


































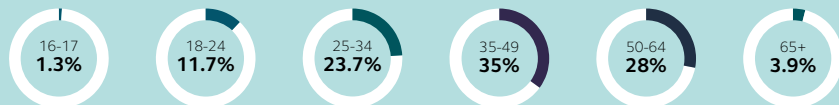


An overview of the working generations

Characteristics	 Maturists (pre-1945)	 Baby Boomers (1945-1960)	 Generation X (1961-1980)	 Generation Y (1981-1995)	 Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles - particularly for women	Cold war Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids: rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Smart devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Aspiration	 Home ownership	 Job security	 Work-life balance	 Freedom and flexibility	 Security and stability
Attitude toward technology	 Largely disengaged	 Early information technology (IT) adaptors	 Digital Immigrants	 Digital Natives	 "Technoholics" - entirely dependent on IT : limited grasp of alternatives
Attitude toward career	 Jobs are for life	 Organisational - careers are defined by employers	 Early "portfolio" careers - loyal to profession, not necessarily to employer	 Digital entrepreneurs - work "with" organisations not "for"	 Career multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet / Smart Phone	 Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 Email and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or email if required	 Text messaging or email	 Instant messaging	 Facetime



Percentage of the UK workforce (by age group)*

*Source - ONS Table A05: Labour market by age group: People by economic activity and age (February 2017)
 Source - Barclays Wealth: Talking about my generation: Exploring the benefits engagement challenge (September 2013)
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