

GENERATION X

Affluent Influencers



VERY VALUABLE CUSTOMERS

GEN-X AI ARE **BRAND-CONSCIOUS**, HAVE **MONEY TO SPEND** AND ARE RELIED ON BY PEERS FOR **ADVICE & OPINIONS** ON **BRANDS, PRODUCTS & SERVICES**

Total Gen-X AI pool: **9 MILLION**

That's 16% of the 54.9M Affluents and 18% of the 49.6M Gen-X in the U.S.

GO-TO SOURCE

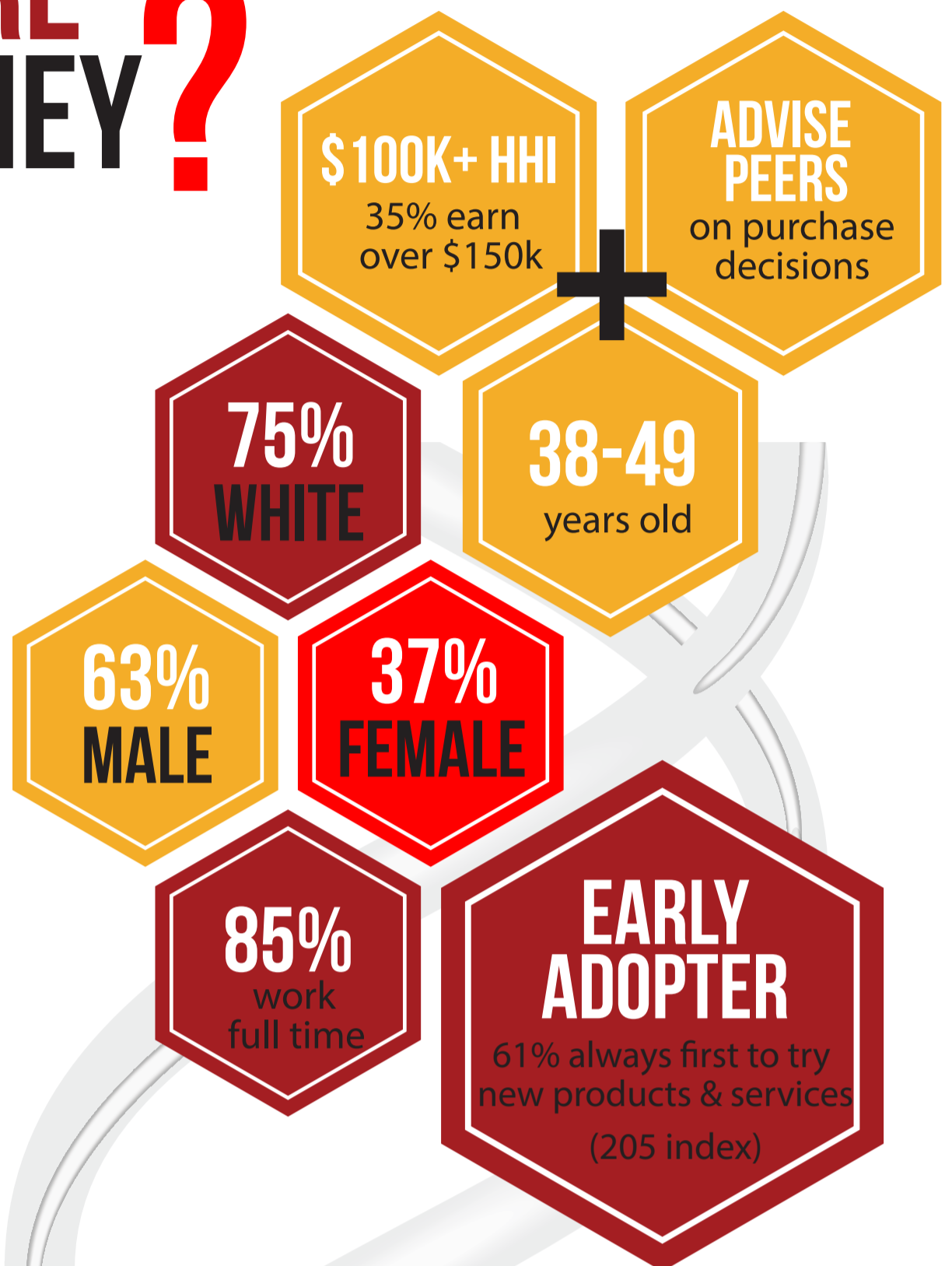
HELPING FRIENDS WITH ...

- HOME/DÉCOR
- LUXURY GOODS/SERVICES
- CHILDCARE/CHILDREN
- NEW TECHNOLOGIES
- AUTOMOBILES

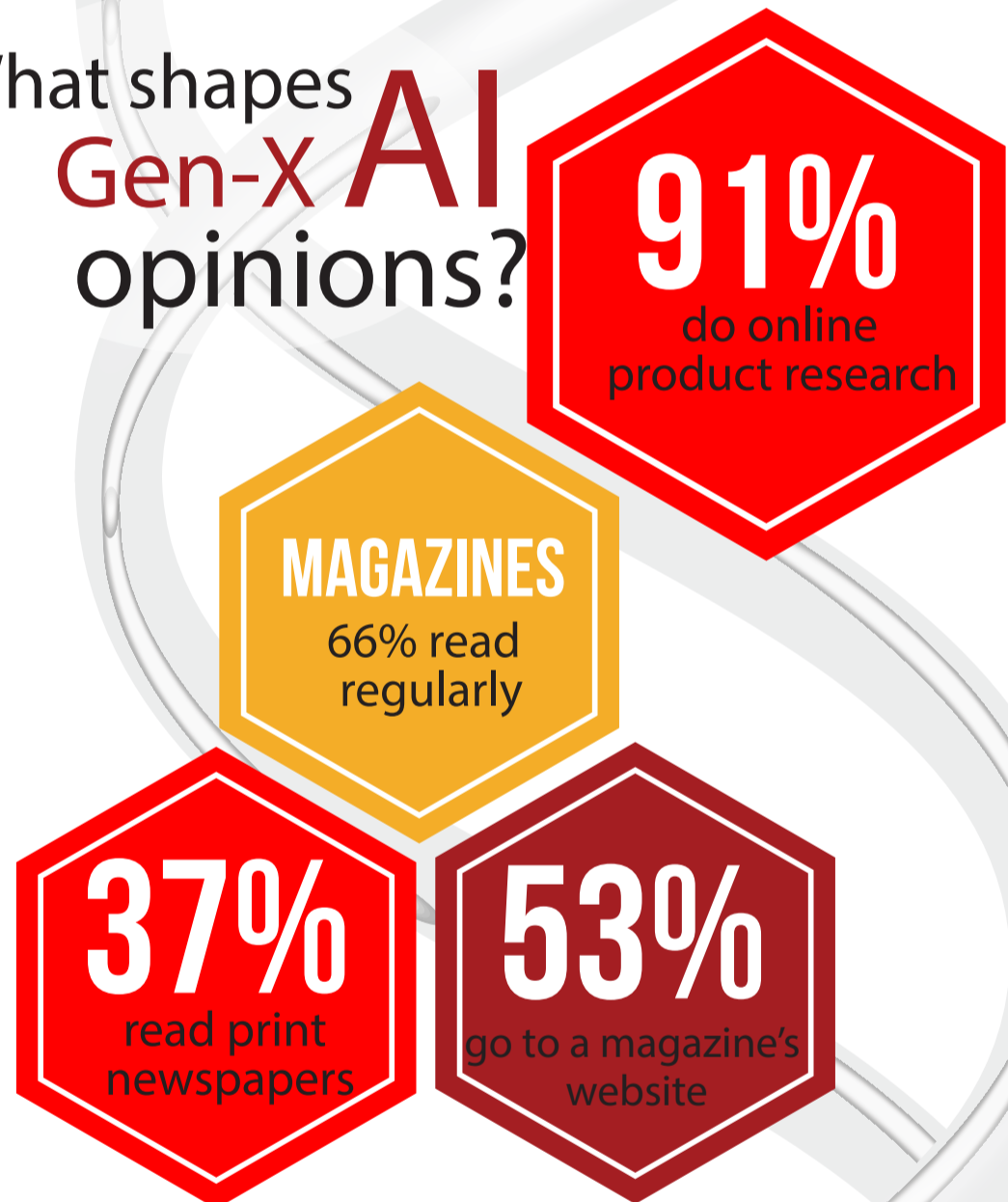
*Gen-X refers to people born between 1965 and 1976. Study Source: Carat 2013 CCS, via iProspect Affluent Influencers report. Additional sources: US Census, Pew Research Study, and eMarketer.

The DNA of GEN-X AI

WHO ARE THEY?



What shapes Gen-X AI opinions?



How do they SHARE their opinions?

