

# Exploring The Senior Market

## Senior Organizations

“Truly understanding the Senior market involves more than just studying demographic data and reading other advisors’ opinions of what makes Seniors tick. To deliver a marketing message that resonates with the plus-50 crowd, you must integrate into their community,” says the July 2001 issue of *Senior Market Advisor*. “Getting involved locally will help you generate the credibility you need to become a leader — and leading Senior producer.”

According to several media sources, Seniors prefer personal attention when purchasing financial services, and 95 percent rely on the credibility of the seller when making a final decision. At United American, we realize your credibility is a customer priority. We also understand customers appreciate the additional services provided by our Agents. From time to time Seniors need an alternative source of information, support or guidance, and you can provide this for them. And we can help!

We have given you some tools on these two pages that can help you, help your Senior market. We have listed some Senior organizations that can provide assistance to your clients on Senior-based issues which you can copy and sleeve for future reference. We have also provided information on how you can better serve your Senior clients, along with some stats to help you determine if you are tapping your full market potential.

National Aging Organizations:	Contact Information:
Administration on Aging	(202)619-7501 www.aoa.dhhs.gov
American Society on Aging	(415)974-9600 www.asageing.com
Gray Panthers	(202)737-6637 www.graypanthers.org
National Council on the Aging, Inc.	(202)479-1200 www.ncoa.org
National Indian Council on Aging	(505)292-2001 www.nicoa.org
Health Organizations:	Contact Information:
Alzheimer's Association	(800)272-3900 www.alz.org
American Diabetes Association	(800)342-2383 www.diabetes.org
American Heart Association	(800)242-8721 www.americanheart.org
American Parkinson's Disease Association	(800)223-2732 www.apdaparkinson.com
American Stroke Association	(888)478-7653 www.strokeassociation.org
Foundation For Health in Aging	(212)832-8646 www.healthinaging.org
Medicare Rights Center	(212)869-3850 www.medicarerights.org
National Osteoporosis Foundation	(202)223-2226 www.nof.org
National Stroke Association	(800)787-6537 www.stroke.org
United Seniors Health Cooperative	(202)393-6222 www.ushc-online.org
Lifestyle Organizations:	Contact Information:
50 Plus Fitness Association	(650)323-6160 www.50plus.org
National Adult Day Services Association	(202)479-6682 www.ncoa.org/nadsa/
National Institute of Senior Centers	(202)479-1200 www.ncoa.org/nisc
Over the Hill Gang	(719)389-0022 www.skiersover50.com
Senior Citizens Activities Network	(732)542-1326 www.SCANnj.com
Senior Softball - USA	(916)393-8566 www.seniorsoftball.com
Elderhostel, Inc.	(877)426-8056 www.elderhostel.com
Miscellaneous Organizations:	Contact Information:
Alliance for Retired Americans	(888)373-6497 www.retiredamericans.com
The Seniors Coalition	(703)239-1960 www.senior.org
National Senior Citizens Law Center	(202)289-6976 www.nslc.org

## Understanding Your Market

Over the past few months, *Senior Market Advisor* polled 15,000 people between the ages of 50 and 80 to find out about their lifestyles, financial situations and, most importantly, their views on insurance and asset protection. Here are just a few of the things we found in their survey (complete results can be found in the July 2001 issue of *Senior Market Advisor*):

**Do you feel financially secure?**

Yes	589
No	173

**Where are the majority of your assets?**

Asset	Percent
Stocks	26
Bonds	1
Mutual Funds	21
Annuities	7
IRA	21
CDs	1
Savings	5
Other	18

**Plans for estate?**

Plan	Number
Pass to heirs	476
Charity	19
Spend	138
Other	53

**Do you have adequate life insurance coverage?**

Yes	610
No	113

**Do you know how much an average funeral costs?**

Yes	665
No	42

**Do you know what LTCI is?**

Yes	95 Percent
No	5 Percent

**Will you need professional assistance?**

Yes	40 Percent
No	60 Percent

**Which methods would you likely respond to if you were looking for an advisor?**

Method	Percent
Neighbor	43
Mailing	5
Phone	1
Referral	88
New ad	4
Seminar	38

## How Big Is Your Market\*

State:	Pop. 55 Plus:
Alabama	995,330
Alaska	80,449
Arizona	1,110,211
Arkansas	630,802
California	6,209,751
Colorado	755,380
Connecticut	778,796
Delaware	173,245
Dist. of Columbia	119,681
Florida	4,366,610
Georgia	1,446,731
Hawaii	267,562
Idaho	253,445
Illinois	2,540,658
Indiana	1,282,675
Iowa	693,625
Kansas	576,482
Kentucky	877,388
Louisiana	895,977
Maine	306,589
Maryland	1,069,683
Massachusetts	1,406,569
Michigan	2,082,057
Minnesota	999,135
Mississippi	589,346
Missouri	1,262,777
Montana	206,068
Nebraska	373,735
Nevada	409,128
New Hampshire	257,629
New Jersey	1,867,120
New Mexico	370,977
New York	4,136,339
North Carolina	1,692,760
North Dakota	147,911
Ohio	2,516,663
Oklahoma	772,279
Oregon	742,565
Pennsylvania	3,050,790
Rhode Island	241,391
South Carolina	858,244
South Dakota	170,480
Tennessee	1,236,562
Texas	3,670,722
Utah	332,730
Vermont	134,430
Virginia	1,423,944
Washington	1,158,728
West Virginia	461,711
Wisconsin	1,160,294
Wyoming	102,283
<b>Total</b>	<b>59,164,154</b>

\* Information obtained from the 2000 Census