



# Forecasting the Baby Boom

And the Effects on the Private Club Industry

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# Report Elements

1 The Research

2 Clubs' Reactions

3 The Next Step??



# The Research

# The Research

Who are the Baby Boomers?

- 78 Million Americans born between 1946 and 1964
- Current Ages are 43 to 61 in 2007
- One in four Americans is a Baby Boomer
- On average a Baby Boomer turns 60 every seven seconds and will do so for the next 17 years.

# The Research

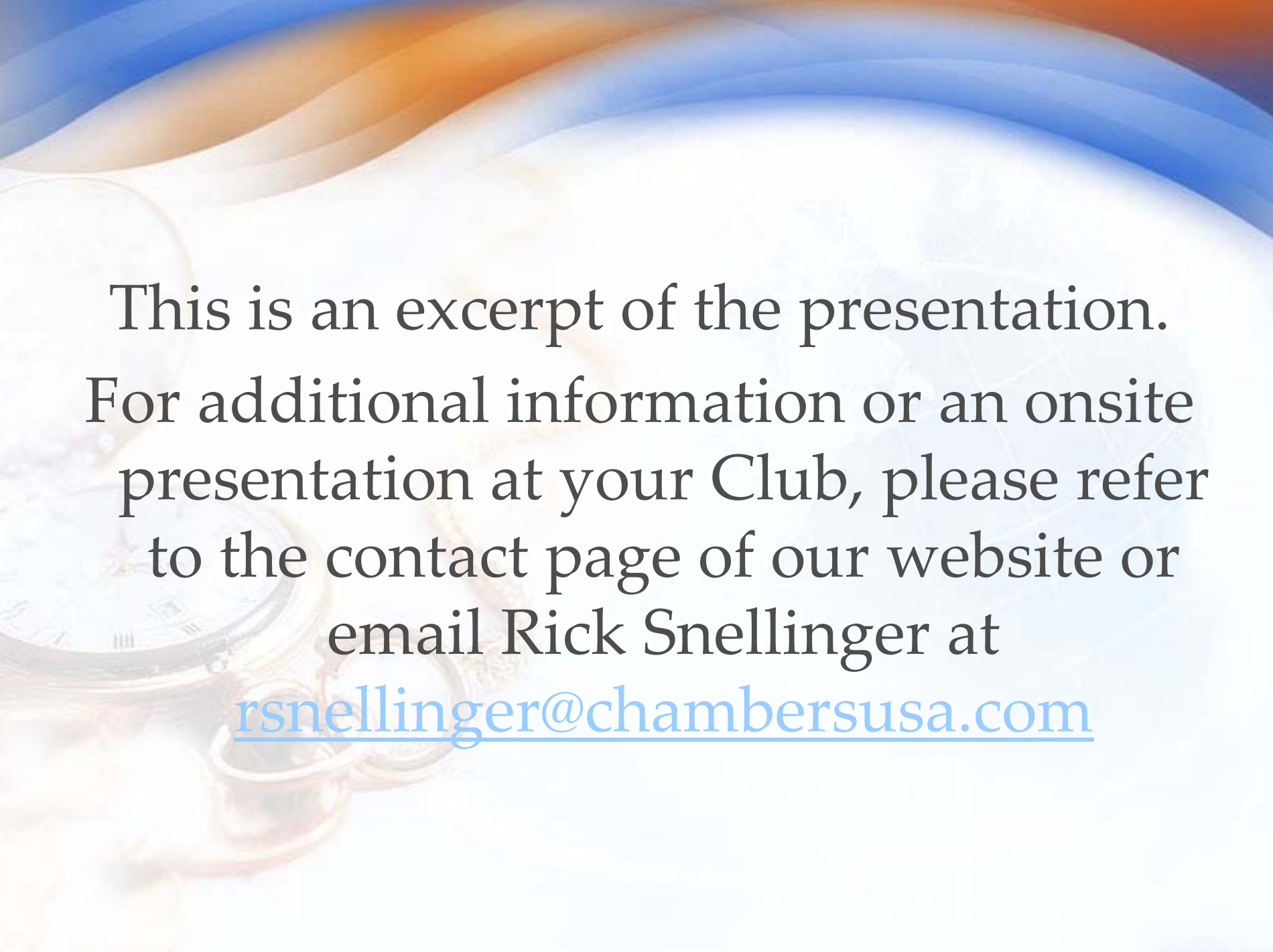
## Current vs. Projected

- Currently there are 36 Million people in the 60 to 80 age bracket
- Projected increase to 65 Million (nearly double) by 2025

# The Research

## Golfers

- 9 Million Baby Boomer Golfers who will be heading into retirement over the next 20 years
- Equates to more Golfers in the Older (and more frequently playing) Age Brackets than at any time in history



This is an excerpt of the presentation.  
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