

## Generations Over the Age of 50

	<b>GIs</b>	<b>Silents</b>	<b>Boomers</b>
<b>Born</b>	1910-1932	1933-1945	1946-1964
<b>Age in 2007</b>	75-97	62-74	43-61
<b>Total Number</b>	68 Million	34 Million	78 Million
<b>U.S. Presidents</b>	Kennedy; Johnson; Nixon; Ford; Carter; Reagan; Bush, Sr.	None	Clinton; Bush, Jr.
<b>Sample Members</b>	Walter Cronkite Billy Graham Grace Kelly	Woody Allen Phil Donahue John McCain	Bill Gates Oprah Winfrey Michael Jordan
<b>Entertainment</b>	Gone w/ the Wind Snow White The Honeymooners Frank Sinatra	Singing in the Rain Ms. Magazine Sesame Street Elvis	Psycho Sound of Music Rocky The Beatles
<b>Historic Events</b>	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
<b>General Profile</b>	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	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