

## The Demographics The Agents of Change Boomer Demographics are not Destiny.

Boomers are the agents of change and won't be following in their parent's footsteps. They want to feel their lives are purposeful and meaningful. They want to be useful to others and deeply engaged with family, friends, encore careers and the larger community.

Today, for the first time in history, there are more people over age 65 than under 5. The over 65 population is set to double by 2050.



Chart from Ken Dychtwald Age Wave Presentation

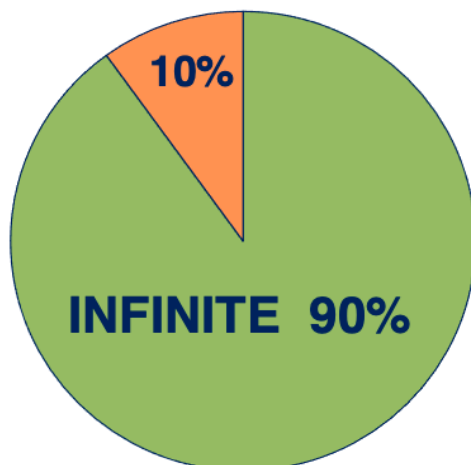
Over the next 10 years, the first wave of Baby Boomers will turn 75 and dramatically increase the size of America's

elder population. Today Boomers aged 57 to 75 number over 71M in the U.S.

With this overall growth comes a rapid increase in Middle-Market Boomers, which expands from 8M in 2014 to 14.4M in 2029.

The dilemma remains that many Middle-market boomers, holding too many financial resources, will not qualify for any government support, therefore may not have the wherewithal to go the distance and enjoy their gift of longevity, if we don't reinvent the way we live into aging.

As we continue to unveil the industry data the thought leaders throughout the aging Industry are telling us that only 10% of older adults across the United States even consider some form of senior living, with only 3% of them actually buying in.



That leaves over 90% of older adults across the United States who are not partial to what the status quo has to offer and are not buying in.

But this infinite 90%, that's our market, our customer base if you

will. The agents of change, the baby boomers, a large diverse demographic searching for a better way to live into aging. We're not competing for part of the 10% but rather focusing our attention on the 90% who choose a different path.

## **Boomer Middle-Market Housing Data**

### **NIC Middle-Market Housing Study Data**

- Middle Market annual income is \$25,000 to \$74,000.
- Mirroring the rest of the country, older adults in urban neighborhoods will also be more racially and ethnically diverse.
- By 2029, the portion of older adults that are married is also expected to decline, from 61 percent in 2014 to 52 percent in 2029.
- In Chicago 35% of those over age 65 are elder orphans.
- Smaller neighborhood communities will address the challenges above.

### **The Edward Jones and Age Wave Thought Leadership Study: "The Four Pillars of the New Retirement," 2020 Data.**

- 56% of Boomer believe retirement is a new chapter in life.
- Alzheimer's and Cancer are far more feared than Covid-19

- 92% of retirees say having purpose is key to living well.
- 86% of Americans would like access to ways to share their knowledge, wisdom, and expertise.
- Women's retirement accounts are 67% less than men.
- **77% of older adults wish there were more resources to help them plan their second half of life.**

*The Point In Time program subliminally teaches people how to age successfully.*