

COMMUNICATING ACROSS GENERATIONS

WHO ARE THE GENERATIONS?

GENERATION	INFLUENCES	TRAITS
TRADITIONALISTS Born prior to 1946 75 million	The Great Depression The New Deal World War II The GI Bill The Cold War Pearl Harbor	Patriotic Loyal Desiring to leave a legacy Fiscally conservative Faith in institutions
BABY BOOMERS Born 1946-1964 80 million	Booming birthrate Economic prosperity Recession Vietnam Watergate Women's and Civil Rights movements Woodstock Oil embargo	Competitive Questioners of authority Eager to put their own stamp on things Optimistic Idealistic
GENERATION XERS Born 1965-1979 60 million	<i>Sesame Street</i> MTV Personal computer Divorce Latchkey kids Title IX AIDS Crack cocaine Missing children on milk cartons	Eclectic Resourceful Self-reliant Skeptical Highly adaptive Independent
MILLENNIALS Born 1980-1995 82 million	Terrorism Expansion of technology and the media Mixed economy Violence Global climate change	Diverse Tech savvy Environmentally conscious Collaborative Socially accepting