

2021

Delayed Adulthood

How Younger & Older Generations Are Achieving 'Life Milestones' at Their Own Pace

What You'll Learn...

- ▶ How the 'traditional' path to adulthood and the consumer milestones along the way have evolved
- ▶ Why younger generations are 'delaying adulthood' by waiting longer to get married, have children or buy a home, and the impact of COVID-19
- ▶ The value of older generations' buying power and how adults over 50 are enjoying more economic freedom later in life
- ▶ How marketers can reach their best prospects by life stage, buying behaviors and characteristics through an audience-based approach



What is ‘Delayed Adulthood’?

While adulthood is traditionally marked by independence from their parents, there has been a decades-long trend, which was exacerbated by the pandemic, of young adults holding off on achieving key milestones - such as **becoming financially independent, moving away from home, getting married** and **having children** – until later in life.

Beyond the acceleration of this trend among young adults, older consumers are also living very different lives than adults 50+ of previous generations. In fact, **they are delaying their own milestones**, such as retiring or downsizing their homes. While some of this is due in part to their adult children still needing support, many older adults are now living more active and social lives after 50, and with more disposable income to spend.



How is ‘Delayed Adulthood’ impacting marketers?

Assumptions on what people are in market for based on their age are no longer true.

This has significant implications for brands who are targeting their campaigns on traditional age demographics (e.g. A18-34, A18-49, A25-54) *since what consumers buy is not dictated by age.*

As purchases are more dictated by lifestage and behaviors (vs. demo), it underscores the importance of considering a more modern, audience-first targeting approach.

Delayed Adulthood – The Impact on Today’s Young Adults





Postponing traditional adult milestones - such as employment, marriage, home ownership and having children - has been a growing trend over the years, exacerbated further by COVID

EurekaAlert! | AAAS January 2004
Transition to adulthood delayed, marriage and family postponed, study finds

The New York Times September 2014
The Case for Delayed Adulthood

THE WRAP March 2017
Millennials Don't Consider Themselves Adults Until 30, Researcher Says
And surprise: the oldest ones are now pushing 40, CBS Research guru David Poltrack explains

United States Census Bureau August 2017
Young Adults Delay Milestones of Adulthood

M DEARBORN NEWS | UNIVERSITY OF MICHIGAN · DEARBORN September 2020
How COVID-19 disrupts the transition to adulthood

The Atlantic April 2021
The Real Reason Young Adults Seem Slow to 'Grow Up'

Only half as many adults 25-34 achieved all four common 'life milestones' in 2016 as they did in 1975

Four Common Milestones



Employed



Live Independently



Married

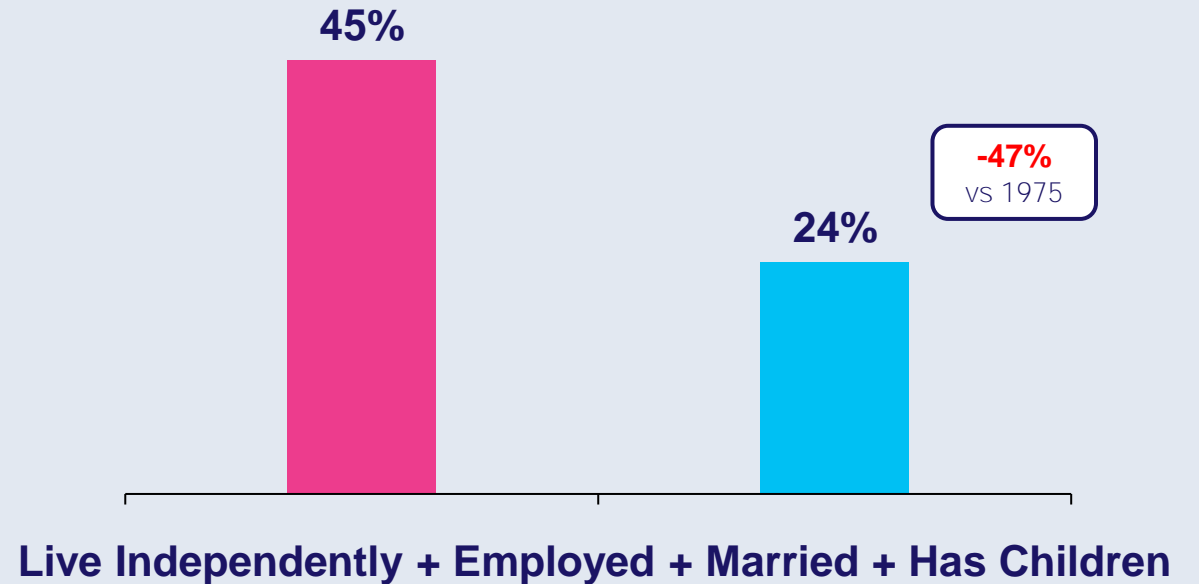


Has Children

Four Common Milestones of Adulthood Achieved

% of A25-34

■ = 1975 ■ = 2016

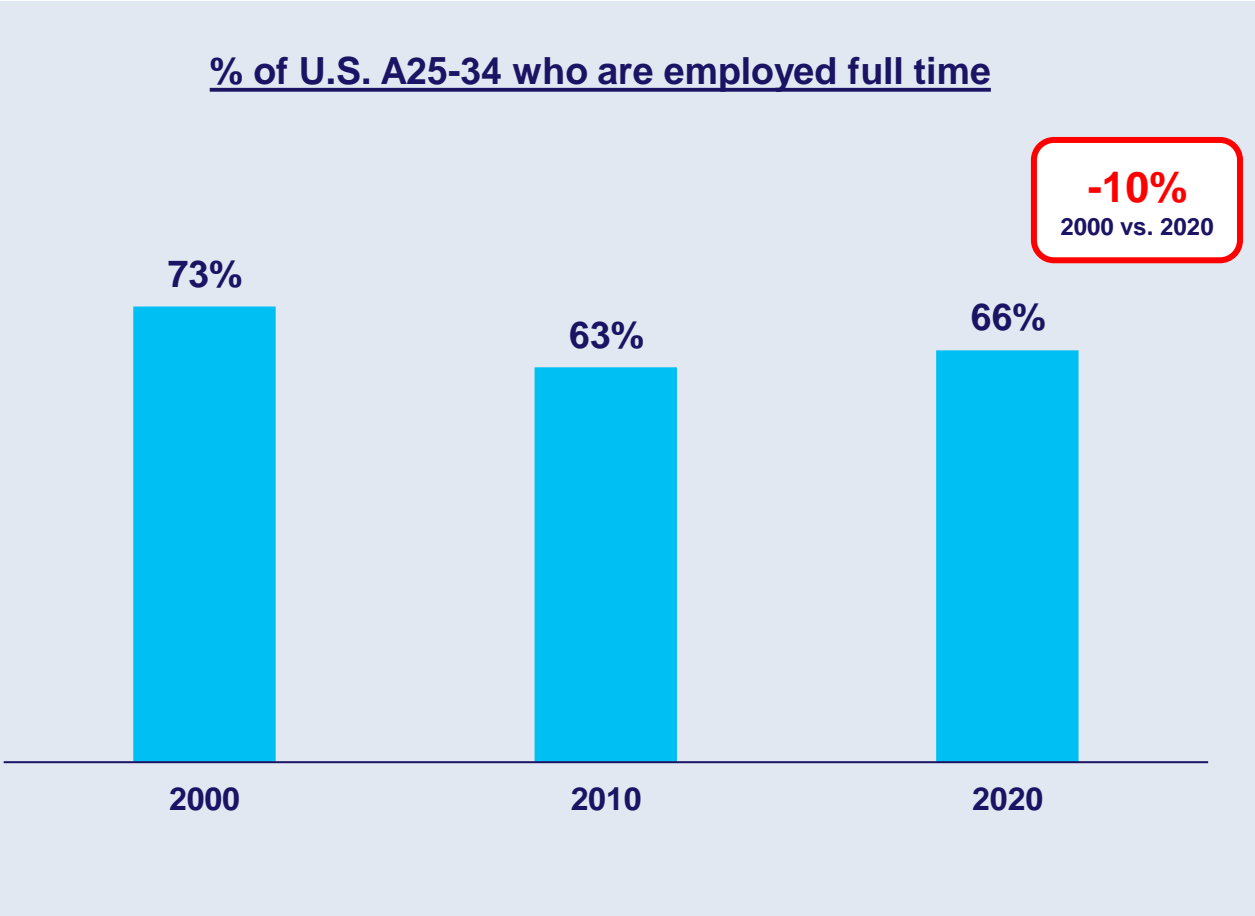


Source: U.S. Census Bureau, *The Changing Economics and Demographics of Young Adulthood: 1975 – 2016*, April 2017. Data based on 1975 and 2016 Current Population Survey Annual Social and Economic Supplement. Figure 5. Four Common Milestones of Adulthood – Getting Married, Having Children, Working, and Living Independently. Q: What are the most common combinations that young adults have completed?

Employment: The share of adults 25-34 who are employed full time has decreased over the last twenty years



BUSINESS INSIDER March 22, 2021
COVID-19 dealt millennials the biggest employment hit of the past 20 years — and younger Americans were already at risk of becoming a 'lost generation'



Source: VAB analysis of U.S. Bureau of Labor Statistics' Current Population Survey data. Table 2. Employment status of the civilian noninstitutional population by detailed age, sex, and race, Annual Average, 2000, 2010, 2020.

Living Independently: More than half of all young adults are now living at home with a parent, a higher percentage than during the Great Depression

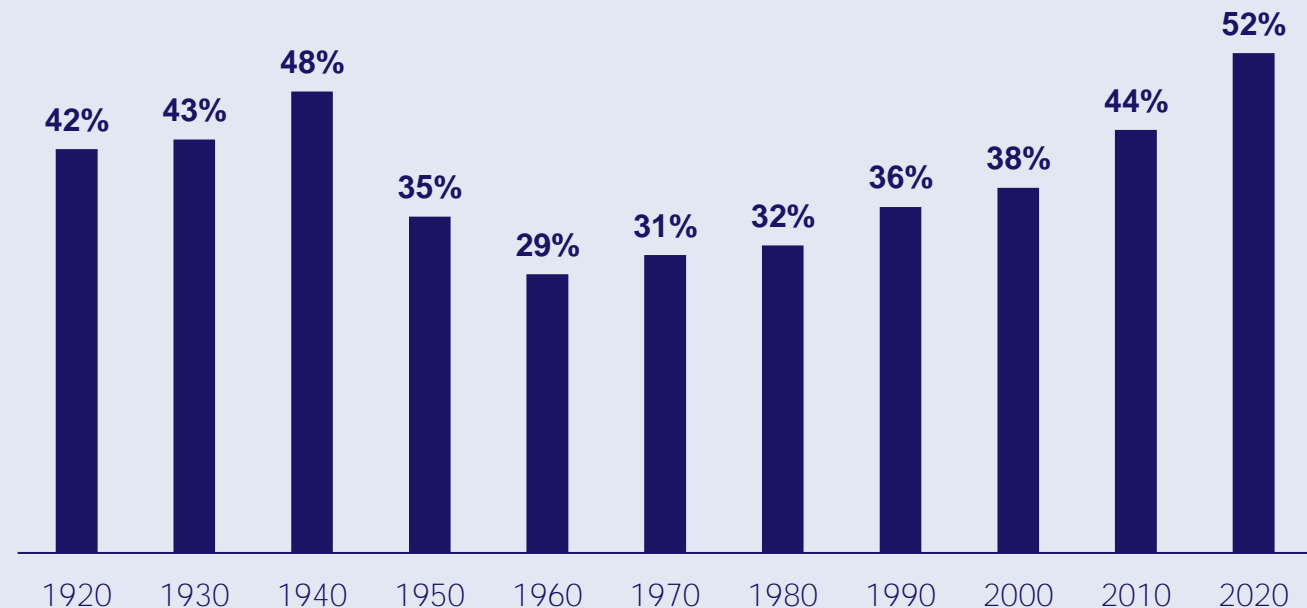
39%

of younger millennials say the COVID-19 recession has led them to move back home

“Some people may be moving back home for **financial reasons**, but there are also those heading home for other reasons, such as to help their parents or to **be in a safer or more controllable environment** than they would be in with a roommate.”

- Bobbi Rebell, host of the *Financial Grownup* podcast

% of 18-29 year olds in the U.S. living with a parent*
1920 - 2020



Source: Pew Research Center analysis of decennial census (1900-'90); annual average of Current Population Survey (2000, 2021); monthly CPS (2020). *Living with a parent' refers to those who are residing with at least one parent in the household. 1900-1990 shares based on household population. CNBC, *39% of younger millennials say the Covid-19 recession has them moving back home*, 8/5/20.

Marital Status: Fewer millennials are married than any other generation in the last century

► The estimated median age to marry for the first time is **30.5 for men** and **28.1 for women**, up from ages 23.7 and 20.5 in 1947

The New York Times

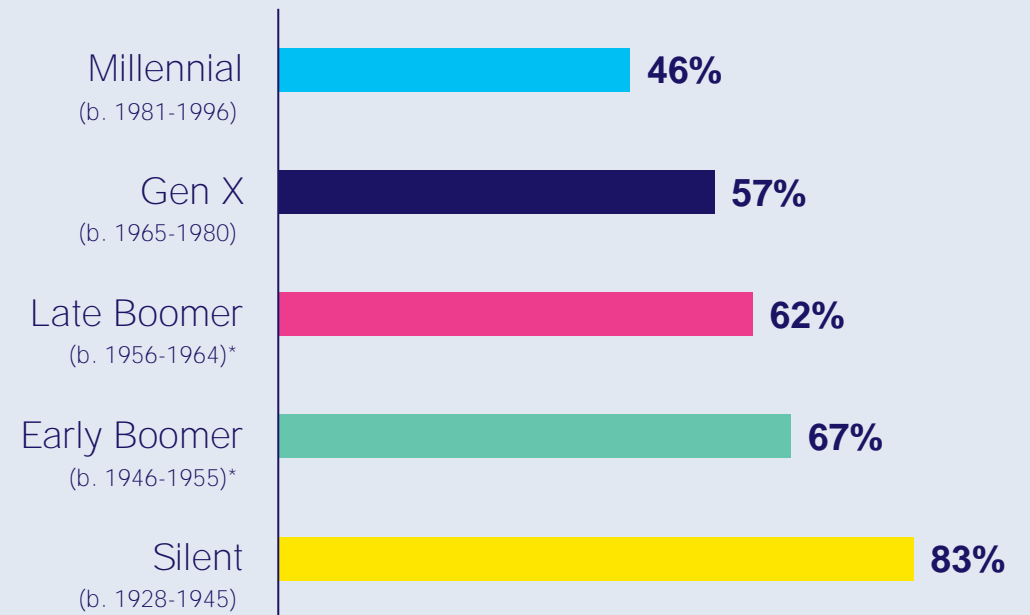
May 29, 2018

Put a Ring on It? Millennial Couples Are in No Hurry

Young adults not only marry and have children later than previous generations, they take more time to get to know each other before tying the knot.

“Millennials are waiting longer to get married compared with previous generations because they are **taking more time to find the right partner** and **prioritize financial success.**”

% Married Between Age 25-37
By Generation



Source: Pew Research Center, analysis of 1968, 1982, 1989, 2001, and 2018 Current Population Survey Annual Social and Economic Supplements (IPUMS). Millennial data from 2018 survey, Gen X data from 2001 survey, Late Boomer data from 1989, Early Boomer data from 1982, Silent data from 1968. *Late Boomer and Early Boomer birth years reflect estimated split done by VAB of overall Baby Boomer birth years (1946-1964); not broken out by Pew Research Center. New York Times, *The Risks of Babies to Older Fathers*, 3/25/2019. U.S. Census Bureau, *Census Bureau Releases New Estimates on America's Families and Living Arrangements*, 12/2/20.

Children: Less millennials had children between the ages of 22-37 while births among 40+ has risen

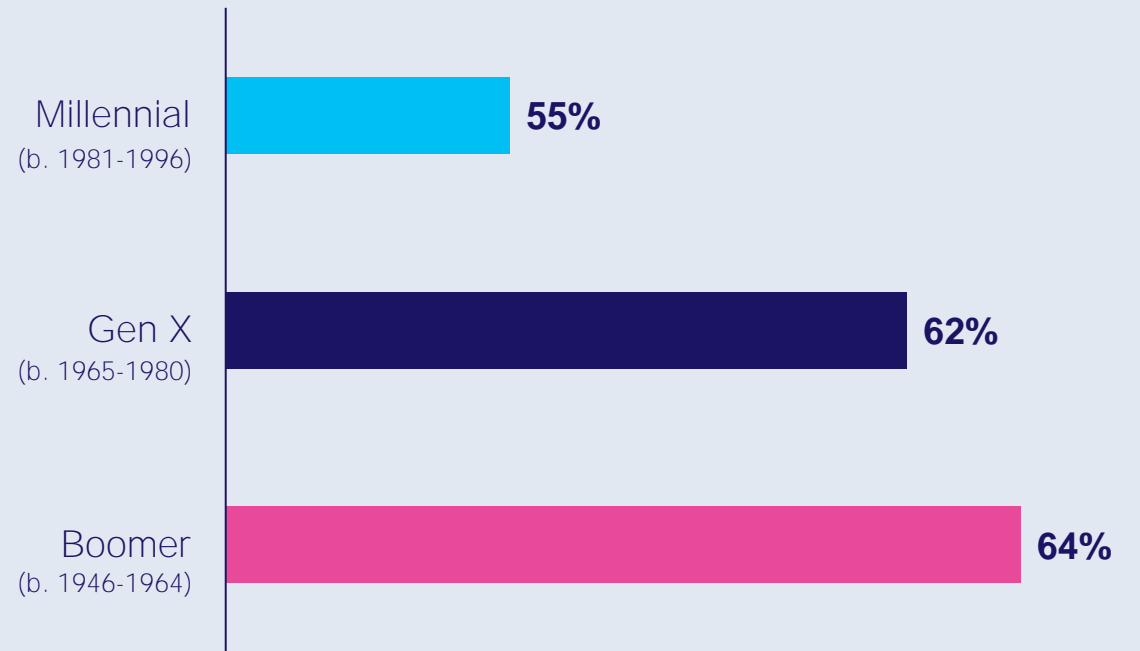
▶ The percentage of births to fathers aged 40+ has doubled since the 1970s and, by 2015, they accounted for 9% of all births

“It's a sign of **better access to education** and **employment opportunities**, a rise in individualism and women's autonomy, better sex education, and a shift from religious-based to more secular values. But on a more individual level, having kids at a later age is also a result of women **choosing to stay in school longer**, waiting until later to marry, and **paying off student debt first.**”

- *Christine Percheski, Associate Professor of Sociology at Northwestern University*

% of Women Who Had A Child Between Age 22-37

By Generation



Source: Pew Research Center, analysis of 1986, 2002 and 2018, Current Population Survey Fertility Supplement (IPUMS). Reflects percent of 22- to 37-year-old women who have had a live birth. Millennial data from 2018 survey, Gen X data from 2002 survey, Boomer data from 1986. New York Times, *The Risks of Babies to Older Fathers*, 3/25/2019.

Why are Young Adults 'Delaying Adulthood'?



Economic uncertainty from the COVID-19 pandemic, in addition to debt from student loans and high living expenses, has impacted millennials' ability to afford life milestones



September 17, 2020



How millennials' financial futures have been impacted by pandemic unemployment

“We’re going to see an impact on their wealth accumulation, which has an impact on some of these **typical life transitions** and **purchases** and **cushions** that we expect over the life-cycle,”

Cecilia Rouse

Economist & Dean of the School of Public and International Affairs,
Princeton University

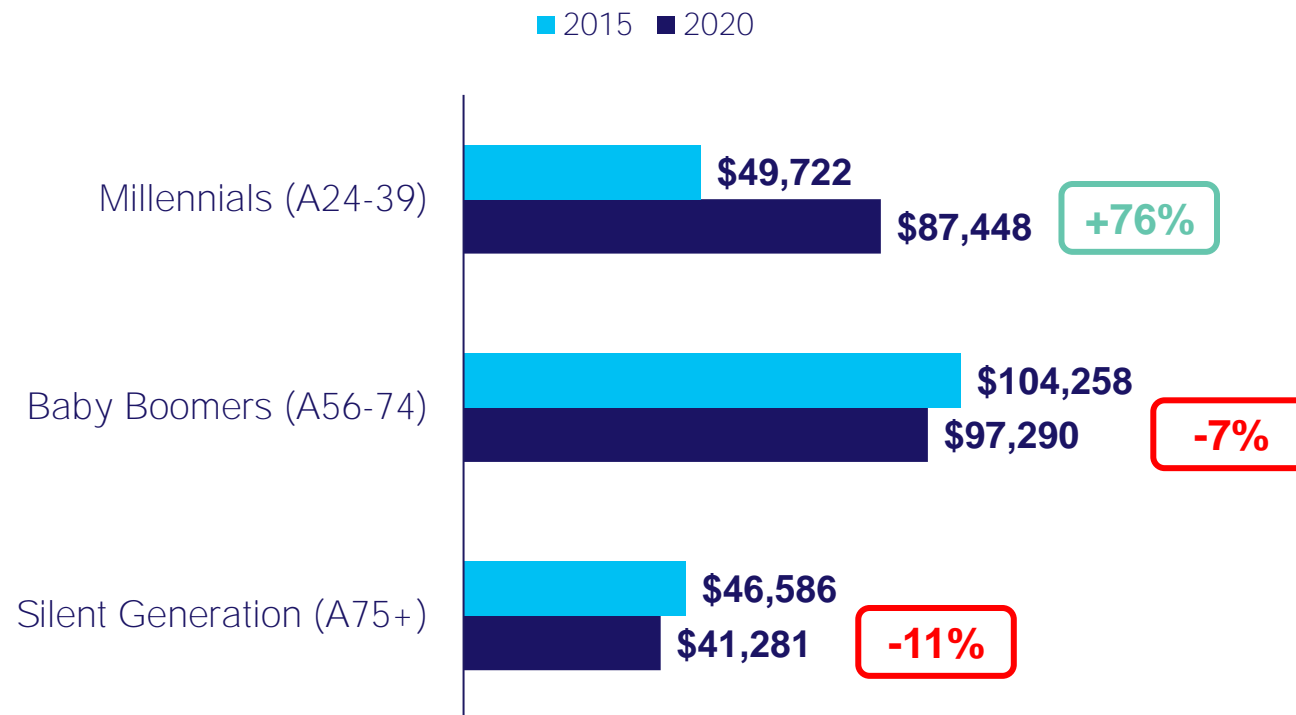
CNBC, 9/17/20



Millennials have nearly doubled their debt over the last five years

- ▶ In comparison, baby boomers and those in the silent generation have reduced their debt by **7%** and **11%** respectively since 2015

Average Debt Balances by Generation



Source: VAB analysis of Experian Consumer Debt Study, 2021.

Most of this debt is coming from educational expenses which, when coupled with higher costs of living, is impeding their path to adulthood

“Older millennials, while largely content in life, are stuck...they’re still held back by the past thanks to **student loans** and expensive living situations that make them **unable to save for the future.**”

- John Gerzema, Harris Poll CEO



68%

of older millennials are still working to pay off their student loans



40%

of older millennials have over half of their total balance still left

Consequently, they are more concerned about their financial health, which is one of the main reasons they're putting off milestones like buying a home, getting married or having children



Because I have debt, I feel like I currently can't or can't yet...
% of millennials (ages 24-41) that answered the following



42%

'Buy a first or nicer home'



40%

'Save for my future'



21%

'Get married'



21%

'Welcome children or grow my family'



18%

'Live without financial support from family and friends'

Source: Bank of America, *Better Money Habits: Winter Millennial Report*, 2020, Survey base=1,903 respondents, ages 18-73 years old, conducted from September 12 – September 22, 2019.

Young adults are avoiding making big purchases like buying a home, with many choosing to move back in with parents in order to save money



November 8, 2019
Bloomberg
Young Homebuyers Are Vanishing From the U.S.

“Housing affordability is so difficult today, especially when coupled with **rising rents** and **student loan debt**”

Jessica Lautz

VP of Demographics & Behavioral Insights,
National Association of Realtors

Bloomberg, 11/8/19

Shaped by their experiences with the Great Recession and the pandemic, millennials save at a greater rate than their parents

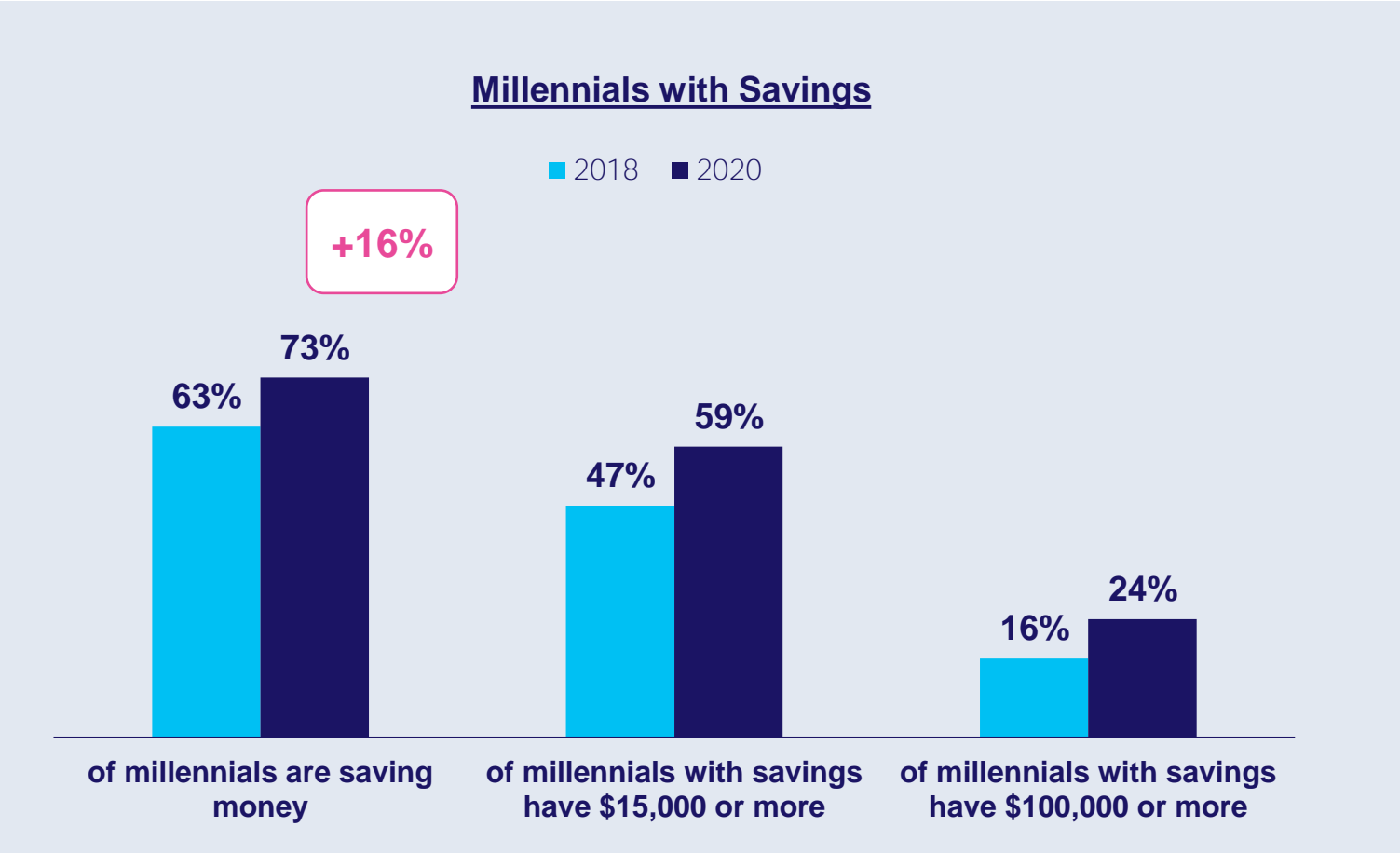
▶ Nearly 3 out of 4 are actively saving money; 75% of younger millennials with savings are saving for retirement

PR Newswire February 27, 2021

Millennials Now Saving More Money Than Their Parents According to Zip

The differences in the attitudes of millennials toward money and previous generations are widely discussed. But new data shows millennials are better at trying to save than previously thought. Perhaps, even better than their baby boomer parents.

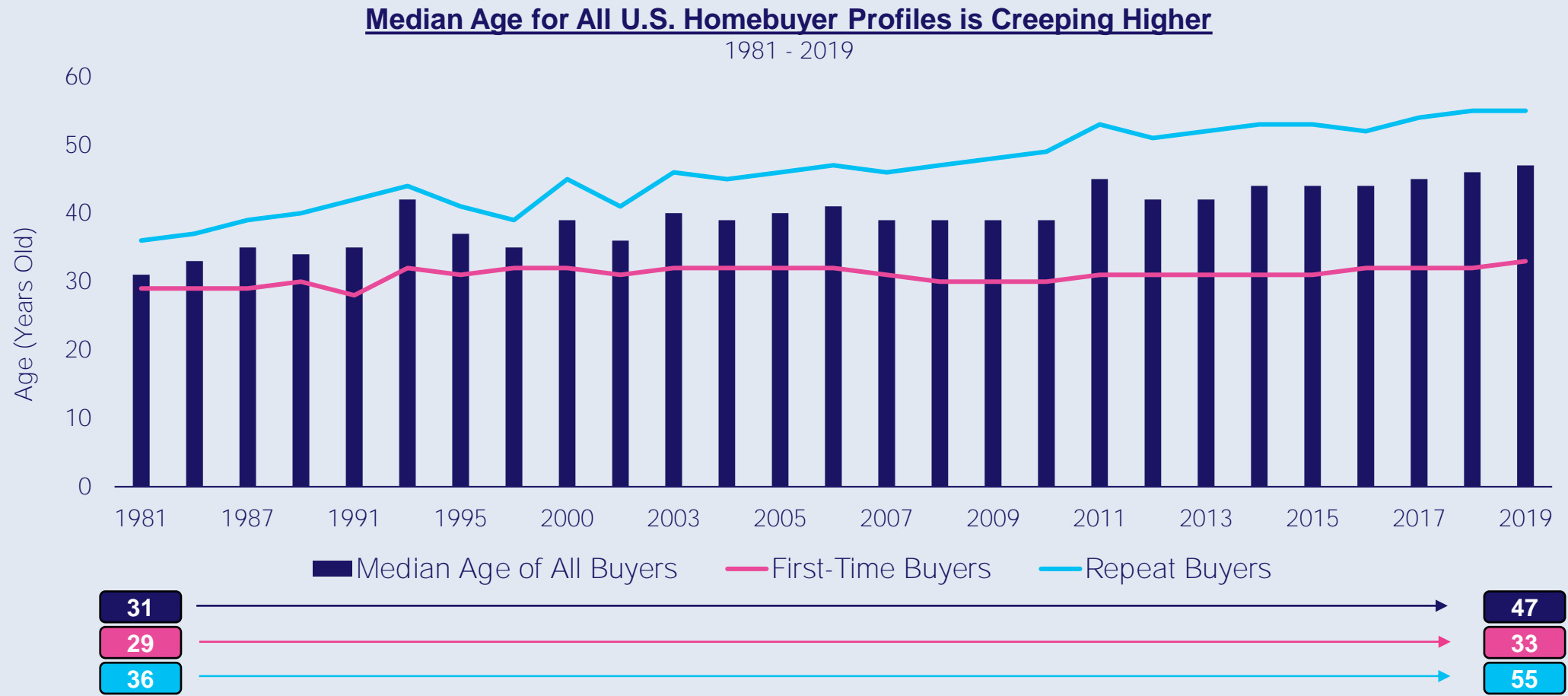
“Millennials have come of age during a time of economic disruption, technological change and accelerated globalization. This has given them a set of **behaviors and experiences vastly different** from their parents. Their unique experiences will **change the ways** we **buy** and **sell**, forcing companies to examine how they do business now and into the future.”



Source: Bank of America, *Better Money Habits: Winter Millennial Report*, 2020, Survey base=1,903 respondents, ages 18-73 years old, conducted from September 12 – September 22, 2019.

As a result of being more fiscally conservative and willing to live at home, the median age of first-time home buyers has increased to 33 years old

▶ The median age for all U.S. home buyers has increased **52%** over the last 40 years, outpacing growth in the U.S. population's median age which has grown **30%** over the same time period



Source: National Association of Realtors via Bloomberg, Young Homebuyers Are Vanishing From the U.S., 11/8/2019. Note: Survey conducted almost every other year prior to 2002. No data for 1983 and 1999. VAB analysis of U.S. Census Bureau data, Population Estimates for 1980, 1990, 2000, 2010; U.S Census Bureau, *Projected 5-Year Age Groups And Sex Composition of the Population, 2017 – 2060*.

Women are holding off on having children until their career is more established, a trend more pronounced in areas with stronger job markets

June 16, 2021

The New York Times

Why American Women Everywhere Are Delaying Motherhood

The birthrate is falling fastest in places with the greatest job growth — where women have more incentive to wait...The large urban counties that have gained the **most jobs and population** since the recession have seen birthrates fall **twice as fast** as smaller, rural counties that have not recovered as strongly.

Following a pre-pandemic trend in delaying children, additional factors like COVID and debt have transformed this ‘delay’ into a strategic financial decision

▶ Even though the top reasons are money-related, it affects all income levels as roughly the same percentage of adults across a range of brackets (>\$25,000 - \$200,000+ individual annual income) plan to delay having kids



49%

of adults that plan on having kids are delaying parenthood

‘I’m delaying kids because...’

% of respondents that answered the following



60%

‘I don’t have enough money saved’



41%

‘of financial reasons because of the COVID-19 outbreak’



29%

‘I have too much debt to start a family’



27%

‘I’m worried about contracting COVID-19’

Source: VAB analysis of Modern Fertility + SoFi’s Modern State of Fertility 2020: Career & Money. Survey base=participants between the ages of 20-45 (n=1,894), February 2020 with a follow up survey of 406 people in April 2020 asking about the impact of COVID-19 on their reproductive goals.

Despite putting off milestones once seen as ‘rites of passage,’ younger generations don’t feel the stigma around delaying adulthood since it is becoming the norm among their peers

ROCKET HQ

Millennials Are Changing The Face
Of Adulthood

September 21, 2020

“Shifts in judgments from peers about living at home will play an essential role in how millennials adjust to these new circumstances, such as living at home with parents or not owning a home...they’re trying to **shift the norms of young adulthood** to do what they must to **survive** and **create their future.**”

Jessica Kopitz

Social and Personality Psychology Researcher

Rocket HQ, 9/21/20



Summary: Why are Young Adults ‘Delaying Adulthood’?

- ▶ Debt from educational expenses and higher costs of living are the main obstacles impeding the path to adulthood for many young people
- ▶ They have a greater concern for their financial health due to their experiences with economic downturns, which motivates them to hold off on milestones like getting married, having children or buying a home until they are more stable
- ▶ For many young adults, especially women, establishing their career is their top priority for the foreseeable future
- ▶ With less social stigma around delaying big ‘adult’ milestones, they are taking their time, choosing instead to save up for when they feel ready to take on more financial responsibility

Delayed Adulthood – The Impact on Adults Over 50



‘Delayed adulthood’ has been a trend among older adults too as they postpone ‘later’ life milestones and embrace a more active lifestyle



THE WALL STREET JOURNAL

October 29, 2012

Marathon Runners Stop Aging Out of the Race

More People Over 50 Are Finishing the 26.2-Mile Races; Health Benefits, But Training, Injury Concerns, Too

FASTCOMPANY

September 23, 2020

Today’s older people really are ‘younger’ than in previous generations

“Our understanding of older age is old-fashioned.”

BUSINESS INSIDER

May 26, 2015

More women than ever are having babies after 50

DSnews

April 1, 2019

Why Aren’t Gen Xers Downsizing Their Homes?

The study found that while Gen Xers prefer to buy a multi-generational home because their adult children are moving in with them or never left home, older millennials who bought these homes were likely to do so to take care of their aging parents.

FINANCIAL POST

October 20, 2020

The retirement downsizing myth: No, seniors aren't moving in droves – and that will affect the housing market

Retirement community developers and aspiring young homebuyers may be in for disappointment




Older adults are spending more time staying active, participating in physical activities like hiking, weightlifting and yoga for enjoyment and to maintain their health



A55+ spend **57% more time** than younger millennials **doing leisure activities & sports**

58% of adults 50-64 claim to **'follow a regular exercise routine'**

Top 10 Sports Adults 50-64 Personally Participated in the Last 12 months

- 
Walking for Exercise
- 
Swimming
- 
Hiking
- 
Weightlifting
- 
Bicycling
- 
Fishing
- 
Golf
- 
Yoga
- 
Aerobics
- 
Running

57% of adults 50-64 have participated in these sports in the last 12 months

Source: VAB analysis of U.S. Bureau of Labor Statistics data, *American Time Use Survey*, 2019; % Share based on Average Hours Per Day Spent in Primary Activities; Younger millennials = A25-34. 2020 GfK MRI Spring.

With a more active lifestyle, many older generations are feeling and acting younger than they are, proving there is much more life after age 50

▶ Over the last 70 years, **life expectancy has increased** from age 68 to 79, and when coupled with **working longer** and **more accrued wealth**, people over 50 are embracing the many years left to enjoy life

The New York Times October 17, 2019

You're Only as Old as You Feel

Simply asking people how old they feel may tell you a lot about their health and well-being.

“Older age is a time that we can actually **look forward to**. People really just **enjoy themselves more** and are at peace with who they are.”

At age 50, people say they feel about **five years younger**



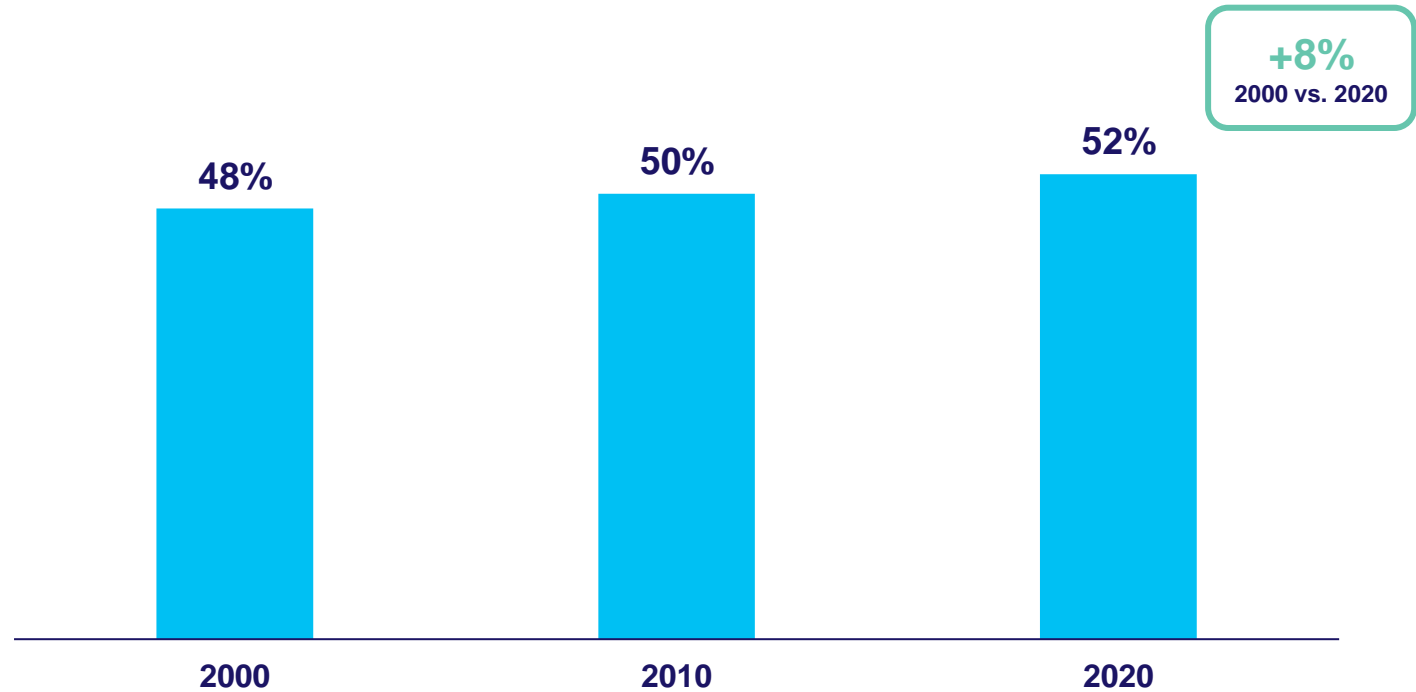
Source: New York Times, *You're Only as Old as You Feel*, 10/17/2019, Macrotrends, U.S. Life Expectancy 1950 – 2100.



People over 50 are also typically working longer than previous generations with more adults 55-64 employed full time now than there were 20 years ago

- ▶ In comparison, full-time employment among adults 25-34 has decreased **10%** over the same time period

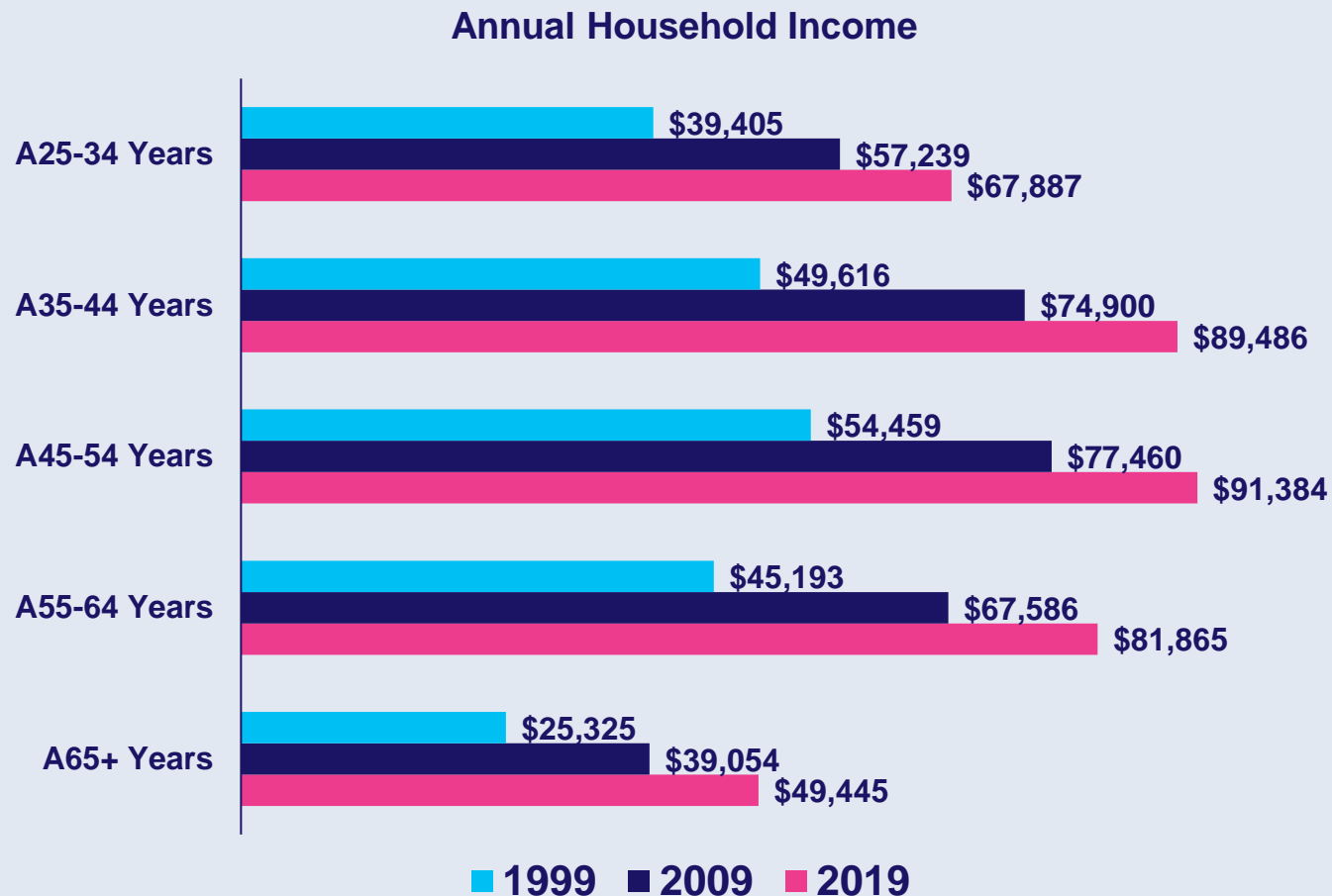
% of U.S. A55-64 who are employed full time



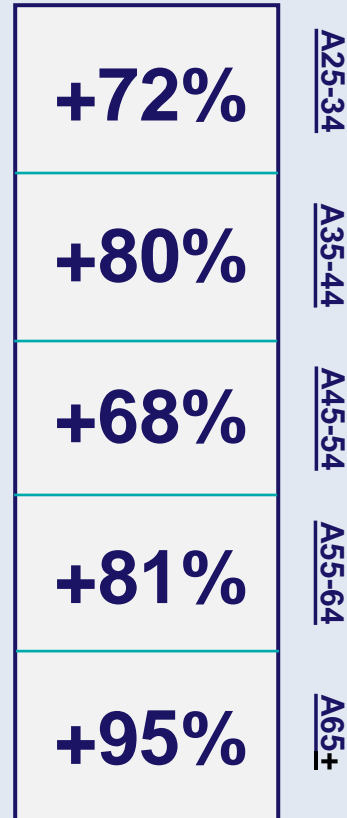
Source: VAB analysis of U.S. Bureau of Labor Statistics' Current Population Survey data. Table 2. Employment status of the civilian noninstitutional population by detailed age, sex, and race, Annual Average, 2000, 2010, 2020.

As people work longer, older adults are accruing more wealth later in life - household income among both adults 55-64 and over 65 is outpacing growth across adults 25-54

▶ While **23%** are working later in life simply because they enjoy it, **14%** of adults over the age of 65 are continuing to work primarily because they are still supporting their family as more adult children struggle to become financially independent



1999 vs. 2019 % Change



+73%
Average A25-54
% Change

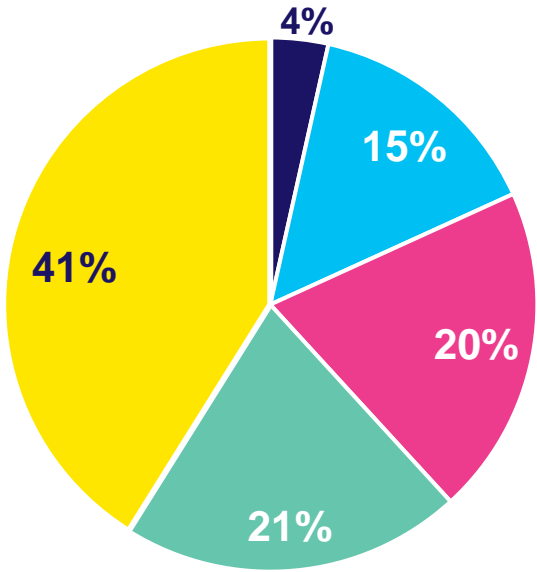
Source: VAB analysis of Consumer Expenditure Survey data, U.S. Bureau of Labor Statistics, 1999, 2009 & 2019; Reflects income after taxes. Precision Living, *Survey Reveals Why Seniors Are Putting Off Retirement*, 2020.



With more disposable income, adults 55+ account for **41%** of annual total U.S. expenditures, or **\$3.4 trillion** in total yearly spend

▶ Compared to the average Millennial who saves around **10%** of their post-tax income, baby boomers are more likely to be spenders, saving just **under 7%** of their post-tax income

% Share of Annual Aggregate Expenditures by Demo



■ Under 25 Years ■ 25-34 Years ■ 35-44 Years ■ 45-54 Years ■ 55+ Years

Source: VAB analysis of 2019 *Consumer Expenditure Survey* data, U.S. Bureau of Labor Statistics, reported as of September 2020. SmartAsset, [How Different Generations Spend Money](#), 1/16/20.

Older adults are devoting more money and time to maintaining their homes, which they are choosing to remain in longer, while some are even looking to upgrade to a bigger home

▶ While younger generations struggle to become homeowners, adults 50-64 are **61%** more likely to own a home than adults 25-34



April 13, 2021

Op-ed: More boomers are choosing to 'upsized' their homes in retirement

Among 50-60-year-olds, **22%** are looking to **move to bigger homes** and **43%** want to **remain in their existing home** or move to a new location with **comparable space**



A55+ spend **51%** more time than younger millennials **doing household activities to maintain their homes**

Source: VAB analysis of U.S. Bureau of Labor Statistics data, *American Time Use Survey*, 2019; % Share based on Average Hours Per Day Spent in Primary Activities; Younger millennials = A25-34. CNBC, *Op-ed: More boomers are choosing to 'upsized' their homes in retirement*, 4/13/21. Survey base = 2,003 U.S. adults ages 49-61, conducted in January 2019. 2020 GfK MRI Spring; 2000 MRI Doublebase.

Consumers over 50 are spending more on non-essentials like entertainment, alcohol, pets and toys than those in the same age group twenty years ago

▶ Older adults are living more active and social lives than previous generations, and as a result they are spending more on 'fun' categories, outpacing growth in spend among the average consumer

A55-64 % Increase in Average Annual Expenditures by Category: 2019 vs. 1999



Pets & Toys

+179%

vs. 1999

Average Consumer % Increase: **+137%**



Entertainment Fees & Admissions

+133%

vs. 1999

Average Consumer % Increase: **+92%**



Alcoholic Beverages

+116%

vs. 1999

Average Consumer % Increase: **+82%**



Audio / Visual Equipment & Services

+85%

vs. 1999

Average Consumer % Increase: **+64%**



Household Furnishings & Equipment

+44%

vs. 1999

Average Consumer % Increase: **+40%**



Vehicle Purchases

+34%

vs. 1999

Average Consumer % Increase: **+33%**

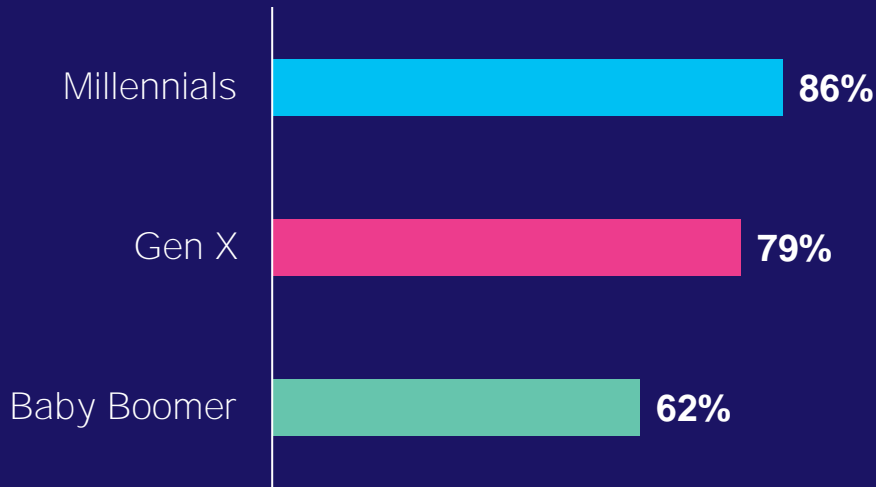
Source VAB analysis of *Consumer Expenditure Survey* data, U.S. Bureau of Labor Statistics, 1999 & 2019.

And they are buying differently - COVID has led older adults to embrace shopping online and subscribing to digital services, a trend likely to continue post-pandemic

▶ With more disposable income and now easier ways to shop, adults 55+ spend **46% more time shopping** than younger millennials

INSIDER INTELLIGENCE | eMarketer August 5, 2021
The Pandemic Has Driven Boomers to Increase Their Digital Shopping
 Some of these behaviors are likely to stick post-pandemic

U.S. Adult Digital Buyers, by Generation
2020



In the next 90 days, baby boomers are more likely to....
 % more likely than the average consumer



190%

'start a food delivery service subscription than the average American consumer'



9%

'increase online grocery orders'



73%

'start a new virtual gym subscription'



14%

'increase their likelihood to purchase products online'



40%

'decrease their likelihood to visit a grocery store or pharmacy in-person'

Source: VAB analysis of U.S. Bureau of Labor Statistics data, *American Time Use Survey, 2019*; % Share based on Average Hours Per Day Spent in Primary Activities; Younger millennials = A25-34. Insider Intelligence x eMarketer, *The Pandemic Has Driven Boomers to Increase their Digital Shopping*, 8/5/21. Resonate, *Who Are the Baby Boomer Online Shoppers Driving Up E-Commerce?*, 4/1/21.

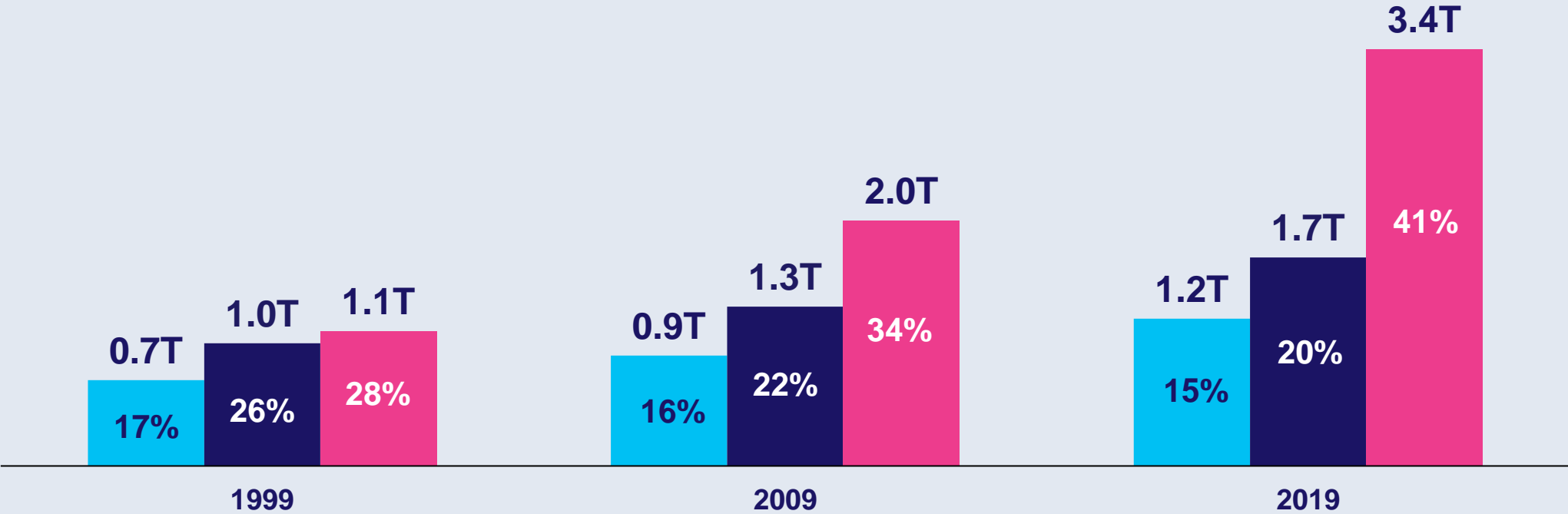
Over the last two decades, consumers over 50 have evolved into a powerful buying segment as their annual spending has increased by over \$2 trillion, making them a desirable target for marketers

▶ Adult 55+ share of annual expenditures has increased 46% since 1999 compared to A25-34 share, which has decreased by 12%

Annual Aggregate U.S. Expenditures with % Share by Year

(in trillions)

■ A25-34 ■ A35-44 ■ A55+



Source: VAB analysis of Consumer Expenditure Survey data, U.S. Bureau of Labor Statistics, 1999, 2009 & 2019.



Summary: Delayed Adulthood – The Impact on Adults Over 50

- ▶ **Society's image of older adults has become progressively outdated over time, with many people over the age of 50 now living more active lives and feeling younger than they are**
- ▶ **By staying healthy and living longer, they are willing and able to work later into life which is giving them greater disposable income**
- ▶ **Many older adults are putting this income to work, choosing to spend, rather than save, on their homes and across categories like entertainment and alcohol**
- ▶ **They are embracing new ways to shop, specifically online, and their share of total annual expenditures is growing along with these shifts, transforming them into a buying force to be reckoned with**

The Implications of ‘Delayed Adulthood’ for Marketers





Life for many is no longer defined by age and the ‘appropriate’ corresponding milestones, a notion further fueled by the pandemic – how does that impact consumer targeting?

Marketers should....

Target based on **audiences** (i.e., in-market home buyers) rather than demos (i.e., A18-49)

Because....

Adults are hitting milestones **at their own pace** rather than conforming to ‘traditional’ societal norms

By targeting based on audiences...

Marketers will **extend their message** to best prospects and **unlock additional revenue**



Instead of targeting campaigns against demo-based behaviors, marketers can utilize an audience-based buying approach to reach their best customer prospects by life stage, buying habits and characteristics

Buying Habits



Potential New Homeowners



New Gym Members



Dining Out Regulars



In-Market Vehicle Buyers



Resort Travelers



Movie Goers

Personal Characteristics



Executives



Expectant Mothers



Gamers



Newlyweds



College Graduates

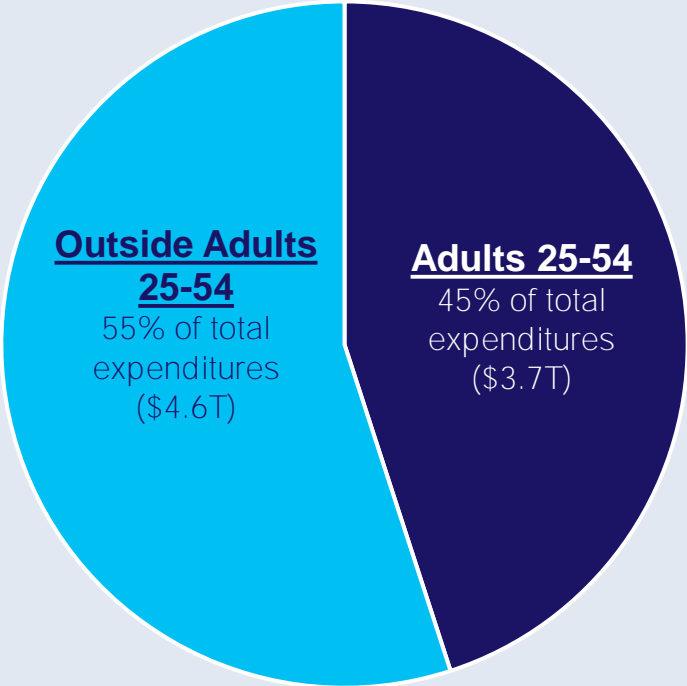


Health-Conscious Adults

Opening the TV buying demo to all adults, rather than focusing on a traditional demo target like A25-54, unlocks access to consumers that spend nearly \$4 trillion annually, or 45% of total U.S. expenditures

Total Annual Aggregate U.S. Expenditures 2019

\$8.3 Trillion

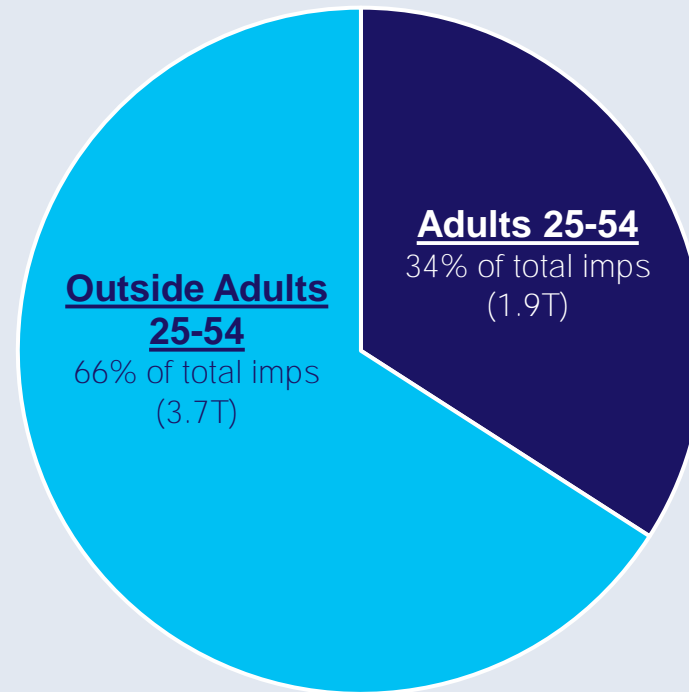


Source: VAB analysis of 2019 *Consumer Expenditure Survey* data, U.S. Bureau of Labor Statistics, reported as of September 2020.

An adult 18+ buying demo also opens value within nearly four trillion national TV impressions, or two-thirds of the total, that can be included in TV plans for brands

Total National TV P18+ IMPs (equivalized) 2020 Calendar Year

5.7 Trillion



Source: VAB analysis of Nielsen Ad Intel data. National TV (broadcast TV, cable TV), Total Day, All Genres, C3, Demos: P18-24, P25-54, P55+; excludes Promos / PSAs / Local Avails, calendar year. Base: P18+. Note: C3 stream does not include Spanish-Language network data.

Audience-based buying delivers impact through the purchase funnel by extending target reach and driving effectiveness, efficiencies, customer acquisition and sales conversions

% of marketers who believe audience-based TV buying can impact each of the following KPIs



Source: [VAB Top 10: A top-line view of how the industry is adopting audience-based buying](#). VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' fielded March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q150. To what extent do you believe audience-based buying of TV advertising can impact each of the following KPIs? (extremely impactful / very impactful). Base: Total Respondents. *such as site visits, sign ups, login ins, downloads.

Key Takeaways For Marketing Plans



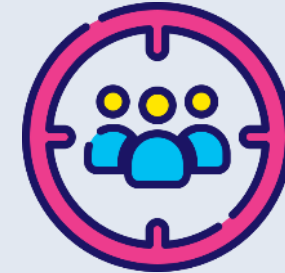
Assumptions of what people buy based on age no longer apply

The traditional path to adulthood and the associated life milestones that have been shifting for a while now were further intensified by the pandemic. This means that assumptions around what demographic groups are in the market for may no longer apply.



See the value in older adults' buying power

Much of the buying power has shifted as younger generations hold off on major milestones and essentially delay their adulthood, which puts an even greater importance on the value of older adults.



Extend reach and unlock revenue with audience-based targeting

By rethinking their strategies and modernizing their targeting approach to focus on audience-based buying rather than traditional demo-based buying, marketers can unlock the full value of TV to more effectively engage their best prospects.

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Why agencies and brand marketers are shifting to audience-based TV buying



The VAB Top 10

A Top-Line View of How the Industry is Adopting Audience-Based Buying



Audience Migration in Context

Leveraging Population Shifts To Unlock \$4 Trillion in Buying Power



Proven Strategies & Tactics in Audience-Based TV Buying

Success Stories Highlighted Through Real-World Case Studies



What Is Audience-Based Buying?

Simplifying Marketing Topics and Terms



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VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

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