THE NEXT America

by Paul Taylor
PewResearchCenter
Vitriol Online for Cheerios Ad With Interracial Father

Chevy's Gay Marriage Ad Is Misguided
Thursday, 13 Feb 2014 10:42 AM
Median Age by Race

White: 42
Asian: 36
Black: 33
Hispanic: 28
Mixed-Race: 20
Silents: Born 1928-1945

- The most financially secure generation.
- The most uneasy with the pace of demographic, cultural, social, racial and technological change.
- About eight-in-ten are white, making them a faithful portrait of America circa 1960.
- The generation least supportive of an activist government. But hands off their Social Security and Medicare.
Boomers: Born 1946-1964

- Born during the big spike in fertility that began after World War II and continued until the birth control pill came to market.

- Famous for leading the counter-culture protests of the 1960s, but about half or more have grown more conservative as they’ve aged.

- 10,000 Boomers are turning 65 every single day between now and 2030.
Xers: Born 1965-1980

- Children of the Reagan revolution and the divorce revolution, they’re distrustful of institutions, especially government.

- On economic issues and the role of government, they tilt conservative. But they’re social liberals.

- More comfortable than their elders with America’s growing racial diversity.
Millennials: Born after 1980

- They’re less religiously affiliated, and they’ve been slow to marry and have children.

- “Digital natives” who grew up with cellphones and social networking. Highly educated, but because of the economy, struggling financially.

- On politics, half identify as independents, more than any generation.
Millennials: Unmoored from Institutions...

Percent who consider themselves political independents

- 2007-08: 29%
- 2010: 32%
- 2012: 37%
- 2014: 50%

Percent of adults in each generation who are religiously unaffiliated

- Millennials (ages 18-33)
  - 2007-08: 18%
  - 2010: 17%
  - 2012: 11%
  - 2014: 35%
- Gen X (34-49)
  - 2007-08: 26%
  - 2010: 23%
- Boomer (50-68)
  - 2007-08: 34%
  - 2010: 36%
- Silent (69-86)
  - 2007-08: 40%
...Not Rushing to the Altar...

% married at age 18-32

- Millennials (2013): 26%
- Gen X (1997): 36%
- Boomers (1980): 48%
- Silents (1960): 65%
...And Very Little Money in the Bank

Median net worth of households headed by...

- **Silents**: $173,439
- **Boomers**: $118,426
- **Gen X**: $30,920
- **Millennials**: $4,151

*(2011)*
...And Very Little Money in the Bank

Median Net Worth of Householder by Age, 1983 and 2013 (In 2013 dollars)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>1983</th>
<th>2013</th>
<th>Change 1983 to 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>$76,614</td>
<td>$81,400</td>
<td>6%</td>
</tr>
<tr>
<td>Younger than 35</td>
<td>$15,260</td>
<td>$10,460</td>
<td>-31%</td>
</tr>
<tr>
<td>35–44</td>
<td>$88,897</td>
<td>$47,050</td>
<td>-47%</td>
</tr>
<tr>
<td>45–54</td>
<td>$123,841</td>
<td>$105,350</td>
<td>-15%</td>
</tr>
<tr>
<td>55–64</td>
<td>$150,693</td>
<td>$165,720</td>
<td>10%</td>
</tr>
<tr>
<td>65 and older</td>
<td>$120,524</td>
<td>$210,500</td>
<td>75%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center tabulations of Survey of Consumer Finances public-use data
Kids Gone Mild: Some Trends Since 1993

Rates per 1000

Source: Federal Bureau of Investigation’s Uniform Crime Reporting data; U.S. Census Bureau Current Population Survey data; National Center for Health Statistics data. These data only account for live births and do not include miscarriages, stillbirths or abortions. High school dropout rates are per 1,000 16-24-year-olds.
Source: Federal Bureau of Investigation’s Uniform Crime Reporting data; U.S. Census Bureau Current Population Survey data; National Center for Health Statistics data. These data only account for live births and do not include miscarriages, stillbirths or abortions. High school dropout rates are per 1,000 16-24-year-olds.
Kids Gone Mild: Some Trends Since 1993

Source: Federal Bureau of Investigation's Uniform Crime Reporting data; U.S. Census Bureau Current Population Survey data; National Center for Health Statistics data. These data only account for live births and do not include miscarriages, stillbirths or abortions. High school dropout rates are per 1,000 16-24-year-olds.
Millennials upbeat about their financial future

% saying they ... to lead the kind of life they want

<table>
<thead>
<tr>
<th>Generation</th>
<th>Earn/have enough now</th>
<th>Don't earn/have enough now, will in future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennial</td>
<td>32</td>
<td>53</td>
</tr>
<tr>
<td>Gen X</td>
<td>38</td>
<td>30</td>
</tr>
<tr>
<td>Boomer</td>
<td>45</td>
<td>15</td>
</tr>
<tr>
<td>Silent</td>
<td>54</td>
<td>2</td>
</tr>
</tbody>
</table>

Note: Based on all adults regardless of employment status, N=1,821. Those who are employed were asked if they currently or will "earn enough money" and those who are not employed were asked if they currently or will "have enough income." "Don't know/Refused" responses not shown.

Millennials Less Trusting of Others

% saying that, generally speaking, most people can be trusted

- 40% Boomers
- 37% Silent Generation
- 31% Gen X
- 19% Millennials

Public Trust in Government, 1958-2014

1960: 77%
1970: 54%
2000: 19%
Generation Gap on Interracial Marriage...

% saying more interracial marriages are a good thing for society

- Millennials: 50%
- Gen X: 38%
- Boomers: 33%
- Silents: 19%
Millennials lead growing public support for same-sex marriage
...And Role of Government

% saying they would prefer a bigger government with more services

- Millennials: 53%
- Gen X: 43%
- Boomers: 32%
- Silents: 22%
Voter Turnout Rates by Age, 2012

- 65+: 75%
- 45-64: 68%
- 30-44: 60%
- 18-29: 45%

Voter Turnout by Age in Non-Presidential Years, 1978-2014

Millennials Take Charge
Projected Population by Generation through 2050

In millions
A Growing Young/Old Partisan Voting Gap …

% who voted for the Democratic presidential candidate

1980

Ages 18–29: 44%

Ages 65+: 41%

2012

Ages 18–29: 60%

Ages 65+: 44%
... But Not Much Generational Conflict

% who say there are very strong/strong conflicts between ...

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young and old</td>
<td>29%</td>
</tr>
<tr>
<td>Blacks and whites</td>
<td>39%</td>
</tr>
<tr>
<td>Immigrants and U.S.-born people</td>
<td>55%</td>
</tr>
<tr>
<td>The rich and poor</td>
<td>58%</td>
</tr>
<tr>
<td>Democrats and Republicans</td>
<td>81%</td>
</tr>
</tbody>
</table>