

Generational Stereotypes

The Lost Generation to Generation Alpha
1883 - Present

	CHILDHOOD PRESIDENTS	MAJOR CHILDHOOD EVENTS	CAN'T LIVE WITHOUT	FAVORITE MUSIC	FAVORITE SLANG	WORST HABITS	BEST TRAITS
THE LOST GENERATION 1883-1900	Cleveland, McKinley, T. Roosevelt	Statue of Liberty, Plessy v. Ferguson, McKinley Assassination, Wright Bros at Kittyhawk, Ford Model T	Railroads, Farming	Jazz, Folk, Blues	Bash, Goop, Hoosegow, Duck Soup	Cynical, Restless, Heavy Partiers	Excellent Consumers, Fun-loving
THE GREATEST GENERATION 1901-1927	T. Roosevelt, Taft, Wilson, Harding, Coolidge	Titanic, WWI, Spanish Flu, Women's Suffrage, Lindbergh Flight	Industry, Automation, Newspapers	Swing, Ragtime, Big Band	Gams, The Cat's Pajamas, Speakeasy	Frugal, Stingy, Traditional, High Expectations	Patriotic, Family-oriented, Hard-working, Ethical
THE SILENT GENERATION 1928-1945	Hoover, FDR, Truman	Great Depression, New Deal, Pearl Harbor, WWII, Atomic Bomb	Radio, Motion Pictures, Frozen Vegetables	Swing, Big Band, Jazz	Gig, Cool, I'll be a Monkey's Uncle	Conservative, Submissive, Thrifty	Loyal, Respectful, Hard-working, Disciplined
BABY BOOMERS 1946-1964	Eisenhower, JFK, LBJ, Nixon	Korean War, Civil Rights, Vietnam, JFK and MLK Assassinations, Woodstock	Cars, Television, Rock and Roll	Rock, Folk Rock, Pop, Funk, Soul, Disco	Hipster, Daddy-O, Groovy, Far Out, Dig It	Competitive, Arrogant, Self-centered	Hard-working, Community-oriented, Goal-oriented
GENERATION X 1965-1980	Nixon, Ford, Carter, Reagan	Watergate, Roe v. Wade, Three Mile Island, Challenger Explosion	Cable, Cassette Tapes, VHS Tapes, Airplanes	Heavy Metal, Rock, Modern Rock, Grunge Rock, Rap, New Wave	Bodacious, Chillin', Fly, Gnarly	Sarcastic, Cynical, Pessimistic	Self-reliant, Individualistic, Independent, Work/Life Balance-oriented
MILLENNIALS 1981-1996	Reagan, G.H.W. Bush, Clinton, G.W. Bush	Internet, OK City Bombing, Gulf War, 9/11, Same Sex Marriage, Columbine	Home Computers, Microwaves, Internet	Rap, Pop, Alternative, Rock, Hip Hop	Diss, My Bad, Wassup, Fleek, Jiggy	Competitive, Expectant, Pessimistic, Status Quo Challengers	Adaptive, Creative, Ambitious, Relationship-oriented
GENERATION Z 1997-2012	G.W. Bush, Obama, Trump	Hurricane Katrina, Smartphones, 1st African American President, Boston Marathon Bombing, BLM, Me Too	Social Media, Smartphones, YouTube	Dub Step, Hip Hop, Electronic, Pop, Techno	Slaps, Fire, Stan, Tea, Yeet, Bet	Practical, Frugal, Blunt, Anxious	Motivated, Self Care-oriented, Innovative, Social, Knowledge-driven
GENERATION ALPHA 2013-	Trump, Biden	COVID-19, 1st Female VP, Jan 6, Roe v. Wade Overturned, Trump Indictments, Generative AI	Streaming, Electric Vehicles	K-pop, Indie, House, EDM, Synth-pop	Bougie, Cheugy, Rizz	Demanding Consumers, Short Attention Spans, Tech-dependent	Expressive, Inclusive, Entrepreneurial, Future-oriented