

## Defining Current Generations

Current as of 2019

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**“The Greatest”**: Born: Before 1928

*0.5% of population*

**“Silent”**: Born 1928-1945

*6% of population*

**“Baby Boomers”**: Born 1946-1964

*21% of population*

- . peaked as % of workforce in 2011

**“Generation X”**: Born 1965-1980

*20% of population*

- . 1<sup>st</sup> generation in US history to do less well financially than parents
- . carry avg debt load of \$142,000
- . represent 37% of all mass affluent households

**“Millennials”**: Born 1981-1996

*22% of population*

- . oldest have been adults for nearly 2 decades
- . witnessed the beginning of innovative technology

**“Generation Z”**: Born 1997-2012

*20% of population*

- . 15<sup>th</sup> generation born since American Revolution
- . don't remember a time 'pre-internet'; steeped in tech, grew up during Great Recession

**“Generation Alpha”**: Born 2010-present (first to be born entirely in 21<sup>st</sup> century)

- . first group to be born entirely within the smart phone era;
- . primarily the children of Millennials

### Special Notes of Interest:

. By 2026 (7 years)...

- . Baby Boomers will essentially all be retired
- . Most bank CEOs will be Gen X (oldest will be late 50s/early 60s)
- . Millennials/Gen Z (combined) will be moving into senior management positions
- . Millennials/ Gen Z (combined) will be single largest demographic

. As of 2043 (23years)... white Americans will be in a minority position within the overall population, and country shifts to “majority-minority population”.