



Baby Boomers Have Purchasing Power

- Between 2005 and 2010, total spending for 50+ households increased by over \$900 billion.
- As of 2010, Adults 45 years and older outspent younger adults by \$1 trillion annually.
- 96 percent of Baby Boomers participate in word-of-mouth or viral marketing by passing product or service information on to friends.
- Boomers spend close to \$90 billion a year on cars.
- **99.9 The Hawk Has Tremendous Reach**
 - 99.9 The Hawk reaches 71,400 Adults 45-64 in the metro each week. That's nearly one-third (30%) of all Baby Boomer Adults 45-64 reached each week.
- **99.9 The Hawk Covers All Segments of the Market**
 - Ranks #1 with Adults 45-64.