

<b>Characteristics</b>	<b>Traditionalists</b> Born before 1945	<b>Baby Boomers</b> Born 1946-64	<b>Generation X</b> Born 1965-80	<b>Millennials (Generation Y)</b> Born 1981-2001	<b>Generation Z</b> Born 1996 & after
<b>Family Values &amp; Situations</b>	<ul style="list-style-type: none"> <li>Traditional</li> <li>Nuclear</li> <li>Long term relationships</li> <li>Loyalty</li> </ul>	<ul style="list-style-type: none"> <li>Strong family values</li> <li>Multi-child families</li> <li>Strong respect towards elders</li> </ul>	<ul style="list-style-type: none"> <li>First latchkey children</li> <li>Increased divorce rates</li> <li>Redefinition of family values</li> </ul>	<ul style="list-style-type: none"> <li>Single-parented children</li> <li>Divorce becomes common</li> <li>Loss of traditions</li> </ul>	<ul style="list-style-type: none"> <li>Single or same sex parents</li> <li>Little attachment to traditional values</li> <li>Perceives family as support</li> </ul>
<b>Values &amp; Attributes</b>	<ul style="list-style-type: none"> <li>Respect for authority</li> <li>Conformers</li> <li>Discipline</li> </ul>	<ul style="list-style-type: none"> <li>Redefinition of traditional values</li> <li>Independent</li> <li>Liberal</li> <li>Experimental</li> <li>Free-spirited</li> </ul>	<ul style="list-style-type: none"> <li>Ethical</li> <li>Independent</li> <li>Adaptable</li> <li>Open to diversity</li> </ul>	<ul style="list-style-type: none"> <li>Optimistic</li> <li>Independent</li> <li>Adventurous</li> <li>Conservative</li> <li>Open-minded</li> <li>Entrepreneurial</li> </ul>	<ul style="list-style-type: none"> <li>Internet savvy</li> <li>Conservative</li> <li>Impatient</li> <li>Creative /Innovative</li> <li>Social</li> <li>Visual</li> <li>Adventurous</li> <li>Hyper-aware</li> </ul>
<b>Workforce Values</b>	<ul style="list-style-type: none"> <li>Jobs for life</li> <li>Hard work</li> <li>Sacrifice</li> <li>Duty before fun</li> <li>Adhere to rules</li> </ul>	<ul style="list-style-type: none"> <li>Strong work ethic</li> <li>Loyal to their job</li> <li>Strong group workforce</li> <li>Careers defined by employers</li> </ul>	<ul style="list-style-type: none"> <li>Loyal to their job</li> <li>Increasing female workforce</li> <li>More individually focused</li> </ul>	<ul style="list-style-type: none"> <li>Seek good work/life balance</li> <li>Strong sense of entitlement</li> </ul>	<ul style="list-style-type: none"> <li>Multitaskers</li> <li>Adventurous</li> <li>Seek flexibility</li> <li>Reality &amp; openness</li> <li>Creative/Innovative</li> <li>Entrepreneurial</li> </ul>
<b>Global Events</b>	<ul style="list-style-type: none"> <li>Prohibition</li> <li>First talking movie</li> <li>Great Depression</li> <li>New Deal</li> <li>Move from farm to city</li> <li>World War II</li> <li>Atom bomb</li> </ul>	<ul style="list-style-type: none"> <li>Woodstock</li> <li>Rock &amp; Roll</li> <li>Assassinations of JFK, RFK, MLK</li> <li>Cold War</li> <li>Apollo Moon Landings</li> <li>Rise of teenager</li> </ul>	<ul style="list-style-type: none"> <li>Fall of Berlin Wall</li> <li>Watergate scandal</li> <li>Moon landing</li> <li>Vietnam War</li> <li>Civil Rights Movement</li> <li>Introduction of first Personal Computers</li> </ul>	<ul style="list-style-type: none"> <li>Rise of technology</li> <li>Environmental issues</li> <li>Financial crisis</li> <li>Terrorism</li> <li>9/11 attack</li> </ul>	<ul style="list-style-type: none"> <li>Rise of social media</li> <li>Same sex marriage</li> <li>Climate change</li> <li>Terrorism</li> </ul>
<b>Icons &amp; Signature Products</b>	<ul style="list-style-type: none"> <li>Automobiles</li> <li>Superman, FDR, Patton, Eisenhower, Churchill</li> <li>Babe Ruth, Joe DiMaggio</li> </ul>	<ul style="list-style-type: none"> <li>JFK</li> <li>Mickey Mantle</li> <li>Television</li> </ul>	<ul style="list-style-type: none"> <li>Madonna</li> <li>Michael Jackson</li> <li>Personal computers</li> </ul>	<ul style="list-style-type: none"> <li>Steve Jobs</li> <li>Mark Zuckerberg</li> <li>Tablet/Smart Phone</li> </ul>	<ul style="list-style-type: none"> <li>Taylor Swift</li> <li>Roger Federer</li> <li>3D printing</li> <li>Driverless cars</li> </ul>
<b>Communication Mediums</b>	<ul style="list-style-type: none"> <li>Rotary phones</li> <li>One-on-one</li> <li>Write a memo</li> <li>Formal</li> </ul>	<ul style="list-style-type: none"> <li>Face-to-face</li> <li>Radio</li> <li>Print &amp; direct mail</li> <li>Email</li> <li>Touch-tone phones</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Mobile</li> <li>Face-to-face</li> <li>TV</li> <li>Text messaging</li> </ul>	<ul style="list-style-type: none"> <li>Mobile / Smartphones</li> <li>Email</li> <li>Digital</li> </ul>	<ul style="list-style-type: none"> <li>Mobile / Smartphones</li> <li>Digital</li> <li>Facetime / Skype</li> <li>Hangouts</li> <li>Instant messaging</li> </ul>