

Effectively Reaching Maine Seniors?

Did You Know People Over 50 Are...*

The most affluent of any age segment.

Account for 60% of all healthcare spending.

Purchase 74% of all prescription drugs.

Buy 51% of all over-the-counter drugs.

Acquire 41% of all new cars.

Purchase 25% of all toys.

Account for 80% of all luxury travel.

Spend \$7 billion online annually.

Fastest growing segment on the Internet.

Spend more time online than teenagers.

Adults 50+ control a household net worth of \$19 trillion.

Own more than three-fourths of the nation's financial wealth.

Own 70% of all money market accounts and certificates of deposit assets.

Have an income per capita that is 26% higher than the national average.

Spend more than one trillion dollars on goods and services.

The largest 55+ population resides in California, New York, and Florida respectively.

42% of museum visitors are 55+.

Spends more per capita on groceries, O-T-C products, travel and leisure than any other age group.

Travel ranks among the top leisure activities for men and women over 50.

Mature vacationers travel more frequently than any other age group and stay longer.

55+ households are the fastest growing user segment to embrace computer technology.

22 million adults 50+ are now online, representing 28% of the 50+ population.



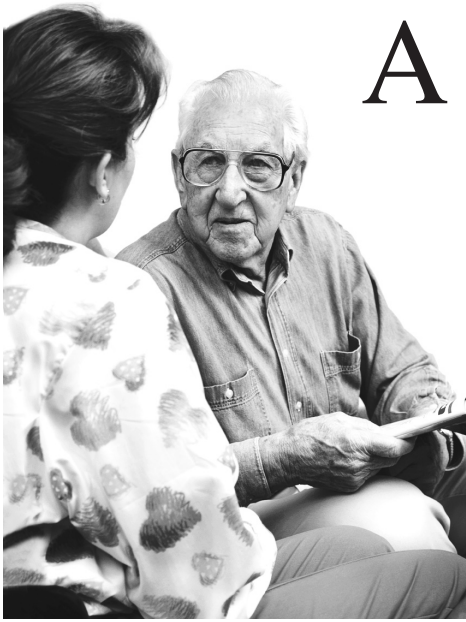
*Source: www.onmagazine.com

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A Word To The Wise...

Maine has one of the OLDEST Populations in America.

Seniors Trend Towards...

Reading Their Mail. (Read More Period)

Have a home that's paid for.

Buy a New car vs. Used.

Be more affluent.

More free time.

And they vote!

According to the U.S. Census Bureau, adults 50+ represent 76 million people, 28% of the total U.S. population and 37% of the population 18+. Demographic trends associated with the aging of the baby boomer population, plus gains in longevity, will grow the 50+ market to over 106 million by 2015 when they will account for 45% of the adult population. Seniors are, and will become even more, a market, social and political force to be reckoned with and hence a very attractive community to a range of advertisers and marketing sponsors.

Freed from the constraints of raising a family and with more time of their own, mature consumers seek products, services, and activities that compliment their desire to live life to the fullest. The mature market has over \$1.6 trillion in spending power and a net worth that's nearly twice the U.S. average. The facts speak for themselves -- the mature market represents a tremendous opportunity across all categories.



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