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| Generation Segmentation | | | | | | | |
| Generation | Birth **Years** | **Size (M)** | Life **Influencers** | Descriptive **Adjectives** | Spend **Time** | Major **Concerns** | Information **Needs** |
| Adaptive  (Mature  Americans) | Before  1946 | 68.3 | 1930’s  depression | Healthy,  active, altruistic, sedentary, affluent,  Adaptive | Housework,  cooking, personal  care, TV, walking  for exercise | Staying  young & healthy | To carry out many  roles |
| Inner Fixated  Idealists  (Baby Boomers) | 1946  to  1964 | 77.6 | Viet Nam  War,  Civil  Rights | Individualists, sober, competitive, frugal, materialistic, stressed | Careers, family responsibilities | Environment, health, finances, orderly world | Overcoming stress & dealing with changing world |
| Reactive  (Generation X) | 1965  to  1976 | 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  (Millennium  Generation) | After 1976 | 72.4 | Social  Complexity | Independent,  savvy,  strong-willed, moral, serious & optimistic | TV, friends,  education | Personaldilemmas:  Autonomy, conformity  pragmatism,  intimacy | How to  cope with  problems  and 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).*