

# V. MORA

## Journal Entry Example

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Name: "Jennifer"

Year Born: 1972

Age: 41

Part of the Demographic Profile Known As: Generation X

### Overview of Gen X:

In 2009, Gen Xers represented 16% of the total population or about 1 in 6 people. Of that, nearly 25 million Gen Xers were female. Although we started out with a reputation for being an unknown group, amorphous and defying definition, our diversity became a defining characteristic. More ethnically diverse than generations before, the "PC" or "politically correct" movement of the early 1990s may be seen as reflective of our tolerance for differences, quest for justice, and acceptance of those from diverse backgrounds.<sup>1</sup>

Our altered sense of loyalty to employers and workplace commitment startled older generations. We were the first generation unwilling to become workaholics and sacrifice our family lives, ushering in work-life balance, authenticity, and self-sufficiency.<sup>2</sup>

Having grown up in the midst of social changes, we are comfortable embracing change. Bridging many divides, members of my generation have played a part in the development of many of the equalizing technological advancements that dominate today's world, such as Google™, YouTube™, and Amazon®.

### About Jennifer:

I'm self-reliant and somewhat cynical. I research everything – in excess – before making a purchasing decision, using iPhone/iPad apps, Google, Yahoo, Facebook, Twitter, Yelp, Angie's List, and gaining input from my girlfriends.

I have a master's degree and earn a six-figure salary. I got married later in life, at age 28, and subsequently had children later, at age 37. I treasure my time with my family and a close circle of trusted friends. I'm completely averse to ad hype and overstatement and value transparency and anything that makes my over-scheduled life easier to manage. And, when I want something, it is on demand.

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