

THE LONGEVITY ECONOMY: A SNAPSHOT

The 50-plus cohort—35% of the U.S. population—represents a powerful force that drives economic growth and value. Their contributions are known as The Longevity Economy: the sum of all economic activity driven by the needs of Americans aged 50 and older. This includes the products and services they purchase directly, as well as the further economic activity this spending generates.

Throughout the world the growth of this age group is having a transformative impact, economically and socially. By 2015, there were more than 1.6 billion people on the planet who were part of the 50-plus cohort. By 2050, this number is projected to double to nearly 3.2 billion people. Let's look closer...

The Longevity Economy is comprised of **111 MILLION AMERICANS** aged 50-plus



Their consumer spending supports significant **JOB CREATION**

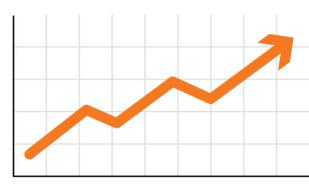


As they **DESTROY MYTHS** about how aging affects the economy

50-plus workers are a significant contributing force in the workplace. In fact, they...

- **STAY EMPLOYED LONGER**
- **EARN WAGES**
- **SPEND MORE**
- **GENERATE TAX REVENUE**
- **AND PRODUCE ECONOMIC VALUE**

for an extended period of time.



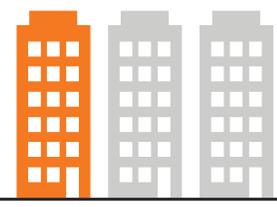
They also have impressive rates of entrepreneurship. Those aged

55-64

have had the highest rate of entrepreneurship activity over the last 10 years. In that timeframe,

1 in 3

businesses in the U.S. was started by someone 50 or older.



And demonstrate that **PRODUCTIVITY** doesn't diminish with age

Older workers tend to be active in industries that are **KNOWLEDGE-INTENSIVE** and less physically demanding.

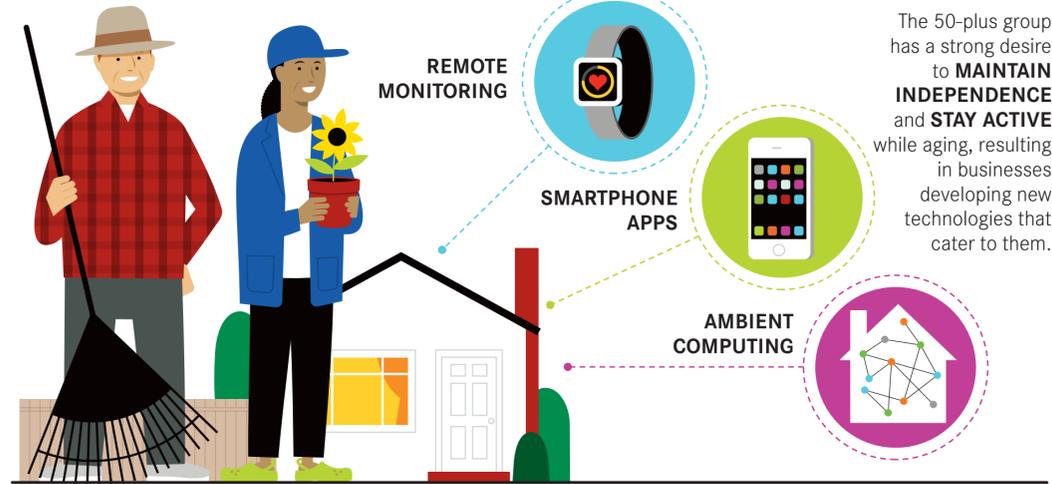
Those who remain in the labor force in such roles and sectors usually are more **HIGHLY EDUCATED** and productive than their younger counterparts.



A few occupations excepted, it's a myth that older workers are not as agile or capable as younger workers.

In many cases, **PRODUCTIVITY MAY ACTUALLY INCREASE**—even at advanced ages.

And **INFLUENCE TECHNOLOGY INNOVATIONS**



That respond to growing **DIVERSITY & OPPORTUNITY**

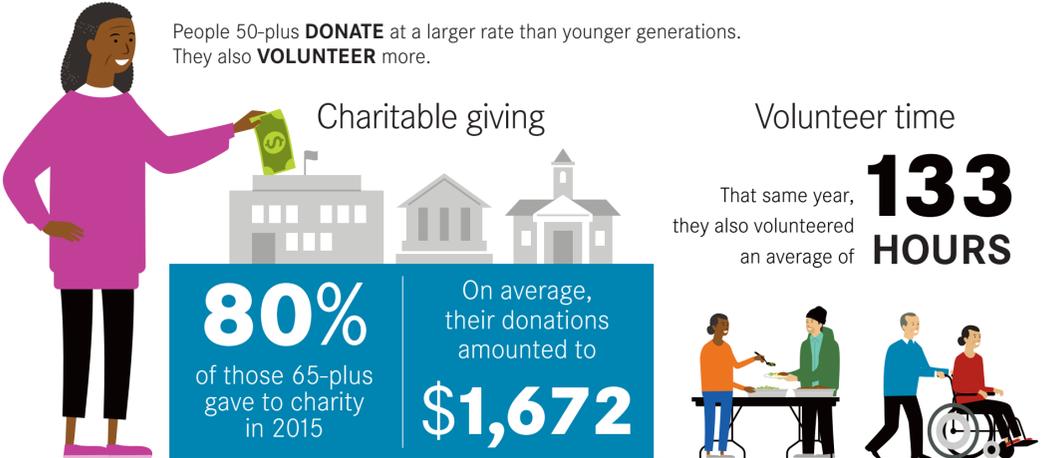


By **2050**, Black, Hispanic, Asian, and other non-white groups will make up

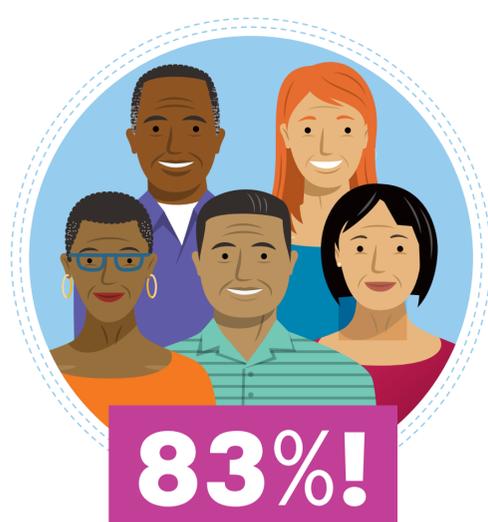
45%

of the 50-plus population, compared with **26% in 2015**. This will influence the types of goods that the 50-plus population consumes and invests in.

And they also are more **PHILANTHROPIC & CHARITABLE**



And hold **83% OF U.S. HOUSEHOLD WEALTH**



As the 50-plus demographic continues to grow, the **MARKET OPPORTUNITIES ARE TOO LARGE TO IGNORE.**

With those in the 'Longevity Economy' wanting to maintain independence, employment, and health for as long as possible, **OPPORTUNITIES ABOUND** for companies to develop products and services to meet the demand.

WHAT'S YOUR 50+ STRATEGY?

For more information about The Longevity Economy, download our free report. It offers a strong roadmap for companies to address the needs of the 50-plus population.

<http://www.aarp.org/personal/dam/aarp/home-and-family/personal-technology/2016/09/2016-Longevity-Economy-AARP.pdf>

Here's a shortlink that's easy to type: <http://www.goo.gl/w8AFNS>

