

Generations defined: 50 years of change over 5 generations



Generations Defined

	Builders 1925-1945 Aged 70s - 80s	Baby Boomers 1946-1964 Aged 50s - 60s	Generation X 1965-1979 Aged 30s - 40s	Generation Y 1980-1994 Aged 20s - early 30s	Generation Z 1995-2010 Aged kids - teens
Asst PM's	Robert Menzies John Curtin	Gough Whitlam Malcolm Fraser	Bob Hawke Paul Keating	John Howard Kevin Rudd	Julia Gillard
US President	Truman / Eisenhower	JFK / Moon	Reagan / G.W. Bush	Clinton / G.W. Bush	Barack Obama
Iconic Technology	Radio (wireless) Motor Vehicle Aircraft	TV (56) Audio Cassette (52) Transistor radio (55)	VCR (76) Walkman (79) IBM PC (81)	Internet, Email, SMS DVD (95) Playstation, Xbox, iPod	MacBook, iPad Google, Facebook, Twitter Wi, PS3, Android
Music	Jazz Swing Glen Miller Frank Sinatra	Elvis Beatles Rolling Stones Johnny O'Keefe	IRS Nirvana Madonna Midnight Oil	Eminem Britney Spears Puff Daddy Jennifer Lopez	Kanye West Rihanna Justin Bieber Taylor Swift
TV & Movies	Gone With the Wind Clark Gable Advent of TV	Easy Rider The Graduate Colour TV	ET Hey Hey It's Saturday MTV	Titanic Reality TV Pay TV	Avatar 3D Movies Smart TV
Popular Culture	Flair Jeans Roller Skates Mickey Mouse (28)	Roller Blades Mini Skirts Bubble/Frisbees (59)	Body Piercing Hyper Colour Tom Jeans	Baseball Caps Men's Cosmetics Hawaiians	Skinny Jeans V-necks Ripsticks
Social Markers/Landmark Events	Great Depression (30s) Communism World War II (39-45) Darwin Bombings (42)	Decimal Currency (66) Neil Armstrong (69) Vietnam War (65-72)	Challenger Explodes (86) Haley's Comet (86) Stock Market Crash (87) Berlin Wall (89)	Threebo Disaster (97) Columbine Shooting (99) New Millennium September 11 (01)	Iraq / Afghanistan war Asian Tsunami (04) GFC (08) WikiLeaks

In just 50 years Australia has been transformed through the transitioning generations. From the Builders Generation who literally and metaphorically built this nation after the austerity years post-depression and World War 2, to the Baby Boomers who redefined the cultural landscape, to Generation X who ushered in new technologies and workstyles, and now to [Generation Y and Z](#) who in this 21st Century are redefining lifestages and lifestyles.

In one generation we've gone from colour TV to internet TV, from roller skates to rip sticks, from top-down leadership to user-generated content and from long-term savers to lifestyle debt.

If you want a full overview of 50 years of change across 5 generations then this [1-pager](#) is for you.

[Click here to download the PDF.](#)

For more on understanding the latest trends and information related to emerging generations and communicating it effectively head to Generation Z, where you can download our full report [here](#).

For more information

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