



## '30s THE GREAT DEPRESSION

During his 1933 inaugural address, Franklin Delano Roosevelt proclaimed, "The only thing we have to fear is fear itself." He later pledged a New Deal to aid the economy, introducing unemployment insurance and a new Social Security program that guaranteed income for retired Americans. Radio and Hollywood movies grew in popularity as entertainment provided people an escape from hard times.



## '40s AN ECONOMY SPURRED BY WAR

World War II turned Americans into soldiers, as President Roosevelt picked the first draft number. On the home front, big bands were the rage, *Casablanca* won an Academy Award, and Rosie the Riveter went to work in defense plants. After the war ended in August 1945, economic reconversion began, accompanied by a wave of price increases and labor strikes, as some government controls were lifted.



## '50s THE EISENHOWER YEARS

Rosa Parks refused to give up her seat, sparking the Montgomery, Alabama, bus boycott and focusing the nation's attention on civil rights. Howdy Doody, Mickey Mouse and Roy Rogers were children's favorites. Elvis rocked the world, and automobiles and television sets swept the country. As Americans tried to keep up with the Joneses, consumerism flourished.



## '60s CONFORMITY GIVES WAY TO SOCIAL REVOLUTION

Although America mourned the loss of John F. Kennedy, his goal of putting a man on the moon lived on when Neil Armstrong arrived there and took "one small step for man and one giant leap for mankind." Martin Luther King Jr.'s "I Have a Dream" speech in 1963 inspired the civil rights movement. In November 1963, the U.S. sent some 16,000 military personnel to Vietnam. At home, it was a volatile time of protests and televised war.



## '70s ENERGY CRISIS SPARKS ECONOMIC CRISIS

U.S. soldiers came home from the Vietnam War to a different America. President Nixon profoundly changed U.S. foreign policy with visits to China and Russia in 1972. The very next year, his administration fell into disgrace with the stunning events of the Watergate scandal, causing Americans to question U.S. leadership. On the business landscape, Apple and Commodore began producing the first personal computers, and the number of women entering the workforce increased rapidly.



# '80s REAGANOMICS

The U.S. space shuttle *Columbia*, the world's first reusable spacecraft, landed after completing 36 orbits. Judge Sandra Day O'Connor became the first woman associate justice of the U.S. Supreme Court. Soviet leader Mikhail Gorbachev agreed to arms reduction talks with the U.S.



## '90s THE LONGEST BULL MARKET IN HISTORY

The World Wide Web experienced explosive growth. The United States, Mexico and Canada signed the North American Free Trade Agreement (NAFTA). In 1994, Republicans won both houses of Congress for the first time in 40 years. The Dow Jones Industrial Average jumped to its first close above 10,000 on March 29, 1999.



## '00s THE WORLD GREETES A NEW MILLENNIUM

At the beginning of the 21st century, George W. Bush was elected president after one of the closest presidential races in U.S. history. The Economic Growth and Tax Relief Reconciliation Act of 2001 offered some of the largest tax cuts in 20 years.

On September 11, 2001, one of the greatest tragedies in U.S. history occurred as more than 3,000 American lives were lost in a terrorist attack on the World Trade Center. The 2003 war in Iraq helped precipitate a long upward trend in oil prices, which peaked in July 2008 at an all-time high to date of over \$145 per barrel.<sup>21</sup>

In 2008, financial markets around the world plunged, triggered by a credit crunch which compounded the effects of a global economic slowdown. Unprecedented actions were taken by governments around the world to address the financial crisis. In 2009, Barack Obama took office as the 44th U.S. President.





# '10s

## THE iGENERATION ENGAGES IN A GLOBAL TRANSFORMATION

Technology and social media continue to drive the Information Age forward. Social media exerts a growing influence across the political, cultural and economic landscape. Mobile devices have become a primary driver for many consumer-facing businesses, and the monetization of mobile is underway as advertisers reallocate spending away from traditional media and toward mobile and social platforms, including Facebook, Twitter and Google.

The massive accumulation of digital information, however, has had some negative consequences. Large-scale gathering of information by both governments and private companies has sparked global debate, while the ongoing battle between hackers and holders of sensitive information has become a hallmark of the decade.

In 2016, Donald Trump surprised the political establishment and was elected 45th president of the United States.