

# Generation Squeezed: How Gen X Manages Work, Family, and Finances

Often overshadowed by the larger Millennial and Boomer generations, Gen X stands out for responsible spending, pragmatism, efficiency, and worth ethic. Gen X faces diverse challenges: supporting children across various ages, college expenses, caring for aging parents—and 30% have adult children still living at home. They are squeezed in multiple, significant directions! Despite 59% feeling that life hasn't met their expectations, Gen Xers adeptly navigated the transition from analog to digital and now hold many of the key leadership roles across sectors. Hopefully Gen X's dedication to work—combined with a focus on health and wellness—will take them in the stable, fulfilling direction that many are looking for.



## THE THIRD LARGEST GENERATION *by the Numbers*



Spanning ages **44 to 58**, there are approximately **60M** Gen Xers

## RESPONSIBLE SPENDERS

- **56%** are **monitoring budgets more now**, since the onset of rapid inflation
- Gen Xers like to find ways to save—**62%** agree that **store brands are as good as name brands**
- However, **quality** must be maintained: **79%** will **spend** money on an item that will last for a long time



## PERSISTING THROUGH ACHES AND PAINS

**70%** feel that their body doesn't work quite as well as it used to, but Gen X maintains strong health priorities:



**44%** prioritize **eating healthy** while another 44% prioritize **weight loss**



**32%** focus on maintaining an **exercise** routine



Another **32%** put their **stress management/mental health** first

## (A GOOD) TIME IS MONEY



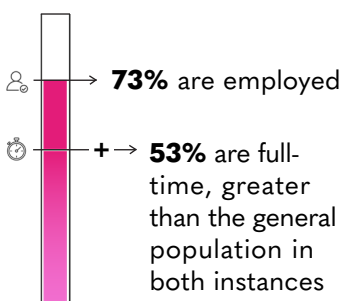
Gen Xers have many demands on their time; **53%** are **willing to pay a bit more to save time**



And time is to be enjoyed: **66%** prefer to **splurge** on **experiences more than things**



## WORK, WORK, WORK, WORK, WORK



**A little over half** will work as long as they can for financial reasons, while 40% plan to work for personal fulfillment

**61%** feel they have a healthy work/life balance: they have built stability in their careers

Though they are known as savers, **only around a third have retirement investments**



## TECH FOR EFFICIENCY'S SAKE

- **52%** **shop online**—which is higher than Gen Z; generally speaking, Gen Xers have more means and less time
- Streaming is big, with a dose of connection. **Top three digital resources:**

**1. YOUTUBE**

**2. FACEBOOK**

**3. NETFLIX**

- **20%** click on digital ads daily



## LOOK AHEAD!



**56%** prefer to plan for the future; **brands:** help Gen X look ahead with future-focused messaging, solutions, and education