

Understanding Today's Boomer Library Consumer

Welcome to today's webcast with Matt Thornhill, president of the Boomer Project – a leading national marketing firm.

I'm Suzanne Flint, a Library Programs Consultant from the CA State Library, and am delighted to welcome Matt as he introduces us to the large and complex demographic of baby boomers, and outlines their potential impact and benefit to public libraries.

If your library would be interested in exploring in greater depth new and innovative responses to our state's growing population of active, older adults, please consider applying to attend our *Transforming Life After 50* training institute this November 27-29 in Pasadena.

Applications will be available online at www.library.ca.gov.

Up to 50 library jurisdictions will be accepted to this dynamic training which will include state and national leaders in the fields of health, education, finance, spirituality and aging.

Webliography

Lifelong Access Libraries Initiative

lifelonglibraries.org/

Lifelong Access Libraries is a multi-year, national initiative that aims to transform libraries into centers of lifelong learning and civic engagement for active older adults. It is a project of Libraries for the Future.

Public Library Websites Aimed at Boomers

- **Phoenix Public Library**
www.phoenixpubliclibrary.org/fiftyplus.jsp
- **Denver Public Library**
denverlibrary.org/programs/fresh/

About Matt Thornhill

- Founder & President, Boomer Project
- Author, Boomer Consumer
- National authority on today's older Boomer
- NBC, CBS, CNBC, *NYTimes*, *LA Times*, *BusinessWeek*, *Time*, etc.
- Spoken at over 100 conferences, events and company meetings
- 23-year career in advertising

About the Boomer Project

The Boomer Project is a marketing research and consulting company focusing on Baby Boomers and marketing.

Started in 2003 by Matt Thornhill, the Boomer Project is now partnered with the Southeastern Institute of Research (SIR) and Survey Sampling International to conduct national research on Boomers and their attitudes about marketing and advertising today. The Boomer Project leverages the 42-year heritage of research excellence by Southeastern Institute of Research, and the 25-year history of Survey Sampling International to provide fresh, innovative insights and intelligence to marketers and advertisers.