

A BRIEF GUIDE TO THE GENERATIONS

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GENERATION X

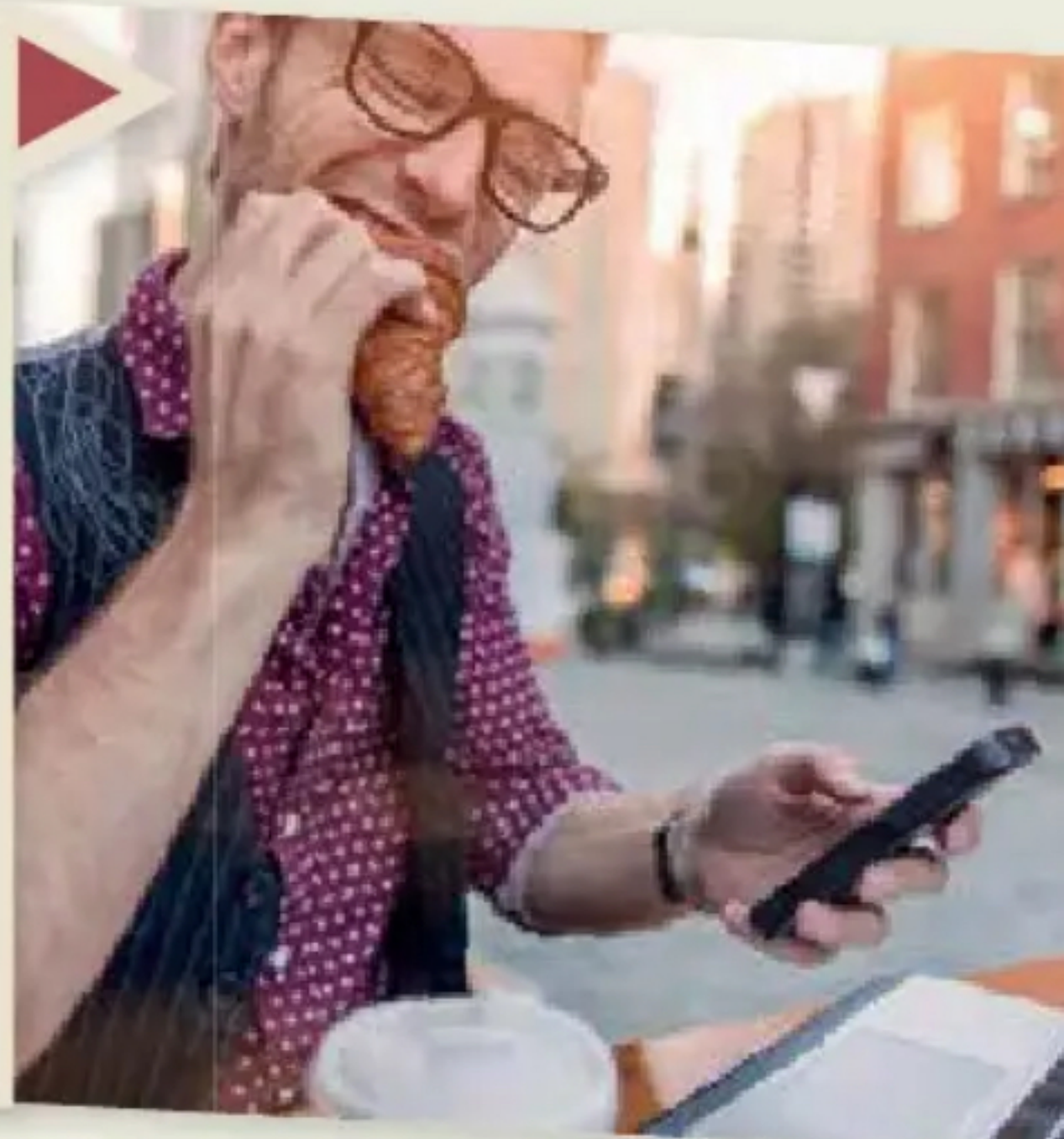
Born between 1965 and 1980, now in their forties and fifties.

- ▶ Generation X created the Internet. When they were teenagers, mobile phones were enormous, and not many people had computers at home. They had to **deal with** big changes in technology. But this generation is **adventurous** and adaptable – they are not afraid of change. Now they use wearable technology to stay fit and healthy. Generation X **believe in** looking after themselves and staying young. 5
- ▶ Generation X grew up with both parents at work during the day. This is one of the reasons they are **independent**. 5
- ▶ Generation X are very sociable, but also hard-working. Even when they go out until late, they still get up for work. 10
- ▶ They're **passionate** about music. They invented punk, grunge and techno. When they were teenagers, they **listened to** music on cassette and CD players.

GENERATION Y / MILLENNIALS

Born between 1980 and 2000, now in their twenties and thirties.

- ▶ Generation Y, or Millennials, are the selfie generation, also known as Generation Me Me Me. Some people say they **focus on** themselves too much. 15
- ▶ They grew up with technology and they **depend on** their smartphones. They download and listen to music on their phones all the time.
- ▶ Generation Y have FOMO or 'fear of missing out'. They like to share experiences on social media, and they **worry about** being **popular** and having a good time. Fifty-three percent prefer to spend money on an experience than a possession. 20
- ▶ Lots of Generation Ys went to university, but because of unemployment they find it hard to get jobs that make them happy. 25
- ▶ Many of them live at home and depend on their parents. They get married later than Generation X – the average age for women is twenty-seven and for men it's twenty-nine. They would like to be more independent, but they can't afford to be.



GENERATION Z

Born between 1995 and now.

- ▶ Generation Z are good at multi-tasking. They can use several screens at the same time and this is why they're called Screenagers. They're fast thinkers, and when something doesn't happen quickly, they get **impatient**. 30
- ▶ Generation Z are the 'we' generation. They don't **think about** themselves too much. Instead they focus on global problems like terrorism and global warming.
- ▶ They're sociable and they enjoy **connecting with** friends on social media, but they can also feel very **lonely**. Generation Z love going to gigs or amusement parks. Eighty percent prefer to spend time with their friends in person than on the phone or online. 35
- ▶ Generation Z believe in getting a good education, but they worry about university fees. This generation is **ambitious** and want to start their own businesses. 40
- ▶ Generation Z don't **care about** where you're from or the colour of your skin.
- ▶ Music is an essential part of their day.