The 50+ population contributed $8.3 TRILLION in economic activity to the U.S. economy in 2018 and this will grow to $26.8 TRILLION by 2050.

Spending by the 50+ population contributes to the overall GROWTH OF THE ECONOMY. 56 CENTS OF EVERY DOLLAR WAS ATTRIBUTABLE TO THE 50+ POPULATION IN 2018 AND THIS WILL GROW TO 61 CENTS IN 2050.

Older Americans are embracing technology

The 50+ population’s spending on technology is forecast to grow from $140 BILLION in 2018 to $645 BILLION in 2050.

Yet, tech companies seem largely unaware of this high-performing and fast-growing market

In 2018, the technology sector provided $113 BILLION WORTH OF WAGES AND SALARIES.

Older adults’ tech spending supported OVER 850,000 JOBS in 2018.