

age of majority

Powered by Insights from Revolution55

PersonAGE™

AoM's Groundbreaking Segmentation Work

The Power of PersonAGE Segmentation

The 55+ audience is often over-simplified by marketers as a homogeneous group leading to them being ignored or misunderstood.

To better understand the complexities within the older audience and their application for marketers, Age of Majority developed ground-breaking segmentation research with insights from our large community of Active Aging consumers (Revolution55).

This research identified 11 unique and meaningful personas based largely on their: 1) philosophy towards life; 2) health status; 3) attitude towards aging.

Collectively these personas make up AoM's PersonAGE segmentation system, which reflects the distinct philosophies, preferences and behaviors of older consumers with the power to shape marketing innovation and communication.

The Power of AoM's PersonAGE Segmentation for Marketing

Seeing 55+ consumers through the lens of PersonAGE segmentation reveals opportunities to engage them with more desirable products/services and more appealing messaging/creative and to reach them in the most relevant channels.

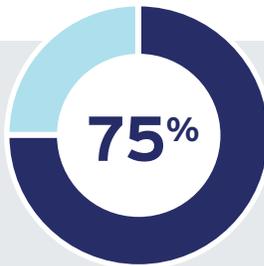
The following pages offer an introduction to our 11 personas with possible marketing applications for each.

revolution55

Revolution55 is Age of Majority's online insights community of Active Aging consumers 55+ who are all physically, mentally, socially and digitally active. Members share insights marketers can tap to better understand and engage this group that controls 70% of consumer wealth and is responsible for over 40% of consumer spending. Members have shared nearly 700,000 opinions to date.



What is an "Active Ager"?



Age of Majority refers to our target demographic as "Active Agers". Active Agers represent 75% of the overall 55+ market.

Physically Active

Exercise or participate in a sport or individual or group physical activity at least weekly.

Socially Active

Communicate with friends, family or colleagues daily (in person or online).

Mentally Active

Read daily; share opinions, and/or pursue new learning/education at least monthly.

Digitally Active

Have personal internet access; use digital search or online tools/apps at least daily.

Meet the Personas



Fitness Focused



Demographics: In comparison to all Active Agers, Fitness Focused are:

- More likely to be younger (under 65)
- More likely to have a high income (+\$100,000)
- More likely to be female

Who are they?

Fitness Focused strive to be as fit as possible so that they can enjoy the benefits of being physically active, including better health and looking their best. Physical fitness is their primary focus to achieve better health overall and to feel good about themselves. Don't tell this group what they can't do physically!

Perspective on this persona for marketers

Fitness Focused are interested in products, services and experiences that can support their active and fit lifestyle. Nutritional foods and beverages along with high performance activewear and footwear will have great appeal with them.



Adapters



Demographics: In comparison to all Active Agers, Adapters are:

- More likely to be older (65+)
- More likely to be married
- More likely to be female
- More likely to have a bachelor's degree or above
- More likely to live in the suburbs

Who are they?

Adapters strive to be fit and healthy so that they can do the things they want to do today and in the future. They are feeling the tug between a desire to enjoy today and a need to be proactive in taking care of their health to avoid future concerns. They are adapting their mindset and behaviors to accept the changes that accompany aging.

Perspective on this persona for marketers

Adapters are good targets for products that let them enjoy today while helping them address their future health. They will likely respond well to products and services that support a healthy lifestyle without requiring drastic changes to lifestyle or routine. Examples include categories catering to low-impact and fun physical exercise like biking and hiking.



Age Challengers



Demographics: In comparison to all Active Agers, Age Challengers are:

- More likely to be high-earners (+ \$100,000)
- More likely to exercise on a daily basis

Who are they?

Age Challengers go beyond just being proactive in their approach to aging. They are out to prove they are getting better. Positive and optimistic this group is staying fit and healthy and having fun, choosing to focus on today vs. the future. Their investment in physical well-being is matched by a passion for exploring and learning new things.

Perspective on this persona for marketers

Age Challengers are good targets for products that enable them to live for now and to find a 'competitive' edge with "aging" being the competition. Athletic gear and apparel would likely appeal to this group as would other products and services that help them showcase their aging attitude.



Life Explorers



Demographics: In comparison to all Active Agers, Life Explorers are:

- More likely to be male
- More likely to live in an urban area
- More likely to be single
- Least likely to be grandparents

Who are they?

Life Explorers don't let age get in the way of trying new things. Driven by a life-long passion for discovery, they are often early adopters of new products, services and experiences. Don't tell this group that age is a barrier. They will likely respond well to those who acknowledge their need for exploration and the savviness that comes with their consumer experience.

Perspective on this persona for marketers

Life Explorers love to try and buy new and different things regardless of the category, especially that help them enjoy today. Marketers should recognize that, while this group is curious and receptive to new products, they won't necessarily jump right in without arming themselves with information first.



Peak Performers



Demographics: In comparison to all Active Agers, Peak Performers are:

- More likely to be male
- More likely to be divorced
- More likely to be grandparents

Who are they?

Peak Performers strive to be the best they can be no matter what they are doing. Tightly wound and highly competitive by nature, there is no holding them back in whatever they take on. Peak performers tend to be perfectionists, always looking to improve and to find an extra edge that enables them to excel.

Perspective on this persona for marketers

Peak Performers want products that can make them better in comparison to others, even if improvement is incremental. Surprisingly patient, they want assurances - before purchasing - that what they buy will give them an edge, so they appreciate the science and testing behind products.



Contented Coasters



Demographics: In comparison to all Active Agers, Contented Coasters are:

- More likely to be older (65+)
- More likely to be female
- More likely to be married
- More likely to have a bachelor's degree or above
- More likely to be a homeowner

Who are they?

Contented Coasters are conscious of taking care of themselves but are not stressed about their overall health. More focused on the present than the future, they want to stay healthy to continue to do the things they want to do for as long as possible. While they might be a health scare away from becoming 'less contented' they likely won't respond well to tactics or marketing that try to scare them into taking more proactive or drastic health steps.

Perspective on this persona for marketers

Contented Coasters are a good target for a range of products that enable them to do and enjoy things that help them take care of themselves without making a major effort. Products that make them feel good now (without the "health guilt") will hit home with them (i.e. good food) as well as services and experiences like travel (although they are likely to opt for warm climates and relaxation over adventure tours).



Health Battlers



Demographics: In comparison to all Active Agers, Health Battlers are:

- More likely to be older (65+)
- More likely to be female
- More likely to live in a rural area
- More likely to have a lower income (<\$100,000)

Who are they?

Health Battlers strive to be healthy and to take proactive steps to do so, yet frequently find themselves battling nagging and/or chronic health issues that can get in the way of doing what they want. This group is more worried about the future, given their health concerns, and are largely focused on staying independent and less on being able to enjoy the moment.

Perspective on this persona for marketers

Health Battlers are good targets for products that will help them live life more comfortably given their health issues. Products and services that help remove physical or other barriers and help them remain independent will likely appeal to them. These might be solutions for their aches and pains (i.e. supplements, analgesic rubs and possibly cannabis as an alternative to other medications).



Life Embracers



Demographics: In comparison to all Active Agers, Life Embracers are:

- More likely to be older (65+)
- More likely to live in a rural area
- More likely to have a lower income (<\$100,000)

Who are they?

Life Embracers want to get the most out of life as a path to overall happiness (beyond mere contentment). Powered by a positive attitude they believe life is too short not to get the most from everything they do. While members of this group won't necessarily go out of their way to seek out new experiences, they will live in the moment and get the most out every activity and situation.

Perspective on this persona for marketers

Life Embracers will likely be interested in products that will enable them to get the most out of life, especially if they can have more fun using them. This group is likely to enjoy new foods and beverages, including dining out and other experiences that are popular on many bucket lists. They are likely to be receptive to entertainment experiences (i.e. concerts, film festivals) that they can enjoy with fellow Life Embracers.



Lifelong Learners



Demographics: In comparison to all Active Agers, Lifelong Learners are:

- More likely to be younger (under 65)
- More likely to be single
- More likely to be a home renter
- Most likely to have a Bachelor's degree or above

Who are they?

As the name suggests Lifelong Learners are on a constant quest for learning. Curious by nature, they like nothing better than absorbing new information, although not necessarily without a purpose. Members of this group are likely researching ideas and solutions to address nagging health issues or to be proactive in their health so they can remain productive and self-sufficient. Not 'surprisingly' Lifelong Learners don't like surprises. As a result of their focus on learning and solutions they are adapting well to aging.

Perspective on this persona for marketers

Lifelong Learners will seek products and experiences that feed their curiosity and thirst for knowledge, such as books, classes (including virtual courses) and online subscriptions. They likely invest significant time in researching brands and products before buying (and may be an influential source of recommendations with friends or family as a result of their considerable knowledge).



Producers



Demographics: In comparison to all Active Agers, Producers are:

- More likely to be home renters
- More likely to have a lower income (<\$100,000)

Who are they?

Producers have a desire for consistent productivity and as a result have trouble relaxing. There is a purpose or outcome to whatever they do, which can be exhausting to watch for the “less productive” people in their lives. While many older entrepreneurs would likely be members of this persona, Producers could apply their focus and drive to an almost endless range of pursuits.

Perspective on this persona for marketers

Producers crave products that enable them to get more done more efficiently. They are likely to be DIYers, willing to spend time and money on a range of items and services that increase efficiency or help them improve the things around them. They will especially appreciate products or services that can demonstrate time-savings or how they will simplify their life or help them hit the ground running.



Relationship Keepers



Demographics: In comparison to all Active Agers, Relationship Keepers are:

- More likely to be younger (under 65)
- More likely to be female
- More likely to be a grandparent

Who are they?

Warm, friendly and caring by nature Relationship Keepers are focused on the safety, health and betterment of their family and friends. As their lives revolve around family and others they care about, they are willing to make personal sacrifices for the benefit of others. Not surprisingly, they are most happy talking/connecting with people and least happy when disconnected. Their connections with others enable this group to feel well-adapted to or content with aging.

Perspective on this persona for marketers

Relationship Keepers appreciate products, services or experiences that support connections with others, whether it is new technology, ways of sharing “family favorite” recipes, or almost anything they can use to make the lives of loved ones better. They will also relate well to messaging and marketing that celebrate human connections and unselfishness. For marketers there are broad opportunities to appeal to this group, including innovations that service the growing caregiving market.

About Age of Majority and Revolution55

Age of Majority is a strategic marketing consultancy that identifies, sizes and capitalizes on opportunities to deliver better products, services and experiences to Active Aging consumers. Powered by our highly engaged online community of Active Agers, Revolution55, we deliver actionable consumer insights and decisive recommendations that lead to executable solutions. Let us put our community to work for your brand or company.



Jeff Weiss

President and CEO
(Chief EvAGelist Officer)
jeff@ageofmajority.com

1.888.544.4561
www.ageofmajority.com