

## GENERATION CHART

Century	Era	Generation	Sub-Generations	Time Table	Notable Occurrences
19th century	Missionary Awakening (American Civil War and Industrial Revolution)			1843 - 1859	<i>Introduction of the Light bulb/Industrial Revolution</i>
			Missionary Generation	1860 - 1882	<i>American Civil War, Reconstruction, Dawn of the Automobile</i>
		Lost Generation		1883 - 1890	<i>Experienced WWI in adulthood</i>
20th century	Jazz Age (Great Depression and World War II)		Interbellum Generation	1891 - 1900	<i>Roaring 20s</i>
			G.I. Generation	1901 - 1924	<i>Experienced WWII in adulthood</i>
			Silent Generation / Beat Generation	1925 - 1955	<i>Experienced WWII in childhood, Civil Rights Movement</i>
		Baby Boomers	Boom Generation / Hippie	1943 - 1960	<i>Space Exploration, First Modern "counterculture"</i>
	Consciousness Revolution (Vietnam War / Counterculture / Cold War, First Gulf War)	Generation Jones		1954 - 1965	
				1954 - 1965	<i>Rise of the Arcade/Atomic Age</i>
		Generation X	Baby Busters	1965 - 1980	<i>Experienced Vietnam War/Cold War</i>
	MTV Generation / Boomerang Generation		1975 - 1985	<i>Rise of Mass Media/end of the Cold War</i>	
Culture Wars (War on Terror / Rise of the Internet)	Generation Y (Millenials)	First Digitals / Echo Boom	1981 - 1997	<i>Rise of the Information Age/Internet/War on Terror/Iraq War/Credit Market Collapse/</i>	
	Generation Z	iGeneration	1997-present		
21st century					

## **BABY BOOMERS**

Baby boomer is a term used to describe a person who was born during the demographic Post-World War II baby boom. Many experts now believe that two distinct generations were born during this baby boom; the older generation is usually called the Baby Boom Generation and the younger generation is typically called Generation Jones.

The baby boom had profound demographic, cultural, economic, and political implications. The term baby boomer is used around the world, however it can have very different implications in different areas; in some areas it refers merely to the time period, rather than an actual "baby boom."

The term "baby boomer" is sometimes used in a cultural context, and sometimes used to describe someone who was born during the post-WWII baby boom. Therefore, it is impossible to achieve broad consensus of a precise definition, even within a given territory. Different groups, organizations, individuals, and scholars may have widely varying opinions on what constitutes a baby boomer, both technically and culturally. Ascribing universal attributes to a broad generation is difficult, and some observers believe that it is inherently impossible. Nonetheless, many people have attempted to determine the broad cultural similarities and historical impact of the generation, and the term has broad popular resonance.

In general, baby boomers are associated with a rejection or redefinition of traditional values; however, many commentators have disputed the extent of that rejection, noting the widespread continuity of values with older and younger generations. In Europe and North America boomers are widely associated with privilege, as many grew up in a time of affluence. As a group, they were the healthiest, and wealthiest generation to that time, and amongst the first to grow up genuinely expecting the world to improve with time.

One of the unique features of Boomers was that they tended to think of themselves as a special generation, very different from those that had come before. In the 1960s, as the relatively large numbers of young people became teenagers and young adults, they, and those around them, created a very specific rhetoric around their cohort, and the change they were bringing about. This rhetoric had an important impact in the self-perceptions of the boomers, as well as their tendency to define the world in terms of generations, which was a relatively new phenomenon.

The baby boom has been described variously as a "shockwave" and as "the pig in the python." The main idea being that the boomers were a demographic bulge which remodeled society as it passed through it, through sheer force of numbers if nothing else.

## Definition

The U.S. Census Bureau considers a baby boomer to be someone born during the demographic birth boom between 1946 and 1964. The Census Bureau is not involved in defining cultural generations. Influential authors Strauss and Howe, label American Baby Boomers between 1943-60.

In Canada, one influential attempt to define the boom came from David Foot, author of *Boom, Bust and Echo*. He defines a Canadian boomer as someone born between 1947-1966, the years that more than 400,000 babies were born. However, he acknowledges that is a demographic definition, and that culturally it may not be accurate. Doug Owsram argues that the Canadian boom took place between 1946-62, but that culturally boomers (everywhere) were born between the late war years and 1955/56. He notes that those born in the years before the actual boom were often the most influential people among boomers (for example, the Beatles, Bob Dylan, the Rolling Stones), while those born in the 1960s might well feel disconnected from the cultural identifiers of the earlier boomers.

## Size and economic impact

Seventy-six million American children were born between 1946 and 1959, representing cohorts that would be significant on account of its size alone. This cohort shares characteristics like higher rates of participation in higher education than previous generations and an assumption of lifelong prosperity and entitlement developed during their childhood in the 1950s.

The age wave theory suggests an impending economic slowdown when the boomers start retiring during 2007-2009.

Some observers have begun to use the term Generation Jones to describe those born during approximately the second half of the 1946-1964 demographic boom in births as a distinct generation between the Boomers and Generation X. The victory of U.S. President Elect Barack Obama, born in 1961, significantly increased the awareness of Generation Jones, with many experts pointing to Obama as the first Generation Jones President.

## Cultural identity

Many experts have noted that the cultural touchstones for those born during the first part of the birth boom are very different than for those born during the second part.

The boomers found that their music, most notably rock and roll, was another expression of their generational identity. Transistor radios were personal devices that allowed teenagers to listen to The Beatles and The Motown Sound.

In 1993, Time magazine reported on the religious affiliations of baby boomers. Citing Wade Clark Roof, a sociologist at the University of California at Santa Barbara, the articles stated that about 42% of baby boomers were dropouts from formal religion, a third had never strayed from church, and one-fourth of boomers were returning to religious practice. The boomers returning to religion were "usually less tied to tradition and less dependable as church members than the loyalists. They are also more liberal, which deepens rifts over issues like abortion and homosexuality."

It is jokingly said that, whatever year they were born, boomers were coming of age at the same time across the world; so that Britain was undergoing Beatlemania (which in fact occurred before the peak of the British baby boom in 1966) while people in the United States were driving over to Woodstock, organizing against the Vietnam War, or fighting and dying in the same war; boomers in Italy were dressing in mod clothes and "buying the world a Coke"; boomers in India were seeking new philosophical discoveries; American boomers in Canada had just found a new home and escaped the draft; Canadian Boomers were organizing support for Pierre Trudeau;. It is precisely because of these experiences that many believe those born in the second half of the birth boom belong to another generation, as events that defined their coming of age have nothing in common with leading or core boomers (which Daniel Yankelovich and other demographers made perfectly clear).

In the 1985 study of US generational cohorts by Schuman and Scott, a broad sample of adults was asked, "What world events over the past 50 years were especially important to them?" For the baby boomers the results were:

- \* Baby Boomer #1 (born from 1946 to 1954), the young cohort who epitomized the cultural change of the sixties

- o Memorable events: assassinations of JFK, Robert Kennedy, and Martin Luther King, Jr., political unrest, walk on the moon, risk of the draft into the Vietnam War, anti-war protests, social experimentation, sexual freedom, civil rights movement, environmental movement, women's movement, protests and riots, mainstream rock from the Beatles to Jimi Hendrix experimentation with various intoxicating recreational substances

- o Key characteristics: experimental, individualism, free spirited, social cause oriented

- o Key members: UK Prime Minister Tony Blair, U.S. Presidents Bill Clinton and George W. Bush

- \* Baby Boomer #2 or Generation Jones (born from 1955 to 1964)

- o Memorable events: Watergate, Nixon resigns, the Cold War, the oil embargo, raging inflation, gasoline shortages, Jimmy Carter's imposition of registration for the draft, punk or new wave from Deborah Harry and techno pop to Annie Lennox and MTV

- o Key characteristics: less optimistic, distrust of government, general cynicism

o Key members: Douglas Coupland who initially was called a Gen Xer but now rejects it and Barack Obama who many national observers have recently called a post-Boomer, and more specifically part of Generation Jones.

### Aging and end of life issues

As of 1998, it was reported that as a generation boomers had tended to avoid discussions and planning for their demise and avoided much long term planning. However, beginning at least as early as that year, there has been a growing dialogue on how to manage aging and end of life issues as the generation ages. In particular, a number of commentators have argued that Baby Boomers are in a state of denial regarding their own aging and death and are leaving an undue economic burden on their children for their retirement and care.

Journalist Jeff Chang wrote in his book *Can't Stop Won't Stop: A History of the Hip-Hop Generation*, "Boomers seem to have had great difficulty imagining what could come after themselves." One book, written by Colorado doctor Terry Grossman, titled "The Baby Boomers' Guide to Living Forever", proposes how Baby Boomers might avoid death. On page 3 of the book, Grossman writes, unironically, "As an official member of the Baby Boomer Generation, I really and truly do not believe that it was intended for us to die. Death, if and when it occurs, clearly will represent a mistake of some kind."

The humor publication *The Onion* published a satirical article celebrating the anticipated large-scale deaths of Baby Boomers in the upcoming years, quoting one fictional expert as saying the Boomers are "the most odious generation America has ever produced."

### Impact on history and culture

An indication of the importance put on the impact of the boomer was the selection by *Time* magazine of the Baby Boom Generation as its 1967 "Man of the Year". As Claire Raines points out in 'Beyond Generation X', "never before in history had youth been so idealized as they were at this moment." When Generation X came along it had much to live up to and to some degree has always lived in the shadow of the Boomers, more often criticized ('slackers', 'whiners' and 'the doom generation') than not.

## GENERATION JONES

Generation Jones is a term used to describe the generation of people born between 1955 and 1965. The term is used primarily in English-speaking countries and Western Europe, although it is used to some degree globally. The birth years typically used in the U.S. are 1955-1965, but these tend to vary slightly in other countries, usually starting no earlier than 1953, and ending no later than 1968.

### Etymology

American social commentator Jonathan Pontell defined this generation and coined the term naming it. Generation Jones has been referred to as a heretofore lost generation between the Baby boomers and Generation X, since prior to the popularization of Pontell's theory, its members were included with either the Boomers or X'ers.

The name "Generation Jones" has several connotations, including: a large anonymous generation, and a "Keeping up with the Joneses" competitiveness borne from this generation's populous birth years. The connotation, however, which is perhaps best known stems from the slang word "jones" or "jonesing", which means a yearning or craving. Jonesers were the people who as teens in the 1970's made this slang word popular, but beyond this historical claim, many believe the concept of jonesing is among this generation's key collective personality traits. Jonesers were given huge expectations as children in the optimistic 1960's, and then confronted with a different reality as they came of age in the pessimistic 1970's, leaving them with a certain unrequited, jonesing quality.

In demographic terms, Generation Jones was part of the baby boom which ended in the early 1960s. However, the events stereotypically associated with generational discussion of Boomers, including protests over civil rights and the Vietnam war and the emergence of rock music took place while the members of Generation Jones were unborn, still children or early teenagers. This is the situation described by Sex Pistols bass player Sid Vicious, who said that he had missed the Summer of Love because he was too busy playing with his Action Man. Thus the early life experience of this group was more similar, in many respects, to that commonly imputed to Generation X. Generation Jones is thus associated with such pop icons such as Pong, the "Walkman", Rubik's Cube and MTV.

This age group became politically active in the United States during the Presidential campaigns of Ronald Reagan, who was extremely popular among people of this age group. "The turn toward the Republicans was based very much on how the young felt about Ronald Reagan's performance in office," said Helmut Norpoth, a political scientist at the State University of New York at Stony Brook. In the 2008 election, surveys found that fans of classic rock music, popular during this period, tended to favor the Republicans.

Generation Jones has been the recipient of extensive media attention. It has been written about in hundreds of newspapers and magazines and discussed frequently on TV and radio shows. Pontell appears regularly on TV networks such as CNN, MSNBC, and the BBC, discussing the cultural, political, and economic implications of this generation's emergence.

In the business world, Generation Jones has become a part of the strategic planning of many companies and industries, particularly in the context of targeting Jonesers through marketing efforts. Numerous industries have created new products and brands to specifically target Jonesers, like the radio industry, which has created "GenJones" radio formats.

Politically, Generation Jones has emerged as a crucial voting segment in Western elections. In the U.S. 2006 Midterm and 2004 Presidential elections, and the 2005 U.K. elections, Generation Jones' electoral role was widely described as pivotal by the media and political pollsters. In the 2008 U.S. Presidential election, Generation Jones was again seen as a key electoral segment, partly because of its large size as almost a third of all voters, and because of the high degree to which its members were swing voters during the election cycle. Influential journalists like Clarence Page and Peter Fenn singled out Generation Jones voters as crucial in the final weeks of the campaign.

The election to President of Barack Obama, born in 1961, focused more attention on Generation Jones. Many influential journalists, publications, and experts pointed out that Obama is a member of Generation Jones, including Jonathan Alter (Newsweek), David Brooks (The New York Times), and Karen Tumulty (Time Magazine).

## **GENERATION X**

Generation X is a term now used to describe the generation of people born from roughly 1965 to 1980, after the demographic phenomenon of the increase in birth rates (commonly called the Baby Boom). While 1965 remains a commonly recognized first birth year for Generation X, as with most generations, there is no single universally accepted specific date range. The term has been used in demography, the social sciences, and marketing, though it is most often used in popular culture.

### Origin of the term

In the U.S. Generation X was originally referred to as the "baby bust" generation because of the drop in the birth rate following the baby boom.

In the UK the term was first used in a 1964 study of British youth by Jane Deverson. Deverson was asked by Woman's Own magazine interview teenagers of the time. The study revealed a generation of teenagers who "sleep together before they are married, don't believe in God, dislike the Queen, and don't respect parents," which was deemed unsuitable for the magazine because it was a new phenomenon. Deverson, in an attempt to save her research, worked with Hollywood correspondent Charles Hamblett to create a book about the study. Hamblett decided to name it Generation X. Douglas Coupland's 1991 novel, *Generation X: Tales for an Accelerated Culture*, about young adults (who were then in their late twenties) in the late 1980s helped to popularize the term.

In the 1991 book *Generations*, William Strauss and Neil Howe call this generation the "13th Generation" and define the birth years as 1961 to 1981. Using their methods, it is the 13th to know the flag of the United States (counting back to the peers of Benjamin Franklin). The label was also chosen because they consider it a "Reactive" or "Nomad" generation, composed of those who were children during a spiritual awakening. Older generations generally have negative perceptions of Reactive generations -- whose members tend to be pragmatic and perceptive, savvy but amoral, more focused on money than on art -- and the use of 13 is also intended to associate this perception with the negative connotations of that number. The authors highlight this negative perception by noting the large number of "devil-child" movies (e.g. *Rosemary's Baby*) released soon after the first members were born, compared with more positive movies such as *Baby Boom* that were released when the first members of the next generation were being raised.

### Generation X in the United States

Originally termed the spoiled generation, their sheltered perspective and material pop culture (pop music/MTV) helped to promote a sense of entitlement. This generation was very consumer and media savvy; it had the "no drugs and safe sex mantras" as an antidote for the prior generations' mistakes. In many ways Generation

X was decidedly independent and pampered as presented in media outlets and toys of the 80's. The 80's was a materialistic and image conscious age, but as the 80's ended and the 90's began the economic landscape changed. For the later or younger of this generation, as represented in later music style known as Grunge (early 90's) musical groups such as Pearl Jam and Nirvana best represented some of Generation X thinking, which had significant overtones of cynicism, satire and outright mocking against things held dear to the previous generations, mainly the Baby Boomers.

Generation X grew up during the later years, end of, and the decade following the Cold War. This time included the Ronald Reagan era. Generation X came of age during the excesses of the 80's, end of the cold War era and subsequent early 90's lagging job market under Bush 1 and somewhat into Clinton's 1st term. Their cynicism was exploited by media early on. TV shows like Friends helped to dispel much of the early labels as it and other such type movies revealed some of the more positive aspects of the generation, which espouses community, relationships, altruism and entrepreneurship. Additionally, in the African American youth culture there was growing musical appreciation in the mainstream media of the Hip Hop and Rap cultures, which were gaining even more cross cultural and racial appeal.

The perception of Generation X during the late 1980s was summarized in a Time Magazine cover story:

“...They possess only a hazy sense of their own identity but a monumental preoccupation with all the problems the preceding generation will leave for them to fix... This is the twenty-something generation, those 48 million young Americans ages 18 through 29 who fall between the famous baby boomers and the boomlet of children the baby boomers are producing. Since today's young adults were born during a period when the U.S. birthrate decreased to half the level of its postwar peak, in the wake of the great baby boom, they are sometimes called the baby busters. By whatever name, so far they are an unsung generation, hardly recognized as a social force or even noticed much at all... By and large, the 18-to-29 group scornfully rejects the habits and values of the baby boomers, viewing that group as self-centered, fickle and impractical. While the baby boomers had a placid childhood in the 1950s, which helped inspire them to start their revolution, today's twenty-something generation grew up in a time of drugs, divorce and economic strain... They feel influenced and changed by the social problems they see as their inheritance: racial strife, homelessness, AIDS, fractured families and federal deficits.”

The US Census Bureau cites this group (Generation X) statistically as holding the highest education levels when looking at age group (bloc): US Census Bureau, in their 2009 Statistical Abstract.

In economics, a study done (by Pew Charitable Trusts, the American Enterprise Institute, the Brookings Institute, the Heritage Foundation and the Urban Institute) challenged the notion that each generation will be better off than the one that

preceded it. The study, 'Economic Mobility: Is the American Dream Alive and Well?' focuses on the income of males 30-39 in 2004 (those born April, 1964 – March, 1974) and is based on Census/BLS CPS March supplement data.

The study, released May 25, 2007, emphasized that in real dollars, that this generation made less (by 12%) than their fathers at the same age in 1974, thus reversing a historic trend. The study also suggests that per year increases in father/son family household income has slowed (from 0.9% to 0.3% average), barely keeping pace with inflation, though progressively higher each year due to more women entering the workplace contributing to family household income.

## **GENERATION Y**

Generation Y, sometimes referred to as "Millennials" or "Net Generation" is the group of people born anywhere between the second half of the 1970's and anywhere from the mid 1990s to around the year 2000, depending on the source.

Generation Y is a cohort identified as born after the Generation X cohort, though the term is itself controversial and is synonymous with several alternative terms including The Net Generation, Millennials, Echo Boomers, iGeneration, and Google Generation. Generation Y is generally considered to be the last generation of Americans wholly born in the 20th century. Using the broadest definition commonly cited as of 2005, Generation Y included Americans in their mid-twenties or younger who were born before January 1, 2000.

As generations are defined not by formal process but rather by demographers, the press and media, popular culture, market researchers, and by members of the generation themselves, there is no precise consensus as to which birth years constitute any generation. Although different groups or individuals consider a different range of years to constitute Generation Y, that range of years is almost always within the outer bounds of 1976 as the earliest possible year and 2001 as the latest.

The ongoing debate is in part due to the lack of a single marquee event or events, analogous to the end of World War II for the boom in births for "Baby Boomer" generation and service in the Vietnam War which had demarcated that generation. Some events have been proposed (see below). But even for the Baby Boomer birth years after 1955 would not have subjected them to the military draft and thus would not share that cultural experience sometimes deemed common to all boomers. Some believe that Douglas Coupland popularized the Generation X term, leading to the use of Generations Y and Z in the book in 1991.

If the years 1978-2000 are used - as is common in market research - then the size of Generation Y in the United States is approximately 76 million. Commonly cited theories as to the best name and year range for Generation Y are mentioned below.

### Controversy: Attempts to Name and Demarcate Generation Y

The term Generation Y first appeared in an August 1993 Ad Age editorial to describe those teenagers born between 1974-1980. The scope of the term has changed greatly since then to include in many cases anyone born as late as 2001. There is no precise definition of years.

Use of the term Generation Y (often shortened to Gen Y or Ygen) to describe any cohort of individuals is controversial for a variety of reasons. "Generation Y" alludes to a succession from "Generation X", a term which was originally coined as a

pejorative label. In this sense, the use of Gen Y as a term only denotes "after Gen X" and fails to capture the cohort's unique social, political, and cultural experience.

Numerous alternative terms have arisen that are generally synonymous with Generation Y. While Generation Y alludes to that cohort's successional relationship to Generation X, the term Echo Boomers is used to allude to the generation's close tie to the primary childbearing years of Baby Boomers. The terms Millennials and Net Generation are attempts to give the Gen Y cohort more independent names that are tied with key events and cultural trends that are strongly associated with the generation. No single term is the "correct" term to describe members of this generation.

### Howe and Strauss: "The Millennials"

Following the publication of their book, *Generations: The History of America's Future, 1584 to 2069*, much credit has been given to the names used for various American cohorts by authors William Strauss and Neil Howe. Howe and Strauss use the term "Millennials" as opposed to "Generation Y", arguing that members of Gen Y actually coined the term Millennials themselves and have statistically expressed a wish not to be associated closely with Gen X. They followed up their large study of the history of American demographics with a new book specifically on Gen Y, titled *Millennials Rising*.

In *Generations*, Howe and Strauss use the years 1982-2000 as the birth years of Generation Y, using the 18 childhood years of the high school graduating class of 2000 as their marking points. They reasoned that the high school class of 2000 received notable public attention and political initiatives during their youth that provided a contrast between Americans born before this class and those born after. This term relates to the generation's young age during the turn of the millennium.

### Net Generation

In his book *Growing Up Digital*, business strategist and psychologist Don Tapscott coined the term "Net Generation" for the group, pointing at the significance of being the first to grow up immersed in a digital--and Internet--driven world. Accordingly, some say the final year of Gen Y is between 1993 and 2000 because they would be the youngest people to appreciate the changes of the Digital Revolution.

### Generation Y

The most commonly used term, "Generation Y", alludes to a succession from Generation X, a term popularized by the Canadian fiction writer Douglas Coupland in his 1991 book *Generation X: Tales for an Accelerated Culture* to describe twentysomethings at the time he was writing 1989-1991. "X" is a common term used in algebra for a variable name followed by using letters "Y" and "Z" for something that as yet has no name. As such the first no name variable "X" has had its cohort birth

years shift from twentysomethings in 1989 when Coupland wrote in a local Vancouver magazine the story which became his book to twentysomethings all through the 1990s until journalists finally got used to using birth cohort years instead of using the term Gen X to stand for twentysomething which is now Gen Z.

### Echo Boomers

The name "Echo Boomers" relates to the size of the generation and its relation to the Baby boomer generation.

The actual "Echo Boom" was a five year span between 1989 and 1993 when for the first time since 1964, the number of live births reached over four million. It wouldn't be until 1985 that the live birth number would even match that of 1965 at 3.760 million. Also it should be noted that the birthrate of 1971's 17.2% has yet to be reached according to the 2000 census.

### Trophy Kids

The Generation Y are sometimes called the "Trophy Generation", or "Trophy Kids," a term that reflects the trend in competitive sports (as well as many other aspects of life) where "no one loses" and everyone gets a "Thanks for Participating" trophy. Some employers are concerned that the members of Generation Y have too great expectations from the workplace and desire to shape their jobs to fit their lives rather than adapt their lives to the workplace.