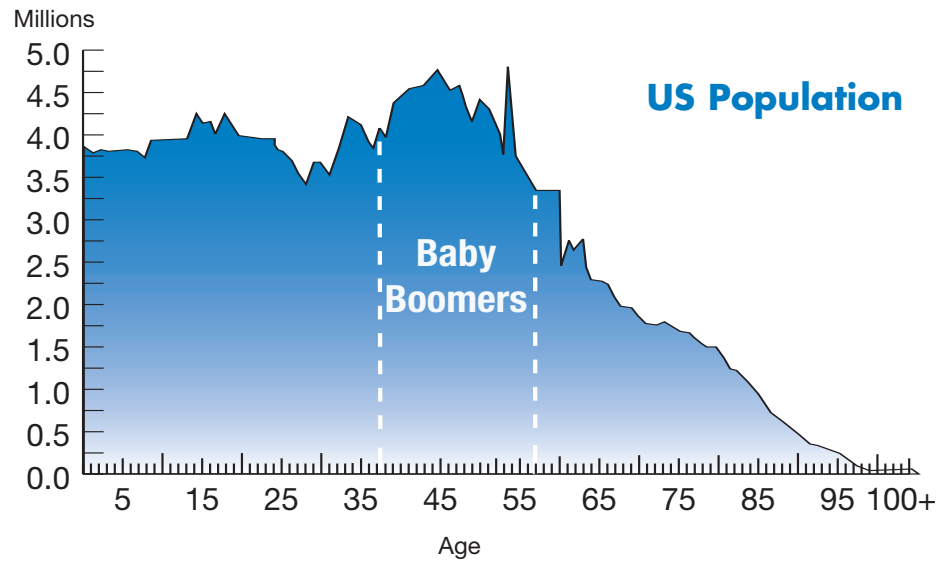


AMERICAN BABY BOOMERS



Source: MetLife Mature Market Institute Analysis
Population Projections Program
US Census Bureau, 2000

THE BABY BOOMERS

Adults aged 41 years to 59 years born 1946-1964

- 41-45 born 1960-1964—22,855,827
- 46-50 born 1955-1959—21,833,393
- 51-55 born 1950-1954—18,933,261
- 56-59 born 1946-1949—13,284,683

Total number—76,957,164

- Represent 26.75% of the population
- 49% male
- 51% female
- Over 32 million baby boomers are over age 50
- By the year 2030, the baby boomers will be ages 66—84 and make up about 20% of the total population

(Based on 2005 projections)

PROFILE

Younger Boomers Born 1956-1964

- Estimated Spending Power \$1.1 Trillion
- Total number of households 23.9 million
- Average number of people in household 3.3
- Average number of children under 18 in household 1.3
- Average number of earners in household 1.7
- Annual average household income \$56,500
- Annual average spending per household \$45,149

Children are still the priority of younger boomer's spending; the group spends 11% more than average on pets, toys, and playground equipment. 69% of households own their own homes instead of renting, so a larger share of budgets (38% more than average) is devoted to mortgage payments. Younger boomers don't seem so concerned with the future, as they spend 10% less than average on life and other personal insurances.

Average Household Income

Income	Ages 35-44	Ages 45-54	Ages 55-64
Before Taxes	\$61,091	\$68,028	\$58,672
After Taxes	\$58,275	\$64,080	\$55,844

Older Boomers Born 1946-1955

- Estimated Spending Power \$1 Trillion
- Total number of households 21.9 million
- Average number of people in household 2.7
- Average number of children under 18 in household 0.6
- Average number of earners in household 1.8
- Annual average household income \$58,889
- Annual average spending per household \$46,160

Older boomers spend 11% less than average on children's items, preferring to upgrade their homes with items like china and silverware (50% more than average). They also spend 13% more than average on adult women's apparel

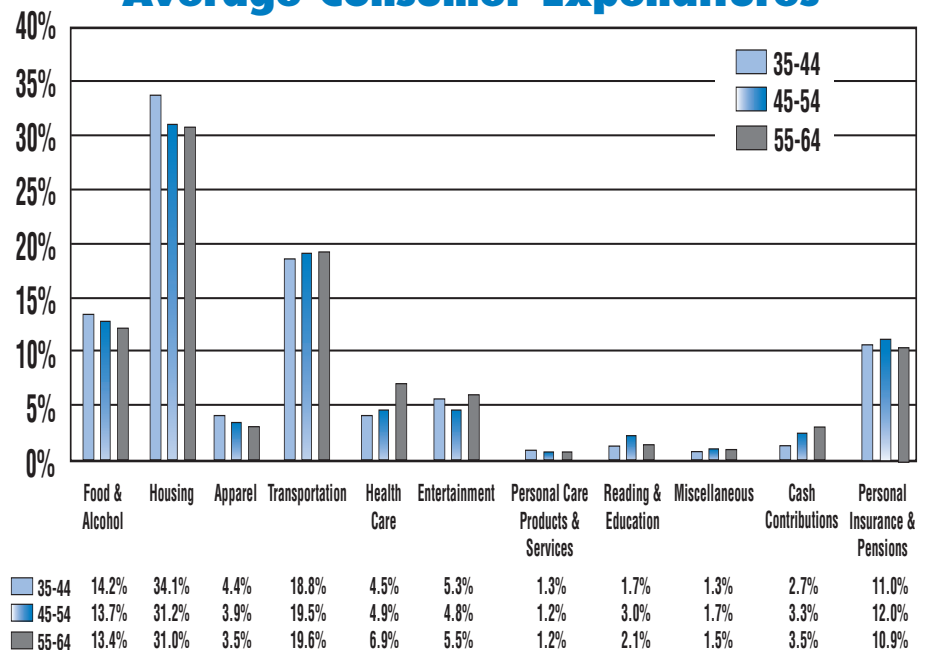
and 11% more than average on adult male apparel. Older boomers want a place to show off their new clothing, and spend 23% more than average on hotels and vacation homes. Older boomers seemed more concerned than younger boomers about the future; they spend 20% more than average on life insurance and other personal insurances.

Poverty

The poverty rate for boomers was 7.3% in 2000 (lower than any other segment of the population). The poverty level has decreased significantly from 1993 when 9.6% of boomers lived below poverty. Younger boomers have a higher percentage in poverty than the older boomers (8.2% and 6.4% respectively). Individuals aged 65 and over had a poverty rate of 10.2%.

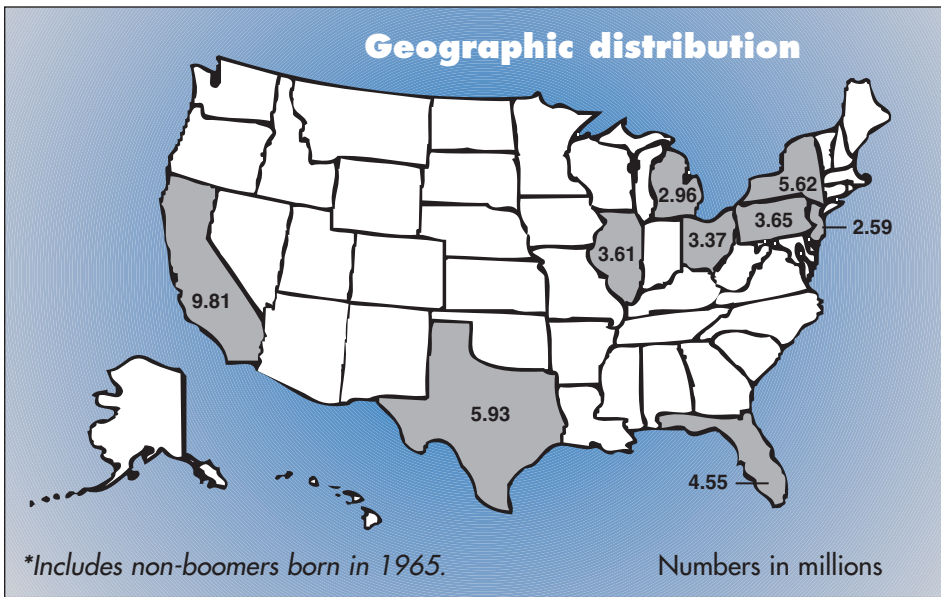
**Does not include boomers born in 1946 and includes non-boomers born in 1965 & 1966.*

Average Consumer Expenditures



**Includes non-boomers.*

PROFILE



Geographic Distribution

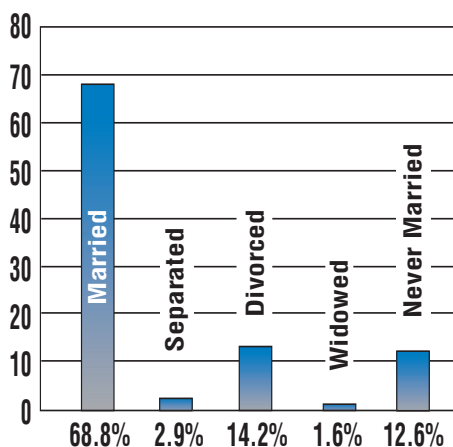
- Over 50% of baby boomers live in the following nine states (in 2000): California, Texas, New York, Florida, Pennsylvania, Illinois, Ohio, Michigan and New Jersey.
- Baby boomers represent almost 27% of the U.S. population and more than 30% in the following seventeen states (in 2002): Alaska (33.3%), New Hampshire (32.8%), Vermont (32.2%), Maine (31.8%), Maryland (31.6%), Colorado (31.4%), Connecticut (31.2%), Virginia (31.1%), Wyoming (31.0%), Washington (30.9%), New Jersey (30.8%), Montana (30.7%), Massachusetts (30.5%), Minnesota (30.3%), Oregon (30.2%), West Virginia (30.0%), and Wisconsin (30.0%).

*Includes non-boomers born in 1965.

Marital Status

- Baby boomers have a higher divorce rate than prior generations. According to the U.S. Census Bureau, 14.2% of boomers are divorced, compared to 13.9% of people age 55-64, and 6.7% of people age 65 and older.
- The percentage of boomers who never married (12.6%) is significantly higher than prior generations: 5.2% of those 55-64; 3.9% of those 65+.

*Includes non-boomers born in 1965.

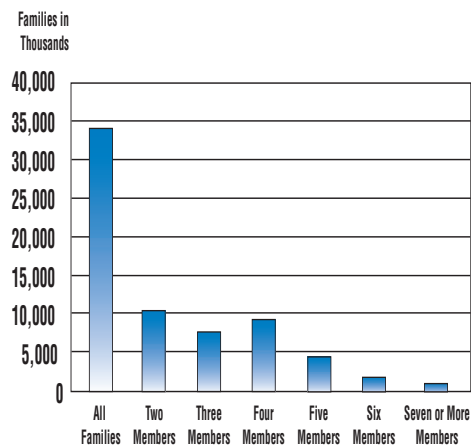


Children/Families

- Of all the baby boomer family households, 29% have two members, 24% have three members, 27% have four members, 13% have five members and 6% have six or more members.
- Baby boomer households account for approximately 48% of U.S. families. Of all households containing two members, baby boomers head about one-third (32.1%) of these and over one-half (52%) of families containing three members.
- Over 64% of family households with four or more members are headed by baby boomers.
- There are approximately 72 million family households in the U.S. 34 million of which are baby boomer households.

*Includes non-boomers born in 1965.

Baby Boomer Households



PROFILE

Racial and Ethnic Composition

- 16.9% of baby boomers are minorities. 12% are Black, 4% are Asian or Pacific Islander, and less than one percent (.8%) are American Indian, and Alaska Native. People of Hispanic origin (who may be of any race) comprise 9.8% of the baby boomers.

*Includes non-boomers born in 1965.

Male to Female Ratio

- Male baby boomers account for 28.02% of the male population in the U.S. and female baby boomers account for 27.64%.

Voting Patterns

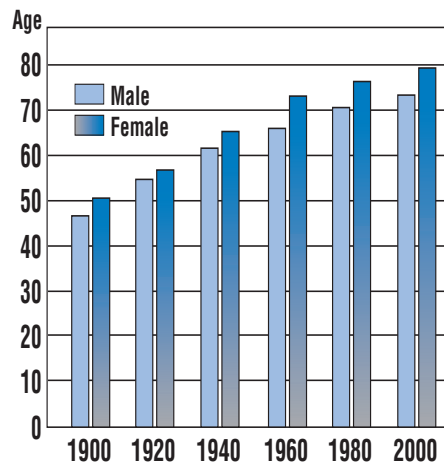
- In the 2000 Presidential Election, approximately 59% of baby boomers voted. Older boomers were more likely to vote than younger boomers 69% to 56%.
- The 55-64 and 65-74 age groups had the highest turnouts at 70.01% and 72.2% respectively.

Education

- Baby boomers have a higher level of education than any generation before them.
- 88.8% of boomers completed high school
- 28.5% have a Bachelor's Degree or more

Life Expectancy at Birth

- In 1900, life expectancy at birth was 47.9 for males and 50.7 for females. In 2003, life expectancy at birth was projected to be 74.8 for males and 80.1 for females.



Housing

Housing	Ages 35-44	Ages 45-54	Ages 55-74
Homeowner	69%	76%	82%
With mortgage	57%	56%	44%
Without mortgage	12%	20%	38%
Renter	31%	24%	18%

Sources

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