

## Marketing to Generation X - US - June 2016

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Generation X is often overlooked, bookended by larger generational groups on either side (Baby Boomers and Millennials). However, in the middle stages of their life, Gen Xers are facing their own unique challenges.

### This report looks at the following areas:

- Gen X men and women have different self-perceptions
- Health and money management are top goals for Gen X

Gen X'ers are fighting a financial war on two fronts – paying off debt, and saving for the future. Many still have children in the house, but others are empty nesters (or will be soon enough). Gen Xers are discovering that now is the time to refocus efforts on their personal goals – concerned with getting their health and financial affairs in order over the next decade.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Gen X in need of a financial plan

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