

1. They are the largest buying group in America.
2. In 2015 they're between the ages of 51 – 69 (Born between 1946 and 1964)
3. Boomers today have \$2.4 trillion in income
4. By 2018, 50% of America's population will be over age 50.
5. By 2018 they will control 70% of the U.S. disposable income
6. They are the "TV Generation" (TV ads still connect with them)
7. They grew up on fast food, disposable diapers, microwaves, dishwashers, and "frozen dinners".
8. Most are 2-income families, with more to spend than their parents or grandparents did.
9. With good health care options, most will work past "normal" retirement ages, thus having even more disposable income.

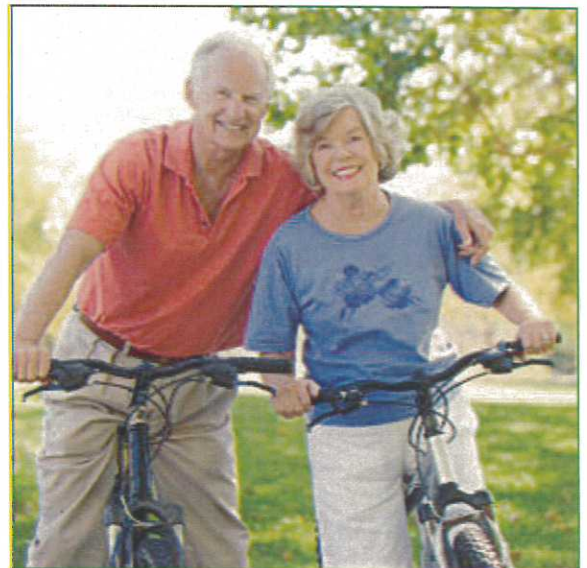


Hear Us Roar!



10. They shop for Customer Service, Ease of Purchase, Flexibility, and High Performance. (Save time, money, and aggravation)
11. You please them by pleasing their children and grandchildren.
12. They still prefer Mail Order Catalogs to peak interest
13. BUT, will shop online for the products they see in catalogs.

14. They own BIG screen TV's (and don't watch movies and shows on their iPads or phones)
15. They eat out at least 3 times per week.
16. They prefer "oldies" music, and are 33% of the music buying market, but they won't download it. They want CD's.
17. They renovate their kitchens and baths and are the largest buyers of new appliances, paint, cabinets....generally anything that will increase re-sale value of their homes.
18. They PRE-RESEARCH their purchases online at home, vs on their smartphones while at the shopping center or in a store.
19. They are the most physically fit generation ever with golf, tennis, rock climbing, swimming and hiking. They love hobbies like photography, gardening, painting, cooking, and home improvement projects.
20. Boomers represent almost 80% of all "premium" travel, and want to spend time exploring new life experiences.
21. 80% of Boomers own their homes. 25% own second homes.



- SO WHAT DOES THIS MEAN FOR OUR SHOPPING CENTERS?
- HOW DO WE RENOVATE, RE-PURPOSE, RE-MERCHANDISE, AND RE-CONNECT WITH THIS DYNAMIC GROUP OF CONSUMERS?