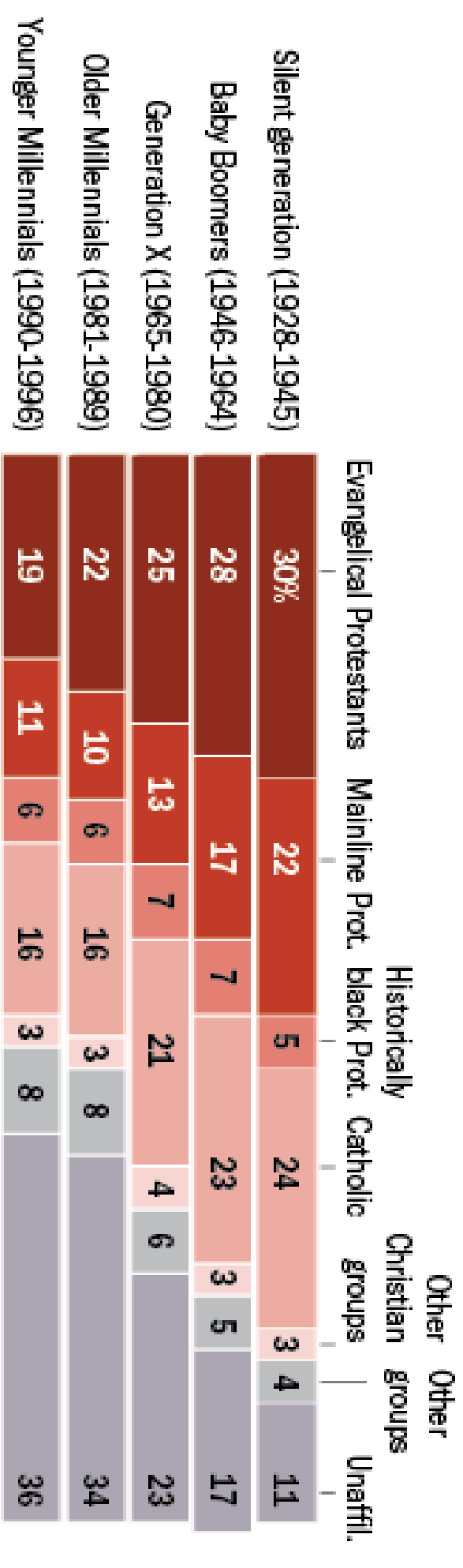


Generational differences

	"BUILDERS"	"BABY BOOMERS"	"GEN X"	"MILLENNIALS"
Birth years	1910—1945	1946-1964	1965 - 1982	1983 - 2000
Ages	72 - 97	53 - 71	35 - 52	17 - 34
Approx. #s	<i>30 million</i>	<i>74 million</i>	<i>51 million</i>	<i>75 million</i>
Value	family/faith/ community	<i>success</i>	<i>time</i>	<i>individuality</i>
Influencers	WWI, WWII, Great Depression, New Deal, space age, FDR—experienced hard times growing up, made do with little	Vietnam, Civil rights, sexual revolution, Cold War, Moon landing, JFK—promised "The American Dream" as children, suburbs, civic-minded	dual income families, Challenger, Berlin Wall falls, PCs, Reagan—1st gen. to not do as well as parents, watching parents lose jobs	Y2K, digital media, 9/11, globalization, terrorism, Internet, Obama—more sheltered than any gen., 1st gen. of kids with schedules
Core values	loyalty, hard work, respect for authority, responsibility, sacrifice, discipline, rules/order, duty before pleasure	anti-war/government, involvement, optimism, team-oriented, personal growth/satisfaction; work	diversity, balance, independent, pragmatic, highly educated, lack of organizational loyalty, tech literate	consumption tolerance, altruism, global, tech access, instant gratification, achievement, expect rewards
View of authority	respectful	impressed	unimpressed	relaxed
Technology is...	Hoover Dam	The microwave	Personal computer	Smartphone
Views on Religion	vital, deserving of loyalty, sacrifice, faithfulness, respect	important, dedicated, respectful, place of connection, loyal	optional, top-heavy, Institutional, dull, stiff, inflexible	judgmental, fake, hypocritical, out of touch, unimportant
Attributes	conservative, ethical, fiscally prudent, patriotic, organized, trustful, reliable	ambitious, ethical, dedicated, strong work ethic, competent, loyal to employers	adaptable, self-reliant, highest # of divorced parents, confident, ethical	ambitious but unfocused, loyal to peers, flexible, self-absorbed, advocacy
Family experience	traditional, "nuclear"	"Leave It To Beaver," Mom at home	broken, First day-care gen.,	merged/melded flexible
Preferred work environment	hierarchal, top-down mgmt., conservative	"flat" hierarchy, democratic, equal opportunity	functional, fun positive, informal, flexible	collaborative, diverse, achievement-focused
Work and family life	separate from each other	no balance—focused on work	balance	balance
No church affiliation	11%	17%	23%	35%

Generational Replacement Drives Growth of Unaffiliated



2014 Religious Landscape Study, conducted June 4-Sept. 30, 2014. Figures may not add to 100% because of rounding. Don't know/refused answers not shown. "Other Christian groups" includes Mormons, Orthodox Christians, Jehovah's Witnesses and a number of smaller Christian groups.