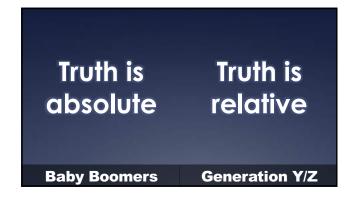
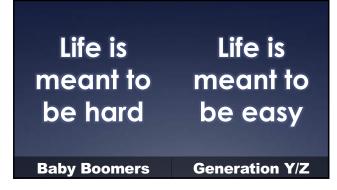




Name	Birth years	Current age
BUILDERS	EARLY 1900s – MID 1940s	OVER 73
BABY BOOMERS	MID 1940s – MID 1960s	54-73
GENERATION X	MID 1960s – EARLY 1980s	38-53
GEN Y / MILLENNIALS	EARLY 1980s – LATE 1990s	19-37
GEN Z / GEN 2020	LATE 1990s – EARLY 2010s	8-18
GENERATION ALPHA	EARLY 2010s - NOW	UNDER 8





Intrinsic Extrinsic
affirmation affirmation

Baby Boomers Generation Y/Z

