

Generational Comparison Chart

	Traditionalists	Boomers	Gen X	Millennials (Y)	Gen Z
Born	1927- 1945	1946-1964	1965-1980	1981-1996	1997-present
Age today	75+	56-74	40-55	24-39	23-
Population (US)	29,936,901	74,102,309	49,151,059	83,545,955	86,391,289
Parenting and Childhood	Strong nuclear families, parenting was associated with discipline.	Most Moms are home. Do it because I said so. Larger classrooms; more competition. Freedom, optimism	Divorce rates increase- single parent homes. Latchkey kids. Self-sufficient, first milk carton kids	Parent more involved- helicopter parents- safety. Amber alert. Participation Trophies. Video games and systems.	Both parents work; raised by grandparents and other caregivers. Constantly exposed to media.
Leadership	Command and control style influenced by strong military associations	Accept poor management and positional leadership. Competitive and value face time.	Prefer leadership styles that are comparatively more autocratic, directive, task oriented and transactional	Prefer leadership styles that are democratic, participative, relationship oriented and transformational.	View the internet as the authority. Prefer coaching style leadership.
Early Communication	Letter/memo. Rotary phones- phone calls are important, prefer one on one	Telephone/email Used touch tone phones-call anytime. Just fax it to me. Enjoy face to face.	Email/Text Used cell phone early. Call me only at work.	Text/Social Media/Smart Phones/Apps/ maybe email	Smart phones/ Apps/Snapchat/ Video/use images and symbols.
Career Attitudes	Job for life, Loyal to one employer. Anything worth getting is worth working for. Work is a privilege.	Large organizations provide whole careers. Competitive. Face time in office. Live to work!	Loyal to profession, not an employer. Emergence of the "knowledge worker." Work to live! "free agents."	First digital careers/work "with" organizations not "for" organizations. Work my way, not your way. Desire meaningful work.	Mobile workers, technology reliant. Multi-taskers. Want promotion, quick response, stimulation, fast promotions.
Formative Life Experiences	Depression, WWII and rationing, nuclear families and few divorces, gender roles	Cold War, Vietnam, Moon landing, Woodstock, communal living	Fall of Berlin Wall, Introduction of PCs and video games, rising levels of divorce	9/11 and rise of global terrorism, PlayStation, social media, reality TV, google	Economic downturn, mobile devices, global warming, environmental issues, Wiki-leaks