



Allianz Retire+

POWERED BY PIMCO

Get to know our target audience



Over the next 20+ years, the number of
70+ year old Aussies will grow 3x faster
than the general population

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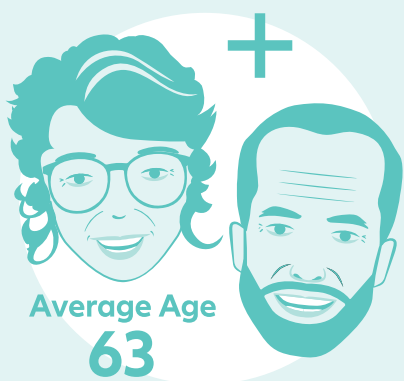
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SOURCE: ROY MORGAN SINGLE SOURCE, DEC 2017, AUDIENCE: ALL 55-74 YRS WITH SAVINGS \$100-999K HAVE ANY SUPERANNUATION (INCL. PENSIONS/ ANNUITIES) POPULATION 1.716M.

allianzretireplus.com.au



5.5 Million Baby Boomers

Born between 1946-1964

37%

Are retired

67%

Have a qualified degree

50%

Own their own home

75%

Are married/defacto

More than three quarters have no children at home



4 Million are using Facebook

(and they use it 15 times per week)



INTEREST & LIFESTYLE



Staying Fit

Focus on feeling healthy and young and participate in a mix of solitary and group activities



Travel

Invest time and money into extended holidays to fulfil travel dreams



DIY

Their independence leads them to projects like crafting handmade products/furniture and gardening



Career Change

2/3 of those working want to switch careers to professions such as consulting or teaching



Music & Concerts

Nostalgic about their concert-going and enjoy listening to good tunes



Exploring Tech

They take pleasure in learning about new technology, and the internet has changed the way they shop - 56% purchase travel online.

The me generation

Self-fulfilment,
consumption and instant
gratification

THE PARADOX OF BOOMERS

Don't call me old...

but do let me know it's for people my age

I don't need help...

but I would like some assistance

I don't want to work...

but I do want to contribute

I never save...

but I have money to spend

57%

Say their best years are still to come



FINANCIAL

Hold 55% of Australia's wealth

Yet only comprise 25% of the population.



Savings and investment focus

Property

32%

75%

Shares

AVERAGE SAVINGS \$463,500



91% prefer to invest in something with a safe return