

## Matures

Born: 1945 and earlier

Age: 69+

Individuals of this generation were small children during the Depression or WWII. They value rationing, saving, morals, and ethics. Social tranquility and family togetherness are important to the Depression Generation. In terms of their characteristics, lifestyles, and attitudes, they rely on tried, true, and tested ways of doing things. They are slow to embrace anything new and distrust change. Many are still in excellent health and quite active. Many have substantial wealth in the form of home equity and savings.



Matures

Marketers should use themes that stress active lifestyle and that break with stereotypical portrayals of older consumers and “seniors.” Do not depict them as helpless or dependent on someone else. Emphasize traditional values such as discipline and hard work. Marketers must earn their trust as they believe that a person’s word is their bond. This generation also responds to authority, celebrities and respected institutions.

## Boomers

Born: 1946-1964

Current age: 50-68

In addition, focus on building value and they will be less price sensitive if they believe they are getting a superior product and good value. Boomers like options and flexibility. Health is a major concern for this generation. While the group may be aging, they do not want to be reminded of that fact, that is, they are focused on anti-aging and breaking the mold of what 50 looks like [37]. In accordance, marketers should not use these seven words for Boomers: senior citizen, retiree, aging, Golden Years, Silver Years, mature, and prime time of life. Looking for the fountain of youth and slowing down weight gain are increasingly important, as are natural and organic foods. They like things that are relevant to them and appropriate to their life stage, not age.



Boomers

## Generation X

Born: 1965-1980  
Current age: 34-49

Success for this generation has been less certain as they reached adulthood during difficult economic times. They are likely to be self-employed professionals who embrace free agency over company loyalty. To Generation X, nothing is permanent. They are highly educated even though they are pessimistic, skeptical, disillusioned with almost everything. The characteristics, lifestyles, and attitudes of Generation X include balancing family, life, and work. Because they have many needs and greater financial restraints, they often shop at value-oriented retailers. Marketers can help them plan for the future and balance work, family, and personal life. They like initiatives that will make things more useful and practical. Give them flexibility without a long-term commitment.



## Generation Y

Born: 1981-1995  
Age: 19-33

They grew up in a time of immense and fast paced change including full employment opportunities. Gen Y individuals are well grounded and wise for their age. They were born into a technological, electronic and wireless society where anything seems possible. They are self-absorbed and self-reliant with a strong sense of independence and autonomy. They want results and are not concerned with how or why the results were created. They have a greater need for peer acceptance and social networking. They are open-minded, optimistic, goal oriented and highly motivated toward their perception of success.



Marketers will want to attract this group early and earn its loyalty. Appeal to their belief that they can help make the future better. Be sure that they know your organization's mission speaks to a purpose greater than a bottom line. They react best to real life examples and favor the truth and what is real.