

# 'Baby Boomers' switch on oftener

"Baby Boomers" — kids born after World War II who now head their own households — use more electricity than other age groups, said a company which should know.

A Consumers Power Co. demographic analysis finds the Baby Boom generation accounts for almost 40 percent of its residential household heads. The Baby Boom extended to the early 1960s.

Average electricity usage for Consumers Power's residential customers, regardless of age, has increased from approximately 6,600 kilowatt-hours per year in 1982 to more than 7,000 kilowatt-hours presently. By contrast, Baby Boom households use an average of more than 7,800 kilowatt-hours each year.

"WE ARE SEEING a fundamental trend at work here with significant implications for future planning," said Bryan A. Noble, corporate economist for the Jackson-based utility. "Baby Boomers grew up with stereos, television sets, computers, elec-

tronic guitars and can openers. Electricity is fundamental to their lifestyle," Noble said.

Recent appliance saturation surveys conducted by Consumers Power show significant growth in purchases of several relatively new appliances, such as VCRs and microwave ovens.

Second appliances, such as refrigerators and freezers, are also becoming increasingly popular.

"THE OLDEST members of the Baby Boom generation are now approaching their mid-40s. This segment of the population is moving into positions of increasing stature in society, with corresponding higher levels of income," said Noble.

"Trends of higher electricity usage by this group are presently established. These trends will play an increasingly significant role in planning future electricity supplies."

Consumers Power is Michigan's largest utility, serving almost six million of the state's nine million residents. In much of the Oberver & Eccentric area, it sells gas but not electricity.

Registration is under way for programs beginning the week of Sept. 19 offered by the Oakland University Division of Continuing Education.

They include the latest in computer course training, including desktop publishing; paraprofessional training to become a legal assistant or accounting assistant; and professional programs for CPAs and financial planners.

"OPERATING THE IBM PC," including word processing, PC-File III data base manager and Lotus 1-2-3, will be taught to beginners on Saturdays, Sept. 24 to Oct. 15, from 9 a.m. to 12:30 p.m. Tuition is \$115.

The latest Lotus 1-2-3 software will be the focus of class offered Saturdays, Oct. 22 to Nov. 12, from 9 a.m. to 12:30 p.m. Tuition is \$150. Bret Moeller, assistant to the OU president for planning and policy analysis, will instruct both classes.

"Computer Graphics by Desktop," a seminar in which various software packages will be used and basic features applied for specific projects of enrollees, will be conducted in a two-session seminar Oct. 4 and 6 from 6

to 9:30 p.m., in the Nynex Business Center classroom, Birmingham. Enrollment is limited to eight. Tuition is \$175.

"Desktop Publishing for Beginners" will be offered in a two-session seminar, Saturdays, Oct. 15 and 22, 8:30 a.m. to 4:30 p.m. on campus. Tuition is \$150. Demonstrated basic capability on the Macintosh is required to take either course. Kathleen Fredericksen, president of Sharpco, Bloomfield Hills, will instruct.

PARAPROFESSIONAL training for careers with predicted growth and diversity of job opportunities are offered by OU's Legal Assistant and Accounting Assistant Programs.

Both begin the week of Sept. 19. Both are evening programs which can be completed in as few as 15-18 months or at the enrollee's own speed.

They conclude with 80-hour internships. Job referral service is offered for graduates of both programs.

The paralegal career is predicted to be the fastest-growing parapro-

fessional of the 1990s, according to the U.S. Bureau of Labor Statistics. Paralegals work in legal settings ranging from private law firms to the corporate legal departments and government agencies. OU's Legal Assistant Program, now in its 14th year, has been consistently approved by the American Bar Association. Total tuition is \$1,800.

Part-time as well as full-time jobs with small and large businesses are available to accounting assistants. Previous college experience is not required. The Accounting Assistant Program was developed with local business to meet staff needs. Tuition is \$1,200.

## BRIEF MONEY management

The Oakland County Health Division is offering a series of six blood pressure control classes to county residents at the division's South office, 27725 Greenfield Road, Southfield. The sessions are 2-4 p.m. Wednesdays beginning Sept. 28 through Nov.

courses for retirees will be offered in day and evening courses conducted in October.

"Money Management for Retirees," 4 to 6 p.m. Wednesdays, Oct. 5-19, \$30 per person, \$35 per couple.

"Retirement — The Golden Years," 7-9 p.m. Wednesdays, Oct. 5-11, \$45 per person, \$50 per couple.

Tuition for both courses includes a reference workbook. Guest speakers for "Golden Years" will include a CPA, attorney, health care specialist, and psychologist. Janet Krakowiak, Troy, a certified financial planner, will instruct both courses.

For brochures and registration information, call OU's Continuing Education office, 370-3120, between 8 a.m. and 6 p.m. weekdays.

## Blood pressure class open

2. Classes are free, but advance registration is required by calling 424-7042.

The courses, taught by public health nurses and nutritionists, will define blood pressure, describe medications used in treatment and make dietary recommendations.

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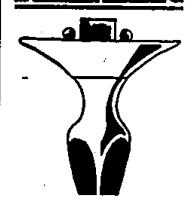
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