

## Marketing to Boomers - Canada - August 2016

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"At age 51-70, Boomers are currently the largest generation in the Canadian population and growing. There is a certain level of comfort with getting older as older Boomers find ways to deal with the symptoms of aging head on. As a segment, they feel disconnected and are misjudged for being inactive online. Moving into retirement, the majority of Boomers seek stability in their lifestyles."

- Carol Wong-Li Senior Analyst, Lifestyles and

### This report looks at the following areas:

- Boomers feel disconnected from other generations
- Boomers are more tech savvy than they get credit for
- Younger Boomers may need help preparing for the future

At age 51-70, Boomers are currently the largest generation in the Canadian population and growing. There is a certain level of comfort with getting older as older Boomers find ways to deal with the symptoms of aging head on. As a segment, they feel disconnected and are misjudged for being inactive online. Moving into retirement, the majority of Boomers seek stability in their lifestyles. Rather than uprooting to warmer climates, priority is placed on finding fulfillment and spending quality time with family and friends.

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Abbreviations

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