



Marketing to Seniors

See also: [Consumer Protection](#) and [The Internet and Older Adults](#)

An increasingly attractive business segment known as the “mature market” has developed in response to increased longevity, economic prosperity, and income security underwritten by public benefit programs and entitlements. Understanding the needs and desires of older adults with disposable income has become part of the curriculum in a number of business schools and is quickly becoming a visible component of marketing and public relation firms. Income and education are identified as key attributes of older adults using the Internet, thus it is not surprising to find Internet sites which market exclusively to older adults (see [The Internet and Older Adults](#)). Included here are statistical links defining the sources of income of older adults and how they spend it, trade newsletters on the senior market, and selected marketing organizations and companies.

- [Articles on the Senior Market](#)
- [Improving Communications with Seniors](#)
- [Government Statistics](#)
- [Public Interest Reports](#)
- [Marketing Organizations and Newsletters](#)

Articles on the Senior Market

Marketing Your Programs

(Center for Medicare Education)

<http://www.futureofaging.org/publications/data/V3N5.pdf>

Evaluating the Older Adult Market: New Research Highlights Key Values

(Business Forum on Aging, American Society on Aging)

<http://www.asaging.org/networks/bfa/networker-089.html>

Financial Advisers for the Older Adult Market: Improving Skills, Providing Certification

(Business Forum on Aging, American Society on Aging)

<http://www.asaging.org/networks/bfa/networker-088.html>

Have Boomers Lost Marketing Sex Appeal?

(Microsoft B Central)

<http://www.bcentral.com/articles/krotz/119.asp>

For Mature Audiences Only – 10 Tips on How to Market to the Older Adult

(International Council on Active Aging)

[http://www.icaa.cc/Article Archives/Club Insider Mature Marketing.rtf](http://www.icaa.cc/Article%20Archives/Club%20Insider%20Mature%20Marketing.rtf)

Over Sixty and Overlooked

(Economist)

http://www.economist.com/printedition/displayStory.cfm?Story_ID=1270771

Set Your Site for Seniors – Content Development

(Click-EX Today)

Part I: http://www.clickz.com/design/cont_dev/article.php/1348181

Part II http://www.clickz.com/design/cont_dev/article.php/1370671

Rethinking the Age Wave

(Sales Vantage.com)

http://www.salesvantage.com/news/marketing/rethinking_age.shtml

17 Customer Retention Secrets You Can Use Now

(Evergreen Direct)

<http://www.evergreendirect.com/edreleases/17tips.html>

20 Special Insights into Direct Marketing to the Mature Market

(Publisher Marketing Association Online)

<http://www.pma-online.org/scripts/shownews.cfm?id=243>

Marketing Your Company to Seniors

(Senior Mag)

<http://www.seniormag.com/business/marketingtoseniors.htm>

Surround Sound for Seniors

(Reveries.com)

http://www.reveries.com/reverb/mature_marketing/adler/index.html

Improving Communications with Seniors

Communicating with Clients in Person and Over the Phone

(Center for Medicare Education)

<http://www.medicareed.org/content/CMEPubDocs/V4N8.pdf>

Developing a Successful Mass Media Campaign

(Center for Medicare Education)

<http://www.medicareed.org/Resources.cfm?RT=CMEPub&Detail=63>

Getting Feedback from Frail Elders and People with Disabilities: Factors to Consider When Selecting a Method, an Instrument, a Vendor

(University of Maryland Center on Aging)

<http://www.hhp.umd.edu/AGING/MMIP/TApapers/TApaper13.pdf>

Translating Materials for Non-English Speaking Audiences

(Center for Medicare Education)

<http://www.medicareed.org/content/CMEPubDocs/V1N3.pdf>

National Mature Media Awards

(American Custom Publishing Corporation)

<http://www.seniorawards.com/seniorawards/judging.htm>

Government Statistics

Average annual expenditures and characteristics by Age of reference person, Consumer Expenditure Survey, 1999, 2000 and 2001

(Bureau of Labor Statistics)

<ftp://ftp.bls.gov/pub/special.requests/ce/standard/1999/age.txt>

<ftp://ftp.bls.gov/pub/special.requests/ce/standard/2000/age.txt>

<ftp://ftp.bls.gov/pub/special.requests/ce/standard/2001/age.txt>

Income of the Aged Chartbook

(Social Security Administration)

1998: http://www.ssa.gov/policy/docs/chartbooks/income_aged/1998/

2000: http://www.ssa.gov/policy/docs/chartbooks/income_aged/2000/

2001: http://www.ssa.gov/policy/docs/chartbooks/income_aged/2001/

Income of the Population 55 or Older

(Social Security Administration)

1998: http://www.ssa.gov/policy/docs/statcomps/income_pop55/1998/index.html

2000: http://www.ssa.gov/policy/docs/statcomps/income_pop55/2000/index.html

Asset Ownership of Households by Age Group

(U.S. Bureau of the Census)

1995: <http://www.census.gov/hhes/www/wealth/1995/wlth95-2.html>

2000: http://www.census.gov/hhes/www/wealth/1998_2000/wlth00-1.html

People 65 and Over Below 150 Percent of Poverty, by State:

3 year average 1998-2000

(U.S. Bureau of the Census)

<http://www.census.gov/hhes/poverty/150pct98-00.html>

Public Interest Reports

The Image of Aging in Media and Marketing

(U.S. Special Committee on Aging)

<http://aging.senate.gov/events/090402.html>

Consumer Behavior, Experiences and Attitudes: A Comparison by Age Groups

(Public Policy Institute, AARP)

http://research.aarp.org/consume/d16907_behavior_1.html

AARP National Survey on Consumer Preparedness and E-Commerce: A Survey of Computer Users Age 45 and Older

(Public Policy Institute, AARP)

http://research.aarp.org/consume/ecommerce_1.html

Message Testing on Behalf of the Family Caregiver Self-Awareness and Empowerment Project

(National Family Caregivers Association)

<http://www.nfcacares.org/documents/MessageTestReportFINAL.doc>

Marketing Organizations and Newsletters

(marketing agencies and organizations targeting a mature audience)

Age Venture News Service

<http://www.demko.com/>

Age Wave

<http://www.agewave.com/>

Business Forum on Aging

(American Society on Aging)

<http://www.asaging.org/bfa.html>

Center for Mature Consumer Studies

(Georgia State University)

<http://www.cba.gsu.edu/marketing/Centers/CMCS/index.htm>

Evergreen Direct

<http://www.evergreendirect.com/index.shtml>

J.W. Thompson Mature Market Group

(JWT Specialized Communications)

http://www.jwtworks.com/maturemarket/about/mmg_home.html

Mature Market

<http://www.thematuremarket.com/SeniorStrategic/index.php>

Mature Market Institute

(Met Life)

<http://www.metlife.com/Applications/Corporate/WPS/CDA/PageGenerator/0,1674,P2801,00.html>

Mature Marketing and Research

<http://www.maturemarketing.com/>

Mature Research

<http://www.marketresearch.com/>

Marketing To Seniors

<http://www.marketingtoseniors.info/>

ProMatura Group, LLC

<http://www.promatura.com/>

Quadra-Media [in French]

<http://www.quadra-media.com/>

Second 50 Years

<http://www.second50years.com/>

Selling to Seniors (monthly publication)

<http://www.cdpublications.com/pubs/sellingtoseniors.php>

Senior Actu (French)

<http://www.senioractu.com/>

The Senior Marketing Resource

<http://www.seniormedia.com/marketing/newsletter/nlindex.html>

Senior Net Mature Market Business Services

<http://www.seniornet.org/services/basic.html>

Programs.Com (aka: Mature Market Resource Center) Senior

<http://www.seniorprograms.com/index.html>

Taylor Rohrich Associates

<http://www.maturitymarketing.com/>

Trace Marketing – Specialists in the Field of the Mature Market

<http://www.tracemarketing.com/tmi.htm>

BMC: 11/24/03

Center for Communications and Consumer Services

U.S. Administration on Aging

Tel. 202-619-0724

FAX 202-357-3523

Internet: <http://www.aoa.gov>

Email: aoainfo@aoa.gov