

FOR BOOMERS, PRINT IS KING

Boomers are more technologically savvy than many think, but the fact remains – print is particularly powerful for this group. Research has shown that Boomers remain highly engaged with traditional media, and enjoy the tangible nature of direct mail! An omni-channel approach is effective, but print is ultimately most compelling.



- Born between **1946-1965**
- **9.6 million** in Canada*
- **26%** of the population²

*As of 2017.

PRINT STANDS OUT



46%

are overwhelmed by how many promotional emails they receive⁴



57%

unsubscribe from too-frequent promotional emails⁷



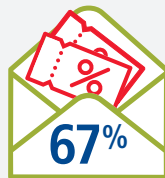
WHAT GETS THEIR ATTENTION?

42%

of respondents were driven by print or direct mail promotions⁵



52% enjoy reading paper catalogues for ideas and inspiration⁷



67% like receiving coupons by mail⁸



73%

of Boomers look at paper flyers to help prepare their shopping lists⁶

HOW DOES DIRECT MAIL GO THE DISTANCE?

41%

keep promotional mail pieces for future reference⁹

57%

like the tangible experience of receiving promotions by mail⁹



88%

use a physical method to follow promotions¹¹

PRINT HELPS DRIVE THEM TO PURCHASE



Of recently made purchases,

30%

were driven by print or direct mail promotions¹²

Integrated campaigns elicit

39%

more attention than single-media digital campaigns¹³



Optimize your marketing to Boomers.
Contact your Canada Post Sales Rep today!

¹ Strategy – How Boomers are consuming media, 2016. ² Statistics Canada. ³ Canada Post, Nielsen, *Direct Mail Readership Survey* (2016).

⁴⁻¹² Canada Post, Phase 5, *Advertising Communication Preferences and Generational Differences* (2017). ¹³ Canada Post, *Connecting for Action* (2016).

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