



40+ Market Facts

Grow your company with today's 40+ consumer
They represent 47% of total consumer demand!

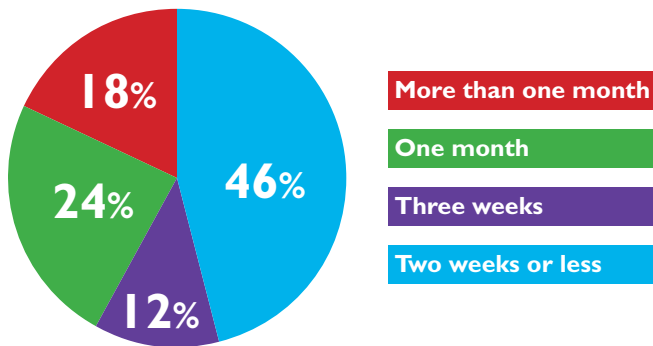
Beacon Reader Buying Habits

The Circulation Verification Council interviewed regular Beacon readers with the following results:

Advertiser Loyalty: Nearly 70 percent (69.95) frequently purchase products or services from ads seen in *The Beacon*.

Longevity

Forty-two percent keep *The Beacon* for a month or longer:



Disposable Income: Forty percent of readers travel more than five times a year for pleasure.

Ready Market: Readers plan to purchase the following products or services in the next 12 months:

- 20% Senior Housing
- 55% Domestic or International Travel
- 28% Cruise Travel
- 16% Automobiles
- 37% Home Improvement/Home Furnishings
- 18% Insurance
- 28% Computers/Internet
- 36% Gardening
- 78% Gifts for Grandkids

How big is the 40+ market?

It's the nation's largest and fastest growing age group. Growth of more than 15 million during the last decade represents a \$200 billion increase in annual spending.

The 40+ market buys:

- 80% of luxury travel
- 58% of healthcare spending
- 77% of prescription medicines
- 61% of over-the-counter drugs
- 43% of new domestic cars
- 48% of luxury cars
- 50% of RVs and
- 80% own their own homes

The 40+ market accounts for:

- 74% of all personal financial assets (over \$2.9 trillion).
- 41% of all discretionary income (\$169 billion).
- 65% of total net worth in U.S. households (nearly \$7 trillion).
- 39% of all household incomes (\$1.17 trillion).

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