

# **Doe-Anderson: A Slice of American Pie**



**Building belief**

# Human Journey

**This is a discussion of the human journey in America.** From beginning to end. A compilation of data points and cultural learnings that track our progression from one life stage to the next.

Much of the data herein presents the average or the median. In truth, there is no average and no true median for each of our individual paths. And while the information provided is linear, for most of us, the path is far more circuitous. If you will, chaotic.

The ever-evolving tapestry of America is the key storyline that this document highlights. **Multiculturalism isn't new. But its impact is adding dimension to every element on our journey. What once was considered singular experience now takes on different forms within culturally diverse communities.** We will explore the most significant impact points throughout this document.

Our inspiration for this work comes from an unshakeable belief that understanding the human journey is critical to shaping a customer's path to purchase.

**This isn't a document of marketing answers.** Rather, the findings trigger questions we would ask were we to work together to solve a particular brand challenge.

*If this document helps you rethink a longstanding marketing practice, it will have served its purpose.*

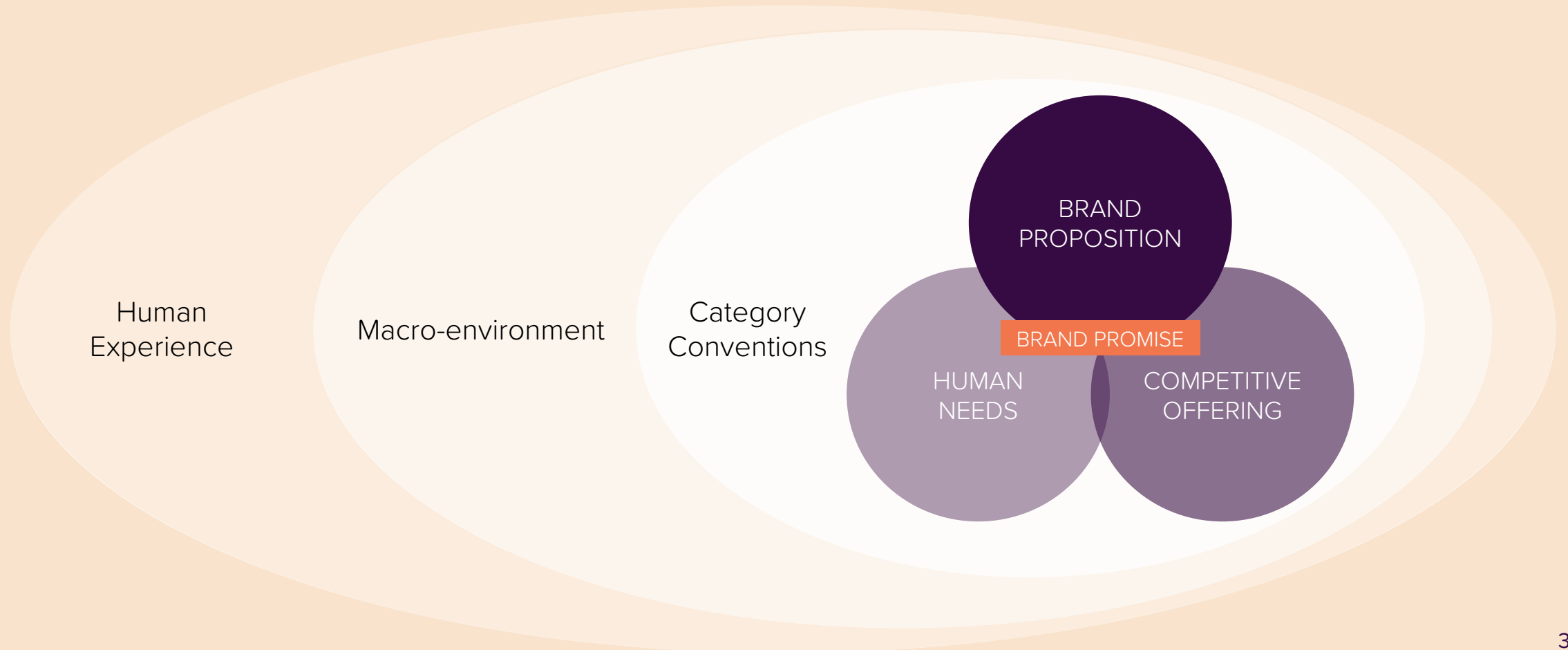
Data and insights within this document are gathered from numerous sources, typically dated from 2017–2020. Through the data, the frailty of human experience is clearly displayed. **But so too is the resilience and hopefulness that mark much of American life.**

**We have become not a melting pot but a beautiful mosaic.  
Different people, different beliefs, different yearnings, different hopes, different dreams.**

**Jimmy Carter**

# Macro Environment

This report level sets our American experience *before* a person embarks on a specific consumer journey. No two of us share an identical experience. What we find of greatest interest are the marketing considerations each life milestone presents.



01

Baseline Demographics

Human Condition

02

Childhood

Preparation

Work

03

Adulting

Parenting


Aging





Baseline

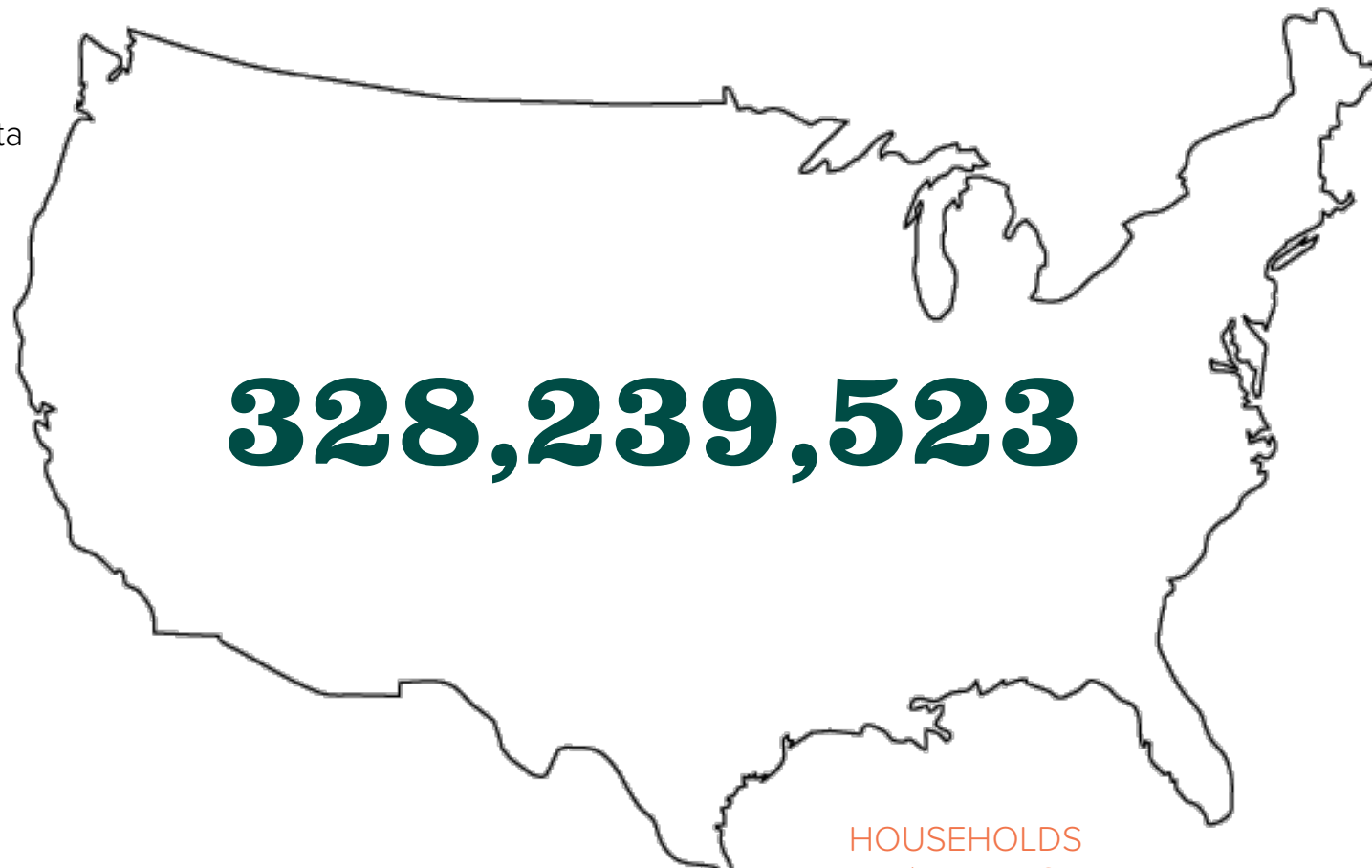
# Demographics



“In the end, the American dream is not a sprint, or even a marathon, but a relay. Our families don’t always cross the finish line in the span of one generation. But each generation passes on to the next the fruits of their labor.”

Julian Castro

USA FACTS, 2019  
2018 U.S. Census Data  
Statista 2020



### GENDER

50.8% (female)    49.2% (male)

1.4 million people identify as nonbinary.  
That's .43% of the population.

### HOUSEHOLDS

128,579,000

### HOUSEHOLDS W/FAMILIES

83,482,000

### BIRTHS

3,788,235

### VISAS

1,096,611

### JOB

158,130,000

### MEDIAN INCOME

\$48,672

### DEATHS

2,839,205

American women will live longer while earning less than male counterparts.

# America By The Numbers

## DEMOGRAPHICS



Women	Men
<b>POPULATION</b> 166,038,755	<b>POPULATION</b> 161,128,679
<b>10-YEAR GROWTH</b> +7.3%	<b>10-YEAR GROWTH</b> +7.7%
<b>MEDIAN AGE</b> 39.6	<b>MEDIAN AGE</b> 36.9
<b>MEDIAN INCOME</b> \$43,836	<b>MEDIAN INCOME</b> \$53,144
<b>LIFE EXPECTANCY</b> 81.2	<b>LIFE EXPECTANCY</b> 76.4



# America By The Numbers

## DEMOGRAPHICS



American & Alaskan Native

POPULATION  
2,417,371

10-YEAR GROWTH  
+8.8%

MEDIAN AGE  
31.3

MEDIAN INCOME  
\$40,315

LIFE EXPECTANCY  
76.9



Asian American

POPULATION  
18,728,685

10-YEAR GROWTH  
+29.7%

MEDIAN AGE  
35.0

MEDIAN INCOME  
\$81,331

LIFE EXPECTANCY  
87.1



African American

POPULATION  
40,902,223

10-YEAR GROWTH  
+9.6%

MEDIAN AGE  
32.3

MEDIAN INCOME  
\$40,258

LIFE EXPECTANCY  
75.4



Latino American

POPULATION  
59,871,946

10-YEAR GROWTH  
+25.2%

MEDIAN AGE  
29.8

MEDIAN INCOME  
\$50,486

LIFE EXPECTANCY  
83.3



White American

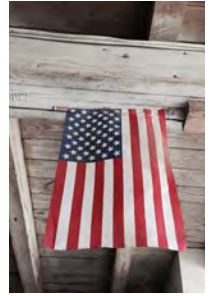
POPULATION  
197,546,407

10-YEAR GROWTH  
+0.1%

MEDIAN AGE  
39.5

MEDIAN INCOME  
\$68,145

LIFE EXPECTANCY  
78.9



American Composite

POPULATION  
328,239,523

10-YEAR GROWTH  
+7.9%

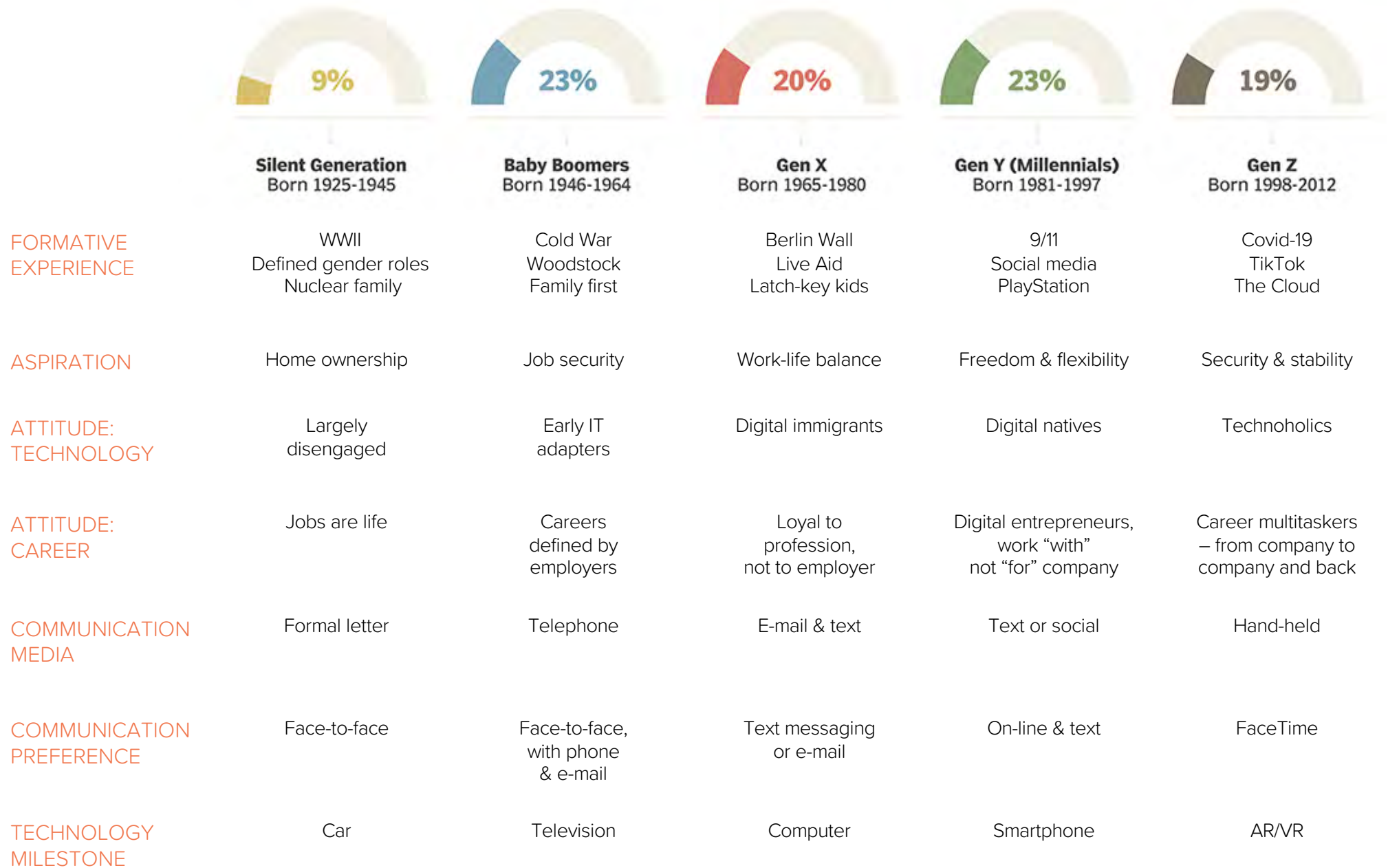
MEDIAN AGE  
38.2

MEDIAN INCOME  
\$61,372

LIFE EXPECTANCY  
78.6

# America By The Numbers

## DEMOGRAPHICS



# Considerations

## NEW SOURCES OF GROWTH

Where does your brand enter and live within the journey?

Is your brand reflecting our increasingly diverse culture?

Are you considering targeting different demographic groups, in addition to or as a replacement of those you have historically targeted?

Are you creating content that demonstrates a true alignment with each community?

## GENERATIONAL DISTINCTIONS

Is your brand focusing solely on generational distinctions without taking into consideration the lifestyle changes inherent within 15+ year groupings?



# Human Condition

**“I just checked  
in, to see what  
condition my  
condition is in.”**

**Kenny Rogers**

There are many truths about the human condition. Possibly the most important is that our condition continually evolves as our environment changes.

Particularly, today, when we live in what has been termed a Microwave Culture. Immediate gratification. Results now. Responsive is out, and presumptiveness is in.

Life in America moves at a harried pace. Our culture values progress and innovation. Axios determined the news cycle for some of the biggest moments of 2018 lasted for a median of seven days – from the very beginning of higher-than-normal interest until the Google searches fizzled out. In short, we want it now or we will think about it again never.

Exploring life’s markers begins with an understanding of fulfilling human needs: what drives us to act as we act, choose what we choose, love who we love.

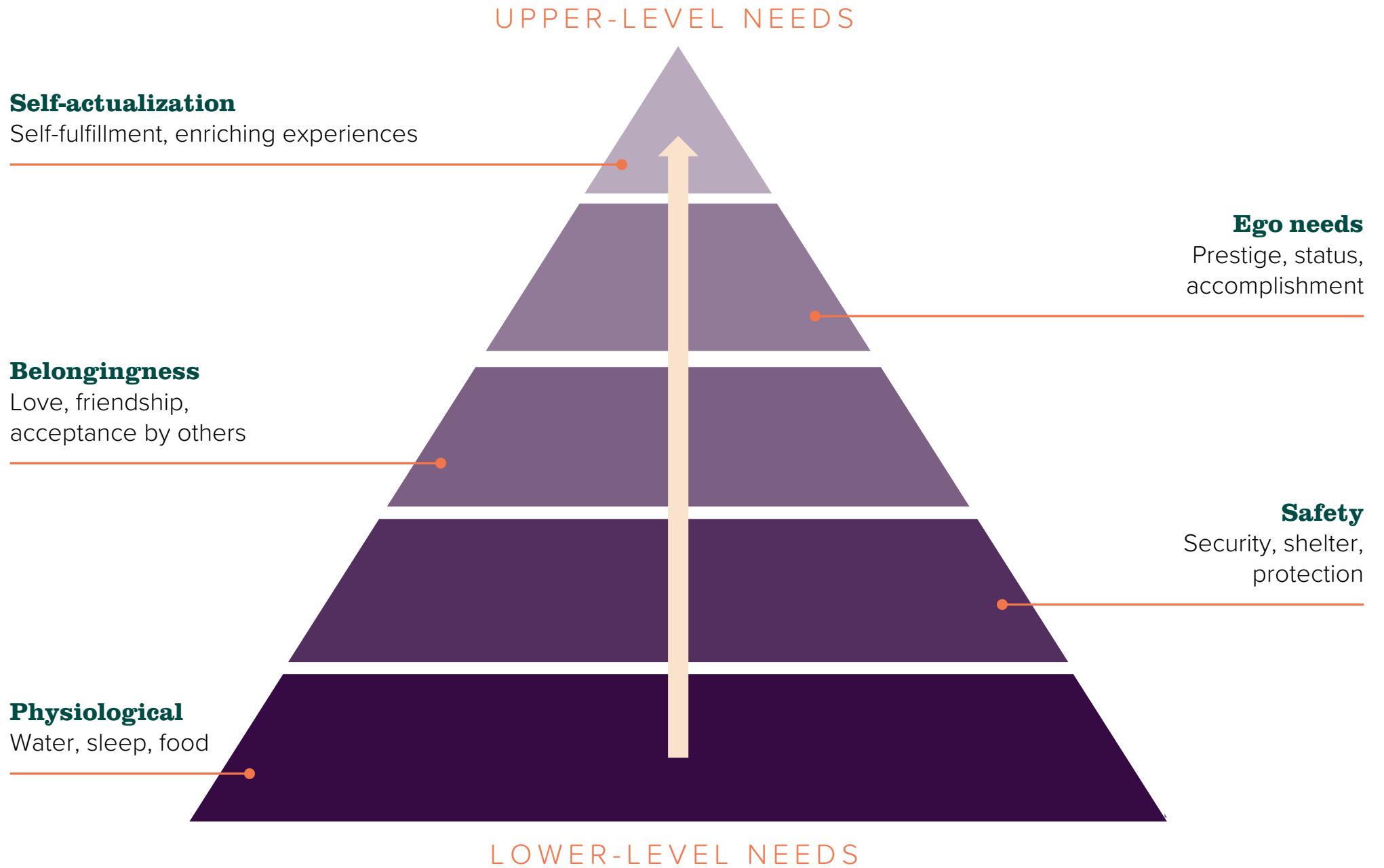
Abraham Maslow’s hierarchy of needs model, developed in 1954, establishes that contextually.

Before diving deeper into today’s American life, it is important to level-set around the most fundamental human needs.

Réne Descartes opined **“I think, therefore I exist.”** Rational truth. As we consider modern human behavior, we choose not to overlook **“I feel, therefore I need.”**

# The Human Condition

MASLOW'S HIERARCHY OF NEEDS



UNIVERSAL

## Life Markers

While no two of us are on an identical journey, we share significant life moments. This document moves forward by looking at these identified life markers while curating data points around each.

### MAJOR LIFE MARKERS

Childhood Development > School > Life Preparation > Starting Work > Changing Jobs > Changing Address > Marriage > Divorce > Parenting > Grandparenting > Retiring > Onset Health Issues > Death > Wealth Transfer

### MAJOR PURCHASE DECISION

Household Budget > Transportation > Home Purchase > Wealth Accumulation

# Considerations

## UNIVERSAL TRUTH

Do all humans have an equal opportunity to realize their upper-level needs? Do all brands?

How does the definition of self-fulfillment differ between populations?

How should aspirational marketing satisfy and shape those definitions?

As we acknowledge the unique experiences of different groups, how universal should our “universal truths” actually be?

# Questions?

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