Generations at a glance

With so much information about the generations put out into the world over the years, keeping track of the details about each can be difficult. Below is the U.S. MONITOR's shorthand reference guide for the key facts and figures for each generation.

| | | Birth years | Ages in 2021 | Total Population | % of the population | Median disposable household income | Mean disposable household income | Spending power | % of spending power |
|----------------|-------------|--------------|--------------|---------------------|---------------------|---|---|-----------------|---------------------|
| | GEN ALPHA | 2011-present | 0-10 | 43.8 million | 13% | | | | |
| | GEN Z | 1997- 2010 | 11-24 | 59.4 million | 18% | \$21,796 | \$29,478 | \$301 billion* | 2%* |
| | MILLENNIALS | 1979-1996 | 25-42 | 79.8 million | 24% | \$61,566 | \$75,796 | \$5.20 trillion | 31% |
| | GEN X | 1965-1978 | 43-56 | 57.4 million | 17% | \$74,822 | \$93,964 | \$5.14 trillion | 31% |
| | BOOMERS | 1946-1964 | 57-75 | 67.4 million | 21% | \$46,731 | \$66,542 | \$4.90 trillion | 30% |
| (- <u>-</u>) | MATURES | Before 1946 | 76+ | 20.4 million | 6% | \$27,099 | \$38,538 | \$999 billion | 6% |



Generations at a glance

With so much information about the generations put out into the world over the years, keeping track of the details about each can be difficult. Below is the U.S. MONITOR's shorthand reference guide for some of the key attitudinal differences among the generations that every marketer needs to know.

| | Birth years | Also known as | Words to live by | Stereo- typed as | Raised amid | Defining idea | In pursuit of | Always after | The American Dream is: | Work | Consump- tion style | Digital life |
|-------------|----------------|----------------------------|-------------------------|---------------------------|-------------------------|------------------|-----------------------------|--------------------------------|------------------------------|------------------------------|------------------------|---------------------------------------|
| GEN Z | 1997-2010 | Centennials | "You do you" | Distracted techies | Unceasing volatility | Pragmatism | A purposeful life | The next iteration | A moving target | On my terms | Creation | Rewriting the rules of the game |
| MILLENNIALS | 1979-1996 | Gen Y | "You only live once" | Entitled whiners | Booms and busts | Authenticity | An interesting life | The next moment | A sea change | A fluid situation | Curation | #winning the game |
| GEN X | 1965-1978 | The MTV Generation | "You're on your own" | Cynical slackers | Stagnation | Self-reliance | A balanced life | The next improvement | A struggle | A difficult challenge | Compromise | Helps you get ahead of the game |
| BOOMERS | 1946-1964 | The "Me" Generation | "Forever young" | Selfish narcissists | Post-war boom | Individuality | The meaning of life | The next new adventure | A birthright | A meaningful adventure | Choice | Keeps you in the game |
| MATURES | Before 1946 | The Greatest Generation | "The American Way" | Docile traditionalists | Crisis and threats | Duty | The middle-class life | The next rung on the ladder | A contract | An inevitable obligation | Conformity | Keeps you in touch |

