

# Gen X? Game on

## Who Are Gen Xers?

44 to 50 million Americans  
who were born between  
1965 and 1980.<sup>1</sup>

## They're Diligent

- Typically highly educated and often skeptical.<sup>2</sup>
- Prefer to save time and be efficient whenever possible.<sup>3</sup>
- The more information Gen X purchasers have about the product the more likely it is that they will complete the checkout.<sup>2</sup>

## They're Social

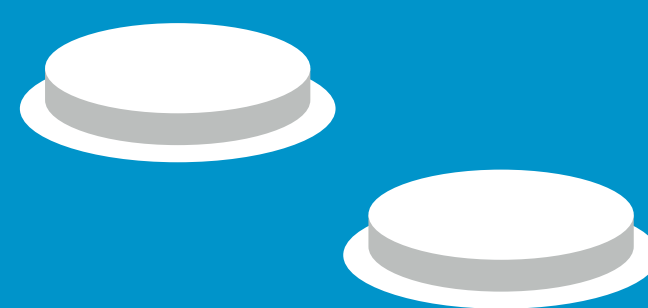
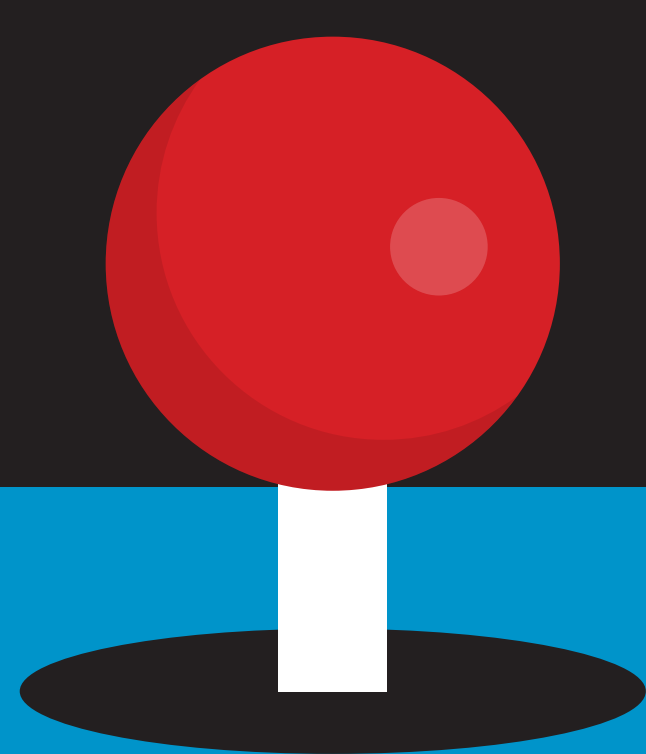
- Average just under 2 hours a day on social media.<sup>4</sup>
- Spend the most time on social media of any age demographic<sup>5</sup>
- 39% of heavy social media users cite finding out about products and services as an important reason why.<sup>5</sup>

## They're Tech Savvy

- 8 out of 10 Gen Xers own a smartphone.<sup>6</sup>
- Gen Xers carry out purposeful interactions in online space.<sup>6</sup>
- Gen Xers complete a broad range of activities on mobile devices.<sup>6</sup>
- 47% of Gen Xers use mobile to make purchases, and 38% use mobile to pay bills.<sup>4</sup>

## Reaching Gen Xers

- Provide access to robust information about services and programs.
- Connect with them through social media channels.
- Offer self-service tools that are purposeful and mobile-friendly.



1. Rampton, John. "Different Motivations for Different Generations of Workers: Boomers, Gen X, Millennials, and Gen Z."

2. WJSchroer. "Generation X, Y, Z and the Others."

3. Optile. "Consumer Payment Behavior Across Generations." October 4, 2017.

4. GlobalWebIndex. "Rethinking Gen X: Fact versus Fiction." April 24, 2018.

5. PYMNTS. "Gen Xers Heaviest Social Media Users." January 30, 2017.

6. Gramigna, Kristen. "Know Your Customers: How Different Generations Prefer to Pay." February 22, 2017.