

## Reaching Senior Citizens...



**Fun Facts**

**Tidbits**

**Programs**

## Why Market To Seniors?

- Seniors control 70% of the U.S. wealth.
- Seniors bring in over Two Trillion dollars in annual income.
- Seniors account for 50% of all discretionary income.
- Seniors have disposable income.
- Seniors own more homes than any other age group.
- Seniors purchase 40% of all new cars.
- 84% of Seniors have a PC.
- 50% of Seniors are on the Internet ... and that number is growing.
- Seniors spend 74% more on vacations than any other age group.
- Seniors spend more on groceries and health products than any other age group.
- Seniors spend more on travel and leisure than any other group.
- 16 million Seniors exercise at least 3 times a week.
- Seniors enjoy gambling and are willing to travel to play.

Source: *Today's Senior Magazine*

## Desires Of People 60 And Older

- 22% of people 60+ want to live to be 100.
- Among Seniors aged 60 and older:
  - 90% want to take better care of their health.
  - 80% want to spend more time with loved ones.
  - 72% plan on spending time on hobbies.
  - 37% plan to work until they pass away.

## Population Explosion

By the year 2010 we are expected to have 97 million people aged 55 and over.

## Senior Demographics

- 43% of householders are 65 and over and are married.
- 46% of people ages 62-75 provide some form of assistance to their adult children.
- 55% of grandparents are contributing financially to their grandchildren's education.

Source: *First Magnus*

## Seniors Marketing Programs

### Mall Walkers Clubs Programs

- Evolution has access to over 50 Mall Walkers Clubs across the nation.
- Mall Walkers Clubs in the bigger malls have 50-100 members.
- Typically each weekday morning around 7:30 they meet in food court and begin the walks around the mall – in a safe – weather-free environment.
- An Evolution representative will meet the group at the food court and pass out the samples, coupons, literature and message of the day.



### Casino Bus Tour Programs

- Each day Bus Tour companies in regions with Casino facilities pick up the residents at Senior Living Communities.
- Evolution reps are there to place your gift bag in the seats of each bus.
- Typical gift bags include copies of your magazine and 1-5 product samples.
- We can target this audience segment by regions.



### Select Golf Course Sampling

- Evolution has access to over 150 Select Golf Courses that attract a large Senior population.
- Your product can be sampled as part of a gift bag for special tournaments.
- Evolution can host booths at individual tournaments.
- Club House programs and pouring opportunities are available.
- Reach your audience during leisure hours.



### Seniors Health Club Programs

- Evolution has access to over 500 Health Clubs that focus on Seniors.
- Evolution can provide a passive display sampling which usually includes:
  - A wicker basket.
  - Your signage.
  - Your sample product brochure.
- Evolution can also provide more customized and focused programs for specific products and audiences.



## Retirement Living Communities Programs

- Evolution works with over 200 such communities in 5 states.
- Our programs at these facilities include:
  - Welcome Snow Bird packages.
  - Holiday/Seasonal sampling.
  - Mini make-over days.
  - Movie night packages.

## Senior-Focused Cruise Line Sampling

- Evolution works with several cruise lines that offer “Seniors Only Tours.”
- Your product samples/coupon/literature will be placed either in the cabin or in a welcome gift bag.
- Custom programs aboard the cruises or at the stops are available.

