

## Recruitment Hotsheet – Baby Boomers

The Baby Boomers generation consists of individuals born between 1946 and 1966, currently age 43-64. While we have an estimated 78 million Boomers in the U.S., numbers alone fail to reflect the growing racial and socio-economic diversity of the nation. In the 2010 Census, 82% of Boomers report themselves as “white alone,” compared with 76% of Americans age 17 or under. The Census data also reveals that only 9% of Boomers are living at, or below, the poverty line, while the number jumps to nearly 15% among ages 18-41. Boomers are widely perceived as being well educated, however not as well educated as the following Generation X. Despite the Boomers’ reputation of affluence, controlling \$7 trillion of the nation’s household wealth, there exists a surprising degree of inequality among the group, with those at lower education levels experiencing greater impact by the recession.

### Employment Trends

Currently, one-third of employees in America are Baby Boomers. Though the 55+ crowd has historically downsized its homes and made a break for warmer climes, the housing crunch and 401(k) losses are forcing many Boomers to stay put longer. Among workers 50-61 years of age, 63% say they may need to push back their expected retirement date because of current economic conditions.

Older adults are staying in the labor force longer, and younger adults are staying out of it longer. Both trends began to take shape over the last two decades and have intensified during the current recession, but are expected to continue as the economy recovers. According to one government estimate, 93% of the growth in the U.S. labor force between 2006 and 2016 will be among workers age 55 and older.

### Newspaper Readership

Time spent on print (e.g., newspapers, magazines, books) is highest among Boomers as a whole, with the younger segment (age 45-54) spending an average of 30 minutes per day and older Boomers (age 55-65) spending up to 100 minutes per day. In addition to national papers, 57% read their local daily newspapers regularly, and 68% read their weekly community papers.

### Top 5 States with the Largest Number of Baby Boomers

- |               |             |                 |
|---------------|-------------|-----------------|
| 1. California | 3. New York | 5. Pennsylvania |
| 2. Texas      | 4. Florida  |                 |

### Media Spotlight: Banner Ads

Boomers are just beginning to test social media other than networking, including content creation on Twitter, blogs and review sites. However, 67% of Baby Boomers are responsive to banner advertising; 65% respond to website banner links; and 56% of Boomers will visit a website from a URL tag. Below are the top Baby Boomer job boards that offer banner advertising.

- |                                    |                                    |                              |
|------------------------------------|------------------------------------|------------------------------|
| <a href="#">BabyBoomerJobs.net</a> | <a href="#">RetirementJobs.com</a> | <a href="#">Seniors4Hire</a> |
| <a href="#">PrimeCB.com</a>        | <a href="#">Senior Job Bank</a>    | <a href="#">Third Age</a>    |
| <a href="#">RetiredBrains</a>      |                                    |                              |

### Mobile Usage

Baby Boomers spend an average of 20.5 minutes per day using mobile technology, including talking, texting, mobile Web and mobile video. 55% of Boomers text; 26% have Internet access on their mobile phone; 27% access their email; 6% update their social networking page; and 12% access professionally created content. Currently, 8% of Boomers (over 6.25 million) own or use a smartphone. Even more are expected to go mobile in 2010, using smartphones and other devices, which will drive mobile usage to even higher levels.

### Online Networks

Baby Boomers are heavy online users. 93% use email; 73% read news; 71% shop; 67% gather information; 66% pay bills; and 30% watch videos.

According to several sources, approximately 47% of online Boomers maintain a profile on at least one social network. Boomers expect that technology will help them stay connected to family, friends, coworkers and, eventually, healthcare providers. Online marketing messages that help them build on their connections—and foster additional online relationships—will attract their interest.

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|---------------------------------------|--------------------------------|
| <a href="#">AARP Online Community</a> | <a href="#">Growing Bolder</a> |
| <a href="#">Boomer Living</a>         | <a href="#">Life Two</a>       |
| <a href="#">Eldr</a>                  | <a href="#">Third Age</a>      |
| <a href="#">Eons</a>                  |                                |

### E-Newsletters

- [AARP Webletter](#)
- [Eons Insider](#)
- [Growing Bolder Newsletter](#)
- [Third Age Newsletters](#)

### Upcoming Events

AARP Orlando @ 50+  
September 30-October 2, 2010 – Orlando, FL