



Baby Boomers 2022 Insight Report

They say age is just a number, but numbers matter when looking at an ignored generation of affluent, savvy buyers with unprecedented consumer spending power. **Baby Boomers are an overlooked, underserved demographic.**

“A mere 10% of marketing budget is allocated to the boomer audience,”¹ a mind-blowing statistic when Baby Boomers make up over 50% of U.S. consumption.² In fact, Boomers spend almost \$550 billion annually, which is \$200 billion more than any other generation.³ Despite such high consumption, Boomers have taken the back seat to Millennials when it comes to the focus of marketing professionals, in some respects because of Millennial’s younger age and slightly larger population size. Nevertheless, Baby Boomers are the ones with the spending power and time to try new brands, services, and experiences.

Bottom line — **if you do not treat Baby Boomers as a unique, targeted segment of your marketing strategy, you are missing out.**

Historic and Unlimited Buying Power

Born between 1946-1964, Baby Boomers are nearly 71 million strong, making up 21% of the total population.⁴ Although not the largest demographic they are certainly the wealthiest. Baby Boomers account for:

- **\$2.6 Trillion in buying power.**⁵
- **70% control of disposable income in the U.S.**⁴
- **Boomers account for 54% of wealth in America.**⁶

As the top spender in nearly every product category it is clear to see the historic and unlimited buying power demonstrated by Baby Boomers.

Going past the numbers, Baby Boomers represent a variety of major life-stage changes — from becoming empty nesters to pre and post retirement. The interruptions caused by these life milestones redefine how Boomers choose to spend their time and resources.

Boomers are prime to respond to new messages and offers due the major life changes they are experiencing.



Born
1946
1964



57-75
Baby Boomers' Age



70%
Control of USA's
disposable income



\$2.6T
Consumer
Annual Spend

Boomers Are a Powerful Life-Stage Segment

With time, resources and spending power on their side, Baby Boomers are navigating through new options to fill time and experimenting with new products, services, and brands. Understanding major trends shaping this generation is critical to successfully incorporate Baby Boomers into your marketing plan.

Here's a quick look at trends shaping this great generation - they are tech savvy shoppers who are not slowing down anytime soon, focused on leading a healthy and active life, traveling and spending quality time with their families.

Industry Tip: Travel



Boomers anticipate outspending younger generations. They expect to spend \$6,691 on average, while Gen X travelers expect to spend about \$5,000 and millennials \$4,000.¹⁶

Tech Savvy and Getting Savvier

Thanks to Baby Boomers there are many technological innovations we take for granted – let's not forget that both Amazon and Netflix (among many others) were launched by Boomers. According to a recent report by the Pew Research Center, Boomers embrace digital life and have been heavily adopting technology.



- **68% of Baby Boomers own smartphones.**⁷
- **9 in 10 Boomers own either a Laptop or a Desktop PC.**⁸
- **Over 85% use the internet.**⁷
- **82% belong to at least 1 social network, with an average ownership of 4.6 social media accounts.**⁷
- **35% of Boomers use social media to discover new brands.**⁹

Industry Tip: Fitness Subscription

73% of Baby Boomer's are more likely than the average consumer to start a new virtual gym subscription.¹³



As a demographic, Boomers are already technologically, highly engaged and willing to try new platforms. This is poised to increase as the world continues to move to more virtual communications and interactions for the foreseeable future.

This amounts to strong targeting opportunities for companies offering tech-based or app-based solutions, such as e-learning, communication, health and wellness, subscription, and beyond.

Shifting Spending Habits Online

With over \$2.6T in buying power Baby Boomers are spending and have shifted their spending habits online. Covid-19 has forced many companies to pivot towards or expand their online retail presence. E-commerce Platform and technology provider Shopify Inc. continues to see momentum of digital commerce trends.¹¹ Any entity which has an element of e-commerce to its business, whether new or established, must engage Baby Boomers through a targeted outreach strategy.



92%
Shop for products and services online



\$203
Average spend on each online purchase

- Boomers are very comfortable browsing the internet, with 85% reporting that they research products on the web.¹² Since the pandemic, Boomers are 14% more likely to increase their likelihood to purchase products online.¹³
- 96% of baby boomers use search engines, 95% use email, and 92% shop for products and services online rather than shopping in physical stores.¹⁴
- Boomers spend an average of \$203 on each online purchase – far surpassing the average spend of \$173 for their Millennial counterparts.¹⁵

With the highest purchasing power of any generation, Baby Boomers present an amazing opportunity for e-commerce businesses.

Industry Tip: Food Shopping

Since Covid-19 Boomers are 190% more likely than the average American consumer to start a food delivery service subscription. They also are 40% more likely to decrease how apt they are to visit a grocery store or pharmacy in-person.¹³

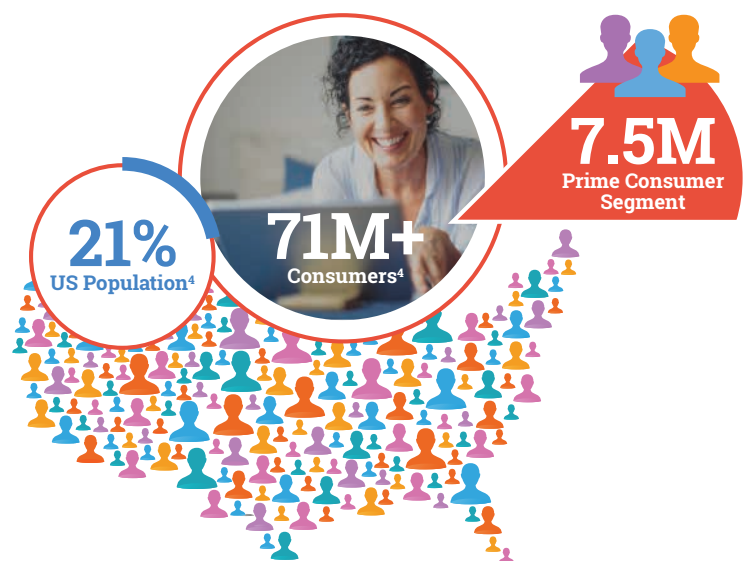


Incorporate Baby Boomers into your Marketing Strategy

Baby Boomers have unprecedented spending power and are prime to receive and respond to new messages and offers, yet they receive almost no attention from marketers. To successfully incorporate Baby Boomers into your marketing strategy it's important to understand how your product or service will benefit this sizable demographic and then target the right segment of the Baby Boomer audience - those who are most likely to respond to your offer.

Recognizing the value of this underserved market, Direct Associates has developed **a proprietary audience model that connects businesses to the prime consumer segment within the Boomer market – Direct Associates Boomer Advantage™.**

The proprietary audience model targets segments of the Baby Boomer audience that exemplify active, wealthy, and tech savvy interests and have the highest likelihood to engage with your brand.



Let Direct Associates Boomer Advantage™ connect you with the prime slice of this massive audience and drive strong efficient performance for your brand.

Limited time offer: Define your individual program cost based on the success metrics you define.

For an introductory meeting please contact:



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