



# STAYING PUT

As baby boomers grow older, a new market is emerging—and it's ripe with small business opportunities.

## Doubling Up 41 million

U.S. population of people 65 and older in 2010

## 86 million

Expected U.S. population of people 65 and older by 2050

0 20 40 60 80 100

## What They Want



- want to stay in their homes for as long as possible
- believe they always will

## FULFILLING DESIRES

This rapidly growing population has created a new market called **AGING IN PLACE**, comprising those living in their homes independently and comfortably, regardless of their physical or mental abilities. Small businesses are breaking into this market.



## HOME MODIFICATION

**1 in 6:** People younger than 65 who spend half of their income on housing

**1 in 5:** People age 65-74 who spend half of their income on housing

## 1 in 4

People older than 85 who spend half of their income on housing

**The Opportunity:** Aging residents have specific home needs such as adding bathroom bars and in-home elevators.

**How to Stand Out:** The National Association of Home Builders offers a special aging-in-place certification that shows architects and contractors have the training to make homes more accessible for the elderly.

## PERSONAL ASSISTANTS



Seniors who **fear being a burden** on family and friends  
It's the fourth-most cited fear of aging, according to Nielsen's global aging report.

**The Opportunity:** Such a worry has given rise to personal assistants for senior citizens to help with cooking, scheduling, etc.

**How to Stand Out:** Those with nursing or caregiving skills are especially sought out as personal assistants.



## SENIOR ADVISORS



North Americans who believe they won't have the **financial resources** their parents had in retirement



North Americans who plan to **retire past the age of 65**, compared to the global average of 23%

**The Opportunity:** These fears have created a strong desire in seniors to find financial advisors to help protect and preserve the assets they do have so they can maintain their independence.

**How to Stand Out:** Credentials such as the Certified Senior Advisor show holders have received training to help those in this market with their finances.