



TALKING ABOUT YOUR GENERATION

The media often labels people as belonging to this generation or that generation - perhaps the following will help you understand the generation “gap”, and where you fit in.

Generation Name	Born	Age in 2009
Seniors	Before 1926	84+
Builders	1926 - 1945	64-83
Baby Boomers	1946 - 1964	45-63
Generation X	1965 – 1981	28-44
Generation Y	1982 – 2000	9-27
Generation Z	2001+	<9

Seniors: This generation was born during and after the First World War. Seniors have never been comfortable with debt, and tend to live a frugal existence. They will turn off lights as they leave the room to save money rather than the planet.

Builders: Born during the Depression and World War II, these people are also known as the ‘Silent Generation’ or the ‘War Babies’. They were used to the concept of a job for life, and feared unemployment as it could result in hunger. The Builders are generally conservative and security conscious.

Baby Boomers: Born into a more prosperous society, the young Baby Boomers were idealistic and keen to change the world. They have a less structured working life than their parents and tend to continue working part-time while semi-retired. Boomers are more affluent and consumerist than the Builders.

Generation X: This generation was brought up with TV and PCs, and tend to marry late. They are strongly individual which could be why they are also referred to as the ‘Me Generation’.

Generation Y: Children of the Baby Boomers, these teens and twenties can’t live without technology and most have lived a cosy and affluent life, indulged by their parents. If work doesn’t engage or entertain them quickly, they look for a new challenge. Deeply tribal in their friendships, they have a short attention span.

Generation Z: These children are used to the concept of single and blended families, and are often born to older parents. They are growing up faster than previous generations and missing the joys of childhood. They have been exposed to the Global Financial Crisis while young and may become the new conservatives.

Armed with this information, the next time you hear or see a reference to a certain generation you’ll have a better idea of what they’re trying to say.

Helping you build yours.

