

Generation Grid						
Birth Years	Called	Ages Today	Feelings	Values	Respond well with	Use these Communications
before 1946	Veterans	62+	Disciplined and self-sacrificing Loyal to company <i>Facing Retirement</i>	Strong work ethic Conservative Spend only what you have	Slow and clear messaging Proof points	Personal agents Written materials Telephones
1946 - 1964	Boomers	44 - 62 [18 yrs]	Competitive Optimistic <i>Facing College/Retirement</i>	Work is life Patronage yields rewards Buy now, pay later	Personalized messaging Awards programs	Personal agents Written materials, esp. PowerPoint Telephones, cell phones
1965 - 1977	Gen Xers	31 - 43 [12 yrs]	Skeptical of rules/procedures Independent-minded <i>Struggling Financially</i>	Work is work; Life is outside work Accurate, timely data Save, save, save	Efficiency, competency Indiv motivation/rewards	Internet information, testimonies Personal agents Cell phones
1978 - 1983	Gen Ys	25 - 30 [5 yrs]	Entitled Impatient <i>Trying many jobs to build a career</i>	Balance work with fun Instant results Entrepreneurial	Meaningful work Constant feedback	Internet, email, text, IM, videos Collaborative tools, social networks Cell phones
1982 - 2000	MySpacers	Under 24	Crave community Condone multiple online identities <i>Build many careers</i>	Extreme fun, social Newest technologies Earn to spend	Mentors Participative situations	Virtual worlds Social networks, games Internet, email, text, IM, videos
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www.chrishallmarketing.com						
781.826.2802						[Highly Recommended for Targeted Marketing Efforts]