

GENERATIONS

GENERATION Y

1981-1994

These people are between 30 and 40 years old. They are the first generation of digital natives, they lived through the consolidation of the Internet. They were very sociable people. They listened to rock and pop and a famous person could be Jack Miger.

All people who are born and live at more or less the same time, considered collectively.

GENERACIÓN Z

1995-2000

Generation Z is the one in which children are more technological, they are digital natives, they are more sociable, etc.

They listen to rap, trap, reggaeton, etc. and a famous person is Messi.

BABY BOMMER

1949-1968

In this generation we are talking about people between the ages of 56 and 80 who are identified by the good management of society, that is, they form teams. They were born in a context where technology was being produced. They listen to folklore and a famous person is Maradona.

SILENT GENERATION

1930-1948

The silent generation refers to people who are retired, who spend their money on theatres, who are poor at technology. They listen to jazz and one of their favorite celebrities is Pele.

GENERATION X

1969-1980

Generation X is the one that lives through the emergence of technology, such as computers, cell phones, televisions, etc. They aspire to have a college degree and a job.

They listened to folklore and a famous is Luis Miguel.