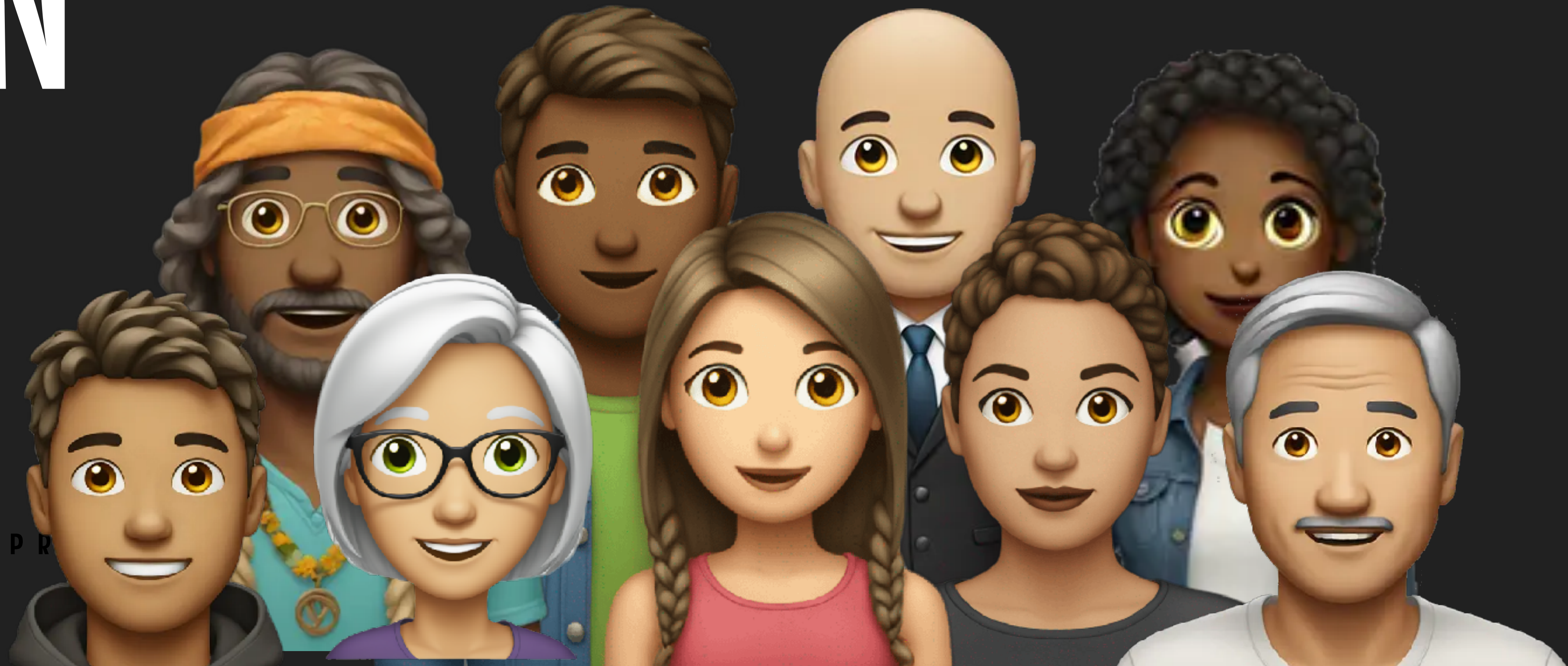


WHAT MAKES EACH GENERATION VOTE

CLOSING GENERAL SESSION

LEE SILBER



LEE SILBER

leesilber.com



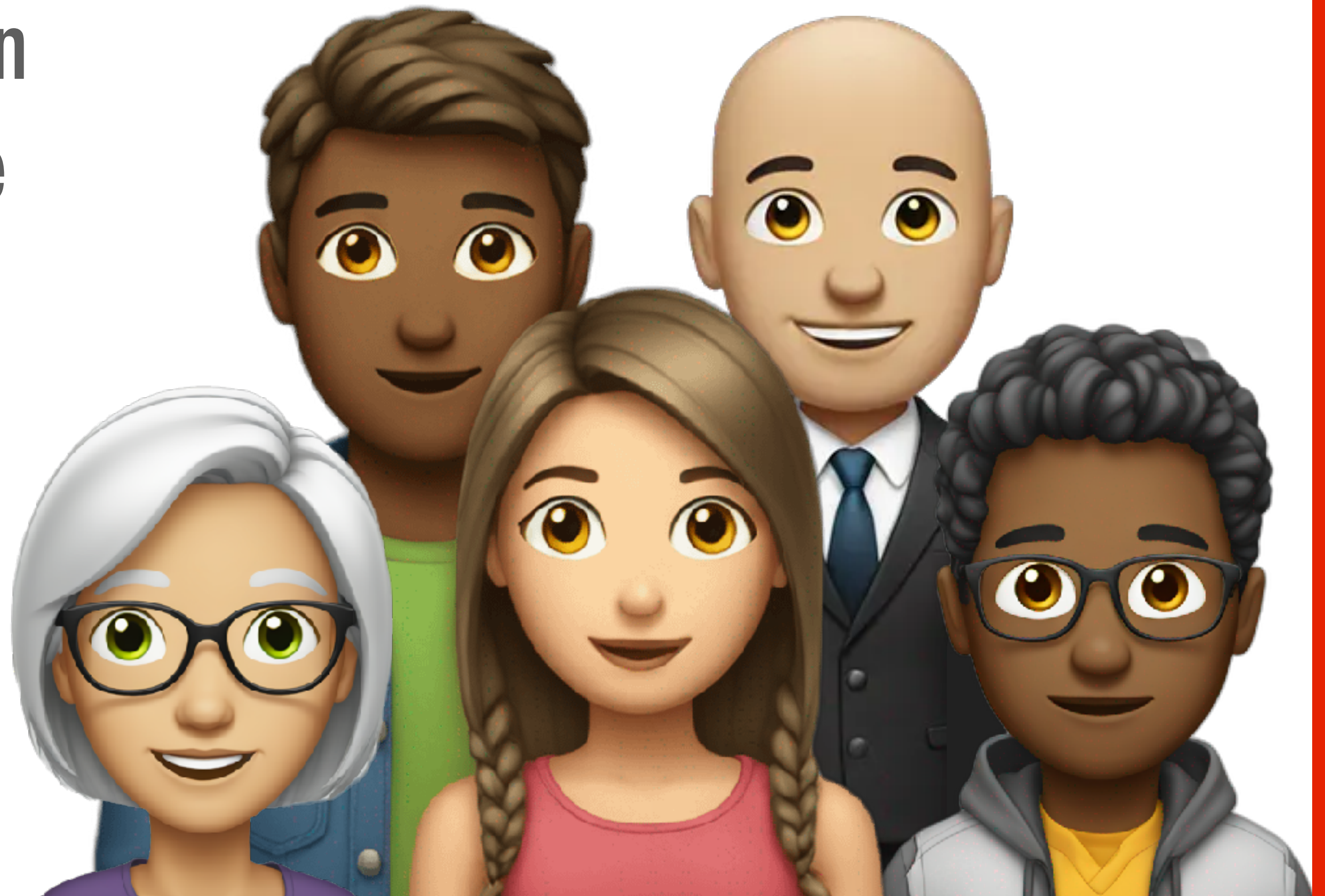


Each generation was influenced by their
parents and the television shows they
grew up watching. Sadly for me,
it was the Love Boat.

LEE SILBER

Fast Fact

- How and why a generation votes is based on their life experiences and how they see the world.



CITY LEADERS SUMMIT

Your Captain

I'll be your guide as we explore the different generations and what makes them tick and what makes them vote.

LEE SILBER



GUESS

- I text in complete sentences
- I never wore a helmet as a kid
- I'm in a "Dad Band"



GEN-X

Ahhhh, the eighties.
Microwaves, Walkmans,
Parachute Pants



**It's interesting that my generation had
to help our parents use the printer and
now we have to help our kids.**

LEE SILBER

GENERATIONS

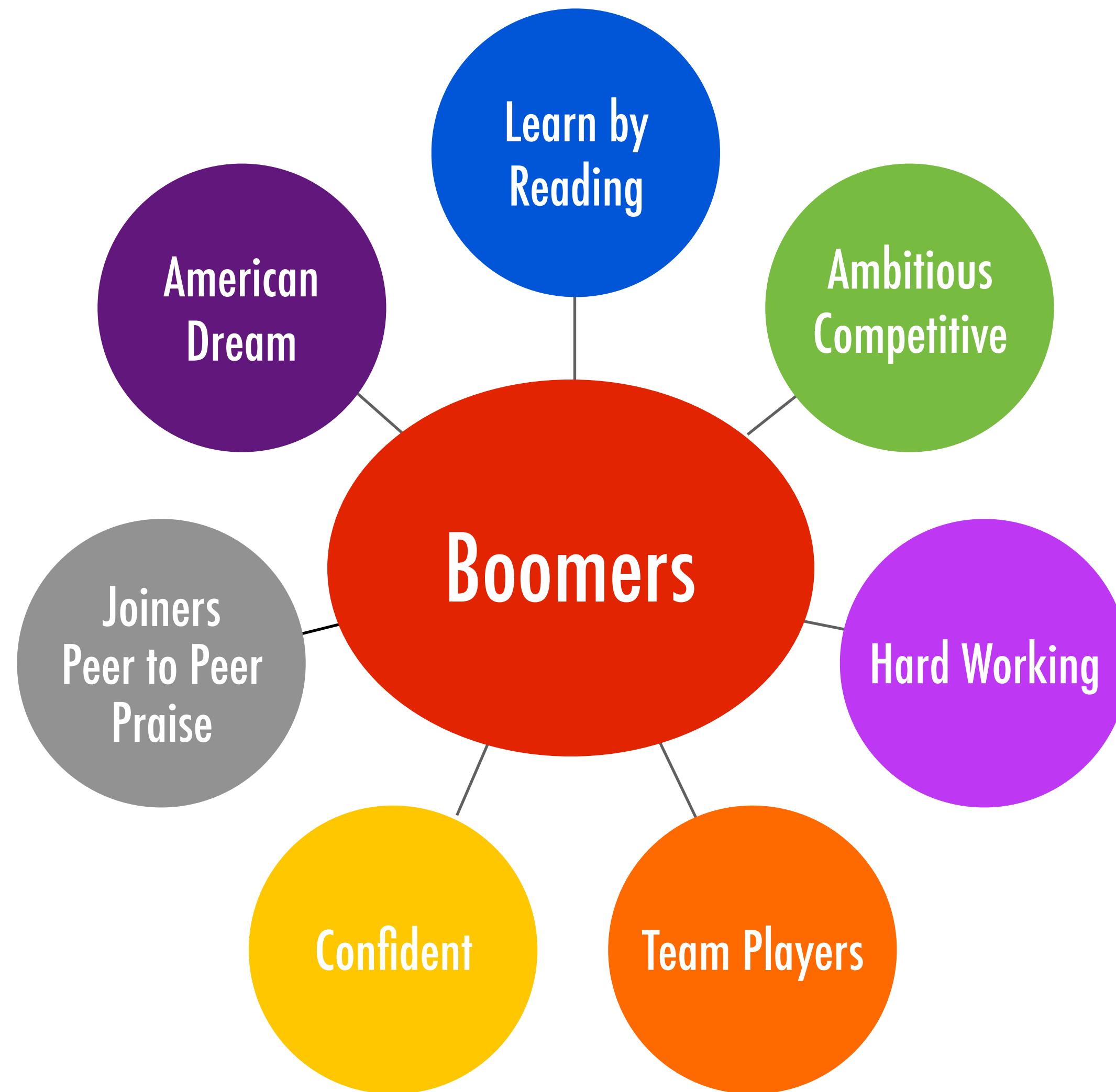
BORN BETWEEN 1946 - 1964

Baby Boomers

They're proud of what they've done.
Respect their experience, value their
ideas, and try not condescend.

AGES 61 - 79





- Grew up with Prosperity, Stability, and Possibilities.
- Value Relationships and Interpersonal Skills (non-tech)
- Vietnam, Woodstock, Moon Landing
- Disciplined by . . .



- **You're a Baby Boomer if . . .**
- You remember when you had to get up and walk across the room to change the channel on the television—so you really had to hate a show to do it.
- You know what this is . . .



COMPETE

This generation is highly competitive.

MARRIED

Over 66% of Boomers Are Married

FACTOID

- Boomers don't trust authority, large corporations, and some government programs. Trust word-of-mouth and printed materials.



- Baby Boomers are by far the wealthiest generation.
- 80% own homes, and 25% own two or more.
- Most live in California (9 Million) followed by Texas and New York (5 Million Each)

WOMEN

Women started entering the workforce in greater numbers.

Old computer games couldn't be won.
They just got harder and faster until
you died. Kinda like real life.

LEE SILBER

Powerful

- This generation holds the majority of elected positions in government. All Presidents (other than Biden) since 2000 have been Boomers.



BOOMERS

Things that make this well-informed group vote your way.

- Votes in person and by mail and prefers paper.
- Worries about election security and integrity.
- They are motivated to vote by civic duty.
- Are used to good service and expect it.
- As a whole are very conservative.

GEN X / AGE 45-60

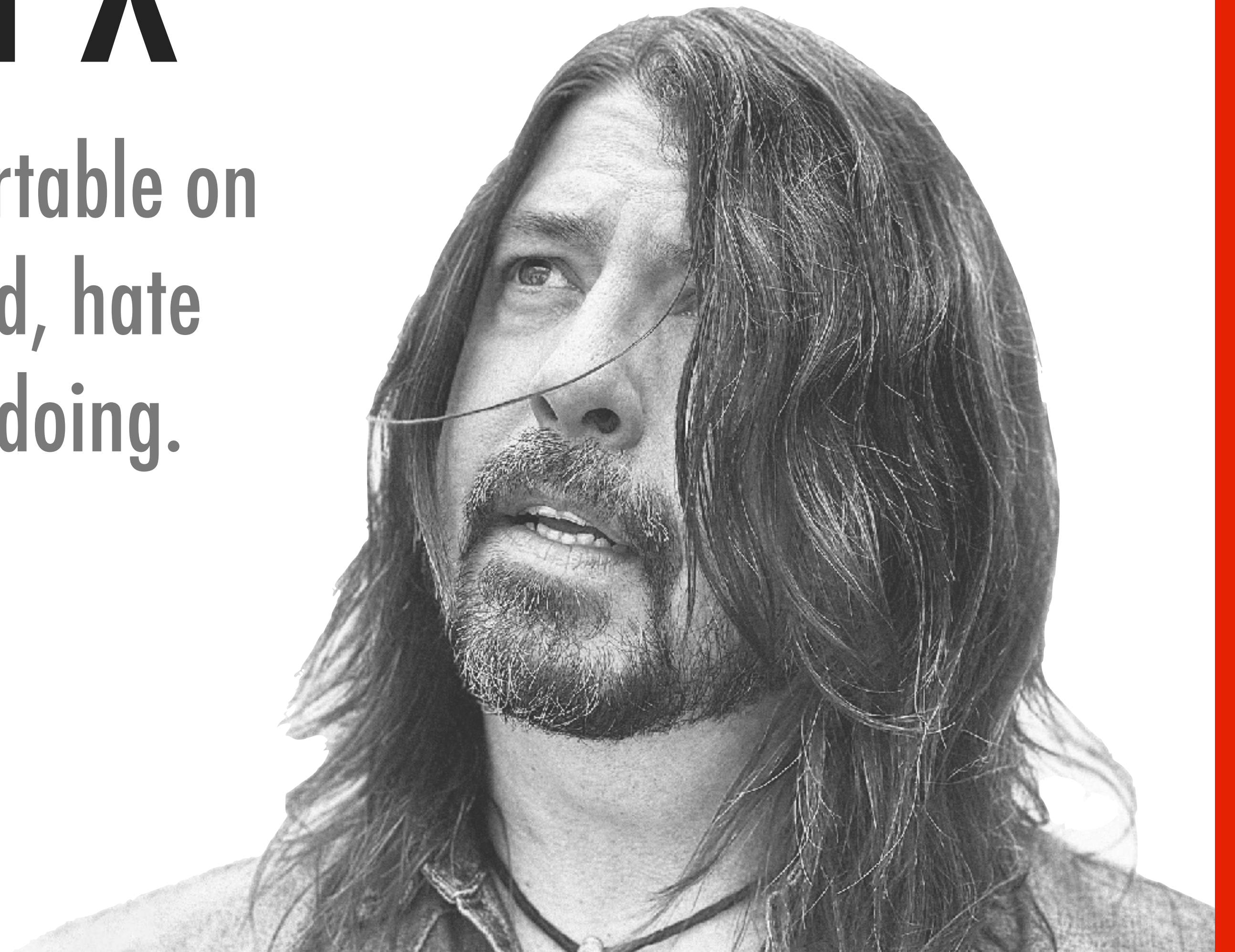


BORN BETWEEN 1965 - 1980

Generation X

“Latch-Key Kids” are comfortable on their own, are self-motivated, hate wasting time, and learn by doing.

AGES 45 - 60



TOO LATE

They are not going to change, in fact they may get worse.

Coming from broken homes and
workaholic parents explains why
this is the first generation to
demand work-life balance.

LEE SILBER

- Trying to be perfect
- The fear of missing out
- The need for everyone to like us
- Trying to do it all ourselves
- Controlling everything and everyone
- Trying to please everyone
- Taking on too much



To avoid cutting yourself when
slicing vegetables, have someone
else hold them while you chop.

U N K N O W N

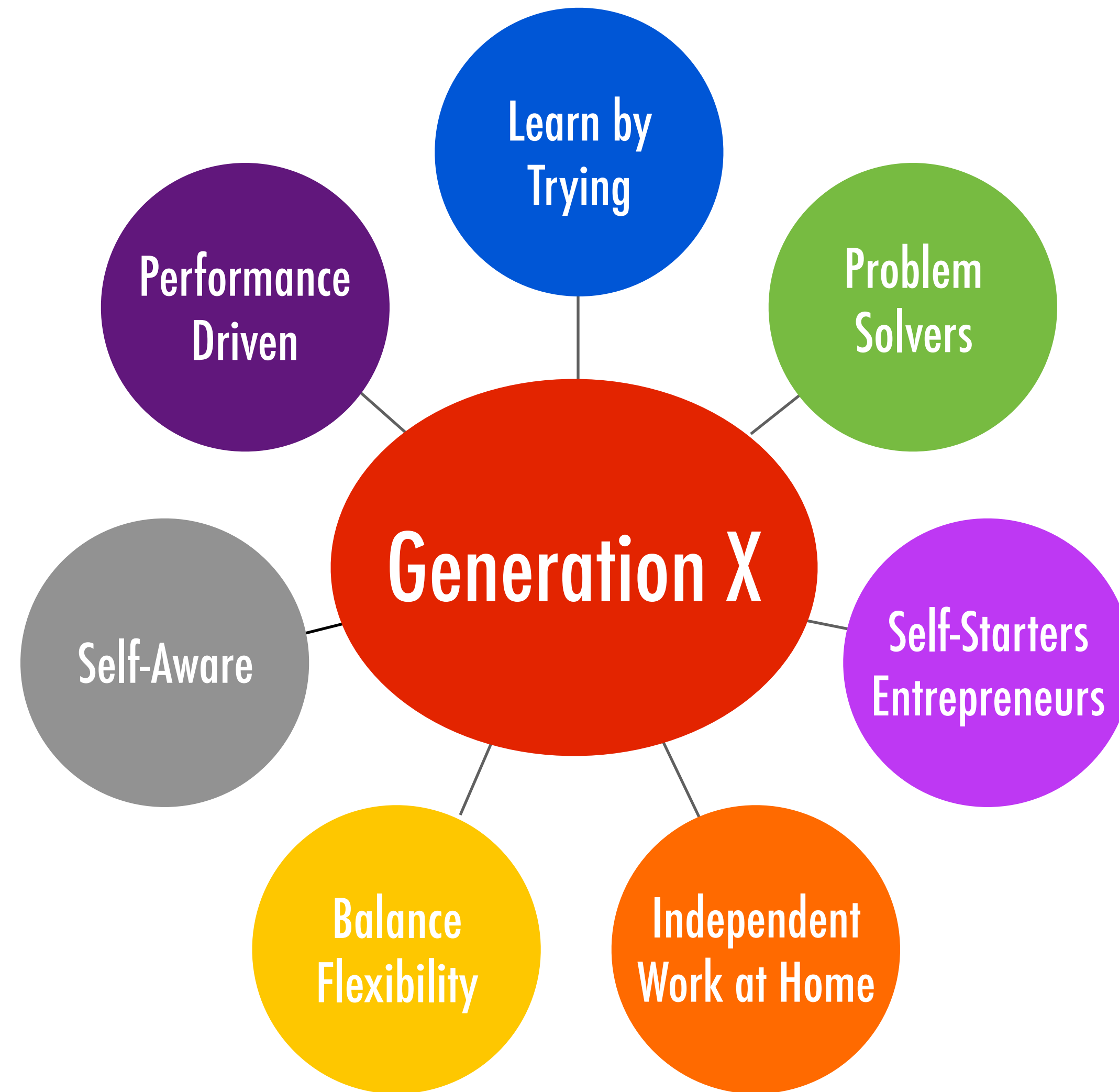
SANDWICH?

- Gen X has the least number of people, but the highest number of start ups and the most billionaires.



The fear of not having enough money to retire, pay for our kids to go to college, or survive if we are sick or hurt is a driving factor in many (all) of our decisions.

LEE SILBER



- Divorce and Two-Income Families
- Television (MTV), Commercials, and Video Games
- Mostly Unsupervised and Left to fend For Ourselves
- Disciplined by . . .



- **You're a part of Generation X if . . .**
- You dialed 8-6-7-5-3-0-9 to see if Jenny would answer.

TOUGHNESS

We grew up with very few safety precautions.

MACGUYVER

We Are Solution-Oriented
and Resourceful



Generation X is paying for our
children's education, saving for
retirement, and in many cases,
caring for aging parents.

LEE SILBER

SABBATICAL

Feeling like we won't be able to retire, many are taking sabbaticals instead, and some are taking on flexible work they enjoy.

MANIFESTING

We believe you should visualize what you want.



EDDIE VEDDER

We Are Known For Grunge and
Flannel but Also Alex P. Keaton
and Gordon Gecko



GEN-X

This generation (of 60 million voters) is often overlooked.

- We have a lot on our plate so get to the point.
- Less loyal and issues and candidates do matter.
- Biggest shift, now much more conservative.
- Respond to solutions and creativity.
- Have the lowest registration rate.

GEN X / AGE 45-60



Less is More

- Don't overdo it with mailers, e-mails and texts—this generation does not want to be bothered.



BORN BETWEEN 1981 - 1996

Generation Y

Products of playdates, technology,
and positive reinforcement—they are
altruistic by nature.

AGES 29 - 44



Adventure, Dogs, and Love

EXPERIENCE IS EVERYTHING



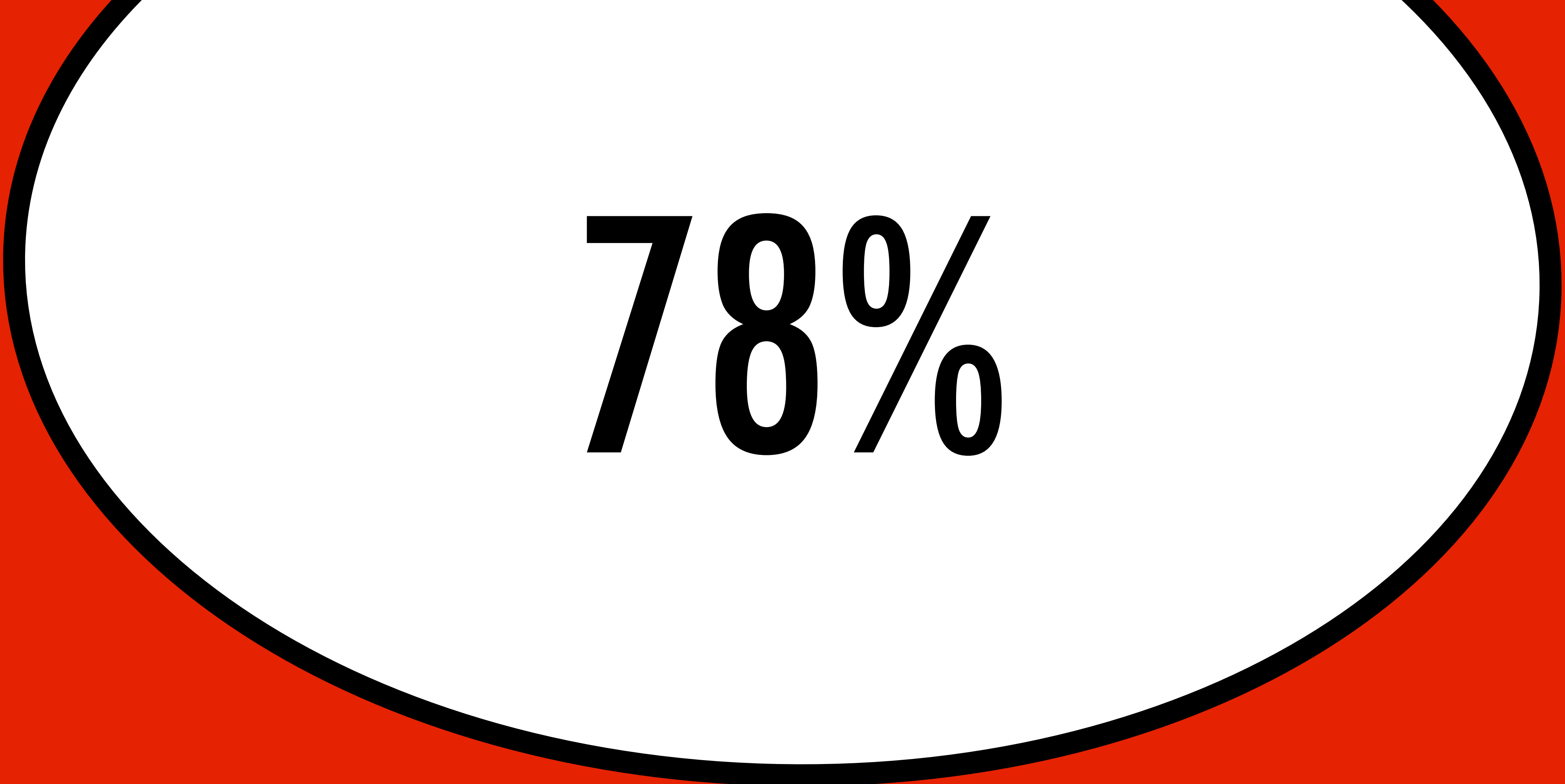
TRUTH

Prefers to have people tell them the way it really is.
They put a high value on authenticity.

SHARING

- Frugal and prefer to rent versus own homes, cars, boats, vacation rentals, and gear. They can still live the dream, but don't need to own it.





78%

78% of Millennials have a spouse or partner who works.

***Only 43% of Boomers' spouses or partners work.**

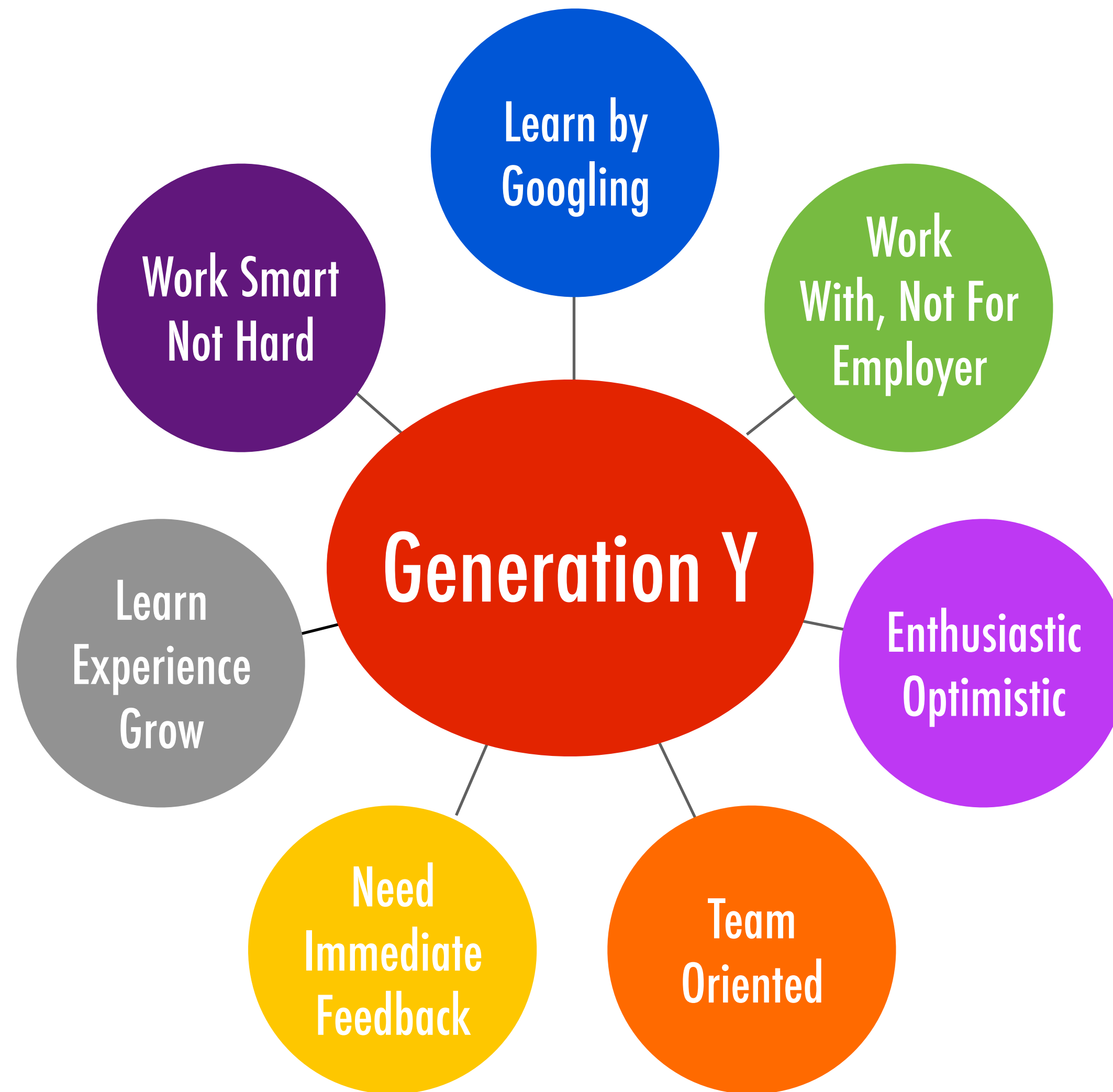
FACTOID

- Millennials are the largest group both in the workplace and in general, but 43% live paycheck to paycheck.



**Millennials want to be a hands-on
participants and want to collaborate,
contribute, and solve problems
as part of a team.**

LEE SILBER



- Structured Lives, Play Dates, Team Sports, Diversity
- Safe, Protected, Sheltered, Litigious, Non-Confrontational
- Technology, Virtual Reality, Games, Online Dating, Google
- Doting Parents (Partners) who disciplined by . . .



Helicopter Parents

- **You're a Millennial if . . .**
- You have dozens of trophies and ribbons for participating in events—even if you didn't place in the Top Ten.

Purpose

They want to know and respond to the “Why” more than the “What”.



**DON'T LET THE
ALARM CLOCK BE THE
ONLY REASON YOU
WAKE UP IN THE
MORNING**

—ALICIA KEYS

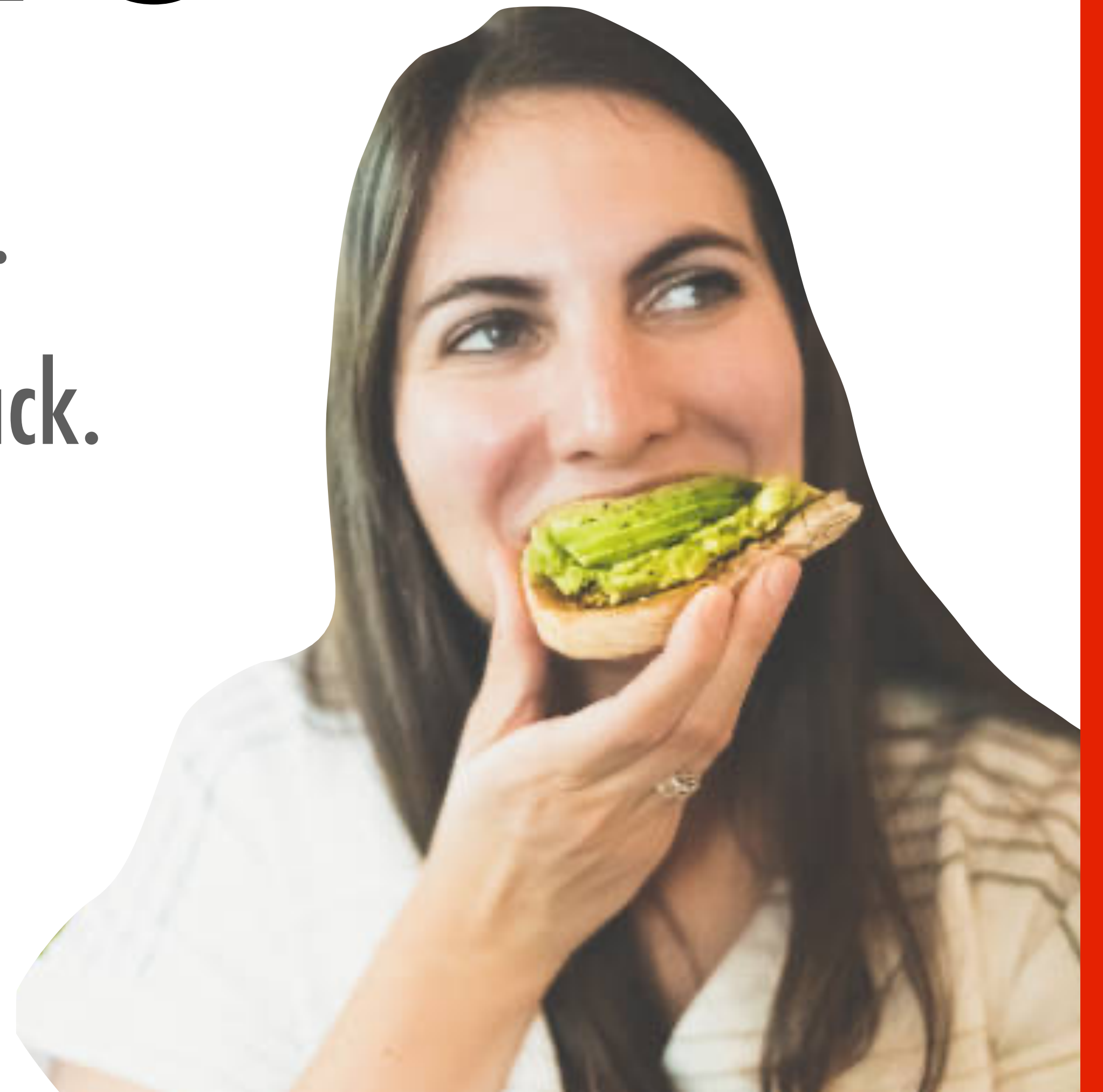


INTROSPECTIVE

They Are In Touch With Their Emotions

TRAITS

- Opinionated with high expectations.
- Wants and needs immediate feedback.
- Optimistic and positive.



FACTOIDS

- 30% live with their family.
- 72% prefer to work from home.
- 36% have one or more tattoos.



GEN-Y

The largest voting block and how to win them over.

- Expects a lot from themselves and their leaders.
- Embraces change and likes new and different.
- Uses e-mail but responds better to texts.
- Be succinct and end with a call to action.
- The “Why” is very important to them.

GEN Y / AGE 28-24

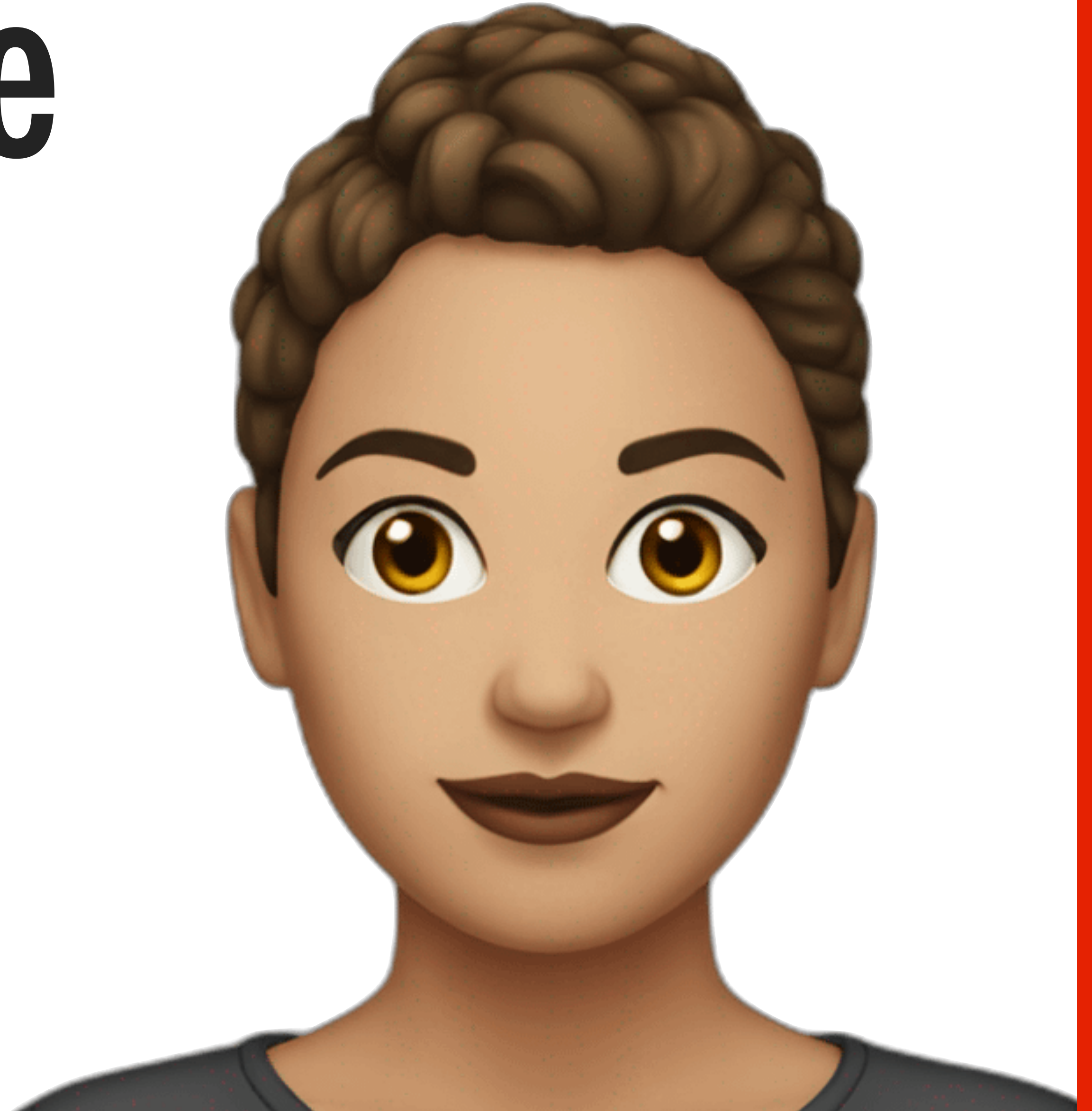


They want to connect, collaborate, and feel included. Use words like “we” and “us” instead of you and them.

LEE SILBER

Peer Pressure

- Pressure from family and friends who are voting makes them want to vote.



BORN BETWEEN 1997 - 2012

Generation Z

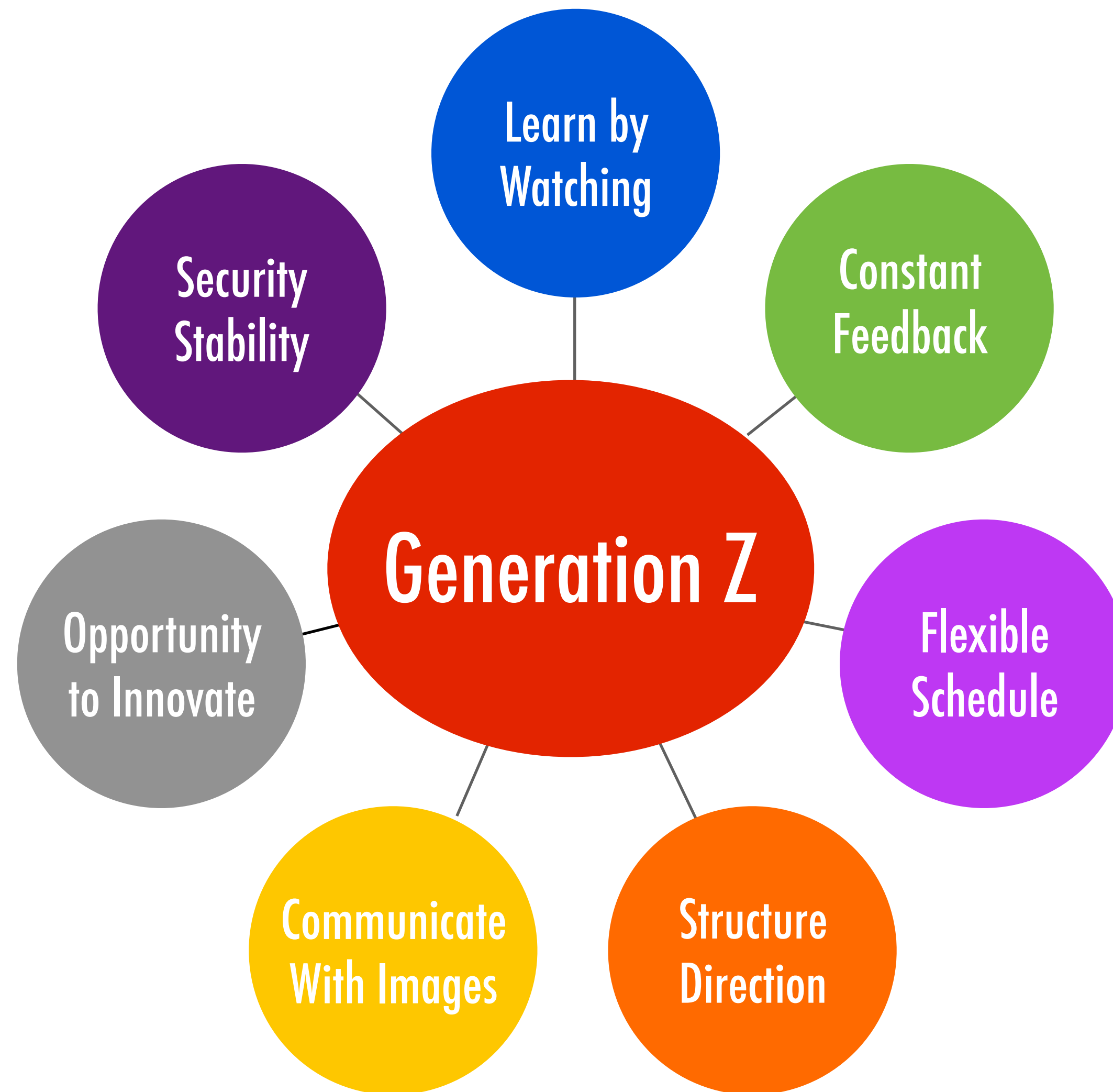
Master multitaskers, easily bored, and visually oriented. They're considered the smartest of all the generations.

AGES 13 - 28



This age group are digital
natives having grown up in
the information age.

L E E S I L B E R



- Stable Home Life with Money to Spend
- Pressure to Succeed and Have Latest and Greatest
- Influenced by Social Media and Celebrities to Grow up Faster
- Parents Who Made Them a Priority and Disciplined by . . .



Lawnmower Parents

- **You're a Gen Z if . . .**
- You have never licked a stamp, used a pay phone, seen a typewriter, or rolled down a car window.

VISUAL

Prefers to watch videos to reading, infographics to spreadsheets,
and interaction and collaboration to learning alone.

**Gen-Z has never known a world
without smart phones, the Internet,
and a variety of choices and
customization.**

L E E S I L B E R

Do Right

Always have to do the right thing and expects that from others as well.



FAST FACTS

- Would like to retire by age 61.
- Very concerned about ability to retire.
- Willing to earn less for more 401K.



Life moves pretty fast, if you don't
stop and look around once in a
while, you could miss it.

FERRIS BUELLER

HUSTLE

- Many use side hustles as an outlet for their interests and creativity and to earn extra money.



FOMO

On social media we're comparing our behind-the-scenes to everyone else's highlight reel. The grass is greener because it's fake.

It's doesn't pay to keep
up with the Joneses.

L E E S I L B E R

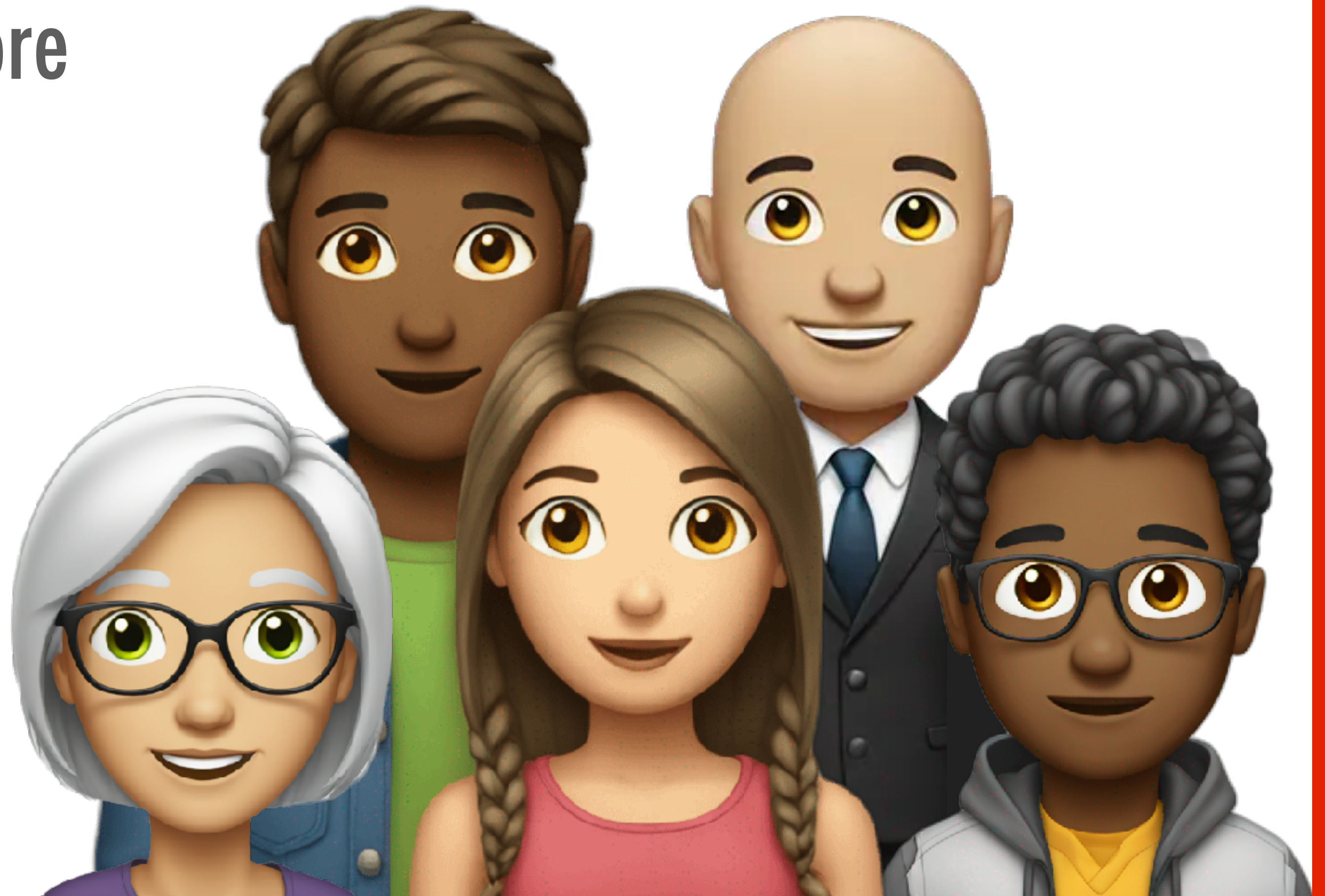
FACTOID

- This generation's most used social media platform is TikTok, followed by YouTube, and Instagram.



Fast Fact

- Younger voters are far more diverse than their older counterparts.



THINK SMALL

Gen-Z Can't Afford to Buy a Home, Boat or Car.
They Go for Small, Simple Pleasures Instead.

Comebacks

Pokemon Cards, baggy pants,
board games, printed books,
Polaroid cameras, and Uggs.



Not Cool

Fabric softener, analog watches, watching one NFL game, cereal, motorcycles, and mayonnaise.



People rarely succeed
unless they are having fun
in what they're doing.

DALE CARNEGIE



37%

Want to pursue their hobby as a profession.

Life is too short to not
enjoy your job.

LEE SILBER



FIND THE LOVE

Find ways to fall back in love with what you do.

Hope Matters

They vote for change in the hope
of a better future—their future.



GEN-Z

How to get the most tech-savvy voters to vote your way.

- Don't feel older candidates align with their beliefs.
- Grew up interacting and want to offer input.
- Make decisions based on social media.
- Would choose a third party option.
- Lowest turnout of any generation.

GEN Z / AGE 12-27



**Want accessible leaders who are willing to
get their hands dirty and do the work.
Respect is earned by action.**

LEE SILBER

Get Real

- Want leaders who are willing to admit they don't have all the answers and own it when they made a mistake.



Young voters don't feel politicians pay
attention to their needs so they don't vote.
Politicians know they don't vote so they
don't pay attention to them.

J O S E P H H E L L E R " C A T C H 2 2 " R E F E R E N C E

**Make sure everybody counts and
they know that they count.**

LEE SILBER

I've got your back!



SHOUT OUT

Is there someone here today that you admire?

KAYLA, MEGAN, CHRISTINA,
TAYLOR, AND EVERYONE WHO
MADE TODAY POSSIBLE
WE APPRECIATE YOU

—LEE SILBER

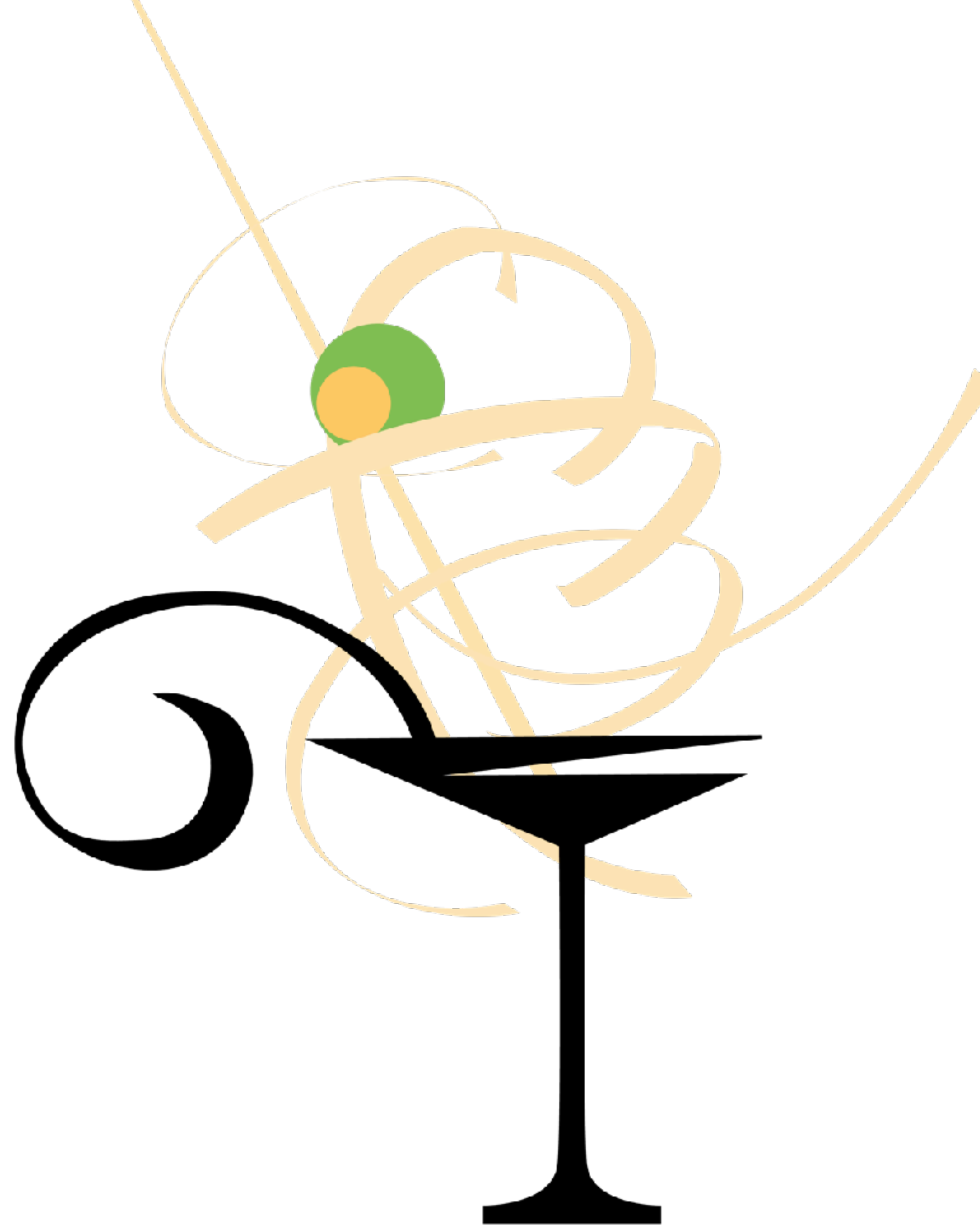


If you laugh, you think, and you cry, that's a full day. That's a heck of a day. You do that seven days a week, you're going to have something special.

J I M M Y V

TOAST

Today Was a Great Day





THINK. LAUGH. LEARN.

LEESILBER.COM

It's more than a speech
It's an experience