

GENERATION X

Smaller in size and sandwiched between two mammoth generations, Xers are the proverbial middle child of American life. Yet, as they approach their peak earning years, their long-awaited moment in the spotlight approaches. Marketers who pay them the attention they deserve may reap major dividends if they communicate in the right way.

AGES

40-53

IN 2018

17%

OF U.S. POPULATION

57.6

MILLION PEOPLE

\$4.61 T

SPENDING POWER

62%

NON-HISPANIC WHITE

\$66,512

MEDIAN DISPOSABLE HOUSEHOLD INCOME

WORDS THEY LIVE BY:

Avoid Boomer mistakes
Family first
Have a plan
Trust your gut
You're on your own
Protect yourself

62%

SELF-RELIANCE

The original latchkey kids, Xers are independent and entrepreneurial at heart; they adopt and adapt the skills they need to ensure they can live life on their own terms.

"WHEN I HAVE A QUESTION, I PREFER TO TRY TO **FIND THE ANSWER MYSELF.**"
(vs. Ask someone who will know the answer)

68%

PRAGMATISM

Reared in a time of pervasive uncertainty, Xers reject ideology in favor of adaptability and a practical, results-oriented approach to life.

"I HAVE TO TAKE WHATEVER I CAN GET IN THIS WORLD BECAUSE **NO ONE IS GOING TO GIVE ME ANYTHING.**"

CORE VALUES

SAVVY

Taking little at face value, Xers weigh the risks and rewards of every decision with a combination of critical judgment and wariness.

"**BEING IN CONTROL OF MY LIFE IS IMPORTANT IN MY PERSONAL LIFE TODAY.**"

72%



FAMILY

"**WORKING HARD TO KEEP MY JOB AND LEISURE SEPARATE IS IMPORTANT IN MY PERSONAL LIFE TODAY**"

(up from 48% in 2012)

71%

ON THEIR MINDS

54%



COMPOSURE

"IT'S IMPORTANT THAT OTHERS SEE ME AS SOMEONE WHO **HANDLES STRESS WELL**"

CONNECTING WITH THEM

Prove it or lose them

Help them avoid unwelcome compromises

Provide the tools they need to stay positive and upbeat

Support their efforts to prepare for the curveballs they know life will throw their way

Be mindful that brands are less a source of identity for Xers and more a means to facilitate what they decide for themselves

KANTAR CONSULTING

SOURCE: KANTAR CONSULTING U.S. MONITOR

Kantar Consulting has been on the forefront of generational and social values for 50+ years. Find out more about how your brand or business can take advantage of consumer dynamics in the marketplace by emailing casey.ferrell@kantarconsulting.com.

Spending power and median income were derived from Bureau of Labor Statistics and Bureau of Economic Analysis figures. For the full methodology, please contact your account team.