

# Carat Australia releases new Baby Boomers study uncovering 7 distinct tribes from Affluent Adventurers to Woke Warriors

Baby Boomers, born between 1946 and 1960, are a fascinating group. They are active, healthy, tech-adaptive, adventurous, and more importantly to brands, the most affluent generation in history. They have grown up in the longest period of sustained prosperity and have benefited from the biggest improvements in living standards in history.

Using its proprietary consumer connections system (CCS) Carat has been able to uncover seven distinct people-based segments within the Boomer Generation. CCS is a panel of 10,000 adult Australians surveyed each year to understand people's thoughts, feelings, and behaviours.

"Our report on Baby Boomers highlights how we have gone beyond surface level 'consumer' and 'demographic' traits and into profiling the rich attitudinal and behavioural cohorts of people that exist. This enables us to unlock the value exchange upon which sharper connections between people and brands are built," said Danni Wright, Carat's National Head of Strategy and Connections Planning.

Seven groups within the boomer generation have been uncovered and they are:

1. Luxe Lifestylers (image conscious, extroverted, overwhelmed)
2. Affluent Adventurers (ambitious, pioneering, social)
3. Spiritual Socialites (religious, connections-driven, tech-laggards)
4. Sceptical Strugglers (conservative, introverted, pessimistic)
5. Woke Warriors (conscientious, independent, calm)
6. Bubble Boomers (conservative, family-focused, independent)
7. OTT Optimists (impressionable, ambitious, fiscally strained)

Luxe Lifestylers are impressionable to peers and influencers and the most receptive and positive cohort when it comes to advertising. They are more likely to have a greater affiliation towards brands that allow them to unlock altruism through spending. With an enthusiasm for trying new products and brands, they're more likely than their generation to be persuaded by value, price points, rewards and samples.

This cohort is also the most innovative, using technology to make their lives and shopping more convenient, and are the most open to unconventional products such as luxury rental services, car sharing apps and Airbnb.

Despite their affluence, it's important to note this generation are the most likely to seek advice, give advice, and generally discuss products across all categories.

Affluent Adventurers are more embracing of advertising than other segments – with the expectations that ads will be entertaining. They're more likely to compare prices between different brands on a consistent basis, and shop around to make sure they're getting value.

Design your product or service experience with technology and convenience in mind for this segment. They prefer having their shopping delivered, they're willing to spend money to save time, and they're receptive to the idea of a connected household.

The Affluent Adventurers see themselves as the influencer – giving out advice across a range of categories, so marketers should use this influence strategically and aim to win this audience over as a platform for valuable advocacy.

Spiritual Socialites. Winning with this group relies heavily on their engagement with your owned and earned communications. Their feelings towards a brand are improved if they're involved with a charity, and to compliment this they also feel favourably toward Australian-made products.

This segment looks to a range of 'security blanket' variables to enable their purchase decision. This ranges from factual advertising brands that reward them for being loyal, price discounts that incentivise trial, or reviews from peers for verification.

Spiritual Socialites are admittedly reliant on friends and peers to influence their decisions across many categories, so give this group new news to talk about to reach them with impact.

"At Carat we believe that the world would be a better place if all relationships had more empathy. In media, this means designing connections that earn people's attention by creating value in their lives. To do this we put an understanding of people at the heart of everything we do and we call this 'Designing for People,'" said Linda Fagerlund, Chief Strategy Officer at Carat Australia.

The full report can be found here: <https://www.carat.com/anz/en/thoughts-and-views/Carat-baby-boomers-in-view>

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