

# Personal and Lifestyle Characteristics

	<b>Traditionalist 1922 - 1945</b>	<b>Baby Boomers 1946 - 1964</b>	<b>Gen X-ers 1965 - 1980</b>	<b>Gen Y-ers 1980 - 2001</b>
Core Values	Respect Authority Conformers Discipline	Optimism Involvement	Skepticism Informality Fun	Realism Confidence Social, Ex. Fun
Family	Traditional Nuclear	Disintegrating	Latch-Key Kids	Coddled Kids Merged Families
Education	A Dream	A Birthright	A way to get there	An incredible expense
Communication	Rotary phones One-on-One Write a memo	Touch-tone phones Call me anytime	Cell phones; if it's about work, only call me at work	Internet, e-mail Picture phones, i-pods
Money	Put it away, pay cash, save!	Buy now, pay later	Cautious, save conservative	Earn to spend