

**PERSONALITY:
A COHORT OF
CONTRASTS**

Gen X in the UK display diverse and contrasting personality traits. Some prefer the comfort of what they know, while others embrace new experiences and challenges. Below, we break down where key segments in this cohort place themselves across several core traits.



QUIET CORNERS VS. THRIVING IN CROWDS

While some find solace in intimate settings, others seek energy in large social environments. Overall, Gen X is nearly 4x more likely to identify as quiet than outgoing.

A QUARTER

of Adventurous Achievers love to mingle.



WHEREAS HALF

of Comfortable Traditionalists like the quiet life.



ROUTINE OR RISK?

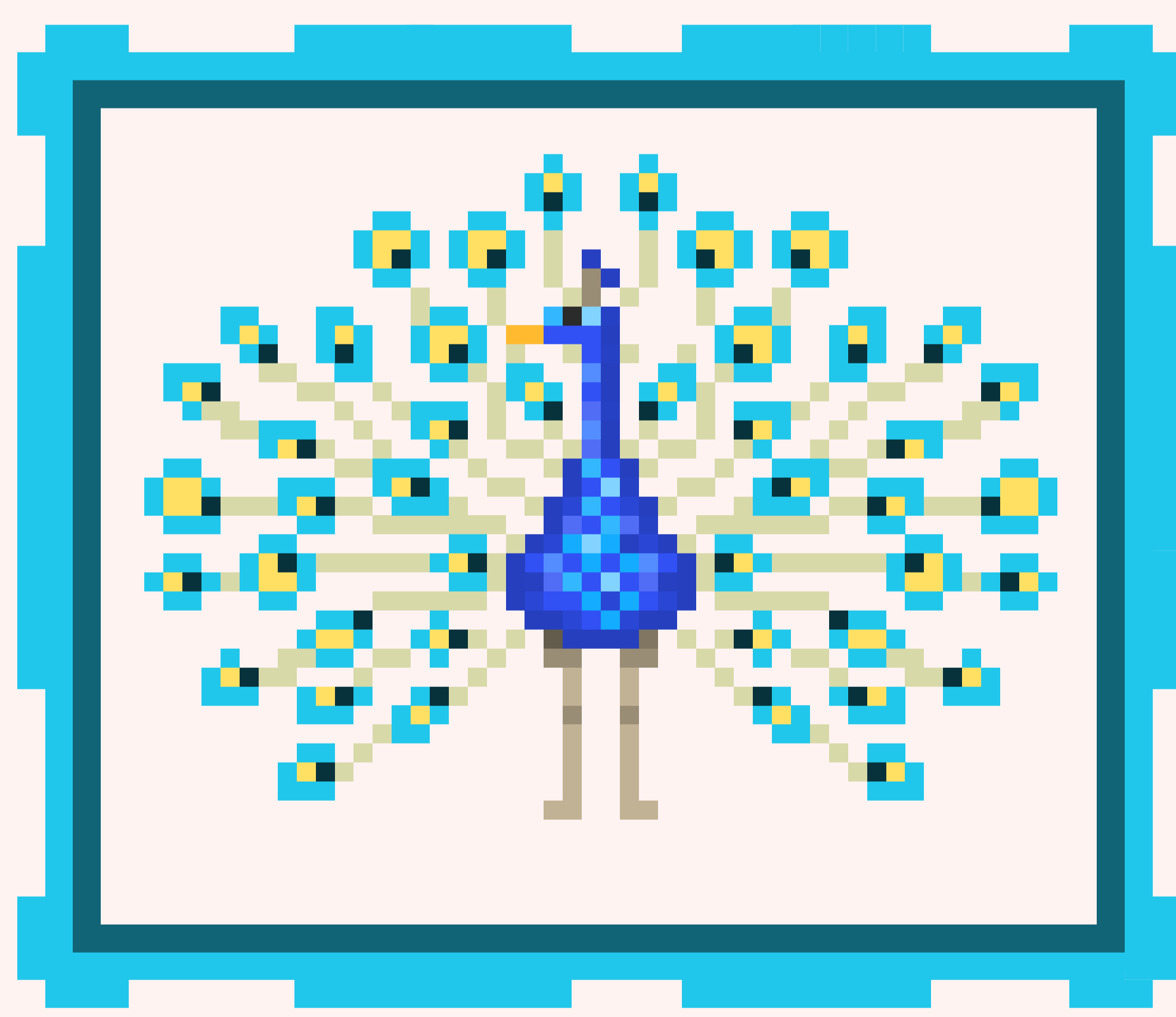
Gen X is almost split down the middle between those who love trying new experiences (20%) and those who prefer the comfort of routine (24%).



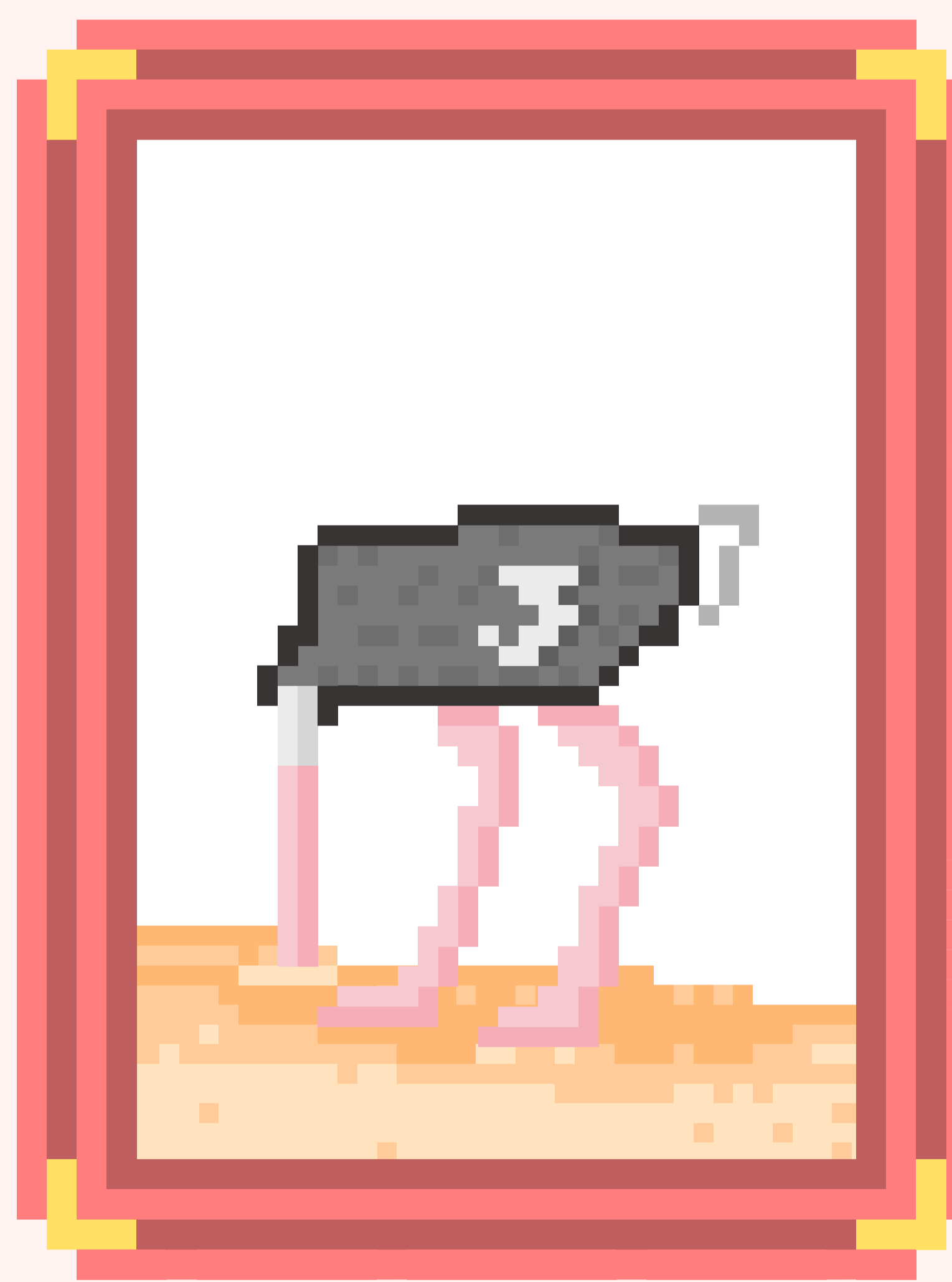
5X more likely that Progressively Engaged identify as explorers than comfort-seekers.

HEAD-ON OR HEAD IN THE SAND?

When it comes to facing challenges, Gen X are almost 2x more inclined to confront issues than to hide behind the sofa.



The Adventurous Achievers and Progressively Engaged **HAVE A PROACTIVE ATTITUDE.**



Anxious Planners and Cynical Fatalists **CHANNEL THEIR INNER OSTRICH.**

PLAN IT OR WING IT?

Overall, Gen X are a cohort of planners rather than improvisers, with all six of our segments opting to carefully plan rather than to leave things up to chance.

48%

of Comfortable Traditionalists like to plan ahead

