



'Ok Boomers' The Real Story

THOUGHT LEADERSHIP



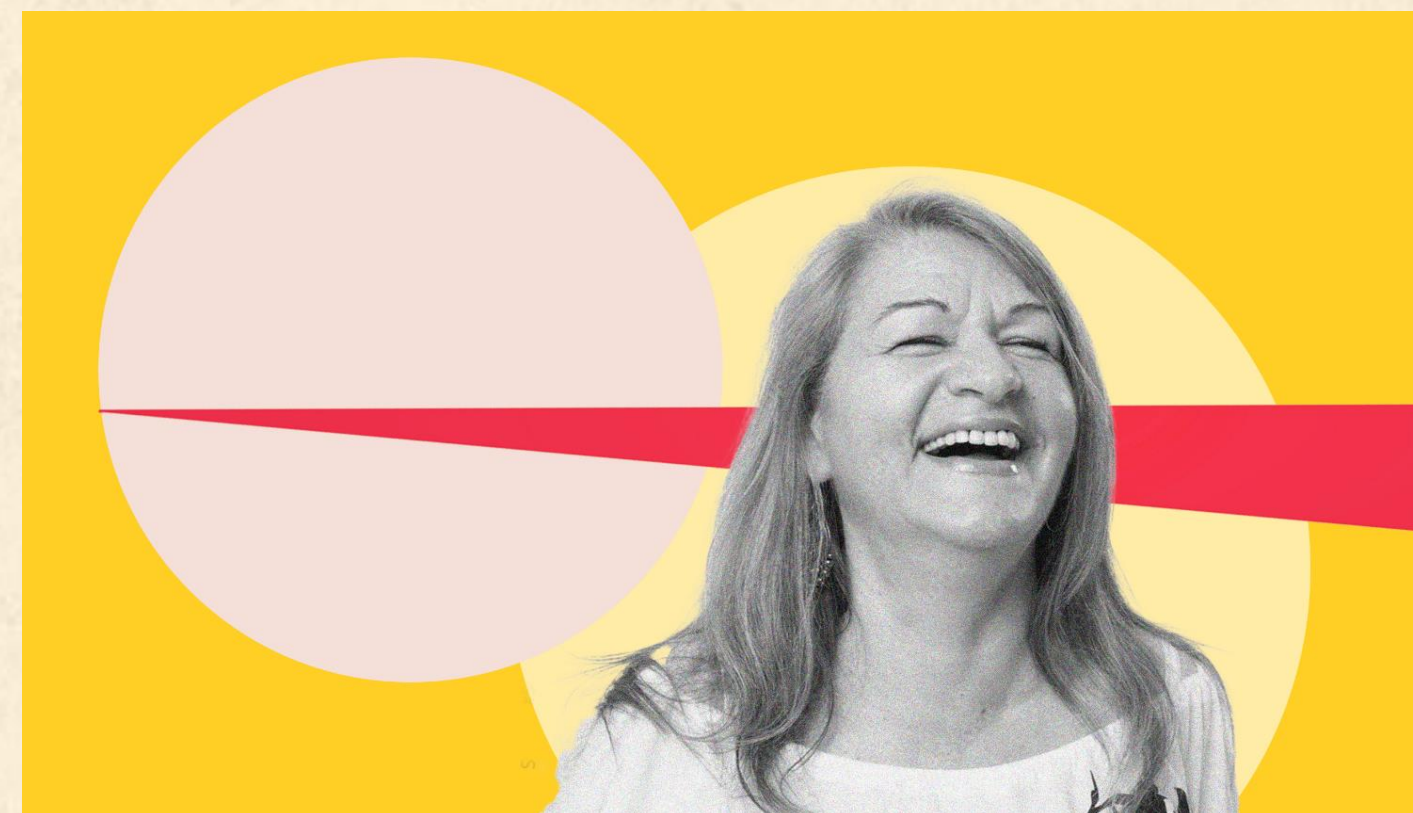
The Generations Series



Gen Z: The Great Gender Divide



Millennials: Tackling Taboos



Gen X: Redefining Mid-Age



Baby Boomers: Life in Colour

Generational Thinking in Context



Period



Life-stage



Cohort

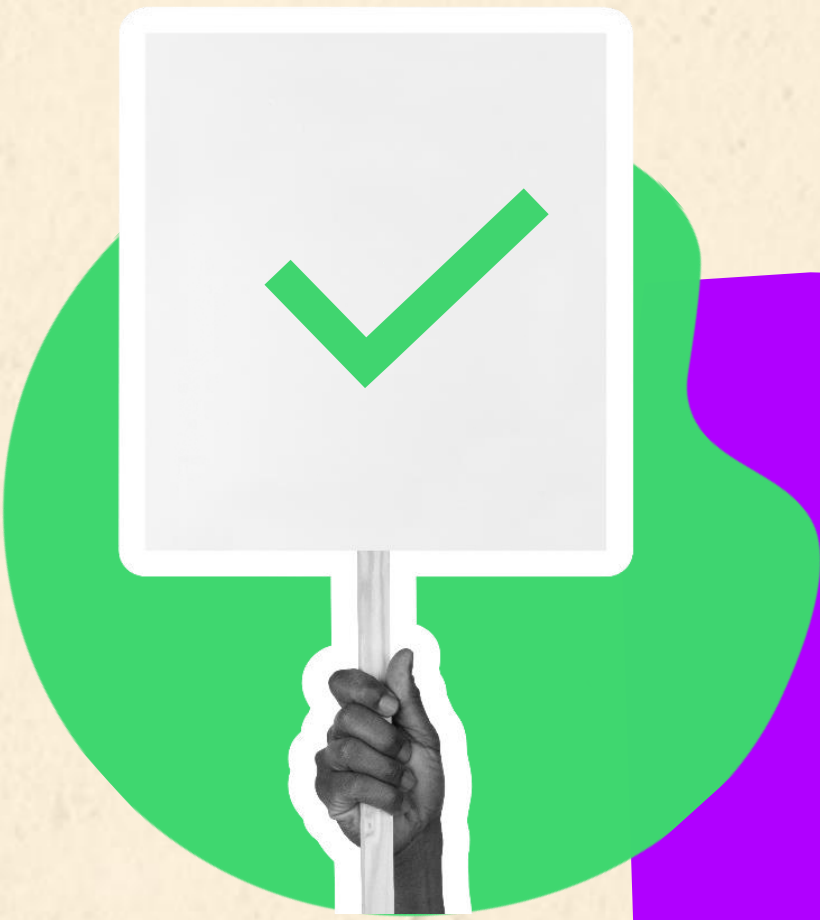




True?

False?





**Boomers hate the
'Boomer label'**



**Boomers hate the
'Boomer label'**





The second largest generation who are now 60 to 78 years Born 1946 - 1964

60
years



Jeremy Robertson
1 Oct · 🧑🏻‍🎤
"So what do you do now you've retired?"
"Go to more gigs."
"More? Is that possible?"
"How about two in one day?" - Currently at Shed Seven and then have Crystal Tides tonight!

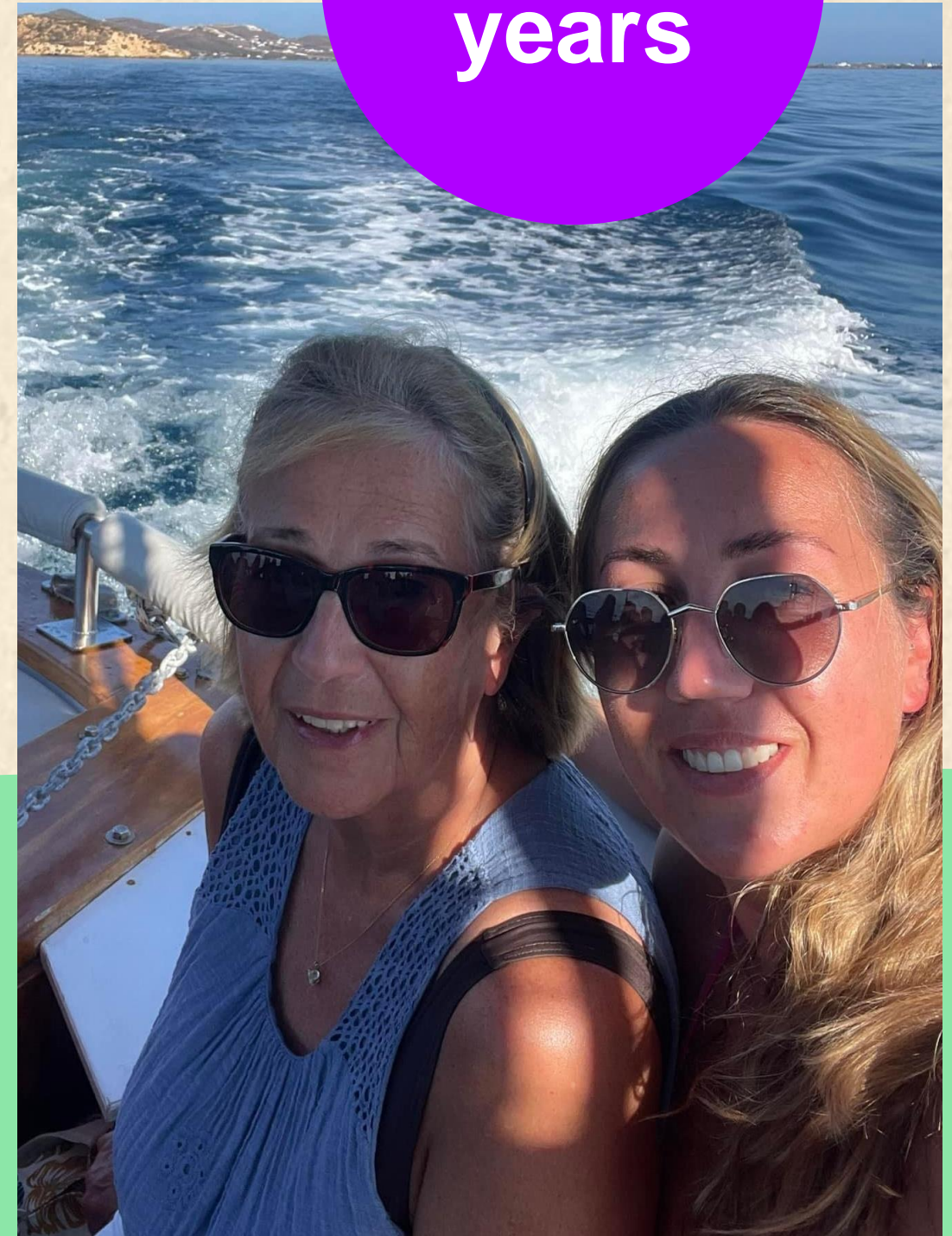


62
years

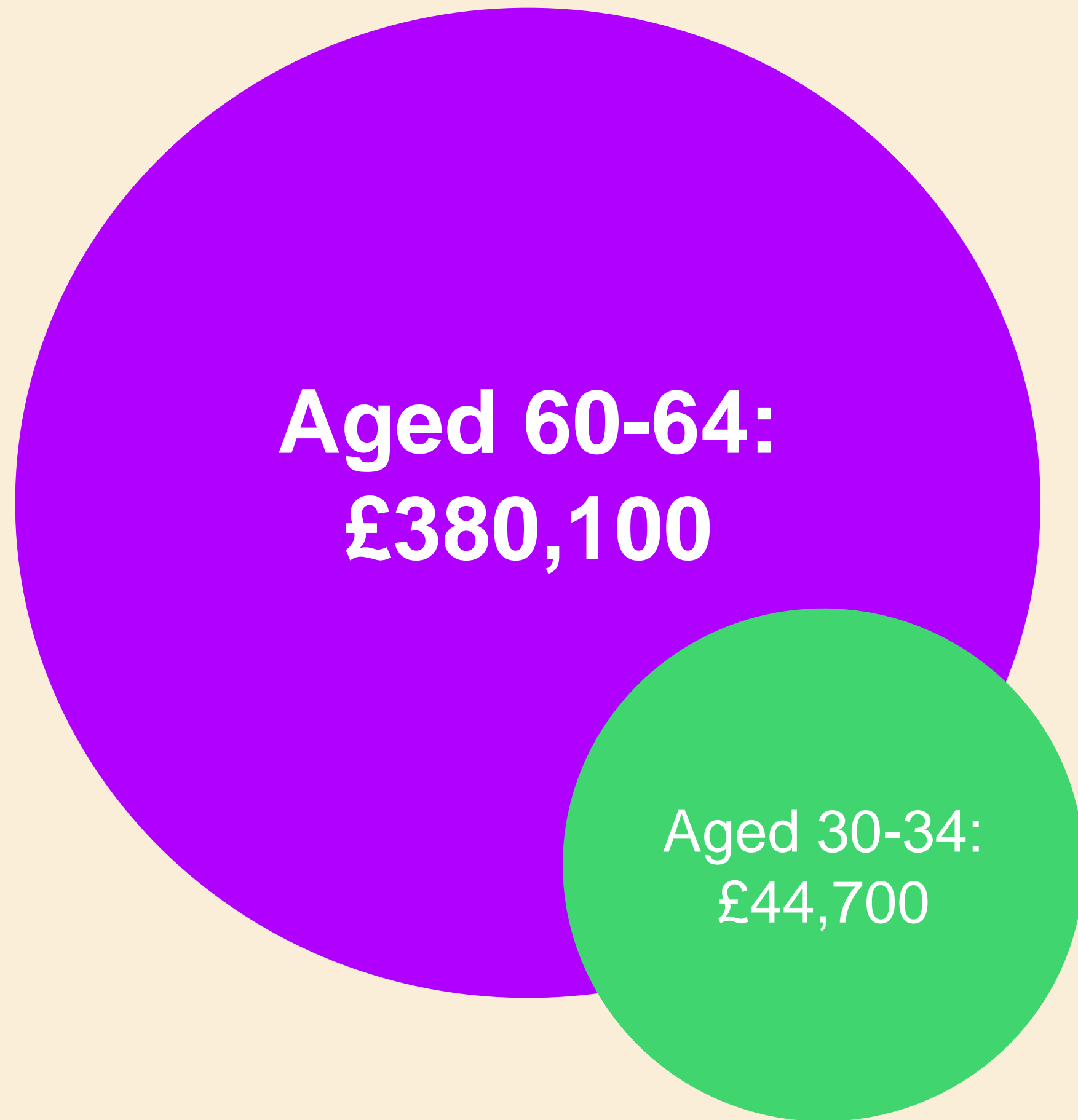


68
years

74
years



Boomers are almost 9 times wealthier than Millennials



Property ownership

Average house prices have risen by 1000% since 1980s

Generous pension schemes

Final salary pensions were accessed by 80% of private sector workers in 1980s compared to 10% today

Investments

Approximately 50% of Baby Boomers hold investments



Carpe Diem



Self and Others



Social Attitudes

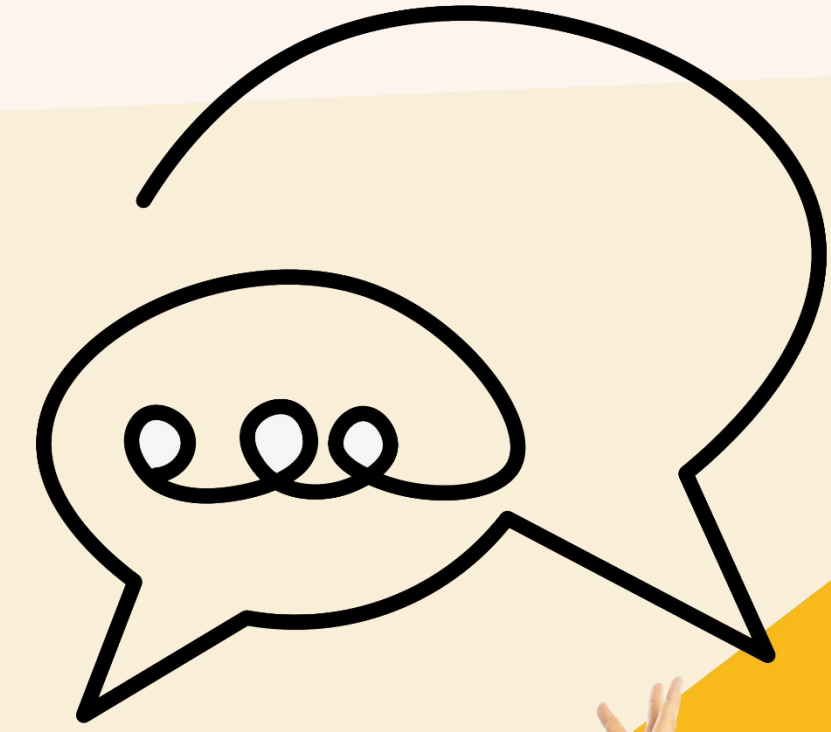


Media and Brands





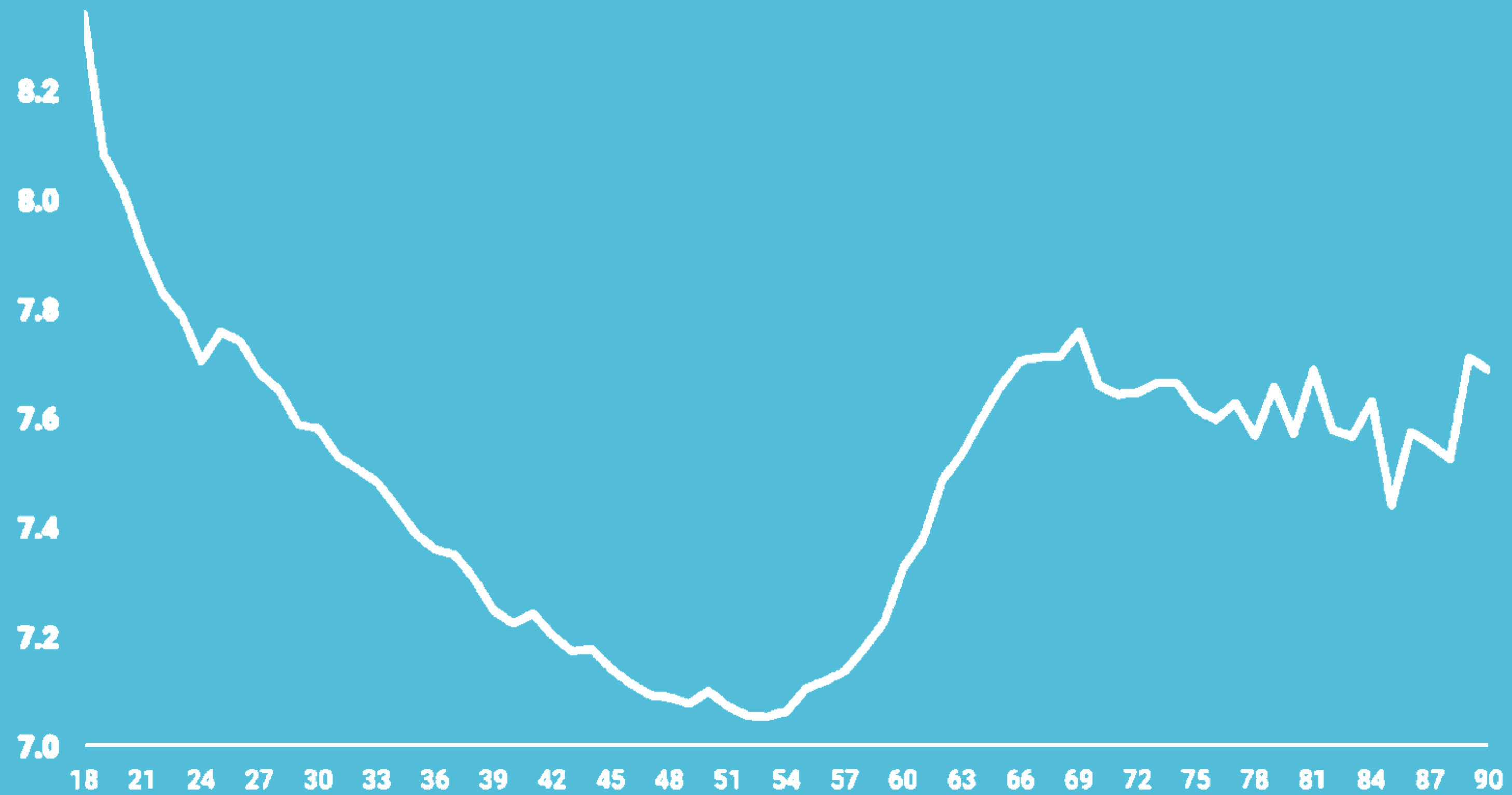
Theme 1 Carpe Diem





Life is on an upward curve for Boomers

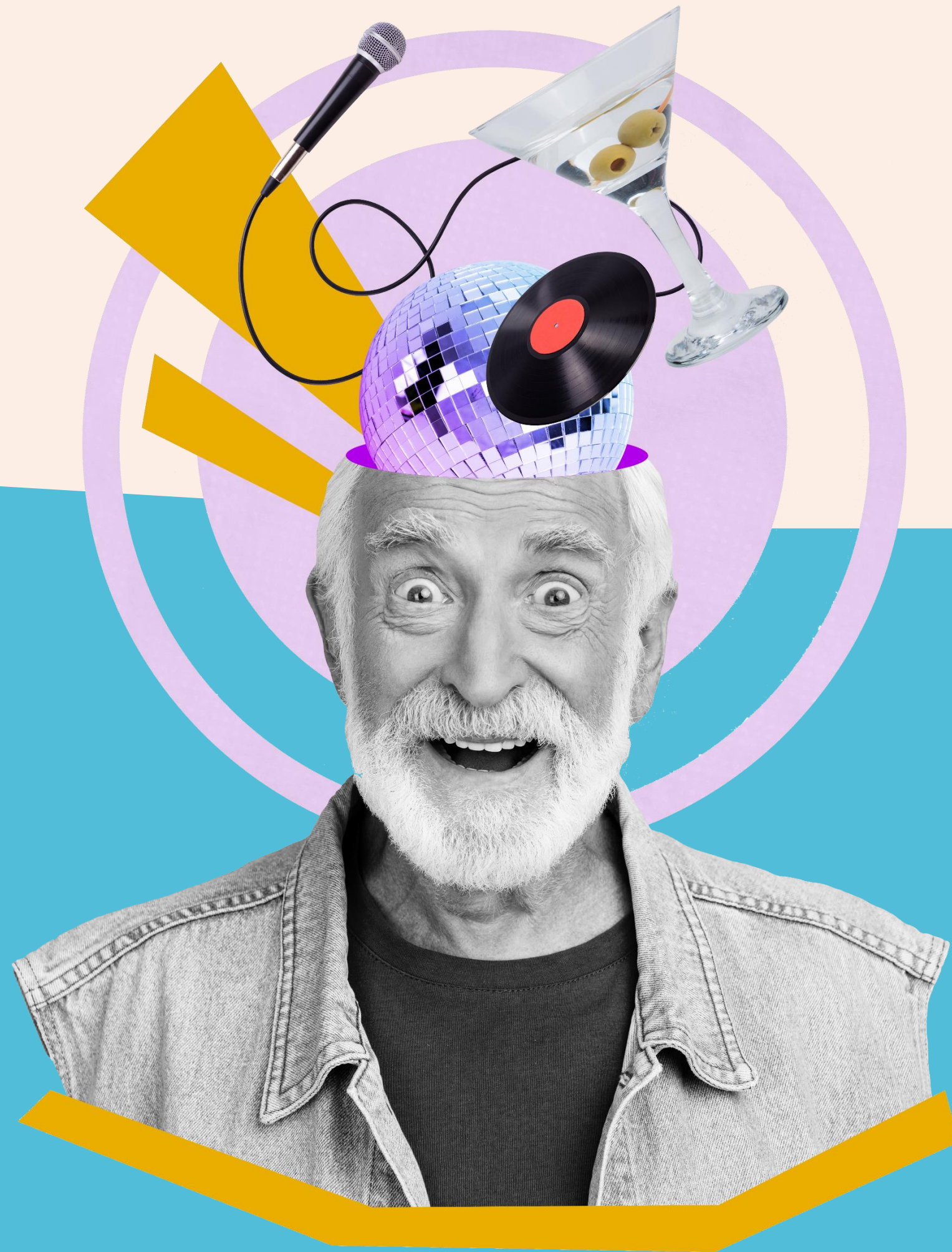
Average life satisfaction at each age on a 0=10 scale, adjusted for demographic factors



Source: Blanchflower and Oswald, 2017 analysis of ONS "Understanding Society" data



A focus on development



83%

of Baby Boomers agree that life-long learning is necessary for development

Carpe Diem

Retirement...or inspiement?



Language of Retirement

Getting old

Slowing down

Losing purpose



In reality

Freedom and flexibility

Reduced stress

No more early mornings

20 more years to enjoy!



Carpe Diem

Live life in colour



I wear really bright colours, and I've changed that in myself. **My wardrobe is much, much brighter**, like shocking pink and orange and clashing colours.

Elaine, 67

I've been to a few 60th parties, this year and last year. And people are wearing biker jackets and full maxi leopard print dresses and floaty dresses and high heels.

Tony, 60

Carpe Diem

Travel, adventure, luxury



If someone phones me up and says 'Shall we...? The answer is always Yes.



We go to America a lot. Been to Norway, Vegas and Florida this year. I love traveling, so do my kids.

Abe, 72

I'm not travelling now unless it's premium, I've done all the budget stuff. We fly Business Class – chill, have a glass of champagne, enjoy the experience.

Mark, 60

Carpe Diem

The gap within the generation



Maybe it's not a generation gap,
it's a personality gap

I remember looking at my friend who was the same age as me and noticing that all her neck was all wrinkly and everything. And then now, couple years later, I've sort of caught up, although she's still getting worse, oh well

Lisa, 62

I organise walking groups and I'm always in the front as the leader and there's people I have to keep waiting for and they're younger than me. And there are people older than me who run and everything

Caroline, 66

Carpe Diem



Theme 2
Self and Others





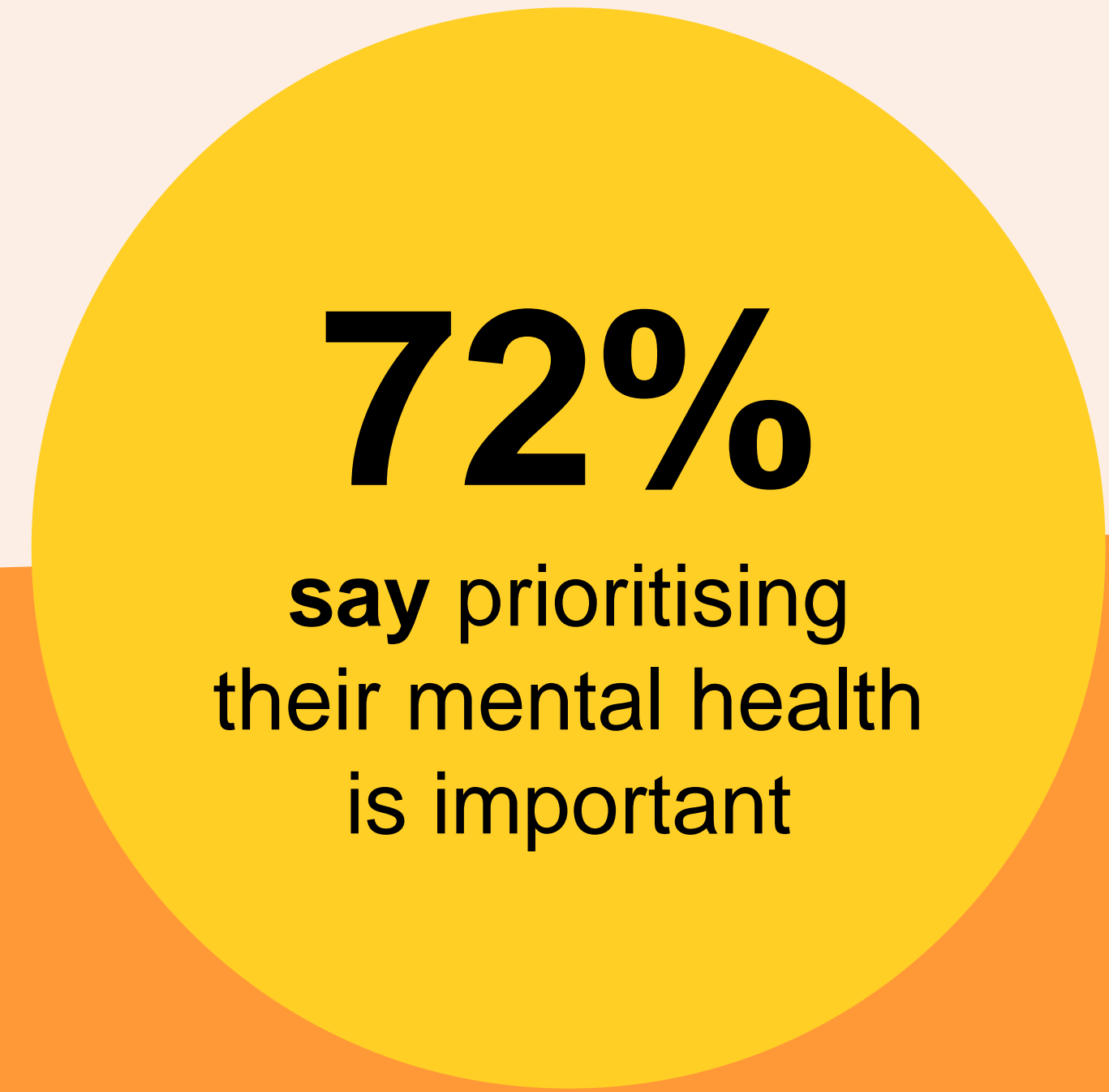
They protect their mental health

Self-confident & value their time

Willing to say no to people


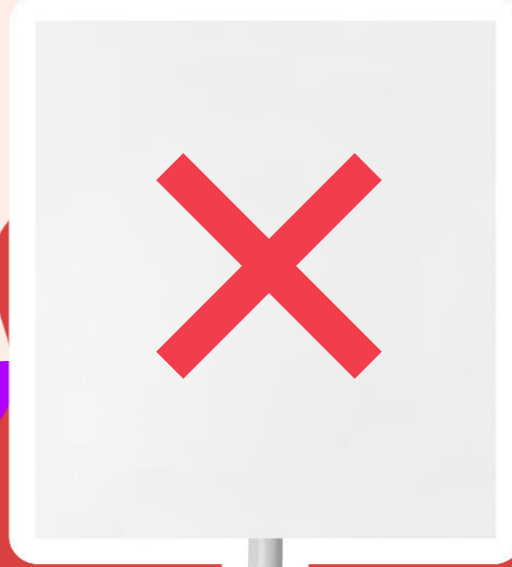


Willing to cut off friendships that don't work for them

Less concerned about opinions of others


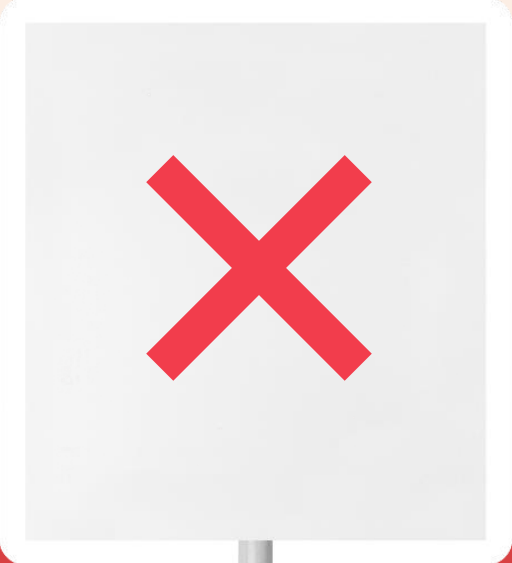

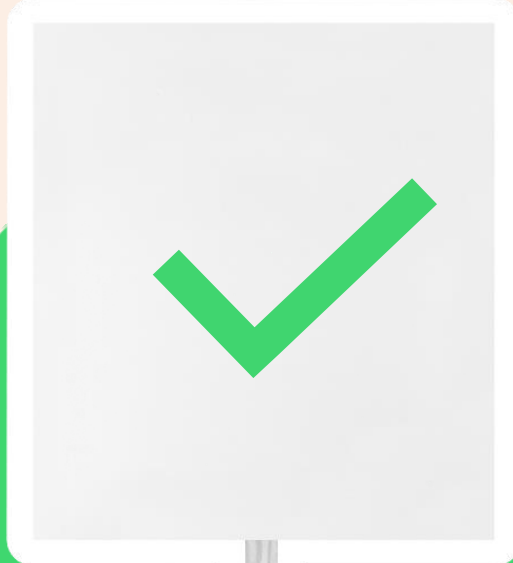


(compared to 85% of Gen Z)

Self and Others



**Boomers are
most happy to share
a toothbrush with their
partner**



**Boomers are
most happy to share
a toothbrush with their
partner**

Relationships more of a signifier of success for men than for women



Family/friends/
relationships ranked

No 4
by men

Family/friends/
relationships
ranked

No 11
by women



Q What signifies to you that a person is successful?

Self and Others



Friendship more important to women



There is a growing body of evidence that suggests that **psychological and sociological factors have a significant influence on how well people age.** Valuing friendships was related to better functioning, particularly among older adults.

Singh and Misra 2009

Self and Others



Boomers have helped change family relationships



We go to gigs together, we go to the football together, **it's very different from when I was young, my parents never did anything**

George, 72

My relationship with my daughter is very different from mine with my parents, we talk about absolutely everything. She's not frightened to talk to me about sex and sexual relationships. I never had those conversations with my parents.

Claire, 68

Self and Others



Theme 3
Social Attitudes





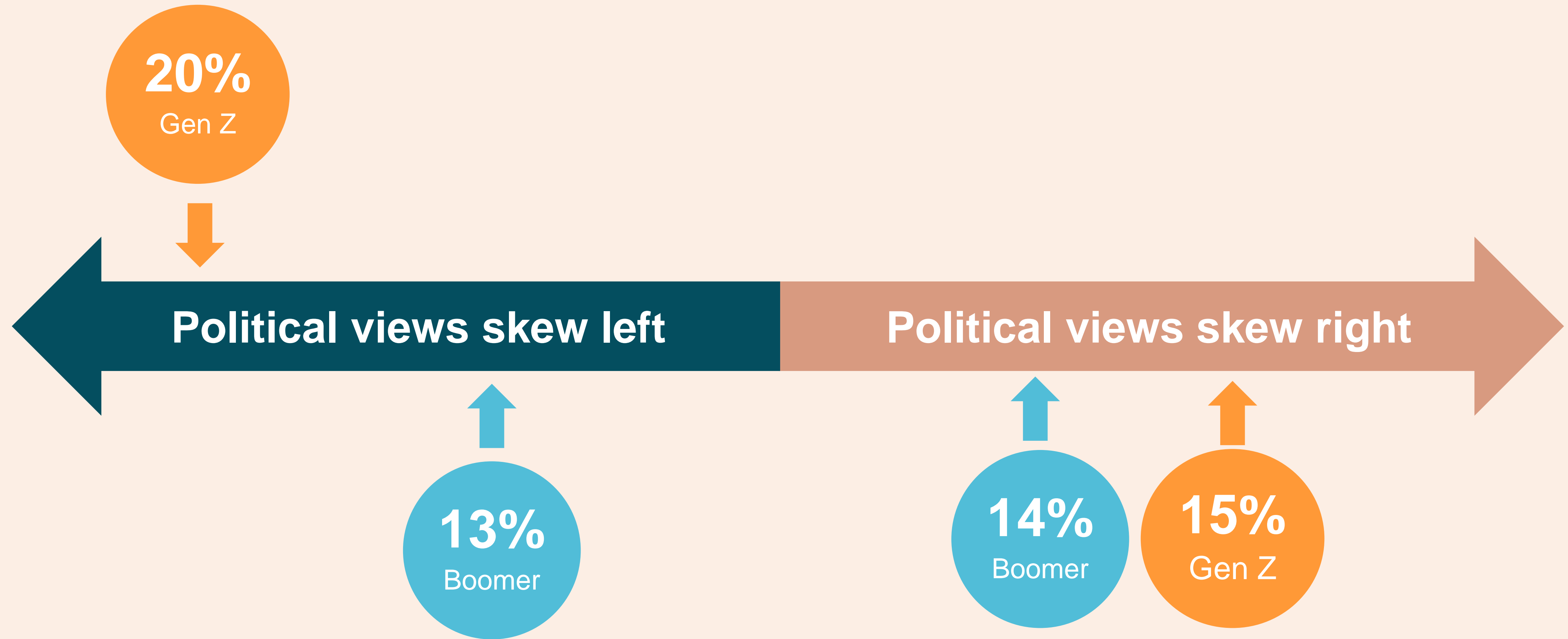
Boomers are most likely to say 'a family is not a family without children'



Boomers are most likely to say 'a family is not a family without children'



Not left wing, but not right either



Q Do you consider your political views to generally skew more to the left or right? (Top 2 box)

Social Attitudes



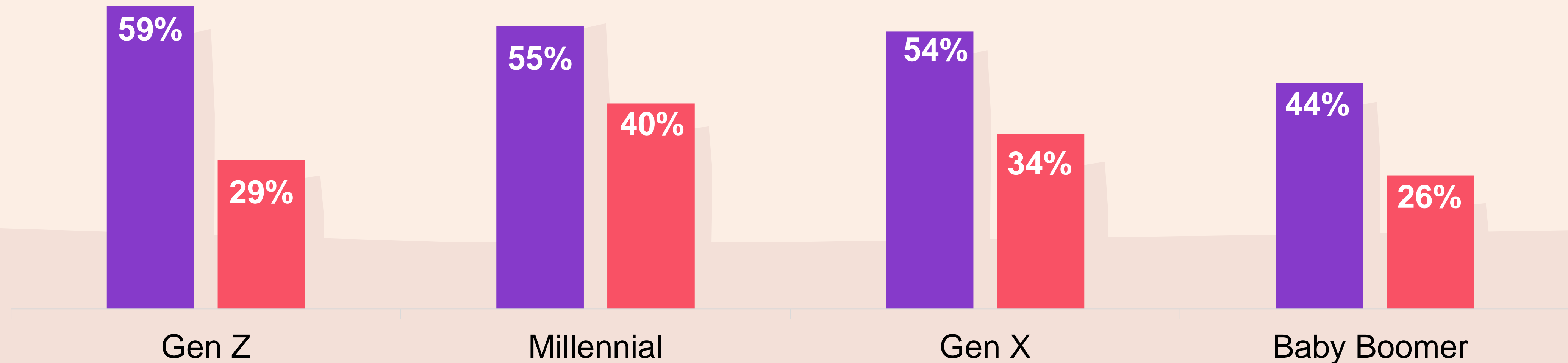
Boomer men are the least threatened by feminism

Society has gone so far in promoting women's rights that we are discriminating against men

Men

Women

Agreement with this statement



Social Attitudes



Boomers remember everyday discrimination



Susan Woolley earned more than her husband but wasn't allowed to sign for a hire purchase

1980: British women allowed to take out a credit card or loan without a man's signature

1982: Pubs could no longer legally refuse to serve women

When my kids were young we lived on a farm in Wales and the women all stayed at home, **it's so much better now for my daughter**

Jennifer, 68

Social Attitudes



But don't call them 'woke or 'feminist' (even if they are!)

68%

Feel negative about the term 'woke' compared to 45% of Gen Z



I don't think I am [a feminist].

No, I'm not.
I mean, ... **everyone's really equal**, aren't they?

Tracey, 60

My eldest has got a number of friends who use their pronouns. I have to say, I frequently get it wrong and I have to be corrected, but that's fine.

Robert, 65

Social Attitudes



Theme 4
Media and Brands





**Boomers think
technology has had a
more positive effect on
maintaining friendships
than Gen Z**





**Boomers think
technology has had a
more positive effect on
maintaining friendships
than Gen Z**

Regular social media users



78%

Say that tech and social media have a positive impact on creativity and expression



73%

of Boomers in the UK use social media every day (according to The Digital 2024 Global Overview Report)



They aren't fond of being advertised to



75% say they actively avoid advertising



53% feel that ads are not much fun as they used to be



An audience that feels misunderstood by brands

42%

of Boomers
believe brands
are not interested
in them



If you watch a quiz show in the afternoon, every advert is for funeral plans, or baths that you walk into, or lift you up, or things like that.

Do you really have to assume that everyone watching Countdown is suffering?

We're in our 60s not our 80s!

Paul, 65

Media and Brands

Brands admired across generations



Gen Z

Millennials

Gen X

Baby Boomers

#1



#2



Media and Brands



Loyal but must be earned

58% feel a strong sense of loyalty to brands they like



vs 67% Millennials

Heritage is important to this group



But so is brand personality



Engaging Baby Boomers



Open to new

Boomers were young when **youth culture was invented** – they're still ready to change, develop and experiment



Feel the joy

Boomers live life in colour – they want to experience excitement before age interrupts



Only connect

Boomers strongly value relationships with other generations and they do use social media

Thank you!

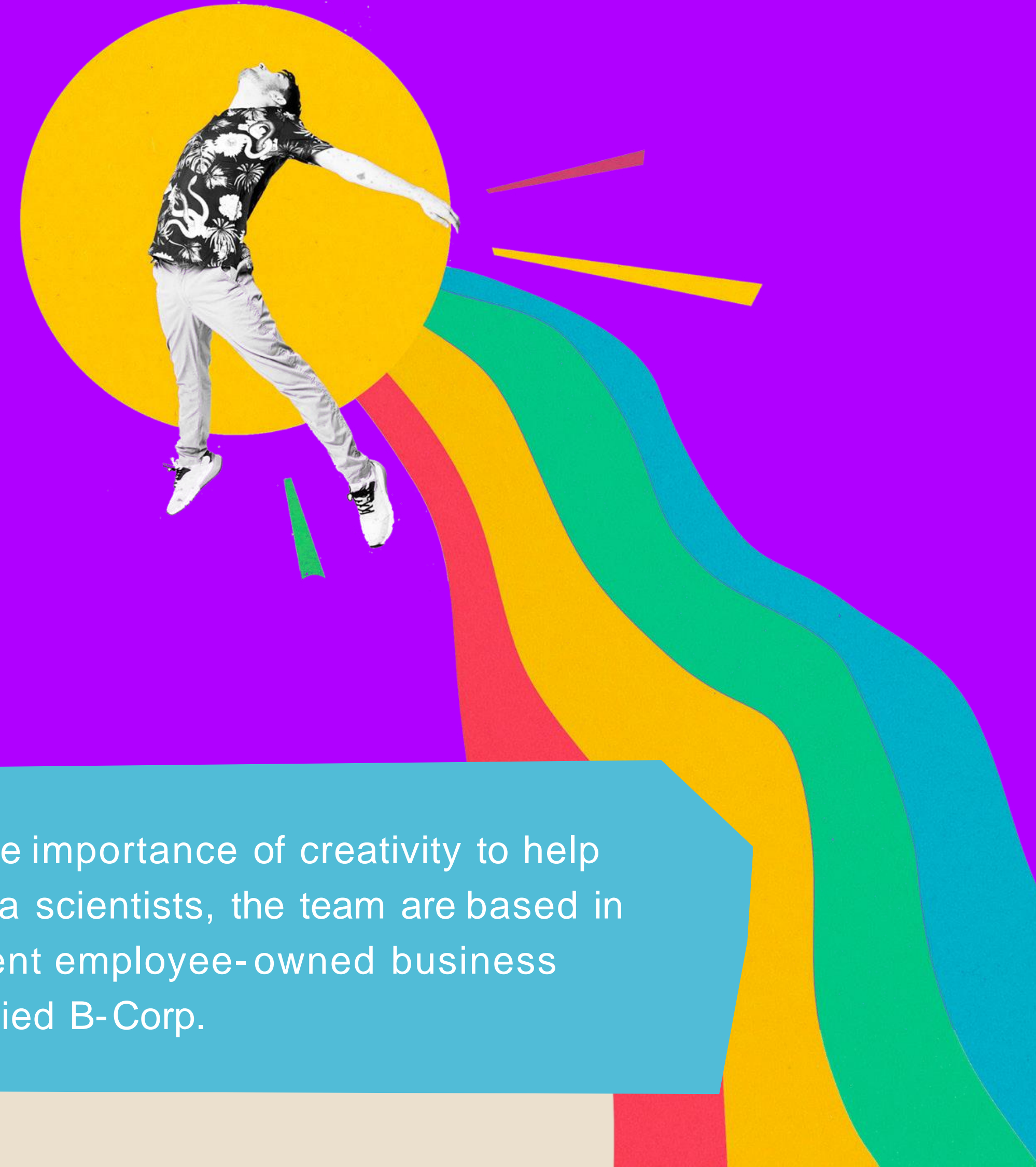


RESEARCH THAT HELPS BRANDS GLOW AND GROW



**Scan QR code to download
your copy of the deck**

the-nursery.net
+44 (0)20 7734 1166
hello@the-nursery.net



A pioneer in brand and communications research, The Nursery focuses on the importance of creativity to help brands, ideas and organisations glow and grow. With 50 researchers and data scientists, the team are based in London and from there, run research projects across the world. An independent employee-owned business with a gold accreditation from Investors in People, The Nursery is also a certified B-Corp.

ARE WE MISSING SOMETHING?

13.5 million people
9x wealthier



5 Things...

5 Things...

5 Things...

5 Things...

5 Things...



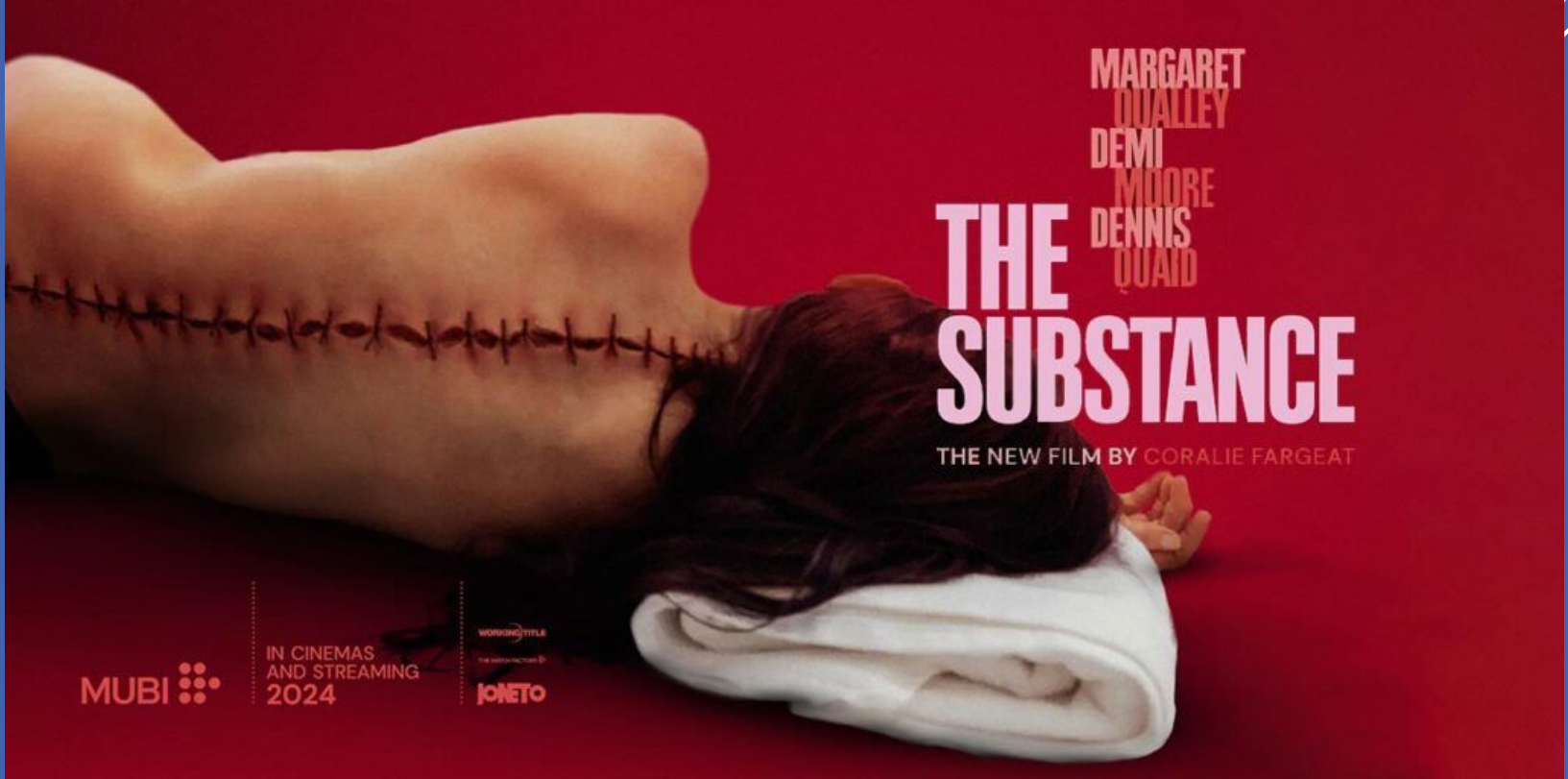
1. The Dorian Grey Effect











MARGARET
QUALLEY
DEMI
MOORE
DENNIS
QUAID

THE SUBSTANCE

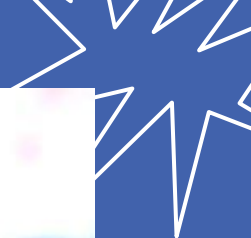
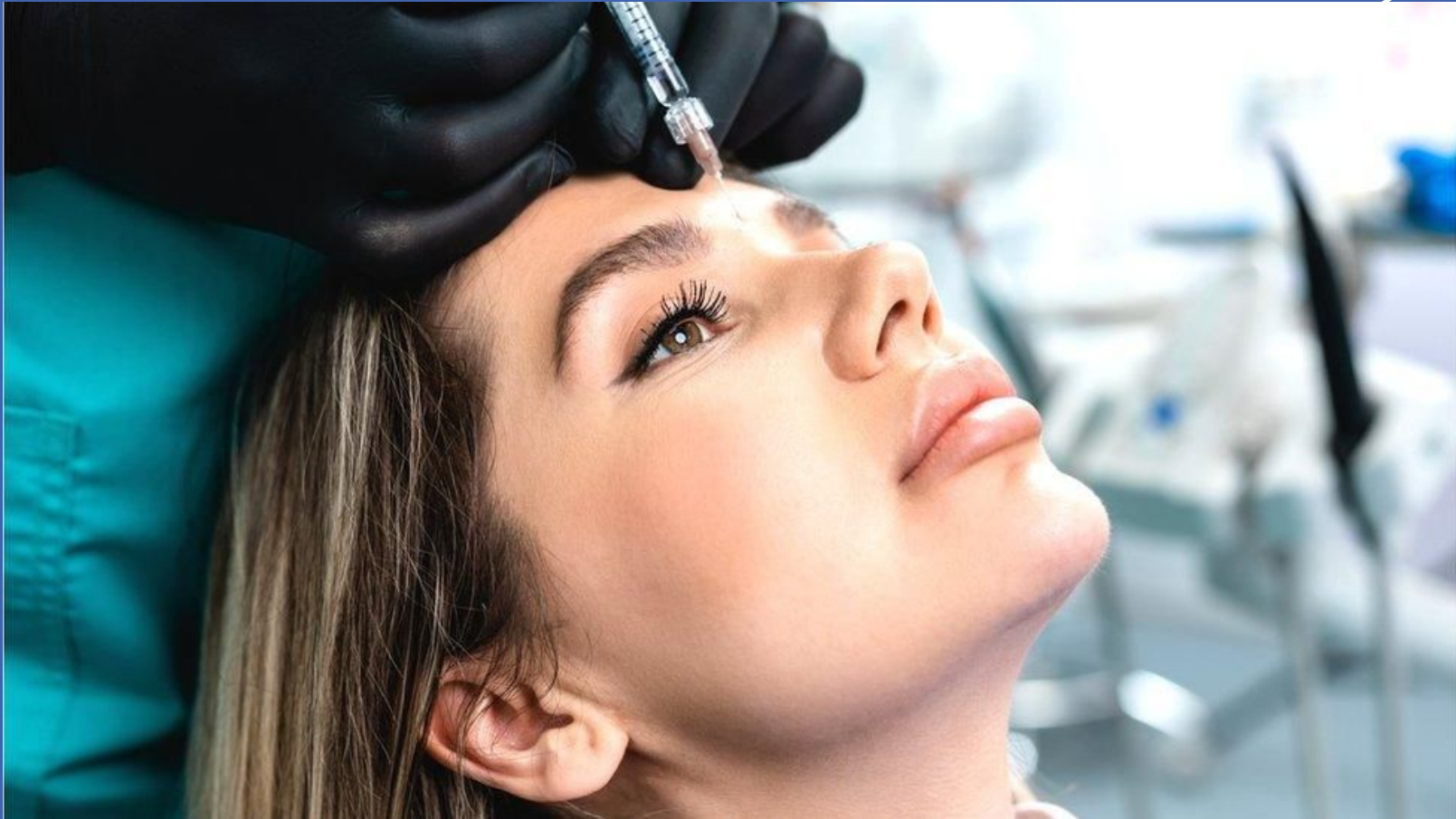
THE NEW FILM BY CORALIE FARGEAT

MUBI 

IN CINEMAS
AND STREAMING
2024


WARNER BROS. PICTURES
WARNER BROS.







TOP DEFINITION

Ok boomer

When a baby boomer says **some dumb shit** and you can't even begin to explain why he's wrong because that would be deconstructing decades of **misinformation** and ignorance so you just **brush it off** and say okay.

Brexit: Why did older voters choose to Leave the EU?

The issue has been one of the biggest questions since the EU referendum

Paul Whately, Harold D. Clarke • Sunday 26 June 2016 10:54 BST • 0 Comments





So what?

***Recognise and break your
youth bias***

2. Make the invisible, visible



42%

*think brands
aren't
interested in
them*



4% *of ads globally
feature
people over
60*





"One of the bad things about not seeing yourself is that you feel written out of the story."



Where's the joy?
Where's the colour?



AMV **BBDO**

AMV **BBDO**

Things can
take longer
when you're
older
Brilliant



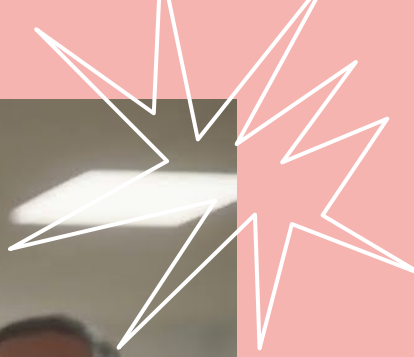
relate
let's talk the joy
of later life sex





So what?

***Capture the joy and colour
in their world***



3. Closer than you think

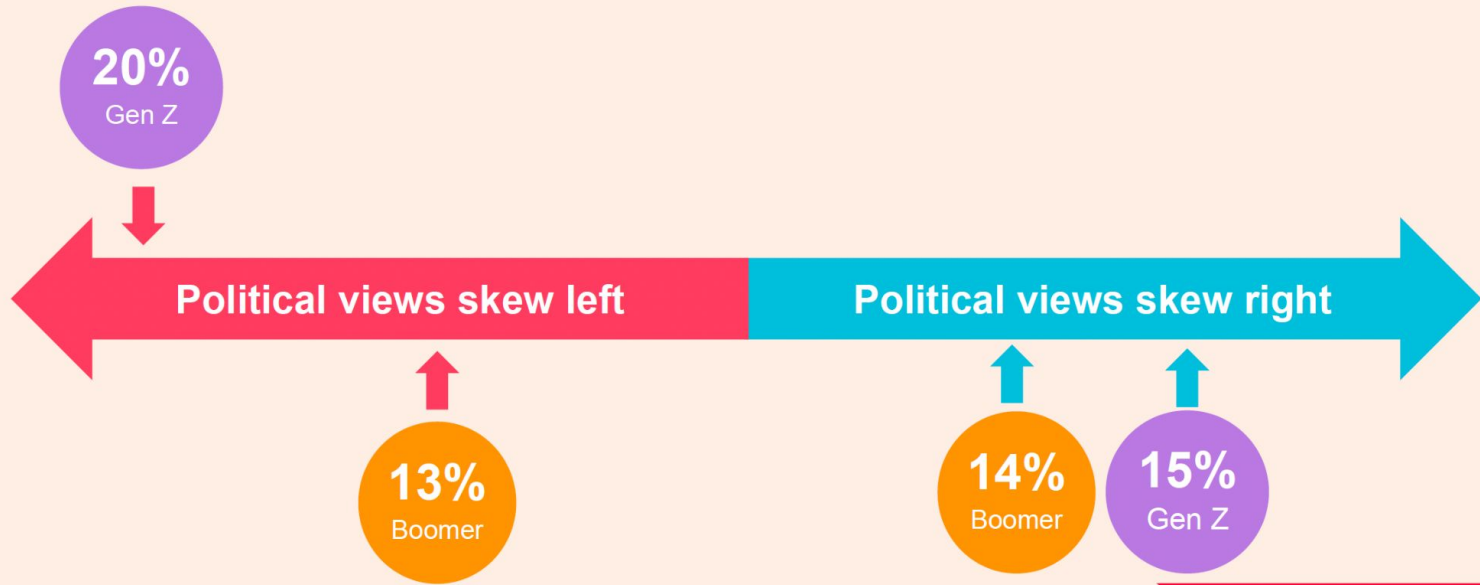


From parents to friends





Not left wing, but not right either



Q Do you consider your political views to generally skew more to the left or right? (Top 2 box)

Social Attitudes

So what?



***Universal truths connect
and bridge generations and
entrench habits***

A photograph of an older man with glasses and a woman in white lab coats looking at a computer monitor. The scene is overlaid with various social media icons like hearts, thumbs up, and smiley faces. A white starburst graphic is in the top right corner.

4. Facebook isn't dead



122 friends · 7 mutual



Friends

Message



Posts About Friends Photos Videos Check-ins More



Intro

Went to Ruffwood Comprehensive

Went to Ruffwood Comprehensive School

Married



Write something to Angela...

Photo/video

Tag people

Feeling/activity

Posts

Filters

Photos

See All Photos



10h · 2





AMV **ESSE**

AMV **ESSE**



So what?

***Don't always be seduced
by the new and shiny***



5. *A Missing Generation*





6%

*of agency staff
aged over 50*





So what?

***Value the perspectives
of our seniors***

5 Things...

5 Things...

5 Things...

5 Things...

5 Things...



***The Dorian
Grey Effect***

**Recognise and break
your youth bias**

***Make the
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***Closer than
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***The missing
generation***

**Value the perspectives
of our industry seniors**