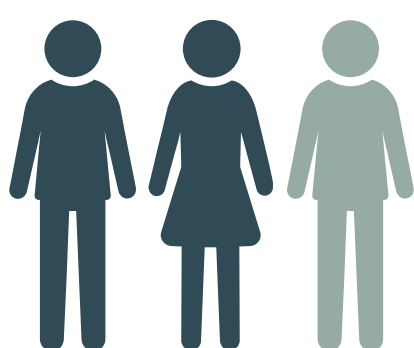


INFOGRAPHIC

Mythbusting the Over 50's Market

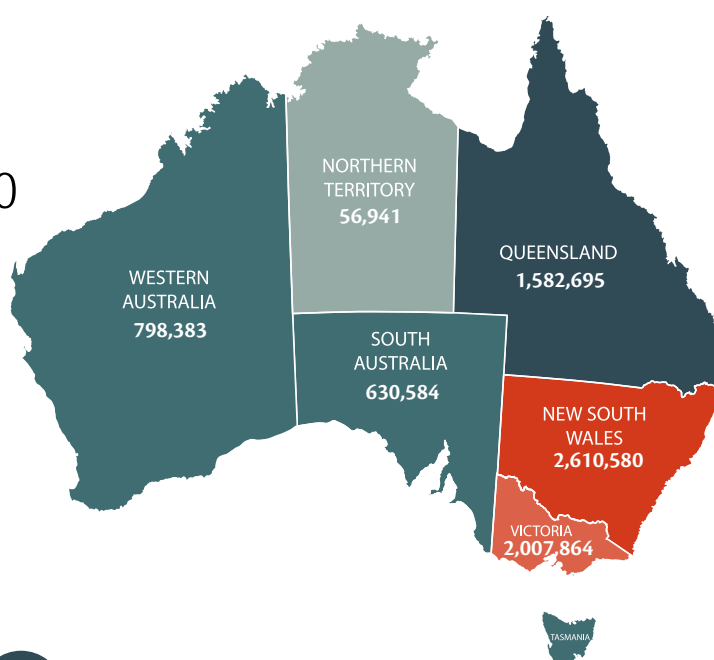
1 IN **3**
AUSSIES ARE
OVER 50



And of the over 50s,
82% are Baby Boomers,
who are aged between 54-72 in 2018.

Baby Boomers own 53% of
Australia's private wealth.
That's more than \$4.7 trillion.

Despite the myths, Aussies aged over 50
are not all in Queensland! Aussies 50+
actually mostly live in **NSW and VIC.**



Baby Boomers have
more disposable income as they
have less debt.



...And spending

This wealthy group have
increased spending by
22% in the past 5 years.

In a global study by KPMG, Baby Boomers are just as likely to shop online as millennials.

Aussies 50+ are very likely to be online every day, using social media and smartphones.



94%
SOCIAL MEDIA



87%
ONLINE EVERYDAY



68%
SMARTPHONES

Find out more

Catherine Rickwood provides expertise and consulting services on Australia's burgeoning ageing population. [Contact Catherine](#) for a complimentary 30 minute consultation to discuss how your organisation can harness the value of the changing demographic reality.