



# PROJECT 24

A PORTRAIT OF AMERICAN LIFE

THE **QUIRK'S** EVENT

brooklyn 3.4.20

SMARTY  PANTS  
curious minds. clever solutions.



# WHO WE ARE

**SMARTY PANTS** is a boutique research & strategic consulting firm that excels at delivering breakthrough youth & family insights that spark innovation & activation. We take a lifestage approach to unearth leverageable insights.



## A GROUNDBREAKING STUDY OF THE DAILY LIVES OF AMERICANS AGES 2 TO 92

 **24 HOURS** OF DIGITAL & IN-PERSON OBSERVATION

 **5,552** PEOPLE COMPLETED ONLINE DIARY

 **130+** ACTIVITIES TRACKED

 **40+** PHOTO DOCUMENTARIES ACROSS AGES

 **10** QUALITATIVE GROUPS WITH LIFESTAGE

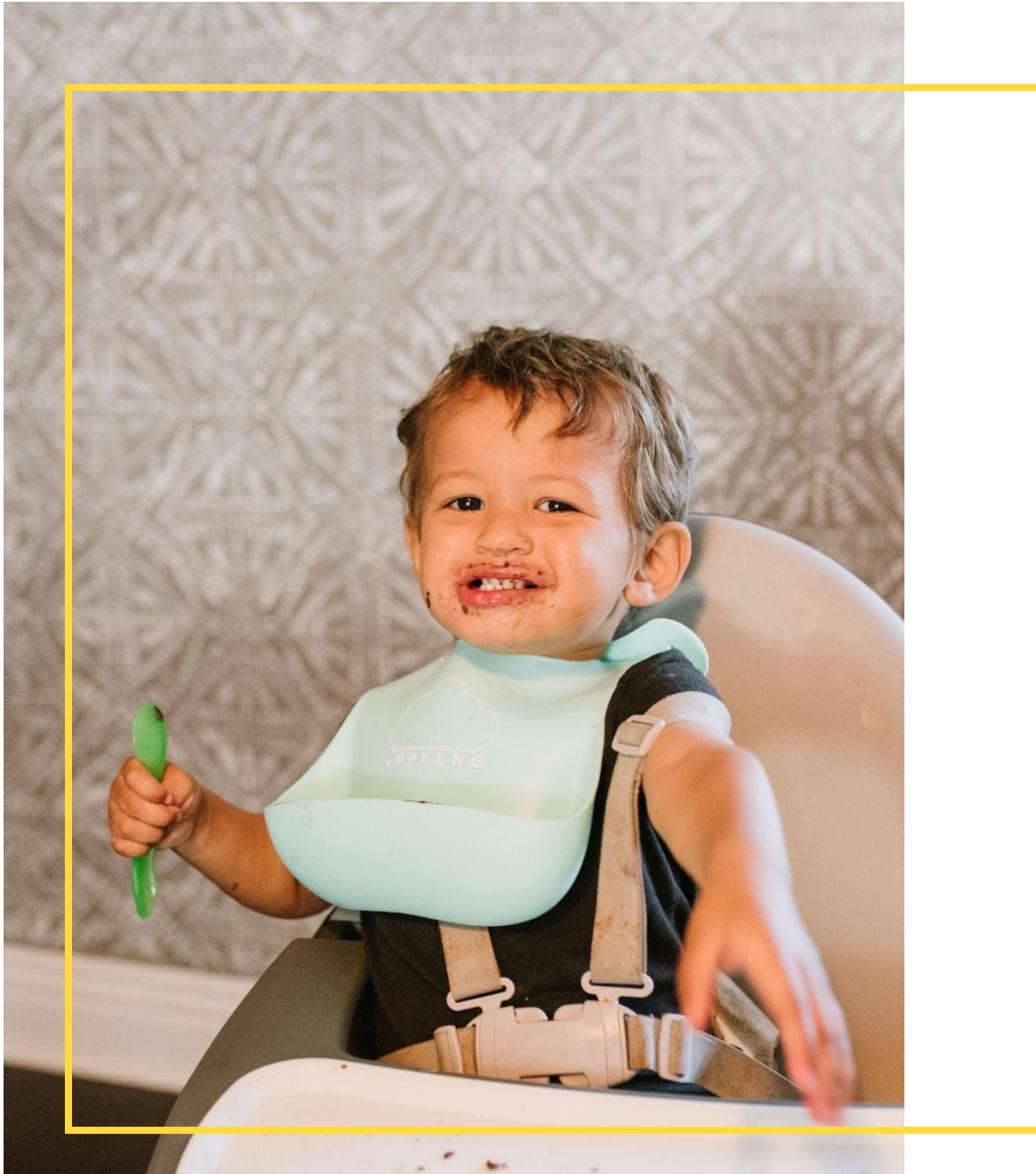
COHORTS





# MEET JAMES

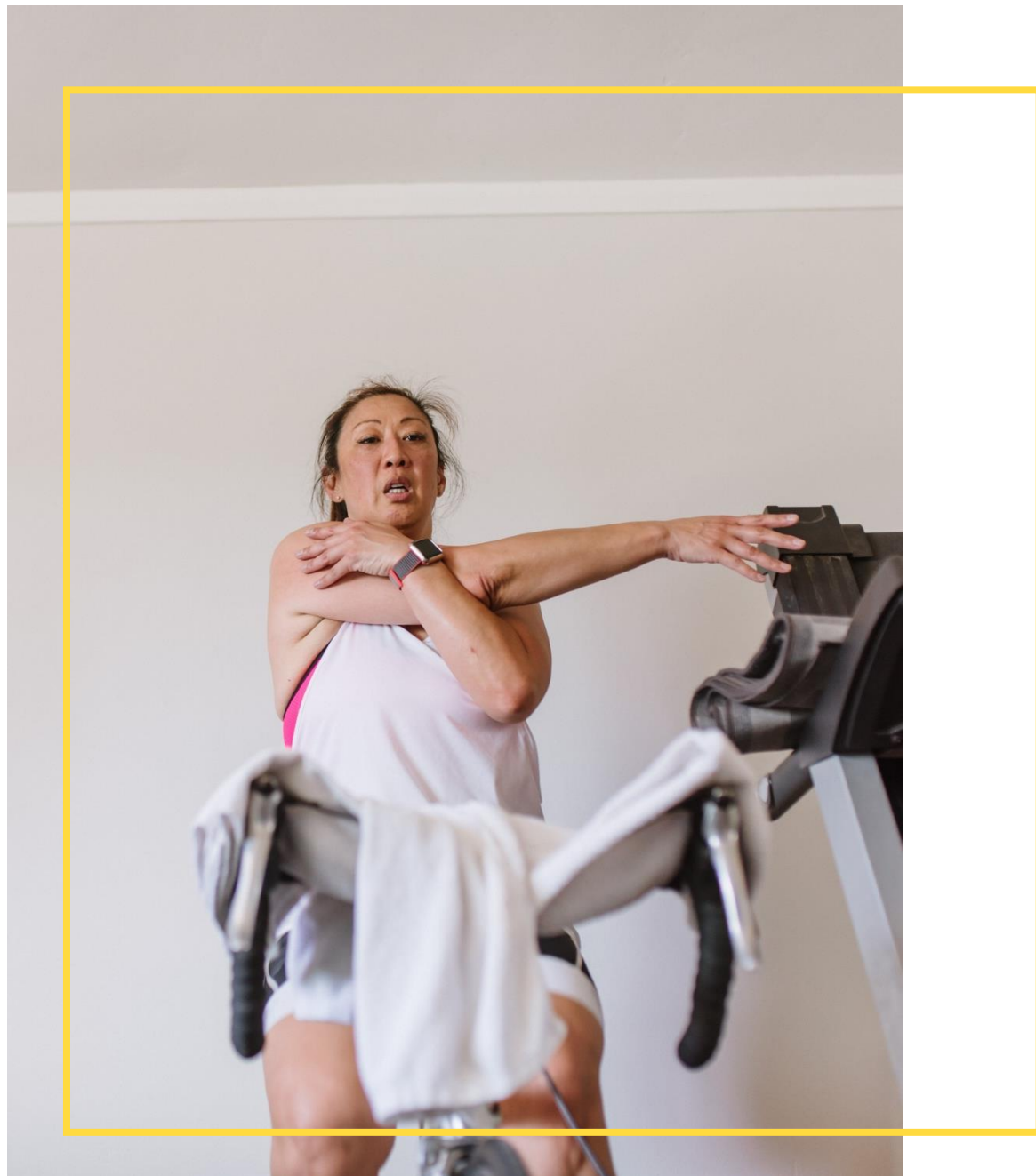
2-YEAR-OLD, OH





# MEET VIVIAN

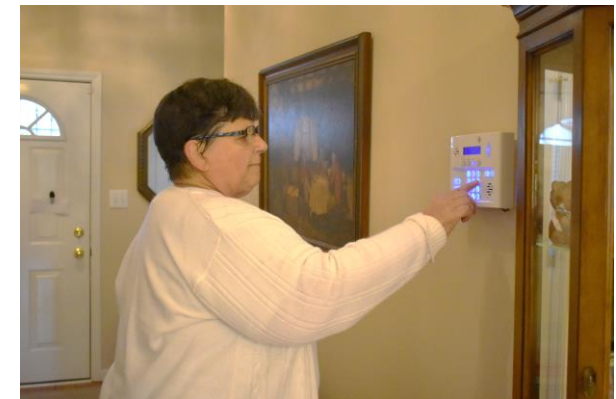
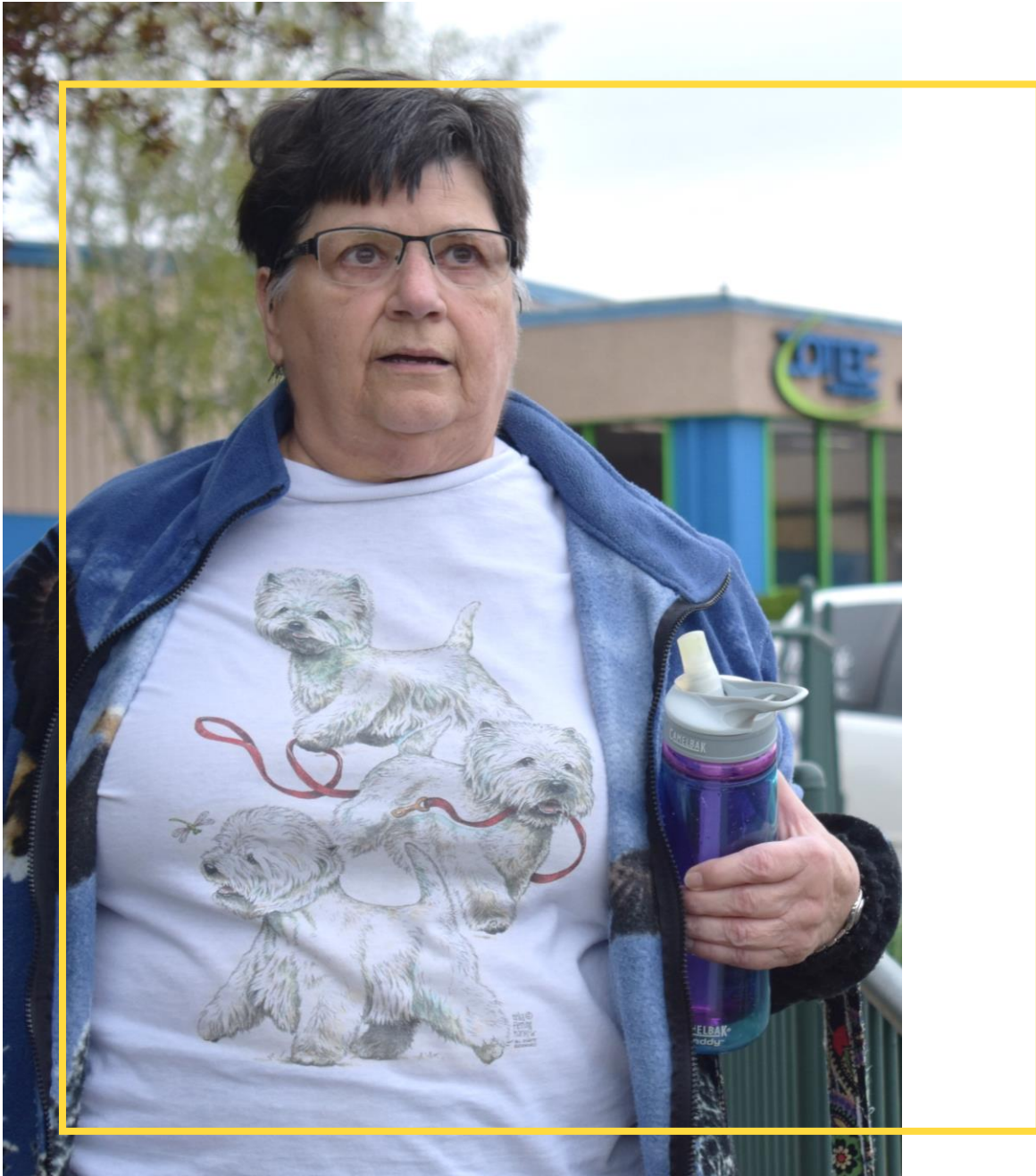
50-YEAR-OLD, CA



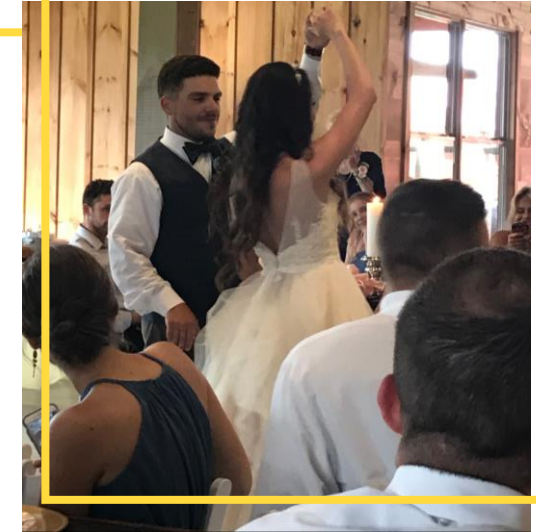


# MEET NORMA

74-YEAR-OLD, IN







Where people ARE on life's journey guides their identity, what they value and how they behave



# AGE IS JUST A NUMBER







GENERATIONAL  
FRAMEWORKS  
ARE FLAWED

# A LIFESTAGE MODEL IS MORE MEANINGFUL





# THREE PRIMARY VARIABLES DRIVE LIFESTAGE

Grade defines life stage

Family status defines life stage

Body/health define life stage

school

family

health

CHILDHOOD

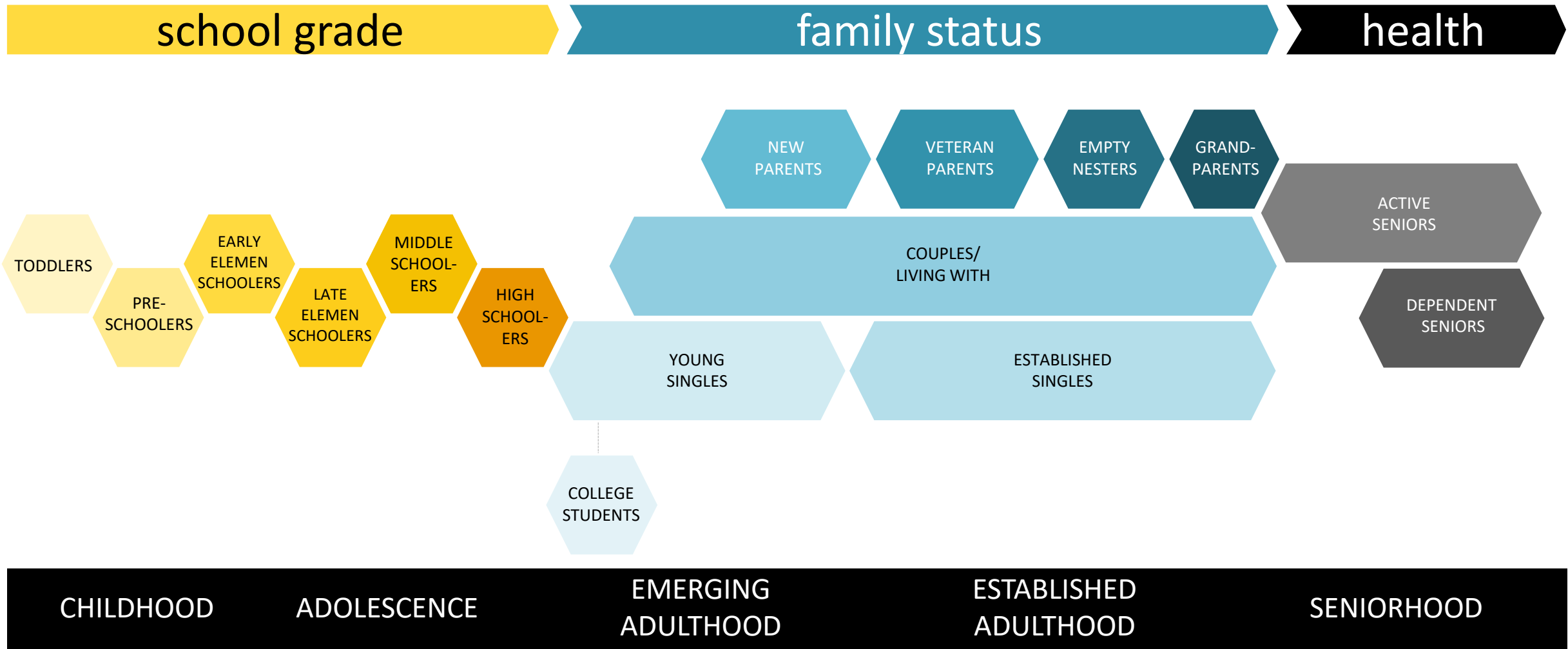
ADOLESCENCE

EMERGING  
ADULTHOOD

ESTABLISHED  
ADULTHOOD

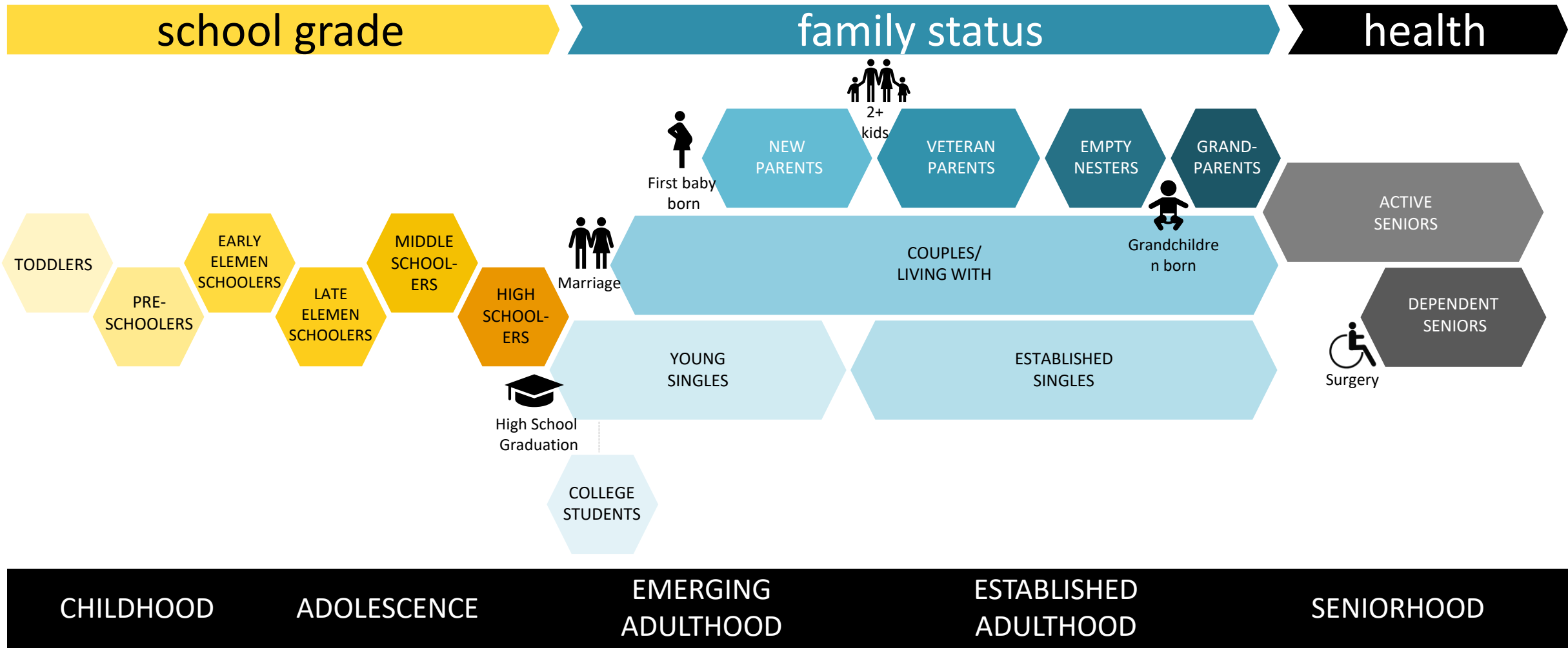
SENIORHOOD

# 15 UNIQUE LIFESTAGES



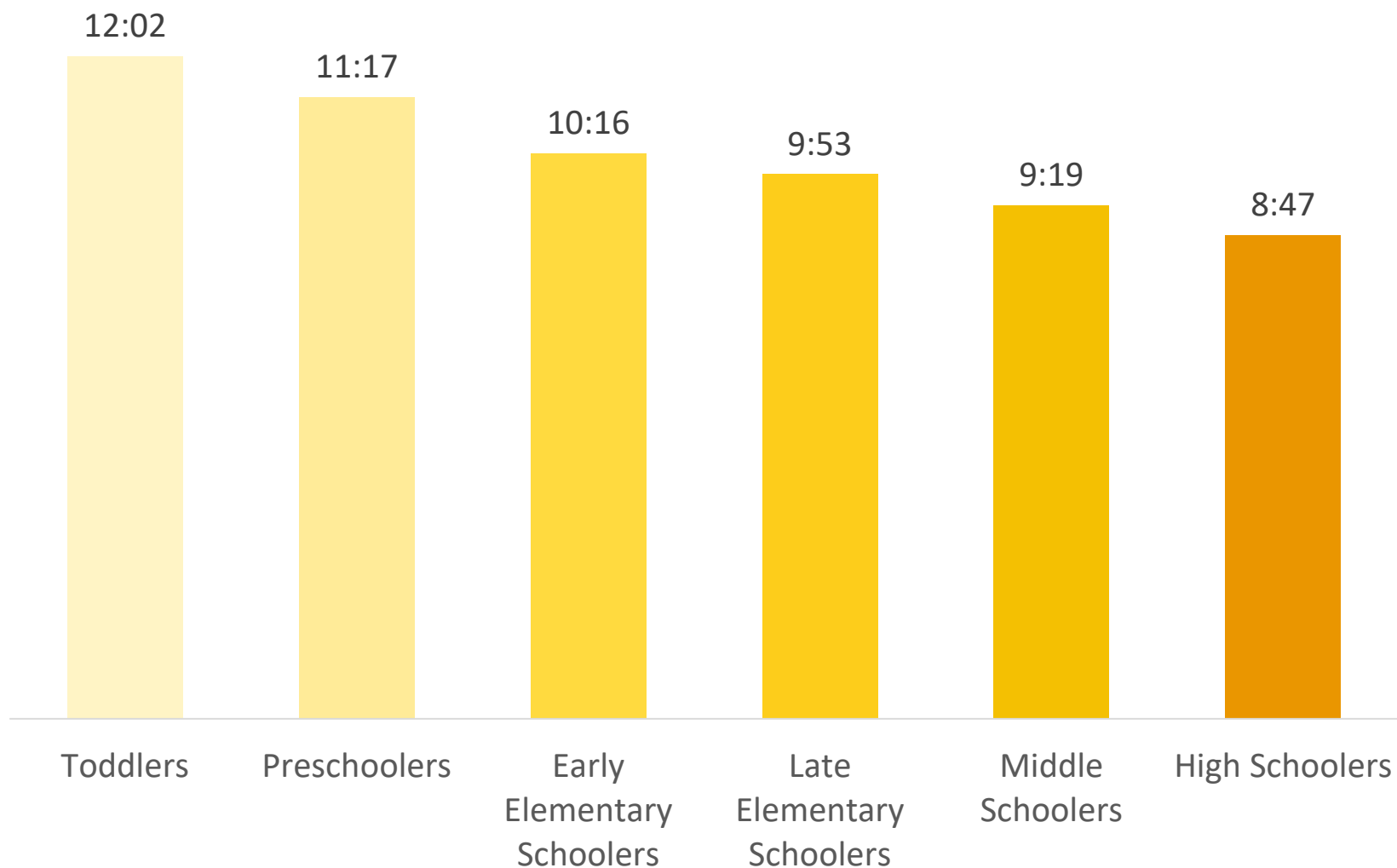


# MILESTONES MATTER



# THE EVOLUTION OF SLEEP

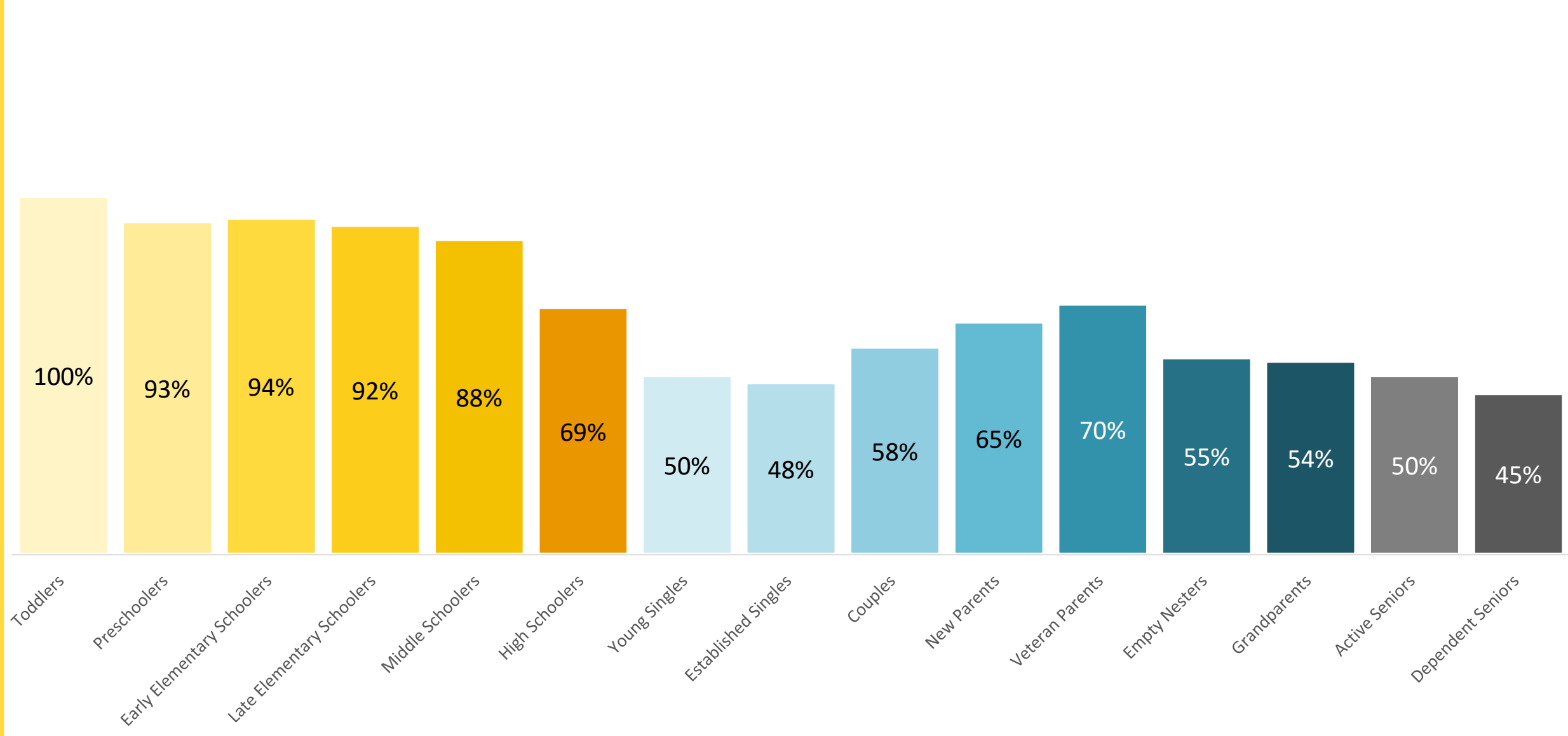
Net sleeping/napping





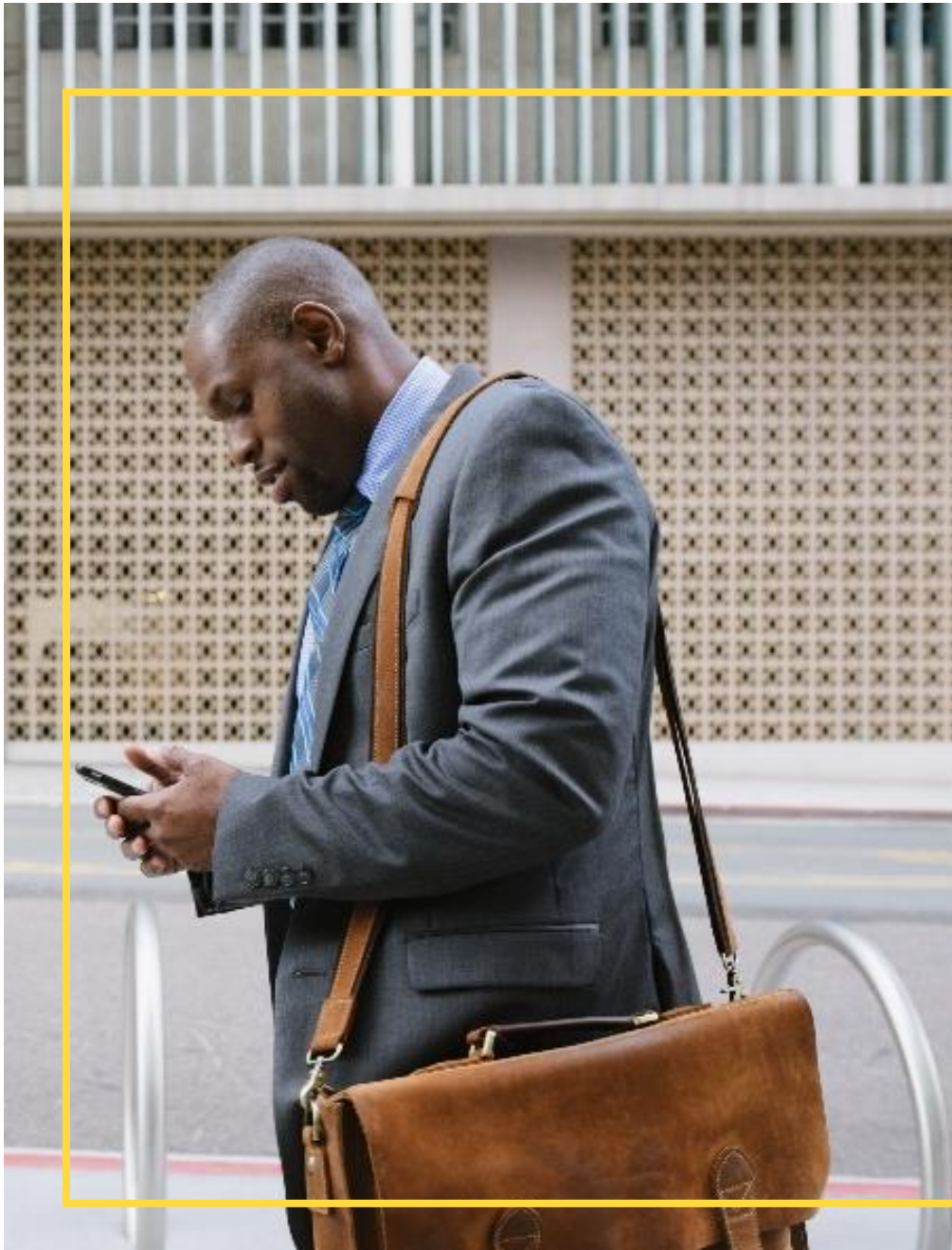
# PARENTHOOD PROMPTS EARLIER BEDTIMES

% who go to sleep before 11pm on weekdays



# MEET ANTHONY

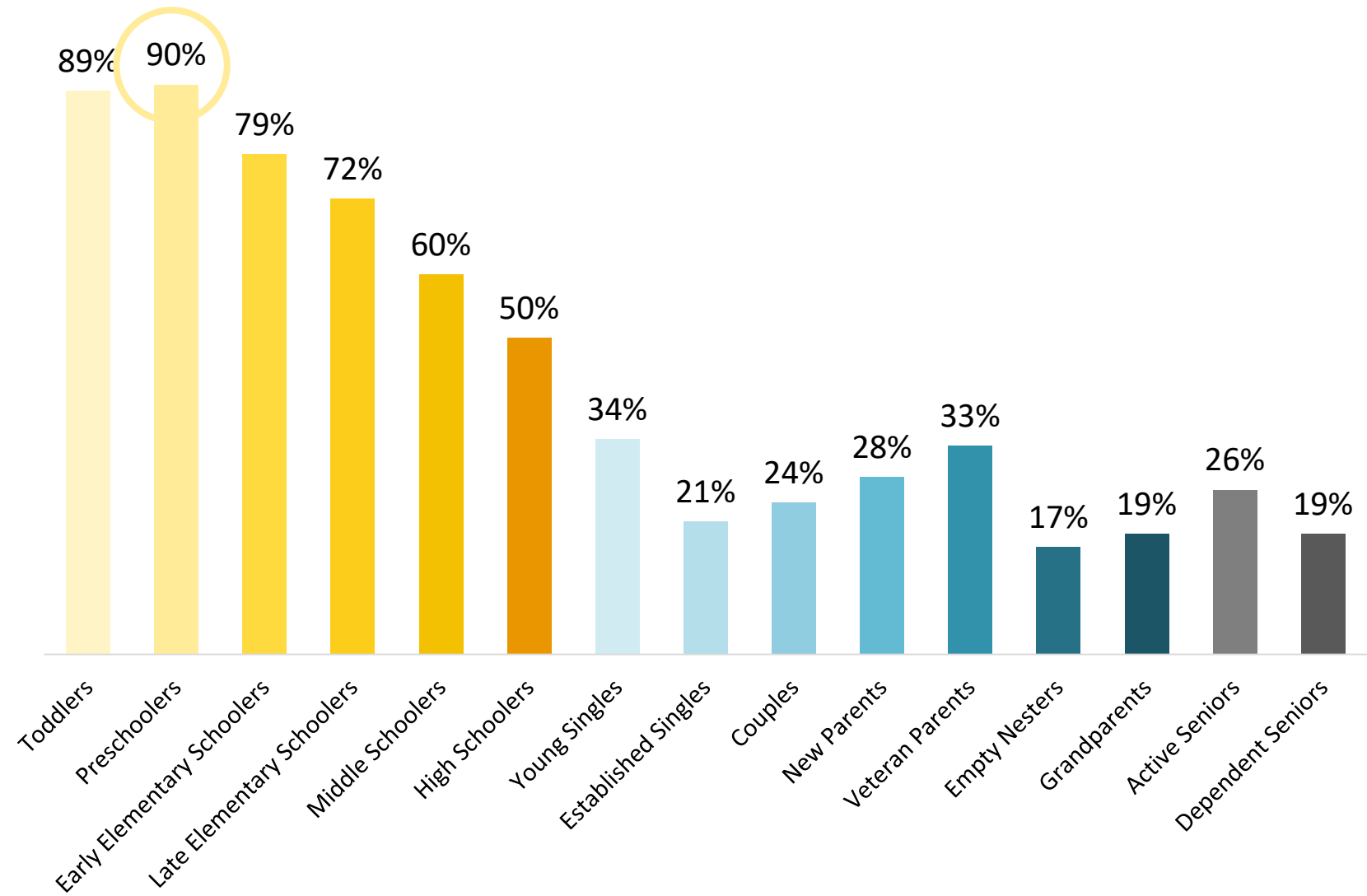
40-YEAR-OLD, GA





# PLAY ACROSS THE AGES

Net play (includes physical, digital, creative and sports)



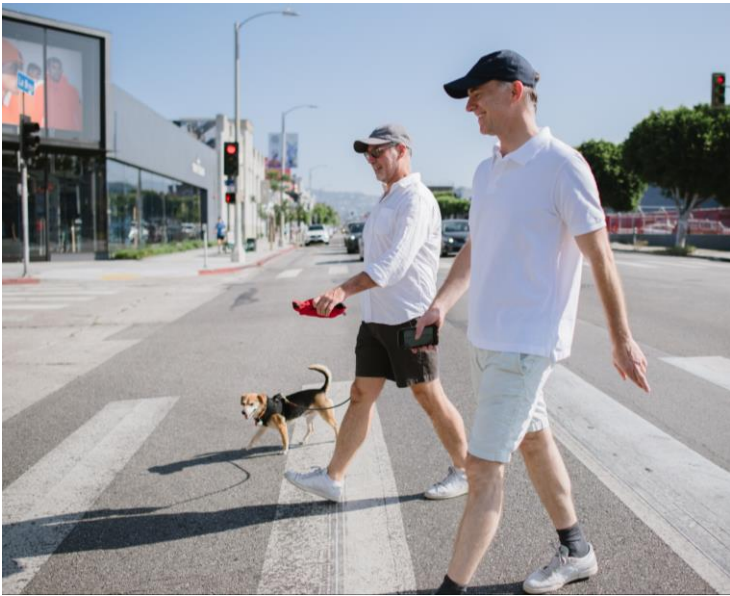
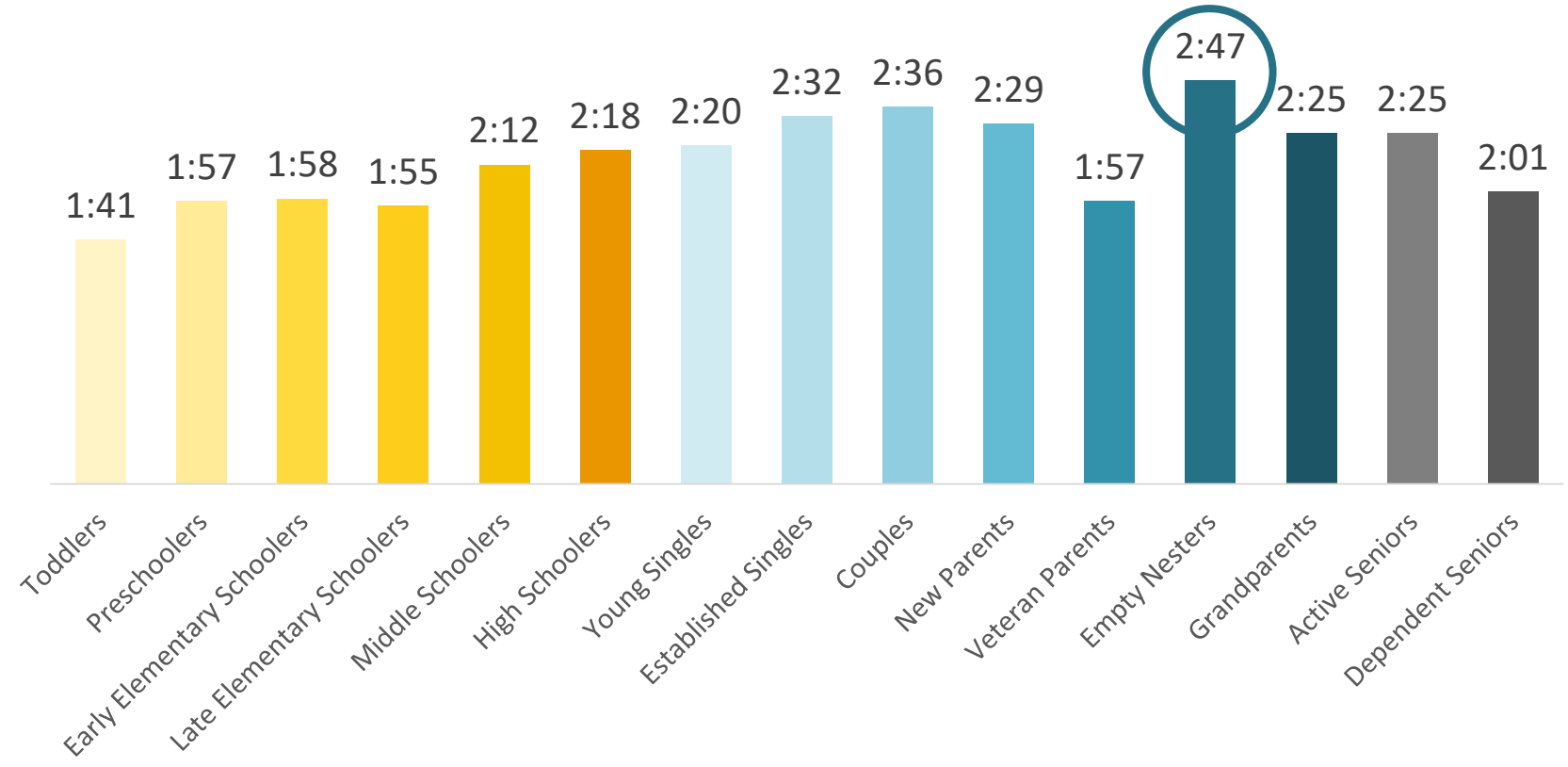




# EMPTY NESTERS MOST SOCIAL

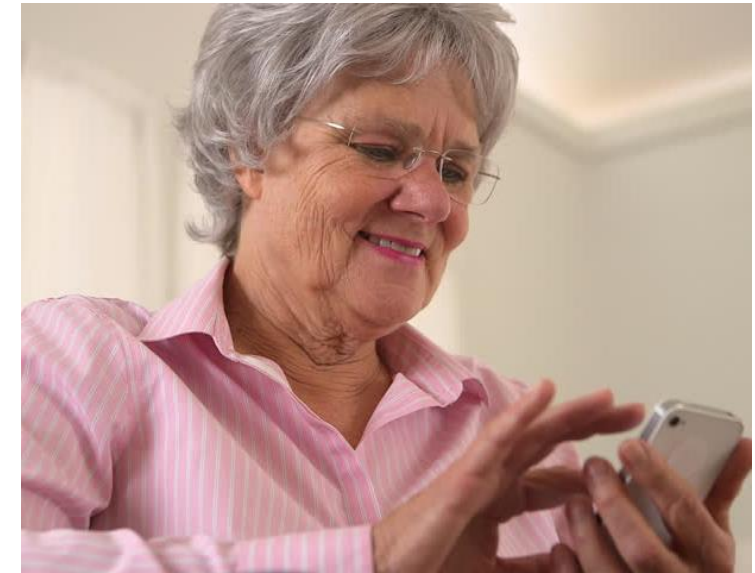
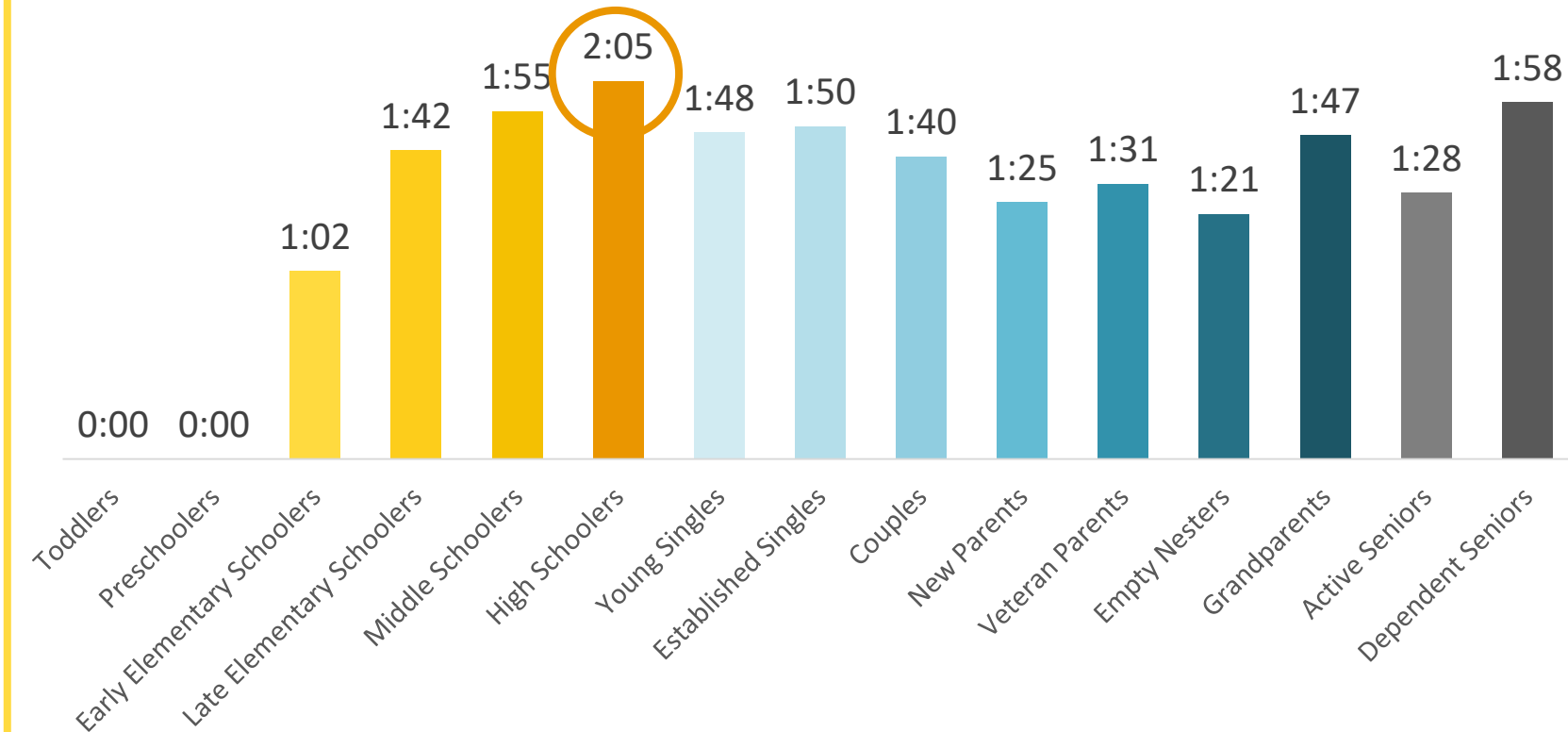
Net socializing in person (includes at someone's home, group/club meeting, other location)

IRL



# TEENS TOP DIGITAL

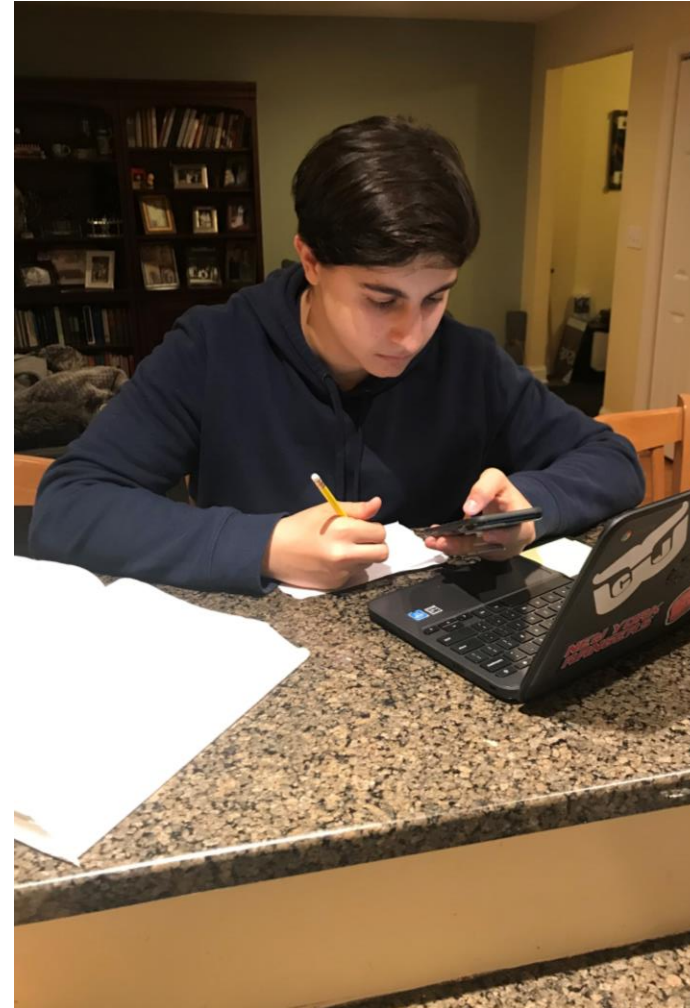
Net socializing through technology (includes video chatting, talking on phone, texting or posting on/looking at social media, emailing, socializing through other tech)





# MEET JONATHON

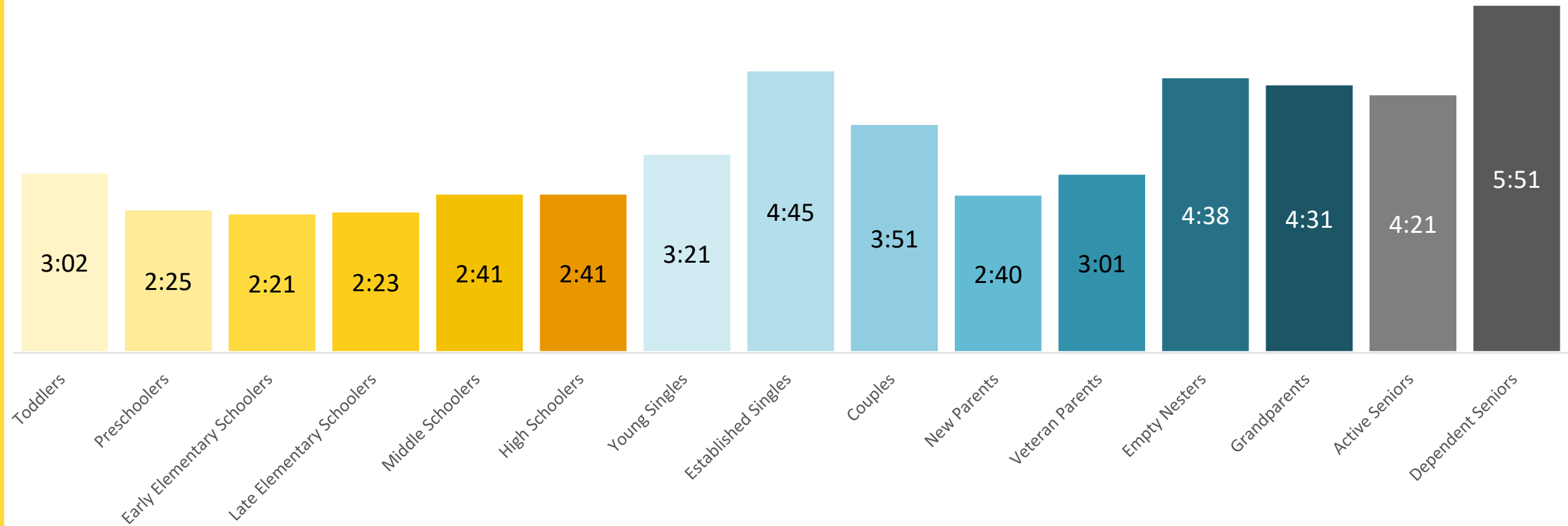
15-YEAR-OLD, CT



# SCREENTIME PEAKS AT END OF

Net watching content on a screen (includes short videos clips and live, recorded and (paid and free) streamed shows and movies)

# LIFE

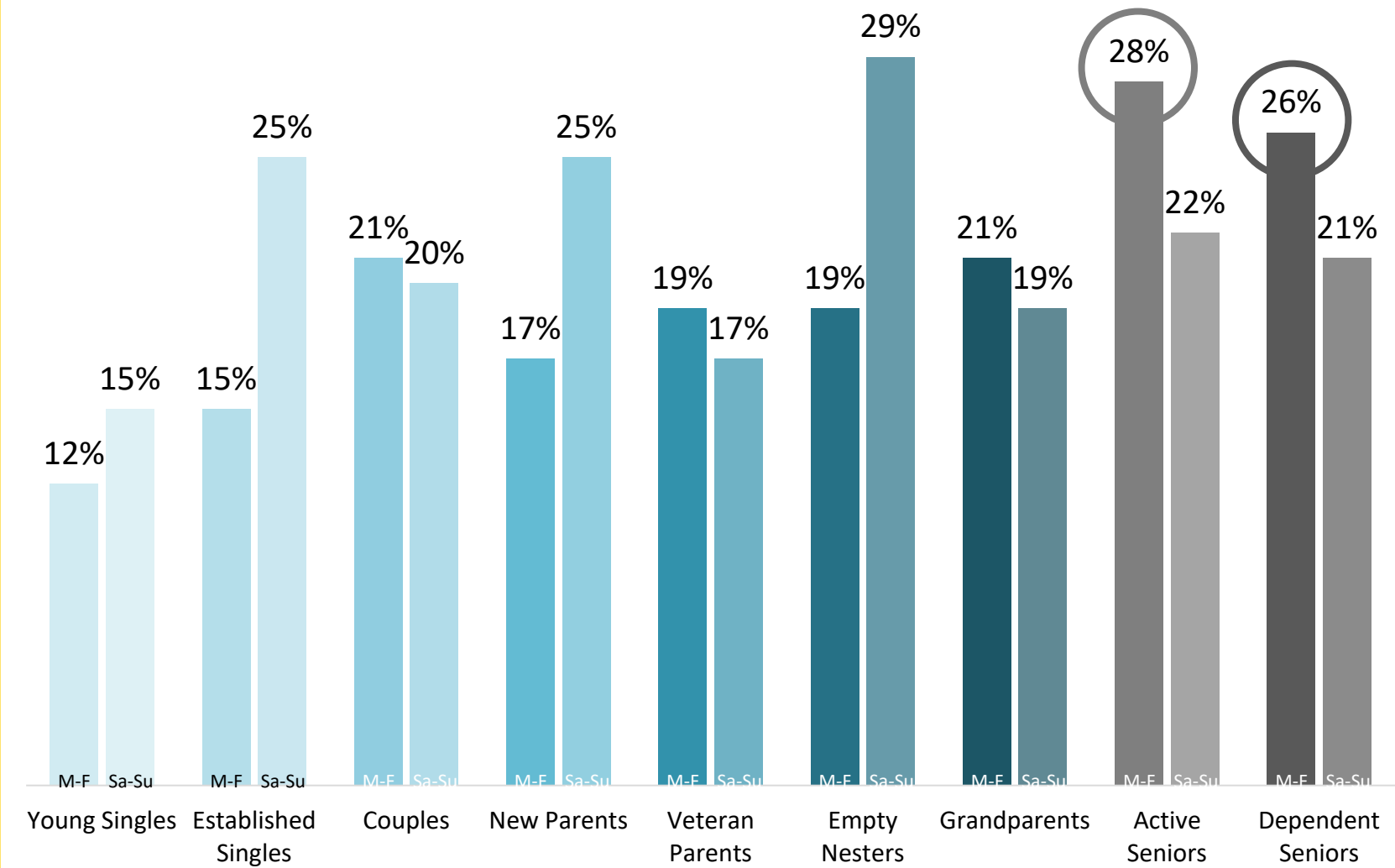




# SENIOR SHOPPING PATTERNS

Net shopping (includes online, grocery store/supermarket, mall/shopping center, mass retailer, other physical stores)

SHIFT



# MEET JUNE

96-YEAR-OLD, NY





# TAKEAWAYS FOR INSIGHTS PROFESSIONALS

- 📷 COMPLEMENT QUANTITATIVE NUMBERS WITH QUALITATIVE ELEMENTS WHENEVER POSSIBLE.
- 📷 KEEP IN MIND THAT LIFE'S PATH IS NOT A LINEAR PROGRESSION BASED ON AGE.
- 📷 EXPLORE CONSUMER ATTITUDES & BEHAVIORS WITH A LIFESTAGE LENS.
- 📷 RETHINK TARGETS/RECRUITS THAT ARE SOLELY ANCHORED IN DEMOGRAPHICS.
- 📷 INTEGRATE LIFE'S JOURNEY INTO MARKETING FRAMEWORKS AND RESEARCH ENDEAVORS.



# THANK YOU!

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