

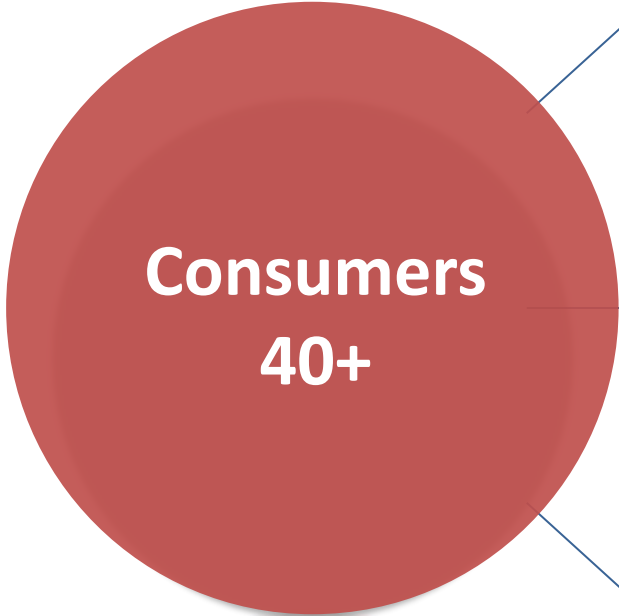


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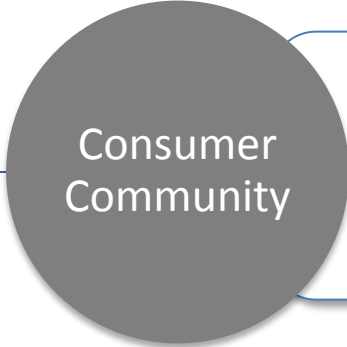
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Engaging Consumers > 40



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GRAND
THE MAGAZINE FOR GRANDPARENTS

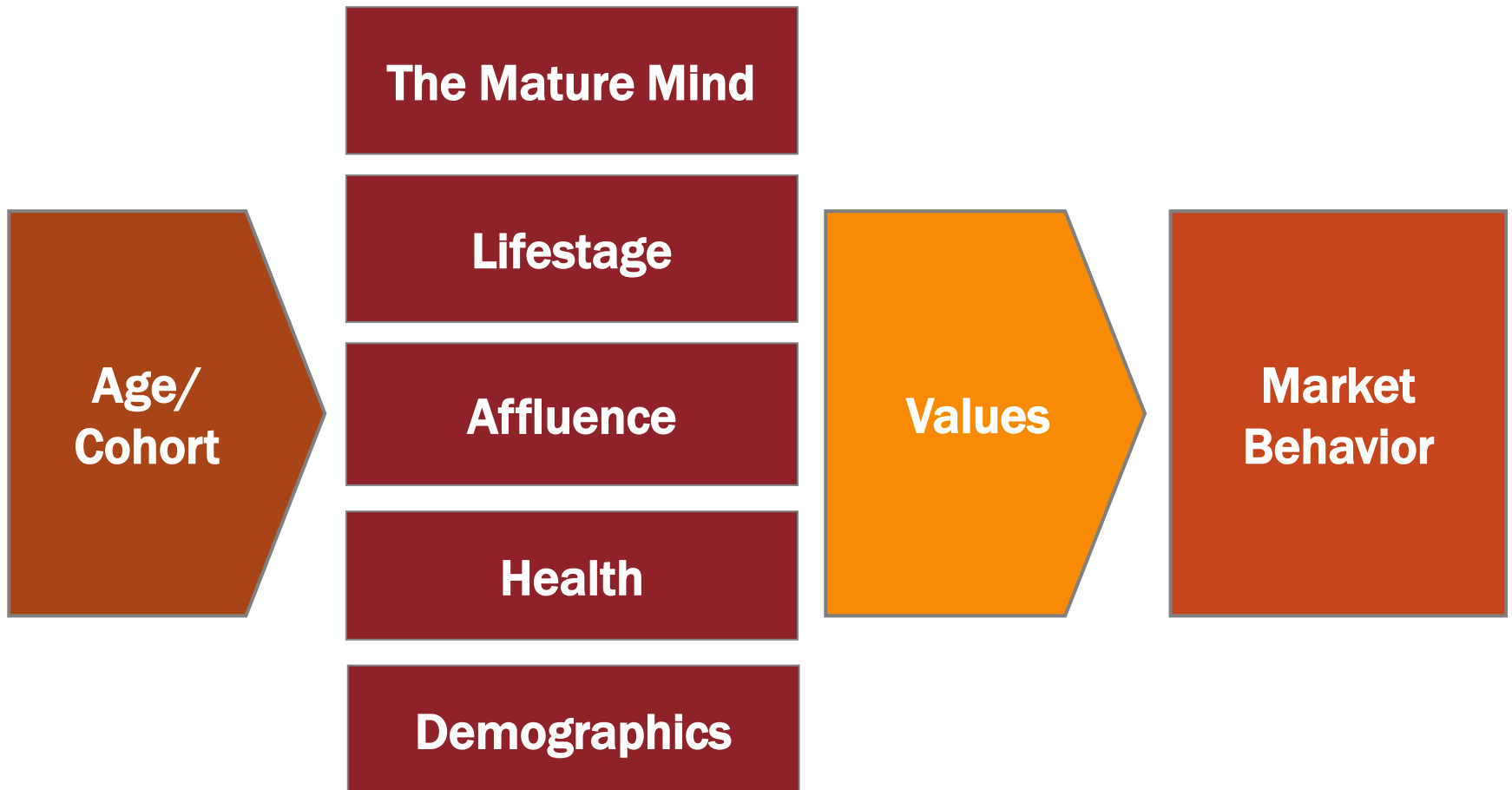


Move
Beyond
Age...





Mature Consumer Influence Model





Cohort Influences: Formative Years

	WWII	Ikes	Leading Boomers	Middle Boomers	Trailing Boomers
Formative Years	1930 to 1945	1946 to 1963	1960 to 1970	1967 to 1977	1974 to 1983
Political/Social	Prohibition, Social Security, FDR/New Deal, Bread Lines, WWII, Labor Movement	McCarthyism, Cold War, Brown v. Board of Education, Highways & Suburbanization, Korea	JFK, LBJ, MLK, Civil Rights, Vietnam, Woodstock, Kent State, Draft Lottery	Vietnam, ERA, Watergate, Roe v. Wade, No Fault Divorce, Casual Sex	Hostage Crisis, Reagan, Terrorism, Middle East Conflict, Rise of Conservatism
Economic	Stock Market Crash, Great Depression, Keynesian Economics	G.I. Bills, Housing Act, Prosperity	New Frontier, Medicare, Great Society	Price Controls, Nixonomics, Inflation	Oil Shocks, Reaganomics, Stagflation
Popular Culture	Chaplin, Babe Ruth, Radio, "Talkies", F. Scott Fitzgerald, Movies, Lindbergh, No TV	Sinatra, James Dean, Elvis, Marilyn Monroe, Disney, Hot Rods, Duck & Cover, Sputnik, Family TV	The Beatles, Dylan, Rolling Stone Magazine, Moon Walk, The Pill, Psychedelic Drugs, News TV	Saturday Night Live, All in the Family, Mary Tyler Moore, Ms. Magazine, Counterculture TV	Star Wars, Disco, Fitness Craze, Punk Rock, Space Shuttle, Crack and Drugs, Crime & Violence TV
Core Traits	Thrifty, Patriotic, Sacrificing, Defer Gratification	Status Quo, "Don't Rock the Boat", Respect Authority	Idealistic, Demanding, Nonconformist, Seek Immediate Gratification	Status Conscious, Individualistic, Seek Immediate Gratification	Pragmatic, Apolitical, More Conservative, Fade to GenX



The mature mind

Self-Actualization is Characterized by a Shift from Ego Values to Being Values

Intellect → Intuition

Reason → Feeling

Objective → Subjective

Morality → Reality

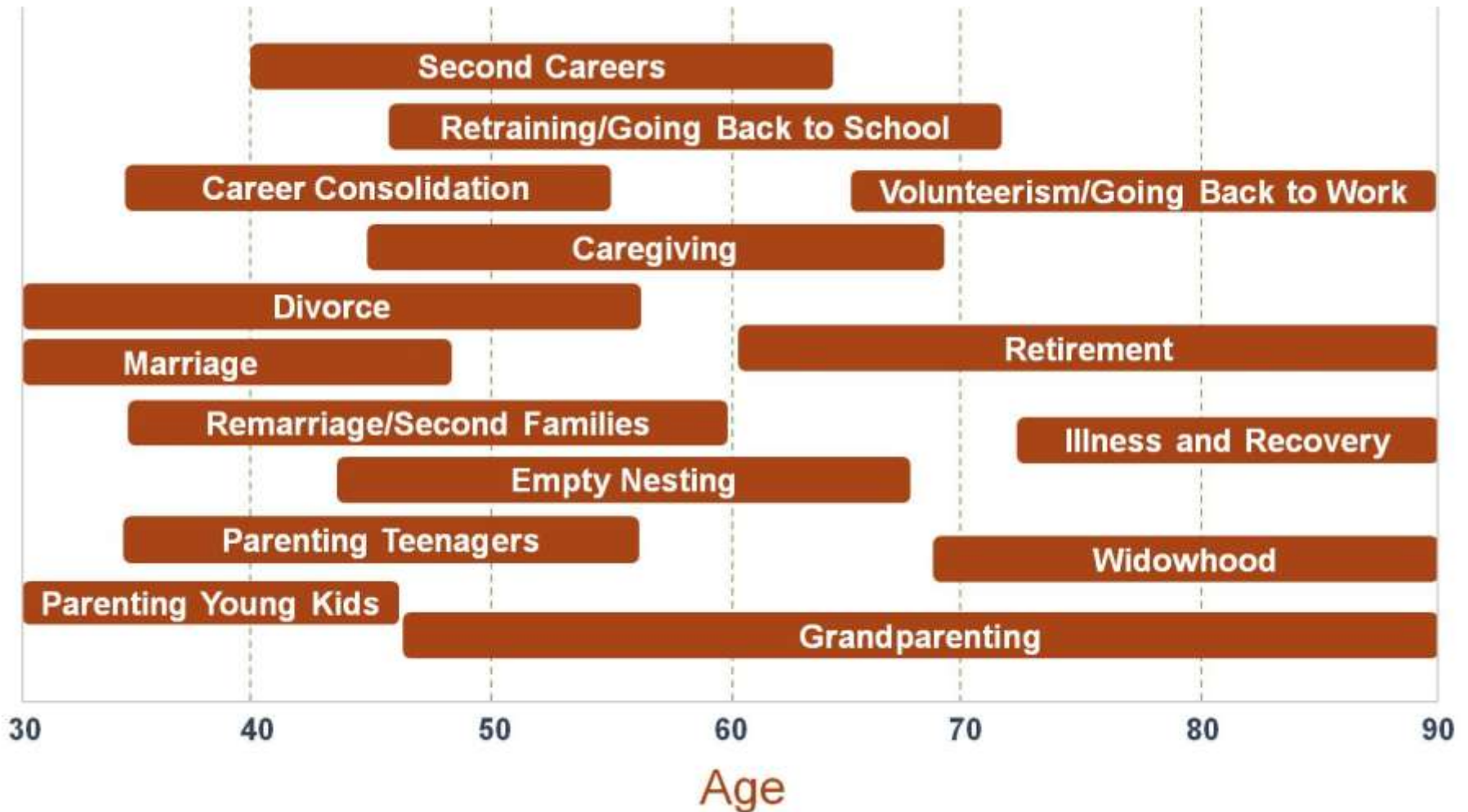
Differences → Differentiation

Competition → Cooperation

Power → Influence



Lifestage Mosaic



Boomer Trends 2012





Key Trends

- Generation “G” (the rise of the Boomer Grandparent)
 - Yours, Mine & Ours
 - It’s a small world after all
 - Culture Vultures
- Statusphere (what status means today)
 - Status Stories
 - Status Skills
- Sandcastles (the shifting structure of families)
 - Grandpa rising
 - Women
 - Singles
 - LGBT
 - Couples



Sub-trend: Yours, Mine & Ours

- **7.8 million American children were living with a grandparent in 2009**, up 64% from 1991, when 4.7 million children lived with a grandparent (“Living Arrangements of Children: 2009”, U.S. Census Bureau, 2011).
- This type of kinship care has repercussions in the educational, legal, and financial spheres, **as grandparents are in control of their grandchildren’s day-to-day care.**





Generation G

Sub-trend: It's a Small World After All

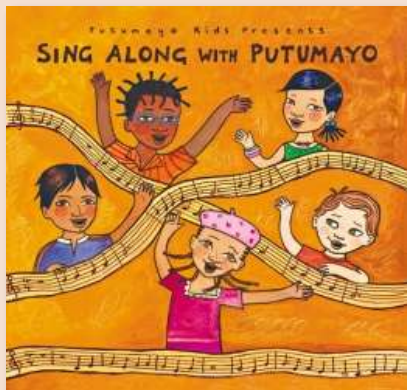


Boomers are **the first generation of ethnically diverse grandparents** in the United States. This is the first generation of fully acculturated Asians and Hispanics in the marketplace. **One in five grandparents** are Asian, Hispanic or African American.



Culture Vultures

Grandparents with different cultural heritages and religious backgrounds are emphatic about sharing and continuing those traditions by developing an appreciation of language, food, music and experiences.



Sub-trend: It's a Small World After All Microtrend: Culture Vultures





Sub-trend: Status Stories

Mature consumers live in **experience economies**. Experiences are not only inherently unique, but they provide instant gratification. When it comes to experiences, status is derived from being seen by others or by telling others about the experiences afterwards.

Status stories are prevalent among older consumers and **the shift to online sharing creates an entirely new platform for showing and sharing stories**. It happens daily on rating sites, social networks and even Twitter.





Sub-trend: Status Stories

Grand Experiences

True to their generational mythology, boomers are far more interested in experiences than previous generations. They have extended this to gifting for their grandchildren. This ranges from simple activities like fishing, cooking, and reading together, to pricey peak experiences like Space Camp.



Grandparents spent over \$6 billion in 2009 and although it's unknown exactly what portion went to toys and games or on experiences at stores like American Girl or Cabela's, **some in the toy industry have attributed 25% of their revenue to grandparents**, which would include experiences at stores like American Girl. (Industry comments and *The Grandparent Economy, 2009*)





Sub-trend: Status Stories

The New Family Vacation

Multi-generational vacations that are more about experiences, spending time together, and sharing.



- Grandparents are traveling with their families more and they're attracting cruise lines, hotels and theme parks eager for their growing business. At least 5 million family vacations a year in the United States span three generations, with grandparents often paying the bill, the U.S. Travel Industry Association has estimated.
- It is estimated that grandparents spent over **\$4.6 billion on trips, air, ship and bus fares for grandchildren** in 2009. (The Grandparent Economy, 2009)
- “Family travelers, those traveling with either children or grandchildren, make up 30% of U.S. adult leisure travelers. **Grandparents traveling with grandchildren represent 7% of U.S. adult leisure travelers.** Family travelers take an average of 4.5 trips each year.” (travelhorizons, July 2009)



Sub-trend: Status Skills

Skills are emerging as the new status symbols. This is characterized by experiences over things. This trend is driven by older consumers who describe their later years as an age of mastery. Affluent boomer consumers have elevated this to an art form, and flooded **experience-oriented classes** like cooking and racing to acquire new skills.



Regardless of socioeconomic status, grandparents are seeking everyday activities to help them connect with their grandchildren. **Sharing skills, talents and hobbies with grandchildren** is an extension of this trend.



Sandcastles



Boomers are **the first generation to fundamentally change the meaning and structure of the family.**

These changes have reshaped needs and consumption patterns across a number of product categories – expanding many and creating others.



Sandcastles

Sub-trend: Unconventional Households

- Couples spending separately
- Single by choice
- Prime Time Women
- Grand Households
- LGBT
- Grandpa Rising





What unites Boomers?



Passion

Purpose

Shared Interest

“People like me”

my eons ▾ profile ▾ explore ▾ groups ▾ people ▾ games

eons groups » Eons SKITS and GRINS

Message 6 of 194 « Prev Next »

2012 SKITS


May - Las Vegas (tentative dates May 20th - ?)

July 6 - 12 - Key West

Information about these SKITS will be posted in the group Flying Solo

[view link](#)

and will be updated in this group.

 posted by [Musiclover](#) 182 days ago

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