NEW MEXICO MAINSTREET™

CONNECT – AND RECONNECT – PEOPLE WITH THE DISTRICT

A LOOK AT THE EXTENDED IMPACTS OF COVID 19 ACROSS GENERATIONS

GENERATIONS

• Boomer	1946-1964	Age: 57-75
• Gen X	1965-1979	Age: 42-56
• Millennials	1980-1994	Age: 27-41
• Gen Z	1995-2012	Age: 9-26

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

ROOM 3 – OUTDOOR EVENT

Gen X Family – Gen Z children

ROOMS 3 & 11

ROOM 4 – INDOOR DINING

Millennial Couple – no children

ROOMS 4 & 12

ROOM 5 – INDOOR DINING

Gen Z – Living at home, parents are Boomers

ROOMS 5 & 13

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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