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FOR IMMEDIATE RELEASE

Want to sell to the 50+ crowd? Start hiring them

Baby-boomers prefer to buy from companies who hire older workers, survey reveals

Toronto, ON (May 8th, 2007) - More than 70% of job-seekers aged 50+ say they are more likely to buy from companies which have a reputation for hiring older workers, according to a recent survey by Retired Worker.

More than 10 million Canadians are aged 50+, and they control more than 40% of consumer demand and 68% of disposable income, making them increasingly valuable as customers – but they're also more market-savvy than ever before.

"Baby-boomers have seen more advertising over the course of their lifetime than any previous 50+ group," says Welstead, 37. "They are sophisticated consumers who are quick to spot inconsistencies between marketing messages and their experiences with a brand – and that affects their purchasing decisions. If they think a company wants to sell them something, but isn't willing to hire them, they will spend their money elsewhere."

According to Retired Worker's recent survey of older job-seekers, **72% said that they were more likely to buy from companies or brands which they perceived as being receptive to hiring older workers.** Almost 40% said that within the preceding 12 months, they had made a decision *not* to purchase a particular brand for the same reason.

"More than 82% of respondents said that they had tried a new brand - of a product they regularly bought - within the past year. A disconnect between a company's consumer brand and their employment brand increases the risk that 50+ customers will switch to a competitor."

About Retired Worker:

Retired Worker is the largest employment website in Canada for retired people who want to work on a part-time or contract basis. Launched in Toronto in October 2003, Retired Worker now has 24,000+ registered job-seekers across Canada. For more information, visit www.RetiredWorker.ca.

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