

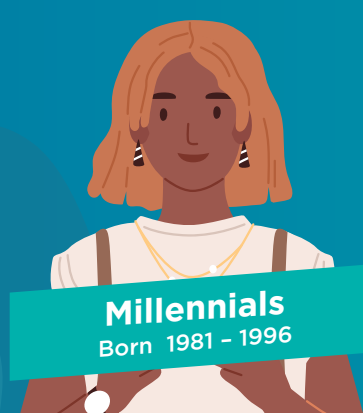
# Generational Spotlight



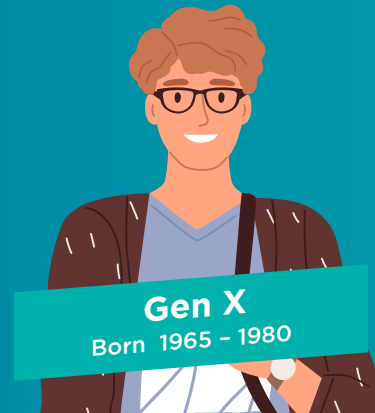
**Gen Alpha**  
Born 2013 - Present



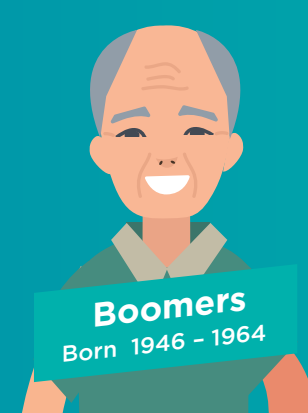
**Gen Z**  
Born 1997 - 2012



**Millennials**  
Born 1981 - 1996



**Gen X**  
Born 1965 - 1980



**Boomers**  
Born 1946 - 1964

Lifestage	Infant Through Elementary School	Young Adulthood & Adolescence (Teens and Tweens)	Middle to Younger Adulthood	Middle Adulthood	Late Adulthood
Meaning of Name	A new beginning, Greek Alphabet almost always follows Roman one	Z follows Y	Last generation before the new millennium; also known as Gen Y and the "Echo Boom"	X = an unknown variable or a desire to not be defined; previously known as the Baby Bust	Post-war spike of birth rates leading to a baby boom
Population Size	47.7 Million and growing	68.6 Million	72.1 Million	65.8 Million	70.2 Million
Multicultural Makeup	 <ul style="list-style-type: none"><li>Non-Hispanic White</li><li>Hispanic</li><li>Black</li><li>Other</li></ul>	 <ul style="list-style-type: none"><li>Non-Hispanic White</li><li>Hispanic</li><li>Black</li><li>Other</li></ul>	 <ul style="list-style-type: none"><li>Non-Hispanic White</li><li>Hispanic</li><li>Black</li><li>Other</li></ul>	 <ul style="list-style-type: none"><li>Non-Hispanic White</li><li>Hispanic</li><li>Black</li><li>Other</li></ul>	 <ul style="list-style-type: none"><li>Non-Hispanic White</li><li>Hispanic</li><li>Black</li><li>Other</li></ul>
Technology Status	<b>Tech Managing</b>  First generation to grow up in an entirely digital world	<b>Tech Evolving</b>  Handheld technology and constant connectivity	<b>Tech Booming</b>  Internet explosion	<b>Tech Emerging</b>  Computer revolution	<b>Tech Developing</b>  Rapid expansion of television and media
Grew Up Communicating Via	<b>Video</b> 	<b>Images</b> 	<b>Text</b> 	<b>Email</b> 	<b>Phone</b> 
Social Media Presence	<b>Developing</b> Social media often built into apps and tools they may use and is a regular part of their world via their parents	<b>Embracing and Shaping</b> More savvy and aware, driving transparency, video-centric, TikTok as a resource, a nexus of a media evolution	<b>Sharing, following, and generating</b>	<b>Using, exploring, and adapting</b>	<b>Exploring and learning</b>
Pivotal Environmental, Social, and Cultural Influences	<ul style="list-style-type: none"><li>Pandemic impacted formative developmental years</li><li>YouTube (and TikTok) are key sources of entertainment</li><li>Record low birth rates will have an impact as they become adults</li></ul>	<ul style="list-style-type: none"><li>The mortgage crisis</li><li>Gig economy</li><li>Labor and supply chain shortages</li><li>Pandemic impacted formative school and early work years</li><li>Global warming realities</li><li>Politicized and fractured civil rights, social &amp; racial justice</li></ul>	<ul style="list-style-type: none"><li>9/11 Iraq and Afghanistan wars</li><li>Economic uncertainty (entered workforce mid recession)</li><li>Growing political polarization</li><li>Delaying marriage and having children versus previous generations</li></ul>	<ul style="list-style-type: none"><li>Computer revolution</li><li>Economic uncertainty</li><li>Changing household dynamics (dual income single parents, divorced households, etc.)</li><li>First generation to grow up post-integration and post Title IX</li></ul>	<ul style="list-style-type: none"><li>Civil Rights Movement</li><li>Women's Rights Movement</li><li>Counterculture Movement (self-expression and personal freedom)</li></ul>
Their Impact on the World	Unfolding...	<b>Inclusive and Connected</b> Diverse, mental health conscious, take action on their beliefs, seek authenticity and transparency, grassroots-oriented to impact the world they need.	<b>Empowered</b> Tech savvy and socially conscious. Balance and purpose seekers. Openly share their experiences to shape the world for the future.	<b>Realists</b> Pragmatism, resourcefulness, independence, self-expression shaped responses and innovations they brought to move the world forward.	<b>Trailblazers</b> Broke with societal norms to shape the world they want, focused on work ethic with the advent of more women in the workplace.

