

Call For Participants



Age Identity of Generation X (born 1965 - 1980) Females

20 min(s) to complete

Prize draw £100 Amazon Voucher

Online Questionnaire

Online

Nottingham Trent University

The key purpose of this research is to develop an understanding of the concepts of age-identity with respect to how female Generation X consumers (born between 1965 - 1980), perceive their age identity. Most people have other 'ages' beside their "official" or chronological age. We may feel or look younger or older than our chronological age. The 20 questions in this online survey all have something to do (directly or indirectly) with the various possible 'ages of you' - your age...

Find out more online

Poster printed on 25/04/2024 Study expires on 01/11/2020

More info
by scanning the QR code
or visiting the URL

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