



Gen X Crossroads:
Navigating Digital Innovation
and Traditional Values

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executive summary



Demographics: Born between 1965 and 1980, Gen Xers, aged **42-57** in 2022, represent nearly 20% of the U.S. population. They are the most **foreign-born generation** with a mean age of 50.



Household: 64% of Gen Xers are **married**, the highest rate among generations. They also form a significant part of the "**sandwich generation**," often caring for both aging parents and children.



Wealth: Gen X has a **median wealth** of \$181K and controls nearly 30% of U.S. wealth. Their **homeownership** rate is 71%, placing them behind Boomers but ahead of younger generations.



DMAs: Gen Xers have the highest representation in **Atlanta, Detroit, Charlotte,** and **Miami**, showing a preference for these metropolitan areas.



Employment + Finances: Comprising 35% of the U.S. **workforce**, 80% of Gen X adults are employed. They face the highest **debt** levels and report the lowest **financial security** among all generations.

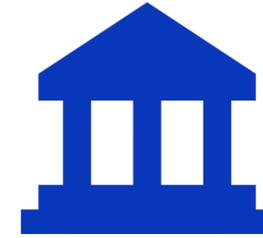


Values: Gen X prioritizes **dependability** and **safety**, valuing societal **stability** and **caring** for loved ones. They emphasize the importance of being **reliable** and **trustworthy**.

executive summary (cont.)



Media: Gen Xers are equally engaged with the **internet, social media,** and **television**, showing an affinity for **radio**. They actively watch **news** and **sports** online and frequently use **navigation** and **weather** apps.



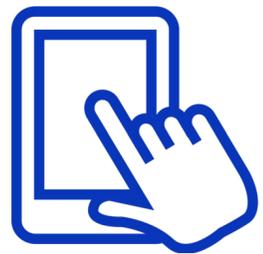
Politics: 44% of Gen Xers identify as **Independent**. They have mixed views on **abortion, climate change,** + **LGBT** issues, support **immigration**, believe in stricter **gun laws** and that **racial** and **economic inequalities** are a problem.



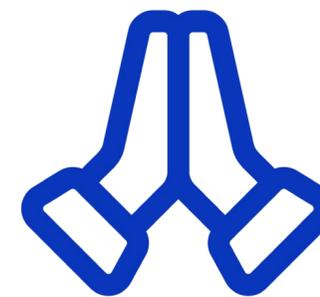
Shopping: Gen Xers value **price** and **practicality** in shopping, preferring a balance between **online** and **in-store** experiences. They favor retailers offering easy **returns** and **loyalty** programs.



Health: Gen Xers are the least likely to report good **physical health**. They value **preventative care**, but many avoid common **health screenings**, while increasingly using **digital health** channels.



Tech: Gen Xers appreciate **dependable, high-quality** technology, focusing on **time-saving** and **secure** products. They prefer technology brands that offer **value** and **ease of use**.



Religion: 53% of Gen Xers have an **absolute belief** in God, consider religion **very important**, and believe God is necessary for **morality**. They frequently attend **religious services** and engage in **daily prayer**.

sources

- **[AARP](#)**: AARP, formerly the American Association of Retired Persons, is a U.S. organization dedicated to serving individuals aged 50 and above. It offers a range of benefits to its members and actively engages in advocacy efforts to address issues relevant to this age group.
- **[Aflac](#)**: Aflac Inc. (American Family Life Assurance Company) is an American insurance company, notable for being the leading supplier of supplemental insurance in the United States.
- **[Bankrate](#)**: Bankrate, LLC is a consumer financial services company. Its most prominent brand, Bankrate.com, is a widely recognized personal finance website offering comprehensive resources and tools for financial decision-making.
- **[Brookings Institute](#)**: Brookings Institute is a nonprofit public policy think tank that conducts research on a wide range of topics, including economics, social policy, and foreign policy.
- **[Credit Karma](#)**: Credit Karma is an American multinational personal finance company owned by Intuit. Known for its free credit and financial management platform, Credit Karma offers a wide array of services.
- **[Deloitte](#)**: Deloitte is a professional services firm that provides consulting, auditing, and financial advisory services, with a focus on helping clients solve complex business challenges.
- **[Edison Research](#)**: Edison Research is an audience measurement and research firm that specializes in surveying radio and podcast listeners.
- **[eMarketer Insider Intelligence](#)**: eMarketer Insider Intelligence is subscription-based market research company focused on digital trends related to advertising, marketing, media, and commerce.
- **[Federal Reserve](#)**: The Federal Reserve, the central bank of the United States, provides economic and financial data, conducts economic research, and monitors and regulates the U.S. banking system.
- **[Gallup](#)**: Gallup is a global analytics and advisory firm known for its public opinion polls. They conduct research in various sectors including education, government, business, and health, offering insights into critical issues and trends shaping the world.

SOURCES (cont.)

- **John Hopkins University:** *Hire Hopkins* is an innovation office at Johns Hopkins University focused on securing optimal employment for graduates, irrespective of their background or social capital. The office aims to be an efficient recruiting partner for employers by collecting data on student-employer outcomes and implementing effective hiring initiatives.
- **Morning Consult:** Morning Consult is a public opinion research and consulting firm that conducts surveys on a wide range of topics, with a focus on timely and actionable insights.
- **National Institute on Retirement Security:** The National Institute on Retirement Security (NIRS) is a nonpartisan, nonprofit research institute, operating out of Washington, D.C. Its core mission is to enhance policymaking in the realm of retirement security.
- **Northwestern Mutual:** Northwestern Mutual is a financial services mutual organization headquartered in Milwaukee, Wisconsin. The company offers expert advice on wealth and asset income protection, education and retirement planning, and investment advisory services.
- **Pew Research:** Pew Research Center is an organization that conducts polling, demographic research, and social science research on a variety of topics, including social issues, public opinion, and demographic trends.
- **PRRI (Public Religion Research Institute):** PRRI is a nonprofit research organization that studies religion and public life, with a focus on understanding the role of religion in American society.
- **Resonate:** The Resonate U.S. Consumer Study offers insights into consumer behavior, preferences, and motivations. Resonate combines a yearly survey of 120,000 people with direct online behavioral observations to dynamically identify and update 14,000 attributes for over 230 million U.S. adult consumer profiles.
- **U.S. Bureau of Labor Statistics:** The U.S. Bureau of Labor Statistics is an agency that compiles a range of statistics related employment, unemployment, wages, inflation, productivity measures, and related topics.
- **U.S. Census Bureau:** The Census Bureau provides demographic, social, and economic data for the U.S. population.



introduction

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who are gen xers?

- /// **Demographics:** Gen Xers, born between 1965-1980 and aged **42-57** in 2022, constitute nearly **20%** of the U.S. population.¹ They are the most **foreign-born** of any generation, **predominantly white**,² with a mean age of **50 years**.
- /// **Education:** 36.2% of Gen Xers have a **college degree or higher**, lagging only Millennials in terms of educational attainment.³
- /// **Employment:** Gen Xers make up nearly 35% of the U.S. **workforce**,⁴ with 80% **employed**.⁵
- /// **Retirement:** With a median **retirement account balance** of only \$10K and 40% with zero balances,⁶ Gen Xers are least likely to feel financially **prepared for retirement**.⁷
- /// **Wealth:** Gen Xers have a median wealth of **\$181K**⁸ and a combined net worth of **\$49.2 trillion**, representing 30% of all wealth in the U.S., lagging only Baby Boomers.⁹ 71% of Gen Xers **own a home**, also lagging the Baby Boomer generation.¹⁰ However, they have the highest **debt**¹¹ and report the lowest feelings of **financial security**.¹²
- /// **Household:** 64% of Gen Xers are **married**, the highest rate among generations, and 58% have at least **one child in the household**.¹³ Many are part of the "**sandwich generation**," caring for both parents and children.¹⁴
- /// **Values:** Gen X values **dependability, safety**, societal **stability**, and **caring** for loved ones. They emphasize being **reliable** and **trustworthy** and are driven by **faith, optimism, trust**.¹⁵

who are gen xers? (cont.)

- /// **Media Consumption:** Gen Xers are equally engaged with the **internet**, **social media**, and **television**. They overindex for **radio** usage, preferring FM radio to podcasts, and consume home and lifestyle **magazines**. They play **video games** at least weekly, with a preference for **mobile** and **puzzle** games.¹⁵
- /// **Technology:** 9 out of 10 Gen Xers will be **smartphone** users in 2025, lagging Gen Z and Millennials.¹⁶ Gen Xers look for **dependability** and **quality** in their technology, and value **price**, **ease of use**, and **security** in their tech products.¹⁵
- /// **Shopping Habits:** Gen Xers prioritize **price** and **practicality** in shopping, balancing **online** and **in-store** experiences, and preferring retailers with easy **returns** and **loyalty** programs.¹⁵
- /// **Political + Social Views:** Gen Xers are largely **Independent**,¹⁷ with 52% voting Republican in the 2022 midterms.¹⁸ They hold mixed views on **abortion**,¹⁹ **climate change**,²⁰ and **LGBT issues**,²⁰ but are **pro-immigration**.²¹ Nearly half believe **gun laws**²² should be stricter and that **racial discrimination** and **economic inequality**²¹ are significant problems.
- /// **Health:** Gen Xers are the least likely to report **good physical health**²³ and often avoid common **health screenings**.²⁴ They use **telehealth** and **mobile apps** for health and fitness but still prefer **conventional methods** for interacting with medical providers.²³
- /// **Faith + Religion:** Most Gen Xers firmly believe in **God**, with 53% considering **religion very important**. Nearly 7 out of 10 **attend religious services** and 56% practice **daily prayer**.²⁵

cultural milestones



Events That Shaped a Generation

Generation X matured amidst technological breakthroughs and pivotal global events.

The 1977 launch of the **Apple II** heralded the digital age, reshaping work and leisure. The 1980s spotlighted social challenges, notably the **AIDS crisis** and heralded **MTV's** transformative debut, reshaping youth culture.

The 1986 **Challenger disaster** and the 1989 fall of the **Berlin Wall** marked technological risks and geopolitical shifts. The 1990s saw **economic challenges** and the **Gulf War's** lasting global impact.

The **rise of the internet**, marked by Tim Berners-Lee in 1991, revolutionized communication. Domestically, the **L.A. Riots** and **O.J. Simpson** trial underscored deep societal issues.

These events shaped Gen X's perspectives on technology, politics, and society.

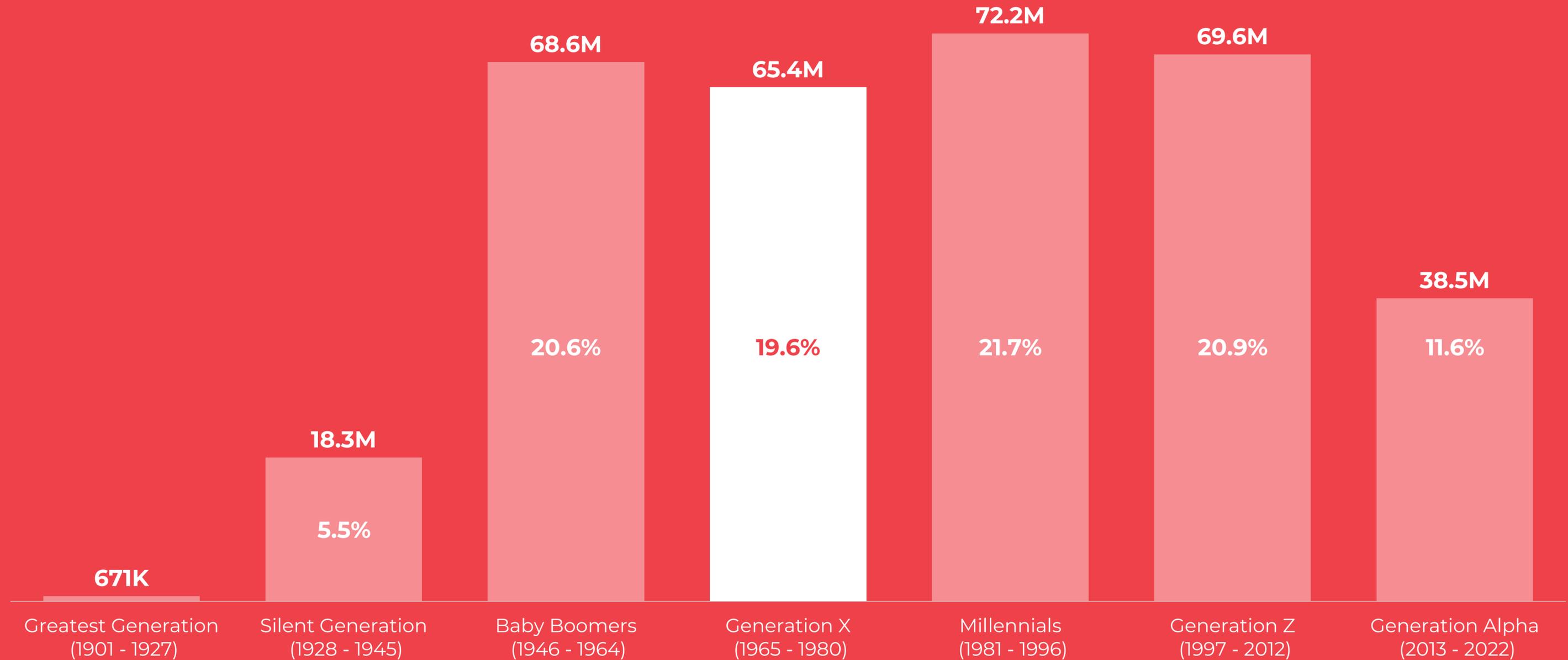


demographics

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u.s. population by generation (2022)¹

Gen Xers, born between 1965 and 1980, make up nearly 20% of the U.S. population.

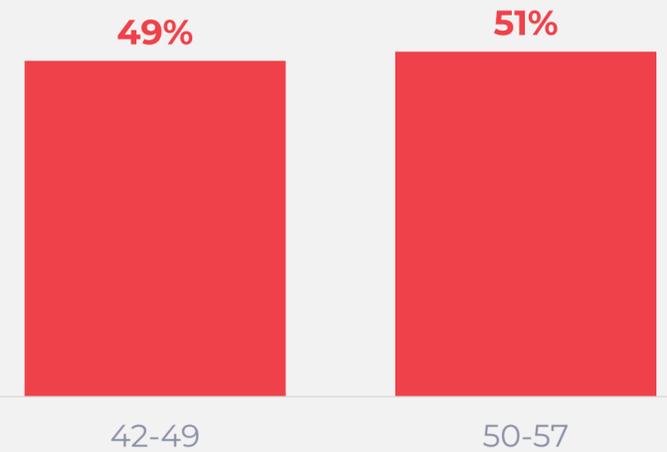


age, gender, race, and origin

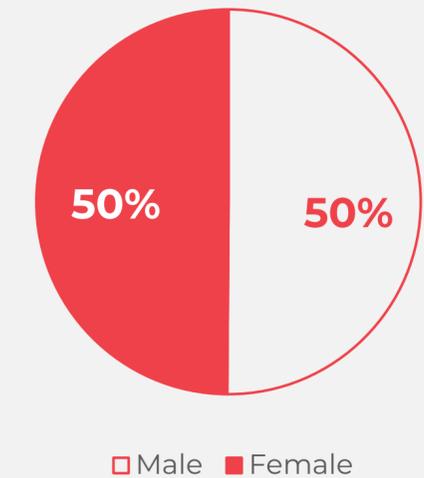
Gen X, ages 42-57 in 2022 with a mean age of 50, is the most foreign-born of any generation.

- /// **Age:** As of 2022, Gen Xers were between 42 and 57 years old.¹
- /// The mean age for Gen Xers was **49.5**, with 32.2M aged **42-49** and 33.1M aged **50-57**.¹
- /// By 2030, all Gen Xers will be at least age 50.¹
- /// **Gender:** Gen X genders are evenly split, with Men making up **50.1%** of the population and women making up the other **49.9%**.¹
- /// **Race and Ethnicity:** Gen Xers are predominately white (59.1%).
- /// By comparison, 71.2% of Baby Boomers, 54.4% of Millennials, and 52.1% of Gen Z are white.²
- /// **Country of Origin:** Gen X has the highest **foreign-born** population at 22.3%, as compared to 9.2% of Gen Z, 17.6% of Millennials, and 15.1% of Baby Boomers.²
- /// 27.4% of foreign-born Gen Xers were born in **Mexico**, with 7.9% from **South America**, and 7.6% from **Central America**.²

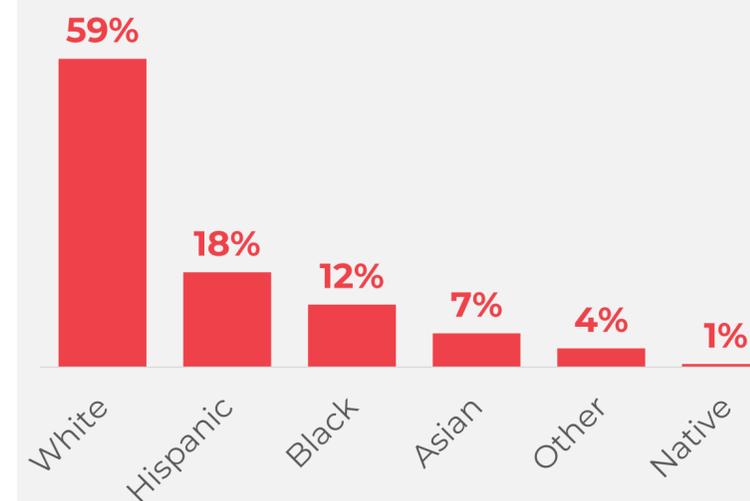
Age Groups



Gender



Race

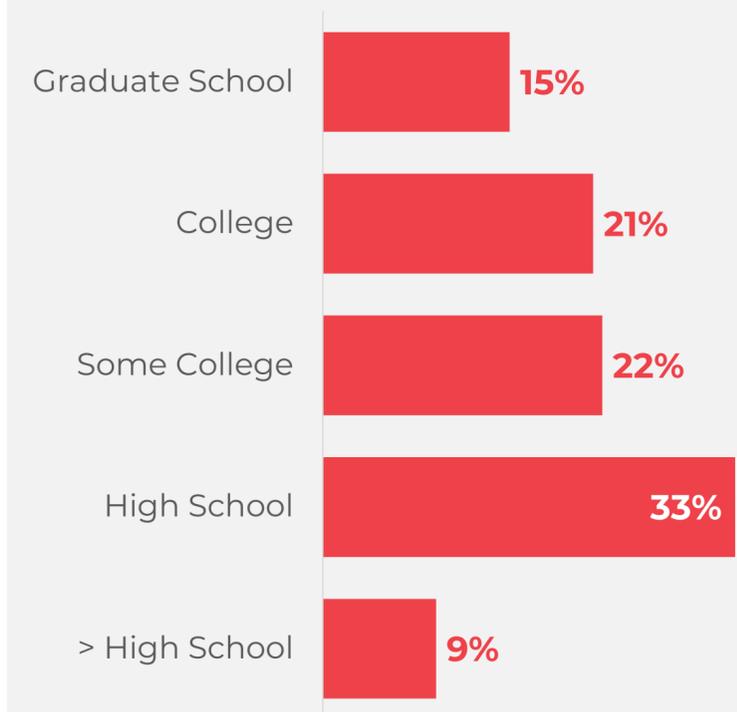


education and wealth

Gen X boasts a 36% college education rate and median wealth of \$181K, owning nearly 30% of U.S. wealth. 71% are homeowners.

- /// **Education:** 36.2% of Gen Xers have a **College Degree** or higher.³
- /// By comparison, 39.9% of Millennials have a College Degree or higher, while 31.5% of Baby Boomers do.³
- /// **Median Wealth:** Gen Xers have a **Median Wealth of \$181K**, a distant third behind Baby Boomers (\$321K) and the Silent Generation (\$309K).⁴
- /// **Net Worth:** According to the Federal Reserve, Gen Xers had a combined net worth of **\$49.2 trillion** in Q2 2023, representing **29.8% of all wealth in the U.S.**⁵
- /// By comparison, Baby Boomers have the highest net worth at \$82.2 trillion, followed by the Silent Generation at \$19.2 trillion, and Millennials at \$14.2 trillion.⁵
- /// **Homeownership:** 71% of Gen Xers **own their home**, as compared to 26% of adult Gen Zers, 52% of Millennials, and 79% of Baby Boomers.⁶
- /// However, homeownership rates are significantly lower for younger Gen Xers. While 61% of those 51-55 and 53% of those 46-50 own a home in their own name, only 26% of those 40-45 do.⁷

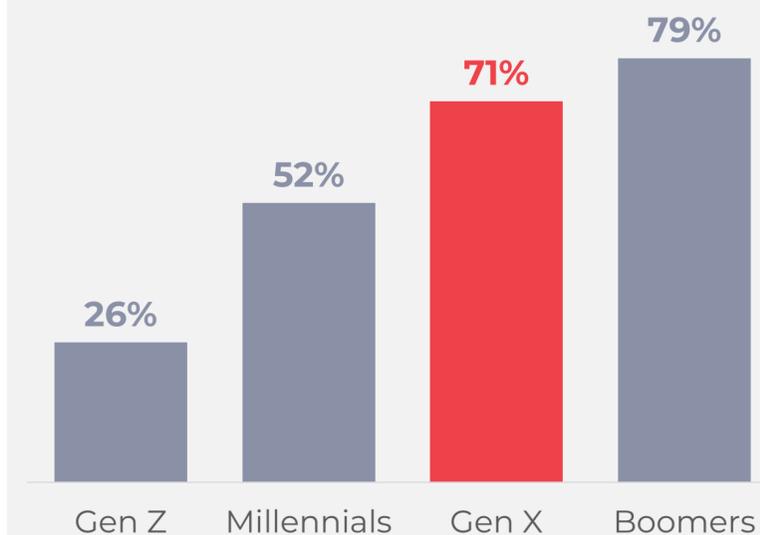
Education



\$180,600

Median Wealth

Home Ownership



employment + finances

80% of adults 40-54 are employed, with Gen X making up 35% of the workforce. They have the highest debt and lowest financial security.

/// **Employment:** In 2022, 79.7% of U.S. adults aged 40-54 were **Employed**, 2.6% were **Unemployed**, and 18.2% were **Not In Labor Force**.⁸

/// **Workforce:** Gen Xers make up 34.8% of the U.S. workforce, second only to Millennials at 38.6%, followed by Baby Boomers (18.6%), Gen Z (6.1%), and the Silent Generation (2%).⁹

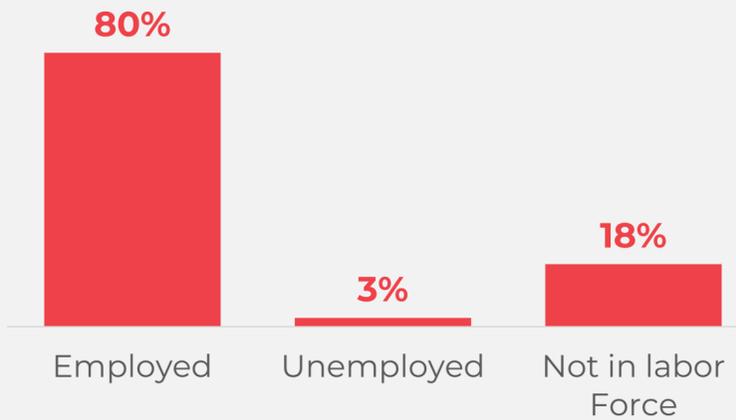
/// **Debt:** Although holding the second highest combined net worth, Gen Xers have the **highest debt** at \$61K, as compared to Gen Z at \$16.3K, Millennials at \$48.6K, Baby Boomers at \$52.4K, and the Silent Generation at \$41.1K.¹⁰

/// **Retirement:** 55% of Gen Xers believe they will not be financially prepared for retirement, with 51% believing they are **significantly behind** in savings, as compared to 40% of Boomers, 28% of Millennials, and 25% of Gen Zers.¹¹

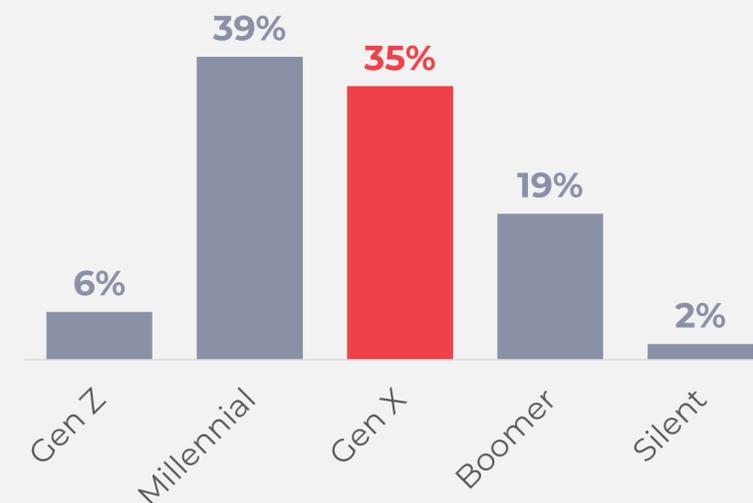
/// As of December 2020, 55% of Gen Xers participated in an employer-sponsored retirement plan. The **average balance** for private retirement accounts was \$129,994 while the **median balance** was only \$10,000, with 40% of Gen Xers having accounts with zero balances.⁷

/// **Financial Insecurity:** Battling high debt and approaching retirement, Gen Xers report the **lowest feelings of financial security** at 5.6 on a 10-point scale, as compared to 6.1 for Gen Z, 6.3 for Millennials, and 6.2 for Baby Boomers.¹²

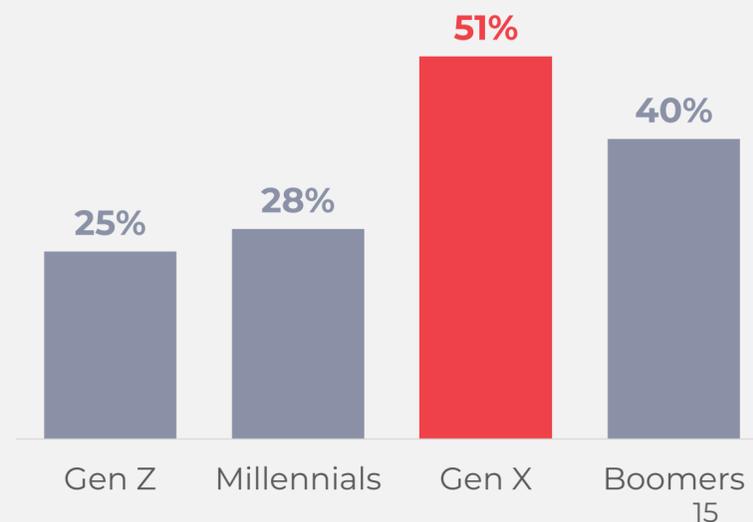
Employment Status



Workforce



Retirement Savings: Significantly Behind

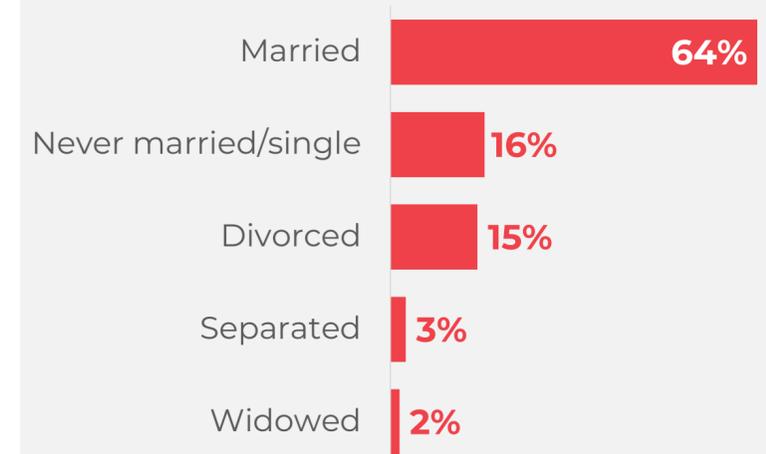


marital status + household comp

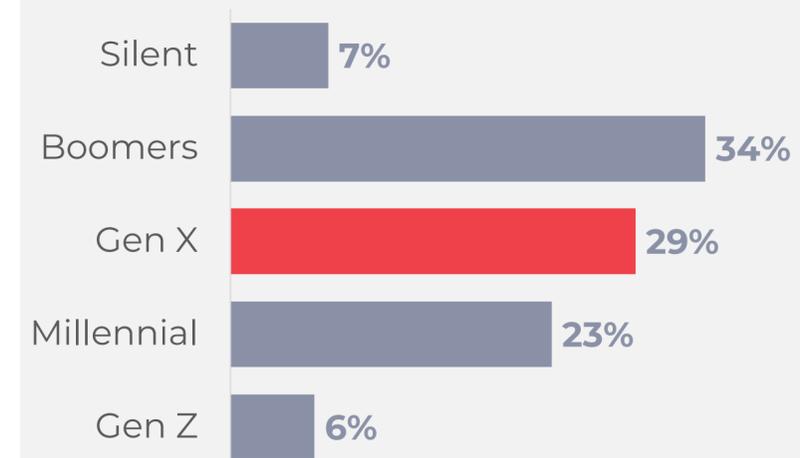
Gen X leads in marriage rates at 64% and comprises 29% of adult caregivers, often juggling parental care and child-rearing.

- /// **Marital Status:** Gen Xers are the generation most likely to be married, with 64% **Married** and 16% **Never Married/Single**.¹³
- /// By comparison, 7% of Gen Zers, 47% of Millennials, and 63% of Baby Boomers are married.¹³
- /// **Caregiving:** As of 2020, Gen X made up 29% of **caregivers of adults**, as compared to 6% of Gen Z, 23% of Millennials, 34% of Baby Boomers, and 7% of the Silent Generation.¹⁴
- /// However, more than 54% of Americans in their 40s are part of the “**sandwich generation**,” which includes adults caring for both an aging parent at least 65-years old and a child younger than 18 or providing financial support for an adult child.¹⁵
- /// According to AARP, the typical Gen X caregiver is 47.6 years old, cares for a parent/parent-in-law who is 67.1 years old, is married or living with a partner, and about half have children under age 18 living in their home.¹⁶
- /// **Children In Household:** 58% of Gen Xers have **At Least One Child** in the household, as compared to 46% of Millennials and 22% of Baby Boomers.¹³

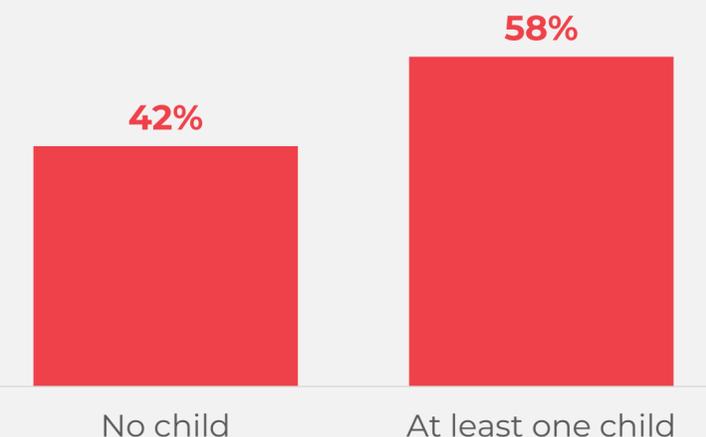
Marital Status



Caregivers

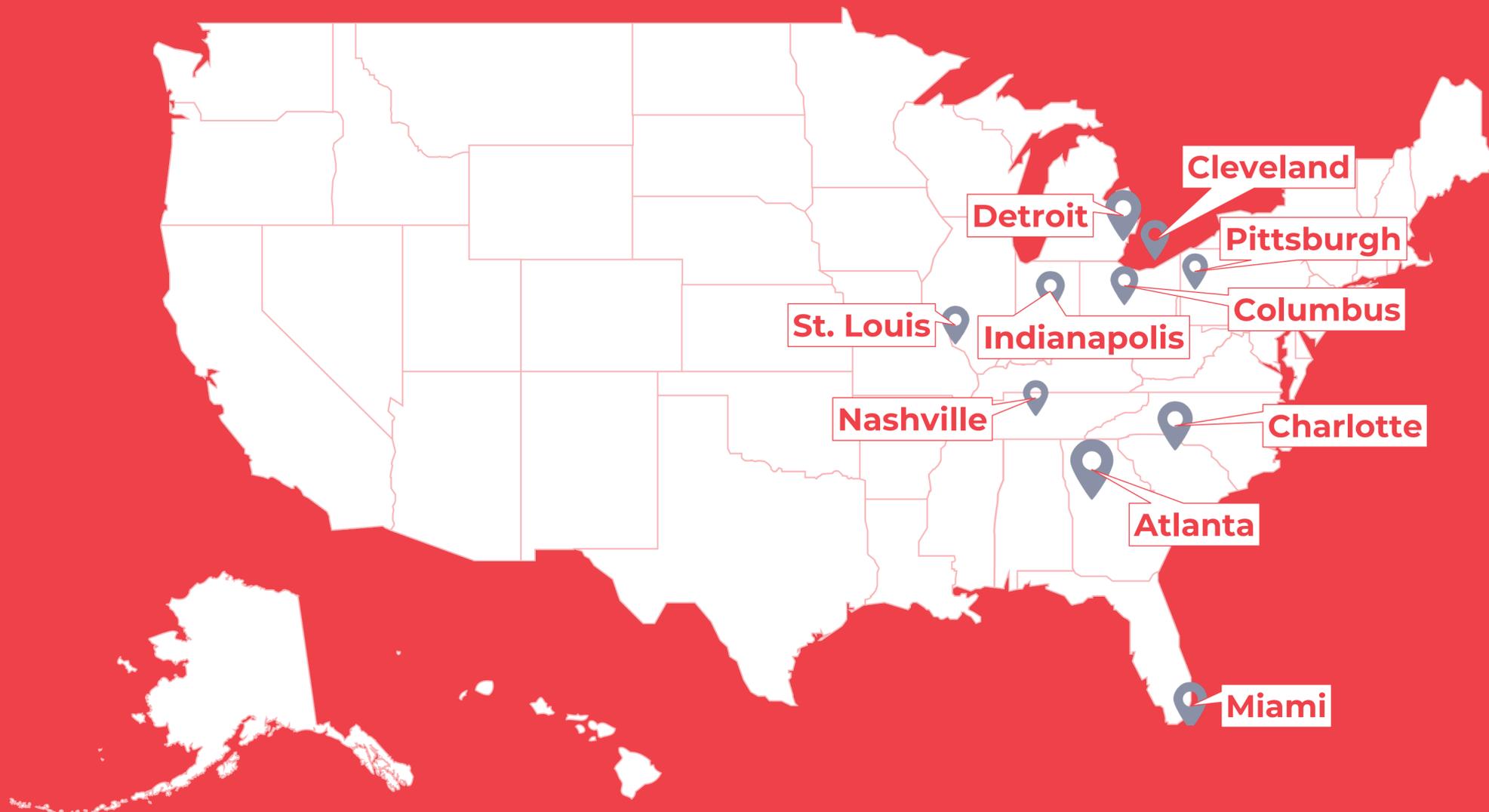


Children in Home



top 10 dmas¹⁷

Of DMAS with concentration greater than 1%, Gen Xers have the highest representation in Atlanta, Detroit, Charlotte, and Miami.



| DMA | Index | Comp |
|-------------------------|-------|------|
| Indianapolis | 128 | 1.3% |
| Columbus OH | 127 | 1.3% |
| Cleveland | 122 | 1.3% |
| Charlotte | 120 | 2.0% |
| Saint Louis | 118 | 1.2% |
| Pittsburgh | 116 | 1.1% |
| Nashville | 116 | 1.1% |
| Detroit | 110 | 2.1% |
| Atlanta | 107 | 3.0% |
| Miami - Fort Lauderdale | 106 | 1.9% |



psychographics

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personal values¹

Gen X highly values dependability + safety, prioritizing societal stability + caring for loved ones.

/// **Dependability (107 index / 35% composition):** Being Reliable and Trustworthy

- May emphasize the importance of being dependable, responsible, and faithful to family and friends
- Life is about being a reliable and trustworthy friend

/// **Safety (107 index / 30% composition):** Safety in Oneself and Family

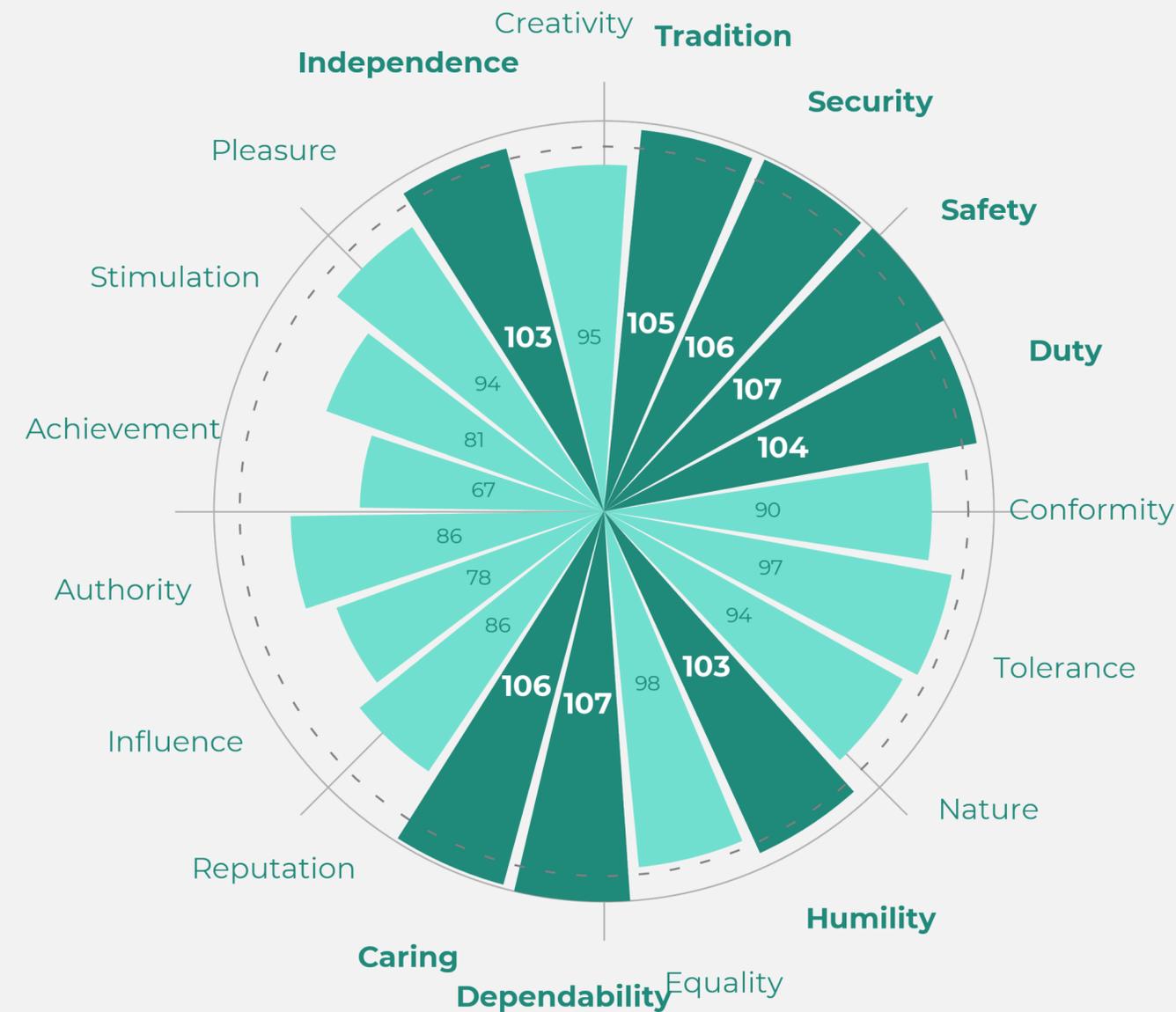
- May emphasize the preservation of their own safety, seeking secure surroundings and avoiding circumstances that might be unsafe
- May also be more likely to seek harmony and stability and avoid conflict and change
- Life is about personal safety

/// **Security (106 index / 15% composition):** Safety in Community and Nation

- May emphasize the stability of society, including national security and social order
- Life is about a strong state and a stable society

/// **Caring (106 index / 36% composition):** Caring for Family/Friends

- May be devoted to the welfare of family and friends
- Life is about helping people who are dear to them



drivers, lifestyle, and routine¹

Gen Xers value faith, optimism, and trust, prefer an active, optimistic lifestyle, enjoy family time, and enjoy gambling/lottery.

- /// **Psychological Drivers:** 33% of our audience is driven by a **Devotion to God/Faith**, while 39% are motivated by an **Optimistic Outlook**, and 48% by **Trust From Others**.¹
- /// **Lifestyle Descriptors:** 16% of our audience describe themselves as **Living a Life in Motion**, with 43% as **Optimistic**, and 49% as **Value Conscious**.¹
- /// **Daily Routine:** 48% of our audience state that **Prayer Is Important Part of the Day**, 78% state that **Family Time Is Best Part of the Day**, while 60% are **Regular Coffee Drinkers**.¹
- /// **Sandwich Generation:** Many Gen Xers are simultaneously **caring for both an aging parent and a child**. This group is likely to face **financial** and **emotional stress** but also reports **higher family life satisfaction**.²
- /// **Life Stages:** 11% of our audience state that they **Have a New Teen Driver** (176 index), while 22% intend to **Buy or Lease a Car/Vehicle** (110 index), and 11% are looking to **Find Job in New Industry** (95 index).¹
- /// **Hobbies:** 20% of our audience state that they **Play Both Lottery Jackpot and Instant/ Scratch-off Games** (123 index), while 37% **Play the Lottery** (118 index), and 17% enjoy **Gambling/Casinos** (109 index).¹

Top Psychological Drivers

BY INDEX with minimum composition: 10%

- 109 Devotion to God/Faith
- 104 Optimistic Outlook
- 104 Trust From Others
- 100 Proving Competence/Skills
- 99 Respect From Others

Top Lifestyle Descriptors

BY INDEX with minimum composition: 10%

- 107 Living a Life in Motion
- 100 Optimistic
- 100 Value Conscious
- 98 Confident
- 95 Impulsive

Daily Routine

BY INDEX with minimum composition: 10%

- 106 Prayer Important Part of Day
- 105 Family Time Best Part of Day
- 105 Regular Coffee Drinker
- 105 Keep Work and Life Separate
- 104 Prefer Making Own Meals

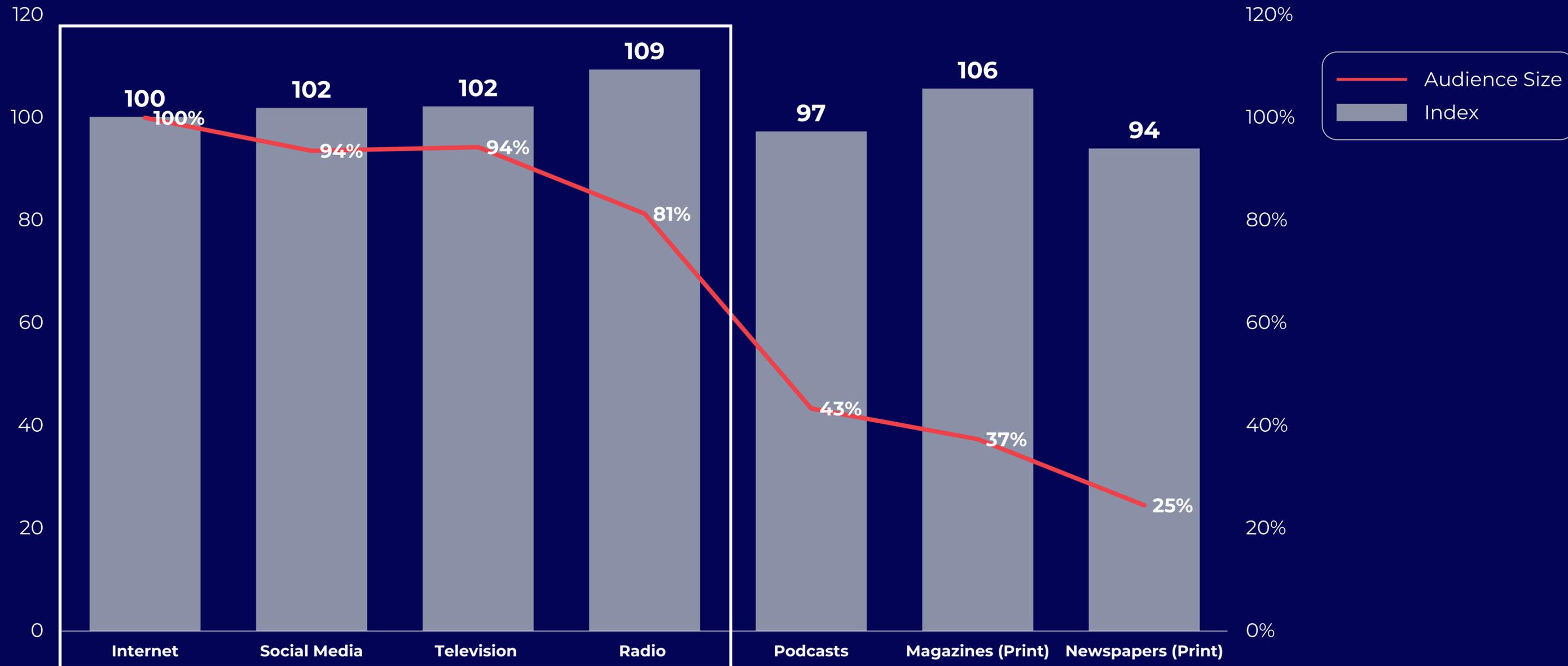


media habits

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media preferences¹

Gen Xers fully engage with the internet, almost equally prefer social media and television, and have a notable affinity for radio.



internet¹

Index

100

Audience Size

100%

Gen Xers actively watch news and sports videos, frequently use navigation and weather apps, and engage with sports websites.

- /// **Online Video Categories:** 28% of our audience watch online videos related to **Sports**, while 37% watch **News** videos, and 21% about **Home & Garden**.
- /// **Mobile App Categories:** 16% of our audience utilize **Travel** apps, while 52% utilize **News/Weather** apps, and 50% utilize **Navigation/Maps** apps.
- /// **Technology Attitudes:** 46% of our audience **Buy American** tech products, while 29% consider themselves **Tech Product First Adopters**, and 47% **Would Not Hesitate to Switch Brands**.
- /// Top technology sources of information include **Customer Written Reviews** (47%), **Family Recommendations or Personal Use** (40%), and **Independent Review Sites** (37%).
- /// **Digital Activities:** **Smart Phone** is the preferred device for this audience, with **Communicating w/ Friends/Family** (94%) being the primary activity, **Taking Pictures/Video** (94%) being second, **Using Navigation/Maps** (89%) the third.
- /// **Website Categories:** Top website categories are **Sports & Recreation** (166 index), **Architecture & Construction** (164 index), and **News & Weather** (143 index).

Online Video Categories

BY INDEX with minimum composition: 10%

- 111 Sports
- 111 News
- 110 Home & Garden
- 109 Autos & Vehicles
- 108 Travel

Mobile App Categories

BY INDEX with minimum composition: 10%

- 108 Travel
- 108 News/Weather
- 108 Navigation/Maps
- 106 Sports
- 105 Social Networking

Technology Attitudes

BY INDEX with minimum composition: 10%

- 110 Buy American
- 108 Tech Product First Adopter
- 105 Would Not Hesitate to Switch Brands
- 105 Tech Brand Names Matter
- 104 Confident Selecting Tech Products

social media¹

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Audience Size

94%

Gen Xers primarily use Facebook but overindex for LinkedIn and Pinterest. They engage with social media but have privacy concerns.

- /// **Social Media Platforms:** 15% of our audience use **Nextdoor**, while 33% use **LinkedIn**, and 35% use **Pinterest**.
- /// **Facebook** and **YouTube** have the highest consumption (80% and 68% of our audience, respectively) but index lower than the top platforms (106 and 100, respectively).
- /// **Social Media Statements:** 36% of our audience **Is Very Concerned About How Their Data Is Stored and Used**, while 15% **Likes When Ads Recommend Products Based on Their Likes/Follows**, and 18% have **Purchased Products on Social Media (Last 12 Months)**.
- /// **Social Media Activities:** 15% of our audience **“Check-In” at a Location**, while 33% **Share Something Important in Life**, and 19% **Add People to Their Network or Join Other People’s Networks**.
- /// **Advertising Preferences:** 9% of this audience consider **Advertisements on Websites or Social Media** to be a good source of information for purchases (95 index), with another 5% trusting **Social Media Influencers on YouTube** (77 index).

Social Media Platforms

BY INDEX with minimum composition: 10%

- 118 Nextdoor
- 117 LinkedIn
- 108 Pinterest
- 106 Facebook
- 103 X (Twitter)

Social Media Statements

BY INDEX with minimum composition: 10%

- 107 Is Very Concerned About How Their Data Is Stored and Used
- 101 Likes When Ads Recommend Products Based on Their Likes
- 99 Purchased Products on Social Media (Last 12 Months)
- 91 Use Social Media for New Ideas, Always More Research
- 76 Uses Influencer Recommendations

Social Media Activities

BY INDEX with minimum composition: 10%

- 124 “Check-In” a Location
- 113 Share Something Important in Your Life
- 110 Add People to Your Network/Join Other People’s Networks
- 110 Share a Link Redirecting to Content That You Made
- 105 Purchase/ Sell Items (Facebook Marketplace, Instagram Shop)

television / video¹

Index

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Audience Size

94%

Gen Xers enjoy ID, TBS, and USA Network, with a preference for sitcoms and renovation shows. On streaming, they prefer Peacock.

- /// **Linear TV Networks:** 13% of our audience watch **ID (Investigation Discovery)**, while 15% watch **TBS**, and 13% watch **USA Network**.
- /// **Linear TV Genres:** 13% of our audience watch **Travel/Holiday** programming, while 25% watch **Sitcoms**, and 14% watch **Makeover/Renovation** shows.
- /// **Linear TV Programs:** Top network programs are **Ted Lasso** (148 index), **20/20** (136 index), and **Dateline** (128 index).
- /// Top syndicated programs are **The Goldbergs** (131 index), **Mom** (124 index), and **Seinfeld** (115 index).
- /// **Streaming Platforms:** 11% of our audience watch streaming content on **Discovery+**, while 26% watch **Peacock/Peacock Premium**, and 11% watch **ESPN+**.
- /// **Streaming Programs:** 13% of our audience watch **Cobra Kai** (130 index), while 10% watch **Tom Clancy's Jack Ryan** (126 index), and 15% watch **The Mandalorian** (118 index).
- /// **Binge-Watching:** 73% of this audience binge-watch, with 35% stating they do so **Often**, 30% stating they do so **Sometimes**, and 9% stating they do so **Always**.

TV Networks

BY INDEX with minimum composition: **9%**

| | |
|------------|------------------------------|
| 127 | ID (Investigation Discovery) |
| 119 | TBS |
| 119 | USA Network |
| 118 | TNT |
| 116 | Discovery Channel |

Streaming Platforms

BY INDEX with minimum composition: **10%**

| | |
|------------|-------------------------|
| 123 | Discovery+ |
| 116 | Peacock/Peacock Premium |
| 113 | ESPN+ |
| 108 | Amazon Prime Video |
| 108 | Apple TV+ |

Programs *(all platforms)*

BY INDEX with minimum composition: **10%**

| | |
|------------|---------------------------------|
| 148 | Ted Lasso |
| 136 | 20/20 |
| 134 | My Lottery Dream Home |
| 132 | The Academy Awards (The Oscars) |
| 118 | The Goldbergs |

radio¹

Index

109

Audience Size

81%

Gen Xers favor rock music primarily on FM radio, and stream on Amazon Prime Music at home and during commutes.

- /// **Radio Genres:** 12% of our audience listen to **Adult Contemporary**, while 13% listen to **Easy-Listening**, and 38% listen to **Rock**.
- /// **How Listened:** 21% of our audience listen to radio on **Satellite Radio**, while 27% listen on **Internet Radio**, and 66% listen on **FM Radio**.
- /// **Where Listened:** 17% of our audience listen to radio **At Work/School** (119 index), while 42% listen to radio **At Home** (114 index), and 74% listen to radio **In the Car** (109 index).
- /// **Streaming Platforms:** 13% of our audience listen to **iHeartRadio**, while 14% listen to **SiriusXM**, and 28% listen to **Amazon Prime Music**.
- /// **Where Streamed:** 33% of our audience stream audio **At Home** (99 index), while 22% stream **In a Car/Commuting** (93 index), and 11% stream **At Work/School** (88 index).
- /// **Hours Streamed:** 28.1% of our audience stream audio **less than 10 hours** while 11.6% stream **10 or more hours**.
- /// **Frequency Streaming:** 8% of our audience stream audio **Once a week** (111 index), while 12% stream **Every Few Days** (106 index), and 4% stream **Every Other Day** (99 index).

Radio Genres

BY INDEX with minimum composition: 10%

- 130 Adult Contemporary
- 130 Easy-Listening
- 127 Rock
- 127 Top 40
- 116 Alternative

How Listened

BY INDEX with minimum composition: 10%

- 120 Satellite Radio
- 113 Internet Radio
- 111 FM Radio
- 94 AM Radio

Streaming Platforms

BY INDEX with minimum composition: 10%

- 132 iHeartRadio
- 126 SiriusXM
- 118 Amazon Prime Music
- 113 Pandora
- 98 YouTube Music

podcast

Index

97

Audience Size

43%

30% of Gen Xers listen to podcasts weekly, tuning in for learning and entertainment, favoring news and politics podcasts.

- /// **Podcast Consumption:** 43% of Gen Xers listen to podcasts, as compared to 56% of adult Gen Zers, 53% of Millennials, and 30% of Baby Boomers.¹
- /// According to an Edison Research report, 30% of Gen Xers listen to podcasts **weekly**, as compared to 50% of Millennials, 30% of Gen Zers, and 13% of Baby Boomers.²
- /// **Reasons for Listening:** 56% of consumers 50-64 (older Gen Xers and younger Baby Boomers) listen to podcasts **to learn**, while 47% put on podcasts **for entertainment**, and 38% put on podcasts as **background audio** during tasks.³
- /// **Podcast Genres:** 11% of our audience listen to **News** podcasts, while 8% listen to podcasts related to **Sports**, and 10% listen to podcasts related to **Politics**.¹
- /// **Podcast Platforms:** 6% of our audience listen to podcasts on Apple Podcasts, while 5% listen on Google Play, and 4% listen on Pandora.¹
- /// **Where Listened:** 18% of our audience listen to podcasts **In Car/Commuting** (96 index), while 33% listen **At Home** (96 index), and 9% listen **At Work/School** (83 index).¹
- /// **Podcast Frequency:** 18% of our audience listen to podcasts **3 or more times per week**, with 12% listening **3 to 5 Times a Week**, 10% listening **Twice a Week**, and 5% listening **Every Day**.¹

Podcast Genres

BY INDEX with minimum composition: 8%

| | |
|-----|----------|
| 105 | News |
| 102 | Sports |
| 101 | Politics |
| 95 | Crime |
| 93 | Music |

Podcast Platforms

BY INDEX with minimum composition: 3%

| | |
|-----|----------------|
| 111 | Apple Podcasts |
| 111 | Google Play |
| 110 | Pandora |
| 109 | Audible |
| 78 | Spotify |

Podcast Frequency

BY INDEX with minimum composition: 1%

| | |
|-----|---------------------|
| 103 | 3 to 5 Times a Week |
| 95 | Twice a Week |
| 95 | Every Day |
| 95 | Once a week |
| 90 | 6 Times a Week |

print + ooh¹

Although newspaper consumption is low, Gen Xers overindex for magazine consumption, favoring lifestyle and fitness genres.

- /// Magazine Consumption:** 37% of our audience consume print Magazines, which is 6% higher than the average U.S. adult.
- /// Magazines:** 4% of our audience read **Men's Health**, while 5% read **Good Housekeeping**, and 6% read **Allrecipes**.
- /// Newspaper Consumption:** 25% of our audience consume print Newspapers, which is 6% lower than the average U.S. adult.
- /// Newspapers:** 2% of our audience read **Wall Street Journal**, while 2% read **USA Today**, and 1% read **The Washington Post**.
- /// OOH:** 46% of our audience has seen outdoor ads in the last 30 days via **Non-digital Roadside Billboards, With an Unchanging Image**, while 38% have seen outdoor ads on **Gas Station Digital Signage (Videos When Filling Gas)**, and 37% have seen outdoor ads on **Digital Roadside Billboards, With Changing Images**.
- ///** As a result of outdoor ads, 9% of this audience has **Viewed the Website of the Advertiser** (90 index), 8% have **Mentioned the Advertisement to Someone** (90 index), and 6% have **Viewed Information About the Advertiser on Social Media** (73 index).

Magazine Index

106

Magazine Audience Size

37%

Magazines

BY INDEX with minimum composition: **4%**

| | |
|------------|------------------------|
| 123 | Men's Health |
| 116 | Good Housekeeping |
| 114 | Allrecipes |
| 113 | Better Homes & Gardens |
| 110 | People |

Newspaper Index

94

Newspaper Audience Size

25%

Newspapers

BY INDEX with minimum composition: **1%**

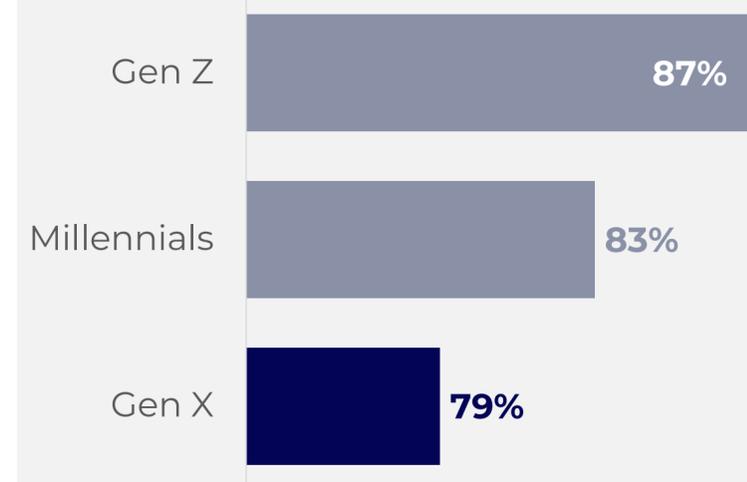
| | |
|-----------|---------------------|
| 86 | Wall Street Journal |
| 82 | USA Today |
| 69 | Washington Post |
| 65 | New York Times |
| 63 | Los Angeles Times |

gaming

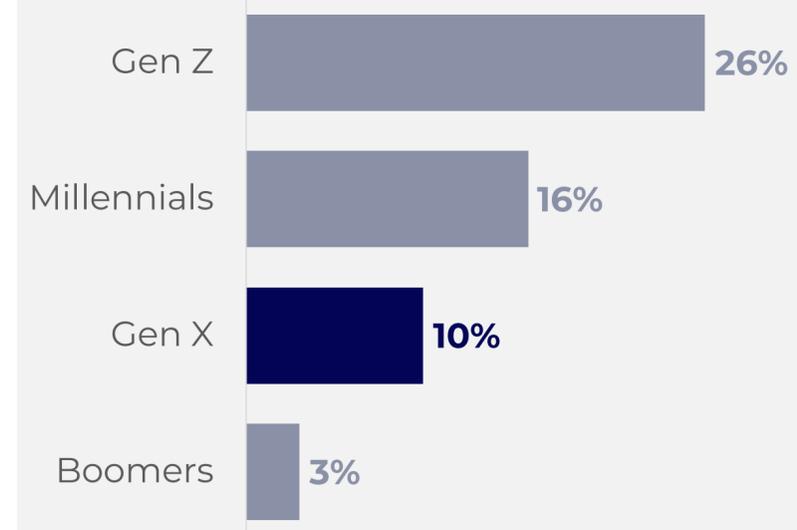
Gen Xers are active gamers with 79% playing weekly. They favor mobile and action games, with gaming tied as 2nd favorite activity.

- /// **Gaming Consumption:** 79% of Gen Xers **play video games at least weekly**, compared to 83% of Millennials and 87% of Gen Zers.⁴
- /// 10% of Gen Xers stated video games were their **favorite entertainment activity**, as compared to 26% of Gen Zers, 16% of Millennials, and 3% of Baby Boomers.⁴
- /// **Playing video games** (10%) was tied with **browsing the internet** for second most popular activity, a distant second to **watching TV shows or movies at home** (29%).⁴
- /// **Livestreaming:** Only 11% of Gen Xers have **watched others play video games online**, with 6% having **streamed their own gameplay**, predominantly using **Facebook Gaming** and **Twitch**.¹
- /// **Video Game Genres:** **Mobile Games** like Candy Crush and **Action Games** like Grand Theft Auto (played by 15% and 13%, respectively) are the most popular, followed by **Puzzle Games** like Tetris and **Traditional Games** like Solitaire (each played by 9%).¹
- /// **Time Spent:** 8.8% of Gen Xers play at least **10 hours of video games per week**, with 3.3% playing more than **20 hours**.¹

Weekly Gaming



Favorite Activity: Gaming



Livestreaming Apps

BY INDEX with minimum composition: **1%**

- 83** Facebook Gaming
- 83** Other (e.g., Caffeine, Metacafe, Smashcast)
- 82** Mixer
- 57** YouTube Gaming
- 44** Twitch



key traits

mc

brand loyalty¹

Gen Xers shop at Kohl's, prefer Nike apparel, drive Ford vehicles. They favor juice bars, frequent Hyatt, and fly with American Airlines.

/// **Retailers:** 14% of our audience shop at **Speedway**, while 24% shop at **Kohl's**, and 15% shop at **Dick's Sporting Goods**.

/// **Apparel:** 13% of our audience wear apparel by **Levi Strauss / Dockers**, while 13% wear apparel by **Under Armour**, and 27% by **Nike**.

/// **Current Auto:** 6% of our audience drive a **Nissan**, while 2% drive a **GMC**, and 12% drive a **Ford**.

/// **Restaurants:** This audience is most likely to frequent **Salad/Smoothie/Juice Restaurants** like **Jamba Juice** (97 index / 4% comp) and **Smoothie King** (102 index / 4% comp).

/// **Hotels:** This audience is most likely to frequent **Holiday Inn Express** (138 index / 8% comp), **Courtyard by Marriott** (131 index / 7% comp), and **Hyatt Hotels** (131 index / 9% comp).

/// **Airlines:** Our audience is most likely to fly with **Southwest Airlines** (116 index / 12% comp), **United Airlines** (107 index / 10% comp), and **American Airlines** (106 index / 14% comp).

Retailers

BY INDEX with minimum composition: 10%

| | |
|-----|-----------------------|
| 119 | Speedway |
| 118 | Kohl's |
| 114 | Dick's Sporting Goods |
| 114 | Macy's |
| 113 | Marshalls |

Apparel

BY INDEX with minimum composition: 10%

| | |
|-----|------------------------|
| 130 | Levi Strauss / Dockers |
| 119 | Under Armour |
| 117 | Nike |
| 115 | Dick's Sporting Goods |
| 111 | Adidas |

Current Auto

BY INDEX with minimum composition: 2%

| | |
|-----|-----------|
| 126 | Nissan |
| 120 | GMC |
| 118 | Ford |
| 111 | Hyundai |
| 106 | Chevrolet |

shopping preferences¹

Gen Xers prioritize price + practicality. They balance online + in-store shopping, favoring retailers with easy returns + loyalty programs.

- /// **Shopping Factors:** 75% of our audience value **Price**, while 35% value **Convenience**, and 11% value **Loyalty Programs**.
- /// **Shopping Behaviors:** 21% of our audience **Check Price via Mobile when In-store**, while 20% **Buy Online / Return In-Store**, and 13% **Shop In-Store but Buy Online**.
- /// **Product Attributes:** 19% of our audience value products that are **Practical/Basic**, while 23% value those that are **Enjoyable**, and 11% value ones that are **Time-saving**.
- /// **Shopping Preferences:** 30% of our audience prefer to shop **Evenly Split Between Online and in a Physical Store** (105 index), while 18% prefer **Nearly All Shopping Be in a Physical Store** (103 index).
- /// 29% of our audience prefer to shop at a retailer that **Makes Returns Easy** (107 index), while 21% prefer to shop at a retailer that **Has a Frequent Shopper (Loyalty/Points) Program** (107 index).
- /// **Advertising:** Primary sources of advertising include **Friend Recommendations or Personal Use** (113 index / 41% comp), **Brands' Websites** (111 index / 23% comp), and **Customer Written Reviews** (110 index / 39% comp).

Shopping Factors

BY INDEX with minimum composition: 10%

| | |
|-----|-------------------|
| 103 | Price |
| 102 | Convenience |
| 100 | Loyalty Program |
| 98 | Product Selection |
| 97 | Customer Service |

Shopping Behaviors

BY INDEX with minimum composition: 10%

| | |
|-----|--------------------------------------|
| 117 | Check Price via Mobile when In-store |
| 115 | Buy Online / Return In-Store |
| 108 | Shop In-store but Buy Online |
| 107 | Make Impulse Purchases |
| 104 | Buy Online / Pick-up In-Store |

Product Attributes

BY INDEX with minimum composition: 10%

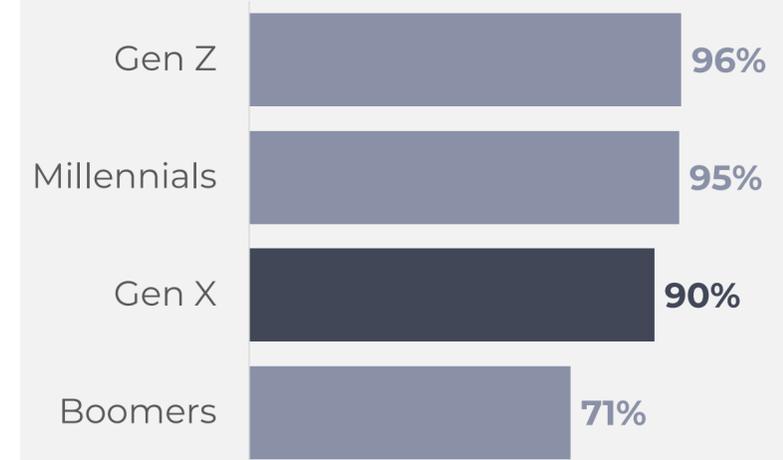
| | |
|-----|-----------------|
| 105 | Practical/Basic |
| 105 | Enjoyable |
| 104 | Time-saving |
| 103 | Cost-effective |
| 103 | Healthy |

technology

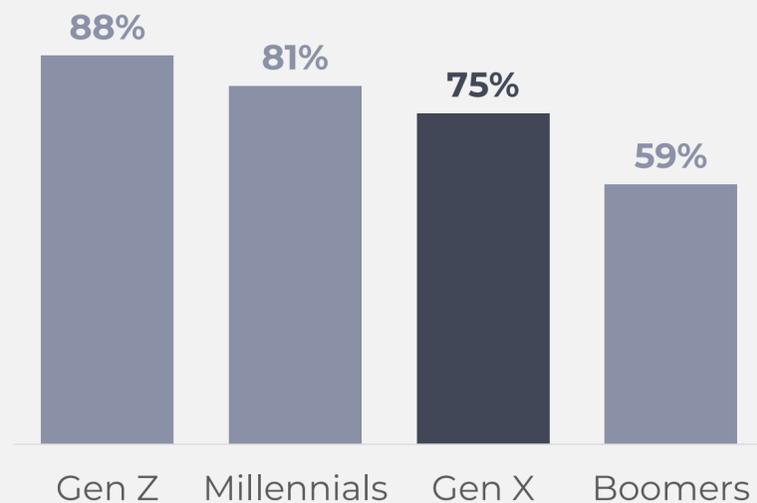
Gen Xers value dependable, quality technology, preferring time-saving and secure products, with a focus on price and ease of use.

- /// **Smartphones:** In 2025, **smartphone penetration** is expected to rise to 89.7% for Gen X, as compared to 95.7% for Gen Z, 95.2% for Millennials, and 71.2% for Baby Boomers.²
- /// **Social Media:** 75% of Gen Xers are heavy or medium **social media users**, as compared to 88% of Gen Zers, 81% of Millennials, and 59% of Baby Boomers.¹
- /// **Wearables:** In 2023, Gen Xers were projected to make up 19.9 million wearable (e.g., smartwatch) users, second only to Millennials at 27.8 million.²
- /// **Technology Attitudes:** 46% of our audience **Buy American** technology products, while 29% consider themselves **Tech Product First Adopters**, and 47% **Would Not Hesitate to Switch Brands**.¹
- /// **Technology Benefits:** Top technology product benefits include **Dependability** (76%), **Innovation** (23%), and **Quality** (77%).¹
- /// In addition, this audience prefers products that **Save Time** (43%), are **Family-friendly** (26%), and **Secure** (59%).¹
- /// **Product Attributes:** Most important product attributes are **Brand** (47%), **Price** (80%), and **Ease of Use** (62%).¹

2025 Smartphone Usage



Heavy/Medium Social Media



Technology Attitudes

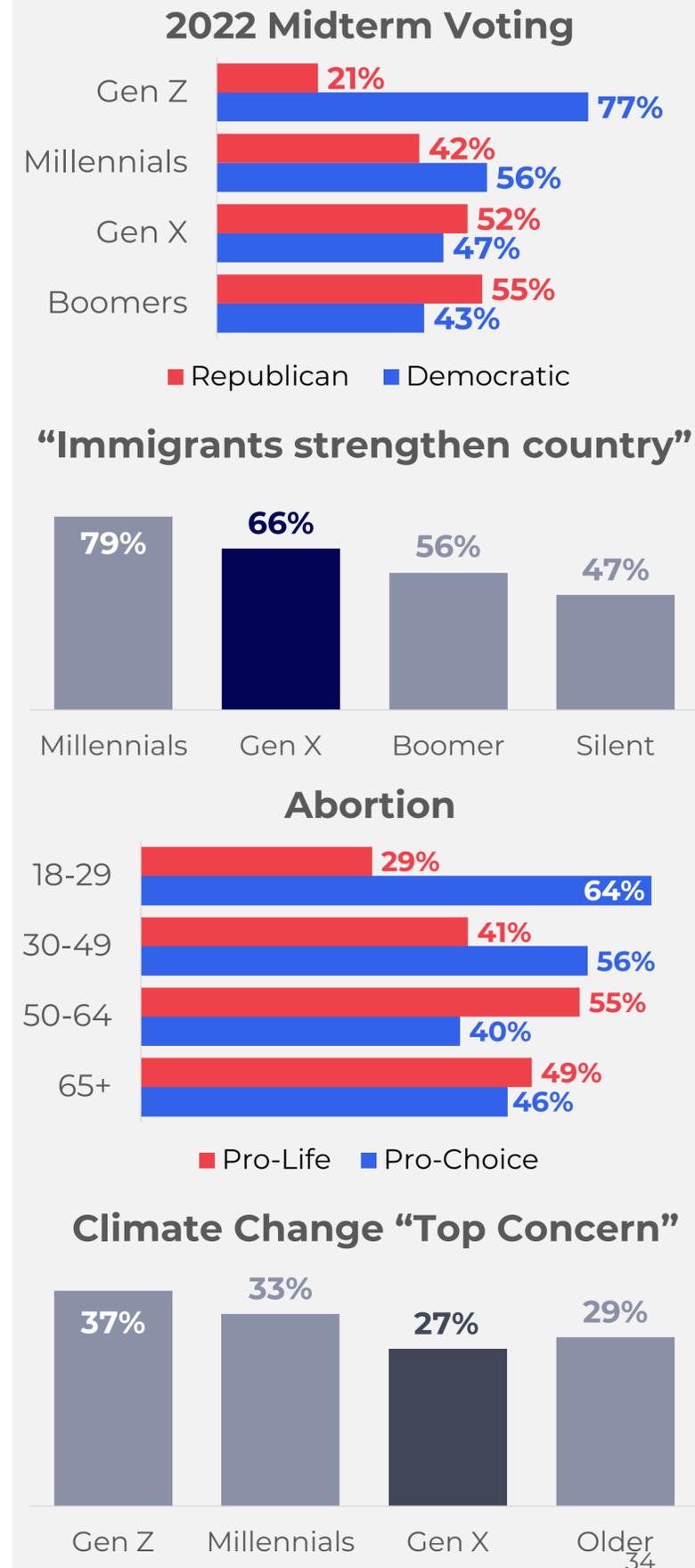
BY INDEX with minimum composition: 10%

- 110** Buy American
- 108** Tech Product 1st Adopter
- 105** Would Not Hesitate to Switch Brands
- 105** Tech Brand Names Matter
- 104** Confident Selecting Tech Products

political + social issues

44% of Gen Xers are Independent, largely pro-immigration, and divided on abortion and climate change.

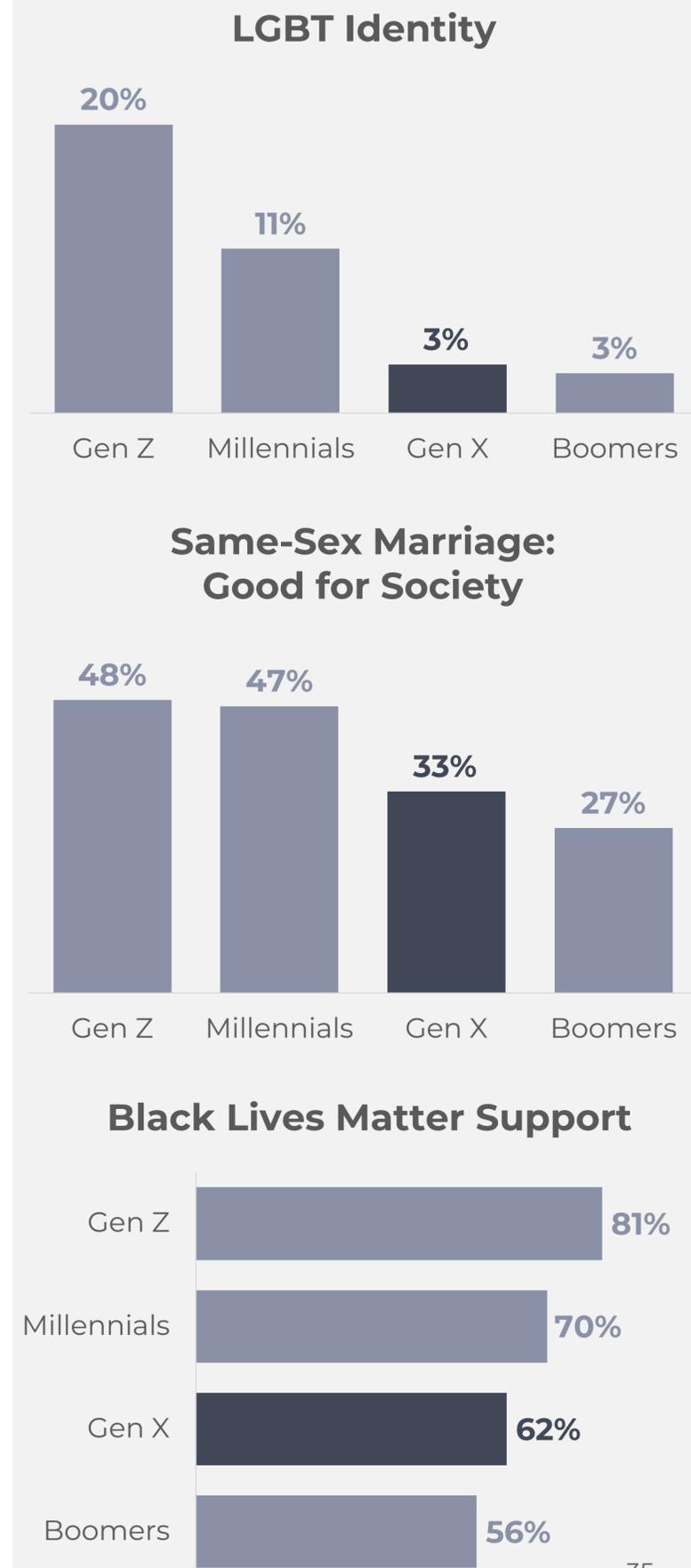
- /// **Party Affiliation:** 44% of Gen Xers consider themselves **Independent**, with another 30% considering themselves **Republican** and 27% **Democrat**.³
- /// **2022 Midterms:** However, in the 2022 midterm elections, 52% of Gen Xers voted **Republican** while 47% voted **Democratic**.⁴
- /// **Immigration:** 66% of Gen Xers believe that immigrants **strengthen our country**, as compared to 79% of Millennials, 56% of Baby Boomers, and 47% of the Silent Generation.⁵
- /// **Abortion:** In 2022, 58% of Americans aged 50-64 (older Gen Xers and younger Baby Boomers) believed abortion should be **legal in all or most cases**, as compared to 72% of those 18-29, 64% of those 30-49, and 63% of those 65+.⁶
- /// However, a 2023 Gallup poll found that 55% of those aged 50-64 considered themselves **“Pro-Life”** while 40% considered themselves **“Pro-Choice”**.⁷
- /// **Climate Change:** At 27%, Gen Xers are the least likely generation to consider climate change a **top concern**, as compared to 37% of Gen Zers, 33% of Millennials, and 29% of older generations.⁸
- /// However, 48% of Gen Xers believe **climate change is due to human activity**, as compared to 54% of Gen Zers, 56% of Millennials, and 45% of Boomers.⁹



political + social issues (cont.)

Gen Xers hold mixed views on LGBT issues, support stricter gun laws, and are concerned with racial and economic inequality.

- /// **Sexuality:** According to a Gallup poll, only 3.3% of Gen Xers **identify as LGBT**, as compared to 19.7% of Gen Z, 11.2% of Millennials, and 2.7% of Baby Boomers.¹⁰
- /// 33% of Gen Xers believe **same-sex marriage is good for society**, as compared to 48% of Gen Zers, 47% of Millennials, and 27% of Baby Boomers.⁹
- /// Gen Xers are less likely to approve of changing gender roles, w/ 40% indicating that **forms should offer gender options other than “man” and “woman,”** as compared to 59% of Gen Zers, 50% of Millennials, and 37% of Boomers.⁹
- /// **Gun Control:** 56% of Americans aged 50-64 (older Gen Xers and younger Baby Boomers) believe that **gun laws should be more strict**, as compared to 62% of those 18-29, 58% of those 30-49, and 55% of those 65+.¹¹
- /// **Race Relations:** 62% of Gen Xers **support the Black Lives Matter protests**, as compared to 81% of Gen Zers, 70% of Millennials, and 56% of Baby Boomers.¹²
- /// 40% of Gen Xers believe that **“racial discrimination is the main reason why many black people can’t get ahead these days,”** as compared to 52% of Millennials and 36% of Baby Boomers.⁵
- /// **Economic Inequality:** Opinions on economic inequality are similar across generations, with 83% of Gen Xers believing it to be a **“big problem,”** versus 84% of Millennials and Baby Boomers.⁵

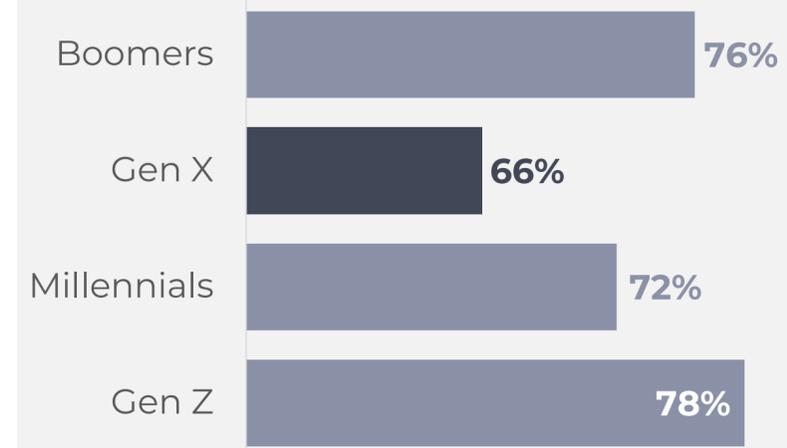


health + wellness

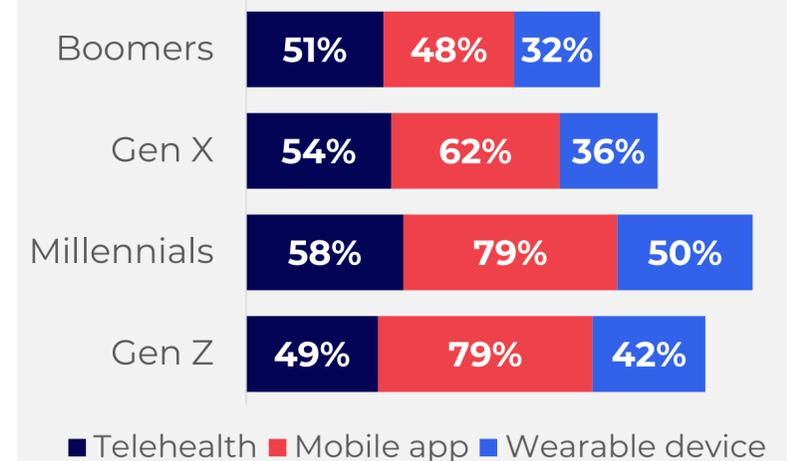
Gen Xers are least likely to report good physical health. While valuing preventative care, many avoid common health screenings.

- /// **Physical Health:** Gen Xers are the least likely to report **good or very good physical health**, with 66% doing so, as compared to 78% of Gen Zers, 72% of Millennials, and 76% of Baby Boomers.¹³
- /// **Preventative Care:** 85% of Gen Xers believe **preventative care is somewhat or very important**, as compared to 80% of Gen Zers, 84% of Millennials, and 90% of Baby Boomers.¹⁴
- /// However, 52% of Gen Xers have **avoided at least one common health screening**, such as a mammogram or pap smear.¹³
- /// **Technology Usage:** Although Gen X still prefers to interact with their medical providers over conventional methods like **phone** (92%) or **in-person** (91%), 54% have reported increasing their **usage of digital channels** in the last year.¹³
- /// 54% of Gen Xers use **telehealth**, second only to Millennials at 58%, followed by Baby Boomers at 51% and Gen Z at 49%.¹³
- /// 62% of Gen Xers have used a **mobile app for health, fitness, or wellness** in the past 12 months, as compared to 79% of Millennials and Gen Zers, and 48% of Baby Boomers.¹³
- /// **Social Media:** 20% of Gen Xers **often** use social media to look up health info, as compared to 50% of Gen Zers, 31% of Millennials, and 12% of Boomers.¹³

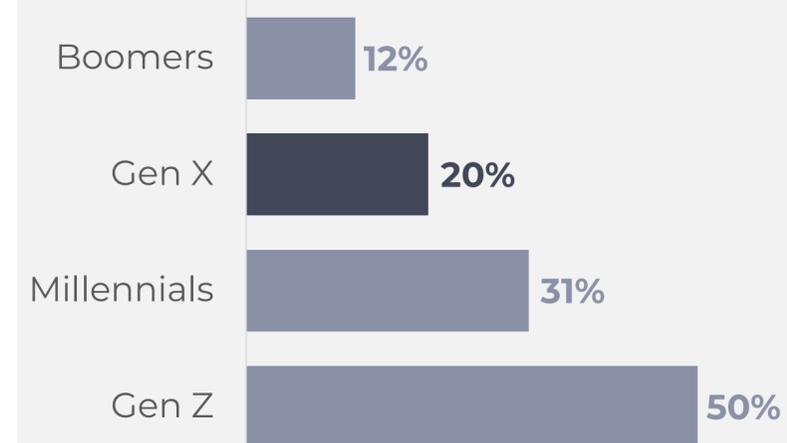
Good Health Status



Digital Health Tools



Often Use Social Media For Health Information

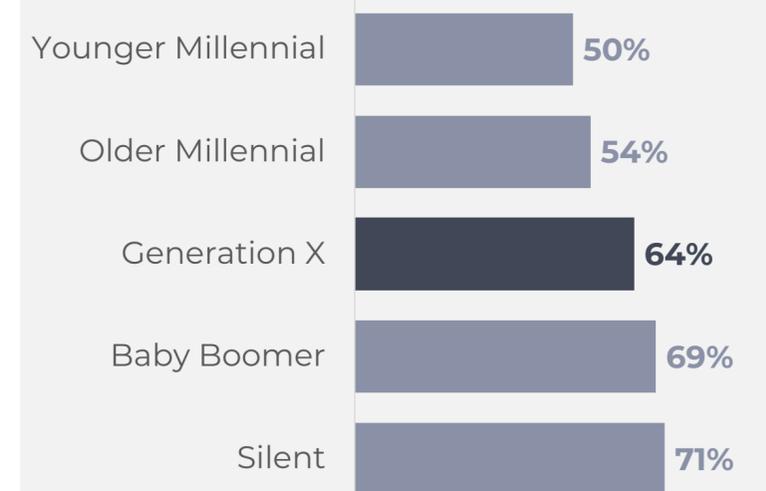


faith + religion

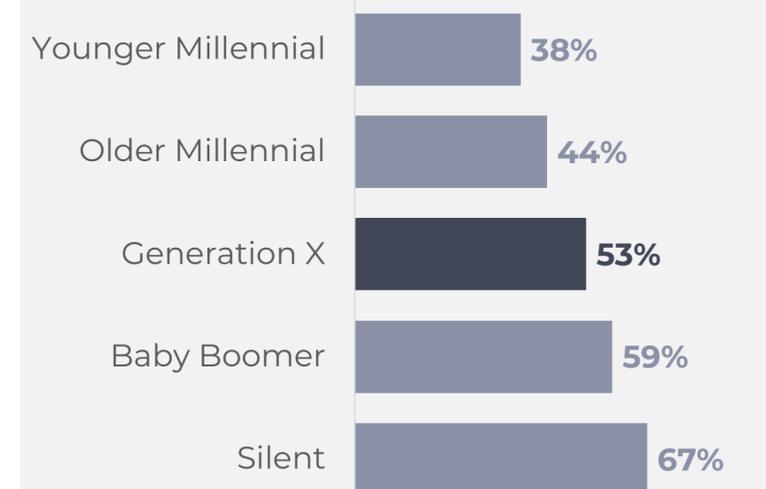
Most Gen Xers firmly believe in God, highly value religion, think it's essential for morality, and regularly pray + attend religious services.

- /// **Belief In God:** 64% of Gen Xers have an **absolute certain belief in God** while only 9% do not believe.¹⁵
- /// By comparison, 69% of Baby Boomers have an **absolute belief**, while 54% of Older Millennials and 50% of Younger Millennials share the same belief.¹⁵
- /// **Importance of Religion:** 53% of Gen Xers believe **religion is very important in one's life**, while only 11% feel it is not at all important.¹⁵
- /// 59% of Baby Boomers feel **religion is very important**, while 44% of Older Millennials and 38% of Younger Millennials share that perspective.¹⁵
- /// **God and Morality:** Similarly, 43% Gen Xers state that **belief in God is necessary to be moral**, while 49% of Boomers and 29% of Millennials agree.⁵
- /// **Attendance of Religious Services:** 69% of Gen Xers **attend religious services** at least a few times a year, as compared to 71% of Baby Boomers, 63% of Older Millennials, and 66% of Younger Millennials.¹⁵
- /// **Frequency of Prayer:** 56% of Gen Xers report **praying at least daily**, while 61% of Baby Boomers, 46% of Older Millennials, and 39% of Younger Millennials do.¹⁵

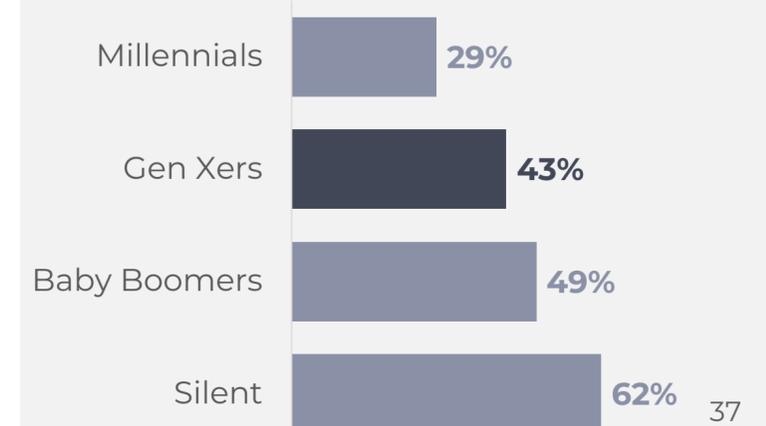
Absolute Certain Belief in God



Importance of Religion (Very)



Belief in God necessary to be moral





audience persona

mc

meet jennifer, our target persona

50-year-old Atlanta native, educator and mother, values dependability, balances family care, and is politically independent with conservative leanings.

What do we know about her?

Married, 50 years old, **mother** of two

Employed education professional, **owns** a home, **\$181K Net Worth**, lives in **Atlanta**.

Values **dependability**, **safety**, and **community**; prioritizes being a reliable friend and family member, cherishing caring for loved ones.

Driven by **faith**, an **optimistic outlook**, and **trust** from others, finds satisfaction in life's familiar routines and family bonds.

Navigates the complexities of the "**sandwich generation**," balancing care for aging parents and children, facing stress but also enjoying deeper family fulfillment.

Predominantly **Independent**, conflicted on **abortion**, **climate change**, and **LGBT** issues, but supports **immigration**, **stricter gun laws**, and is attuned to **racial** and **economic** inequalities.



Where do we find her?

Seasoned technology user, consumes **online videos**, **mobile apps**, and **websites** related to **travel**, **news**, and **sports**.

Although concerned about **privacy**, engages with **social media**, particularly **Facebook** and **LinkedIn**, for personal and professional networking.

Prefers networks like **ID**, **TBS**, and **USA Network**, alongside streaming favorites on **Peacock**.

Listens to **radio**, especially **rock music** on **FM stations**, supplemented by **streaming** via platforms like **Amazon Prime Music**.

Listens to **podcasts** weekly for **learning** and **entertainment**, with a preference for **news** and **politics**, on **Apple Podcasts**.

Engages with **print** media, with a higher preference for **lifestyle** and **fitness magazines** over **newspapers**.



footnotes

mc

Footnotes

Introduction:

1. **U.S. Census Bureau:** [National Population by Characteristics: 2020-2022](#)
2. **eMarketer Insider Intelligence:** [Demographic Report: Generational Cohorts 2022](#)
3. **eMarketer Insider Intelligence:** [Insider Intelligence: 2022 Demographic - Education](#)
4. **John Hopkins University:** [Gen Z In The Workplace: How Should Companies Adapt?](#)
5. **U.S. Bureau of Labor Statistics:** [Labor Force Statistics from the Current Population Survey](#)
6. **National Institute on Retirement Security:** [The Forgotten Generation: Generation X Approaches Retirement](#)
7. **Bankrate:** [Survey: 56% of Americans feel behind on saving for retirement](#)
8. **U.S. Census Bureau:** [Wealth, Asset Ownership, & Debt of Households Detailed Tables: 2021](#)
9. **The Federal Reserve:** [Distribution of Household Wealth in the U.S. since 1989](#)
10. **eMarketer Insider Intelligence:** [Insider Intelligence: 2022 Demographic - Homeownership](#)
11. **Credit Karma:** [Average American debt by age and generation in 2023](#)
12. **Northwestern Mutual:** [2023 Planning & Progress Study: The Financial States of America](#)
13. **eMarketer Insider Intelligence:** [Insider Intelligence: 2022 Demographic - Household Composition](#)
14. **Pew Research:** [More than half of Americans in their 40s are sandwiched between an aging parent and their own children](#)
15. **Resonate:** [2023 U.S. Consumer Study \(subscription required\)](#)
16. **eMarketer Insider Intelligence:** [US Generation Z Technology and Media Use](#)
17. **Gallup:** [Millennials, Gen X Clinging to Independent Party ID](#)

18. **Brookings Institute:** [How younger voters will impact elections: Younger voters are poised to upend American politics](#)
19. **PRRI (Public Religion Research Institute):** [AVA Wave 1 March 2022 - Abortion](#)
20. **Pew Research:** [On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far](#)
21. **Pew Research:** [The Generation Gap in American Politics](#)
22. **Pew Research:** [Key facts about Americans and guns](#)
23. **eMarketer Insider Intelligence:** [Gen X and Healthcare 2023](#)
24. **Aflac:** [2023 Wellness Matters Survey](#)
25. **Pew Research:** [Religious Landscape Study](#)

Demographics:

1. **U.S. Census Bureau:** [National Population by Characteristics: 2020-2022](#)
2. **eMarketer Insider Intelligence:** [Demographic Report: Generational Cohorts 2022](#)
3. **eMarketer Insider Intelligence:** [Insider Intelligence: 2022 Demographic - Education](#)
4. **U.S. Census Bureau:** [Wealth, Asset Ownership, & Debt of Households Detailed Tables: 2021](#)
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11. **Bankrate:** [Survey: 56% of Americans feel behind on saving for retirement](#)

Footnotes (cont.)

12. **Northwestern Mutual:** [2023 Planning & Progress Study: The Financial States of America](#)
13. **eMarketer Insider Intelligence:** [Insider Intelligence: 2022 Demographic - Household Composition](#)
14. **AARP:** [2020 Report: Caregiving in the U.S.](#)
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3. **Gallup:** [Millennials, Gen X Clinging to Independent Party ID](#)
4. **Brookings Institute:** [How younger voters will impact elections: Younger voters are poised to upend American politics](#)
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11. **Pew Research:** [Key facts about Americans and guns](#)
12. **Morning Consult:** [Gen Z's Worldview After 2020](#)
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14. **Aflac:** [2023 Wellness Matters Survey](#)
15. **Pew Research:** [Religious Landscape Study](#)



mediaculture

who we are

/ who is media culture?

we are a **brand response marketing agency**
specializing in media planning and buying
across a variety of industries for nearly 30 years

our services

creative + strategy

Backed by extensive audience research and trend analysis, we help you design and execute inspiring creative and messaging that drive impactful omnichannel campaigns to propel you toward your essential KPIs and business objectives.

planning + buying

No matter where your audience is, our portfolio of digital and traditional media buying services ensures you reach them through our relentless and cost-effective approach to brand response media marketing.

analytics + optimization

Our advanced attribution, measurement, and reporting capabilities allow us to continually optimize and refine each and every aspect of your campaigns to maximize ROI at every step.

omnichannel approach

full-service,
omnichannel
creative +
strategy,
planning +
execution, and
measurement

creative + strategy

storyboarding
production
audio/display/video

audience insights
connections planning
messaging implications
full-funnel strategy

planning + buying

video
ctv/ott
linear tv
online video

audio
linear
podcast
streaming

digital
display/native
paid search
paid social

traditional
direct mail
ooh
print

analytics + optimization

reporting
data visualization
customized measurement solutions

our experience

nearly 3 decades of experience scaling businesses

28-year-old full-service performance marketing, global agency network headquartered in Dallas



Nimble, bespoke campaigns tailored to your brand's unique audience, objectives, and KPIs



Diverse industry experience across established brands and startups alike

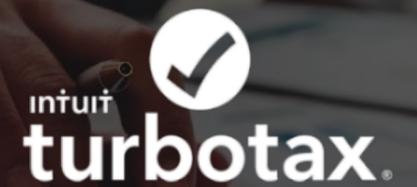


One-stop omni-channel response advertising solution with unparalleled speed and insights



Proprietary analytics tools that allow for maximum customization

our clients



mediaculture

thank you

www.mediaculture.com