

GENERATIONS

THE CHALLENGE OF A LIFETIME FOR YOUR NONPROFIT (BY BY PETER C. BRINCKERHOFF)

	GREATEST GENERATION	SILENT GENERATION	BABY BOOMERS	GENERATION X (GEN X)	GEN @
BORN	1901 - 1924	1925-1945	1946-1962	1963-1980	1981-2002
SIZE IN 2005	Approx. 20 million	Approx. 30 mm	Approx. 80 mm	Approx. 45 mm	Approx. 75 mm
KEY EVENTS	Born in good times; WWI; Depression; New Deal; WW II; Strongest economy in US history	The 50's; Korea; the draft; the Cold War; Long period of social stability and family unity; Vietnam War, Watergate scandal	Largest generation in US history; grew up in an era of huge social change, but a wealthy nation with overindulgent parents; First generation in 200 years to rebel against their government and nearly every social, scientific, and cultural institution underwent change during their adolescence.	Lives in the shadow of the BB'S, who in many cases held Gen X'ers back. Interested in stability (tho willing to change jobs often), confident, very focused on career path	First generation born into a high-tech society; hardwired to the Internet; civic minded; wired for collaboration and working in groups; live in a diverse-educational experience (race, disabilities, ethnic,) and to see real diversity on advertising/ business/television/ political worlds
KEY VALUES	Financial security; patriotism; belief in the power of institutions; respect for authority; selflessness	Loyalty; self-sacrifice; stoicism; faith in institutions; intense patriotism	Sense of entitlement; optimism; cynicism about institutions; competition; focused on career, endless youth	Independence; self-reliance; desire for stability; informality; fun	Work-life balance; confidence; social commitment; complete comfort with technology; networking; realism; well-informed; super time managers