The Center For Generational Kinetics

- #1 Generational research, positioning, and solutions firm
- Over 180 clients per year, spanning virtually every industry
- We solve the challenge of why every generation acts the way they do so you can unlock the power of each generation as customers and employees
Generational Overview

- Generation Z: 1996 - Present
- Generation X: 1965 – 1976
- Baby Boomers: 1946 – 1964
- Traditionalists: Pre-1946

GenHQ.com/BirthYears
The Future of the Millennial Generation

Millennials
Ages 23-41

- 83 Million (U.S.)
- Diverse
- College Debt
- Delayed Adulthood

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