

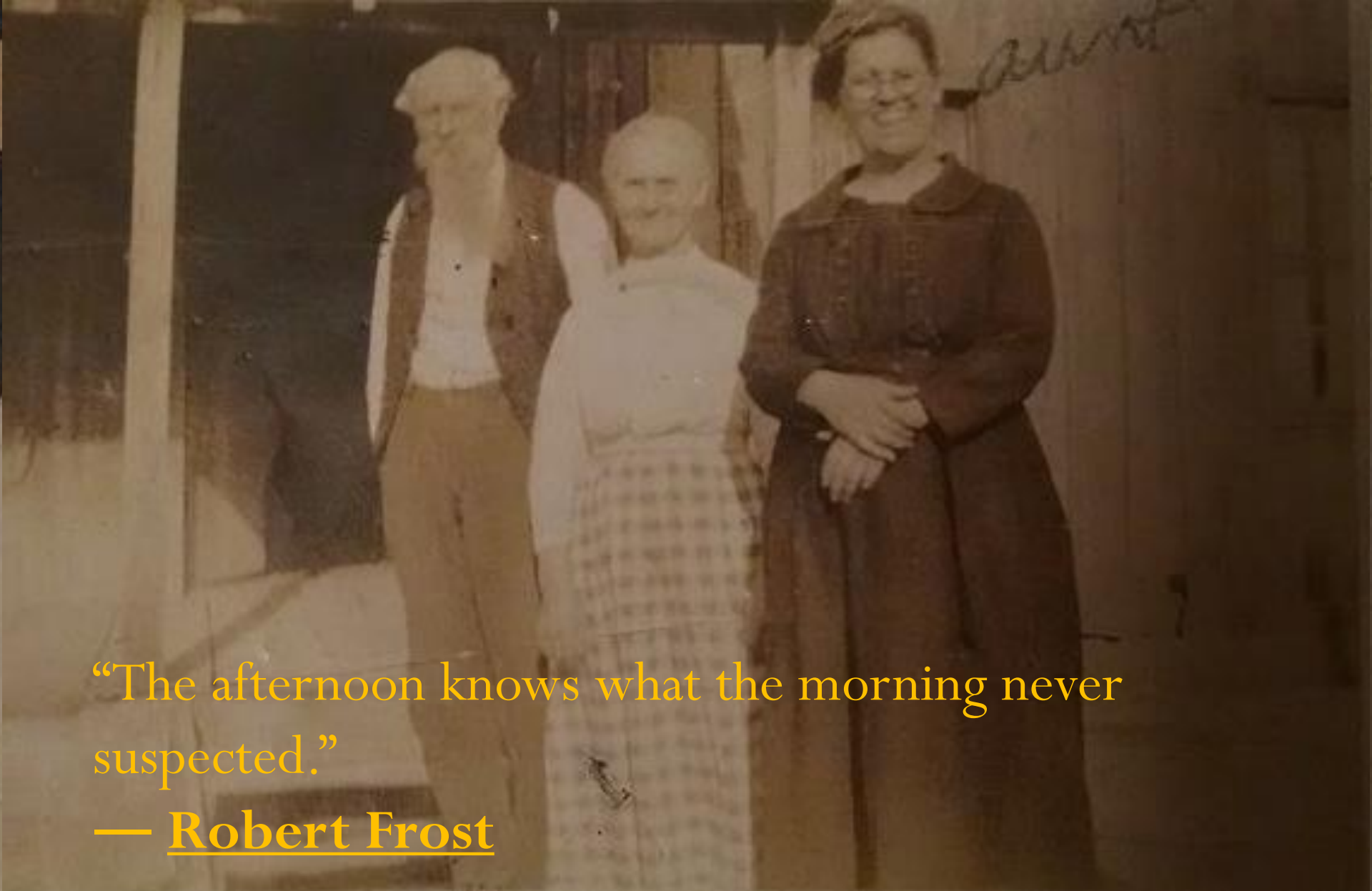
Aging in Wyoming

Times of Transition for Wyoming Residents

Laura Sonderup, Heinrich Marketing

Kevin Raines, Corona Insights

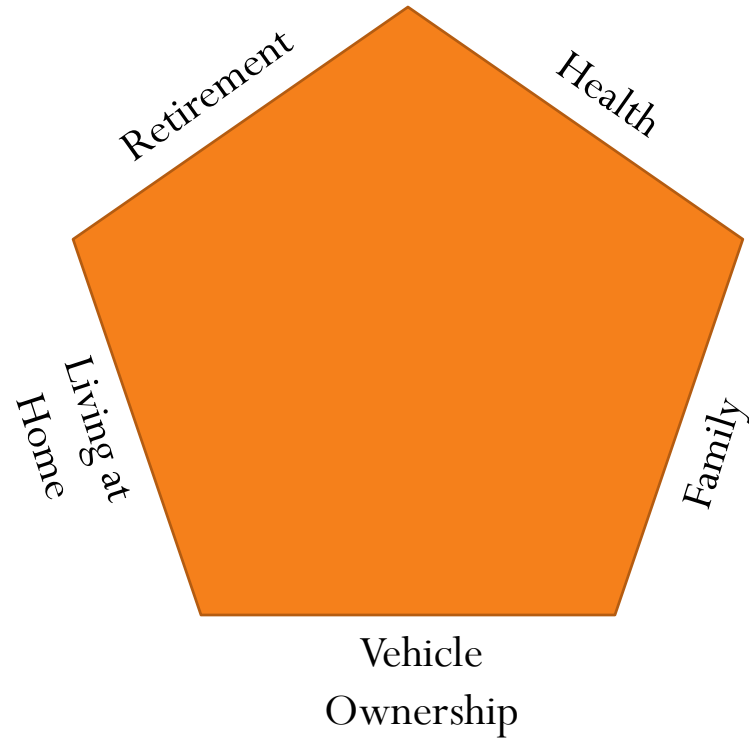




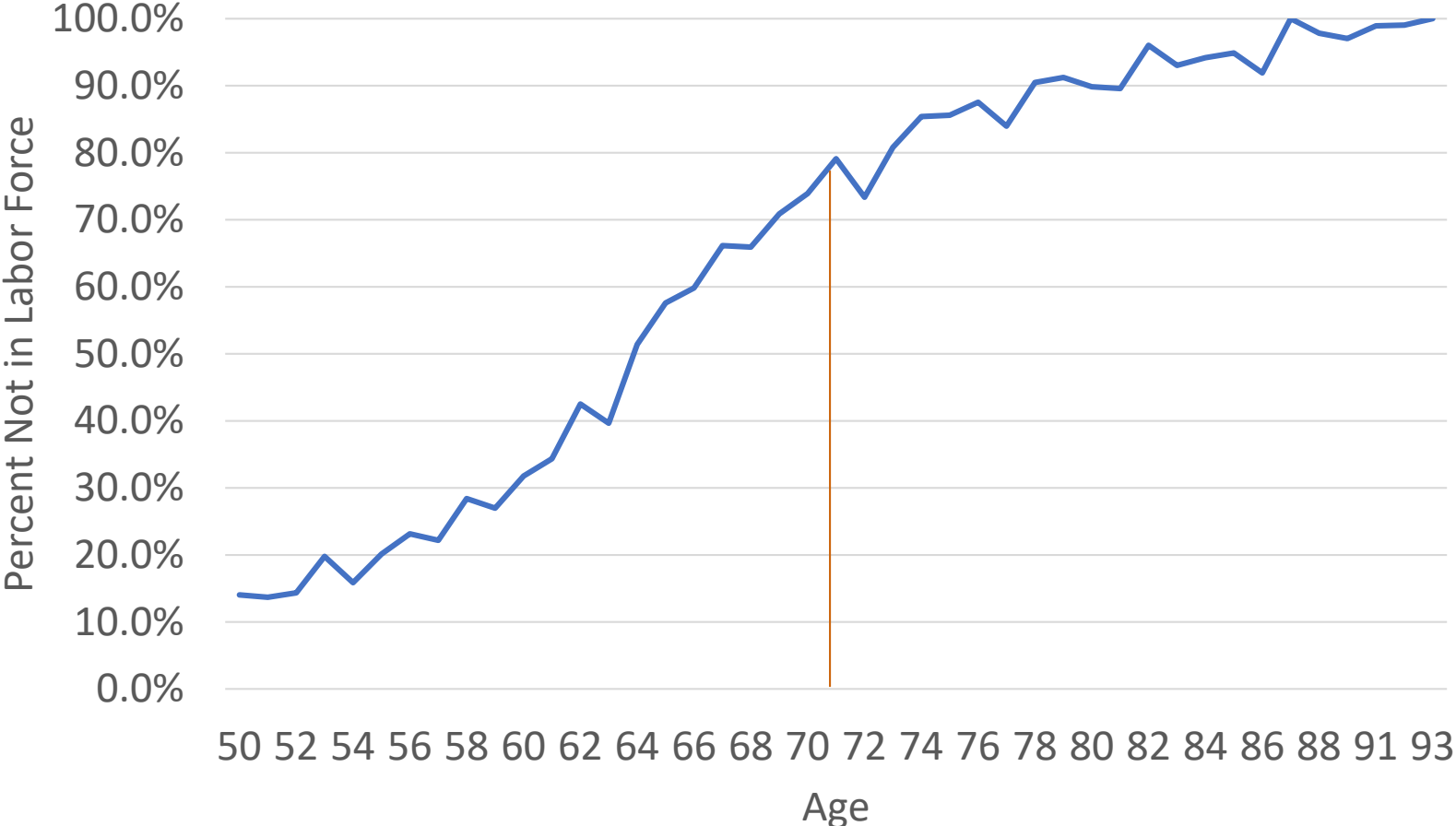
“The afternoon knows what the morning never suspected.”

— Robert Frost

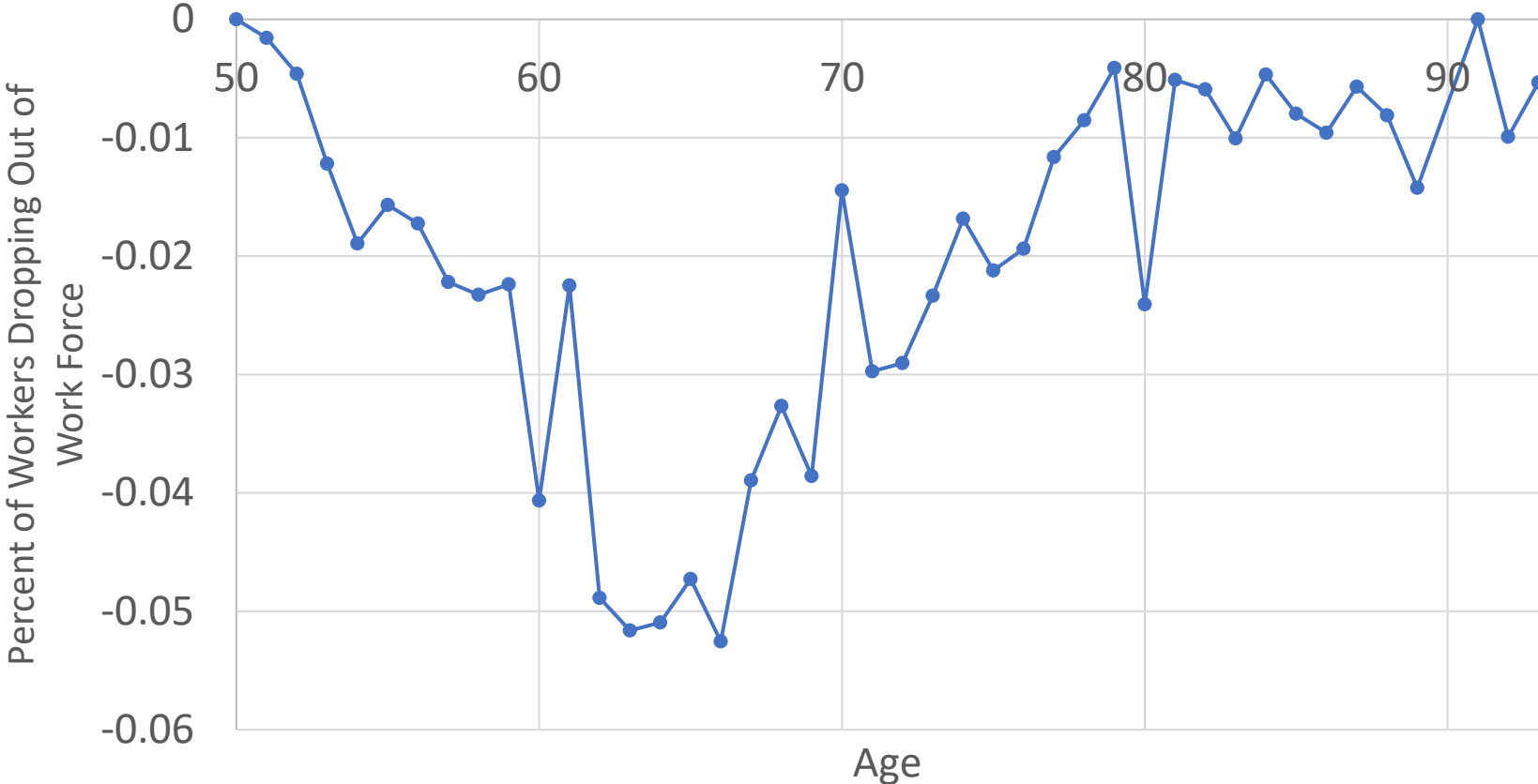
Five Traditional Changes Of Aging



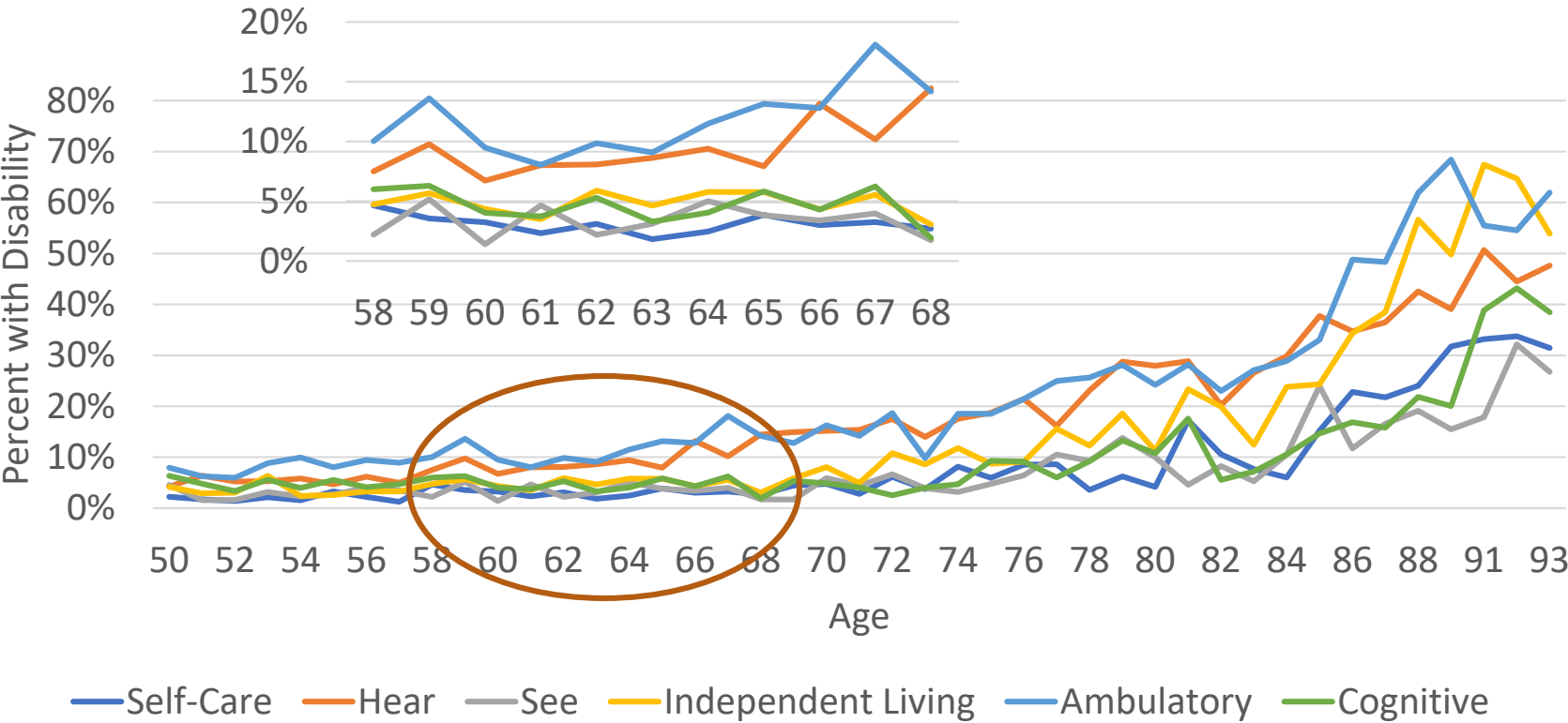
65 Is Not A Magical Age for Retirement



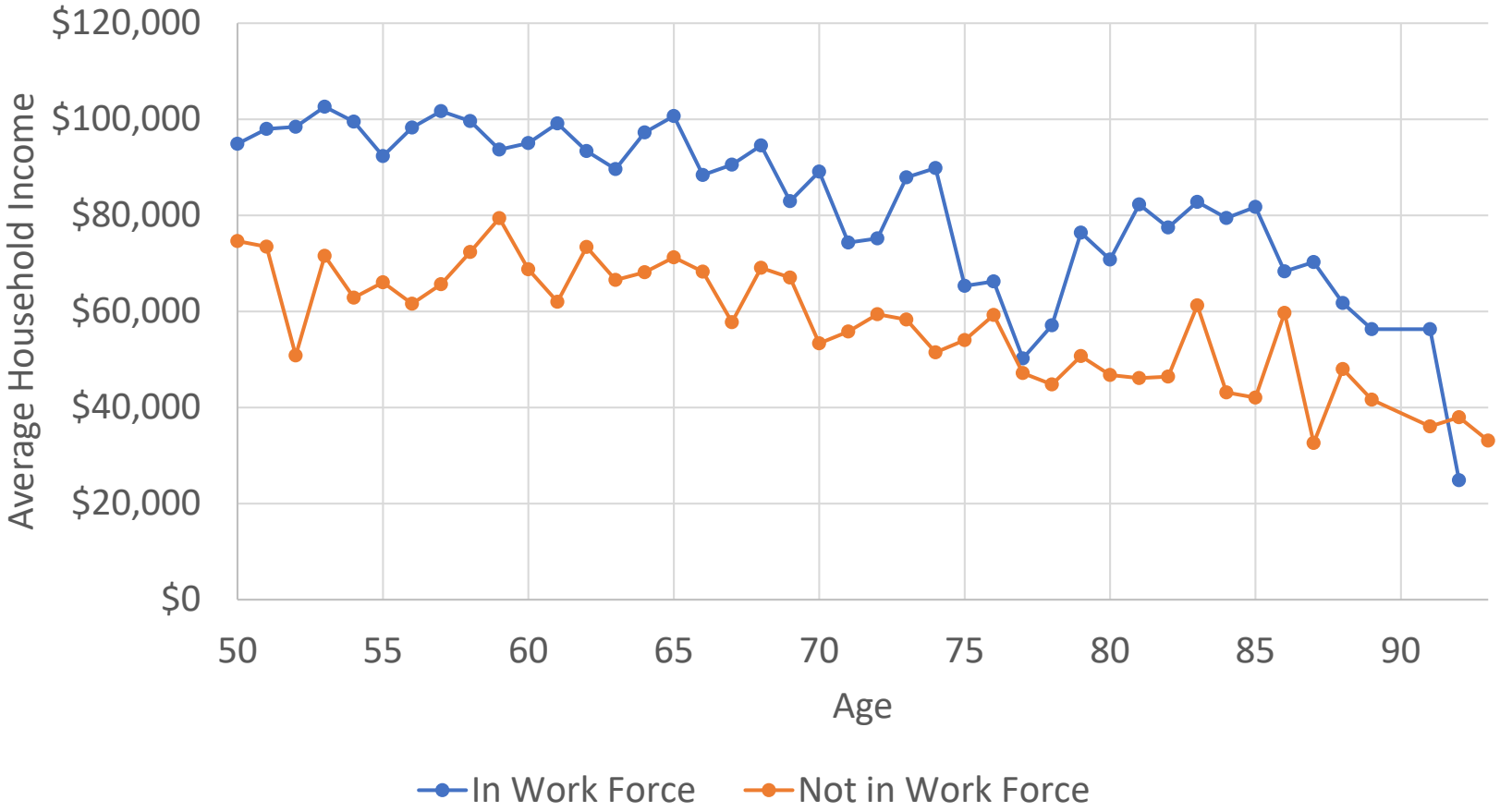
...Though 62 Through 65 Are The Most Common Retirement Years



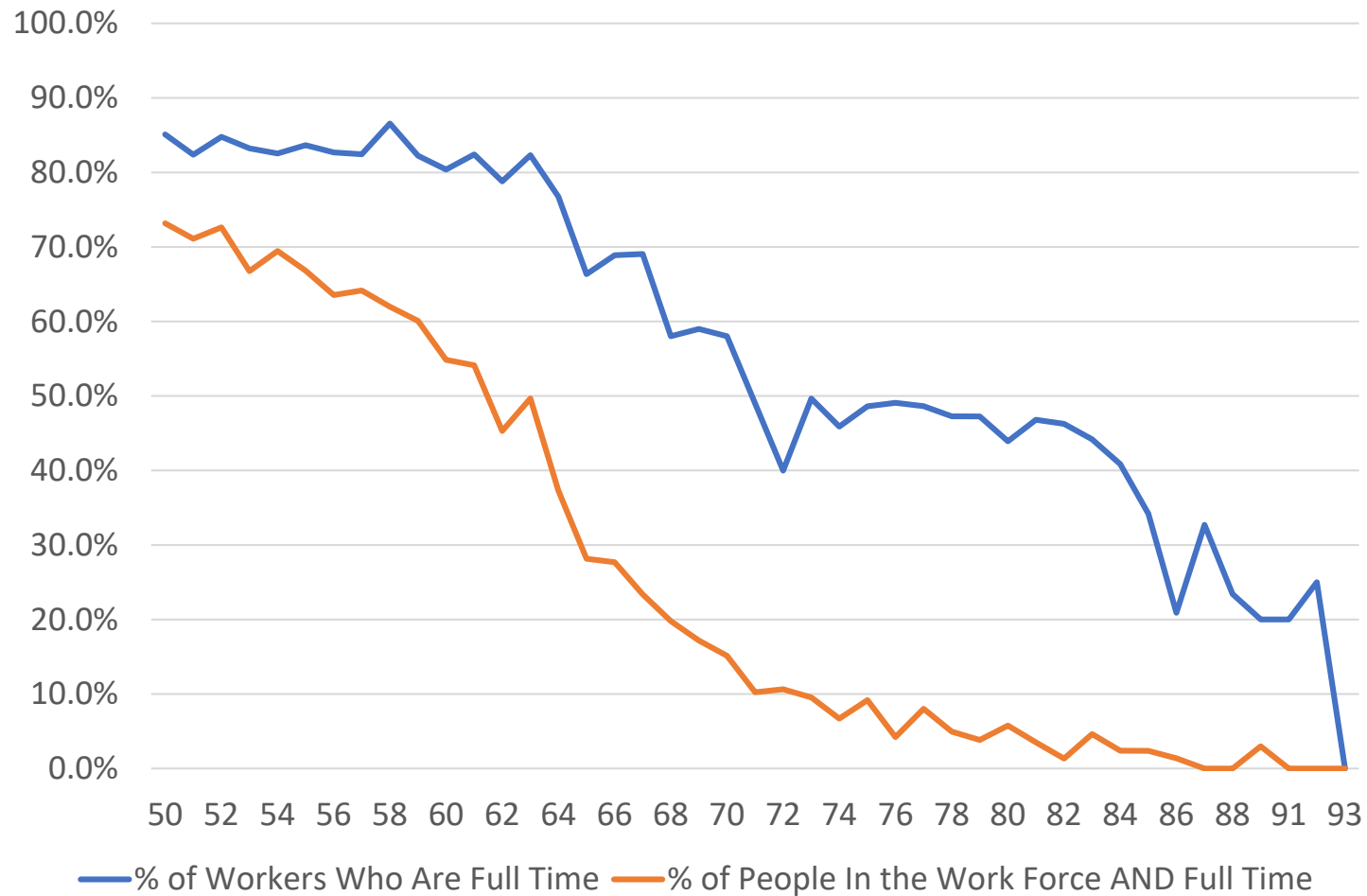
Disabilities Increase with Age, but the early 60s don't stand out.



Household Incomes Drop About 25 to 30 Percent in Retirement



Those Who Work Tend To Drop Their Hours



Occupation Can Affect Retirement Decisions

Occupations less likely to retire often are non-physical ‘people jobs’ or jobs where financial forces may require work.

	Change	% of 50-64 Workforce	% of 65+ Workforce
Sales	2.8%	8.2%	11.1%
Transportation	2.5%	7.7%	10.2%
Management	2.0%	13.2%	15.2%
Cleaning	1.2%	4.4%	5.7%
Agriculture	0.9%	1.1%	2.0%

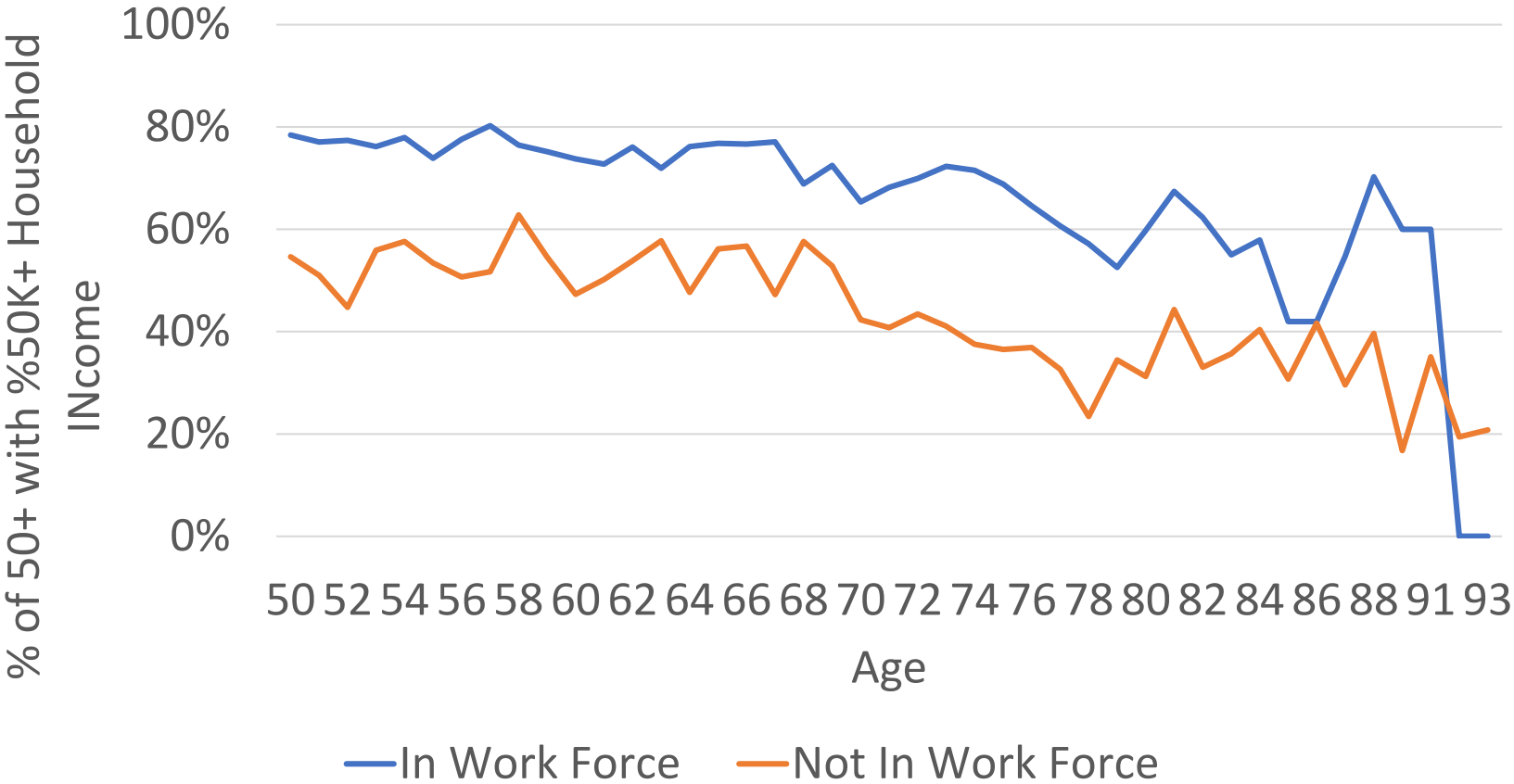
Occupations more likely to retire often are physical demanding jobs or jobs where financial forces may allow for comfortable retirement..

	Change	% of 50-64 Workforce	% of 65+ Workforce
Construction	-3.3%	7.8%	4.5%
Production	-2.8%	5.0%	2.3%
Repair	-1.6%	4.4%	2.8%
Finance	-1.5%	2.2%	0.7%
Medical	-1.1%	4.6%	3.5%

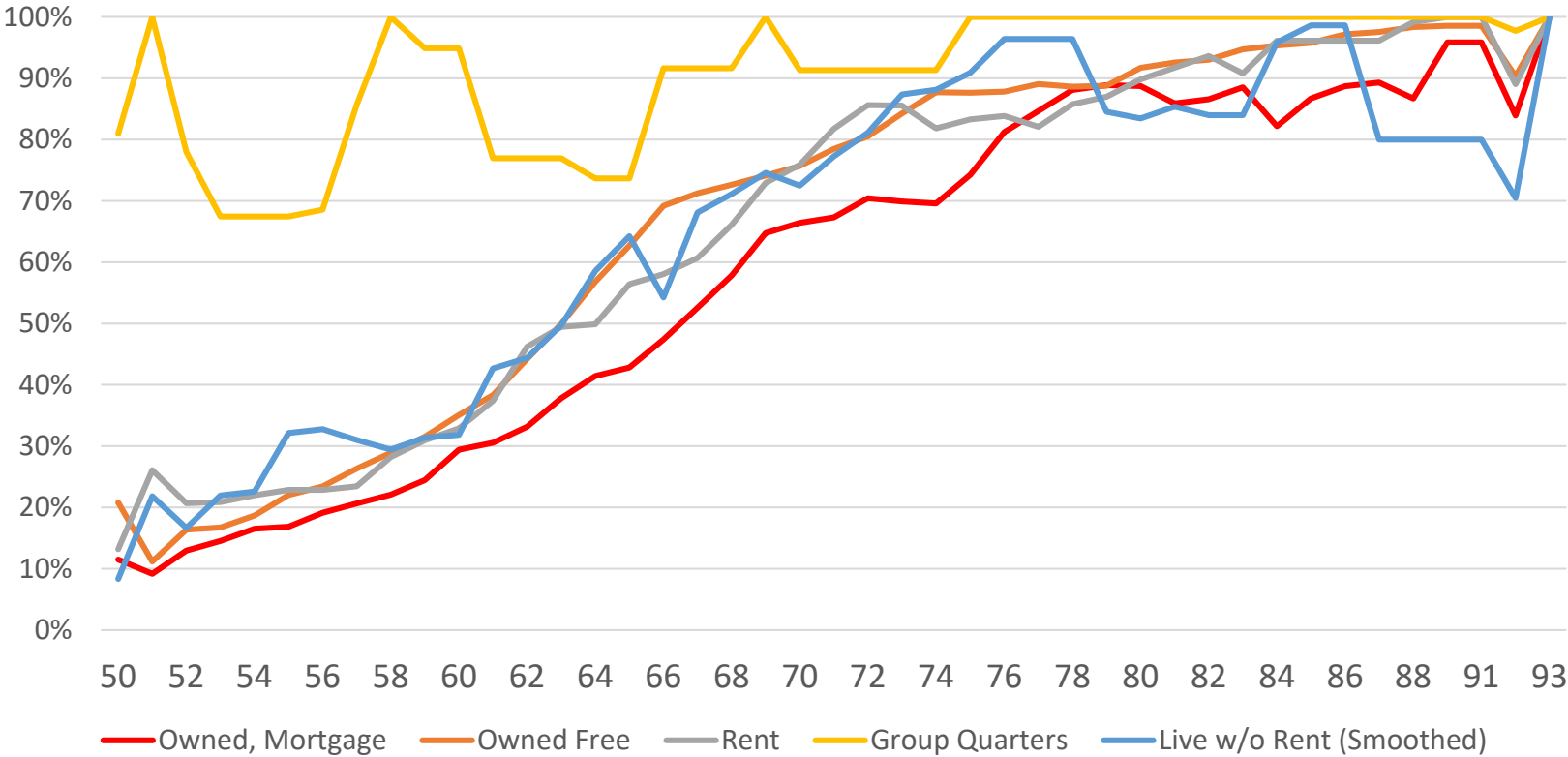
Investments are a Significant Component of Income in Retirement



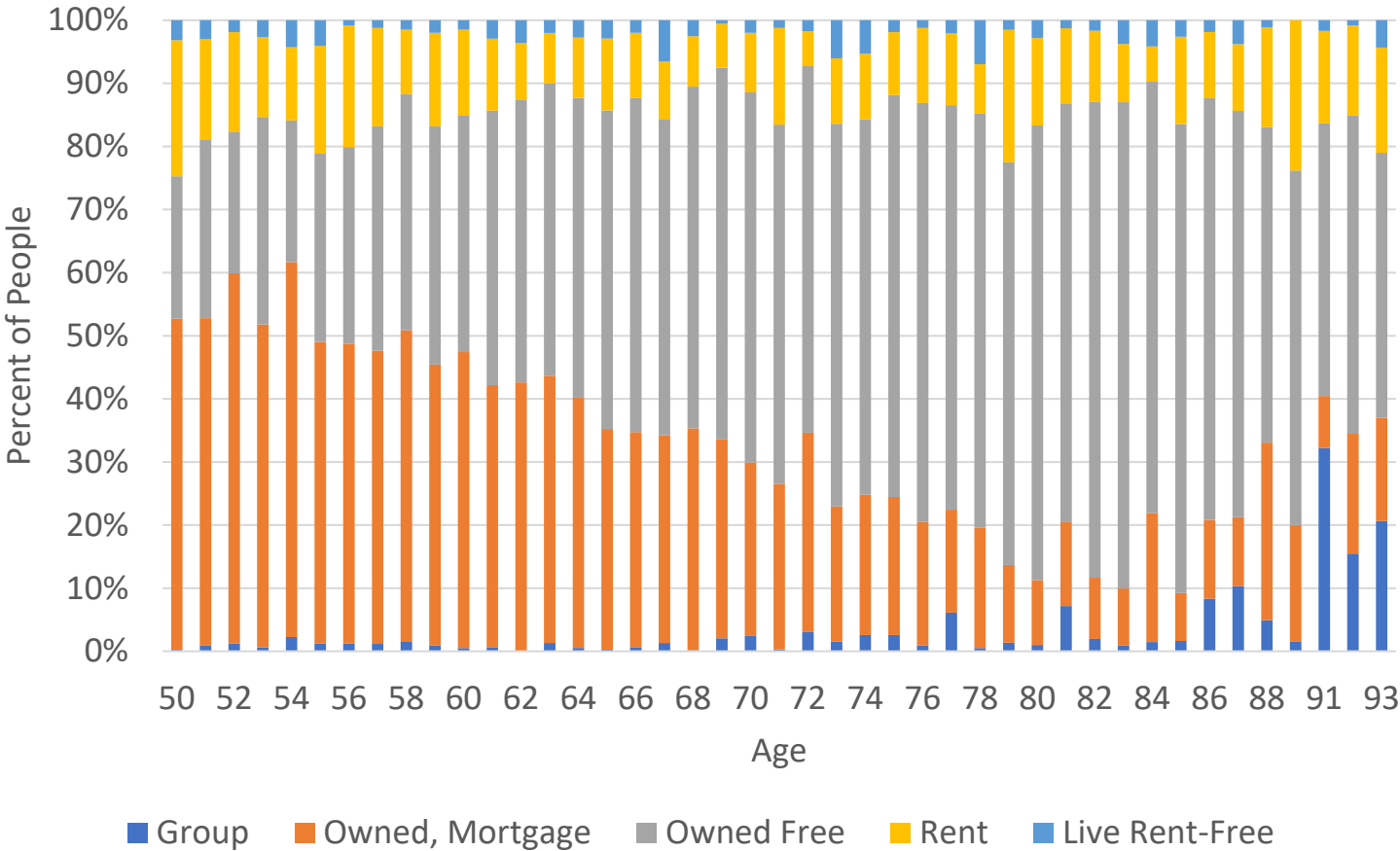
For Many Households, Incomes Drop in Their Late 60s



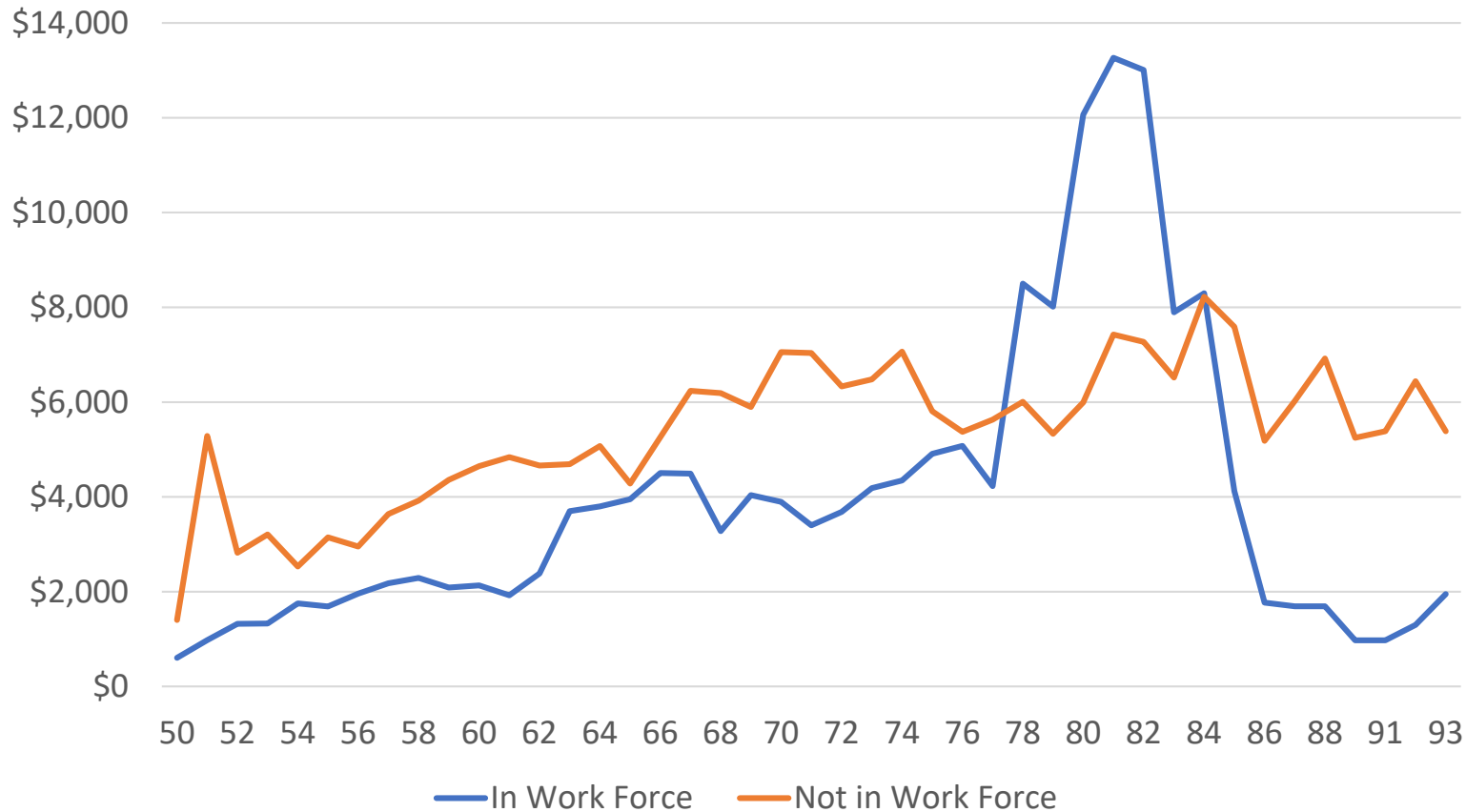
Home Owners Without Mortgages Are Slowest to Retire



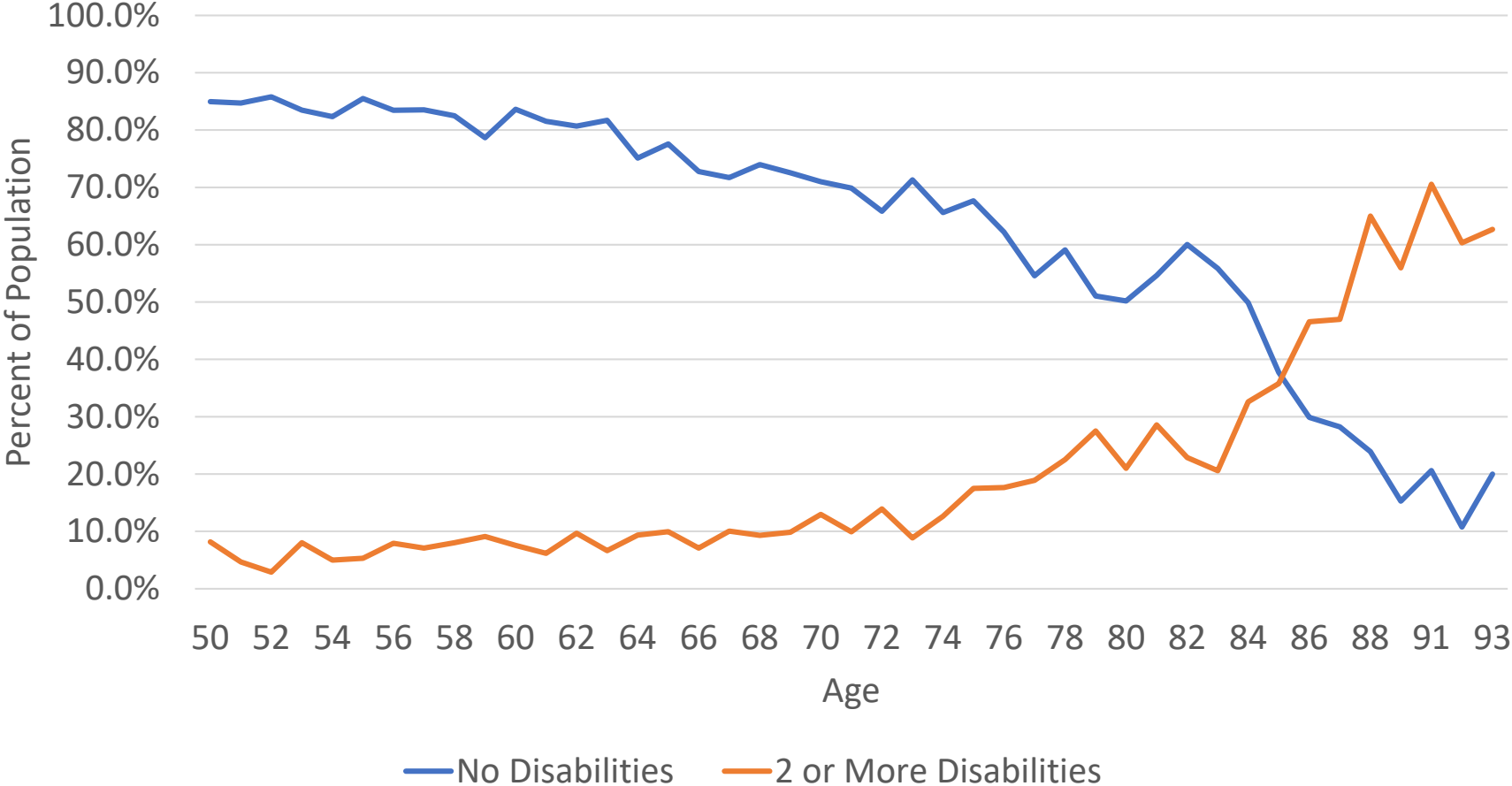
But Most Eventually Pay Off Their Mortgage



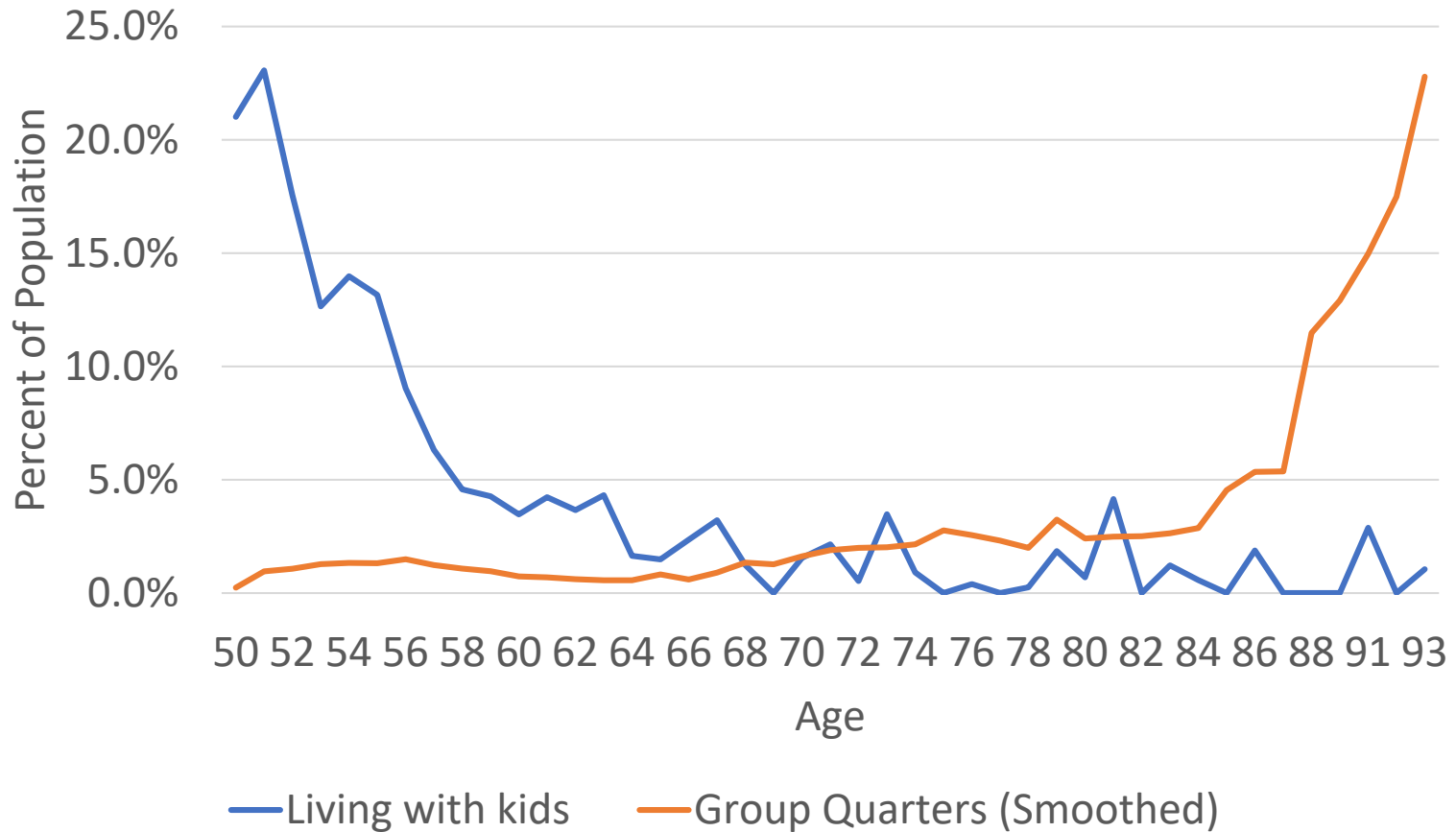
Retired People Receive More Interest Income Than Their Working Peers (And Thus Have More Savings)



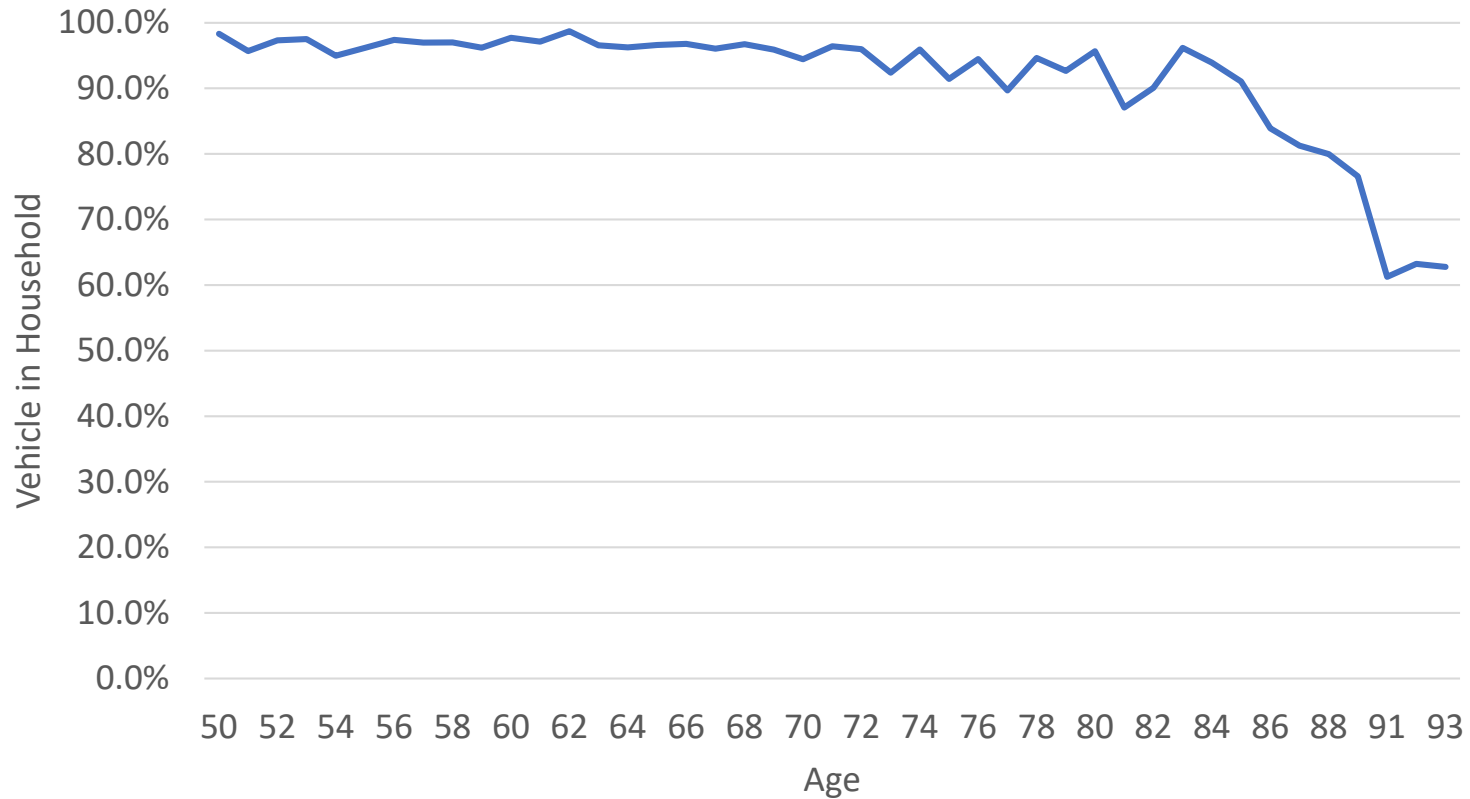
Health Declines as One Ages



Alternate Housing Isn't Common



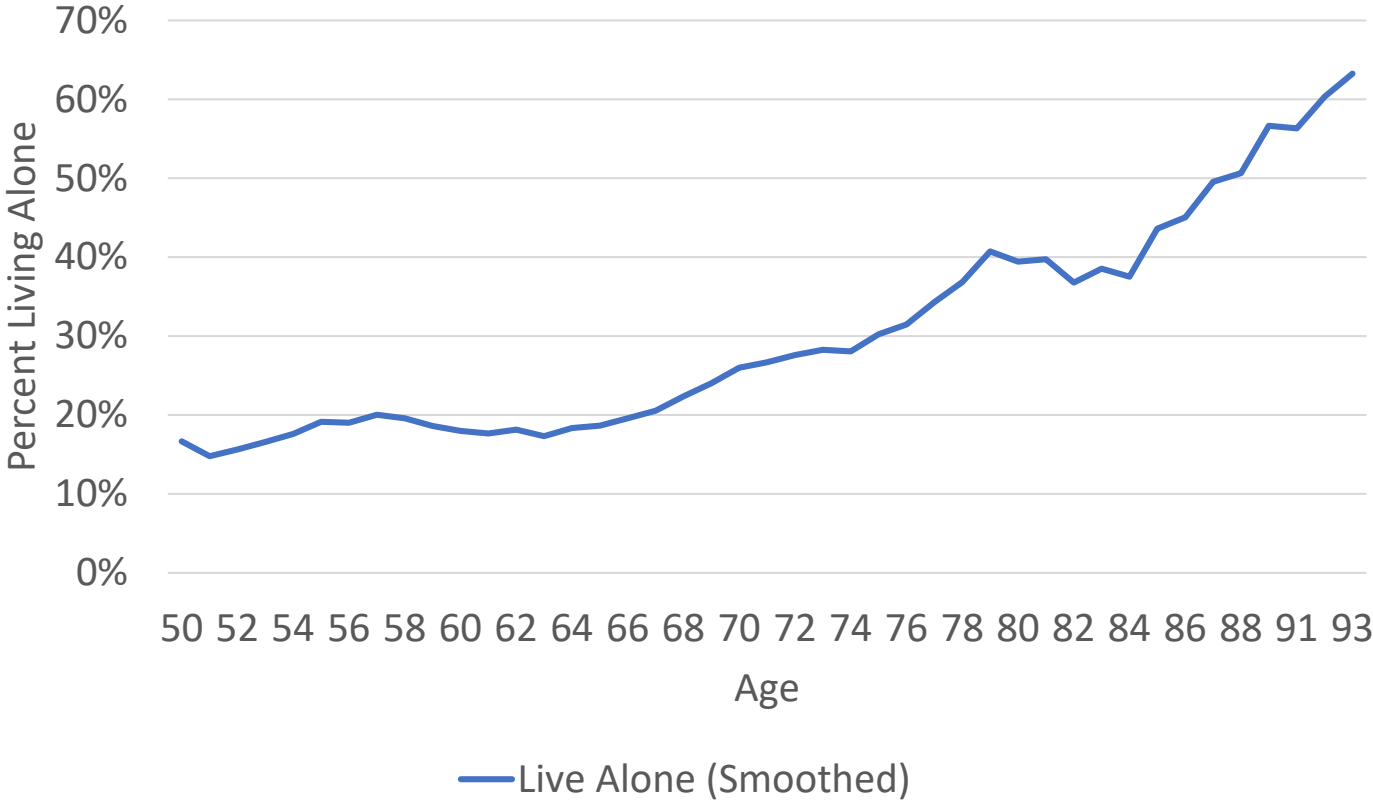
Which Means That They Keep Their Vehicles



Widow(er)s become a larger proportion of the population with age

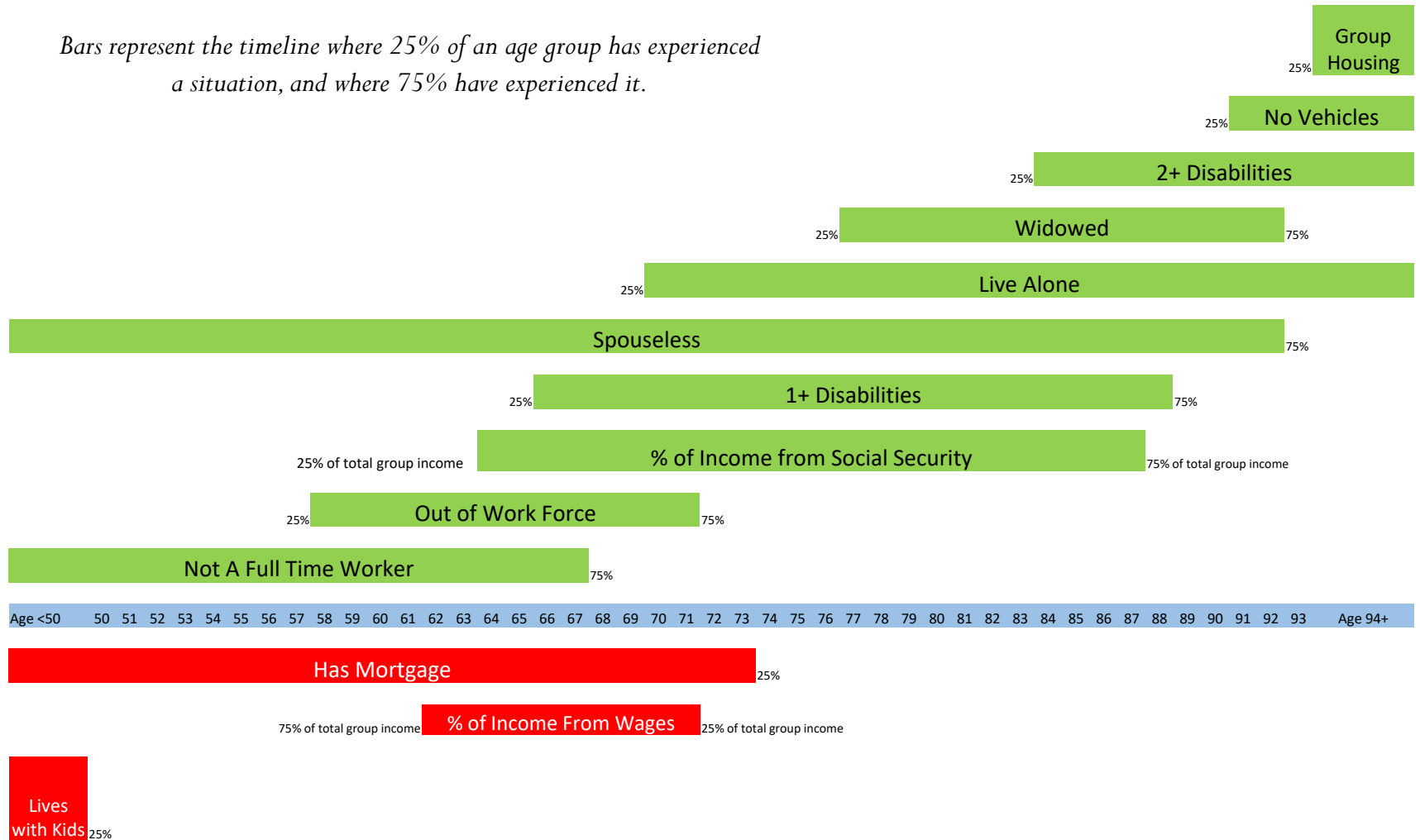


People Are More Likely To Live Alone As They Age



A Timeline of Wyoming Seniors

Bars represent the timeline where 25% of an age group has experienced a situation, and where 75% have experienced it.



About Heinrich Marketing

Today's clients are looking for more than clever campaigns that “break through the clutter.” They're looking for an intelligent dialogue — one that shows you understand their needs, respect their preferences and deserve their trust.

At Heinrich, our teams produce work that engages clients in these kinds of dialogues and drives results across a variety of channels and all with a strategic foundation.

Learn more at www.heinrich.com

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About Corona Insights

Our founder named the company Corona because the word means “halo of light.” It's the knowledge that surrounds and illuminates an issue—exactly what we provide.

Our firm's mission is to provide accurate and unbiased information and counsel to decision makers. We provide market research, evaluation, and strategic consulting for organizations both small and large.

Learn more at www.CoronaInsights.com

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