

Generational Profiles and Panel Discussion of 'The YouTube Generation'

November 20, 2008

What is a pick-up game?

- A game where he who gathers the most rubbish from the roadside wins
- A game where trucks are lined up side-by-side and players race across flatbeds shouting lyrics from Little Feet or Lynard Skynard
- A game that spontaneously starts with whomever is available
- A game of trolling for members of the opposite sex

What is a slide rule?

- The rule that dictates one may only use the ladder to go up
- The fundamental assertion that one will only perform the Electric Slide after partaking of specific beverages
- A mechanical analog computer primarily used for multiplication and division
- The regulation requiring one wear pants when performing this activity

What is surfing?

- Catching a wave with your board while out on the ocean
- Standing on the roof of your friend's car while he does 10 miles per hour in the school parking lot
- Searching the Internet or visiting a bunch of different websites
- Only eating the fish portion of a seafood and meat combo meal

What are earbuds?

- The hair that magically begins to sprout from your ears as you age
- The part of an iPod that goes in your ear
- A designer line of faux-fur winter headgear that keeps your ears warm
- The part of the beer hat where the cans attach

Overview of Generations: Key Demographics

A snapshot...

	We	Millennial (Y)	X	Boomer	Mature
Age	0-12	13-30	31-43	44-62	63+
Born	1996-2008	1978-1995	1965-1977	1946-1964	1945 & Prior
Size	52.5 MM	72.1 MM	53.9 MM	77.3 MM	36.8 MM (65+)
% Caucasian	57%	60%	63%	74%	81%
Defining Phenomenon	Hurricane Katrina	9/11	Gulf War	JFK shooting	Great Depression
	Rise of China	SE Asia tsunami	AIDS	First moon landing	Pearl Harbor
	Childhood obesity	iPod	Fall of Berlin Wall	Vietnam	WWII
	Green revolution	WiFi	Dotcom boom/bust	John Lennon shooting	Watergate
	Mobile phones	Live Earth concert	Web 2.0	Woodstock	Red Scare

Source: "General Market Fast Facts," 2008 Iconoculture (pulled from US Census)

¹Source: Table 9. Resident Population, by Race, Hispanic Origin, and Single Years of Age: 2006

Boomers: General Info (Ages 44-62)

Key Characteristics

Value-driven
Self-actualization
Resistant to aging
Unapologetic consumers
Play by the rules

Hopes

Kids/Grandkids
Health innovations
World-peace

Rites of Passage

AARP Card
Menopause
First Grandchild
50th Birthday party
1st Colonoscopy

Key Values

Fulfillment
Indulgence
Balance
Self-actualization
Legacy

Fears

Cash-strapped retirement
Alzheimer's
Cancer
Nuclear accident
Letting go

Generation Jones: General Info (Ages 43-54)

- Estimated at approximately 53MM, Generation Jones is the largest proportion of Boomers.
- Jonesers are far from retirement.

Older Boomer

Leave it to Beaver
Chubby Checker/ Four Seasons/Supremes
Participated in Vietnam
Woodstock
The Big Chill
Stereo receiver

Jones

Brady Bunch
The Kinks/Genesis/Queen
Watched Vietnam
MTV
St. Elmo's Fire
Stereo components/boombox

Empty nest

Buy American

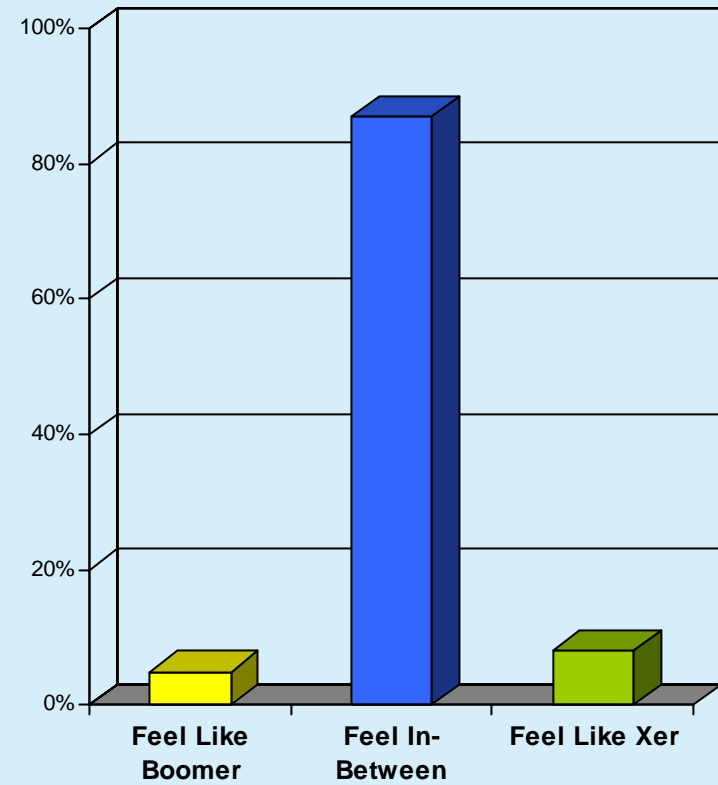
Influenced by JFK

Kids at home/college

Buy Japanese

Influenced by Nixon

Jonesers (born 1954-1965) Clearly Feel In-Between Boomers and Xers



(Based on 1200 respondents born 1954-1965
Source: Omni Research Group)

Gen X: General Info (Ages 31-43)

Key Characteristics

- Media-savvy
- Individualistic
- Career focus
- Had kids later
- Post-kid return to work
- Ignore the rules

Key Values

- Control
- Independence
- Convenience
- Empowerment
- Confidence
- Innovation

Hopes

- Finding themselves
- Finding a partner
- Balancing work/life/family

Fears

- Loosing themselves to parenthood
- Life-eating jobs
- Privacy violation
- Excessive debt
- Housing bubble

Rites of Passage

- Marriage
- Divorce
- 1st Mortgage payment
- Career change
- Parenthood
- Starting a 529

Millennials: General Info (Ages 13-30)

Key Characteristics

- Media-immersed
- Sense of entitlement
- Praised/Raised for success
- Anywhere/Anytime
- Consumer-powered activism
- Accept rules that make sense

Hopes

- Being 'at the center of it'
- Being rich
- Being happy

Rites of Passage

- 1st roaming/text-message overage charge
- 1st illegal downloads
- 1st social network Web page
- 1st laptop
- 1st debit/credit card
- 1st illegal and legal drink
- 1st time driving

Key Values

- Connectivity
- Belonging
- Sharing
- Experience
- Identity
- Diversity

Fears

- Being left out
- Missing connections
- Global warming
- Identity theft
- Being disrespected/underestimated
- Failing

Panel Discussion