

GENERATIONAL SPOTLIGHT

DEMOGRAPHICS

- Meaning of Name
- Born
- Thresholds
- Population Size
- Multicultural Makeup

DEFINING CHARACTERISTICS

- President
- Raised By
- Economic Status
- Technology Status
- Communication



MILLENNIALS

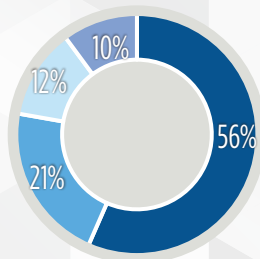
Younger and Middle-Age Adults

Last generation before the new millennium (also called Gen Y)

1980–1996

- Population echo boom
- In grade school during 9/11

73,364,468



- NHW = 41,299,921
- Hispanic = 15,332,136
- Black = 9,065,452
- Other = 7,666,959

First President they knew was a white male

Boomers (helicopter)

Pre-recession Booming

Tech booming Open on social media

Communicate via text Attention span—24 seconds



GEN Z

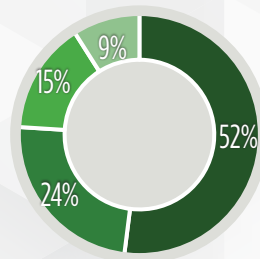
Tweens, Teens, & Young Adults

Z follows Y

1997–2009

- Not in school during 9/11
- US mortgage economy crisis

53,974,307



- NHW = 28,066,640
- Hispanic = 12,953,834
- Black = 8,096,146
- Other = 4,857,687

First President they knew was a Black male

Gen X (jet fighter)

Mortgage Crisis Realistic, gritty

Tech existing More private on social media

Communicate via images Attention span—8 seconds



GENERATION ALPHA

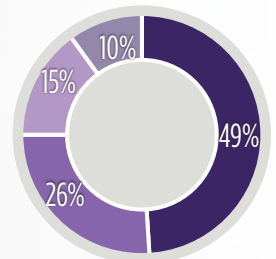
Preschoolers & Kids

A new beginning, Greek alphabet almost always follows Roman one

2010–present

- iPad introduced
- COVID-19 pandemic

47,442,553



- NHW = 23,246,851
- Hispanic = 12,335,064
- Black = 7,116,383
- Other = 4,744,255

First President they knew became prominent through business and media

Millennials (“om”)

COVID-19 Recovery Labor shortages and \$15 minimum wage

Tech for granted Reputation management

Communicate via video Attention span—accelerating

Source: U.S. Census Bureau, March 2021

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