



Characteristics	Traditionalists 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 landing Youth culture Family orientated Rise of the teenager	Fall of Berlin Wall Reagan/Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Rising level of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Cloud computing Code
Percentage in UK workforce*	3%	30%	29%	22%	16%
Aspiration	Home ownership	Job security	Work/life balance	Freedom and flexibility	Experiences
Attitude towards technology	Largely disengaged	Early information technology adaptors	Digital immigrants	Digital natives	Heavily dependent on IT, limited grasp of alternatives
Attitude towards career	Jobs are for life	Organisational – careers are defined by employers	Loyal to profession, not necessarily to employer	Digital entrepreneurs – work 'with' not 'for' orgs.	Career multitaskers – move between employment types
Signature product	Automobile	Television	Personal computers	Tablet / smart phones	Apps, AI, Internet of Things
Communication media	Formal letter	Telephone	Email and text message	Text and social media	Handheld or wearable devices
Communication preference	Face-to-face	Face-to-face but also phone or email if required	Text messaging or email	Online and mobile (text messaging)	Video calls
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly online	Online – would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd sourced

*percentages are approximate at the time of publication