



GENERATION ALPHA BOOMERS

**Targeting an Untapped Population Through
The Power of Radio**

**Prepared by
RAB Research**

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ALPHA BOOMERS

Definition: *A term coined in 2010 to segment Adults 55-64 – the early Boomers.*

Since babyhood, this age group has been redefining societal trends and expectations; as they approach retirement, they continue to be cultural movers and shakers.

Advertisers' success with marketing the Alpha Boomers in their younger years has resulted in a continued focus on targeting younger demographics: 18-49, 25-54. Advertisers who have abandoned the Alpha Boomer segment may want to rethink their strategies.

Demographics:

- Alphas represent 43.6% of the huge Baby Boom (1946-1965) cohort – and comprise nearly 1/5 of the total U.S. population (17%)
- 69.3% of Alpha Boomers are Caucasian, 11.3% are African-American, and 9.3% are Hispanic

(U.S. Census Bureau, 2011)

Educated, Employed and Affluent:

- 18.7% have of Alpha Boomers have an advanced college degree – 13% higher than the 45-54 Boomer segment – and twice as likely as those in the 18-34 age group
- Nearly 70% of Alphas are still in the workforce
- For many Alpha Boomers, retirement is neither possible nor desirable. Where the goal used to be to make enough money to retire at 45, the question now is, retire to do what?
- The most recent unemployment rate for people is just 6.2%, compared to 14.2% for those 20-24 and 9.4% for 25-34s
- Alpha Boomers wield an estimated \$2 Trillion in disposable wealth
- 1 in 5 Alphas still make \$100K or more in average household income
- Median Alpha HH Income is \$69,000 (trailing only 35-44 year-olds, whose median earnings are \$75K annually)
- 31.5% of Alpha Boomers have liquid assets of \$100K or more; nearly 16% have accumulated assets of \$250K or more

- 81.8% of Alphas own a home, with 8.5% owning a home with current market value of \$500K-\$1M; they also own more second homes than any other demographic segment
- Only 19.7% of Alpha Boomers have a child living at home, translating to more disposable income and more time for adult leisure activities

(The New York Post, 1/23/11; The Media Audit – 2010 80 Market Data Base)

Still Spending After All These Years:

Alpha Boomers account for 40% of purchases of technology and gadgets. Adults 55-64 are just as likely as those ages 18-34 to have high-definition TVs, digital recorders, and broadband service. They own more iPads and smartphones than any other demo.

- They buy at least one product online per month
- 6.1% of Alphas plan to buy a new vehicle in the coming year (113 index vs. 18-34s).
(The Media Audit, June 2010)
- In 2009, consumers age 50+ spent \$87 billion on new vehicles compared with \$70 billion by those under age 50. They buy more new cars, spend more on the cars they buy, and even buy cars for their children and grandchildren.
(U.S. Govt., Bureau of Labor Statistics, Consumer Expenditure Survey)
- 20.6% plan to remodel their home in the next year
- 64.9% regularly shop at a hardware or building supply store (160 index vs. 18-34s)
- Alpha Boomers are 20% more likely than 45-55 year-olds to dine out at a full-service restaurant an average of twice a week, and 25% more likely than 18-34 year-olds to do so
- 19.4% took 3 or more domestic flights in the past year; 12% took 2 or more foreign flights in the past 2 years
- 26.7% plan to take a cruise in the coming year
- 29.9% stayed in a hotel 10 or more nights in the past year
(The Media Audit – 2010 80 Market Data Base)

Politics:

Alpha Boomers were the biggest voting bloc in both 2008 and 2011.

(AARP Global Network, 6/16/11)

“Boomers have crossed the line between thinking about Medicare and Social Security as an issue for their parents, to being worried about it themselves.”

(William H. Frey, Brookings Institution, 2011)



Media:

Alpha Boomers devote over 6.5 hours daily with various major media – and Radio and the Internet command the highest percentage of their time:

<u>Medium</u>	<u>Minutes Per Day</u>	<u>% of Day</u>
Radio	145.5	22.8
Internet	157.6	24.7
Broadcast TV	104.1	16.3
Local Cable	92.7	14.5
Satellite TV	44.3	6.9
Newspaper	43.3	6.8

(The Media Audit, 2010 80 Market Data Base)

Radio:

When pundits were declaring Radio “dead” with the rise of TV in the 1950s and ‘60s, young Alpha Boomers revived the medium and drove the rise of exciting new formats like CHR, Rock, and AC, so it’s not surprising that this group remains loyal:

- 94% of Alpha Boomers report listening to Radio every week (an audience of 34,024,000);
- And they listen an average of 16 Hours 34 Minutes each week (nearly 10% more than all persons 12+, at 15 Hours 09 Minutes per week)
(Arbitron RADAR 109, June 2011, Adults 55-64 and 12+, Monday-Sunday 24-Hour Cume and TSL estimates)
- Formats that capture the greatest AQH shares of Adults 55-64 listening are:
 - ✓ News/Talk/Information @ 19.3%
 - ✓ Country @ 14.3%
 - ✓ Adult Contemporary @ 11.4%
 - ✓ Classic Hits @ 7.8%
 - ✓ Urban AC @ 4.7%

(Arbitron “Radio Today 2011”)

Internet:

- Overall, Alpha Boomers spend 18% less time on the Internet than the typical U.S. consumer
(The Media Audit, 2010 80 Market Data Base)
- Alphas mainly share the same tastes in online usage as 18-34s, ranking Facebook and YouTube among their favorite sites. *(The New York Post, 1/23/11)*



Television

- Adults 55-64 make represent the largest segment of the traditional TV audience (25%) – and the second-largest segment of those who watch TV on the Internet (22%; 35-49 is largest segment at 27%). Only 10% watch TV on mobile phones.
(Nielsen Wire, 08/01/11)
- Alpha Boomers are 27% more likely than all U.S. Adults to be heavy TV viewers
- Adults 55-64 spend an average of 173 Hours 40 Minutes per Month watching TV in the home (second only to Adults 65+, at 196 Hours 21 Minutes). In DVD Homes, their DVR playback viewing is second only to that of 25-34 year-olds (28 Hours 45 Minutes per Month vs. 29 Hours 29 Minutes per Month, respectively).
(Nielsen "Time-Shifting In 2011" - 2Q10 Three Screen Report)