

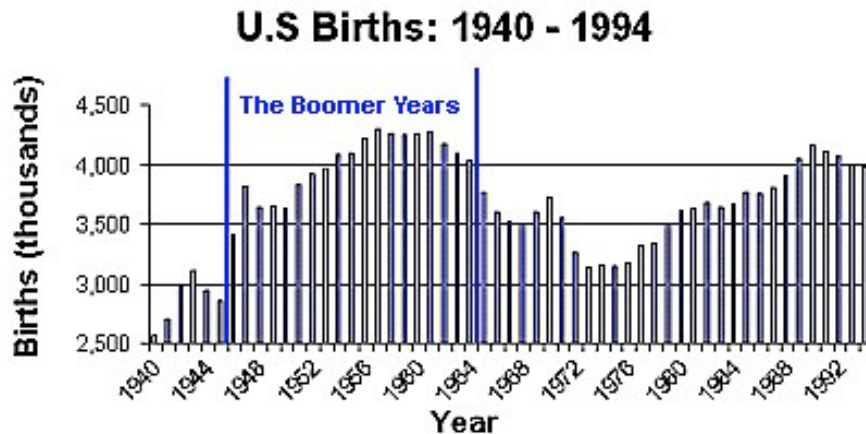
## The Boomer Generation Defined

Back in the 60's and 70's, thousands of musically talented Baby Boomers went off to become successful doctors, lawyers, dentists, engineers, and so on. Now, after decades of successful careers and raising families, we are returning to what we love best – music.

### Who We Are

According to [www.bbhq.com](http://www.bbhq.com) (Baby Boomer HeadQuarters), sociologists generally define the Baby Boomer Generation as those born between (and including) 1946 and 1964. There are about 76 million boomers in the U.S., representing about 29% of the U.S. population. In addition, there are about 6 million boomers in Canada. Britain also has a number of boomers, sometimes referred to as “the bulge”.

In the “Classic Rock” period defined by New Boomer Music as 1964 – 1989, we grew from being 18 or younger in 1964 to being 25 to 43 years of age in 1989. In 2008, we are between 44 and 62 years old.



### Typical Characteristics Include:

- Boomers are an individualistic generation, with a tendency to reject authority.
- Boomers want to make a difference in the world. Therefore, we appreciate and support philanthropic causes.
- Boomers make customer choices based on substance not style – products and services that provide value.
- Over 70% of Baby Boomers use the Internet and 85% own mobile phones.
- Baby Boomers are more comfortable with high technology, having grown up in the age of computers.
- Every eight seconds another person turns 50 in the U.S. This makes mature consumers the fastest growing segment of the population.

For more detailed information, please visit [www.bbhq.com/whatsabm.htm](http://www.bbhq.com/whatsabm.htm) and read “So What’s a Boomer, Anyhow?”



*the record label for the Boomer Generation*

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