

# KEY EVENTS THAT SHAPED GENERATIONS

COHORT REACHES ADULTHOOD    ENTIRE COHORT IS IN THE WORKFORCE    COHORT REACHES RETIREMENT AGE



JFK ASSASSINATION

BERLIN WALL /  
END OF THE  
COLD WAR



TECH REVOLUTION



OBAMA  
ELECTION

Millennials and Gen X named the election of President Obama as the second most historic moment to happen in their lifetime so far.

## LENT GENERATION

1928-1945

## BABY BOOMERS

1946-1964

## GENERATION X

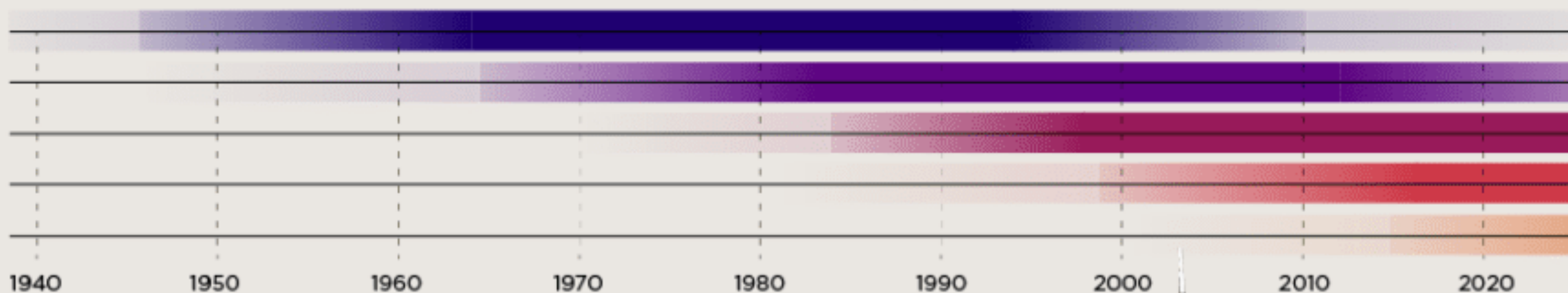
1965-1980

## MILLENNIALS

1981-1996

## GENERATION Z

1997-2012



WWII



MOON  
LANDING



CIVIL RIGHTS  
MOVEMENT



END THE WAR NOW!  
BRING THE TROOPS HOME



VIETNAM  
WAR &  
PROTESTS

Every generation prior to Gen Z named Sept.11 as the most historic event that occurred in their lifetime.

9/11



WARS IN  
AFGHANISTAN  
AND IRAQ



COVID-19

