

The Weekly Listen: Generational Consultants, Changes at Disney, and Political Influencers

AUDIO | **FEBRUARY 27, 2020**

eMarketer Editors

eMarketer principal analyst Mark Dolliver, junior analyst Lucy Koch and forecasting analyst Eric Haggstrom discuss generational consultants, executive changes at Disney, the rising fortunes of music streaming and the role of social media influencers in politics.

US Social Network Users, by Generation, 2020

% of population



Note: Gen Z are born between 1997 and 2012; Millennials are born between 1981-1996; Gen X are born between 1965-1980; baby boomers are born between 1945-1964; individuals who use social networks via any device at least once per month
Source: eMarketer, Feb 2020

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