



Gen Z (1998 - now)

The Great Recession
 War on Terror; War on Climate Change
 Savers, non-drinkers, non-smokers
 Life hackers, "Let's make it better"



Born into
 Survivors
 Conservative
 Fixers



The Great Depression
 World War II
 Strong morals, thrifty, responsible
 Built the American Dream

Greatest Generation (1928 - 1946)

Millennials

(1981 - 1997)
 Generation Me. Some Gen Z's parents, Gen Z's older siblings

GEN Z ARE THE FINAL GENERATION

THE FINAL GENERATION

The very speed of culture will compress the 15-year generation into a .zip file of a few years, months or moments. We'll have to keep up to understand the overlapping influences of not just one generation at a time, but of a constantly in-flux, innovative, wow-inducing global collective.

Baby Boomers (1946 - 1964)

Grandparents of Gen Z, live in multigenerational homes with Gen Z

Generation X (1965 - 1980)

The middle child of generations, parents of Gen Z