

GENERATIONS

Ергазина Т. 11 “Б”

What generations are there?

Currently, within the working population, there are four groupings: Baby Boomers, Generation X, Generation Y or Millennials, and Generation Z



Baby Boomers (1946- 1964)The end of World War II and the demographic explosion in many countries gave rise to the name of this generation, born in times of peace and economic prosperity. They are also called 'boomers.' This generation has had to adapt to new technologies and for that reason they are considered **digital immigrants**. They are imbued with the **culture of effort and sacrifice**, have great experience, and are said to be loyal, committed, great at team building, and used to working for many years in the same company. Speaking about their attitude to brands in general- they are not essential. Baby Boomers value reasonable price.



1946 to 1964
Baby Boomers

Generation X (1965 - 1980): or the youth of the 80s, is considered the bridge between boomers and millennials. During the years that comprise this era, capitalism took root and consumerism took off, which is why they are considered ambitious. While the people born during this era cannot be considered digital natives because the technology in those years was limited, **they have adapted very easily to the arrival of the Internet** and the subsequent technological development. Teamwork and fostering trusting working relationships is also one of their hallmarks.



1965 to 1979
Generation

X



1980 to late 90s

Millennials or Generation Y

Millennials or Generation Y (1981- 1996): also known as **digital natives** and the **first truly global generation** because they share the same values in all countries thanks to globalization and their connection through the Internet. They like learning and entrepreneurship. They lived through the 2008 crisis and therefore consider themselves tolerant to frustration. They are also self-confident and very committed, but they are not afraid of changing jobs. They can't imagine life without technology and are quick to adapt to new things.



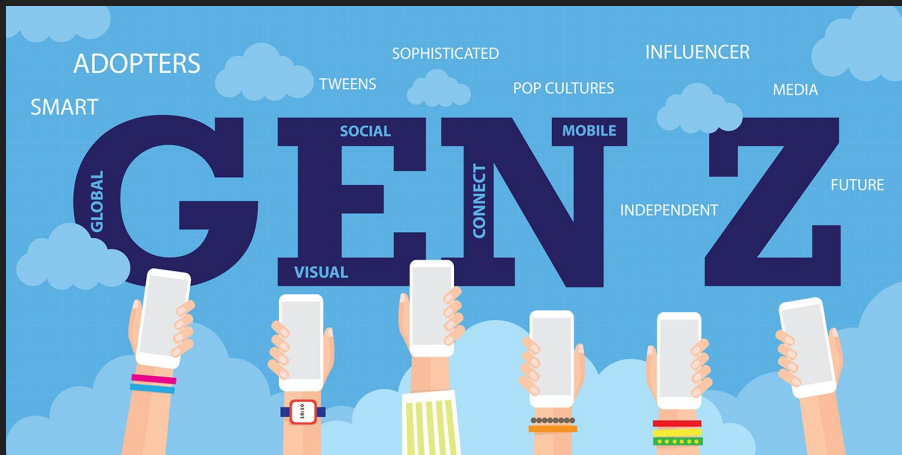
late 90s to 2010s

**Gen
Z**

Generation Z (1997-2010): are the **youngest grouping in the labor market** and if anything characterizes them is that they **live immersed in 'the Internet society,'** consume only digital formats, study and read online. They are self-taught and Youtube tutorials are their great allies. This generation is at the forefront of social networks. **They are very creative, flexible, and used to multitasking.** They prefer remote work and they are innovative and pragmatic. However, they are not so easy to retain.

ABOUT ME

I was born in 2005, which means I am a part of Gen Z
Generation Z has emerged as a population increasingly worthy of attention, especially now as its older members enter young adulthood. Born after 1997, Generation Z-ers made up one tenth of the 2020 electorate; and while they share a number of characteristics with Millennials, their formative years have been shaped by a drastically different world, resulting in key differences in attitudes, tendencies and outlook.
Here are the main characteristics of Gen Z:



1. DIVERSITY
2. FIRST "DIGITAL NATIVES"
3. PRAGMATIC AND FINANCIALLY-MINDED
4. SHREWD CONSUMERS