

2022

COOPER DIGITAL

Secondary Market Research Report

Buying Practices of Generation X Baby
and Boomers in China, The US, UK,
Canada and Australia



Prepared by Charlene Mascoll, Copywriter,
writeforacause.com & Look Marketing & Promotions

Introduction

Report Overview

The following report contains market research on the buying practices of:

**Baby Boomers, 1946 - 1964 (58 -76); and
Generation X, 1965 -1980 (42 -57).**

Information contained within represents data collected from the internet in September 2022. Pre-Covid data may be highlighted for context (last five years) however focus is on recent data (2020 - 2022).

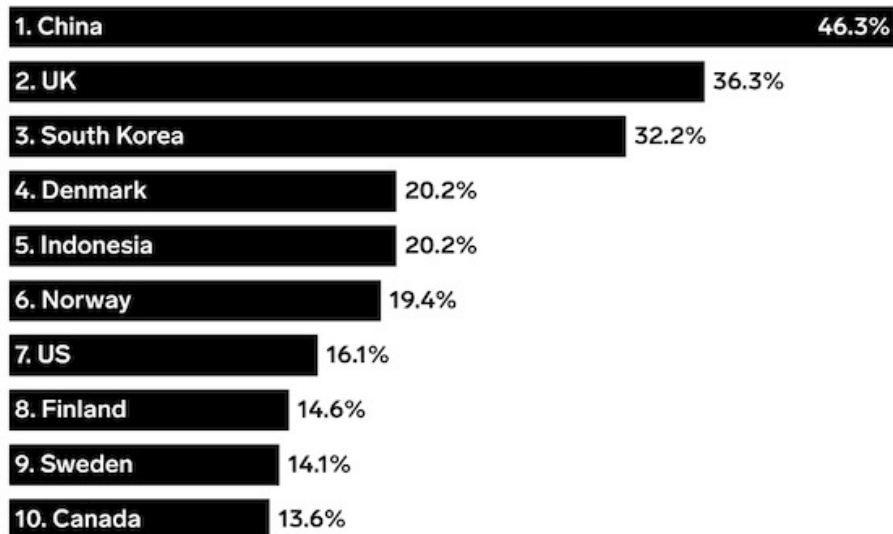
The report seeks to answer the following questions for Baby Boomers, and Generation X, with a focus on gender differences:

- What are the most popular things these groups search for online?
- What are popular keywords used by each of these groups when searching online?
- What category of items (e.g., fitness, food, etc.), do each of these groups spend their money on online?
- What are the top 10 geos (countries) that have the highest purchasing done online by each of these groups, and what are the categories of items purchased in each geographic location?
- What devices do these groups use when searching or buying online (desktop, phone, tablet)?
- What are up to 10 popular blogs/articles frequented by these groups regularly, and what keywords were used to get to those sites (competitor analysis)?

Countries Where E-Commerce is Most Popular

Top 10 Countries, Ranked by Retail Ecommerce Share of Total Retail Sales, 2022

% of total retail sales



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales

Source: eMarketer, Jan 2022

272374

eMarketer | InsiderIntelligence.com

What should we take away from these figures?

- Consumers in these markets are very familiar with online purchases and are open to new online business offerings that meet their expectations.
- This report focuses on the buying practices of Generation X and Boomers from the English speaking countries in the above list, along with China and Australia.



Evaluation by Country and Gender



2022

In this section we will examine the buying practices of Generation X in China, The USA, UK Canada and Australia.

China

Generation X vs Boomers Background

Information Taken From [Harvard Business School Study of Generations in China](#)

Boomers	Generation X
These grew up under Mao's Socialist orthodoxy	Grew up in the post-Mao 70's and 80's
As youths their social Institutions collapsed and schools were abolished	Their youth was during a period of economic reform and openness.
Liberals, bourgeois and intellectuals were purged during their youth	De-collectivization of the countryside during their youth
Many boomers were loyal to Mao thinking they would be rewarded	Decentralization of government during their young days
Many joined Mao's regime and terrorized citizens	Legalization of private ownership as youngsters
After Mao's death in 1976 many in this generation (young Adults) became disillusioned and angry. A lot of them were uneducated	Living standards, literacy rates and life expectancies were growing during their youth
Known as the Lost Generation in China as they did not have a formal education and are not well prepared to participate in the modern world	Had more personal rights and freedoms than their parents in their youth
Public transportation came to a stop, temples and churches were vandalized	Heavy influence of western cinema, nightlife and brands
Grew up with the belief that anything foreign or traditional was unwanted	Strong cell phone culture

Demographics

Population Number by Age group

Age Group	Number of Men	Number of Women
40-59	222, 525, 446	215, 406, 348
60-79	112, 516, 278	117, 956, 258

Information taken from China's 2020 census shows that age groups under 60 have more men than women. In the 40 - 59 age group there are approximately 7 million more men than women. While in the 60 - 79 age group there are approximately 5 million more women than men. Therefore in the GenX group there are more men while in the Boomers group there are more women.

Over 60 Online Activity

Several studies have found that online shopping has become a new pleasurable activity for China's over 60 population (92% of them prefer to shop online).

Where Do Over 60's Go Online ?

Customers over the age of 60 were the most active on Taobao outnumbering all other age groups, their expenditure on the site has increased by roughly 21% in the last three years. WeChat and Pinduoduo are the most popular apps for this group. Additionally, they use Aliplay QQ and Cideo (iQiyi), over 20% of this group use educational apps, mostly to satisfy hobbies and improve abilities and to collect information. With the advent of Covid, Chinese internet providers indicate a 30% increase in paid online services from this group.

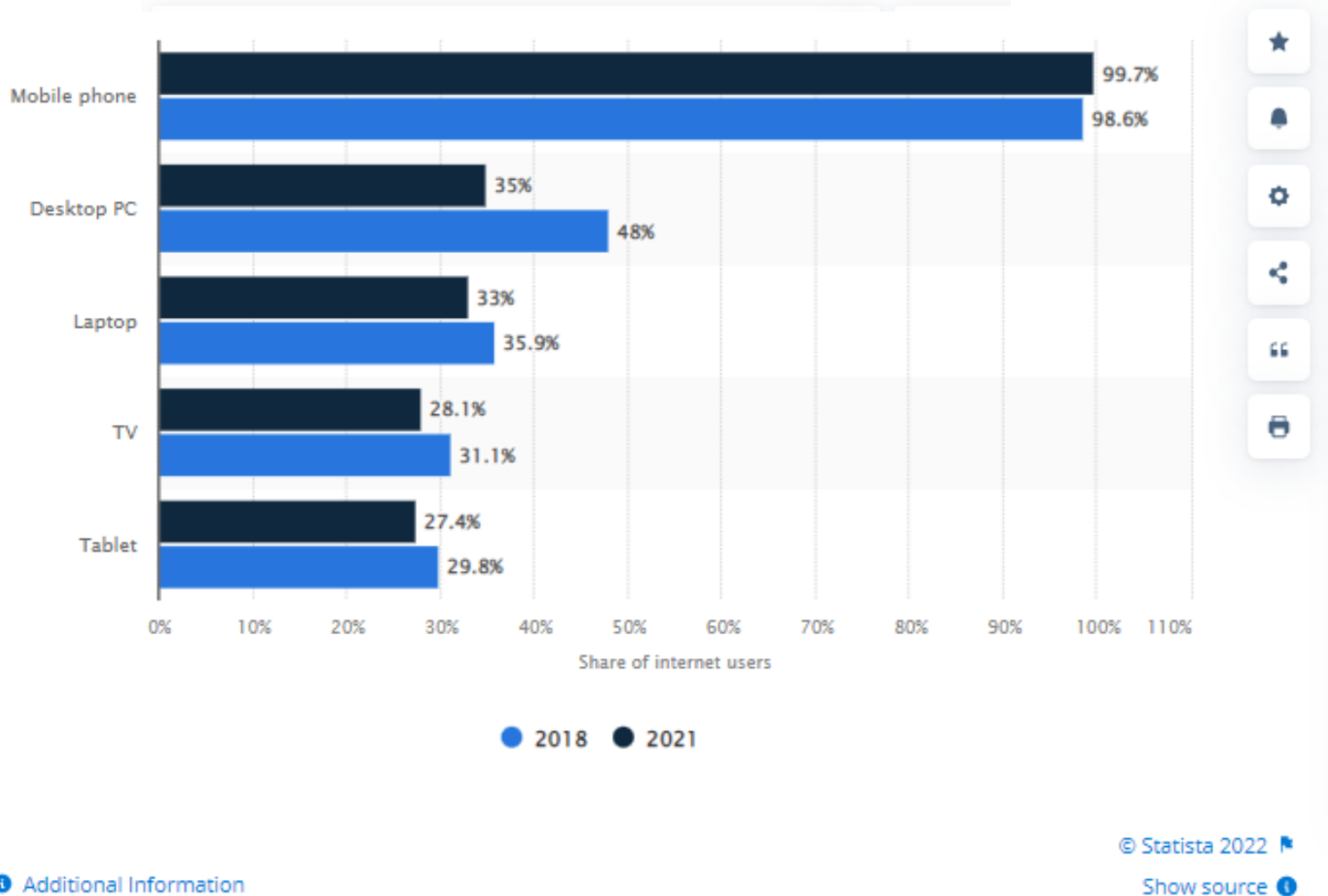
How Does the 60+ Group Spend Their Money on Online?

Their online leisure activities include: traveling, owning artwork, fashion and beauty products. Trends indicate that over 60's buy intelligent electronic health goods such as smart watches that monitor your heart rate and blood pressure. In 2021 this group spent 31.2% of their online money on Health Insurance, 23.4% on Food, 15.5% on Fashion and 10% on Body Care and Hygiene.

What Devices Do 60+ Use Online?

According to [digitalcrew.eu](https://www.digitalcrew.eu), following the lockdown of cities across the mainland, this generation turned to their smartphones for everything – from food delivery to entertainment. A 2018 pre-Covid study revealed that 60% of this group used smartphones to go online. Covid caused many more from this generation to use their mobile for online services. Comparing the devices used to access the internet between 2018 and 2021, we see that mobile phone use has increased while the use of other devices have declined.

Devices used to access the internet by users in China in 2018 and 2021



What are the most popular things 60+ search for online?

According to a survey done during Double 11 (Double 11 is the largest online shopping festival in China and the world) this generation is shopping for:

- Intelligent home appliances
- Portable, intelligent electronic goods, which monitor the users' health conditions. Intelligent watches, for example these devices provide real-time positioning, heart rate & blood pressure monitoring, and fall detection, all of which are useful for the elderly.
- Clothing, shoes, and apparel, health supplements, travel items & services, and insurance/financial products.

*adchina.io reports that China's top search engine is called Baidu. Google accounts for just 2.5% of the search engine market. Baidu is a must for International Brands to be successful in China's markets.

Popular Keywords	Popular Sites	Monthly Searches
SmartLock	Taobao	42, 210
Smart Watch	Taobao/Tmall	4979
shoes鞋子多少钱	Tmall/Taobao	5280

China's Generation X Online Activity

Brand power and experiences are the main factors that affect their purchasing decisions, 56% of them prefer to purchase online, while 65% of them will no longer shop with a retailer after just one poor customer experience. Gen X shoppers in China indicate they are more likely (36%) to “buy products on the go” than Gen Z consumers in other countries. This generation has more men than women and many of these men are single. They have more disposable income and less pressure to provide for children. The single men in this group are more comfortable spending money on leisure.

Where Does Gen X Go Online ?

For daily online consumption, top e-commerce platforms such as Taobao, Pinduoduo and JD are the most popular with men. 35% of Gen X consumers embrace online eCommerce sites that allow peer-to-peer transactions such as Taobao and second-hand marketplace Xianyu. About Taobao, Gen X was the third force of consumption on this platform.

Gen X likes to focus on traditional social media such as WeChat, Weibo, and QQ. GenX has clear goals when conducting social media activities as both sexes of Generation X in China may be taking care of a parent while some are taking care of a parent and a child at the same time. Traditional word-of-mouth, listening to friends and family offline, is a more important source of influence among Gen X (69% put this category in their top three sources of influence) than KOL (influencers).

What Does Gen X Spend Their Money On Online?

- Females in this group purchase more online than males. They spend mostly on household items.
- Males in this category spend more money on luxury items and the unit price for men's purchases is 6% higher than for women.
- The main consumer categories are furniture, home appliances, hardware, jewelry, fresh food, and alcohol. They like international brands and have considerable brand loyalty.
- Many GenX consumers in 2022 are in senior management positions and they have the spending power to splurge and enjoy their life, above all in the entertainment sector. At this stage, the female crowd is very fond of buying luxury consumer goods such as jewelry.
- In the beauty sector, this group still prefers well-known brands compared to the other generations. According to CBN data, only 7% of Gen X prefers domestic skincare & makeup vs international brands.

Which Devices Do They Use Online?

This group mostly use their mobile phone.

*There is not a lot of free secondary data on this generation using Google tools and searches. For keywords used by this group in China and other information Baidu tools may be required to get an accurate report of their searches.

United Kingdom

Generation X vs Boomers Background

Boomers	Generation X
Grew up in the post-war decade. The economy boomed in the 50s. Life became more comfortable	Described as "Thatcher's children" since these grew up while Margaret Thatcher was Prime Minister
Massive commonwealth immigration and racism. Queen Elizabeth became queen	Those born in the late 1960s and early 1970s grew up in a period of social unrest.
The first teenage generation that was free from conscription. Age of the Beatles, Beach Boys & Rolling Stones	Dismantling of the grammar school system-attended modern secondary schools
Colour television, the motor car and inflation due to oil price spike in the 70s	Compulsory education ended at 16. Educational enrollment was lower than other parts of the western world. Grew up when technology was advancing fast
Unemployment was very low when they reached adult age	When they reached working age there were high unemployment rates. In 1984, 24% were neither in full time education nor participating in the work force
Boomers experienced life with emphasis on choice, autonomy, self expression and pleasure	Had much more children out of wedlock than their parents. Women had children much later
This group has high levels of disposable income - 51% of the UK's total wealth	2.6 million Gen Xers' retirement savings were disrupted by the Covid-19 Pandemic
At this age Boomers may be experiencing personal realisation, self fulfillment	This group were working from home during Covid, homeschooling and taking care of elderly parents
One tenth of Boomers left the workforce because of Covid. 23% experienced decreased earnings because of the pandemic	They are approaching their peak in their careers. May be paying mortgages

Demographics

Population Number by Age group

Age Group	Number of Men	Number of Women
40-59	8,795,592	8,993,634
60-79	6,437,456	6,900,489

Statista.com reports that in 2020 there were approximately 14.14 million Baby Boomers. They make up a sixth of the UK population. The United Kingdom (UK) is made up of England, Scotland, Wales and Northern Ireland.

Baby Boomers Online Activity

According to The Economist Intelligence Unit Baby Boomers spending went from 25% to 37%, as a result of the pandemic. The Ukrainian war, rising prices, the cost/accessibility of healthcare and shortages are also changing their perceptions and as a result their online spending habits. Their key drivers are prices and values for money. A 2019 study reveals that in this age group more men use the internet than women.

What Websites Do Baby Boomers Visit When They Go Online

Baby Boomers in the UK are more likely to respond to content that has an informative rather than emotional lens. They research items online and read long form copy more than the younger generations.

Boomers are more likely to click through to ads promoted on Facebook, Their IG usage is low only 2.5% of IG users in the UK are 65+ while 10.5% are 45 -54.

Alternatively 14.5% of 45-54 and 10.5 of 65+ use FB.

Although studies suggest that men in this group use the internet more than women. Women use both platforms more than men. For video content both sexes respond well to both long and short form video, it may be best to do Facebook Live and YouTube. In 2021 the United Kingdom had 35.6 million YouTube users, with 35% of the population using YouTube – more than any other social media.

Boomers have high brand loyalty and visit familiar websites for brick and mortar stores where they shop and buy food. They however indicated in one 2022 study that were willing to buy different brands if it meant better value for their money or the alternative brand was available where they shopped.

The top four most visited websites in the UK as of August 2022 were YouTube, google.com, bbc.co.uk and Facebook, Twitter came in at #6. Amazon.co.uk, ebay.co.uk, argos.co.uk and etsy.com were the top four websites visited.

What Do They Spend Their Money on Online?

Based on a survey conducted in the United Kingdom on June 8–12, 2022, Boomers are looking to travel domestically, not many of them are looking to buy electronics, makeup or skincare products, fitness items, or do many outdoor events.

84% indicated they are not looking to splurge/treat themselves any differently in the following months. For the upcoming holiday season, we can expect to see Boomers shopping online more than ever before buying items for their family and friends.

This data indicates that Baby Boomers primarily use the internet to research products, however, 66% of Boomers regularly make purchases online.

Other than the expected increase in groceries and personal hygiene products, the biggest increases in online purchases for Boomers were for 'Books, toys and games, 'Footwear and clothing' and 'Consumer electronics.

The rise in spending on electronics reinforces the fact that they are becoming more technologically adept. Baby Boomers often will be buying or searching for products for their children or grandchildren.

Like most generations, their purchases are motivated by quality and clear value propositions, and even though they are more likely to spend on premium and luxury products most Baby Boomers are also partial to discounts or special offers.

Remember, they are usually retired and their capital is no longer being replenished with a regular wage. Therefore, engaging Boomers with special offers at the top of the sales funnel is a great way to grab this audience's attention.

Which Devices Do Boomers Use Online?

Once convinced of a product's merit, the average Boomer will complete their purchase using a PC or laptop, with a mere 4% of baby boomers preferring to shop via mobile device.

For many baby boomers, the customer journey doesn't stop here. This generation is known for valuing good customer service and post buy care. They are brand loyal, so treat them well and they will return. One study carried out in the UK indicates that only 8% of people ages 55 - 64 use a smartphone to go online and of the 65+ group only 2% use a smartphone to go online.

Generation X Online Activity

In June - August 2022 a UK study reported that Gen Xers spend 47% of their total expenditure online. In 2022, as the cost-of-living increases in the UK some purchases are returning to pre-pandemic norms while others are staying at a higher level.

Overall online spending for this group is higher than pre-pandemic but it is falling. This group makes up a large proportion of the purchasing power in the UK.

According to a survey conducted by TD Bank, Gen X home buyers are looking for freedom from their mortgages and would prefer to minimize the impact that property loans have on their lifestyles.

57% want to save more for retirement but are struggling to do so because of other financial priorities such as housing costs.

Gen X doesn't like being bombarded with ads. They prefer to research alone and build connections with brands via social media and email organically.

What Websites Do Gen Xers' Visit Online ?

Research from the Marketing platform Bluecore found that 72% of Gen X thought that email is the most personal channel to receive communications from businesses.

Facebook is Gen X's first choice platform, followed by WhatsApp and Instagram. Gen X also uses social channels to research and discover new products. YouTube (47%), Facebook (46%), and Instagram (30%) are the most popular channels over more traditional outlets, such as TV (21%) or newspapers and magazines (15%).

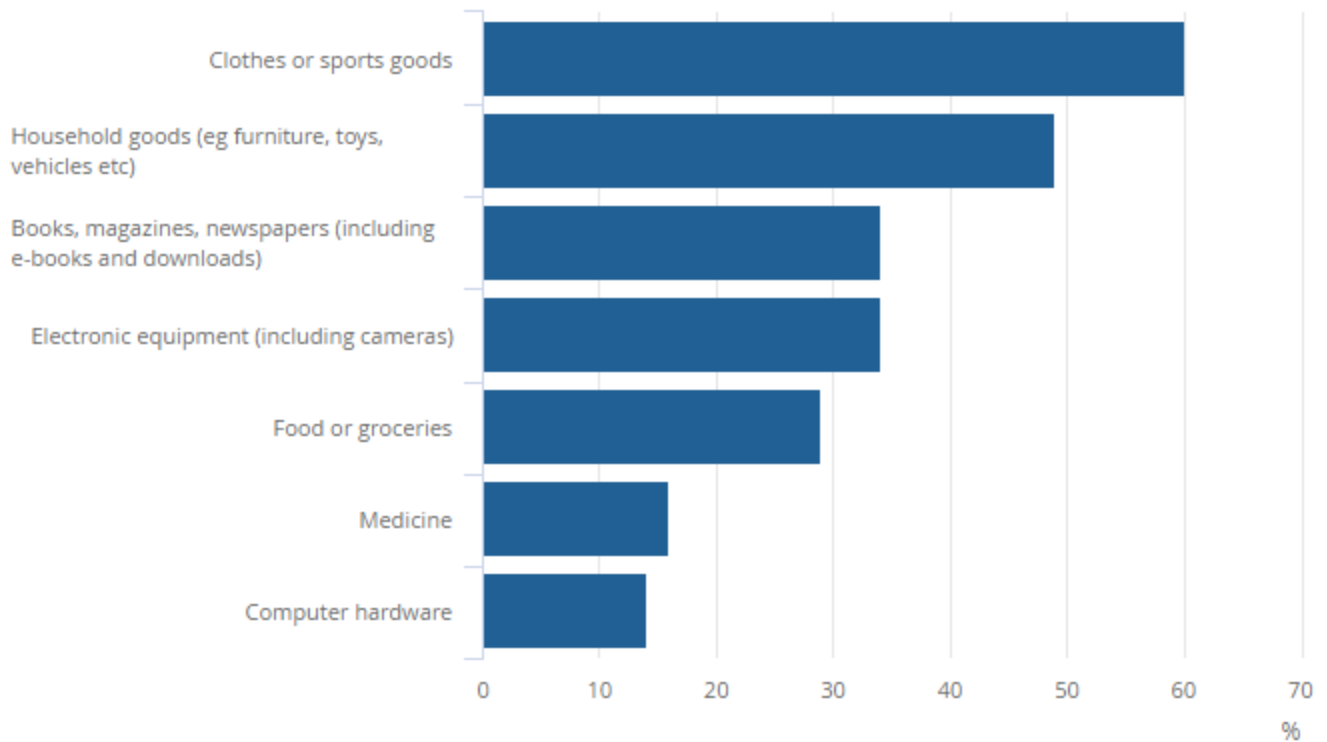
The top four most visited websites in the UK as of August 2022 were YouTube, google.com, bbc.co.uk, and Facebook. Twitter came in at #6. Amazon.co.uk, ebay.co.uk, argos.co.uk, and etsy.com were the top four websites visited for e-commerce.

What Does Gen X Spend Their Money On Online?

As of September 2022, 28% of Gen Xers' in the UK buy groceries online vs 21% Boomers. In 2021 Gen Xers were highest online purchasers of fashion in the UK. Gen X shops internationally and respondents say that their purchase decisions were based on value for money.

Clothes or sports goods was the most popular reported retail purchase online in 2019.

Great Britain, 2019



What Devices Do Gen Xers' Use To Go Online?

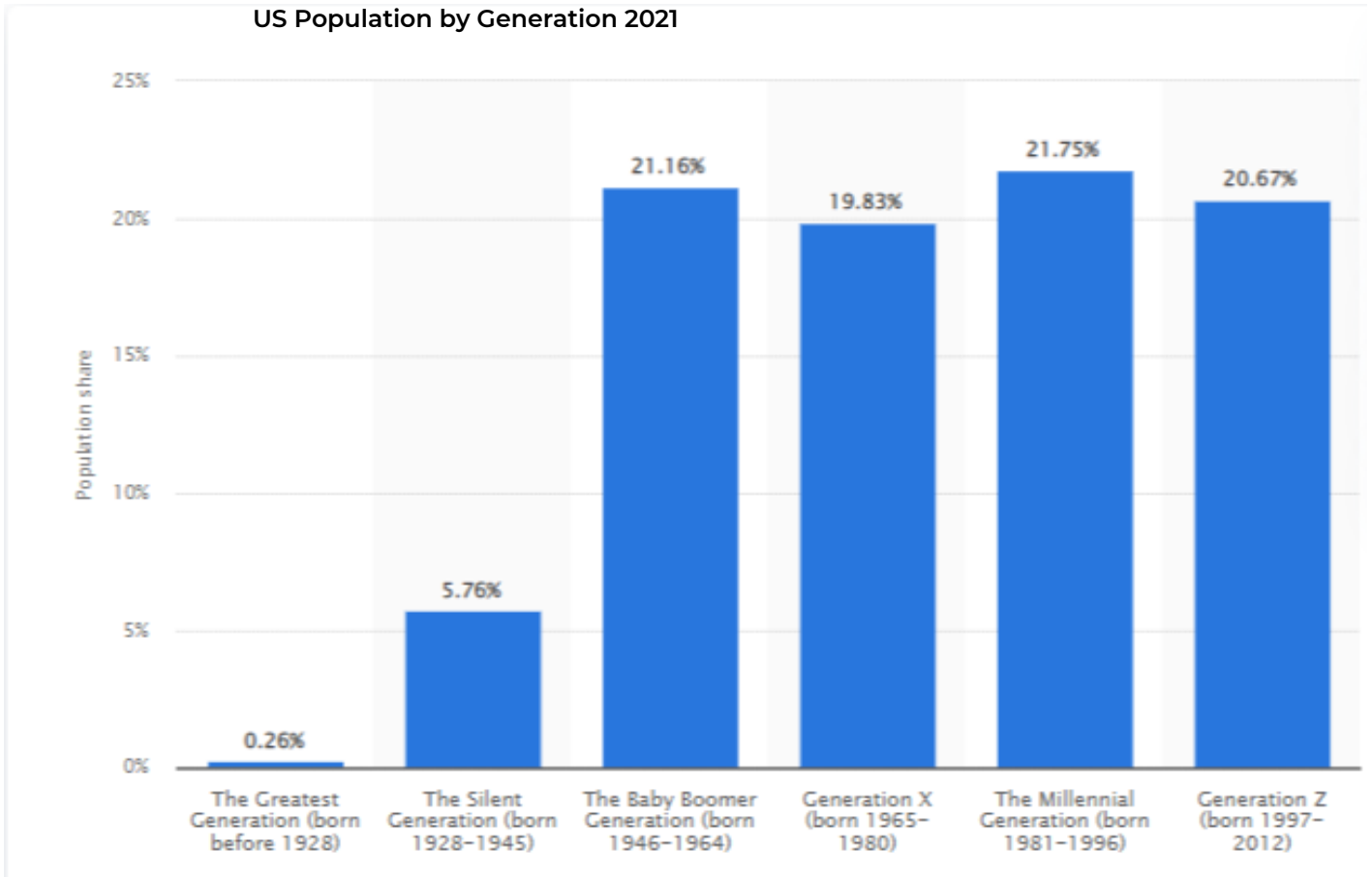
One study carried out in the UK indicates that only 23% of people ages 35 -44 use a smartphone to go online and of the group 21% use a smartphone to go shop.

United States

Generation X vs Boomers Background

Boomers	Generation X
<p>Grew up in the post-war decade. The economy boomed in the 50s. Life became more comfortable</p>	<p>Gen X has fewer members than Boomers and millennials</p>
<p>The late 1940s and 1950s generally saw increases in wages, thriving businesses, and an increase in the variety and quantity of products for consumers.</p>	<p>Grew up when there were more dual-income families, single-parent households, and children of divorce than when boomers were growing up</p>
<p>As the boomers approached adolescence, many became dissatisfied which fueled the youth counterculture movement of the 1960s.</p>	<p>Gen Xers are known as latchkey kids, spending part of the day without adult supervision, as when they got home from school their parents were still away at work</p>
<p>Even though they are aging (the very youngest boomers are in their late 50s as of 2021) they continue to hold corporate and economic power; in the U.S., 50.3% of personal net worth belongs to Boomers</p>	<p>Gen Xers were the first generation to grow up with personal computers to some extent, thus becoming tech-savvy</p>
<p>American Baby Boomers are expected to live longer than their parents did. So their retirement period will be longer</p>	<p>They also experienced shaky economic times as children and young adults in the 1980s and '90s</p>
<p>The size of the generation (some 75 million) caused the growth of families which led to a migration from cities to suburbs and a building boom in housing, schools, and shopping malls</p>	<p>Gen Xers are typically described as being resourceful, independent, and keen on maintaining the work-life balance</p>
<p>Can remember the civil rights movement and the assassinations of Malcom X, Martin Luther King Junior and John F. Kennedy</p>	<p>They are more educated than their parents. They are approaching their peak in their careers. May be paying mortgages</p>
<p>These are an economically influential generation. Today they are reaching retirement age or are already retired</p>	<p>Grew up in the time of the AIDS Epidemic and the rise of the internet</p>

Demographics



Baby Boomers Online Activity

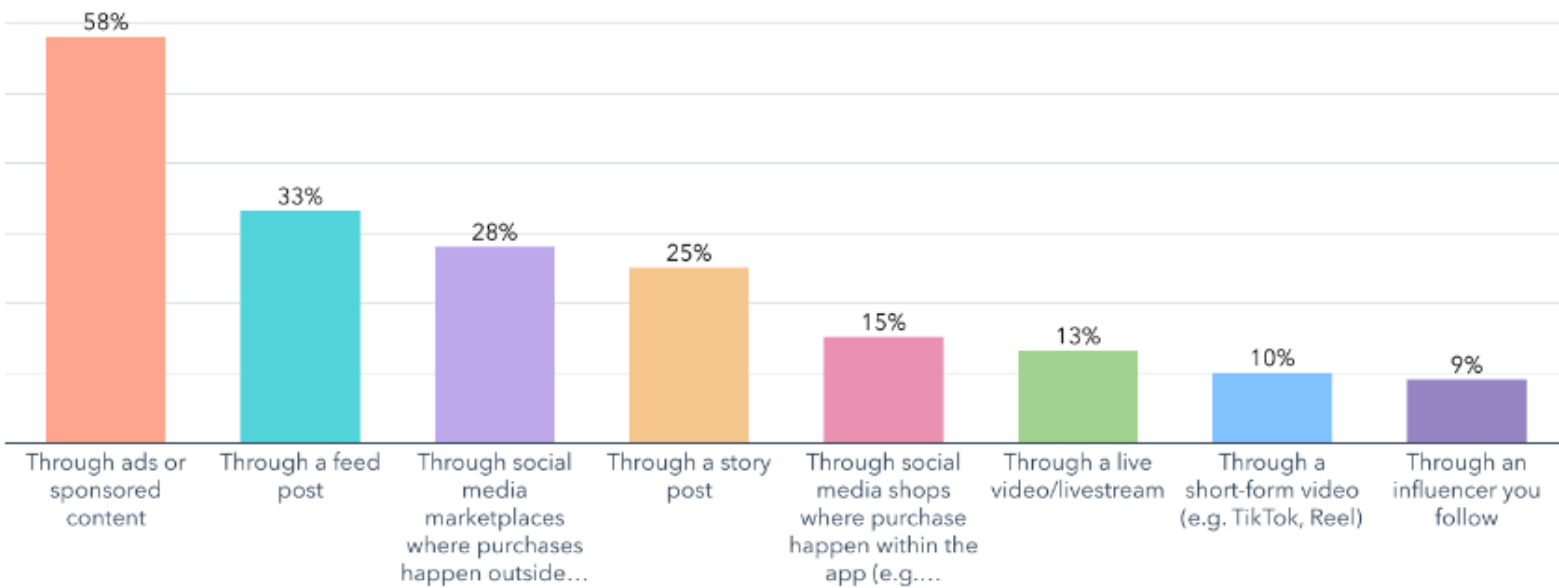
Leveraging Online Search Is Second-Best For Reaching Boomers.

Hubspot Reports that 45% of them discovered a new product through online search in the past three months.

Boomers' shopping habits stand out the most of any generation in the US. Over half of Boomers have discovered new products through television advertisements in the past three months, and 62% of them say their TV set is where they discover products most often.

On top of that, 45% of Boomers say they prefer to discover new products through TV, the highest of any channel and far above any other generation.

Top Eight Ways Boomers prefer to discover new products on social media?



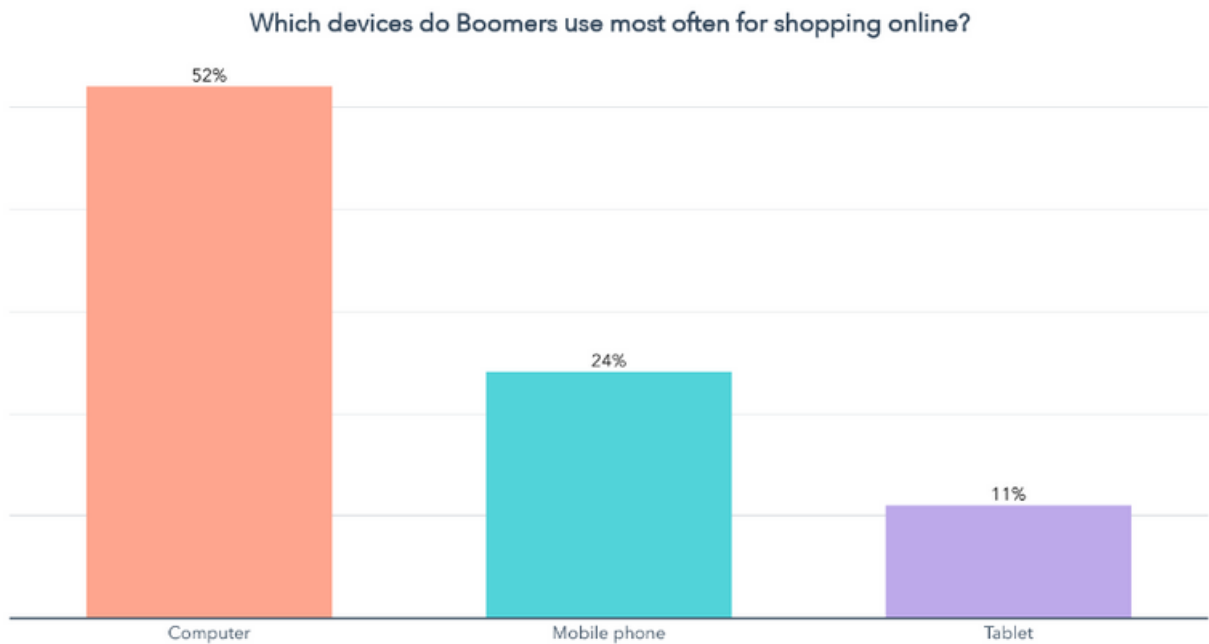
What Do Boomers Buy Online?

To date, there are seven main categories in which Baby Boomers make online purchases. They include:

1. Wine
2. Books
3. Healthcare products
4. Skincare
5. Household goods
6. Appliances
7. Cosmetics

Visa reports that fast food, is experiencing an increase in growth among Boomers. Groceries, home goods and services (ranging from health care and insurance to taxis) are among the strongest categories.

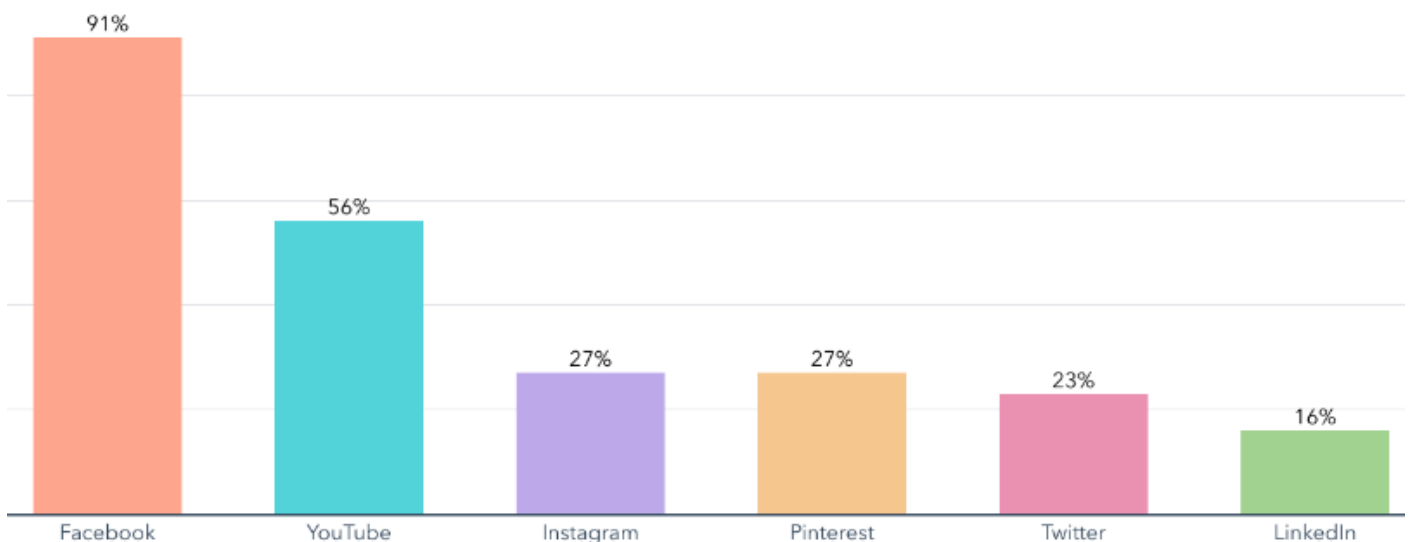
Which devices are Boomers using most often when shopping online?



Unlike all other generations, over half of Boomers use their computers most often for online shopping, while 1 in 4 use their phones more frequently.

What Social Media Apps Do Boomers Use?

Which social media apps have Boomers used in the past three months (top 6)?



91% of Boomers who use social media are on Facebook, higher than any other generation. Over half use YouTube, and about one quarter are on Instagram, Pinterest, and Twitter. 63% of Boomers who use Facebook also say it's the app they use the most, with YouTube coming in second at 21%.

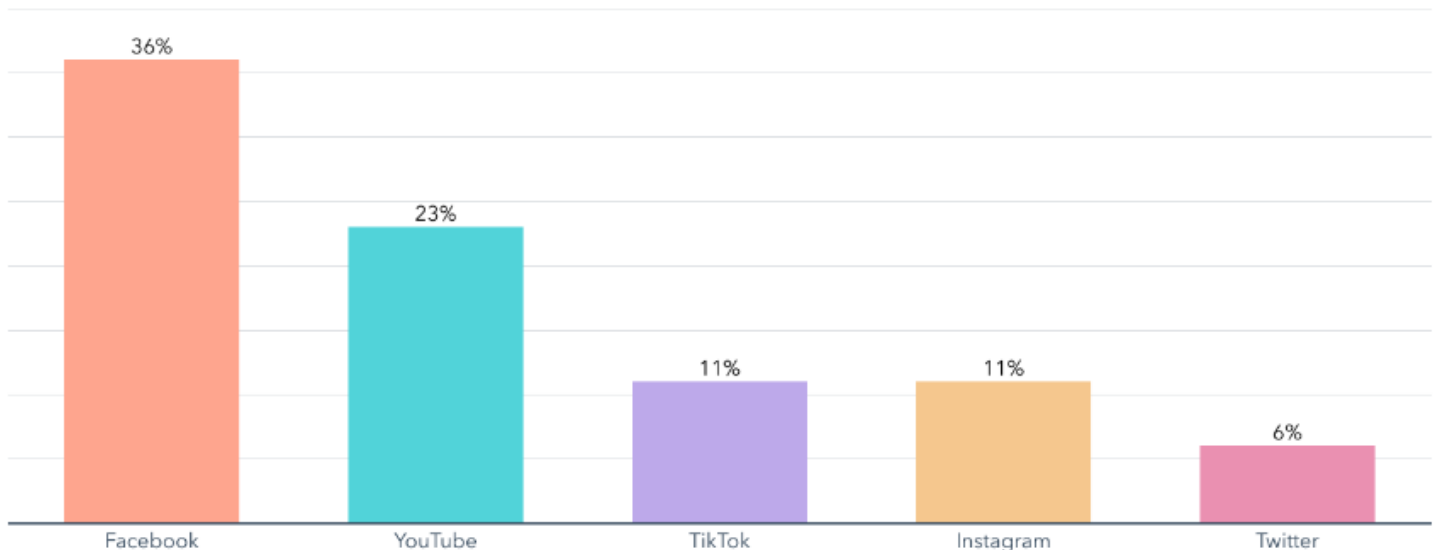
How Does Gen X in the USA purchase products

53% favor online retailers like Amazon, while about 1 in 4 like to go directly through a company's website, and just 13% prefer to purchase products through social media apps.

- 42% of Gen X have chosen a product based on it being made by a small business in the past three months
- 36% of Gen X have chosen a product based on it the brand's commitment to diversity/inclusion in the past three months
- 28% of Gen X have chosen a product based on the brand being woman-owned in the past three months
- 28% of Gen X have chosen a product based on the brand being owned by a person of color in the past three months
- 21% of Gen X have chosen a product based on the brand being owned by a member of the LGBTQ+ community in the past three months
- The majority of Gen Xers online (33%) discover new products by searching on the internet while 10% by email 25% through social media and 17% through YouTube ads

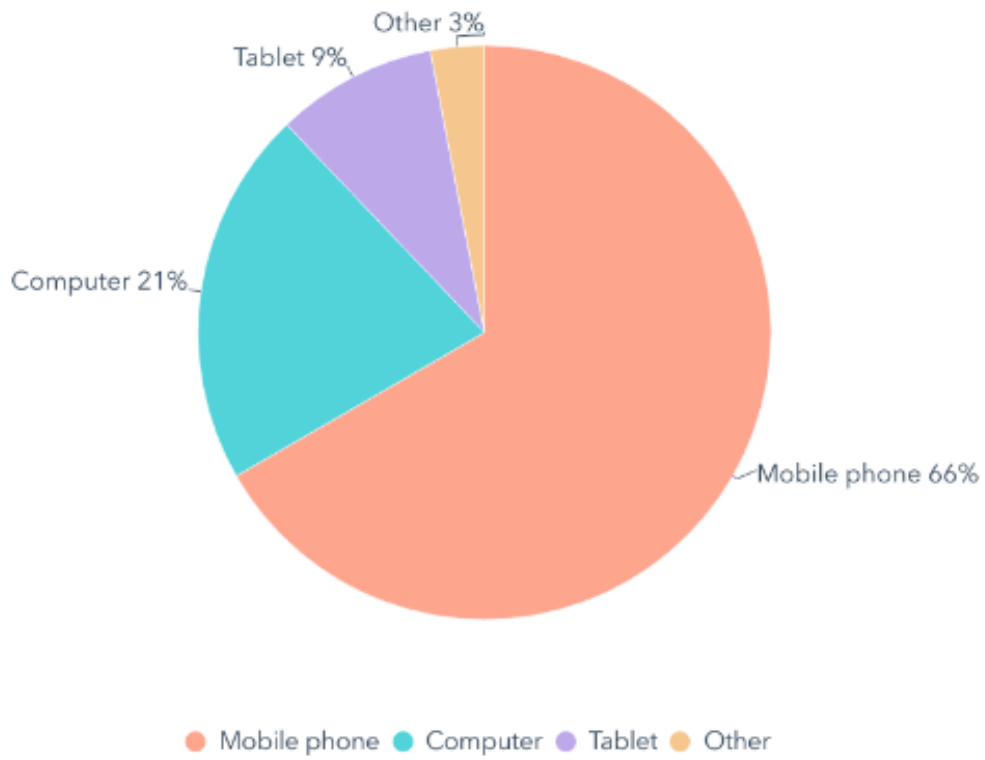
Where does Gen X Go For Social

What is Gen X's favorite social media app (top 5)?



Which Device Does Gen X Use To Shop?

Which devices does Gen X use most often when shopping online?



Canada

Highlights

The Canadian population is changing due to baby boomers getting older and immigration boosting numbers in the younger generations. These changes will have significant consequences, on the consumption of online goods and services.

The Canadian identity has been formed by the diverse cultures, religions, histories, and languages of English, French, and the Indigenous Peoples.

In 2022 Canada has a very high aging population and a large, growing immigrant population. Research shows that different concentrations of immigrants in cities impact the level of e-commerce spending. As Canada removes final Covid-19 travel restrictions we should expect eCommerce trends to be affected by new immigrants and tourists in the coming months.

2022 Trends in Canadian E-Commerce

- Electronics is currently the leading product category, followed by Fashion and Furniture.
- 59% of Canadian shoppers use credit cards when shopping online and a further 20% use PayPal.
- Digital wallets are steadily increasing and are estimated to account for 27% of online payments by 2025.
- Canada's eCommerce infrastructure is closely integrated with that of the United States
- Cybersecurity – fraud is a growing concern for Canadian retailers. Tools that help companies detect and deter cybercriminals are becoming more easily available and affordable, with integration often built into a company's strategic planning.

The major consumer "buying holidays" are like those in the US.

- Valentine's Day (February 14)
- Easter (March/April)
- Mother's Day (May)
- Father's Day (June)
- Back-to-School (August)
- Halloween (October 31)
- Christmas (December 25)
- Boxing Day (December 26)
- Cyber Week
- Black Friday
- Cyber Monday

Facebook accounted for 65.5% of all social media visits in June 2022, followed by Twitter with 13%. Instagram ranked third with 7.65% visits.

The Interac data shows that six in 10 shoppers (62 per cent) want tools which encourage intentional spending.

65% of Canadians are making an effort to purchase what they need rather than what they want.

The pandemic had a profound impact on the spending habits of many Canadians, as nearly half (47 per cent) say they now look for deals and sales when shopping.

retailinsider.com reports that: Home Furniture and Furnishings continued to see growth with sales up 12.8 per cent with Home Improvement sales up 11.7 per cent, a consistent trend since the start of the pandemic; also there is a trend of people buying apparel to go out more since there are less restrictions.

Mastercard SpendingPulse™
Canada Snapshot – August 2022

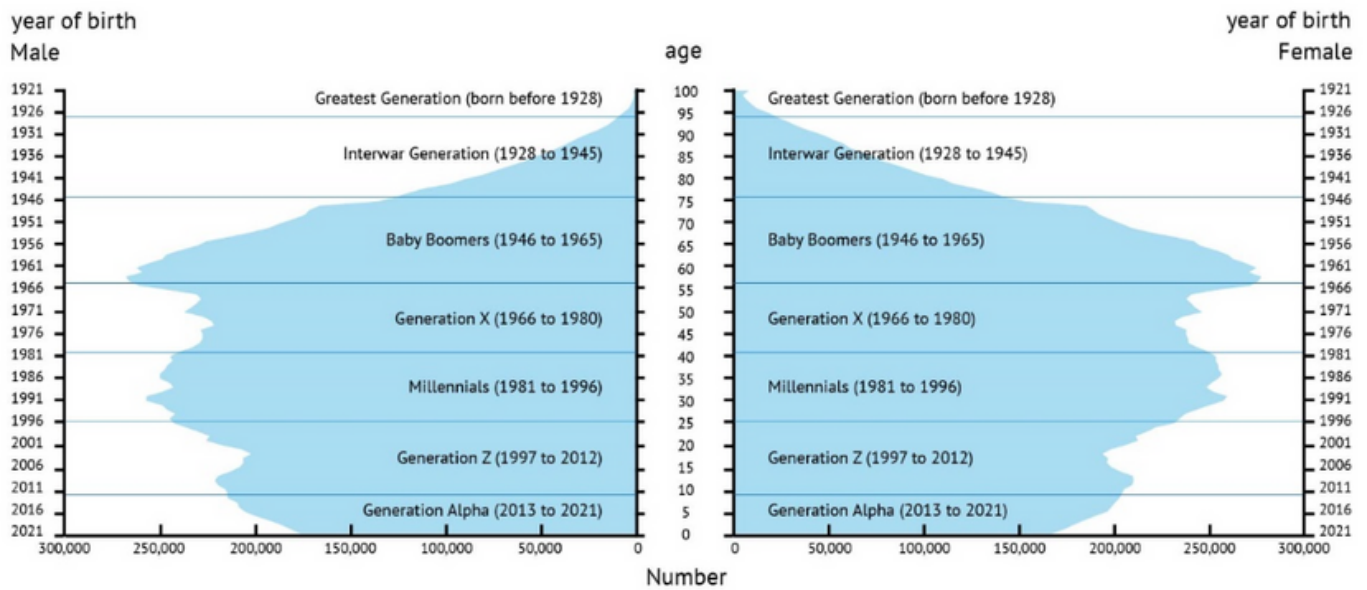
	Sales Growth August 2022 vs. 2021	Sales Growth August 2022 vs. 2019
Total Retail (ex. Auto)	+7.0%	+18.8%
E-commerce	+3.6%	+78.4%
In-Store	+7.8%	+10.7%
	Sales Growth August 2022 vs. 2021	Sales Growth August 2022 vs. 2019
Apparel	+37.4%	+18.3%
Electronics	+3.8%	+9.8%
Home Furniture & Furnishings	+12.8%	+30.8%
Home Improvement	+11.7%	+24.9%
Jewelry & Leather Goods	+9.5%	+15.9%
Restaurants	+0.3%	+5.5%
Fuel & Convenience	+18.5%	+32.8%

 SpendingPulse™

Source: Mastercard SpendingPulse, which measures in-store and online retail sales across all forms of payment. August 1 to August 31st, 2022.

Baby Boomers in Canada

AGE PYRAMID OF THE CANADIAN POPULATION (2021)



Source(s): Census of Population, 2021 (3901).

Baby boomers can be seen in the bulge in the pyramid..

The baby boomer generation, comprising people aged 56 to 75, continues to be the largest in Canada, despite the fact that they are aging. The 2021 Census counted 9,212,640 baby boomers. The fact that baby boomers are reaching more advanced ages is gradually putting more pressure on the health and home care system, as well as on pension plans, although many people in this generation are currently choosing to stay in the workforce longer.

Studies show that many boomers are choosing entrepreneurship over retirement – being twice as likely as millennials to launch a new business.

An Interact study reported that 20% of Boomers are spending more money because of increased social activities since enjoying fewer restrictions.

Which Social Networks are Boomers Using The Most?

Media Technology Monitor's 2022 study on anglophones and francophones in Canada reports that, younger Boomers are 33% more likely to engage in social networking than are older Boomers.

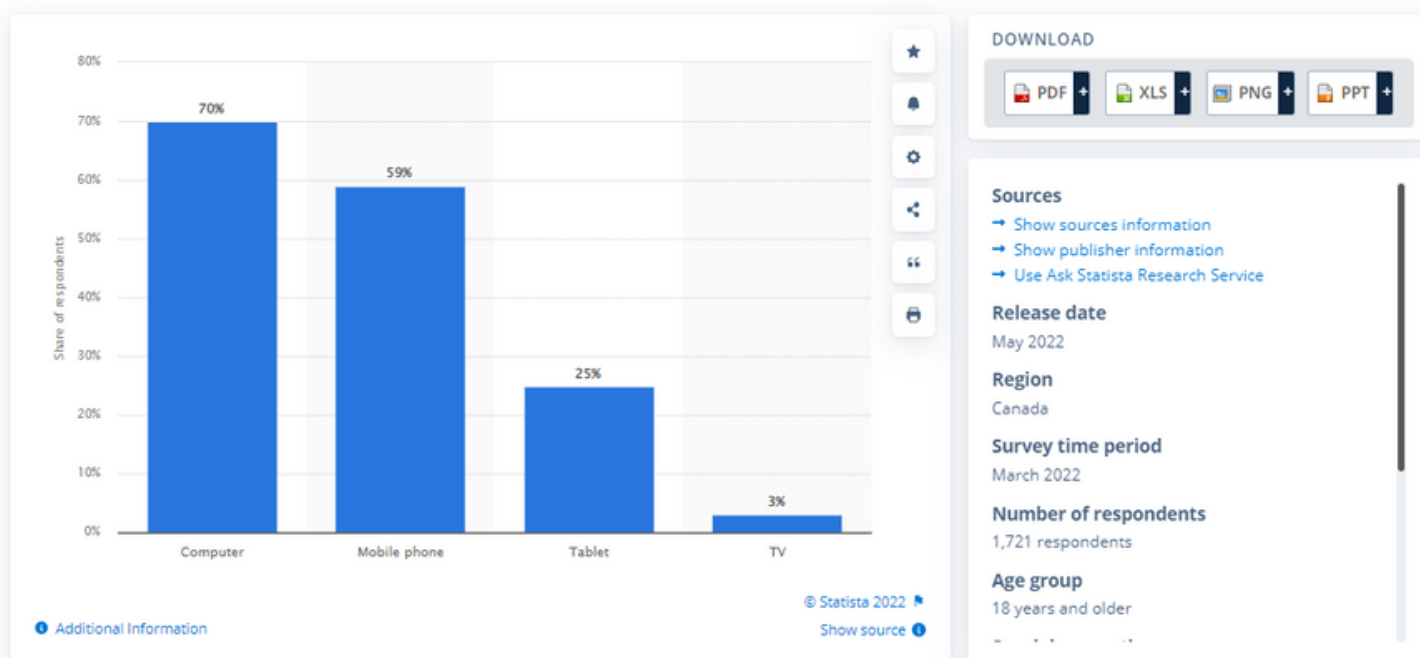
Facebook is the overwhelming favourite network among Boomers. **Pinterest** is the second, followed by **LinkedIn**, the third most popular site among younger Boomers, likely because they're still active in the workforce.

YouTube is also a very important source of video content for Boomers. Seven in ten younger Boomers and 54% of older Boomers watch content on YouTube.

Which Devices Do Canadian Boomers Use The Most?

Two-thirds of Boomers have access to a tablet, while 69% of younger anglophones have them. They are more likely to use their tablets for more activities than are younger anglophones. They use them for reading online news, social media, and online audio. However, studies suggest that when Canadians are ready to make online purchases, the majority of them use a computer.

Devices used to make online purchases according to consumers in Canada as of March 2022



What Do Boomers Do When They Are Online?

73% of younger and 63% of older Boomers read news online. Online news clips are also viewed by nearly half of all Boomers.

Subscription Video on Demand (SVOD) services are quite popular among Boomers. Nearly three-quarters (73%) of younger Boomers and three-fifths (60%) of older Boomers subscribe to at least one SVOD service. Netflix is the most-subscribed service, with 62% of younger Boomers and 52% of older Boomers subscribing to the streamer.

When making purchases Boomers tend to look for fundamental best practices like the use of local language and currency and clear refund policies.

Baby boomers are most comfortable shopping via credit or debit card. Some 65% of global e-commerce shoppers ages 57–75 have used credit or debit cards to make cross-border purchases. Only 3% of boomers have taken advantage of buy now, pay later options, versus 12% of shoppers ages 40 and under.

What Do Boomers Buy When They Are Online?

Clothing is the top category for boomers purchasing cross-border. Among respondents ages 57–75 who had made a purchase from an international e-commerce site over the past six months, 72% said they had shopped for clothing.

A clear refund policy is key to a successful international e-commerce experience. Some 29% of boomers said a clear refund policy was important when shopping online from international merchants,

Generation X

Gen X makes up more than one-quarter of the Canadian population (26%) But it's still a generation with plenty of purchasing power.

Gen X are more likely to have household incomes higher than \$100,000 per year.

It's a generation that often takes on the caregiver role – whether raising children, caring for aging parents or both. So, while their earnings are higher, their expenses are likely higher as well.

Also, nearly one quarter (23%) of Gen X respondents reported not being born in Canada (although most reported immigrating 10 or more years ago). That's higher than older and younger groups, both at 19%.

It is interesting to note that because of the wide characteristics of this group, it may be better to look for similarities in terms of location. Generation Xers' in different locations across Canada have similar buying practices.

For example, Men who live in Nunavut may more have the hobby of hunting than men who live in downtown Toronto. Xers' who live in rural areas may be more likely to own their homes than to rent like Xers' who live in high-rise city buildings.

Also, Canadians living in different geos use social media differently. Location therefore should definitely be considered when marketing to Canadians.

Which Devices Do Canadian Gen Xers' Use The Most?

90% of Gen Xers' own a smart phone as opposed to 94% of younger Canadians), Gen Xers' lead the pack for tablets – by a wide margin. Two-thirds of Gen Xers report owning tablets, compared to 56% of younger Canadians and 54% of older Canadians.

Among those who do own smartphones, the more expensive iPhone is most popular (and in fact, the iPhone tracks higher with Gen X smartphone users than younger users).

What Does Gen X Buy Online?

The high earning power of Gen X allows them to be more experimental with technology and put their money into a wider variety of devices.

Gen X, however, is most likely to own wearable tech (31%, compared to 28% of younger Canadians and 17% of older). In particular, they're investing in the FitBit, which 21% of Gen Xers own. And, at 6% penetration, they're also twice as likely as younger Canadians to own an Apple watch.

What Social Accounts Do Gen Xers in Canada Use?

Compared to the US 25% and UK 33% social buying results, Canada was behind in the global average for social buying.

According to a December 2020 Bazaarvoice survey conducted by Savanta, 24.5% of adults in Canada said they were most likely to use Facebook to make purchases, followed by Instagram (17.1%) and YouTube (16.5%). While Pinterest, TikTok, Twitter, and Snapchat also registered some responses, their shares were very low.

However, even though Canadians may not be using social media to make purchases, they are using it for entertainment, to catch up with family, to share information and to learn. Unlike Gen Z and some Millennials, this group is less inclined to share their personal information on social media, however consuming content, like DIY videos, Tips on household items and management etc. is normal for them. Studies show men use LinkedIn, Reddit and Twitter more than women. Most people in this age group use Facebook and You Tube the most.

Australia

Highlights

Data released from Australia's 2021 Census reported that the population of Australia was estimated to be 25.7 million at 31 December 2021.

Like most of the world, Australia's population is aging.

72% of this population was reportedly living in urban areas.

This website reports that Australia is the 11th-largest e-commerce market in the world, and revenue is predicted to reach \$32.3 billion as soon as next year, the International Trade Administration says. Ecommerce, which is expected to reach \$27.8 billion in 2022, is growing annually at a rate of about 16%.

Black Friday to Cyber Monday is the busiest e-commerce period of the calendar year. More than two-thirds of Australian e-commerce platforms use Australia post as a shipping carrier. Australia Post boss, Paul Graham, says in this article that consumers should start planning their online Christmas shopping “now”, as the mail carrier gears up for a surge in parcels against a backdrop of supply chain uncertainties and labour shortages.

89% of ecommerce purchases in Australia are domestic. Social media is big driver in promoting B2C transactions. Credit and debit cards account for 40% of online payments, and more than a quarter (26.4%) of all ecommerce transactions in Australia occur via mobile.

eBay has the largest ecommerce presence in Australia. It has 69 million monthly visits in Australia, which is more than triple Amazon's monthly visits there (22.5 million). Woolworths has 20.4 million monthly visitors.

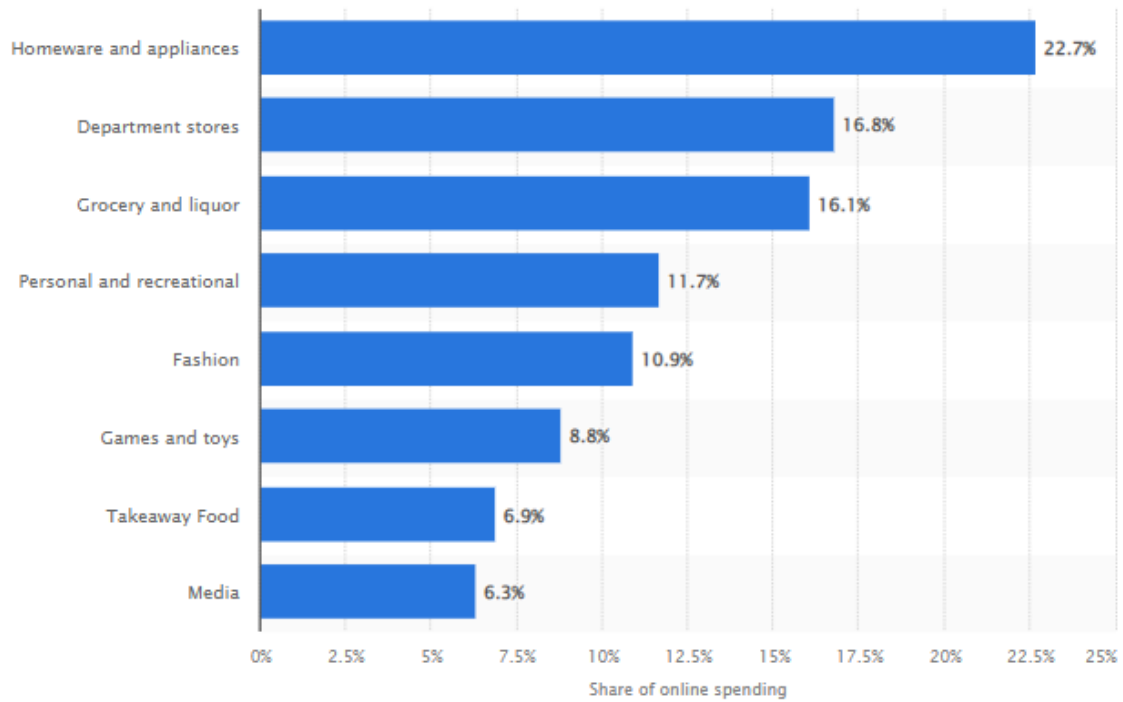
Other top websites are:

- Gumtree Australia: Where millions of Australian's buy and sell goods and services. Gumtree Australia operates in categories, including apparel, accessories, cars and vehicles, home and garden, jobs, real estate, services for hire, and more.
- JB Hi-Fi - The JB Hi-Fi range of items includes categories for computers and tablets, TVs, headphones, speakers and audio, smart home, mobile phones, gaming, drones and robotics, and home appliances.
- KMart Australia - Fashion is the category that the majority of Kmart consumers use the site for.

In 2019 Australia Post reported that 40% of Australian shoppers' most recent purchases were from China. China is the most popular global ecommerce destination for Australians, followed by the United States and the United Kingdom. 21% online shoppers have made their most recent online purchase from the US and 14% from the UK.

As of February 2022, Australians spent \$8.9 billion on electronics, just behind fashion products. Toys, DIY, and hobby products accounted for \$4.52 billion, a \$1 million increase on a year-on-year change.

Distribution of online spending in Australia as of March 2022,



© Statista 2022

[Additional Information](#)

[Show source](#)

Social Media Use In Australia

YouTube (78.2%) and Facebook (77.7%) are basically tied for the most popular social media platform in Australia. ([Source](#)) Worldwide, more men use Twitter, LinkedIn and Reddit than women.

The Top Australian Social Media Sites By Web Traffic:

Rank	Social Media Network
1	Youtube
2	Facebook
3	Twitter
4	Instagram
5	Reddit
6	LinkedIn

As at June 2022 ([Source Analysis by Genroe](#))

Facebook vs Instagram February 2021

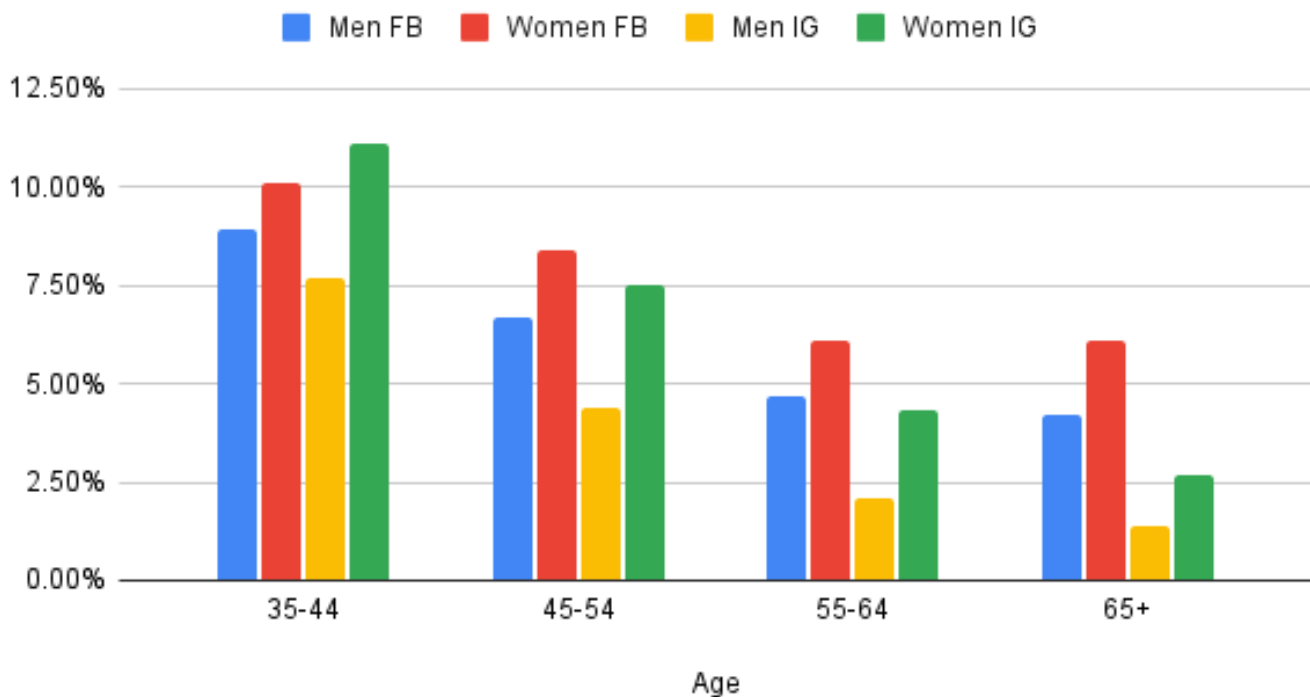


Chart Designed by Charlene for Australia 2021 ([source](#))

LinkedIn is Australia's premier B2B Social Media platform.

64.9% of Australians aged 13+ have a LinkedIn account. It has the third highest penetration rate of all social media platforms after Facebook and YouTube.

YouTube has a long dwell time (19:33mins) and offers good opportunities for B2B marketers

Twitter does not have the same influence in Australia as it does in other geographies. It has an estimated 5% market share of the Australian Social Media Advertising market.

Total Australian Pinterest advertising audience reach has risen ~60k (1.3%) to 4.65m in 18 months to October 2021. This is 21.5% of the Australians aged 13+ Australia has the 10th largest Pinterest advertising audience reach market in the world.

Reddit demographics show 62.8% of Reddit users are male.

In 2020 Australians aged 18–34 represent 62% of the country's users. The second-largest age group is 35–49-year-olds, with 28% of Australian Reddit users. The statistics about Reddit Australia show that Aussies spend more time on the platform compared to the rest of the world, while the average visit duration of Reddit users worldwide is 9 minutes and 49 seconds.

In July 2022 Reddit, had fallen from 5th to 12th most trafficked site in Australia. Dwell time had also fallen to just 5:46 minutes. It may no longer present good opportunities for marketers.

LinkedIn, while not being the highest traffic site, has a respectable dwell time of high value B2B users.

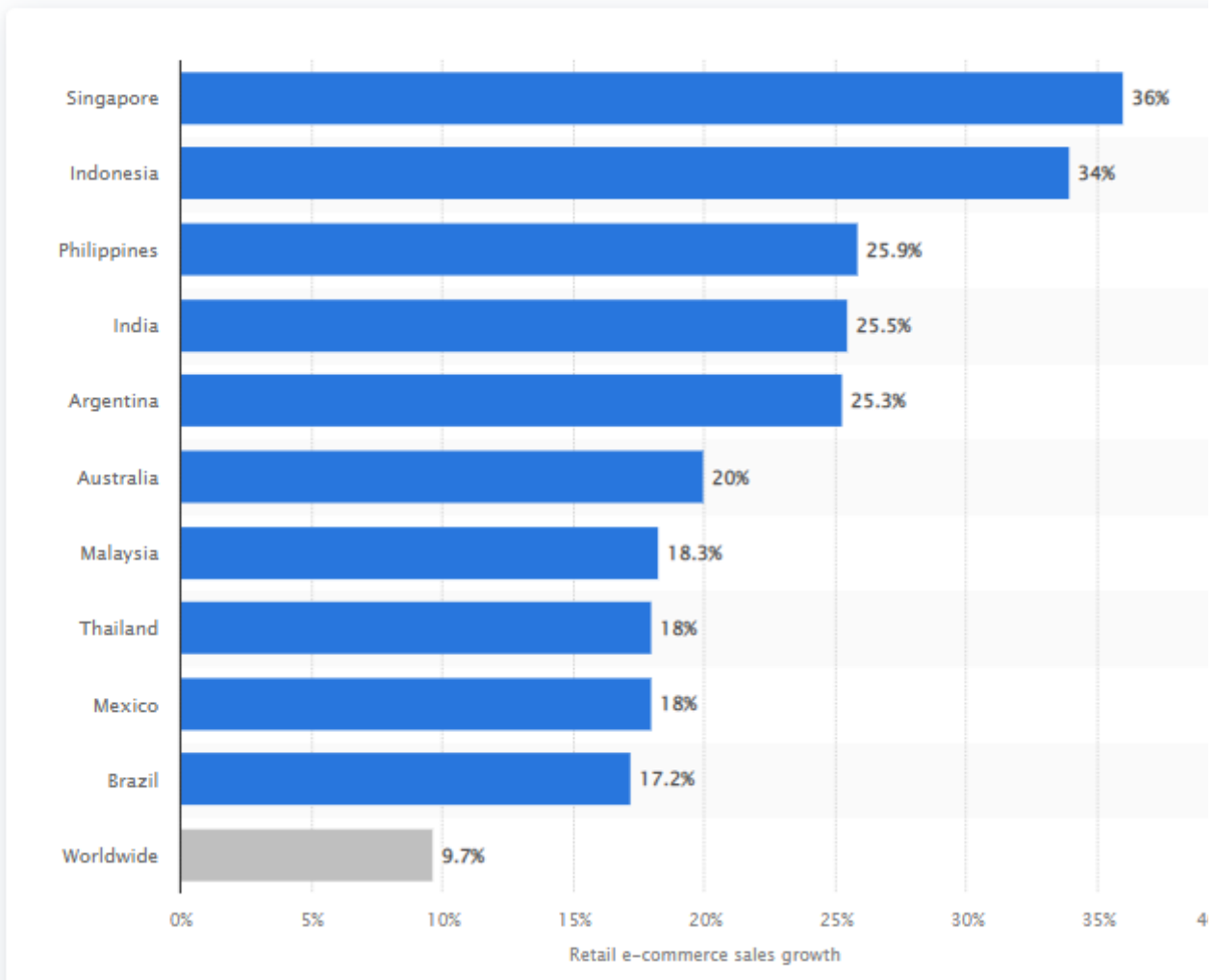
What Devices Do Australians Use To Go Online

In this study, mobile phones were the most commonly used device to connect to the internet. 93% of Australians used a mobile phone to go online in the 6 months to June 2021, up from 84% in 2017.

Younger Australians were more likely to use a mobile phone, laptop, TV or smart TV, digital media player or a portable games console to access the internet. Older Australians were more likely to use a tablet or desktop computer.

A survey conducted among Australian consumers in the second half of 2021 indicated that most consumers use multiple devices for online purchasing, at 58 percent of respondents. The survey reported that 17 percent of respondents use only a laptop for online purchasing.

Countries Where E-Commerce is Fast Growing



What should we take away from these figures?

- These markets are ripe for online investment and launching online business as they are burgeoning.



Statista.com Sep 2022- "In 2022, e-commerce sales were forecast to show the highest growth in Asia, Australia, and the Americas. Singapore and Indonesia would lead the way, with online sales increasing by more than 36 and 34 percent respectively. Argentina and Mexico appear to be the fastest-growing e-commerce countries in the Americas, rising 25 percent and 18 percent, respectively."