



BABY BOOMERS

From the Older Adult Ministry of the Kentucky Conference

BABY BOOMERS AT A GLANCE

Baby boomers are the newest group to reach retirement and because they and their needs are so different from those we call “older adults” we want to look at how we can minister to and with them. This month we begin with information about Boomers that makes them different.

1. Baby boomers are the children of the “Greatest Generation.”
2. Boomers were born during the baby boom that occurred from 1946 to 1964. This generation was defined not by birth year, but by entry into adulthood in the 1960s, 70s, and 1980s – times of great upheaval and change.
3. Not all boomers are alike. Leading-edge boomers, who were born before 1955, tend to be idealistic. Late boomers, born between 1956 and 1964, tend to be more performance-oriented.
4. Influenced by years of watching television, boomers are early adopters of technology and the greatest consumers of it.
5. Boomers learned not to trust those in authority, largely because of Vietnam and Watergate. Boomers avoid structure and prefer to do things their own way.
6. Boomers make up the largest generation ever born in the United States, with 78 million births, compared with 75.1 million millennials – their children.
7. Ten thousand boomers reach retirement age each day (starting in 2011), but many are choosing to delay retirement because of financial considerations or because their identities are so closely tied with their careers.
8. While boomers have never been the generation most likely to attend church, the percentage of unchurched boomers has risen dramatically during the past 20 yrs. At 41%, boomers are now the generation most likely to be unchurched.

9. Many boomers fear getting old, and they tend to be youth-oriented. Advertisers targeting this generation rarely show actual boomers because many boomers consider themselves to be younger than their chronological age (about 10-15 yrs younger). Boomers loathe being called anything that suggests age (older adults, old, senior, elder, golden, and so on).
10. Boomers are idealistic and service-minded. They still want to change the world.
11. Boomers will undergo a second coming of age as they transition through retirement and are faced with issues of identity, independence, and intimacy.
12. Boomers are competitive, well-educated, and strategic in their thinking.

In the months to come we will look at starting a Boomers group in your church, planning for retirement, activities for Boomers, etc. If you have any ideas or suggestions please contact me.

Sue Eaton

sueeaton@bellsouth.net

502-315-9394 – cell and text