



**The
Grandest
Audience
Of All.**



“Grandparents are an **untapped market**. Manufacturers and retailers are missing a huge opportunity, a vast market growing bigger as the population ages.”

—Robert Grede, author
“Naked Marketing”



“There are many **overlooked and underserved** niches within the family travel market, the biggest being grandparent/grandchild travel.”

—American Demographics

No market segment is larger.
Or wealthier.
Or growing faster.

No group reads more.
Or watches more TV.
Or listens to more radio.
Or is coming online quicker.

Yet, despite such compelling demographics, no audience is more overlooked — and less understood — than grandparents.

The baby boom is now the grandparent boom.

Much has been written about the bulge of babies born at the end of World War II. From now until 2025, this population wave will be washing 3 million Americans into grandparenthood every year.

That’s enough grand-boomers to create 20 cities the size of Chicago

During the coming two decades, the number of people over 60 will surge by 70%, while the general population will only grow by 18%.

By 2025, one of every three Americans will be 50 to 80 years old, and 72% of those 110 million consumers will be grandparents, with an average of four grandchildren each.

And grandparents not only have strength in numbers. They have purchasing power.

Deep pockets driven by even deeper desires.

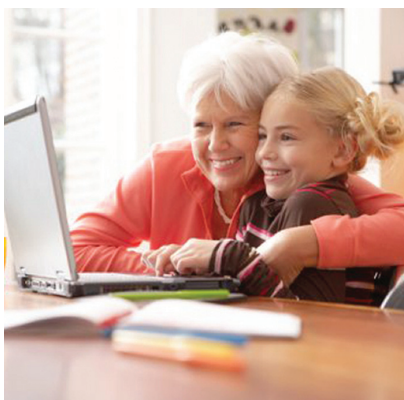
Conservative estimates place their current wealth at \$25 trillion, or 80% of the nation’s personal holdings.

America’s grandparents spend \$50.3 billion annually on products and services for their grandkids, averaging \$500 each. One-third of grandparents spend between \$500 - \$2,500.

52% fund their grandchildren’s education.
45% assist with living expenses.

Grandparents purchase one-of-every four toys.
Four-of-every-ten children’s books.

Half of all grandparents take their grandkids to sporting events.



“Grandparents catch a **spending bug** when they have grandkids.”

—Dr. Arthur Kornhaber,
The Foundation for
Grandparenting



“The nation’s 75 million baby boomers, born between 1946 and 1964, ought to be the **most sought-after** demographic cohort for American marketers.”

—US News & World Report

Almost half buy videos and DVD’s.

And in the last year, one-of-every-three bought jewelry, or software, or electronics.

Yet the key to understanding how much grandparents spend is to appreciate why they spend.

Why grandparents love to be grand givers.

The adage goes: “When one child is born, four grandparents are born.”

Yet more than just a new bond has been created. Freed from the stress and responsibility of raising them, a grandparent’s affection is unconditional.

In fact, 80% of all grandparents report this effusive, boundless, love for their grand offspring is, in itself, the greatest joy of being a grandparent.

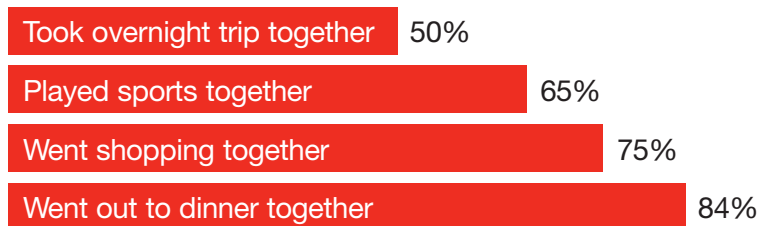
Research by Hanks, Mungenast, & Hall demonstrates that once they experience the joy of unconditional love within the grandparent-grandchild relationship, adults become more altruistic, philanthropic, and service-oriented in their communities. Such is the transformative power of grandparenthood.

Grandparent/Grandchild Activities Every Month



Percentage of Grandparents

Grandparent/Grandchild Activities Every 6 Months



Percentage of Grandparents

And of all the things grandparents love to do, they consider their “most important role” to be “spoiling their grandchildren.”

So much so, that 96% of grand-boomers admit they purchase items for their grandchildren just because they “enjoy buying for them.”

So why do grandparents account for less than 10% of all targeted advertising?

A grand opportunity deserves a grand solution.

Every year, grandparents spend over \$50 billion on their grandchildren without any major marketing campaigns directed towards them—not in print, TV, radio, Internet. Nothing.

In fact, with most media skewed to the antiquated “18-49 year old” demographic, marketers stop looking for a target audience just as the audience is becoming grandparents. (Average age of first-time grandparent: 48.)

Starting today, that thinking is now old hat.

Grandparent Marketing Group is the world’s first communications company to specialize in the grandparent market.

By marrying the sharpest research with a full-service agency focused exclusively on grandparents, we deliver strategic, creative, and media solutions as grand as the audience we serve.

We help our clients understand grandparents, identify untapped opportunities, test creative approaches, and evaluate media effectiveness. Then we launch marketing programs to boost sales, increase share, and grow a grander brand.

Just don’t grow any older before you discover us.



**grandparent
marketing group**

Discover The Grandest Audience Of All™

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Opening 2007

www.GrandparentMarketing.com



“Many marketers choose to ignore or downplay this potentially **lucrative niche**. Grandparents buy gifts for their grandchildren without being specifically targeted by interested marketers.”

—Dr. Leslie M. Harris,
Mature Marketing

Data:

U.S. Census Bureau, AARP, RoperASW; Allianz, American Legacies Study, U.S. Department of Health and Human Services Administration on Aging
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