

Micro-Generation Stereotypes

Compared to Macro-Gens

	CHILDHOOD PRESIDENTS	MAJOR CHILDHOOD EVENTS	FAVORITE SLANG	WORST HABITS	BEST TRAITS
BABY BOOMERS 1946-1964	Eisenhower, JFK, LBJ, Nixon	Korean War, Civil Rights, Vietnam, JFK and MLK Assassinations, Woodstock	Hipster, Daddy-O, Groovy, Far Out, Dig It	Competitive, Arrogant, Self-centered	Hard-working, Community-oriented, Goal-oriented
GENERATION JONES 1954-1965	Eisenhower, JFK, LBJ, Nixon	Vietnam, JFK and MLK Assassinations, Watergate, Moon Landing	Funky, Bogart, Book it, Bummer	Distrusting, Cynical, Bitter, Jealous	Competitive, Optimistic, Assertive, Practical, Idealistic
GENERATION X 1965-1980	Nixon, Ford, Carter, Reagan	Watergate, Roe v. Wade, Three Mile Island, Challenger Explosion	Bodacious, Chillin', Fly, Gnarly	Sarcastic, Cynical, Pessimistic	Self-reliant, Individualistic, Independent, Work/Life Balance-oriented
XENNIALS 1977-1983	Reagan, G.H.W. Bush, Clinton	Challenger Explosion, Cold War, Black Monday, Early Internet, Gulf War	Talk to the Hand, Not!, Wicked, Rad	Skeptical, Independent, Thrifty, Self-Conscious	Positive, Collaborative, Modest, Values-Oriented, Cautious
MILLENNIALS 1981-1996	Reagan, G.H.W. Bush, Clinton, G.W. Bush	Internet, OK City Bombing, Gulf War, 9/11, Same Sex Marriage, Columbine	Diss, My Bad, Wassup, Fleek, Jiggy	Competitive, Expectant, Pessimistic, Status Quo Challengers	Adaptive, Creative, Ambitious, Relationship-oriented
ZILLENNIALS 1993-1998	Clinton, Bush, Obama	9/11, Dot.com Collapse, Iraq War, Hurricane Katrina, 2008 Financial Crisis	Bling, Tight, LOL, Fo Shizzle, Props	Habitual, Skeptical, Doubtful, Picky, Debt-Tolerant	Brand Loyal, Idealistic, Authentic, Uninhibited, Culture-Oriented
GENERATION Z 1997-2012	G.W. Bush, Obama, Trump	Hurricane Katrina, Smartphones, 1st African American President, Boston Marathon Bombing, BLM, Me Too	Slaps, Fire, Stan, Tea, Yeet, Bet	Practical, Frugal, Blunt, Anxious	Motivated, Self Care-oriented, Innovative, Social, Knowledge-driven
GENERATION ZALPHA 2008-2014	Obama, Trump, Biden	BLM, Me Too, COVID-19, Jan 6, Trump Impeachments	Bougie, Cheugy, Rizz, Slay	Digitally Social, Socially Awkward, Wasteful, Undereducated	Ethical, Tech-Forward, Friendship-Focused, Inclusive, Digitally Fluent
GENERATION ALPHA 2013-	Biden, Trump	COVID-19, 1st Female VP, Jan 6, Roe v. Wade Overturned, Trump Indictments, Generative AI	Goated, Glaze, Sigma, Delulu	Demanding Consumers, Short Attention Spans, Tech-dependent	Expressive, Inclusive, Entrepreneurial, Future-oriented, Digitally Fluent