

Summary of Generational Differences

Group	Defining Events and Trends	Core Values	Generation's Personality
Radio Babies 1930-1945 50 million	<ul style="list-style-type: none"> • Patriotism • Families • Great Depression • WWII • New Deal • Korean War • Cold War 	<ul style="list-style-type: none"> • Dedication • Sacrifice • Hard Work • Conformity • Law and Order • Respect authority • Duty before pleasure 	<ul style="list-style-type: none"> • Past-oriented • History absorbed • Believe in logic not magic • They are conformers <p style="text-align: center;">LOYAL</p>
Boomers 1946-1964 75 million	<ul style="list-style-type: none"> • Race to Space • War on Poverty • Television • Suburbia • Assassinations • Vietnam • Civil rights • Women's lib 	<ul style="list-style-type: none"> • Team orientation • Personal gratification • Personal growth • Health / wellness • Youth • Civic involvement • Work 	<ul style="list-style-type: none"> • Driven • Soul searchers • Willing to go the extra mile • Have a love/hate relationship with financial prosperity <p style="text-align: center;">OPTIMISTIC</p>
Gen X 1965-1980 46 million	<ul style="list-style-type: none"> • Watergate • Latchkey kids • Single parents • AIDS • The web • Impeachment • Challenger • Fall of Berlin Wall 	<ul style="list-style-type: none"> • Diversity • Thinking globally • Balance • Techno literacy • Informality • Self-reliance • Pragmatism • Facts, figures and statistics 	<ul style="list-style-type: none"> • Risk taking skeptics • They seek balance and a sense of family • They think about the job not the work hours <p style="text-align: center;">SKEPTICS</p>
Gen Y/ Millennial 1981- now 80 million	<ul style="list-style-type: none"> • Instant messages • Columbine • Oklahoma city • Clinton/Lewinsky • Multiculturalism • Homelessness • 9/11 	<ul style="list-style-type: none"> • Confidence • Civic duty • Achievement • Sociability • Morality • Diversity • Street smarts • High value for alternative healthcare 	<ul style="list-style-type: none"> • Both optimistic about the future and realistic about the present • Prefer collective action • They are tenacious • Question authority but willing to listen <p style="text-align: center;">REALISTIC</p>

Thanks to Generations at Work, Ron Zemke