



Perspective

Spanning four generations, we are socially engaged consumers with trillions in wealth to spend or pass on, and we invest more in our homes than the average population. In 2023, over half of Baby Boomers renovated their homes—the highest percentage among all generations. We own more than half of all homes, but our group is diverse: some are empty nesters working part or full time, some are socially active retirees considering downsizing, and others are in the sandwich generation, caring for both a parent and child. While our needs differ, most of us plan to stay in our homes as we age, renovating to adapt for style, comfort, function, convenience, accessibility, and safety.

“Business, government, media, entertainment, thought leaders, and academia are joining the ranks to raise awareness of the dramatically shifting demographics to a world where the 50 plus year old will dominate. By 2030, there will be more people over 65 than under 18, the first time in recorded history.”

- [The ROAR Report](#)

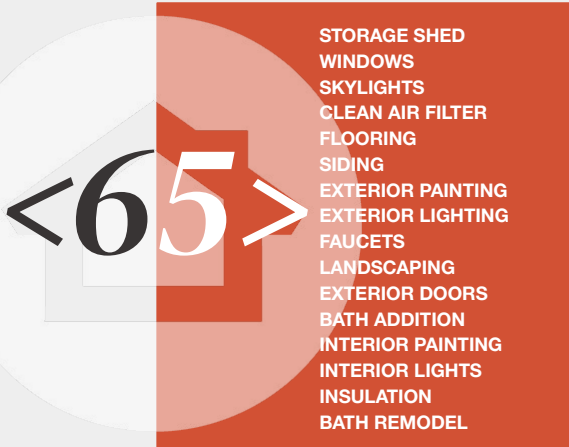
55+ Homeowners

Interests *time with family* | *entertaining* | *healthy lifestyle* | *cooking* | *gardening* | *volunteering*

- 101 Million people
- 61% Retired / 39% working
- Hold up to 70% of wealth
- 77% Own a home
- 59% Live with a spouse or partner
- 22% Live alone
- More likely to spend more on home and travel than general population
- Span 4 generations:
 - Generation X
 - Baby Boomer
 - Silent Generation
 - Greatest Generation

Home Improvement Activities

SKYLIGHTS
 ROOM ADDITION
 HOME OFFICE
 WINDOWS & DOORS
 INSULATION
 FLOORING
 SOLAR PANELS
 EXTERIOR PAINTING
 KITCHEN & BATH
 LIGHTING
 SIDING
 DECK/PORCH/PATIO
 INSULATION
 ROOFING
 LIGHTING
 GARAGE DOORS



Media Opportunity

