

Generation Profiles Conversation Kit Activity

Purpose:

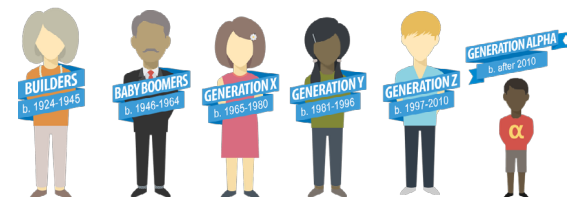
What does our community need to attract and retain all generations?

How will the needs change from today to 2040 and beyond?

Help us plan for all generations today, 10, and 25 years into the future. Consider all aspects that make Novi a great community to live, work, and visit.

Instructions:

1. Download the Generation Profile Activity (three (3) sheets including this instruction sheet).
2. Print out the materials for discussion or type your responses directly into page three of this document.
3. Review the generation profiles, which are representative stories to portray the general trends and characteristics of all age groups in our community.
4. Discuss as a group what each generation will need today and into the future. Consider housing, transportation, technology, recreation, and other needs during your conversation.
5. Record your ideas on the last sheet in one of two ways, whichever is most convenient:
 - *if printed* - use a pen in the white boxes provided, or
 - *if digital* - use the text/comment tools in Adobe Acrobat (or similar digital editing PDF program)
6. Submit your great ideas, along with your group's sign-in sheet, in one of two ways:
 - *if printed* - drop-off your worksheets to Novi City Hall, Attn: Danielle Mahoney, or
 - *if digital* - scan or take pictures of your materials and email to:
Shockkey Consulting Project Manager Grant Mayfield, GrantM@shockkeyconsulting.com
7. Share a picture of your group via email or by posting on social media with #Novi2050 and encourage others to participate too!



Generation Profiles

Builders

A.K.A:
The Silent
Generation

Novi Population*:

1,832

Name:

Miyoko

Age:

82



Miyoko has lived in Novi for more than 45 years. She and her husband moved to the area in the late 1970s when he was recruited to work for a Japanese automotive supplier. After her husband passed away, Miyoko remained in the single-family home where they raised their children. Her children now live out of state but stay connected through frequent calls and visits. Miyoko values her independence and her ties to Novi's Japanese and Asian community. While she still drives, she avoids winter weather and nighttime trips. Maintaining her home has become difficult on a fixed income, and she worries about long-term mobility and access to healthcare. Miyoko wants to age in place but would consider downsizing if she could remain close to familiar services and community spaces.

- wealthiest generation
- fastest growing age demographic is 85+
- coming of age during postwar happiness
- focused on careers rather than activism
- seen and not heard
- youngest of generations to marry and have children
- social marker: World War II (1939-1945)
- marketing: print

Baby Boomers



Novi Population*:

13,397

Name:

Tom

Age:

66

Tom moved to Novi 15 years ago with his wife after accepting a leadership role in the automotive technology sector. Now retired, Tom enjoys volunteering, golfing, and spending time outdoors on Novi's trails and in its parks. He appreciates the city's high-quality services and access to healthcare. While Tom enjoys his current home, he is beginning to think about the future and wants to reduce maintenance responsibilities. He is interested in housing options that are closer to restaurants, shopping, and social activities. Traffic congestion and transportation options are growing concerns as he plans for the next phase of life. Tom wants Novi to continue investing in amenities and infrastructure that support active, healthy aging while maintaining the community's overall quality of life.

- grew up during dramatic social change
- biggest spenders (70%) of consumer goods & services pushing up rental costs
- desire age-in-place options enjoy walkable, urban areas spend more time providing for their families
- amount may strain Medicare
- social marker: moon landing (1969)
- marketing: broadcast (mass)

Generation X

A.K.A:
Latchkey
Generation

Novi Population*:

14,125

Name:

Emi

Age:

45



Emi was raised in Novi and now works as an engineering project manager for a mobility technology firm. She and her partner are raising two teenagers while also helping care for aging parents who live nearby. Emi values Novi's strong schools, safe neighborhoods, and employment opportunities but feels stretched by competing responsibilities at work and home. She worries about housing affordability and whether her children will be able to live in Novi as adults. Traffic congestion and commuting times add daily stress. Emi would like to see more diverse housing options, improved transportation choices, and continued economic innovation so Novi remains competitive. She wants the city to evolve in ways that support families like his across multiple life stages.

- founders of 55% of start-ups
- 82% are homeowners
- generate 31% of U.S. income
- greatest purchasing power
- 25% are primary financial support for 1 Millennial child
- 23% of workforce in 2030
- more time on social media than Millennials
- highest education attainment level to-date
- social marker: stock market crash (1987)
- marketing: direct (targeted)

Generation Y

A.K.A:
Millennials

Novi Population*:

17,478

Name:

Kayla

Age:

32



Kayla rents an apartment in Novi and works in user experience design for a technology company with a hybrid schedule. She chose Novi for its job access, safety, and amenities but sometimes feels disconnected from community life. Student loan debt and rising housing costs make homeownership feel out of reach. Kayla values walkability, trails, and places to meet friends, such as coffee shops and mixed-use districts. She wants more housing choices, better connections between residential and commercial areas, and stronger public gathering spaces. Sustainability and equity are important to her, and she is interested in how Novi plans for climate impacts. Kayla would like to build a long-term future in Novi if it continues to adapt to younger generations' needs.

- difficulty building wealth
- half rent / half own homes
- most educated generation to-date
- 32% of workforce in 2030
- most diverse to-date
- \$1.3 trillion in buying power
- postponing marriage & kids
- seeking smaller homes with proximity to amenities
- spreading urban lifestyles to the suburbs
- social marker: September 11 (2001)
- marketing: online (linked, hyper-connectivity)

Generation Z

A.K.A:
Zoomer

Novi Population*:

3,915

Name:

Marcus

Age:

21



Marcus grew up in Novi and is currently attending a nearby community college while working part-time in retail. He is uncertain whether a traditional four-year degree is the right path and is exploring alternative education and training options related to digital media and data analytics. Marcus spends much of his time online but values affordable, in-person places to socialize and connect with peers. He is concerned about mental health, economic stability, and finding meaningful work. Transportation options are limited for his schedule, and he relies heavily on driving. Marcus wants Novi to provide clearer pathways into careers, and opportunities that allow him to stay in the city rather than feeling pushed to relocate elsewhere.

- largest generation, will be 40% of U.S. consumers, dominant trend influencers
- never been without internet
- will be most educated, alternate education means
- more likely to save, concerned about debt
- 34% of workforce in 2030
- want job security socially & ethically conscious
- social marker: global financial crisis (2008)
- marketing: digital

Generation Alpha

GENERATION ALPHA
b. after 2010

Novi Population*:

12,969

Name:

Asher

Age:

8



Asher lives in Novi with his parents, who work in advanced manufacturing and healthcare. His daily life blends school, extracurricular activities, and digital learning tools. Technology is fully integrated into how he learns, plays, and communicates. Asher enjoys Novi's parks, libraries, and recreation programs, and his parents value the city's strong schools and safe neighborhoods. As Asher grows up, his family hopes Novi continues investing in education, innovation, and sustainability. His future will be shaped by automation, climate change, and new mobility options. The decisions Novi makes today will influence whether Asher grows up in a city that is adaptable, inclusive, and prepared to support the next generation through 2050 and beyond.

- technology fully-integrated will be the wealthiest & most formally educated generation
- 11% of workforce in 2030 will live longer but have more health problems due to sedentary lifestyles
- will live with parents longer, have children later in life
- social marker: COVID-19 (2020)
- marketing: in situ (real-time)

Generation Profiles



Builders
Name:
Miyoko
Age:
82

In 2030 (age 86):

In 2040 (age 96):

In 2050 (age 106):



Baby Boomers
Name:
Tom
Age:
66

In 2030 (age 70):

In 2040 (age 80):

In 2050 (age 90):



Generation X
Name:
Emi
Age:
45

In 2030 (age 49):

In 2040 (age 59):

In 2050 (age 69):



Generation Y
Name:
Kayla
Age:
32

In 2030 (age 36):

In 2040 (age 46):

In 2050 (age 56):



Generation Z
Name:
Marcus
Age:
21

In 2030 (age 25):

In 2040 (age 35):

In 2050 (age 45):



Generation Alpha
Name:
Asher
Age:
8

In 2030 (age 12):

In 2040 (age 22):

In 2050 (age 32):