

Y they're different

It seems that in the 21st century everyone needs a label so we can understand one another.

So the 45 to 60-year-old readers among you are our Baby Boomers, and your 15 to 30-year-old offspring are generation Y. Scratch below the surface and there are several quite stark differences in your world views.

Baby Boomers were really the lucky generation, who had most things handed to them on a silver platter. There were no university fees for many of them, there was viable housing, and jobs were generally secure for life.

Baby Boomers also ushered in the era of no-fault divorce and many Gen Y members are from divorced households.

There was also little understanding of the impact of divorce. As it became easier to get a divorce, it was believed that there wouldn't be any shocking consequences on the generation of children experiencing it.

So how is Generation Y different from its baby Boomer parents? Technology has an impact on Generation Y that simply didn't exist 30 years ago. Today's young generation has the ability to make themselves known to the whole world in a second, via the internet, helping create a cult of instant celebrity.

The upside of this is that Gen Y has the ability to be in touch with what's going on in the world, making them far more sensitive to environmental concerns. They tend to have high ethical standards about this.

Their attitude to relationships differs from their parents. Because their work history may involve a success of short quick contracts, they are more likely to move around and may tend to indulge in serial monogamy rather than one long-standing relationship.

Other Gen Y's may still put huge importance on the concept of finding a permanent soul-mate, so marriage isn't likely to go out of fashion entirely, but will simply be one of several lifestyle choices.

Being female 30 and unmarried is simply another valid lifestyle choice for Gen Y.

These trends were started by the Baby Boomers, but picked up more fully by Y Gens.

Generation Y also tends to stay at home longer with their Boomer parents, which has the interesting side-effect of more adult relationships between the generations. Many Boomers find that having their kids live at home until their 20s can make them feel young and in touch with the younger generation.

Survival tips

- **Baby Boomers and Generation Y are likely to have very different world views**
- **Technology has created an instant dissemination of news, making Generation Y's community a more global one**
- **Generation Y tends to embrace a wider range of styles of employment and relationships than their Baby Boomer parents.**