

Words matter



TERMS WE LOVE

50-plus

Experienced, Mature
Knowledgeable
Retiree, Senior
Engaged, Active
Energetic



TERMS WE AVOID

Old
Boomer
Elderly
Over the hill
Geezer
Aging

We are all aging!

80%

of adults 60+
experience ageism
— most frequently
from jokes poking
fun at aging

One in three working
Americans are 50+, with
older adults generating

\$8.3 trillion

in economic activity
each year — a number
expected to rise to
\$12.5 trillion by 2030



AGING FACTS & RESOURCES FOR 2023

One in five Americans
65+ is a person of color

— a number that's
expected to double
by 2050, making the
population of older
Americans the

most diverse
group ever

90%

of Generation X
surveyed think their
retirement won't fit
the traditional mold

“


Of course older fans loved it, but the most surprising feedback we received on “Grace and Frankie” was from our younger viewers. They really appreciated the honest portrayals and were fully engaged in it — Grace and Frankie were characters they wanted to meet, be friends with, and even become. They became less afraid of aging.

Marta Kauffman
Co-creator of
“Grace and Frankie”
and “Friends”




GEN

Wallis Annenberg
GenSpace



A new, innovative
community center
that's working to
change the way
people view aging
in LA and beyond



*"We must help jump-start
a new conversation about
aging because the current
narrative and images simply
are outdated and inaccurate.
We have to start seeing and
showing older people as the very
embodiment of the strength,
wisdom, and spirit of society."*

Wallis Annenberg, Founder



Download our complete Spring 2023
Resource Guide for Content Creators at
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