CONNECT – AND RECONNECT – PEOPLE WITH THE DISTRICT

A LOOK AT THE EXTENDED IMPACTS OF COVID 19 ACROSS GENERATIONS
<table>
<thead>
<tr>
<th>Generation</th>
<th>Born</th>
<th>Age</th>
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</thead>
<tbody>
<tr>
<td>Boomer</td>
<td>1946-1964</td>
<td>57-75</td>
</tr>
<tr>
<td>Gen X</td>
<td>1965-1979</td>
<td>42-56</td>
</tr>
<tr>
<td>Millennials</td>
<td>1980-1994</td>
<td>27-41</td>
</tr>
<tr>
<td>Gen Z</td>
<td>1995-2012</td>
<td>9-26</td>
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</tbody>
</table>
GENERAL RESPONSE TO COVID19

• Older generations are more susceptible to complications, but younger generations are more worried about someone getting sick

• Situational impacts
  • Politics
  • Location (city vs. rural)
BOOMERS AGE: 57-75

• Have been through a lot (survived polio, wars, social change, political upheaval, and more)
• May seem to be less worried – but are more worried about their children and grandchildren than themselves
• Less financial impacts
GEN X AGE: 42-56

- Possibly most prepared to cope with isolation (latchkey generation)
- Stress of concern for parents and children – sometimes caring for both
- Typically more stable career, but greater fear if that is not stable
MILLENNIALS AGE: 27-41

- Concern about older relatives, finances, and careers
- Increased stress juggling work and being stand-in teachers
- Only generation that reports they are scaling back their spending (47%)
- Bearing the brunt of the “out partying” perception
GEN Z “ZOOMERS” AGE: 9-26

• Least likely to experience health complications due to the virus
• Early reports show they were slowest to respond to social distancing
• Younger zoomers adapted quickly to virtual experience
• May experience more long-term adverse impacts
• 7 in 10 report depression during COVID
WHAT DOES THIS MEAN TO MS/ACD?

- INTERACTION at EVENTS/ACTIVITIES or in BUSINESSES
  - Everyone has experienced increased stress
  - People who are fearful, will be slower to resume public activities
  - Most people will have concerns for other people, more than themselves
BOOMERS: AGE 57-75

- Most disposable income
- In person customer service is number 1
- Most price conscious and financially conservative
- Not as interested in testing or trying new products
- Rather purchase at local retailer than online
- Research products online
GEN X: AGE 42-56

- Highest earning generation
- Online research, shop in person
- Reached best by email marketing campaigns
- Want unique and high quality
- Customer service drives loyalty
- Spend the most dollars generationally on entertainment, personal care products and services, food and alcohol
MILLENNIALS: AGE 27-41

- Largest group in the workforce
- Rely on blogs and reviews prior to purchases
- 50% more likely to make a purchase that supports a cause
- Price more important than brand loyalty
- Social media influenced
- Most likely to make purchases with smartphone
- Splurge on travel and entertainment
- More likely to rent than buy – flexibility - housing/transportation/clothing
GEN Z “ZOOMERS”: AGE 9-26

- Strong influence of parents spending
- Authenticity/brand distrust
- Social Media influenced
- Rather save than spend
- Mostly mobile purchasing – quick
- Pre-shopping research
WHAT DOES THIS MEAN TO MS/ACD?

• Questions to think about
  • People may engage initially, but will it continue?
  • What obstacles do small business owners face engaging customers?
  • Are rural communities facing different challenges than urban places?
  • How can a district phase events back into its programming?
CONNECT

Thinking about generational perceptions and fears (and everything you have learned today)

How do MS/ACD districts position themselves to re-engage people in district businesses and events?
GOOD QUESTION!

LETS TALK ABOUT IT
SCENARIO 1 - OUTDOOR EVENT

Millennial Family – parents in 30’s, 3 Gen Z children aged 12, 8, and 4

ROOMS 1 & 9
SCENARIO 2 – OUTDOOR EVENT

Boomer couple – adult Millennial children and some Gen Z grand-children all live elsewhere

ROOMS 2 & 10
Gen X Family – Gen Z children

ROOMS 3 & 11
ROOM 4 – INDOOR DINING

Millennial Couple – no children

ROOMS 4 & 12
Gen Z – Living at home, parents are Boomers
SCENARIO 6 – RETAIL EXPERIENCE

Gen Z – single – living alone

ROOMS 6 & 14
SCENARIO 7 – RETAIL EXPERIENCE

Single Boomer – Gen X kids, Gen Z grandkids, Caregiver to Greatest Generation parent

ROOMS 7 & 15
SCENARIO 8 - INDOOR DINING

Gen X couple caring for Boomer parent

ROOMS 8 & 16
DISCUSSION

• What are some strategies to address the specific concerns of this generation?
• What messaging is important to this group?
• What is the best media to reach this group?
• What are some changes to the physical environment that could help make this group feel more comfortable?
THANK YOU!

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