



**The old generational groups of Baby Boomers, Gen X and Gen Y need rethinking**

<b>Old generational groups</b>	Baby Boomers		Generation X		Generation Y		Generation Z	
	1946-1964		1964-1982		1982-2000		2000-2018	
<b>New generational groups</b>	The Hedonists	The Workers	The Peacemakers	The Transformers	The Idealists	The Corporates		
	1939-1957	1957-1971	1971-1983	1983-1995	1995-2008	2008-2024		

A generation is usually defined to be of 18-20 years' duration: the time it takes for one generation to be born, grow up, marry and give birth to the next.

These 18-year segments neatly fit the timeframes for Baby Boomers (1946-1964), Generation X (1964-1982) and Generation Y (1982-2000). However, the values of someone born in 1965 won't be the same as someone born in 1981.

Why? Pluto, the planet of transformation, takes between 13-16 years to transit a sign, which is enough time to reach puberty and become pregnant, and a long-enough era in which to create deep contrasts in behaviour.

Whatever area it touches is both incrementally and suddenly destroyed and created anew with a stronger foundation. Pluto shows itself in events during its transit, and in the beliefs of the children of that generation. During any Pluto transit there is an undercurrent of movement in that area.

**The Hedonists**

Pluto entered Leo, the sign of love, romance, children and fun in June 1939, right at the start of WWII and stayed there until August 1957. When the first Pluto in Leo kids came of age in the mid-50s, teenagers were a whole new marketing phenomenon. Elvis, bobbysoxers, drive-ins, movies and the urge to fall in love and enjoy life had taken over the public consciousness in reaction to the horrors of the war.

**Psychographics:** Fun is a birthright. Leo is vain, so ageist stereotypes have been thrown out the window: "50 is the new 40". Few have grey hair. Few act like traditional parents with their children; many drink and go out and wear the same type of clothing as their kids. You can win them over if they think they'll have fun, fall in love or look good using your product or service. Leo is a leader so ignore or belittle them at your peril.

**The Workers**

Pluto entered Virgo, the sign of work and health, in August 1957, staying until October 1971. When the first of this generation came of age in the mid-70s, they

experienced workers' strikes, reformation of labour laws and equal pay claims for women. Ironically, the youngest of the Pluto in Virgos born in the very early 70s encountered a similar unemployment slump in 1989. Healthwise, in the early 60s, the Pill was introduced, and smoking was denounced by the Surgeon-General. The pharmaceutical industry grew during the 60s as did counter-culture drug experimentation. **Psychographics:** Work is a God to these guys. Retirement scares and appals them. They intend to be productive members of society until they die. Freelancing or owning their own business appeals. These guys are interested in eating well, exercising and looking after themselves. They like healthy, homespun "small" products and expert craftsmanship is enormously valued. A David vs Goliath story often appeals.

### **The Peacemakers**

Pluto was in Libra, the sign of peace, justice and relationships, from October 1971 to November 1983. Peace rallies were on the nightly news. In 1976 Australia introduced no-fault divorce. De facto relationships became commonplace. Gay rights activists grabbed the headlines. The youngest Pluto in Libra kids came of age in 2001. Divorce rates have scared many of them from making a commitment at all. The average age of the first-time bride and groom has shot up. **Psychographics:** It's all-or-nothing when it comes to partnerships. Many "cougars" aged in their 40s and 50s are very happily dating Pluto in Libra partners in their 20s and 30s while those just out of uni want to settle down and get married. They believe in gay marriage because it's "fair". They prefer products and services that help them achieve balance and beauty in their lifestyles. However this generation was the one that revolted against products made in sweatshop conditions in the 90s so avoid getting them manufactured in Asia.

### **The Transformers**

Pluto was in Scorpio, the sign of sexuality, taboos and its own sign, from November 1983 to January 1995. AIDS became a household word. One-night stands were over – or so it seemed at first. Scorpio is obsessive and can keep a secret (and a grudge). Sex is both secretive and right in your face. The youngest of the Pluto in Scorpio generation was exposed to a sexualisation of children's products from the late 90s onwards. **Psychographics:** Kids range from the Scorpio extremes of vowing chastity until marriage, to casual sex at parties captured on iPhones for others to enjoy. It is this group (now aged 14-25) who are exploring under-age sex, hook-ups and pornography. They tend to use sex as a weapon or a bargaining tool. Ironically, sex won't really "sell" them on your product; they are already jaded with "pimps and hos" type packaging. Scorpio is into power: how does your product make them powerful? Hold your breath and let them post whatever they want on your product's website: warts and all. They are extremely good at seeing through any lies. They never really forgive, either.

### **The Idealists**

Pluto was in Sagittarius, the sign of travel, religion, philosophy and the law, from January 1995 to January 2009. The fundamentalist violence which peaked with September 11, 2001 is the uglier side of Sagittarian spirituality. By 2026, when the youngest have turned 18, religion will have transformed society. 2008's World Youth Day was a huge hit, proving that religion is relevant for teens. Travel will transform the world. Pluto in Sagittarius kids could push for those countries on the government "don't go" list to be explored and opened up. By the early 2020s, the Middle East and Eastern African countries could become the new Bali, Phuket and Hawaii.

**Psychographics:** Having a passport will be vital: non-travellers will be regarded as incredibly banal and boring. They will loathe products starring only blond/e, blue-

eyed Anglos and which don't have a global mindset. Don't be English-centric in your thinking – consider foreign translations on your packaging and marketing. If your product can be funny, exotic and broadminded, you're in. If the production of your items helps another country to benefit (I'm thinking here of Anita Roddick's Third World sourcing of materials for The Body Shop), that's even better.

### **The Corporates**

Pluto will be in Capricorn from January 2009 until January 2024. Capricorn rules old age, suggesting an enormous rise in Grey Power as well as a swing away from the extreme youth showcased in the media. Government and other societal pillars will be restructured: state government may be replaced by super-councils and Federal levels. Expect a return to old-fashioned values. Many will create their own businesses (while still at school); others will return to Japanese-style one-company-one-career style career paths. Career guidance could start in kindergarten. Expect some major corporation corruption and a new crime network to be revealed. Stockmarket darlings with no substance will be swept away. **Psychographics:** Marriage (including gay marriage) will be big. Male-female relationships could return to breadwinner and homemaker roles to provide societal stability. Multi-generational living a la *Packed To the Rafters* will come back. They will look down their noses at no-hopers, slackers and non-achievers. Show them how your product helps them get ahead and supports society. Born with old heads on young shoulders, they realise they have a big job ahead of them.

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