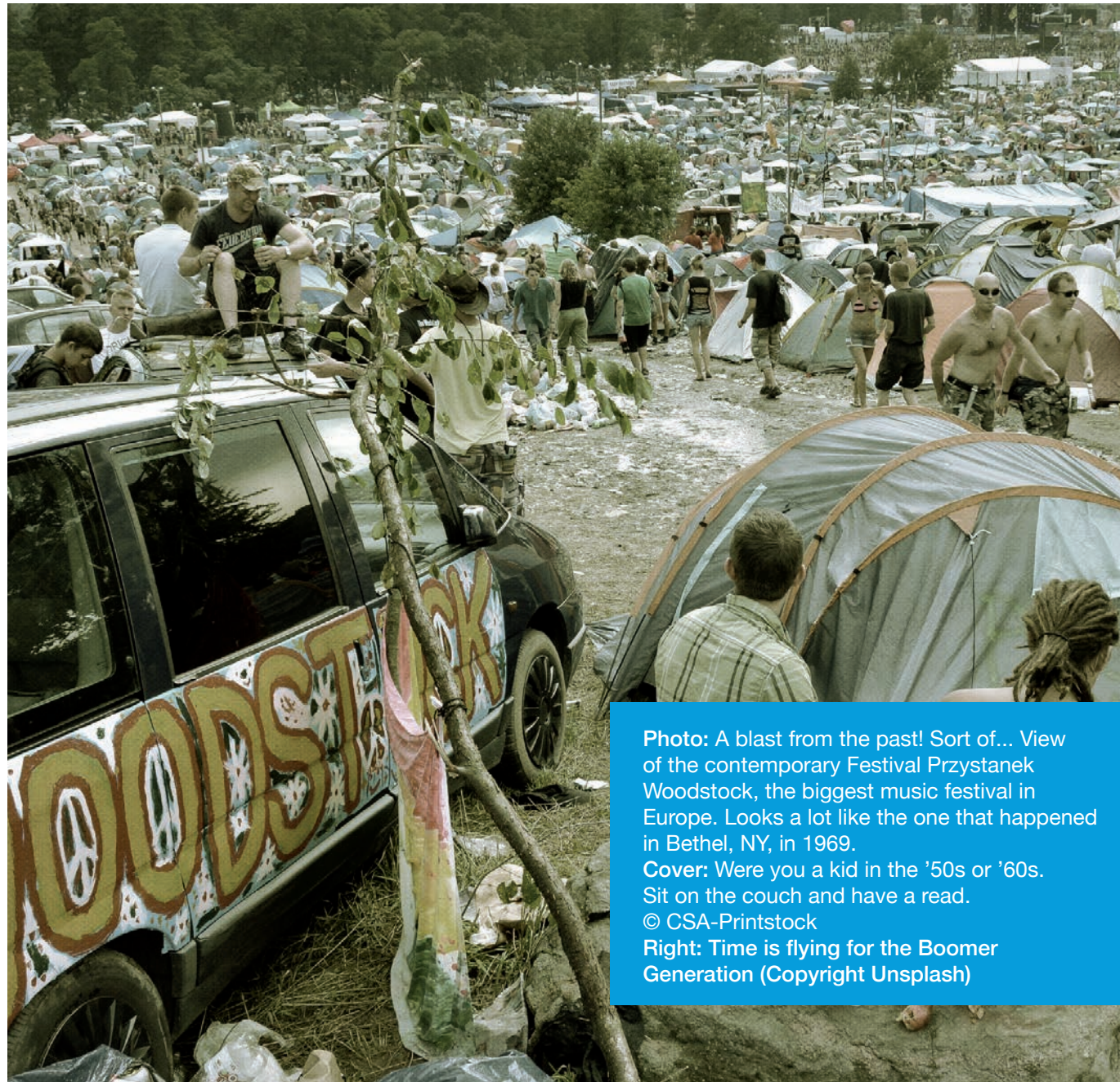


The BOOMer Report 2015

An annual study of Baby Boomer
generation trends by Sabi



Sabi



Introduction

The Youth Generation goes over the hill



It's no secret. The U.S. population is graying. Every day, 10,000 Americans turn 65 (retirement age)¹. It is estimated that the size of the population age 85 and older will soar from a relatively modest 4.3 million in 2000 to 20.9 million in 2050², making them the fastest growing age group in America. There is no doubt about it. The U.S. population is going gray.

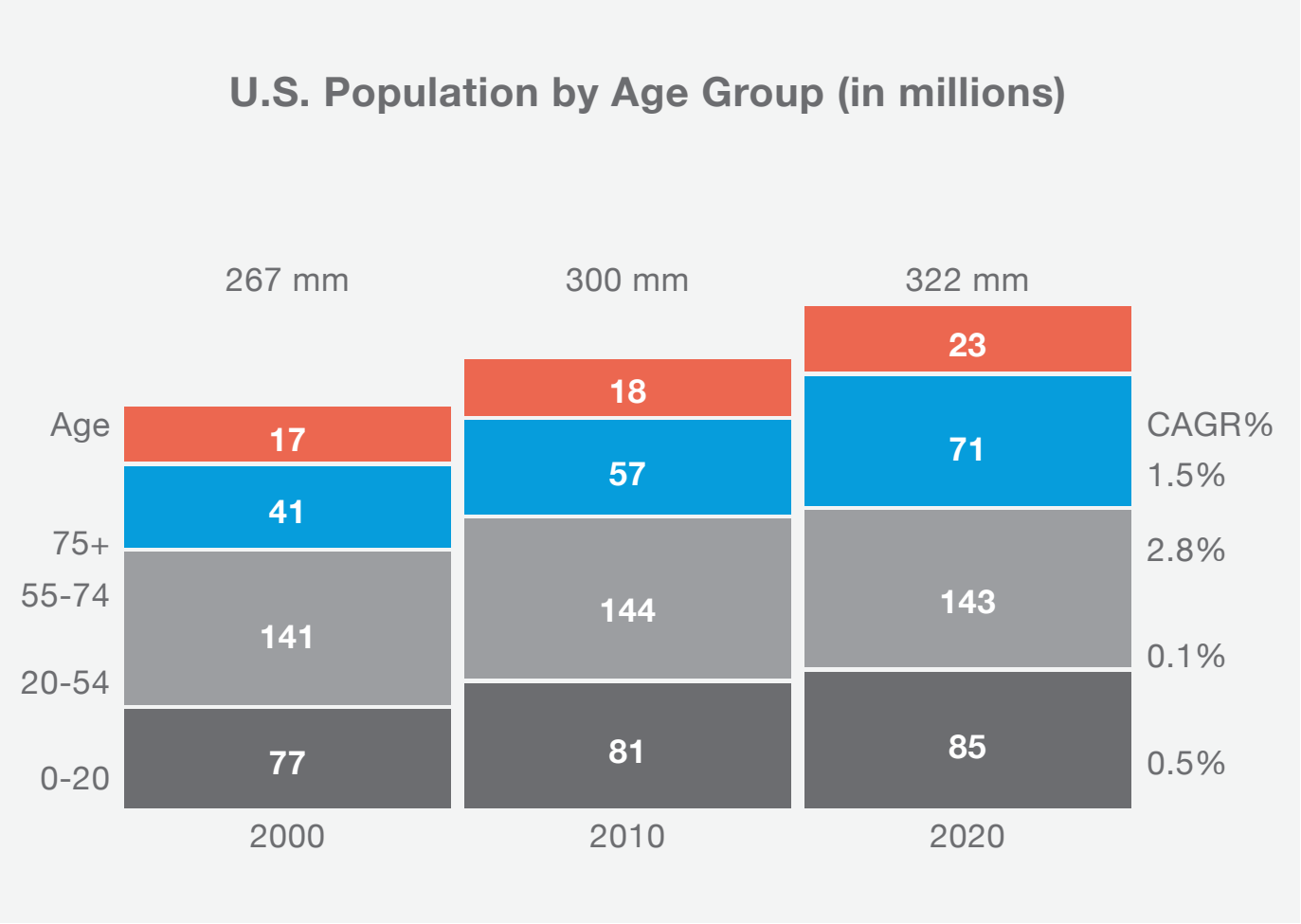


Chart: The above chart documents the country’s changing age structure. 55-74 is the fastest growing age segment of the US population. The 55+ segment will grow by 40 million people over the next 20 years. The number of Americans between the ages of 60 and 63 will almost double between 2000 and 2020 (U.S. Census Bureau)

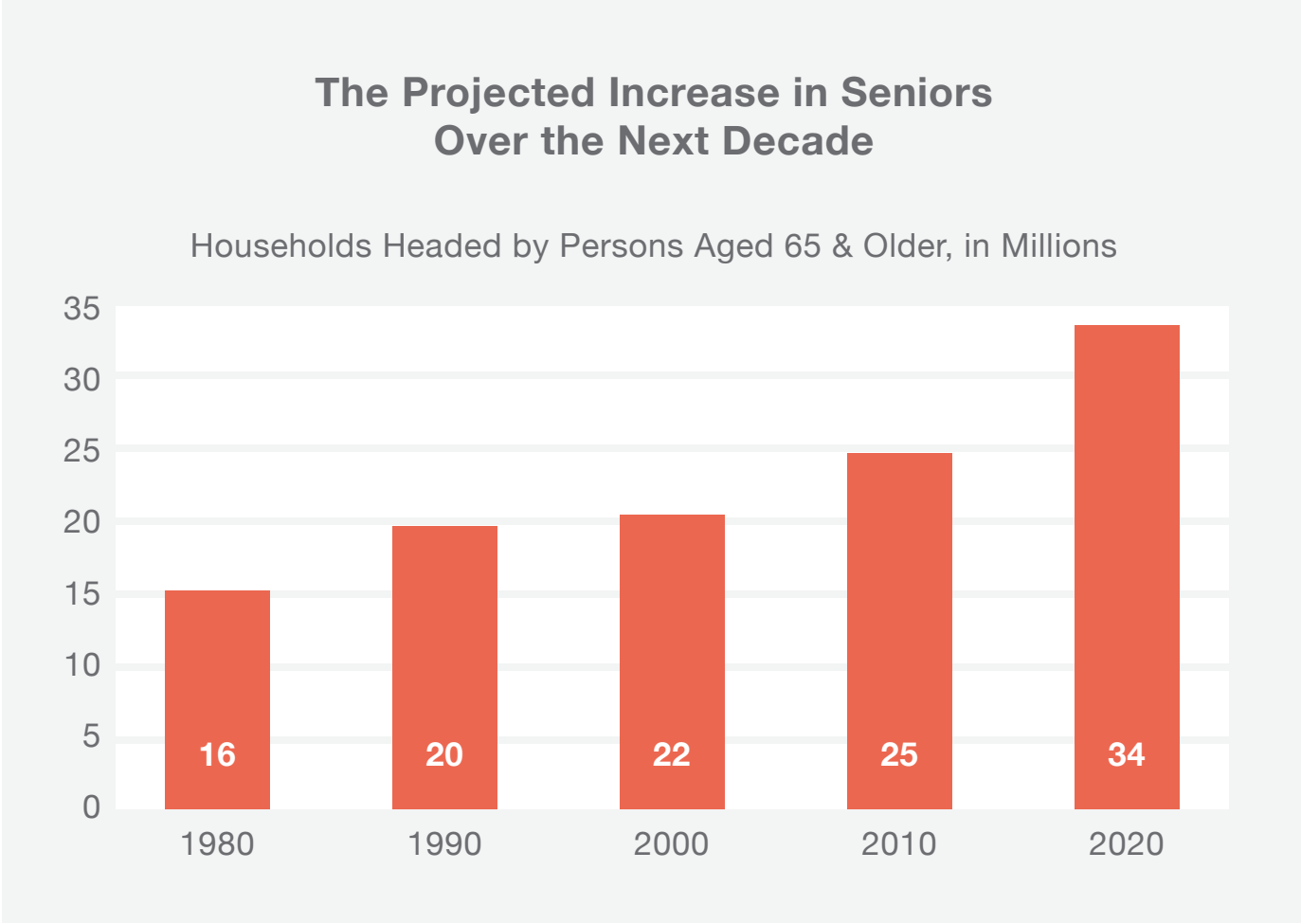


Chart: As Baby Boomers age, the number of households headed by senior citizens is projected to increase dramatically over the next decade with Baby Boomers dominating, as in the past, housing and remodeling trends. As the graph above reflects, households headed by persons aged 65 or older is expected to reach nearly 35 million by 2020. (Euromonitor International from National Statistics; Chart: Joint Center for Housing Studies, Harvard University)



It's not just a U.S. phenomenon, but a global one. The global "dependency ratio", which measures the number of people age 65 and older for every 100 people of workforce age, rose from about 8 in 1950 to 12 in 2010, and will further rise to an estimated 25 by 2050.³

But, the focus of this report is the U.S. Here, the aging of the population is primarily attributable to the aging of Baby Boomers. The largest single cohort of the population, the Baby Boomers, that 76 million-member⁴ once-called "youth generation" born in a wave after the Second World War (between 1946 and 1964), are now in their late 50s and 60s, and are fast-approaching senior-hood.

The aging of this super-large segment of the population - a whopping 26% of the total U.S. population⁵ - is anticipated to have a great impact on the economy, on healthcare, on the design of private and public spaces, on commercial developments, and on society in general.

Much has been written about this, with most headlines making doomsday predictions about anticipated shortages of retirement facilities and nursing

homes, entitlement programs such as social security benefits⁶, Medicare⁷, Medicaid, and general health care⁸; and a host of additional negative impacts on the economy, job markets, and housing markets⁹.

"Global aging will put significant pressure not only on corporate growth and productivity but also on national pension, healthcare, and welfare programs - as well as overall economic stability," reads one BCG report¹⁰.

Michael Winerip, *New York Times* columnist and editor of the new NYT blog, 'Booming' accused Boomers of "robbing the next generation of their future"¹¹. *The Economist* dubbed them "sponging Boomers"¹². *The National Journal* called Boomers "leeches" in a story titled "The Case Against Parasitic Baby Boomers"¹³, and *Forbes* writer, Laurence J. Kotlikoff called them "The Greediest Generation"¹⁴.

Robert Hardaway, of Fox News, went so far as to label the phenomenon of blaming Baby Boomers for all the country's social ills a "War on Baby Boomers"¹⁵. In an article in *The Atlantic* entitled 'Why the Boomers are the Most

Hated Generation’¹⁶, author Edward Tenner attributes the demonization of the Boomer generation to several factors, old and new, including a Depression Era-based judgment of Boomers as spoiled Yuppies of the 1980s boom; the social emergence of “age-consciousness” at a time when Boomers were a clearly defined youth generation; the generation’s en masse rejection of the Vietnam War, and what was construed as their shaky patriotism; and (only as a fourth factor) the anticipation of the generation’s strain on Social Security.

Whatever the reasons for the malice or its legitimacy, there is no denying that given its largesse, the Boomer generation will continue to have a uniquely big impact on America.

In a speech on October 4, 2006, Former U.S. Federal Reserve Chairman Ben Bernanke said ‘In coming decades, many forces will shape our economy and our society, but in all likelihood no single factor will have as pervasive an effect as the aging of our population.’”

This is nothing new. Boomers have had an enormous impact on the world around them at every stage of their lives so far.

Boomers were the first generation of children to be identified as a cohort of consumers. They identified strongly with their toys and trends, from Silly Putty to Slinkys to skateboards. They were the first generation of kids to grow up on TV.

Their teen-hood was defined by Sex, Drugs and Rock and Roll, and a higher rate of enrollment to institutes of higher education than any generation before them.

As young adults, they lived through the Cold War and the assassination of President John F. Kennedy. They rejected the “plastic values” of the generation that preceded them, and became social revolutionaries, demonstrating against the war in Vietnam and at the same time reveling in their own civil liberties.

They continued to reject traditional social roles into their middle adult “yuppie” phase, with significantly more women working outside the home

than in the generation before them. They married later, had fewer kids, and developed a focus on the Self that didn’t formerly exist among Americans, dabbling in a series of trends, from pot to yoga, to jogging¹⁷.

“By force of numbers alone, [Boomers] almost certainly will redefine old age in America, just as they’ve made their mark on teen culture, young adult life and middle age,” reads one Pew Research report published in 2010¹⁸.

The question is, how? How will this generation, that is turning America gray and “ruining” it in the process, redefine “getting old” as we know it? What is it about them that will make this stage of life different for them than it has been for generations before them? **Who are Baby Boomers today?**

The BOOMer Report

This is the question that this annual report tries to answer. By summarizing and highlighting the most compelling conclusions of academic research, polls, and media on the subject of Boomer trends, Sabi’s annual BOOMer Report





Photo: The annual BOOMer Report aims to answer the elusive question: "Who are Boomers today?" (Copyright Vinretphoto)

attempts to define key characteristics of the Boomer generation, as it stands, today.

The report is broken into four separate sections:

Part 1 - Boomer Demography

Boomers are: Old, White, Educated, and Affluent Grandparents;

Part 2 - Boomernomics

Boomers are: Rich and poor, generous (to their kids and their parents), workaholic, entrepreneurial under-planners and over-spenders, with a particular penchant for luxury travel and cars, and adventure;

Part 3 - Boomer Psychology

Boomers are: Young at heart, (still) all about sex, drugs, and rock 'n' roll (and motorcycles), still crazy after all these years, and not so happy;

Part 4 - Boomer Socio-culture

Boomers are: Divorced, health-conscious, tech-savvy, socially-minded, pet- and movie-lovers
Taken together, we hope these trends will paint as clear a picture as possible of the Baby Boomer generation in America in 2015.

Who are we?

Sabi, founded in 2009, is a small Palo Alto, CA-based brand that designs unique, award-winning products aimed at improving day-to-day life.

We are one among a handful of companies that has popped up in the last few years in response to the new demographic reality in the U.S. and the new market opportunities that this unique aging cohort presents.

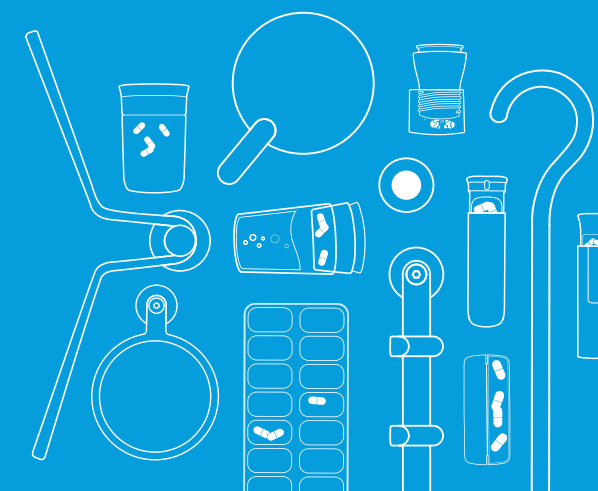
Our deep knowledge and understanding of this generation inspired us to design products that speak to people of this generation, considering their particular characteristics, how they define themselves, and how they feel about aging.

As it turns out, our human centered design approach resulted in the creation of three multi-generational, universal product lines that have wide appeal across all ages, shapes, sizes and levels of ability.

Each and every Sabi product is deeply considered to bring maximum simplicity, ease of use, elegance, and joy to the everyday moments in life - from organizing your weekly pillbox to taking a stroll, to taking a shower.

Our hope in offering and distributing this report annually is to inform and inspire like-minded developments - both private and public - and help catalyze the market to evolve to include many other companies like ours.

Sabi: Improving day-to-day life by design



Part 1: Boomer Demography

Boomers are...

- Old
- White
- Educated
- Affluent
- Grandparents

They say there is truth in numbers. They may seem abstract, but when all the numbers have been crunched, an interesting and perhaps unintuitive picture of the Boomer generation in the U.S., emerges. From the abstract rises the image of a typical Boomer - let's say a Caucasian woman in her 50s or 60s, with an undergraduate university degree and a job, probably less demanding than the one she had a decade or two previous. She has a few grandkids who she loves to lavish with gifts. She secretly frets about her finances and what seems to be a narrow prospect of retirement. She's probably a Democrat at heart, and values her right to vote, never missing the opportunity. There's a good chance she attends weekly temple services, at least most of the time. When we mine the stats, this is the picture that begins to emerge.



Photo: A typical
Boomer couple
(Copyright iStock
Images)

Older...

As we already established in this report's introduction, the American population is aging. Those 55+ account for an increasingly large percentage of the total U.S. population. This makes perfect sense. In the 19 years from 1946 - 1964 inclusively, there were 76 million births in the U.S. By contrast, there were only 66 million births in the 19 years that followed.¹ This extra-large, 76 million-member 'Baby Boom' generation that once tipped the U.S. population scales towards a flood of youth is now, 5 to 6 decades later (49-67 years, to be exact), tipping those same population scales in the direction of old age.

Yep, the Baby Boomers are getting old. As one Pew Report put it: "Boomers are a big, complicated generation, but one thing can be said about them without fear of contradiction: They are no longer young."² Ouch!

But the mantra of this generation is - you're only as old as you feel. About half of all American adults say they feel younger than their actual age, but fully 61% of Boomers say this. In fact, the typical Boomer feels nine years younger than his or her chronological age.³ (More on this in Section 3 of this report

on 'Psychological Trends') But let's stick to the demographic facts. Boomers are old, whether they feel it or not.

And Whiter...

One thing that is not often mentioned in literature about Boomers is that they are, by and large, White. According to a report in *The Washington Post*⁴, among Americans older than 50, 76% are White, with the Black population trailing as the largest minority for this age group, at just 10%. By comparison, among Americans younger than 30, only 55% are White.

How might the race and ethnicity factor be significant? Says *Washington Post* reporter William H. Frey, "That created an isolation that persists." Younger Americans are more likely to be first-and second-generation, of non-European ancestry, and able to speak both English and other languages. This may contribute to Boomers' feeling isolated in their relative racial and cultural homogeneity.

Another isolating factor may be their level of education. Boomers are sandwiched between a less educated generation before them and a more educated generation after them.



Photo: 76% of people over the age of 50 are White. Only 55% of people under 30 are White (Copyright iStock Images)

...And Wiser

Relative to the generation that preceded them Boomers are highly educated. Less than 20% of the school-age population graduated from high school during the 1920s; by the 1970s more than 75% did.⁵

Near-universal high school graduation and the GI Bill's liberal higher education benefits led to a boom in college enrollment. From 1965-1980, college enrollment more than doubled, from 5.9 million to 12 million, making Boomers the first generation that saw college as par for the course.

Although Boomers were far more educated than their parents, the generation that followed them, Generation X, is even more educated than they. Over a third of Gen Xers hold bachelor's degrees and 11% have graduate degrees.⁶

Unlike Gen Xers, however, who were slammed with an economic "triple-whammy" of college-related debt, multiple boom and bust cycles (including the 1987 stock market crash occurring just as Generation X entered the work force), and the housing slump, making them a generation that lives at a lower overall standard of life than their parents before them⁷, Boomers' education took them a

long way, in terms of profession-related earnings. This is one of several reasons why so many Boomers are putting off retirement (and, interestingly, causing more financial problems for those crest-fallen Gen Xers by not making room on the market for them).

Rags and Riches

Another reason why Boomers continue to work is financial insecurity. Though they fear for their financial future and feel as though their financial resources are not significant enough (More on this in the 'Boomernomics' section of this report), statistics show that Boomers are actually very affluent, controlling 75 percent of America's wealth and 70 percent of its disposable income.⁸

And what are they spending their disposable income on? Why, their grandchildren, of course! At least some of it... Despite the fact that they don't feel old, Boomers are now a generation of grandparents.

Grams and Gramps

The number of grandparents in the U.S. has been steadily increasing since the



Photo: Although they think the contrary, Boomers are wealthy, controlling 70% of America's disposable income. (Copyright iStock Images)

Politics and Religion

mid-1990s, when the children of Baby Boomers started having kids of their own. Today, more than half of U.S. grandparents (59%) are members of the Boomer generation. By 2020, there will be some 80 million grandparents in the U.S. That means that one in four will be a grandparent!⁹

There are a few additional demographic points of interest. On the political front, Boomers - like the nation as a whole - have done some partisan switching. They narrowly favored Obama for president in 2008 (by 50%-49%), then supported Republican congressional candidates by 53%-45% in

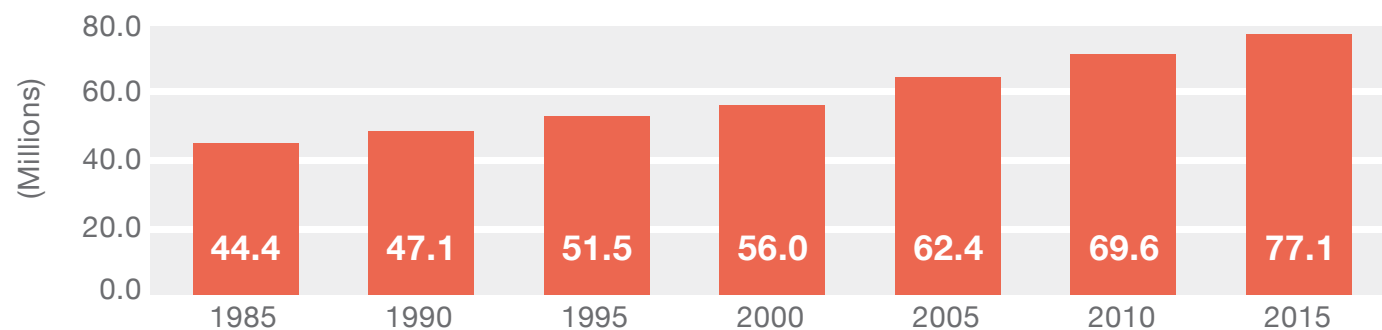


Figure 1: Estimated and Projected Grandparents Population (U.S.) -1985-2085

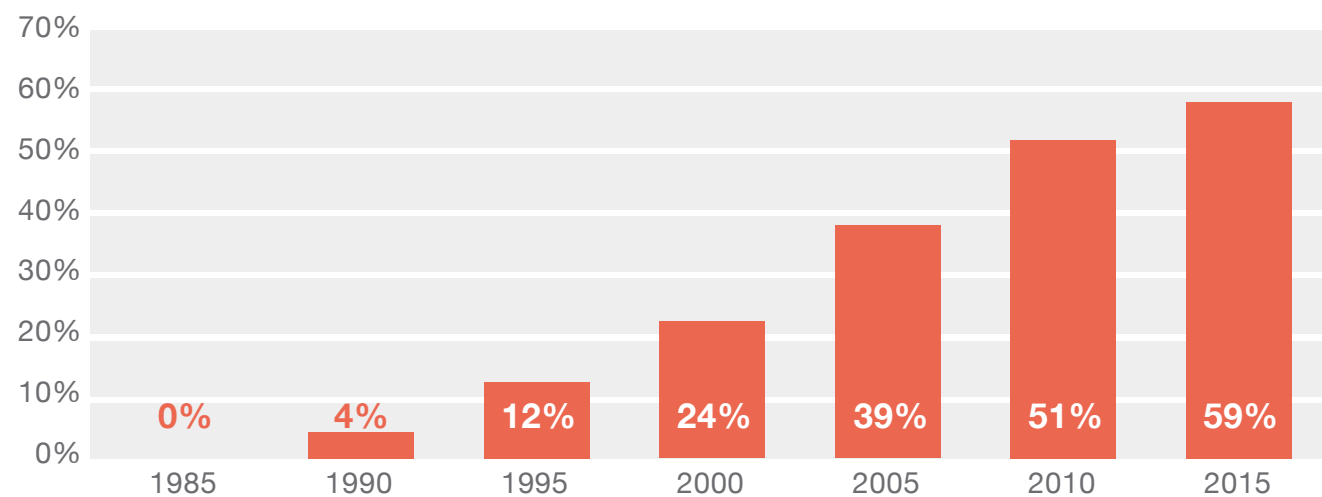


Figure 2: Percent of Grandparents who are baby boomers (U.S.) (born 1946 - 1964)

(Charts: U.S. Census Bureau)



the 2010 midterm elections, according to election day exit polls. Boomers tend to be more conservative than younger adults and more liberal than older adults.¹⁰

When it comes to religion, 43% of Baby Boomers say they are a “strong” member of their religion and 13% say they have no religious affiliation at all, making them less religious than adults age 65 and older but more religious than young adults.¹¹

Demographics paint an interesting picture of the generation. Boomers are old - they have crossed the cusp into grandparenthood. They’re White. They’re educated. They’re affluent. How affluent? Read the next section on Boomers’ economic trends.

Next Up - Part 2: Boomernomics Boomers are...

- Rich and Poor
- Generous
- Workaholic
- Entrepreneurial
- Under-planners and Overspenders
- Crazy about... Cars?!

Part 2: Boomernomics

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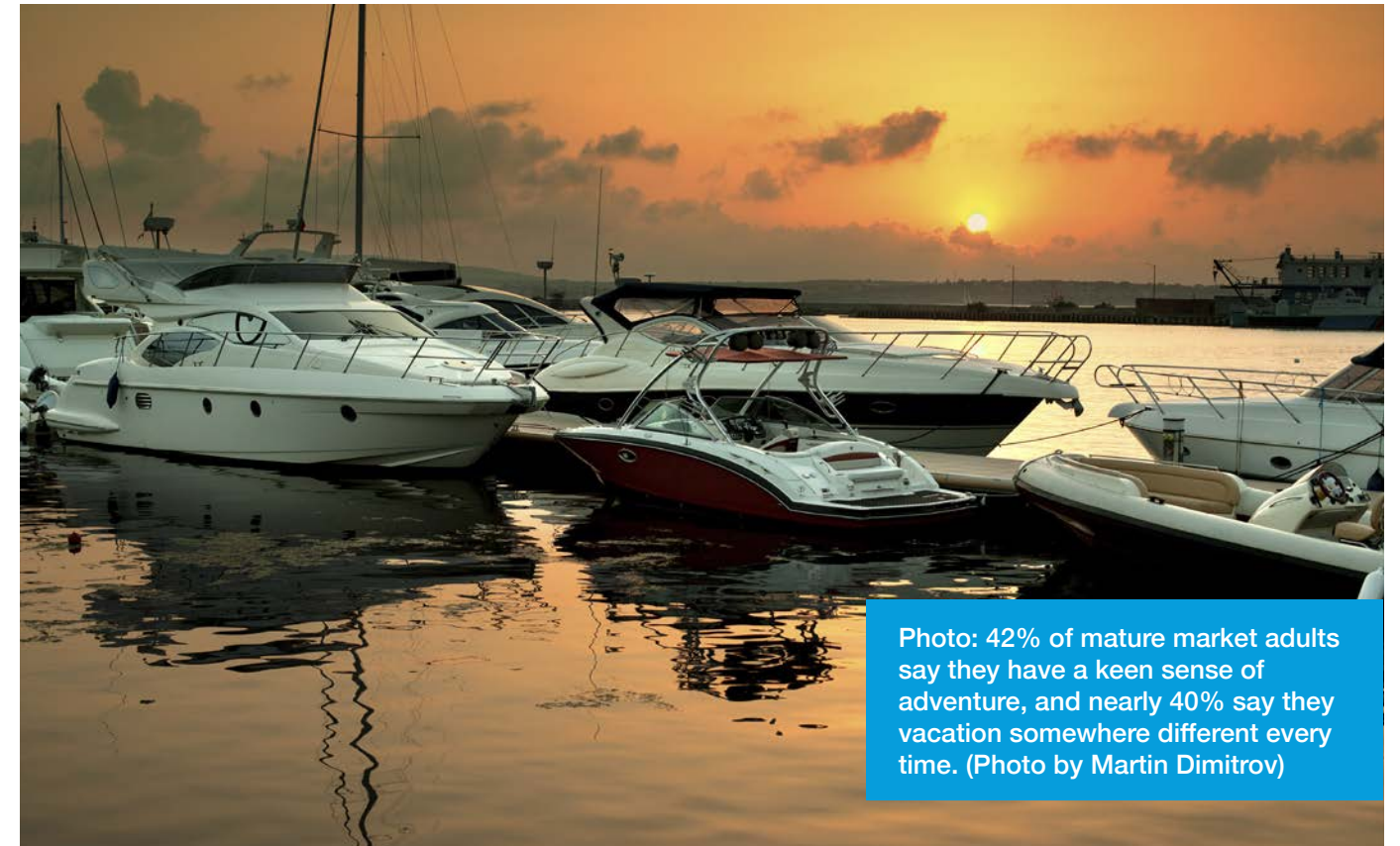


Photo: 42% of mature market adults say they have a keen sense of adventure, and nearly 40% say they vacation somewhere different every time. (Photo by Martin Dimitrov)

Baby Boomer economic trends are complex and somewhat contradictory, on one hand marked by abundance, expensive tastes, and expansive disposable incomes that are spent on vacations, fancy restaurants, cars, and other luxuries. On the other hand, the cohort is defined by insufficient retirement savings, working way past standard retirement age, and deep financial worry and overburdening, as a “sandwich generation” that pays the way for both aging parents and young adult children.

For Richer

Baby Boomers have money. It is estimated that Boomers currently control nearly 60% of U.S. net worth (up from 51% in 2007), and account for 40% of all U.S. consumption and income.¹ *‘Serving Aging Baby Boomers’*, a report released by McKinsey in 2007, concludes, “For the first time, a 51- to 70-year-old group will consume more than any other generational cohort in the U.S. economy.”

Georgia State University’s Center for Mature Consumer Studies report (2012) puts these figures even higher than McKinsey’s estimates, stating that those 55+ control 75% of America’s wealth and over 70% of its disposable income² and wield \$1.6 trillion in spending power, with \$1 trillion of that amount spent on goods and services.

A recent report in *Slate* ups the ante even more, quoting figures that put total disposable income for people over 50 at more than \$3 trillion in 2010, with Boomers holding 77% of all personal assets and accounting for half of all discretionary spending in the U.S.³

Similarly, a 2012 report from the Federal Agency Forum reports that the number of senior citizens living in poverty has

declined from 15% to 9% since the mid-1970s, while the proportion of older Americans enjoying a “high income” increased from 18% to 31%.⁴

For Poorer

While so many reports indicate that Boomers have wealth, many reports also indicate grave financial woes. The 2008 financial crisis wiped out many Boomer nest eggs⁵, and took its toll on home values and retirement accounts invested in stocks.

According to a survey published by AARP, 11% of Boomers polled said that they had to dip into their home equity to make ends meet.

Nearly 1/3 said they received financial help from family or friends, and 57% reported withdrawing savings. Overall, 2/3 Boomers experienced some reduction in retirement savings balances from 2007-2010.⁶

According to a report recently released by the Federal Reserve, half of households headed by individuals between the ages of 65 and 74 have no



Photo: For Richer (left) and For Poorer (right). Boomers are rich and poor all at the same time! (Photo by unsplash)

money in retirement accounts. Gallup found that the number of non-retired Americans who do not think that they will have enough money to live comfortably in retirement grew from 32% in 2003 to 53% in 2011.⁷ And CNBC cited ‘lack of savings’ as the #1 reason why Boomers are putting off retirement.⁸

Baby Boomers are more worried than any other age group about retirement security.⁹ A full 42% of Baby Boomers polled by AARP said that the age at which they expect to fully retire had changed in the past three years, with 83% of those saying they would be older than they expected.¹⁰

Current government policies are not helping this situation. Fox News correspondent Robert Hardaway reports that risk-free U.S. short term treasuries have changed. In 1981, a retiree could put \$1 million into U.S. short term treasuries and be guaranteed a safe annualized return of \$150,000 - \$160,000 (\$12,000 - \$13,000/month). Today, a Boomer who invests the same \$1 million in U.S. short term treasuries can expect his savings to yield a grand total of \$65-\$1,300/month. “For a retiree today investing in short term treasuries to earn the same amount as retirees



Photo: Boomers are more worried about retirement security than any other age group - 2/3 Boomers experienced some reduction in retirement savings balances from 2007-2010. (Photo by Jack F)

earned in 1981, he would need a nest egg in excess of \$200 million,” he writes.¹¹

The situation is so bleak for some Boomers, that desperation has driven them to take a chance on day trading the retirement savings they do have!¹²

One Expensive “Sandwich”

So which is it? Are Boomers rich or poor? Or could they really be both?

Boomers may be in possession of ample financial resources, but they also have a lot of financial demands on them - their own costs, as well as their aging parents, and young adult children.

Although some 84% of Boomers own their homes, mortgage debt is still Boomers’ #1 largest monthly expense.¹³ For many Boomers, their home is also home to their aging parents or adult children. According to a report released by the *Credit Union Times* in 2012, 36% of Boomer children (1/5), aged 25-34, still live with their parents. Currently, an estimated one in six Americans lives in a “multigenerational household”, a number that is on the rise.¹⁴ Many Boomers are involved in financing the lives of their aging parents,

their adult children, and/or their grandchildren. According to a 2005 Pew Research Center survey, 1/5 members of this “sandwich generation” are providing financial assistance to a parent, and 42% of Baby Boomers are paying medical costs for their parents or other older relatives.¹⁵ AARP has estimated that 34 million Americans serve as unpaid caregivers for elderly relatives, and that they spend an average of 21 hours a week helping out.

A recent survey by the National Endowment for Financial Education found that more than half (59%) of Boomer parents are helping to support their adult children. From 1990 to 2010, education expenditures increased by 80% for 45- to 54-year-olds and 22% for 55- to 64-year-olds.¹⁶ The money is going primarily to their adult children’s college educations and loan payments.

This also means that Boomers, for the most part, do not intend, nor do they have the ability to, leave inheritances to their children. In an annual survey by U.S. Trust, a division of Bank of America Corp, three-quarters of adults under age 46 said it’s a priority to leave money for their kids. Just 55 percent of Baby Boomers - those aged 47 to 66 - said they share the sentiment.¹⁷

Work, Work, Work

For most Boomers, continuing costs means putting off retirement. Six in 10 people age 50-61 said they have to postpone retirement due to financial inability.¹⁸

According to one report, as many as 54% of all Boomers will still be working at age 65.¹⁹ That is twice the number of people from the Silent Generation who were working at the same age (14 million, or 30%).

There are also strong financial incentives to continue working. Just three additional years of work beyond age 66 can boost income down the road from Social Security and investments by 50% or more, according to hypothetical modeling by T. Rowe Price.²⁰

For many, continuing to work is about maintaining one's health coverage and medical benefits.

Since 1988, not only has the percentage of large companies offering retiree health benefits fallen by half, to just 33% in 2007, but, says the Kaiser Family Foundation, results from a 2007 study show that another 10% of firms admitted they were very or somewhat likely to

eliminate subsidized coverage for future retirees - including drug benefits.

According to a recent study published by Merrill Lynch and the demographic experts at Age Wage, a shockingly high number of Boomers - some 90% polled - said they are not confident that they will be able to afford the health care they may need as they get older. The worry is legitimate. According to Ken Dychtwald, CEO of Age Wage, "Sixty percent of bankruptcies [among those aged 65 and up] last year [2012] were related to medical bills."²¹

Health coverage is not the only reason Boomers are continuing to work. Other Boomers continue to work for reasons of personal fulfillment. To quote Packaged Facts' 'Mature Market' report, "Many matures keep working for the fun of it."²² In fact, according to their research, only about 17% of mature market adults work at their current job just for the sake of money. Many continue to work for the sake of personal fulfillment or sense of purpose, or to stay connected to their community or to the world. "Working also tends to positively influence the perceptions of those around one, in keeping up one's own spirits."²³

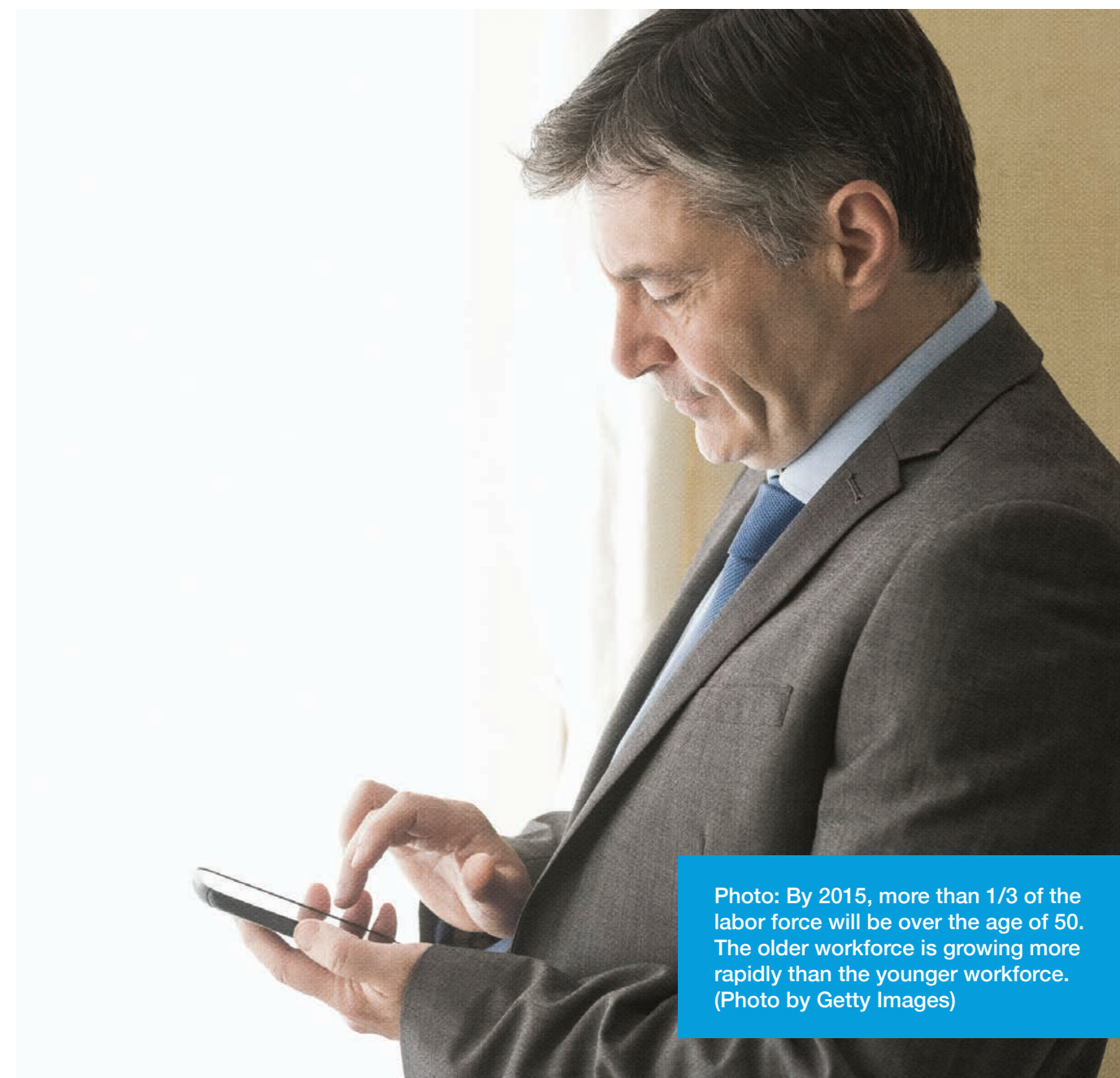


Photo: By 2015, more than 1/3 of the labor force will be over the age of 50. The older workforce is growing more rapidly than the younger workforce. (Photo by Getty Images)

According to a report published by Career Builder, via Boston College, 60% of workers age 60-plus surveyed said they would look for a new job after retiring from their current company (up from 57% last year).

Whether they are in it for the money or for the satisfaction, the workforce is graying. By 2015, more than 1/3 of the labor force will be over the age of 50. The older workforce is growing more rapidly than the younger workforce!²⁴

Entrepreneurial Spirit

Boomers have caught a lot of criticism for continuing to work. With rare exception,²⁵ Boomers have been accused of stealing younger workers' jobs.²⁶

At the same time, much has been written about Boomers reporting age discrimination in the workplace.²⁷ As one Fox Business News report put it: "Boomers face an uphill battle in this labor market because they are considered too young to retire, but are often overlooked by employers as candidates to retrain or bring on as new hires."²⁸

This may be part of the reason why so many Boomers have decided to become entrepreneurs (so-called "Boomerpreneurs"²⁹). According to a recent report released by the Bureau of Labor Statistics, the self-employment rate for adults 55+ is now 16.4%, compared to 10.4% of the total labor force, which has seen a decline.³⁰

In their recent article in *Forbes*, authors Paul Irving and Anusaya Chatterjee note that nearly half of all entrepreneurs founding new companies in 2011 were 45-65 years old.³¹

Data published by University of California-Santa Cruz³² sites a similar statistic: Those aged 20-34 make up the largest group of entrepreneurs simply because there are more of them, but their rate of entrepreneurial activity is lower than those aged 55-64. The younger bracket comprised 29.4% of first-time entrepreneurs in 2011, down from 34.8% in 1996; the older bracket comprised 21% of first-time entrepreneurs in 2011, up from 14.3% in 1996.

While it is tough financial straits that are largely responsible for driving enterprise among so many members of this cohort (necessity being the mother of invention) these circumstances have not, seemingly, changed Boomers' natures as non-planners.



Photo: Remember your first lemonade stand? If it looked something like this, you're probably a Boomer! (Photo by Hulton Archive)

Under-planning & Over-spending

Although some Boomers are making big decisions to significantly decrease their cost of living - selling their houses and moving to condos³³, or moving overseas where “Rent in San Jose, Costa Rica, for instance, is 57% lower than in Philadelphia. Consumer prices in Chiang Mai, Thailand are 59% lower than in Boston. Groceries in Seville, Spain are 36% lower than in San Francisco,”³⁴ most Boomers are woefully negligent when it comes to planning for the future.

Writes Sightings at 60³⁵ blogger Tom Sightings in *U.S. News*³⁶, “Despite retirement worries, few Boomers have calculated the actual amount of income they will need in retirement, and fewer still have figured out how much savings they will need to produce that income.”

Boomers tend to live in the financial “now”. Rather than save for retirement, they spend on fun stuff. According to a Simmons report³⁷, close to 42% of mature market adults say they have a keen sense of adventure, and nearly 40% say they vacation somewhere different every time.

According to the ‘Grandparent Economy’ report released by Grandparents.com in

2009, grandparents in the U.S. spend over \$77 billion a year on travel-related expenses (including airline and train tickets, lodging, and meals); over \$100 billion a year on entertainment (including sporting events, concerts, camping gear, bicycles and boats); and more than \$97 billion annually on restaurants.³⁸

According to a Morgan Stanley report ‘Global Stock Implications of an Aging Population’, which analyzed personal expenditure in the U.S., over 65s have a higher average annual expenditure than people under age 45.

For the Love of Cars

Among the finer things in life that Boomers like to spend money on is luxury cars. According to a recent study by AARP and J.D. Power and Associates, people over 50 bought nearly two-thirds of the new cars sold in the United States in 2011.³⁹ Among younger Boomers, one in five households own just one car, while 35% own two vehicles, and 38% keep three or more on hand.⁴⁰

Boomers, who came of age when muscle cars, like the Corvette⁴¹, were cool, continue to love automobiles and driving. Drivers over the age of 65 are projected to rise sharply after 2010, and to double to over 70 million by the year 2030.⁴¹

Boomers especially love SUVs. Slightly more than one-quarter of the Boomer cohort (25.5%) agree that an SUV most matches their active lifestyle, with nearly one-in-ten Boomer households reporting that a domestic SUV was the type of vehicle they most recently acquired, compared with 11% of adults age 30-44 and 9% of adults age 18-29.⁴²

SUVs are just one example of the sort of luxury items Boomers crave - add a variety of electronics, clothing, and health - and home - related expenses to the list.

“A vital combination of ‘mature’ consumers pursuing a seemingly restrained ‘best of the best’ materialism is driving the trend in ditching mundane goods and services for more professional, premium or sassier versions”.⁴³

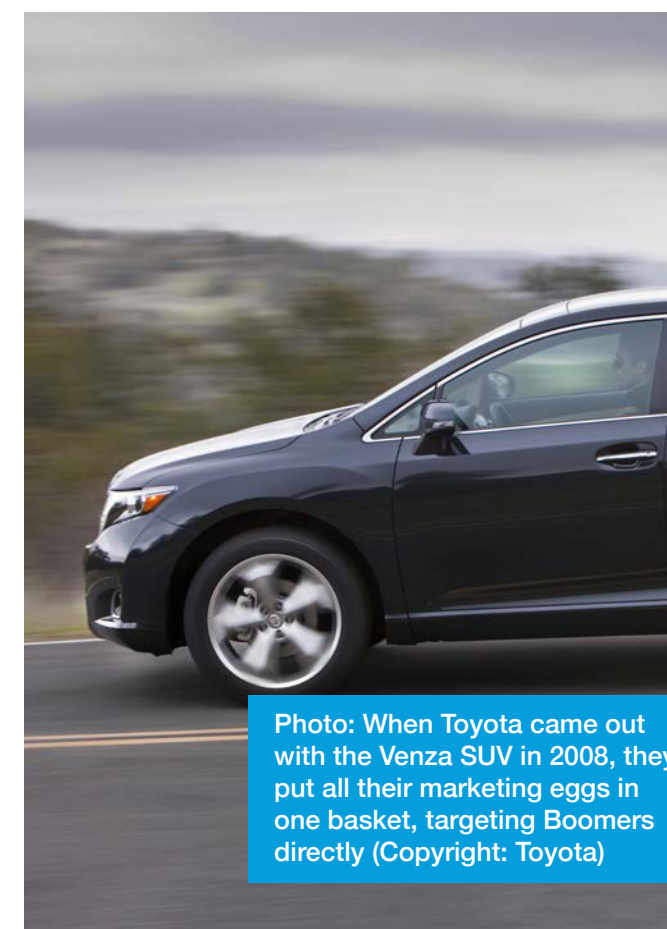


Photo: When Toyota came out with the Venza SUV in 2008, they put all their marketing eggs in one basket, targeting Boomers directly (Copyright: Toyota)

Next Up - Part 3: Boomer Psychology

Boomers are...

- Young at heart
- Crazy about motorcycles
- Just plain crazy
- Booze, drugs, and sex-happy
- Not so happy

Part 3: Boomer Psychology

Boomers are...

- Young at heart
- Crazy about motorcycles
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- Booze, drugs, and sex-happy
- Not so happy



Photo: A generation of dreamers, Boomers aspired to change the world with the civil rights movement, the environmental movement, and the women's movement.

The contemporary Boomer psyche is a complex and somewhat contradictory landscape, at once divided by conflicting self-conceptions of young and old. Fun-loving and cynical. Adventurous and fearful. Happy and unhappy. It is as though the Boomer brain teeters on the cusp of a halfway point between a happy past centered around possibility, adventure, sexual freedom, and narcotic experimentation; and a less than happy present plagued by worry about personal health, finances, and the state of the country.

Forever Young

Eighty-five is the new “old”. At least that’s the motto for many Baby Boomers. Some 79% of Boomers say they won’t consider themselves old until their 85th birthday.¹ Others in the cohort are not as optimistic, and consider old age to start at 72.²

Whether they place the “old” flag at 72 or 85 or at any other number in between, 61% of Boomers say they feel, on average, 9 years younger than their actual age, making them younger in spirit and younger in spirit to a greater degree, than the average American adult.³

This generation-wide attitude, a significant Boomer trend, is the subject of a satirical book written by Onion.com founder Scott Dikkers⁴, as well as a new book by Billy Crystal.⁵

It’s funny because it’s true. Boomers don’t conceive of themselves as old even though the oldest Boomers have celebrated their 68th birthdays and the youngest Boomers their 50th.

The question is, why? Perhaps it’s because they’re resistant to shake their early definition as “The youth generation”. Perhaps it’s because people of the cohort are working long past retirement age (see

Part 2 of this report, ‘Boomernomics’). Or perhaps it’s simply because people are living longer. As one Reuters reporter puts it, “My mother is 100 years old. Why shouldn’t I be optimistic?”⁶

Fun, Fun, Fun

Boomers’ youthful self-image may explain why they spend money a bit frivolously. Members of the Boomer demographic are spending on restaurants, high-quality products - especially luxury cars and adventure travel - often at the expense of retirement savings (see Part 2 of this report, ‘Boomernomics’).

Forty-two percent of “Mature Market” adults say they have a keen sense of adventure.⁷ “The Boomer market is not what the senior market was 20 years ago,” says Kristy Lacroix, owner of specialty travel agency Wheelchair Escapes.⁸ “Twenty years ago, if you were 65, you were old. Now if you’re 65, you’re jumping out of airplanes.”

For many Boomers, this is literally the case. Boomers have come to be known as the “Bucket List Generation” because so



Photo: © CSA-Printstock.
40% of ‘Mature Market’ adults say they vacation somewhere different every time.
(Mature Market – Consumer Trends and U.S. Retail Markets, Packaged Facts, March 2007)

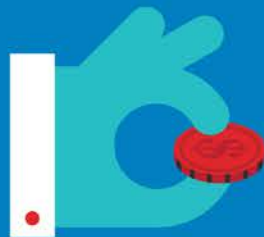
BOOMERS BY NUMBERS

THE Good



61% FEEL YOUNG AT HEART
(9 YEARS YOUNGER THAN
THEY ACTUALLY ARE)

42% SAY THEY HAVE A KEEN
SENSE OF ADVENTURE



59% GENEROUSLY HELP
SUPPORT THEIR ADULT
CHILDREN

1/3 OF THE LABOR FORCE
IS OVER 50 (THEY'RE
HARD WORKING!)



68% ARE TRYING TO EAT
HEALTHIER FOODS



ACCOUNT FOR **40%** OF ALL
TECH CONSUMPTION



66% MAKE A STRONG EFFORT
TO RECYCLE

THE Bad



1/2 HOUSEHOLDS HEADED
BY BOOMERS HAVE NO
RETIREMENT SAVINGS

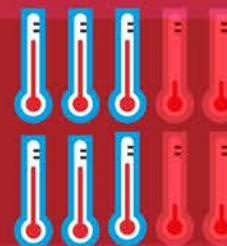


33% ARE
DIVORCED

6.3% USE ILLICIT
DRUGS
(UP FROM
2.7% IN 2002)



1/5 HAVE MENTAL
HEALTH OR
SUBSTANCE
ABUSE PROBLEMS



60% OF BOOMER MEN
HAVE CHRONIC
HEALTH PROBLEMS

80% ARE UNHAPPY
ABOUT THE
CURRENT STATE
OF THE COUNTRY



28% INCREASE IN
SUICIDE RATE
(FROM 1999 TO 2010)

THE Quirky



76% OVER AGE 50
ARE WHITE

80% OF 50-90-YEAR OLDS
ARE SEXUALLY ACTIVE



50% OF HARLEY DAVIDSON
BUYERS ARE BOOMERS

\$211 PER YEAR
SPEND MORE ON PET
FOOD THAN ANY OTHER
AGE GROUP



67% MORE BOOMER
CINEMA VISITS
THAN IN 1995

many members are “aiming to complete and cross off dozens of adrenaline-drenched exploits before their bodies fade or their time ends”.⁹

AARP Magazine’s Gabrielle Redford coins the term “Boomeritis” to describe the phenomenon of Boomers going out and trying to squeeze the most adventure out of every weekend.

At the top of the Boomer Bucket List? Motorcycles. Baby Boomers make up the most significant portion of Harley Davidson riders – a full 50% of Harley consumers.¹⁰ The number of motorcycle riders in Nebraska alone nearly doubled in the past 15 years, with more than half of them between age 40 and 59.¹¹

Redford attributes the Bucket List phenomenon to the fact that Boomers came of age amid aerobics and jogging crazes. Matt Thornhill, president of The Boomer Project¹², suggests a different reason: “It is a natural extension of Boomers; the mass consumerism of their childhood and adulthood. They realize having all the best toys isn’t the key. It’s who has the best and most experiences who wins.”¹³



Photo: Rrr... rrr... 50% of Harley Davidson consumers are Baby Boomers! (Brand Channel, September 10, 2001)

Sex, Drugs, and Rock n’ Roll (Still!)

Boomers’ sense of adventure doesn’t stop at adventure travel. Sex, drinking and drugs also top the list of favorite Boomer past times.

Some 80% of adults between the ages of 50-90 are sexually active. In fact, between 2000 and 2009, the number of sexually transmitted infections among members of this age group doubled!¹⁴

Why are so many Boomers getting it on? Because they’re single again! Boomers are getting divorced at a rate higher than any other generation in U.S. history. So called “gray divorce” (divorce among Americans over 50) has doubled over the last two decades.¹⁵ (More on “gray divorce” in Part 4 of this report on Social and Cultural Trends).

It follows that many of these divorcees - 35% of them - have entered the dating world.¹⁶ Over the past two years, the number of singles older than 50 who joined a People Media dating site skyrocketed 400 percent. The most popular online dating sites among older adults are the biggies like eHarmony.com and Match.com, where mature adult members number 2.5 million and the sites’ 50-65 age group is its fastest-growing

demographic, posting an 89% percent increase over the last five years.¹⁷

What do Boomers do when they’re out on dates? They drink. It’s the most common substance use among members of this demographic.¹⁸ Some 80% of people age 50-90 drink alcohol and 40% of them didn’t start drinking until they reached the ripe age of 48.¹⁹

According to a report by *New York Times* blogger Richard Friedman, M.D., numerous surveys document problematic drinking among older Americans, including high rates of binge drinking.²⁰

Boomers don’t just like to drink. They like drugs, too. The number of older adults who reported illegal drug use within a year almost doubled between 2002 and 2007.²¹ The most popular happy pills? Opiates, cocaine and marijuana.²²

Boomers are not just taking illicit drugs, they are advocating on behalf of their legalization. National support for legalizing medical marijuana is “high” among Boomers - 77%²³ and 50% of Boomers support the legalization of recreational marijuana.²⁴

Nonmedical use of prescription drugs is growing rapidly among this group, too. Some studies estimate that up to 10% of Boomers misuse prescription drugs with serious abuse potential, most often anti-anxiety benzodiazepines like Klonopin, sleeping pills like Ambien and opiate painkillers like Oxycodone.²⁵

Boomers' Mental Health

What's with all the drug use? Perhaps it's a throwback to their hippie days. Or maybe it has to do with a particular Boomer predisposition: "Believers from an early age in the power of medicine, Boomers are more likely than their elders to turn to drugs," writes *Washington Post* reporter Tara Bahrapour.²⁶

Others attribute the Boomer drug phenomenon to big changes, such as retirement, death of a loved one, or failing health, which can lead to loneliness, boredom, anxiety, or depression. "This can prompt a person to begin, continue, or increase the abuse of medications or other drugs," writes Dr. Friedman.²⁷

Whatever the reason, Boomers are using drugs at an alarming rate.

One report in *The Wall Street Journal* has it that up to a fifth of Americans over 65 years old have mental-health or substance-abuse conditions.²⁸

This has doctors like Dr. Friedman concerned that the U.S. is facing a looming public mental health crisis in the aging population."²⁹ Indeed already, an increasing number of Boomers are appearing in emergency rooms and at rehab facilities across the country.³⁰

The Happiness Question

On one hand, Boomers are happy and enjoying life - taking vacations, ticking off their bucket lists, enjoying restaurants, drinks, drugs, and each other! They're optimistic about their age. On the other hand, research shows that Boomers are more worried, anxious and unhappy than people in the generation preceding them.³¹

Boomers worry about their health. They worry about their finances. And they worry about ending up alone.³² Boomers think their standard of living is lower than their parents' was at the age they are now, and this makes them unhappy, too.³³



Photo: About 80% of Boomers are dissatisfied with the way things are going in the country today, compared with 60% of those ages 18 to 29 (Millennials); 69% of those ages 30 to 45 (Gen Xers); and 76% of those 65 and older (the Silent and Greatest Generations). (Pew Research Social & Demographic Trends, December 20, 2010)

Eighty percent of Boomers say they are dissatisfied with the way things are going in the country today, making Boomers (believe it or not) the most dissatisfied of all the living generations.³⁴

Bahrampour says Boomers' anxiety is exacerbated by "a sense that the world is more treacherous than when they were young. Then, the communist threat and the atom bomb loomed large, but they were distant and abstract; attacks like the ones on the World Trade Center and the Boston Marathon have changed this paradigm."³⁵

Whether it's attributable to terrorism, drug (mis)use, deteriorating mental health, worry, or general malaise, Boomers are committing suicide at an astounding rate. Suicide rates have jumped nearly 50% among men in their 50s; and nearly 60% among women 60-64.³⁶

"It is the Baby Boomer group where we see the highest rates of suicide," says Ileana Arias, deputy director of the Center for Disease Control (CDC). "There may be something about that group, and how they think about life issues and their life choices that may make a difference."³⁷

A report in *The Washington Post*³⁸ called 'Suicide Boomers' brings a different perspective to the phenomenon: "There are no large-scale studies yet fleshing out the reasons behind the increase in Boomer suicides," it states. "Psychologists and academics say it likely stems from a complex matrix of issues particular to a generation that vowed not to trust anyone older than 30 and who rocked out to lyrics such as, 'I hope I die before I get old.'"

But, as we've already seen, most Boomers don't think of themselves as old. This basic youthful psychological perspective is at the root of many a positive Boomer attribute, including their enjoyment of life, striving for happiness, and (up next) unique embrace of technological advancement, concern for health, and investment in both society and the future of the planet.

Next Up - Part 4: Boomer Socio-culture

Boomers are...

- Divorced
- Health-conscious
- Tech-savvy
- Socially-minded
- Charitable
- Environmental
- Love their pets
- All about movies

Photo: According to the Center for Disease Control (CDC), the suicide rate for those 35 to 65 years of age has increased 28% from 1999 to 2010, with the greatest increase seen among men 50-59. (*The New York Times*, May 2, 2013)

Part 4: Boomer Socio-culture

Boomers are...

- Divorced
- health-conscious
- tech-savvy
- socially-minded
- pet-and movie-lovers



Because of their vast numbers, Boomers can be considered a “society” in its own right, distinct in culture and values from the generations that preceded and came after it. Previous sections of this report have highlighted other aspects of Boomers’ distinction as a unique generation. In this section we will look at the way in which the cohort’s common set of beliefs, customs, practices and behavior have evolved. In some ways the picture is predictable - Boomers’ avant-garde focus on the Self and self-development may explain the generations’ astronomical rate of divorce; today’s social and environmental awareness may be the natural evolution of those protests against Vietnam. The health concerns of today may be the backlash of being the first generation to experience fast food and growing up on TV dinners. Boomers’ tendency toward technological early adoption may be a testament to the generations’ uniquely widespread pursuit of higher education in their college days. Other aspects, such as their en masse obsessive love of pets, is not as easily attributable. Whatever the roots may be, the most remarkable fact about Boomer socio-culture today is that it still exists; that after all these years, Boomers emerge a clearly defined segment of society, with consistent characteristics, values and interests.

Hearts and Bones

The most overwhelming social trend among Baby Boomers is their current rate of divorce. As we alluded to briefly in Section 3 of this report on Psychological Trends, Boomers are getting divorced - at a higher rate than any generation before them in U.S. history.

The rate of divorce among those over 50, so-called “gray divorce” has doubled over the last 20 years.¹ In 1990, the divorce rate for people 50 and older was about 5 divorces per 1,000 married persons and in 2010 the rate was 10 divorces per 1,000 married persons.² According to CBS news, that’s a whopping 35% of all Baby Boomers in the U.S. who are divorced.³ By end of 2015 that percentage is expected to rise to 46%!⁴ To put this into perspective, in 1970, the number of people divorced in this same age range was only 13 percent.⁵

Interestingly, approximately two-thirds of “grey divorces” are initiated by women, some of whom are choosing to live with each other, “Golden Girls”-style.⁷

The question is - why the incredibly high rate of divorce? In an article in the *LA Times*⁸, Susan L. Brown, a professor of Sociology and co-director of the National Center for Family and Marriage Research at Bowling Green State University,

attributes the phenomenon to “dramatic changes in the meaning of marriage in America over the last half-century.”

Brown, who coauthored a report entitled ‘The Gray Divorce Revolution’, writes: “It turns out that those high-profile breakups of Tipper and Al Gore, and Maria Shriver and Arnold Schwarzenegger were part of a trend. Baby Boomers who drove the huge increase in divorce that began during the 1970s and persisted through the early 1980s, are at it again. Just as they have transformed other arenas of U.S. social life, Boomers are now reshaping the contours of divorce.”⁹

Brown says they have little concrete data to explain why so many people of this demographic are divorcing, but one thing is certain - on average, the physical and mental health of older people living alone is worse than for married individuals, especially men.¹⁰

Photo (left): A whopping 35% of all Baby Boomers in the U.S. are divorced and that number is on the rise. (Copyright Shutterstock)



Healthy Mind

And health is top-of-mind for many Boomers. A full 38% of the Boomer cohort say they'll spend whatever it takes to keep the flesh healthy; 36% have an established exercise schedule; 68% of Boomers say they are trying to eat healthier foods these days, and 37% dismiss (at least in theory) all fast food as junk.¹¹

One *Washington Post*¹² article reports that there is also an increase in vegetarianism among members of this demographic, a la Bill Clinton - age 65, Paul McCartney - 70, retired tennis player Martina Navratilova - 55, and actor Ian McKellen - 73. About 2.5 million Americans over the age of 55 are vegetarian.¹³

The fastest-growing age group purchasing health club memberships is those age 55+; comprising some 17% of U.S. health club members. More than 10 million seniors were enrolled in a health club in 2004, five times the number from a decade ago.¹⁴

Members of this generation have been dubbed “Zoomers”¹⁵, a nickname that encapsulates their passion for healthy, active lifestyles. One CBS News report uses the related term “Boomeritis” to

refer to the increasingly common phenomenon of Boomer visits to emergency rooms with exercise-related injuries.¹⁶

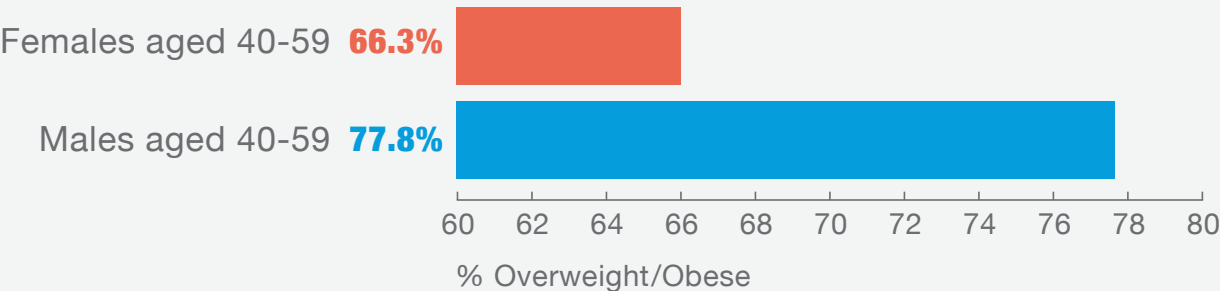
(Not so) Healthy Body

Despite their enthusiasm for sound nutrition and physical exercise, Boomers are nevertheless less healthy than the generation before them. Sixty percent of 51- to 56-year-old Boomer men born from 1948 to 1953 have chronic health problems, compared with 53% of the cohort born from 1936 to 1941 at the same ages. Those born between 1945 and 1964 are more likely than their parents at the same age to suffer from several ailments including obesity (39% vs. 29%); high blood pressure; and high cholesterol.¹⁸

On the bright side, Boomers are less likely to smoke and have related diseases such as emphysema¹⁹, and have suffered fewer heart attacks than their folks when they were their age.²⁰

Interestingly, Boomers are more likely than those of the generation before them or after them to use a health app to monitor and look after their conditions,

Boomers struggle with their Weight
Overweight/Obesity Rate, by age, 2008



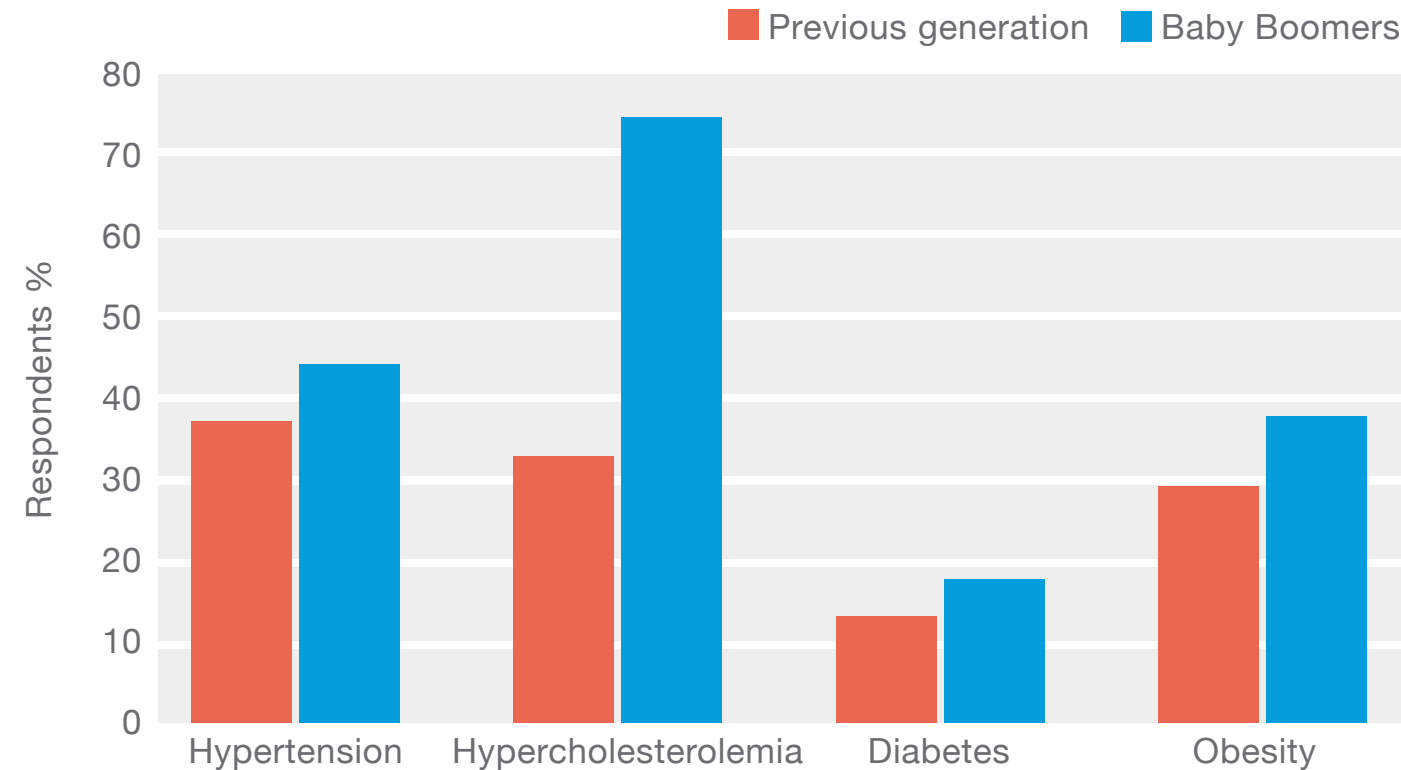
Men are more likely than women to suffer from a range of health conditions, particularly those that make them key considerations for the self-diagnostics market, including heart disease and diabetes, as well as being overweight/obese, which is often at the core of those conditions.

The rate of overweight/obesity peaks at nearly 80% of men (among those aged 55-64), compared to closer to 70% of women (aged 65-74).

(Chart: Health and Wellbeing, Mintel, 2012)



Health and Wellbeing, Mintel, 2012



(Chart: reproduced in an article by Welsh, Jennifer, “Baby Boomers Are Fatter and Lazier than their Parents’ Generation”, *Business Insider*, February 5, 2013)

provided the app was recommended to them by their doctor. A poll of 600 Boomers found that 60% were willing to download a health and wellness app to their smartphone if their doctor advised them to; and a full 70% with chronic or

life threatening conditions would do the same.²¹ Similarly, some 57% of Boomers are open to using self-monitoring, or remote health monitoring technology that sends information to doctors.²²

Photo: Boomers are tech-savvy. Sixty percent of Boomers are willing to download a health and wellness app. (Copyright Unsplash)

Mr. Roboto

This inclination is part and parcel of Boomers' extraordinary comfort with digital, mobile, and Internet technology. Although only 24% of Boomers own smart phones, recent research shows Baby Boomers account for the fastest growing segment of smartphone owners.²³ Nearly 35% of tablet owners in the United States are over the age of 45,²⁴ and Baby Boomers dominate the market in terms of money spent on tech (they represent 25% of the population but consume 40% in total dollars spent on technology).²⁵

There's no question - Baby Boomers are "catching up to younger generations in their use of technology".²⁶

This probably makes sense, given that it is the Boomer generation that gave rise to technology moguls like Bill Gates, Steve Wozniak and the late Steve Jobs. Much of the technology we use today was invented by Baby Boomers. Writes *Forbes* columnist Jon Stein, in his op-ed 'It's Stupid and Insulting to Pitch Baby Boomers as Tech Novices', "Many of us [Boomers] used CP/M, DOS or even Unix long before Macs and PCs had graphical user interfaces. We were the ones who had to know how to use

escape codes to get our printers to work and sometimes wound up building our own PCs."²⁷

It follows that Boomers are not afraid of the World Wide Web.²⁸ One third of all Internet users in the U.S. are over 50, with a third of those describing themselves as "heavy Internet Users".²⁹ Boomers spend an average of 19 hours on the Internet each week, which is more than time than they spend on TV, radio and magazines/newspapers.³⁰

They shop online. A lot. A full 66% of people over 50 in the United States routinely make purchases from online retailers.³¹

They watch videos online. More than half (55%) of older Boomers (ages 56-64) now watch online video, compared with 30% in 2008.³²

They socialize online. Over 27 million social networking users in the U.S. are over the age of 55, with almost 19 million of them active on Facebook.³³ Most are on Facebook every day.³⁴ This is a marked increase from the past; in 2008, only 20% of people age 46-55 used social networks. Nowadays, 71% of Boomers do. The Boomer user rate is growing more rapidly than the user rate for younger generations.³⁵

Giving Back

In the offline world, Boomers spend much of their time on social causes. Boomers constitute the most significant percentage of the nation's registered volunteer corps³⁶, with two-thirds of Boomers over age 50 saying that they view retirement as "a time to contribute to society." Today, 90% of Habitat for Humanity's active volunteers are in their late 50s or early 60s.³⁷

Boomers who are still working (and there are many of them – see this report's section, 'Boomernomics') tend to choose "second or third act" careers with social purpose.³⁸

Boomers give a lot of charity. Interestingly, Boomer women give more than Boomer men.³⁹ But giving is universal. Across the board, 1 out of 3 Boomers (both men and women) say they would rather give their money to charity than leave it to their kids.⁴⁰

Mother Earth

That's not to say that Boomers don't care for their children's future. Boomers' concern for the next generation manifests in a passionate environmental



Photo: Boomers are environmental. Some 54% are concerned about car pollution, compared to 45.5 18-54-year-olds (Copyright iStock Photo)

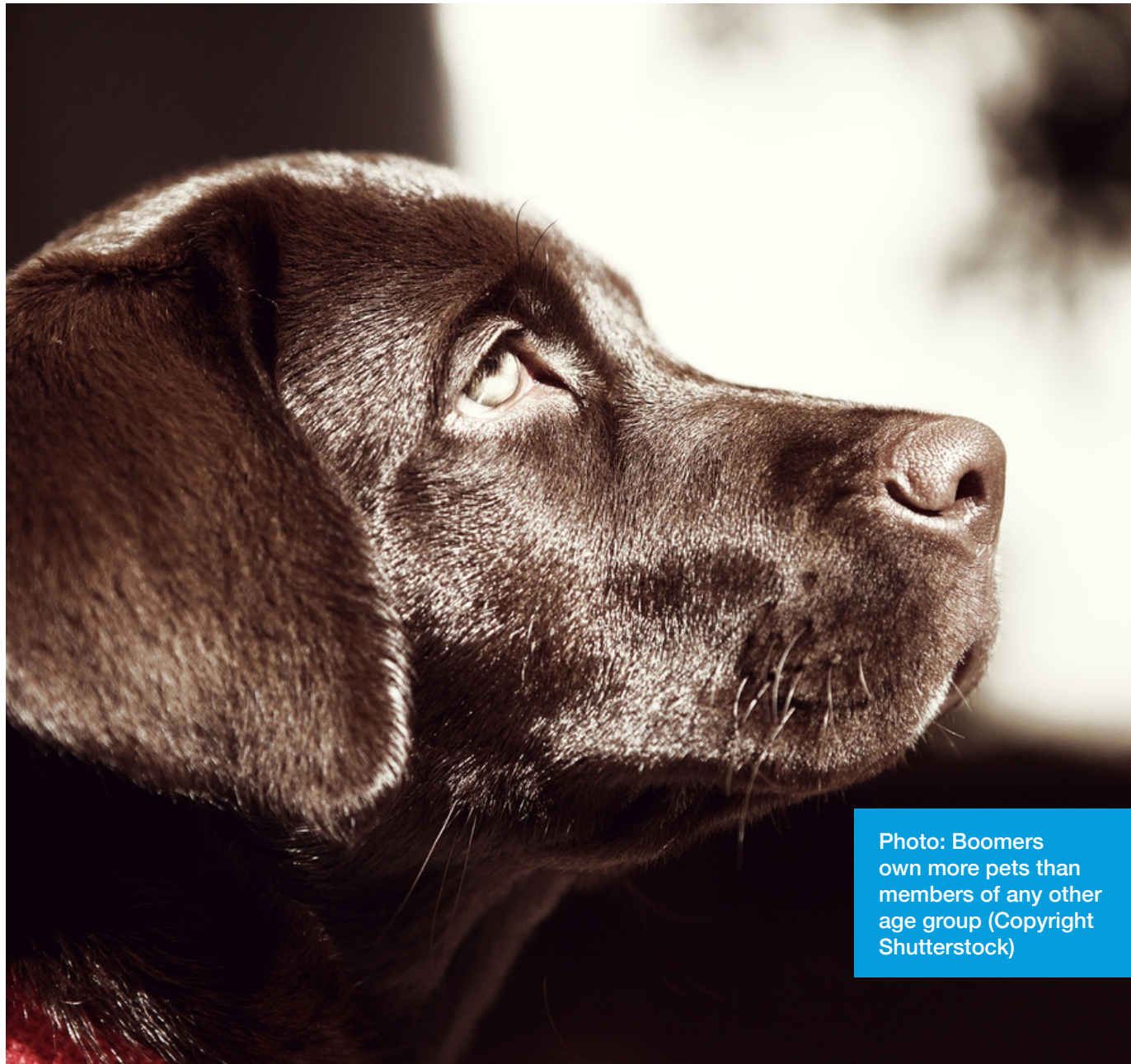


Photo: Boomers own more pets than members of any other age group (Copyright Shutterstock)

movement. Some 27 million Boomers (34.5%) have jumped on the “earth care” bandwagon.⁴¹

Some 54% of mature market adults say they’re concerned about pollution caused by cars, versus 45.5% of adults age 18-54. Boomers buy organic and natural foods and cosmetics, support Fair Trade practices, and eco-travel or tourism. They use energy saving devices and recycle everything from table scraps to computer parts and building materials.⁴²

In fact, Baby Boomers are more inclined to recycle than Millennials. In a survey of more than 6,000 U.S. consumers, DDB Worldwide found that Baby Boomers are more likely than Millennials “to make a strong effort to recycle” (66% vs. 53%); “always separate the recyclables from the rest of the trash” (64% vs. 53%); and use reusable grocery bags (54% vs. 46%).⁴³

Woof, Meow, Tweet

In addition to loving the planet, Boomers love their pets. Boomers own more pets than members of any other age group. For Boomers, pet care is a top priority.⁴⁴

In 2010, Boomer households spent more money on pet food than any other age group.⁴⁵

The Silver Screen

What else do Boomers love? Movies! Baby Boomers are returning to the Multiplex, and Hollywood is taking note, bankrolling the production of many more movies that cater to an older demographic and feature older actors.⁴⁶ From 1995 to 2010, the number of people over 50 who went to the movies grew by 67%!⁴⁷

This shouldn’t come as too much of a surprise. Baby Boomers were weaned on movies. Writes *New York Times* reporters Brooks Barnes and Michael Cieply, “For many Baby Boomers, the relationship [with movies] blossomed in 1969, as the movies belatedly caught up with the counterculture in a wave of films that included ‘Easy Rider,’ ‘Medium Cool’ and ‘Midnight Cowboy.’ College film societies and an art-house circuit made generational heroes of foreign directors like Ingmar Bergman, whose ‘Cries and Whispers’ had its New York debut in 1972. The ‘Godfather’ series, from Francis Ford Coppola, forged the lexicon for a generation.”⁴⁸

Conclusion:

At the outset of this report, we summarized the myriad and significant ways in which Baby Boomers have been different from any generation before them, and given their largesse, have in turn changed the world at every stage of life through which they have passed.

The question of how they will continue to be different, as seniors, and continue to change the world around them in the future, as they age, is an open question. We hope that the summary of trends contained in this report gives some insight into the current realities of this generation and the impacts it is having on society at large.

In response to the question we asked at the outset, “Who are Baby Boomers today?” we learned who they are, demographically; we learned how they approach economic issues and how their economic issues are affecting the economy at large; we got some insight into how they have evolved,

psychologically (and in some ways have devolved); and we have learned how their culture and values have progressed, as the world has changed and they have grown older.

The picture that emerges is rife with contrasts: Boomers are progressive to the core - continually learning, adapting to new realities, social norms, technological advances, and new information. They are a generation that strives to participate in the world and all of its progress, even as they age. They continue to be ideological, socially minded, and hopeful about the future.

At the same time, they are plagued by common personal weaknesses: financial and health-related irresponsibility, a weakness for vices, and delusion about their age and financial status.

We hope we have come some way toward answering the question, “Who are Baby Boomers in 2015?”

About the Authors

Sabi was founded in 2009 in response to the discovery of a white space in the market - namely, a dearth of companies catering to the Baby Boomer population, as it ages.

All products on the market required for “aging” - such as walking canes, pill carriers and bathroom fixtures - were designed exclusively to be functional, with virtually no consideration for streamlined usage or aesthetics.

We decided it was time to change that and offer Boomers stylish and expertly designed alternatives - products they would love to use. So, that’s what we did.

In order to determine the most needed products among this large and growing aging population, we did our research. We read everything we could get our hands on - statistical reports, academic papers, newspaper articles - you name it. The more we read, the more we realized that while there was a lot of very deep and targeted research out there about

the cohort, there was nothing that presented a full and well-rounded picture of the generation.

That was our objective in piecing together and writing the first annual BOOMer Report: to share our learnings and paint a picture, not of one single aspect of the generation, but instead a snapshot in time of the generation as a whole.

Our ultimate objective is to inspire the emergence of other initiatives like ours - both public and private - that will consider the needs of the population as it ages and design products and services, accordingly.

Having undertaken this process, and developed three product lines geared to Boomers as they age, a singular universal truth has emerged for our small start-up: when you create products to be better designed and more beautiful than alternatives on the market, no matter which market you’re targeting, you’ll end up creating products that everyone loves to use.

Sabi Products

Space



Rail
Aluminum towel rail, length 60cm



Pegs
Set of 3 pegs



Hoop
Silicon towel ring



Holster
Daily pill box



Holster Grande
XL daily pill box



Shake
Pill dispenser



Split
Pill splitter



Shelf
Shelf, length 45cm/60cm



Caddy
Tray with cup and 2 hooks



Roll
Toilet roll holder



Mirror
Wall mirror, diameter 45cm



Carafe
Pill box + water cup



Carafe Grande
Pill box + water bottle



Crush
Pill box + pill crusher



Daybox
XXL weekly pill box



Magnify
Detachable 2X magnifying mirror



Hold
Circular aluminum grab bar



Hanger
Peg and hanger set



Hooks
4/5 hooks on an aluminum rail, length 45cm/60cm

Roam



Classic
Get up + go cane



Sport
Get up + play cane



Luxe
Get up + style cane

Thrive



Folio
Weekly pill box



Folio Grande
XL weekly pill box



Tripod
XXL daily pill box



Rest
Hook + up cane holder



Tip
Replace + go cane tip



Light
Click + see cane light

Endnotes

Introduction

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3. According to a recent Boston Consulting Group (BCG) report on Global Aging
4. Press accounts give various numbers, with 79 million a popular choice. There were actually 76 million births in the United States from 1946 to 1964, inclusive, the 19 years usually called the “Baby Boom.” (By contrast, there were only 66 million births during the 19 years following the baby boom, which included the baby bust of the 1970s.) Of the 76 million born, about 4 million died by April 1, 2000 (when Census 2000 was taken), leaving some 72 million survivors. Census 2000 counted 79.6 million U.S. residents born in the years 1946 to 1964, inclusive. That number is higher than the 76 million births because net immigration (the number of people coming into the United States from other countries, minus those moving the other way) more than outweighed the number of deaths. The flow of immigrants greatly increased after passage of the Immigration Act of 1965, just as the baby boom was ending. So one can use either of these figures to approximate the number of Baby Boomers — 72 million or 79 million. Population Reference Bureau (PRB) “Just How Many Boomers Are There?”, 2002
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