

# CARAT

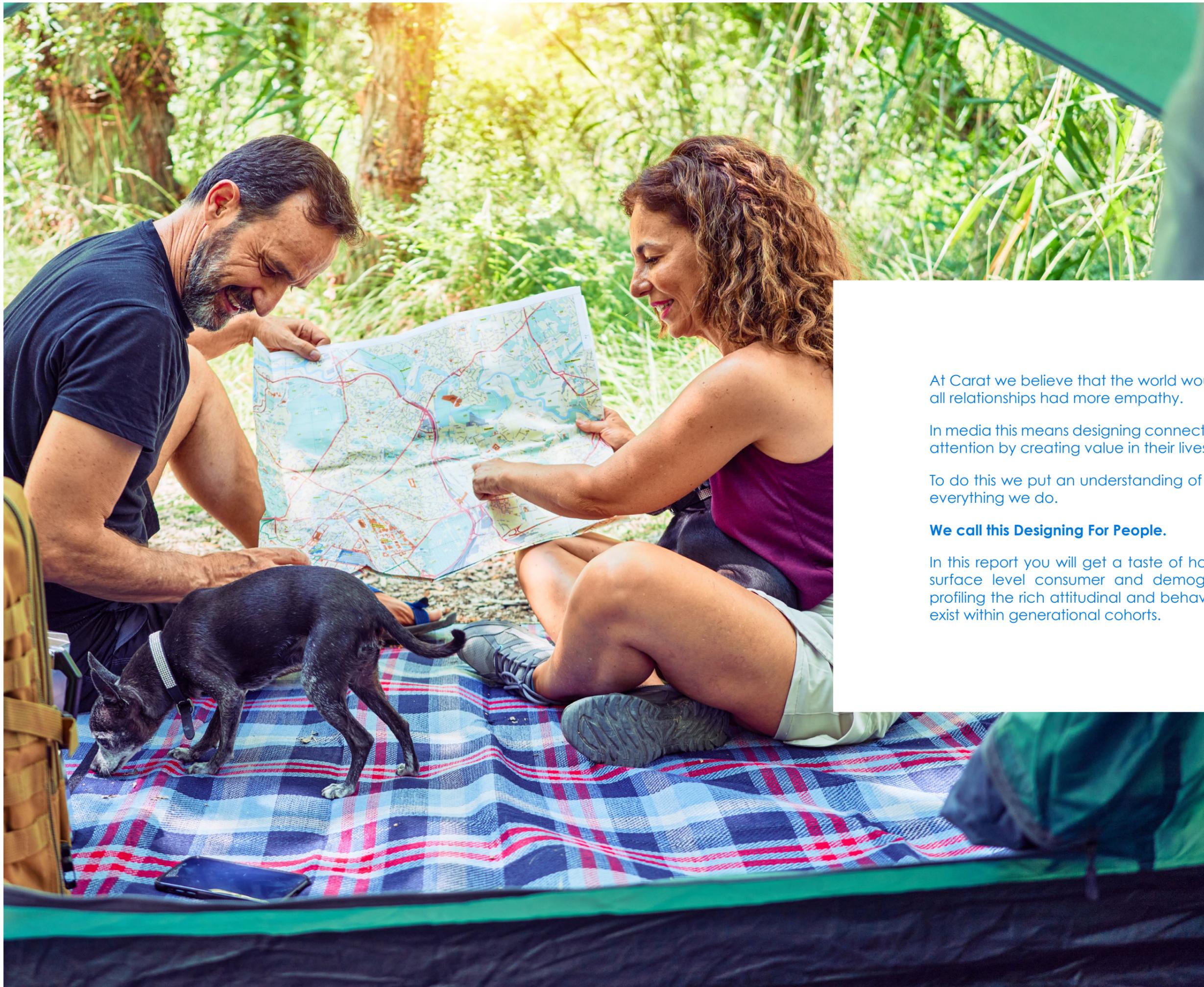
Designing for People



## Gen X in view

a **dentsu** company





At Carat we believe that the world would be a better place if all relationships had more empathy.

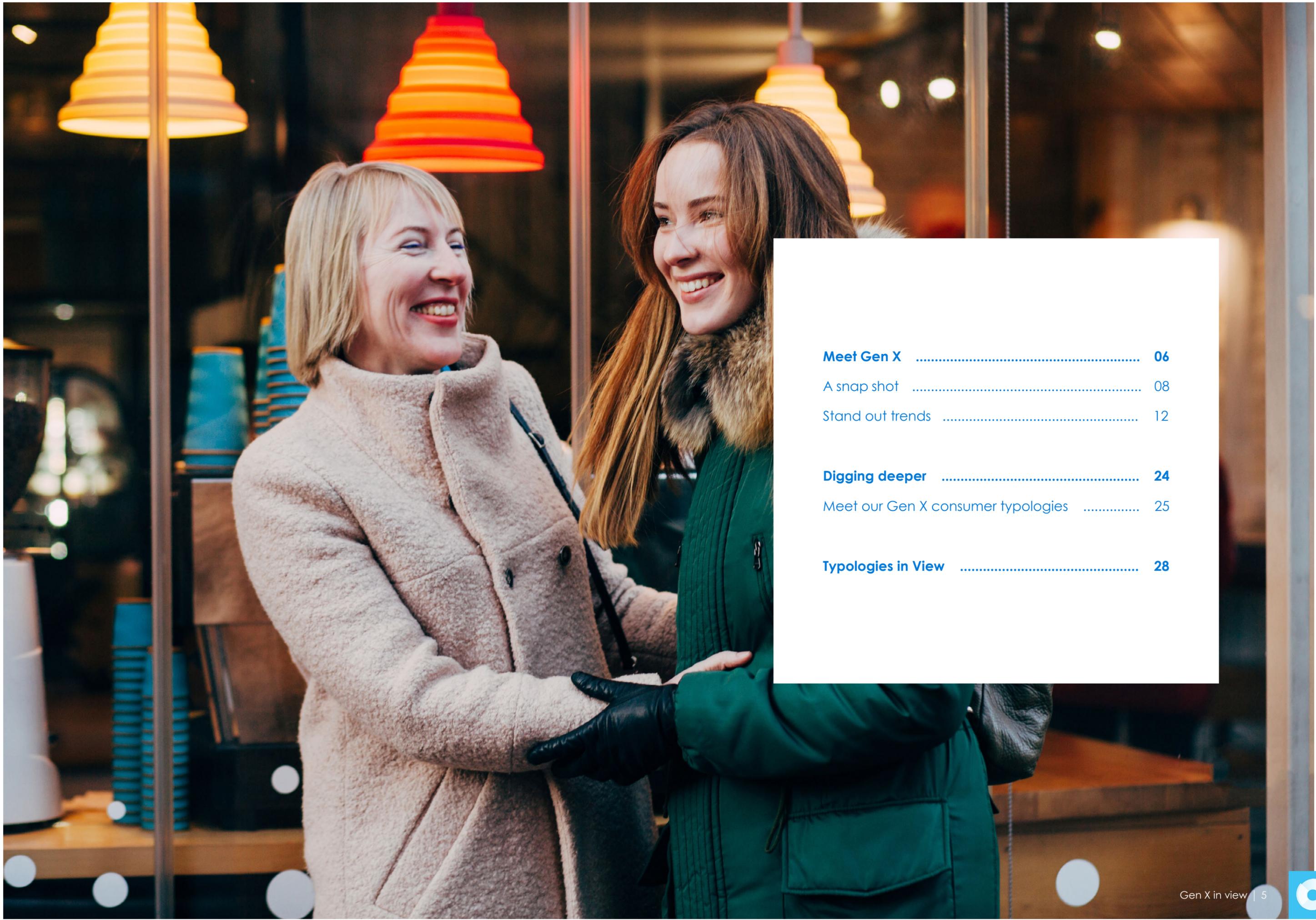
In media this means designing connections that earn people's attention by creating value in their lives.

To do this we put an understanding of people at the heart of everything we do.

**We call this Designing For People.**

In this report you will get a taste of how Carat goes beyond surface level consumer and demographic traits and into profiling the rich attitudinal and behavioural 'typologies' that exist within generational cohorts.





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## Meet Gen X

**Born 1961-1981**  
**Aged 40-59**

Gen X, a forgotten generation that packs a punch.

Known as...

- The Latchkey Kids.
- The MTV Generation.
- The Slacker Generation.
- The Forgotten Generation.

Whatever you call them, they're influential, often overlooked and undervalued by marketers.

Gen X have lived through technology revolutions, social revolutions, lead big business, and have strong spending power.



# A snapshot: The events that have shaped this generation

Gen X have truly stood at the forefront of the technological revolution. In their formative years to the present, they've seen home entertainment evolve from the first VHS cassettes all the way to today's same day streaming releases of movies on connected devices. They've seen communication shift from landlines to devices that fit inside their pockets and encompass their photography, discovery, information and entertainment needs too!

This pace of evolution applies not only to technology, but to culture too – this Generation have seen and embraced the tide of societal shifts from gender roles through to the sexual revolution, making for a more open-minded outlook overall than their generational predecessors.

Looking at the most significant events of their lifetimes is telling as to why this generation are so diverse and open minded.

Same Sex Marriage, the Mabo Decision and The Apology all brought often divisive viewpoints to the forefront, encouraging open debate. September 11, Port Arthur Massacre, the Bali Bombings – all saw issues of terrorism and violence permeate the collective mindset. The advent and adoption of the Internet in their adulthood saw a generation entranced by digital efficiency and innovation.

## The events named as the most significant in their lifetime so far:

	Event	%
1	Same-sex Marriage	41
2	September 11	28
3	The Apology	27
4	Lindt Café Siege	18
5	First female PM	15
6	2000 Sydney Olympics	14
7	Gun law reform	12
8	Steve Irwin's death	10
9	Iraq War	9
10	Bali Bombings	9
11	Donald Trump's election	9

## Timeline of events shaping Gen X

### Culture



### Media



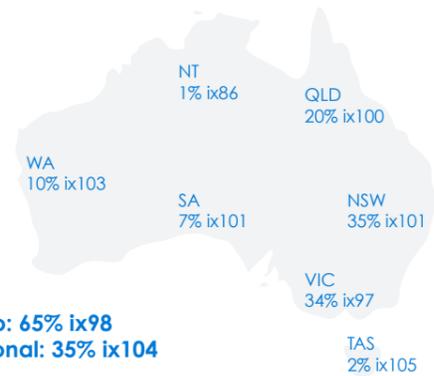
# Framing Our View on Gen X

Most of this cohort are married. Most live with their partner and kids. Most of them are employed full-time. That said, only 39% of Gen X represent all three of these 'conventional adult goals'.

This generation is one caught between classical Australian ideals and more modern societal movements such as equal rights and diversity and inclusion.

## The Basics

- Male : Female** 48%:52%
- Employed Full-Time** 59% ix137
- Married or De Facto** 73% ix127
- Speak a different language** 20% ix83
- Live with partner & kids** 55% ix166
- University Educated** 58% ix117



**Metro: 65% ix98**  
**Regional: 35% ix104**

## Attitudes & Interests

**BALANCED:** 'I have the right balance between my work and social life' 44% ix124

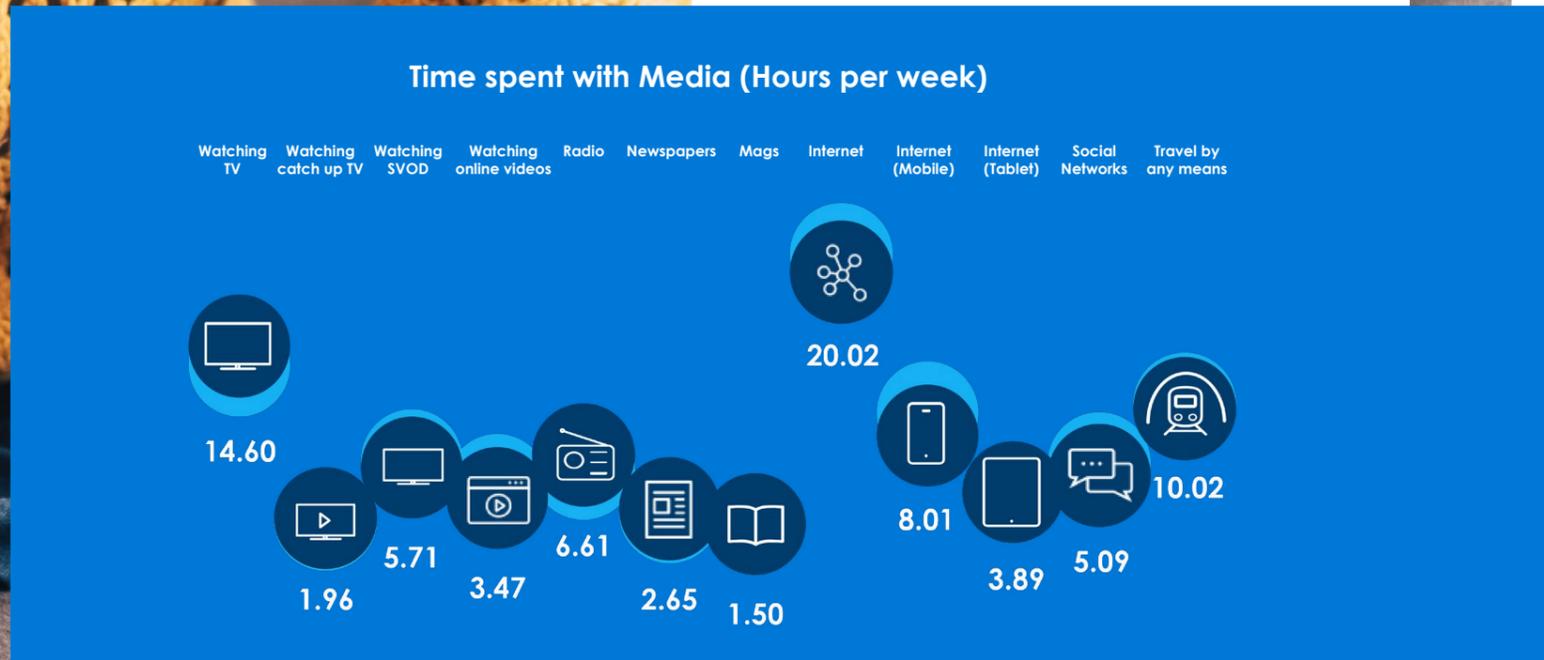
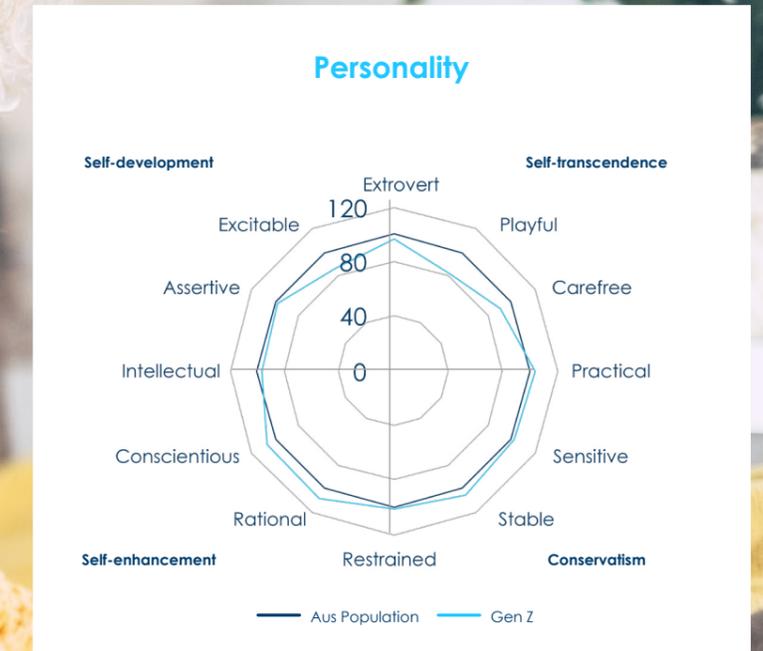
**TECH. OVERWHELMED:** 'I find technology is changing so fast, it's difficult to keep up with' 64% ix111

**CAREFUL:** 'Other people [don't] view me as a risk taker' 75% ix102

**IMPRESSIONABLE:** 'I spend more when my children come shopping with me' 49% ix131

**FAMILY FIRST:** 'I prefer to spend time with family over friends' 62% ix106

**ENTERTAINERS:** 'I do a lot of entertaining at home' 48% ix101



# Key Trends:

## The four macro trends that define this generation

From both a global and local lens, there are four overarching trends that capture the spirit of this generation as an overarching cohort of people.

### 01. MTV Generation | Reminiscent Revellers

Gen X were the original MTV Generation, witnessing an explosion in the variety of music and celebrity lifestyle content that they were exposed to. This audio-video revolution inspired leagues of Goths, Punks and Rockers to seek out new means of discovering and expressing their identity.

### 02. The OG Connected | Adaptable Digital Explorers

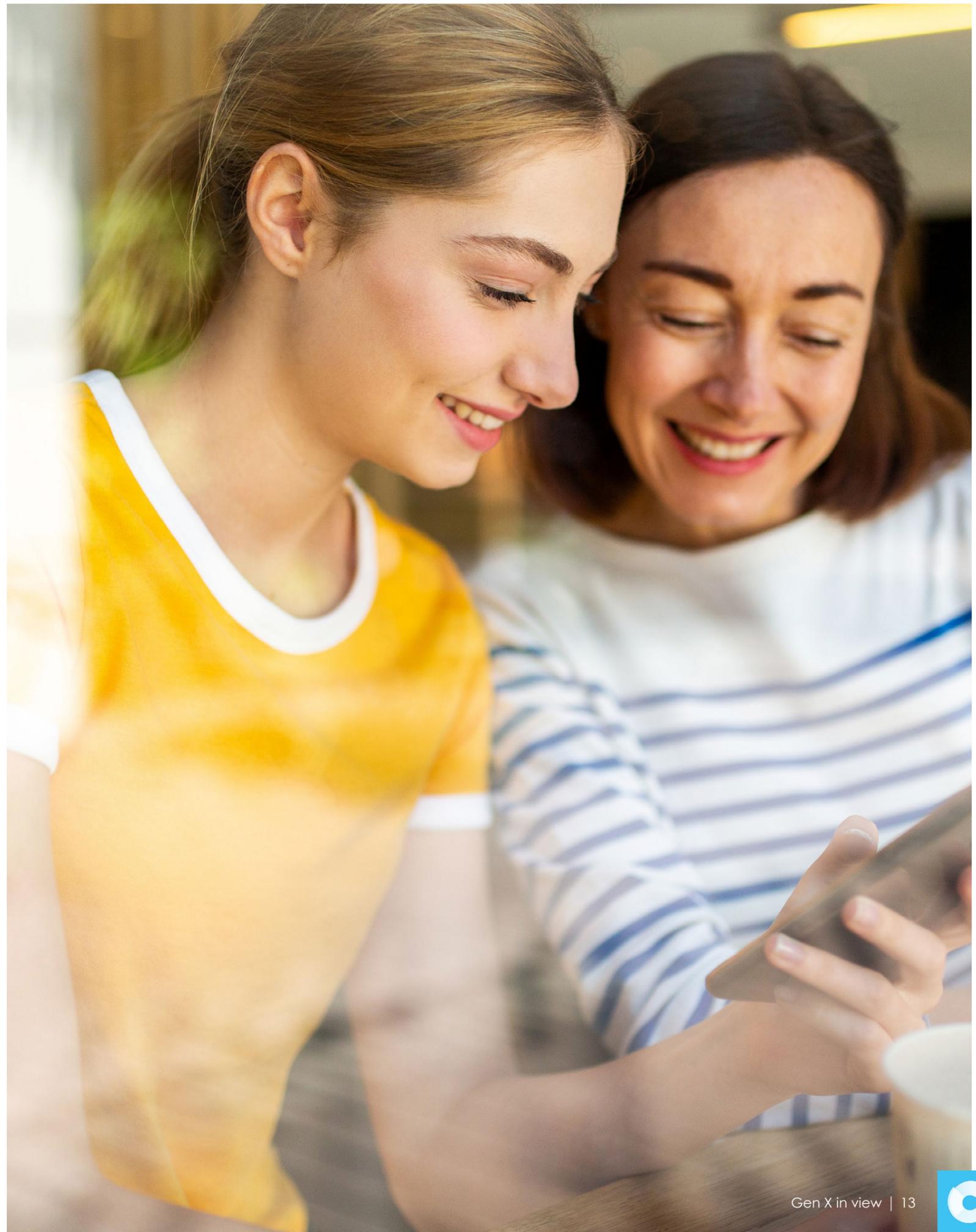
Many of Gen Y take credit for being the pioneers of modern technology, but in fact, this award goes to Gen X. Witnessing the connection revolution, this generation are the OG Connected. Their adaptability and willingness to adopt new technology is endemic.

### 03. The Global Awakening | Culturally Diverse

Gen X are the forefathers and leaders of the Global Awakening. With events such as 9-11 and the Iraq wars taking place in their formative adulthood years, they have strong views of race, religion and politics.

### 04. The Redefinition of Gender | Liberated Trail-Blazers

With everything from women's rights marches to the rise of single parent households – Gen X are very much a generation of freethinkers, breaking away from the traditional societal expectations that were so heavily ingrained in the Boomer generation.





## 01. Reminiscent Revellers

As reminiscent revellers, their past forms much of their identity, and to this day remains a source of comfort and enjoyment.

AC/DC, John Farnham, Nick Cave, Led Zeppelin, The Eagles, Pink Floyd. The Americas Cup. Carlton vs. Collingwood GF in '70, Hawthorn vs. Geelong GF in '89. Scott & Charlene's Wedding in Neighbours, the shopping malls, the pizza, the sweets and sunshine.

When Gen X are asked to remember important life events, they disproportionately remember the most positive events from their adolescence and early adulthood. This might explain why 75% watch YouTube videos relating to past events/people regularly, chasing rose-tinted memories of their past.

Whether you were born on the beach or hung out at the Station Hotel in Melbourne's East, this generation come together over reminders of shared past, reminiscing about the identities so carefully crafted in their youth.

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Source: Think with Google – Marketing to Gen Xer's



## 02. Adaptable Digital Explorers

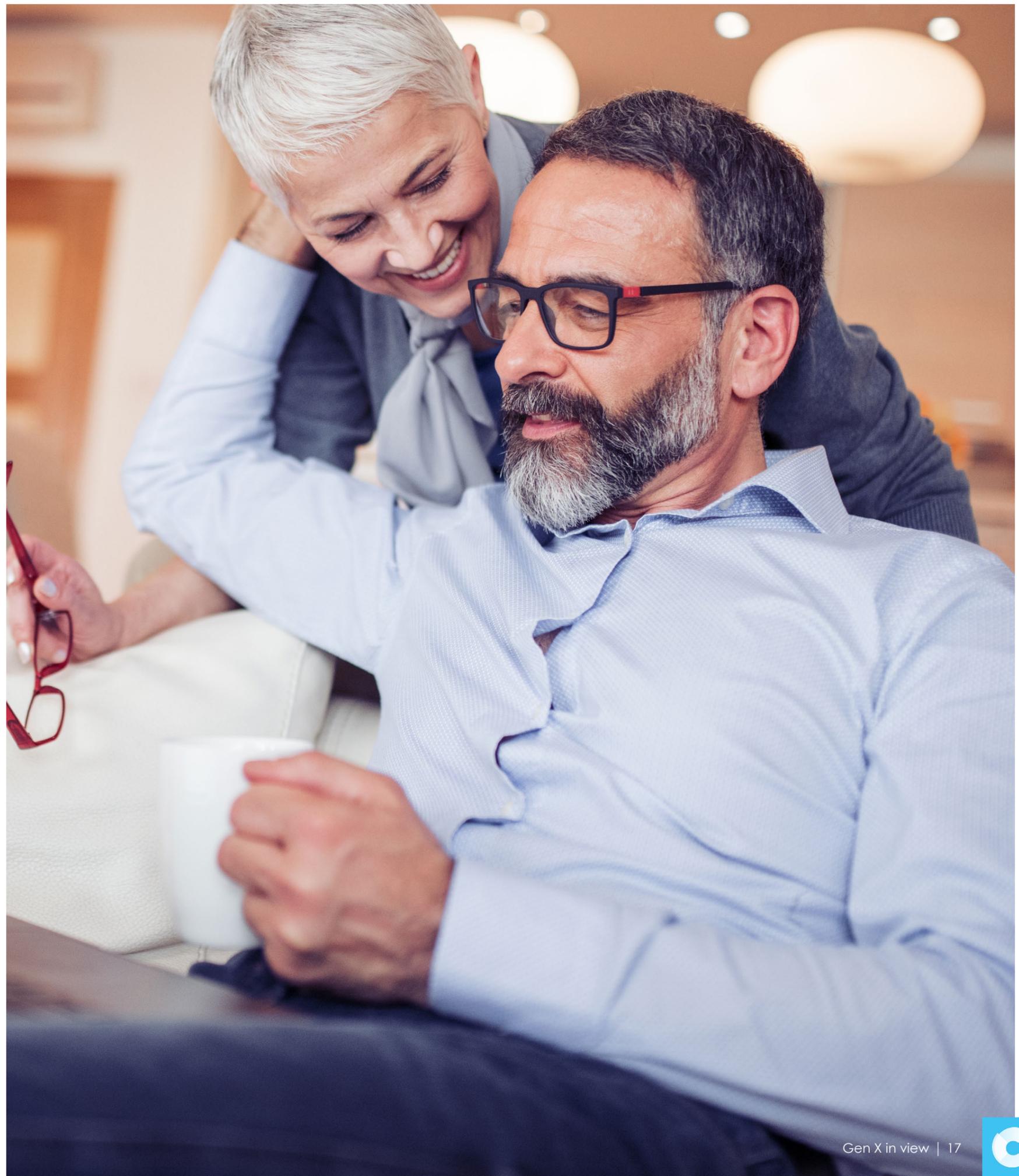
A generation that has consistently led professional and personal digital connectivity, Gen X are adaptable digital explorers.

In fact, they're at the precipice of becoming 'downagers' – feeling and acting far younger than their age would expect within the digital realm. For example, a quarter say that gaming is a hobby they do regularly! In fact, more people over the age of 45 started mobile gaming in 2020 than any other age group, with Gen X having the same share of gamers as Gen Alpha and Gen Z!

They are also highly active on social networks, with Facebook the standout platform of choice. That said, 38% are on Instagram at least once a week! With formative years spent in the 20th century, this is a generation that has remained honest, rather than polished, across social media, and they're conscious of the impact the digital world is having on the mental health of their children.

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Source: ICCS June 2020





## 03. Culturally Diverse

They are culturally diverse, with over 1.3 million of them speaking a language other than English. Gen X were the first integrated generation, with the final vestiges of the 'White Australia' policy being removed in the mid-70s and the sharp rise in immigration that took place across the 80s.

This assimilation and integration created a new combination of 'Aussie traditions' and changed the face of the Australian high-street for good.

This is a generation who are resilient, open and diverse.

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Source: ICCS June 2020 ; Reserve Bank of Australia – Immigration and Labour Supply

## 04. Liberated trail-blazers

They're not all the conservatives we often think they are. Many were, in fact, the pioneers of societal change.

With homosexuality being decriminalised in 1973, and the sexual revolution in the 60's to 80's, Gen X redefined how we view sexuality and sexual orientations. Over 54% of Gen X supported same sex marriage in the recent referendum, which is almost ten percentage higher than for Boomers and 8% identify as homosexual or bisexual.

Whilst overall this generation is more conservative than Millennials, they are leading the charge when it comes to their expression of their sexuality. Gen X are more sexually satisfied than Millennials and are more likely to agree they're "having the right amount of sex" (50% vs. 43% Millennials).

Source: Gartner/Iconoculture; Source: ICCS June 2020; ViacomCBS





## The impact of COVID on Gen X

No People in View series can be complete without acknowledging the impacts that the global COVID pandemic. For each generation these impacts, both positive and negative, have had specific nuances, and Gen X is no different.

### Financial re-evaluation

With changes to the working situations of their dependent children being commonplace, along with navigating pay cuts or stand downs themselves, many have had to re-evaluate their financial position in the wake of the pandemic. Affordability has become top of mind for many; More than 51% cut back on discretionary purchases last year and almost 93% of Gen X used a coupon or discount code in the past year.

Gen X are also rebalancing the ethical cheque-book's. The recent bushfires and flooding, has increased 14 percentage points in the last 5 years, now occupying 18th place in their life values. With these trends in mind, many major retailers have chosen to dial up their value and ushered sustainability considerations into their top concerns; including most major supermarket chains, with growth and investment into eco-friendly and value lines.

### Holding it all together

With almost all generations focused on holding it

together over the course of the pandemic, this effect is ever more pronounced with Gen X. With a history of adaptation, over to technological or societal change, Gen X truly showed off their evolutionary prowess these past two years.

Gen X play a crucial role inter-generationally, bridging viewpoints and peace making both at work and at home. The 'Sandwich generation', caught between the warzone of Baby Boomers vs. Millennials – it's a hot area, and Gen X are smack bang in the middle of it. With COVID school closures, Gen X were suddenly faced with working, consoling bored teens or young adults out of work, looking after ageing parents, and keeping their professional lives rolling to maintain critical family income security.

2020 saw almost 1 in 4 young Australians move back in with parents at the height of the pandemic, leaning on parents for support and hitting disposable income.

As the family dynamic changes within the homes of Gen X parents their mental health suffered with almost 28% reporting increased anxiety, and 27% reporting increased feelings of stress.

## In summary Rules of Engagement with Gen X

With these trends in mind, there are 10 rules of engagement for brands to think about when looking to connect with people in Gen X.

### 01. Address them

With so many of Gen X stating they often feel forgotten, it's crucial we speak to them in a way that feels targeted and relevant to them.

### 02. Nostalgia

Heightened by the times of uncertainty that we are navigating, the powerful effects of the music, movies and iconic characters of their youth is a way to drive positive sentiment through familiarity.

### 03. Celebrate their individuality

As opposed to targeting by age, incorporate behavioural attributes to provide a richer experience that also accommodates for the diversity that exists within this audience.

### 04. Recognise their duality

Often balancing their native and Australian cultures, using representative creative assets, copy translation and multifaceted seasonal marketing calendars are all ways to help neglected cohorts within Gen X feel seen.

### 05. Value their loyalty

Having grown up the time of the local high-street, they value feeling valued! They will be first to sign up to a loyalty scheme, but also first to drop out and detract if they don't feel there is any real benefit to it. Ensure loyalty is approached with simplicity and built on a true value exchange.

### 06. Be honest

They can be cynical, so it's important to give them easy ways that they can get the hard information behind any brand claims. They also prefer advertising that offers them perceived choice and control, such as skippable YouTube formats.

### 07. Support society

Gen X cares, and this is set to continue as real-world issues continue to be thrust into the spotlight. They will increasingly look to moderate their consumer choices in view of supporting the betterment of the planet and the causes that they care about, so make sure that your stance and actions are heard.

### 08. Be balanced

Whilst they care about causes, this doesn't need to come with a political or antagonistic stance. Remember that their role in their family unit is to act as peacekeepers, so rock the boat too much and they are likely to steer clear.

### 09. Provide Tools

We know this is a generation who are open to navigating change in technology as much as society. Brands that help them navigate this new world will be seen positively for their utility.

### 10. Bring them in

The brands that provide them with digital tools that help them to save time, such as accessible customer service, will be rewarded with their loyalty.

Gen X consume media much like Millennials. They're being inducted into what has traditionally been the realm of Gen Z/Gen Alpha, helping them on this journey will show we understand that age is just a number, a mindset they are very much in.





# Digging Deeper

## Within Gen X, we have identified four distinct typologies

We've looked at what pulls this generational cohort together, now lets examine what pulls them apart.

Using our Consumer Connections System (CCS) we have uncovered four audience segments, or as we call them 'typologies', that exist within this wider generational cohort.

CCS is a panel of 10,000 adult Australians that we survey each year to understand people's thoughts, feelings and behaviours. The data points we collect are fused with the Roy Morgan platinum data base which provides an unweighted sample of 45k people which we then weight to represent the entire adult population.

## Meet our Gen X Typologies



**Carefree CEOs**  
875,000

The highest average income and carry a lot of influence in the workplace. They are the most passionate about new technology.

Song: Money for nothing

Value Influence



**Ambitious Progressives**  
1,598,000

The most influential segment of the typologies overall, with this influence grounded in a lot of passion for what they do, the communities that they are part of, and for the world that they live in.

Song: Talkin about a revolution

Value Influence



**Comfortable Idealists**  
1,686,000

Your classic happy Australians. One of the biggest cohorts; they are comfortable with the government, what they are earning and their lifestyle.

Song: Walking on sunshine

Value Influence



**Hometown Sceptics**  
1,971,000

Hometown Sceptics are insular, have tighter budgets than the other cohorts, but take enjoyment out of the little things in life. Don't count them out because as the largest cohort they have strong aggregate spending power.

Song: I still haven't found what I am looking for

Value Influence

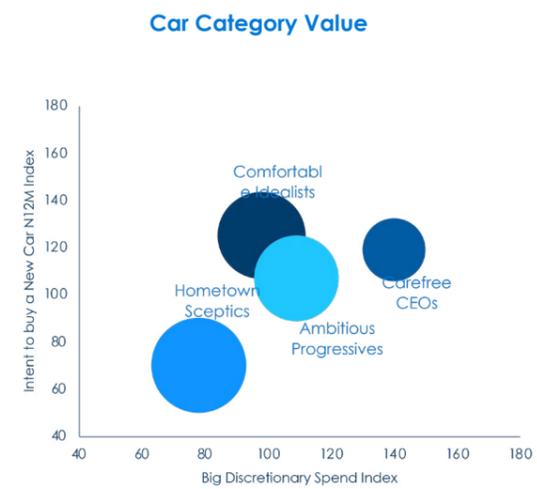
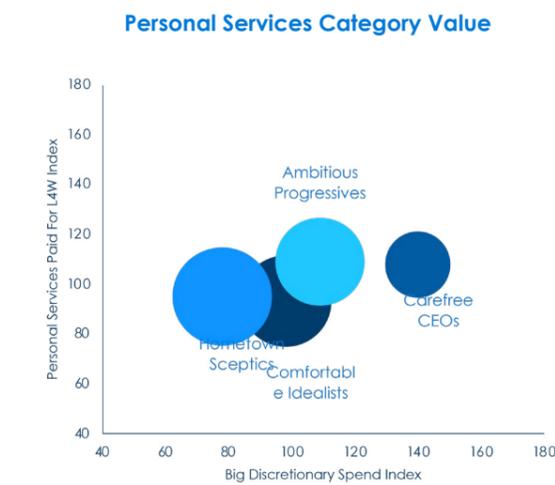
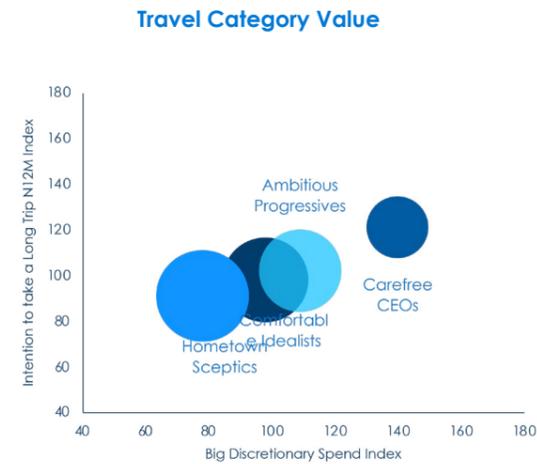
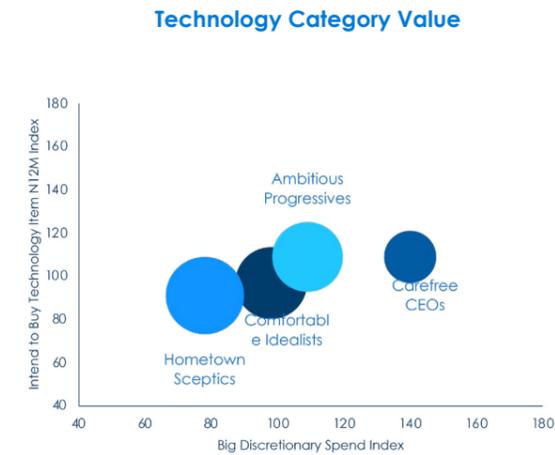


## When it comes to how they spend their disposable income their priorities vary.

To understand which of these typologies presents the most valuable opportunity in market, we analysed how each segment indexed against various levels of discretionary spend. We then mapped this data against their intent to purchase within four key categories: travel, automotive, personal services, and technology.

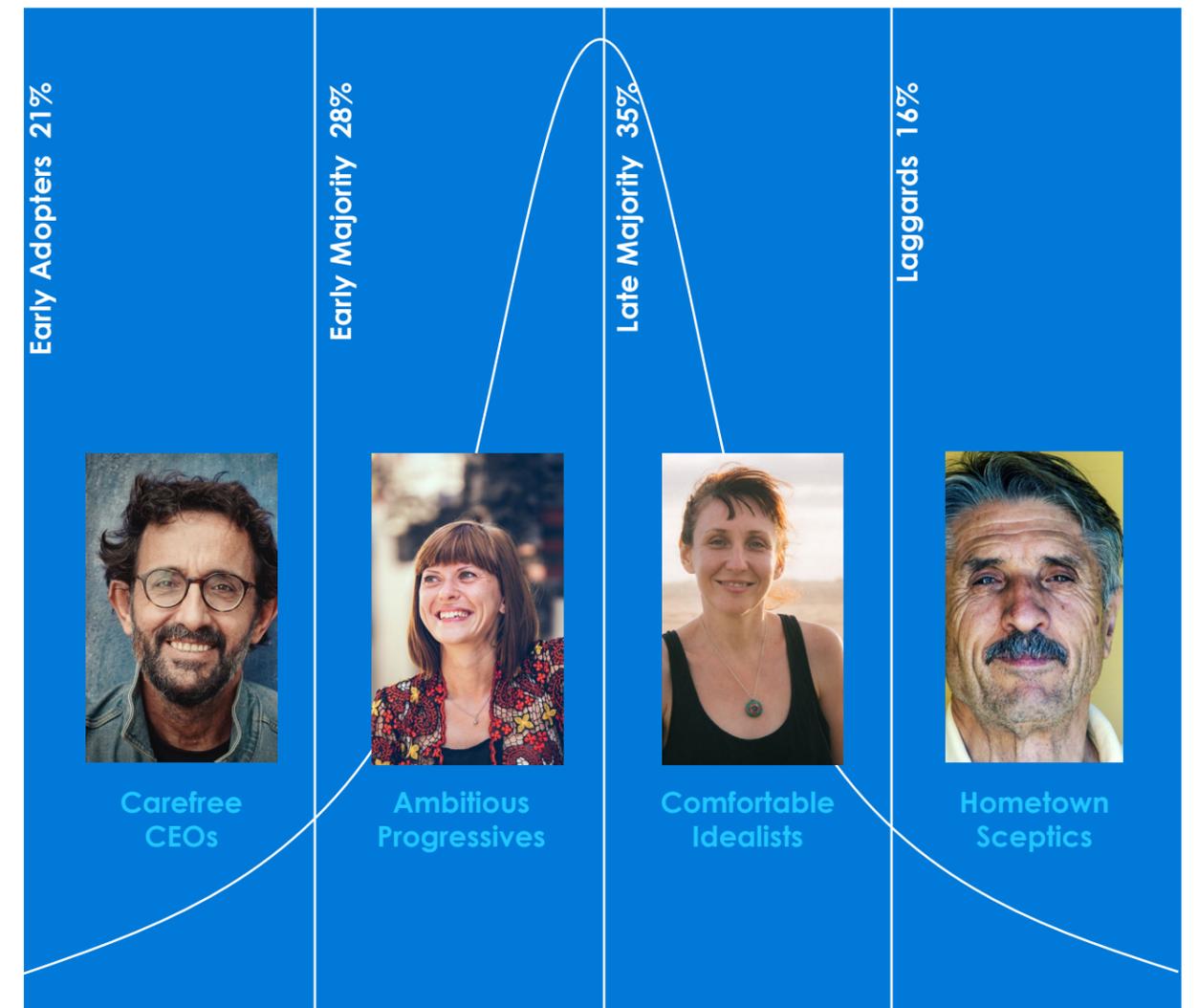
Carefree CEO's present the strongest value potential for brands across most categories, with both the highest levels of discretionary spend and the greatest propensity to convert. That said, Ambitious Progressives are a close par when it comes to technology, and the Comfortable Idealists are keener to purchase a new car to enable easy local travel in style!

## Their priorities vary when it comes to their disposable income; services & tech are where we see the most convergence.



## The Carefree CEOs are not only leading the pack in terms of spend; unsurprisingly, they lead the Gen X typologies in their adoption rate of new technologies.

Our data demonstrates that the Carefree CEOs segment lead the pack not only in terms of spend, but also in their adoption rates of trends. The Hometown Sceptics meanwhile are the least likely to adopt new technology trends.



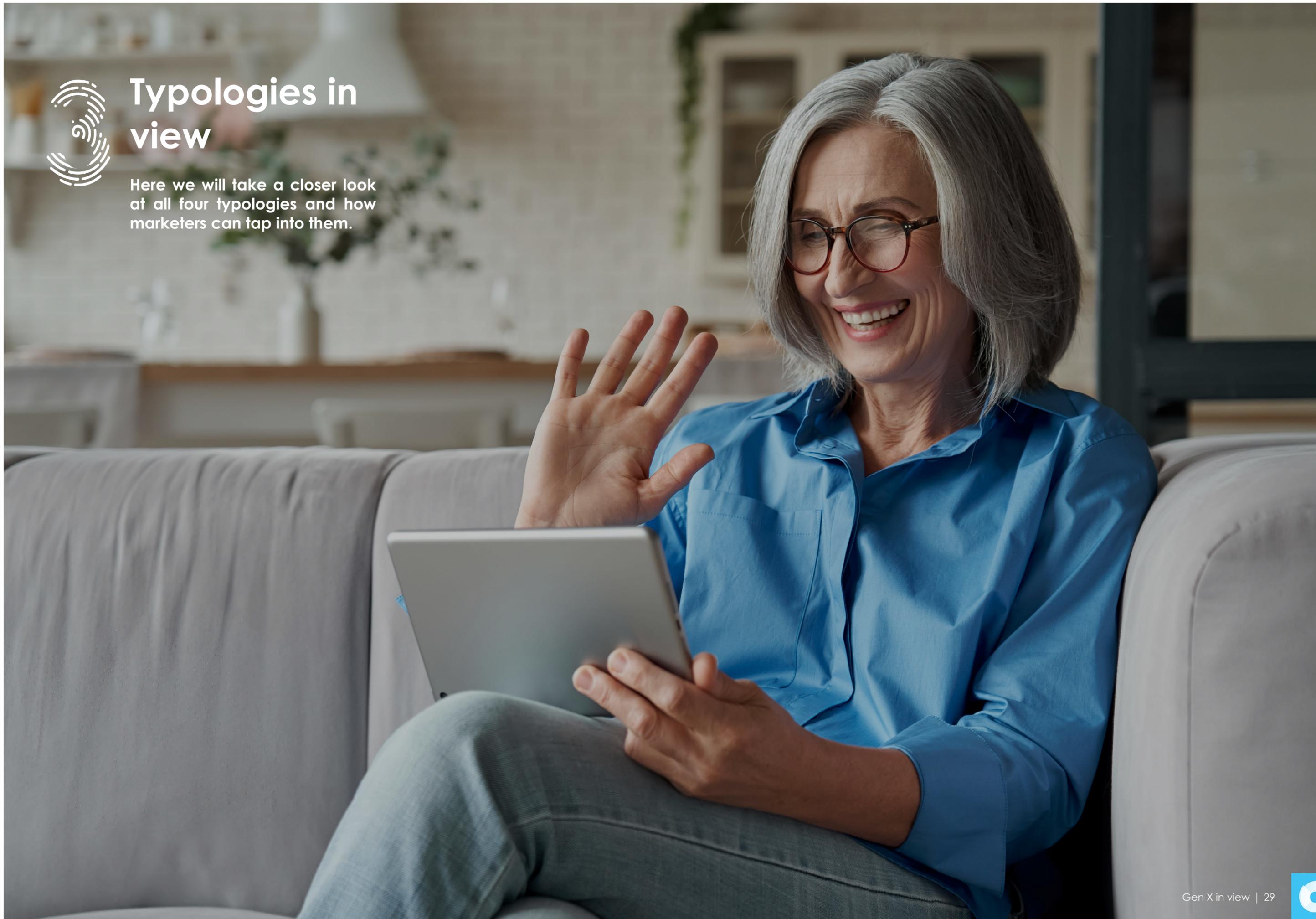
Source: ICCS June 2020 | Gen X (born 1961-1981)





# Typologies in view

Here we will take a closer look at all four typologies and how marketers can tap into them.



# Carefree CEOs

## The Hard Data

**Who are they?** The Carefree CEOs are the beneficiaries of capitalism. They are career driven and technologically adept. Many of their strongest passions revolve around pleasure and enjoyment.

They believe in working hard and earning enough money to pursue their many passions.

Technology is at the forefront of their work and personal life, enabling them to maximise their time at work, and also to connect and share moments with their family.

Although this audience pursues their passions and career, they do not forget about their family and of all the typologies have the most family members living at home together.

### The Basics

**Male**  
75% ix155

**Employed Full-Time**  
78% ix132

**Married/De Facto**  
82% ix112

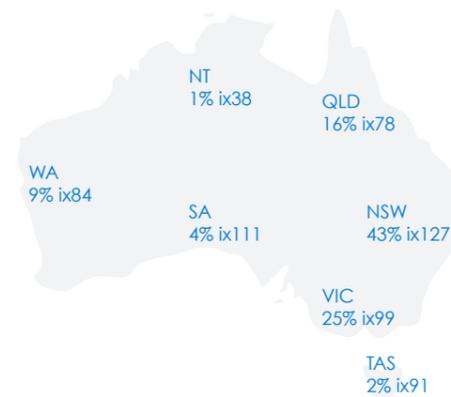
**Ave. HH Income**  
\$173,000

**LGBTQI+**  
ix114

**University educated**  
69% ix120

**Live with partner & children**  
73% ix134 | 5+ in HH ix123

**Speak language other than English**  
28% ix141



**Metro: 69% ix106**  
**Regional: 31% ix89**

### Attitudes & Interests

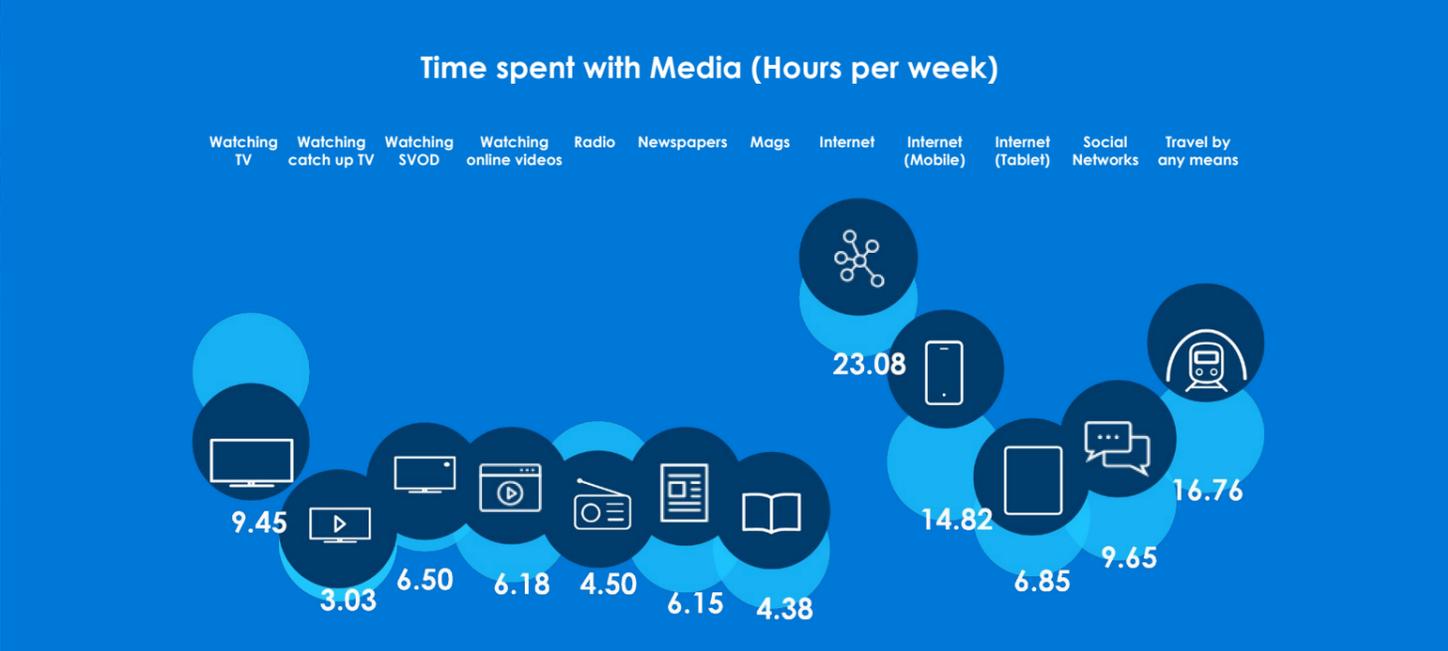
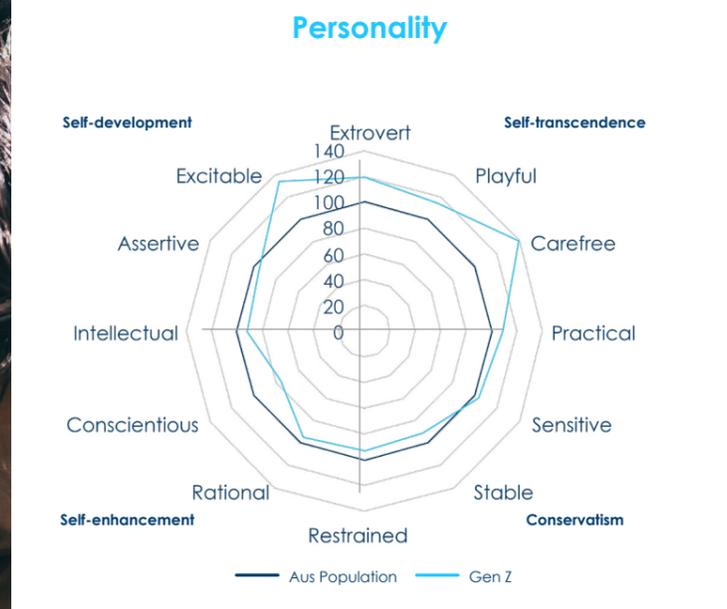
**TRENDY:**  
'I buy the newest fashion brands and styles available' 74% ix364

**SOCIAL APPROVAL:**  
'I like other people to approve of the brands I buy' 73% ix308

**TECH FORWARD:**  
'I consider myself an expert when it comes to new technology' 84% ix303

**TRANSPARENCY:**  
'It is important to me that companies provide information about how their products are made' 83% ix147

**TRUSTING:**  
'I would be more likely to buy a product or service if a famous person I admire endorses it' 72% ix371



©CCS June 2020 | Indexed to the rest of Gen X (born 1961-1981)



## Their defining traits



## How to connect

### Anchor communications in new trends

Social influence works well.

This typology wants to be popular and are often concerned about what others think of them, getting a kick out of people following their recommendations and advice. This inherent need for social approval contributes to their focus on the newest fashion and technology available; they will be the first to trial anything new among the interests they are passionate about.

### Use opinion leaders to drive WOM

Credibility matters.

They don't hold back in letting friends and family know about their opinions, and as such ensure that they deem the source and opinions to be credible and reliable. They curate their trusted media and consume it regularly to ensure that they keep ahead of the curve.

### Be omni-present and omni-shoppable

Speed and ease are a must.

Equally concerned with having a quality family life and managing a successful career, this typology is often strapped for time. Ensure you take advantage

of on-the-go media, including mobile and OOH to catch this audience in small moments of downtime around their busy schedule, taking advantage of shoppable touch points across the path to purchase.

### Leverage sporting partnerships

Impressionable by sporting talent.

The sportiest of the Gen X typologies, this audience both play and follow most sports. Their most followed sports include cricket, Soccer, AFL, Tennis, motor racing, badminton, and golf. Consider how your brand can align to the sports and sporting talent that this audience cares about.

### Showcase value throughout the product cycle

Will vote with their wallets.

Although cynical of 'woke washing', this typology is mindful of aligning brands and products to their ethical stance. Companies should consider and showcase the efforts that they are making around sustainability across the whole product life cycle, through to the core of the business itself. However, don't risk getting on their bad side by purely 'badgering', instead walk the walk before you talk the talk.



# Ambitious Progressives

## The Hard Data

**Who are they?** Ambitious Progressives are an ambitious bunch. They steer managing a successful career with being the linchpin (main grocery buyer) of the home.

Being environmentally motivated means they try to make an impact through their consumer choices where they can, such as purchasing one brand over another based on its ethical sourcing.

They are very well educated which has helped them become influential in the workforce.

Finally, this typology enjoys numerous hobbies to do with staying physically fit including yoga, Pilates, hiking, heading to the gym or just having a morning stroll.

### The Basics

**Female**  
62% ix120

**Married**  
73% ix100

**LGBTQI+**  
ix105

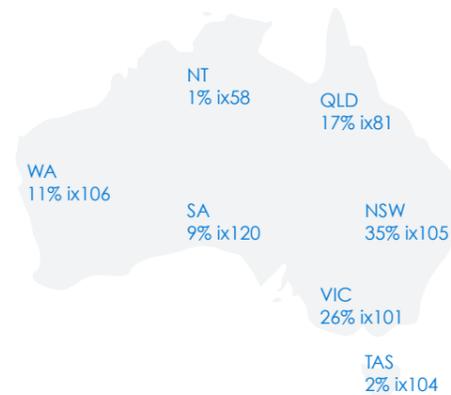
**Live with partner no children**  
22% ix122

**Employed Full-Time**  
60% ix102

**Ave. HH Income**  
\$144,000

**University educated**  
69% ix120

**Speak language other than English**  
21% ix105



**Metro: 70% ix108**  
**Regional: 30% ix85**

### Attitudes & Interests

**ENVIRONMENTALIST:** 'I like to buy products from brands which have a social and environmental commitment' 80% ix173

'I am prepared to make lifestyle changes to benefit the environment' 85% ix128

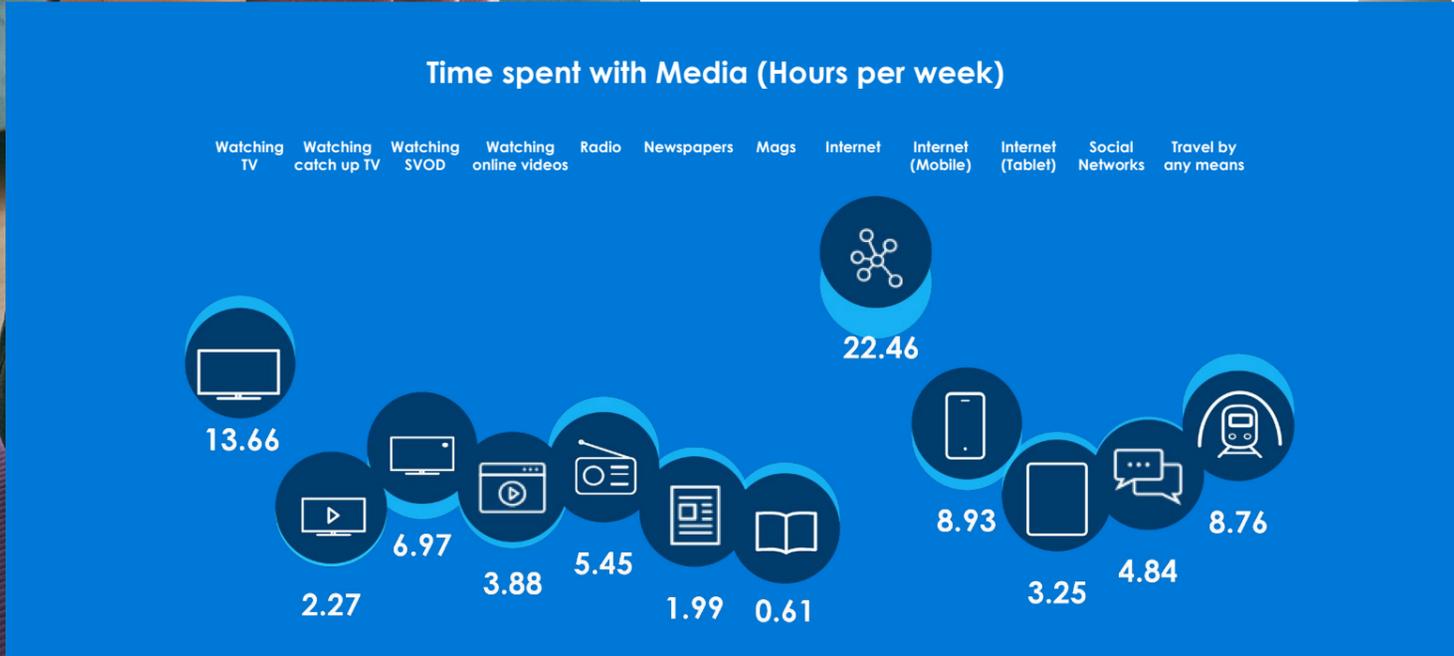
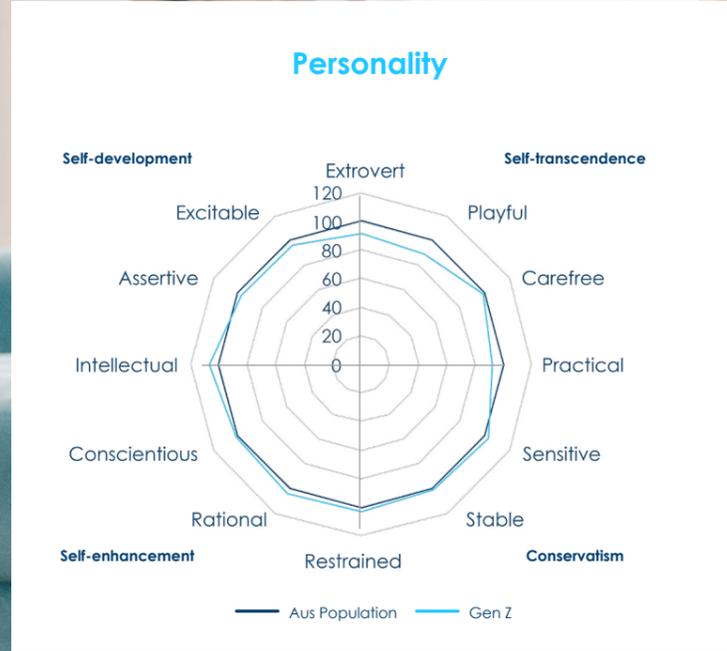
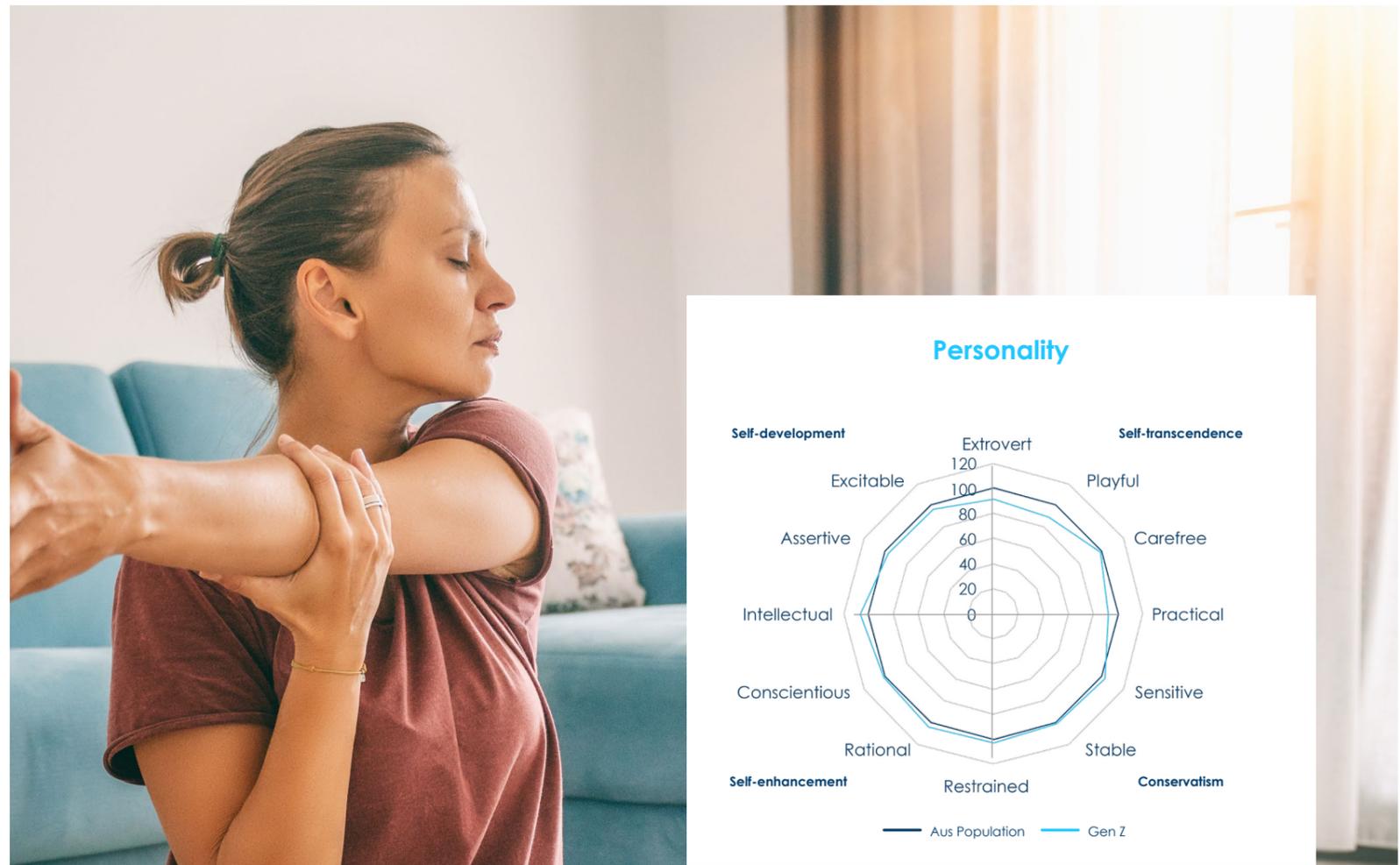
**CAREER FOCUSED:** 'My career is very important to me' 65% ix 141

**BUSY:** 'I find it hard to fit everything into my day' 57% ix126

'I often buy take away food to eat at home' 27% ix114

**OPEN TO NOVELTY:** 'I always like to try new brands' 57% ix123

**CONNECTED:** 'I am open to my household devices being connected to my phone/tablet (e.g. Nest, connected home security systems)' 60% ix132



Source: ICCS June 2020 | Indexed to the rest of Gen X (born 1961-1981)





## Their defining traits

Personality	<p>This typology get a kick about achieving their goals at work and in life. They always need to have something that keeps them interested, which pushes them to try many activities and hobbies.</p> <p>They are very intellectual and sensitive, but don't let that fool you they can be assertive and influential about their views.</p>	Passions
Profession	<p>This typology is well educated with a high number of post-graduates.</p> <p>As such this places them in good stead for skilled jobs. The majority sit in managerial positions or as professionals in the business sector.</p>	Play
		<p>Green living Local community issues Focusing on a healthy lifestyle Cooking/baking Gardening Finance/investing Fashion/clothing</p> <p>Travel/Holidays Enjoy dining out Spending time with pets Heading to the gym Bush walking and hiking Yoga and Pilates Going out with friends</p>

## How to connect

### Sustainability is the expectation

They are conscious capitalists.

This typology places a strong emphasis on cultural issues. They believe it is important to take part in the causes that they care about and expect companies to do the same. Companies, brands, and products that are able to tap into this deep emotional connection with improving the world will win with this typology.

### Make your ethical stance clear

They are time poor.

Balancing a busy career and considered brand choices can be hard. Unless the brand makes it easy to understand what they stand for and the actions they are taking this typology will stick with the brands they know they can already trust. Consider how you can make your stance noticeable and distinct. For example: by ensuring certification badges are used prominently on packaging.

### Make your ethical stance clear

They prioritise quality over quantity. This typology makes fewer, but higher quality purchases. They are the biggest supermarket spenders of Gen X and prefer Australian brands and products where their

quality and ethical expectations are met. Consider how you can convey quality. Where it makes sense leverage communications and contexts that speak to Australian design, supply and provenance.

### Win their trust to leverage their influence

They are motivated to influence others.

Ambitious Progressives consider themselves leaders more than any other Gen X typology. This often takes shape with them sharing experiences and providing any relevant advice to friends and family about products and experiences. Focus on earning credibility with this audience to influence their wider network.

### Be present on the cooking journey

They are massive foodies!

The Ambitious Progressives love winding down by cooking at home. They are open and adventurous with new food, often searching for help online or from other people. Due to their busy lives, they don't always have time to cook and look to convenient options on occasion. Using food and drink in your comms experience is a way of earning the attention of this typology.



# Comfortable Idealists

## The Hard Data

**Who are they?** The Comfortable Idealists are your classic 'happy' Australian. They live in the city suburbs and are comfortable with their finances.

These people love routine; staying in at home and hanging out with their family or listening to The Beach Boys on repeat.

They are hitting the peak of their work life, and some are looking to retire soon.

When they get home, they still have young and grown-up kids to deal with and are often busy cooking and spending time with them.

When they get worn out at home, a holiday down the coast or into the country is the antidote!

### The Basics

**Female**  
52% ix100

**Own Home** 30% ix118  
**10yrs + at current address** ix106

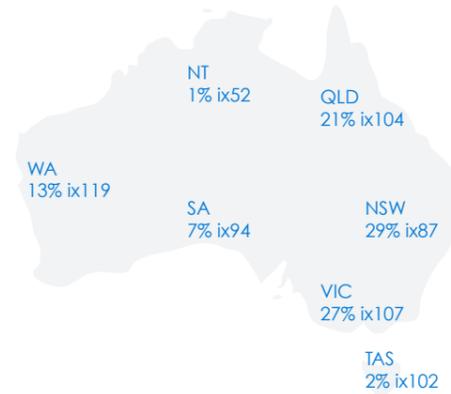
**Live with partner & children**  
56% ix103

**Ave. HH Income**  
\$134,000

**In-between jobs** **Employed part-time** 23% ix108  
**Not employed** 22% ix109  
**Looking for full-time work** ix125

**Speak language other than English** 19% ix95

**University educated**  
55% ix95



**Metro:** 64% ix64  
**Regional:** 36% ix101

### Attitudes & Interests

**COMFORT OVER STYLE:** 'I buy clothes for comfort not style' 75% ix102

**FINANCIALLY STABLE:** 'I feel financially stable at the moment' 68% ix119

**OPEN:** 'I am always ready to try new and different products' 56% ix107

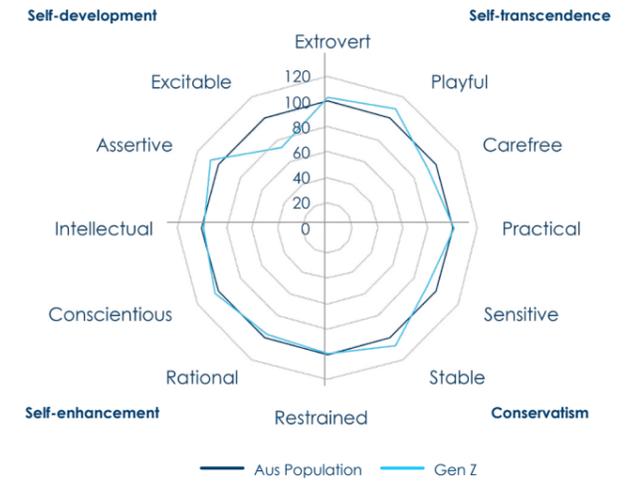
**INTROVERTED:** 'I don't feel comfortable having to meet new people' 12% ix 134

**OPTIMISTIC:** 'I'm optimistic about the future' 79% ix 115

'The Australian economy appears to be improving' 38% ix174

**FRUGAL:** Expensive restaurants are not worth the money 68% ix104

### Personality



### Time spent with Media (Hours per week)



Source: CCS June 2020 | Indexed to the rest of Gen X (born 1961-1981)





## Their defining traits

Personality	<p>Don't deviate from routine Content with life Careful and diligent Organised Conform to popular opinion Security conscious</p>	Passions
Profession	<p>Comfortable Idealists are getting ready to retire (ix135)  For those that are still working they find themselves in administration, management or as semi-skilled workers doing jobs here and there.</p>	Play
		<p>They enjoy the simple pleasures like spending time with the family  When that gets too much...they enjoy getting away, usually within Australia for some much deserved R&amp;R.</p> <p>Home, DIY and decoration Listening to music at home Heading out for a nice meal Days out (e.g at the beach)</p>

## How to connect

### Tap into their national pride

They are a patriotic and proud cohort.

Making jokes and jabs at the government won't work in winning over this typology. They care less about big international brands and more about Australian ones. They are also more likely to prefer domestic trips over international ones in the same vein. Leverage your Aussie provenance or sourcing where appropriate.

### Build emotion through utility

They are considered spenders.

This typology are frugal with their money and typically don't succumb to impulse purchases. They are not easily convinced by influencers and experts, preferring instead to do their own research. Ensure you show this group exactly why the product is right for them. Utility of a product or brand for this audience equals emotion.

### Home is where the heart is

They feel the most relaxed in their home.

This typology enjoys the little things like relaxing at home and spending time with family. Think about how your brand can play a role in optimising their home or be present when and where they are searching for

new ideas. There is also the opportunity to tap into the contexts when this audience is feeling most 'at home'; relaxing on the couch after the 9 to 5, listening to music, gardening.

### Sweat the small stuff

They are seeking small wins, not societal overhaul.

This cohort are comfortable with the direction the world is heading. They won't be as affected as other cohorts by big social movements and brands that peddle culture. Instead of focusing on taking stances with large societal or cultural issues, show this audience you understand them by making a big deal over the small and minor improvements like life hacks or a better recipe for a Sunday roast.

### Showcase value

They are savvy shoppers.

They are confident in their financial management and intend to keep it that way. They will often shop around to get the best value for money and take advantage of any bargains that come their way. Comfortable Idealists are fans of the big supermarkets and will prioritise them for all their needs. Consider how you take advantage of retail (e.g retail OOH or Cartology) media to reach this typology on their shopping journey.



# Hometown Sceptics

## The Hard Data

**Who are they?** The Hometown Sceptics keep themselves to themselves.

They have tighter budgets than the other cohorts which may limit the hobbies they are able to try, but they take enjoyment out of the little things like watching live sports or listening to music and unwinding at home.

Security takes a front seat in their lives, motivated by the desire to protect the things that they love and have worked hard for.

They were not as lucky as the other typologies in benefiting from the technology and internet boom. As such, this typology is highly tuned to the privacy of their information online.

### The Basics

**Female**  
55% ix107

**Married/De Facto**  
66% ix91

**LGBTQI+**  
ix114

**Live with partner no children**  
20% ix111

**TOTAL not employed**  
32% ix160

**Ave. HH Income**  
\$107,000

**University educated**  
48% ix84

**Speak language other than English**  
13% ix64



**Metro: 61% ix93**  
**Regional: 40% ix112**

### Attitudes & Interests

**COMFORT OVER STYLE:** 'I buy clothes for comfort not style' 75% ix102

**ANTI-ESTABLISHMENT:** 'Corruption is one of the major problems facing this country' 74% ix130

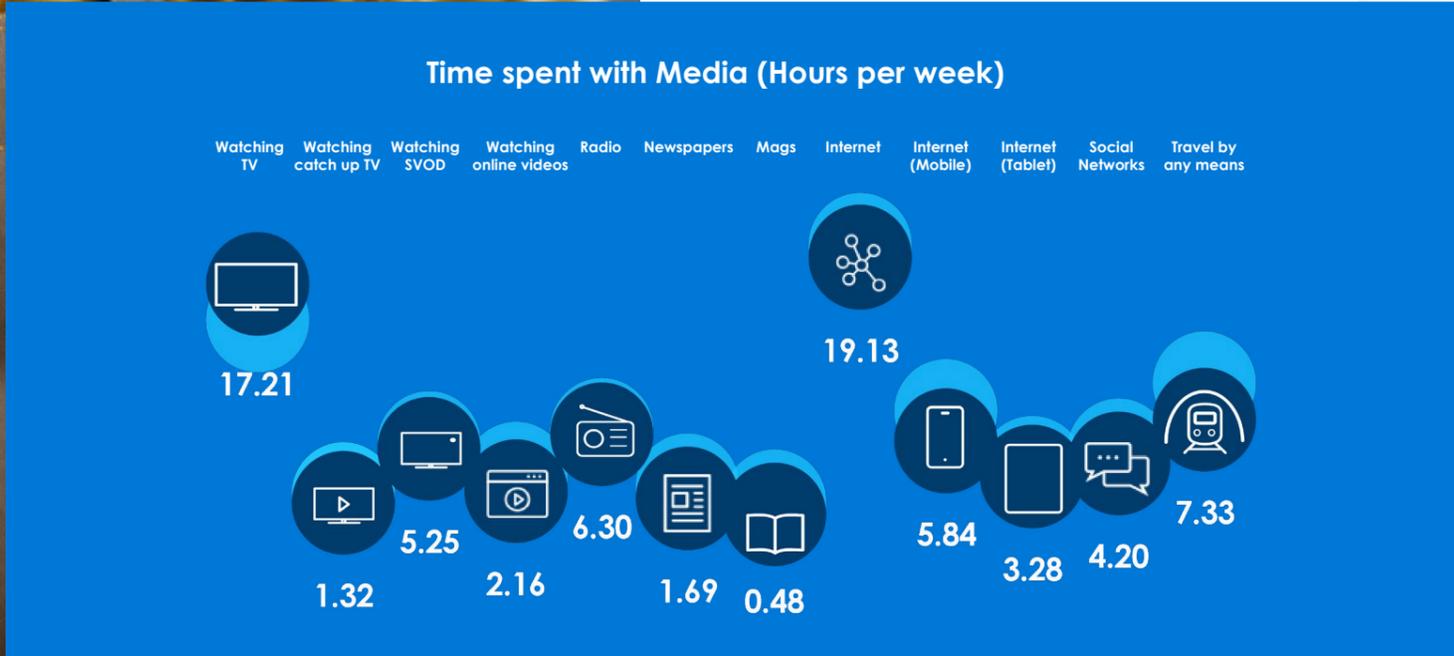
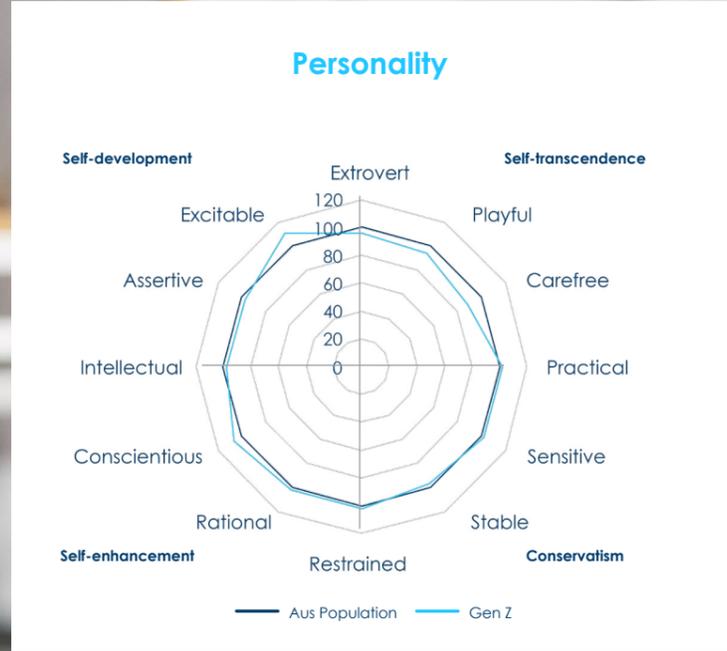
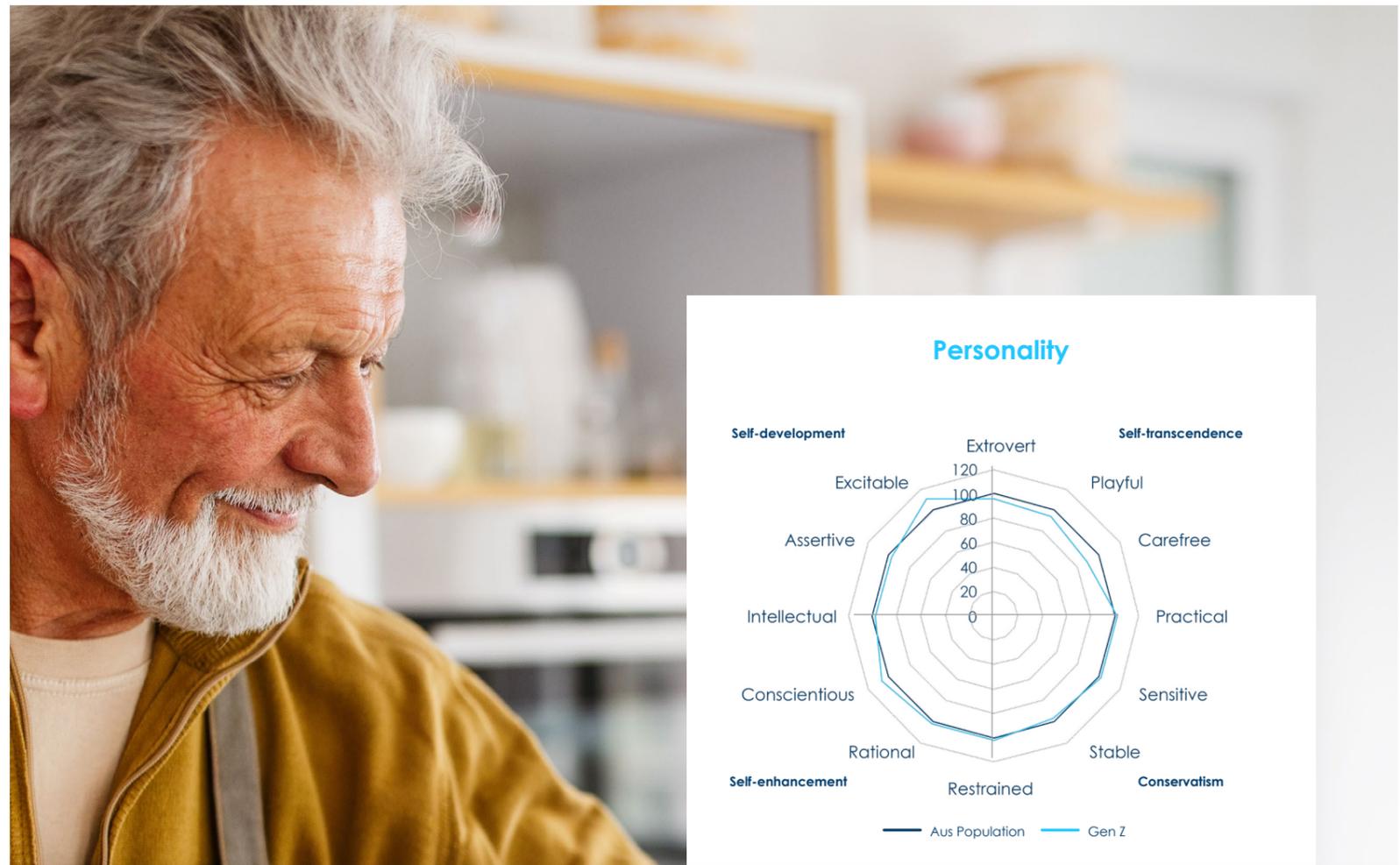
'I don't trust the current Australian Government' 89% ix166

**BARGAIN HUNTERS:** 'I'll go out of my way in search of a bargain' 51% ix106

**OVERWHELMED:** 'I don't like to know too much about what's going on in the world these days' 28% ix119

'Globalisation brings more problems than it solves' 74% ix137

**WORRIED ABOUT PRIVACY:** 'I'm worried about invasion of my privacy through new technology' 80% ix111



Source: ICCS June 2020 | Indexed to the rest of Gen X (born 1961-1981)





## Their defining traits

Personality	<p>At their heart this typology are introverts and like sticking within their own circle.</p> <p>They are a conscientious bunch who rely on their rationality and being restrained to get by in day to day life.</p> <p>They take comfort in security.</p>	Passions
Profession	<p>Hometown Sceptics are in-between jobs. Many are unemployed (32%) whilst others work part time (23%).</p> <p>The majority of the workers are semi-skilled as this cohort didn't get as much opportunity as the other typology's to take on higher education.</p>	Play
		<p>They are often within a tighter budget than the other typologies, as such their passions are often the simple things:</p> <p>Sports, Cooking, Films, Food and drinks</p> <p>Many of them do like to get away in Australia and abroad</p>
		<p>Time with family &amp; friends</p> <p>Spending time with pets</p> <p>Relaxing at home</p> <p>Listening to music</p>

## How to connect

### Champion privacy and safety

They are conservative with their data.

This typology is worried about the amount of personal information required by new technology. This contributes to them feeling comfortable with all the technological change. Think about how you can put people's privacy and safety first in your policies and communication to step above your competitors.

### Focus on tried & tested

They prefer the status quo.

They are laggards of new tech and prefer things to stay the same. Traditional media channels are preferred as their form of entertainment. The majority of this audience use the internet for utility and finding information over entertainment. Ensure you keep a strong mix towards traditional channels to reach this typology.

### Chip away over time

They take time to convince.

This typology understands the products and brands they like and sticks to them. They are not open to trying many new brands and experiences, until they have built a level of familiarity around them. Take

inspiration from the brands they like and trust like Aldi, Cadbury and The Good Guys, and ensure any change you make to your brand or product is incremental.

### Compete at moments of evaluation

They weigh up all the options.

This audience has less disposable income than the other Gen X typologies and will seek to ensure they get the most out of what they are purchasing by comparing all relevant options. Comfort and value will often take precedent over style and quality, but not only by choice. Think about how you can showcase value for money at key evaluation points.

### Be relevant in at home occasions

Their downtime is spent in the home.

This audience likes to enjoy hobbies in the comfort of their homes. Consider how to engage with them at home hobbies by tapping into pet, family, cooking and on the couch contexts.





## Comparing our Gen X Typologies

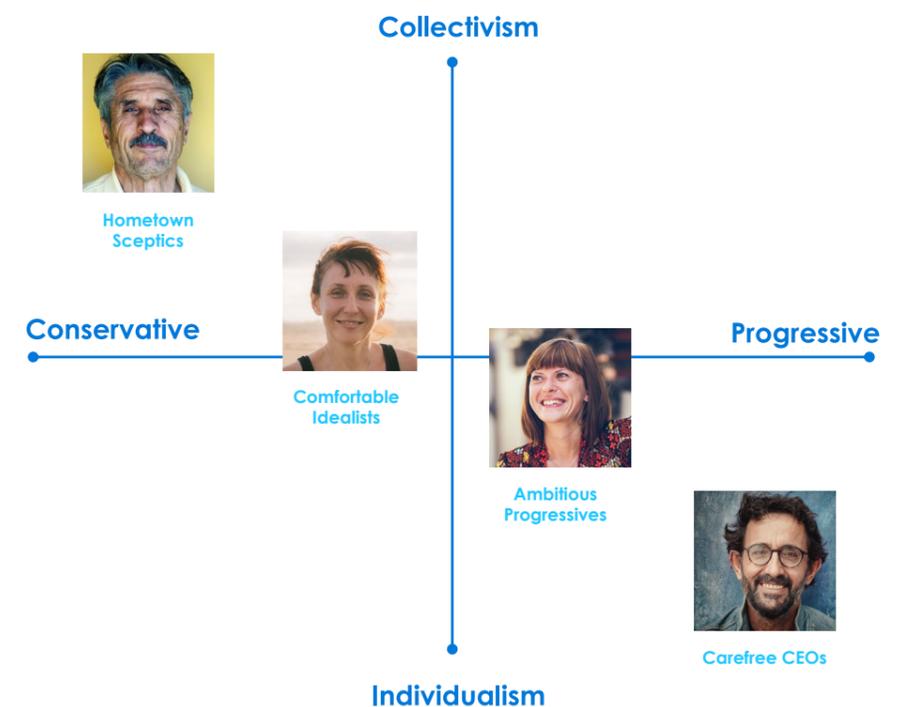
As a final summary of the Gen X typologies, we've mapped them out on an "Conservative vs Progressive" axis from left to right and a "Collectivism vs Individualism" axis from top to bottom.

The typologies towards the left and top tend to be more resistant to change in technology, politics, and social structures. These typologies take comfort in things remaining the way they have been and would respond well to touching on the past with nostalgia marketing. They are the most likely to believe in and live the traditional adult life.

The typologies towards the right and bottom of the axis are more motivated by their careers and embrace a changing technologic and social landscape. They revel in leading trends and forging ahead. Now that we can visually see where each of these typologies sit compared to each other, which one is most relevant to your category, brand, and products? Is your messaging going to resonate with the typology you are chasing, or will it alienate them?

The three most important takeout's to leave you with are:

01. Acknowledge their diversity
02. Connect with them in the home
03. Balance the new with the traditional



Source: ICCS June 2020 | Indexed against Gen X (born 1961-1981)



## Where to from here?

Across Carat and dentsu, we have many products and services that can help your brand overcome the barriers to effective communications with this cohort.

### dentsu

Data Consciousness Project

Understand how this audience feels about sharing their data.



Understand how you can build trust with this audience.

### dentsu intelligence

Identify who the most valuable Boomers are for your brand.

### CARAT strategy

Design experiences that earn their attention and deliver results.

### the story lab

Amplify your brand story by connecting with media partners and influential voices in culture.

### dentsu programmatic

Identify how you can reach this audience with precision.

## Chat to us

For further information please contact:

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**CARAT**  
a dentsu company