

GENERATIONAL DIFFERENCES

Compiled by Dennis Gaylor (courtesy of John Warnick, modified by Ronald Law)

CATEGORIES	BUILDERS	BOOMERS	BUSTERS (Generation X)	BRIDGERS (Generation Y Millennial)
BIRTH DATE	1922-1943	1943-1960	1961-1981	1982-2003
FORMATIVE EXPERIENCES	WW I and WW II	Cold War	The Fall of the Berlin Wall	World Trade Center
FAMILY	Close Family	Dispersed Family	Latch Key Kids	Comfortable with Looser Family Structure
MOTHER	Homemaker	Working Mother	Single Mother	Single Mother/Single Father
MAJOR INFLUENCES	Family & Church	Family & Education	The Media	Friends
VIEW OF FAMILY	Marriage Honored	Divorce Increases	Dysfunctional	New Respect for Family
LATE TEEN	Adulthood	Adolescence	"Fear and Hope Collide"	Optimistic
WAR	Win a War	Why a War?	Watch a War	War on Terrorism
AUTHORITY	Honor & Respect	Challenge Leaders	Ignore Leaders	Leaders Must Respect You
VALUE SYSTEMS	Conservative	Self-Based	Media	Shop Around
PURCHASING	With Cash	With Credit Card	Struggling to Purchase	Purchase Online
MORALS	Puritan Ethics	Sensual	Cautious	Tolerant
HEROES	Babe Ruth	John & Jacqueline Kennedy	Michael Jordan	Parents & Grandparents

CATEGORIES	BUILDERS	BOOMERS	BUSTERS (Generation X)	BRIDGERS (Generation Y Millennial)
TECHNOLOGY	Hope to Out Live It	Master It	Enjoy It	Employ It
WORK STYLE	Teamwork	Personal Fulfillment	Divided Loyalty	Networking
SAYINGS	No Sweat	No Problem	No Fear	"No"
PERCEPTION	We	Me	Us & Them (boomers)	Who
TV SHOWS	Father Knows Best	Miami Vice	Friends	Reality TV
DEFINING IDEA	Duty	Individuality	Diversity	Relationships/Family
SEX	Sex on your honeymoon	Sex in the back seat	Sex on the Internet	Protected sex Love waits
WORK IS...	...an inevitable obligation	...an exciting adventure	...a difficult challenge	...a means to an end
RELIGIOUS CHARACTERISTICS	Committed to Church	Committed to Relationships	Committed to Family	Committed to Family
CHARACTERISTICS	Hard Workers	Educated	Neglected by Parents	Cherished by Parents "Decade of the Child"
CORE VALUES	Dedication/Sacrifice	Optimism	Diversity	Achievement
SPENDING STYLE	Save and Pay Cash	Buy Now, Pay Later	Cautious, Conservative	Spend Your Parent's Money as Fast as You Can
MESSAGES THAT MOTIVATE	"Your experiences is respected here."	"You're important to our success."	"Do it your way."	"You can be a hero here."