

### Generation Y: Still living at home with you?



Generation Y (those born between 1977-94) is the group that follows Generation X (those born between 1966-1976) and Baby Boomers (those born between 1946-1964). Depending on the age of the Baby Boomer, Generation Y could be your kids or grandkids.

Another name for Generation Y is the Millennials or Echo Boomers. They are called Echo Boomers because there are 71 million of them, the largest age cohort since the Baby Boomers (78 million born between 1946-1964).

Generation Y kids are known as incredibly sophisticated, technology wise and immune to many of the traditional marketing and sales pitches. They are less brand loyal and trust their peer group for advice on purchasing more than traditional mass media of TV, radio or newspapers. A large number own a cell phone and computer and are active with instant messaging and social media.

In the U.S., the economic difficulties of the Great Recession have led to dramatic increases in youth poverty, unemployment and the numbers of young people living with their parents.

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*Contact Dr. Wong at 480-706-0177, [haroldwong1@yahoo.com](mailto:haroldwong1@yahoo.com) or [www.drharoldwong.com](http://www.drharoldwong.com). For his previous articles and future seminars, click on [www.DrWongInvestorGuide.com](http://www.DrWongInvestorGuide.com).*

## Investor Guide

Written by Dr. Harold Wong

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Holyoke Enterprise December 5, 2013