



THE SENIOR WAVE

**HOW AGING BOOMERS WILL FEED
(OR STARVE) A WIDE RANGE OF
INDUSTRIES**

Live September 14 at 12:130PM ET



DISCLAIMER

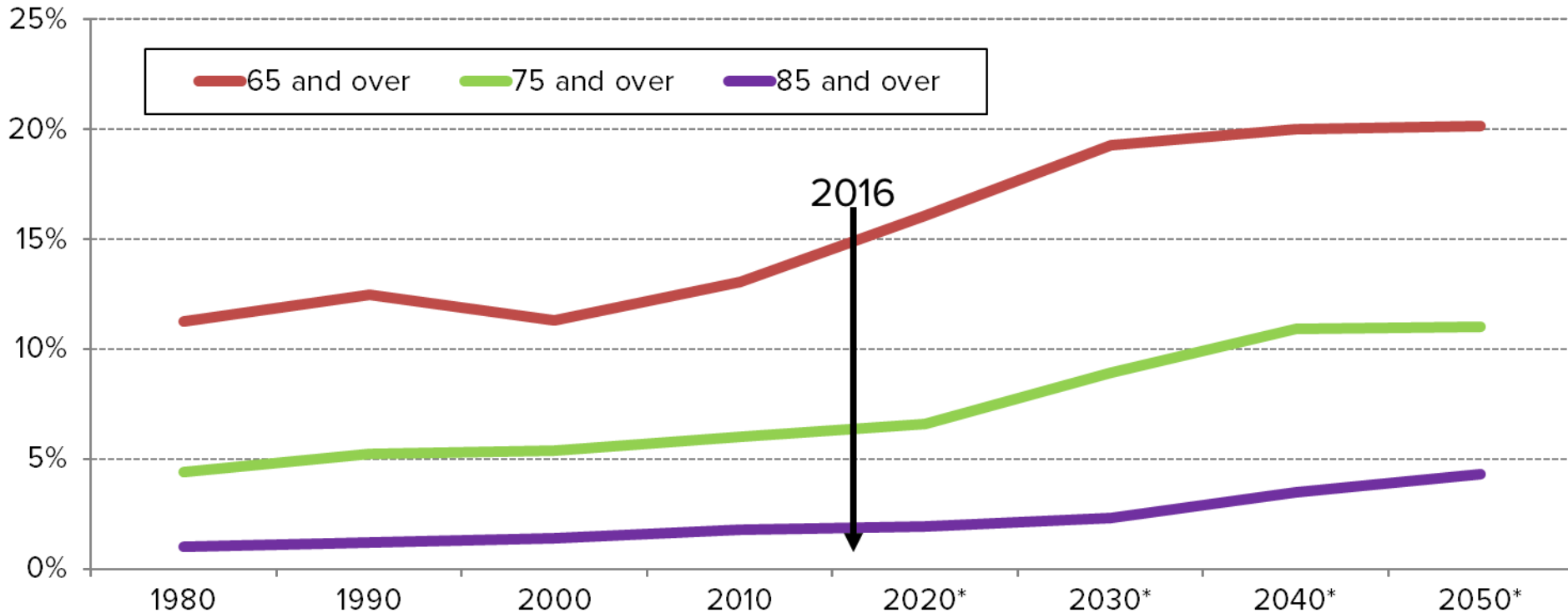
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HERE COMES THE SILVER TSUNAMI

Share of U.S. Population by Age Bracket (1980 to 2050*)

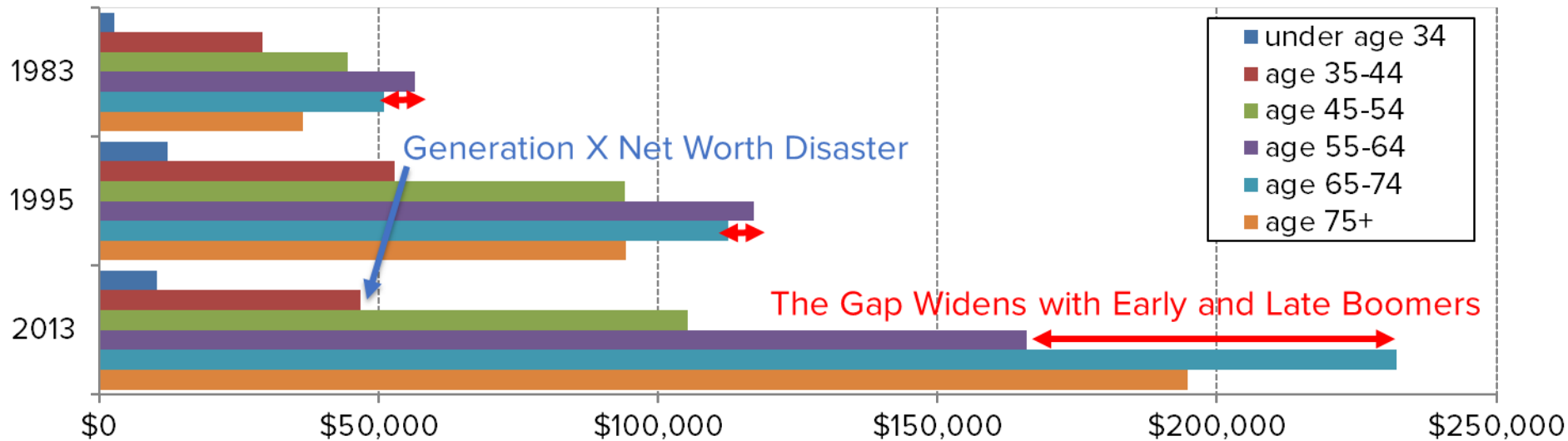


* Population projections.

Source: U.S. Census Bureau, Statistical Abstract (2012)

EARLY V. LATE WAVE BOOMERS: NET WORTH

Real Median Family Net Worth, by Age: 1983 to 2013*



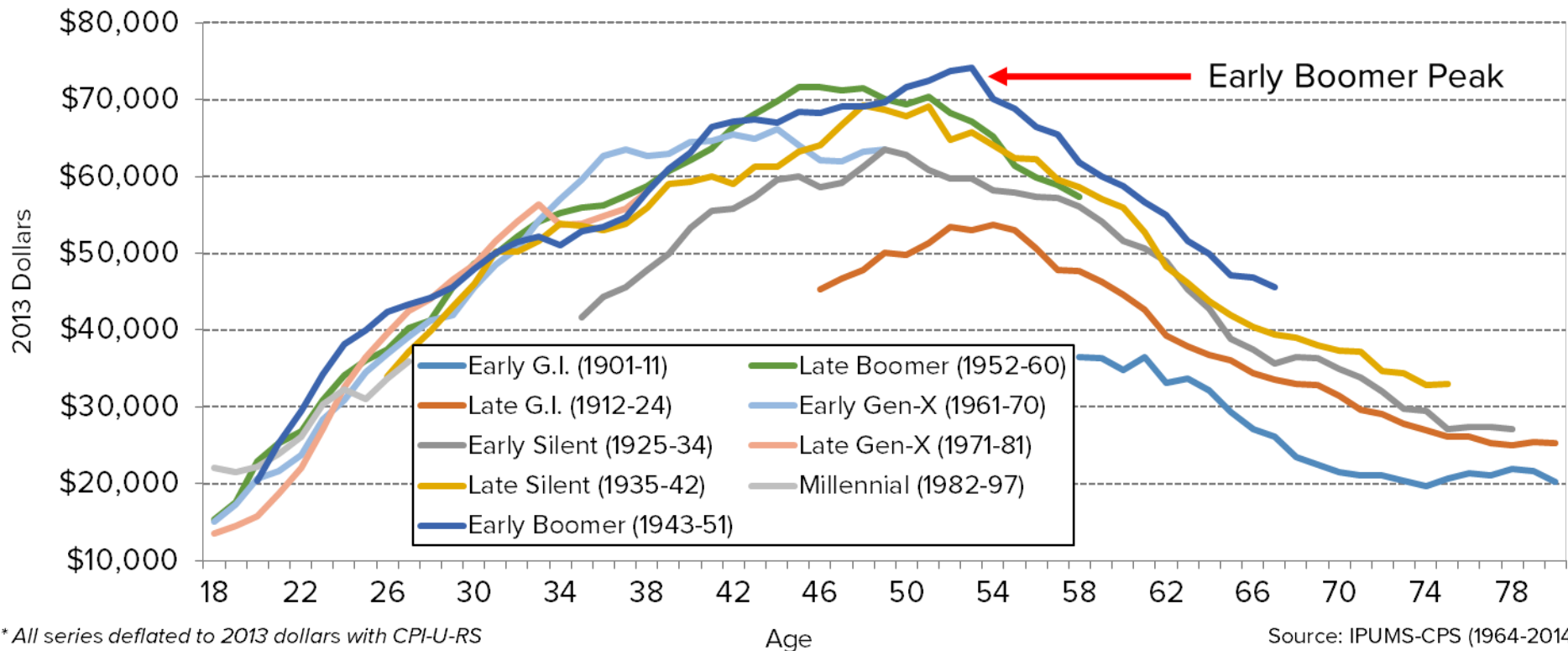
*All series deflated to 2013 dollars with CPI-US-RS

Source: Survey of Consumer Finance, Fed (2014 and earlier)

UNPRECEDENTED SHIFT: REAL MEDIAN FAMILY NET WORTH OF 65- TO 74-YEAR-OLDS SURPASSES THAT OF 55- TO 64-YEAR-OLDS! (THANKS BOOMERS!)

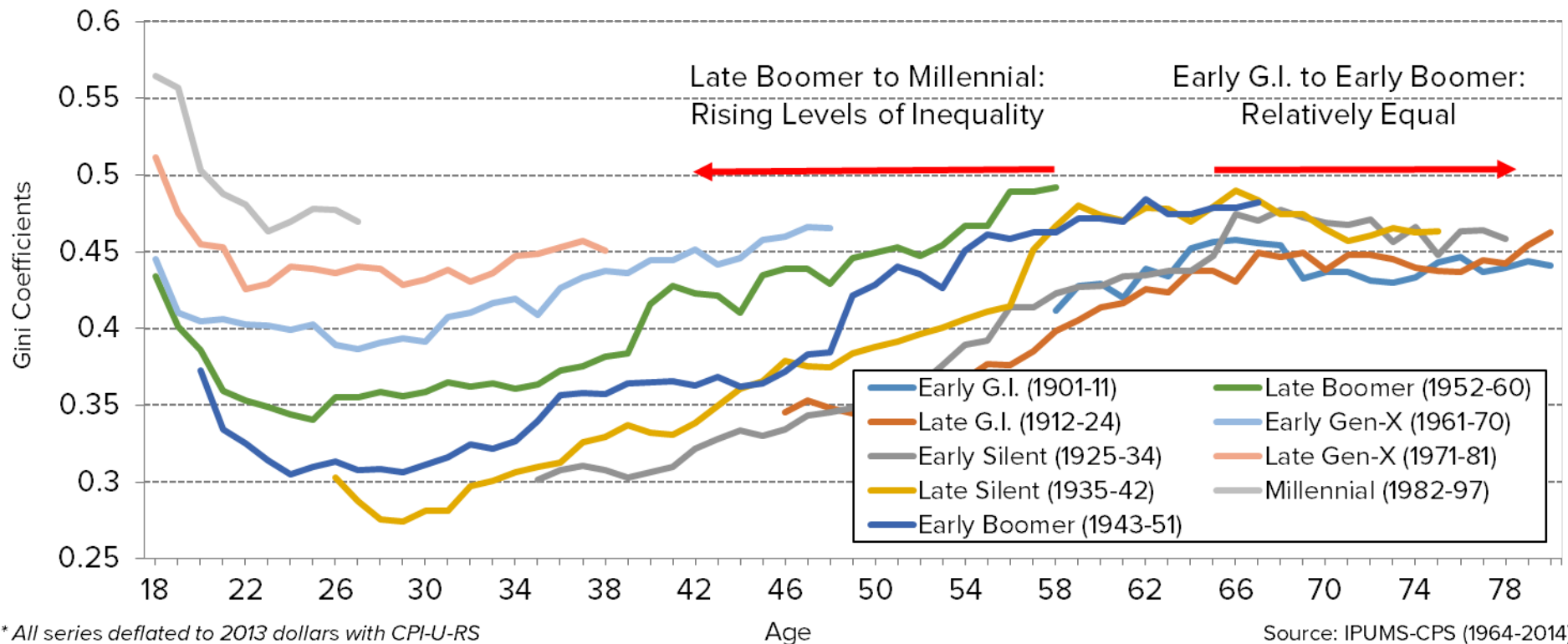
EARLY V. LATE WAVE BOOMERS: INCOME

Life Cycle Income for Half Cohorts, in Constant 2013 Dollars*



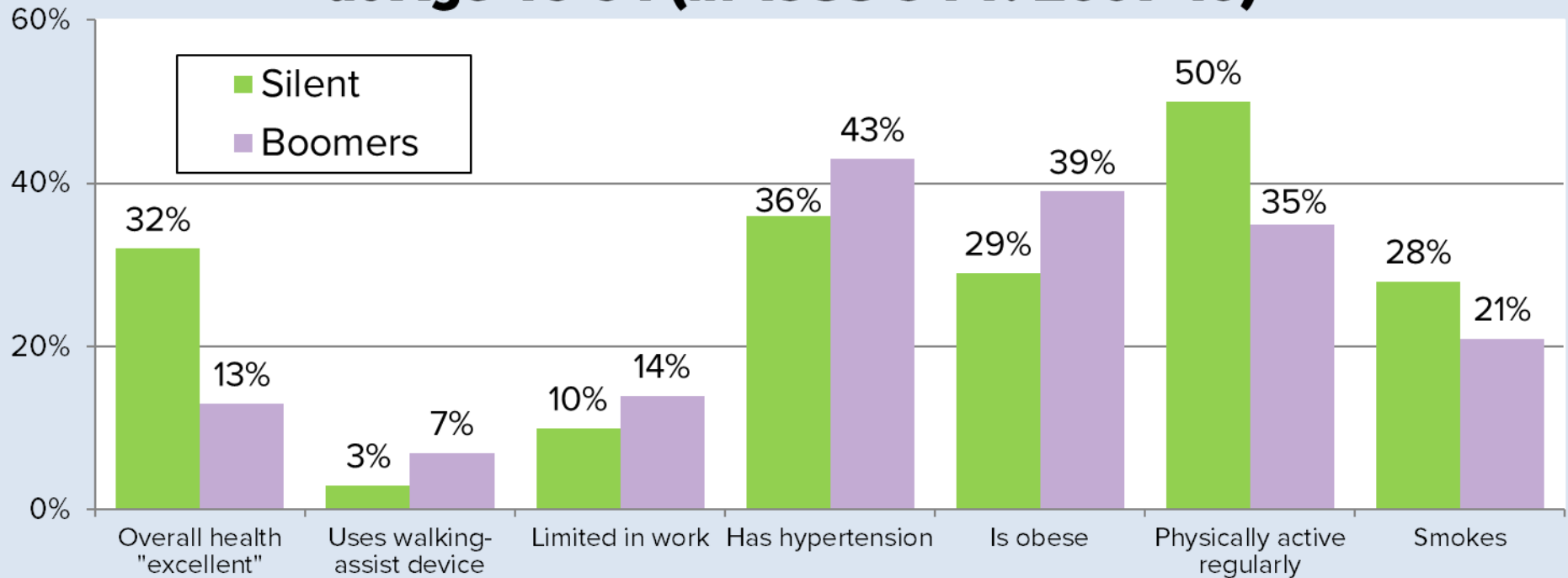
EARLY V. LATE WAVE BOOMERS: INEQUALITY

Gini Coefficients for Birth Cohort Groups, by Average Age*



BOOMERS NOT AS HEALTHY IN MIDLIFE

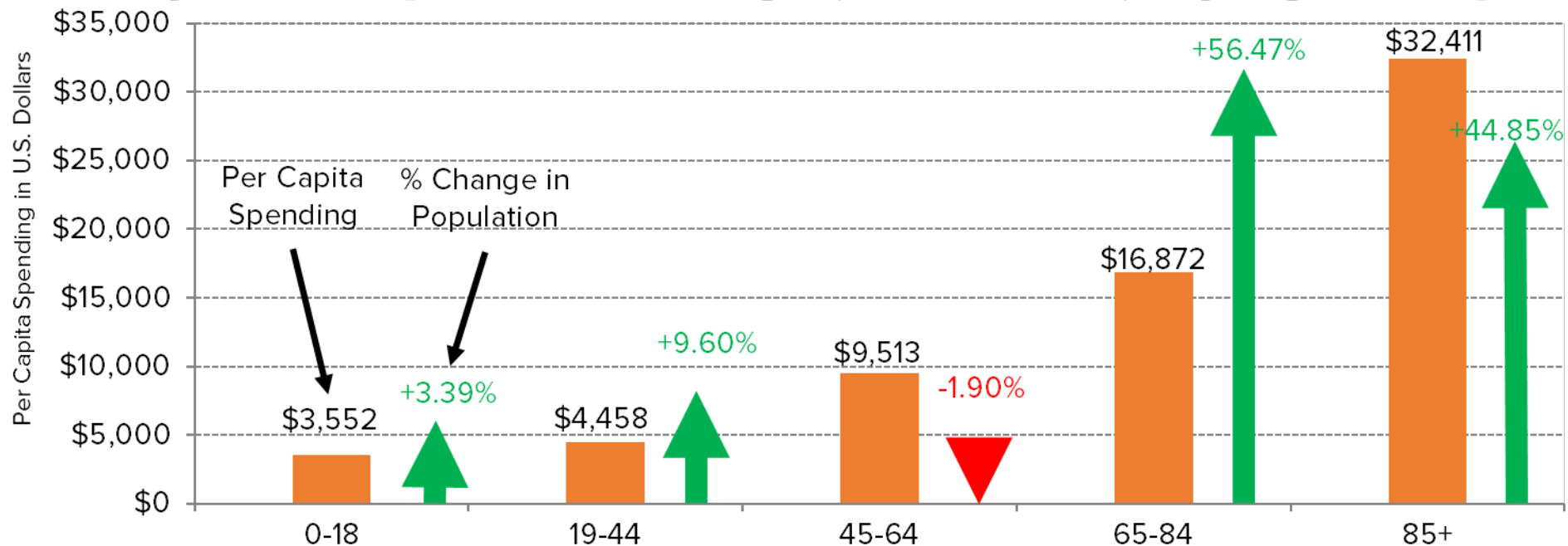
Comparing the Health of Boomers and Silent at Age 46-64 (in 1988-94 v. 2007-10)



Source: "Status of Baby Boomers' Health," by King, et al. (*JAMA*, 2013)

THE COST-AGE HEALTHCARE MULTIPLIER

Per-Capita Personal Health Care Spending in 2012 vs. Projected Population Change (2015-2030), by Age Group



Source: CMS (2016), Census (2016)

THE RISE OF SILVERTECH: ON-LINE CONCIERGE

Sharing Economy for Seniors: Envoy



Source: helloenvoy.com (2016)

A CONCIERGE SERVICE FOR SENIORS

For \$19/month, seniors have access to “envoys” who can run errands, do light housekeeping, and a number of other everyday tasks.

THE RISE OF SILVERTECH: ONLINE MONITOR

High-Tech Options for Seniors: Alarm.com Wellness



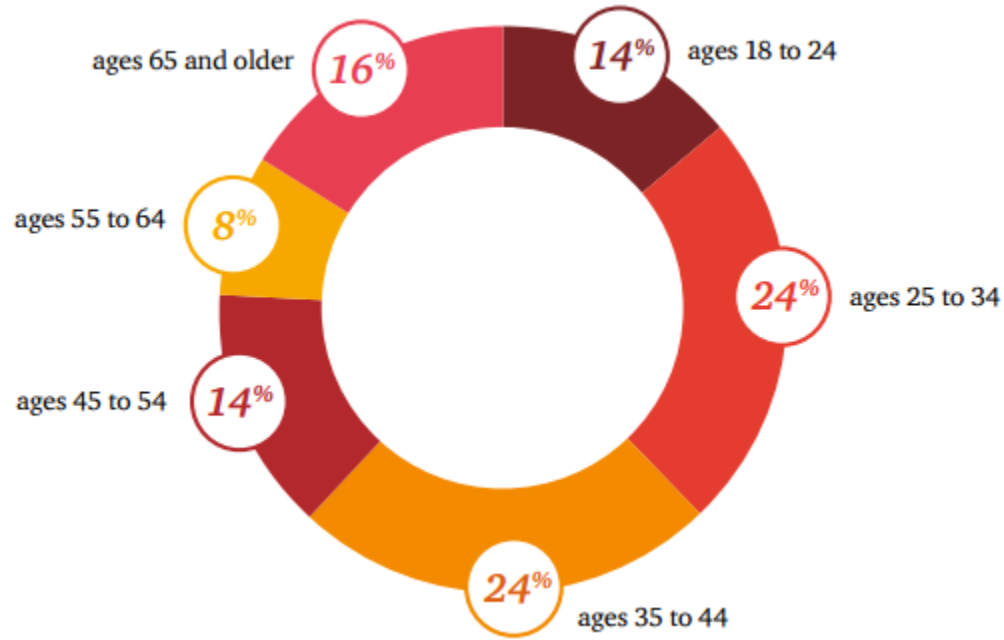
Features:

- Monitors daily activities via motion sensors & connected app.
- Alerts family & emergency services of unusual behavior.
- Automates temperature, light, and security settings.

Source: Alarm.com (2016)

SENIORS GO TO WORK IN THE SHARING ECONOMY

% Share of Sharing-Economy Workers by Age



Source: PricewaterhouseCoopers (2015)