

Generations Over the Age of 50

	GIs	Silents	Boomers
Born	1910-1932	1933-1945	1946-1964
Age in 2008	76-98	63-75	44-62
U.S. Presidents	Kennedy; Johnson; Nixon; Ford; Carter; Reagan; Bush, Sr.	None	Clinton; Bush, Jr.
Sample Members	Walter Cronkite Billy Graham Grace Kelly	Woody Allen Phil Donahue John McCain	Bill Gates Oprah Winfrey Michael Jordan
Entertainment	Gone w/ the Wind Snow White The Honeymooners Frank Sinatra	Singing in the Rain Ms. Magazine Elvis	Psycho Sound of Music Rocky The Beatles
Historic Events	Great Depression Stock Market crash World War II Pearl Harbor Social Security enacted Lindbergh's trans-Atlantic flight Radio – Bob Hope, The Lone Ranger	Korean War Cold War Race to space Peace Corps United Way Kennedy/Nixon TV debate	Booming birthrate Vietnam War Civil Rights Movement JFK/MLK assassination Watergate Woodstock
General Profile	Life was hard Frugal, cautious, dependable Needs of the group outweigh needs of the few Heroically fought foreign enemies Trusted in government & authority Patriotic Divorce was Uncommon Linear lives	Transition generation Rising prosperity Youth seen, not heard TV (3 channels) Married early Inner turmoil – civil rights, women's, environmental and peace issues	“Me Generation” Buy now, pay later Educated consumer Competitive Questions authority Will age rebelliously Sandwich Generation Status counts Rule-breakers Lifelong learners Cyclical lives