OVERVIEW

There’s no denying the impact Boomers have had on American society. They have had just as much of an impact on the American economy. This pictorial study walks you through key behavioral aspects and media preferences of a generation that warrants marketing attention.

• Don't discount the Boomer while you’re courting the immense population of Millennials. Boomers have immediate discretionary income and wield far superior spending power than any other group.

• With an estimated $2.6 Trillion (that T is not a typo), Boomers lead all other generational groups in spending power and account for 70% of all discretionary income. Well worth your time and attention.

• Boomers would rather clip than click for coupons. Think twice, or thrice, about moving all purchase incentives to a digital environment.

• Contrary to popular belief, Boomers do use mobile devices – mostly for talking. They prefer to use PCs or laptops to research and shop online.

• Millennials are social and active. To reach them, marketers have to be present in the media they are using. Same goes with Boomers, who have over 4 times the spending power of Millennials, directing a chunk of your marketing spend to reach and inspire these consumers will pay off.

• To be in-step with their unique characteristics and buying behaviors, marketers should use media in a multi-channel combination most fitting for Boomers.
Though Millennials get more press AND outnumber Boomers in population & labor numbers, Boomers are far superior when it comes to spending power & discretionary income. However, targeting Boomers means looking beyond just the bucks.
Boomers – A Snapshot

1946 – 1964
76 MILLION BABIES BORN!
(Age 52-70 in 2016)

75% Caucasian

39% In 'Burbs

74% of Boomer Children = 18+

63% Lived In Same Place 16+ yrs

50% College Grads

75% No Kids @ Home

54% $50K+ HH Income

56% Unemployed

LIFE-CHANGERS
• Divorce
• Empty Nest
• Relocation
• Retirement
• Health

81% Homeowners

Source: Quad Customer Focus® 2016 Research Study
It can’t be overstated, Boomers win the battle for disposable income. So why do so many marketers put their money on the more modest Millennial? Good question.
Boomer Estimated Spending Power = $2.6 Trillion

Will Inherit $13 Trillion in Next 20 yrs

Spent $230B Annually on...
- Coffee
- Snacks
- Soda
- Magazines
- Gum
- Soap
- Vitamins

49% of all CPG $$ ... BUT <5% of Targeted Advertising

Source: Nielsen, “Introducing Boomers: Marketing’s Most Valuable Generation”

70% of All Discretionary Income

Source: U.S. Census Bureau

**Key Aspects of Boomer Buying**

- 64% Own Smartphones (Compared to 91% of Millennials)
- 44% Visited Store per Ad Insert
- 37% Visited Store per DM
- 25% of Boomers Research Products via iPhone
- 16% of Boomers Buy Products Using Smartphones
- 9% Last Purchase Influenced by Social Media
- 8% Last Purchase Influenced by Mobile Content
- Boomers prefer to shop in-store vs. online, 2:1

Source 1: Quad Customer Focus® Research Study; Source 2: Facebook, December 2015; Source 3: eMarketer
When it comes to shopping, Boomers are by no means old-fashioned, but they are more likely to clip than click for coupons.

Classic Couponers
BOOMERS – The Flush But Semi-Forgotten Shopper

Advertising **Boomers Love**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Ad Inserts &amp; Circulars</td>
<td>74%</td>
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<tr>
<td>Direct Mail</td>
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<tr>
<td>TV Ads</td>
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<tr>
<td>Email Solicitations</td>
<td>28%</td>
</tr>
<tr>
<td>Mobile Texts</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: Quad Customer Focus® 2016 Research Study

Advertising **Boomers Ignore**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
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<td>Ad Inserts &amp; Circulars</td>
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<tr>
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<tr>
<td>Mobile Texts</td>
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<td>Catalogs</td>
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<td>Direct Mail</td>
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<tr>
<td>TV Ads</td>
<td>28%</td>
</tr>
<tr>
<td>Magazine Ads</td>
<td>44%</td>
</tr>
<tr>
<td>Radio Ads</td>
<td>61%</td>
</tr>
<tr>
<td>Internet Ads</td>
<td>61%</td>
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</tbody>
</table>

BOOMER PREFERRED PURCHASE CHANNELS

- **In-Store**: 67%
- **Desktop/Laptop**: 31%
- **Mobile Phone**: 2%

Note: ages 55-64; if an item they want is available online and in a nearby store; Source: TimeTrade, “The State of Retail 2015,” May 18, 2015
BOOMERS – The Flush But Semi-Forgotten Shopper

Where Boomers Prefer to Get **Coupons & Offers**

- **58%** Printed Ad Inserts & Circulars
- **75%** Prefer Paper Grocery Coupons
- **39%** In-Store Display
- **32%** Email
- **19%** Magazine Ads
- **61%** Direct Mail
- **41%** In Stores
- **33%** Internet Ads
- **26%** Catalogs
- **12%** Mobile Text

Source: Quad Customer Focus® 2016 Research Study
COUPONS BOOMERS REDEEMED – PAST 30 DAYS

53% PRINT COUPONS

29% Ad Insert in Mailbox

16% Email Printout

11% WEBSITE PRINTOUT

24% DIRECT MAIL

18% Mobile Coupon

21% Newspaper Ad

VISITED STORE TRIGGERED BY AD MEDIUM – PAST 30 DAYS

<table>
<thead>
<tr>
<th>Ad Insert Medium</th>
<th>BOOMERS</th>
<th>MILLENNIALS</th>
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</thead>
<tbody>
<tr>
<td>Ad Insert</td>
<td>44%</td>
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<tr>
<td>Direct Mail</td>
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<tr>
<td>Mobile</td>
<td>9%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: Quad Customer Focus® 2016 Research Study
While Boomers use a variety of mobile devices, they prefer PCs to smartphones or tablets when shopping.
BOOMER DEVICES

- 53% Own Smartphones
- 64% Own Tablets
- 10% Have Near Field Communication (NFC)-enabled Smartphones

TRENDING DIGITAL ON THE RISE

Digital ad spend is forecast to grow over the next few years, tapering as the market matures. However, consider that Boomers prefer PC to mobile shopping for most industries.

Digital ad spend in 2015:
- $59+ billion in digital ads
- 50%+ of digital ads = mobile

Digital ad spend in 2019:
- $103+ billion in digital ads
- 75% of digital ads = mobile

Source: eMarketer

BOOMERS & DIGITAL

- 66% Ignore Internet Ads
- 22% Enable Ad Blocking Software
- 17% Scanned QR Code to Access Website
- 13% Used Mobile App Coupon (past 30 days)
- 12% Want Mobile Coupons (least preferred method)
- 9% Used Mobile Coupon (past 30 days)
- 5% Made Purchase w/QR Code

Source: Quad Customer Focus® 2016 Research Study
In the ongoing battle to get more out of marketing budgets—and consumer targets—chasing marketing’s darlings du jour (Millenials born ’82–’04) may not be the smartest spend.
Although they share some similarities, identifying the differences is key to engaging Boomers.

Source 1: U.S. Bureau of Labor Statistics, 2015; Source 2: eMarketer; Source 3: Experian; Source (unless otherwise noted): Quad Customer Focus® 2014 & 2015 Research Studies
CUSTOMER FOCUS RESEARCH METHODOLOGY.

Quad Customer Focus® is a quantitative annual study of 2,500 adults, a solid representative sample of demographic U.S. Census estimates. The research study provides current and historical views on singular and integrated media usage, as well as winning marketing strategies across numerous industry segments. The study reveals consumer shopping habits and media preferences by a number of different demographic elements. The data can be viewed using various cross tabulation methods, including combinations of demographic variables to create custom customer profiles. Additionally, the study tracks the media usage and shopping behaviors of shoppers at 40 of the Top 200 Retail brands.

Two-thirds of the participants are contacted by telephone. A random digit dial method of telephone interviewing is used. This method ensures that a representative sample of the market will be interviewed. The phone numbers are computer generated randomly, based on all working prefixes in the area specified. This sample includes both listed and unlisted households, but deletes business numbers. Researchers are exempt from the Do Not Call List and so those households are contacted as well.

Interviewers attempt four callbacks on different days and times to ensure each randomly selected household is more likely to be contacted. Interviews are conducted 7 days a week, Monday-Friday from 5-9 p.m. and on weekends from 12 noon-5 p.m. This is done to avoid getting too many retirees, homemakers, unemployed and students in the mix; and also insure the study includes high income and white collar workers.

Households that do not have a landline are also contacted via email or by cell phone and directed to an online survey, which makes up about a third of the study participants.

Also, after each night of interviewing, the results are reviewed against Claritas data for annual age, income, ethnic background and population distribution figures, to ensure our data matches the demographics of the survey area just called.

The study has been conducted annually since 2001, and has been expanded and modified to reflect the growing number of media channels used to engage consumers today. The study has been conducted by Marshall Marketing, the leading provider of quantitative and qualitative research for the media industry since 1985. The company is based in Pittsburgh, with offices in Charlotte, Knoxville, Orlando, Raleigh, Seattle & Spokane. They study over 100 markets annually, conducting 75,000 interviews each year. Media clients include: TV and radio stations, cable, circular and direct mail printers. Industry verticals they provide custom research for include: financial institutions, auto dealers, furniture stores, hospitals, restaurants, grocery stores and others.

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