

Baby Boomers

THE ORIGINAL MISUNDERSTOOD GENERATION



N
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INTRODUCTION



Sam Barton



Tara Watkins



“OK BOOMER”

'əʊ'keɪ 'bu:mə

Internet Slang

A teenage comeback to basically any older person who is making fun of young people or seems out of touch about the issues that matter to them.

(BBC)





STEREOTYPES WE EXPLORED

AN INABILITY TO MASTER NEW TECH

LACK OF EMPATHY FOR YOUNGER GROUPS

THEY NO LONGER PLAN FOR THE FUTURE

DISINTERESTED IN ANYTHING NEW

THEY LEAD LIVES OF LITTLE CHALLENGE



THEMES WE IDENTIFIED

APPRECIATION FOR THE MILLENNIAL STRUGGLE

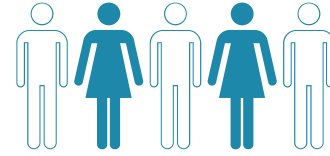
TECH ON THEIR OWN TERMS

FAR FROM OVER THE HILL

STILL LEARNING

RESILIENT, BUT REALISTIC

APPRECIATION FOR THE MILLENNIAL STRUGGLE



2 in 5

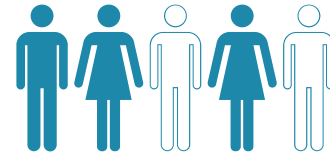
Believe they enjoyed better mental health

62%

Think it's harder to buy a property today

“They have material goods, but they don’t have the security and contentment we had”

TECH ON THEIR OWN TERMS



3 in 5

Don't need to be shown how to use technology

HALF

Couldn't live day-to-day without technology'

22

Hours per week spent online



FAR FROM OVER THE HILL



2 in 5

Look forward to doing things they couldn't when younger

A QUARTER

Actively looking to learn new skills

75%

Take each day as it comes

"I'm going to live forever, or die trying!"



STILL LEARNING



2 in 3

Consider the environment a priority

“If we don't take environmental issues seriously it will be damaging to future generations, we all have to act to protect the planet”

A QUARTER

Think Brexit is the most pressing societal issue



**RESILIENT,
BUT REALISTIC**

1 in 5

Retirees feel financially stretched

A THIRD

Harbour regrets about their lives

Half

Already faced some health issues



AGEISM:
THE UNIVERSAL
TRUTH

“Everything seems to be directed to the youth. They have said ‘older people have had their lives it time for us’”

“You become invisible. You don’t feel older, but people start treating you differently”





WHAT IT MEANS
FOR BRANDS

BE AN ADVOCATE

DON'T TREAT THEM
AS ONE AND THE SAME

BE RESPECTFUL,
BE GENUINE





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Thanks for listening

You can download the full whitepaper from the7stars website now!

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