

# Generations.

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# General information

## Personal and Lifestyle Characteristics by Generation

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	<b>Traditionalist</b>	<b>Baby Boomer</b>	<b>Generation X</b>	<b>Generation Y</b>
<b>Core Values</b>	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme fun Social
<b>Family</b>	Traditional Nuclear	Disintegrating	Latch-key Kids	Merged Families
<b>Education</b>	A dream	A birthright	A way to get there	An incredible expense
<b>Communication Media</b>	Rotary Phones One-on-one Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones E-mail
<b>Dealing with Money</b>	Put it away Pay cash	Buy now, pay later	Cautious Conservative Save, save, save	Earn to spend

\*Data provided by FMU

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# Baby boomers 1945-1965



# Generation X 1965-1979



# Generation Y 1980-2000

