

Introduction

The retirement market is poised for rapid growth. The oldest baby boomers are now entering their sixties, and businesses that have long served retirees are anticipating an enormous expansion in the market over the next few years. At the same time, government policymakers are wringing their hands with concern over the retirement of the large baby-boom generation. But retiring boomers are likely to surprise both businesses and policymakers with their retirement choices. The fact is, retirees in the future will be different from retirees in the past. *Ten Things You Need to Know about the Retirement Market* is designed to help you focus your efforts on the most important demographic trends occurring among retirees during the next few years.

This report is meant to fill a gaping hole in business research. Too often, businesses do not understand the basics about their markets. Overwhelmed by the trees—brand names, sales figures, psychographics, etc.—they can miss the forest. When marketers allow details to overwhelm them, they risk ignoring what is most important about their market. This report is meant to provide marketers with the demographic context, a context into which all other market research can be placed.

For those creating programs, policies, or products for retirees, this report has the facts you need to jump-start your research. Each of the points discussed on the following pages is accompanied by charts and easy-to-read tables, bringing you up to date on the trends. Those who want to delve deeper can access the sources listed at the bottom of each table and in the bibliography. The listed links will take you to the government's voluminous demographic databases.

Ten Things You Need to Know about the Retirement Market is a starting point, a refresher course, a reality check, and an idea generator. It is another tool for capturing customers.