



Marketer FAQs

“I know the population is aging, but to what extent is it skewing to adults over 50?”

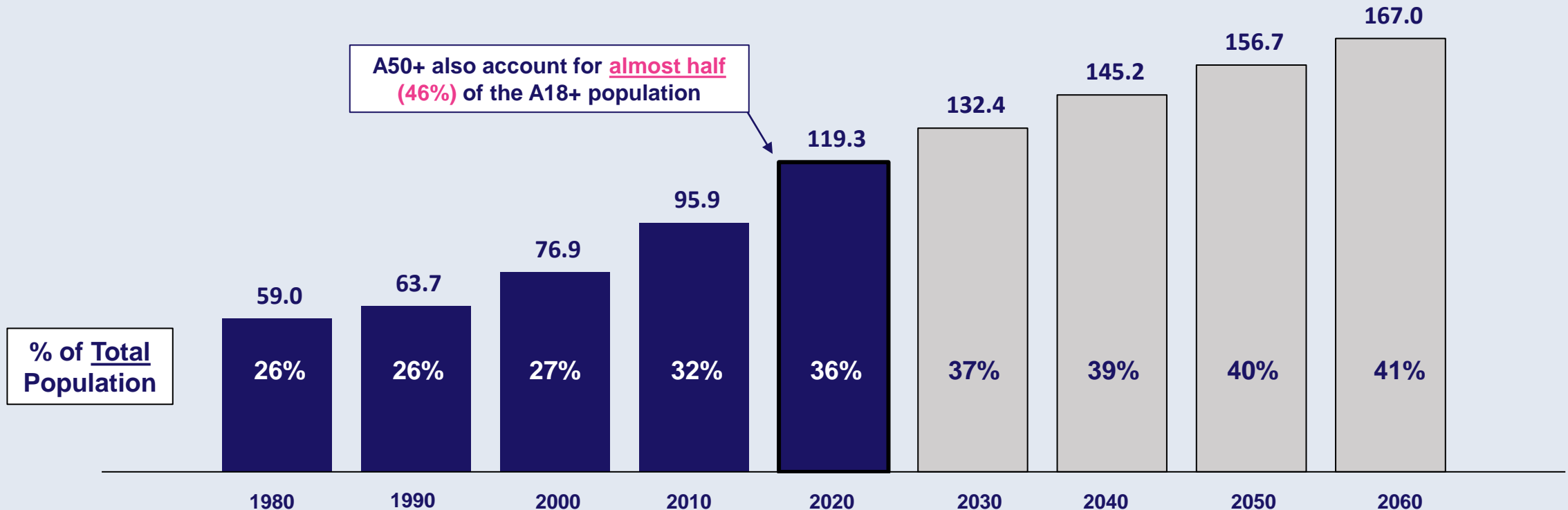
Adults over 50 account for 36% of the total population and nearly half of all adults



The adult 50+ population has doubled in size over the last 40 years, reflecting an increase of 60 million people

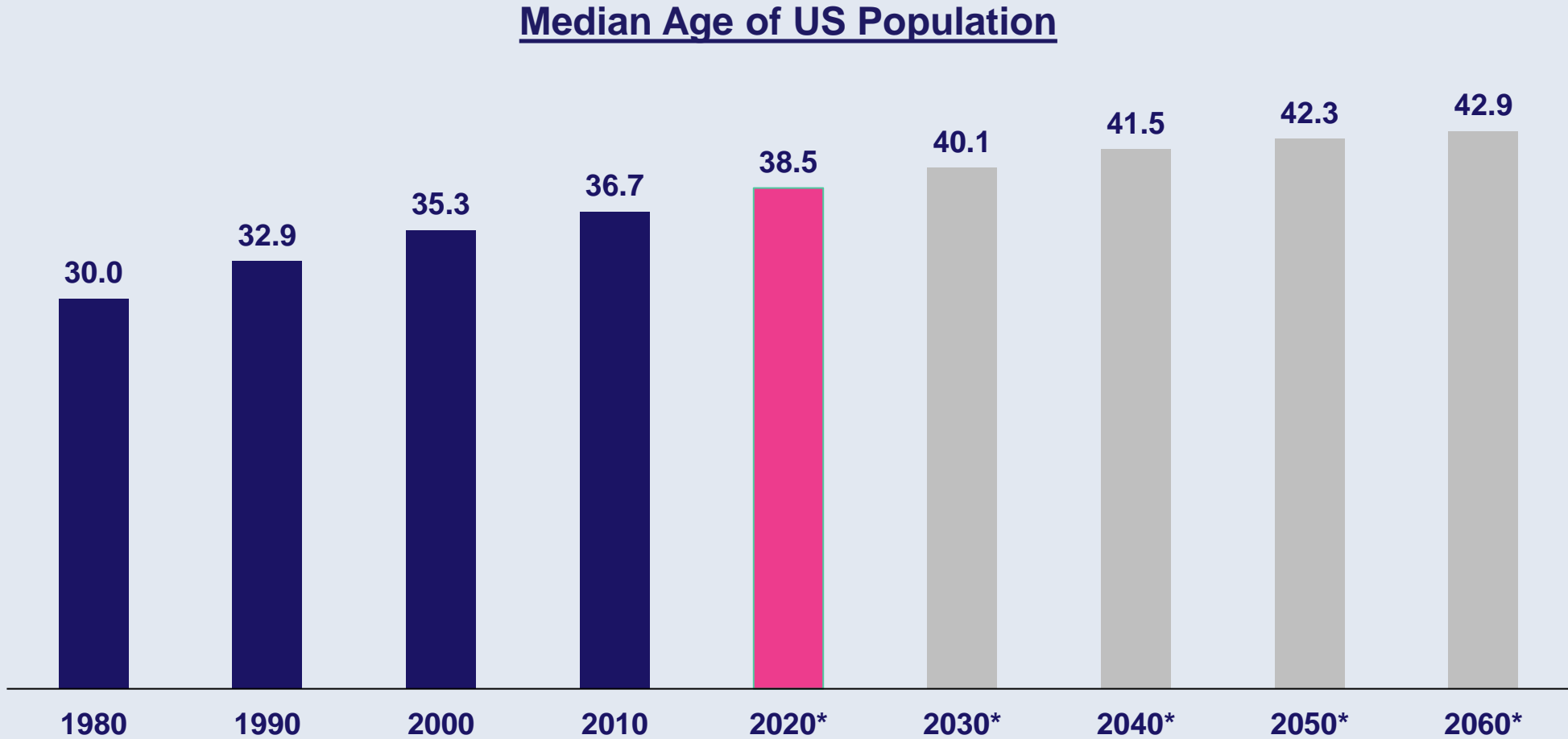
▶ Adults 50+ will continue to outpace the growth of younger demographics over the next several decades

U.S. A50+ Population, Actual and Projected (in millions)



Source: VAB analysis of U.S. Census Bureau data, Population Estimates for 1980, 1990, 2000, 2010; U.S. Census Bureau, Population Division: Washington, DC., *Projected Age Groups and Sex Composition of the Population: Main Projections Series for the United States, 2017-2060*.

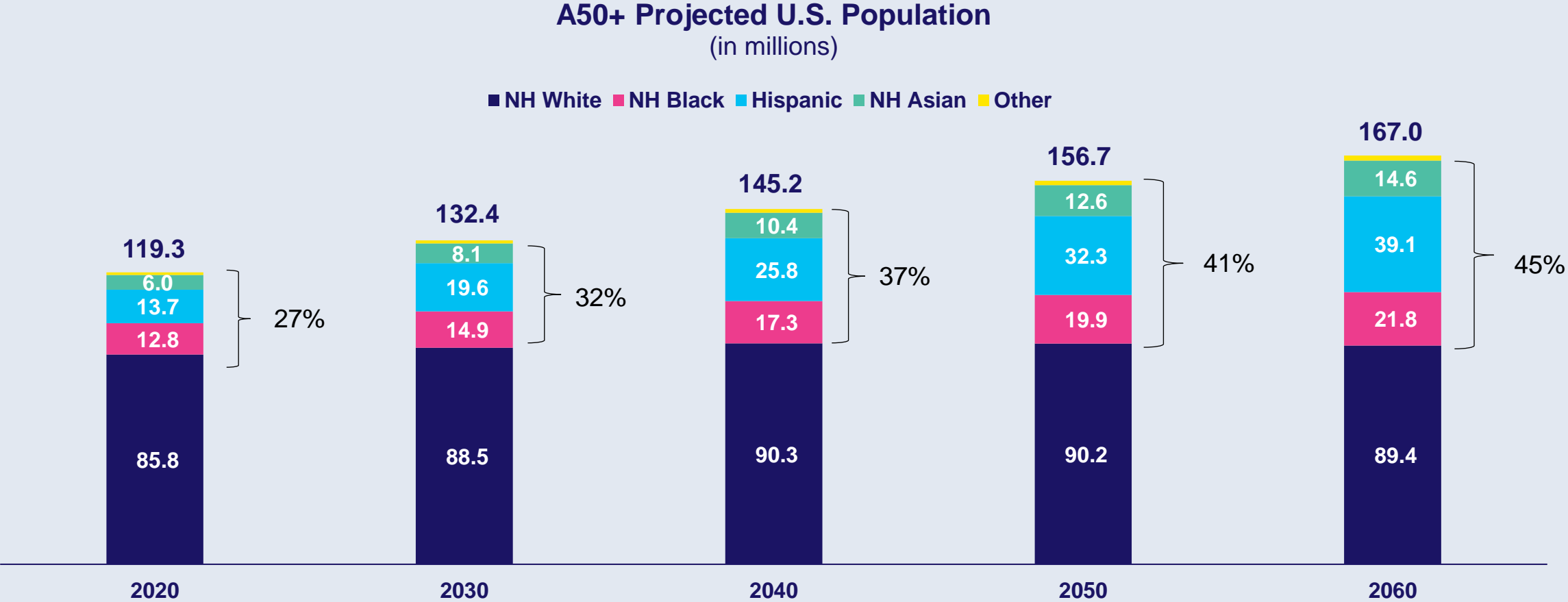
As a result, the U.S. median age has been pushed up by nearly 30% over the last 40 years



Source: 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*. * = Projected Median Age.

Over the next decade, multicultural audience segments will account for 78% of the total adult 50+ growth

► By 2030, 10 million more multicultural people will have aged into the adult 50+ population and future growth will be driven primarily by these segments



Source: VAB analysis of U.S. Census Bureau data, Population Division: Washington, DC., *Projected Age Groups and Sex Composition of the Population: Main Projections Series for the United States, 2017-2060*. NH = Non-Hispanic. Other – includes Non-Hispanic American Indian, Alaska Native, Native Hawaiian and Other Pacific Islander.

Implications for Marketers

- ▶ Given that adults 50+ account for almost half (46%) of the adult 18+ population, it's important to ensure marketing plans, campaigns and targeting strategies are addressing older adults.
- ▶ With much of the growth in the older segment coming from multicultural consumers, it'll be increasingly important to also ensure campaigns embody diversity and are inclusive across ethnicities.

Other Marketer FAQs Addressed by *Audience Migration in Context*

- ▶ How will the aging of the linear TV audience impact my buying strategy?
- ▶ How lucrative are adults over 50 as a consumer group?
- ▶ Is marketing to adults over 50 relevant for only certain product categories?



About the Marketer's Guide:

[*Audience Migration in Context*](#) is an eye-opening look at the changes in population dynamics. It exposes the disconnect between these population shifts and how many marketers buy TV. It also clearly demonstrates the significant revenue opportunity not realized by brands who are limiting themselves by purchasing on traditional age and sex demographics. These findings underscore how important it is for brands to adopt an audience-first buying approach so that they can reach all potential customers and maximize outcomes

About VAB

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.



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