WHY DO MARKETERS IGNORE THEIR BEST CUSTOMERS?

Marketers are obsessed with Millennials – people born between about 1980 and 2000.

They spend enormous amounts of time, energy, and money trying to reach these people, and yet people over 50 *dominate our economy* and are far more valuable to marketers. Here are some facts:

- People over 50 are responsible for *over half* of all consumer spending.

- They outspend the average consumer in *nearly every major product category* –food, household furnishings, entertainment, personal care, automotive...

- People over 50 outspend other adults *online* 2:1 on a per capita basis

- They have a net worth about *3 times* that of other generations.

- They buy about 60% of *all new cars*.

- If they were their own country, Americans over 50 would be the *3rd largest economy in the world*. Larger than Japan, Germany, or India.

And yet *only 10%* of marketing activity is aimed at them.

The reasons for this foolishness are based on harebrained legends and out-of-date fairy tales (like "lifetime value", "downsizing", "they don't change brands", "they want to be like young people") but you'll have to see my talk "*The Battle For The World's Most Valuable Customer"* to get the full story.

Visit the website	Read the blog

Why is the ad industry so resistant to these facts?

The ad industry has been *demographically cleansed* of people over 50. While people over 50 represent about 42% of the adult population, they are *less than 6%* of the ad industry population. Advertising has become *marketing by selfie-stick.*

PEOPLE OVER 50

42% — ADULT POPULATION
6% — ADV POPULATION
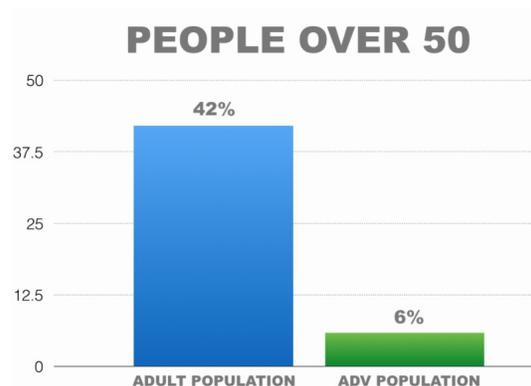
The last word on today's topic...

People 75-to-dead buy *6 times as many new cars* as people 18-24.

You can't make this shit up.

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