

GEN-XERS

Engage with Newspapers

Generation X, or those between the ages of approximately 42 and 57, is the smallest generation that jokingly views themselves as the neglected or forgotten middle child sandwiched between the wealthy, retiring baby boomers and the more diverse, more liberal millennials. **They control more than 30 percent of the purchasing power in the U.S.** and are known for their brand loyalty. Gen Xers are also avid newspaper readers who actively respond to the ads they see.



More than **6 IN 10** U.S. adults, age 40-54, each week **read a daily, Sunday or non-daily print or digital newspaper**, or visit a newspaper website.¹

75% of Gen Xers read newspapers to **learn about products** with which they are not familiar.²

59% of Gen Xers **trust paid news and information** more than free media.²

Gen Xers rank newspapers as the **MOST TRUSTED** source of news and information.²

TOP ACTIONS

taken by GenXers after recalling specific newspaper ads:²

GATHER
more information.

DEVELOP
a favorable opinion.

RECOMMEND
the product.

VISIT
store/dealer.

SEARCH
online for the product.

VISIT
advertiser's website.

SAVE
ad for reference.

ASK
someone about the product.

CONSIDER
purchasing the product.

SHARE
the ad.

MARKETING TO GEN-XERS:

Sandwiched between the baby boomers and millennials, Gen Xers are dealing with the joys and challenges of middle age including managing their career, raising children, caring for elderly parents and planning for retirement.

ENGAGE GEN XERS WITH ADVERTISING MESSAGING RELATED TO:

Providing for their families – Pitching products and services as lasting values or once-in-a-lifetime experiences or heirlooms to hand down will resonate.³



Playing it safe – Gen Xers want reassurance and security – emphasize products and services that will protect their homes/planet/families/money.³



Taking care of themselves – Health and well-being is important – focus on supplements, healthy foods, exercise equipment and apparel, weight-loss products and fitness classes.³

Sources: ¹2021Release1 Nielsen Scarborough Report. Copyright 2022 Scarborough Research. All rights reserved; ²Coda Ventures; ³NAA; ⁴Neustar; ⁵Media Space Solutions; ⁶Ace Metrix; ⁷Keap; ⁸AARP; ⁹Marketing Insider Group; ¹⁰Salesforce



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