BABY BOOMERS
AGED 57-73

MAIL METRO MEDIA REACH

ADULTS
10.6m | 72% MONTHLY
3.9m | 27% DAILY

MALE
5m | 70% MONTHLY
1.8m | 25% DAILY

FEMALE
5.6m | 74% MONTHLY
2.1m | 28% DAILY

ENGAGEMENT

ADULTS
AVERAGE TIME SPENT
327 MINS

MALE
AVERAGE TIME SPENT
321 MINS

FEMALE
AVERAGE TIME SPENT
329 MINS

WHERE TO FIND THEM

ADULTS
1. i169
2. i155
3. i155

MALE
1. i156
2. i156
3. i149

FEMALE
1. i166
2. i154
3. i153

WHO ARE THEY?

Retired
i201

Disabled
i129

Home owners
i126

Married/Cohabiting
i115

White
i108

GETTING TO KNOW THEM - PERSONAL FACTORS

WHAT'S IMPORTANT TO THEIR IDENTITY?
+ Being from the home nations i139
+ Political views i138
- My school/University i137
- Job I do/did i82

WHAT QUALITIES DO THEY HAVE?
+ Practicality i140
+ Observation i129
- Competitiveness i79
- Leadership i84

WHAT CONCERNS DO THEY HAVE?
+ Pensions i168
+ Global conflicts i137
- Education i51
- Equality i55

WHAT ARE THEIR PRIORITIES?
+ Living a healthy lifestyle i139
+ Make my own decisions i127
- Being seen as successful i18
- Having a good job i26

GETTING TO KNOW THEM - BRANDS AND ADVERTISING

WHICH CAUSES RESONATE WITH THEM?
1. Fairtrade products 54%
2. UK foodbanks 53%
3. Boycott oppressive regimes 53%
4. Animal testing 53%

WHO INSPIRES THEIR BRAND CHOICES?
1. Wider family members i159
2. Ads in print newspapers i159
3. Ads in newspaper mags i122
4. Magazines (excl. supps.) i112

WHAT MAKES A GOOD AD?
1. Clear information i121
2. Humorous content i111
3. Eye-catching visuals i107
4. Catchy slogan/song i104

WHAT MAKES A BAD AD?
1. Not enough product detail i124
2. Over personalisation i122
3. Too much text i118
4. Lack of branding i116

HOW YOUR BRANDS CAN REACH THEM - 5 TOP TIPS

1. RETIRED & MONEY COMFY
   Twice as likely to be retired and 38% more likely to feel comfortable on their present income.

2. BE DETAILED
   Less likely to respond to an advert with little product detail, too much text and lack of branding.

3. BE CLEAR
   More likely to respond to adverts with clear information, humorous content and eye-catching visuals.

4. UNDER THE INFLUENCE
   59% more likely to be influenced by adverts in the newspapers.

5. ADVERTISE FOR CHARITABLE CAUSES
   More likely to shop at brands who speak about issues such as UK foodbanks and Fairtrade Products.