Gen X Passion Points

Summer 2022



COLLAGE
GENERATIONS

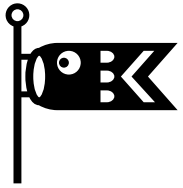
Collage Group's Generations Consumer Fundamentals



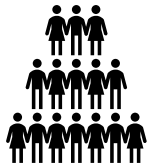
Demographics and Economic Opportunity



Identity



Group Traits



Connection
- Family
- Community



Passion Points

This Presentation



Holidays and Occasions



Social and Political Issues



Media

COLLAGE GENERATIONS

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Collage Group, Passion Point Survey, Fielded May 2022

13-76 Unweighted Sample Breakdown, n=4,863

Race/Ethnicity	
Hispanic	1421
Black	849
Asian	1321
White	1272

Gender	
Woman	2525
Man	2288
Non-binary / other	50

Generation	
Gen Z	957
Millennial	1452
Gen X	1285
Boomer	1169

Hispanic Acculturation	
Acculturated	464
Bicultural	655
Unacculturated	302

LGBTQ+	
LGBTQ+	762
Non-LGBTQ+	4101

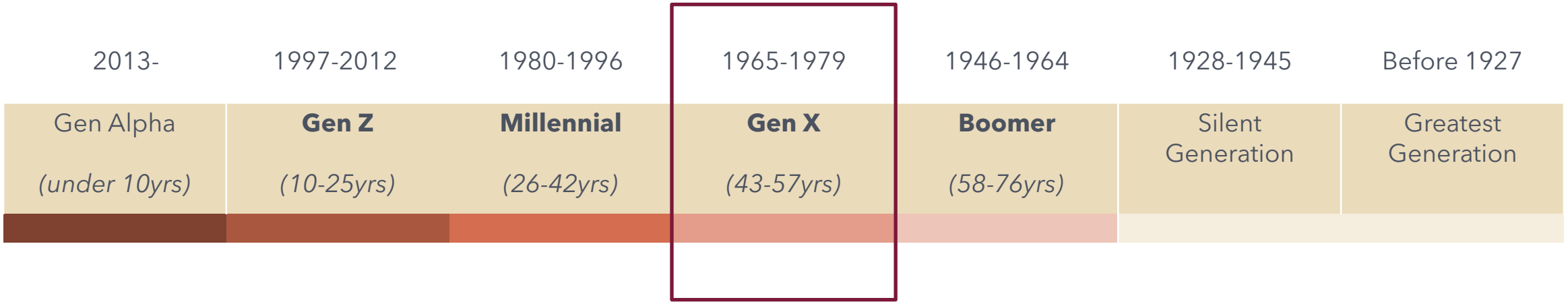
Please note that weighted data present in this report is weighted to be nationally representative of Race/Ethnicity, Hispanic Acculturation, Age, Gender, and Sexuality.

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Generations Research Includes Gen Z to Baby Boomers

Generations defined by birth year

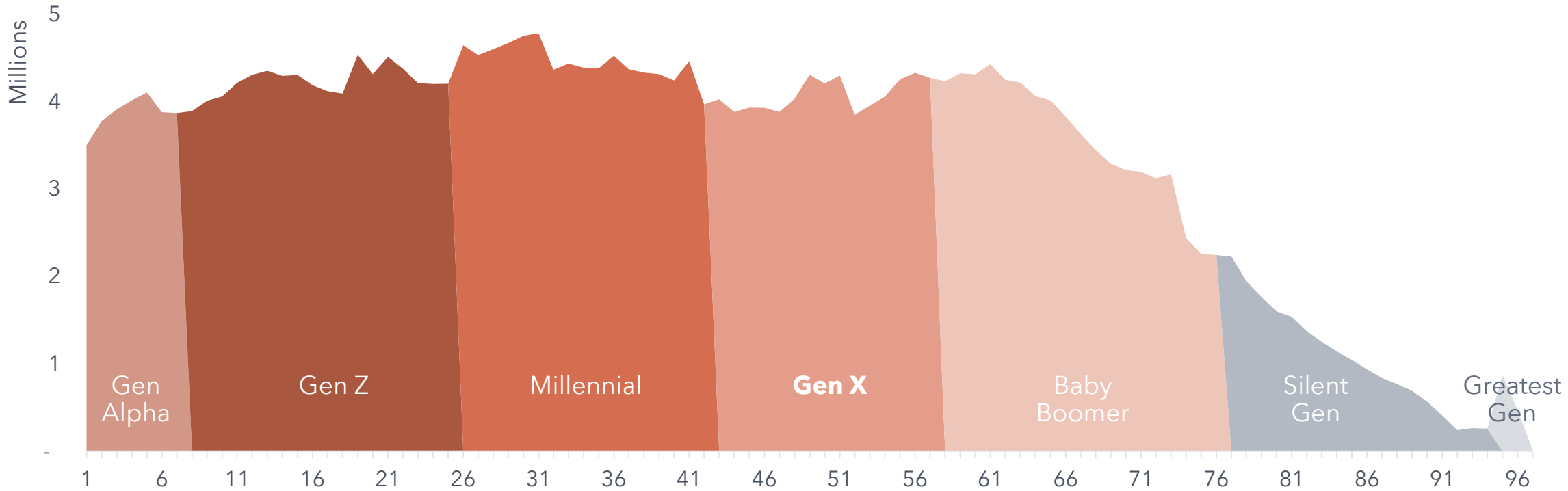


COLLAGE GENERATIONS

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Gen X Is a Uniquely Small Generational Cohort with 10 to 14 Million Fewer People than Boomers, Millennials, or Gen Z

Total U.S. population by generation (2019)



2019	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Greatest Gen
Date range	1997-2014	1980-1996	1965-1979	1946-1964	1928-1945	1910-1927
Size (MM)	**75.6**	**75.8**	**61.0**	**71.8**	**22.9**	**1.9**

COLLAGE GENERATIONS

Source: 2019 American Community Survey

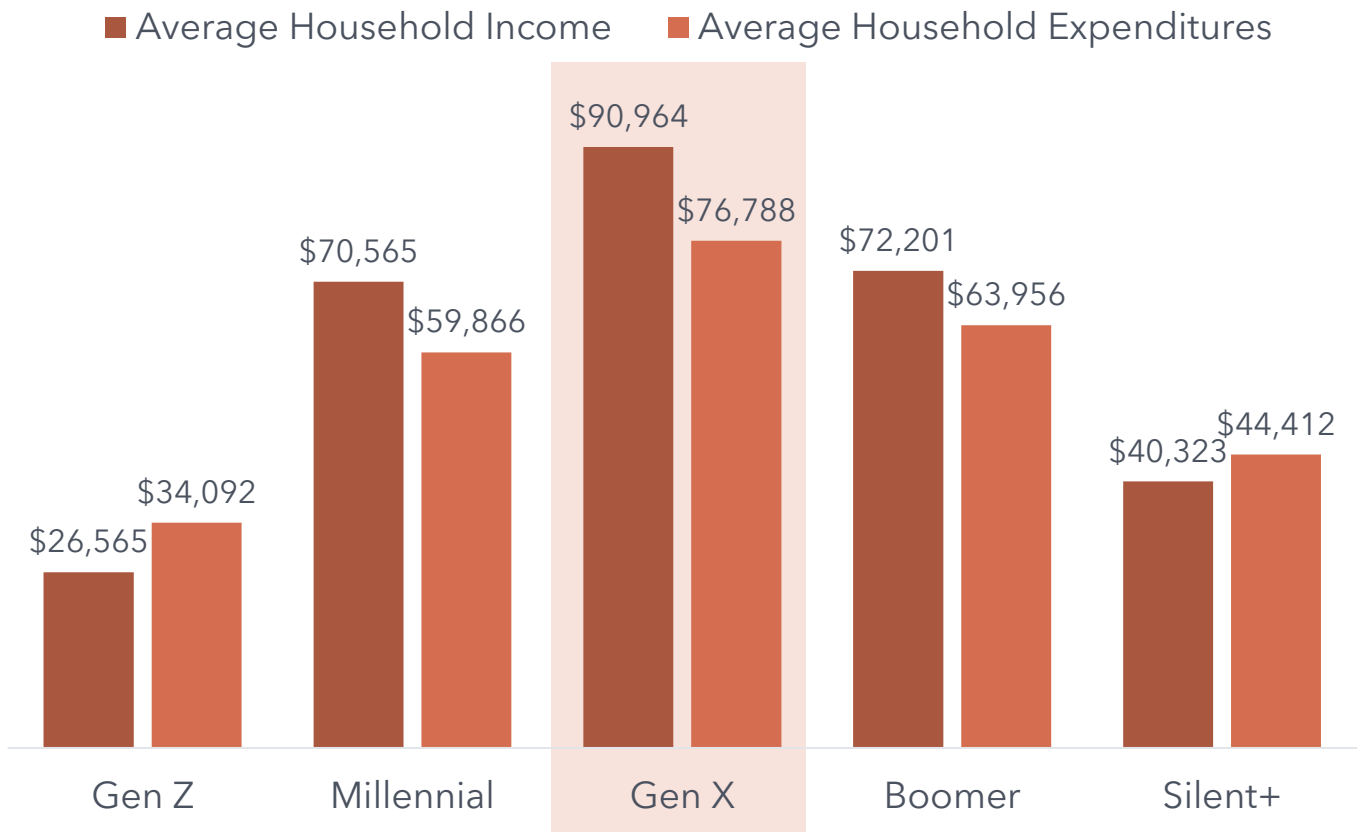
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But Marketers Can't Afford to Misunderstand this Valuable Segment

Gen X Americans Are Currently at Peak Household Income and Expenditure Levels

2019 Average Household Income and Expenditures

This classic "hump" shape has defined consumer expenditure trends for decades, with expenditures rising until the 50s, and then beginning to wane as people enter retirement



Source: 2019 Consumer Expenditure Survey

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Passion Points Overview

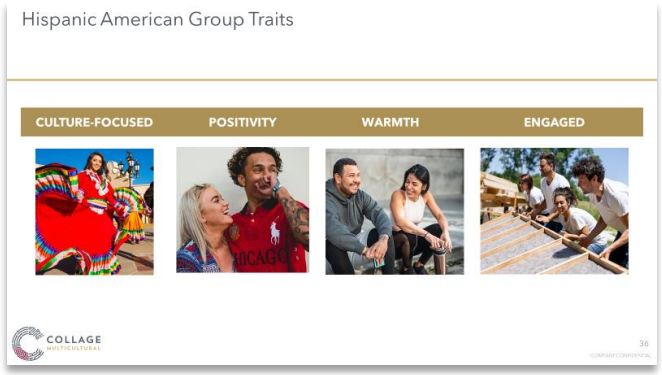
Gen X Passion Points

- Travel
- Cooking & Dining Out
- Sports & Fitness
- Games
- Fashion & Style
- Home & Garden

The Collage Toolbox Helps Brands Connect through Culture

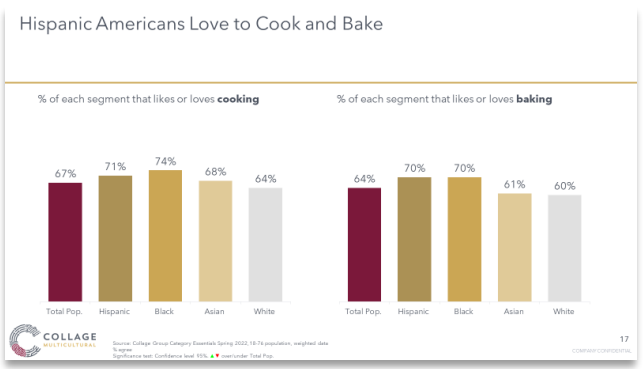
Group Traits

Group traits are culturally relevant personality characteristics that reveal actionable differences across segments and provide nuanced understanding of a segment to deepen understanding.



Passion Points

The activities and areas of life that people are **deeply interested in** and prioritize in terms of money and time. Passion points are **concrete expressions of culture.**

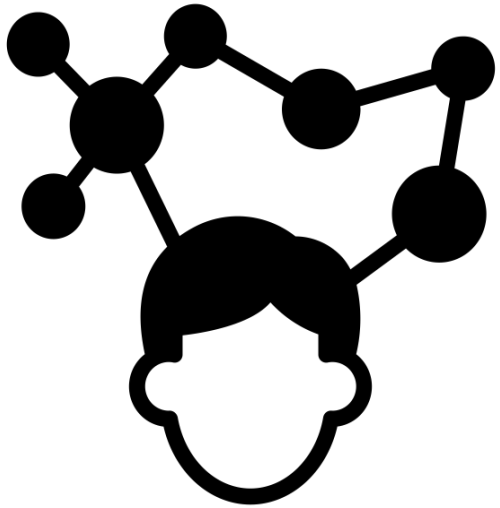


COLLAGE GENERATIONS

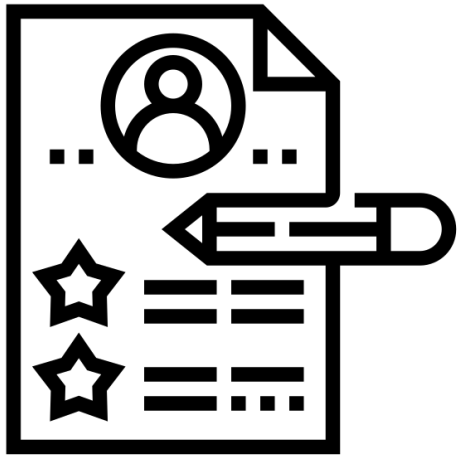
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Background Factors and Group Traits Heavily Influence Gen X's Passion Point Preferences, Behaviors, and Attitudes

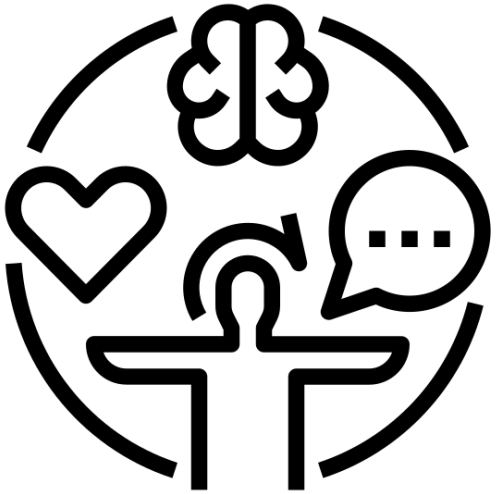
Background Factors



Group Traits

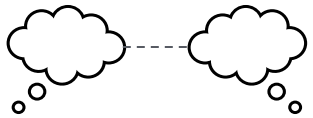


Passion Points



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Gen X Came of Age during a Period of Transformation in America, Cultivating Their Sense of **Stewardship** in Preserving Traditional Values

	Background Factors		Impact	Lasting Results
Political Ideology	 Shared opinions	 Polarization	Gen Xers live in a more divisive world than the one they grew up in.	**Nostalgia** for a simpler time and **pride** towards the past is strong
Technology	 Analog	 Digital	Gen Xers have had to adapt to rapidly changing technology.	
Family Structure & Workforce	 High marriage rates; women at home	 Increased divorce; women at work	Gen X kids lacked wholesome family life.	**Traditional** family **values** and parenting became a priority

Group Traits

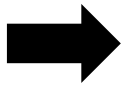
STEWARDSHIP

Gen X **preserves the past** and **carries those values into the present**. Gen Xers have a **pride for America** not exhibited by younger generations today. From growing up in a relatively **unified period of history**—at the tail-end of the Cold War, pre-internet—Gen Xers felt **reverence for America and strong comradery with their peers**. In today's polarized society, **Gen Xers long for the past, carrying a nostalgia** that could be linked to simpler times, unity, American values, or even the pop culture of their youth.

COLLAGE GENERATIONS

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Gen Xers' "Latchkey Kid" Childhood Prepared Them for the Duties of Adulthood and Being **Dependable** Family Members

	Background Factors	Impact	Lasting Results
Family Structure & Workforce	 High marriage rates; women at home   Increased divorce; women at work	Gen Xers were "latchkey" kids, alone and unsupervised, raised themselves.	Independence, **self-reliance**, and **looking out** for others
Middle Age, "Sandwich" Generation	 Parenting, caring for children   Caring for aging parents	Gen Xers are completely immersed in family life.	**Stretched thin** at times, yet also **fulfilled** by helping their family
Middle Age, Peak Career	 Career responsibilities, high earnings   Family responsibilities, greater financial burdens	Gen Xers juggle balancing obligations; Make more money but also have more financial burdens.	

Group Traits

DEPENDABLE

Gen Xers experienced **immense freedom and independence at an early age**, but also felt the **loneliness** of divorced or busy parents. Their **"latchkey" childhoods** defined Gen X's outlook on life, **instilling the sense that they must look out for themselves–and others**–in order to get by. Now in middle age and parenthood, Gen Xers have **created the family lives they never had**, all while **translating their skills of self-reliance and responsibility into family life**. Gen Xers are linchpins of the family, and they **take pride in being depended upon** in a way they lacked growing up.

COLLAGE GENERATIONS

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Experiencing Economic and Technological Shifts Early-on Gave Gen Xers an **Enterprising** Attitude in Their Careers

	Background Factors		Impact	Lasting Results
Economy & Workforce	 Strong economy; jobs for life	 Recession; unexpected layoffs	Childhood financial struggles instilled Gen Xers with caution and skepticism.	Gen Xers approached their careers **carefully**, learned to be **adaptable.**
Technology	 Analog	 Digital	Gen Xers have had to adapt to rapidly changing technology.	Tech gave Gen Xers new **opportunities** that led to jobs and **entrepreneurship.**

Group Traits

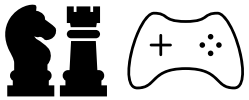
ENTERPRISING

Gen Xers were *(and are)* **game-changers in the workforce**. From an early age, they witnessed their parents' assumed job security crumble during the 1980s economic recession. The shock of layoffs instead of furloughs meant **Gen Xers had to get savvy about how they approached their career**, being careful not to put all their eggs in one basket. Gen Xers **seized the new tools and opportunities** previously unavailable. Gen Xers have become **prominent entrepreneurs and leader** in the American workforce.

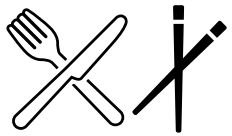
COLLAGE GENERATIONS

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Collage Group Provides Deep Dives into Passion Points



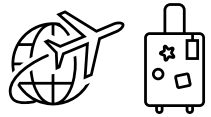
Games



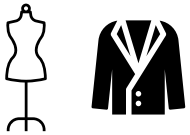
Cooking and Dining Out



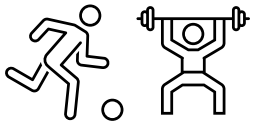
Home and Garden



Travel



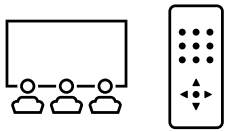
Fashion and Style



Sports and Fitness



Audio and Music



Movies, TV Shows, and Books

COLLAGE GENERATIONS

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Brands Use Passion Points to Extend Reach and Deepen Connection

Authentic Creative



Ensure creative and messaging campaigns speak to consumers' lived experiences

Segment Efficiencies



Evaluate cross-segment opportunities to extend reach through shared passion points

Brand Positioning



Identify where brand positioning can seamlessly engage consumer passion points

COLLAGE GENERATIONS

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Passion Points also Reveal Opportunities to Connect through Interests

Sponsorships



Identify high value sponsorship opportunities

Partnerships



Identify influencers that matter to your market

Market Location



Identify where target consumers are spending their time and attention

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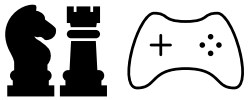


Passion Points Overview

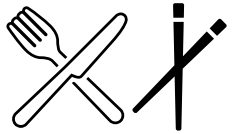
Gen X Passion Points

- Travel
- Cooking & Dining Out
- Sports & Fitness
- Games
- Fashion & Style
- Home & Garden

Collage Group Provides Deep Dives into 8 Passion Points



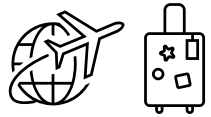
Games



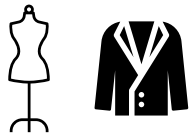
Cooking and Dining Out



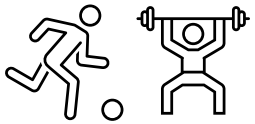
Home and Garden



Travel



Fashion and Style



Sports and Fitness



Audio and Music



Movies, TV Shows, and Books

Coming in Fall 2022 Media Study

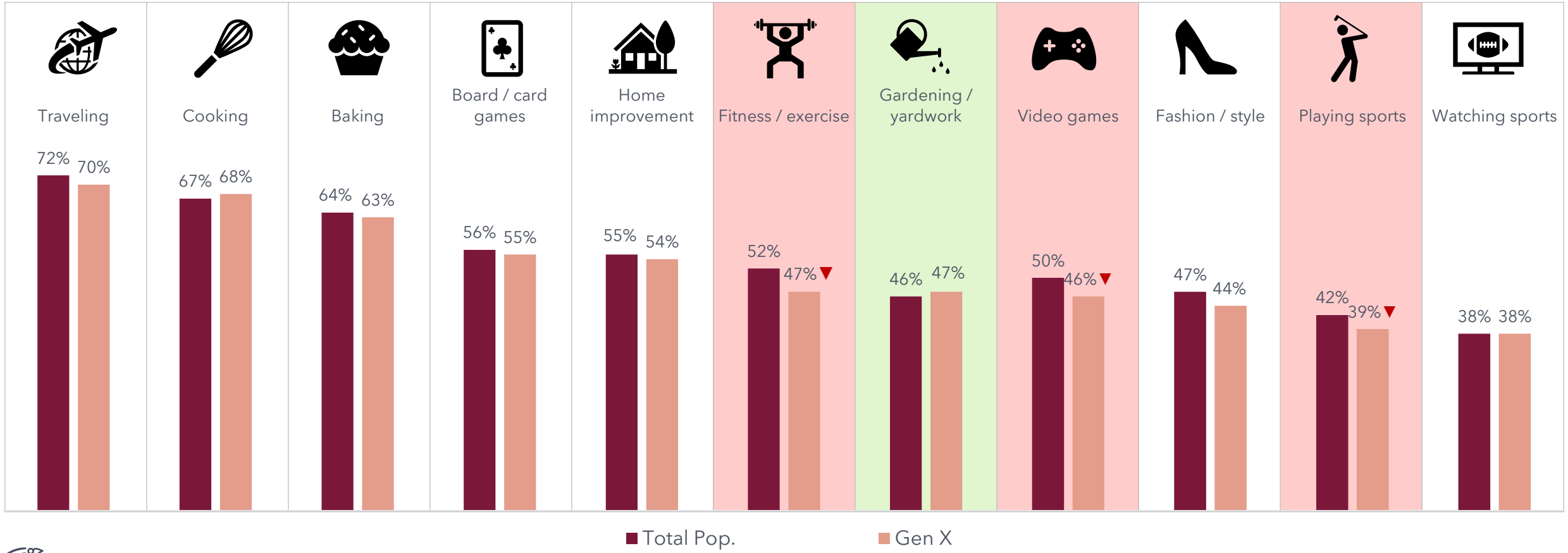
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Gen Xers Have the Strongest Affinity Towards Traveling, Cooking, and Baking, and They also Over-Index on Gardening

They're Most Differentiated by Slightly Lower Interest in Fitness, Video Games, and Playing Sports

% that "like" or "love" each of the following (ranked by Gen X top hobbies)



COLLAGE GENERATIONS

Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
Single-select; Original question wording: Which of the following best describe how you feel about __; Answer options included "I hate it," "I don't like it," "I'm neutral—don't hate it but don't love it," "I like it," and "I love it"
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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Gen X Consumers Channel Their Money More Towards Eating Out, Shopping, Travel, and Home Improvement

Gen X Interests Largely Align with How They Spend Time

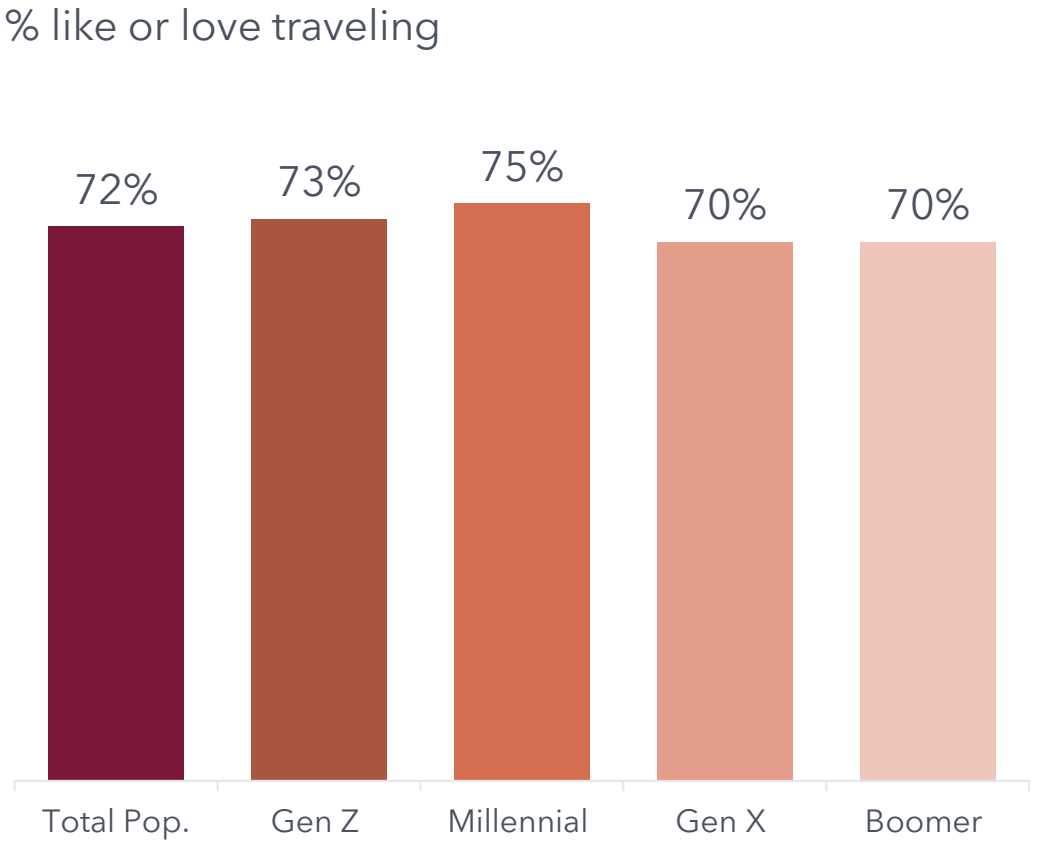


Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
Multiselect, Max 3

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Travel

Despite Carrying a Lot of Responsibility on Their Shoulders, Vacation Is a Priority for Gen X

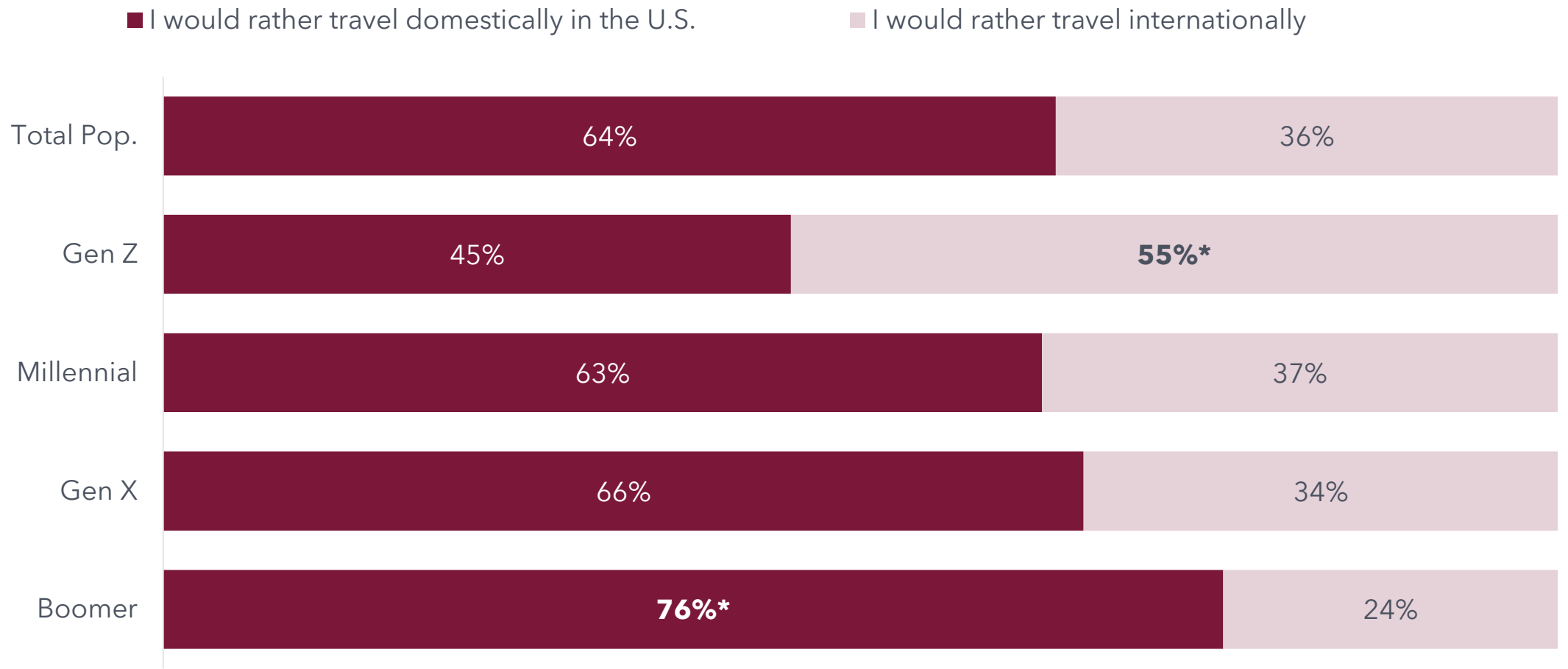




Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
% agree, strongly agree
* Indicates statistically significant difference (p > 0.95) from all other generations
Y Indicates statistically significant difference (p > 0.95) from both younger generations (Gen Z and Millennial)
O Indicates statistically significant difference (p > 0.95) from both older generations (Gen X and Boomer)

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Family Constraints and Connection to Country Drive Gen X to Travel Domestically



Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
Forced choice
* Indicates statistically significant difference (p > 0.95) from all other generations
Y Indicates statistically significant difference (p > 0.95) from both younger generations (Gen Z and Millennial)
O Indicates statistically significant difference (p > 0.95) from both older generations (Gen X and Boomer)

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They Are More Likely Than Younger Generations to Visit a Place of Historical Significance

Their Sense of American Stewardship Drives Their Appreciation for Culture

Which of the following best describe why you like to (or want to) travel?

	Total Pop.	Gen Z	Millennial	Gen X	Boomer
To visit a place of historical significance	45%	**34%***	**42%O**	**47%Y**	**55%***

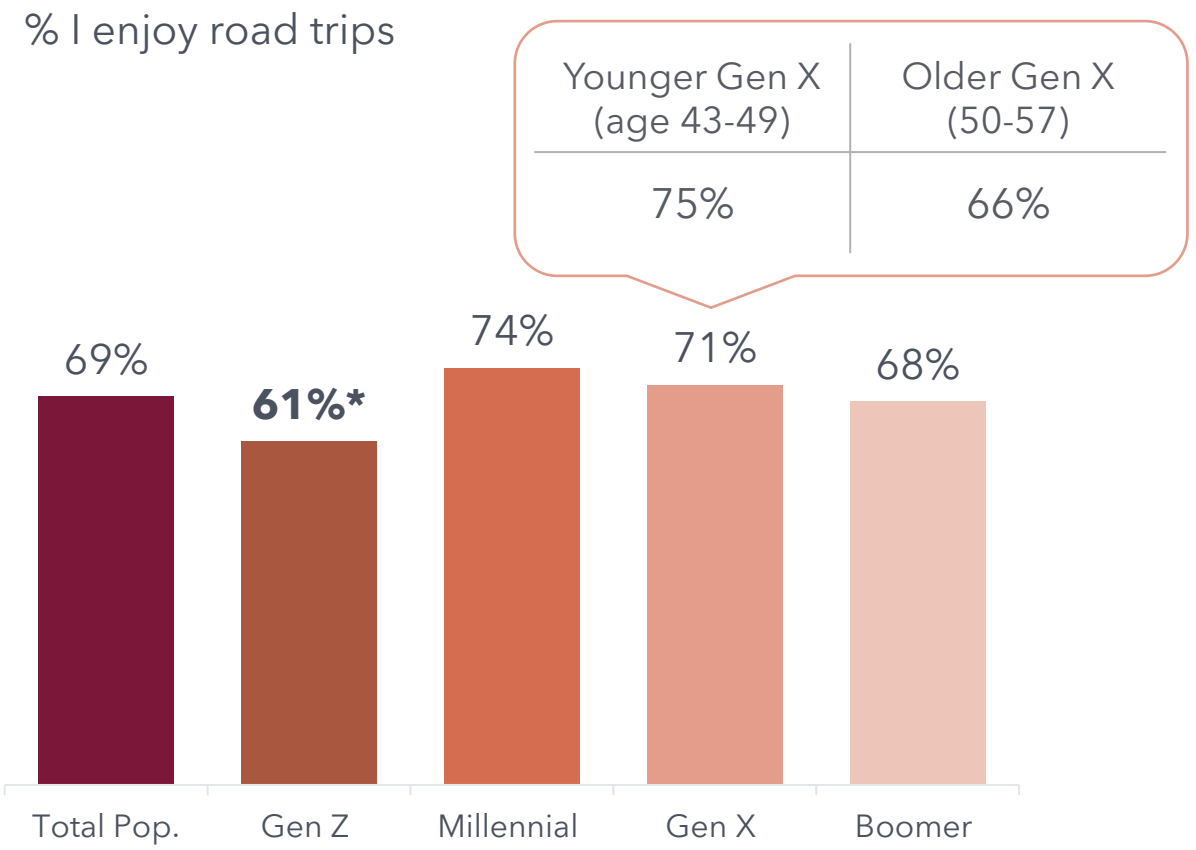


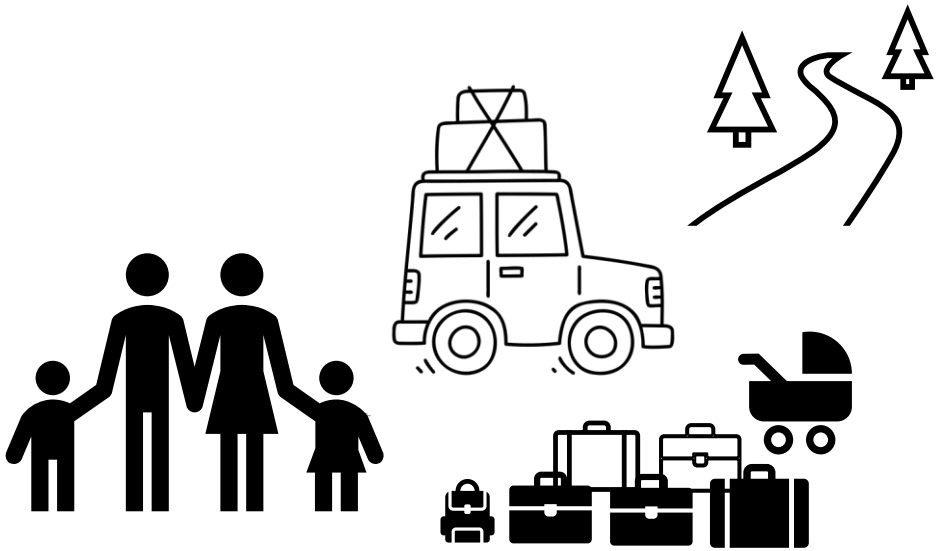
Source: Collage Group Passion Points May 2022, 13-76 population, unweighted data
Multiselect answer option
* Indicates statistically significant difference (p > 0.95) from all other generations
Y Indicates statistically significant difference (p > 0.95) from both younger generations (Gen Z and Millennial)
O Indicates statistically significant difference (p > 0.95) from both older generations (Gen X and Boomer)

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Road Tripping Is Especially Popular Among Younger Gen Xers

Gen X Parents Likely Enjoy Sharing in the Journey with Young Kids



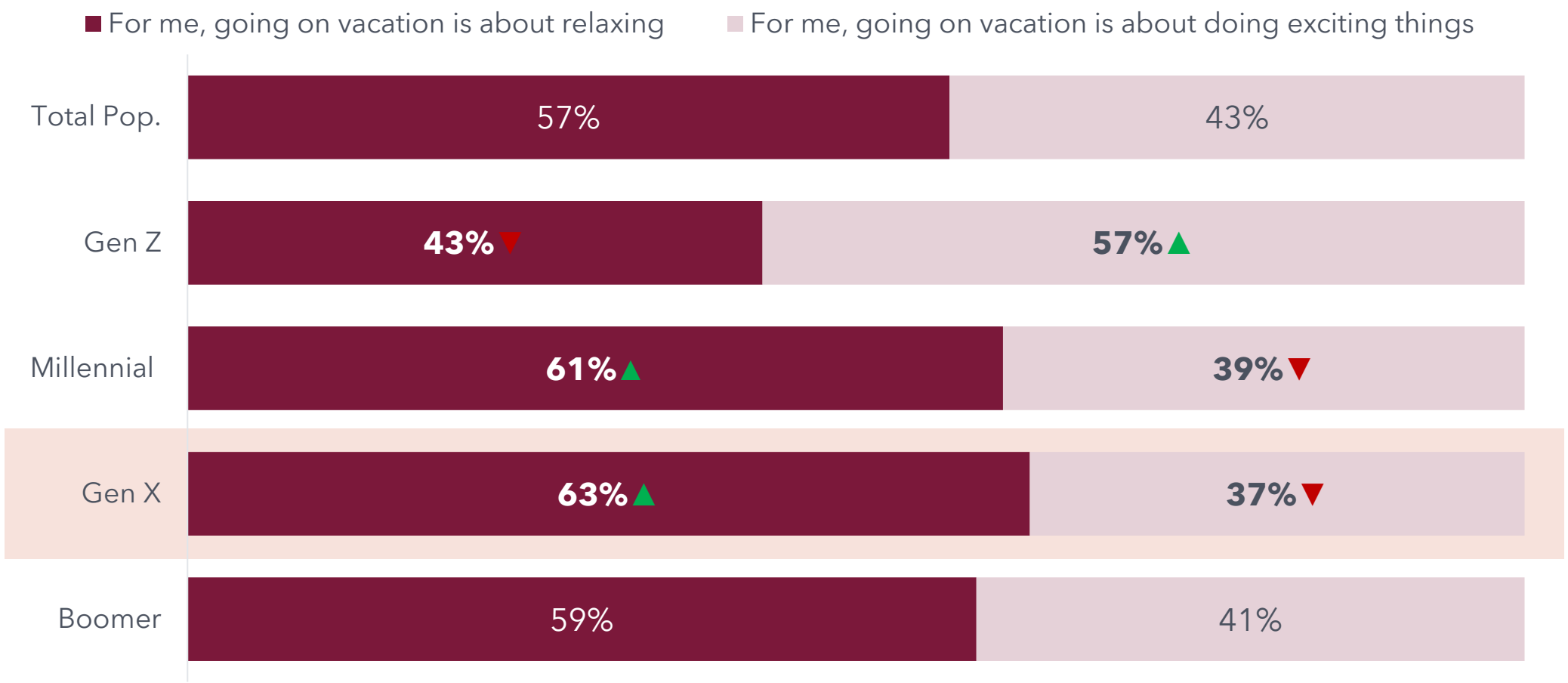


Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
% agree, strongly agree
* Indicates statistically significant difference (p > 0.95) from all other generations
Y Indicates statistically significant difference (p > 0.95) from both younger generations (Gen Z and Millennial)
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And They Are Most Likely to Prefer a Relaxing Trip to Adventure

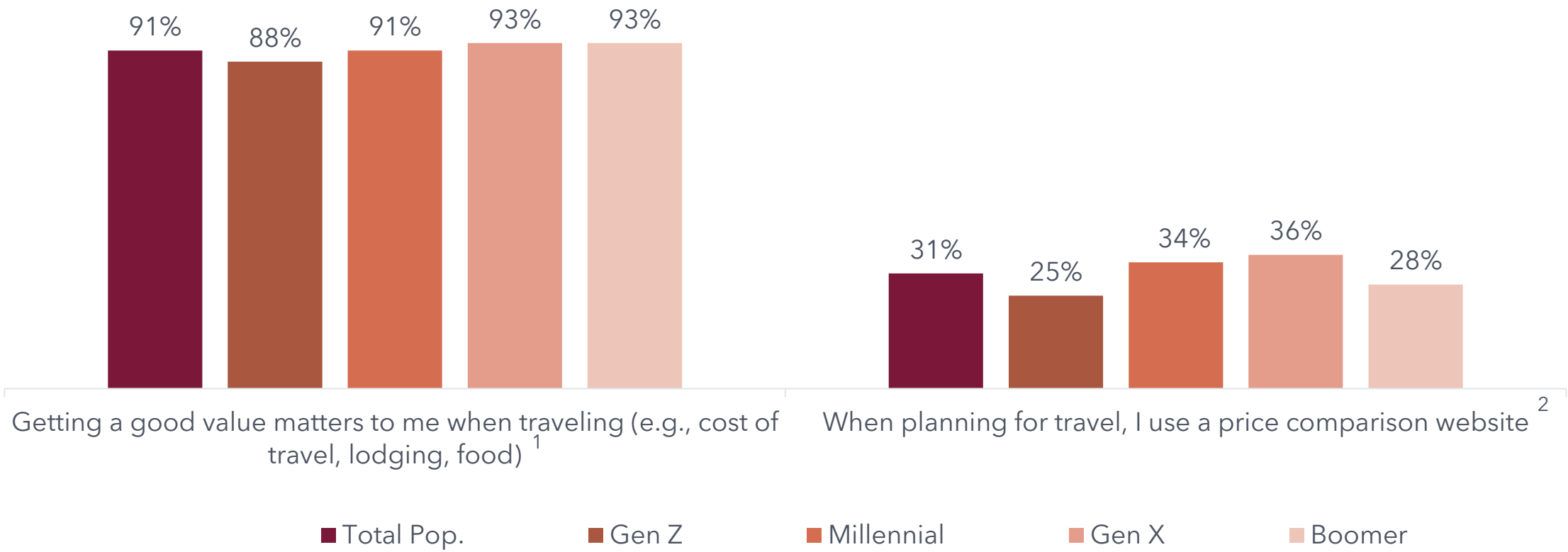
Vacation Is an Escape from Their Daily Stresses of Work and Caretaking



Source: Collage Group Passion Points May 2022, (13-76 population, weighted)
Forced choice
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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Value for Money Is of Utmost Importance Across Generations, but Gen X Is Most Likely to Compare Prices to Get the Best Deal



Source: [1] Collage Group Passion Points May 2022, 13-76 population, weighted data, % Sometimes, Most times
[2] Collage Group Category Essentials Survey, September 2021 (weighted data, 13-75 travelers only), Multiselect

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Key Findings and Actions: **Travel**

Key Findings	Context	Action Steps
• Gen X prefers to travel domestically, especially enjoying road tripping and visiting historical landmarks. • For them, vacation is about relaxing. • Getting the best deal is important to them, they are most likely to use price comparison sites.	Having grown up in America during a transformational time period, their experiences instilled in them a sense of American pride and stewardship. Due to this, they foster an appreciation for history and culture. Many Gen Xers are parents now and traveling with kids can be difficult. They want to create memories with their family but need flexibility and support.	• **Appeal to Gen X's appreciation for history and culture** by emphasizing travel as fun opportunity to create your own journey, learn, and make memories • Highlight your product or service's ability to **boost Gen X's relaxation** while traveling. • Support Gen X and their families by finding them the **right fit and best deals** for big travel and local experiences alike.

Build Brand Awareness and Increase Authentic Connection by Engaging Shared Interests

Brands	**Amazon Web Services**
Segment	Gen X
Insight	Gen X enjoys traveling by road trip, enjoying the journey and experiences along the way.
Activation	The Amazon Web Services ad features a family road tripping. As they drive through various scenery, the young daughter begins to ask questions about what they are seeing. The commercial reminds us that vacation is about enjoying the journey, not just the destination. AWS presents road trips as an opportunity for children to pique their curiosity and learn things, a sentiment that resonates with Gen Z parents.

"Road Trip"



COLLAGE GENERATIONS

Source: Road Trip

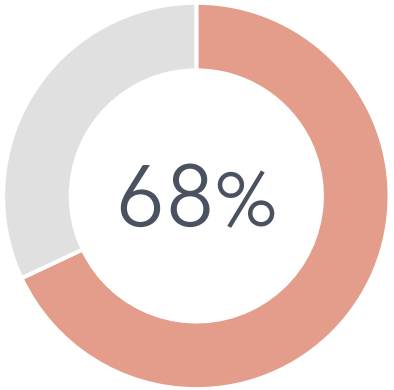
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Cooking &
Dining Out

Two in Three Gen Xers Enjoy Cooking and Baking, but Gen X Parents Drive the Generation's Affinity for Food

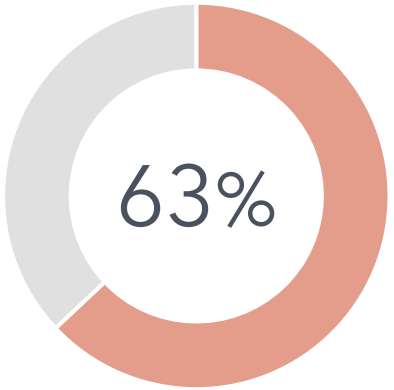
% of Gen X that "likes" or "loves"…

Cooking



Parents	Non-Parents
72%	67%

Baking



Parents	Non-Parents
67%	62%

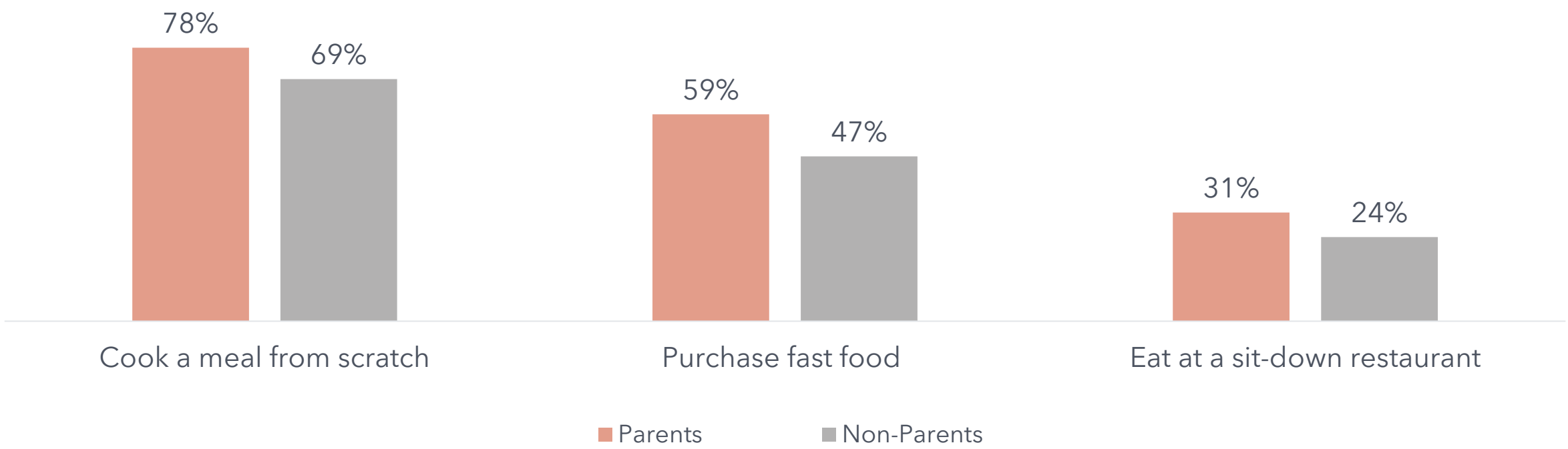
COLLAGE GENERATIONS

Source: Collage Group Passion Points May 2022, 13-76 population (Parent and Non-Parent data unweighted)
% like, love

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Gen X Parents Cook and Dine Out More Frequently than Their Non-Parent Counterparts

% of Gen Xers that do the following activities weekly or more



COLLAGE GENERATIONS

Source: Collage Group Cultural Traits Survey, February 2022 (Gen X only, unweighted data)
Single-select grid

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“Latchkey Kid” Gen Xers Have Grown up to Become Ultra-Supportive Parents and Dependable Family Members

This Group Trait Underlies Their Desire to Use Food as a Means for Connection

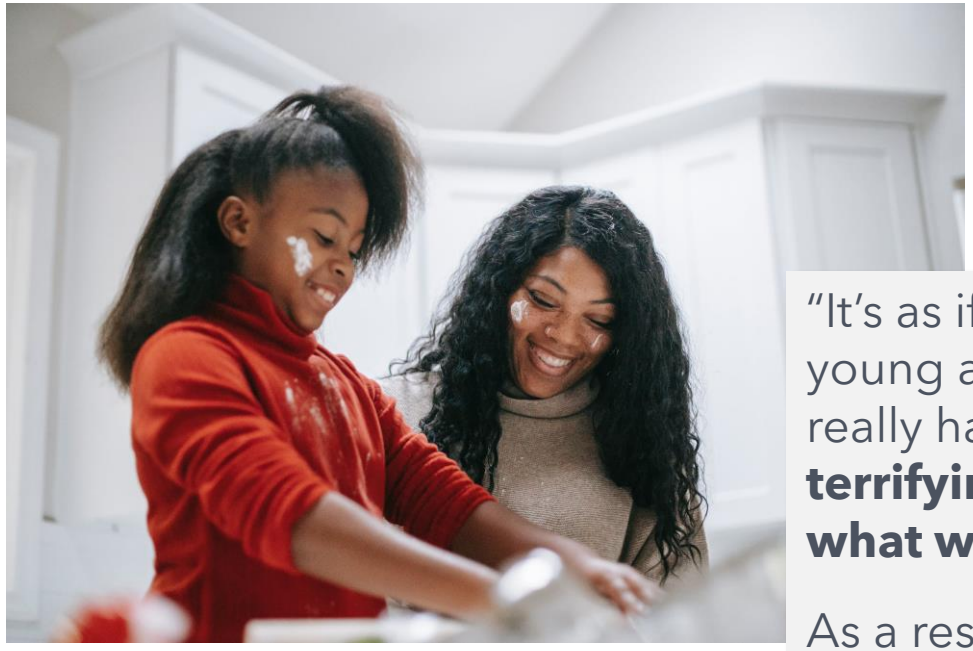
Gen X Key Attitude:

Responsible

67%

I take it upon myself to look out for other people

Gen X Rank (out of 75)	Rank Diff. Compared to:	
	Younger Gens	Boomers
#18	+3	+10



“It’s as if Gen X took a look back at their young adult years and thought, that was really hard, and how did I survive that? **It’s terrifying to imagine our own kids doing what we did**.”

As a result, “Gen X is now raising teenagers in a way that may be called **‘compensating’ for the lack of attention they may have received from their parents**.”

–Alex Ellison, Medium contributor, author, and student counselor

COLLAGE GENERATIONS

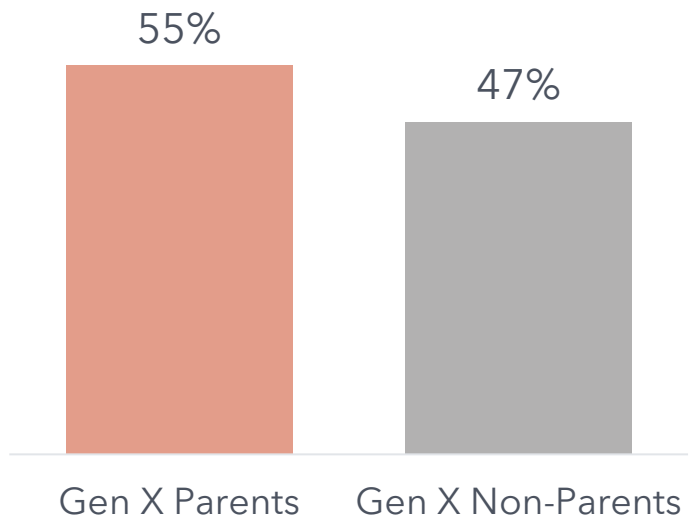
Source: Collage Group Cultural Traits Survey, February 2022 (13-76 population)
% agree, strongly agree
Source: Forbes, “How Gen X's 'Latch Key Kid' Mentality Propels Their Financial Success,” April 19, 2019.

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For Instance, Gen X Parents Enjoy the Social Aspect of Making Food Together with Others



I enjoy cooking and/or baking with other people



Source: Collage Group Cultural Traits Survey, February 2022 (Gen X only, unweighted data)

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Gen X also Turns to Cookouts and Barbecues to Celebrate Family-Oriented Holidays and Occasions

Top occasions Gen X hosts or attends cookouts/barbecues



Fourth of July (Independence Day)

65%

+2



Memorial Day

47%

+6



Get-togethers with no specific reason

45%

+0



Labor Day

42%

+6

Gen X pp diff. compared to Total Pop.

Source: Collage Group Holidays & Occasions Survey, May 2021 (Gen X only)
Multiselect answer options; Original question wording: "Which of the following occasions do you typically host or attend a cookout or barbecue for?"

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Key Findings and Actions: **Cooking and Dining Out**

Key Findings	Context	Action Steps
Gen X parents drive the generation's affinity towards food, cooking, and dining. They more frequently use food as a central point of social connection.	Gen Xers tend to be very involved parents, making up for the lack of support in their own childhood growing up as "latchkey kids". That means that today they go above and beyond to spend time with family, such as cooking together, dining out, or hosting barbecues for holidays and occasions.	• Position your brand as a **provider of social connection** for family-oriented Gen Xers. • Show consumers how **food is a social experience and a kid-friendly activity**. • **Highlight seasonal festivities** in your marketing efforts.

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Encourage Gen X Parents to Involve Their Kids in Food Prep and Create a Family Bonding Experience out of Mealtime

Brand	**Publix**
Segment	Gen X
Insight	Gen X parents drive the generation's affinity towards food, cooking, and dining. They more frequently use food as a central point of social connection.
Activation	In 2022, Publix issued a series of videos celebrating Sunday Dinners as a central aspect of family bonding. The videos feature a family all involved in the preparation of dinner together, culminating in a shared meal at the table. The parents in the videos discuss the way food brings everyone together. They also share how Sunday Dinners are a great opportunity to teach their kids new skills and expose them to new foods. Publix tied the campaign back to their brand by dedicating a website page to recipes inspired by the featured families.

Publix, "Tradition of Sunday Dinners"



COLLAGE GENERATIONS

Source: Publix on YouTube; Publix Sunday Dinner Recipe Inspiration

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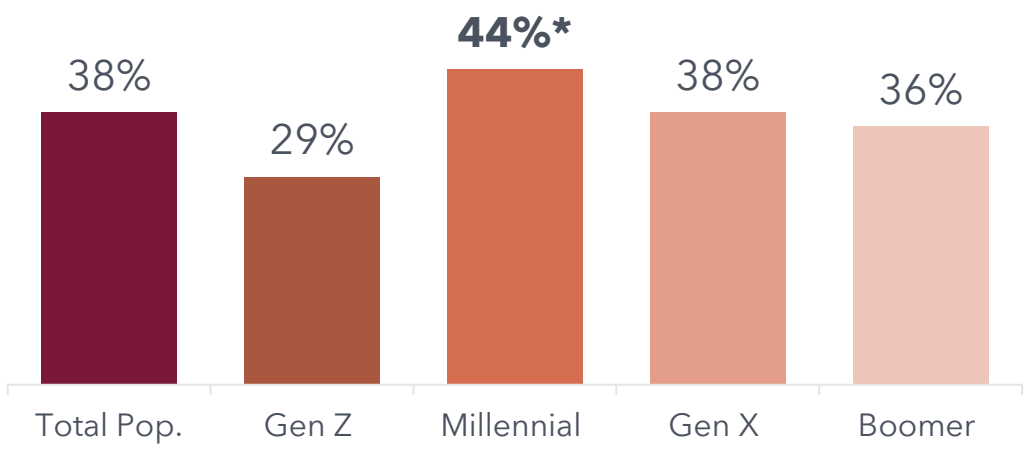


Sports & Fitness

Nearly 4 in 10 Gen Xers Enjoy Keeping Up with College and Professional Sports

% that likes or loves

Staying up-to-date with college or professional sports





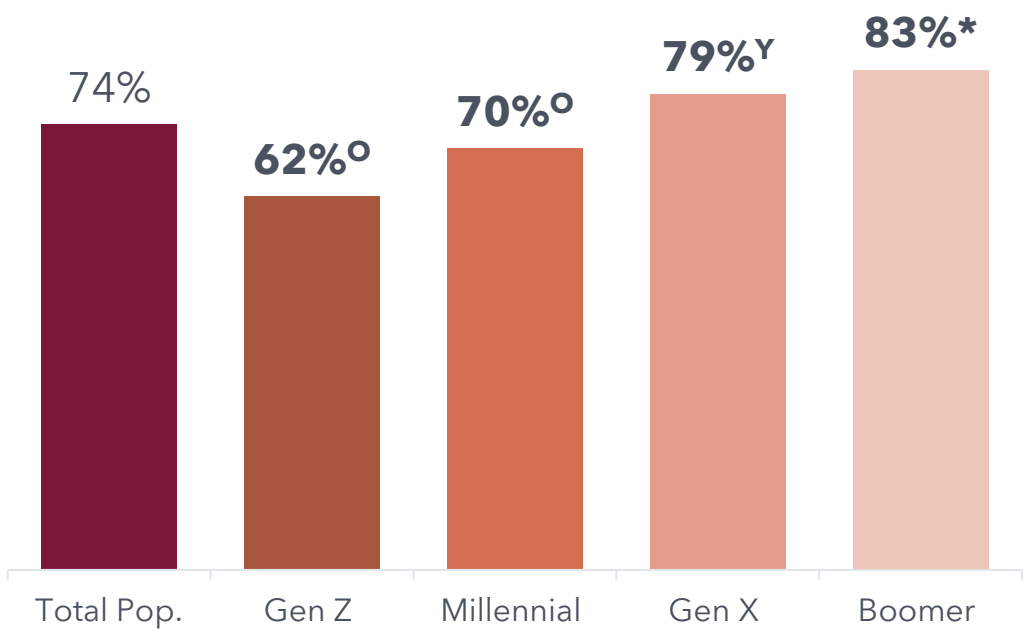
Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
% like, love
* Indicates statistically significant difference (p > 0.95) from all other generations
Y Indicates statistically significant difference (p > 0.95) from both younger generations (Gen Z and Millennial)
O Indicates statistically significant difference (p > 0.95) from both older generations (Gen X and Boomer)

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And They Prefer Watching Games Live on Television

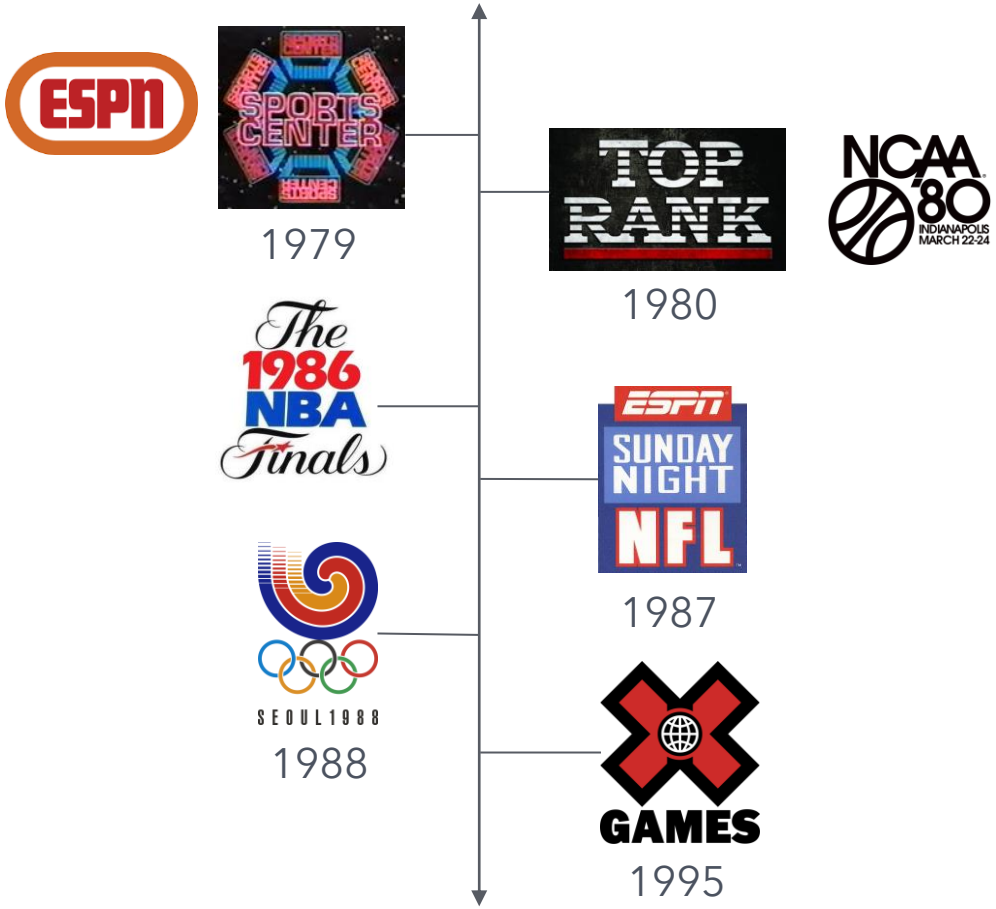
They Stick with the Traditional Form of Entertainment that They Grew Up Watching

How do you stay informed about the sports you follow?



I watch them **live on TV or online**

TV Premieres



Source: Collage Group Passion Points May 2022, 13-76 population, unweighted data
Only respondents who follow sports
Multiselect answer option
* Indicates statistically significant difference (p > 0.95) from all other generations
Y Indicates statistically significant difference (p > 0.95) from both younger generations (Gen Z and Millennial)
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Gen X Favors Traditional American Sports, Following Football, Baseball, and Basketball

They Also Stand Out for Their Interest in Auto Racing and Extreme Sports

Which of the following sports (college and/or professional) do you follow?

	Total Pop.	Gen Z	Millennial	Gen X	Boomer
American Football	43%	**32%▼**	**40%▼**	**48%▲**	**51%▲**
Basketball	33%	31%	35%	32%	31%
Baseball/ Softball	25%	**16%▼**	24%	27%	**33%▲**
Boxing/Wrestling/MMA	14%	13%	**19%▲**	16%	**9%▼**
Soccer	14%	16%	**18%▲**	14%	**8%▼**
Hockey	12%	**7%▼**	12%	13%	**14%▲**
Auto racing	12%	**7%▼**	11%	**15%▲**	13%
Action/ Extreme Sports	6%	5%	**9%▲**	**8%▲**	**2%▼**
eSports	4%	**7%▲**	**8%▲**	**3%▼**	**0%▼**
Cricket	3%	**4%▲**	**5%▲**	**2%▼**	**1%▼**
Lacrosse	2%	2%	**3%▲**	1%	1%

COLLAGE GENERATIONS

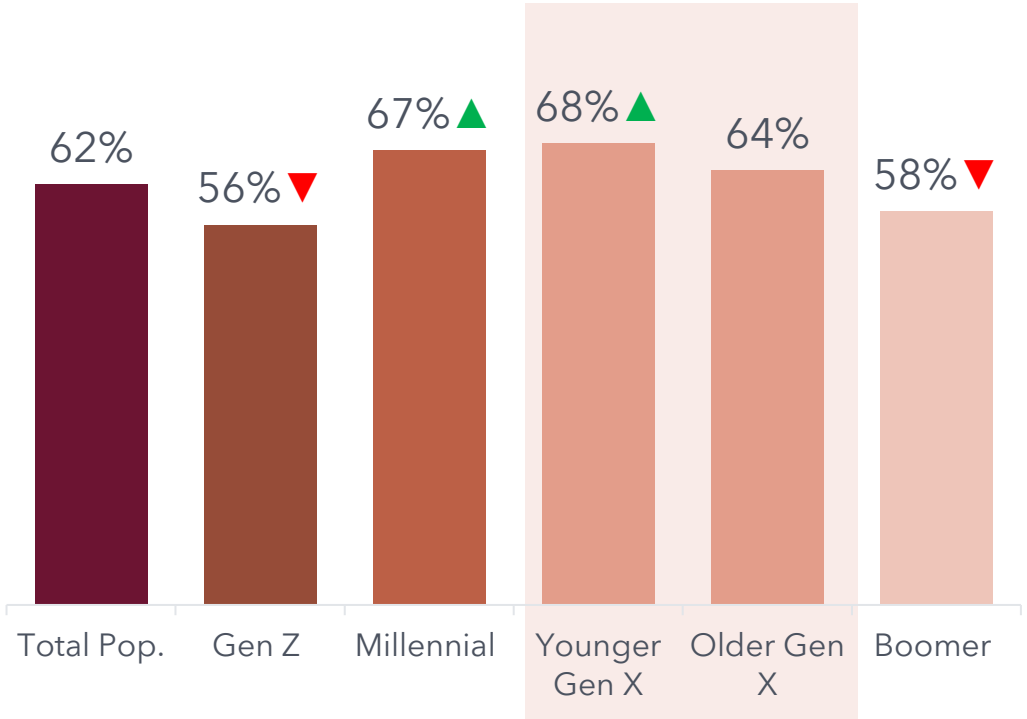
Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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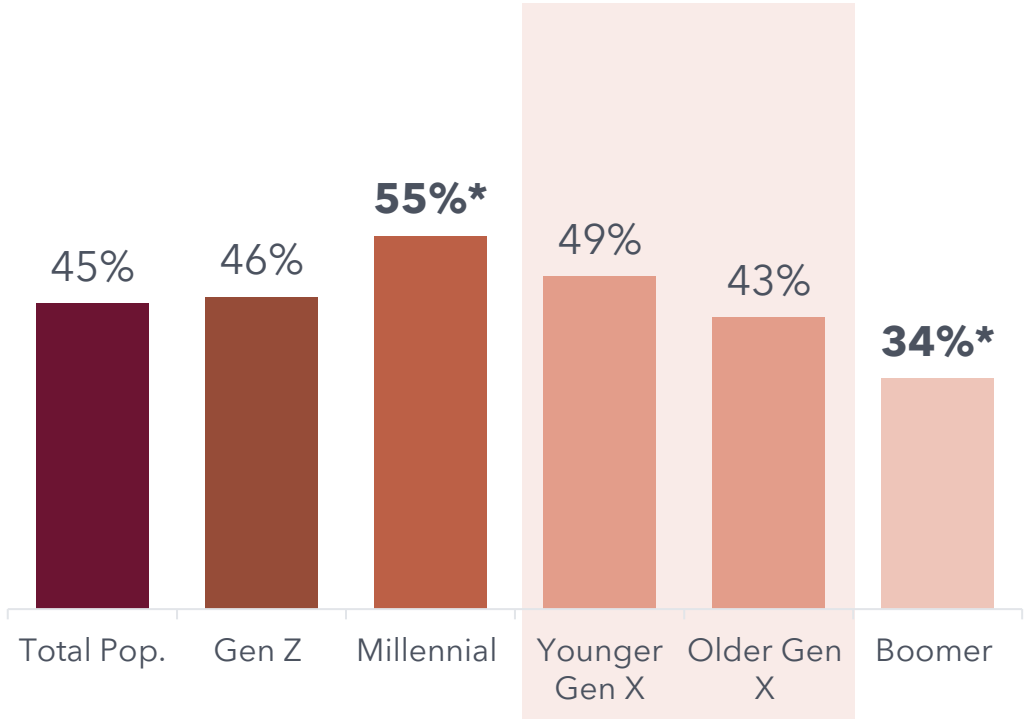
The Majority of Gen X Is Loyal to a Particular Sports Team

This Aspect Is Especially True for Younger Gen X

I have a favorite sports team(s)



I own a jersey or uniform from my favorite team



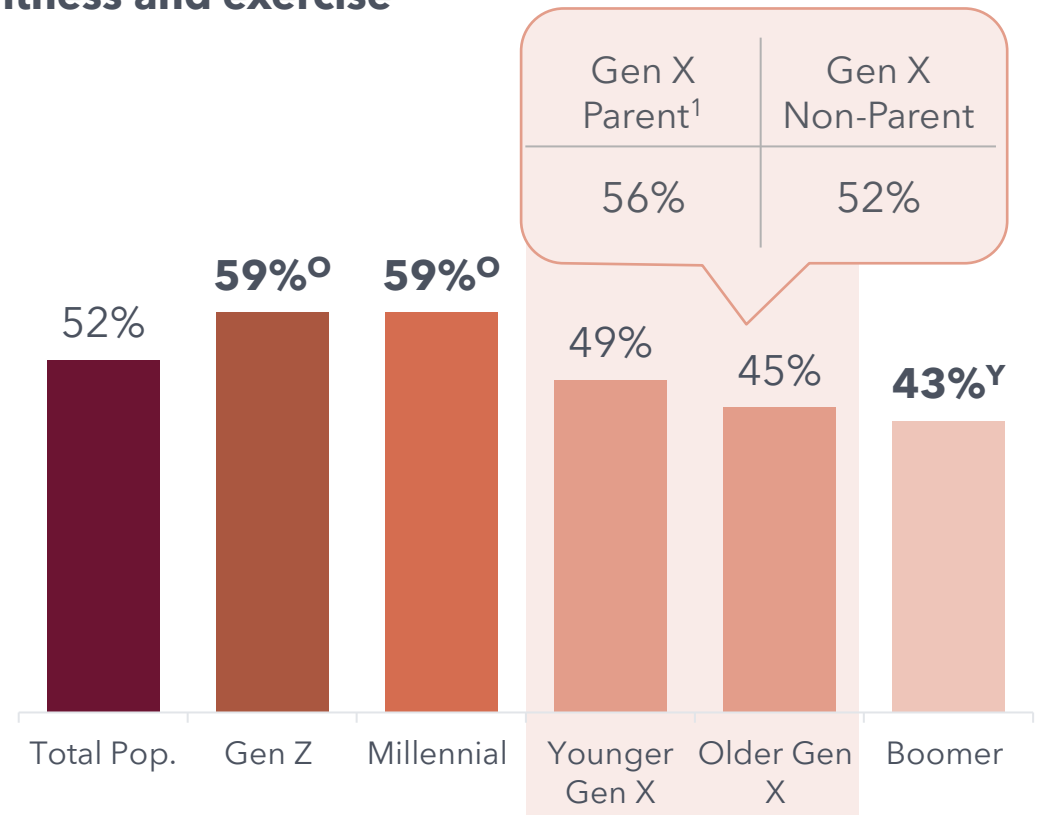
Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
% like, love
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.
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COLLAGE GENERATIONS

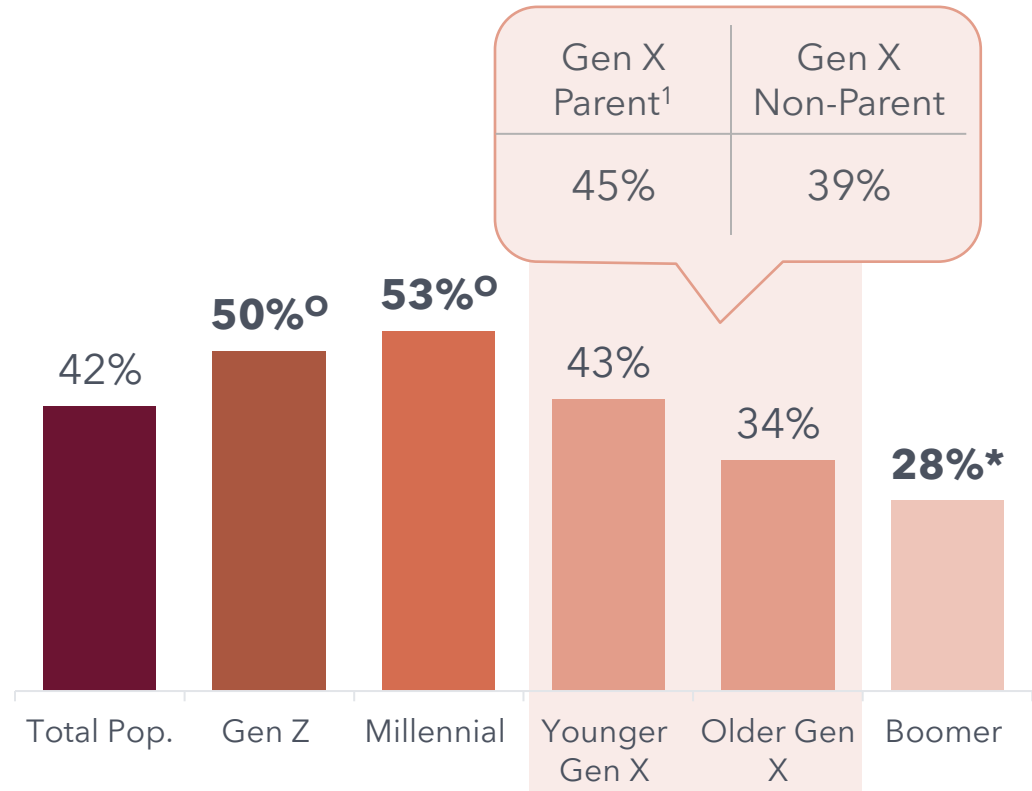
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Despite Their Strong Sports Viewership, Less Than Half of Gen X Enjoys Exercising or Playing Sports Themselves

% of each generation that likes or loves
fitness and exercise



% of each generation that likes or loves
playing sports



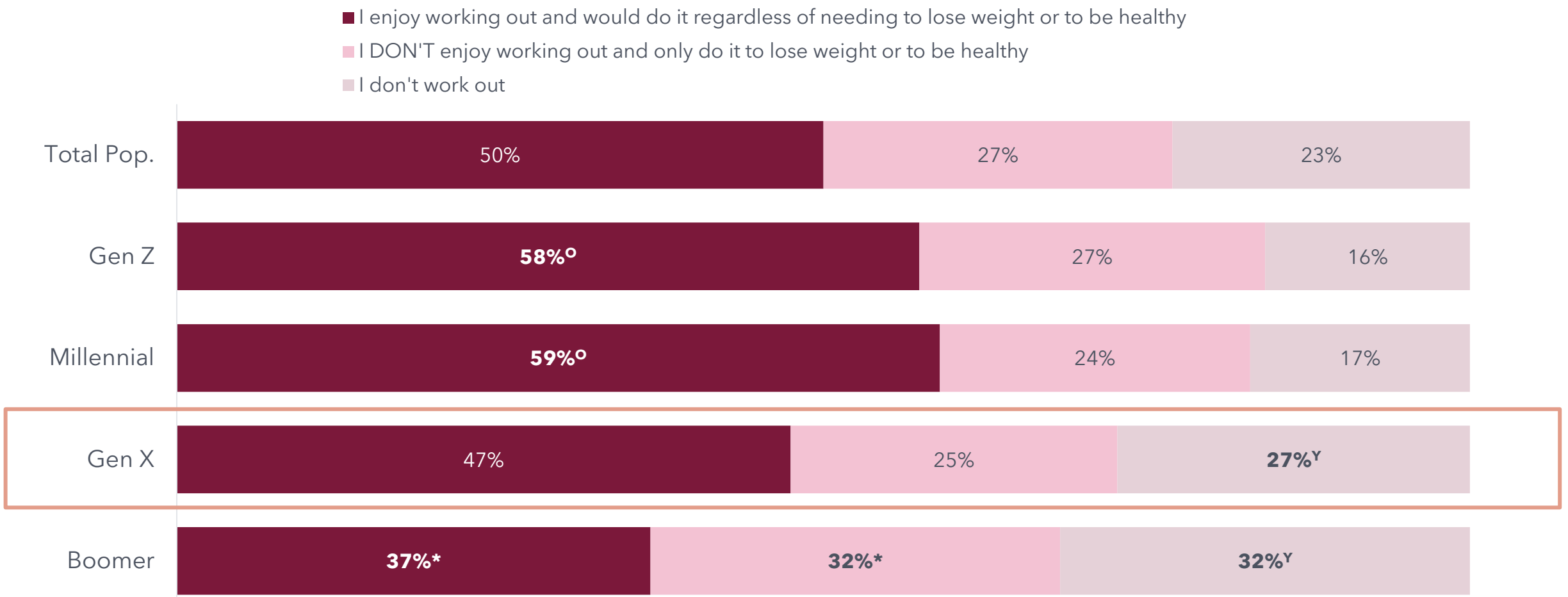
Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
% like, love
[1] "Note: Parent data is unweighted"
* Indicates statistically significant difference (p > 0.95) from all other generations
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COLLAGE GENERATIONS

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Over a Quarter of Gen X Does Not Work Out

As they Age, Finding Time to Exercise Has Taken a Back Seat in Their Busy Lives



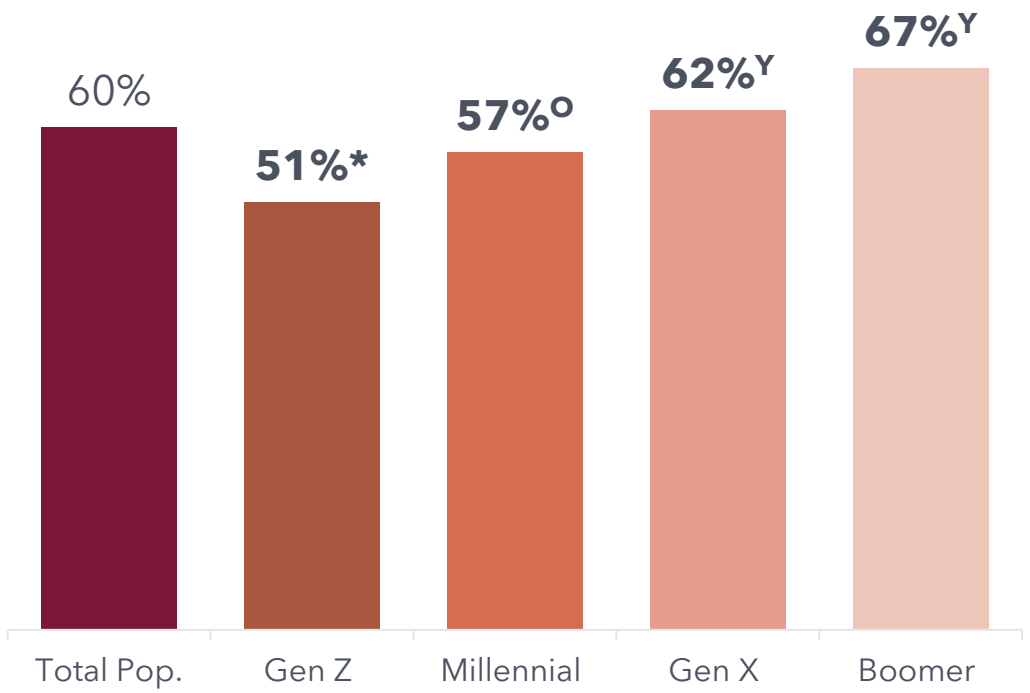
Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
Forced Choice
* Indicates statistically significant difference (p > 0.95) from all other generations
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For Those who Do Exercise, Walking Is Their Favorite Activity

They Strive to Incorporate Fitness Through Their Everyday Tasks and Obligations

% walk for exercise[1]



46%Y

of Gen X

enjoys yardwork as a form of exercise[2]

Total Pop.	Gen Z	Millennial	Boomer
45%	**32%***	**40%O**	**58%***

Source: Collage Group Passion Points May 2022, 13-76 population
[1] Multiselect answer option, weighted data
[2] Multiselect answer option, unweighted data (only respondents who enjoy yardwork)
* Indicates statistically significant difference (p > 0.95) from all other generations
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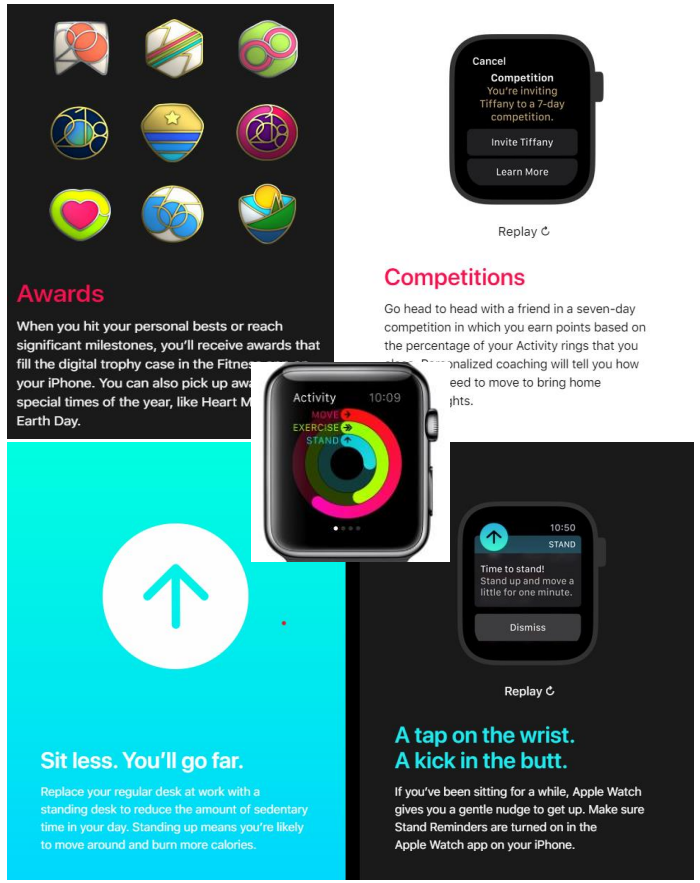
Key Findings and Actions: **Sports and Fitness**

Key Findings	Context	Action Steps
• Gen X still favors following the traditional American sports they grew up on. • They are loyal fans and enjoy supporting their favorite teams by watching them on live TV or streaming.	At a young age for Gen X, the world began transitioning from analog to digital technology. Slowly, early sports television expanded, granting Gen Xers greater access to watching games around the country like never before. Watching sports became a critical part of American culture and so Gen X developed an appetite for competition.	• Don't overlook Gen X's love of traditional live sporting events. Match their enthusiasm by **celebrating team loyalty and highlighting live event viewing.**
• Fitness has become less of a priority among Gen Xers as they get older and busier, so they strive to incorporate it in their lives naturally.	Most Gen Xers are at the height of their careers, balancing demanding jobs while raising kids and caring for aging parents. Finding time or motivation to exercise has become difficult.	• Support Gen X by stressing the importance of **work-life balance.** Provide tools and services to help them unplug and unwind. • Acknowledge that **exercise might not always look like exercise.** Give Xers ways to get workouts in throughout their normal routines everyday.

Connect with Consumers by Showcasing an Understanding of Their Lifestyle and Workload

Brand	**Apple**
Segment	Gen X
Insight	Gen X prefers incorporating exercise into their daily regular movements.
Activation	Apple Watch's "Close Your Rings" campaign appeals to working professionals that don't necessarily have time to set aside for a workout. The new tech encourages movement throughout their everyday lives with daily gentle reminders to stand and move a little every hour. The app has also gamified fitness allowing for competition between friends and family and rewarding a user with awards upon completion of specific goals.

Apple Watch "Close your rings"



Source: https://www.youtube.com/watch?v=ujGlrBDMx-o

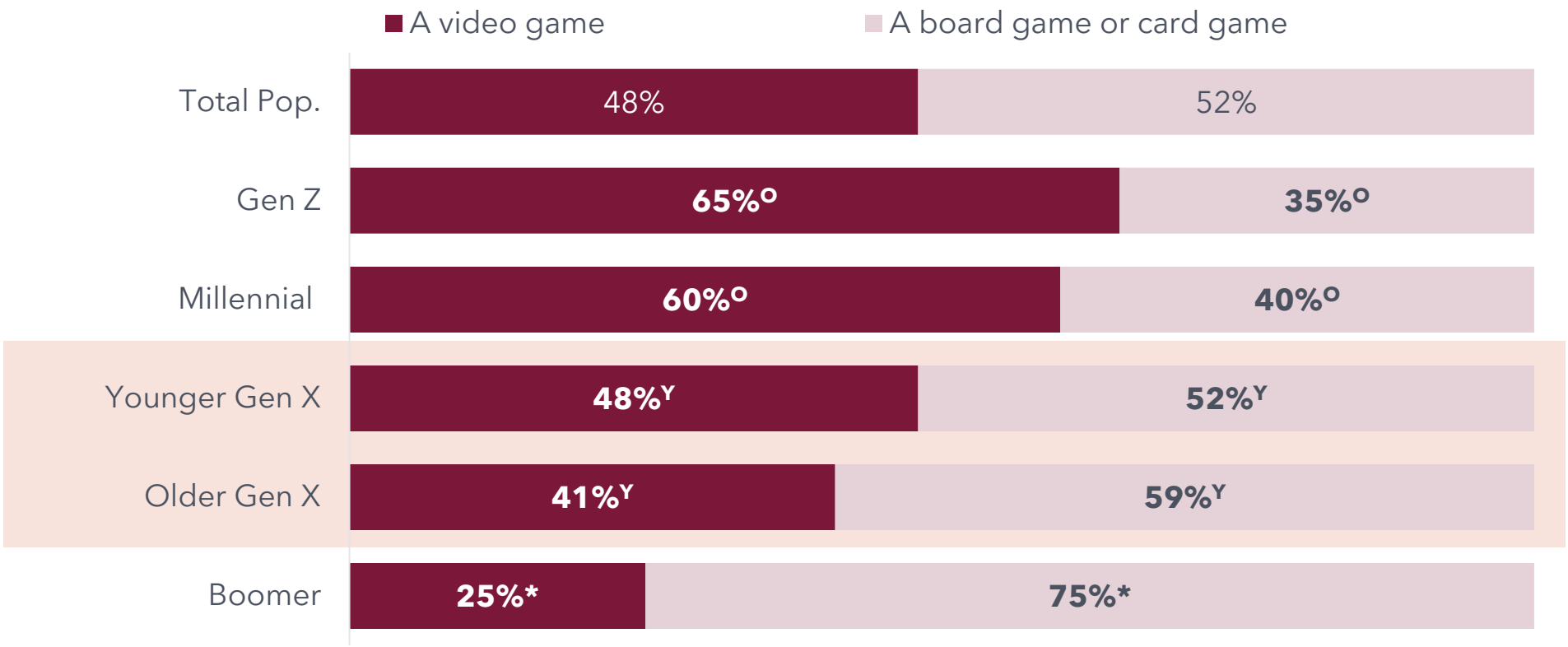
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Games

When Given a Choice, Gen X Prefers Board Games to Video Games

This Sentiment Is Especially True for Older Gen Xers for Whom Digital Games Came Later in Life

I would rather play…



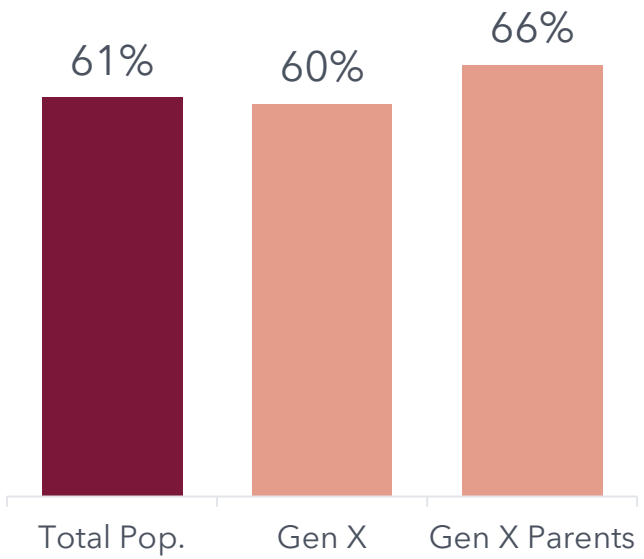
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Forced choice
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This Nostalgic Generation Carried Their Favorite Board and Card Games from Childhood into Adulthood

They Enjoy Sharing Their Beloved Pastime with Friends and Family

Board games and/or card games are a great way to spend time with friends and/or family [1]



Do you enjoy any of the following activities? [2]
(either physical or online versions)

	Gen X	Total Pop.
Card games	51%	52%
Board games	43%	45%
Word and number puzzles	39%	40%
Bingo	37% ▲	34%
Trivia	35% ▲	32%

COLLAGE GENERATIONS

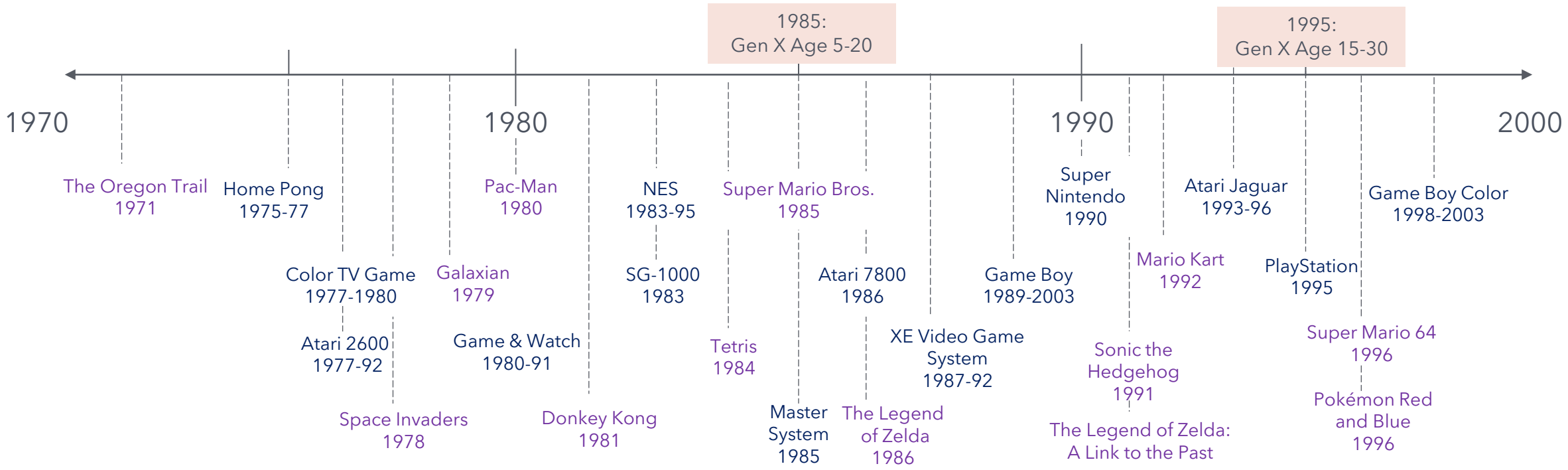
Source: Collage Group Passion Points May 2022, (13-76 population)
[1] % agree, strongly agree. Total Pop. and Gen X data weighted, Gen X Parents data unweighted
[2] Multiselect answer options, weighted data
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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They Experienced the Shift to Digital Games at a Young Age

Their Favorite Arcade Games Began to Become Available at Home

30% of Gen Xers started gaming at or before the age of 18, which is almost **25%** more than the previous generation, Baby Boomers[2]



COLLAGE GENERATIONS

Source: [2] Activision Blizzard
https://www.preceden.com/timelines/191578-history-of-video-game-consoles
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Many of Today's Most Popular Games and Consoles Signal Back to the Aesthetic and Game Play of Older Era Games

Gen X's Video Game Influence Still Shines Brightly

Classic Video Game Consoles



Retro-Styled and Remade Video Games

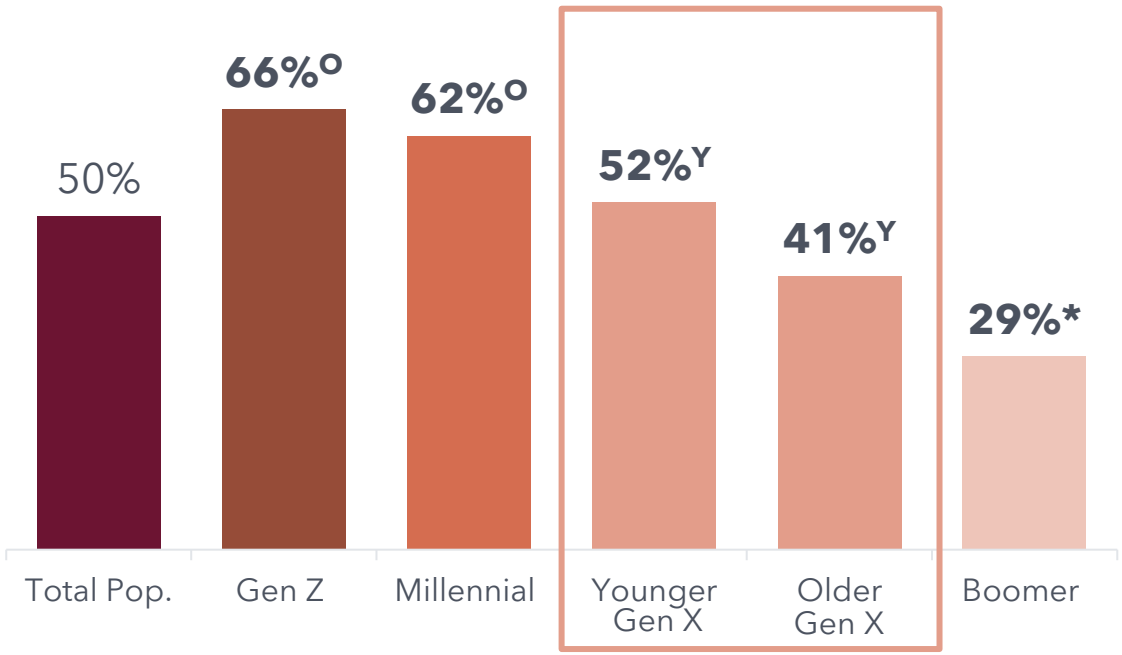


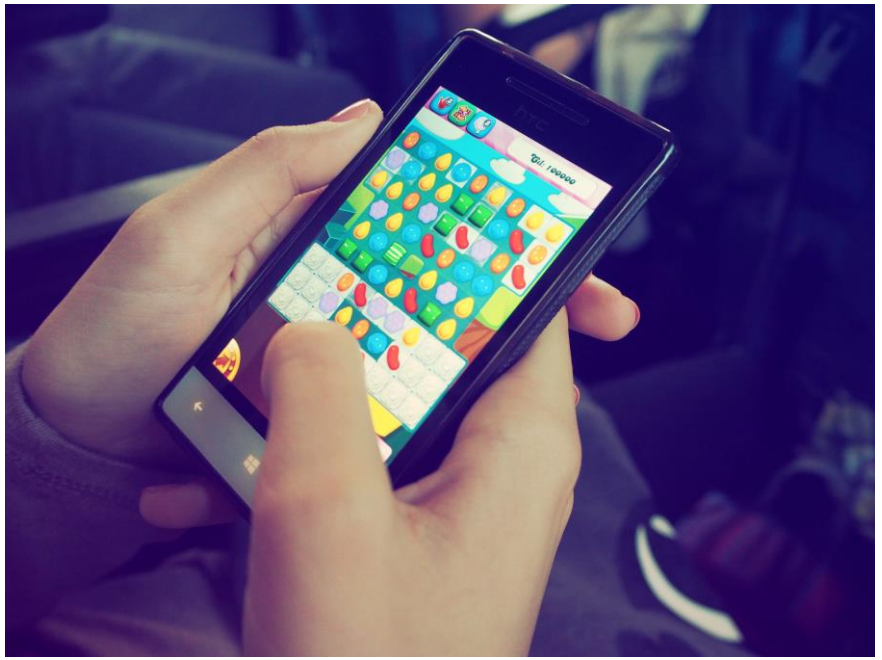
COLLAGE GENERATIONS

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Gen X Drove the Popularity of Video Games and Still Today Half of Them Love Gaming

% like or love playing video games
(including games on consoles, PCs, mobile phones)





Source: Collage Group Passion Points May 2022, (13-76 population, weighted)
% like, love
* Indicates statistically significant difference (p > 0.95) from all other generations
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The Segment Is More Likely to Favor Puzzle, Logic, and Strategy Games

Which of the following types of video games do you like to play? [1]



[2]









	Millennial	Younger Gen X (age 43-49)	Older Gen X (age 50-57)	Boomer
Puzzle or logic games	39%	49%	56%	63%
Strategy games	44%	41%	38%	31%
Action/adventure games	51%	43%	32%	25%
Arcade or platformer games	31%	37%	28%	23%
Shooting games	46%	35%	29%	16%
Fighting games	39%	35%	21%	11%
Sports games	35%	33%	22%	17%
Role-playing games	34%	29%	16%	10%
Simulation games (e.g., Sims, Animal Crossing)	28%	21%	16%	12%
Massively multiplayer online games or MMOs (e.g., World of Warcraft)	25%	21%	12%	6%
Virtual reality games	23%	15%	13%	7%
Rhythm or music games (e.g., Guitar Hero)	20%	12%	10%	5%
Other (please specify)	2%	3%	5%	14%

COLLAGE GENERATIONS

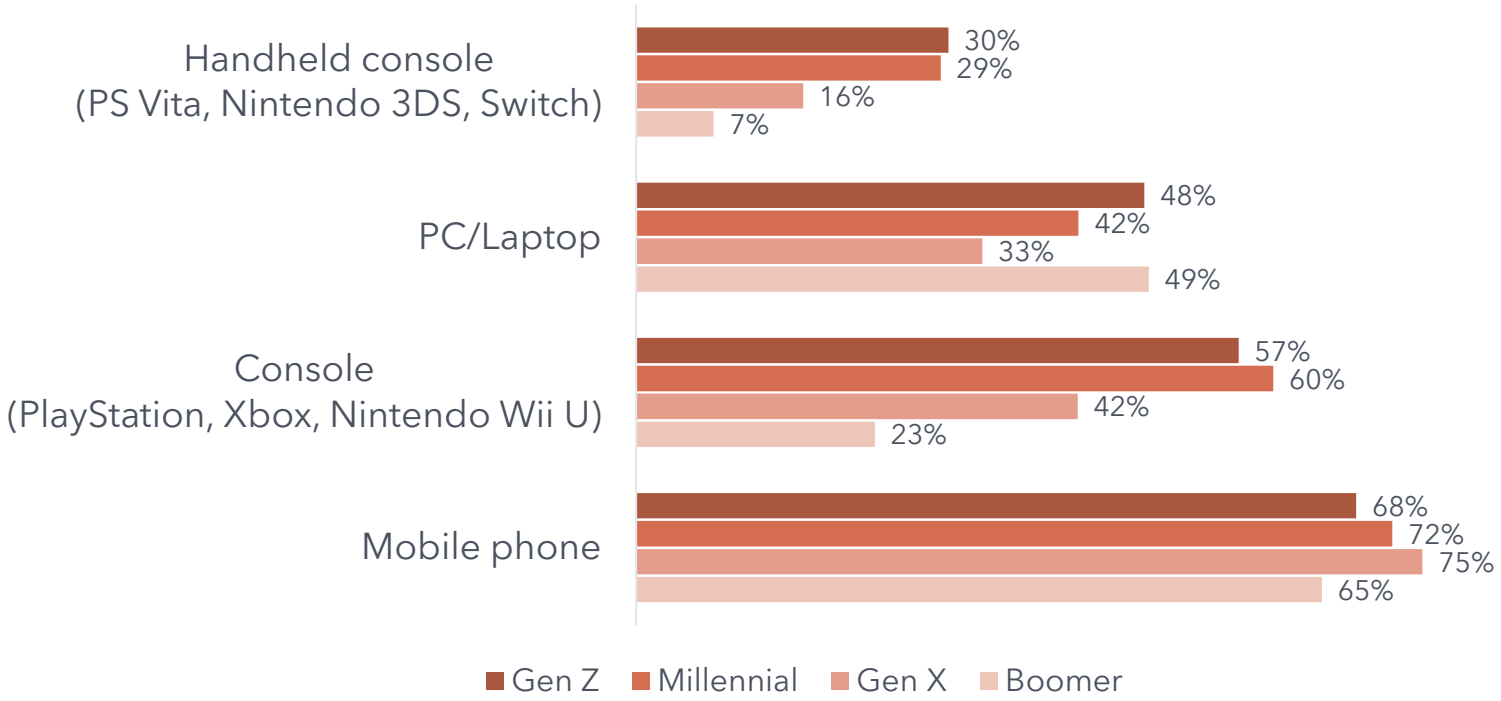
Source: [1] Collage Group Passion Points May 2022, 13-76 frequent gamers, unweighted data
Only respondents who like to play video games
Multiselect
[2] Newzoo Gamer Generations Report

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This Generation Is Mostly Likely to Be Found Playing Games on Mobile Phones in Their Spare Time

Women Drive Mobile Phone Usage

Which of the following platforms do you typically play video games on? (frequent gamers only)[1]



38% of Gen X agrees "I only game when I have time to spare or at social events. Mobile games are my go to." [2]

Mobile Phone	Total Pop.	Gen X
Women	77%	82%
Men	64%	67%

Source: [1] Collage Group Passion Points May 2022, 13-76 population, unweighted data, only includes respondents who play video games with high frequency (sometimes or all the time)
Multiselect
[2] Newzoo Gamer Generations Report

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Gen X Would Rather Play Video Games by Themselves

It Is an Activity They Do to Relax and Unwind Alone

I would rather play a single player game (no online functionality)

…vs. multiplayer online game

65%▲

of Gen X

Total Pop.	Gen Z	Millennial	Boomer
56%	**34%▼**	53%	**81%▲**

I would rather play a video game by myself

…vs. with others

63%▲

of Gen X

Total Pop.	Gen Z	Millennial	Boomer
59%	**41%▼**	59%	**82%▲**

COLLAGE GENERATIONS

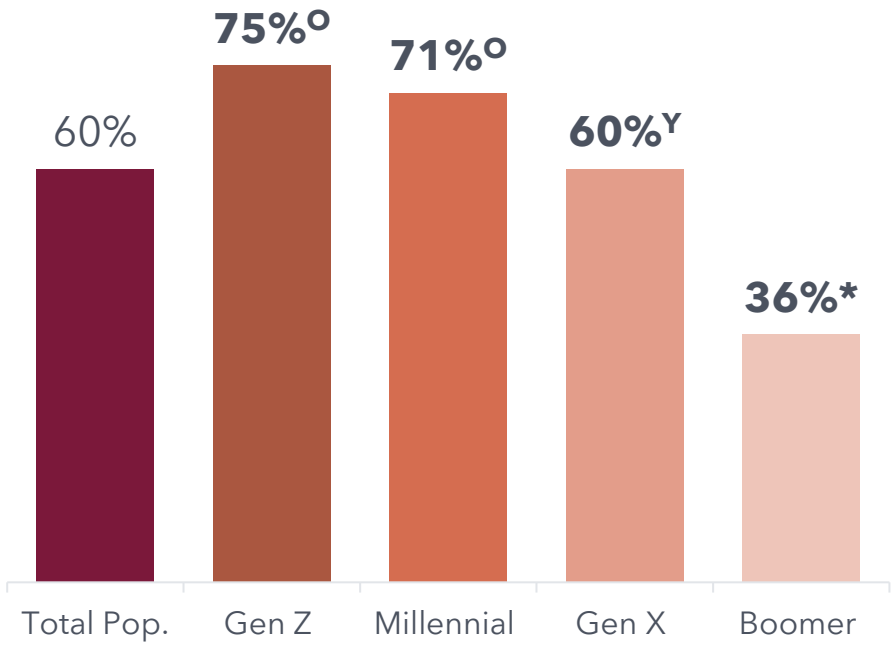
Source: Collage Group Passion Points May 2022, (13-76 population, unweighted)
Forced choice
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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The Majority of Gen X Plays Video Games Often, but Only a Quarter Identifies as a Gamer

They Are Still Shying Away From Outdated Gamer Stereotypes

% that **often** (sometimes, all the time) plays video games [1]



1/4 of Gen X considers themselves a "gamer" [2]

…vs. 1/3 of the Total Pop.
…vs. 1/2 of Millennials and Gen Z

TIME
NEWSFEED • INTERNET

Study Says Online Gamers Aren't Loners Who Lock Themselves In Their Basements Anymore

Source: Collage Group Passion Points May 2022, 13-76 frequent gamers, weighted data
[1] % Often = "sometimes", "all the time"
[2] % agree
[3] Study Finds Gamers Social, Not Loners - Time
* Indicates statistically significant difference (p > 0.95) from all other generations
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COLLAGE GENERATIONS

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Key Findings and Actions: **Games**

Key Findings	Context	Action Steps
• A majority of Gen X favors board games over video games; parents especially enjoy playing with friends and family. • Gen X primarily plays video games alone as a tool to relax and unwind; they most often play on their phone. • When they do play video games, they prefer the puzzle, logic, and strategy genres.	Prior to the digital revolution, Gen X grew up on board games and card games. The video game industry began to take off at a young age for Gen X. Having grown up playing arcade games then transitioning to at-home video games, Gen Xers still turn to gaming for leisure and play as an escape from their daily stressors of work or family. However, some still grapple with the outdated, but ever-present pop culture stereotype of gamers as anti-social basement dwellers.	• Appeal to Gen X **nostalgia for video and board games** alike. • Acknowledge Gen X's heavy workload and their desire to **game by themselves and on-the-go**. • Frame multiplayer **gaming as a fun way to socialize**– emphasize that being a gamer is cool now.

Demonstrate an Understanding of Gen Xer's Life Stage in Order to Increase Authentic Connection

Brand	**Nintendo**
Segment	Gen X
Insight	Gen Xers have busy lives and enjoy playing video games on the go during pockets of down time.
Activation	This ad from Nintendo illustrates a mother running errands and dropping off her children at activities. While she waits in the car, she takes out her Nintendo Switch to play games to pass the time. The brand demonstrates its understanding that Gen Xers are busy people with lots of responsibility, but they enjoy playing video games in their small amount of leisure time.

"Make down time your time with Nintendo Switch"



COLLAGE GENERATIONS

Source: Make down time your time with Nintendo Switch

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Fashion &
Style

Gen Xers Were the Original Drivers of "Anti-Fashion" Style—Basic, Low-Effort, and Minimalist Looks

Since Their Youth in the 90's, They've Rejected Extravagance and Don't Care to Impress





FROM 'SEINFELD' TO STEVE JOBS: WHAT WAS NORMCORE & WHAT IS IT NOW?

With 'menocore' style, middle age is all the rage

By Kevyn Burger November 14, 2018

What's the 'Coastal Grandmother' aesthetic? The summer fashion trend all over TikTok

5 Trends That Gen-X Got Totally Right (And 1 Trend They Got Wrong)

By: Dena Silver | Oct. 5, 2020



3. COMBAT BOOTS



4. CLAW HAIR CLIPS



5. SLIP DRESSES



COLLAGE GENERATIONS

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This Ethos Shows up in the Generation's Broader Attitudes Deemphasizing Self-Expression, Trend-Seeking, and Fitting in

Cultural Attitudes Statements

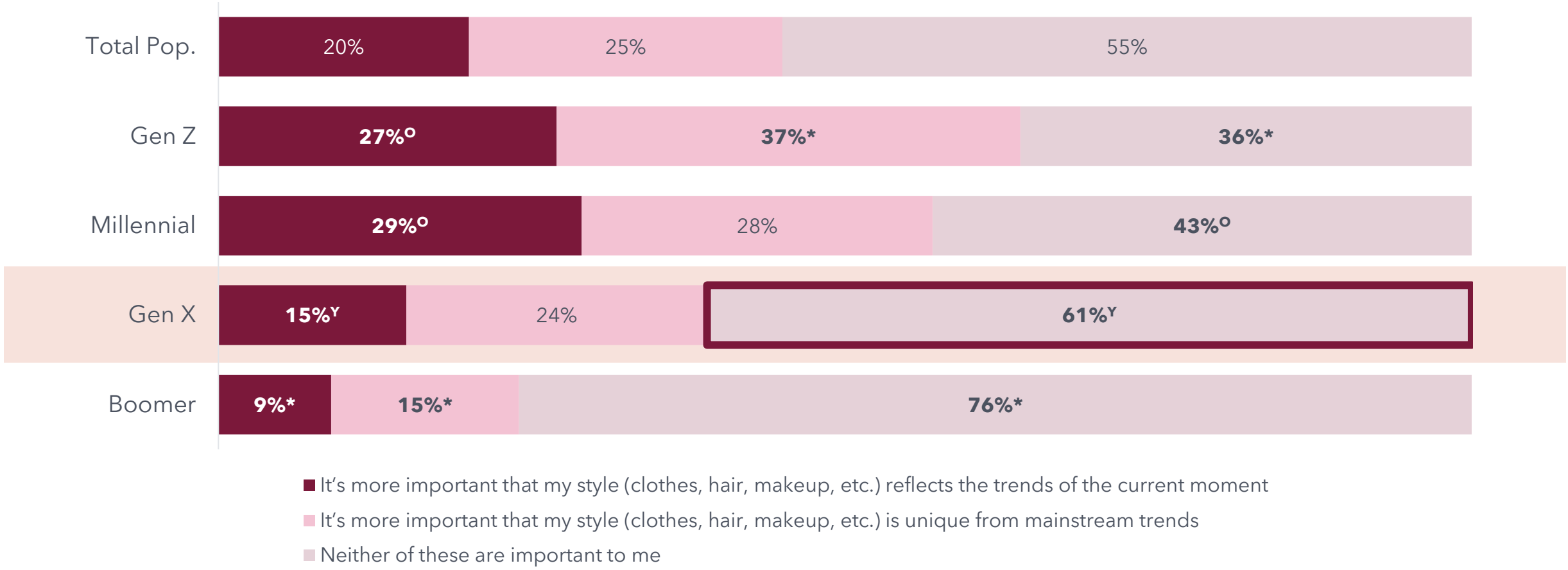
		Gen X Rank (out of 75)	Rank diff. Compared to: Younger Gens	Rank diff. Compared to: Boomers
Creative Expression	I like to express myself through style, creativity, etc.	**#39** (51% agreement)	-16	+12
Trendy	I actively try to keep up with what's new and popular	**#71** (34% agreement)	-1	+3
Conformity	Fitting in with others is very important to me	**#75** (29% agreement)	-1	-3

COLLAGE GENERATIONS

Source: Collage Group Cultural Traits Survey, February 2022 (13-76 population)
% agree, strongly agree
Younger Gens are Gen Z and Millennials

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Gen Xers' Anti-Fashion Attitude Persists Today with a Lack of Desire to Be Trendy or Stand Out



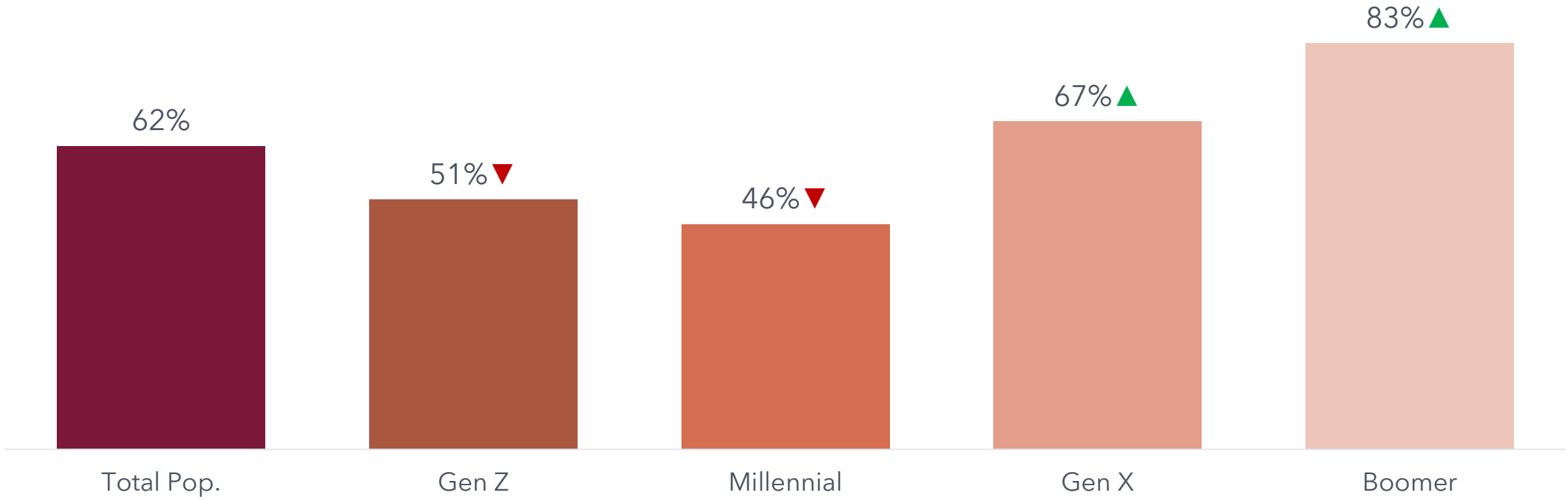
COLLAGE GENERATIONS

Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
Forced Choice, Single-select
* Indicates statistically significant difference (p > 0.95) from all other generations
Y Indicates statistically significant difference (p > 0.95) from both younger generations (Gen Z and Millennial)
O Indicates statistically significant difference (p > 0.95) from both older generations (Gen X and Boomer)

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They Are Decidedly Not Risk-Takers When it Comes to Their Style

I **DON'T** like to **take risks or make bold choices** when it comes to my style and appearance



COLLAGE GENERATIONS

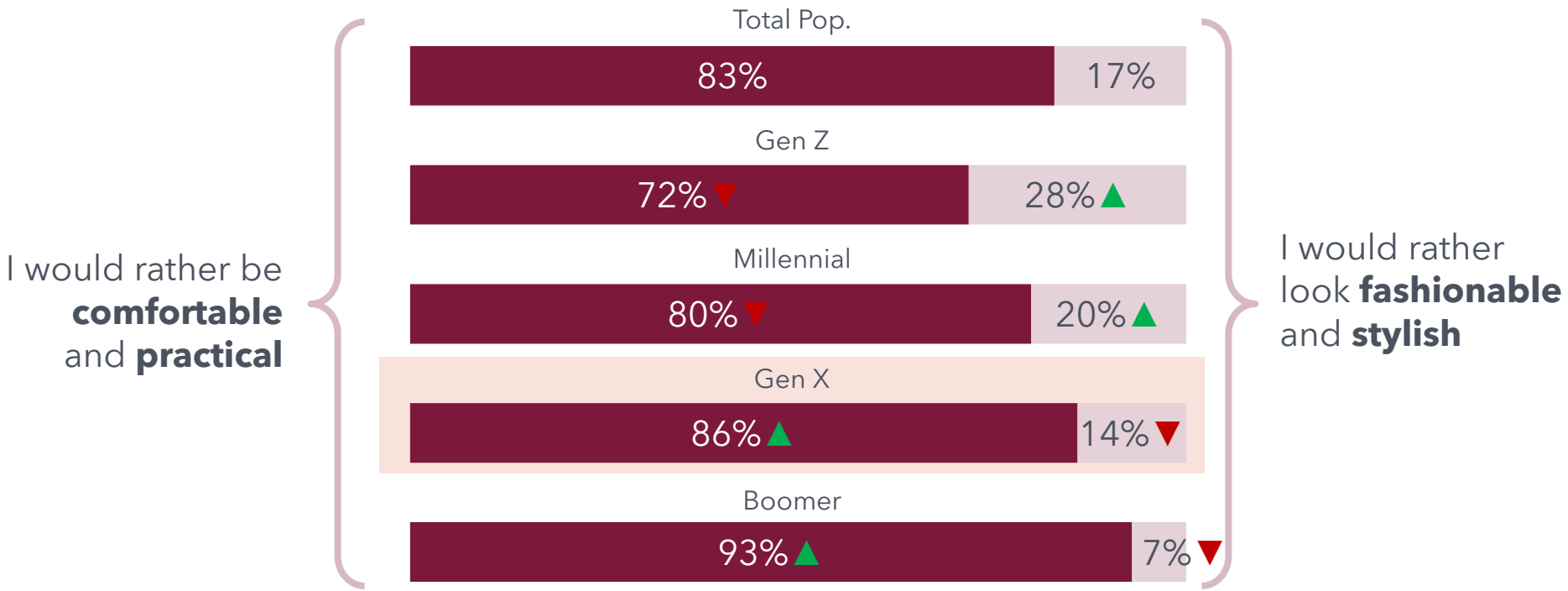
Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
% Disagree
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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Instead, Gen X Prioritizes Comfort and Practicality in What They Wear

This Is Likely Driven by Gen X's Life Stage and Their Dependable, Family-Oriented Nature[1]

Which do you agree with, even if neither is entirely right?



COLLAGE GENERATIONS

Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
Forced Choice
[1] See Collage Group Essentials of Gen X Consumers report for more information on Gen X Group Traits
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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Key Findings and Actions: **Fashion and Style**

Key Findings	Context	Action Steps
Gen Xers do not care about trendy or bold fashion. Instead, they prioritize comfort and practicality in what they wear.	Gen Xers came of age in the 90s and ushered in a wave of "anti-fashion" style, characterized by simple, basic, minimal clothing in stark contrast to the extravagance of decades prior. As a generation, they don't care to dress to impress. Today, Gen Xers' desire for ease in their wardrobe can partially be explained by their life stage. They're busy, middle-aged adults. This means they may lack the time to focus on themselves, turning their attention to family over individuality. They also tend to have more disposable income in middle age, making them more likely to desire higher quality, classic staples over inexpensive and trendy fast fashion.	• Incorporate **practical and multi-functional features** to your clothing designs, and then make sure to communicate this to consumers. • Ensure your brand carries simplified clothing options in more **minimalist styles** and without branding to appeal to Gen X consumers.

Emphasize Your Brand's Simplicity, Practicality, and Versatility to Appeal to Gen Xers

Brands	**J.Jill**
Segment	Gen X
Insight	Gen Xers do not care about trendy or bold fashion. Instead, they prioritize comfort and practicality in what they wear.
Activation	Clothing brand J.Jill caters to an underserved age group of women—those in their 40s-60s—through the incorporation of practical, well-made items. J.Jill SVP of Design and Creative Marketing Elliot Staples says **"our customer is interested in quality more than trends. So in our marketing, we focus a lot more on the fabrics, the construction and the versatility of the clothes, rather than chasing trends."** One way the brand does this is by advertising multiple scenarios to wear their pieces, or by showing how their items can be worn across seasons.



Source: Glossy, "How J.Jill is winning over Gen X," March 10, 2022.

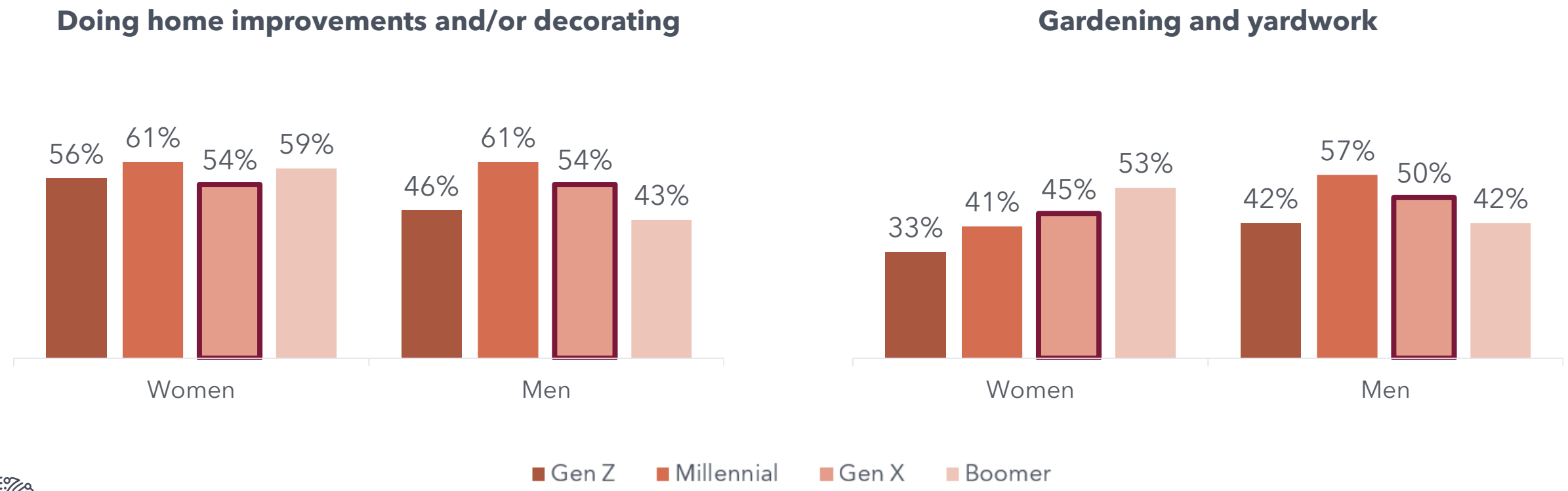
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Home &
Garden

Around Half of Gen X Women and Men Enjoy both Home Improvement and Gardening/Yardwork, but Men Lead on the Latter

Gen X Women Are More Likely than Their Younger Counterparts to Enjoy Gardening

% of each generation that likes or loves doing the following hobbies:



COLLAGE GENERATIONS

Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
% like, love

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Gen Xers' Interest in Gardening Is Heavily Driven by the Physical and Mental Benefits It Provides

Gen X Men Especially Enjoy the Natural Surroundings and Active Component of Yardwork

Why do you enjoy gardening or yardwork?



Gen X: 60%

I like being in nature

Total Sample	58%
Younger Gens	55%
Gen X Women	59%
Gen X Men	62%



51%

It helps my mental health

Total Sample	50%
Younger Gens	47%
Gen X Women	52%
Gen X Men	51%



46%

It's a form of exercise

Total Sample	45%
Younger Gens	38%
Gen X Women	42%
Gen X Men	51%

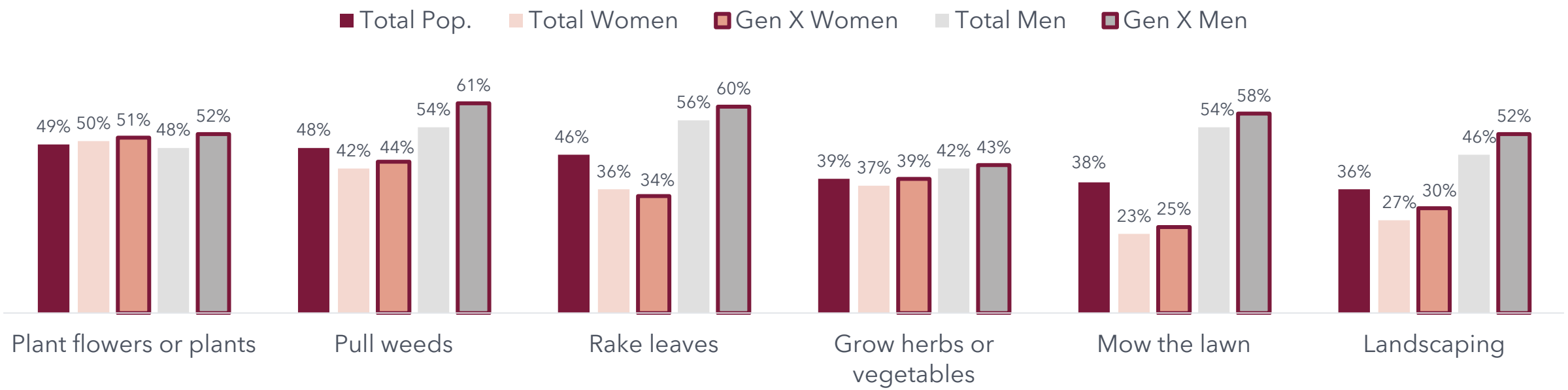
COLLAGE GENERATIONS

Source: Collage Group Passion Points May 2022, 13-76 population, unweighted data
Only respondents who enjoy yardwork
Multiselect answer options

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Gen X Men Lead the Pack in Doing All Types of Yardwork Themselves

% that **does the following activities themselves** at their house



Gen X Men pp diff. compared to...

Gen X Women	+1	+17	+26	+4	+33	+22
Total Men	+4	+7	+4	+1	+4	+6

COLLAGE GENERATIONS

Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
Single-select grid; Original question wording: "Who does the following at your house?" Answer options included: "I do it myself," "I hire someone to help, "Someone else in my household," and "It does not apply to me"

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The Desire to Beautify Their Living Spaces, Indoors and Out, Motivates Gen Xers to Do both Home Improvement and Yardwork

Older Americans' Stronger Focus on Cosmetics Is Likely Driven by Greater Time and Money Resources

What are the reasons you enjoy doing… Home renovations, improvements, or decorating? Yardwork?

	Total	Gen Z	Millennial	Gen X	Boomer
I like to beautify the spaces I live in[1]	48%	46%	43% ▼	50%	53% ▲
I like to beautify my outdoor spaces[2]	50%	41% ▼	45% ▼	53%	60% ▲

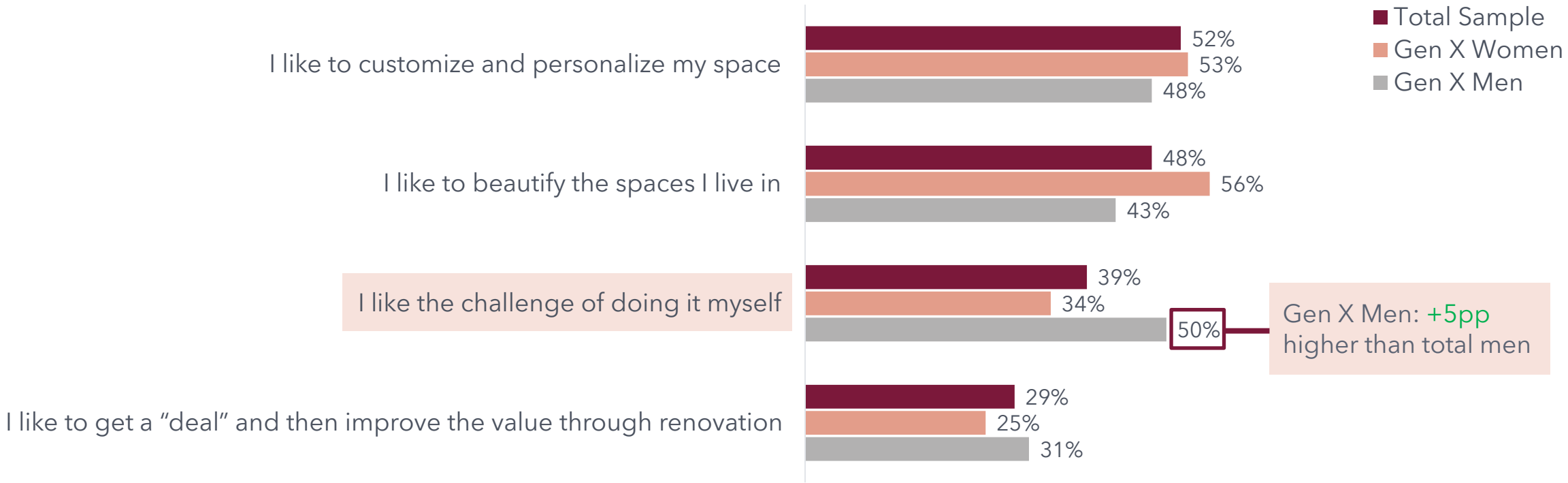
Source: Collage Group Passion Points May 2022, 13-76 population, unweighted data
[1] Only respondents who enjoy home improvement
[2] Only respondents who enjoy yardwork
Multiselect answer options
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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Gen X Men in Particular Like Home Improvement Projects because They Appreciate the Challenge that DIY Entails

Getting a Deal and Improving Value Is Another Reason where Gen X Men Over-Index

What are the reasons you enjoy doing home renovations, improvements, or decorating?



Source: Collage Group Passion Points May 2022, 13-76 population, unweighted data
Only respondents who enjoy home improvement
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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In the DIY Spirit, Gen Xers, Especially Gen X Women, Stand out on Decorating Their Homes with Thrifted Items

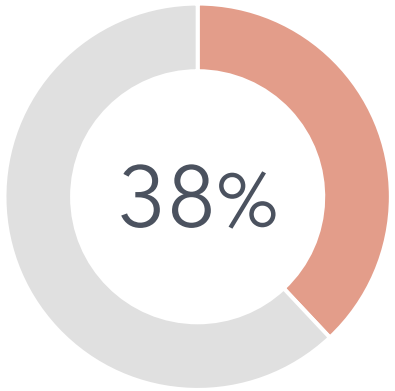
1 in 3

Gen Xers **go to thrift stores** to help them in home decorating and interior design

compared to…

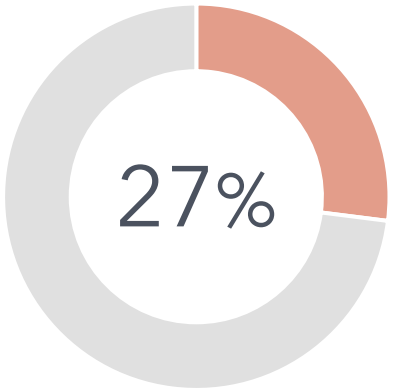
Total Pop.	Gen Z	Millennial	Boomer
31%	28%	36%▲	25%▼

Gen X Women



vs. Total Women: 36%

Gen X Men



vs. Total Men: 25%

COLLAGE GENERATIONS

Source: Collage Group Passion Points May 2022, 13-76 population, weighted data
Multiselect answer option; Original question wording: "Which of the following do you do to help you in home decorating and interior design?"
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.

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Key Findings and Actions: **Home and Garden**

Key Findings	Context	Action Steps
Gen Xers' interest in gardening is heavily driven by the physical and mental benefits it provides.	Older Gen Xers are approaching retirement, which means they have more time on their hands are likely looking for new ways to stay busy and active. At their age, they may start considering their physical and mental health with a new perspective and want to take steps to maintain it.	• Emphasize yardwork as a good way to get **exercise and take a mental health break.** • **Connect the healthy physical activity of gardening with other health aspects** such as growing healthy produce and cooking nutritious meals.

Encourage Gen Xers to Turn to Gardening to Cultivate Healthy Rhythms in Their Lives

Brand	**Magnolia**
Segment	Gen X
Insight	Gen Xers' interest in gardening is heavily driven by the physical and mental benefits it provides.
Activation	In 2022, home and lifestyle brand Magnolia, founded by Gen Xer Joanna Gaines, released a campaign celebrating the launch of their spring collection. The videos focus on the mindfulness aspect of gardening, how nurturing the practice can be in cultivating healthy rhythms in our lives.

Magnolia, "From the Garden Shed"



COLLAGE GENERATIONS

Source: Magnolia on YouTube

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COLLAGE GROUP

Thank you!