

WHO ARE THE GENERATIONS?



GENERATION	BIRTH YEARS	TRAITS	EVENTS + CONDITIONS
 Silent Generation	1928 to 1945	Traditional Loyal Respectful of authority	Fallout from Great Depression, GI parents, Polio epidemic, nuclear families, Rock 'n' Roll, Disney, rotary phones, rationing, McCarthy hearings, Korean War, radio, penicillin, rise of the Soviet Union
 Baby Boomers	1946 to 1964	Competitive Idealistic Optimistic	Civil Rights movement, Woodstock, moon landing, NASA, oil embargo, Watergate, Vietnam, President Kennedy's assassination, suburban sprawl, scarcity caused by baby boom, "don't trust anyone over 30"
 Gen Xers	1965 to 1979	Skeptical Independent Direct	Latchkey kids, Atari, Challenger explosion, missing kids on milk cartons, rise of personal computing, fall of Berlin Wall, AIDS, MTV, Clinton impeachment, 24-hour news cycle, OJ Simpson car chase, Enron, Worldcom
 Millennials	1980 to 1995	Collaborative Innovative Socially conscious	Rise of the internet, 9/11, Columbine, Facebook and MySpace, Y2K, The Great Recession, smartphones, reality TV, invasion of Iraq, student loans, helicopter parenting, Napster, social media
 Gen Zers	1996 to 2010	Pragmatic Entrepreneurial Resourceful	Regular school shootings, COVID-19, YouTube, contentious Obama and then Trump elections, Minecraft, Snapchat and Instagram, Arab Spring, emergence of AI, microtrend cycle, Google Classroom, TikTok