

Millennials

Size: 85 million
Born: 1983–2001
Formative years: 1995–2015
Age in 2019: 18 to 36

Raised by doting parents and awarded praise and trophies just for showing up, Millennials suffer from no lack of self-esteem. Yet coming of age during the Great Recession has affected their views of money, company loyalty, and planning.

Millennials are technology-dependent and hyper-connected, through mobile devices, instant messaging, and texting. Being online is second nature to them. Further, as social libertarians in their outlook, Millennials are comfortable with diversity in race, culture, and sexual orientation.

With many still living at home, Millennials today have experienced a prolonged adolescence. Though they remain largely untested, the cohort shows promise. In fact, they are known “joiners” — a sign that shows that Millennials may even engender a renaissance in civic participation and the rebuilding of social capital.



BEYOND BORDERS

Advancing collaboration across and outside the region



BIG TENT

Being a welcoming and inclusive community



SHARED STORY

Arriving at a relevant and unique narrative



POSITIVE BUZZ

Inspiring and scaling positive word of mouth



DYNAMIC WORKFORCE

Facilitating job placement and training / reskilling at every level



EDUCATIONAL VILLAGE

Collaborating and innovating at all levels



MILLENNIAL MAGNET

Becoming a hot spot for young professionals and new families



HYPER-CONNECTED

Offering convenient transportation options



AFFORDABLE SPACES

Meeting the rising demand for affordable housing for everyone



LIVABLE PLACES

Portfolio of Safe 15-minute livable neighborhoods

10 TRAITS THAT WILL DEFINE WINNING REGIONS OF TOMORROW

Generation Z

Size: 70 million (and counting)
Born: 2002–2020ish
Formative years: 2015–2025
Age in 2019: -1 to 17

While Gen Z is not yet fully formed, early signs point to overprotective parenting in a world growing more dangerous by the week. Exposed frequently to the horrors of terrorist attacks and gun violence, Gen Zs are being imprinted right now with the need to stay safe and secure.

Gen Zs are also seeing a world where the desire to belong shapes cultural norms and creates new concepts like gender fluidity and self-identification.

The result should be a generation with a big-tent perspective, where everyone has a place and the plurality of minorities sets the agenda. Personalized technology and content will enable this generation to self-educate and pursue lifelong growth.

Keep in mind, Gen Zs will be shaped as a generation by the next 5–10 years. Hold on to your hats!