

THE NUMBERS

Someone turns 50 years of age every six seconds.

55 million people in the U.S. are over 55 years of age and 34 million are over 65 years old - and that figure will double by 2030.

Median age in the U.S. today is 43. By the year 2014, the youngest baby boomers will be 50 years of age and the oldest will be 68.

People over 50 account for 43 percent of all U.S. households.

The over-85 age group is the fastest-growing segment of the population.

By 2020, the senior population will number approximately 115 million.

The current senior population possesses over \$900 billion in spending money.

Nearly a quarter of householders aged 65 to 69 have a net worth of \$250,000 or more.

Seniors spend more than \$30 billion on travel each year.

Sources: The Center for Mature Consumer Studies
<<http://www.marketing.gsu.edu/cmcs.htm>> and The Roper Organization for Modern Maturity Magazine