“SOCIAL GENERATION”
DESCRIPTION

Sources vary on exact year definitions but there is a general consensus on time periods.

Source for graphs and data: State Demography Office, Colorado Department of Local Affairs
“Social Generations”

• Generational names are the often developed through popular culture. Some are drawn from a historic event; others from rapid social or demographic change; others from a big turn in the calendar.

• The purpose of this presentation is to describe and delineate the time periods of the “social generations” and show through graphs what they look like for Colorado over time.
The Greatest and Silent Generation

• The Greatest Generation (those born before 1928) “saved the world” when it was young, in the memorable phrase of Ronald Reagan. It’s the generation that fought and won World War II.

• The Silent generation describes adults born from 1928 through 1945. Children of the Great Depression and World War II, their “Silent” label refers to their conformist and civic instincts. It also makes for a nice contrast with the noisy ways of the anti-establishment Boomers.
Baby Boomers

- The Baby Boomer label is drawn from the great spike in fertility that began in 1946, right after the end of World War II, and ended almost as abruptly in 1964, around the time the birth control pill went on the market. It’s a classic example of a demography-driven name.
Gen X and Millennial

• Generation X covers people born from 1965 through 1980. The label long ago overtook the first name affixed to this generation: the Baby Bust. Xers are often depicted as savvy, entrepreneurial loners.

• The Millennial generation (Gen Y), gets their name from the significant turn in the calendar and refers those born after 1980 – the first generation to come of age in the new millennium.
Generation Next

• General Next – born 2000 and after – is a work in progress. Some current labels for this generation include: Gen Z, iGeneration, Gen Tech, Gen Wii, Net Gen.
Colorado 1970

Gen X
Baby boomers
Silent generation
Greatest generation
Colorado 1990

- Millennial (1980-99)
- Gen X (1965-1979)
- Baby boomers (1946-64)
- Silent generation (1928-45)
- Greatest generation (Before 1928)
Colorado 2000

- Millennial (1980-99)
- Gen X (1965-1979)
- Baby boomers (1946-64)
- Silent generation (1928-45)
- Greatest generation (Before 1928)
Sources

- Howe, Neil and Strauss, William Generations: The History of America's Future, 1584 to 2069
- Data: State Demography Office. www.colorado.gov/demography