

# Good Conversations: Boomer Women

Audience Sample & Topic Overviews

# Audience sample

Because of the qualitative, creative nature of the methodology, this sample was not designed to be natrep (nationally representative). We prioritised participants who were eloquent and those who were most useful to us for building the right products and services. With just 50 people, this is not a methodology designed to extrapolate quantitative statistics.

50 women:

- **Born between 1945 – 1965 (roughly 50% aged 57–66, 50% aged 67–77)**
- **Live across the four nations but with majority in England**
- **At least 10 of the overall sample from an ethnic minority background** (a spread within the 10)
- **Spread of employment status** (full time, part time, retired, never employed/ homemaker)
- **Spread of religion** and if they consider themselves practising or not
- **Spread of household income/ disposable income; and 40 of 50 consider themselves to have something to leave behind in their Will (assets minimum £76k)** For this group pensions and wealth rather than 'normal' yearly income play a part, and the potential for care fees complicates people's predictions. We used ONS data to calculate an appropriate figure where we prioritise speaking to people with the wealth level to help us think about legacies and gifts in wills.
- **Spread of partnership and family status** (married, widowed, separated, divorced, co-habiting, single, with/ without children and/or grandchildren)
- **Not a charity rejector, support a range of charities across the sample, and open to either give to charity on a weekly basis or leave something in their Will** this is imperative so that people can help us create the products and services we want them to
- **At least 8 of the 50 significantly interested in supporting each of the following causes, represented by the charity partners** (International Development, Humanitarian Aid, Vulnerable Children, War Veterans, Visual Impairment and Disability, Faith Based Organisations, Mental Health, Emergency and disaster relief, Health inequalities, Displacement/migration)
- **No participants will be rejectors of any of the causes listed above:** this keeps the community a safe, peaceful and productive place to be

# Topic Overview weeks 1-5

Each week there will be three activities designed to meet the weekly objectives as follows:

| Week        | Key Topic:                                | Objective:  |
|-------------|---|---|
| 1: 30th Jan | <b>Immersion &amp; Introduction</b>       | To get a general understanding of Boomer Women everyday lives, needs, desires, motivations and frustrations with the world and spaces they exist in. To gain an in-depth understanding of how they define their identities, express themselves, choose to spend their time and ultimately the people they hope to become. |
| 2: 6th Feb  | <b>Their Habits &amp; Hopes and Fears</b> | A deep dive into the lives and routines of Boomer Women: how do they spend their time, what do they prioritise in their lives. This will be used as a platform to delve further into their hopes, fears and motivations, particularly around the areas of Finances, Health, Retirement and Adventure / Excitement         |
| 3: 13th Feb | <b>Societal Influences</b>                | To understand what and who are their biggest influences when forming opinions on key subjects; how this is shaped, what can disrupt these, or how and why these shift over time.  |
| 4: 20th Feb | <b>Influences &amp; Decision-Making</b>   | To understand what and who are their biggest influences when forming opinions on key subjects; how this is shaped, what can disrupt these, or how and why these shift over time. Alongside, we will unpack what drives trust with this audience, and subsequently how this relates to decision making in their lives.     |
| 5: 27th Feb | <b>Financial Deep Dive</b>                | Develop an intimate understanding of how Boomer Women approach finances, looking at aspects of the emotional impact, how decisions are made, and perceptions and attitudes towards specific financial products and activity such as Wills.  |

# Topic Overview weeks 5-10

| Week        | Key Topic:  | Objective:  |
|-------------|---|---|
| 6: 6th Mar  | <b>Changing the World</b>                             | Exploring their views and opinions of the world's social problems, how they form opinions around these topics, the role they would like to play in creating change and who they feel is responsible for making this change.   |
| 7: 13th Mar | <b>Role of Charities</b>                              | Exploring their understanding and perception of charities, what creates and breaks trust, the barriers and drivers to engage with charities, and their expectations from engagements with a charity.  |
| 8: 20th Mar | <b>The specifics of Charity</b>                       | Unpacking the specific behaviours, attitudes and perceptions towards the key areas of charity support, and how this might have changed over the years for each respondent: Volunteering (incl. Fundraising), Campaigning, & Donating (incl Regular Giving)  |
| 9: 27th Mar | <b>Legacy &amp; Wills</b>                             | Providing an opportunity for Boomer Women to evaluate and consider relevant charity options for their consideration, and using this exposure to build out their ideal legacy / wills product  |
| 10: 3rd Apr | <b>Individual Charity Perceptions &amp; Attitudes</b> | Our Boomer Women will be divided into smaller groups that are focused on individual charities most suited to their stated interests during recruitment. We will then explore their perceptions and opinions and websites from client charities and competitors, before revealing the clients to them and understanding their perceptions further. |

Weeks 11 and 12 were 'co-creation weeks' where each charity partner had the opportunity to decide what topics and activities to launch to a small subsection of the community.