

GENERATION

GEN X



AGE

46–60

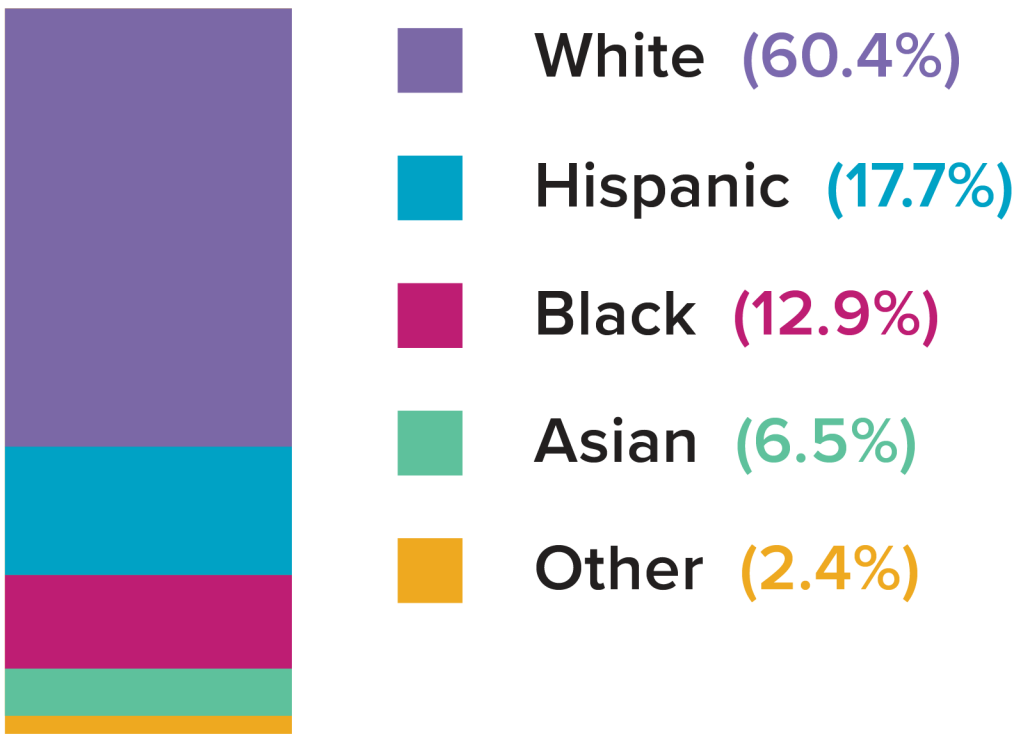
BORN

1965–1979

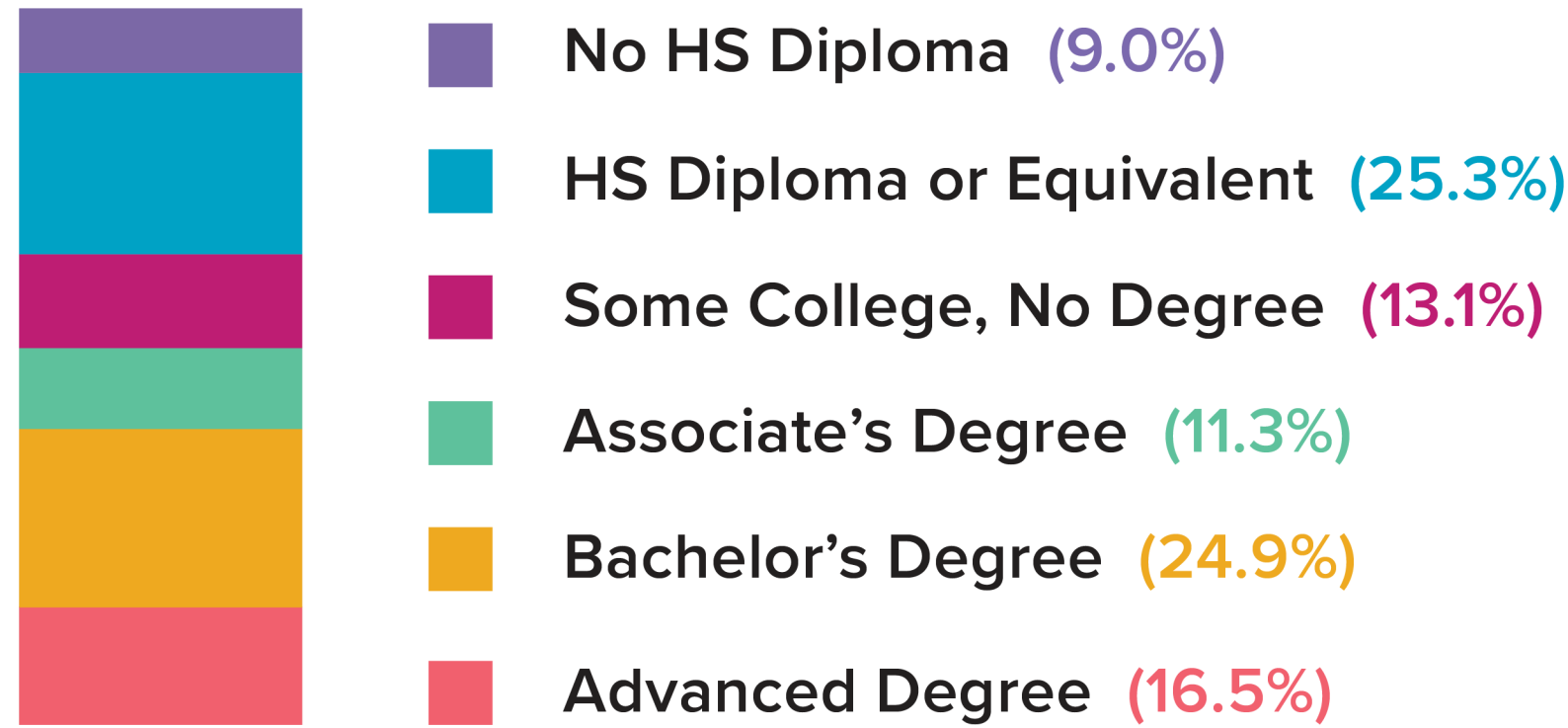
POPULATION

60M

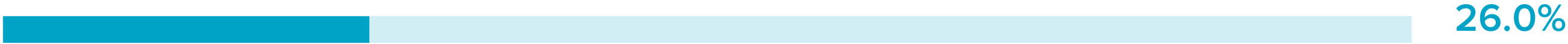
RACE/ETHNICITY¹



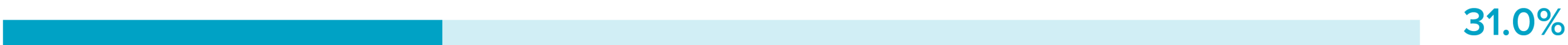
LEVEL OF EDUCATION AS OF JUNE 2024²



SHARE OF WEALTH AS OF 2024 Q3³



SHARE OF LABOR FORCE AS OF 2024 Q2⁴



HOMEOWNERSHIP STATUS AS OF 2023⁵



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OF MEMBER GROWTH

¹ Claritas; ² Dept. of Labor; ³ Federal Reserve; ⁴ Dept. of Labor; ⁵ Redfin



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DEFINING EVENTS & CHARACTERISTICS

- **Increasing Exposure and Skepticism—** Gen Xers grew up in an age of rapid media growth, with real-time exposure to several big events that called big institutions into question. This experience formed a shared skepticism across the generation.
- **Early Independence—** The US divorced rate doubled between 1965 and 1977, creating more independence at an early age for many Gen Xers.
- **The Current Sandwich Generation—** Gen X is currently both raising children and taking care of ailing parents during their prime earning years, putting a strain on their time, focus, and finances.
- **Focus on Family as Adults —** Gen Xers were more likely to marry late, are less likely to divorce, and are, overall, very focused on their nuclear families. Gen X parents and Gen Z children have notably friendship-like experiences.

WHAT CREDIT UNIONS NEED TO KNOW

- All sales are inter-generational. Gen Z kids and Gen X parents are highly influential over each other's decision making in the marketplace.
- Transparent communication is key. No sugar coating and no PR-massaged messaging.
- Anticipate and prepare for skepticism. What questions would a skeptical customer ask and are you prepared to address those concerns proactively?
- No useless meetings. Look at the schedule for the week and be unrelenting in your edits.



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