Boomers Are Valuable Consumers Who Make Informed Life Decisions to Carry Them Into Their Next Phase of Life.

SUMMARY
Baby Boomers, defined by the U.S. Census as those born between 1946-1964, are 76 million strong nationwide, and their influence on health care, technology, travel and e-commerce is only growing. Although Boomers can be seen as being “past their prime”, stuck in their ways, and unattractive to marketers, recent insights from U.S. News & World Report, affirm Boomers are still valuable and motivated consumers. 83% of Boomers on U.S. News conduct research online before making a major offline purchase, exhibiting their demand for trusted and credible information.

With 6.3 million Boomers, or 25% of its site-wide traffic coming to U.S. News each month, U.S. News took a deep dive into Boomer habits, combining audience surveys and analytics with recent market research to better understand this generation's unique place in the market.

BOOMERS ARE MAKING INFORMED FINANCIAL AND HEALTH DECISIONS TO PLAN FOR A LONG AND REWARDING FUTURE
Controlling 70% of all disposable income in the United States, Boomers are a dominant financial force in the marketplace. As the Boomer Generation nears retirement age, their financial decisions are geared towards affording a comfortable retirement. 57% of Boomers on U.S. News say that funding retirement is one of their top financial concerns.

Although Baby Boomers are expected to live longer than any previous generation, they remain proactive when it comes to their health. Whether they are seeking diet and exercise advice, choosing a specialty doctor, or finding the best over-the-counter health products, Boomers tend to be the largest demographic visiting U.S. News’ health related pages.

Boomers do not intend to grow old quietly. Rather, their strategic financial and health decisions today will enable them to live their retirement to the fullest. 70% of Boomers visiting U.S. News plan on taking an overnight vacation in the next 12 months. Additionally, insights from AARP indicate that 49% of Boomers plan to spend between $1,000 and $5,000 towards a vacation this year.

BOOMERS ARE ACTIVE AND INFLUENTIAL PARTICIPANTS OF THEIR COMMUNITIES
Finally, Boomers are influential members of both local and national communities. In addition to their significant presence in elections, they actively engage with current events in order to create informed opinions on today’s national agenda issues. Between 2012 and 2014, the percentage of Boomer voters in national elections rose from 38% to 43%.

CONCLUSION
Many have written off Boomers in favor of younger generations, but as U.S. News research suggests, Boomers have only just begun to transform practically every industry in the country. As more and more Boomers reach retirement age, they face fundamental changes in their lifestyle and spending habits. Whether it’s smart investments to extend their nest eggs, finding the best doctors and hospitals to get their hips replaced, or exploring ideas for the perfect vacation for their golden years, Boomers are informed decision makers and motivated planners embracing a long, active and thriving future.
WHY DO BABY BOOMERS MATTER?

76 Million Americans are Baby Boomers

**TOTAL HOUSEHOLD INCOME**
Number of Boomers with a total HHI of $100,000 or more.

- 35% of the total Boomer population
- 45% of U.S. News Boomers

**DISPOSABLE INCOME**
Currently, Boomers control 70% of all disposable income.

**LOYAL AND ACTIVE CONSUMERS**

- 83% of U.S. News Boomers conduct research online before making a major offline purchase
- 55% of U.S. News Boomers remain loyal to brands they like
- 72% of adults age 55-63 shop online
- 55% of consumer packaged goods sales are made by Boomers

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1 U.S. Census Bureau 2 The Buntin Group 3 Comscore 4 The Buntin Group 5 USN Proprietary Survey Data 6 Forrester 7 Nielsen  

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### BOOMERS ARE FISCALLY FIT

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<th>57%</th>
<th>80%</th>
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<td>of U.S. News Boomers</td>
<td></td>
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<td>say Funding Retirement is one of their top financial concerns.</td>
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<tr>
<td>of Boomers have retirement savings.</td>
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- Boomers are more than 2x as likely to be highly confident in their retirement plans if using a financial advisor.

**U.S. NEWS RANKINGS AND ADVICE**
- **BEST PLACES**
- **U.S. News RANKINGS**
- **ADVISOR FINDER**
- **BEST MUTUAL FUNDS**
- **U.S. News RANKINGS**

### BOOMERS ARE HEALTH CONSCIOUS

- Boomers will increase their annual spending on wellness-based services from approximately $200 Million to $1 Trillion.
- $200 MILLION to $1 TRILLION

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<th>82%</th>
<th>67%</th>
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<td>of adults age 50+ who use the Internet research health and wellness information online.</td>
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<td>of Boomers claim physical fitness exercise is a priority for them.</td>
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- Boomers tend to be the largest demographic visiting U.S. News health related pages.

- **U.S. NEWS RANKINGS AND ADVICE**
  - **BEST HOSPITALS**
  - **U.S. News RANKINGS**
  - **DOCTOR FINDER**
  - **Eat + Run**

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8USN Proprietary Survey Data 9Issued Retirement Institute 10Paul Zane Pilzer, The Next Trillion 11Pew & American Life Project 12Comscore 13AARP
**BOOMERS ARE ADVENTURE SEEKERS**

70% of U.S. News Boomers plan on taking an overnight vacation in the next 12 months 14

49% of Boomers spent between $1,000 and $5,000 for their vacations in 2014 15

In 2012, Boomers accounted for

- 62% auto sales
- 80% luxury travel 16

**BOOMERS ARE INFORMED AND INFLUENTIAL**

**U.S. News Boomers**

**Index 306:** Have volunteered to help a candidate in the past 3 years 17

U.S. News Boomers **Index 201:** Access financial news on mobile devices almost every day 17

Between 2012 and 2014, the percentage of the voters in national elections who were Boomers rose from

38% to 43% 18