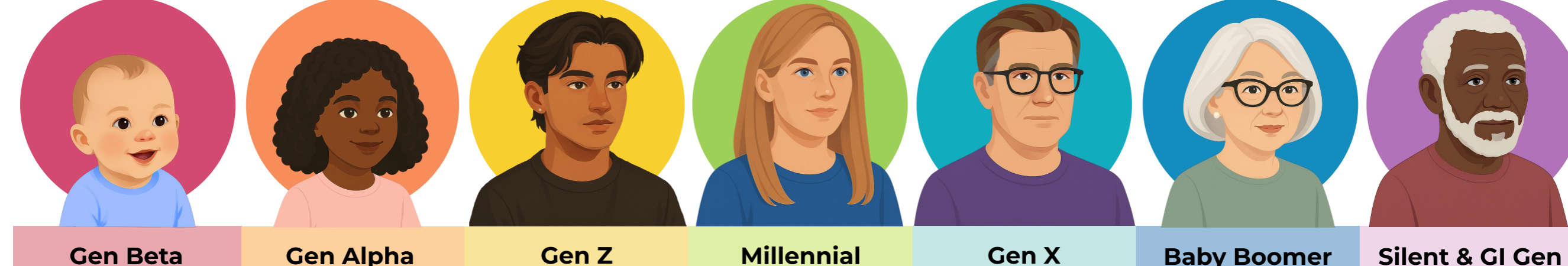


KEEPING UP WITH THE GENERATIONS

Who are your customers?

The more you know about your customers, the better you can serve them to ensure they **keep coming back** and that they **tell their friends & family** about you too! Check out the generations below to learn **who they are & what they care about**.



Gen Beta 2025 - ?
Gen Alpha 1 to 12 years old
Gen Z 13 to 28 years old
Millennial 29 to 44 years old
Gen X 45 to 60 years old
Baby Boomer 61 to 79 years old
Silent & GI Gen 80+ years old

*Note: There is not a standard definition for the start and end of a particular generation, and the ages shown may vary. The characteristics that are described are generalizations and do not define every individual.

Gen Beta

born 2025-?

0% of the U.S. population

Hyper-Connected

- Innovative
- Adaptive
- Eco-friendly champions
- Inclusive
- May live to see the 22nd century

Expected to be 16% of global population by 2035

Gen Alpha

1-12 years old

13% of the U.S. population

Mini-Millennials

- \$300B Amount of family spending decisions influenced by Gen Alpha
- \$45 weekly Average amount of their own money a typical Gen Alpha child spends
- 55% want to buy something if their favorite YouTube or Instagram star is using, wearing or consuming it
- 82% can't wait to have their own money so they can buy things without asking their parents
- 66% want to buy from companies that are trying to do good in the world
- 41% intend to shop through Alexa when they get older

Core Value: Fun

Gen Z

13-28 years old

21% of the U.S. population

Entrepreneurial

- First generation to surpass 50% multicultural
- 74% are willing to share information about their hobbies & interests to receive an enhanced service from brands
- 52% have used their mobile phone while in store to research a potential purchase
- 43% discovered a new product on social media in the past 3 months
- 71% are willing to pay more to purchase from their favorite brands
- 71% are open to trying new brands

Core Value: Causes

Millennial

29-44 years old

22% of the U.S. population

Adaptable

- 41% have completed a bachelor's degree, making them the most educated generation
- 44% use mobile wallets to pay merchants, making them the most likely to use mobile wallets
- 51% value free shipping most — their top factor when making a purchase
- By the end of 2025, they will make up 75% of the U.S. workforce
- They are more likely than other generations to view:
 - work-life balance (41%)
 - not enough free time (36%)
 as major career concerns

Core Value: Joy

Gen X

45-60 years old

19% of the U.S. population

Resourceful

- 22% report struggling with stress daily — making them the most stressed generation
- \$2145 the average amount Gen X spends at warehouse clubs per year, the most of any generation
- They are a generation of **\$PENDERS** having the highest average annual expenditure & outspending every other generation by at least \$20,000
- >480 shopping trips/yr & spend \$35 on average on each of those trips
- 51% have purchased an item through social media
- TOP 3 fastest growing departments by dollar sales among Gen X:
 - Performance Nutrition (26.6%)
 - Security Equipment (25.2%)
 - Makeup (19.1%)

Core Value: Time

Boomer

61-79 years old

21% of the U.S. population

Driven

- 49% expect to or are already working past age 70, or do not plan to retire
- 51% of the total household wealth in the U.S. is owned by Boomers
- 75% shop online at least once a month & rely on detailed product descriptions & user reviews to make informed decisions
- \$548B annual U.S. spend by Boomers totaling 22% of all spending in the U.S.
- 37% are homeowners. New England & coastal states have the highest concentration of these homeowners
- A tech-savvy crowd that loves gadgets. They over-index on owning ...
 - PC/laptop (69% vs. 58%)
 - smart TV (52% vs. 48%)
 - tablet (39% vs. 32%)
 - TV streaming stick/device (21% vs. 16%)

Core Value: Quality

Silent & GI

80+ years old

4% of the U.S. population

Disciplined

- 30% don't have a high school diploma
- 48% of males in the Silent Generation are veterans
- Married & had kids at the youngest age: average age at first marriage was 20.8 for women & 23.2 for men
- 31% have a household income more than \$100K
- 58% actively participate in 1 to 5 loyalty programs
- Spend more ... (per year)
 - \$1334 at home improvement stores
 - \$1316 at mass merchandisers
 - \$1804 at warehouse clubs

Core Value: Tradition

Sources: ArtSkills Primary Market Research, WGSN trend reports, McCrindle Consulting, Google Trends, Pew Research, Journal for Consumer Behavior, National Retail Federation, Numerator, Wunderman Thompson Commerce, Marigold, Ypulse, McKinsey & Company, Gallup, United Nations International School of Hanoi, DKG, Capital One Shopping, Collage Group, Purdue Global, The American Institute of Stress, Statista, LinkedIn, Analyzifit, Britannica, Federal Reserve, Oracle, U.S. News & World Report, GWI, SAP CX, Philadelphia Federal Reserve Bank, Worldpay LLC, Sanford Health, Epsilon-Conversant

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