

# GEN X HERE WE ARE NOW, ASCERTAIN US

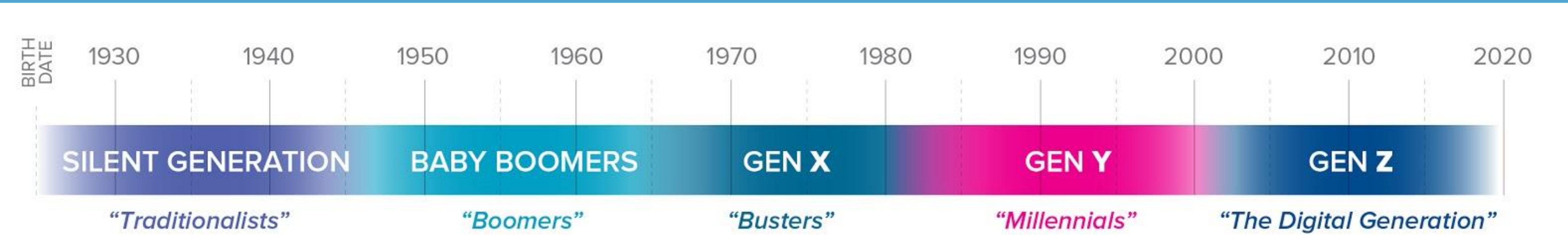
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# A WORD OR TWO ABOUT GENERATIONS



‘HISTORY ISN’T ALWAYS  
SO PUNCTUATED.’





**here we are now:  
meet gen x**





# 1965- 1984

65 million

30-50 years old

62% white; 18% Hispanic; 12% African American; 6% Asian; 2% other

Half have a post-secondary degree

43% have bachelor's degree  
*(46% women; 40% men)*

79% of Gen X women  
work outside the home

# 20% of the population

EMPLOYED 73%

HOMEOWNERS 72%

WORK 40+ HOURS 70%

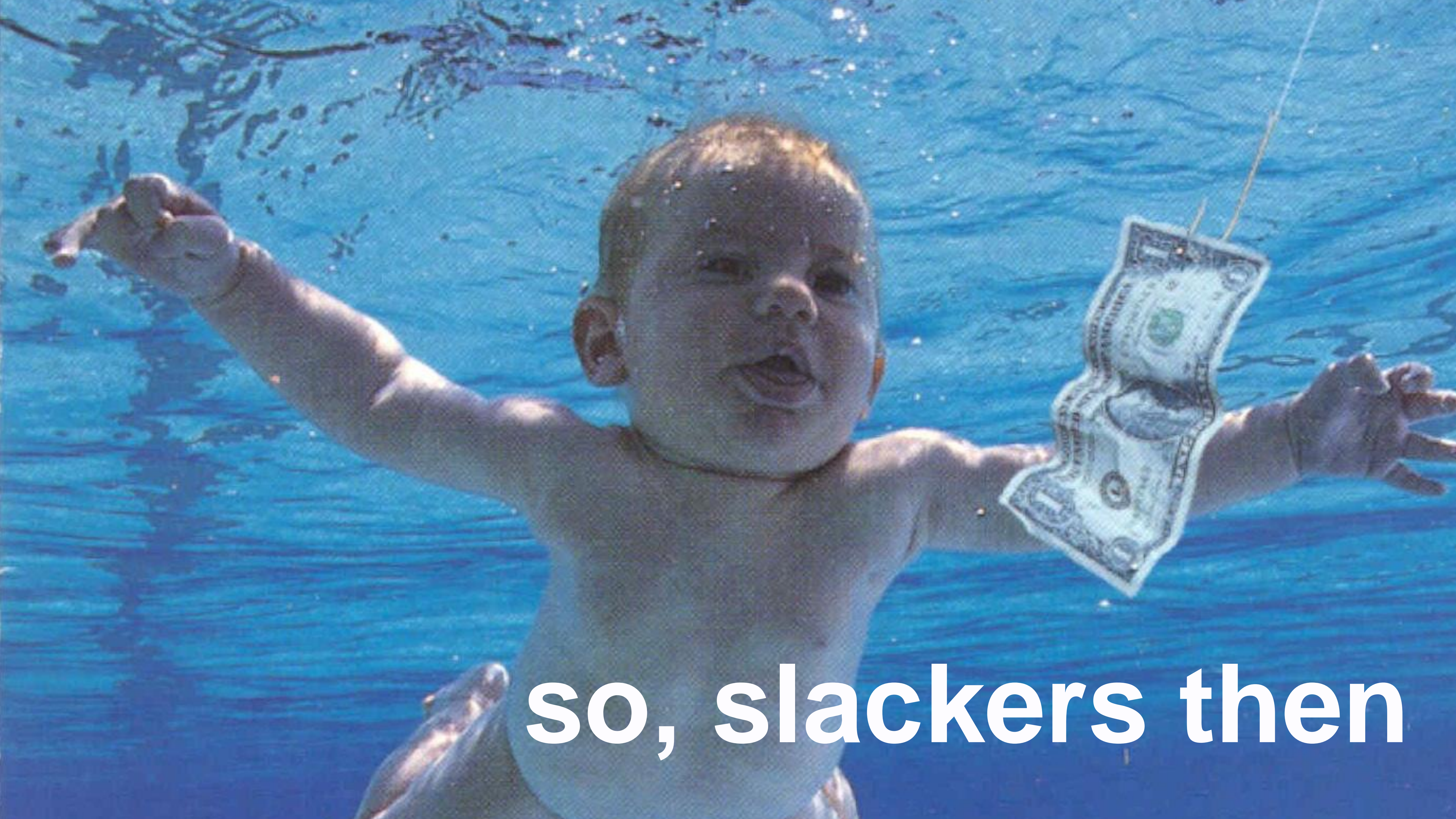
DONORS 59%

PARENTS 74%

VOLUNTEERS 29.4%

**ACTIVE  
BALANCED  
HAPPY  
FAMILY-ORIENTED**





**so, slackers then**



what

makes

us













APPLE II  
DOS VERSION 3.3 SYSTEM MASTER

JANUARY 1, 1983

COPYRIGHT APPLE COMPUTER, INC. 1980, 1982

12:00:00

3=

Drive 2





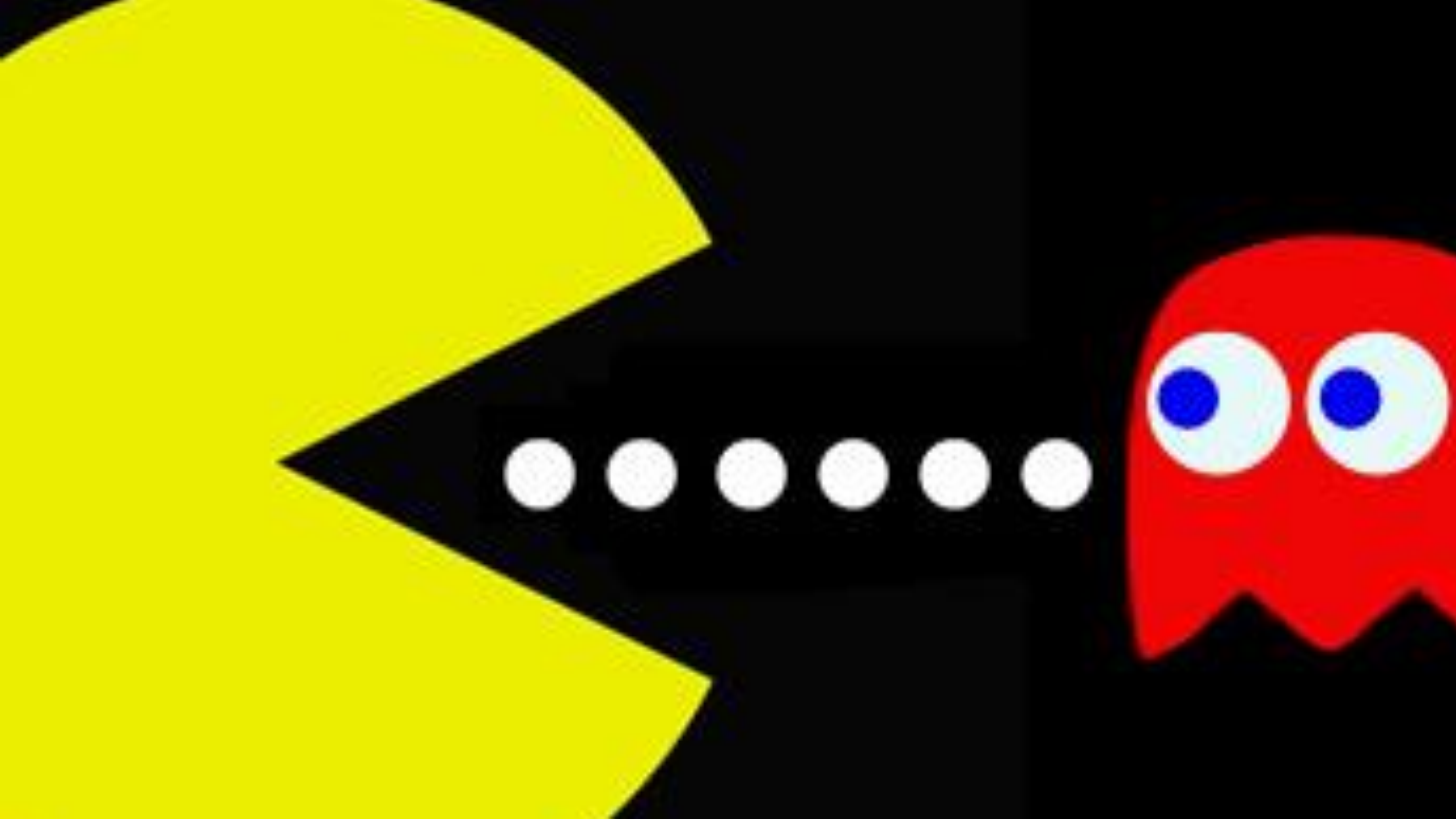
















# STAR WARS





































GET OUT • GET UP • GET EVEN  
EQUAL RIGHTS FOR LESBIANS AND GAY MEN













do not mix intimately  
to residues in the  
fission









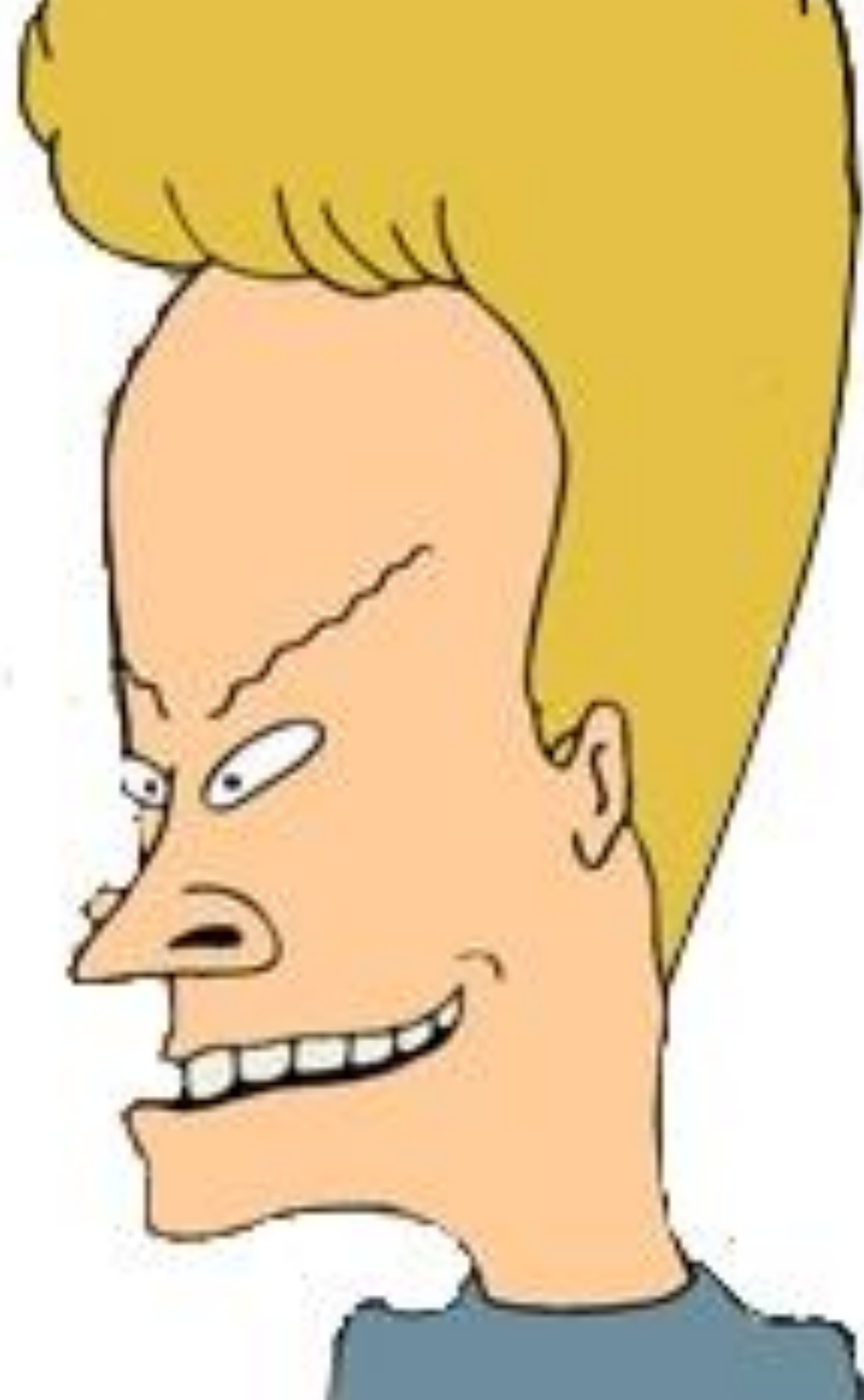






























# reality bit



**latch-key**



**challenger**



**economic loss**



**divorce**



**AIDS**



**scandal**



INDEPENDENT  
PRACTICAL  
SKEPTICAL



# COLLABORATIVE ADAPTABLE TRANSLATORS



# x saves the world



educated



pluralistic



family-oriented



translators



innovators



independent



**GEN X VOLUNTEERS  
AT A HIGHER RATE  
THAN EITHER  
BOOMERS OR  
MILLENNIALS**



# 29.7% of gen xers volunteer

Median rate of 44 hours each

Top-ranked volunteer GenX  
volunteer activities: fundraising,  
tutoring/teaching, collect or serve  
food, and mentor youth

39% of X volunteers are in  
educational settings

Volunteers donate at a higher rate  
than non-volunteers (80% to 50%)



**59% OF  
ORGANIZATIONS ARE  
UNPREPARED FOR  
GEN X LEADERSHIP**

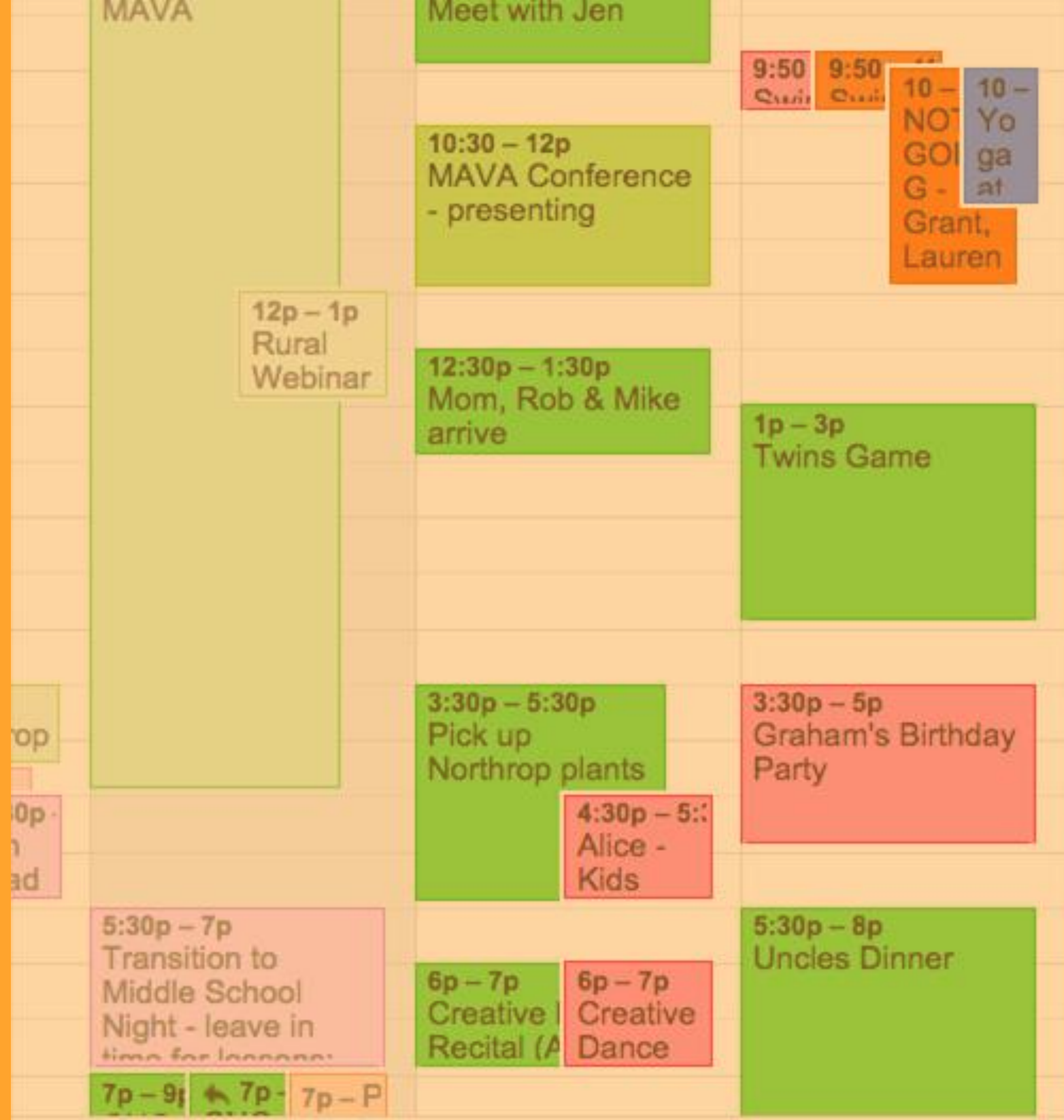




are you ready for gen x?



how much  
time is this  
going to  
take?



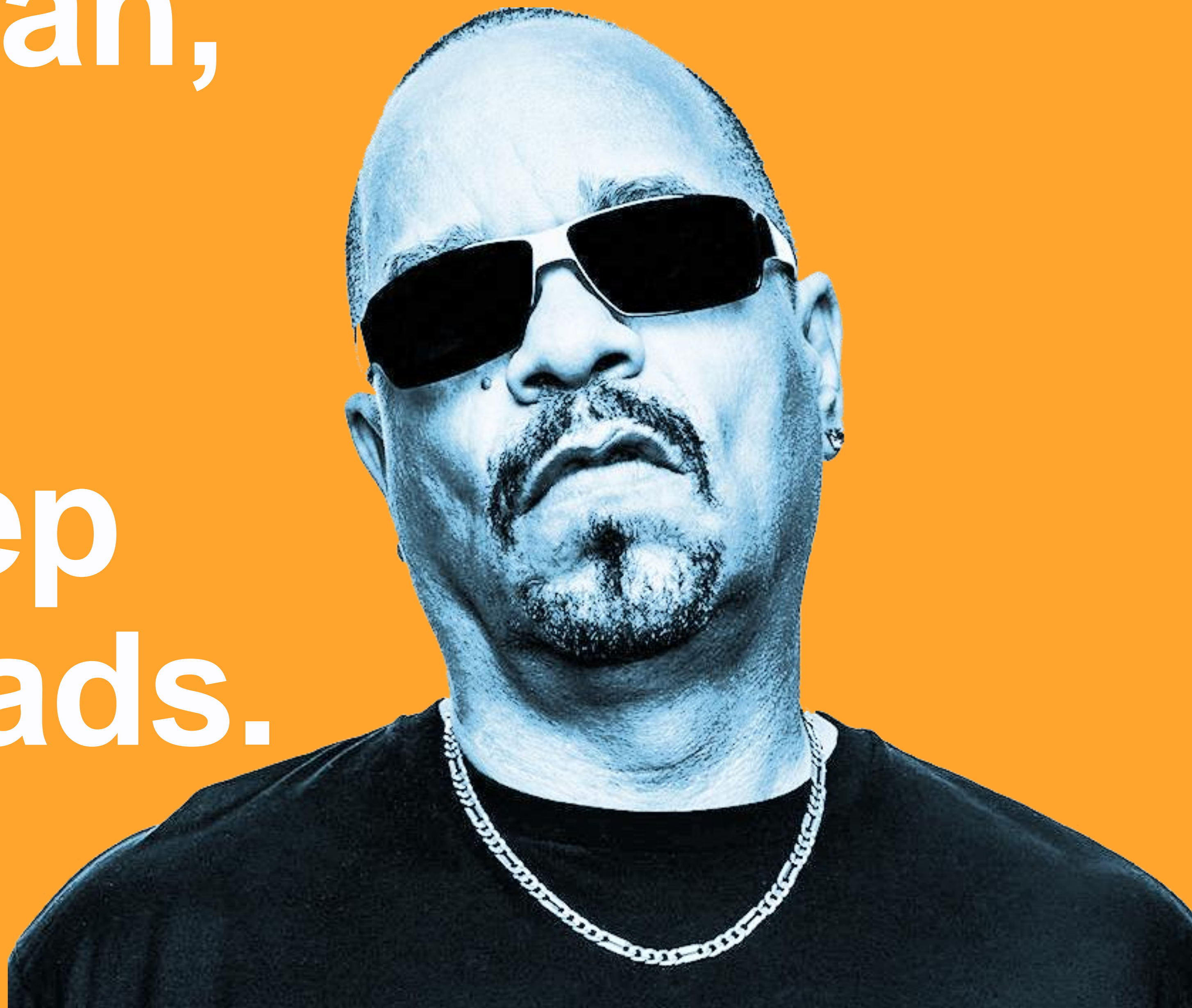




i will not  
turn in a  
TPS report.



i'm not mean,  
i just say  
what most  
people keep  
in their heads.







okay if  
i bring  
my kids?



you don't  
have to  
have kids  
to care.





not all  
women  
are  
moms.

infographic courtesy of: **MASCOTSECRET**





**life is short.**





SESAME STREET

**bridge to past  
and to future**



We're staring down problems – environmental, cultural, spiritual – that could bury everything we love. We've got the raw materials to do something about that. We're equipped. We're wary enough to see through delusional movements, we're old enough to feel a connection to the past (and yet we're unsentimental enough not to get all gooey about it); we're young enough to be wired; we're snotty enough not to settle for crap; we're resourceful enough to turn crap into gold; we're quiet enough to endure our labors on the margins; we're experienced enough to know that change begins on the margins.

**BEYOND THAT WE'RE ALL WE'VE GOT.**

**NOBODY ELSE IS GOING TO DO IT.**