

## *Why* advertise to Senior Adults?

If you don't think that senior adults (including the baby boomers) have any "clout" in the marketplace, **THINK AGAIN!**

The statistics on spending by seniors for healthcare are well known: 60% of all healthcare spending, 74% of all prescription drugs, 51% of all over the counter drugs.

But...did you know?

Seniors collectively control 50% of ALL discretionary income.  
People over 50 made \$2.4 trillion in annual income last year.  
Seniors spend more than 60 billion in our economy annually including:

- 41% of all new cars
- 80% of all luxury travel
- \$7 billion online annually
- 30% more on food and restaurants than average
- 37% more on apparel than average
- 50% of Baby Boomers plan to buy a new home after retirement
- Grandparents spend \$35 billion/year on their grandchildren

## *Who* are these Senior Adults?

- 35 million adults in the United States are over 65
- 1 in 4 Americans is a Baby Boomer – 79 million people (the largest population in U.S. history)
- 425,000 centenarians live in the United States
- By 2015 those over 50 will represent 45% of the U.S. population

*That's the spending power of OVER 35 MILLION senior adults.*

## *What* could that mean for your business?

It just makes good business sense to advertise in the Oklahoma Senior Journal to target this very loyal population. Call **Robin Gunn today at (405) 816-7889** or email: **rgunn@okseniorjournal.com**.

Robin R. Gunn  
405-816-7889  
rgunn@okseniorjournal.com  
www.okseniorjournal.com