# Why Target Older Consumers?

Ohioans age 60 and older account for nearly 18 percent of the state's population. Each month, nearly 15,000 Ohioans celebrate their 60th birthdays, and more than 2 million Ohioans already have a Golden Buckeye card. According to the U.S. Census Bureau, the mature market (age 60 and older) will grow more than 11 times faster in the next two decades than the remaining adult market.

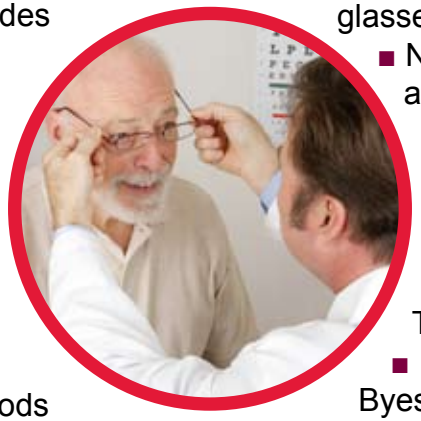
### Older consumers:

- Have more than $1.6 trillion in spending power and a net worth that's nearly twice the U.S. average;
- Account for more than 40 percent of all consumer spending;
- Spend more than $1 trillion on goods and services each year;
- Purchase 41 percent of all new cars and 25 percent of new toys;
- Account for 60 percent of all healthcare spending;
- Spend more per capita on groceries, over-the-counter products, travel and leisure than any other age group;
- Spend $7 billion online annually; and
- Are the most brand loyal age group.

Sources:
*Ohio Department of Aging State Plan 2004-2007; The Senior Network, Inc.; SeniorMag.com*

# *Your* Business is in Control

Nearly 20,000 businesses and service providers honor the Golden Buckeye card today, with special offers that range from percent-off discounts, to "senior days", to exclusive packages.



### Here are some examples:

- 20 percent off a complete pair of glasses in Cleveland
- No-fee traveler's checks at an Adams County bank
- 10 percent off appliance repair in Hamilton
- 10 percent off garden supplies in Columbus
- A free dance lesson in Toledo
- 10 percent off flowers in Byesville
- 10 percent off dry cleaning in Mansfield
- 10 percent off membership at a Chillicothe health club
- Discounted dog grooming in Clark county
- 20 percent off chiropractic service in Maumee
- 15 percent off picture frames in Youngstown
- 10 percent off orthopedic products in Cincinnati

What unique deals can you offer older consumers in your area?

# Becoming a Golden Buckeye Participating Business is Easy!

To join the nearly 20,000 businesses that honor the Golden Buckeye card, call **(614) 466-0623** or visit **www.goldenbuckeye.com** to access a simple, one-page participation agreement on which you will specify how you will honor the card.

Then, all you need to do is let your existing and potential customers know what you offer. We'll provide you with signage featuring the Golden Buckeye logo to display on your doors or windows, as well as at your point of sale register. We'll also add your business to our online listing of participating merchants. As an extra option, you'll have access to the Golden Buckeye logo, which you can use in advertising and marketing materials to attract new customers to your door.

If at any time you need to change your savings details or no longer wish to participate, just call us.

# The Golden Buckeye Program

For more than 30 years, Ohio businesses like yours have proudly honored the Golden Buckeye card. Created in 1976, it was the first discount program in the nation to link older consumers with businesses.

Older consumers know the value of a dollar and actively look for ways to make it go farther. Nearly 20,000 Golden Buckeye participating businesses help them do just that and benefit themselves by attracting a large and valuable consumer base.

Participation in the Golden Buckeye Program is voluntary. You set the savings that your business offers. And it's **FREE** – there is no cost to you other than the savings you pass directly to cardholders.

Participation includes a free listing on the Golden Buckeye Web site **www.goldenbuckeye.com**, "Golden Buckeye Honored Here" decals and signage, and access to the Golden Buckeye logo, which you can use in advertising and promotional materials

So, what are you waiting for? Become a Golden Buckeye participating business today!

# Ohio's Aging Network and *Your* Business

Golden Buckeye cardholders are not just customers, they could also be your employees - loyal and experienced workers with unique values and work ethics.

Maybe you have employees who are caregivers to aging parents or grandparents – between 25 and 35 percent of all workers report that they provide or have provided care to someone 65 or older.

The Ohio Department of Aging and Ohio's Aging network can help you better reach and retain the valuable older consumer and worker, deal with the challenges of an aging workforce – connect you to resources in your community and much more.

Call **1-866-243-5678** to be connected to the area agency serving your county.

Ohio | Department of Aging

is an equal opportunity employer and services provider.

**Ted Strickland,** Governor
**Barbara E. Riley,** Director

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# Become a Golden Buckeye Business!

# Savings for Them, Value for You!