

THE "NEW" 65+

BY 2030, 1 IN 5 PEOPLE WILL BE 65+

Thanks to advances in pharma and healthcare, people are living longer, leading to significant shifts in the population of the United States.¹



It's no longer just about living longer, it's about living better. Attention is now on healthy aging, which is especially important as we see the rate of health issues rising.

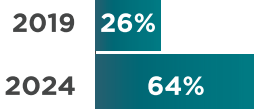


19% ARE WORKING (ALMOST 2X WHAT IT WAS IN THE '80S)³

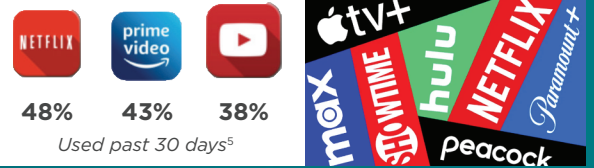
There is an "unretirement" as people recognize that working keeps them stimulated physically and mentally and supports their emotional health.



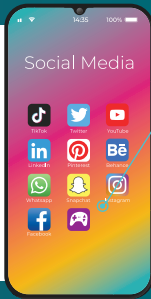
MORE DIGITALLY SAVVY THAN THEY GET CREDIT FOR



They are cutting the cord, with subscriptions to streaming services more than doubling over the past 5 years.⁴



45% agree "my cell phone connects me to my social world"⁵



18% use social media to play games⁵

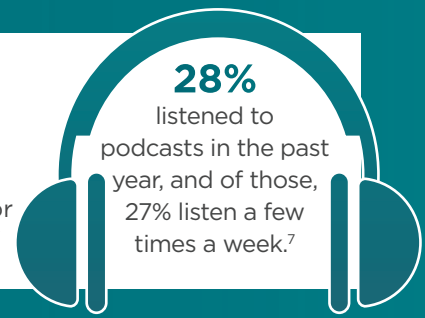
SOCIALLY CONNECTED

	f	t	i	s
A55-64	45	37	26	20
A65+	34	29	20	19

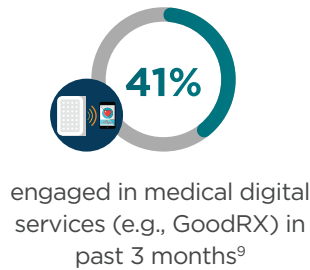
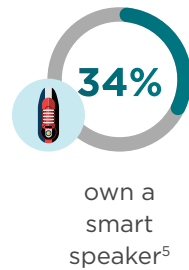
Avg. minutes spent per day⁶

61% say learning is major reason for listening⁷

28% listened to podcasts in the past year, and of those, 27% listen a few times a week.⁷



RECOGNIZE THE POWER OF TECH BUT NEED A BOOST



51% believe technology can support healthy living,⁹ but only **12%** of those with chronic conditions use tech to help manage their health.⁹

57% ARE "WILLING TO USE A MOBILE APP RECOMMENDED TO ME BY MY DOCTOR"¹⁰



Note: All information is for adults 65+, unless otherwise noted

Sources:
 1. US Census: Demographic Turning Points for the United States: Population Projections for 2020 to 2060
 2. PRB: Aging in the United States
 3. Pew Research 2023: Older Workers Are Growing in Number and Earning Higher Wages
 4. MRI-Simmons USA 2019 and 2024 March Cord Evolution Studies
 5. MRI-Simmons USA 2024 March Cord Evolution
 6. EMARKETER 2024: TikTok leads time spent on social for most US adults
 7. Pew Research 2023: Podcasts as a Source of News and Information
 8. Morning Consult National Tracking Poll 2023
 9. 2024 AARP Tech Trends
 10. MARS 2024 Consumer Health Study - May 16th, 2024