



Clif Bar Ad

Analysis among **PersonaPanels'** Generational Persona Panel

August 10, 2020

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Introduction to PersonaPanels

- **PersonaPanels**
 - **PersonaPanels** is at the intersection of machine learning and market intelligence, turning research data into machine learning agents called Animated Personas. Once created, Animated Personas access the Internet, where each day they autonomously select material to read that aligns with their defined characteristics. Because Animated Personas are machine learning agents, the material they read influences their future reading choices and their reactions to your advertising concepts.
- **The Animated Personas Used in Your Test**
 - The Animated Personas used in your test were created to represent broad generational segments of the US population. Full descriptions of these Animated Personas can be found in Appendix B.
 - In addition to our Generational Animated Personas, we also can create customized Animated Personas around your specific customer base. If you are interested in creating customized Animated Personas or would like more detail about our revolutionary research process, please contact us at info@PersonaPanels.com or visit our website at <https://personapanels.com/>

Introduction to PACT Research and Analytics

- PACT is a service developed by **PersonaPanels** to help you select and optimize your advertising concepts.
- You are receiving this report as part of a promotional free offering that provides you with 2 of the 4 analytical capabilities offered in a full PACT report. The 2 analytics provided here are:
 - *General Interest* scores – a measurement that allows you to know how interested the 2 generations you selected are in your advertising message
 - *Importance* testing – an analytic that identifies the component parts of your ad and the importance each part plays in *General Interest*
- In addition to *General Interest* and *Importance*, a paid report would also provide you with:
 - *Key Insights* – an analysis of the key insights within your advertisement that are driving *importance* scores
 - *Value* – a measure of the drop in interest that would occur if key insights are excluded from your ad

Introduction to PACT Research and Analytics

- PACT is a valuable tool if you are looking to:
 - Understand which of the ad concepts you have under consideration are most likely to succeed in the marketplace
 - Maximize your ad's impact by pinpointing the ideas and words that are driving interest
 - Streamline your decision making by allowing advertising concept testing to be done whenever you want, 24/7/365, with results frequently ready within hours
 - Ensure confidentiality until you are ready to place your new ad in the marketplace
 - Optimize ROI by eliminating expensive respondent incentives
- If you would like to talk with us about PACT or any of our other innovative services, please contact us at info@PersonPanels.com. To learn more, visit our website at <https://personapanels.com/>

PACT Data Observations

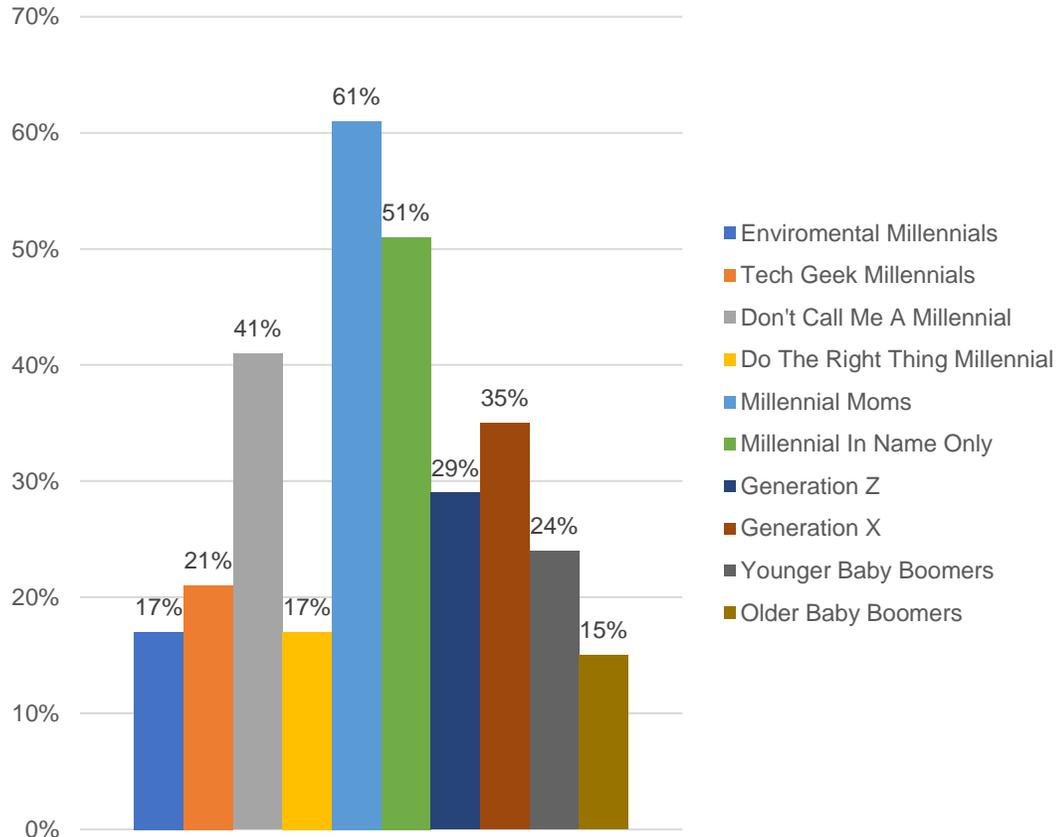
- Among the Generational Personas selected for analysis, overall interest in the Clif Bar ad is highest for Millennial Moms (61%), followed by Millennial In Name Only (51%) and Don't Call Me a Millennial (41%). These 3 Millennial segments all have children ranging in age from toddler to early teens, a characteristic not shared by the other 3 Millennial segments, the latter of which showed an average interest of only 18% in the ad. The next highest scoring generational group is Generation X, with an interest score of 35%. This generation also has children over the age of 12 living at home, indicating that a prime market for Clif Bar may be families with teenage children.
- Among the respondent groups who exhibited high overall interest in the Clif Bar ad, all segments of the ad were seen as equally important, with no one segment holding special interest above the others.
 - Among two groups where overall all interest in the ad was low (Do the Right Thing Millennials and Millennials in Name Only), section 4 was seen as most important (*"And brings us here, where we make our rectangular food. Good and nutritious. Not full of poison, because we did some tests. And it turns out that poison, it's poisonous"*). This is the one section of the ad that focuses on the "good" nutrition of Clif Bar, as opposed to the moral and planetary "good" of the product. If Clif Bar wishes to strengthen interest among these two Millennial segments, accentuating the nutritional benefits of the bar is recommended, with additional testing then being undertaken to see if and how this new focus impacts overall interest scores among other respondent groups.

PACT Data Observations

- Two other respondent groups where overall interest was low, Tech Geek Millennials and Younger Baby Boomers, view section 5 as most important (*“We’re sorry if this rogue radical thinking offends you, but if you prefer bad over good, well, we’re probably not the product for you. If you like good things, from a company that’s pumped good into the world for 27 years, well, maybe you should try Clif Bar”*). Neither of these two groups shows an interest in putting their purchase dollars behind brands with causes, but the former group does exhibit high brand loyalty while the latter likes companies that deliver on their promises, indicating that the company’s stability and consistency (*“pumped good into the world for 27 years”*) are appealing to these populations. If Clif Bar wishes to strengthen interest among these two groups, accentuating the length of time the company has been in business and the company’s consistency may be advisable. Additional testing would be able to reveal if the new focus impacted overall interest scores for other respondent groups.

Detailed Findings: Overall Interest

Clif Bar Ad: Overall Interest



Clif Bar Ad

Good is good. But lately things have been getting super 'not good'. Which is bad, 'cause things should be good. Like when it comes to the planet. We think we should not destroy it, because we live here. And that seems like a huge mistake. And when it comes to the people of the world, we should treat them like people, not numbers. See, they're people with feelings. I'm sorry, Steve, I was just trying to make a point for the commercial ad, which is still going somehow. And brings us here, where we make our rectangular food. Good and nutritious. Not full of poison, because we did some tests. And it turns out that poison, it's poisonous. We're sorry if this rogue radical thinking offends you, but if you prefer bad over good, well, we're probably not the product for you. If you like good things from a company that's pumped good into the world for 27 years, well, maybe you should try Clif Bar. I stopped here because it's our logo. I'm a logo now. Clif Bar. Make It Good. Family and Employee Owned.

Detailed Findings: Focus of Importance

Importance testing identifies the component parts of your ad and the importance each part plays in *General Interest*. We identified 6 segments within the Clif Bar ad, which are analyzed on slides 8 and 9. The 6 sections are:

S1: Good is good. But lately things have been getting super 'not good'. Which is bad, 'cause things should be good.

S2: Like when it comes to the planet. We think we should not destroy it, because we live here. And that seems like a huge mistake.

S3: And when it comes to the people of the world, we should treat them like people, not numbers. See, they're people with feelings. I'm sorry, Steve. I was just trying to make a point for the commercial ad, which is still going somehow.

S4: And brings us here, where we make our rectangular food. Good and nutritious. Not full of poison, because we did some tests. And it turns out that poison, it's poisonous.

S5: We're sorry if this rogue radical thinking offends you, but if you prefer bad over good, well, we're probably not the product for you. If you like good things, from a company that's pumped good into the world for 27 years, well, maybe you should try Clif Bar.

S6: I stopped here because it's our logo. I'm a logo now. Clif Bar. Make It Good. Family and Employee Owned.

Detailed Findings: Focus of Importance



Environmental Millennials



Tech Geek Millennials



Don't Call Me a Millennial



Do the Right Thing Millennials



Millennial Moms



Millennials in Name Only

	Environmental Millennials	Tech Geek Millennials	Don't Call Me a Millennial	Do the Right Thing Millennials	Millennial Moms	Millennials in Name Only
MESSAGE SEGMENT 1	Not Important	Not Important	Not Important	Not Important	Not Important	Not Important
MESSAGE SEGMENT 2	Not Important	Not Important	Not Important	Not Important	Not Important	Not Important
MESSAGE SEGMENT 3	Not Important	Not Important	Not Important	Not Important	Not Important	Not Important
MESSAGE SEGMENT 4	Not Important	Not Important	Not Important	Important	Not Important	Important
MESSAGE SEGMENT 5	Not Important	Important	Not Important	Not Important	Not Important	Not Important
MESSAGE SEGMENT 6	Not Important	Not Important	Not Important	Not Important	Not Important	Not Important

* Importance is based on Section rating of 75%+

Detailed Findings: Focus of Importance



Generation Z



Generation X



Younger Baby Boomers



Older Baby Boomers

MESSAGE SEGMENT 1	Not Important	Not Important	Not Important	Not Important
MESSAGE SEGMENT 2	Not Important	Not Important	Not Important	Not Important
MESSAGE SEGMENT 3	Not Important	Not Important	Not Important	Not Important
MESSAGE SEGMENT 4	Not Important	Not Important	Not Important	Not Important
MESSAGE SEGMENT 5	Not Important	Not Important	Important	Not Important
MESSAGE SEGMENT 6	Not Important	Not Important	Not Important	Not Important

* Importance is based on Section rating of 75%+



Appendix A: The Advertising Concept Text You Provided

Clif Bar

Good is good. But lately things have been getting super 'not good'. Which is bad, 'cause things should be good.

Like when it comes to the planet. We think we should not destroy it, because we live here. And that seems like a huge mistake.

And when it comes to the people of the world, we should treat them like people, not numbers. See, they're people with feelings. I'm sorry, Steve. I was just trying to make a point for the commercial ad, which is still going somehow.

And brings us here, where we make our rectangular food. Good and nutritious. Not full of poison, because we did some tests. And it turns out that poison, it's poisonous.

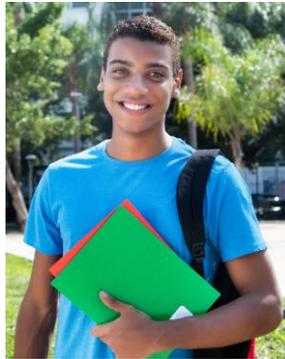
We're sorry if this rogue radical thinking offends you, but if you prefer bad over good, well, we're probably not the product for you. If you like good things, from a company that's pumped good into the world for 27 years, well, maybe you should try Clif Bar.

I stopped here because it's our logo. I'm a logo now. Clif Bar. Make It Good. Family and Employee Owned.

Appendix B: Generational Animated Persona Descriptions

Environmental Millennials

“It’s about my health & the health of the world”



Black, Hispanic, or Asian males, 22-25 years old, who live at home with their parents, usually in urban and rural areas of the US. They are predominantly students working part-time with a median income of \$25,000 and \$25,000 in student debt. They are unmarried with no children and no immediate desire to get married or have children. They have no political party affiliation and are unlikely to have voted in the last presidential election. They tend to be pessimistic about the prospects of their generation and of the planet Earth, believing that it is harder today to save for the future, pay for college, and buy a home than it was for their parents and that the health of the environment is in jeopardy.

When they think about work, they focus on workplace atmosphere rather than on career opportunities – desiring friendships with their co-workers, a relaxed workplace environment with a flexible schedule, a team-oriented structure, and a tight bond with their boss. They dislike receiving orders but are uncomfortable figuring out things on their own, are impatient, seek instant gratification, and are resistant to “paying their dues” on the job, frequently questioning the status quo. At present, they are more interested in friendships and lifestyle than in a career, viewing a job as something to do between weekends.

They view face-to-face communication as unimportant, preferring to convey snippets of information on smartphones and tablets, owning multiple devices and gaming systems, which they upgrade frequently. They have trouble with both verbal and non-verbal communication and experience frequent miscommunication with friends, colleagues, and bosses. They shop for food in convenience stores and frequently buy non-food products online, viewing the shopping experience as more important than the purchase. They value fast more than friendly service, feel that their day-to-day lives are rushed, and make decisions at the last minute. They view the first-hand experience of their friends, the advice of their parents, and online reviews as authoritative. Although they express deep concern for the environment, they are not regularly engaged in philanthropic or civic activities beyond exhibiting some purchase loyalty to consumer brands that have a connection to the environment. They spend a great deal of time on social media, being extremely likely to contribute original content to social media platforms and to desire feedback in return. They also are very willing to engage in such online activities as rating products & services. They are somewhat interested in their appearance and very interested in working out.

Appendix B: Generational Animated Persona Descriptions

Tech Geek Millennials

“Everything tech-wise is at my fingertips”



Multi-ethnic men, ages 22-30, mostly single without children, a median income of \$80,000, and an average of \$30,000 in student debt. They live in urban or suburban areas, have bachelor’s degrees and may have graduate schooling. They tend to be pro-Republican and are fairly likely to have voted in the last presidential election.

Their jobs are important to them and they feel as though their education prepared them well for their careers. At work, they are eager to learn new things, frequently question the status quo, tend to be independent and impatient – seeking advancement without “paying their dues” -- are “go-getters,” dislike receiving orders, dislike ambiguity, but will accept feedback that is direct and very specific. They tend to focus on short-term priorities rather than long-term goals. They feel that friendships with their boss and co-workers are marginally important, but they have a tendency to miscommunicate with both because of a lack of awareness of verbal and non-verbal cues.

Although their work is important to them, friends and lifestyle are equally important, so they value their weekends and enjoy travel. They talk to their parents twice a week on average but don’t seek their parents’ advice. They are not interested in philanthropy, civic engagement, or environmental causes. They are busy and impatient, preferring fast service to friendly service. They buy their groceries at convenience stores or eat out and prefer to do non-grocery shopping online. They make their purchase selections primarily on brand-loyalty rather than on competitive-pricing. They are more likely to buy a home than to rent one and if they do rent, they are planning on purchasing a home in the future, although in other ways they tend to live in the moment rather than plan for the future. They are more likely to use a car service than to own a car. They care about their appearance and work out regularly. They are strong users of social media, are very likely to post content online, and consider themselves extremely tech-savvy.

Appendix B: Generational Animated Persona Descriptions

Don't Call Me a Millennial

“Business & family are my total focus”



Hispanic, 30-37 years old, working full-time as professionals and business owners who live in rural, suburban, and urban areas of the West Coast. They are slightly more likely to be female than male (60% female/40% male), have at least some college, a median income of \$70,000, and an average of \$15,000 in student debt. The vast majority are married with children ranging in age from toddler to early teens. Politically, they are equally as likely to be Democratic as Republican and are extremely likely to have voted in the last presidential election.

Professionally, they like their jobs and feel that their education and training satisfactorily prepared them for their careers. They are comfortable multi-tasking, are extremely comfortable working with diverse co-workers, value a friendly work environment but prefer individual rather than team-oriented tasks. They have good verbal and nonverbal communication skills, preferring face-to-face conversations, but their tight schedules often result in “snippet” conversations through text, email, and Facebook.

In their personal lives, they speak to their parents once a day and occasionally seek their advice about personal matters and purchase decisions. Their time is not at all flexible: spent at work or with family, not in travel or with friends outside of the office. They shop for groceries at whatever store is in closest proximity (grocery store or convenience store), making purchase decisions quickly and basing those decisions on price rather than brand loyalty. Because their day-to-day lives are rushed, they value fast service in stores and casual restaurants, but still rank “friendly” service as very important. They are interested in saving for the future but also interested in instant gratification. They are not concerned with civic or philanthropic causes nor are they concerned with “green” purchase choices. They lack time for working out and their appearance is not particularly important to them. They do not spend much time on social media sites and are unlikely to contribute content to it, although they own multiple electronic devices such as smartphones and tablets. They are more likely to own a home than to rent and to own a car than to use a car service. Their jobs and their family are their central focus.

Appendix B: Generational Animated Persona Descriptions

Do the Right Thing Millennials

“It’s up to me to improve the world”



Caucasian women, ages 22-37, with a median income of \$40,000 and an average of \$20,000 in student debt. The majority are employed part-time, jumping from one job to another. Many are students living at home with their parents, to whom they turn for personal and career advice. A minority are married with children under 10 years of age. They are likely to be pro-Democratic but not likely to have voted in the last presidential election. They have some college but have not graduated and are seriously considering continuing with or going back to school or getting career training.

They view their job as a way to “pay the bills” rather than as an occupation they enjoy. They are very interested in flexible working hours and a relaxed work environment. Making friends with their co-workers is not a priority, but having a tight bond with a boss who gives frequent feedback and praise and performs the role of a mentor is highly desired. They can be impatient and sometimes will question the status quo, resenting “busy work” but being willing to learn new things. They sometimes have difficulty with verbal and non-verbal cues, which occasionally leads to miscommunication with co-workers, bosses, and friends.

Because most still live at home, they speak with their parents frequently and regularly turn to them for personal and career advice. They spend more time thinking about friends and lifestyle than about work. They enjoy browsing in stores and online and rank the experience of shopping as highly as the actual purchase. Purchase decisions are based on price and the recommendation of friends and family rather than on brand-loyalty. They tend to live in the moment, choosing instant gratification over long-term goals. They are heavy users of social media, are very likely to communicate through instant messaging, texting, Facebook & email rather than through face-to-face communication or telephone conversations, and tend to watch entertainment programs on electronic devices, so they usually have multiple devices such as smartphones, tablets and computers. They do not work out often but do view their appearance as important. They consider philanthropy and civic engagement to be very important and try to “give back” by volunteering time and sometimes purchasing items associated with a particular cause.

Appendix B: Generational Animated Persona Descriptions

Millennial Moms

“I’m about working out, seeing the world, and indulging my children”



Multi-ethnic women, 30-37 years-old, married with children ranging in age from toddler to early teens. They live in urban and suburban areas, may be homemakers or professionals working full-time. They have a median household income of \$100,000 and no student debt. They are more likely to be pro-Republican but only somewhat likely to have voted in the last presidential election. Most have at least some college and no interest in going back to school or getting additional job training.

Those that work, like their jobs, are comfortable multi-tasking and working with diverse co-workers, and view a relaxed workplace atmosphere as a top priority. They value flexible work schedules, are not team-oriented – preferring to be left to figure things out on their own - are not interested in developing friendships with their coworkers or their boss, but communicate well with their workplace associates. Friends and lifestyle are at least as important to them as is their job.

In their personal lives, they are very close with their parents, speaking with them approximately 10 times a week and seeking their advice on personal matters. They do not care about philanthropy, civic engagement, or supporting causes such as environmental protection. They own multiple electronic devices such as smartphones and tablets, occasionally communicate in snippets through texting, Facebook, & email, but they prefer face-to-face communication when possible. They seek instant gratification but also set long-term goals. They shop for groceries in grocery stores rather than at convenience stores, valuing price over brand loyalty, and seek restaurants that are fast and casual but also friendly. They prefer home ownership to renting and owning a car is important to them. Working out is very important to them, as is their physical appearance. They like to travel with their family and do so often. Their marriage and their children are the focus of their lives.

Appendix B: Generational Animated Persona Descriptions

Millennials in Name Only

“Old-school values are important to me”



Caucasian, Black, and Hispanic blue-collar workers who are employed full-time and live predominantly in urban areas. They are equally as likely to be male as female, are 32-37 years old, have a median income of \$75,000 and have no student debt. The majority are married with children ranging in age from toddler to early teens. They are high school graduates who may have some college. They are more likely to self-identify as Democratic than Republican and extremely likely to have voted in the last presidential election. They view their lives as easier than their parents' lives: viewing themselves as more likely than their parents were at the same age to be able to save for the future, pay for college, and buy a home.

Professionally, they like their job but are interested in getting a better one. They are willing to learn new skills on the job but have no interest in returning to school or engaging in unpaid skill-training. At work, they like team-oriented projects, are extremely comfortable working with diverse co-workers, handle stress and rigid work schedules well, acknowledge the need to “pay their dues,” value direct feedback and unambiguous instruction, but once instruction is given, they prefer to figure things out on their own rather than to receive orders. It is important to them to have a friendly relationship with their coworkers, with whom they communicate well, preferring face-to-face conversations over instant messaging, texting, or Facebook. They focus on work during the week and on family during the weekend.

In their personal lives, they talk to their parents once or twice a week but are more likely to seek advice from their peers than from their parents. They feel philanthropy and being civically engaged are very important, but they have limited free-time so they are more likely to contribute their money than their time to a cause and occasionally may make purchase decisions based on product ties to a particular cause. They think carefully before making major purchases and are willing to forego instant gratification in favor of long-term goals. Shopping is viewed as an errand to be accomplished quickly rather than a social activity. Purchase decisions are based on price rather than brand loyalty and purchases are more likely to occur in stores than online. They own a cell-phone, which they keep for a long time, and prefer talking to texting on it. They spend more time reading and watching television sets and less time on electronic devices and on social media sites than their generational counterparts. They are more likely to own a home than to rent one and to own a car than to take a car service. They exercise occasionally and care only moderately about their appearance. Their job, their children, and saving for the future are very important to them.

Appendix B: Generational Animated Persona Descriptions

Generation Z

“I am technologically adept, pragmatic, and altruistic”



This segment encompasses only the portion of Generation Z that is over the age of 16, with a median age of 20. They are the most racially and ethnically diverse generation in the U.S., the best educated (with higher high-school graduation rates and rates of enrollment in college than previous generations), and the most technologically savvy.

Gen Z is the first generation to be born into the full-spectrum of current technological advances, including ready access to the Internet and smart devices. This access has resulted in the weaving of technology into the very fabric of their existence, being evident in all facets of their lives from education to product purchases to social connectivity to entertainment choices to financial dealings. Gen Z expects technology to continue to develop and anticipates, without concern, that their careers will see an increase in job automation and the workplace implementation of AI while their personal lives will be impacted by continuing advances in such things as wearable devices and networked gadgetry.

To some extent, Generation Z's technology use and dependency has reduced their in-person/face-to-face interactivity, a fact that they state sometimes makes them lonely and has led to slightly higher rates of depression (13%) than were reported by earlier generations at the same age. High usage of technology also appears to be connected with other Gen Z personality traits and expectations, such as the generation's short attention span and general impatience.

Despite slightly higher rates of depression among this generation, the majority of Gen Zers report that they are happy, optimistic, and have confidence in themselves. They also report that they lack confidence in current world structures such as political systems, big banks, pharmaceutical companies, and large corporations. They are concerned about the economy, anxious to see the elimination of poverty in their lifetime, worried about the environment, seek an end to discrimination, and express anxiety about online bullying. They are in favor of diversity, sexual and gender equality, and same sex marriage.

Gen Zers face the problems they see with both pragmatism and altruism: accepting that some problems are beyond their control but believing that they have the power to change the world for the better. This belief manifests itself through rates of volunteerism that surpass previous generations at the same age. Gen Z's pragmatic altruism also expresses itself in their adoption of situational identities: eschewing hardened religious and political positions in favor of “spirituality” and “situational correctness.”

Gen Zers are interested in healthy living, an interest that expresses itself primarily through healthy food choices at home and in casual dining restaurants. Food is the primary item on which Gen Zers spend their money, followed by clothing purchases, where personal style and cost/value have priority over brand loyalty. Gen Zers prefer to shop online rather than in brick-and-mortar stores for clothing because they feel that online shopping provides them with a better selection of distinctive items that reflect and amplify their own personality.

Appendix B: Generational Animated Persona Descriptions

Generation X

“Work hard play hard is my motto”



Generation X has a median age of 48, a median net worth of \$84,000, is ethnically diverse, and is likely to be married with 2 children above the age of 12.

Gen Xers are likely to be individualistic and independent, characterizing themselves as resourceful, self-reliant, and adaptable. They also have a strong sense of entitlement, a tendency to test authority, and a disposition toward cynicism and anger, often without a clear understanding of the causes for their feelings.

Gen X has a “work hard/play hard” mentality that thrives on variety and stimulation. For them, working hard has more to do with skills and results than with a strong work ethic. This perspective makes them eager to learn new skills and to be good with short-term problem solving, albeit less good with long-term strategies or at appreciating how their input affects the whole.

In their personal lives, Gen Xers’ individualism causes them to marry later in life and to uphold the value of self-actualization over marital stability. Although they are unlikely to stay in an unhappy marriage “for the sake of the children,” they nonetheless are proud of their children and have adopted a parenting style that lets minor issues slide while dealing forcefully and swiftly with serious issues.

Gen X is somewhat pessimistic about the state of the environment and tries to think globally about important issues. Politically, they have a distrust of authority figures and a view that the US “is not the same dominant power as it once was.” Despite these feelings, they consider themselves to be patriotic and report that they are very likely to vote in presidential elections.

Financially, Gen X expresses a general sense of uneasiness about their economic future, stating that they are cautious with money, fear that they may need to work beyond the age of 65 because they will not have enough set aside for retirement, and are concerned that Social Security will no longer provide full benefits by the time they reach retirement age. In addition to retirement concerns, they also feel financial insecurity over the need to save for their children’s college education, to pay off their own college debt, and to cope with a mortgage that is higher than they would like. Their concerns over money have resulted in a reluctance to make major investment decisions on their own, turning instead to financial advisors whom they trust to work in their best interest.

Gen X is the first generation to grow up with computers as part of their daily lives. Because of their early exposure, they are comfortable with new technologies and innovations, eager to own multiple devices, and are regular users of online services.

In the marketplace, Gen Xers are regular online shoppers and social network users, showing a fair degree of brand loyalty and being strongly influenced by the recommendations of family, friends, and online reviews.

Appendix B: Generational Animated Persona Descriptions

Younger Baby Boomers

“I am focused on myself and on my job security”



Younger Baby Boomers (sometimes known as Generation Jones) have a median age of 60, are predominantly Caucasian, are likely to reside in the suburbs, and usually are married with grown children.

Younger Boomers focus their lives on personal growth, personal gratification, and individualism, sometimes to the point of self-centeredness. They tend to define themselves by their careers and connect their self-worth to their jobs. Professionally, they are ethical, competent, and hard-working verging on workaholic (defined as working more than 60 hours per week). They believe a strong work ethic is more important than actual skills, but are willing to engage in continuing education and training if it will lead to career advancement and financial compensation. For them, job security is of paramount importance, even more so than job advancement.

Financially, Younger Boomers tend to be resentful that they do not have the security they feel they were promised in their youth. They worry that their household finances have worsened over time, that their own income won't keep up with inflation, and that their children will have a lower standard of living than they enjoyed. They tend to see government as contributing to their financial problems rather providing solutions, causing them to lean conservative when they vote.

Younger Boomers generally view religion as an important part of their lives and a source of moral guidance. However, they are unlikely to attend religious services regularly or to translate religious beliefs into organized actions such as contributions to social or political causes.

Baby Boomers were the first generation to be raised on television and Younger Boomers continue to watch more broadcast TV than other generations, including their older cohorts, averaging approximately 27 hours a week in front of the television set. That said, they also have adapted quickly to newer technologies and innovations, being likely to own a laptop and smart phone and perhaps also a desktop computer and tablet. They like contributing to online product reviews and enjoy viewing blogs, online articles, and online videos.

In their purchase choices, Younger Boomers are very interested in new products that they perceive as making their lives “better” in some way. They do not care if a company represents a good cause, but do care that it treats its customers well and that its brands deliver on the promises they make.

Appendix B: Generational Animated Persona Descriptions

Older Baby Boomers

“I believe anything is possible if you work hard enough”



Older Baby Boomers have a median age of 70, are predominantly Caucasian, likely to live in the suburbs, to be married, and to have grandchildren for whom they enjoy buying educational products and services.

Many of the personality traits of Older Boomers were built upon the idealism and unrest of the 1960's, resulting in anti-war and anti-establishment attitudes, a desire to be actively involved in causes, a questioning of the status quo, a desire to make a difference in the world, an approval of social transformation, and a dislike of conformity and rules.

Despite their anti-establishment attitudes, Older Boomers are firm believers in the American Dream and its promise that “anything is possible if you work hard enough.” This belief has caused them to be extremely hard workers and to define themselves by their jobs, often to the detriment of their personal and family lives. In recent years, Older Boomers have begun questioning their lifelong emphasis on “all work and no play” and to communicate to those younger workers whom they mentor that, while it is important to “pay your dues” in a job and work hard, it also is important to find a work/life balance.

As they approach and embark on retirement, Older Boomers are feeling financially constrained, in part because of investment losses experienced during the Great Recession and in part because of a lifetime of poor financial management that spent “now” and worried about consequences later. Their financial concerns have caused them to consider postponing retirement, if they are not retired already, or to work part-time while in retirement. These concerns also are reflected in their opposition to legislation that would adversely impact their taxes or encroach on entitlement programs like Social Security and Medicare.

Older Boomers view religion as an important part of their lives, seeing it as a source of moral guidance and expressing their faith through charitable contributions and interpersonal ethics rather than through regular church attendance.

Older Boomers are frequent viewers of broadcast TV and depend on it for their news and entertainment. That being said, they also have adapted to newer technologies and innovations, spending approximately 19 hours a week online to view social media sites, find and purchase products, stay up-to-date about product promotions and deals, book leisure travel, donate to charities, and research health and wellness information. They are comfortable shopping and making purchases online and will frequently research a product before they buy it by watching online videos, reading online reviews, and visiting a company's website.