

A WINNING STRATEGY FOR THE OLDER ADULT MARKET



Key Questions

- How important are the Baby Boomers as consumers of beer?
- How much business is being lost by not going after the Boomers more aggressively?
- Who do you mostly see in beer commercials?
 - Is the beer industry right in making Millennials the ongoing focus of marketing campaigns?
 - If not, is there an effective way to reach Boomers?

Key “bottom lines”



REINVENTING AGING

- Younger and healthier for longer
- Active, engaged
- Not retiring “on schedule” at 65
- Perceive selves to be in charge of their own health and wellness
- Active seekers of information
- Completely tech-savvy

Let's look at some stats of what they're up to



ONTARIO DATA

- Compare Millennials, Gen X, Baby Boomers
- Also 45-54, 55-64, 65+
- “Size of the prize” – note how many people are involved in each item we're measuring

Groups we are comparing

ONTARIO POPULATION	Total	Millenn	Gen X	Baby Boomers	45-54	55-64	65+
Total (000)	12,058	3,827	3,264	3,860	1,899	2,052	2,308

Source: Vividata Winter 2019

Millennials – Born 1982-2001

Gen X – Born 1965-1981

Baby Boomers – Born 1945-1965

Fitness and sports activities



- Participation rates comparable to, and in some cases greater than, younger age groups
- In absolute numbers, greater than younger age groups in many categories

Fitness activities – Total participants (000) 10+ times in past 12 months

Activity	Total Ontario	Mill	Gen X	Baby Boomers	45-54	55-64	65+
Fitness / aerobics	770	226	268	231	170	109	133
Fitness – home exercise	2,202	732	621	669	371	361	379
Fitness – health club	1,422	395	453	453	287	250	257
Jogging	877	370	241	210	154	117	103
Swimming	1,504	490	399	484	247	262	283
Walking / Hiking	3,583	963	1,031	1,275	592	633	793
Yoga / Pilates	697	189	208	221	107	108	150

Sports activities – Total participants (000) 10+ times in past 12 months

Activity	Total Ontario	Mill	Gen X	Baby Boomers	45-54	55-64	65+
Bowling	230	88	52	68	29	37	38
Golf	704	148	149	315	106	144	227
Tennis	172	41	49	64	30	40	32
Cross-country skiing	183	74	45	55	29	28	32
Downhill skiing	279	103	95	64	54	32	44
Snowboarding	191	85	48	35	40	18	16
Snowmobiling	147	65	49	26	23	18	12
Ice skating	546	197	169	125	96	83	63
Bicycle riding	1,406	427	439	440	302	226	241
Motorcycling	265	82	76	89	52	50	41

Politics / volunteering / public activities



- Higher rates of engagement than younger age groups
- Higher numbers of participants than younger age groups

Public activities – Total participants (000) Past 2 years

Activity	Total Ontario	Mill	Gen X	Baby Boomers	45-54	55-64	65+
Wrote to a public official	1,523	424	422	537	274	270	354
Wrote to editor of newspaper or magazine	620	152	188	204	97	89	176
Active in social issue / community project	1,446	417	424	461	249	226	332
Worked for political party / candidate	397	131	105	123	65	60	64
Did volunteer work	4,072	1,249	1,085	1,321	644	660	869

But should this be a surprise?



- “Older” age groups dominate the marketplace – 70% of wealth, 60+% of consumer spending
- Contribute more shoppers than any other group (and in many cases, more than all other age groups combined)
 - Travel
 - Finance
 - Fashion and beauty
 - Dining and entertainment
 - Automotive
 - Home furnishing and renovation
 - Supermarkets
 - Technology
- Unlike previous generations, they are not aging according to the expected model
 - Living longer – and healthier longer
 - Completely embracing technology
 - Not retiring “on schedule” at 65

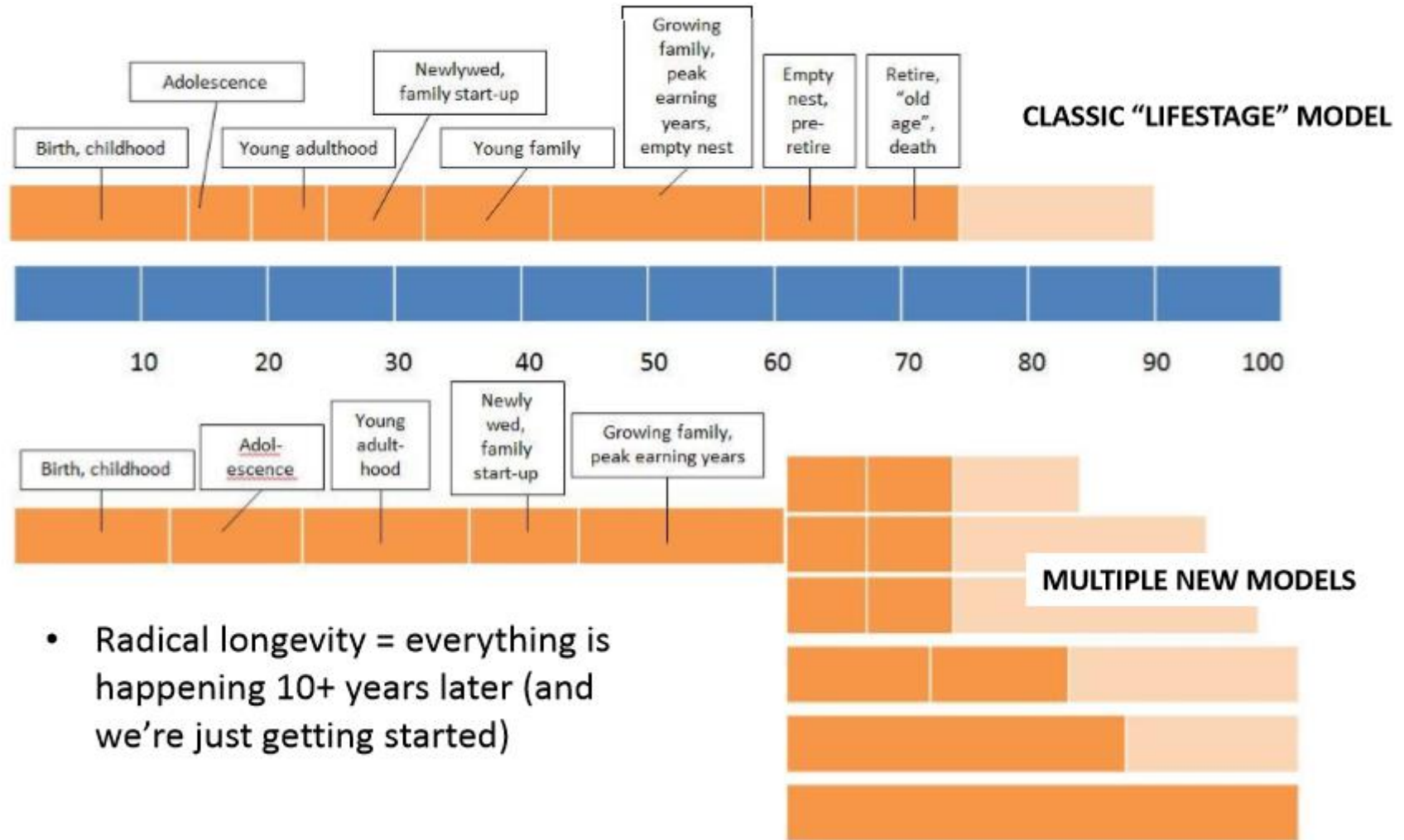
Want to be in control – especially, of health

# who strongly agree with statement	Total Ontario	Mill	Gen X	Baby Boomers	45-54	55-64	65+
I always think of calories in what I eat	3,473	1,021	956	1,158	532	589	754
I trust homeopathic medicine	2,408	801	636	785	368	402	436
I always check the nutritional content of food	5,224	1,561	1,434	1,740	834	885	1,063
I am eating more healthy food than I have in the past	6,629	1,996	1,780	2,241	1,068	1,160	1,372
I have to be really ill to go to the doctor	6,720	2,135	1,813	2,128	1,036	1,127	1,248
Regular exercise is an important part of my life	5,395	1,547	1,392	1,933	881	1,030	1,148

Ready and able to combine tech and information-seeking

Activity	Total Ontario	Mill	Gen X	Baby Boomers	45-54	55-64	65+
Last accessed Internet yesterday	11,549	3,629	3,136	3,725	1,814	1,993	2,205
Spent 15+ hours online in past 7 days	7,995	2,951	2,197	2,248	1,222	1,249	1,194
Accessed health website in past month	8,676	2,682	2,459	2,823	1,399	1,518	1,663
Accessed food / recipe website in past month	9,140	2,856	2,574	2,969	1,493	1,608	1,736
Downloaded health / fitness / diet app in past month	1,108	402	319	309	155	180	148

Why is all this happening?




OK, what are you supposed to do about it?

FIVE KEY RULES

1. DON'T CONDESCEND – They are very aware of ageism, being patronized
2. WIIFM RULES – They have decades of experience tuning out irrelevant marketing messages, cut to the benefits
3. REALIZE THEY ARE ACTIVE SEEKERS OF INFORMATION – Especially online
4. GET THEIR INPUT
5. MAKE THE MESSAGE COME FROM THEM

One final thought...

Swimming May Slow Down Aging By Decades
DIANE BEWELL | AUGUST 11TH, 2016




From cradle to grave, swimming might just be the best exercise ever. Here, eight health benefits of taking a lap or two.

Swimming is good for just about everyone. It accommodates all ages, stages, abilities and disabilities.

There's also evidence it can slow down the aging process.

A long-term study at Indiana University Bloomington's Countliffe Center for the Science of Swimming found that Masters Swimmers (over age 35) who swim roughly 3,000 to 4,500 metres (about 3.2 to 4.8 kilometres) three to five times a week, postponed the aging process. And not just for a few years but for decades, according to traditional age markers like muscle mass, blood pressure and lung function.



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They're actively looking for you!

Positive Experiences Never Get Old!



HIGH ★ FIVE

Healthy Aging

Enhancing quality in older adult programs

Why Quality Matters?



People are more likely to stay active for life if they have a ***positive experience*** in sport, recreation and physical activity as a child.

Enhancing Quality with HIGH FIVE®

- HIGH FIVE is Canada's comprehensive quality assurance standard for children's recreation
 - Training, tools, resources
- **Quality experience = Active for Life**
- Launched 2001
- +1 million kids annually having positive experiences in programs using HIGH FIVE

But positive experiences should never get old!

“Helping people age better is an important issue in Canada. More than smoking, more than obesity, and more than virtually any vice known to humankind, the **biggest threat to healthy aging in Canada is sedentary living.**”
(Cousins, 2005)



Project Background

- Responding to identified sector need and demographic shift
- 3 Year project:
 - Review academic research
 - Consult with stakeholders
 - Validate principles
 - Develop training and tools
 - Pilot & launch

HIGH ★ FIVE

Healthy Aging

What did the research show?

- No quality standard exists
- Current frameworks for healthy aging align
- HIGH FIVE Principles are valid for older adults
- There was a need to modify and adapt for the new audience



The Principles



A Caring
Leader



Friends



Play



Mastery



Participation

A Caring Leader



Engaging all participants, making eye contact, welcoming

Empathy, non-judgmental, no ageism

Adapting program to meet participant needs

Motivating participants to return

Friends



Combatting social isolation (risk factor for mortality)

Friendships are key to promoting resiliency and other positive mental health benefits

Increases motivation for participation and physical activity

Research shows that “Social relationships have as much impact on physical health as:



blood
pressure



smoking



exercise



obesity

blood pressure, smoking, physical activity, and obesity. The quantity and quality of social relationships have powerful effects on health across the lifespan.”

(Qualls, 2014, p.1)

Play



Young at heart (Neotony)

Playfulness supports mental health

Humour is key

Pleasure

Laughter

Anticipation

Young at Heart

Mastery



Benefits of life-long learning – cognitive, emotional, physical

Volunteer opportunities

Masters sports gaining in popularity

Ensuring activities are developmentally appropriate is key to mastery

Participation



Removing barriers so that all can participate

Inclusion – access to info and activities

Emotional and physical safety promotes engagement

Relevant programs engage participants



Elements of HIGH FIVE



Thanks

www.prontario.org

www.HIGHFIVE.org

www.everythingzoomer.com