

# UNDERSTANDING THE GENERATIONS

Different generations are not simply older or younger, they differ in their beliefs and values. One of the keys to understanding these differences is to look at what major cultural experiences each generation faced when they were coming of age (here we use a range of age from 11 to 25). Wars, recessions, cultural events, and technological advances can sometimes lead to generations having drastically different perspectives and attitudes in life.

DO THE RIGHT THING

WORK TILL YOU DROP

HAVE A LIFE

LIVE & LET LIVE



**TRADITIONALISTS**  
(the Lucky Few, Veterans, or the Silent Generation)



**BABY BOOMERS**  
("Me" Generation)



**GENERATION X**  
(Post-Boomers)

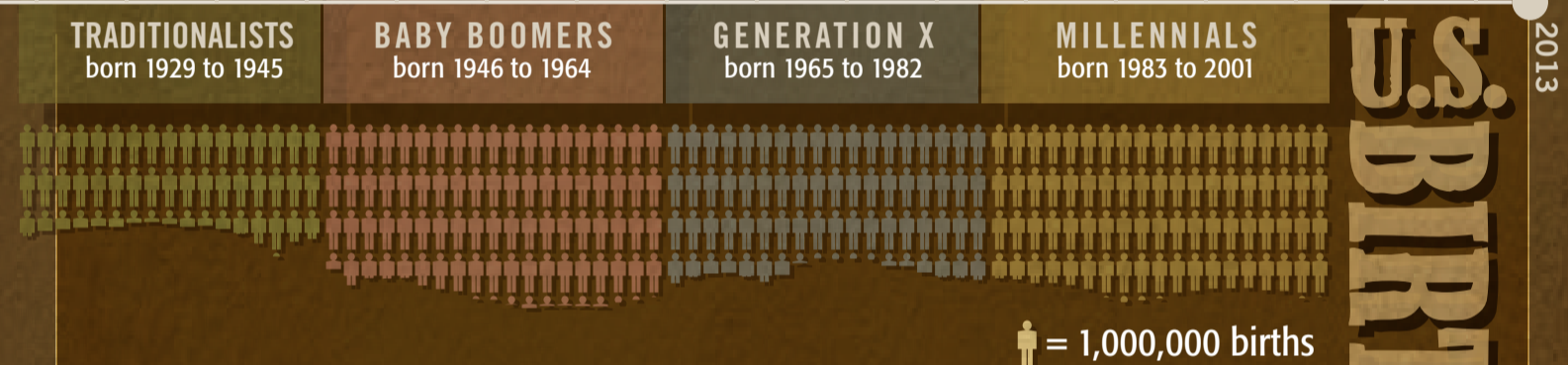
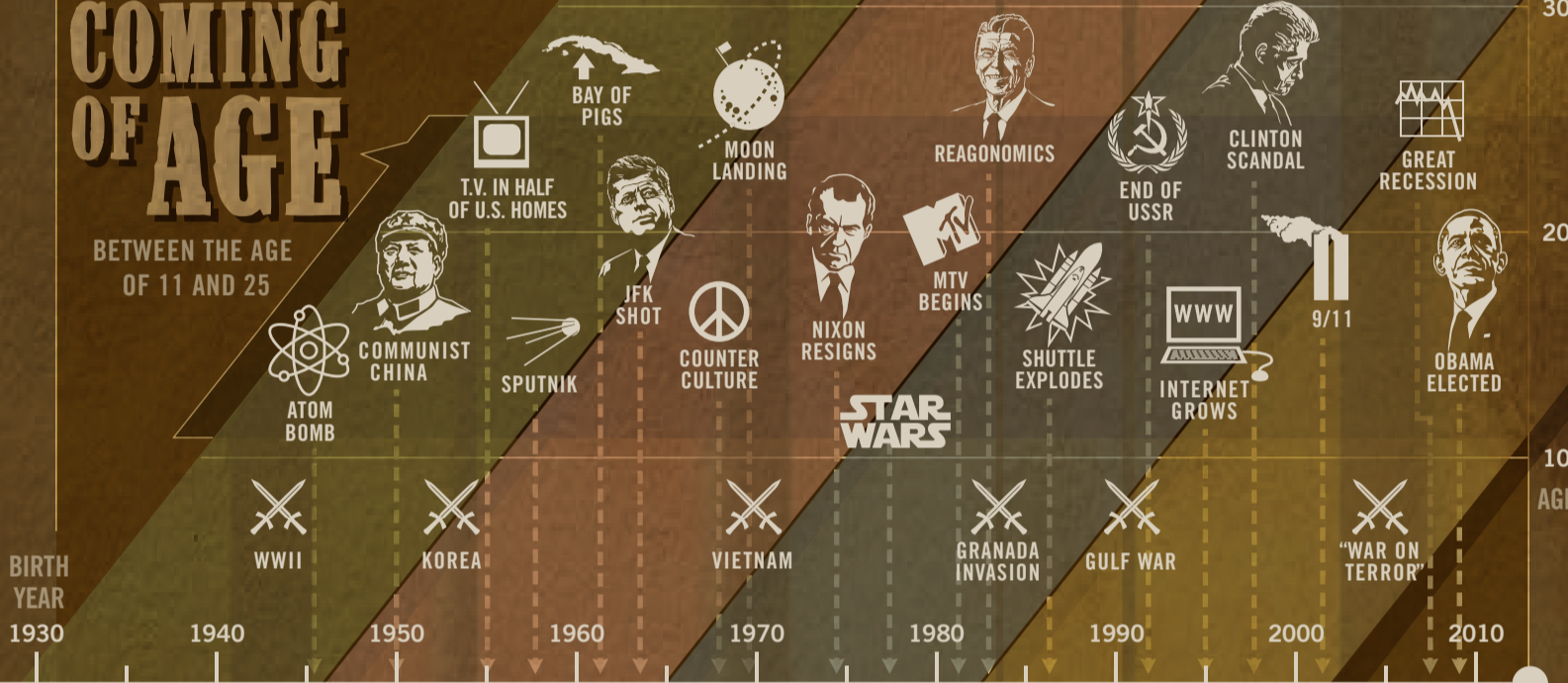


**MILLENNIALS**  
(Generation Y)

## EXPERIENCES

### COMING OF AGE

BETWEEN THE AGE OF 11 AND 25



## CHARACTERISTICS

	TRADITIONALISTS born : 1929 to 1945	BABY BOOMERS 1946 to 1964	GENERATION X 1965 to 1982	MILLENNIALS 1983 to 2001
<b>GOVERNMENT</b>	patriotic	distrust	cynical	global, multicultural
<b>AUTHORITY</b>	respect authority & rules	use authority	casual toward authority	respect norms & institutions
<b>COMPANY</b>	loyalty to company	job status & symbols important	distrust of institutions	sense of entitlement, narcissistic
<b>MOTIVE</b>	value hard work, discipline	competitive	pragmatic, self-reliant	entrepreneurial, self-reliant
<b>MONEY</b>	rationing, thrift, spending wisely	for personal gratification	seek independence	materialistic
<b>TECHNOLOGY</b>	resistant	adapters	savvy	connected
<b>COMMUNITY</b>	conformity with division of labor	individualistic, self-empowered	counter-cultural, live-and-let-live	embrace diversity
<b>SEEK</b>	respect & appreciation	perks & recognition	to balance work & family	money & multiple opportunities
<b>PROCESS</b>	duty before fun	workaholics	work to live	team players
<b>PURPOSE</b>	work for greater good	work for career	work for change, combat corruption	work for getting ahead
<b>WORK</b>	for outcome & achievement	for output & process	for their rights & relationships	for money & opportunities
<b>VALUES</b>	logic & discipline	personal health & wellness	human dignity & individual freedom	humor, creativity, & image
<b>CHARACTER</b>	does the right thing	redefines traditional values	world-weary, skeptical & pessimistic	self-absorbed, confident, materialistic

## WORK

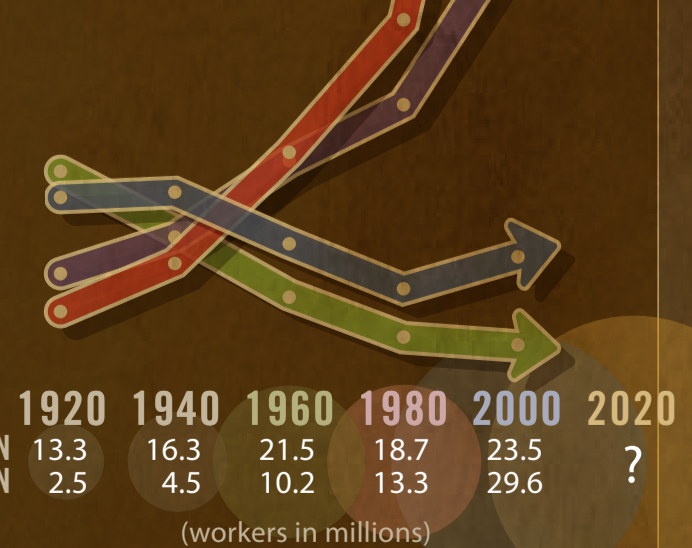
### 2010 WORKFORCE %<sup>3</sup>

- Traditionalists .... 05%
- Baby Boomers ... 37%
- Gen Xers ..... 23%
- Millennials ..... 35%



## OCCUPATIONS

- farmers
- laborers
- managers
- professionals



### SOURCES:

- "Demographics of the United States", Wikipedia, [http://en.wikipedia.org/wiki/Demographics\\_of\\_the\\_United\\_States](http://en.wikipedia.org/wiki/Demographics_of_the_United_States), accessed November 13, 2013. This article references [http://www.cdc.gov/nchs/data/dvs/provisional\\_tables/Provisional\\_Table01\\_2012Dec.pdf](http://www.cdc.gov/nchs/data/dvs/provisional_tables/Provisional_Table01_2012Dec.pdf). (See also: Department of Health and Human Services, National Center for Health Statistics, web: [www.dhhs.gov](http://www.dhhs.gov).)
- A myriad of sources contributed to these lists. Because of their redundancy we have chosen to not list all possible sources. We will, however, list the book that started the discussion on the differences in generations: William Strauss and Neil Howe, *Generations: The History of America's Future, 1584 to 2069*, William Morrow and Company, Inc., (New York, 1991). (See also: Pew Research Center, Social & Demographic Trends, February 24, 2010, <http://www.pewsocialtrends.org>.)
- Jeanne C Meister and Karie Willyard, "Are You Ready to Manage Five Generations of Workers?", Harvard Business Review, 2:48 PM October 16, 2009, <http://blogs.hbr.org/2009/10/are-you-ready-to-manage-five-g/>
- Elwood Carlson, "20th-Century U.S. Generations", Population Bulletin 64, no. 1 (2009), <http://www.prb.org/pdf09/64.1Generations.pdf>. Original tabulations from U.S. Census Integrated Public Use Microdata Samples.



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