

# GENERATION X:

## The Middle Child of Generations

Generation X may be the smallest generation, and sandwiched between two mammoth generations, but as this savvy and pragmatic cohort reaches their peak earning years, their long-awaited moment in the spotlight is approaching.



### Just the Facts



Born between **1965**  
and **1978**



Account for **56.4 MILLION**  
of the total U.S. population



Median disposable income of  
**\$51,498** (highest of all the  
generations!)

### Core Values of Gen Xers

**69% AGREE:**



"I'd be willing to work at a boring job as long as  
the pay is good."

**74% AGREE:**



"I think my IQ is higher than average."

**85% AGREE:**



"I always know how to get the information I need  
to make decisions."