**Time Allocation Behavior of Twentieth Century American Generations:**

**GI Generation, Silent Generation, Baby Boomers, Generation X, and Millennials**

Annesha Enam, Karthik C. Konduri

In the recent years, time engagement behaviors of two generations, namely Baby Boomers and Millennials have sparked much interest because these generations constitute the bulk of the American population today and they also exhibit “atypical” activity-travel patterns compared to other generations. The objective of the current research is to conduct a systematic study of the time engagement behaviors of five American generations, namely, GI Generation (birth year: 1901-1924), Silent generation (birth year: 1925 – 1943), Baby Boomers (birth year: 1944 – 1964), the Generation X (birth year: 1965 – 1981) and Millennials (birth year: 1982 -2000). In particular, the study aims at isolating heterogeneity in behaviors associated with structural changes in the society to those associated with inherent generational characteristics. Using data from four waves (1965, 1985, 2005 and 2012) of the American Heritage and Time Use Study (AHTUS), the analysis explored the time engagement behaviors while accounting for the age, period and cohort effects in addition to different socio-economic and demographic variables. The analysis revealed that, Millennials have generally delayed the participation into life changing events such as marriage, workforce entry, and exhibited prolonged student status compared to previous generations. Even after controlling for student and employment status, millennials showed lower participation in work and higher participation in discretionary activities compared to individuals of the same age group from previous generations. On the other hand, Baby Boomers clearly exhibited increased travel engagement compared to the previous generations at different stages of their lives.