

GENERATION SNAPSHOT

Traditionalists

1900–1945

AGE

70+

ANNUAL SPENDING

\$800 BILLION

WORK MOTTO

“Work hard for your company and they will work for you.”

GREW UP

Grew up in financially unstable times and political unrest

- *WWII*
- *Korean War*
- *Great Depression*
- *New Deal*
- *Rise of Corporations*
- *Space Age*

VIEW OF EDUCATION

Hoped for education

IMPORTANT TO THEM

Retirement and health care costs

Baby Boomers

1946–1964

AGE

51 70

AVG. 56

ANNUAL SPENDING

\$2 TRILLION

WORK MOTTO

“Live to work.”

GREW UP

Grew up at time of revolution and promise of American dream

- *Civil rights*
- *Vietnam War*
- *Sexual revolution*
- *Cold War/Russia*
- *Space travel*

VIEW OF EDUCATION

Right to education

IMPORTANT TO THEM

Retirement, reaching intended success at work, and legacy

Generation X

1965–1979

AGE

36 50

AVG. 45

ANNUAL SPENDING

\$125 BILLION

WORK MOTTO

“Independence and family time most important.”

GREW UP

Grew up at introduction of dual-income family

- *High divorce rates*
- *Independent from a very young age*

VIEW OF EDUCATION

Expected education

IMPORTANT TO THEM

Retirement, family, and balance

Millennials

1980–2000

AGE

15 35

AVG. 25

ANNUAL SPENDING

\$200 BILLION

WORK MOTTO

“Work to live.”

GREW UP

Grew up during drastic changes

- *9/11*
- *The Great Recession*

VIEW OF EDUCATION

Entitled to education

IMPORTANT TO THEM

Finding employment, growth opportunities, and balance

Generation Z

2001–NOW

AGE

1 15

ANNUAL SPENDING

\$44 BILLION

WORK MOTTO

Entering workforce in 2016.

GREW UP

Grew up with significant technology and terrorism

- *Twitter*
- *ISIS*
- *Facebook*

VIEW OF EDUCATION

Entitled to education

IMPORTANT TO THEM

Technology and social media