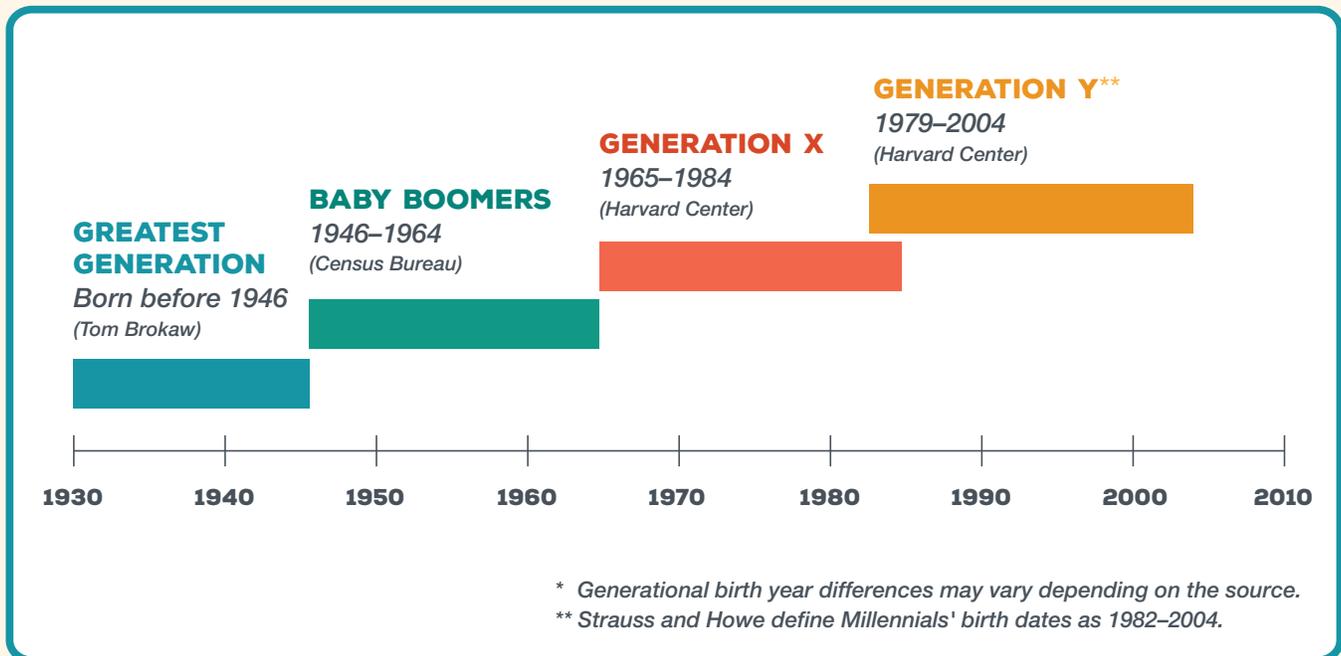


# GENERATIONS BY BIRTH YEAR



SOCIOLOGY RESEARCHERS **NEIL HOWE AND WILLIAM STRAUSS** CALLED THOSE BORN IN 1982 AND APPROXIMATELY THE 20 YEARS THEREAFTER **“THE NEXT GREAT GENERATION.”**<sup>1</sup>

ALTHOUGH THE EXACT YEAR RANGE IS CONTESTED AND CAN VARY, FOR THE PURPOSE OF THIS PUBLICATION WE WILL CALL GEN Y THOSE WHO ARE **BETWEEN THE AGES OF 18–35 YEARS OLD.**

GEN Y INCLUDES ABOUT **2.5 BILLION PEOPLE WORLDWIDE** WITH **80 MILLION OF THEM LIVING IN NORTH AMERICA.**