



Value Population Research Overview

For more than a decade, Near Bridge researchers analyzed thousands of pieces of historical data (major events, cultural influences, demographic trends, etc.) from the past century of American life. In so doing, we discovered generational groupings that differ significantly from those traditionally recognized (Baby Boomers, Gen X, Gen Y, etc.).

The Traditional Approaches

The traditional approaches to generational demography look at *how* people behave and attempt to predict future behavior based on past behavior. Further, they define generations according to randomly-chosen periods of time and then fit the data to create generational profiles. However, these approaches are flawed as research shows that past behavior does not drive future behavior. Furthermore, arbitrary timeframes or historical social cycles do not accurately reflect powerful shared experiences or exponential technological acceleration.

The Near Bridge Approach

The Near Bridge approach generational demography looks at *why* people behave the way they do and predicts future behavior based on deep-seated and often unconscious values. Values drive behavior and act as motivational filters through which past behavior is more easily understood and future actions are more predictable. Groups whose consistent connection is shared values—values that were created by experiencing shared events in the cultural environment during their formative years—are termed by Near Bridge as Value Populations™.

Traditional vs. Near Bridge Generational Timeline

