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| Generation Segmentation |
| Generation | Birth**Years** | **Size (M)** | Life**Influencers** | Descriptive**Adjectives** | Spend**Time** | Major **Concerns** | Information **Needs** |
| Adaptive(MatureAmericans) | Before1946 | 68.3 | 1930’sdepression | Healthy,active, altruistic, sedentary, affluent,Adaptive | Housework,cooking, personalcare, TV, walkingfor exercise | Stayingyoung & healthy | To carry out manyroles |
| Inner FixatedIdealists(Baby Boomers) | 1946to1964 | 77.6 | Viet NamWar,CivilRights | Individualists, sober, competitive, frugal, materialistic, stressed | Careers, family responsibilities | Environment, health, finances, orderly world | Overcoming stress & dealing with changing world |
| Reactive(Generation X) | 1965to1976 | 44.6 | Debt crises, disintegrating families | Pragmatic, action-oriented, computer literate, non-ideological & entrepreneurial | Shopping in malls, TV, education, working | AIDs, growing racial disharmony, deteriorating environment | Job, career&relation-ships |
| Civic(MillenniumGeneration) | After 1976 | 72.4 | SocialComplexity | Independent,savvy,strong-willed, moral, serious & optimistic | TV, friends,education | Personaldilemmas:Autonomy, conformitypragmatism,intimacy | How tocope withproblemsand dilemmas |

### Barbara Hunter, “Reaching the Ever-Changing Consumer Market,” Professional Development Workshop, Public Relations

*Society of America national conference, (1993) .*and *Linda P. Morton, Public Relations Publications: Designing for Target Publics (Norman, OK: Sultan Communications Books, (2000).*