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How g	ferent Generations, Diff penerational characteristics translate into h of important 2 = important 3 Characteristics		orities. Important		mplication			
		rechnology	Security	Privacy	Equity	Community	Prestige	Healt
<24	"Echo Boom." Will benefit from pres- ent-day insistence on quality education and cleaning up the budgetary crunch.	3	1	1	1	2	1	3
	ent-day insistence on quality education	3	2	1	3	2	3 1	3
24–35	ent-day insistence on quality education and cleaning up the budgetary crunch. Generation X. Takes pride in pragmatic approach. Savers, adult children living at home. Future burden of being							_
24–35	ent-day insistence on quality education and cleaning up the budgetary crunch. Generation X. Takes pride in pragmatic approach. Savers, adult children living at home. Furure burden of being caregivers. Baby Boomers. Take enormous pride in generational distinctions. Drive the market. Politically active.	3	2	1	3	2	1	2








































































































































