

BABY BOOMERS

Boomers are committed to living a full life, and with more spending power than any other generation, they have the means to do so. As Boomers continue to reinvent every lifestage they encounter and turn retirement, grandparenthood and aging upside down, smart marketers will tap the growth opportunities this middle-ageless generation still represents.

AGES

54-72

IN 2018

22%

OF U.S. POPULATION

71.4

MILLION PEOPLE

\$4.97 T

SPENDING POWER

73%

NON-HISPANIC WHITE

\$46,741

MEDIAN DISPOSABLE HOUSEHOLD INCOME

WORDS THEY LIVE BY:

Break the rules
Speak your mind
No compromise
Forever young
Nourish your soul
Know yourself

68%

"FEELING COMFORTABLE EXPRESSING WHO I AM IS IMPORTANT IN MY PERSONAL LIFE TODAY."

INDIVIDUALITY

Growing up in an era of presumed prosperity, Boomers felt free to anticipate a future that would afford them never-ending opportunity to focus on self-discovery and fulfillment.

CORE VALUES

YOUTHFULNESS

A lifelong recognition that a youthful mindset—limitless exploration, constant learning and viewing things with fresh eyes—is a powerful component of getting what they want out of life.

63%

"I WOULD WELCOME MORE NOVELTY AND CHANGE IN MY LIFE."

SELF-ABSORPTION

In the limelight since they were children, Boomers have an ingrained sense of entitlement and a need to matter in consequential ways.

"MY GENERATION WILL HAVE A FAR GREATER IMPACT IN ITS OLDER YEARS THAN PRIOR GENERATIONS."

71%



ADVENTURE

"MORE THAN THE RECENT PAST, I AM ENTHUSIASTIC ABOUT THE POSSIBILITIES AHEAD OF ME IN LIFE"

65%

55%

ON THEIR MINDS



RETIREMENT

"I CANNOT POSSIBLY SAVE AS MUCH MONEY EACH YEAR AS RETIREMENT PLANNING TOOLS SAY I'LL NEED TO HAVE A COMFORTABLE RETIREMENT"

CONNECTING WITH THEM

Celebrate Boomers as individuals and as a remarkable generation

Provide transformative experiences and imaginative solutions

Steer clear of aging stereotypes

Facilitate an active, energetic maturity

Support their efforts to fend off limits, avoid compromise and maintain a sense of control