



Thinking About Different Generations

Why does it matter?

WHAT'S YOUR GENERATION AND WHY DOES IT MATTER?

In society today use of generalizations is common in many situations. Describing the spectrum of population cohorts is one used by both demographers and market researchers.

You can better understand the needs and desires of those population groups if you know a little about their background and their realities/norms.

Who are we?

In Sweet Adelines chapters, we now have SIX socially identified generations – The same challenge facing many work environments today!



MIXED AGES PHOTOS

What are these groups?

GI GENERATION also known as the BUILDERS

Born 1928-1945 (ages 73+)

BABY BOOMERS – Born 1946-1954 (ages 64-72)

BOOMERS II - Generation Jones

Born 1955-1965 (ages 53-63)

GENERATION X – Born 1966-1976 (ages 42-52)

GENERATION Y-Millennials – Born 1977-1994 (ages 24-41)

iGen - GENERATION Z – Born 1995-2012 (ages 8-23)

Region #10 Membership

○ For this presentation, a snapshot as of 09/04/18 included 635 members, with 17 dual members counted in both of their choruses. 30 members have none or impossible birthdates on file with SAI Headquarters and thus are not included in the following statistics, giving us 595 included members.

Region #10's membership:

595 Members	# of Region 10	Ages	% of Region 10
GI Generation	103	73+	17.14%
Baby Boomers	191	64-72	32.1%
Boomers II	169	53-63	28.4%
Gen X	47	42-52	7.9%
Gen Y	68	24-41	11.4%
iGen/Gen Z	17	Under 23	2.86%
	595		

The top of the slide features a decorative header with stylized clouds in shades of blue and white, and a large, bright yellow sun with a blue circle in the center. The background of the slide is a solid blue color with a subtle pattern of lighter blue squares.

While all designations are generalizations, here are a few details that show how demographers describe/define these groups.

GI GENERATION also known as the BUILDERS

Born 1928-1945 (ages 73+)

- These are the women who grew up in the World War II era or post-war era, where many men in their lives were gone to war. Their reality included the Great Depression, Attack on Pearl Harbor, the FDR Administration and the Korean War. It was also a time when women filled the gap in the work force while men were gone.

BABY BOOMERS

Born 1946-1954 (ages 64-72)

- Came of age in the 1960s and 1970s and experienced not only the Cold War but also the Civil Rights era including the assassinations of JFK and MLK.
- Our generation were observers of or first hand participants in a youth revolution which became the hippie culture. We observed the excitement of the Space Race but also watched closely the news of Watergate and the Nixon Administration/Resignation.

BOOMERS II - Generation Jones

Born 1955-1965 (ages 53-63)

- This is a new break out in the past five years or so.
- Formerly grouped with the Baby Boomers, this generation lived through the oil embargo of 1979 which reinforced a sense of “I’m out for me.” They had a focus on self-help and skepticism over media and institutions in general. Fear of AIDS was a part of their everyday life.
- Some say they felt that most of the best jobs, housing and opportunities were being consumed by the Baby Boomers and thus lived in that shadow.

GENERATION X

Born 1966-1976 (ages 42-52)

- This was the first generation of latchkey kids who were exposed to lots of daycare and divorce.
- They were around for passage of Women's Rights issues in Roe vs Wade and the laws against sexual harassment. They will remember the Challenger Disaster and the Reagan Presidency/Assassination attempt. Some can only recall the Clinton Presidency... Nixon and JFK are merely history.
- This group, while well educated, has a 'what's in it for me' attitude with concerns over avoiding broken homes and having kids who might grow up in broken homes.

GENERATION Y-Millennials

Born 1977-1994 (ages 24-41)

- Born toward the end of the last century, in their most formative years this generation experienced not only Y2K but also world violence in the World Trade Center & Pentagon attacks, the Oklahoma Bombing and the deaths of Princess Diana and Mother Teresa.
- Gen Y members are more racially and ethnically diverse than former generations and very segmented as an audience due to rapid expansion of cable tv channels, satellite radio, the internet and all that is available to them on line.
- They are also less brand loyal and thus flexible and quick to change in fashion, style, interests and communication styles.
- They often come from 2-income families where they have been included in family decisions from groceries to vehicles to vacation locations. They are empowered to expect to have input in decisions.

iGen - GENERATION Z

Born 1995-2012 (ages 8-23)

- Born toward the end of the last century or the beginning of the millenium, this generation has always had technology as a part of their lives. They are as familiar with an iPad or smart phone as anyone today and probably more expert in finding what they want to know more quickly than most of us!
- Give them a question or a task and they'll find the answer in a matter of minutes and possibly seconds!

How are they different?

- For the GI Generation, the family was very close, mothers were most often homemakers and their parents got married and stayed married for life. Marriage was honored and family was **IMPORTANT**.
- By contrast, by the Baby Boomer Generation, families were more dispersed, mothers often worked outside of the home and parents often divorced and then remarried.

Family & Generation X

○ The Gen X Generation are sometimes known as the Latch Key Kids...since many of them came home from school to an empty house and often had a single parent in the home. They had little commitment to 'family,' as it was often non-existent or dysfunctional. Gen Xers also saw some of the earliest 'blended families' when parents married partners with children.

Family & Generation Y

- Generation Y is more comfortable with a looser family structure as it was common and almost normal to have a single mother or a single father in the home.
- By the same token, they sometimes have more respect for the family than Gen Xers.

Some realities: Education

- To the GI Generation, education was a dream.
- To the Baby Boomers and Boomers II, it was a birthright.
- To the Gen Xers, it was a way to get THERE.
- To the Gen Yers, it was an incredible experience!
- And to the iGenerers, it might be an on-line experience!

Major influences

- GI Generation = Family and Church
- Baby Boomers = Family and Education
- Gen Xers = The Media
- Gen Yers = The Simpsons, Friends, Media and Pop Stars
- iGenerers = There is no limit to what may influence them due to the world wide web

Value Systems

- GI Generation = Conservative
- Boomers = Self-Based
- Gen Xers = Media
- Gen Yers = “Shop Around”
- IGeners = Find what works for me and if that doesn't work, find something else to try.

Teenage Experiences

- GI Generation = Great Depression
- Boomers = Kent State; Civil Rights; Sexual Revolution (the pill)
- Gen Xers = Information Explosion; McJobs; Trillion Dollar Debt
- Gen Yers = Overwhelming Information; Cynicism; Downsizing; Staying home longer or returning home.
- iGeners = Stay tuned ... they are a work in progress!

Attitude Toward Authority

- GI Generation = Endure, Honor and Respect
- Boomers = Replace them; Challenge Leaders—Never trust anyone over 30!
- Gen Xers = Ignore Leaders
- Gen Yers = Leaders must respect YOU; They like to choose their own boss.
- iGeners = Expect us to customize everything to fit them

Roles of Women

- GI Generation = Heirarchical
- Boomers = Women's Lib
- Gen Xers = Equality; Superwoman
- Gen Yers = Reverse Discrimination; Androgynous
(combination of male & female characteristics; sexual ambiguity)
- iGeners = Living in a wildly open society with continuing male/female issues in the public eye constantly – #metoo

Roles of Career

- GI Generation = Means for Living
- Boomers = Central Focus...Long Term
- Gen Xers = Irritant
- Gen Yers = Always Changing
- iGeners = Just starting to figure that out

Schedules

- GI Generation = Mellow
- Boomers = Frantic-distraught with fear or anxiety
- Gen Xers = Aimless
- Gen Yers = Volatile, Frenetic – Wild and energetic in an uncontrolled way
- iGeners = Make it work for them in their busy lives

Purchasing Method

- GI Generation = With CASH
- Baby Boomers = With Credit Cards
- Gen Xers = Struggling to Purchase
- Gen Yers = Purchase On-Line
- iGenerations = Probably never been in a bank!

Define Their Morals

- GI Generation = Puritan Ethics
- Boomers = Sensual
- Gen Xers = Cautious
- Gen Yers = Tolerant
- iGeners = Open and Easy ...

Music

- GI Generation = Big Band, Swing
- Boomers = Rock 'n Roll, Pop, Classic, Rap
- Gen Xers = Alternative/Rap, MTV
- Gen Yers = Ska, Techno, Alternative becomes mainstream Pop ... VERY DIVERSE OPTIONS
- iGeners = Too early to tell

Communications/Media/ Technology

- GI Generation = Radio, Mimeograph, Rotary Phones
- Boomers = Television, Phonographs, Touch-Tone Phones, Calculators, Cassette Recorders
- Gen Xers = Video: Atari & Nintendo—Computer Games, Desktop Publishing, Beepers, Cell Phones, Laptop Computers, PDA
- Gen Yers = Internet, Laser Disk Players, DVD/DVR, iPOD, MP3 Players, Smart Phones
- iGeners = The Cloud holds it all and they access it through their Super Smart Phones.

View of Technology

- GI Generation = Hope To Out Live It
- Boomers = Master It
- Gen Xers = Enjoy It
- Gen Yers = Employ It
- iGeners = Can't fathom life without it

Interactive Style

- GI Generation = Team Player
- Boomers = Self Absorbed
- Gen Xers = Entrepreneur
- Gen Yers = Eclectic; Team Player
- iGeners = Still developing

Work Is

- GI Generation = ... an inevitable obligation
- Boomers = ... an exciting adventure
- Gen Xers = ... a difficult challenge
- Gen Yers = ... a means to an end
- iGenerations = ... not yet a reality

Life Paradigm

- GI Generation = Be grateful you have a job.
- Boomers = You owe me.
- Gen Xers = Relate to me.
- Gen Yers = Life is a cafeteria.
- iGeners = The world is open to me.

Leisure Is:

- GI Generation = ... reward for hard work
- Boomers = ... the point of life
- Gen Xers = ... relief
- Gen Yers = ... interwoven with work.
- iGeners = ... all they know so far.

Hair and Clothes

- GI Generation = Short Hair; Formal Attire
- Baby Boomers = Long Hair; Casual Attire
- Gen Xers = Any Style Hair; Bizarre Attire
- Gen Yers = Bleached/Spiked/Bald Head; Anything Goes for Attire
- iGeners = Will be interesting to see where it goes...

Space Defined as:

- GI Generation = ... outer space
- Boomers = ... inner space
- Gen Xers = ... cyber space
- Gen Yers = ... my space
- iGeners = ... open space

Characteristics


- GI Generation are Hard Workers, savers, patriotic, loyal to institutions, private and dependable.
- Boomers are educated, independent, cause-oriented, fitness conscious, groomed to explore inner world. They desire quality and question authority.

Characteristics

- Gen Xers feel neglected by parents, are loyal to relationships, serious about life, often stressed out, self-reliant, skeptical, highly spiritual and they are survivors.
- Gen Yers are cherished by their parents and have the lowest parent-child ratio in US history; groomed to achieve and excel; they are mediavores and techno-savvy; they have extreme fun, are upbeat and full of self-esteem; they are more law-abiding and have high rate of volunteerism.
- iGeners still under parental control/influence

Core Values

- GI Generation = Dedication/sacrifice; hard work; conformity; law and order; patience; delayed reward; duty before pleasure; adherence to rules; honor
- Boomers = Optimism; team orientation; personal gratification; personal growth; youth; work; involvement
- Gen Xers = Diversity; thinking globally; balance; techno-literacy; fun; informality; self-reliance
- Gen Yers = Optimism; civic duty; confidence; achievement; sociability; morality; street smarts; diversity
- iGeners = Too early to tell



And how does all this
relate to Sweet
Adelines and your
Chorus life?

To accept and encourage different generations, we have to know and accept our different realities.

○ SAI staff were very helpful in providing me statistics for our Great Gulf Coast Region #10 membership. While birthdates were provided, they are not identified by individuals in any way.

Take a look at our Small Choruses:

- In this comparison, we have 332 members in 15 choruses with 30 or less membership.
- As you will see in the next slide, the breakdown by generation is almost the same as the total region.
- Membership in small choruses is 55.8% of Reg10.

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GI Generation	Baby Boomers	Boomer IIs	Gen Xers	Gen Yers	iGeners	Total Members
1	6	2	2	9	2	22
3	8	8	3	8	1	30
3	3	8	4	3	0	21
3	6	7	1	3	0	20
1	12	9	1	1	2	26
7	10	6	1	2	0	26
4	14	6	0	0	0	24
3	11	8	1	0	0	23
12	7	3	0	0	0	22
4	10	5	5	4	2	30
2	2	6	2	2	0	14
2	5	4	2	3	0	16
2	3	6	3	2	0	16
1	10	7	0	1	0	19
8	5	7	1	1	0	22
56	112	92	26	39	7	332
16.9%	33.7%	27.7%	7.8%	11.8%	2.1%	55.8% of Region #10

Midsize Choruses:

- In this snapshot, we have 95 members in two choruses with 31-60 membership.
- Again, the breakdown by generation is almost the same as the total region.
- Membership in mid-size choruses is 15.9% of the region.

Mid-Sized Choruses

GI Generation	Baby Boomers	Boomers II	Gen Xers	Gen Yers	iGenerers	Total
11	14	16	3	6	2	52
9	16	11	3	4	0	43
20	30	27	6	10	2	95
21%	31.6%	28.4%	6.3%	10.5%	2.1%	<u>16% of Region 10</u>

Large Choruses:

- On September 4, we had 130 members in two choruses with 61+ membership.
- Once more, the breakdown by generation is almost the same as the total region.
- Membership in large choruses is 21.8% of the region.

Large Chorus

GI Generation	Baby Boomers	Boomers II	Gen Xers	Gen Yers	iGenerers	Total
13	21	16	8	6	2	67
7	20	23	5	8	1	64
20	41	39	13	14	3	130
15.4%	31.5%	30	10%	10.7%	2.3%	21.8% of Region#10

The following table shows up close that all of our choruses are in the same situation. Far more Baby Boomers/Boomers II than other generations!

GI Gen	Boomers	Boomers II	GenX	Gen Y	iGen	Total
SMALL	CHORUSES					
56	112	92	26	39	7	332
16.9%	33.7%	27.7%	7.8%	11.8%	2.1%	55.8% of Reg10
MID-SIZE	CHORUSES					
10	30	37	6	10	2	95
21%	31.6%	28.4%	6.4%	10.5%	2.1%	15.9% of Reg10
LARGE	CHORUSES					
20	41	39	13	14	3	130
15.4%	31.5%	30%	10%	10.8%	2.3%	21.8% of Reg10

So what can we do?

More than anything else, we need to nurture and support our members of all ages.

We have heard from many International Faculty and SAI representatives that the overall membership has fluctuated downward over the past years.

I can recall when our membership was close to 30K and now it is just about 20K world wide.

Again, what can we do?

- We need to think about how we handle the business of chorus on a week to week basis.
- We need to think outside the box and listen to our members when we plan chorus rehearsals and other activities.
- We need to meet the needs of our members and guests and not necessarily expect them to conform to our ways of doing things.

- We need to be aware of who our members are and what is going on in their lives and understand that life must sometimes take priority over SAI.
- Or...our members will go away until such time as their lives and schedules allow them to prioritize the commitment we require.

- Unfortunately there is not a magic wand to instantly make Sweet Adelines remain relevant to our long time members and at the same time enticing to prospective and new members.
- We have to continue working on that every week and every rehearsal.

○ The hope is that by better understanding who our members are, we will create an environment that encourages our members to stay and our guests to join in the fun and excitement we experience in our Sweet Adelines lives!