



Welcome to the 2018 FRPA
Conference!

Emerging Target Markets

Who Are They

Learning Objectives

- Recall the critical nature of target markets.
- Recognize 7 different target markets.
- Discuss strategies for attracting these emerging markets.



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Past Success

What and Who Are Some Successful Target Markets Meet Product,
Program and Service

7 Emerging Target Markets

Really Needs to be Expanded

Traditional Demographics

Generational

??????????????

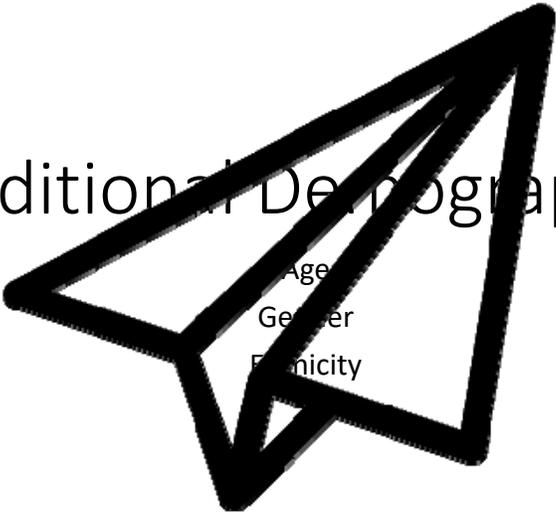
PRE and POST Millennials Feb15

- Millennials now working their way into adulthood and beyond will pave the way for new generation – Older sibling helping the younger family members
- **Generalization Cultural Gap**
- While the majority of both the pre and post millennials were majority white in 2015 at 51.4% and 68.4% respectively. Both groups will likely decrease their proportion of whites as time goes by. B
- by 2035, pre-millennials are projected to be come 46% white (compared to 51.4% in 2015) and the post-millennials will lessen somewhat to 64.8%. This reinforces the Millennials role as bridging the cultural gap.

#1Pre and #2 Post

iphones
Social media

Traditional Demographics



Age
Gender
Ethnicity

Older Adults Is there a
difference among the terms:

Older, mature, senior, and elderly

Older Adults

- Perennials – Active and Involved
- Elderly Orphans – At risk
- Home Bound – Isolated
- Wild Ones to Mild Ones
- 70 is the new 50
- Connected Grannies
- All Alone Am I
- Working Forever



Generational Impact

- **GEN Z**
 - 21 and under
 - 22 – 37
- **Millennials**
- **Gen X**
 - 38 - 53
 - 54 – 72
- **Baby Boomers (late)**
- **Baby Boomers (early)**
- **Silents**
 - Youngest 90

Generational American Dream

Seeking a difference

BABY BOOMERS (AGES 54–72)

- Responsible for building of schools, suburbia, and Little League
- Lots of them – used to competing
- Defined themselves by what they did
- Social/Political Upheaval

- American Dream
 - Influenced by relationship with children and parents
 - Think they get out before the

GEN X (AGES 38–53)

- **First Generation of Latch Key Kids**
- **Independent and Resourceful**
- **Shaped by Challenger Disaster, Fall of Bering Wall, Lockerbie disaster**

- **Still paying off debt while focusing on happiness and flexibility.**
- **American Dream is dead**
- **Work to Live**

MILLENNIALS (AGES 24–37)

- **Pursuing fulfillment, paying off debt, and putting off home buying and having kids.**
- **I don't want to have children or get married soon. We're in like \$70,000 of student loan debt total. How are we supposed to save up for a ceremony, a down payment on a house, all that stuff? I feel people my age haven't been given the economic opportunities our parents have.**
- **Work for Love and Money**

- **Recession was BIG deal for them – Just bad timing**

Gen Z – 1st Digitally Born Generation – Give them a unique perspective

Feb15

- **First Generation to Live “on and off line” at the same time.**
- 88% feel that technology helps them understand others in the real world
- 60% say that online friendships can be just as powerful as face to face friendships
- 31% exclusively go online using their smartphones
- **Refuse to see the world through traditional labels**
- **Identifies with Purpose**
- **Prefer to Share, Borrow, or Remix Ideas.**
- **Work involves Passion and Purpose**

7 Plus Emerging Markets

Based upon previous discussions

7 Emerging Target Markets

- #1 and #2: PRE and POST
- #3 Elderly Orphans
- #4 Generation Columbine
- #5 New Mothers
- #6 Perennials
- #7 Disconnected Youth

Mature Adults (boomers)

- Perennials – Active and Involved
- Elderly Orphans – At risk
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New Mothers

- reveals 86% of women at the end of their child bearing years has had a baby; a 7.5% increase since 2006.
- median age of a first-time mother being 26 which is an increase from 23 and are less likely to be married.
- She is now in the majority FebTS
- Most are well educated with twice as many having bachelor's degree and five times as many with post graduate degrees.
- Likely to be white as the percentage of unmarried white mothers has gone from 13% to 37%
- The number of unmarried black mothers in this age group has increased by two-thirds

The oldest of this group was born during the early years of the 21st century. They are among the very youngest of our citizens who have never known a world without school shootings. While their grandparents' generation feared polio and their parents' generation feared nuclear war, this generation faces the fear of going to school every day. (*USA Today*)

Generation Columbineor 9/11

1999 and 9/11 2001

Disconnected Youth

- ***US children are less like to survive and transition into adulthood than in the other countries***
- Ongoing high poverty rates, poor educational outcomes, and a relatively weak social safety net have made the US the most dangerous of wealthy nations for a child to be born into."

• Health Affairs – Study of 20 wealthiest countries FebTS

Ellen O’Sullivan, Ph.D.
Ellenosull@gmail.com
941-544-1457





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