

WHAT IS A XENNIAL?

By: ALICIA BROCKLAND, CPA, ABV

The term, coined by journalists Sarah Stankorb and Jed Oelbaum in a 2014 article for GOOD magazine, defines a group of people who don't fully identify with Generation X or Millennials. Generational misfits, so to speak, that were born between 1977 and 1983.

There has been a resurgence of activity regarding the micro-generation following an Australian website's (Mamamia) conversation with associate professor of sociology from University of Melbourne, Dan Woodman.

According to Woodman, the crux of Xennials' uniqueness centers around technology. Although Xennials spent a significant amount of their childhoods without access to computers, they also experienced the internet revolution at an impressionable enough age to become early adopters of the new technology. Think college aged individuals when Facebook came out.

Woodman says in his conversation with Mamamia: "You have a childhood, youth and adolescence free of having to worry about social media posts and mobile phones. It was a time when we had to organize to catch up with our friends on the weekends using the landline. Then we hit this technology revolution before we were maybe in that frazzled period of our life with kids and no time to learn anything new."

Of course, this and other generational labels don't apply to everyone. One might argue that the labels are sweeping generalizations that help marketers more than anyone else. But they can also provide context and give perspective on each generation's experiences. From Baby Boomers to Generation X to Millennials to Boomlets, it can be comforting to identify with a certain segment of the population and revel in common memories.

Do you identify with any of the "known" generational groups? If not, perhaps there is another micro-generation ready to be brought to light....



Please contact your Account Manager or [Alicia Brockland, CPA, ABV](#), at (314) 205-2510 or via email at abrock@connerash.com to discuss business or tax issues important to your generational group.