

Background

Canadian Baby Boomers- Part 1 and Part 2 are devoted to understand the most significant age group in Canada. The Baby Boomer market segment, while a broad source of market demand, is also the market with the highest purchasing power. Boomers consist of 29% of the Canadian Population. Baby Boomers are different than their parents. They have grown up in a different culture and have formed a unique set of values and ideals. One way that Boomers are different from their parents is by staying longer in the workforce. This generation plans to work as they think it keeps them alive. Baby Boomers are in a major state of change with many moving from family households to empty nester households. Food consumption patterns are also changing with their life stage changes.

Source: The NPD Group report on Canadian Baby Boomers 2010

1. The primary source of the Baby Boomers Report is based on three different NPD Group services:

- National Eating Trends (NET) which tracks consumption behavior relating to retail and restaurants
- CREST Canada which collects information about purchase of prepared food and beverages at restaurants.
- Health Track Canada which adds attitudes and diet status to NET data base
- Snack Track, which tracks the consumption and sourcing of snack foods by individuals

Publisher/contact information

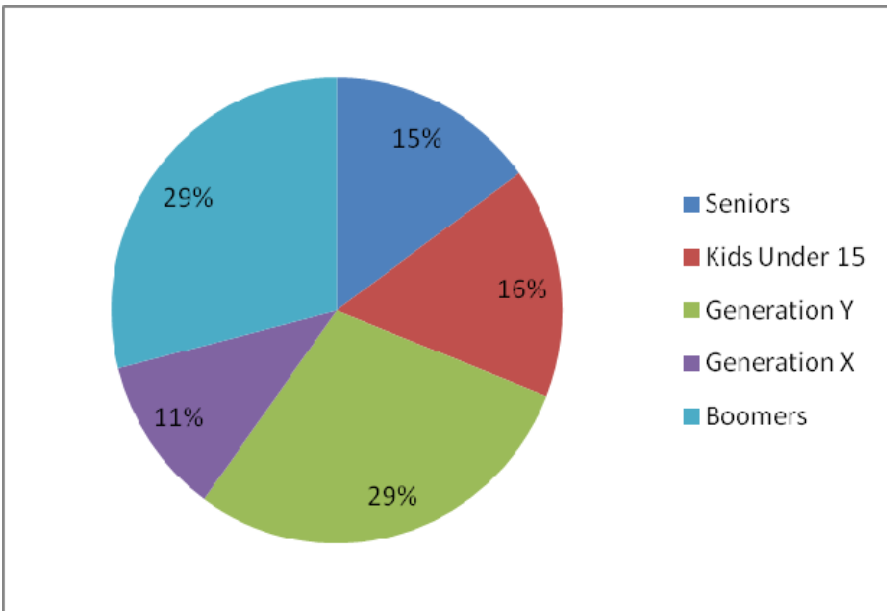
Magda Beranek
Economics and Competitiveness Division
Alberta Agriculture and Rural Development
magda.beranek@gov.ab.ca
Phone: 780-422-7101
Fax: 780-427-5220

Canadian Baby Boomers- Part 1:

Profile of Boomers, Their Food Consumption Habits and Attitudes

By Jeewani Fernando

Profile of Boomers



Canadian Generations

Generation Y: Age 15 -35, often referred to as Boomers' kids or Millennial

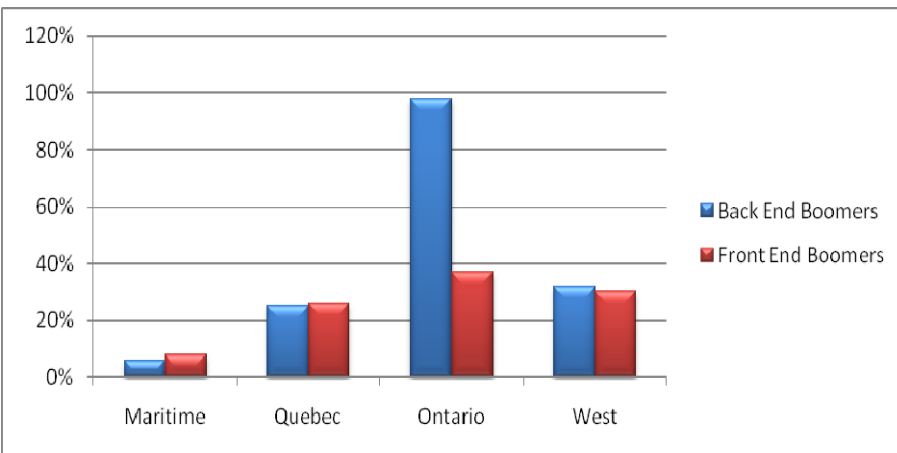
Generation X: Age 36-43

Baby Boomers:

Back end Boomers: Age 44-55

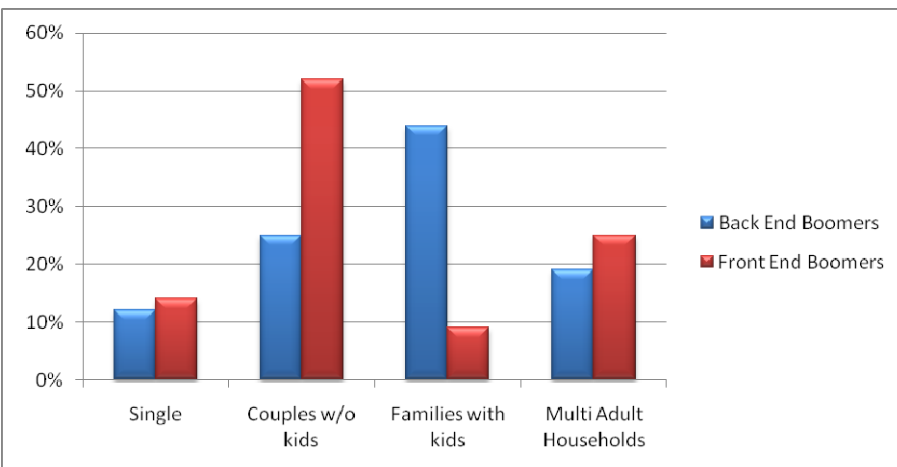
Front end Boomers: Age 56-65

Seniors: Age 65+



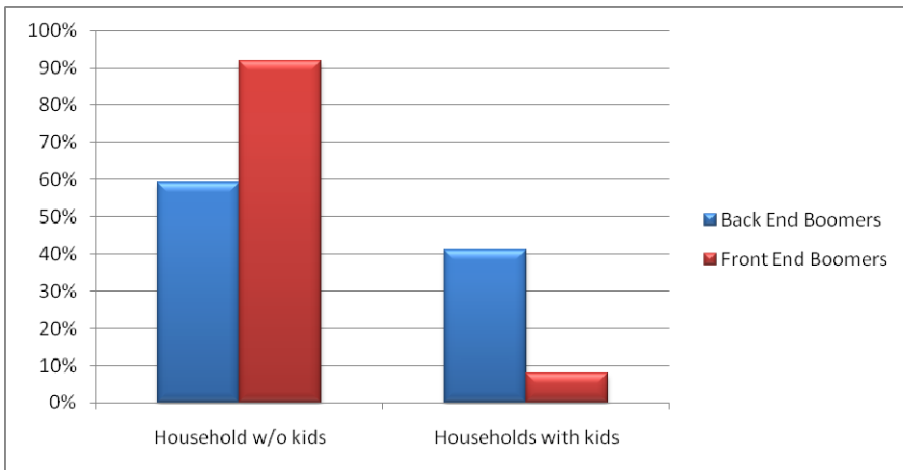
Regional distribution of Boomers

Based on the survey sample, a large percentage of Boomers live in Ontario, Western regions and Quebec.



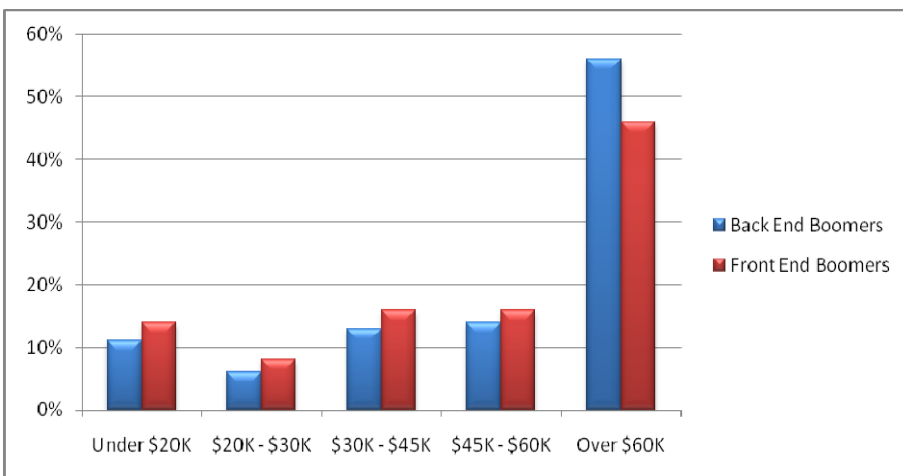
Life stages of Boomers

A majority of Front End Boomers are couples without kids whereas Back End Boomers are families with kids.



Presence of Kids

A majority of Boomers do not have kids living with them.



Household income of Boomers

About 50% of boomers have income over \$60000.

Overall Consumption Habits

Back End Boomers	Front End Boomers
Carry more meals from home, use take-out and restaurant more often than Front End Boomers.	Eat more meals that are prepared and eaten in home, which is a behavior that becomes more important with age.
Skip more meals than Front End Boomers.	Skip fewer meals and eat less carried from home meals than Back End Boomers.
Use microwave more than Front End Boomers, and use the kettle and coffee-maker more than the following Generation X.	Use the stove top, toaster oven, kettle and coffee maker in more meal occasions than Back End Boomers.

Health and Diet: Behaviors and Attitudes

- Back end boomers want to please the whole family, in terms of food choices, while experiencing a hectic and rushed lifestyle whereas front end boomers focus on health and nutrition, perhaps as a reaction to changing medical conditions or as a proactive approach to the coming issues.
- Less than a third of Boomers are very cautious about calories they serve.
- Well over half check labels for contents to avoid.
- Almost of all Boomers want to lose weight but without exercise.
- Boomers are more likely than to be on a diet. More Back End Boomers are on diet as compared to Front End Boomers.

- Medical conditions are more common amongst Front End Boomers than Back End. The most common condition is high blood pressure.

Reported medical condition	% of individuals	Index vs. total adults		
	Total Adults	Back End Boomers	Front End Boomers	Seniors
High blood pressure	40.1	83	134	139
High cholesterol	30	109	135	117
Gastro Disorders	16.8	86	90	88
Diabetes -type II	15.8	106	134	128
Food Allergy	13.9	106	42	36
Osteoporosis	10.1	N/R	133	168
Heart Disease	10	N/R	86	203
Bold Items indicate greater consumption than average adult				

- Salt, fat, cholesterol, sugar and carbohydrates are of greater concern for Front End Boomers than Back End Boomers.

“A person should be very cautious in serving foods with.....”					
% of respondents agreeing mostly or completely with the statement					
Nutrients	Total Adults	Generation X	Back End Boomers	Front End Boomers	Seniors
Salt/Sodium	59.3	53.0	57.4	65.8	69.5
Fat	57.4	51.9	55.4	64.1	69.2
Cholesterol	52.6	46.0	51.7	62.5	63.9
Sugar	40.1	36.9	35.8	47.5	48.2
Carbohydrate	25.1	19.6	25.4	30.2	31.1
Bold Items indicate greater consumption than average adult					

- More Front End Boomers are trying to add fresh fruits and vegetables, reduce cholesterol, and fortify their diet compared to Back End Boomers.

“I am trying to eat”					
% of respondents agreeing mostly or completely with the statement					
	Total Adults	Generation X	Back End Boomers	Front End Boomers	Seniors
More fresh fruits and vegetables	73.7	67.7	69.1	77.4	82.9
More Fibre	58.2	48.9	56.1	71.0	72.6
More vitamin fortified foods	24	18.3	22.9	28.1	32.8
More anti-oxidants	34.5	26.4	34.8	43.1	43.0
Less cholesterol	45.8	33	43.5	61.8	68.4
Bold Items indicate greater consumption than average adult					

Front End Boomers are more likely to choose items with special labels, particularly those indicating low/no cholesterol, no salt, added artificial sweeteners and all natural ingredients.