

# THE AGE OF NOT ACTING YOUR AGE

PRESENTATION TO  
ENGAGING WITH AGING CONFERENCE

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# ITEM

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Rayhons case - Iowa, 2015

Charged with sexual assault

Victim

- His wife
- In a nursing home
- Basis for charge: she had dementia and was incapable of giving consent



# ITEM

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British psychology association issues new guidelines for child psychologists - 2013

Adolescence now extends to age 25

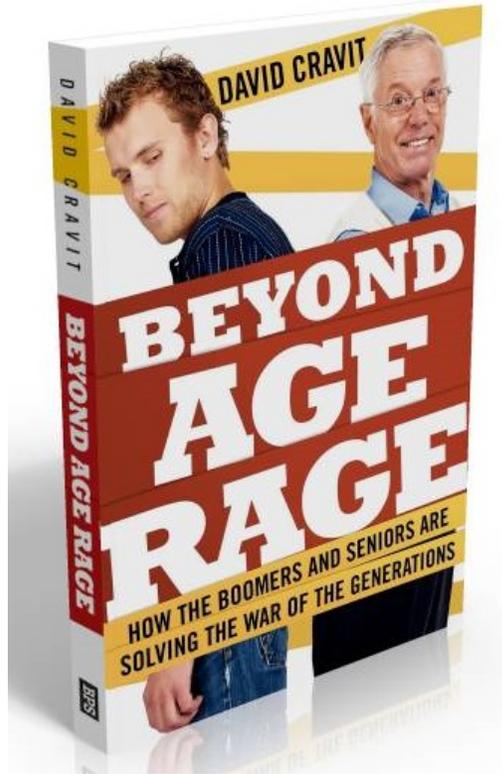
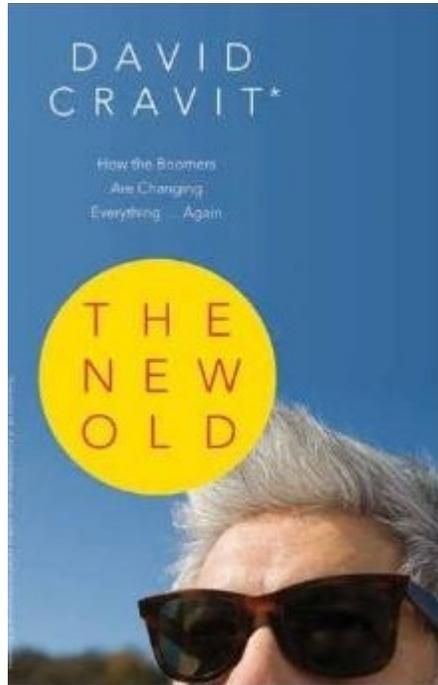
BBC: “It is hoped the initiative will stop children being ‘rushed’ through their childhood and feeling pressured to achieve key milestones quickly”



**WHAT'S  
GOING  
ON  
HERE?**

# Sources

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# Welcome to THE AGE OF NOT ACTING YOUR AGE

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The model of age-driven life stages, attitudes and behaviors is being destroyed...permanently

The emerging model will radically change every aspect of how our society is structured and operates

The time to start thinking about this is...NOW

# First, some baselines

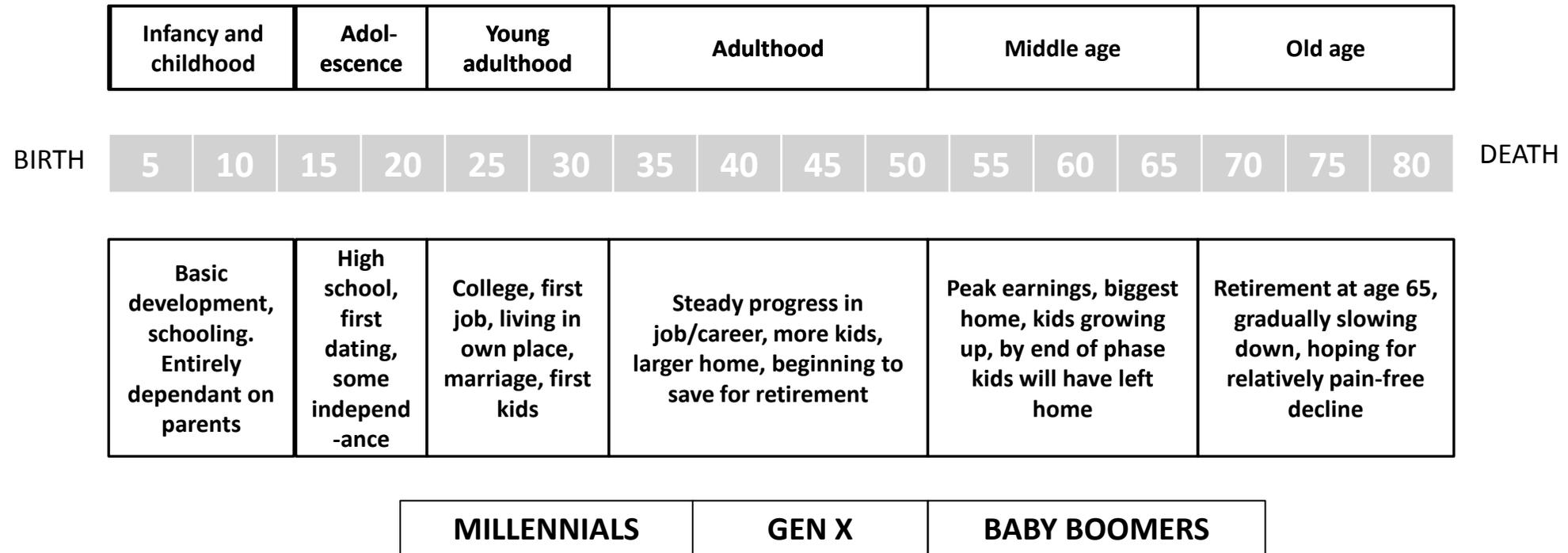
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What is this “life stage model,” anyway?

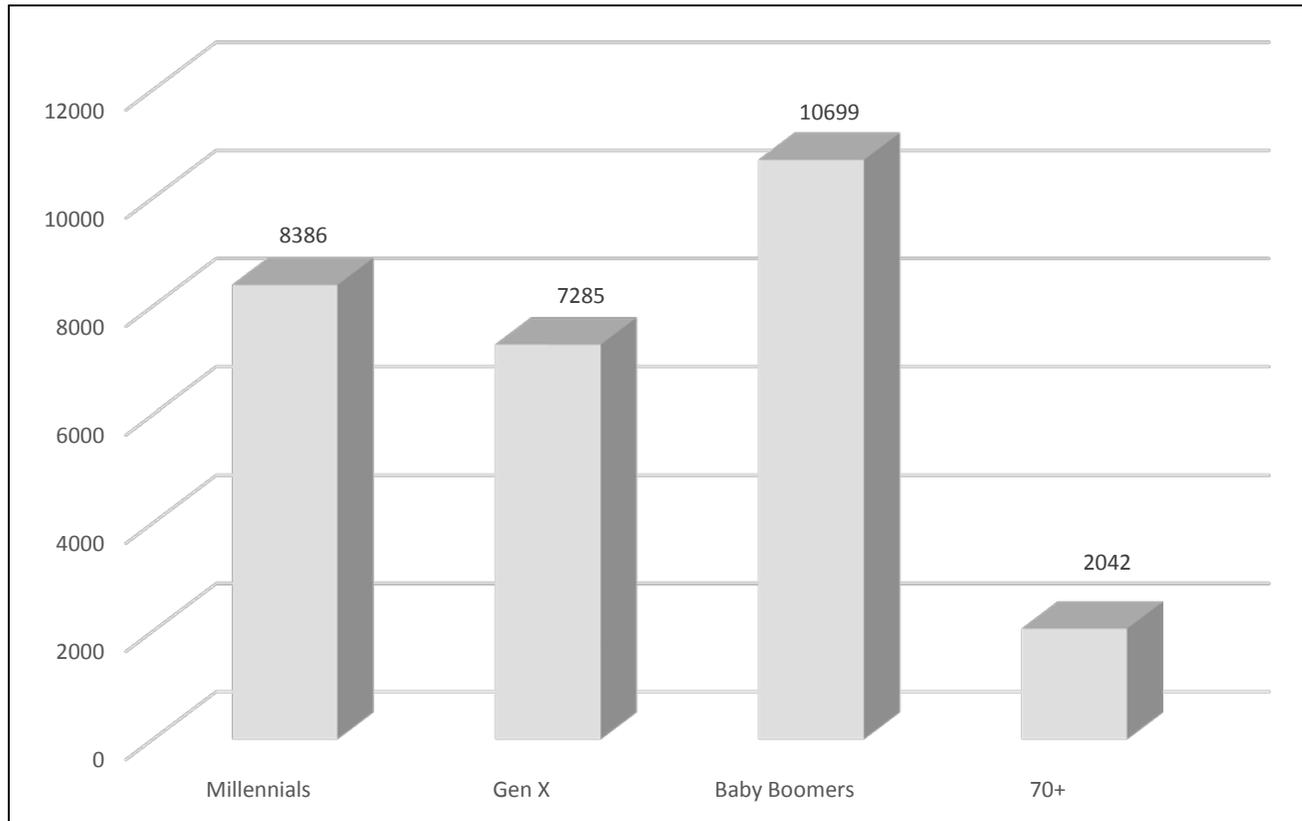
What age groups are we talking about?

# The established life stage model

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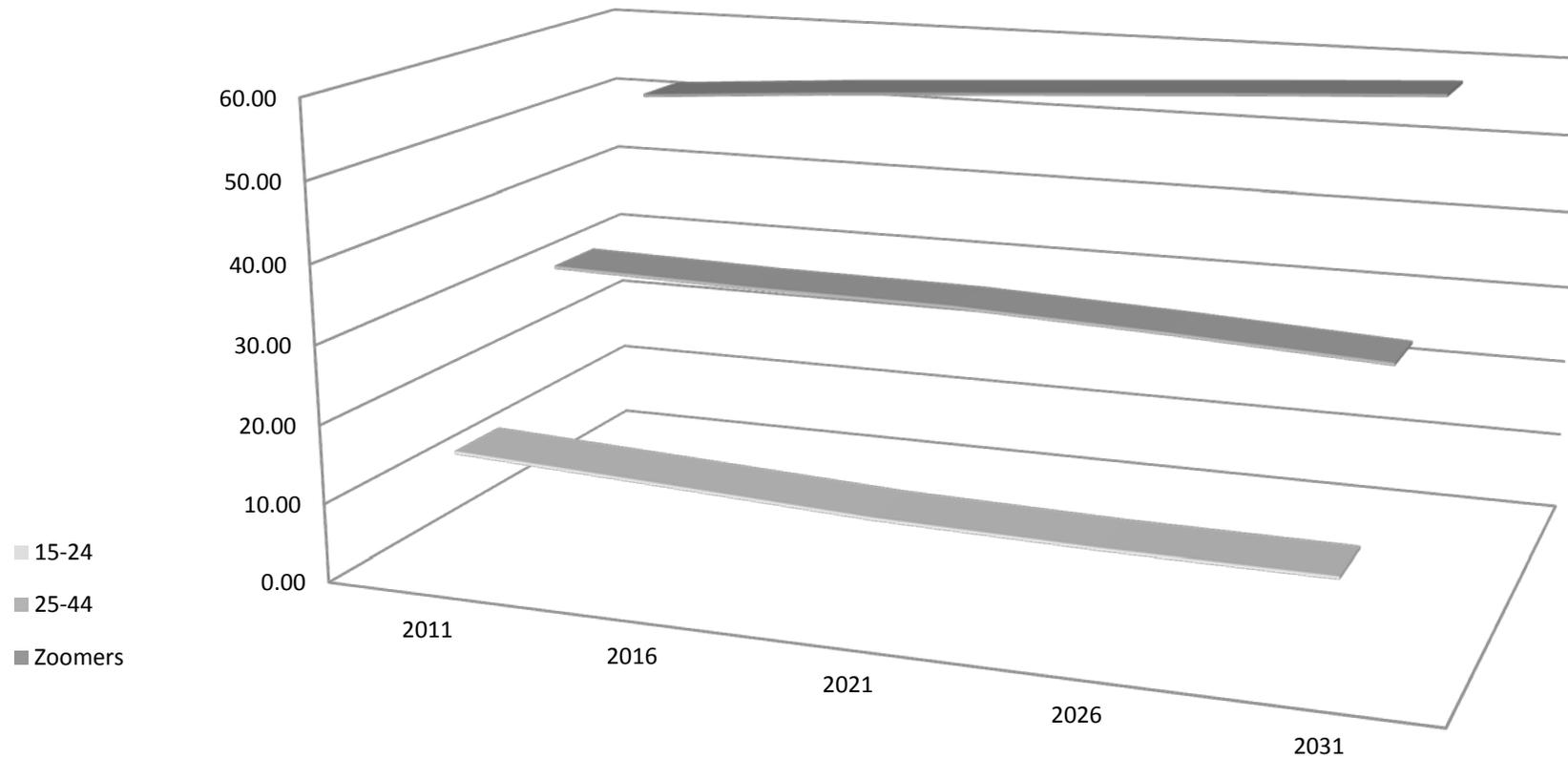
# The population groups



Millennials	8,386,000
Generation X	7,285,000
Baby Boomers	10,699,000
70+	2,942,000

# Only group to increase as % of population

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# Not just more old people, not same old people

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THE OLD OLD	THE NEW OLD
Work is over	Work goes on (and a whole new career might just be beginning)
Planning for the future is over	Planning for the future is active, and may take you in surprising new directions
Sex is over	Sex is never over
Brand choices and shopping habits are set in stone	There is no brand loyalty; everything is up for grabs
The modern world is engaged only slightly	The modern world is still a playground, and guess who's boss



# Attitudes and behaviors

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Not retiring or withdrawing

Perceive they have plenty of time left

Attitudes and behaviors that are youthful, proactive, engaged

Vividata research – agree/disagree with attitude statements

# “It is important to keep young-looking”

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	Number	% of the group
Millennials	3,596,000	42.9
Generation X	3,214,000	44.1
<b>BABY BOOMERS</b>	<b>4,863,000</b>	<b>45.4</b>
70+	1,244,000	42.3

“It is important to continue to learn new things throughout my life”

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	Number	% of the group
Millennials	7,054,000	84.1
Generation X	6,174,000	84.8
<b>BABY BOOMERS</b>	<b>9,183,000</b>	<b>85.8</b>
70+	2,499,000	84.9

“I often do things on the spur of the moment”

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	Number	% of the group
Millennials	3,741,000	44.6
Generation X	2,9871,000	40.9
<b>BABY BOOMERS</b>	<b>4,453,000</b>	<b>41.6</b>
70+	1,256,000	42.7

# “I’m willing to volunteer my time for a good cause”

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	Number	% of the group
Millennials	5,518,000	65.8
Generation X	4,784,000	65.7
<b>BABY BOOMERS</b>	<b>7,141,000</b>	<b>66.7</b>
70+	1,981,000	67.3

# “The use of marijuana should be legalized in Canada”

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	Number	% of the group
Millennials	3,797,000	45.3
Generation X	2,752,000	37.8
<b>BABY BOOMERS</b>	<b>4,357,000</b>	<b>40.7</b>
70+	1,181,000	40.1

“I like activities that push my mental and physical limits”

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	Number	% of the group
Millennials	4,739,000	56.5
Generation X	4,018,000	55.2
<b>BABY BOOMERS</b>	<b>5,793,000</b>	<b>54.2</b>
70+	1,577,000	53.6

# Does this look like the “old” old?

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2.3 million “very interested” in unfamiliar destinations for travel

3.6 million say they have a “very hectic” lifestyle

3+ million have done volunteer work in the past 2 years

Over 5 million made a personal donation to a charity in the past year

# Clout and control

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These attitudes produce more proactive behavior in the marketplace

Combination of clout and control

Clout: they account for majority of consumer spending

Control: strong need/desire to manage own life and outcomes – “I’m in charge”

# The need/desire to control own destiny

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Three examples:

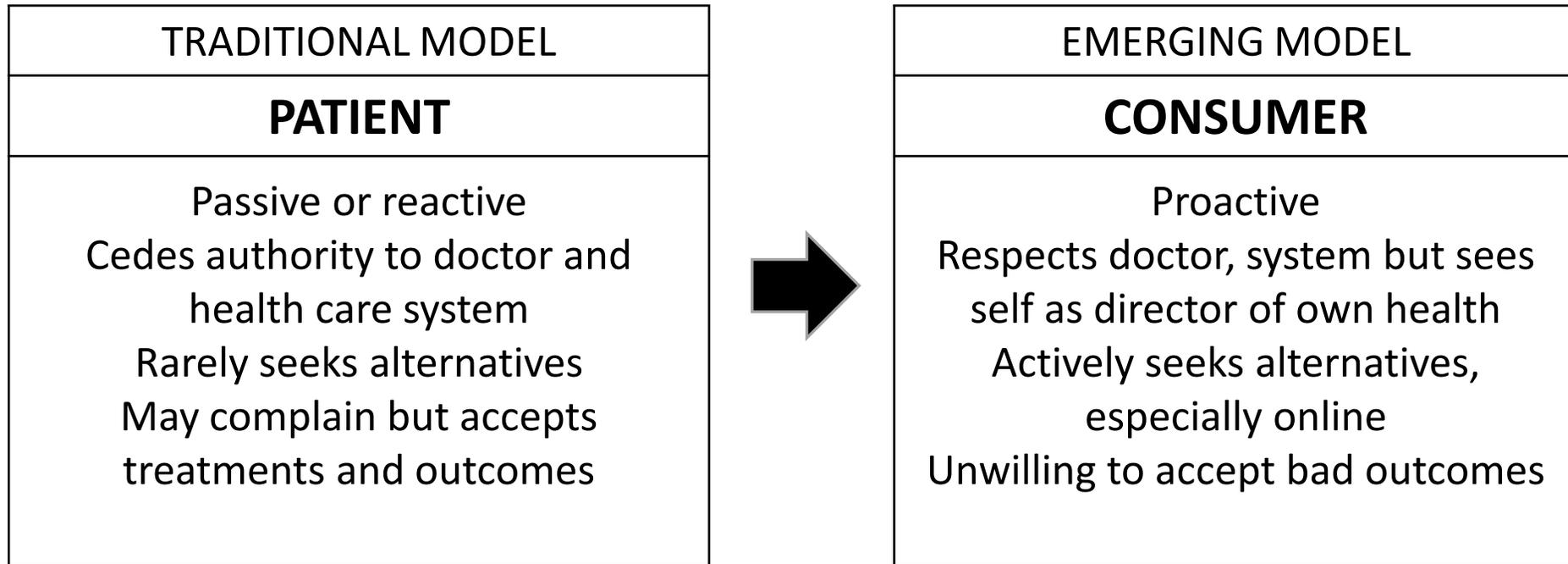
Wiping out the traditional health care model

Wiping out the traditional definition of retirement

Dominating the political power equation

# Wiping out the traditional health care model

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# Wiping out the traditional definition of retirement

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## Combination of three factors

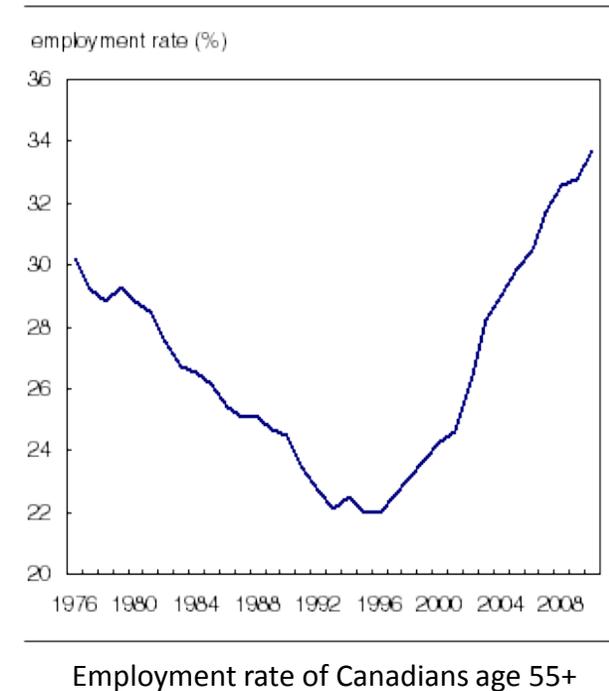
- Longevity (= need more money for longer)
- Need (underfunded for conventional retirement)
- Attitude (work = validation)

End result – not retiring “on schedule” at 65

Continuing in the workplace full time, part time

- Largest market for franchises, home-based businesses

This only furthers the degree of independence, engagement

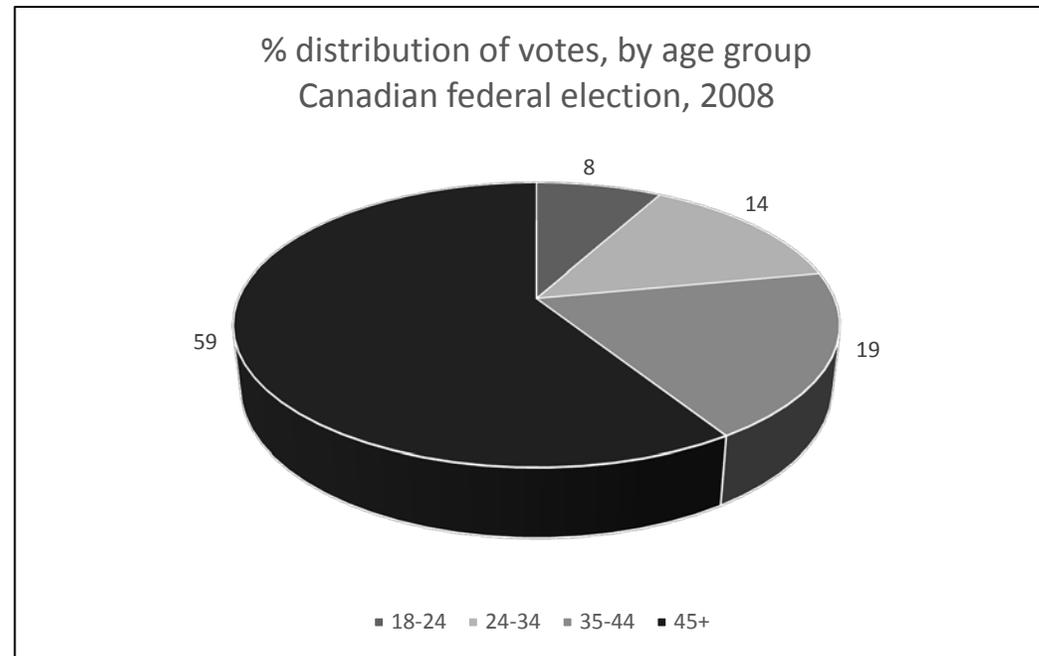


# Dominating the political power equation

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Combination of greater population and higher voter turnout rate

Net result: 50+ population represents about 60% of votes cast



# The other shoe drops

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Another important aspect of The Age Of Not Acting Your Age

More people experiencing multiple ages at the same time

# Here's our youthful Baby Boomer couple

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# His mom is in a nursing home

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Her dad is widowed and living at home, and beginning to show signs of dementia

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# Their youngest is still living in the basement

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# Their oldest is married, but struggling with the high cost of housing...

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...meaning they have to subsidize daycare for their granddaughter

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It's quite a package, from this...

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...to this

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OK – what are you supposed to do with all this?

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Addiction                      Community Care Across the Ability Spectrum

Community Engagement                      Community Roles &  
Opportunities

Elder Abuse                      Health & Wellness                      Healthy at Home

Homecare                      Memory Loss                      Mental Health

Palliative Care                      Recreation                      Volunteerism

Working with Holocaust Survivors

# The new life stage model

Infancy and childhood	Adolescence	Young adulthood	Adulthood	Middle age	Old age
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Basic development, schooling. Entirely dependant on parents	High school, first dating, some independence; still adolescents in college	College, first job, living in own place, marriage, first kids	Steady progress in job/career, more kids, larger home, beginning to save for retirement	Peak earnings, biggest home, by end of phase kids may or may not have left home. May have responsibilities to parents, kids, grandkids all at once	May or may not retire at 65. If lived this long, have realistic shot at 100. Travel (bucket list), education, new experiences.
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MILLENNIALS	GEN X	BABY BOOMERS
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# Needs, challenges, opportunities

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Be ready for contradictions – “old” and “young” can be the same age

High demand for individualized attention and service

Much more competition, especially for volunteers and donors

Build digital strategies for better reach, customization of messaging

Pay attention to intergenerational opportunities – to be more creative about services offered, and to increase engagement

Relevance, relevance, relevance

Tougher audience – WIIFM, lots of other places (perceived) to go

Need to segment – one size does not fit all

**THANK YOU!**

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