

AARC RETIREE ATTRACTION

GOALS:

Understand your target market –

- Know their demographics
- Know their lifestyle interests (psychographics – motivators)
- Know their economic impact

CASE STUDY 2019

RETIRE NC AND RETIRE TENNESSEE

6/30/2019

NC (Ongoing)

TN (first year) Data aggregation, attribution, scrub, append

RETIRE NC AND RETIRE TENNESSEE PROGRAMS

- Overview of data consolidation with Move/Update
- Compare results
- Opportunity!!

DATA

- Retire NC

6/30/2019:

23,518 Households

23,478 Verified (99.8%)

1,471 Moves (6.2%)

95% verified email addresses

- Retire TN

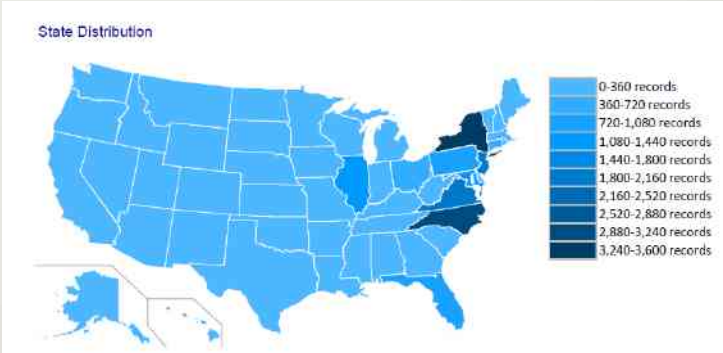
6/30/2019: Over 40,000 registrants from past 5 years

21,503 Households

21,051 Verified (97.9%)

3,164 Moves (15.0%)

95% verified email addresses (where present)



GEOGRAPHY: NC VS TN

TOP 10 STATES MOVED TO:

Moved To (NC)

NC	329
VA	160
FL	156
SC	128
NY	101
NJ	88
TN	46
TX	43
MD	39
CT	32

Moved To (TN)

FL	506
NC	312
NY	260
IL	239
SC	197
VA	190
TN	183
NJ	155
OH	120
PA	102

DEMOGRAPHICS - TN

Average Income \$100,00+
 Average Age: 65
 62% have College or Graduate degrees
 Professions include:
 Professional/Technical
 Clerical/Service Worker
 Management
 Healthcare
 Tradesmen/Laborer
 Self Employed
 Financial
 Sales/Marketing
 Military
 Business Owner
 Lawyer/Judge
 Military Retired
 Teacher/Educator

HHI	Count	%	
150000+	3621	22.90%	
150000	1093	6.90%	
125000	2684	17.00%	
100000	2806	17.70%	Average
75000	1622	10.20%	
60000	954	6.00%	
50000	994	6.30%	
40000	763	4.80%	
30000	610	3.90%	
20000	269	1.70%	
15000	411	2.60%	
Grand Total	15827		

DEMOGRAPHICS - NC

Average Income \$150K or higher (51%)

\$250K or higher 20%

Average Age 64 (range 42.6% between 55-64)

Education 65% College or Graduate

27% Grad school

38% College graduate

Marital Status 66.4% Married

Home 97.5% Own their own home

Home value 57% over \$400K

Net Worth 62% NW \$500K+

Professional/Technical
Management
Clerical/Service Worker
Retired
Tradesmen/Laborer
Homemaker
Military
Healthcare
Self Employed
Business Owner
Financial
Lawyer/Judge
Student
Farmer
Teacher/Educator
Sales/Marketing
Military Retired

RETIRE NC AND RETIRE TENNESSEE PROGRAMS

Reasons why

NC/TN APPEALS TO ME BECAUSE...

(INQUIRERS)

Rankings:	NC	TN
Moderate 4 season climate	1	2
Lower taxes	2	1
Other	3	3
To be closer to my children	4	6
To be closer to friends	5	5
Employment opportunities	6	4
To be closer to my parents	7	7

WHAT FACTORS INFLUENCED YOUR DECISION TO MOVE?

Climate	82.89%
Lifestyle	80.26%
Real estate tax	71.05%
Income tax	63.16%
Culture	40.79%
Medical facilities	38.16%
Quality of medical care	36.84%
Walkable community	36.84%
Traffic	35.53%
Close to shopping	30.26%
To be closer to my children	17.11%
International airport	17.11%
Regional airport	17.11%
University / continuing education	11.84%
To be closer to friends	10.53%
Employment opportunities	2.63%
Public transportation	1.32%

LIFESTYLE INTERESTS:

TN		NC	
Walking Trails	85.04%	Walking Trails	84.53%
Hiking	63.14%	Shopping	54.70%
Shopping	54.38%	Biking	54.42%
Reading	52.55%	Swimming	54.42%
Gardening	51.46%	Reading	52.76%
Swimming	50.00%	Hiking	52.21%
Biking	49.64%	Performing Arts	51.93%
Performing Arts	42.70%	Gardening	45.58%
Fishing	41.61%	Boating	39.50%
Boating	41.61%	Education	38.40%
Education	29.56%	Golf	33.43%
Bird watching	28.47%	Yoga	33.43%
Golf	25.91%	Fishing	30.94%
Yoga	18.25%	Bird watching	18.78%
Tennis	8.39%	Pilates	15.75%
Pilates	8.03%	Tennis	13.54%
Skiing	5.11%	Skiing	5.52%
Bridge clubs	4.01%	Bridge clubs	4.70%

SURVEY SAYS: WE NEED MORE FOLLOW-UP!

- What's a CRC? (84%)
- Did you get the information requested? (25%-45%)
- 55+ Community (71%)
- Would you like more information (45%)

ECONOMIC IMPACT



SEEING THE ECONOMIC BENEFIT MARKET SIZE:

- 2016 US Census 80 million active retirees (between ages 50 to 70)
- 46.4 million households
- 20 yr. average retiree lifespan (SSA actuary 2019)
- Earnings \$100,000+ per year per household.

SEEING THE ECONOMIC BENEFIT

- **Households run by someone 65 and older spend an average of \$45,756 a year, or roughly \$3,800 a month.** (<https://www.marketwatch.com/story/reality-check-what-the-average-retiree-spends-a-month-2018-06-05>)

SEEING THE ECONOMIC BENEFIT

In addition to improving lives for older Americans, there's an economic benefit to communities and living arrangements that structure themselves in a way that allows older people to remain in place. **The Atlanta Regional Commission (ARC)**, where Lawler works, **performed an economic analysis of the impact of welcoming retirees in the 20-county area around the city. By adding an additional 1,000 new residents aged 65 or older, the ARC found that the region would see a \$7.8 billion increase in its GDP.** Keeping aging people in communities—and attracting new people of traditional retirement age and above—is an economic force on par with tourism, says Mike Alexander, research and analytics manager for the ARC. On a national scale, an Oxford Economics report found that the [“longevity economy” is one of the most vital in the U.S.](#), with 106 million people over the age of 50 collectively responsible for \$7.6 trillion in annual economic activity, spending \$4.6 trillion on consumer goods and services, and in particular, the health care industry.

<https://www.fastcompany.com/3068543/our-aging-population-can-be-an-economic-powerhouse-if-we-let-it>

THE LONGEVITY ECONOMY – A BRIEFING PAPER (AARP)

<https://www.aarp.org/content/dam/aarp/home-and-family/personal-technology/2013-10/Longevity-Economy-Generating-New-Growth-AARP.pdf>



The Longevity Economy

Generating economic growth and new opportunities for business



SEEING THE ECONOMIC BENEFIT

“The economic impact of the 50-plus cohort is sizable and burgeoning. Over time, as its members live longer and grow in number, they will continue to fuel economic activity for far longer than previous generations. Our research shows... **Not only do those in the 50-plus cohort spend more overall than their under50 counterparts, the 50-plus cohort accounts for a majority of the spending in several categories of goods and services, including: healthcare, nondurable goods, durable goods, utilities, motor vehicles and parts, financial services and household goods.**

Source: Oxford Economics, <https://www.aarp.org/content/dam/aarp/home-and-family/personal-technology/2016/09/2016-Longevity-Economy-AARP.pdf>

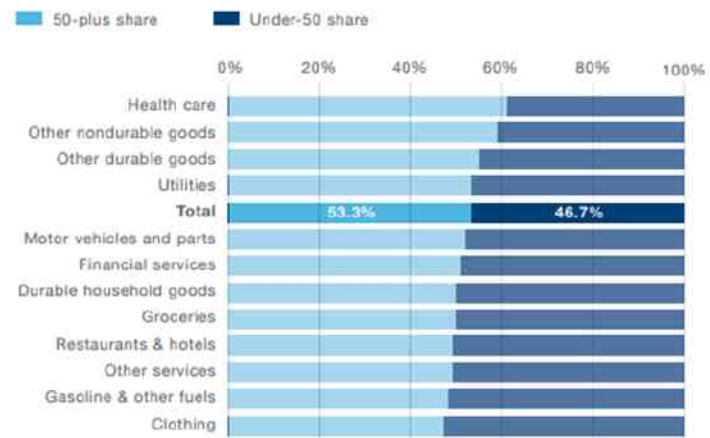


53%

Share of consumer spending generated from the 50-plus cohort.

This spending represents an outsized contribution relative to the 50-plus share of the total population.

Fig. 6. Share of consumer spending by the 50-plus vs. under-50 population, 2015



Source: Oxford Economics, BLS

With so much consumption and spending by the 50-plus cohort, it is no surprise that companies are investing in technologies that cater to the 50-plus demographic. For example, the 50-plus population is highly motivated by a desire to maintain independence and stay active while aging, and so savvy businesses and investors have been quick to develop new products and services to meet demand.

TRENDS

- **New College Communities Custom-Built for Retirees.** The blended benefits of campus life, senior services <https://www.aarp.org/retirement/planning-for-retirement/info-2019/colleges-with-retirement-communities.html>

OPPORTUNITY:

- Utilize the data to create touchpoints throughout the year, engage and keep your community “Top of Mind”
- Communicate to your stakeholders (peers, supervisors, budgeting, etc.)
- Know what’s working

OLDER CONSUMERS REPRESENT A GROWING MARKET FOR TECH

New AARP research projects those 50+ will spend \$84 billion by 2030

The report, titled [*2019 Tech Trends and the 50+*](#), reveals that the 115 million Americans over 50 are an enormous market for technology and by the end of the next decade, they're projected to spend \$84 billion on tech products. And that's just for themselves. It does not include all they buy for grandkids and others.

QUESTIONS?



- THANK YOU!

WHO WE ARE.

Focus3 is a provider of sales and marketing automation and services with a *focus* on strategy, marketing and communication plans and data services for resort and destination real estate communities and developers. Please check us out at www.focus-3.com

WHAT WE DO FOR OUR CLIENTS:



SALES AND
MARKETING
DATABASE



LEAD GENERATION



LEAD
QUALIFICATION
AND NURTURE
PLANS



SALES AND
MARKETING
AUTOMATION



SURVEYS



PERFORMANCE
MEASUREMENT
AND ANALYTICS



BUYER PROFILES



CONSULTING