

# Generational preferences

for workspace features provide A GLIMPSE INTO THE FUTURE OF WORK.

**SILENT GENERATION**  
1929–1945

**BABY BOOMERS**  
1948–1954

**GENERATION X**  
1965–1978

**GENERATION Y**  
1979–1997

**GENERATION JONES**  
1955–1964

**TRADITIONALS**  
1946–1964

**DEFINING TECHNOLOGY**



FAX MACHINE



PERSONAL COMPUTER



LAPTOP COMPUTER



MOBILE PHONE



GOOGLE AND FACEBOOK

**BROAD TRAITS**

- LOYAL
- PRAGMATIC
- IDEALISTIC
- SELF-RELIANT
- CONFIDENT

**LIFE EXPERIENCES**

- 9/11
- Internet
- Social Media
- Portable Computing

- The Great Depression
- World War II
- Migration to Suburbs
- "I like Ike"

- Cuban Missile Crisis
- Peace Corps
- Civil Rights Movement
- Vietnam War

- Ronald Reagan
- Fall of Berlin Wall
- MTV Launch

- Moon Landing
- Economic Recession
- Watergate
- Iranian Hostage Crisis

**FAMILY PRINCIPLES**

Experienced **traditional nuclear family** as kids; close to extended family as adults

Very close to parents, can **"boomerang"** back to parents' house

**Highly independent** of their family as kids; "helicopter parents" as adults

"**Latch-key kids**" witnessed mass layoffs and divorce of parents; **value independence** in their children

"**Sandwich generation**"; taking care of kids and aging parents

**APPROACH TO MONEY**

Pay in cash

Buy on credit

Fearless borrowers

Cautious savers

Dependent on parents longer

**WORK ATTITUDE**

**NO COMPLAINING**

**DEDICATION TO EMPLOYER**

**HIGH VALUES**

**SHOW ME THE MONEY**

**WORK-LIFE BALANCE**

**WORKSPACE PREFERENCES**

MOST IMPORTANT    LEAST IMPORTANT

Physical Comfort

Acoustic privacy

Acoustic privacy

Engaging workplace

Meeting spaces

Engaging workplace

Engaging workplace and security

Acoustic privacy

Engaging workplace

Meeting spaces

## Future themes

likely to develop as **GENERATION Y BECOMES MORE OF A FORCE** in the workplace

**1 CHOICE**  
Features, technology and policies that **enhance employee choice and control**

**2 INTEGRATED WORK**  
**Seamless transition** of people moving between individual and group work modes

**3 DISTRIBUTED INTERACTION**

A wide **variety of spaces** will replace fixed, formal meeting rooms

**4 EXPERIENCE**

A **shift from supporting function to creating experience**

