



BABY BOOMERS
total 72,400,000

GEN "X"
total 65,900,000

GEN "Y"
(ECHO BOOMERS)
total 83,700,000

Consumer spending peaks near age 50

Families, parents in their 40's, commit to the school district of choice, spend the most in the residential housing sector, either new units, or maximum renovations.

CURRENT 40-YEAR OLDS AS OF 2010

CURRENT 30-YEAR OLDS AS OF 2010