

A graphic consisting of several concentric, light gray circles of varying diameters, centered on the left side of the page. The circles overlap and create a sense of depth and focus.

boomers' billions:
the spending habits of marketing's
most valuable generation

“marketing’s **most valuable** generation”

The hype about millennials in marketing circles goes on, but if you think you think they’re “marketing’s most valuable generation”, you’d be wrong. That honour goes to the boomers*.

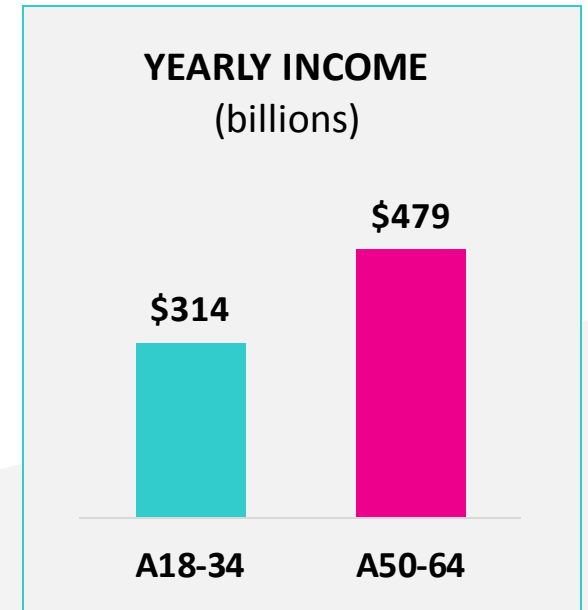
Boomers have billions of dollars to spend - so why don’t they get more of advertisers’ attention? Perhaps because we continue to market based on decades’ old assumptions.

Boomer Myths: Boomers are saving, not spending
Boomers are set in their ways and unlikely to switch brands

Boomer Truth: Boomers not only *make* the most money, they *spend* the most money
Boomers are just as likely to experiment with new products, and
Boomers have brand loyalty levels equivalent to other age groups*

Boomers spend close to **50% of all CPG dollars*** and **spend billions of dollars** in other categories annually.

Might you be leaving money on the table?



perception



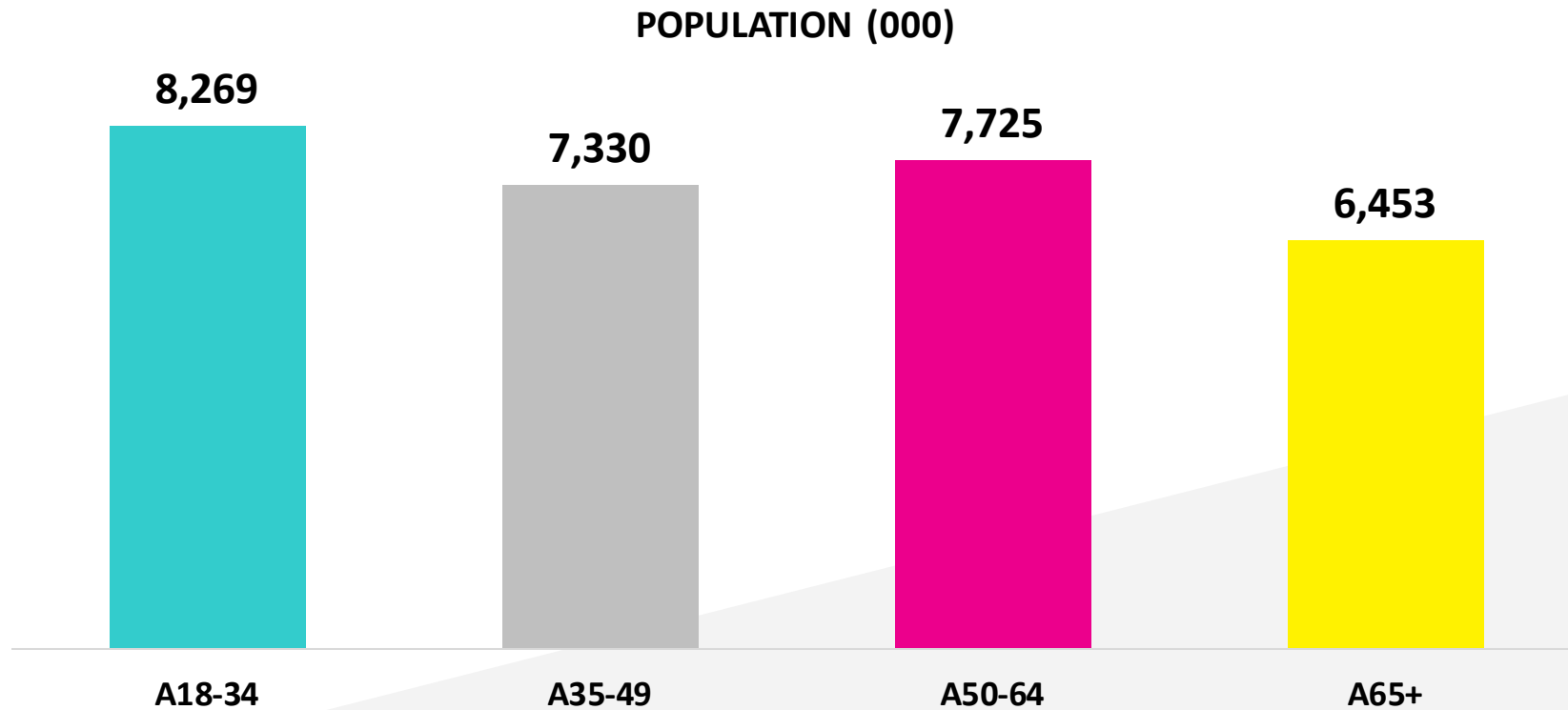
VS

reality



millennials are many ...

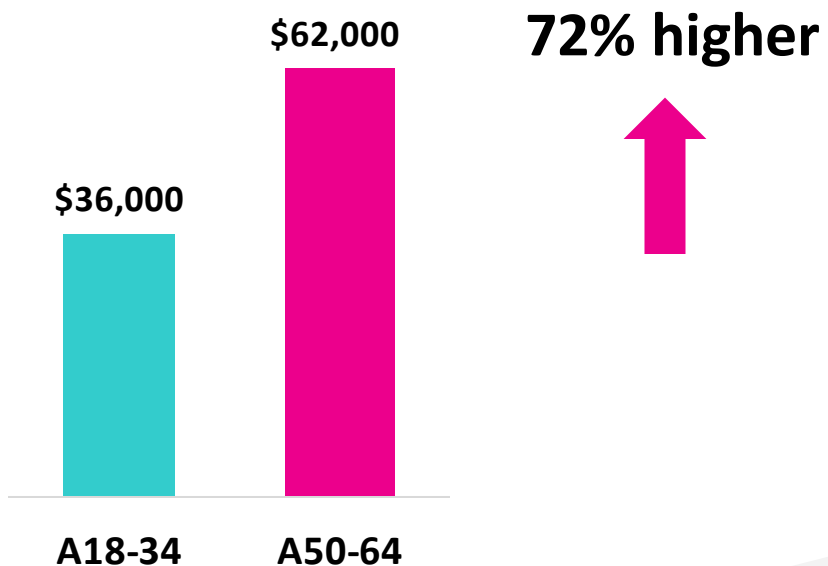
millennials* have surpassed boomers as the largest demographic group



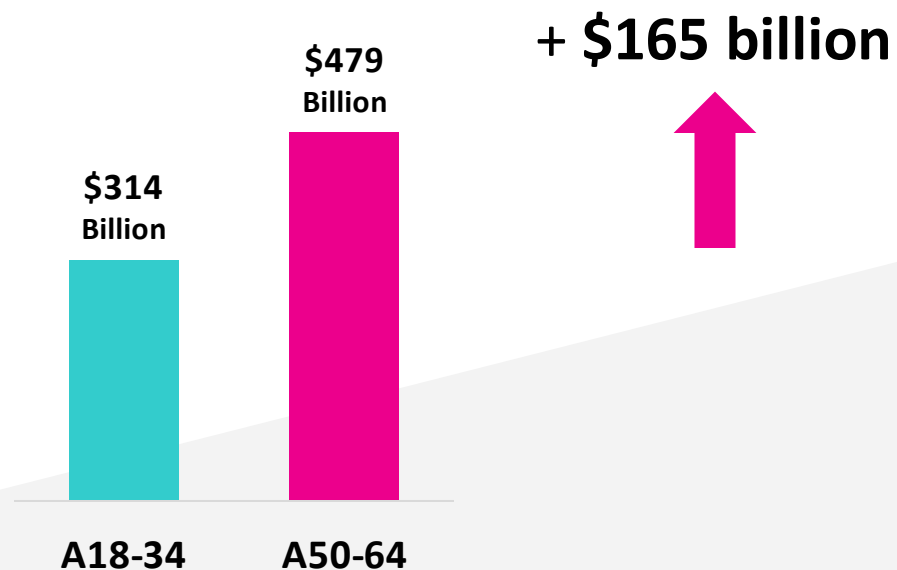
* Loosely translating "millennials" as A18-34 & "boomers" as A50-64

... **but** they can't compete with **boomers'** billions

AVERAGE PERSONAL YEARLY INCOME



YEARLY INCOME



millennials & boomers by the numbers

MILLENNIALS

A18-34

54% work full-time
24% work part-time

\$314 billion in personal income annually

investments/savings* \$298 billion

30% own their home

BOOMERS

A50-64

56% work full-time
13% work part-time

\$479 billion in personal income annually

investments/savings* \$1.6 trillion

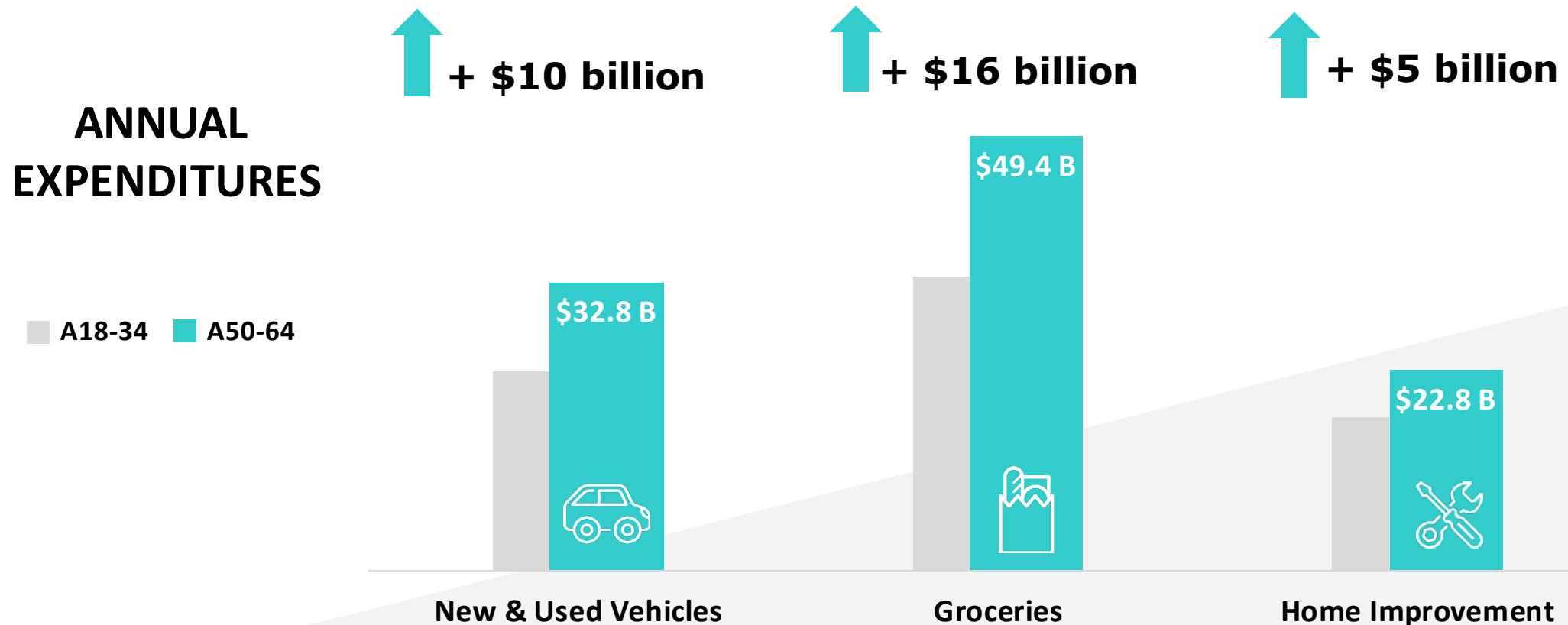
84% own their home

cashing in



hungry? boomers spend **\$16 billion** more on groceries alone

boomers spend more than millennials across numerous categories



boomers are on the move

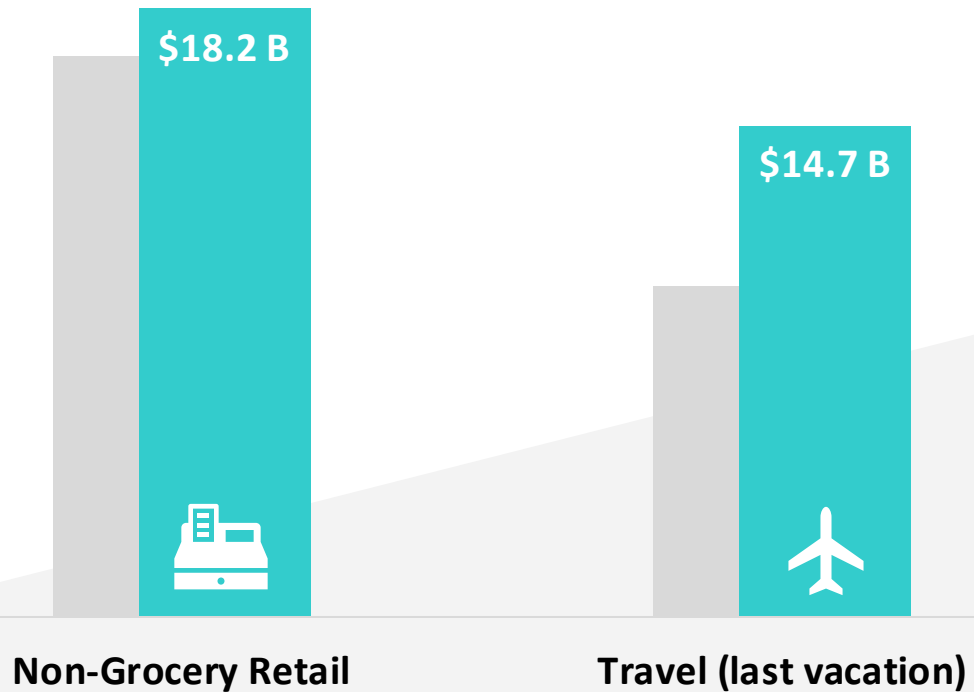
spending \$5 billion more in travel

ANNUAL EXPENDITURES

■ A18-34 ■ A50-64

↑ + \$1.4 billion

↑ + \$5 billion





the brand loyalty myth

the brand loyalty myth

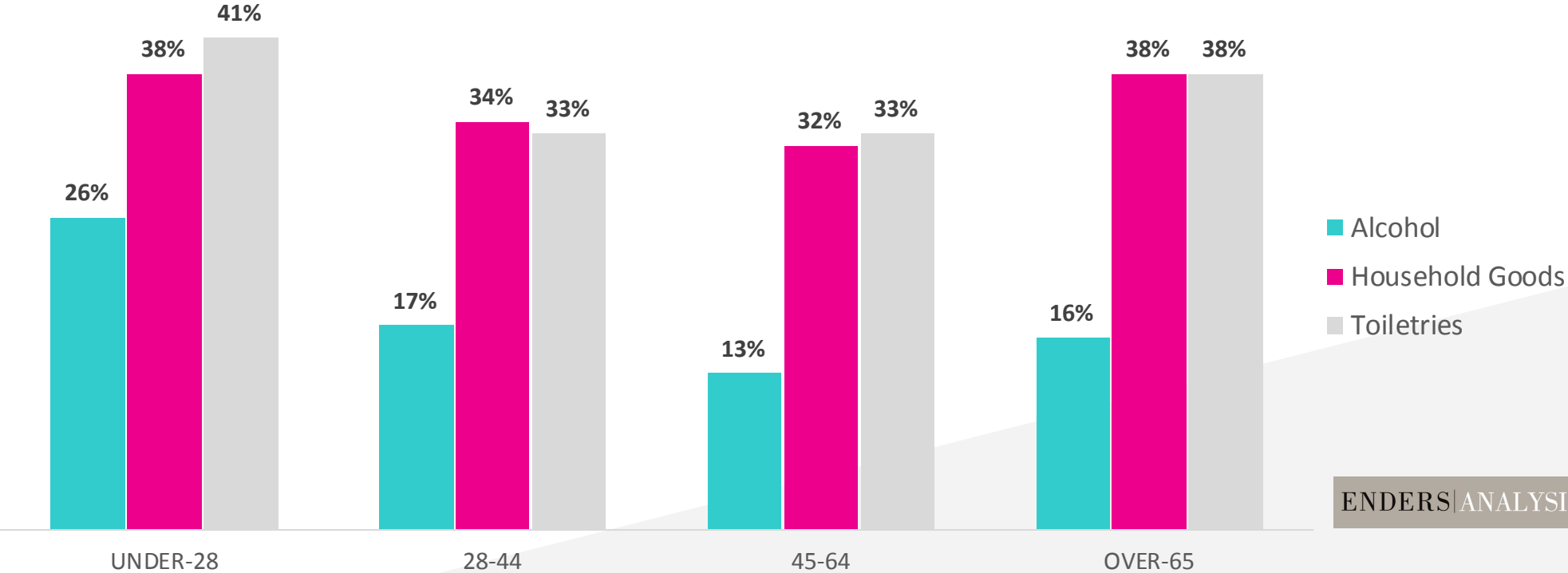
So, boomers have the money, but are they actually *spending* that money?

You bet.

In fact, when it comes to brands, it's young families who are the most entrenched, and for most CPG categories **it's the boomers** – “generation wealth” - that are most willing to try different and multiple brands.

boomers are consistently **less brand loyal** than other age groups

Average brand loyalty by age of principal buyer
(% share of requirements)



ENDERS | ANALYSIS

Source: Kantar Worldpanel consumer survey, 2017, A45-64



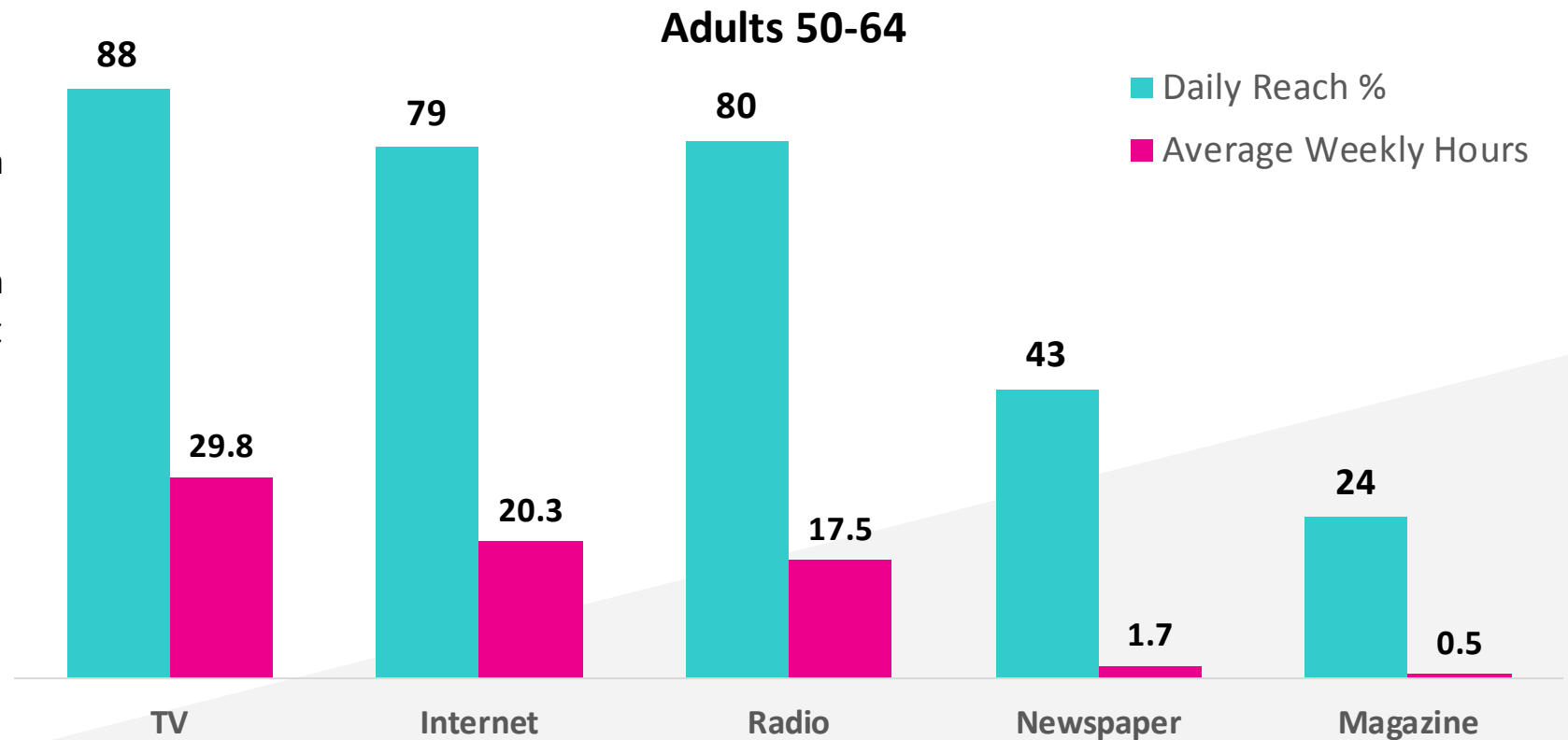
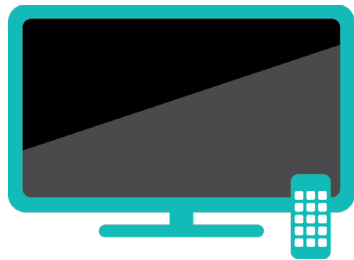
target the spenders with 

target the **spenders** with **tv**

TV reaches 88% of boomers **daily**

Boomers watch a lot of TV

- boomers spend **30 hours** a week watching TV
- that's **47% more** time than they spend on the Internet

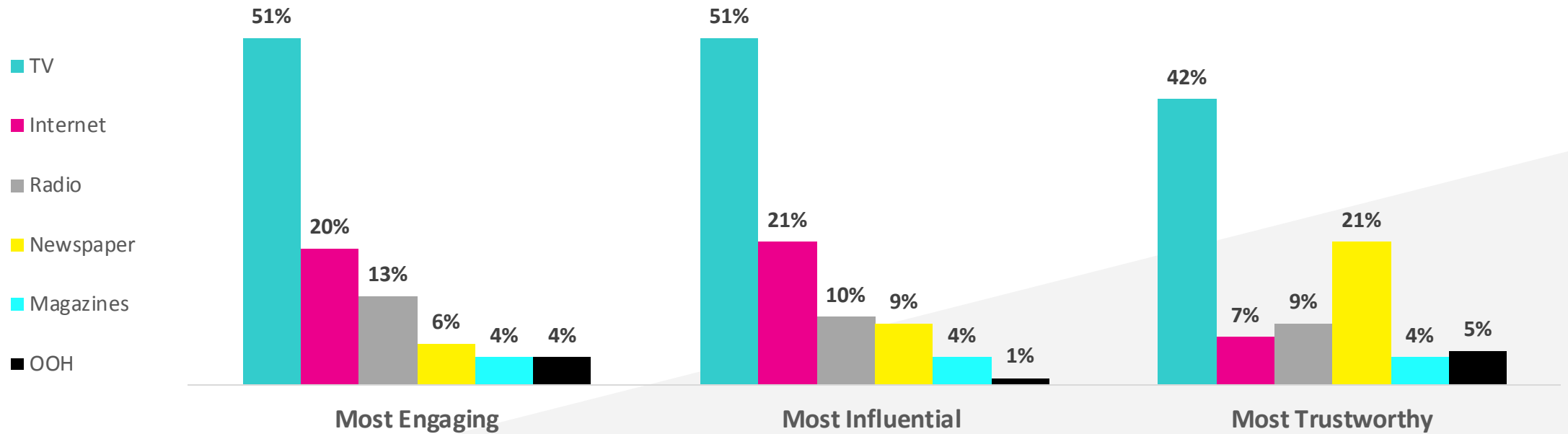


think **tv**

target the **spenders** with **tv**

television is a great way to deliver your message - TV ads are rated the most **engaging** and **influential** form of advertising

Adults 50-64



think^{tv}

target the **spenders** with **tv**

boomers spend the most money – reach them with television

in summary:

- Boomers earn \$479B per year - **\$165B more than millennials** - with an average annual income 72% greater than millennials
- Boomers spend significantly more than millennials in a number of key categories, including **groceries, vehicles, home improvements** and **travel**
- Boomers watch a lot of TV: **30 hours per week** (47% more than time spent online)
- Boomers find advertising on TV the most **engaging** and **influential**

“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.”

-Nielsen Report: “Marketing’s Most Valuable Generation”

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