

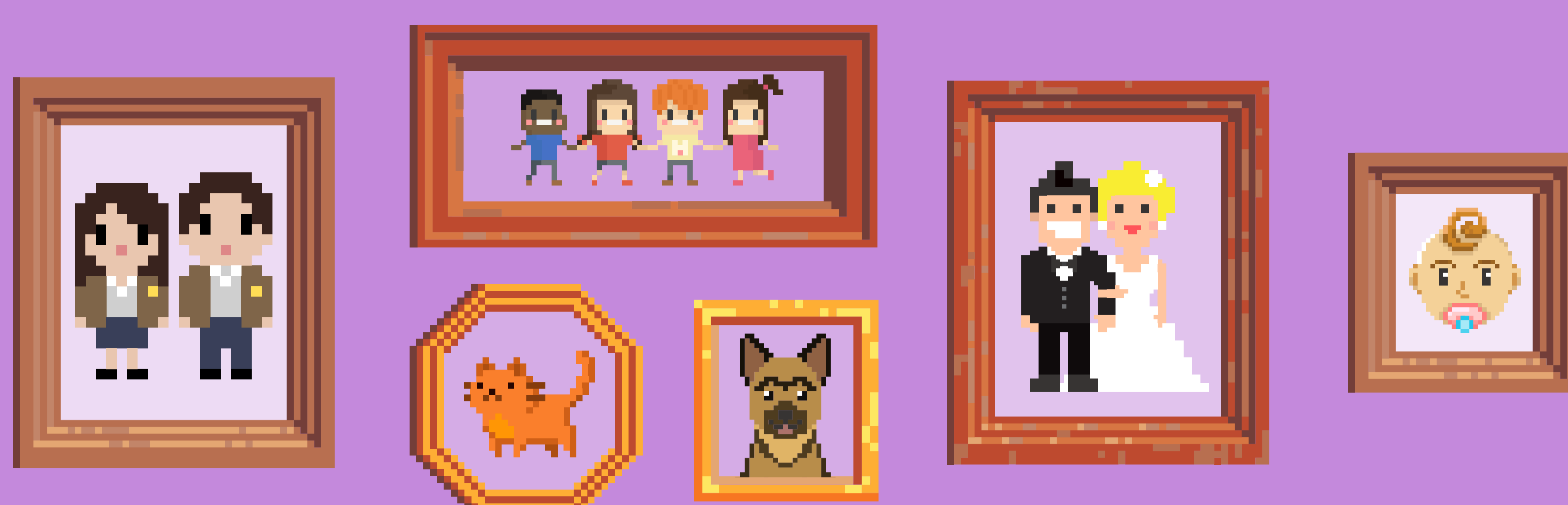
FAMILY MATTERS: HOW GEN X JUGGLES FAMILY, HOBBIES, AND VALUES

Gen X strikes a delicate balance between family responsibilities and personal passions. Here we explore how the different segments approach retirement, family bonds, and more.



BISTO BUNCH VS CHRISTMAS LUNCH

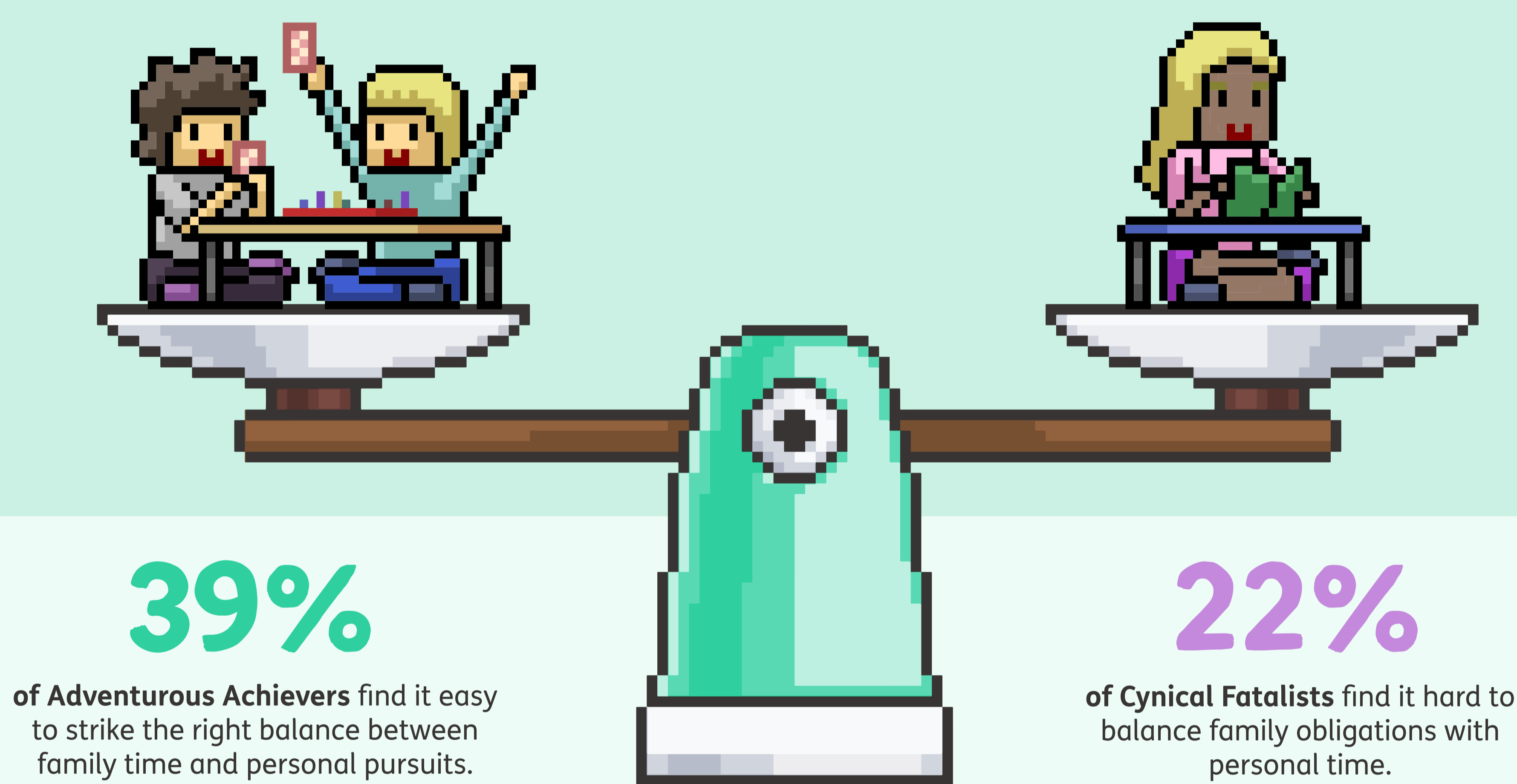
On the whole, Gen X is family-oriented, though some segments like Anxious Planners and Cynical Fatalists tend to be more distant, with nearly 1 in 5 reporting their families aren't very close.



Adventurous Achievers are nearly **5X MORE LIKELY** to describe their family as close rather than distant.

ME TIME OR WE TIME?

Most of Gen X have no trouble balancing their personal and family commitments, but some segments such as Busy Short Termers and Cynical Fatalists do struggle.

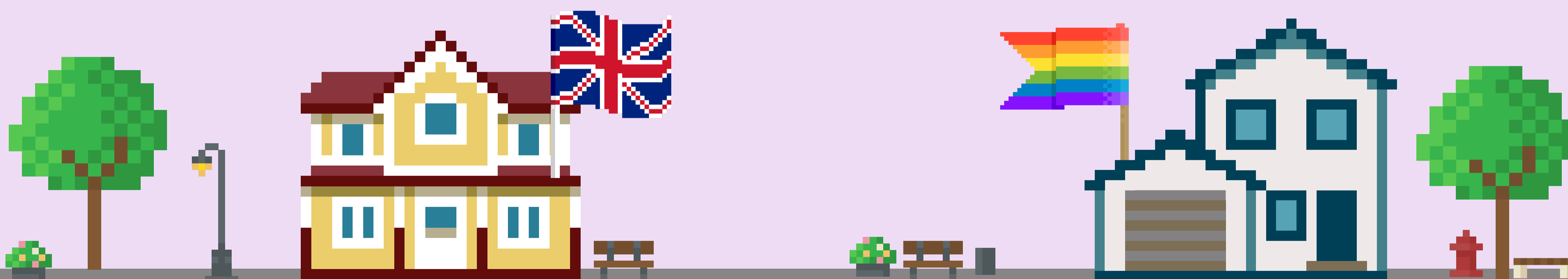


TRADITIONAL FAMILY VS. PROGRESSIVE PARENTING

Gen X is somewhat divided on parenting structures with 24% favouring traditional households, while 30% believe non-traditional households offer equal benefits for children.

Anxious Planners are **1.4X MORE LIKELY** to lean towards traditional structures

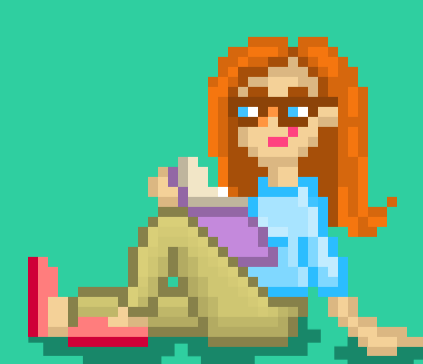
Progressively Engaged are **1.4X MORE LIKELY** than the average to favour non-traditional households



PASTIME PASSIONS MEET KODAK MOMENTS

Gen X is nearly evenly split on how they plan to spend retirement too, with some focusing on hobbies and others on family.

Busy Short Termers are more than **2X MORE LIKELY** to focus on family over hobbies.



Progressively Engaged are looking forward to **SPENDING MORE TIME** on hobbies and interests in retirement than other segments.



Anxious Planners and Cynical Fatalists **ARE MORE BALANCED** between hobbies and family.