

ABC of the XYZ



GENERATION Z
21 years or younger
Centennials

GENERATION Y
Aged 22 - 35
Millennials

GENERATION X
Aged 36 - 50



41%
of the population



Enjoying Life



Self Esteem



Freedom



25%
of the population



Authenticity



Hard Working



Honesty



18%
of the population



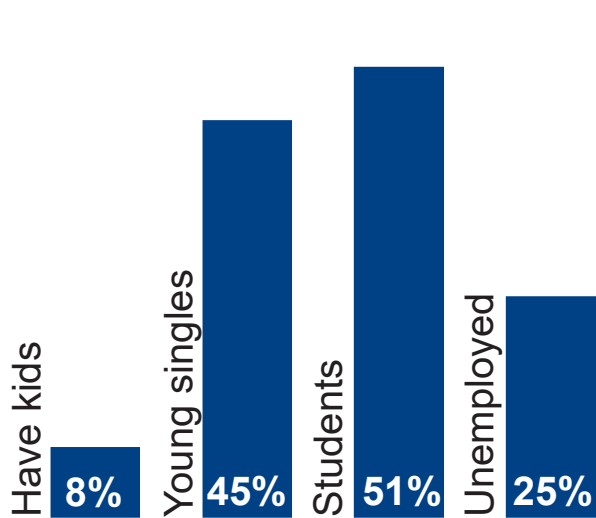
Hard working



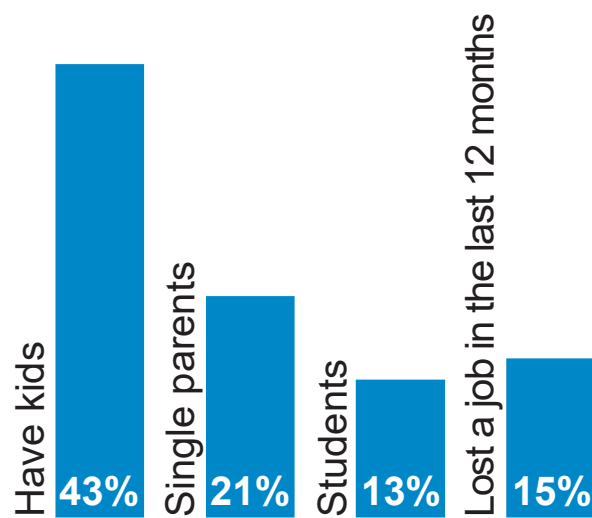
Duty



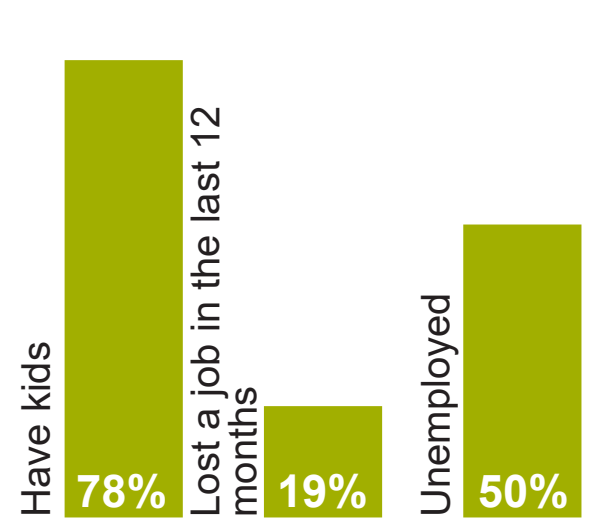
Personal Relationships



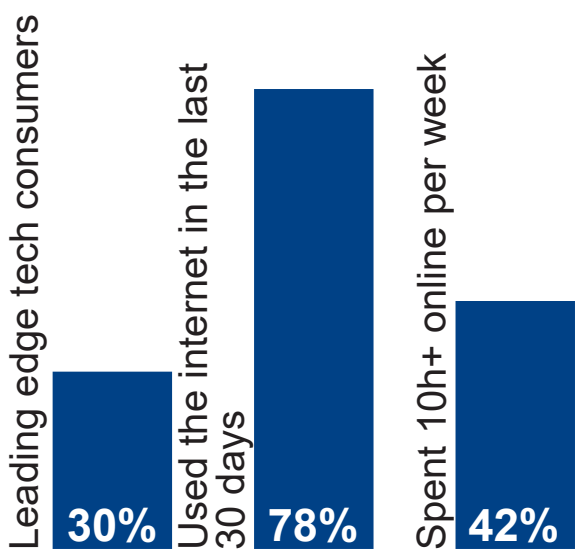
Born free



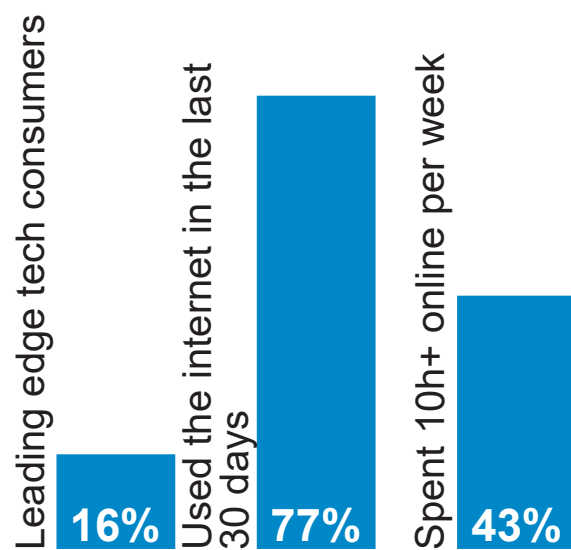
Living free



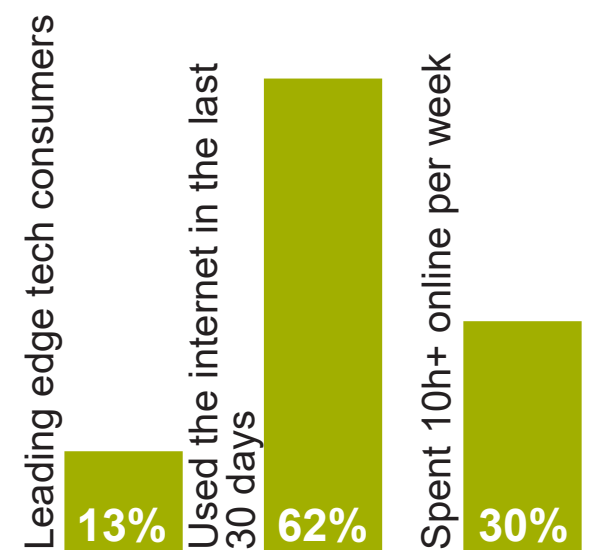
The struggle is real



Digital native



Early adopter



Late adopter