

X Marks The Spot For Increasing Sales

Between the end of the Kennedy Administration and the onset of the Reagan years, 45 million children — now known as Generation X — were born. Today, as 20 and 30-somethings forming households, getting married and having children, these individuals present a marketing goldmine.

Follow the map to hidden treasure...

X The hallmarks of Generation X are entrepreneurialism and pluralism.

X 40.1% of Generation X have graduated from college — they are better educated than the baby boomers.

X Gen Xers are practical about money matters and many of them have already started saving for retirement.

X 29% of all households age 25 to 29 and 39% of married households in the same age range have incomes of at least \$50,000.

X This group is sophisticated and media savvy. They want to do things on their own initiative.

X In 1998, 31% of Generation X were married with preschoolers and 12% were newlyweds. Today, this group is more focused on home and children.

X Of the 25 to 29-year-olds in the tail end of this cohort, for the first time in American history, women have more education than men.

X 46% of individuals age 18 to 34 expect to retire at age 60 or younger.

X Generation X is looking for ways to get more value for their money.