

## Generations - Boomers

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### Overview - Population, age, etc.

- Demographics
  - Source: ([Target Audience: Baby Boomers](#))
    - 52% of Baby Boomers are male, 48% female
    - 27% of Baby Boomers have a technical / vocational education
    - “Baby Boomers are more likely to live in small towns and rural communities than the average consumer.”
    - Traditions, safety, and security are important to Baby Boomers.
  - Source: ([Takemasa](#))
    - Dates of Birth: 1946-1964
    - Age Range: 60-78
    - Estimated population size in the United States as of 2024: 68 million
    - More than 43% are retired
  - Source: ([Fry](#))
    - Boomers are no longer the biggest generation, millennials have surpassed them, and due to aging and declining health, other generations are gaining.

### Major events that shaped them; resulting attitudes and behaviors.

- Post WW2 - Source: ([Takemasa](#))
  - **Wealth:** Post WW2 included a growth in investments, growing middle class and tax policies, incentivized stock market participation, and home ownership. Both increased stock market participation and home ownership have contributed to Baby Boomers' current wealth.
  - **Education:** During this time, there was more access to higher education and strong labor unions. Because of this, Baby Boomers often had stable, long-term employment which contributed to their stability and increasing wealth.
  - **Debt and Suburbanization:** Easy credit, the creation of demand, suburbanization, and boosted economic activity were all a result of WW2. Because of this accelerated consumer activities, Baby Boomers often turned to debt in order to finance their consumerism.
- Stock Market Crash - Source: ([US Marketing to Baby Boomers](#))
  - The stock market crash led to financial stress due to market volatility and the fear of the unknown. This led Baby Boomers to focus on saving and financial security.
- Vietnam War ([Mitchell](#))
  - 41% of Baby Boomers list this war as one of their top 10 most influential historical events in their lifetime.

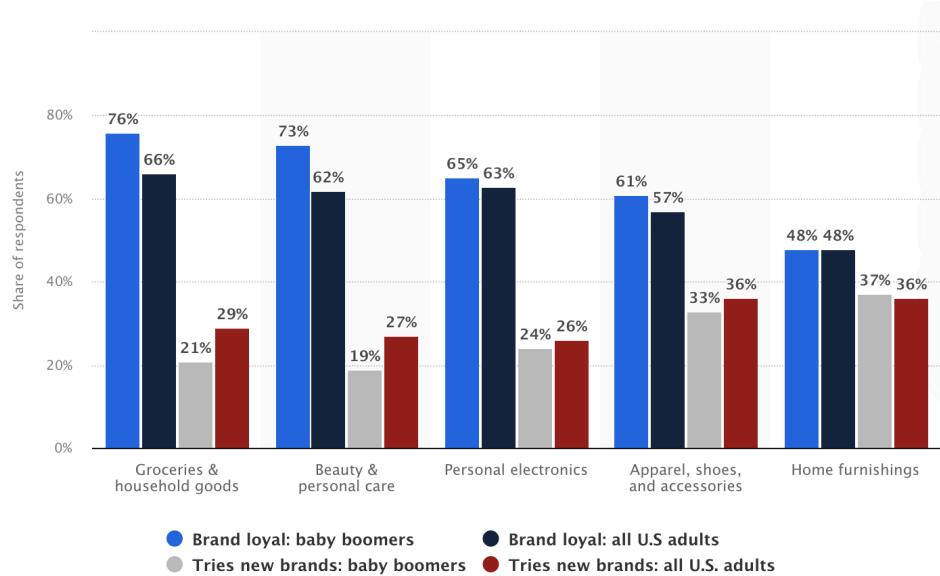
- Led to distrust in the government
- Some opposed the war while others supported it which led to societal divides
- The Cold War - Source: ([US Marketing to Baby Boomers](#))
  - Some of the main stresses: Outcome of the presidential election, financial situation, health - all things that were concerns when they were younger.
  - This major event has caused long term skepticism and distrust in the government. Now they value brands and corporations that they can trust and have proven their loyalty.
- Rise of Television - Source: ([Takemasa](#))
  - Economic growth and social change led to optimism, strong work ethics, and a belief in the “American Dream.”
  - The Baby Boomer generation tended to be more homogeneous because they grew up without the internet. “However, significant behavioral and attitudinal differences exist, which can be parsed through detailed segmentation. This level of granularity allows for more resonant and empathic messaging and targeting.”
  - Baby Boomers have embraced technology but often find it challenging to navigate.

### **What should brands keep in mind when advertising to this generation?**

- **Keep a positive attitude towards aging.** - Source: ([Thriving with Age](#))
  - *Brands can contribute to a more positive attitude towards ageing among society through how they are discussed in the media, marketed to, and the availability of spaces created for them to thrive. Like everyone else, older consumers want to be independent, express their individuality, make new connections, and contribute to their families and society for as long as possible.*
- **Consider the kind of life that a person age 65+ desires to live.** - Source: ([Thriving with Age](#))
  - *Age is just a number and the new generation of ageing consumers is redefining what it means to be "old". Hence, they need brands to support them and provide them with the tools and services and support they need to live the lives they desire. In the Sichuan province of China, a 'Ageless Happy Nursing Home', run by Gen Zs, hosts daily fun activities such as singing, makeup and fashion shoots, which youngsters join in together with the older residents. On the other hand, Nancy Griffin, founder of podcast Glowing Older, has launched the #ExposeAgeism movement to raise awareness about ageism in the wellness, spa and beauty sectors. In the US, ABC has greenlit The Golden Bachelor, a dating reality series starring senior citizens. And in Malaysia, adult incontinence brand TENA encouraged active ageing by holding auditions to form the first TENAcity*

*Senior Musicians band, which will tour Malaysia to inspire other seniors to stay mentally and physically active through music."*

- **Boomers want connection with others while having independence.** Source - ([Marketing to Baby Boomers](#))
  - "Many Boomers will respond well to brands that can develop ways for older consumers to connect with others while still maintaining a sense of independence. >>Single Boomer women are often overlooked by marketers, but they could benefit from apps and services that connect them to others with similar interests and foster a sense of community (or romance). >>Luxury senior living complexes and cohousing communities can offer Boomers at risk of aging alone a chance for social interaction and assistance (see *Issues Impacting Baby Boomers and What's Next*). >>Boomers aren't afraid of technology and will embrace digital tools that can help them stay in touch with their loved ones and social networks (see *Technology and What's Not Working*)"
- **Baby Boomers are more brand loyal compared to other adults.** - Source: ([Faria](#))
  - "During a May 2024 survey in the United States, 76 percent of responding baby boomers reported buying from the same grocery and household goods brands, compared to 66 percent of the overall average among adults. In the beauty and personal care category, baby boomers' brand loyalty reached 73 percent, versus a national average of 62 percent."

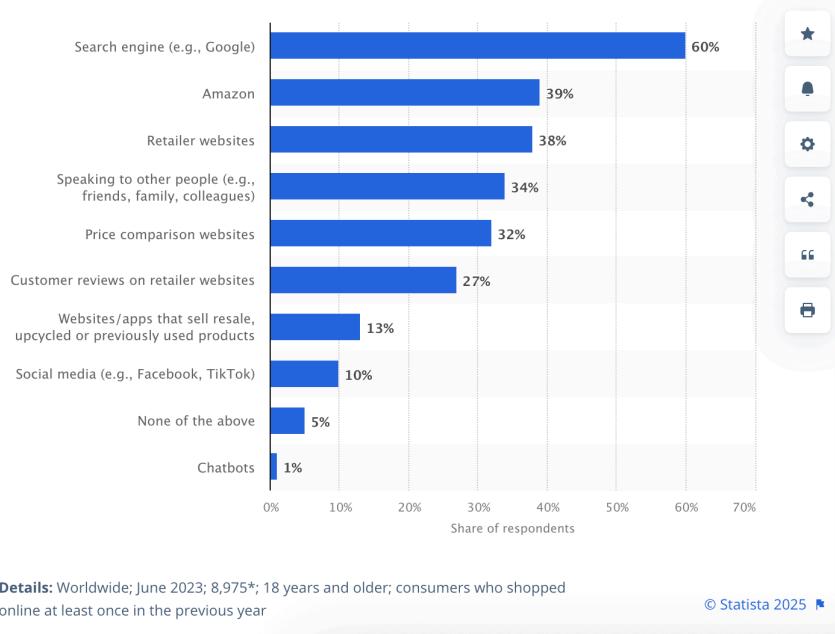


**Details:** United States; Morning Consult; May 2024; 2,208 respondents; 18 years and older;  
 remaining participants chose "does not purchase" as a response

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- **Keep in mind where they look to purchase products.** - Source: ([Davies](#))

- “In 2023, about six in 10 baby boomers across the globe said they typically use search engines, such as Google, when doing research on products they wanted to buy.”



## What types of media do they use?

- Types of Media - Source: ([Baby Boomers in Big Shift to Digital Content](#))
  - Baby Boomers are switching to online versions of their traditional media outlets
  - Youtube and Netflix
    - They are switching to Netflix and YouTube over costly cable
  - Facebook
    - They make up the largest demographic of Facebook users, compared to only a 9% sector of TikTok users
  - Advertisements
    - They will pay more for advertising free content on platforms, with only 4.5% downgrading to advertising-funded subscription services
    - They are also frustrated by increasing amounts of advertisements on regular TV
    - And man do they hate ads, only 17% percent feel positively towards advertising compared to benchmark of 47%
  - **\*The insight\* Boomers are switching away from ads as they begin to consume their favorite media through digital channels. They want their MTV without interruptions from darn advertisers tryna tell them what they need or don't\***
- Tik Tok - Source: ([It's Time for Marketers to Talk to Baby Boomers](#))

- Baby Boomers aren't the tight-butt people they're often made out to be and they are in fact advancing with the times, just slower at adapting than younger generations. TikTok was the highest climbing social app used by boomers in 2023, growing 57%
- They also aren't just picking up these apps they are adding to them, sharing their own experiences and advice that not only older but also younger audiences are enjoying.
- Statistics of Media Usage - Source: ([Target Audience: Baby Boomers](#))
  - They have the money to drop on the products they like.
  - 11% say they feel younger than they do
  - Their preferred media channels:
    - TV (80%)
    - Radio (56%)
    - Digital Video Content (52%)
    - Online News Content (34%)
  - Don't really prefer:
    - Magazines (25%)
    - Daily News Papers (17%)
    - Weekly news papers (12%)
    - Online magazines (10%)
  - Their favorite types of social media:
    - Facebook (70%)
    - YouTube (50%)
    - Instagram (26%)
  - They tend to remember TV commercials more than any generations
  - They also tend to watch American Football (28%) and Baseball (20%) more than other sports including Basketball (16%), Hockey (10%), and Golf (7%) or Motorsports (6%)
- TV Stations - Source: ([Stoll](#))
  - They tend to watch TV Dramas on television more than any other genre
- Final Insight: What Type of Media do Baby Boomers Use
  - Boomers are starting to consume their favorite shows and videos through TV, especially Ad-Free TV. They remember TV ads 54% of the time, 10% more than the average consumer and so they are more likely to pay extra to be able to watch their shows ad-free, such as YouTube premium or Disney+ Ad-Free. They flip on their american football game and scroll through facebook.
  - They aren't tech-illiterate for the most part, but just laggard adopters, so they are starting to get more into social media such as TikTok, which was the fastest growing social media app among boomers in 2023. However, the majority are

sticking to Facebook, YouTube and Instagram while ditching traditional newspapers and magazines.

### **How do they use that media differently from other generations?**

- Source: ([Target Audience: Baby Boomers](#))
  - They consume TV 12% more than average
  - Radio 6% more
  - Digital Video content 13% less
  - Online news only 3% more
  - Digital music 17% less
  - Movies 18% less
  - Podcasts 12% less
  - So they don't like digital music or movie theaters but love TV and Radio
  - 70% have Facebook accounts which is on par for consumer average
- Source: ([Baby Boomers in Big Shift to Digital Content](#))
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- Source: ([Takemasa](#))
  - Working Baby Boomers tend to be more involved in LinkedIn, YouTube and X
  - Boomers with Children use Facebook more than those without
  - Those struggling with finances tend to use social media more than those that are not, and have the highest use at 85%
  - Baby boomer's media use in terms of AI content is much much much lower than younger generations, with 84% of Boomers never having used it and only 14% of that group knowing much about it in general.
  - Once again they consume TV much more than other generations

## How would they like to be reached on these channels?

- Source: ([Senior Lifestyles](#))
  - Seniors priorities include health, family, and independence
  - There is a common stereotype that seniors aren't comfortable with tech, however, data is showing that as long as brands are making an effort to teach seniors how to use and operate their products, seniors will be able to adjust and navigate their products successfully.
  - Crucially, brands must also accurately represent seniors in their advertising if they want to resonate with this cohort. As adults 65 and older are the fastest growing age group in the US, it is increasingly important that this population not be ignored in any respect."
  - A main problem- they can't relate to or see themselves in advertisements.
    - 1% of people strongly agree that they can relate to the people they see in advertisements, while 22% of people somewhat agree with that statement
    - 45% of people aged 65+ think that they would feel better represented in advertising if there were more people their age, which was the highest percentage when asked that question.
- Source: ([Seniors and Technology](#))
  - "Outdoor advertising is less likely to be noticed by seniors than any other group, possibly related to the fact that seniors spend a fair amount of time at home or have difficulty with distance vision."
    - I often notice the ads in billboards- 42% of people ages 65-69
    - I often notice the ads on buses- 15% of ppl ages 65-69
    - I often notice the ads at bus stops- 12% of ppl ages 65-69
    - I often notice the ads on trains- 9% of ppl ages 65-69
    - I often notice the ads on taxis- 9% of ppl ages 65-69
  - "The following Figure suggests that once one enjoys learning about technology, this is an attitude held for life. This bodes well for the market as a whole, because those who are younger now (ie Baby Boomers) are likely to enjoy learning about new technologies as they enter senior citizenship."
- Source: ([Vogels](#))
  - In 2019 only 68% of boomers say that they owned a smartphone (gen x- 90%, millennial- 93%).
  - And additionally, only 59% of boomers use social media (gen x- 76%, millennial- 86%)
  - "Boomers and Silents have both increased their Facebook use by double digits since 2015. In fact, the share of Silents using Facebook has nearly doubled in the past four years, from 22% to 37%."
    - Similarities across sources- **boomers have heavily increased their technological usage over time**

- Boomers are far more likely to own a smartphone in 2019 than they were in 2011 (68% in 2019 vs. 25% in 2011)

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