

## Generational Guide

	Gen Z	Millennials	Gen X	Baby Boomers	Traditionalists
<b>Characteristics</b>	<ul style="list-style-type: none"> <li>• Born 1997 – 2010</li> <li>• Ethnically diverse</li> <li>• Digital natives</li> <li>• Pragmatic</li> <li>• Financially minded</li> <li>• Cause-driven</li> <li>• Progressive</li> </ul>	<ul style="list-style-type: none"> <li>• Born 1981-1996</li> <li>• Ambitious</li> <li>• Individualistic &amp; group orientated</li> <li>• Optimistic but concerned about the future</li> <li>• Multitasking</li> <li>• Economically insecure</li> </ul>	<ul style="list-style-type: none"> <li>• Born 1965 – 1980</li> <li>• Self-reliant</li> <li>• Serious</li> <li>• Skeptical</li> <li>• Entrepreneurial</li> </ul>	<ul style="list-style-type: none"> <li>• Born 1946 – 1964</li> <li>• Educated</li> <li>• Independent</li> <li>• Cause-oriented</li> <li>• Question Authority</li> <li>• Desire quality</li> <li>• Resourceful</li> <li>• Economically secure</li> </ul>	<ul style="list-style-type: none"> <li>• Born 1925 – 1945</li> <li>• Successful</li> <li>• Considerate</li> <li>• Cautious</li> <li>• Quiet</li> <li>• Hardworking</li> <li>• Loyal</li> <li>• Disciplined</li> <li>• Self-reliant</li> </ul>
<b>Motivations</b>	<ul style="list-style-type: none"> <li>• Cultivating meaningful relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoyment of work and others they work with</li> </ul>	<ul style="list-style-type: none"> <li>• Meaningful causes</li> <li>• Altruism</li> </ul>	<ul style="list-style-type: none"> <li>• Altruistic</li> <li>• Community need</li> <li>• Accomplishment</li> </ul>	<ul style="list-style-type: none"> <li>• Help the community survive</li> <li>• Tradition</li> <li>• Socialization</li> <li>• Sense of being needed</li> </ul>
<b>Barriers</b>	<ul style="list-style-type: none"> <li>• School and extracurricular commitments</li> </ul>	<ul style="list-style-type: none"> <li>• Schedule conflicts</li> <li>• Personal conflict with others</li> </ul>	<ul style="list-style-type: none"> <li>• Work and family schedule conflicts</li> <li>• Negativity of others</li> </ul>	<ul style="list-style-type: none"> <li>• Commitment conflicts, schedule</li> <li>• Lack of organization and vision</li> </ul>	<ul style="list-style-type: none"> <li>• Health or mobility</li> <li>• Time conflicts</li> </ul>
<b>Incentives</b>	<ul style="list-style-type: none"> <li>• Flexible volunteer opportunities</li> <li>• Skill development</li> <li>• Digital platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible volunteer opportunities</li> <li>• Comfortable environment</li> </ul>	<ul style="list-style-type: none"> <li>• Frequent communication</li> <li>• Family opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Adult learning opportunities</li> <li>• Flexible schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Daytime events</li> <li>• Mentor roles</li> </ul>
<b>Values</b>	<ul style="list-style-type: none"> <li>• Self-care &amp; mental health</li> <li>• Social causes</li> <li>• Clear, concise communication</li> </ul>	<ul style="list-style-type: none"> <li>• Purpose</li> <li>• Appreciation for their efforts</li> </ul>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Sense of accomplishment</li> <li>• Group appreciation</li> </ul>	<ul style="list-style-type: none"> <li>• Appreciation for their efforts</li> <li>• Sense of accomplishment</li> <li>• Clear communication</li> </ul>	<ul style="list-style-type: none"> <li>• Worthwhile projects</li> <li>• Sense of accomplishment</li> <li>• Clear communication</li> </ul>

Sources:

[PowerPoint Presentation \(ucanr.edu\)](#)

[What Are the Core Characteristics of Generation Z? - The Annie E. Casey Foundation \(aecf.org\)](#)