Understanding Today’s Boomer Consumer
Who, What, Why & How
43 Years
12,000 Studies
The Boomer Project

7,000+ consumer interviews a month
Valuable insights into the hearts, minds and wallets of today’s Baby Boomers

BOOMER CONSUMER

Ten New Rules for Marketing to America’s Largest, Wealthiest and Most Influential Group

Matt Thornhill & John Martin
Founders of the Boomer Project
The Next 55 Minutes

Understanding Boomers

Understanding California Boomers

California Boomers & Libraries
The Intersection:

What we know about Boomers

What you know about Libraries
Understanding Today’s Boomer Consumer
<table>
<thead>
<tr>
<th>Generation</th>
<th>Year Range</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>GI Generation</td>
<td>1905-25</td>
<td>45,000,000</td>
</tr>
<tr>
<td>Silent Generation</td>
<td>1926-45</td>
<td></td>
</tr>
<tr>
<td><strong>Baby Boomers</strong></td>
<td>1946-64</td>
<td>78,000,000</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965-82</td>
<td>65,000,000</td>
</tr>
<tr>
<td>Millennials</td>
<td>1983-02?</td>
<td>80,000,000</td>
</tr>
</tbody>
</table>
One out of every three adults in America is a Baby Boomer.

Source: US Census
The “coveted” demographic?

18-49

- 2007: 135.3 million
- 2017: 136.3 million (increase of 1%)

50+

- 2007: 91.5 million
- 2017: 113.0 million (increase of 23%)

Source: US Census
78 Million Strong

- Infants: Food, Gerber
- Kids: TV, Fads, Cereal
- Teens: Convenience, McDonalds
- Young Adults: Rebellion, VW, Honda
- Adults: Exercise, Nike, Fitness
- Parents: Transportation, Minivans
- Over 50: Aging, ????

The Boomer Project
Understanding Boomer Behavior:

- **Season of Life**
  - Psychology
  - Not dependent on country of origin

- **Life Stages and Styles**
  - Sociology

- **Cultural Experiences**
  - Anthropology
  - Depends on country of origin
## Different Seasons, Different Reasons

<table>
<thead>
<tr>
<th>Stage:</th>
<th>Age:</th>
<th>Life Focus:</th>
<th>Modus Operandi:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring</strong></td>
<td>Birth-20</td>
<td><strong>Play</strong> (learning)</td>
<td><strong>Fantasy:</strong> Everything will generally work out in my favor</td>
</tr>
<tr>
<td><strong>Initial personal development</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Summer</strong></td>
<td>20-40</td>
<td><strong>Work</strong> (becoming somebody)</td>
<td><strong>Romantic:</strong> the world is my oyster; I can make anything work my way</td>
</tr>
<tr>
<td><strong>Social/vocational development</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Autumn</strong></td>
<td>40-60</td>
<td><strong>Work-Play</strong> (search for meaning)</td>
<td><strong>Reality:</strong> Not as good as I thought; who am I, what’s my life purpose?</td>
</tr>
<tr>
<td><strong>Inner self/spiritual development</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Winter</strong></td>
<td>60-80+</td>
<td><strong>Reconciliation</strong> (making sense of life)</td>
<td><strong>Ironic:</strong> There’s some good in every bad, some bad in every good - c’est la vie!</td>
</tr>
<tr>
<td><strong>Climax of personal development</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Ageless Marketing
Ages 0-40 – social needs, social self
Ages 40-80 – inner needs, self actualization
Q: At what age does “Middle Age” begin. At what age does “Old Age” begin?

Boomer Marketing Study, Nov 2005
Boomers: A Different Life

GI & Silent Generations Lived Linear Lives

- Student
- Marriage
- Career
- First House
- Children at Home
- Second House
- Kids/College
- Retire

Source: Boomer Project Nov 04 Study
Life Stages of Boomers

- Parent
- Retired
- Care-Giver
- Single Again
- Empty Nester
- Entrepreneur
- Grandparent

Source: Boomer Project Nov 04 Study
Average age of a Boomer Grandparent is 53.1 years old
Not One Life Style

Boomer Segments:

- Empowered Trailblazers
- Wealth-Builders
- Leisure Lifers
- Anxious Idealists
- Stretched and Stressed

From Merrill Lynch’s “New Retirement Survey” May 2005
# Life Styles of 40+

## JWT Mature Marketing Group

24 “Clusters” based on common:

- Purchasing power and behavior
- Lifestyle choices
- Values
- Demographic attributes
- Socio-economic status
- Attitudes

<table>
<thead>
<tr>
<th>Conservative Elites</th>
<th>Rustic Retirees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>Urban Ethnic Blend</td>
</tr>
<tr>
<td>Metro Influentials</td>
<td>American Bedrock</td>
</tr>
<tr>
<td>Urban Elegance</td>
<td>Urban Strugglers</td>
</tr>
<tr>
<td>Senior Suburbia</td>
<td>Classic Rockers</td>
</tr>
<tr>
<td>Metro Influentials</td>
<td>Independent Spirits</td>
</tr>
<tr>
<td>Urban Sophisticates</td>
<td>Liberal Achievers</td>
</tr>
<tr>
<td>Standard-Bearers</td>
<td>Small Town Living</td>
</tr>
<tr>
<td>Elder Sages</td>
<td>Southern Traditionalists</td>
</tr>
<tr>
<td>Middle Class Empty Nesters</td>
<td>Blue Collar Boomers</td>
</tr>
<tr>
<td>Rural Family Values</td>
<td>Mainstream Matures</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>American Dreamers</th>
<th>Mainstream Matures</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Dreamers</td>
<td>Mainstream Matures</td>
</tr>
<tr>
<td>American Dreamers</td>
<td>Mainstream Matures</td>
</tr>
<tr>
<td>American Dreamers</td>
<td>Mainstream Matures</td>
</tr>
</tbody>
</table>
Who We Are

Generational Values

Defining Events

Anthropology

Culture’s Impact

Who We Are
Driven
Transformational
“Self” centered

Generational Values
Personal Gratification
Entitlement
Control
Work Ethic
No to Status Quo
Optimism

Defining Events
Birth of TV
Prosperity
Cold War
Political Assassinations
Watergate
Rock ‘n Roll
Growth of Suburbia
Women’s Lib
Civil Rights
Vietnam

Anthropology
Understanding Boomer Behavior:

- **Psychology**: Early “Fall” Feel Young Inner-directed
- **Sociology**: Diverse life stages Diverse lifestyles “Ageless”
- **Anthropology**: “Self” Centered Transformational Optimistic
The Next 55 Minutes

Understanding Boomers

Understanding California Boomers

California Boomers & Libraries
California has the same numbers
One out of every three adults in California is a Baby Boomer.

Source: US Census
How California will change:

18-49

- 2007: 17.2 million
- 2017: 18.0 million (+4%)

50+

- 2007: 10.1 million
- 2017: 12.9 million (+27%)

Source: US Census
Libraries serve all Citizens:

<table>
<thead>
<tr>
<th>Age Range</th>
<th>2007</th>
<th>2017</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>9.5</td>
<td>10.1</td>
<td>+6%</td>
</tr>
<tr>
<td>18-49</td>
<td>17.2</td>
<td>18.0</td>
<td>+4%</td>
</tr>
<tr>
<td>50+</td>
<td>10.1</td>
<td>12.9</td>
<td>+27%</td>
</tr>
<tr>
<td>Total:</td>
<td>36.8</td>
<td>41.0</td>
<td>+11%</td>
</tr>
</tbody>
</table>

California Population Estimates (in millions)

Source: US Census
# Libraries serve all Citizens:

## California Population Estimates (in millions)

<table>
<thead>
<tr>
<th>Age Range</th>
<th>2007</th>
<th>2027</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>9.5</td>
<td>10.9</td>
<td>+15%</td>
</tr>
<tr>
<td>18-49</td>
<td>17.2</td>
<td>19.4</td>
<td>+13%</td>
</tr>
<tr>
<td>50+</td>
<td>10.1</td>
<td>14.9</td>
<td>+46%</td>
</tr>
<tr>
<td>Total:</td>
<td>36.8</td>
<td>44.2</td>
<td>+20%</td>
</tr>
</tbody>
</table>

Source: US Census
All demographics are local
34% of the population between 35-54 in 2000 (now 42-61 years old)

19% of the population is Hispanic or Latino

Source: US Census
20% of population is Asian
Know your community’s demographics
Understanding Boomer Behavior in your Community:

Psychology

Early “Fall”
Feel Young
Inner-directed

Sociology

Diverse life stages
Diverse lifestyles
“Ageless”

Anthropology

“Self-Centered
Transformational Optimistic”
The Next 55 Minutes

Understanding Boomers

Understanding California Boomers

California Boomers & Libraries
Implications

Boomer age citizens consider themselves in early “middle age,” feel younger than they are, and are inner-directed now – don’t treat them like they are old or “seniors.”

Knowing their age doesn’t tell you their life stage – take age out of your thinking.

They have a myriad of life styles – not “one size fits all” programs.

American Boomers are optimistic, driven, transformational – rethink your volunteering programs.
Viva The Vital

Financial
Physical
Mental
Social
Spiritual
Viva THE Vital

Financial
Physical
Mental
Social
Spiritual
Ask yourself these questions:

1. Do we know what percentage of our customers or visitors are Boomers?

2. What do Boomers want from us and how does that differ from what other generations want from us?

3. What products, services or offers do we have that appeal to today’s Boomers?

4. Are our marketing materials, on-site and off-site, effective for Boomers?

5. How effective are we in delivering what we promise to Boomers?
1. Get your copy.
2. Read it.
3. Buy more copies for everyone you know.
Understanding Today’s Boomer Consumer

Who, What, Why & How