

FINANCIAL SITUATION:
HOW DIFFERENT
ATTITUDES TO MONEY
SHAPE THE SEGMENTS

Gen X is divided on money. Some plan carefully, while others take a more hands-off approach. Here we'll explore how each segment handles its finances, from spending to saving.



MONEY ON THE MIND?

Over half of Gen X like to think about their finances, however, a quarter of this cohort prefer to put money matters on the back burner.



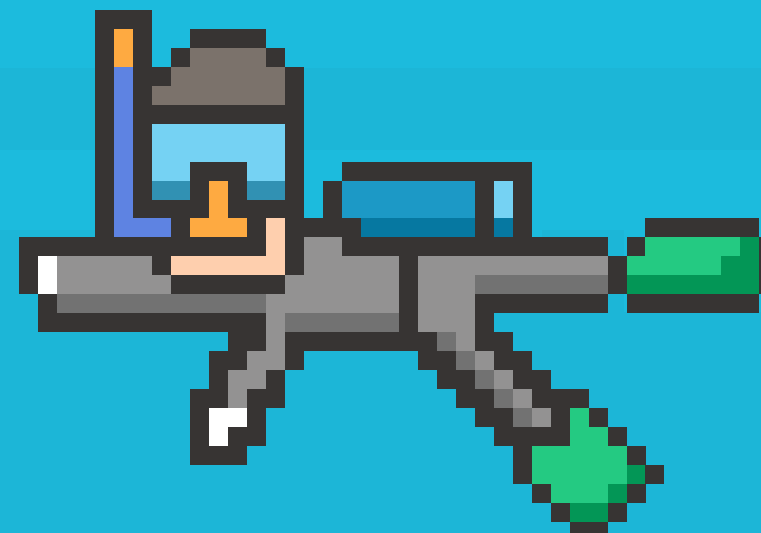
FINANCIAL PRODUCTS:
SMOOTH SAILING OR ROUGH WATERS?

Gen X is somewhat divided on finding the right financial products. While some struggle to identify solutions that fit their needs, others find the process relatively easy.



1 IN 3
of Gen X find it difficult to locate financial products that meet their needs.

Adventurous Achievers are
1.85X MORE LIKELY
to find the right solution than other segments.



BIG SPENDERS VS. SAVVY SAVERS

When it comes to managing money, Gen X is divided between saving and spending. Over half are committed savers, while only a small group of spenders indulge their impulses.



IN A ROOM WITH 10 GEN X,
5 WILL BE SAVERS



ONLY 2
WILL BE SPENDERS

TIGHT CONTROLS OR LOOSE REINS

Financial habits vary greatly across Gen X. Some, like the Comfortable Traditionalists, keep a firm grip on their finances, while others, such as the Busy Short Termers, tend to be more relaxed, with less focus on long-term control.



FEWER THAN 1 IN 5
Busy Short Termers prioritise financial control.