

50+ Means Business

Accounts for **50%** of all consumer expenditures

Yet only **10%** of marketing dollars are targeted to **50+**. That's a huge **Opportunity** to impact purchase decisions

111 million 50+
75 million 18-34
61 million 35-49

#1 U.S. consumer demographic

In 10 yrs
50+ will grow by 15 MM

18-49 will grow by 6 MM

3 decades longer than they did a century ago

Matures have wealth
Gex X has high HHI
Boomers have both
Millennials have neither

61% own of U.S. financial assets

4 in 10 are consumer influentials

41% more likely than 18-49 to own financial investments

online 27 days per month on par with 18-49

79% are online daily

88% of 50+ online **Use Social Media**

Mobile app spending
18-49 down **-\$2 MM**
50+ up **+\$16 MM**

Spent **\$19.3 billion** online last 12 months

#3 online activity **Making Purchases**

39% of online spending

97% of Boomers with HHI **\$60,000+** are online

50+ spent +\$99B in the last 3 years
18-49 spent -\$238B

\$3.2 trillion greater than the GDP of Italy, Russia, UK, France, and Brazil combined

Without 50+

Starbucks
+1.9 MM customers 18-49
+2.1 MM customers 50+
wouldn't be on every corner

Apple
would be a lot less profitable
iPhone sales among 50+ were up 337% in the last 3 years

Chevrolet
would be out of business
68% of all new Chevrolet purchases are made by **50+**

SOURCES comScore, Dec 2014, Jan 2015; J.D. Power 2013 Auto Media and Marketing, Summer; MRI Fall 2008, 2011, 2013, 2014; Nielsen @Plan Rel 3 2014; U.S. Census Bureau; Consumer Expenditure Surveys; World Bank 2013