

PRINT MATTERS TO GEN-XERS

Generation X is a small but powerful generation who were the first to grow up with the internet in their lives. Research shows they value the physical, but are equally comfortable online. For this group, the best strategy is to use both print and digital together in a compelling way.



- Born between **1966-1980**
- **7.2 million** in Canada*
- **20%** of the population¹

*As of 2017.

PRINT STANDS OUT



49%

are overwhelmed by how many promotional emails they receive³



74%

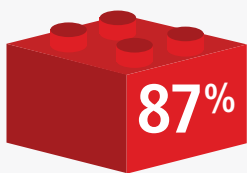
unsubscribe from too-frequent promotional emails²



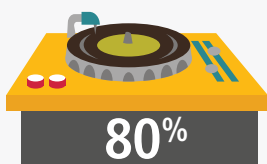
WHAT GETS THEIR ATTENTION?

42%

of respondents were driven by print or direct mail promotions⁴



VS



of Gen-Xers with families engage

of Gen-Xers without kids⁵



7%

increase in print engagement when kids are in the home

HOW DOES DIRECT MAIL GO THE DISTANCE?

46%

keep promotional mail pieces for future reference⁶

50%

are excited to see what's in their physical mailbox⁷



84%

use a physical method to follow promotions⁸

PRINT HELPS DRIVE THEM TO PURCHASE



Of recently made purchases,

32%

were driven by print or direct mail promotions⁹

Integrated campaigns elicit

39%

more attention than single-media digital campaigns¹⁰



Optimize your marketing to Generation X.
Contact your Canada Post Sales Rep today!

¹ Statistics Canada. ² Canada Post, Nielsen, *Direct Mail Readership Survey* (2016).

^{3,9} Canada Post, Phase 5, *Advertising Communication Preferences and Generational Differences* (2017). ¹⁰ Canada Post, *Connecting for Action* (2016).

TM Trademark of Canada Post Corporation.