

WHAT MAKES "SENIORS/VETERANS" TICK?

Born 1922-1945

LIFE AT HOME

- Parents...had hard times, unemployment, did without
- Save now, pay later
- Live outside city - rural and suburban areas
- Roles are traditional

LIFE AT WORK

- Work is.....survival
- Works hard
- Honor and respect of authority
- Work mostly in...big companies, manufacturing, and government
- Rewards and recognition.....are waited for, and require personal touch with traditional tangible and intangible recognition
- Loyal and dependable
- Does not deal well with change or conflict
- Follows rules, lives by law and order
- Highest proportion of self-employment

LIFE AT PLAY

- Golf
- Travel
- Watch baseball & football
- Being with family

LIFE AS AN INDIVIDUAL

- Consistency and conforming
- Disciplined
- Traditional & history linked
- Conservative

DEFINING TRENDS: Patriotism. Families. Golden Age of Radio. Silver Screen

CORE VALUES: Dedication. Sacrifice. Hard Work. Conformity. Law and Order. Patience.
Respect for authority. Duty before pleasure. Adherence to Rules. Honor

GENERATIONAL PERSONALITY: Seniors are conformers. Seniors are conservative spenders.
They are past-oriented and history absorbed. They believe in logic, not magic.



WHAT MAKES "BABY BOOMERS" TICK?

Born 1946-1964

LIFE AT HOME

- Parents...doted and adored children in an expanding economy
- Roles are...redefined on equality basis
- Leave unfulfilling relationships

- Rules are...manipulated
- Not budget minded
- Immediate gratification mindset



LIFE AT WORK

- Work is.....fulfillment
- Teamwork and cooperation
- Rewards and recognition...personal and public recognition, involvement, and never forget to thank for long hours

- Technophobe
- Work mostly in...technical and production jobs, leadership

LIFE AT PLAY

- Read business and personal development books
- Health clubs

- Pursue learning
- Can be politically minded

- Like basketball & soccer

LIFE AS AN INDIVIDUAL

- Self-Centered • Self-Help Groups • Optimistic • Personal & Spiritual Growth • Team-Work & Participation/Involvement Driven

DEFINING TRENDS: Prosperity. Children in the spotlight. Television. Suburbia. Assassinations. Space Race

CORE VALUES: Optimism. Team Orientation. Personal Gratification. Health & Wellness. Personal growth. Youth. Work. Involvement

GENERATIONAL PERSONALITY: Boomers are driven. Boomers are soul-searchers. They are willing to "go the extra mile."
They have a love/hate relationship with financial prosperity.

WHAT MAKES "GENERATION X" TICK?

Born 1965-1981

LIFE AT HOME

- Parents...both worked and often lost jobs
- Parenting is now...doing everything to make time to be with children
- Cautious about spending money because of insecurity
- Roles are.....evolving

- No one cared about them
- Experienced a new bedroom and home on weekends
Single parented, blended families, or just parent-less



LIFE AT WORK

- Work is...a job
- Enjoys a challenge
- Likes to multi-task
- Work mostly in information age, services and business owners
- Thrive on change & is adaptable
- Wants to learn
- Look out for yourself attitude
- Globalization
- Techno literate
- Rewards, recognition, feedback, freedom

LIFE AT PLAY

- Reads less than other generations
- Little use for politics
- Cycling
- Rock Climbing
- Inline Skating

LIFE AS AN INDIVIDUAL

- Many were latchkey kids
- Independent
- Want a life and friends
- Dislike Boomers
- Idealistic, passionate about causes

DEFINING TRENDS: Trust yourself first mindset, loyal, authentic, resilient, single parents, MTV, computers, Wall Street Frenzy

CORE VALUES: Skepticism, work-life balance, loyal to people; not institutions, realist more than a dreamer, technological adaptability

GENERATIONAL PERSONALITY: Generation X's are self-reliant; risk takers and are skeptical. They seek balance and a sense of family. They think about the job, not the work hours.

WHAT MAKES "GENERATION Y" TICK?



Born 1982-1995

LIFE AT HOME

- Experienced massive social and techno shifts
- Home is... a place for wellness, connection, creativity
- Social media, texting, and video calls are woven in
- Delaying marriage and parenthood
- Raising kids with focus on emotional intelligence, screen -time limits, and diversity awareness
- Home is...place to live and hub for work
- Homes are smart, digital and always connected with streaming devices, app controlled lights, and thermostats
- Living with parents longer

LIFE AT WORK

- Hardworking, goal oriented, techno-smart, require supervision and support
- Many embracing homesteading, gardening and simpler living
- Rewards and recognition...expect pay equity, working with like-minded people and making a difference, defined

LIFE AT PLAY

- Plagued by violence at school and in entertainment
- Traveling, new foods, live events
- Minimalism
- Digital Fatigue
- Backyard chickens
- Sourdough starters
- Writing, blogging, podcasting, photography or video creation
- Decluttering
- Gaming
- Wellness & Mindfulness

LIFE AS AN INDIVIDUAL

- Determined
- Optimistic
- Goal Driven
- Works well with seniors

DEFINING TRENDS: Computers, school violence, Oklahoma City Bombing, TV Talk Shows, It takes a village, Multiculturalism, Girl's movement.

CORE VALUES: Confidence. Civic Duty. Achievement. Sociability. Morality. Diversity. Street Smarts.

GENERATIONAL PERSONALITY: Netters are both optimistic about eh future and realistic about he present. They prefer collective action.

WHAT MAKES "GENERATION Z" TICK?



Born 1196 - Now

LIFE AT HOME

- Accelerated adulthood
- Roles are..."gender benders" at home and work
- Returning to "home" and living with parents
- More educated, well-behaved, stressed and depressed generation

LIFE AT WORK

- Focus on security
- Technology required
- Prefer interaction with peers
- Want to be mentored and coached by real people
- Hard working
- Requires little hand holding
- Rewards recognition; want to make a difference

LIFE AT PLAY

- Prefer social interaction "offline" with small groups
- Jigging and Shop bop
- Technology and learning are part of day-to-day life

LIFE AS AN INDIVIDUAL

- Different is good
- Normal is not "perfection"
- Optimistic

DEFINING TRENDS: Covid-19. Earth Day. TikTok. Climate Change. Constant Change.

CORE VALUES: Acceptance of rights. Diversity is "A given". Different is good. World is small and solving the problems is huge. Don't trust brands, "corporate".

GENERATIONAL PERSONALITY: They are pragmatic and financially conscious and if they can't see it, touch it or feel it, it doesn't exist.