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***Latest ThirdAge/JWT Boomer Survey Busts Myths
about Boomer Health Status***

**BABY BOOMERS DISPUTE PERSPECTIVE THAT THEY UNHEALTHIER THAN
PREVIOUS GENERATIONS**

NEW YORK – December 21, 2007 – An online research study by ThirdAge Inc. and JWT *BOOM* was unveiled today, and reveals new findings contradicting major studies that say Boomers are unhealthier than any generation before them. The Boomers, Healthcare and Interactive Media Study was conducted online by ThirdAge at www.thirdage.com with over 1,300 respondents 40+ years of age. Results of the survey reveal surprising new data, according to Sharon Whiteley, CEO, ThirdAge Inc., and Lori Bitter, Senior Partner at JWT *BOOM*.

“Baby Boomers and aging mid-lifers -- ThirdAgers as we call them, have been reported to be experiencing more health problems than previous generations. However, our research, which has findings consistent with the AARP’s National Health Interview Survey, indicates over 87% indicated that they feel they are in ‘good to excellent’ health,” says Sharon Whiteley, CEO of ThirdAge Inc.

No rose –colored glasses

“I don’t think ThirdAgers are kidding themselves or looking through rose-colored glasses when they report on their health states,” continues Lori Bitter, Senior Partner at JWT *BOOM*.

“Boomers and today’s mid-lifers, generally speaking are solution-oriented by nature. Even though they may be dealing with conditions that come with age – like hypertension, high cholesterol or chronic back/neck pain -- they consider these issues as a “natural” part of aging and overall feel confident that leading-edge therapies and science are going to keep them healthy and vital for years to come”.

“Boomers are more conscious of health, more educated about it and more familiar with the benefits of exercise, nutrition and other healthy living than previous generations -- for instance, the fact that they are less likely to smoke,” adds Whiteley. “We believe these factors also contribute to their more positive assessments.”

Research findings further indicate that future health solutions will include alternative or integrative medicine protocols. Over 83% of all ThirdAge respondents -- not just those on the younger end of the spectrum -- said they are somewhat or very interested in complementary and alternative approaches.

But there are Specific Concerns: Menopause and Sex

Topics previously taboo for earlier generations of the same age were also addressed in this health survey. Of female respondents age 51 and older, 38.5% of respondents said they were moderately or extremely affected during menopause. And all female respondents, close to one-third (30%), said they are somewhat or very concerned about their partner's sexual health. When asked the same question, almost half of all male respondents reported they have the same level of concern about their own partner's sexual health.

Who Are Boomers Turning to For Healthcare Information?

A primary way this dynamic demographic is gathering health-related information is the Internet," says Bitter. Over 89 percent of ThirdAgers go online for health information, with over 80% clicking on online ads about a health condition, product or service to receive more information. Though Boomers are using the Internet on a regular basis for health-related information, 73% of survey respondents also shared that they are concerned about their privacy.

"Trusted resources and credible information is clearly a factor," continues Bitter. Close to one-third (28.5%) read health-related blogs; while 71.6% reported they do not. On the other hand, 54% have, or reported they would enroll in online health classes, and over 25% of respondents have taken an offline health workshop.

"Boomers will be as demanding and innovative about their healthcare as they have been about all the other aspects of their lives through the years," concludes Whiteley. "Their contributions and needs will continue to affect their outlook and well-being, as they continue to literally change the process of aging in America and redefine what it means to get older."

For more information on The Boomers, Healthcare and Interactive Media Study, contact Linda Landers, Girlpower Marketing (www.girlpowermarketing.com), (949) 459-1416.

About ThirdAge Inc.

ThirdAge Inc. is a leading life stage media, marketing and consumer insight company exclusively focused on serving today's dynamic population of leading edge Baby Boomers and aging mid-lifers online.

About JWT BOOM

JWT BOOM is the premier integrated marketing firm specializing in reaching consumers ages 40+. Providing results-driven strategy and execution, JWT BOOM excels at helping clients build profitable and lasting relationships with boomers and mature consumers, the fastest growing and most financially powerful segment in the country.

