

# Why Gen X and baby boomers are more relevant than ever

A spotlight on older generations in Europe



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**Sales Director –  
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# Who is GWI?



**The world's  
largest study  
into the digital  
consumer**



# We give you the global view (and the local one too)



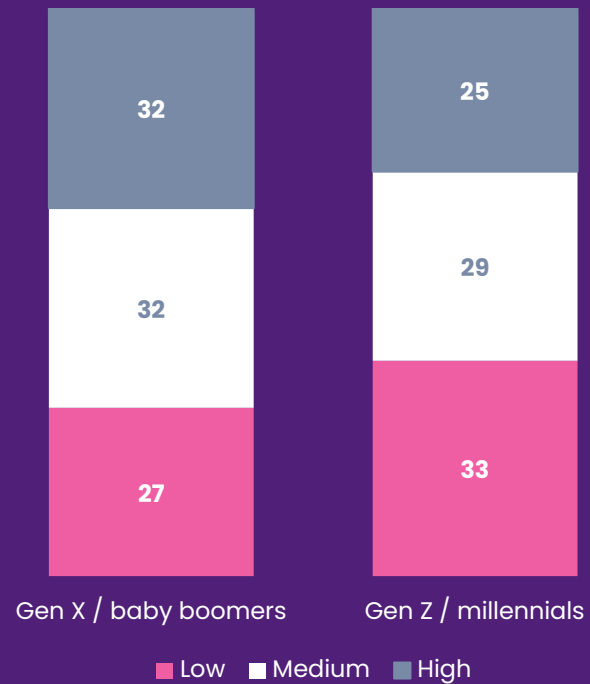
# What we'll cover today

- 01. Who are they?**
- 02. Why they matter**
- 03. The changing device landscape**
- 04. Let's get social**
- 05. A look at their buying behaviors**
- 06. Brand expectations**

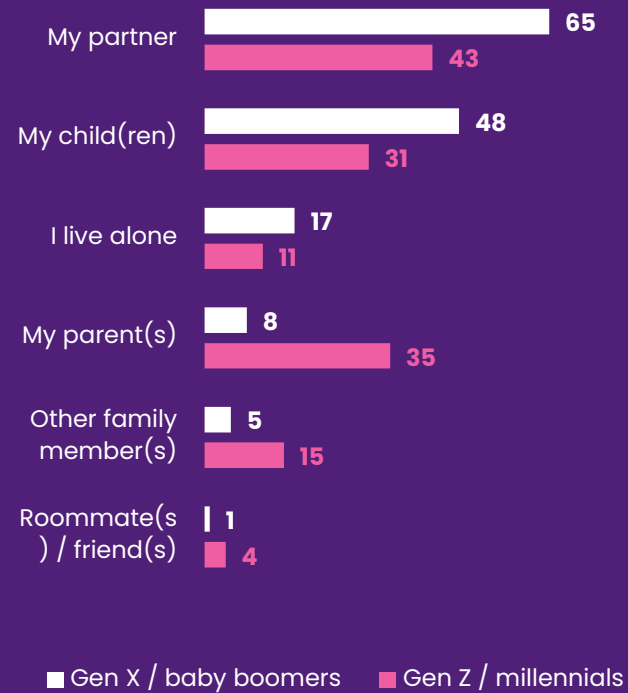
# Who are they?

# A demographic snapshot

## Income



## Living arrangement



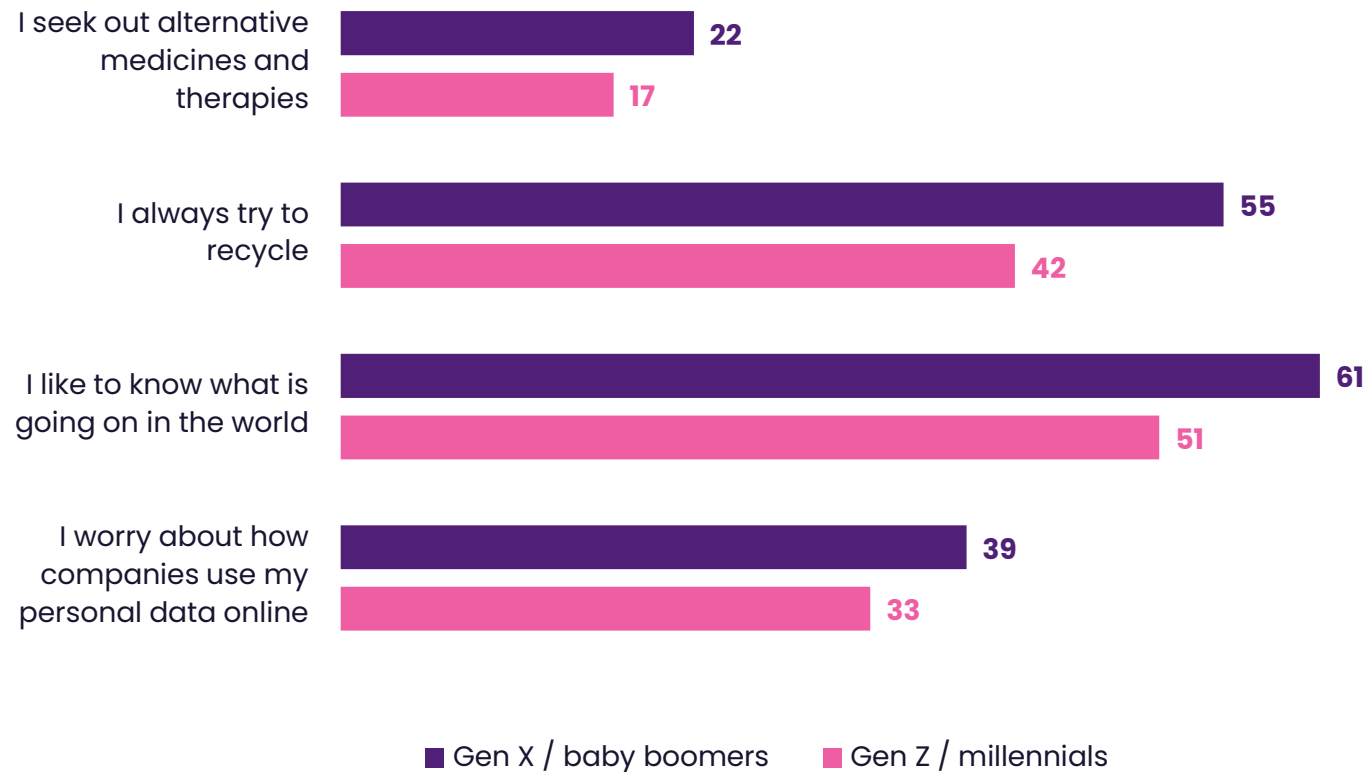
## Employment status





# Forget what you think you know

% of each generation who say the following describes them (sorted by top over-index)



## Country call-outs

**Over 70%**

of Gen X / baby boomers in the **UK and Ireland** say they always try to recycle

**56%**

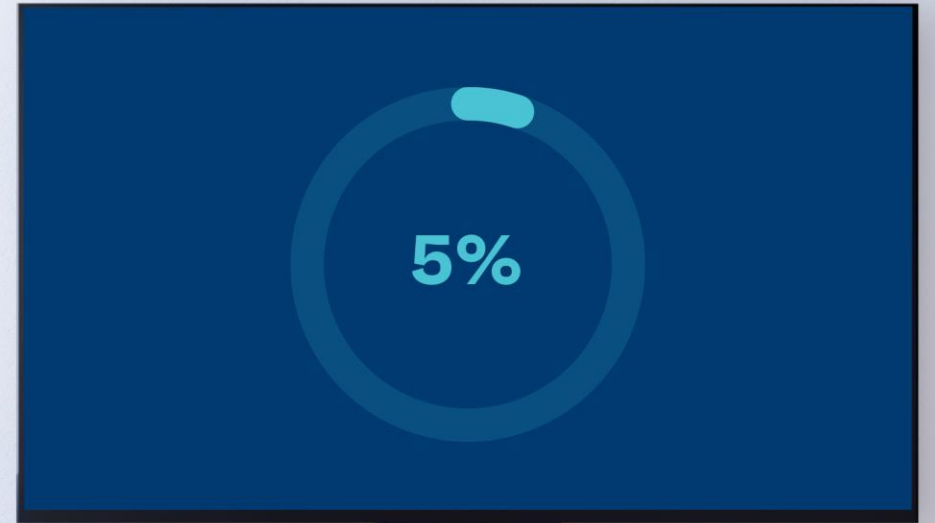
of Gen X / baby boomers in **Spain** are worried about how companies use their personal data online

# Why they matter

50% of internet  
users aged 16–64 in  
Europe are **Gen X /  
baby boomers**

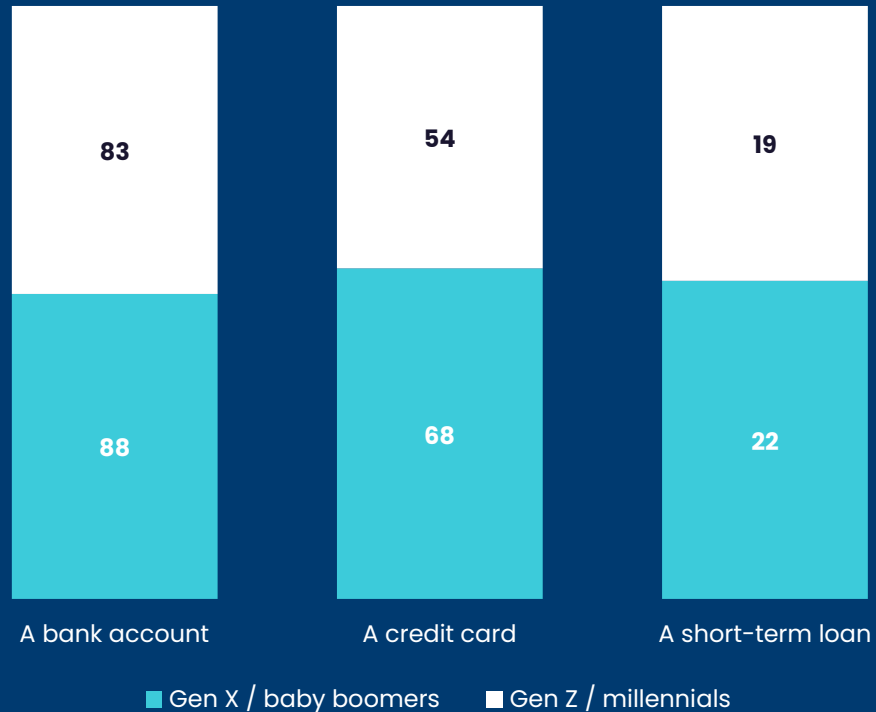


**Yet just 5% say they  
feel represented in  
the advertising  
they see**



# They have significant spending potential

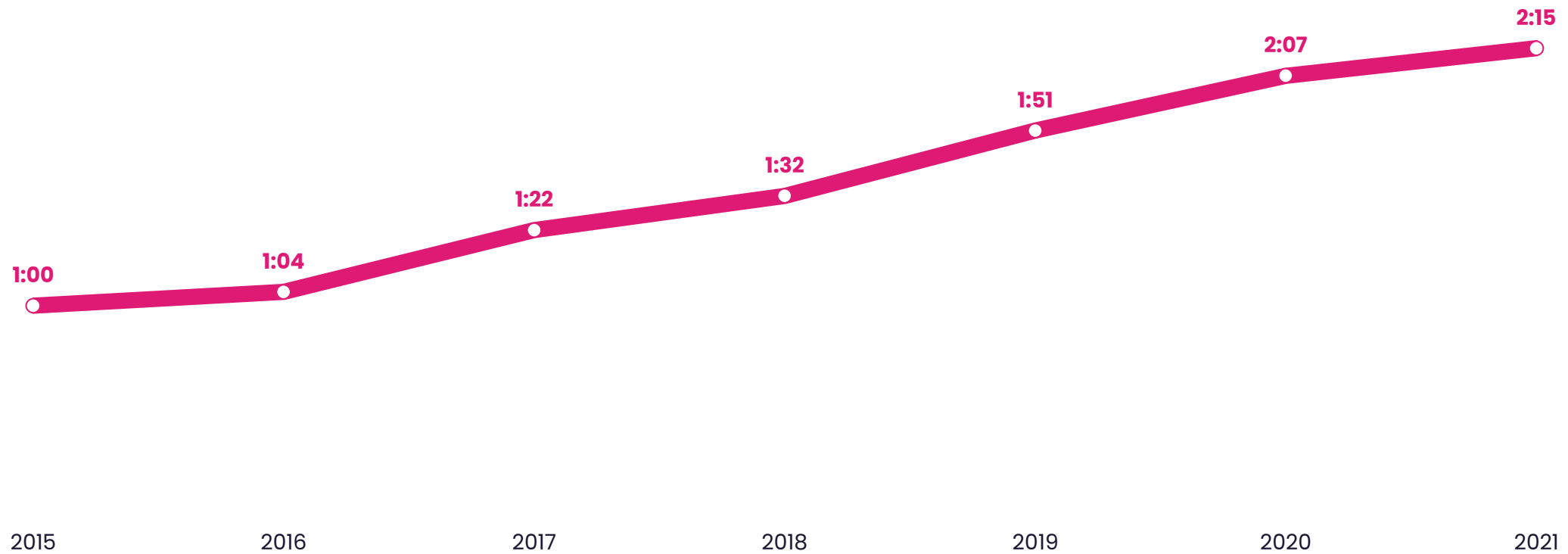
% who currently have the following



# The changing device landscape

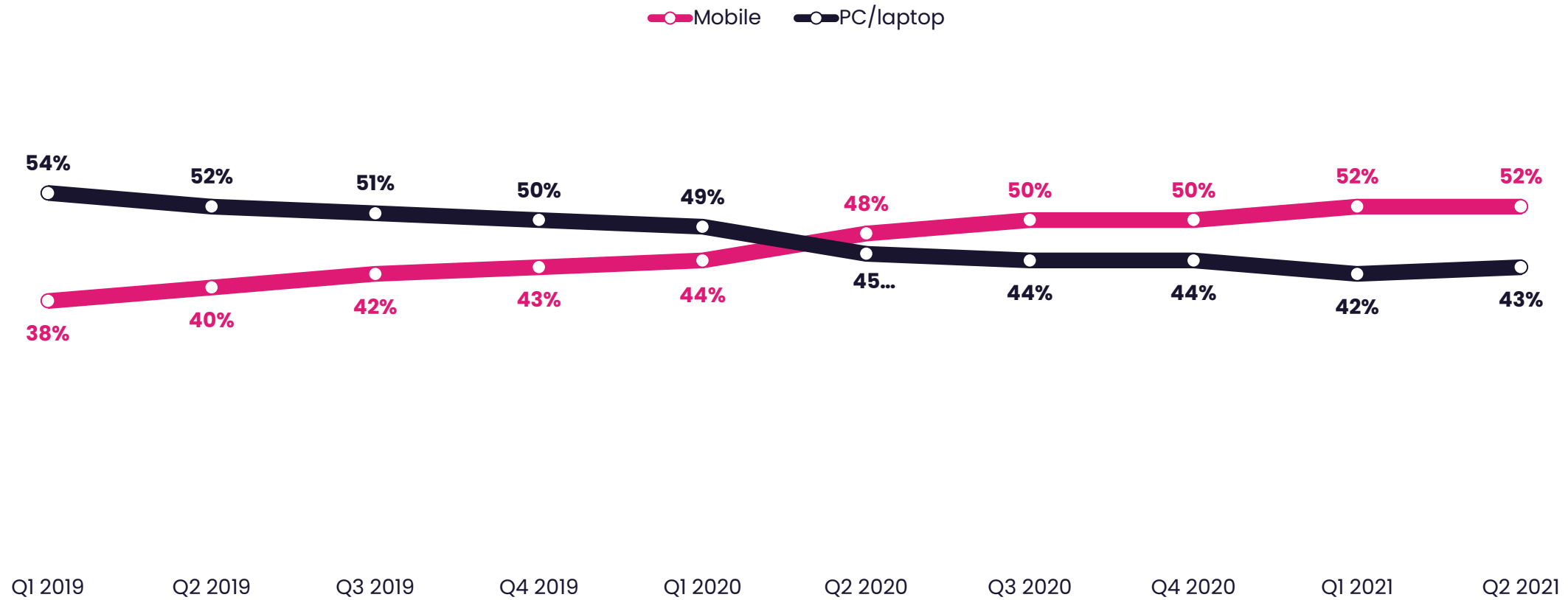
# Reliance on mobile ticks upwards

Average time spent per day on mobile among Gen X / baby boomers between 2015–2021 in hh:mm



# Mobile becomes their most important device

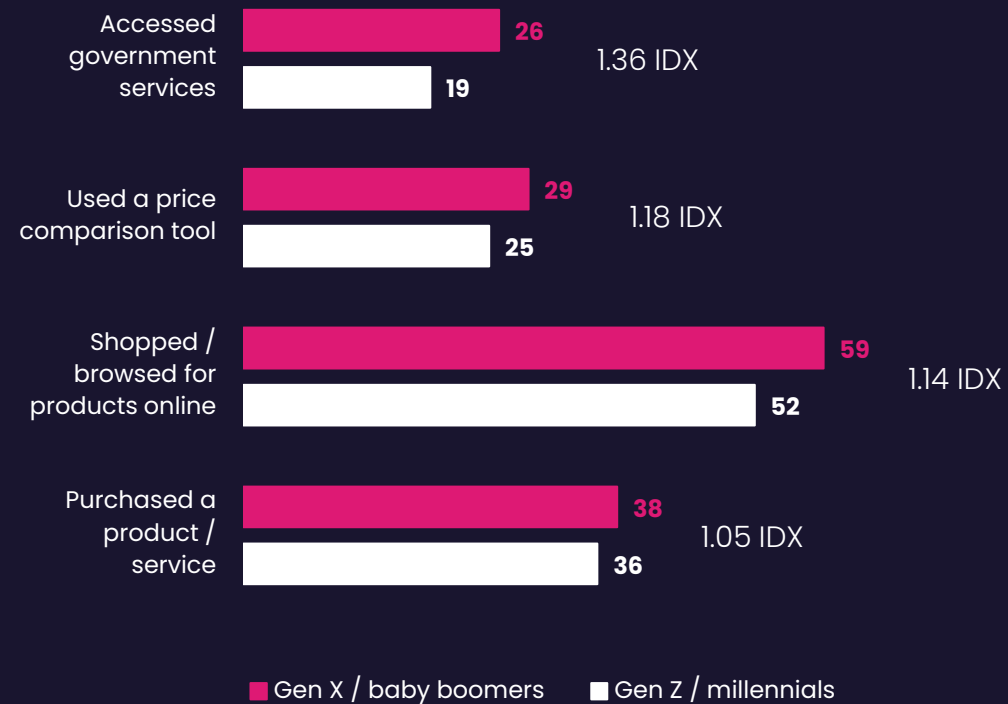
% of Gen X / baby boomers who say these are their most important devices to get online



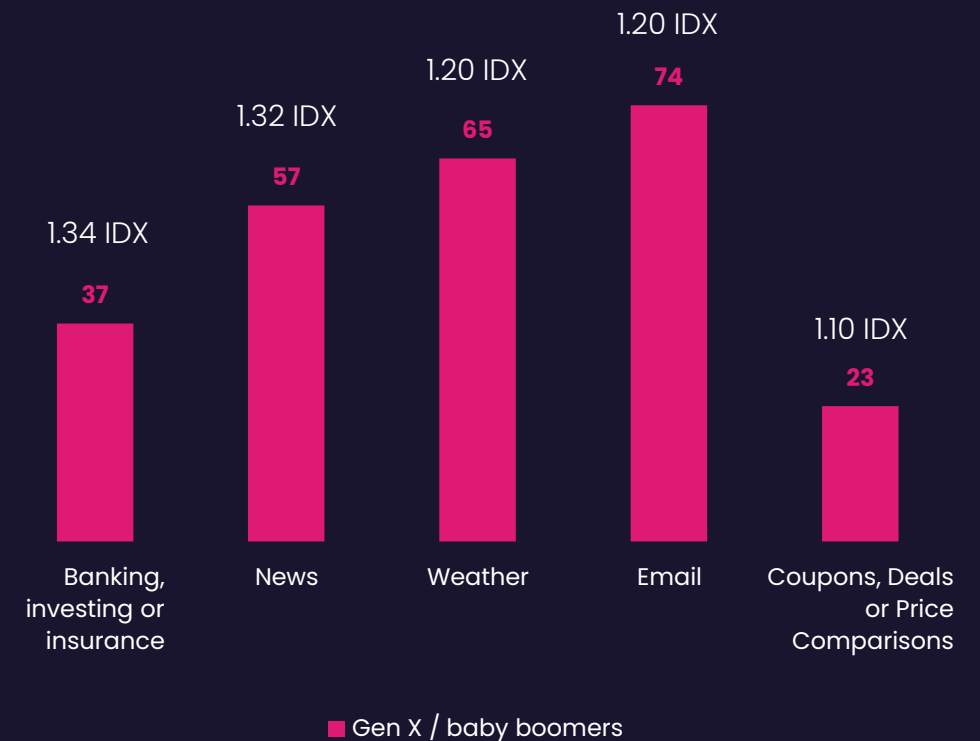


# What are they **doing online?**

% who've done the following online in the past week  
(sorted by top over-index)

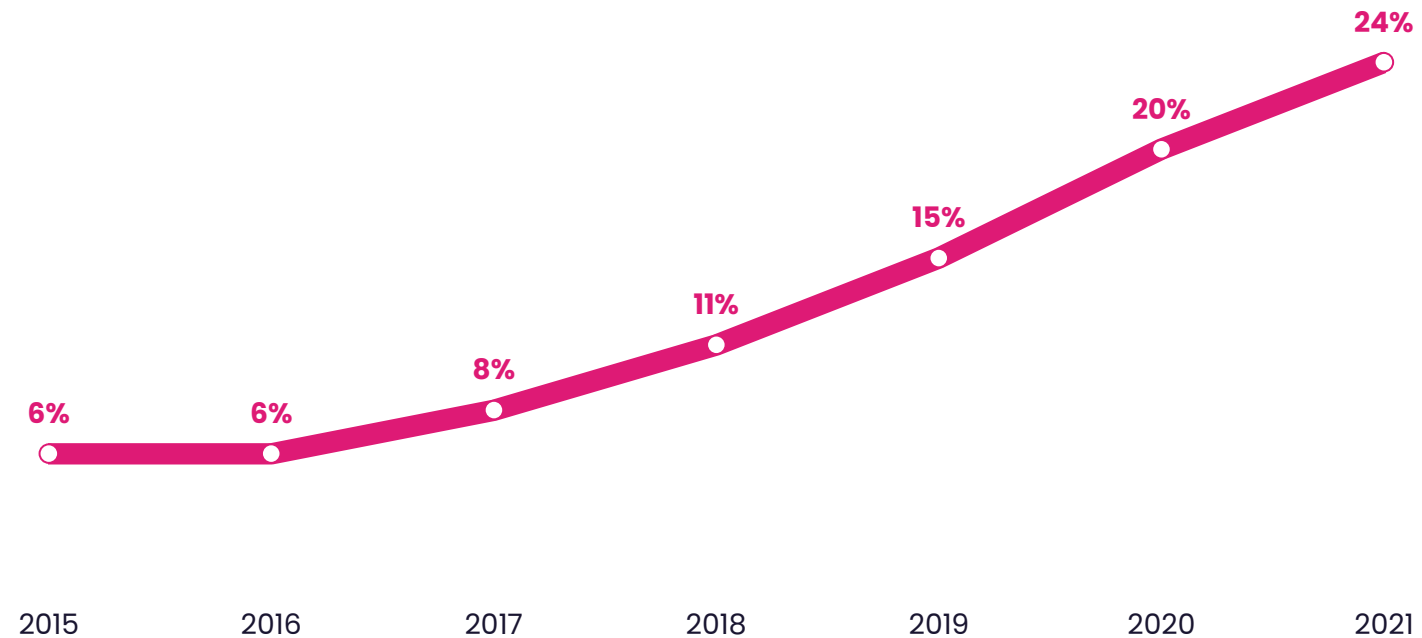


% who've used these apps in the last month  
(sorted by top over-index)



# Smartwatch ownership on the rise

% of Gen X / baby boomers who say they own a smartwatch / smart wristband



**45%**

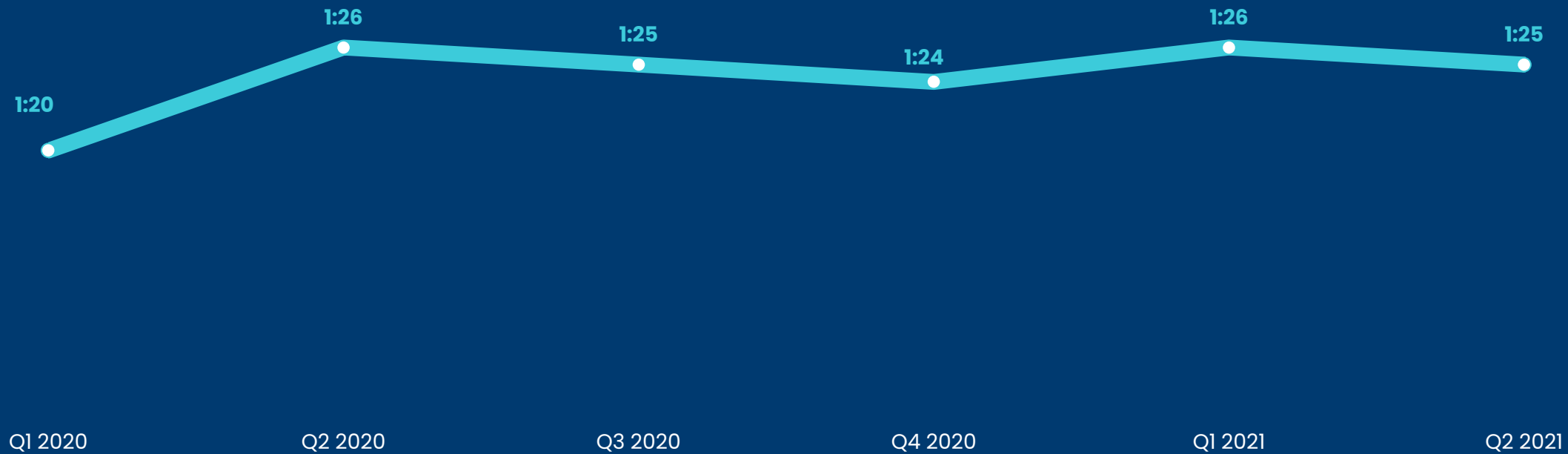
of Gen X / baby boomers  
describe themselves as  
health-conscious

**39%** of Gen X / baby boomers worry about how companies use their personal data – 18% more likely than Gen Z / millennials

# Let's get **social**

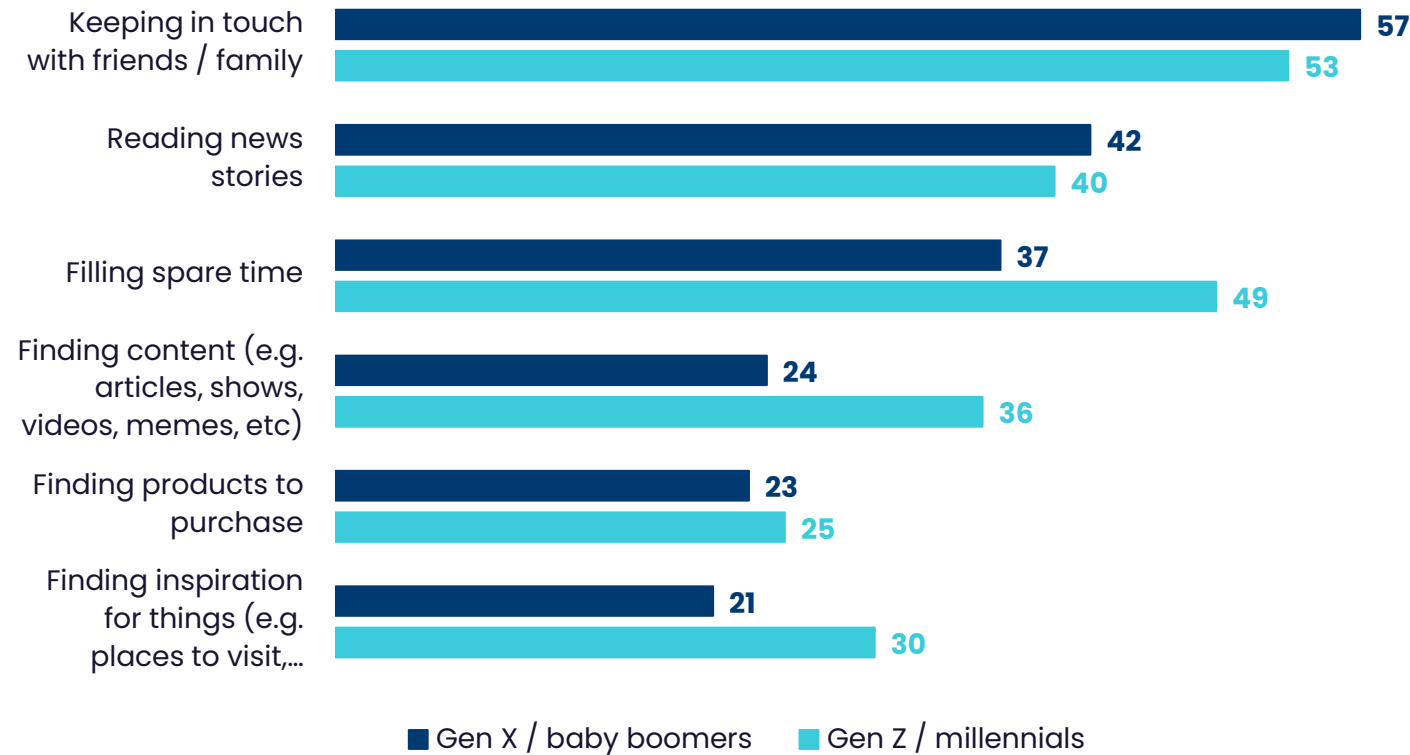
# Post-lockdown social usage **remains strong**

Average time spent per day on social media among Gen X / baby boomers between Q1 2020–Q2 2021 in hh:mm



# Brands play a role in their social media experience

% of each generation who use social media for the following reasons

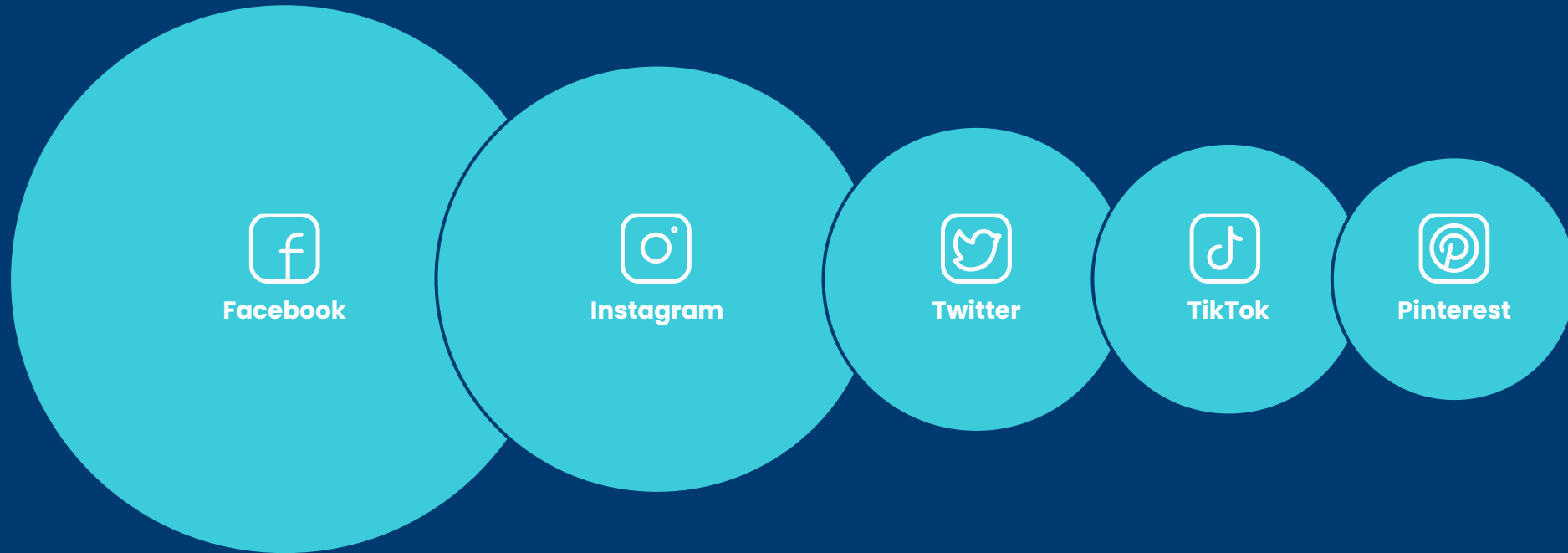


**20%**

of Gen X / baby boomers follow companies / brands they buy from on social media

# Where to reach older consumers on social

Top used social media services among Gen X / baby boomers at least daily



# **A look at their buying behaviors**

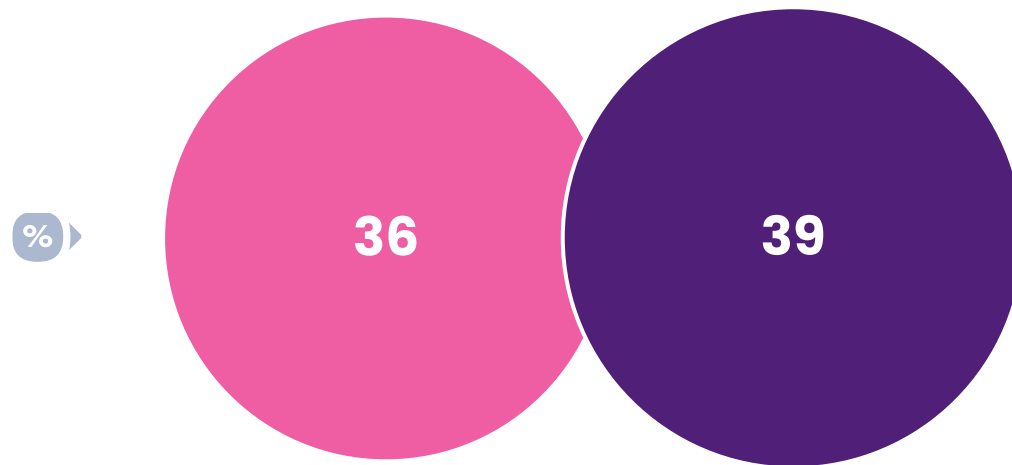


# Growth in online shopping here to stay

% of each generation rating their online shopping habits, in the last 12 months and in the future

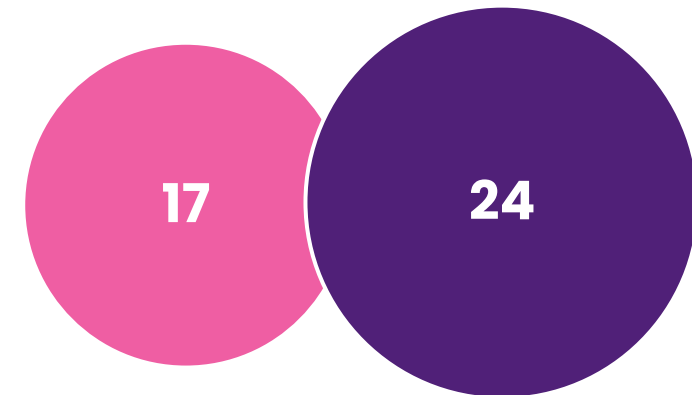
● Gen X / baby boomers ● Gen Z / millennials

Compared to 12 months ago, my online shopping behaviors has generally...



Increased somewhat / greatly

Thinking about the future, I think my online shopping behavior will generally...

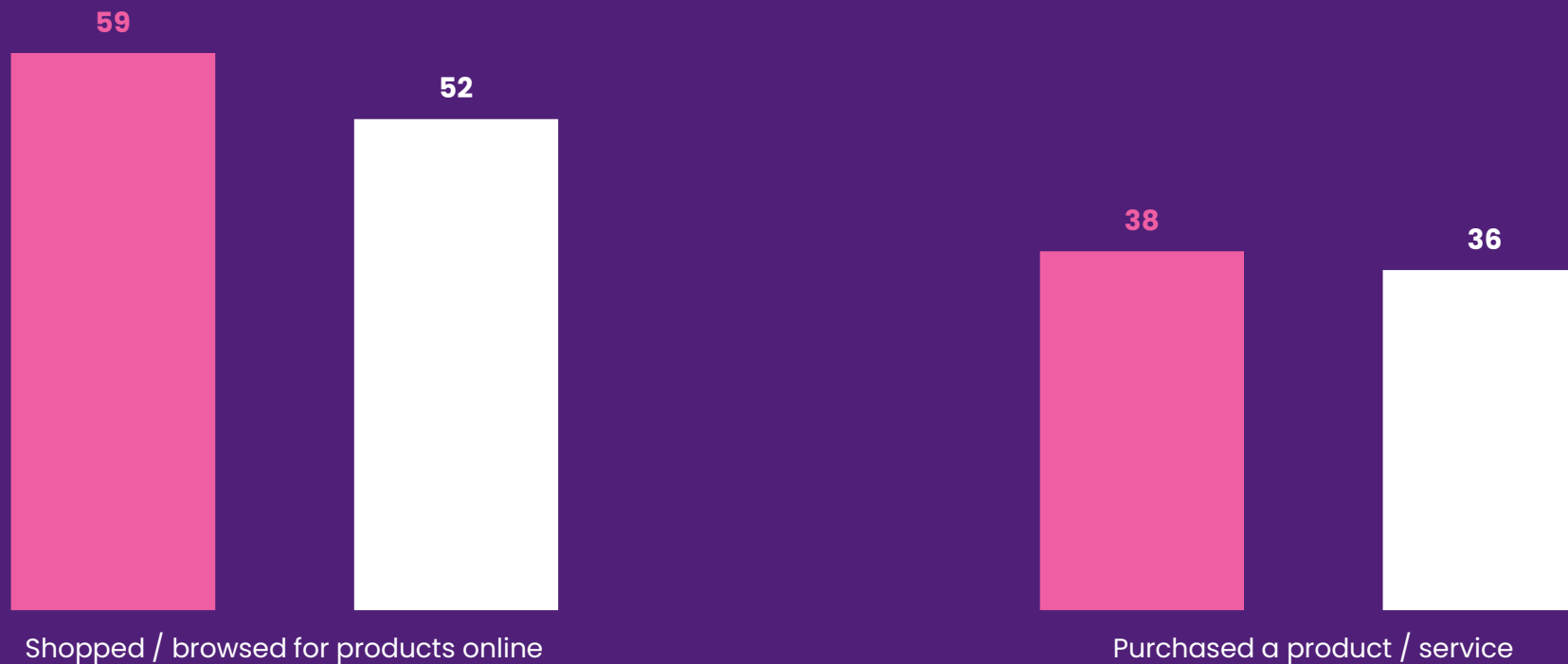


Increase somewhat / greatly

# Add-to-basket, again and again

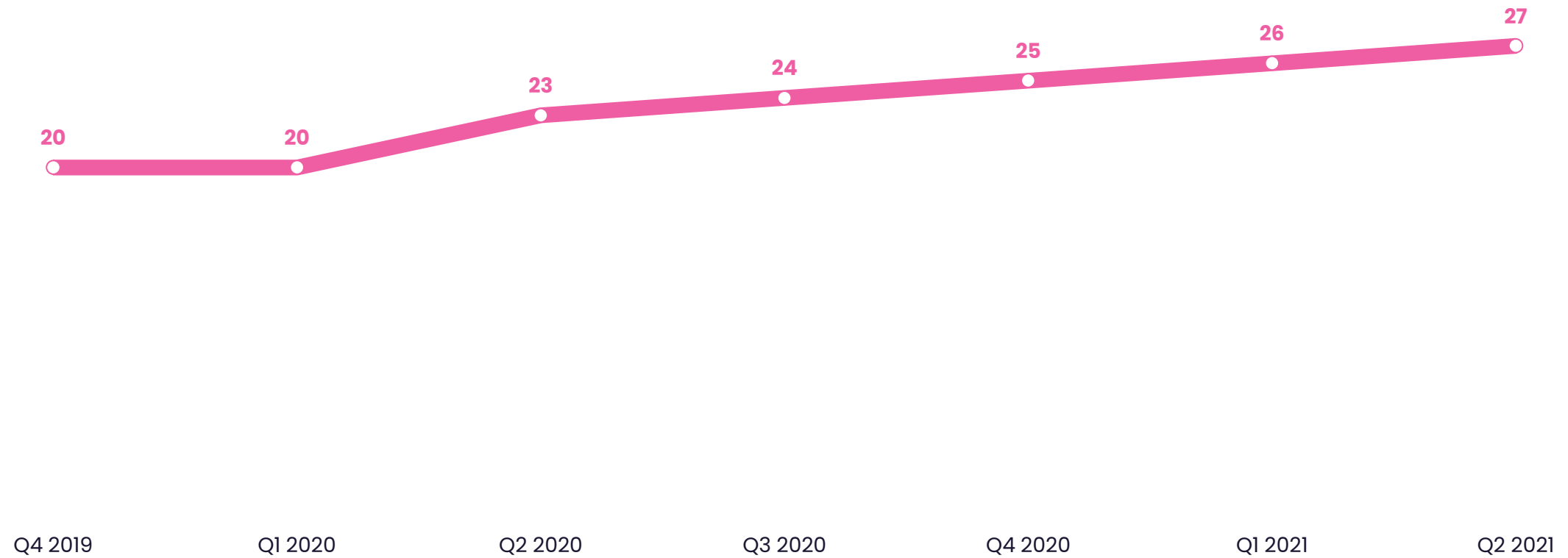
% of each generation who say they've done the following online in the last week

● Gen X / baby boomers ● Gen Z / millennials



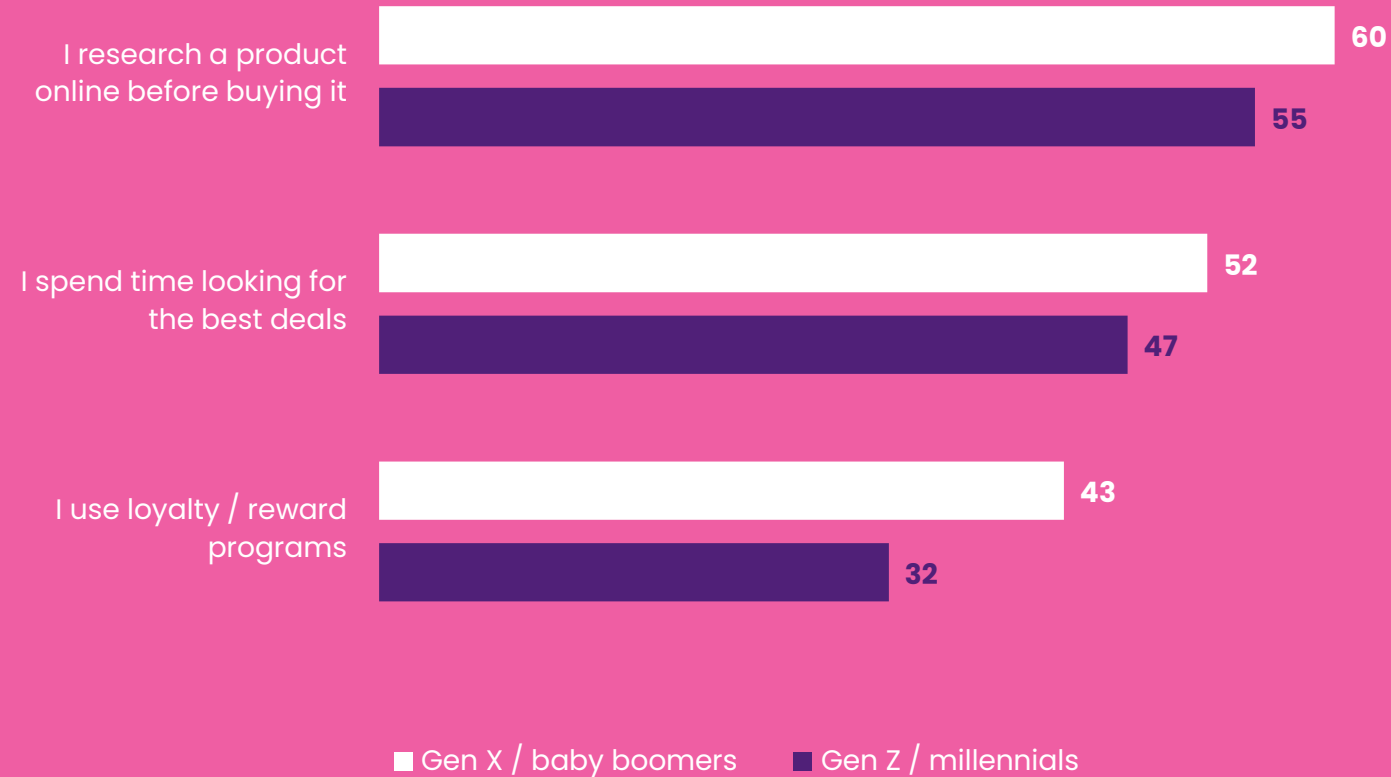
# Online groceries: a matter of necessity

% of Gen X / baby boomers who've bought grocery products online in the past month



# Smart, considered shoppers

% of each generation who say the following describes them

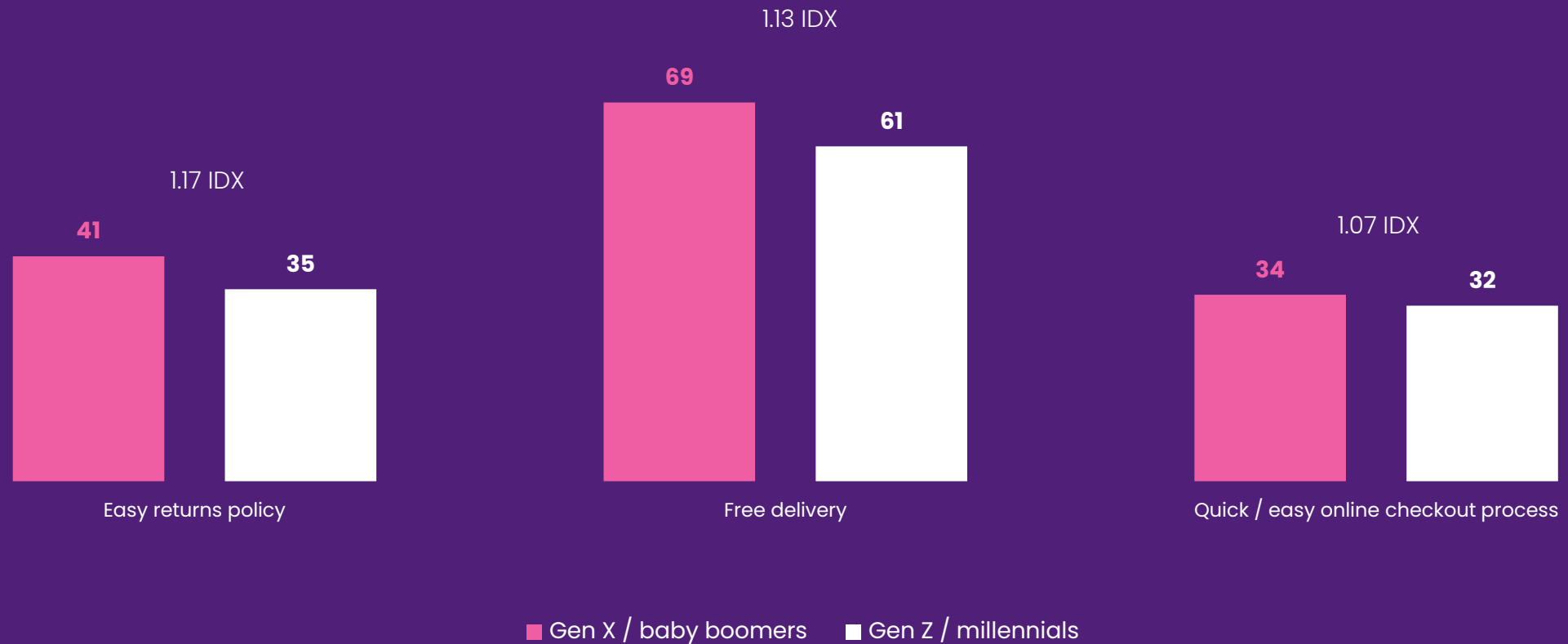


**38%**

of Gen X / baby boomers use price comparison websites for product research; 33% more likely than Gen Z / millennials

# Online purchase drivers: make it easy

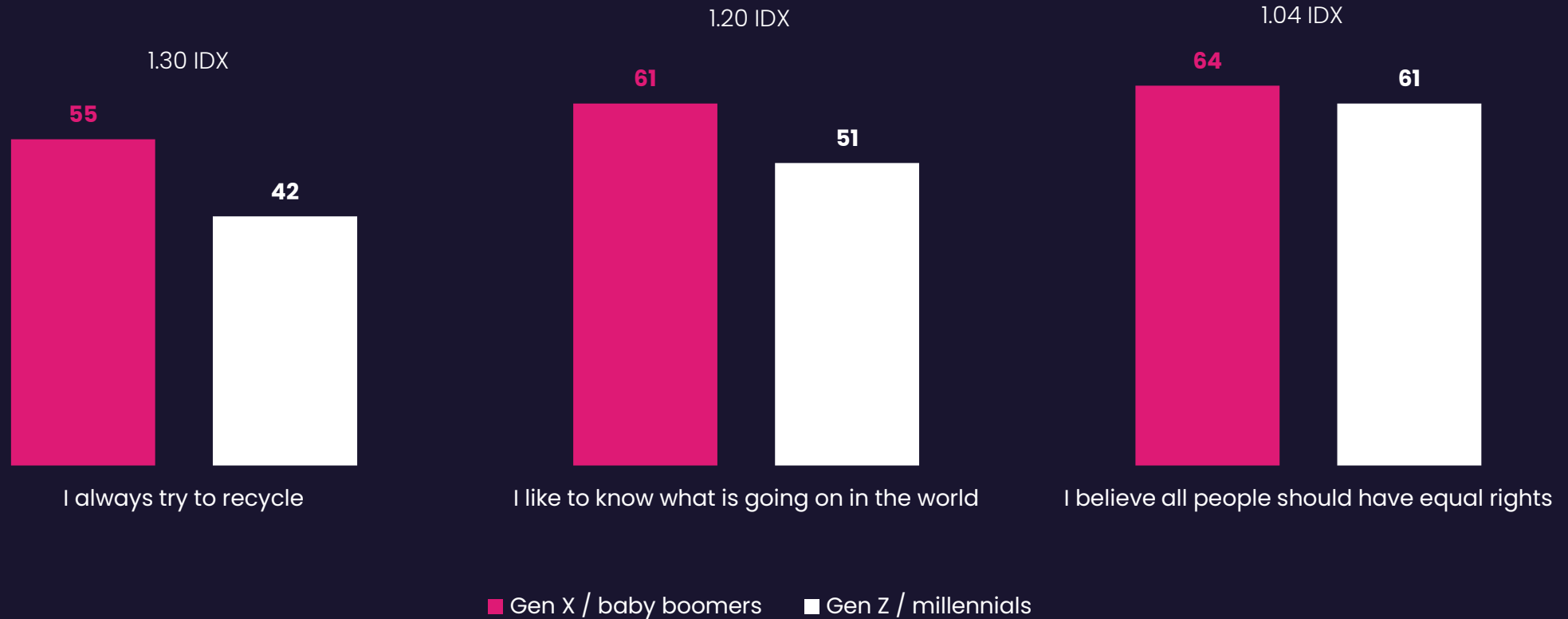
% of each generation who say the following would motivate them to purchase a product online (sorted by top over-index)



# Brand expectations

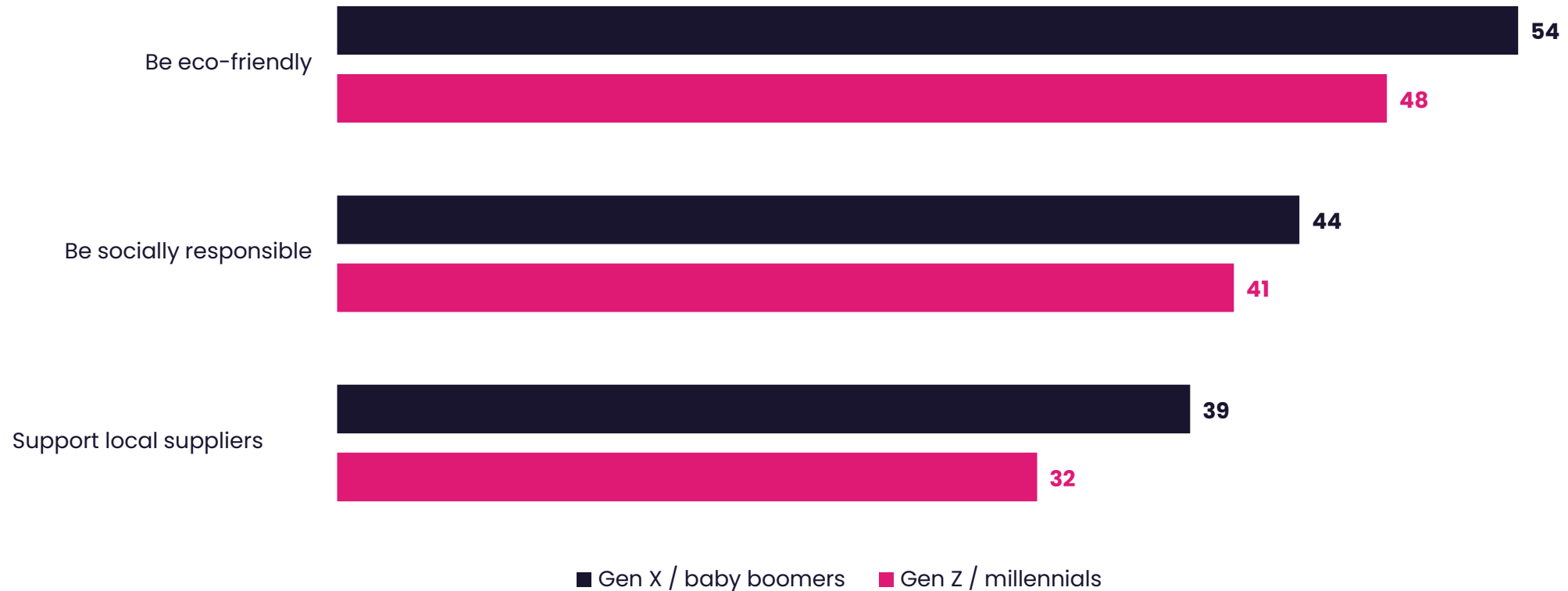
# Their altruistic values **shine through**

% of each generation who say the following describes them (sorted by top over-index)



# And they **expect the same** from brands

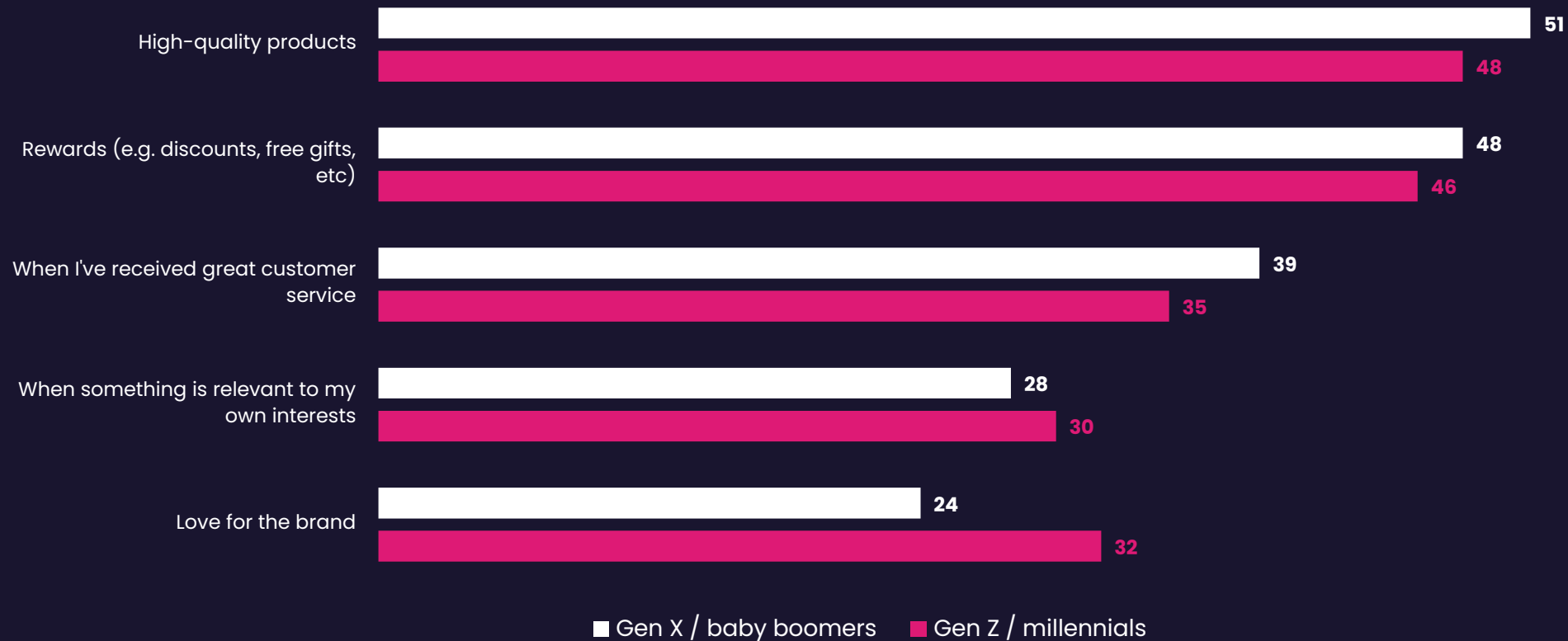
% of each generation who want brands to do the following





# Turning them into **loud, loyal voices** of your brand

% who say the following would motivate them to promote their favorite brand online



**39% of Gen X / Boomers  
would advocate a brand  
if they've received great  
customer service**



# Key takeaways

- **Forget the notion that they're technophobes**
- **They don't want to be sidelined by brands on social**
- **Quality over Quantity**
- **Fondness of online shopping holds steady – keeping it simple is key**
- **Strong progressive values affect their expectations from brands**

# Thank you

**Got questions? – I'm here to help**

**sbaker@gwi.com**

**GWI.**