SOME CHARACTERISTICS OF FOUR GENERATIONS

TRADITIONALISTS (roughly 1922-1945) (70-80 year olds)

- Saw women enter workforce
- Experienced the “Great Depression”
- War/World War II
- War Rations
- Patriotism
- Teamwork
- Belief in Logic
- Survival was important
- Said to hold ¾ of world’s wealth today
- Religion seen as part of life/something everyone does
- Thoughtful/Social Stewardship/Love
- First to pursue equality via Civil Rights Movement
- Women, generally, stayed at home and took care of kids (except for during World War II)
- Express caring/open-mindedness
- Indecisive/Guilt-ridden
- Disciplined
- High Morals
- Sex outside of marriage considered by many to be sinful and even dirty
- Past-oriented
- Adhered to “Rules of Conduct” and following directions
- Male/Female polarization
- Detail-oriented
- Disliked conflict
- Laid foundation for technology & innovation
- Developed space program
- Do what you were told without question
- Developed vaccines
- “Doing more with less”
- Task-oriented
- Obedient to both parents
- High view of marriage
- Family stayed together longer
- Very definite sense of “right / wrong”
- Viewed understanding of history as way to plan for the future
- Many family businesses
- Races were segregated in most places
- Future uncertain/Passive waiting
- Moved families from farm to cities
- New “suburbia”
- Input and output matters
- Strong work ethic
- Many raised on farms
- Respect for authority/Submissive
- Slow to change
- Conformity/Consistency & Commitment
- Not technologically proficient
BABY-BOOMERS (roughly 1946-1964)

(50 – 60 year olds)

- Approximately 76 million born  
- No cell phone  
- Concerns about retirement assets

- Clever/resourceful/Strive to win  
- Dedicated and career-focused  
- Input matters most

- Tend to get what they want or go some other place  
- Do things that will give them life meaning

- I once read a statement that said, BB ate hostess cupcakes... but did not become overweight because they always “played outside”

- “Saw TV introduced”  
- Goal-oriented  
- “Arrogance /Selfishness/”Over-protective parent(s)

- More workaholics

- Concerns about lifestyle, health, caring for elderly parents  
- Competitive  
- Independent  
- Confident

- Challenged “status Quo”  
- Grew up with “Rock and Roll/Motown”  
- Not afraid of conflict

- Some were “hippies”  
- Generally associated with rejection or redefinition of traditional values

- Sacrifice/hard work does pay  
- Said to be retiring at rate of 80,000 per day/300 per hour

- Korean Conflict and Vietnam War  
- Grew up during dramatic social changes: Gay Rights/Handicapped Rights/Privacy/Search for “self-identity/Sexual Expression

- JFK assassination  
- “Walk on Moon”  
- Beatles  
- Drug experimentation  
- “Cold War”  
- “Twist/Hoola-Hoop”

- Environmental & Woman’s Rights  
- Watergate  
- Denial of Old Age/Death  
- Wealthiest

- Want “face time”  
- Two-faced/Arrogant/Ruthless  
- View marriage as option

- Busy father absent and always working  
- Able to move to new areas  
- “Latch-key kids”

- 5 cent candy bar/45 rpm’s/got up to change the channel/Know how to play “Kickball/Hopscotch”

- Work for same employer all your life

- Materialistic  
- Strongest attraction to mother  
- Experienced growing divorce/separation
GENERATION X ("GEN X".... roughly 1965 – 1981)

(30 – 40 year olds)

-Want and tend to be independent of both mom & dad
-Families disrupted/Divorce

-Fast foods/Microwave foods
-Educational TV "Sesame Street/Mr. Rodgers"
-Two working parents

-Went to Malls/Arcades
-Comfortable with diversity
-"Single Parentness"

-"Dislike being micro-managed and embraces a "hands-off management style" -Flexible

-Tolerant of alternative lifestyle
-Values freedom
-Casual disdain for authority and structured work hours

-Mothers and women in workforce
-Pessimistic about future
-Uncultured
-Amoral
-"Follow your heart"
-"Latch-key arrangements"
-"Took on adult responsibilities at young age- little supervision"

-Some had little to do/watched a lot of TV
-Character often formed by books, movies, TV
-Apathetic
-Distanced themselves from politics because becoming involved does not matter
-Many became first in America to not feel there were social/cultural barriers

-Independent
-Seen lots of corruption, mistakes, drugs, alcohol abuse, etc.
-Learned to not trust large corporations
-Don’t like bosses to “breathe down their neck” but appreciate positive feedback...want to figure things out themselves
-Extremism/Extreme sports (bungie, skydiving, rock climbing, etc.)

-Want adventure, fun/work environment that makes allowances for fun/humor
-May make less than dad (equivalent)/entered during worst employment period
-Due to corporate policies, downsizing, merging, not looking out for employees have learned to cut and run to other companies

-Output is all that matters
-Communism dies
-"Find out as you go along” approach
-Impatient

-Like to learn but like to learn on their own terms
-Will change careers often/need to re-skill

-Lives in shadow of boomers
-"Quitting the day job if dreams not met" -Suspicious of hierarchy, rank

-Security means nothing to them
-Want to participate as equals
-First to use technology
-Self-reliant

-Individualistic
-Exposed to violence & other mature subjects on TV
-Informal
-General Attitude: “whatever!”

-Fearful they will be passed over by younger “greenhorns”
-Work-at-home arrangement appeals to them
-Not very interested in future rewards

-Google/Yahoo/E-bay
-Sometimes seen as not very motivated
-Complacent/Feeling of alienation/No place in society
-Sometimes tend to reject hard work/achievements & efforts to change society
-MTV generation
-“Now” generation
-Not sold on “Traditional Family”

-Enigmatic
-Dislike business & corporate culture “Arrogant”
-Lived with HIV/AIDS
-Risk-taking
MILLENNIALS (Generation Y...roughly 1982 – 1990s)

(20's and younger)

-Ultimate multi-taskers
-Button pushers
-Suffer “ADD”
-Remote control kids
-Diversity
-Violence/gangs
-Value parenthood and marriage over career

-Strongest attachment to Fathers
-Snacks
-Diversity
-“Can do”
- “Cyber-savvy”
-“Try it and see what happens”
-“Green” movement
-“ObamaCare”
-“Cyber-savvy”
-Can do attitude
-Self-Expressive
-Most educated in American History

-Liberal
-Cell phones/MP3/IPods/I-Phones, etc.
-“Get along well with others”
-Respects elders
-Video games and self-created videos/YOU-Tube

-Music/Pop Culture
-“Open to change”
-Told by media/home “they can have it all”
-“Ready to “take on the world”
-Group and Team oriented
-Driven, ambitious and have high/inflated/ expectations
-“Obamacare”

-More ethnically and racially diverse
-Tolerant of immigrants
-Upbeat
-Age of “Terrorism”
-Believe Govt. should do more to solve problems
-Need for new information
-Agree with government/ “green” movement
-Appreciate discovery

-Most educated in American History
-Raised to feel “special & unique”
-Less likely to have served in the military
-Want frequent feedback

-“Ready to “take on the world”
-Group and Team oriented
-Driven, ambitious and have high/inflated/ expectations
-“Obamacare”

-have grown up with technology
-Social Media (Facebook, Tweet, etc.)
-Respect, honesty, helpful feedback and support important
-Clever
-Positive/ confident

-Incorrigeble
-Get trophies for just “showing up”
-”Green” movement
-Graduated during bad economy/moving back home an option/common

-People-persons
-Not overtly religious yet not necessarily unbelieving
-Typically learn by doing
-Need to be told rules and guidelines

-May have good visual/spatial skills
-Want immediacy and “instant gratification”
-Love technology but want/seek face-to-face interactions

-Require “special treatment”
-Connected but may not be “relationally satisfied”
-“Global Age”
-”All are winners/ played games with no winners or losers!

-May have hard time seeing beyond the immediate experience
-SpongeBob”
-“Trial & Error” approach
-May thrive on change

-Why do I need to do/know this?/Want explanation
-Motivated by challenge, unconditional acceptance, change