

TALKING ABOUT OUR GENERATIONS
EVERYTHING YOU NEED TO KNOW ABOUT GEN X, Y & Z
KIPPERS, PUMCINS & MILLENNIALS

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WHY NOT THIS & ASSOCIATES



DI MARZIO RESEARCH

MARKETING AND STRATEGIC RESEARCH CONSULTANCY

IN PARTNERSHIP WITH:

Fenton



CALTEX



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iag foundation

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This report has been produced to complement the ground-breaking research report **Talking the Walk®2** - How to tell your social good story to resonate with millennials released in October 2018. Copies of the report can be ordered at www.cavill.com.au/talking-the-walk.

Australia is a rich and complex island of people from vastly different cultures and backgrounds and with that comes a medley of opinions. These days it's common to find 4 or more generations co-existing in the home or workforce. Given this, it's not not a good idea to generalise – but the norm is to group people by their generation and especially when analysing research so that it's possible to compare different age groups and genders, and identify and predict their needs and desires. So that you know who's who in the Aussie zoo, we've provided a detailed examination of each group – their age, the events and environment that influenced them, their values, attitudes, strengths, slanguage, views on giving, charity, CSR and donating habits.

Thanks to our partners Di Marzio Research, redwagon design and Why Not This & Associates for making this publication possible.

THESE DAYS THERE ARE SIX ACCEPTED GROUPS OF AUSSIES:

1. **PRE-BOOMERS**, aged 72+, represent 11% of our population, their catchcry is 'everything in moderation'
2. **BABY BOOMERS**, aged 55–72, represent 22% of the population, many of them known as Grey Nomads, their catchcry is 'you have to work your way up to the top'
3. **GENERATION X**, aged 37–54, represent 21% of population and 35% of workforce, their catchcry is 'whatever'
4. **GENERATION Y**, aged 19–36, represent 22% of population and 31% of the workforce, also known as Millennials, KIPPERS (Kids in Parents Pockets Eroding Retirement Savings), their catchcries are 'Why should I have to work my way to the top?' and 'Whatever! Prove it'
5. **GENERATION Z**, aged 8–23, represent 19% of the population, their catchcry is 'cray cray', defs and YOLO (for anyone over 40 that means crazy, definitely and You Only Live Once)
6. **GEN ALPHA**, born after 2010.



GENERATIONS

These groups differ greatly in their attitudes and opinions, based on what they've experienced growing up. Baby Boomers lived through the Vietnam war, the civil rights movement and the sexual revolution. X-ers saw the introduction of the PC and the internet. Gen Y lived through September 11 and the technology boom, and Gen Z were born with a smart phone on the end of their umbilical cord.

Such diverse life experiences alter their perception of the world, of the role that business and brands play in their world, the role of CSR and social good, and most importantly, how each group communicates.

Wouldn't it be great if there was one thing that they all had in common? One thing that we could tap into to connect with and inspire them? Then all we'd have to work out is which communication channel to use.

**WELL THERE IS! HEAD TO:
WWW.CAVILL.COM.AU/TALKING-THE-WALK
TO FIND OUT.**

We hope you find the information in this supplement useful.



15. SNAPSHOT OF AUSSIES

15.1 PRE-BOOMERS

Stats

- Born before 1946
- In 2018 they'd be aged over 72
- They represent 11% of the Australian population and 1% of the workforce
- University degree – 1 in 10

They came of age during:

- They came of age during the Great depression and World War II
- Their workplace was revolutionised by the telephone and typewriter

Economic Climate:

- Builders of infrastructure, economy, the institutions and organisations of their society.
- Financial conservatism and delayed gratification the norm
- During their time national wealth and social capital was created that the rest have been living off ever since

Otherwise known as:

- Builders
- The lucky generation
- The frugal generation
- The Depression Babies



Values

- Saving
- Mutual obligation and moral responsibility
- Patriotism, Loyalty and Commitment
- Respect for elders
- Children should be seen and not heard
- Self-denial and hard work
- Stability

Attitudes

- Black and white, right and wrong
- Authority figures and one's elders should never be questioned
- You shouldn't buy something unless you have the money to pay for it
- Everything in moderation
- No nonsense and pragmatic,
- Waste not want not

Strengths:

- Deeply committed,
- Moved by needs not fads
- Excellent work ethic,
- Dependable
- Advanced communication and interpersonal skills

Challenges:

- Adapting to change
- Slow adopters

Lifestyle

- Experienced hardship in early years and prosperity in later years
- Saved first, bought later
- Have the largest share of wealth after their Boomer children
- Spend the least of all age groups

Personality

- Distrust change
- Stoic and reserved
- Financially conservative
- Hierarchal
- Stubbornly independent

Guiding principles and key influences

- Duty rather than options
- Responsibility before personal wants

Attitudes to giving and charity and CSR

- Six times more generous than those under 30 (Gen Y and Gen Z)
- More than half of donations to charity are from over-60s, compared with just over a third 30 years ago

Donating Money to a Charity vs Volunteering time to charity

(Global stats from Charities Aid Foundation, CAF World Giving Index 2015, November 2015)

- 33.8% of Pre-Boomers (those aged 50 and older) give money to charitable causes
- 20.3% of Pre-Boomers (those aged 50 and older) give their time in volunteering

15.2 BABY BOOMERS

Stats

- Born between 1946 and 1963
- In 2018 they'd be aged between 55-72
- They represent 22% of the Australian population and 27% of the workforce.
- University Degree: 1 in 5

They came of age during:

- The Civil Right Movement,
- The Sexual Revolution, and
- The introduction of the contraceptive pill
- Word processors
- Vietnam War

Economic Climate:

- Tough war years and austerity were replaced with economic growth and full employment
- Technological advancement and increasing freedom
- Considered the generation that had it all:
 - ~ born into post war boom,
 - ~ finding work was easy,
 - ~ able to afford a house
 - ~ university was free
 - ~ Large superannuation fund

Otherwise known as:

- SKIers (Spending the Kid's Inheritance)

- The Grey Getaways
- The Grey Nomads
- The Woodstock Generation
- Civics

Values

- Work ethic, participation
- Question authority
- Informality
- Enthusiasm for causes
- Individualism

Attitudes

- Free education, free love and free (easy) divorce
- If you are unhappy in a relationship, exit it
- Job status and symbols are important
- You only live once so enjoy it
- Put yourself first after a lifetime of hard work
- Organise life around work not work around life
- You have to work your way to the top
- If you've got it, flaunt it

Strengths:

- Great at building relationships because prefer person-person contact
- Excellent teamwork skills
- Thrive on adrenaline-charged assignments

Remember DINKS (Double Income, No Kids)...
now we have some more acronyms for our newest tribe.
Have you heard of PUMCINS? (Professional Urban Middle Class in Nice Suburbs)*

*Bernard Salt, The Demographics Group, 2018



Challenges:

- Introduced the term workaholics
- Commitment means long hours of work
- Resistance to delegation
- Slower adopters of new technologies

Lifestyle

- Working longer, retiring later
- The wealthiest living generation
- Consumption and lifestyle take precedence
- Many downsizing and reverse mortgaging to release capital
- Spending the kids' inheritance on travelling and leisure activities
- Many still have grown children living with them
- Many caring for grandchildren on a regular basis
- Many doing the sea change and tree change for increased quality of life

Personality

- Experimental
- Idealistic
- Materialistic
- Hardworking, energetic
- Visionary, Enthusiastic, Passionate
- Self-centred

Guiding principles and key influences

- Were over indulged by their parents, and didn't have morals and values imparted to them



- View material possessions as ends in themselves, not as a means to provide comfort and security for their family
- Idealistic and rebellious youth
- Materialistic and over-worked conservative later year
- Focus on personal fulfilment
- Well-educated

Attitudes to giving and charity and CSR

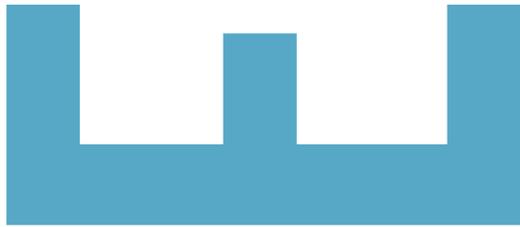
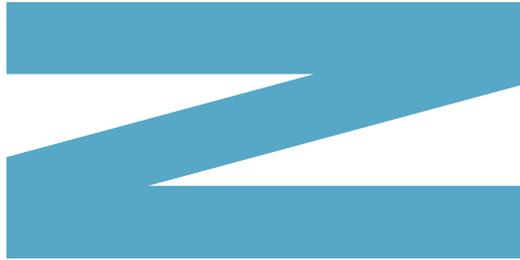
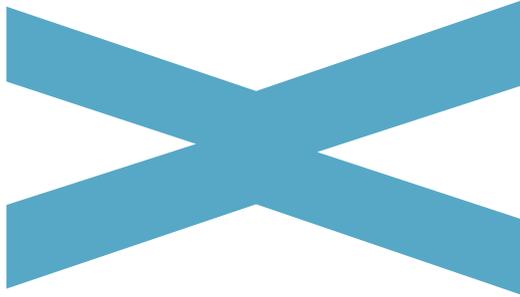
- 37% said the ability to see the direct impact of the donation has a significant bearing on their decision to give
- Tend to make donations to organisations they've known for years and often belong to, such as churches etc
- Give to familiar big-name charity brands. Boomers assume those groups will spend their donations wisely
- Boomers are much less interested in buying products because some or all proceeds will go to charity. About 36% of boomers have made purchases for this reason
- Only 10% plan to increase charitable giving – but this could be due to stage in life priorities
- More generous than any other generation – older people are experienced givers

Donating Money to a Charity vs Volunteering time to charity

(Global stats from Charities Aid Foundation, CAF World Giving Index 2015, November 2015)

- 33.8% of Boomers (those aged 50 and older) give money to charitable causes
- 20.3% of Boomers (those aged 50 and older) give their time in volunteering





15.3 GEN X

Stats

- Born between 1964 and 1981
- In 2018 they'd be aged between 37 and 54
- They represent 21% of the Australian population and 35% of the workforce.
- University degree: 1 in 4

They came of age during:

- Lived out young-adult lives in pre-September 11 world of relative peace and prosperity
- Volatile corporate climate
- Experienced divorce (of their parents) on a large scale
- Latch key kids
- Introduction of the internet
- PC's became common in the workplace
- Introduction of the entertainment culture

Economic Climate:

- Unemployment at an all-time high when X-ers starting to enter the work force
- Seeing parents get laid off after years of hard work and loyalty
- First generation in history that will not do better than their parents
- Never a notion of job security

Otherwise known as:

- Slacker Generation
- Why me? Generation
- The Latchkey Generation
- Baby Busters
- Post Boomers

Values

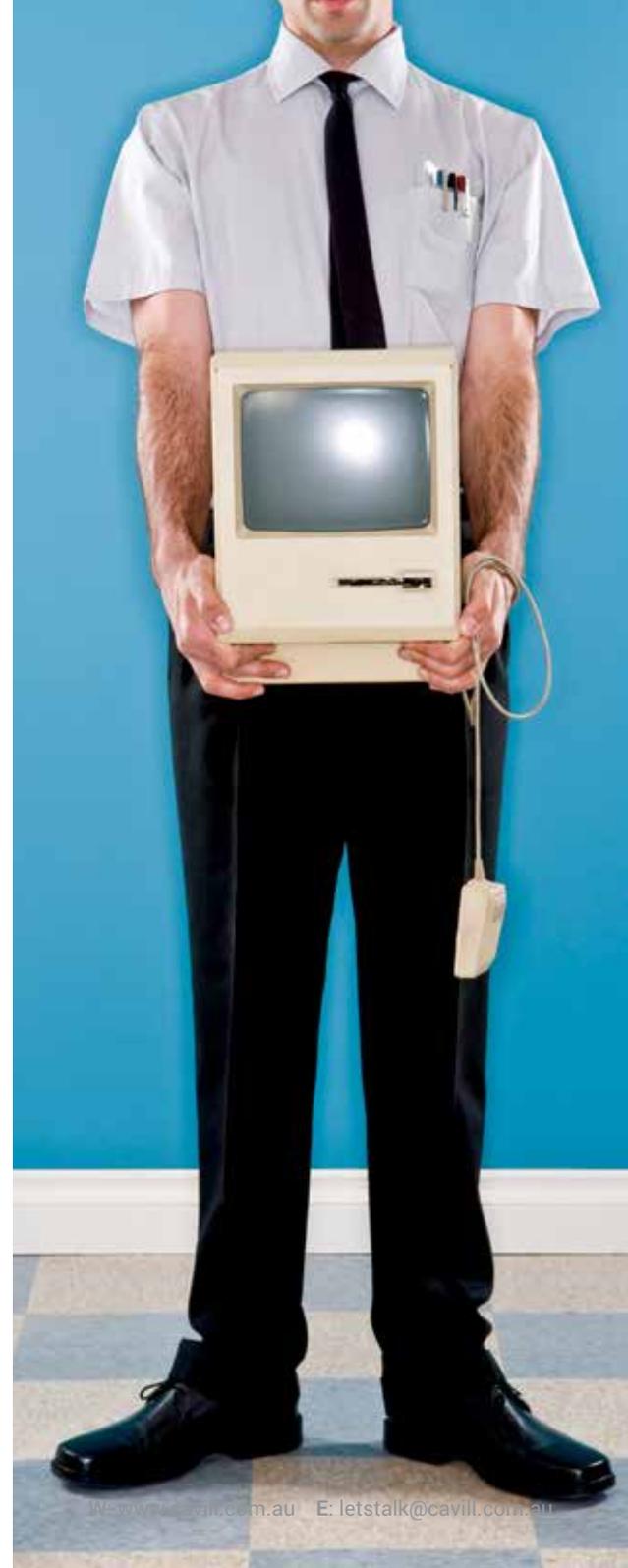
- Work-life balance
- Independence
- Family before work

Attitudes

- Nothing is permanent, nothing is absolute
- Trust no one, especially governments and employers
- Seek the truth
- The Boomers have made it hard for our generation
- Willing to work hard, but not without proper reward and at the expense of family
- Whatever

Strengths:

- Tech-savvy, but can navigate through moments of failure
- Sit in the middle of Boomers and Gen Y – and have an understanding of both
- Independent
- Socially responsible



Challenges:

- Intolerant of bureaucracy
- Critical

Lifestyle

- Married in their late 20s and early 30s
- On two incomes and have an average of two kids
- Mortgage stress – struggling with the mortgage in the face of rising housing costs
- In considerable debt and many are living above their means
- Very active in their children's education
- Work hard but make sure they have time for Family

Personality

- Reactive
- Pessimistic
- Innovative
- Skeptical
- Seeking
- Adaptable
- Well grounded

SKEPTICAL
ADAPTABLE

Guiding principles and key influences:

- First to grow up without a large adult presence – with both parents working
- Parents' generation most divorced generation in history
- Therefore more peer orientated – adaptable and fiercely independent
- Materially had a lot, but felt they didn't have valuable things such as time with mum and dad
- Willing to work hard, but see it as secondary to personal life – work/life balance not work ethic
- Subtle shift in values – postponing marriage to late 20s
- Dual income families become the norm
- First time women outnumber men in Year 12 and at university

What happens when DINKS have kids? They become NETTELS (Not Enough Time to Enjoy Life). If you're planning the next day's drop offs and picks ups over dinner... you're probably one*

*Bernard Salt, The Demographics Group, 2018

Attitudes to giving and charity and CSR

- 50% said the ability to see the direct impact of the donation has a significant bearing on their decision to give
- Likely to be motivated by a friend asking them to make a contribution or through social networks
- When they feel they can trust the organisation, they're more inclined to give more
- About half of Gen X have made purchases because some or all proceeds will go to charity
- 18% said they plan to increase giving in next 12 months

Donating Money to a Charity vs Volunteering time to charity

(Global stats from Charities Aid Foundation, CAF World Giving Index 2015, November 2015)

- 33% of Gen X (those between 30 and 49) give money to charitable causes
- 21.8% of Gen X (those between 30 and 49) give their time in volunteering





#millennials

(GEN Y)

15.4 GEN Y

Stats

- Born between 1982 and 1999
- In 2018 they'd be aged between 19 and 36
- They represent 22% of the Australian population and 31% of the workforce.
- University degree 1 in 3

They came of age during:

- Post September 11, years of terrorism
- Global GFC (although not in Australia)
- Personal technology is a way of life
- Time of rapid technological and social shifts

Economic Climate:

- Grew up in the best economic times Australia has seen
- Have never known
 - ~ Total war
 - ~ Economic depression
 - ~ High unemployment or inflation
- Used to extravagance
 - ~ Two car family
 - ~ Dinners out
 - ~ Huge family home
- Economic downturn at start of working lives (Global GFC)
- Would rather get a second job than limit lifestyle

- High tolerance for debt
- Expect to start their economic life in the manner they see their parents finish economic life

Otherwise known as:

- Millennials
- The Entitled Generation
- Dot.com Generation
- KIPPERS (Kids In Parents Pockets Eroding Retirement Savings)

Values

- Fun and enjoyment
- Tolerance of diversity
- Social awareness
- Friendship

Attitudes

- Outcomes not processes
- Enjoy the now
- Sexuality is a fluid thing
- Organise work around life, not life around work
- Why should I have to work my way to the top?
- When it comes to respecting elders: 'Whatever! Prove it!'

Strengths:

- View meeting and interacting online as comparable to face-to-face meetings
- Respond to transparency which leads to trust
- Socially responsible

Challenges:

- Are high maintenance
- Bought up in a very child-centric generation
- Want instant gratification and immediate response
- Over indulged by parents

Lifestyle

- Short term not long term
- Enjoyment before commitment
- Have limited or no savings
- 75% are in debt
- Half still live in parental home
- Lifestyle not life stage
- Juggling hectic work and social life
- Friends are the new family

Personality

- Confident
- Cynical
- Assertive
- High maintenance
- Demanding
- Sociable
- Optimistic
- Values driven

Key influencers and guiding principles:

- Optimistic, but not as resilient as past generations
- Spirit of expectancy
- Economic security had delayed adult milestones
- Have not been shaped through tough formative experiences therefore lack character and life skills to face adversity and take responsibility
- Outcome oriented not process oriented
- Very peer orientated due to social media

In 2040, Gen Y will represent 23% of the population and will be the leaders and managers in business.*



* The Demographics Group, Sept 2018

Attitudes to giving and charity and CSR

- Yearning for something or someone bigger than themselves, but don't look to religion to provide for this spiritual search
- This most educated, entertained and endowed generation have experienced so much, so young, that they aren't amazed anymore
- They live in a culture without awe and transcendence
- Respond to corporations that have tried to create a culture that is more of a movement with a cause than a corporation focused on profit
- Don't separate their job from their values
- Convergence in life sees their work life merge with their social life and even their spiritual life.
- 60% said the ability to see the direct impact of the donation has a significant bearing on their decision to give
- Likely to be motivated by a friend asking them to make a contribution or through social networks
- When they feel they can trust the organisation, they're more inclined to give more
- About half of Gen Y have made purchases because some or all proceeds will go to charity
- 21% said they plan to increase giving in next 12 months – currently give the least, but most likely to increase giving as they mature
- 47% say they are likely to give to charity through crowdfunding appeals with 17% of Gen Y having done so
- Interested in practices that resemble sharing rather than giving.
- They want to give more than money eg through charity runs etc
- 73% volunteered for a NFP (US) in 2012
- Emotionally invested – therefore charities need a level of emotional engagement with donors
- Crowdfunding is considered a 'normal' way to raise funds
- Want to engage socially with the Brand – through social media etc – not be bombarded with PR spin

Donating Money to a Charity vs Volunteering time to charity

(Global stats from Charities Aid Foundation, CAF World Giving Index 2015, November 2015)

- 21% of Gen Y and Z (those between 15 and 29) give their time in volunteering

KIPPERS... Kids In Parents Pockets Eroding Retirement Savings

15.5 GEN Z

Stats

- Born between 1995 and 2010
- In 2018 they'd be aged between 8 and 23
- They represent 19% of the Australian population and 6% of the workforce.
- University degree: 1 in 2

They came of age during:

- Digital natives – most technologically literate ever
- They are predicted to spend their young adult years in a time of economic and social renewal

Economic Climate:

- Born into the GFC, yet they are still the generation that has been given the most materially

Otherwise known as:

- Linksters
- Digital Integrators
- The Zeds

Values, personality traits and lifestyle

- Empowered
- Task-focused
- More options than ever

- Most educated and provided-for generation
- Mature beyond their years
- Sophisticated
- Serious

Strengths:

- Trained to multi-task
- Most formally educated
- Involved in green causes and social activism

Challenges:

- Incredibly technologically savvy but, with their digital mindset, struggles to do some of the most basic activities
- Technologically dependent

Other comments

- Most mollycoddled and materially endowed generation to date
- Older parents
- Closely tied to parents
- Highly organised lives with little freedom
- Growing up faster
- Place more value on speed than accuracy
- Most empowered
- The Zeds have been born into the crisis period of terrorism, the global recession and climate change

**Attitudes to giving and charity
and CSR**
**Donating Money to a Charity vs
Volunteering time to charity**
(Global stats from Charities Aid
Foundation, CAF World Giving
Index 2015, November 2015)

- 27.3% Gen Y and Z (those between 15 and 29) give money to charitable causes
- 21% of Gen Y and Z (those between 15 and 29) give their time in volunteering

By 2040, there will be more Gen Z's making up our population than any other (24%). They will dominate the workforce.*

* The Demographics Group, Sept 2017

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15.6 GENERATION ALPHA

Stats

- Born after 2010
- In 2018 they'd be aged 8 and under
- They represent 7% of the Australian population
- By 2040 Gen Alpha will make up 21% of our population

What's to come

- It has been predicted they will be the most formally educated generation in history, beginning school earlier and studying longer
- The children of older, wealthier parents with fewer siblings, they are already being labelled materialistic
- Logged on and linked up - known as 'digital natives'
- The most literate generation ever

If you are cashed up but don't donate to causes, then you could be a LOMBARD... (Lots Of Money But A Real Dickhead)

* Bernard Salt, The Demographics Group, 2018

We hope you've found this booklet helpful in navigating who's who in the Aussie Zoo. For more resources, free infographics and research relating to CSR and social good visit us at:

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