

Re: Why has the consumer electronics industry given up on boomers?

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- *From:* "Homer J Simpson" <nobody@xxxxxxxxxxxx>
 - *Date:* Wed, 18 Oct 2006 20:47:38 GMT
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"Charles Schuler" <charleschuler@xxxxxxxxxxxx> wrote in message
news:rcudnd6m05ufDavYnZ2dnUVZ_u6dnZ2d@xxxxxxxxxxxx

Because teenagers are a larger (in dollars spent) market segment for products of that type.

Plus they have lousy taste, can be sold by advertising and can't tell crap from good stuff.