

## Consumer Buzz

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# Marketing to Boomers

*Ann-Marie Vazzano*

If you want to connect with Baby Boomers, try Facebook. Boomers use Facebook just as much as the rest of the population, according to a new report from Epsilon. It's their preferred social network. The survey also found that Boomers spend more money in actual retail stores than any other generation, with 49% of their annual wallet spend going to retail stores, followed by 34% online and 17% direct mail/catalog. **GP**