



Marketer FAQs

Answering Marketers' Questions:

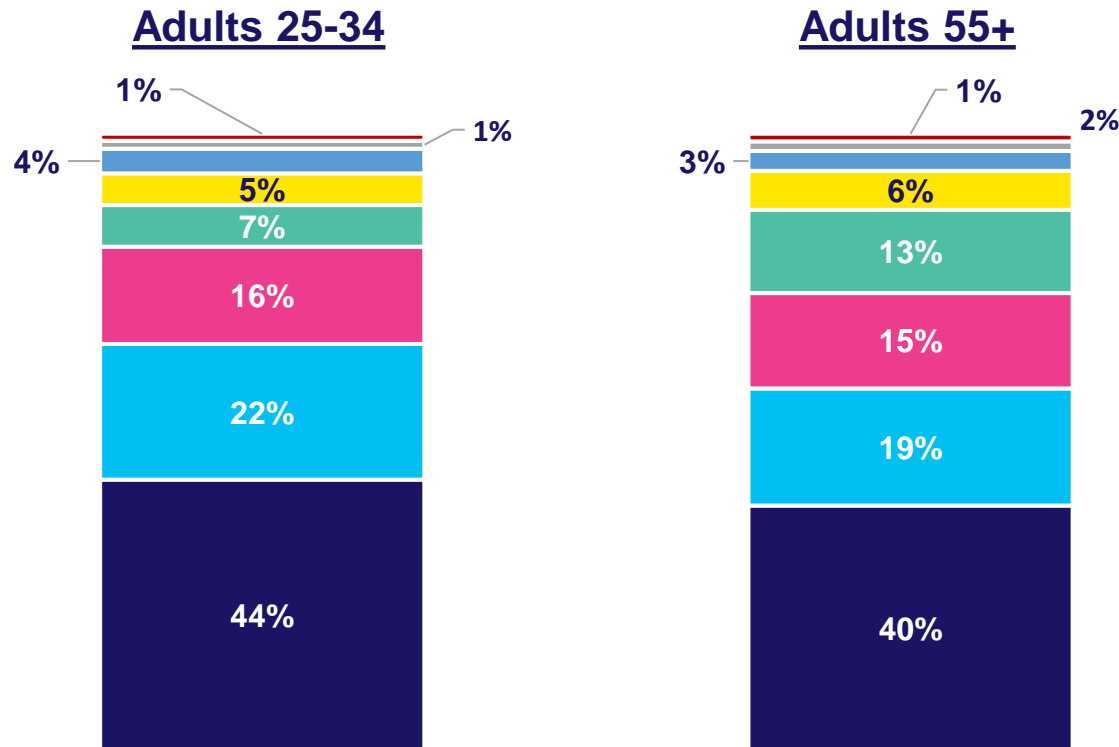
“Is marketing to adults over 50 relevant for only certain product categories?”

On average, adults 55+ are responsible for 42% of the spending across the top consumer categories



They buy across the same categories of goods and services as millennials

Average Annual Expenditures by Category



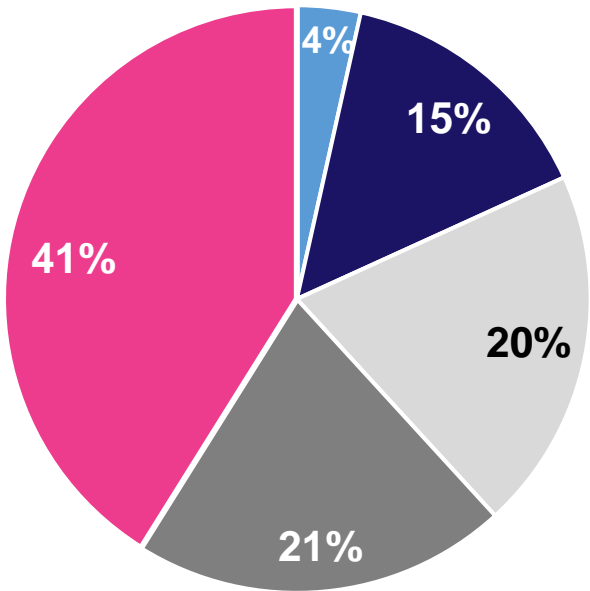
- Housing
- Food
- Entertainment
- Personal Care Products & Services
- Transportation
- Healthcare
- Apparel and Services
- Alcoholic Beverages

Source: VAB analysis of *Consumer Expenditure Survey 2019* data, U.S. Bureau of Labor Statistics, reported as of September 2020, Adults 55+ calculated based on a weighted average for Adults 55-64 and Adults 65 and older; Data represents adults 55+ due to data age group breakouts.



With their share of consumer spending more than double that of adults 25-34

% 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 *Consumer Expenditure Survey 2019* data, U.S. Bureau of Labor Statistics, reported as of September 2020, Data represents adults 55+ due to data age group breakouts.

More disposable income, and often less demanding family responsibilities, frees older adults to indulge their interests and spend on a wide range of hobbies

In many ways, they are more active than younger millennials



A55+ Spend **12% More Time** Than Younger Millennials **Eating & Drinking**



A55+ Spend **46% More Time** Than Younger Millennials **Shopping**



A55+ Spend **57% More Time** Than Younger Millennials **Doing Leisure Activities & Sports**



A55+ Spend **51% More Time** Than Younger Millennials **Doing Household Activities To Maintain Their Homes**

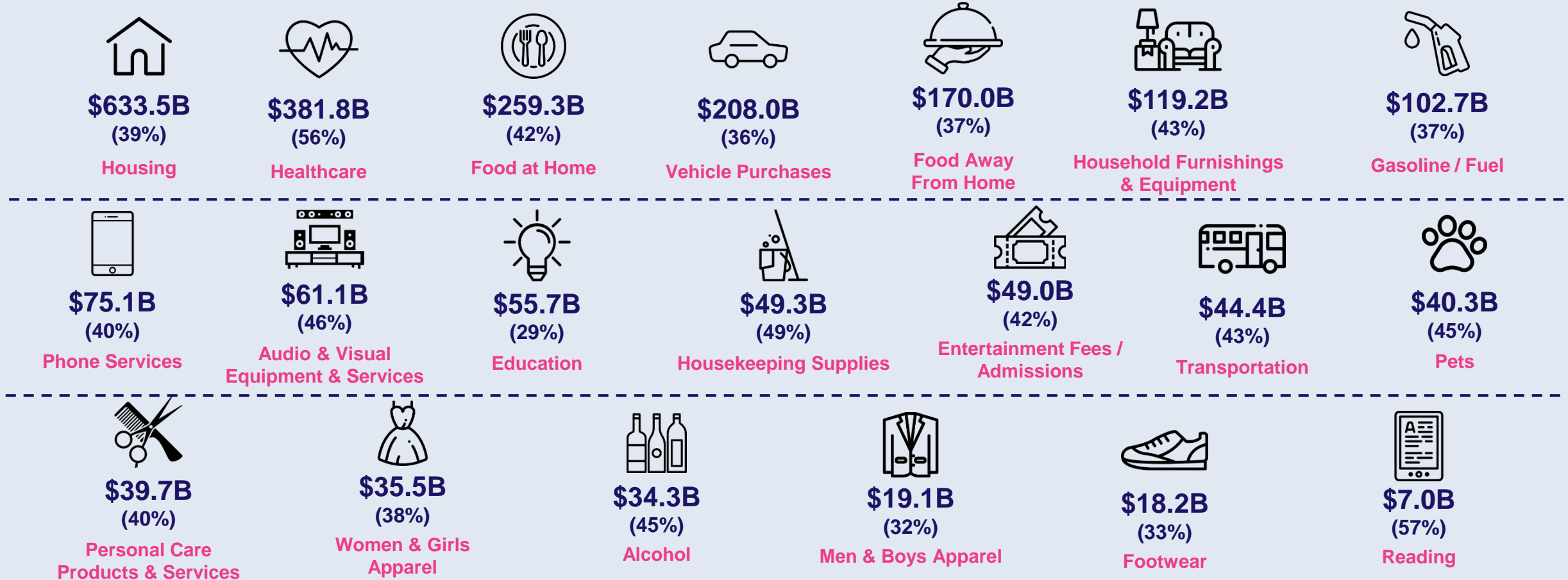
Source: VAB analysis of Bureau of Labor Statistics data, *American Time Use Survey*, 2019, % Share Based on Average Hours Per Day Spent in Primary Activities; data represents A55+ due to data breakouts; Younger Millennials = A25-34 due to data breakouts.

In fact, Adults 55+ collectively spend more on consumer goods & services than any other demographic segment

► Adults 55+ represent a significant % of sales across a variety of product categories and services

A55+ Total Annual Expenditures By Category

(% Share of Total Category Spend)

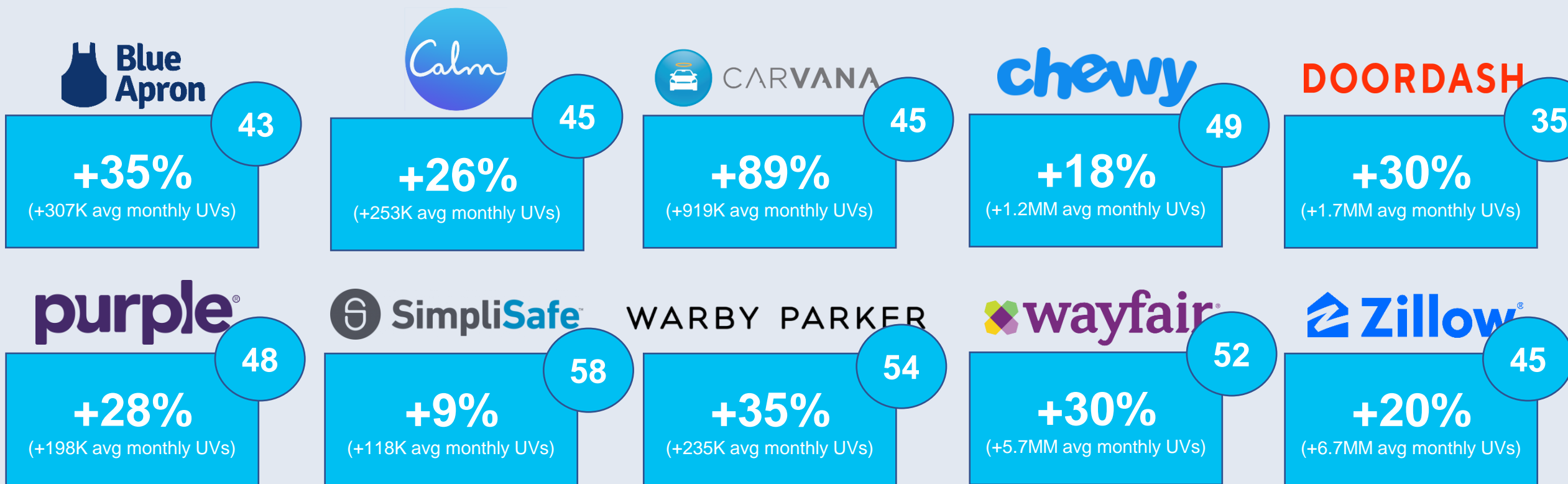


Source: VAB analysis of *Consumer Expenditure Survey 2019* data, U.S. Bureau of Labor Statistics, reported as of September 2020. Data represents adults 55+ due to data age group breakouts.

Who is doing it right? Adults 50+ have been flocking to direct-to-consumer brands' digital platforms during the pandemic; brands that are also significant spenders on TV

Average monthly unique adult 50+ visitors increase and median age by digital platform

6-month average YoY comparison: Apr-Sep '19 vs. Apr-Sep '20 / Median Age in September 2020



Source: VAB analysis of Comscore MediaMetrix Media Trend multiplatform (desktop + mobile) data, April 2019 – September 2019 vs. April 2020 – September 2020, P50+, total digital population, total monthly unique visitors/viewers. Percentages = average monthly unique visitors increase between the two 6-month time periods.; VAB analysis of Comscore MediaMetrix Media Trend multiplatform (desktop + mobile) data, September 2020. Base: P18+, total digital population, median adult age.

Implications for Marketers

- ▶ Regardless of your brand or category, the over 55 group represents a lucrative sales opportunity.
- ▶ Learn from data-centric, outcomes-obsessed DTC brands who adopt an audience-first mindset to buying, enabling them to successfully tap into the wallets of older consumers

Other Marketer FAQs Addressed by *Audience Migration in Context*

- ▶ I know the population is aging, but to what extent is it skewing to adults over 50?
- ▶ How will the aging of the linear TV audience impact my buying strategy?
- ▶ How lucrative are adults over 50 as a consumer group?



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.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

