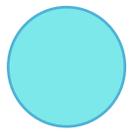


Generation-to-Generation Chart by Year of Birth

Generally based on definitions by Pew Research

Generational descriptions & year of birth dates may vary by ethnic group, culture and personal experience



★ **1901-1927 The Greatest Generation or GI's:** Faith based on knowledge and experience; know hymns by heart; had heroes; "We will do whatever it takes to get the job done"; believe every generation will be better off than the one before it; lived a life of sacrifice for the good of others; want respect and to share their stories; civic minded; may have fought in WWII; Came of age during the Great Depression.



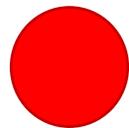
★ **1928-1945 The Silent Generation (or Traditionalists):** Faith based on knowledge and involvement; know hymns by heart; committed to common good; "Hard work will get the job done"; count on my handshake; save and pay cash; shaped by depression, WWII, and Industrial Revolution; rooted in tradition, loyalty, hard work and the conservation of resources; grew up listening to radio; comfortable with storytelling; appreciate sermons and traditional music; trust institutions and leaders; may have served during the Korean War.



★ **1946-1964 The Baby Boomer:** Born post WWII; taught that institutional church will pass on faith; "buy now, pay later;" shaped by TV and social-political change, space exploration, Vietnam, Women's movement, Watergate; experienced assassinations of religious and political leaders; suspicious of institutions, hierarchy, and authority; live to work and play; high standards; first generation to leave hometown for a career; sometimes referred to as the "Sandwich Generation" because may care for their aging parents while supporting their own children or grandchildren.



★ **1965-1980 Gen X (or Busters):** Searching for purpose and meaning; reached by non-denominational churches; lack loyalty to a denomination; live in shadows of three generations; "No fear – just do it;" known as "latch key kids"; shaped by: computers, collapse of Berlin Wall and end of Cold War, AIDS crisis, divorce, rise of mass media, MTV; concerned about making ends meet; accept diversity; care for the environment.



★ **1981-1996 Millennials (or Y Gen):** New civic generation; public service; looking for heroes; experience a hectic pace of life; formative years in childcare and preschools; short attention span; "wired" for technology; less respect for authority; assumed adult responsibilities at young age; looking for authentic relationships; economically stressed; confident, expressive, upbeat, open to change; coming of age influenced by 9/11.



★ **1997-2015 Generation Z (or iGen):** Rise of the information Age; communicate in real-time across the globe; digital globalization; influenced by Dot-com bubble, Google, and Internet; marketing directly to them 24-7-365; preferring digital devices to traditional toys; "kids growing older younger", most racially and ethnically diverse generation yet



★ **2016-current Alpha Generation:** Anticipate they will be gen to go to Mars