

*Introducing*

**BOOMERS**

---

**MARKETING'S  
MOST VALUABLE  
GENERATION**

---

*Nielsen & BoomAgers*



nielsen



BoomAgers

A Thought Leadership Collaboration



## THOUGHT LEADERSHIP



### WHY SHOULD YOU CARE?

WHY BOOMERS? WHY NOW?



### OBSERVATIONS

WHAT YOU MIGHT NOT KNOW

WHY IT MATTERS



### IMPLICATIONS

HOW TO ACT ON BOOMER INTELLIGENCE



Much has been written about the Baby Boomer Generation and for good reason. They are the largest generation in American history and their tumultuous journey from childhood to adulthood has spun off endlessly interesting fodder for the cultural chronicles of our time.

### — THE — GENERATION *Guide*

GREATEST GENERATION	1901 - 1924
SILENT GENERATION	1925 - 1945
BABY BOOMERS	1946 - 1964
GENERATION X	1965 - 1976
MILLENNIALS/GEN Y	1977 - 1995
GENERATION Z	1996 →

its magnitude. On the day that the first Baby Boomer turned 18 in 1964, their generation officially became part of Madison Avenue's fashionable 18-49 target audience. Pepsi proudly declared that

Their impact began in the 1960's when the first of the Boomers came of age. It was the "Establishment's" first real glimpse of this new generation, and as they struggled to understand them, the Boomers were equally as mystified in their own search for the meaning of life. To the marketers, everything was clear: the meaning of this generation was

its cola was "the choice of a new generation" and Levi's sales began to grow exponentially as dungarees became the proletariat uniform of a free-spirited American Youth.

Game on. Marketers were about to take the ride of their lives, to be propelled by 80 million consumers, a full one third of all Americans. If that wasn't good enough, this audience would prove to be media-loving, eternally optimistic, self-indulgent consumers.

Looking back helps us to appreciate that Boomers have been the most marketing-friendly consumers in the history of American business. Notwithstanding their love of brands, their sheer size alone has amplified the impact of their choices and has transformed virtually every category that they have embraced.

### — THE — CASUAL WORKPLACE

THE BOOMERS TRANSFORMED THE OFFICE DRESS CODE AND CREATED A NEW CATEGORY OF CLOTHING. PANTS THAT WEAR LIKE THE JEANS THEY LOVE WITH THE FORMALITY OF DRESS SLACKS: **DOCKERS**.

So here we are in the 2010's. Many of today's marketers are beleaguered by the combined effect of elevated material costs and sagging recessionary demand. Technology is fragmenting media and the task of creating and delivering scaled messages is more complex than ever. At the same time, the lucrative Boomers are now exiting the 18-49 cohort with the same velocity that they entered it.



What to do? The temptation is to follow a traditional bias in marketing. Typically, once a group of consumers reaches the so-called “cut-off” age of 49, marketers “go back to go”. They renew their focus on a new crop of 18-49’s and they start all over again. They are lured by the prospect of a younger consumer who is ripe with lucrative, long-term potential. The goal is to build a fresh group of life-time loyalists and the strategy begins with an investment in penetration.

Is this the right course of action? Every brand has a different response to this question, but the one thing they might all agree on is that it’s not the only course of action.

Marketing to Youth is traditional marketing wisdom because of the enormous results that the 18-49 demographic has delivered in the past – a time when it was comprised of an unprecedented 80 million, marketing friendly Boomers.

#### Facts to consider:

- The 50+ segment consists of close to 100 million consumers.
- Between now and 2030, the 18-49 segment is expected to grow +12%, while the 50+ segment will expand +34%.

— THE —  
**BOOMER** : 1946 - 1964  
**80** MILLION STRONG

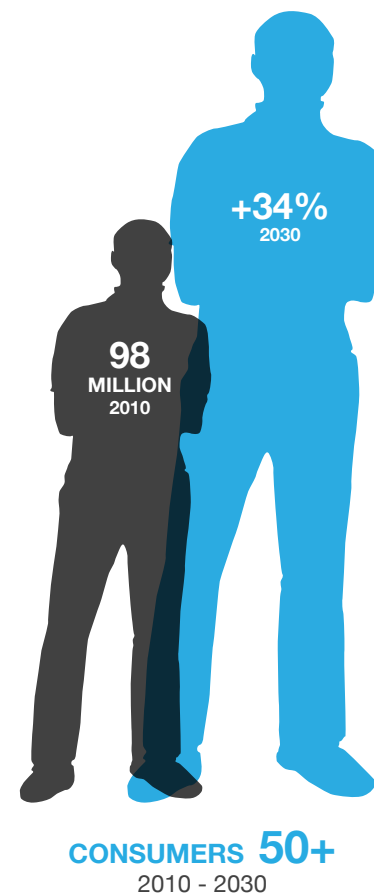
If a big market is of interest, a big market that’s getting bigger faster should really be intriguing.

#### So these are interesting facts, but why should you care?

The Boomers are simply too valuable to ignore – there is much to be gained by prioritizing them, and much to be lost by passing them up.

We will highlight the facts that demonstrate that Boomers have the most and spend the most, that they are more tech savvy and more marketing-friendly than believed, but most importantly, that **their business is winnable and losable. They are a much more sensitive and dynamic cohort than most realize.**

This report will illuminate the upside and the downside of the opportunity, and will guide the way forward with actionable insights. If Boomers are in fact the most valuable generation in marketing, there should be endless opportunities for marketers to enrich their lives with innovative ideas.

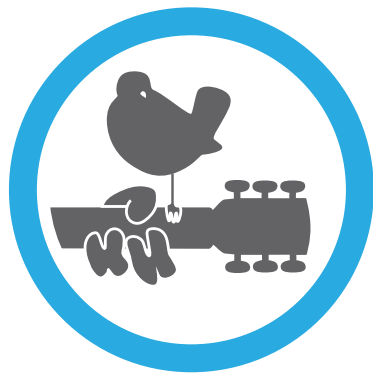




## OBSERVATIONS

The body of learning around Boomers is growing and it is generating an overwhelming amount of information. In the interest of focusing on that which is most relevant, we offer the following observations:

### THE BOOMERS ARE A WAVE THAT'S YET TO CREST



#### WOODSTOCK:

The original flashmob?

Most marketing is dedicated to demographics. A target audience is defined, targeted and measured numerically. On top of that is layered consumer insight and understanding and what emerges is a more complete picture of the opportunity.

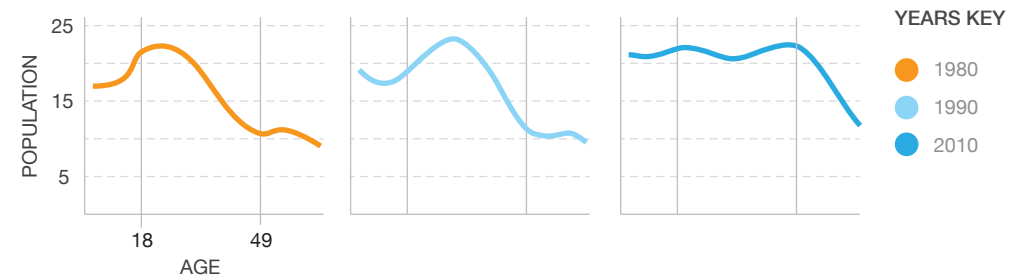
Some models look for relevance in a consumer's life-stage. This approach is based on the premise that consumers have unique and evolving life-style needs that shape category usage and brand preference (e.g. a young mom trying to raise a healthy and happy family).

Each of these models – age and stage – are static. That is, a cohort of consumers moves through a certain, pre-defined age or stage frame as they mature. Think of the cohort as a metaphorical wave – a dynamic mass of consumers that moves through certain age brackets and life stages as they progress.

Boomers are marketing's tidal wave – at 80 million strong, they have advanced through life picking up energy and spending power along the way.

#### THE BOOMER WAVE

Population in millions, age range 18 - 49.



Looking at a cohort this way is a *dynamic* model because it is a *generational* model. Unlike a demographic cohort, a generation of consumers carries an enduring, influential set of generational values with it as it moves through age and stage phases of life. The Boomers' core personal values play an important role in affecting purchase behavior and in determining how they evaluate and value brands. These values were determined by the social, economic, political and spiritual context of the Boomers' formative years and have remained an important part of who they are and how they behave ever since.

The 50+ wave continues to advance and is growing at an accelerated rate. By 2050, there will be 161 million 50+ consumers, +63% vs 2010.

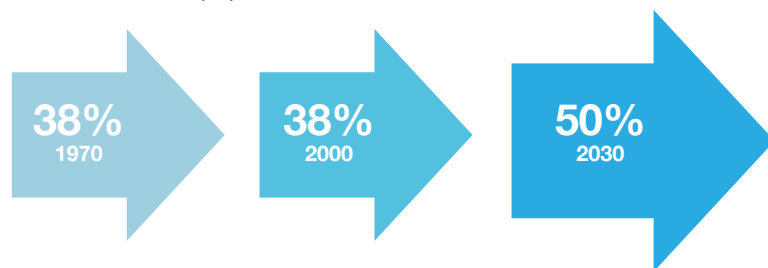
If a typical age or stage driven marketer was surfing this wave, they would have bailed out when the wave approached 49. Granted, there's always another new wave to catch, but given the large and growing nature of the 50+ cohort, one now needs to make an evaluative choice. Do you keep riding the big wave of



consumers who have supported your brand for years, or do you trade them off to catch a fresh wave of consumers who comfortably fall into the 18-49 cohort that you know so well?

### U.S. POPULATION 50+

Percent of total adult population.



As with surfing, marketing is all about choices and timing. Marketing beyond age 49 has not traditionally been a choice, but now it's a very attractive one. And yes, timing is everything. As the Boomers age, they will continue to evaluate their product preferences. If you want to retain their loyalty, you will need to work at it and there's no time like the present to get started.

### THEY MAKE MONEY AND THEY SPEND MONEY

In five years, close to 50% of the U.S. adult population will be 50 and older and they will control 70% of the country's disposable income. What's more, they stand to inherit \$15 trillion in the next twenty years.

While it's well established that Boomers have the most money to spend, there is a bias to believe that older people spend less of what they have. While this may have been true of the generations of older consumers that preceded the Boomers, it simply does not apply to this generation. The majority (63%) of Boomers still have at least one person in the household working full time. Boomers make the most money and they spend what they make.

### For example:

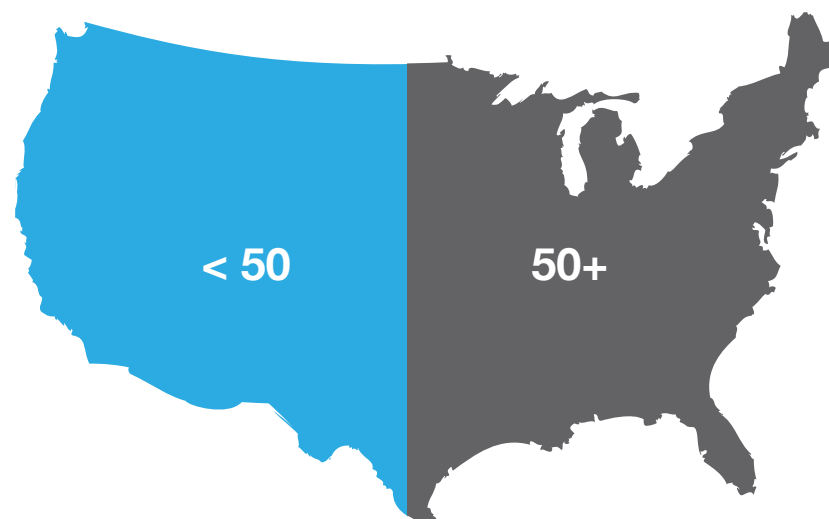


Boomers account for nearly \$230 billion in sales for consumer packaged goods, 49% of total sales.

They also account for 40% of customers paying for wireless service and 41% of those purchasing Apple computers.

### IN 5 YEARS:

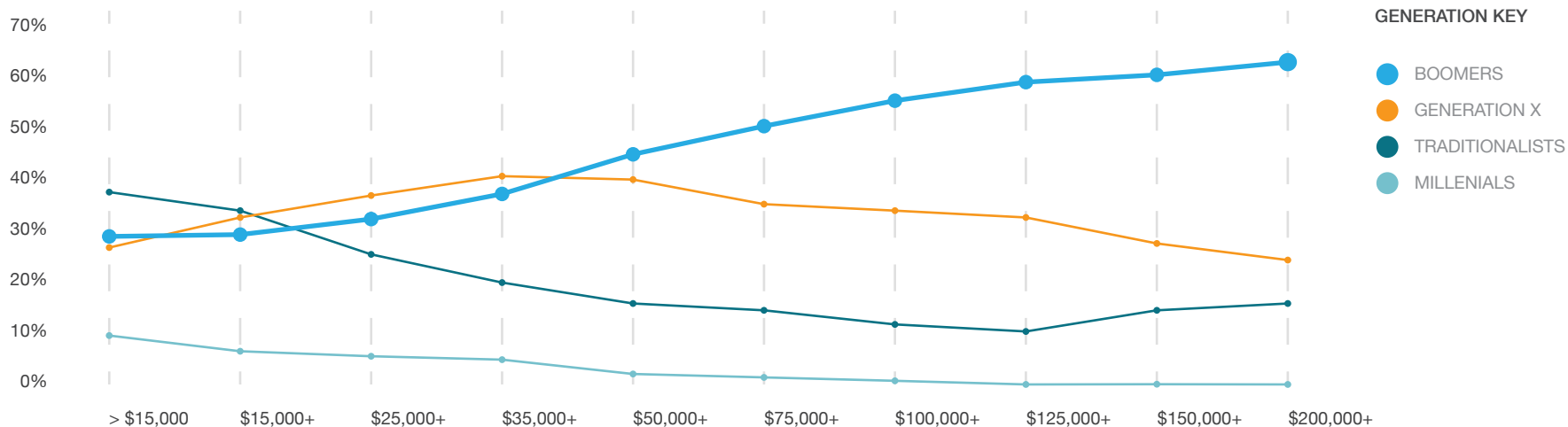
50% of U.S. Adult population will be aged 50+ by 2017.



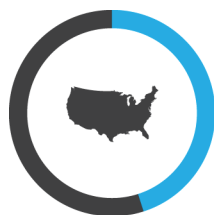
Why is the Boomers' spending behavior different than other older cohorts? The Boomers were born into a post-war culture of affluence and optimism. These were formative years, and the values that were forged then have stayed with them throughout their lives. At no time was this more evident than in the 1980's when the Boomers shook off the recessionary years of the prior decade and entered their prime earning years in earnest. Their growing incomes and the availability of plastic

## INCOME GENERATION

By generation group.

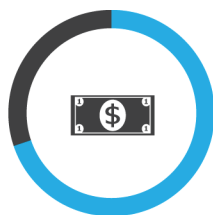


## BOOMERS ARE:



**44%**

OF U.S. ADULT  
POPULATION



**63%**

OF BOOMER  
HOUSEHOLDS HAVE  
AT LEAST ONE  
PERSON WORKING



**49%**

OF TOTAL  
CPG SALES



**40%**

OF CUSTOMERS  
PAYING FOR  
WIRELESS



**41%**

OF CUSTOMERS  
PURCHASING  
APPLE COMPUTERS

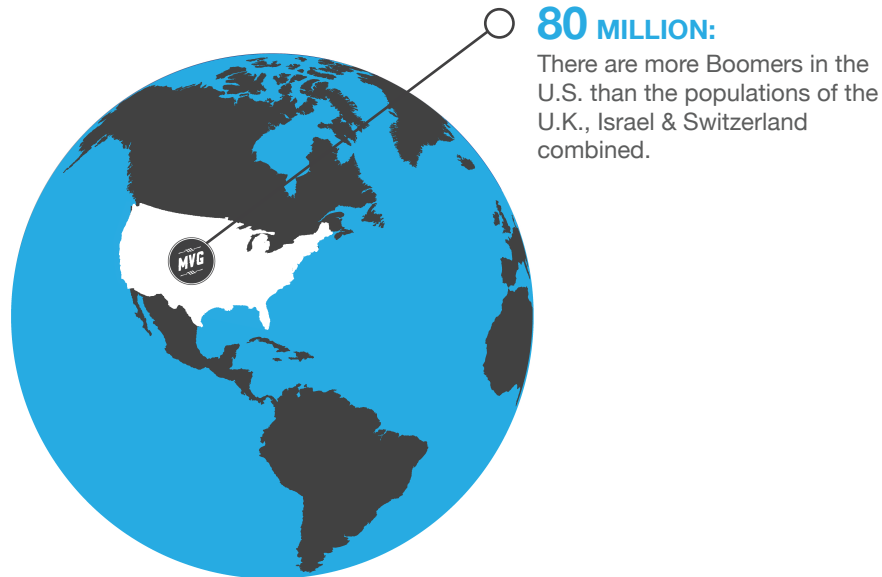
## OBSERVATIONS



Copyright © 2012  
The Nielsen Company & BoomAgers LLC



credit launched an era of spending and consumerism that endures today.



Looking ahead, as more Boomers age out of their prime income earning years, they will move from a life dedicated to making money to one that is directed to spending money. This lifestyle requires two simple ingredients: money to spend and the time to spend it.

It's well established that Boomers have the most money, and as they age out of the work force, they will have more hours of discretionary time per day. As they anticipate having more freedom, 67% of Boomers plan to spend more time on their hobbies and interests. Their primary interests continue to be activities like shopping, traveling, entertaining and socializing. The Boomers have worked hard and played hard for their entire

lives. Playing hard - after the work is done - means spending money.... and lots of it.

## THEY ARE WINNABLE AND LOSABLE

While it's clear that Boomers have the money to buy brands, there seems to be less clarity with regard to their brand loyalty.

Conventional wisdom claims that as older consumers, they are brand loyal and set in their ways- aka "old habits don't die easily". Alternatively, Boomers are also portrayed as youthful, open-minded consumers who are eager to discover new things. Still others are living on fixed income, and may have no choice but to abandon life-long brands in exchange for new ones at a better value.

### Here are the facts:

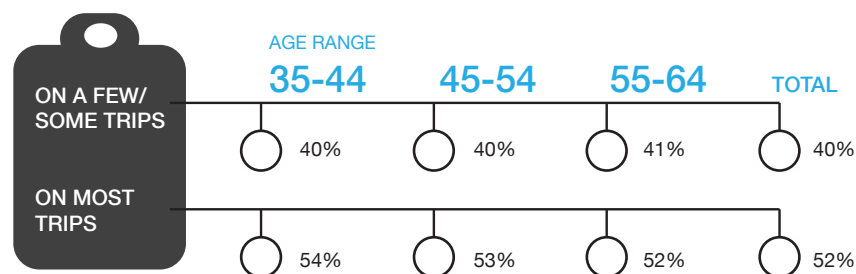
- Boomers' brand loyalty levels are the same as other age groups.
- Boomers are no more likely to compare prices or use coupons than other consumers.
- Boomers' brand loyalty is influenced more by household size/need than predisposition. This is evidenced by the fact that they are more brand loyal in categories that are likely to have different brands for different household members.

Net, if Boomers are exhibiting the same brand relationships and

responsiveness to marketing as other consumers, then they should be approached the same way. The Boomer is a dynamic consumer and a very valuable one. It's clear that taking their loyalty for granted, or forsaking them for being too loyal or set in their ways, are both risky approaches.

## PRODUCT COMPARISON

How often Female Heads of Households look at unit price to compare products.



## THEY ARE MAKING THE TECHNOLOGY MOVEMENT MOVE

There is no doubt that the younger generations are the first to adopt new technologies, but once they go mainstream, it is the Boomers' adoption that is driving the real growth of technology. The Boomers have always embraced science and technology and are using today's internet-linked products to enrich their lives by staying connected, socializing, shopping and entertaining themselves.

Boomers represent one-third of all online and social media users. Close to another third of them - 29 million - say that they are



**53%**

OF BOOMERS ARE  
ON FACEBOOK

heavy users of the Internet with over 8 million of them spending 20+ hours a week online.

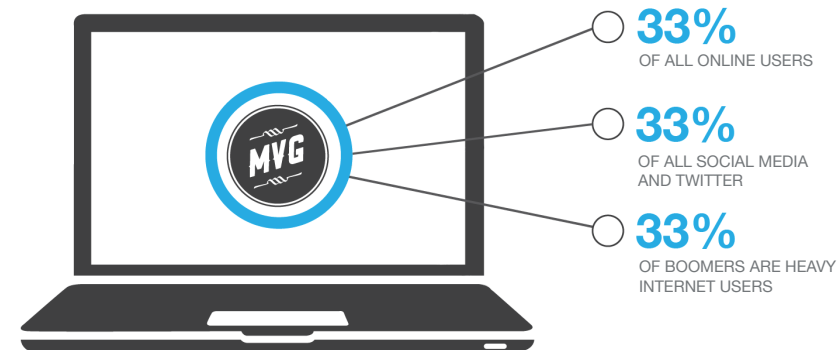
Internet users over the age of 50 are driving the growth of social networking as their usage of the social net has nearly doubled to 42% in the past year. 53% of Boomers are on Facebook.

They are also prolific online shoppers. A third of them shop online and the 50+ segment spends almost \$7 billion when there. The Internet is their primary source of intelligence when comparison shopping for major purchases e.g. cars or home furnishings. Consider that 42% of all travel is purchased online, and Boomers represent upwards of 80% of all premium travel.

Within the Boomers, there is a sub-segment that warrants a closer look – The Techno Boomers. These are Boomers who are

## THEY'RE CONNECTING

Internet usage.

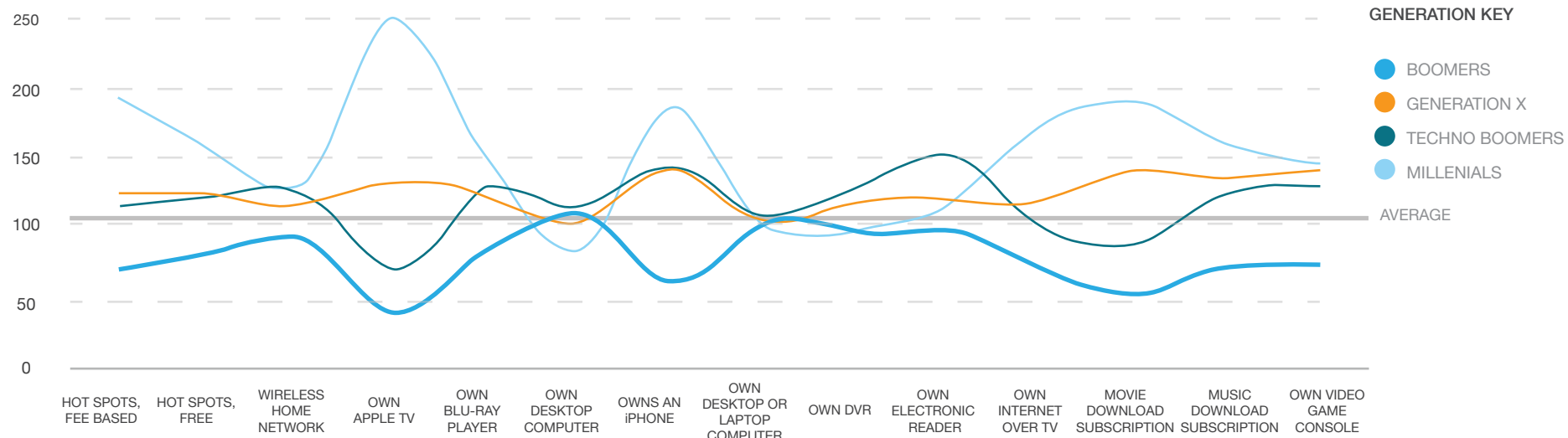


## OBSERVATIONS



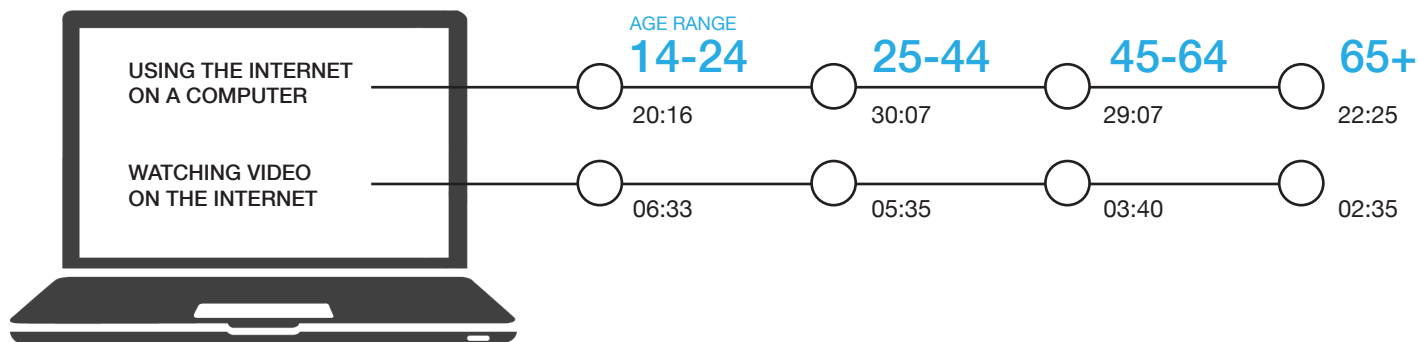
## TECHNOLOGY ADOPTION

By generational group



## MONTHLY TIME SPENT IN HOURS:MINUTES

Age demographic.



## OBSERVATIONS



purchasing and enjoying advancements in technology, using smartphones more heavily and participating in social media. As a point of fact, they are 40% more likely to own an iPhone, a propensity that mirrors Gen X.

Looking at their social media uses, Techno Boomers are about as active as the average consumer in the more popular social media sites (e.g. Twitter, Facebook) but are also using business-related sites (e.g. LinkedIn) at a much higher rate. While they are slower to adopt the new technologies – and may never adopt highly niched technology like streaming players or Foursquare – once they are mainstream, the Boomers will buy.

While Boomers have both the ability and the propensity to buy technology products and services (i.e., they buy because they can), they are also embracing technology as a way to defy growing old. Today's constant stream of new technologies is a virtual fountain of youth for Boomers. From a practical standpoint, new technology helps them stay socially and intellectually connected with their contemporary world. Psychologically, it helps them to validate their self-image of being experiential, progressive, and perpetually youthful.

## THEY ARE MARKETING AND MEDIA FRIENDLY

Boomers are the original brand managers. Millions of them grew up in the 50's and 60's in the birth years of modern marketing, a time when brands and branding were fueled by the expansion of television sets into American homes. At a time when it was hard for them to identify – or identify with – real world heroes, television gave them endless characters and drama for escape and entertainment. The Boomers were imprinted by “electronic media” in their formative years.

Television viewership increases with age, and the Boomers

remain one of the medium's top viewing groups. On average, they spend 174 hours a month watching television, second only to the Traditionalists 65+ who log 205 hours of viewing per month. By comparison, Gen X and Millennials watch significantly less television at 133 and 107 hours per month respectively. Radio, magazine and newspaper usage also skew older. Compared to the media age of television viewers (46), the median listener of radio is 44 while readers of magazines and newspapers are 45 and 48 respectively.

As for new media usage, Boomers are the second heaviest users of the internet, but they watch less video online than the Millennials and Gen X.

**Beyond their traditional love of television, it is the Boomers' increasing presence of free time that is driving their heavy media consumption.** They are consumers who consume media because they like to and they can.

## THERE IS JOY IN AGING

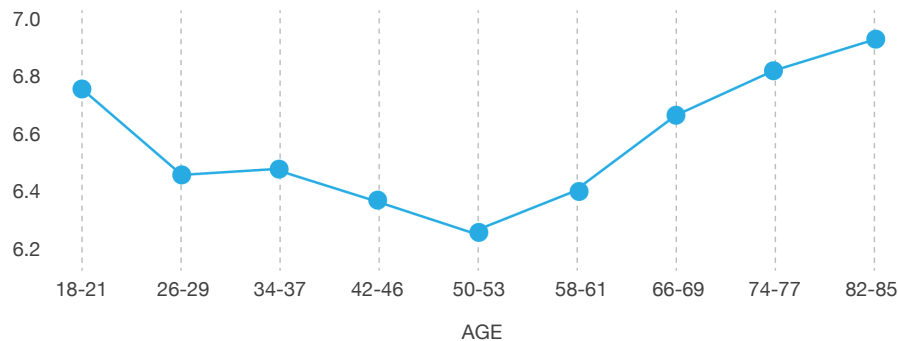
There is scientific evidence that people get happier as they get older. While there are differing theories as to why this is, most agree that it is an acceptance of aging that promotes contentedness. Logically, this acceptance is more apt to happen with older people.

**Happier people tend to be more active and productive citizens.**

This learning reinforces the importance of getting beyond the stereotypical perception of Boomers as a “has-been” group of mature adults whose best years are behind them. There is a bias to market to their maladies. They do not think of themselves as broken, and neither should marketers.

## HAPPIER WITH AGE

Self-reported well-being on a scale of 1 - 10.  
(The Economist)



The +20 *paradigm* of aging goes as follows: ask a 30-year-old what “old” is and they will answer 50. Ask a 50-year-old and they will respond with 70. Said another way, a 50-year-old believes they are young. As such, marketers’ insights should include the persona of an eternally optimistic, ageless and spirited consumer who believes that their best years are still ahead of them. These are not their final years, these are simply the next act in a long running show. Expect this generation to continue to fully embrace life and to actively explore and engage in new activities. In turn, they expect that brands will respect them.

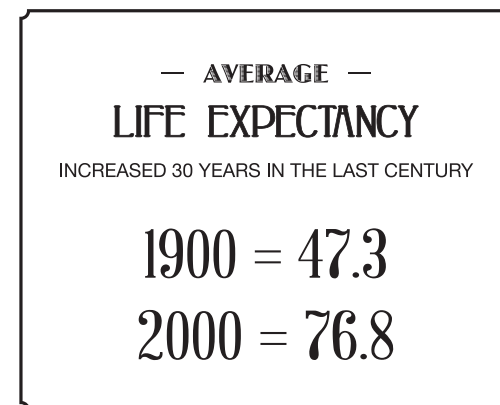
## THEY ARE STILL DOING WHAT THEY HAVE ALWAYS DONE

There is a presumption that as people age into their late 50’s, they cross some imaginary line into a realm of entirely new, age-driven issues and needs. Brands that embrace this notion either stand at the ready to market to the maladies of old age or they “de-prioritize” these consumers as they believe their potential has somehow diminished with age.

Certainly, there are older consumers who fit this description and who benefit greatly from all of the modern medical advances that have extended our country’s life expectancy some 29 years in the last century. However, as it relates to Boomers, the vast majority of them are not diminished or disabled by age and they are still consuming goods and services in line with their traditional pattern. Think about it – 80 million consumers who wake up every day who brush their teeth, shampoo their hair, wash their clothes etc. as they have most every day of their lives.

Yet it is surprising to some that Boomers dominate 119 of 123 consumer packaged goods categories – that’s a staggering 94%. They spend close to 50% of all CPG dollars, yet it is estimated that less than 5% of advertising dollars are targeted to adults 35-64.

How do they get to the supermarket to spend their money? Boomers love their cars. Consumers 50+ spend close to \$90 billion a year on cars. As compared to consumers <50, Boomers spend +28% more in the absolute. They buy more cars and they spend more to buy them.



The reason for this misunderstanding is both objective and subjective. Objectively, there has been a dearth of data associated with the habits and practices of older consumers who have aged out of a category that has traditionally been 18-49 driven. Subjectively, there is an irrational bias that “old is old” and the Boomers have been inappropriately lumped in with the Senior market.

Today’s Boomer is anywhere between the age of 48 and 66. Young by today’s standards of longevity. They are still consumers who consume in dominating numbers.

— CONSUMERS —			
<b>WHO CONSUME</b>			
<i>Dollar Volume Index</i>			
	<35	45 - 54	55 - 64
GROUND & WHOLE COFFEE BEANS	67	112	129
COLA (REGULAR)	66	134	120
COLA (DIET)	53	124	131
TOILET TISSUE	88	122	115
TRAIL MIX	88	124	113
MAGAZINES	43	119	148
BIRD FOOD	37	142	143



## IMPLICATIONS

If the facts about Boomers are now clearer and more compelling, where does one go from here? Consider these actionable insights:

### VALUE WHAT’S VALUABLE

Boomers are the most valuable generation in the history of marketing and they are too valuable to ignore. Marketing is many things, but it is first and foremost a numbers game. As we have established, the numbers on Boomers are big, and they add up to something that is very compelling. If they’re loyal consumers, do your best to keep them. If not, figure out a way to win them over before your competition does.



Throughout this article, we've been highlighting some of the reasons that Boomers are misunderstood and under-appreciated as a marketing opportunity. They are worth summarizing:

There is a bias that assumes that the older a consumer gets, the less valuable they become. Perhaps true of previous generations, not true of the Boomers. They are healthy and growing, not broken and dying. They have the most money, they spend the most, and they stand to inherit more - \$15 trillion in the next twenty years. They are the most marketing-friendly generation in U.S. history.

The Tyranny of Youth. Madison Avenue has always worshipped at Youth's altar and most marketers today are not Boomers. U.S. Census data reveals that 80% of workers in the professional and business services sector are below age 55. If marketing is about discovering insights that inspire great ideas, then we must understand why people behave the way they do by seeing the world as they see it.

The inertia of successful mass marketing. Several regimes of marketers have enjoyed great success marketing to an 18-49 cohort populated by massive numbers of Boomers. The Boomers are now leaving this cohort with the same velocity that they entered it. Today's 18-49 cohort is fundamentally less robust. Generating the same results will require different thinking.

By definition, that which is valuable is something that is desirable. If so, marketing to Boomers has to begin with desire. If Boomers are to be a new priority, the first order of business is to get your organization beyond the orthodoxies and subjectivity that may be substituting for data. Build a foundation of real knowledge that will motivate your best people to seize the potential in the Most Valuable Generation.

## FIND THEM, AND FIND YOUR WAY IN

So far so good. You've decided that Boomers are too valuable to ignore and it's time to target them in your marketing. The good news is that Boomers are not the needle in the haystack, they are the haystack; a large and obvious group of consumers with well established media habits. Easy to identify as a mass market, and easy to target with mass messaging. In fact, this is how this group was marketed to as it moved through the popular 18-49 media cohort.

So what's different now? For one, the Boomers are now at a different age and stage of life. They have changing needs and their view of brands is changing as well. How you talk to them will also need to be different for your message to continue to be as relevant as before.

Further, for many brands, Boomers will not be their primary target audience. While Boomers can be a high potential, under-leveraged opportunity, targeting them will require brand spend. All marketing budgets have limits and no smart marketer wants to spread them too thinly across two or more target markets.





One way to address this challenge is to segment for specificity and efficiency. Identify one or several small, high potency segments that will deliver a high ROI for a limited, highly targeted spend. With the Boomers, there is strength in numbers. A small segment of 80 million Boomers will give you a sizeable and scaleable business opportunity.

Consider an example. RetCo is a fictitious financial services company that markets retirement savings products and has identified Boomers as a core prospect. Typically, RetCo might create a broadcast advertising campaign that targets the 50+ market with a universal message that compels them to save for the future, and to do so with Retco's trusted products and advice.

Alternatively, were RetCo to segment their Boomer prospects on the basis of their generational values, they would discover that each segment values saving and savings differently.

Viewed broadly, a Leading Edge Boomer (born 1946-1955) is a prospect who is either close to or has already left the prime income earning/saving phase of their life. By contrast, a Trailing Edge Boomer (born 1956-1964) is more likely to still be earning/saving and might have a different orientation to financial products.

Viewed more specifically, things really get interesting for RetCo. Assume that one's view of their longevity influences how they think about their need to save for the future. On closer examination, RetCo discovers a segment that they call the Ageless Wonders, representing 19% of all Boomers. These are the Boomers who have found joy in aging and who believe that they are ageless. RetCo learns that the Ageless Wonders'

irrational view of their immortality influences rational decisions like savings and they design a message customized for this group's unique view of their lives.

At the same time RetCo might discover the Here and Now's, a significant group of Boomers who RetCo learns "lives in the moment." They believe that you "can't take it with you" so they are big spenders who don't save. RetCo can make its limited marketing dollars work harder by de-prioritizing this low potential segment.

There are a number of different ways to segment a market like Boomers, and they need not be elaborate or expensive. Consider some options for segmenting Boomers on the basis of their category needs and personal values, and chances are you will identify a discrete group of consumers that you can create specific messaging for.

Once you've found them, and found a way in, the remaining challenge is connecting with them via media. As established earlier, Boomers are voracious consumers of both traditional and new media. In targeting discrete groups of Boomers, the advantage goes to digital media and the opportunities it presents for creating and addressing customized content and messaging.

## PUT THE ME IN YOUR MESSAGE AND MEDIA

The Boomers are the "me" generation. No group of Americans before it grew up with such a pronounced self-consciousness. They celebrated their individuality - the "me" that gave meaning to their lives. At the same time, they were compelled by the fundamental human need to belong. The "me" wanted to fit in with the "we" but they didn't quite know how. The more the



Boomers struggled to understand others, the more they embraced the person they knew best - their “me”.

This essence of Boomer-being has been latent for most of the years that they have been recipients of mass marketing messaging. The mass market model is one of identifying one need state, solved with a key benefit, delivered to a single audience in a primary mass medium. In the pre-ROI days, the efficiency of the mass marketing plan was a result of its singularity of focus.

Today, two dynamics have emerged. Marketing weary Boomers are seeking more personalization and customization, and technology has created new media that is more addressable to discrete audiences. Marketers need to - and now can - put the “me” back into their messaging and media thinking.

There are two alternatives for addressing these two dynamics. As aforementioned, marketers can personalize their appeal to Boomers by creating communications specifically for them. This can be either a single message, or multiple messages developed around multiple need states. In either scenario, the communication is targeted to the highest potential consumers via precision targeting. Hyper-relevant creativity for hyper effectiveness. Modern media helps to deliver it efficiently.

Alternatively, if prioritizing Boomers with a separate effort, and/or retailoring your primary message to be inclusive of them, is not feasible, then at least be sure that your primary campaign is not disrespectful of the “me-ness” of Boomers.

Communicating to them specifically is an authenticity challenge. Authentic communications always begin with a genuine understanding of the consumer, but this bar is higher for

Boomers. As heavy users of media across a full life-time, they expect better from the brands that they admire.

The ultimate goal of “better” is to say or do something that prompts a Boomer to react in a way that says “that’s a brand that I can identify with!” Get personal and prove that a brand that understands is a brand that will enjoy enduring loyalty. It is the proverbial two way street named “respect”.

The last piece of advice for communicating effectively with Boomers it is to avoid generalizations. After all, they are the “Me Generation” and they can’t help but wonder “What’s in it for me”?



## CONCLUSION

While we think of the Most Valuable Player as an award, it's actually a reward. In sports, an MVP nomination is recognition for a job well done, and nothing is more personally rewarding than recognition.

In characterizing the Boomers as the Most Valuable Generation, we are rewarding them too. It's our way of saying "thank you" to a generation that has had more influence on modern marketing than any generation before it.

Contrary to popular belief, this MVG is not a graduating senior. The Boomers have many seasons yet to play, and their performance to date has only been a warm-up.

For the Boomers, the notion of retirement has all but disappeared. While aging is inevitable and irreversible, Boomers are rethinking this phase of life just as they have redefined all of the other conventions of their lifestyle along the way. They are emboldened by a sense of agelessness, and they plan to continue to lead their lives as they always

have. They do not see these as years of retirement, instead, they see them as their encore years. They are still playing, and they are saving their best performance for last.

In a business that is fundamentally about identifying trends and occupying niches, the Boomers are simultaneously a power trend and a mega niche. They have years and years yet to go, and they intend to enjoy them as richly as they can. They may have gotten older, but they haven't gone away. They're still here, and in their minds, here to stay.

We are rewarding the Boomers with an MVG award so we can "recognize" them. That is, to help marketers recognize just how important they have been and can continue to be as loyal consumers of great brands; indeed, they are valuable on all of the dimensions that marketers value. The time has come. If not now, when? Let the game begin and start searching for the insights that will inspire and enrich the most valuable generation in marketing.





# BOOMERS

## MARKETING'S MOST VALUABLE GENERATION

*A Thought Leadership Collaboration  
presented by  
Nielsen & BoomAgers*

### ABOUT: NIELSEN

Nielsen Holdings N.V. (NYSE:NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit [www.nielsen.com](http://www.nielsen.com)

### ABOUT: BOOMAGERS

BoomAgers is a modern creative services company dedicated to creating communications that help clients capture the full value of the massive but under-leveraged Boomer market. They are experts on the Boomer consumer and have purpose-built a new agency for the new age of marketing. Learn more at [www.boomagers.com](http://www.boomagers.com). Contact them at (212) 260-BOOM.

### INTERESTED IN LEARNING MORE?

Beth Brady  
Global Head, Nielsen Marketing  
Effectiveness Practice  
[beth.brady@nielsen.com](mailto:beth.brady@nielsen.com)

Peter Hubbell  
CEO, BoomAgers  
(212) 260-2666 or  
[peter.hubbell@boomagers.com](mailto:peter.hubbell@boomagers.com)

### RELATED TOPICS:

The Power of Brains Over 40 – Nielsen NeuroFocus

U.S. Smartphone Growth by Age & Income – A New Nielsen Survey

U.S. Digital Consumer Report Q3-Q4 2011 – Nielsen

Nielsen Cross Platform Report Q3, 2011 – Nielsen

### CREDITS/SOURCES

“As they anticipate having more free time on their hands, 67% of Boomers plan to spend more time on hobbies and interests.”  
Source: Baby Boomers Envision What’s Next? AARP.

Joy in Aging: Self-reported well being. Source: PNAS paper: “A snapshot of the age distribution of psychological well-being in the United States” by Arthur Stone

“Consumers 50+ spend close to \$90 billion a year on cars. As compared to consumers <50, Boomers spend +28% more in the absolute. They buy more cars and they spend more to buy them.”  
Source: AOL Autos, January 16, 2011

“Radio, Magazine and Newspaper usage also skew older. Compared to the media age of television viewers (46), the median listener of radio is 44 while readers of magazines and newspapers are 45 and 48 respectively.” Source: MPA. GfK, MRI Fall 2010.

