



**The
Grandest
Audience
Of All.**



“The sheer numbers approaching grandparenthood suggest **it’s wise for businesses to pay attention.**”

Kiplinger Forecasts



“Despite grandparents **formidable spending power**, the market remains largely underserved.”

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 wash 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 four Americans will be a grandparent. Over 90 million consumers with an average of four grandchildren each.

Better still, grandparents have more than just 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 gifts for their grandkids, averaging \$500 each. One-third of grandparents spend \$2,500.

52% fund their grandchildren’s education.

Grandparents purchase one of every four toys.
Four of every ten children’s books.
One of every five video games.

Half of all grandparents take their grandkids to sporting events. Almost half buy videos and DVD’s.



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

*Dr. Arthur Kornhaber,
The Foundation for Grandparenting*



“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”*

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.

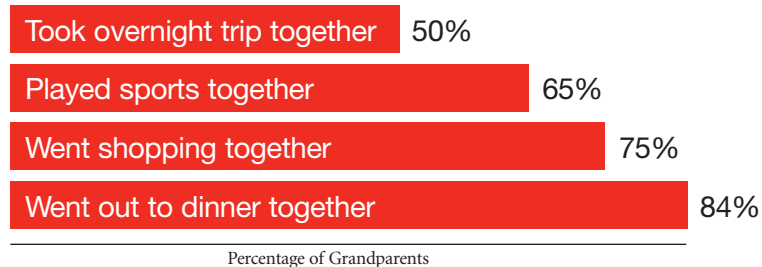
In fact, 80% of all grandparents report this effusive, boundless love for their grand offspring is, in itself, the greatest joy of being a grandparent.

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:



Grandparent/Grandchild Activities Every 6 Months:



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

What’s more, 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 obsolete “18-49 year old” demographic, marketers abandon this audience just as the audience is becoming grandparents. (Average age of first-time grandparent? 48.)

Starting today, that thinking is 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™

Seattle

2030 First Avenue
Suite 201
Seattle, WA 98101
206-547-1223

New York

609 West 114th Street
Suite 77
New York, NY 10025
212-222-5633

www.GrandparentMarketing.com



“Too many **marketers are missing their fair share** of this large and growing market due to some popular misconceptions.”

*Grandparents:
The Forgotten Market Segment*

Data:

*U.S. Census Bureau, AARP, RoperASW; Allianz, American Legacies Study, U.S. Department of Health and Human Services Administration on Aging
©2006 Grandparent Marketing, Inc.*