



XOOMERS

THE NOT SO MICRO-GENERATION

2020

REMINDE ME, WHO ARE THEY?

In 1999, cultural commentator Jonathan Pontell coined the term Generation Jones as a means to identify and encapsulate a micro-generation comprised of the youngest of the Boomers (born between 1954 & 1965)¹. While regularly overlooked by American businesses, Generation Jones enjoyed 15 minutes of fame as Barack Obama became a poster child for the micro-generation during his presidency. Today, with a new president in office, Generation Jones, or Xoomers as they're referred to today, is yet again being overlooked by mainstream media and marketing. Which is baffling because the numbers don't lie...

A MICRO-GENERATION YOU CAN'T AFFORD TO FORGET

Xoomers make up over 38% of the over-50 population² and only 6% of online images contain adults in this age range. **Talk about a white space opportunity.**

Not only are they a hefty share of the U.S. older adult population, they're also responsible for almost a quarter of consumer spending in the U.S.

Additionally, 75% of Xoomers have higher family incomes than their parents did. "Moreover, people 50-plus will continue to grow over the next decade to the tune of 19 million, vs. a growth of only 6 million for the 18-49 population."²

The dichotomy between the purchasing power of Xoomers and the scant attention they get from marketers could be your business's opportunity to garner a new buying audience...but only if you know what they're distracted by, along with where and how to reach them.

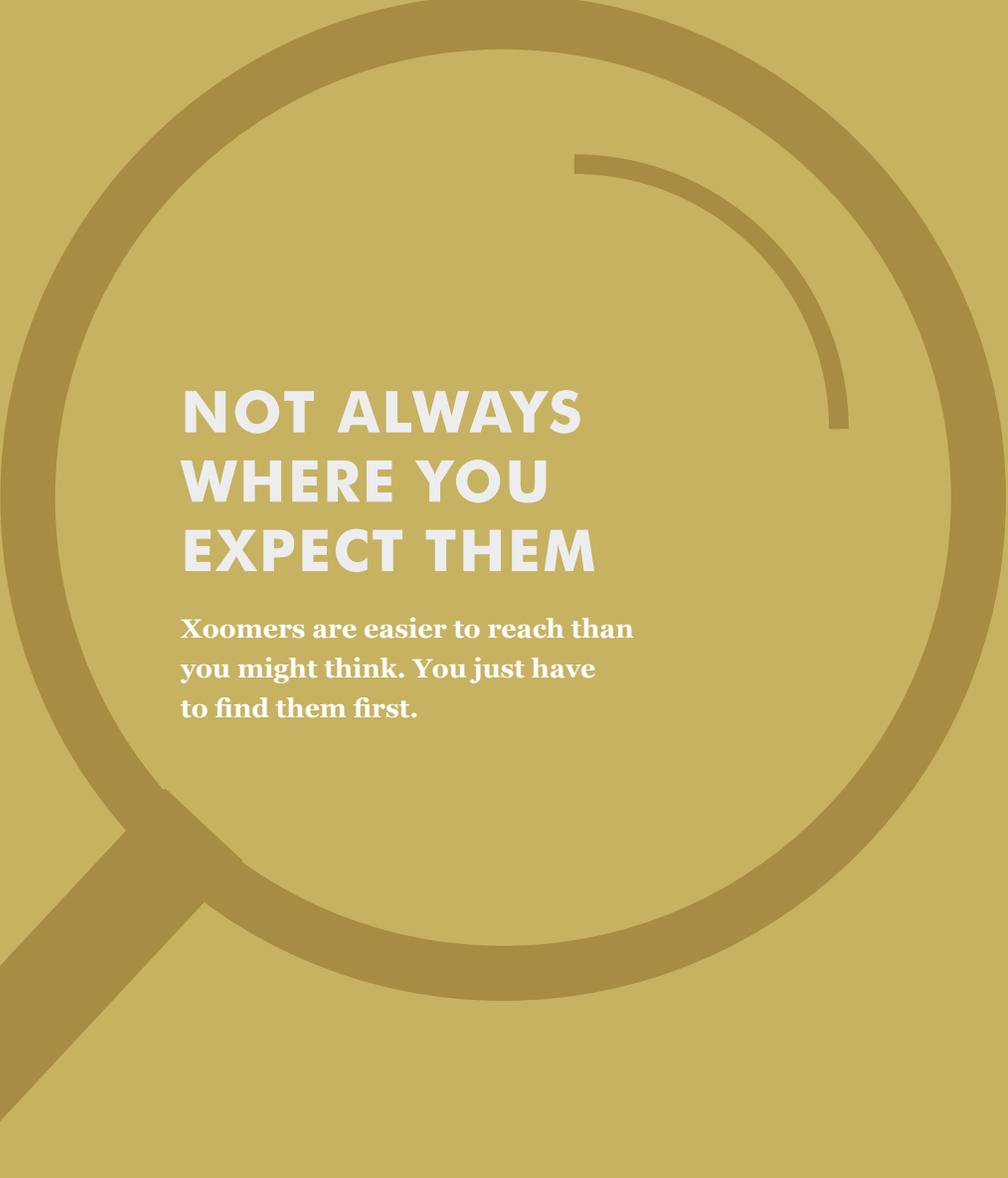
A "SUPPORT ECONOMY" STRUGGLING WITH DEBT



Xoomers are breaking the mold of what over 50 looks like. They are career focused and only 22% of them plan to retire before 65. Their resistance to retire is most likely fueled by the Millennial and adult Gen Z population who rely on their Xoomer parents to help them meet financial obligations, to the tune of \$500 million a year.³ To boot, 75% of Xoomers also provides financial relief to their aging parents. As a Support Economy for both their adult children and parents, Xoomers have struggled to keep up with the mounting costs of living in today's America.

As a result, Xoomers have higher family incomes than their parents but only about a third have higher wealth. This paradox has caused Xoomers to distrust the promises of mainstream companies and government, as a whole, as well as develop a greater sense of cynicism and pessimism when it comes to marketing and advertising.

Now, if this is starting to sound like a hard demographic to crack, you may have been right...a decade ago.



NOT ALWAYS WHERE YOU EXPECT THEM

Xoomers are easier to reach than you might think. You just have to find them first.

In fact, Xoomers are the heaviest social media users of any demographic group, spending almost seven hours a week on social media, while Millennials spend a little more than 6 hours per week on social media.⁴

When spending time online, YouTube, Twitter and Facebook are their favorite sharing platforms.

Thanks to the advent of social media networks and streaming video content, advertisers and marketers have two new channels to authentically engage Xoomers through. And while you might be thinking Xoomers' social network usage and time spent makes it easy for marketers to reach them...remember, they don't trust or enjoy encountering social ads. According to a September 2018 survey from Morning Consult, 56% of Xoomers said there is too much advertising on the social venues they use.



IT'S ALL ABOUT **SAVING**

Just as many Boomers will buy from a brand they follow on social media as Millennials. However, nearly half of Boomers are following a brand on social media to gain access to contests, deals and promotions. Even still, when it comes down to who they actually buy from, Boomers favor those who have managed to teach them something new and valuable.

According to Think with Google, 73% go to YouTube for DIY tutorials, with 64% buying a product or services they saw in a DIY YouTube video. The authentic, user-driven DIY YouTube experience builds trust while simultaneously reducing pessimism and cynicism. Which begs the question, how does one create non-DIY content that connects? The answer involves defying convention.

THE 4Ps FOR XOOMERS

Xoomers don't want to buy a brand. Instead, they want to feel like they're an important part of that brand. They want to feel like a brand genuinely cares about their well-being as a customer. Due to this, the tried and true 4Ps of marketing are no longer valid. Today's marketers need to operate with a new set of 4Ps— **Purpose, Passion, Perspective and People.**

Purpose based brands care about the communities they're located within, along with the overall health of the world. These brands understand that without an earth, there is no business. Furthermore, they demonstrate their commitment via their actions and ESG (environment, social and government) minded business practices.

Passionate brands have a strong sense of who they are and why they matter to the people they serve. This is made apparent via consistent and relevant brand-driven messaging campaigns.

Perspective is best characterized by progressive brands who support the evolution of culture. Think Dove and their stance on accepting all body types as beautiful.

People, as in putting not just your customers, but your own employees first. This is best exemplified by companies who provide generous benefits and corporate environments that promote employee wellness.

The businesses who authentically distinguish themselves as really here to help, and not sell, will be the ones who win over the Xoomers.



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[Endnotes]

- 1 - https://en.wikipedia.org/wiki/Generation_Jones
- 2 - <https://blog.aarp.org/notebook/top-10-demographics-interests-facts-about-americans-age-50>
- 3 - <https://www.invespero.com/blog/customer-acquisition-retention/>
- 4 - <https://fortune.com/2017/01/25/social-media-millennials-generation-x/>

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