

# **THE VALUES OF LIVING AMERICAN GENERATIONS**

## ***THE SILENT AND BUILDER GENERATIONS born before 1945***

- LIVES WERE SHAPED BY THE GREAT DEPRESSION
- SUFFERED THROUGH WORLD WAR II
- LEARNED TO LIVE ON VERY LITTLE, AND IN SOME SITUATIONS, LIFE WAS JUST SURVIVAL
- MATERIAL THINGS WERE TRUE LUXURIES
- REALLY TALENTED AT “MAKING DO”  
EVERY PENNY COUNTED, DEBT WAS TO BE AVOIDED
- MEN PROVIDED, WOMEN STAYED HOME TO RAISE CHILDREN
- WOMEN PRIMARY VOLUNTEERS IN CHURCHES
- DIVORCE WAS NOT SOCIALLY ACCEPTABLE
- EXTREMELY LOYAL TO INSTITUTIONS, THE GOVERNMENT, THE CHURCH, SOCIAL CLUBS AND ORGANIZATIONS
- LIFE IS WORK, FAMILY GATHERINGS VERY IMPORTANT,  
PACE OF LIFE MODERATED, WORK AND FAMILY HIGHEST VALUES

## ***THE BABY BOOMER GENERATION born between 1945-1964***

- LARGEST GROUP IN AMERICA, 1 IN 3, 80 MILLION STRONG
- GREW UP IN FIFTIES – ALL NEW OPPORTUNITIES
- WANTED TO RE-SHAPE EVERYTHING, VERY IDEALISTIC
- VIETNAM AFFECTED TRUST IN GOVERNMENT, INSTITUTIONS
- DESIRED SOCIAL CHANGE, CIVIL RIGHTS, PERSONAL RIGHTS
- FIRST GENERATION TO SEND WOMEN TO COLLEGE
- FIRST GENERATION TO HAVE 2 INCOME HOUSEHOLDS
- WOMEN’S LEADERSHIP DEVELOPMENT IN FOR PROFIT, CEO s
- CHURCH DENOMINATIONAL ALLEGIANCE LOST
- NO LONGER HAVE TO BE A CHURCH MEMBER TO HAVE RESPECT IN THE COMMUNITY, TO BE A GOOD PERSON
- WANT TO COMMUNE WITH GOD IN THE GARDEN, ON THE GOLF COURSE
- MORAL RULE BREAKDOWN, DO WHAT YOU WANT JUST DON’T HURT SOMEONE ELSE WHILE DOING IT- SITUATIONAL ETHICS OK
- LOSS OF CARING FOR SOCIETY, LAWYERS, LAWSUITS RULE
- WORK DRIVES LIFE, SCHEDULE PLAY AND VACATION, BUSY-NESS HIGHLY VALUED, FAMILIES RULED BY SCHEDULES

## ***GENERATION “X” born between 1964 -1978***

- 41 MILLION, SMALL. THE NUMBERS WERE BUSTED
- ENTERTAINMENT CENTRAL, EASE WITH TECHNOLOGY
- KNOWN AS “ENTITLED” GENERATION
- FEELING LOVED AND ACCEPTED IS HIGH PRIORITY
- 50% COME FROM BROKEN HOMES AND BLENDED FAMILIES
- EMOTIONAL PAIN HAS BEEN CENTRAL TO THEIR LIVES
- SEARCH FOR INTIMACY IS DRIVING FORCE IN THEIR LIVES
- WANT PERSONAL, RELATIONAL CONNECTEDNESS TO ORGANIZATIONS THEY COMMIT TO PARTICIPATE IN
- FEAR OF THE FUTURE DOMINATES-FAMILIES, AIDS, JOBS, ETC.
- FAMILY DEFINED AS THOSE WHO LOVE THEM- BEING A PART OF A COMMUNITY WHICH IS OPEN, SAFE, INCLUSIVE
- LIVE IN CONTRADICTION. BELIEVE IN PRO-CHOICE, BUT PRO-LIFE FOR WHALES, ANIMALS, TREES
- MOST “SPIRITUAL” GENERATION, CHRISTIANITY, NEW AGE OR CULTS?
- IF PARENTS THEY DESIRE ACADEMIC, PHYSICAL DEVELOPMENT TO TAKE PRECEDENCE OVER SPIRITUAL DEVELOPMENT FOR THEIR KIDS YET THEY YEARN FOR MORAL BOUNDARIES
- CHURCH MUST BE WELCOMING, RELATIONSHIP BUILDING, LOVING COMMUNITY TO DRAW THEM IN. CONVERSION COMES LATER
- WORK SUPPORTS PLAY, LIFESTYLE, ENTERTAINMENT

## ***MILLENNIALS born after 1978***

- 64 MILLION. FIRST POST COLD WAR GENERATION, DON’T KNOW WAR – although this has recently changed
- PARENTED BY OTHERS, LATCH KEY, DAY CARE KIDS
- LARGE ECONOMIC DIFFERENCES BETWEEN RICH, POOR
- HIGH TECH AND CONNECTED
- ACCUSTOMED TO COMFORT, CASUAL, “AS I AM”, DESIRE IT IN CHURCH
- THE “DISILLUSIONED” GENERATION, VERY OPEN TO SPIRITUALITY
- THE “CLUSTERS” GENERATION, RELATIONSHIPS EXTREMELY IMPORTANT
- ANGER AND VIOLENCE CAUSES THEM TO BE AT RISK
- HUGE GULF BETWEEN THEIR GRANDPARENTS AND THEMSELVES IN THEIR UNDERSTANDING OF THE WORLD AND VALUES
- LIFE IS PLAY, WORK IS FORCED, ENTERTAINMENT CENTRAL