



Consumer Analysis: (Born 1965-1976)

Gen X

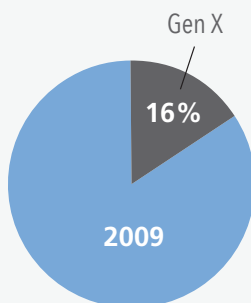
Gen X Population

Gen Xers are adults ages 33–44 years old in 2009, born between 1965 and 1976.

	2009	2030
Gen X Males	24,982,122	23,576,150
Gen X Females	24,678,179	24,809,078
Total:	49,660,301	48,385,228

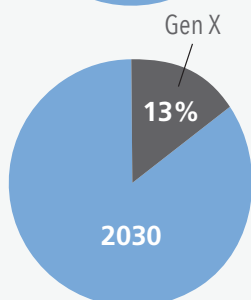
Total U.S. Population in 2009

- › In 2009, Gen Xers represented 16% of the total population, or about 1 in 6 people.
- › 50% male
- › 50% female



Total U.S. Population by 2030

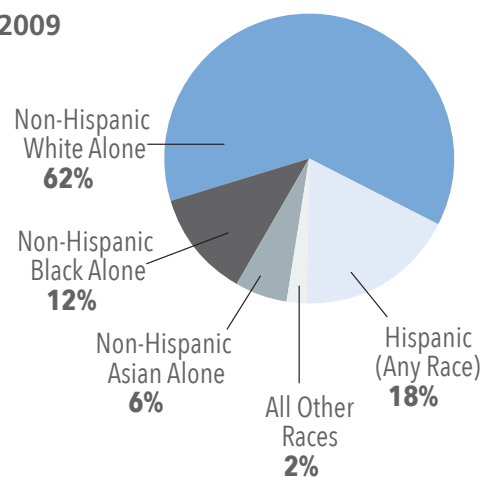
- › By 2030, Gen Xers will be ages 54–65 and make up 13% of the total population.



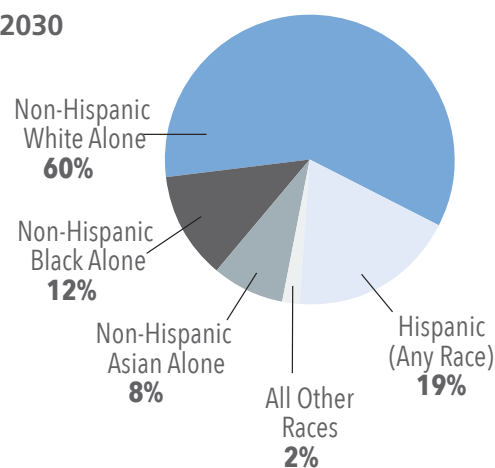
Source: U.S. Census Bureau, National Population Estimates & Projections

Racial & Ethnic Composition*

2009



2030



*Percentages may not total 100% due to rounding.

Source: U.S. Census Bureau, National Population Estimates & Projections



Consumer Analysis: (Born: 1977-2000)

Millennials

Millennial Population

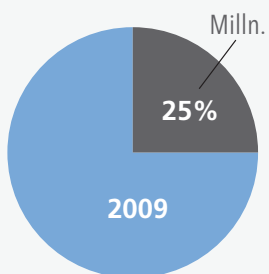
Millennials are people ages 15–32 years old in 2009, born between 1977 and 2000.

	2009	2030
Millennial Males	39,180,752	41,801,406
Millennial Females	37,189,278	41,718,574
Total:	76,370,030	83,519,980

Total U.S. Population in 2009

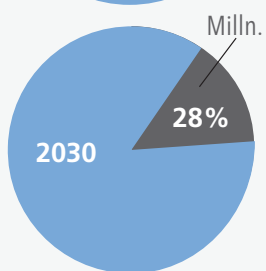
› In 2009, Millennials represented about 25% of the total population, or about 1 in 4 people.

- › 51% male
- › 49% female



Total U.S. Population by 2030

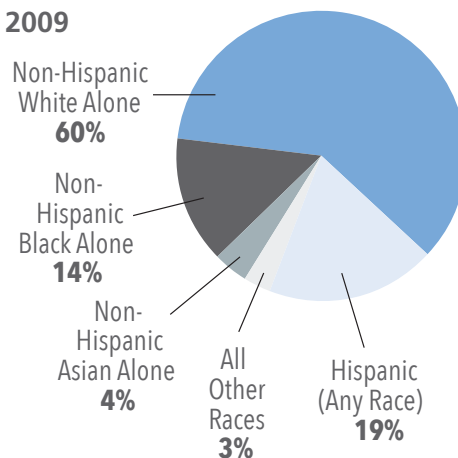
› By 2030, Millennials will be ages 36–53 and make up 28% of the total population.



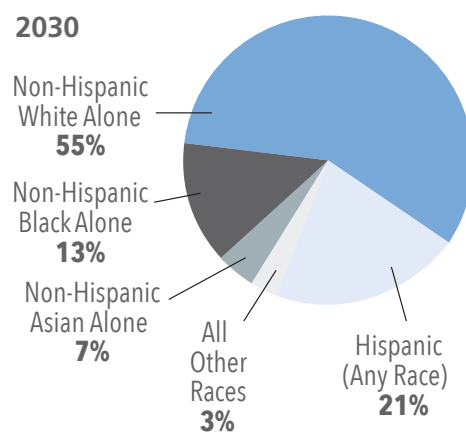
Source: U.S. Census Bureau, National Population Estimates & Projections

Racial & Ethnic Composition*

2009



2030



*Percentages may not total 100% due to rounding.

Source: U.S. Census Bureau, National Population Estimates & Projections

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Must Know Facts About MILLENNIALS



1 There are about 79 million millennials in the U.S., versus the 48 million Generation Xers.



10 41% of millennials have no landline at home and rely on their cellphones for communication.



2 The purchasing power of millennials is estimated to be \$170 billion per year.



9 31% of millennials earn enough money to lead the kind of life they want.



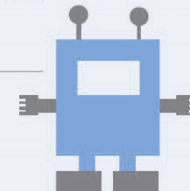
3 Millennials send about 20 texts per day.



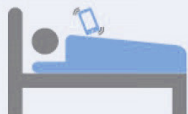
8 14% of millennials use Twitter.



4 Millennials will make up 50% of the U.S. workforce by 2030.



7 56% of millennials think technology helps people use their time more efficiently.



5 80% of millennials sleep with their phones next to their beds.



6 27% of millennials are self-employed.