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YouGov Consulting launches major new product: YourGeneration Baby Boomers

Marketing and, particularly, advertising, has tended to be the province of a younger generation but with 32% of the total UK population made up of Baby Boomers (someone born between 1946-1964), why do so many companies seem paralysed to exploit this lucrative life-stage group which is now responsible for one third of all consumer spending?

Baby Boomers want to try new brands and want to be informed by advertising, but it seems the intrinsic values of a brand are more important than the extrinsic. This generation relies on ads rather than friends to find out about brands; however they are not impressed by the constant use of celebrity endorsements.

John Blake, Head of Consumer Consulting at YouGov summarised the issue as follows:

“Many Boomers have the opinion that very few brands understand people of their age and as a result they feel alienated and ignored by advertisers”.

YouGov's new tracker, YourGeneration provides marketers with the opportunity for this lost generation to be found. The YouGov panel in the UK has 60,000 Boomers on it, and clients are able to quantify and track attitudes to life, marketing categories and brands of this business-critical demographic.

Understanding the lifestyle and behaviour of Baby Boomers in the UK is vital in today's market, particularly in relation to current trends and topical issues, such as ethical consumerism. YouGov's new tracker helps businesses to identify opportunities and effective ways to communicate with this ever-expanding sector.

For more information on YourGeneration Baby Boomers:

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About YouGov

YouGov plc is a professional research and consulting organisation, pioneering the use of the Internet and information technology to collect high quality, in-depth data for market research, organisational research and stakeholder consultation; providing companies with a rounded view of their staff, customers, brands and investors as well as assessing opinion amongst the general public and the media.

Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a panel of over 200,000 UK members representing all ages, socio-economic groups and other demographic types. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences and offers innovative and

tailored market research solutions, quality service and insight that allow clients to make effective decisions about their business.

YouGov has been acclaimed as the country's most accurate opinion pollster and the most quoted research company in the UK and has operations in the US, Europe and the Middle East.