



CableNation

The Age Of Adults 50+

*How This Segment, Driven By Alpha Boomers, Has
Become A Powerful, Desirable Consumer*

Society Is Changing...

Rapid technological advancements and accessibility have empowered consumers of all ages

Although in a different lifestage, this *increased connectivity* has now led many Adults 50-64 to share some similar economic & behavioral traits with the younger, most popular buying demos ... these traits will only parallel further as current 18-49s continue entering the 50+ demographic

Evolving behaviors, coupled with the aging of the country, has enabled the *rise in power & influence* of Adults 50+, specifically among the Alpha Boomers (55-64)

Because of this, Marketers should begin considering the inclusion of Adults 50-64 within their marketing plans with a longer term focus on 65+ as the Alpha Boomers get older and fuel the population growth over the next 20 years

Adults 50+ Are Too Big, Too Active And Too Powerful To Ignore

Population

- On average, an American turns 50 years old every 7 seconds, that's more than 12,500 people per day (source: U.S. Census)
- By 2015, those aged 50 and older will represent 35% of the U.S. population (source: U.S. Census)

Employment

- The workforce is much larger today due to population growth and an increase in the average age of retirement to 62, up from 57 only five years ago (source: Associated Press survey)

Wealth

- Adults 50+ have \$2.4 trillion in annual income, which accounts for 42% of all after-tax income (source: U.S. Consumer Expenditure Survey)
- Adults 50+ own 65% of the aggregate net worth of all U.S. households (source: U.S. Consumer Expenditure Survey)

Spending Habits

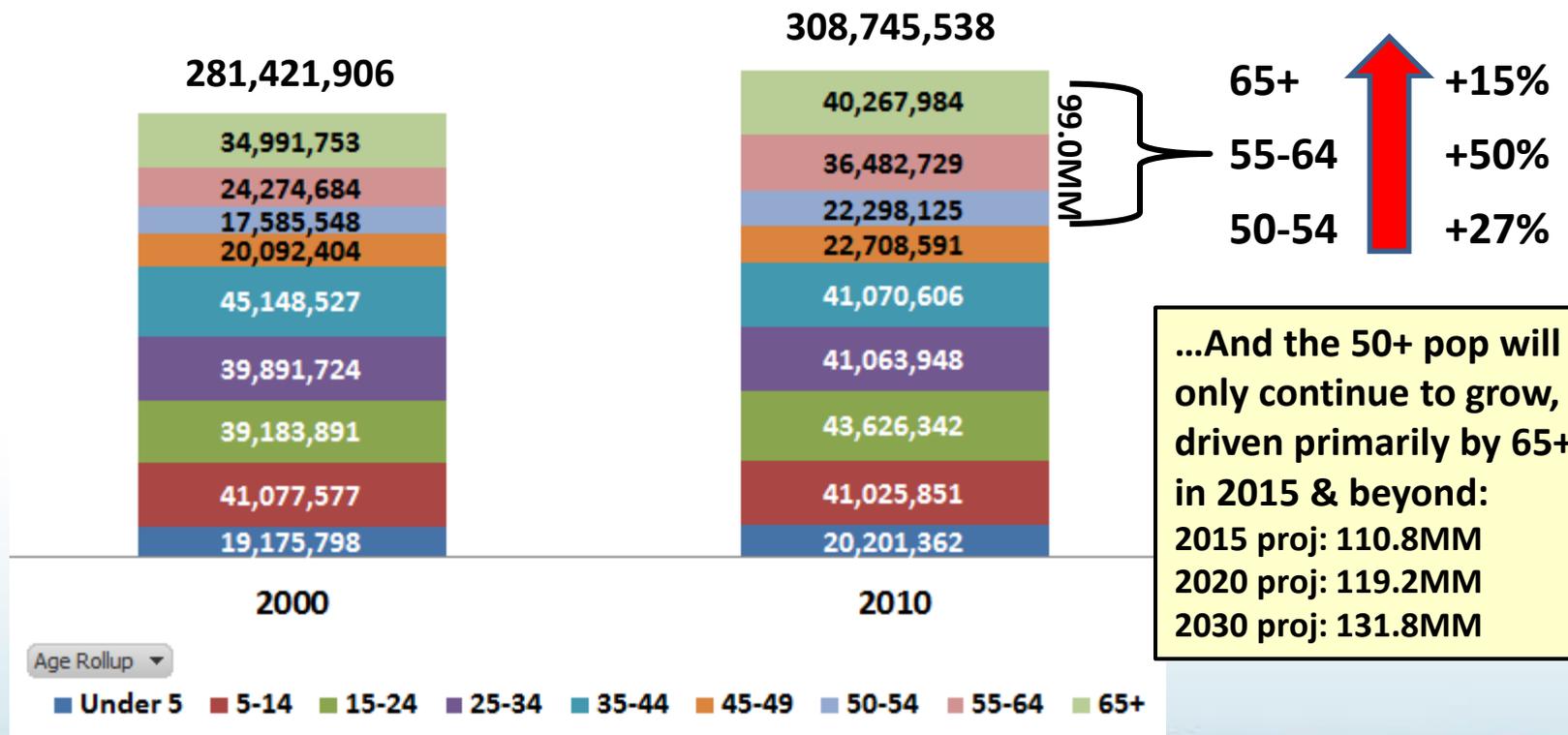
- In 2009, spending by the 116M U.S. consumers age 50 or older was \$2.9 trillion, up 45% in the past 10 years (source: Bureau of Labor Statistics)
- Boomers outspend younger adults 2:1 on a per-capita basis (source: Forrester Research)
- Adults 55-64 outspend the average consumer in nearly every category including restaurants, household furnishings, entertainment and personal care (source: U.S. Consumer Expenditure Survey)

U.S Population Growth Is Due Almost Entirely To Increases Within The 50+ Demographic

50+ demo breaks, which made up 32% of the total population in 2010, are far outpacing any other demographic in terms of growth...

...Over the last 10 years, the A50+ population has increased by over 22MM while P15-49 has only increased 4MM

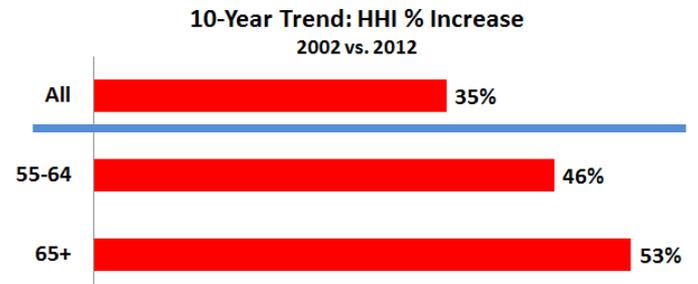
U.S. Population
2000 vs. 2010 Census



Beyond Robust Population Growth, Boomers Have Higher Incomes And Are Still Very Active in The Work Force

Not only do Boomers (identified as Adults 45-64) have a higher income than the average household but their income has also been growing at a faster rate

	All Consumers	A45-54	A55-64	A65+
HHI after taxes	\$63,370	\$78,859	\$73,302	\$43,969



Boomers earn almost 50% of all pre-tax income (\$3.8 trillion) and total wages / salaries (\$3.1 trillion) per year

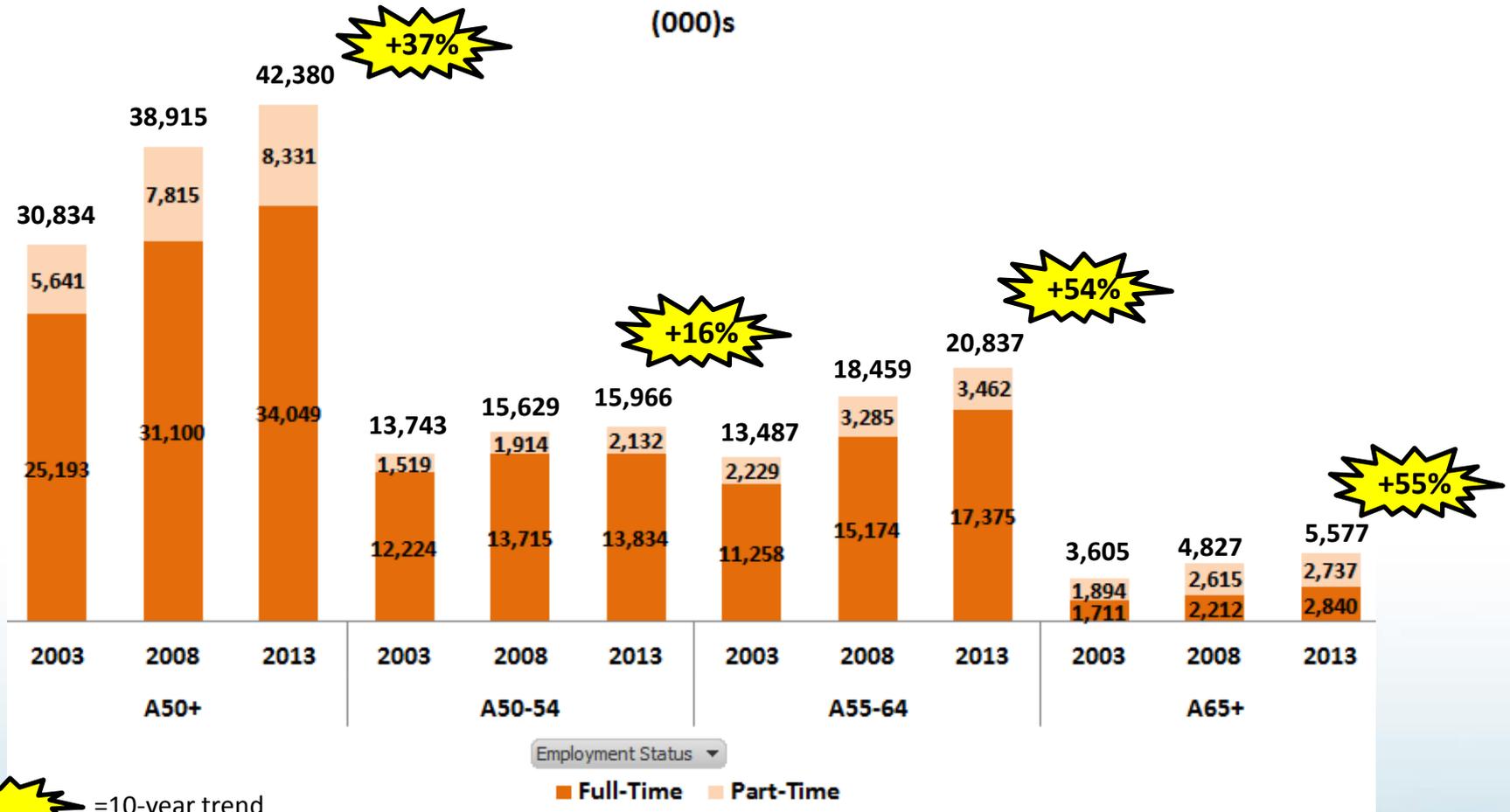
Aggregate in Millions	All Consumers	A45-54	A55-64	A65+
Money income before taxes	\$8,161,225	\$2,015,822	\$1,762,825	\$1,216,022
<i>% Share</i>	<i>100%</i>	<i>24.7%</i>	<i>21.6%</i>	<i>14.9%</i>
Wages & Salaries	\$6,436,072	\$1,776,900	\$1,351,575	\$380,764
<i>% Share</i>	<i>100%</i>	<i>28.0%</i>	<i>21.0%</i>	<i>6.0%</i>

The Adult 50+ Work Force Has Grown Significantly Over The Last 10 Years

This growth is even more impressive when compared to Adults 18-49, who have seen a 4% decrease in overall employment (-10% full-time) during the same time period

Employment Status: 10-Year Trend

(000)s



Boomers Are Actively Wielding Their Enormous Purchasing Power Due To Their Higher Income And Employment Rate

Boomers make up almost 45% of all consumer spending with Adults 45+ over 60%; in fact Adults 45+ are responsible for the majority of spending in 67 out of 74 major consumer subcategories

Average Annual Expenditure	All Consumers	A45-54	A55-64	A65+
Total Average	\$51,442	\$62,103	\$55,636	\$40,410
Food (at home)	\$3,921	\$4,707	\$4,012	\$3,273
Food (away from home)	\$2,678	\$3,210	\$2,788	\$1,785
Housing / Shelter	\$9,891	\$11,244	\$9,728	\$7,605
Utilities	\$3,648	\$4,304	\$3,992	\$3,340
Housekeeping Supplies	\$610	\$668	\$736	\$597
Household Furnishings	\$1,580	\$1,780	\$1,763	\$1,215
Apparel & Services	\$1,736	\$2,041	\$1,622	\$1,022
Transportation	\$8,998	\$10,644	\$9,519	\$6,538
Healthcare	\$3,556	\$3,687	\$4,377	\$5,118
Entertainment	\$2,605	\$3,051	\$2,911	\$2,020
Personal Care	\$628	\$707	\$696	\$569
Education	\$1,207	\$2,426	\$1,118	\$236
Cash Contributions	\$1,913	\$2,430	\$2,353	\$2,454
Personal Insurance & Pensions	\$5,591	\$8,196	\$7,088	\$2,009
Alcoholic Beverages	\$451	\$454	\$493	\$315



The New Adults 50+: An Open-Minded & Curious Segment Constantly In Search Of New Experiences...Sound Familiar?

As adults mature into the 50+ segment many are retaining some of the same values and beliefs that they held at a younger age

They are open-minded individuals who desire variety and crave new experiences...

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
Being open-minded is very important to me	73%	74%	75%	75%	76%	74%
I like a lot of variety in my life	35%	34%	33%	33%	35%	30%
I like trying new things	38%	37%	35%	37%	38%	31%
I like doing things that are new and different	36%	36%	33%	36%	36%	27%

...to fulfill their enjoyment in life...

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
Enjoying life is very important to me	88%	89%	89%	89%	90%	87%
Feeling young is very important to me	69%	69%	67%	69%	68%	64%

...and are constantly curious

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
Continuing to learn through my life is very important	87%	87%	88%	88%	90%	87%
I like to learn about art, culture and history	35%	36%	39%	38%	42%	35%
I like to learn things that may never be of any use to me	33%	33%	36%	35%	38%	34%

With Their Voracious Zest For Life, Adults 50+ Remain Very Active

Whether it's going out for a night on the town or entertaining at home, volunteering to help others or exercising to help themselves; Adults 50+, especially 50-64, remain every bit as active as their younger counterparts

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
I follow a regular exercise routine	52%	57%	62%	58%	61%	65%
Dining Out	45%	47%	47%	49%	49%	43%
Entertaining friends or relatives at home	36%	37%	35%	36%	37%	33%
Barbecuing	33%	35%	27%	35%	32%	18%
Baking	24%	24%	23%	25%	25%	19%
Cooking for fun	23%	24%	20%	24%	23%	16%
Attend music performances	24%	24%	19%	23%	20%	16%
Play online computer games	17%	14%	18%	18%	20%	15%
Volunteer for charity	14%	16%	17%	19%	18%	15%
Go to live theater	11%	12%	14%	13%	15%	14%
Go to museums	13%	14%	12%	13%	14%	11%
Home decoration & furnishing	9%	10%	9%	10%	10%	7%

Adults 50+ Are No Longer That Different From The Coveted Adult 18-49 Or 25-54 Demos When It Comes To Certain Buying Behaviors

Adults 50+ are almost just as likely to be open-minded in their purchasing decisions as Adults 18-49...

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
I like to shop around before making a purchase	75%	76%	76%	75%	79%	75%
I wait until other people have tried things before I try myself	50%	48%	46%	47%	46%	45%
I prefer to buy things friends or neighbors would approve of	29%	26%	19%	21%	19%	19%

...and they're actually less likely to buy the brands they grew up with...

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
I buy the brands I grew up with, the ones my parents used	49%	47%	45%	47%	46%	44%

...but when they find brands they like that reflect their personal style, they become brand loyalists

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
I buy brands that reflect my style	64%	63%	59%	60%	61%	57%
When I find a brand I like, I stick to it	81%	83%	86%	85%	87%	86%
I will gladly switch brands to use a cents-off coupon	52%	51%	43%	46%	44%	42%

Adults 50+ Open-Mindedness Should Make Them A Not-So Surprisingly Desirable Buying Demographic To Marketers Across Categories

Whether it's consumer goods...

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
Health: I'm always looking for new ways to live a healthier life	75%	75%	80%	77%	79%	82%
Health: I'm often first to try the most advanced medicines	24%	24%	28%	26%	27%	29%
Food: I enjoy trying different types of food	78%	78%	75%	77%	75%	72%
Automotive: I look at several vehicle brands when shopping for a new one	69%	69%	66%	67%	67%	64%

...or services...

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
Financial: How I deal with finances is different than how my parent dealt with theirs	51%	48%	51%	53%	50%	46%
Travel: On vacations, I prefer traveling to places I've never been	76%	75%	70%	72%	69%	69%

...or even elections (Adults 50+ are much more politically active while being just as open-minded as Adults 18-49)

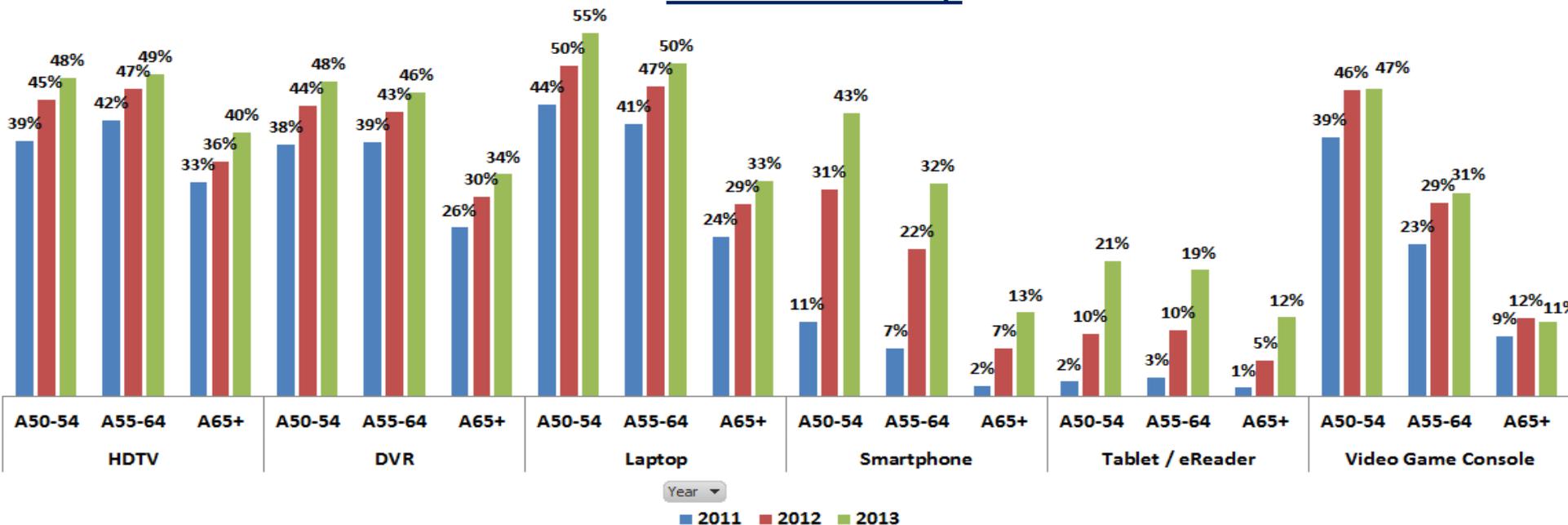
	A18-49	A25-54	A50+	A50-54	A55-64	A65+
Duty (fulfilling obligations to family, community & country) is very important to me	82%	84%	86%	86%	86%	87%
Voted in a federal, state or local election in last 12 month	36%	42%	58%	53%	58%	59%
I usually think of myself as "middle of the road" politically	22%	23%	22%	24%	23%	19%
Independent/no party affiliation	20%	20%	17%	19%	18%	16%

Adults 50+, Especially 50-64, Have Also Been Closing The Technology Gap In Recent Years

With the increased penetration of advanced devices, most of which video-enabled, technology is now impacting the lives of Adults 50+ almost as much as the younger demographics

	A18-49	A25-54	A50+	A50-54	A55-64	A65+
Technology has a big impact on my daily life	68%	68%	63%	67%	65%	59%
I prefer products that offer the latest in new technology	54%	52%	46%	48%	46%	44%

“Device Ownership”



Television Continues To Be The Primary Media Consumed By Adults 50+...By Far

Since it should come as no surprise that television generally over delivers Adults 50+, it'd be wise for marketers to invest, or continue to invest significantly in the medium to reach this audience

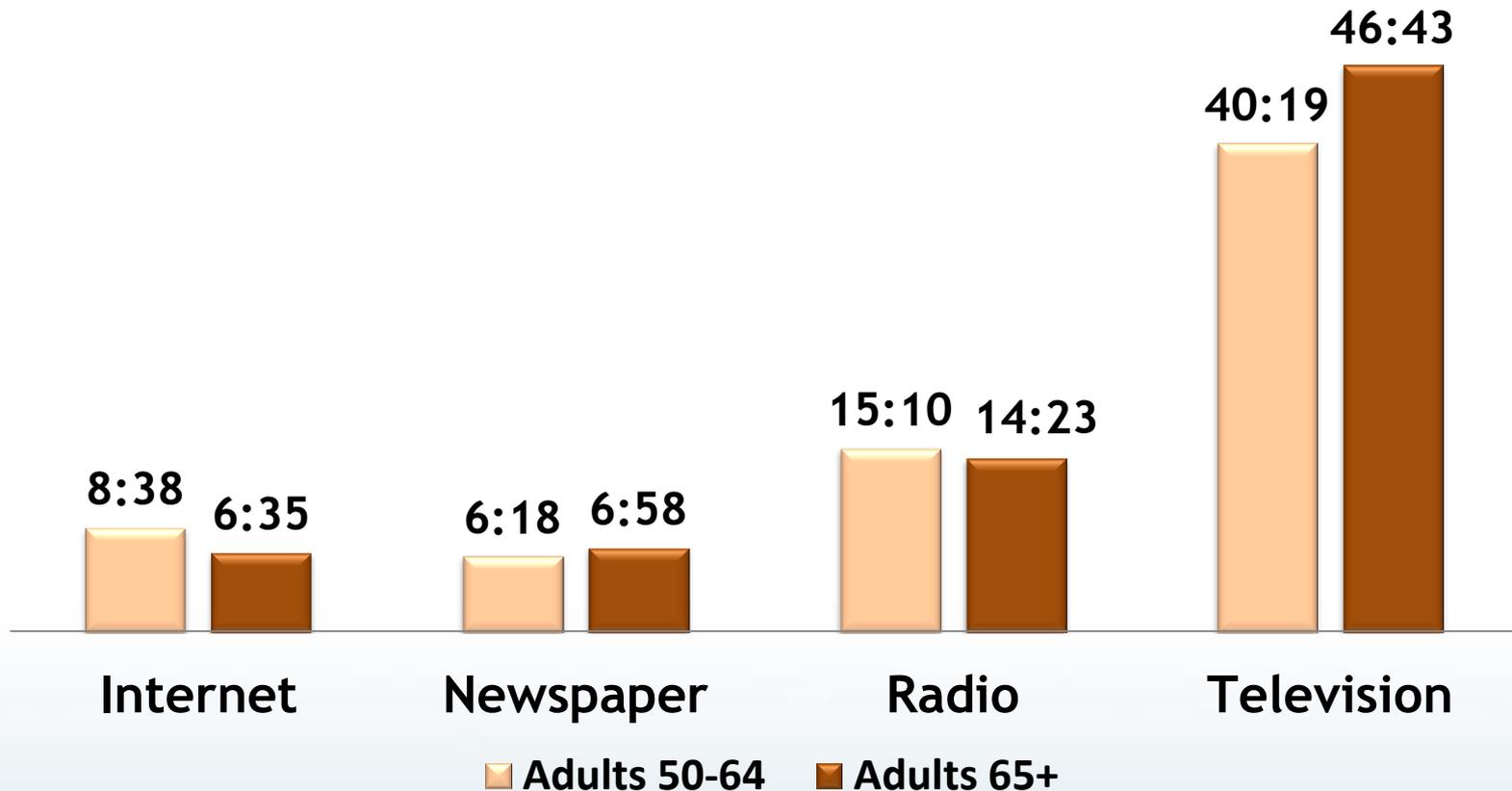
But Cable TV should figure *prominently* within any TV plan to effectively deliver this segment...

...For marketers looking to primarily reach an Adult 50+ audience, especially Alpha Boomers, Cable TV offers an *unmatched breadth of diverse, targeted programming* geared to their lifestyle and interests...

...For marketers looking to extend their focus beyond A18-49 through the inclusion of an older demographic as well, Cable TV provides *very balanced programming* options for all audiences

On A Weekly Basis, Adults 50+ Spend More Time With Television Than All Other Major Media Combined

Time Spent (Weekly) HRS:MIN



Internet: comscore Dec 2014. Radio: Radar reflects 55+, not 50-64

Source: RADAR ® 118, September 2013 © Copyright Nielsen Audio (M-Su, M-F, Sa/Su 24-Hour TSL Estimates, All Radio)

Newspaper based on CAB Analysis of 2012 MRI Doublebase data fused with Media Audit (2012-2013)

Source: Nielsen Cross Platform Report 3Q13; P2+

Television's Versatility, In Comparison To Other Media, Shines Against The Adult 50+ Demographic

Television is the preferred media choice of Adults 50+ and, in particular, is...

...*More* entertaining than Radio

...*More* of an escape than the Internet

...*More* informing than Newspapers

...*More* relaxing than the Radio

...*More* of a source of learning than the Internet

...*More* likely to put them in a good mood than Radio

...Second only to Magazines as the medium that's likely to give them good ideas

Adults 50+ who agree...	Television	Internet	Newspaper	Magazines	Radio
Is pure entertainment	87%	23%	12%	26%	42%
Is a good escape	78%	35%	12%	34%	33%
Keeps me informed/up to date	74%	46%	62%	25%	43%
Relaxes me	70%	20%	14%	29%	48%
Is a good source of learning	67%	64%	63%	53%	35%
Puts me in a good mood	61%	20%	9%	23%	54%
Gives me good ideas	54%	49%	31%	58%	20%

Adults 50+ Have Both An Emotional And Cognitive Involvement With Their Television Viewing Which Increases Engagement

A greater percentage of Adults 50+ turn to Television for entertainment, information and ideation than Adults 18-49 or 25-54

Television...	A18-49	A25-54	A50+	A50-54	A55-64	A65+
<i>Emotional</i>						
Is pure entertainment	79%	82%	87%	85%	86%	89%
Is a good escape	67%	70%	78%	75%	77%	79%
Relaxes me	60%	62%	70%	68%	68%	72%
Puts me in a good mood	53%	54%	61%	57%	59%	65%
<i>Cognitive</i>						
Keeps me informed/up to date	61%	64%	74%	68%	73%	78%
Is a good source of learning	54%	56%	67%	62%	66%	72%
Gives me good ideas	48%	49%	54%	52%	52%	57%

With Over 97% Of Total Video Time, Television Is The Dominant Video Viewing Platform For Adults 50+

Adults 50+ watch much more Television than younger demos, with 50-64 watching 40 more hours per month than 35-49

Monthly Time Spent (Hrs:Min)

	<u>TV Share of Total Video</u>	TV	Internet Video	Mobile Video	Total Video Time
P18-24	88%	113:14	13:14	2:15	128:43
P25-34	91%	130:57	11:20	1:34	143:51
P35-49	95%	152:51	7:50	1:07	161:48
P50-64	97%	195:56	6:08	0:56	203:00
P65+	98%	225:18	3:14	0:40	229:12

Adults 50+ also watch more than 40 hours of video per month than any other demo



Less Than 9% of Total TV Viewing Is Time-Shifted Among Adults 50+

While Adults 50-64 watch more time-shifted TV than A25-34 and just as much as A35-49, their time spent is actually lower as a percentage of total TV viewing

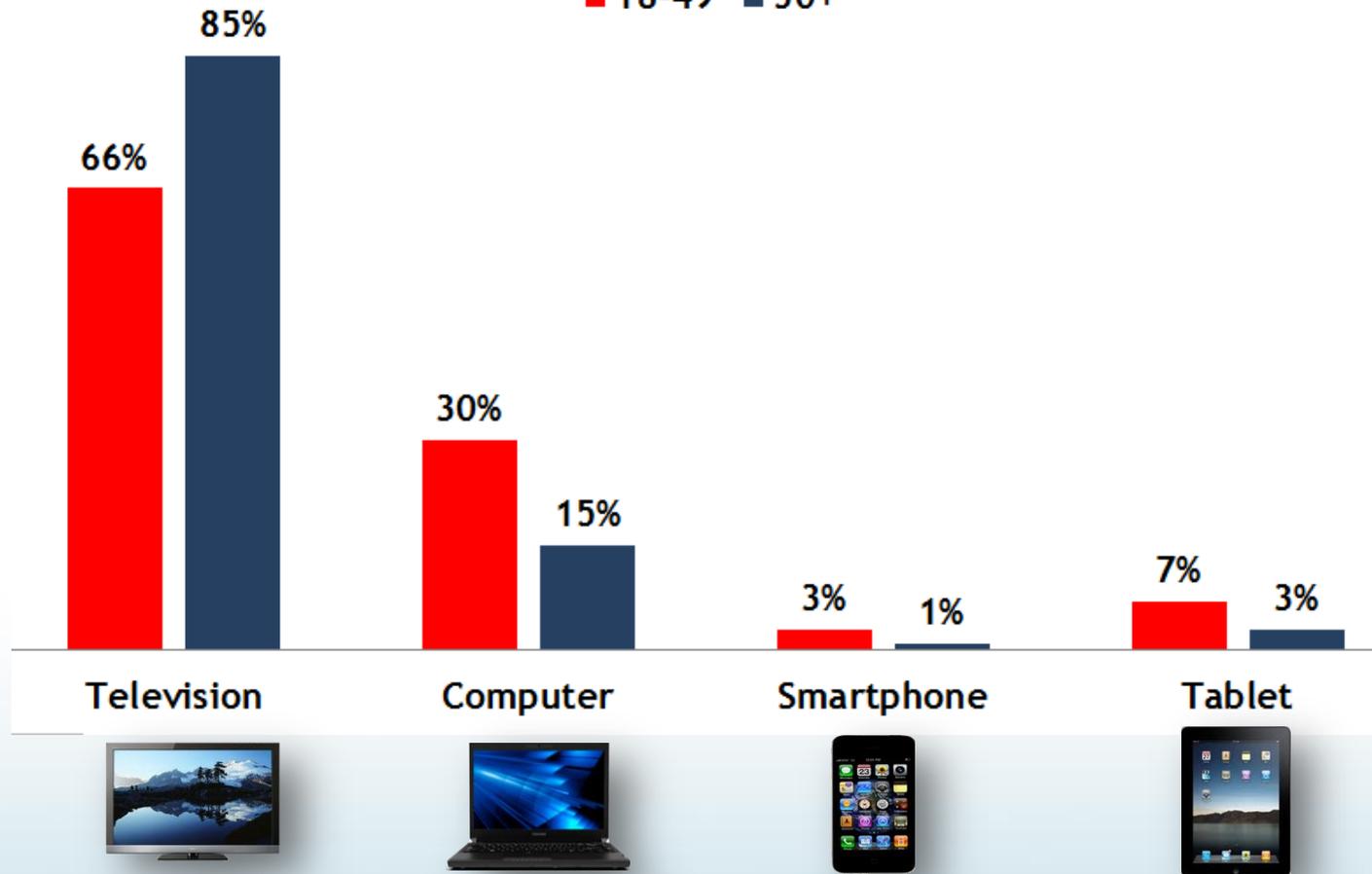
Monthly Time Spent in Hours: Minutes

	<u>A18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>
Watching <i>Traditional Television*</i>	113:14	130:57	152:51	195:56	225:18
Watching <i>Time-shifted Television</i>	9:03	16:55	17:58	17:54	14:09
<i>% of TV Viewing Time-Shifted</i>	7.4%	11.4%	10.5%	8.4%	5.9%

Television Still Reigns As The Best Device For Watching Video Among Adults 50+ Owners Of Any Device

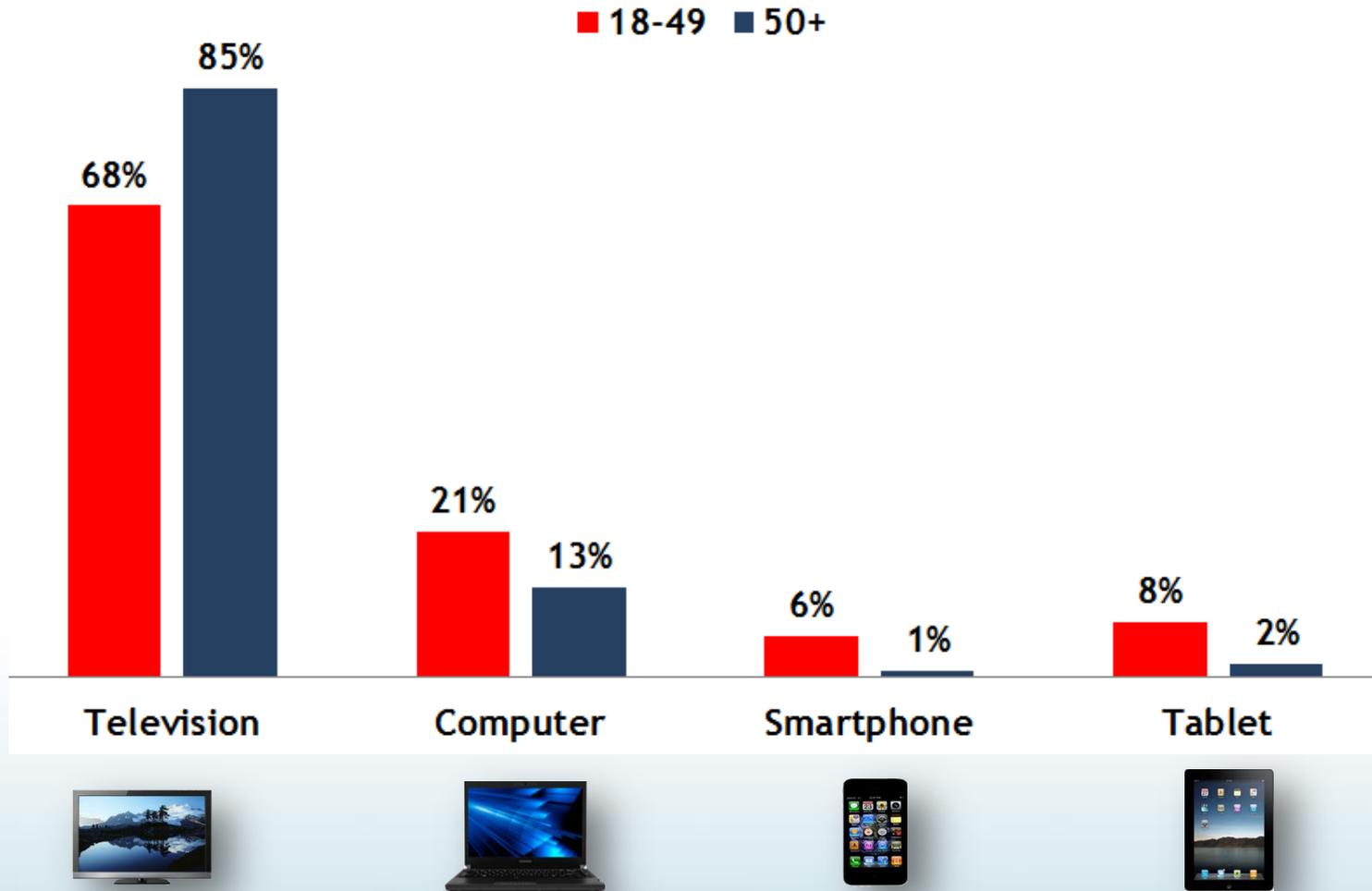
“Best Device For Watching Video” (Among Owners of Each Device)

■ 18-49 ■ 50+



Television Ads Are Much More Memorable To Adult 50+ Owners Of Any Device

“Device On Which Advertising Is Most Memorable”
(Among Owners of Each Device)



Television Ads Encourage Further Investigation Among Adults 50+ and Ultimately Move Products Off the Shelves

Adults 50+

How Often?



50%

Look up information online about an advertisement currently watching

44%

Once a week or more



48%

Shop online or purchase something they have seen on a show / advertisement they are currently watching

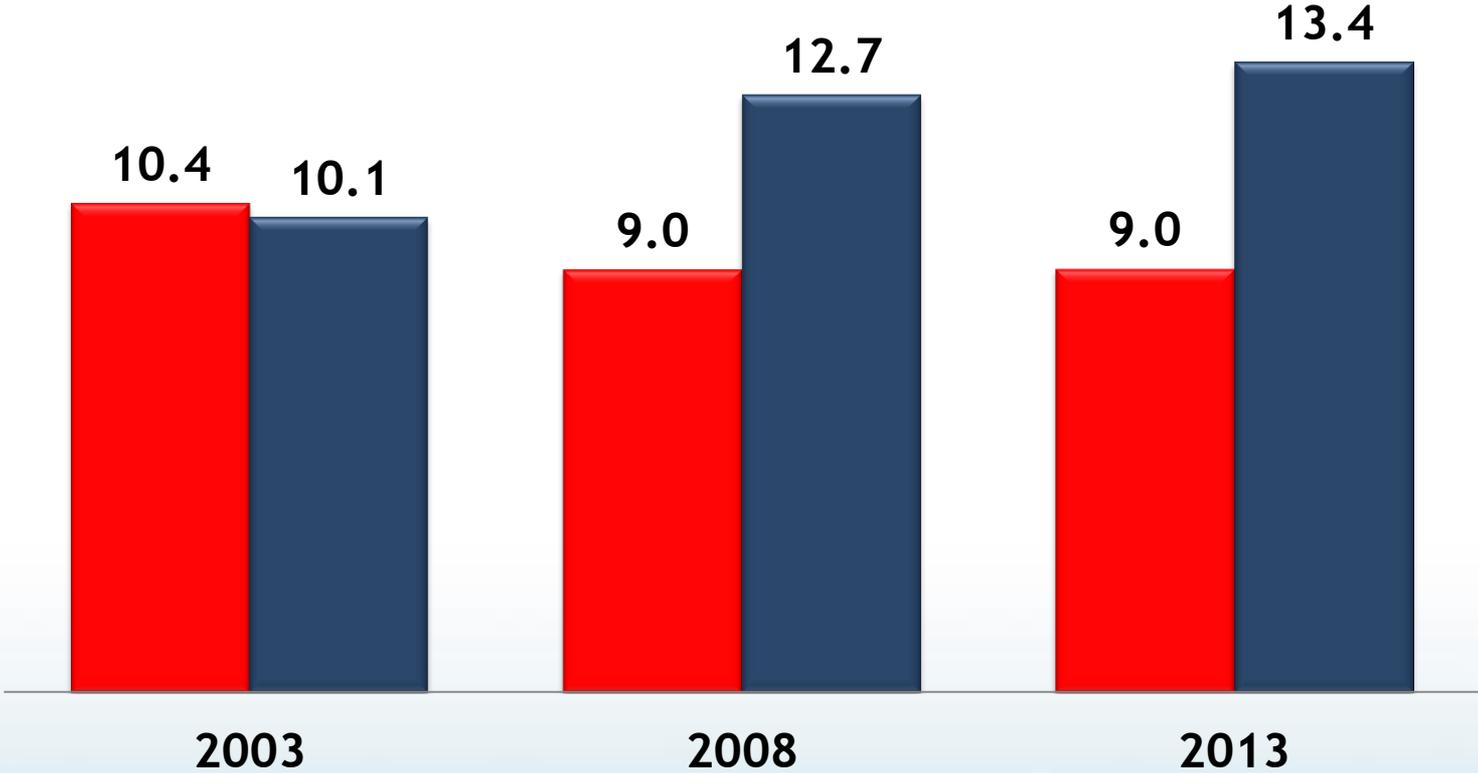
24%

Once a week or more

Cable Now *Dominates* Broadcast Among Adults 50+ As Cable Ratings Continue To Grow Consistently While Broadcast Declines

Total Day Adults 50+ Rating 10-Year Trend

■ Broadcast ■ Ad-Supported Cable

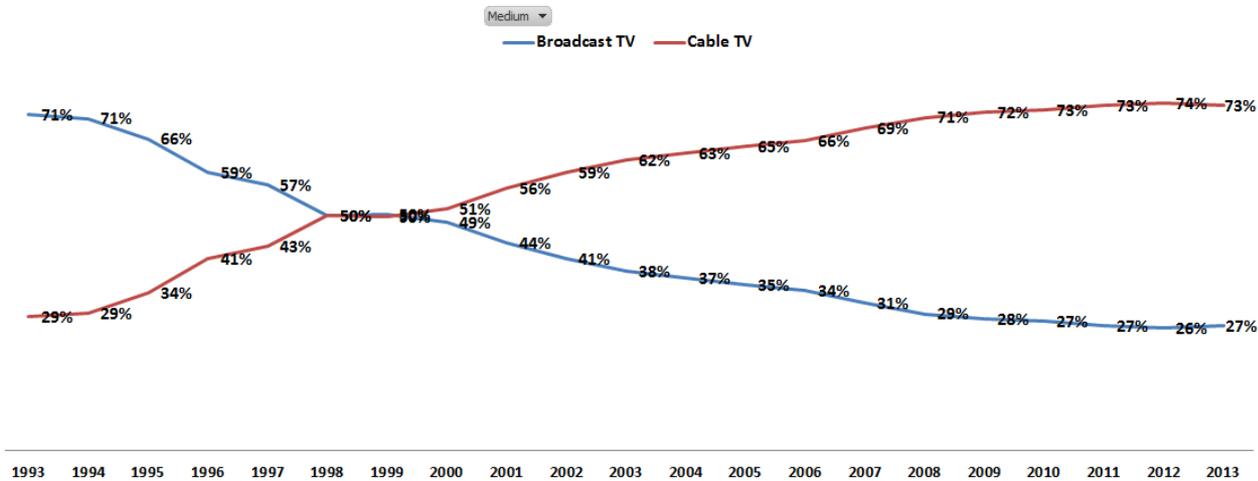


*Time period reflects 4Q only in each year

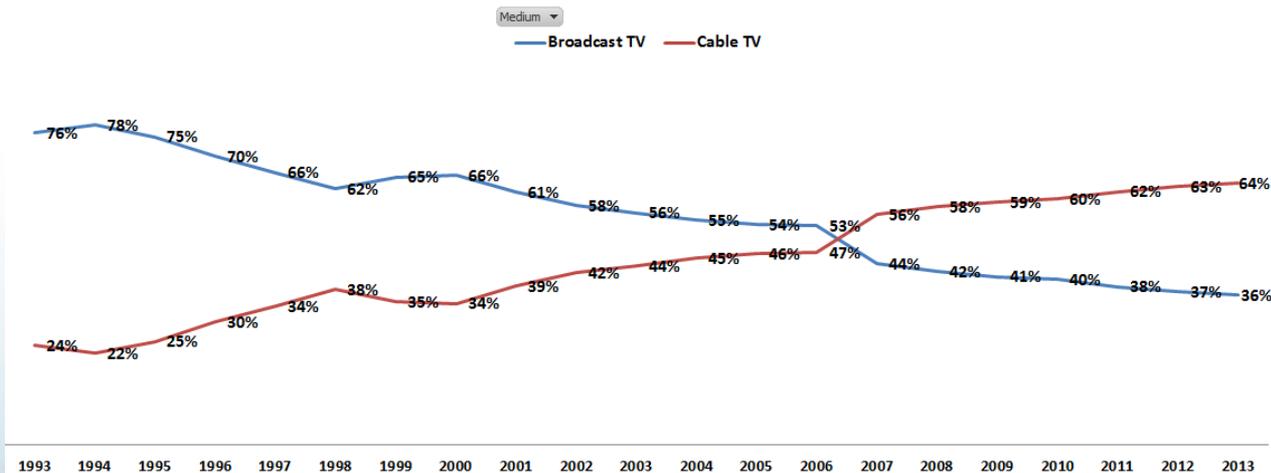
Cable TV Also Now Clearly Dominates The Share of Available Rating Points Against The Adult 50+ Demo

Almost 75% of available Adults 50+ Total Day GRPs are on cable TV

Total Day: Share Trend of A50+ TV GRPs



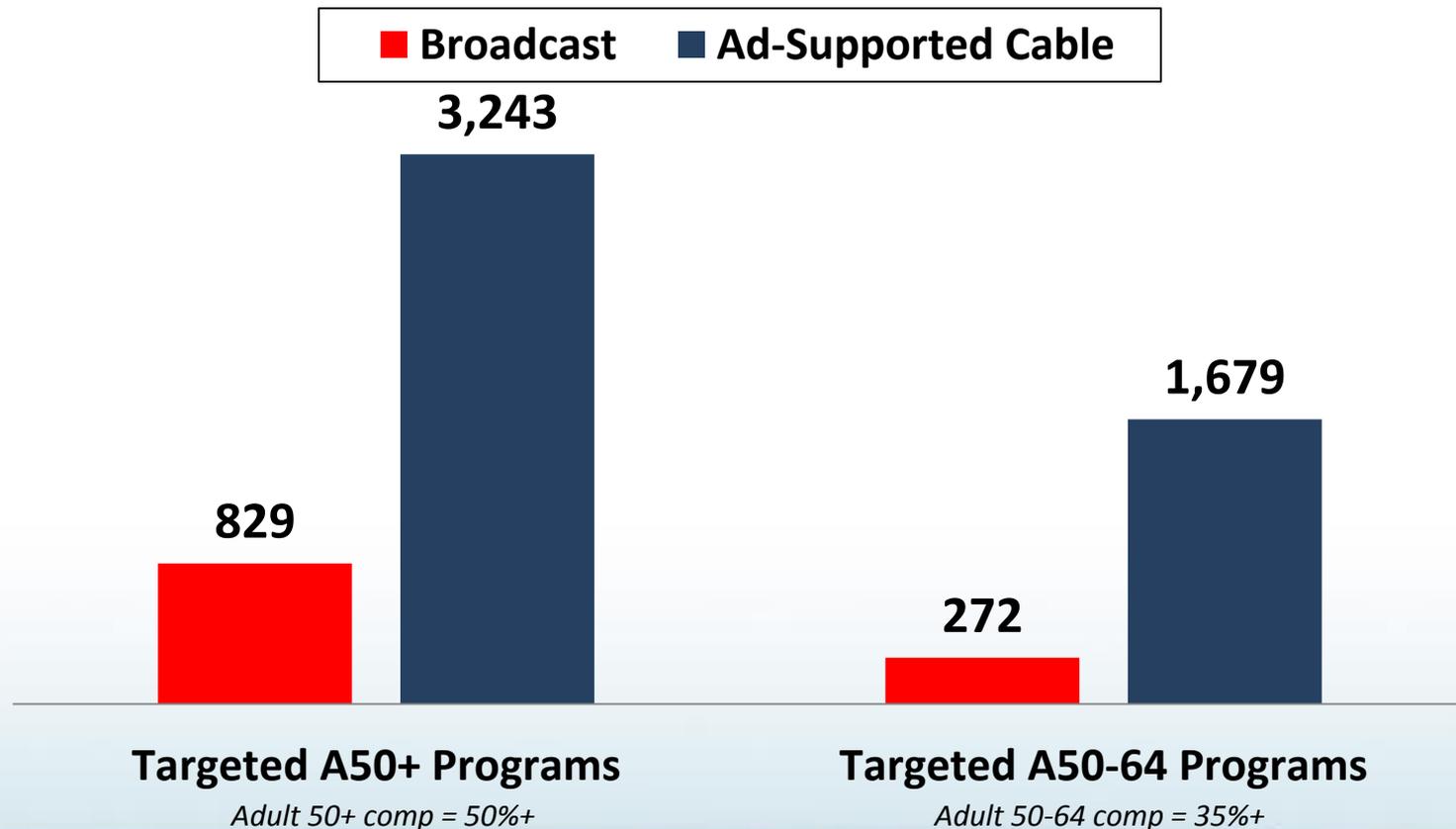
Primetime: Share Trend of A50+ TV GRPs



Ad-Supported Cable Offers A Breadth Of Programming That Appeals To The Diverse Interests Of The Active, Curious Adult 50+...

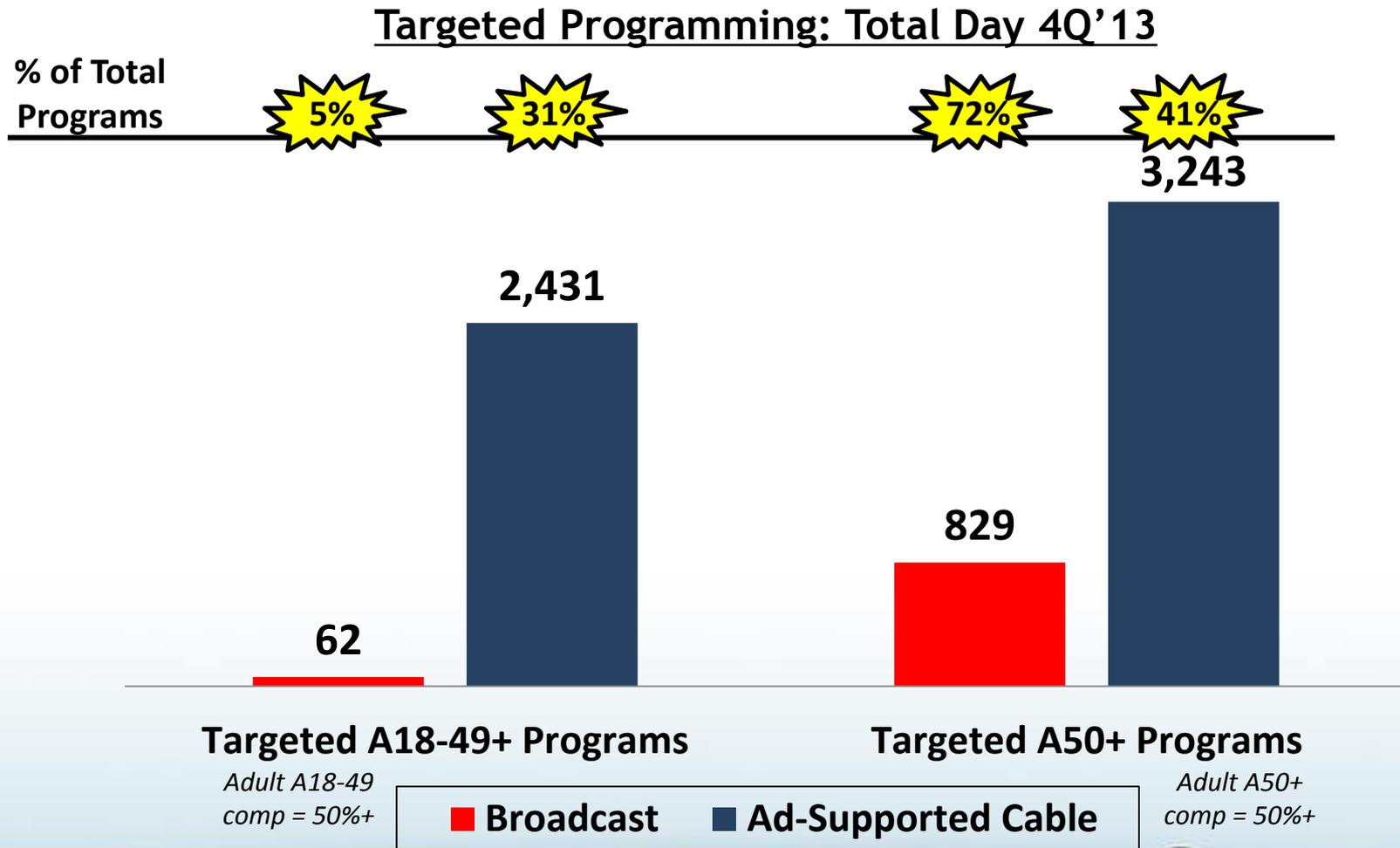
Ad-supported cable *delivers a targeted Adult 50+ audience* with popular programming genres like general lifestyle, entertainment, home, news, educational, documentaries

Targeted Programming: Total Day 4Q'13



...While Also Offering A Complimentary Mix Of Programming Targeted At Both Adults 18-49 & 50+

For marketers looking to extend their focus beyond 18-49, cable provides a balanced approach, with greater options, while broadcast TV overwhelming targets just the 50+ audience on a limited scale



But They're Not Just Consuming Television...

Yes, Adults 50+ love television, specifically cable TV, but that's not just it...

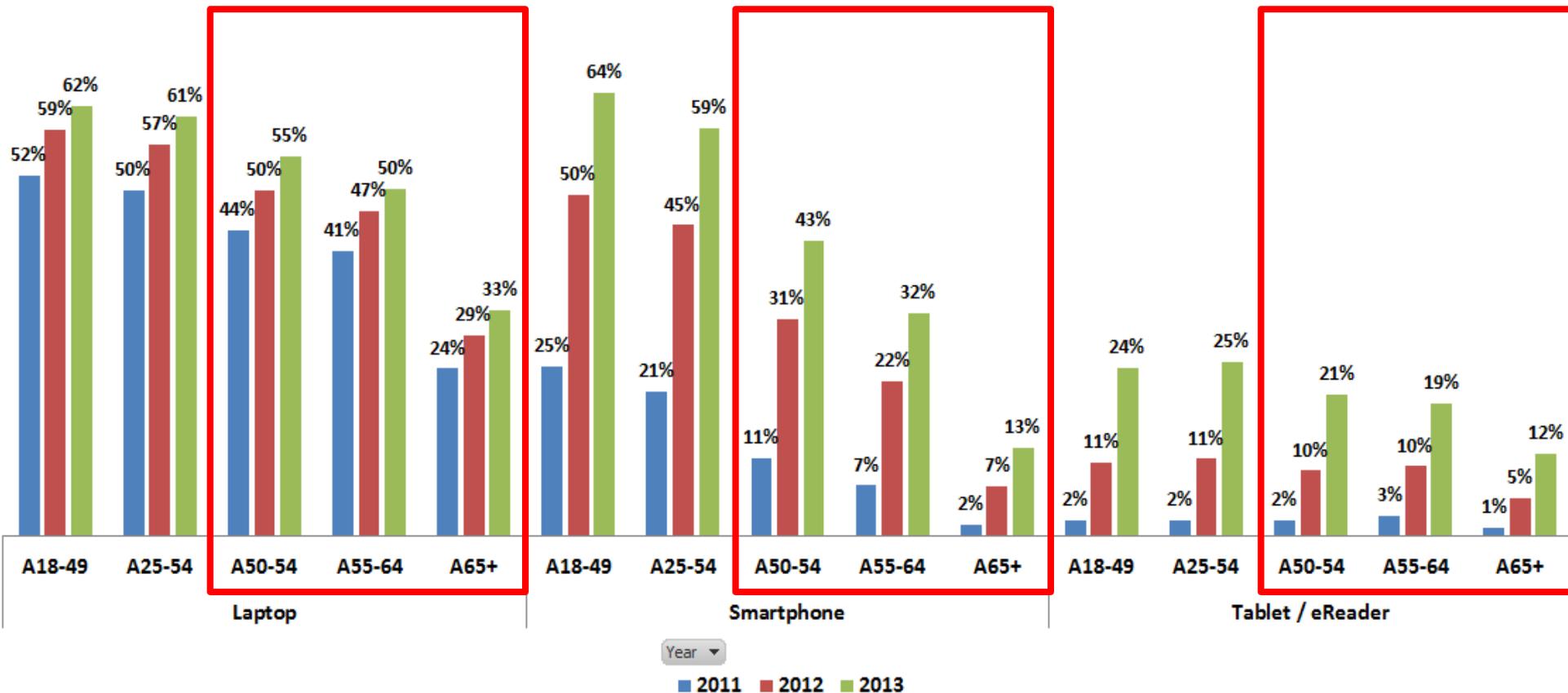
With the rise of computer and mobile device ownership comes their *increased consumption* in other video-enabled media - like online, mobile and social...

All platforms where *cable brands are well-positioned* against both broadcast & competing digital properties to deliver the Adults 50+ audience

Adults 50+ Have Been Keeping Pace Recently With Younger Demographics When It Comes To The Velocity Of Device Adoption

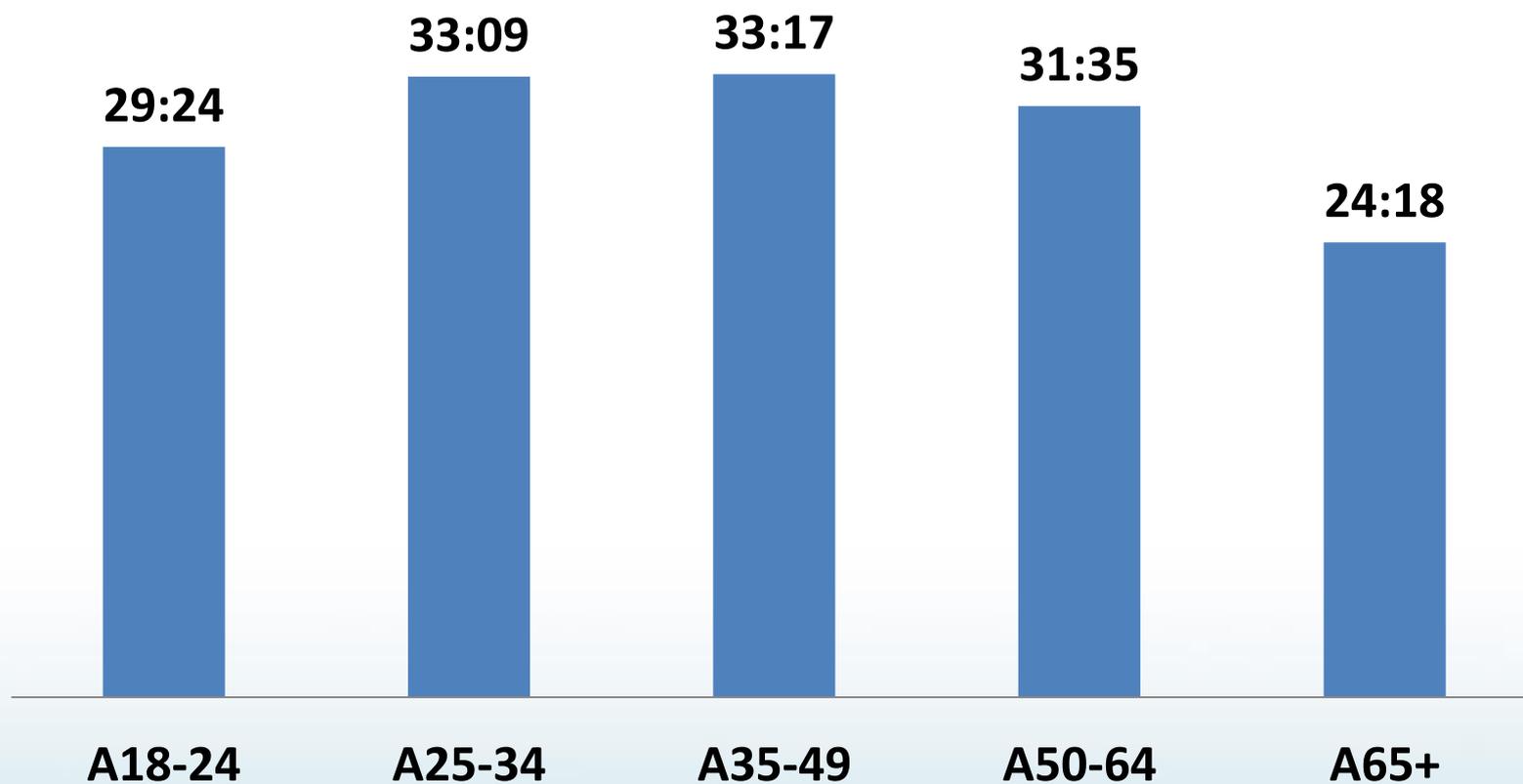
Laptop and tablet penetration among Adults 50+ are nearing that of the younger demographics while smartphones close in on 50% coverage

“Device Ownership”



Time Spent Online Among Adults 50-64 Is Nearly Equivalent To The Time Spent By A25-49 And Actually Greater Than A18-24...

Monthly Time Spent Using The Internet On a Computer
Hours: Minutes



...While The Older Demographics Are Closing The Gap On Time Spent Viewing Video On Mobile Devices

The Adults 50+ demographic is experiencing tremendous growth while the demo leading into Adults 50+ has seen the largest lift

“Watching Video On A Mobile Phone” Monthly Time Spent (Hrs:Min)



 =3-year trend through Q3'13 (methodology changed in 4Q'13)

Cable Brands Rank in the Top 5 Within Major Content Genres On The Internet

Demo: A50+

Sports

- ✓ **NBC Sports Network**
- ✓ **FOX Sports on MSN**
- ✓ **ESPN**
- USA Today Sports
- NFL.com

General News

- ABC News
- NBC News
- ✓ **CNN**
- USA Today
- CBS News

Music

- TownSquare Media
- Yahoo! Music
- ✓ **MTV Networks**
- MSN Music
- ToneMedia

Home

- eHow Home & Garden
- ✓ **HGTV**
- HOUZZ
- Hearst Home Design
- About.com Home

Weather

- ✓ **The Weather Channel**
- Weatherbug.com
- Accuweather.com
- MSN Weather
- Yahoo! Weather

TV Entertainment

- ✓ **NBCU TV**
- AOL on Huff Post TV
- Yahoo! TV
- MSN TV
- ✓ **TV Guide**

Food

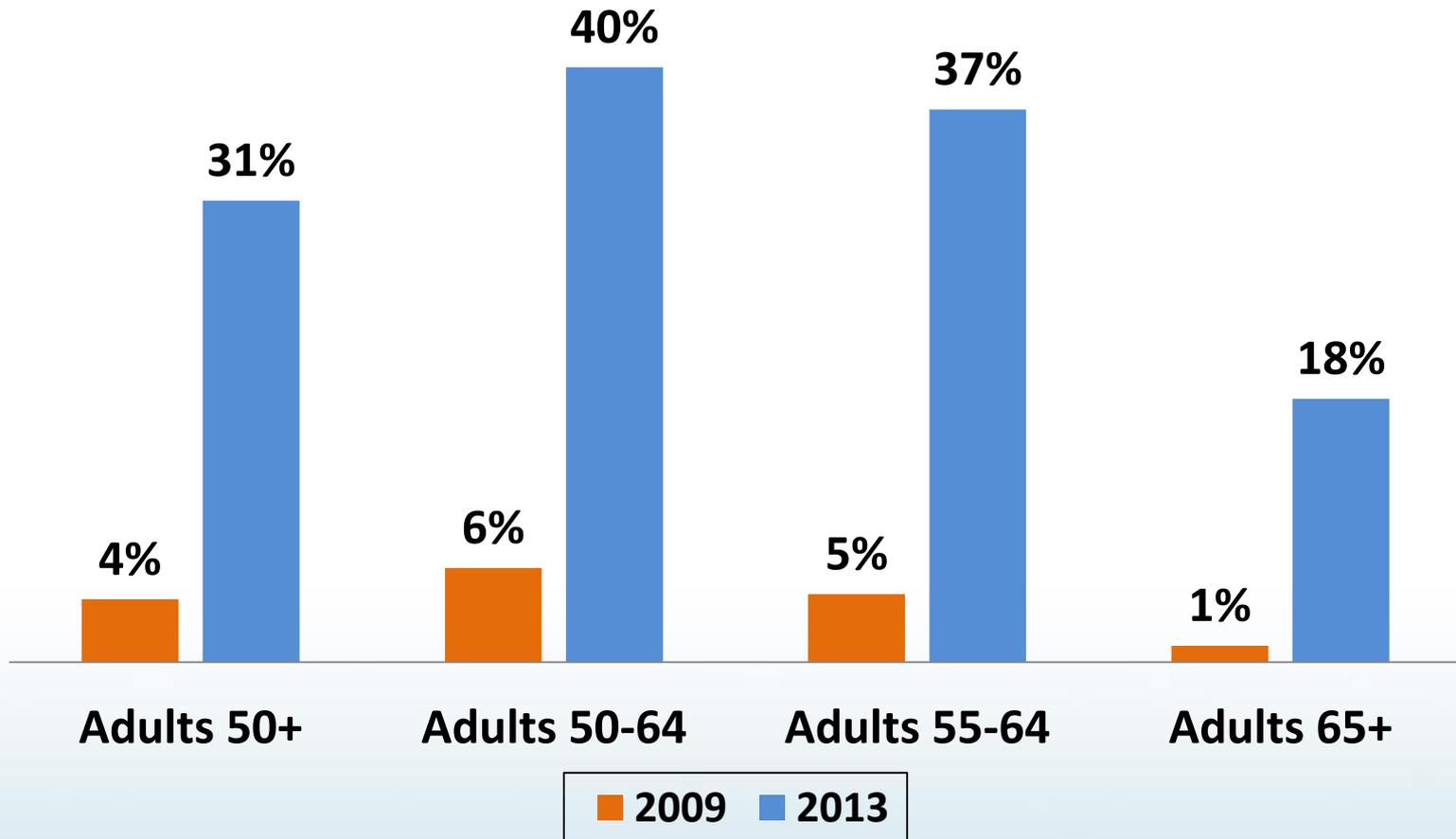
- Allrecipes
- ✓ **Food Network**
- BlogHer Food
- Food.com
- About.com Food

Gaming

- EA Websites
- Zynga
- King.com
- ✓ **GSN**
- Free Ride Games

Adults 50+ Social Media Usage Has *Skyrocketed* Over The Last Five Years

Visited A Social Networking Site In The Last 30 Days



Evolving From A “Lean Back” Medium...As Their Social Media Usage Grows, More Older Adults Are Taking An Active Role While Watching TV

A50+ / A55-64...Who Have Ever



25% / 24%

Use Facebook to post about a show or ad while watching



21% / 22%

Instant Message with others about a show or ad while watching



11% / 12%

Tweet about a show or advertisement currently watching

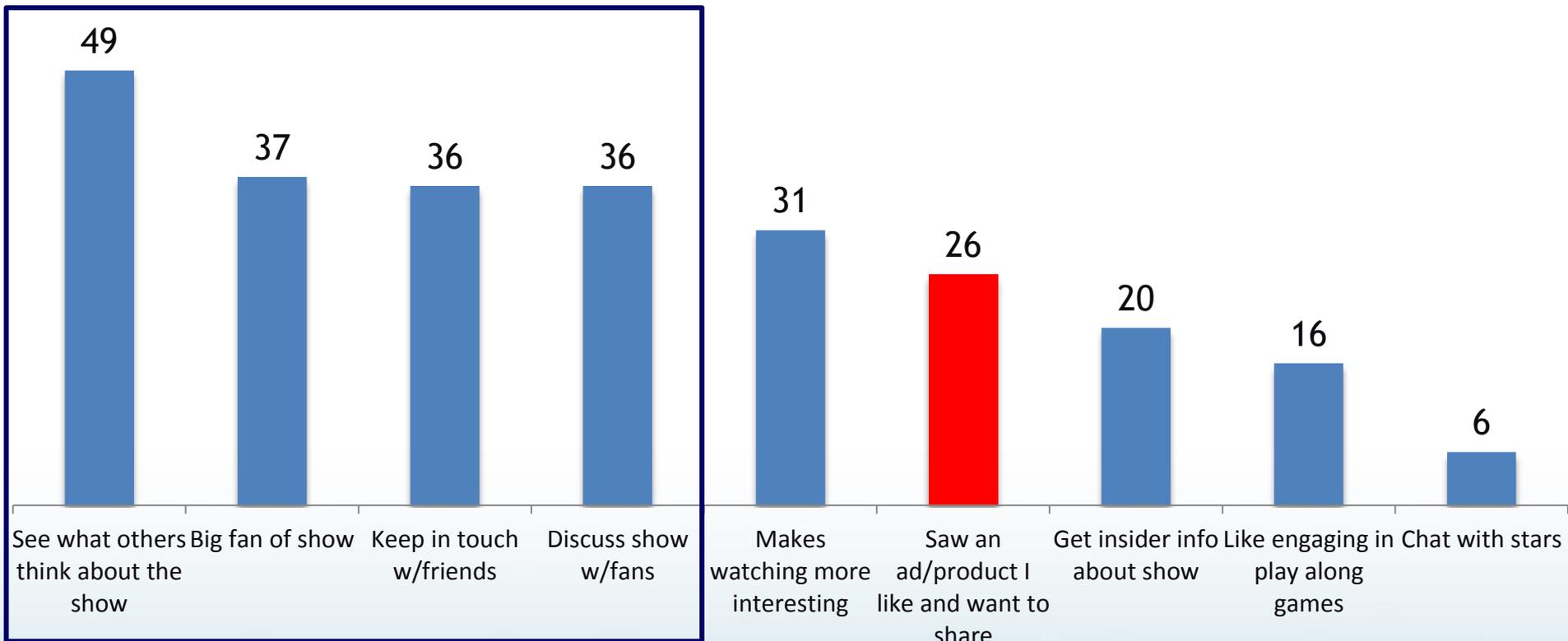


5% / 6%

Use a social TV app such as Zeebox, GetGlue or IntoNow

Program Enthusiasm, Desire to Connect with Friends / Other Fans And Product Endorsements Among Adults 50+ Drives Social TV

Why Do You Post / Tweet / Chat During a TV Show? (%)
Adults 50+



The Importance Of The Adult 50+ Demographic & How Cable Brands Play A Central Role In Their Lives

Reasons Why Marketers Should Embrace Adults 50+... and The Cable Brands That Reach Them

- Current U.S. population growth is due almost entirely to increases in the 50+ demo
- They have higher incomes than the average household and are not only still active in the work force but their employment growth rate far exceeds Adults 18-49
- Boomers wield enormous purchasing power, making up 45% of all consumer spending
- Although each generation has their unique characteristics, the “new” Adult 50+ segment, especially A50-64, share many similar traits to Adults 18-49 in terms of psychographics, lifestyle, buying behaviors and category usage
- Thanks to Television’s versatility, and it’s superior ability to entertain and inform, they spend much more time with the medium than all other major media combined
- Furthermore, Television continues to be the dominant video viewing platform among this segment, capturing 95% of total video time, while time-shifting isn’t as prevalent with them as it is with younger demos
- Cable dominates broadcast in ratings and GRP share, both overall and within many relevant genres
- With over 3,000 highly-targeted programs, cable offers a breadth of diverse programming that delivers the demo audience, especially A50-64
- Time spent online among adults 50-64 is nearly equivalent to the time spent by A25-49 and cable brands consistently rank among the top websites within major content genres on the internet
- Their embrace of technology translates to higher social media usage which enables greater product advocacy among their network



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