- * 79% of America's financial assets are owned by seniors
- * Folks over 50 Dine out 4–5 times per week
- * Account for over 79% of all leisure travel spending
- * Own 62% of all large Wall Street investment accounts
- * Seniors visit malls more often than any other age group
- * Over 70% of seniors are willing to try new brands
- * 92% of seniors shop online & 78% make online purchases
- * Local daily newspapers are read by 71% of seniors
- * 74% of Seniors use the Internet to find health information
- * Over 65% of Seniors stick with brands if they like them
- * 89% of seniors rate "being active" as critical to enjoying life

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- * Housing market for seniors tops \$100 Billion each year
- * The net worth of seniors is 5 times that of average Americans
- * Seniors provide over \$90 Billion in care giving services annually
- * There are more people over 65 than teenagers in the marketplace
- * Modern Maturity is the largest circulation magazine in print
- * "Who Wants to be a Millionaire" average viewer age is 55

You've got the facts, now get the seniors and get more sales!

Gary Onks is the author of "How You Can Reach & Sell the \$20 Trillion Senior Marketplace" which is described as: "The 'Art' of pleasing senior customers" ~ Washington Times "A 'Breath of Fresh Air' in senior marketing" ~ CD Publications Sold On Seniors, Inc. <http://www.SoldOnSeniors.com> Phone: (540) 785-4438 or 800-416-8785 <mailto:GaryOnks@SoldOnSeniors.com>



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