

Willing to Pay a Fee for Enhanced Benefits

The desire for convenience, ease, and a sense of status have produced a new breed of customer—one willing to pay for access, benefits, and experiences, in numbers never before seen.

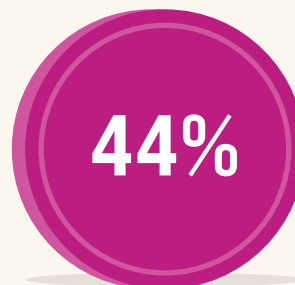
● Will Pay

18 to 25 yrs
Generation Z



26 to 31 yrs
Younger Millennials

32 to 39 yrs
Older Millennials



40 to 56 yrs
Generation X

57 to 74 yrs
Baby Boomers



75+ yrs
Silent Generation