

## Consumer Buzz

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### Boomers Feel Overlooked

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Baby Boomer consumers feel “overlooked and under-rewarded,” according to a report by ICLP Loyalty, commissioned by Survey Sampling International. Although consumers aged 55-plus tend to be better off financially than other generations, 93% don’t remain brand loyal because they feel they’re not rewarded for their loyalty. Here’s a look at some other key findings:

- Only 12% of Baby Boomers expect that brands will spend the time to get to know them and understand what they want.
- Less than 40% of Boomers who consider themselves “regular customers” say they feel appreciated by those brands.
- 80% of Baby Boomers don’t expect brands to make relevant recommendations that personally interest them.
- 77% of Boomers say they’re not rewarded with offers that are tailored specifically to them. **GP**