



Why Advertise To Baby Boomers On WEBR?

Wait, who are Baby Boomers? They were born between 1946-1964 and will be the wealthiest generation in America through 2030. As of 2019, those boomers were among the most affluent households, yet this group is not highly targeted. In fact, only 10% of marketing budgets are set aside to target boomers, despite them outspending every other generation by \$400B annually.

*RAB.COM SECTION: SVP/Insights





Do Boomers listen to the radio?

Yes and looking at the collective profile of the 55-64 year old segment 91% are reached by radio weekly. When they tune in, they listen for 15.4 hours every week and are:

- 32% more likely to spend \$1,000-\$2,000 in home improvements.
- 54% more likely to spend \$7,500 or more on remodeling.
- 22% more likely to spend \$120-\$149 weekly on groceries.
- 46% more likely to own a vacation home, farm or investment property.

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Are Boomers are ready to return to physical brick-and-mortar locations?

Yes, and when it comes to purchases they are:

- 26% more likely to purchase or lease a \$40,000-\$50,000 vehicle.
- 32% more likely to purchase shoes.
- 30% more likely to purchase clothing.
- 23% more likely to purchase groceries.
- 16% more likely to purchase home improvement supplies.
- 15% more likely to purchase furniture.

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