

Generations.

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General information

Personal and Lifestyle Characteristics by Generation

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	Traditionalist	Baby Boomer	Generation X	Generation Y
Core Values	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme fun Social
Family	Traditional Nuclear	Disintegrating	Latch-key Kids	Merged Families
Education	A dream	A birthright	A way to get there	An incredible expense
Communication Media	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
Dealing with Money	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

