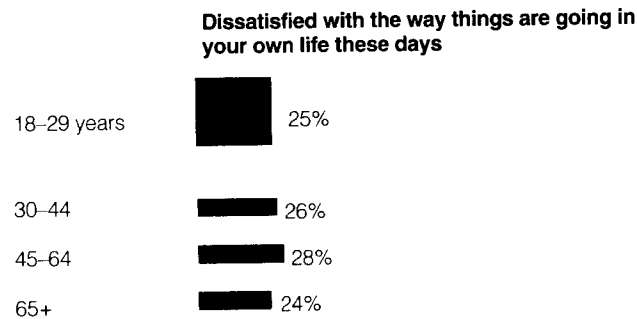


THE TWENTYSOMETHINGS

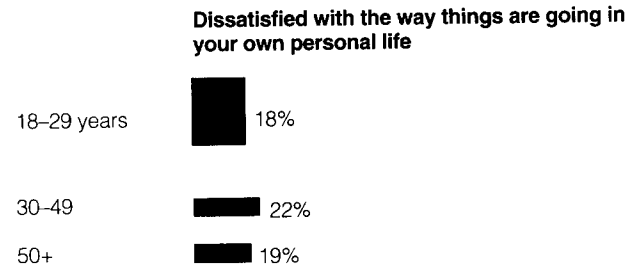
Baby boomers' attitudes captured the spotlight for a time. Now we're told that those roughly 18-29 years old, the twentysomethings, are dissatisfied and disinterested. Our extensive review shows there are *no significant national or personal mood differences* separating young and old.

Question: **In general, how satisfied are you with the way things are going in your own life these days—would you say you are completely satisfied, somewhat satisfied, somewhat dissatisfied, or would you say you are completely dissatisfied with the way things are going these days?**



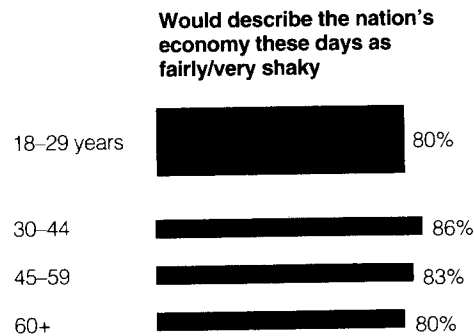
Source: Survey by CBS News/*New York Times*, June 21-24, 1993.

Question: **In general, are you satisfied or dissatisfied with the way things are going in your own personal life?**



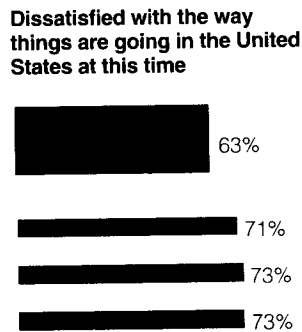
Source: Survey by the Gallup Organization, February 28-March 1, 1992.

Question: **Would you describe the nation's economy these days as very robust, fairly robust, fairly shaky, or very shaky?**



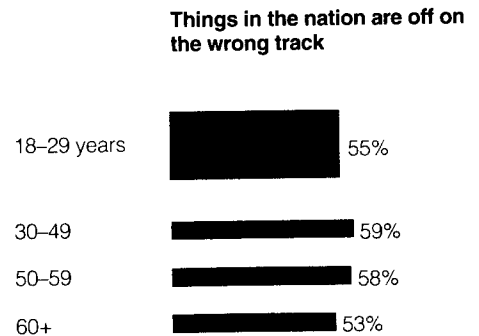
Source: Survey by the *Los Angeles Times*, June 12-14, 1993.

Question: **In general, are you satisfied or dissatisfied with the way things are going in the United States at this time?**



Source: Survey by the Gallup Organization for *USA Today* and CNN, November 2-4, 1993.

Question: **All in all, do you think things in the nation are generally headed in the right direction, or do you feel that things are off on the wrong track?**

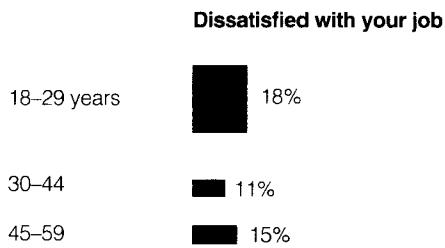


Source: Survey by NBC News/*Wall Street Journal*, June 4-8, 1993.

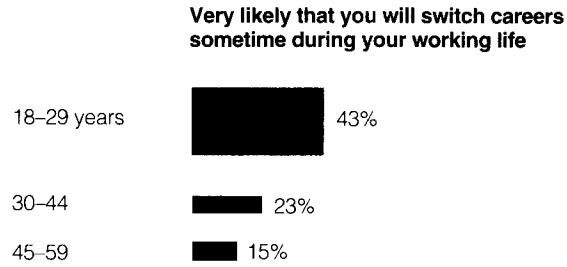
Expected Differences

Differences that arise because of one's place in the life cycle are often mistaken for generational divides. Those at the lower and upper end of the age scale naturally need less money to get along. It also makes sense that those starting on their careers don't feel they are doing as well as others and that they expect to make up for it.

Question: **How satisfied or dissatisfied are you with your job? Would you say you are completely satisfied, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with your job?**

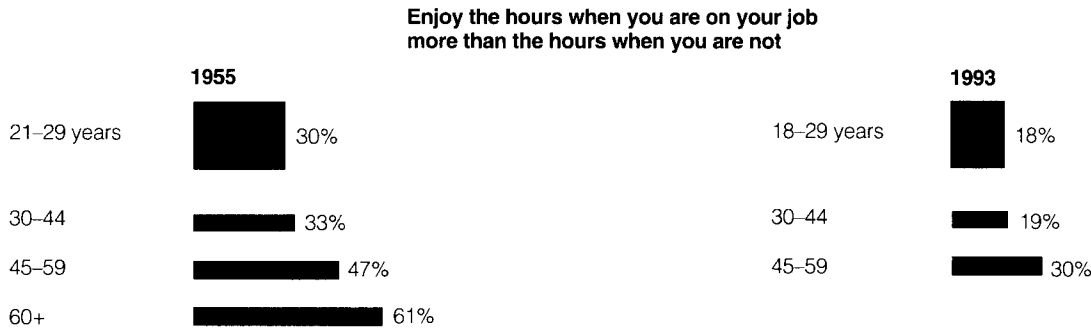


Question: **How likely is it that you will switch careers—that is, the type of work you do—sometime during your working life—very likely, somewhat likely, or not very likely?**



Source: Survey by the Gallup Organization for *USA Today* and CNN, May 10-12, 1993.

Question: **Which do you enjoy more, the hours when you are on your job, or the hours when you are not on your job?**



Note: Asked of employed persons.
Source: Surveys by the Gallup Organization, latest that for *USA Today* and CNN, May 10-12, 1993.

Question: **Thinking about the needs of you and your family, how much income per year would you say you and your family need to live in reasonable comfort?**

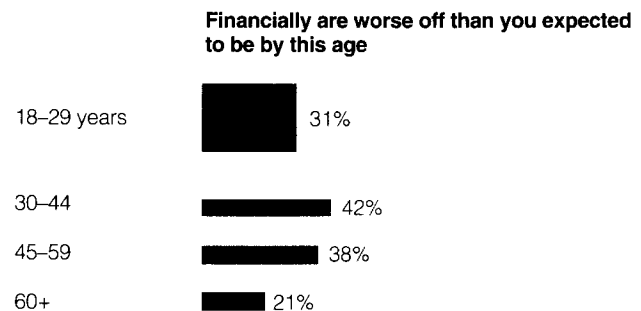
Question: **How much income per year do you feel your family would need (just to get by/to fulfill all your dreams)?**

Income per year family needs to...

	Live in reasonable comfort	Just to get by	Fulfill all your dreams
18-29 years	\$35,200	\$20,800	\$100,600
30-44	41,000	25,900	100,700
45-59	40,100	25,600	100,600
60+	25,700	18,400	56,900

Source: Survey by the Roper Organization (Roper Reports 93-5), April 17-24, 1993.

Question: **Financially, are you better off than you expected to be by this age, worse off, or about as well off as you expected?**

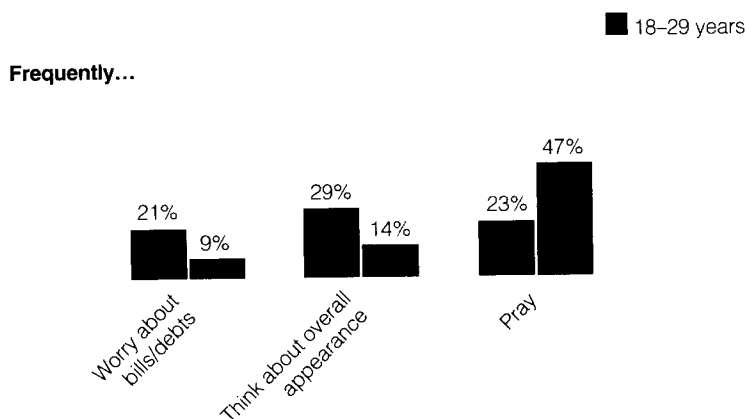


Source: Survey by CBS News/*New York Times*, February 9-11, 1993.

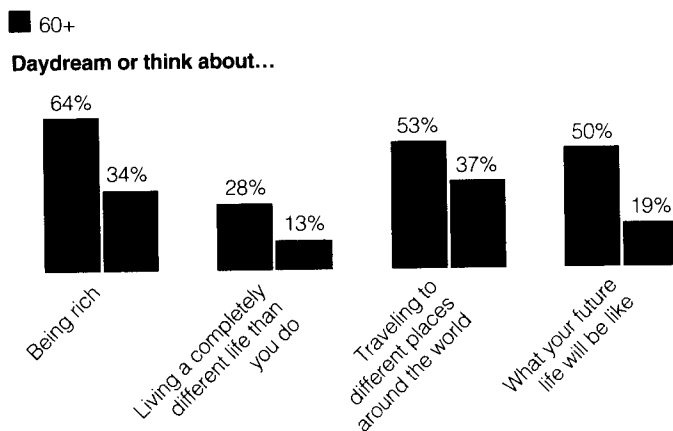
Commitment to Work...

"Slackers" they are not. The 18-29 year olds appear to be as committed to work as their elders. They are just as loyal to their companies and as likely to believe that hard work, not luck, gets one ahead.

Question: Please look at this and tell me for each item how often you do it or feel that way—frequently, fairly often, occasionally, or almost never?



Question: Most people spend at least a small part of their waking hours daydreaming and thinking about different things. Some of those daydreams may be complete flights of fancy, others just simple, like a hungry person thinking about lunch time. Here's a list of some things people might be expected to daydream about from time to time. Could you look over and call off the things if any, that you ever daydream or think about?

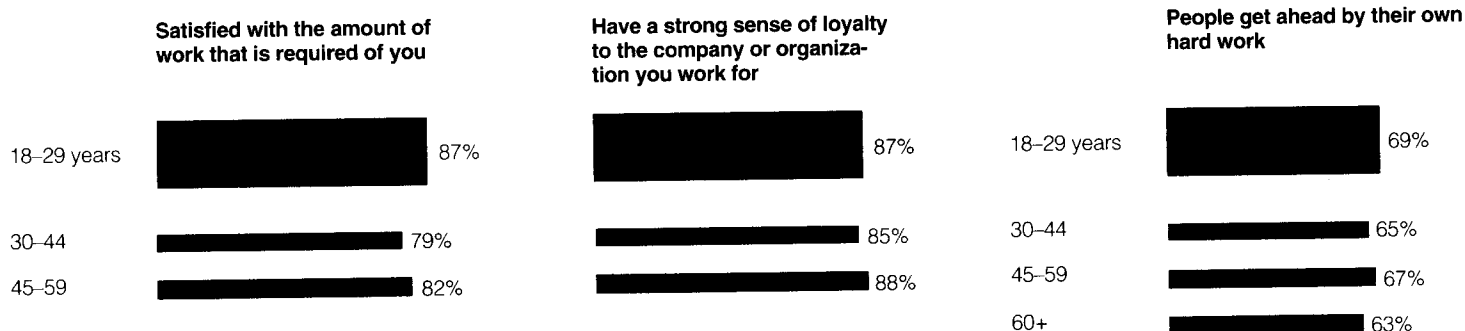


Source: Surveys by the Roper Organization, Roper Reports 92-3, February 8-22, 1992 (right), and Roper Reports 93-7, July 10-17, 1993 (left).

Question: Now I'll read a list of job characteristics. For each, please tell me how satisfied or dissatisfied you are with your current job in this regard. Are you completely satisfied, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with the amount of work that is required of you?

Question: Do you have a strong sense of loyalty to the company or organization you work for, or not?

Question: Some people say that people get ahead by their own hard work, others say that lucky breaks or help from other people are more important. Which do you think is most important?



Source: Survey by the Gallup Organization for USA Today and CNN, May 10-12, 1993.

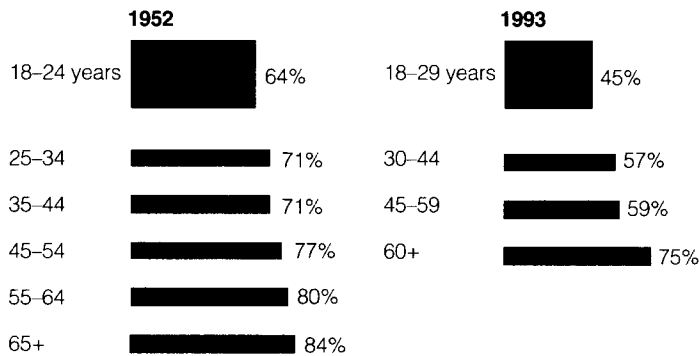
Note: Data from 1990, 1991, and 1993 surveys combined. Source: Surveys by the National Opinion Research Center, latest that of February-April, 1993.

And Religion

Religious beliefs do not differ by age group. Young and old express deep religious convictions. Practice differs. The young are less likely than their elders to attend church and they have been for at least thirty years.

Question: **How important would you say religion is in your own life—very important, fairly important, or not very important?**

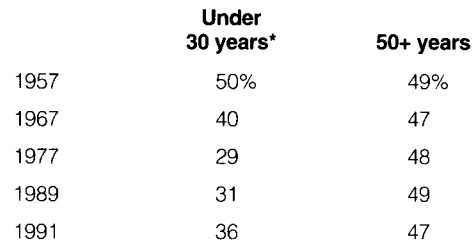
Religion is very important in your life



Source: Surveys by Ben Gaffin and Associates (1952) and the Gallup Organization for *USA Today* and CNN, September 13-15, 1993.

Question: **Did you, yourself, happen to attend church or synagogue in the last seven days?**

Attended church or synagogue in last seven days



Note: * = 18-29 for all years except 1957 where the youngest age group shown is 21-29.
Source: Surveys by the Gallup Organization, latest that of March 21-24, 1991.

Question: **Now I would like to read you several more statements about some of the social issues facing America. For each issue, please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with that statement.**

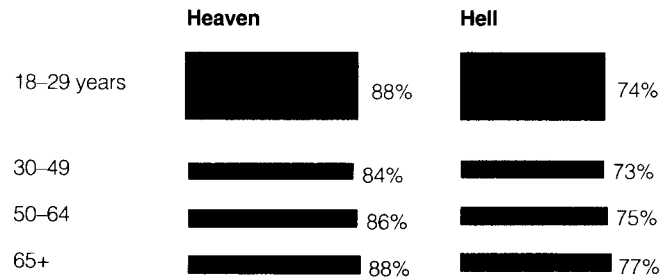
Agree that I have never doubted the existence of God



Source: Survey by NBC News/*Wall Street Journal*, June 4-8, 1993.

Question: **Do you believe in the existence of any of the following?**

Believe in the existence of...



Source: Survey by Yankelovich Partners for *Time* and CNN, January 22-25, 1993.

Question: **Do you personally agree or disagree with those who feel that there is something morally wrong with the country at this time?**

There is something morally wrong with the country at this time



Source: Survey by Yankelovich Partners for *Time* and CNN, January 22-25, 1993.

Question: **Do you favor or oppose allowing school children to say prayers in public schools?**

Favor allowing school children to say prayers in public schools

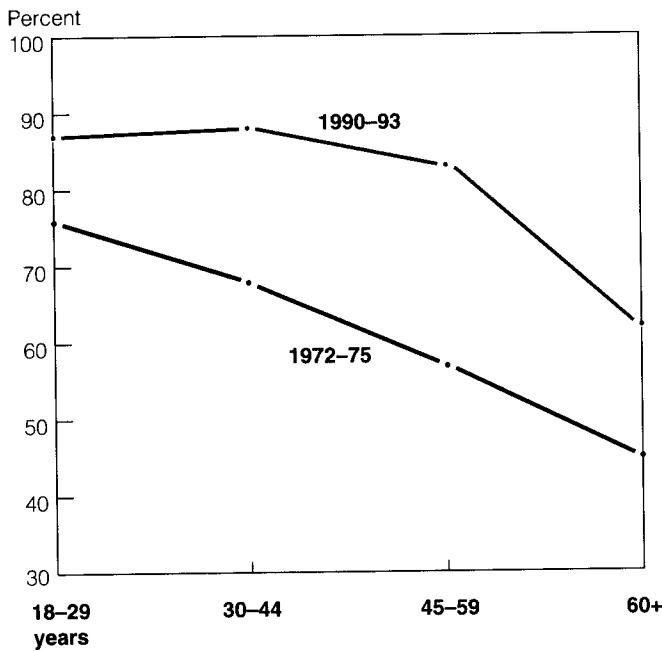


Where We Have Changed Our Minds

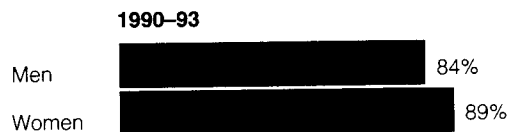
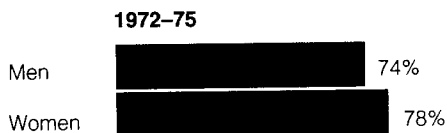
In some important areas, the society has changed its mind. The young are likely to embrace such changes most fully. Today they are the age group mostly likely to disagree that women should stay home and leave the running of the country to men. This was also true in the 1970s. So too acceptance of interracial marriage.

Question: **Do you agree or disagree with this statement?**

Disagree that women should take care of running their homes and leave running the country up to men

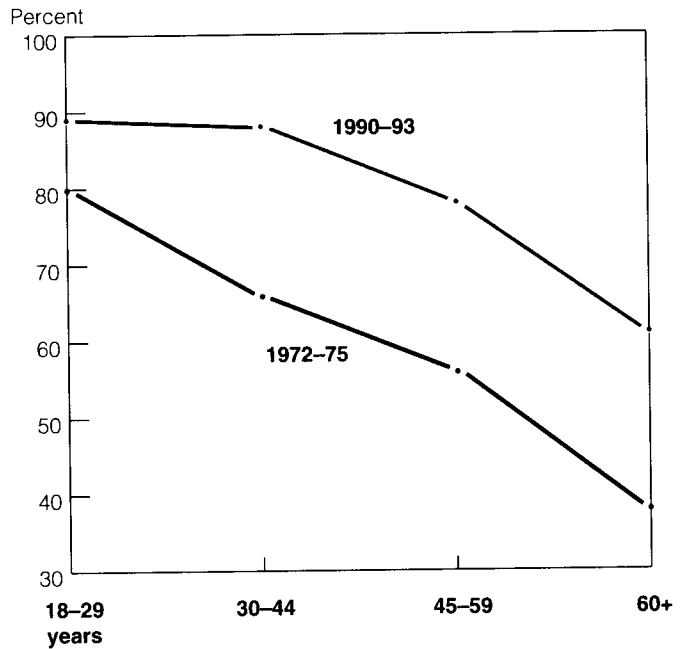


18-29 years old

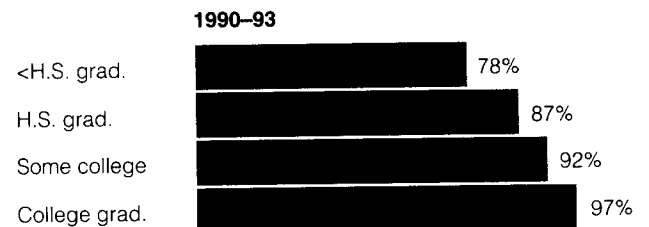
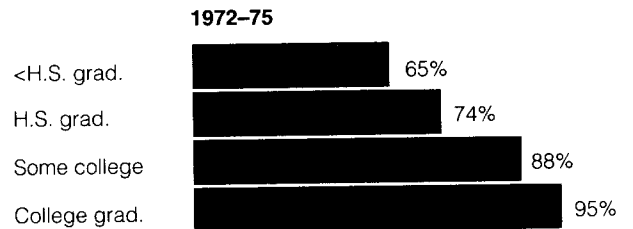


Question: **Do you think there should be laws against marriages between blacks and whites?**

Do not think there should be laws against interracial marriage



18-29 years old

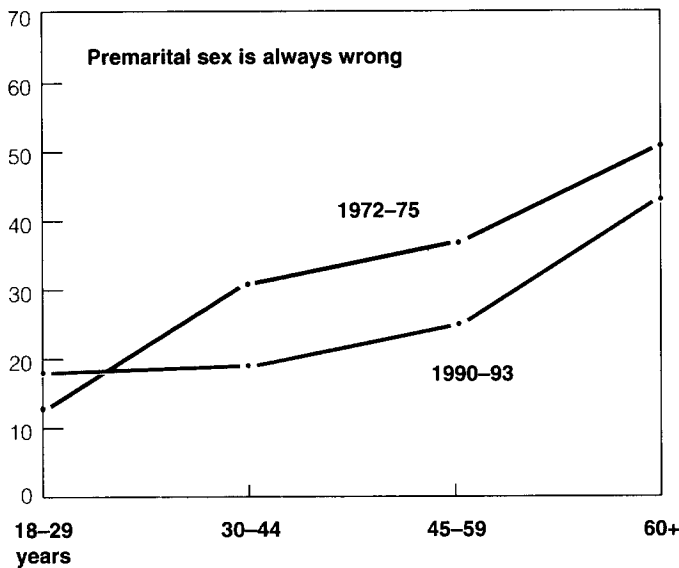


Note: Data from surveys conducted in 1972, 1973, 1974, and 1975 were combined as were surveys conducted in 1990, 1991, and 1993 to enhance analysis of groups.
Source: Surveys by the National Opinion Research Center, latest that of February-April, 1993.

On premarital sex and homosexual relations, the older you are, the more conservative. The young today are a little more likely than the young 20 years ago to say that these are always wrong. The issue of abortion, one of the hottest of our time, does not produce significant age differences.

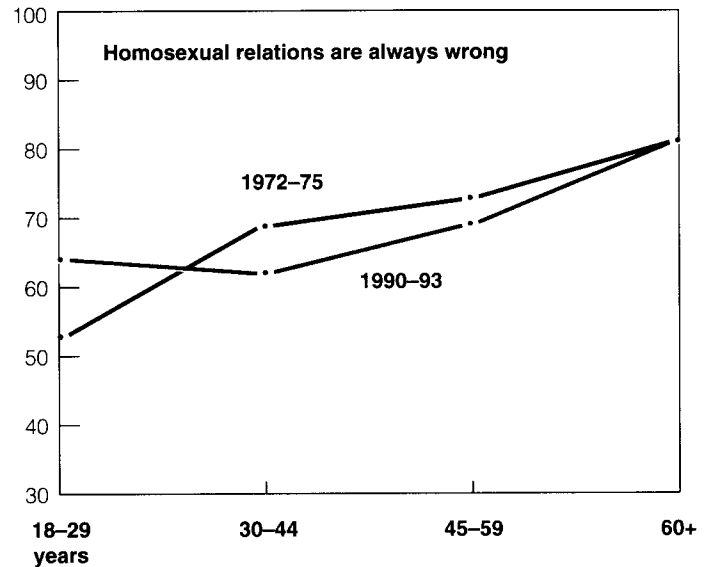
Question: **There's been a lot of discussion about the way morals and attitudes about sex are changing in this country. If a man and woman have sex relations before marriage, do you think it is always wrong, almost always wrong, wrong only sometimes, or not wrong at all?**

Percent



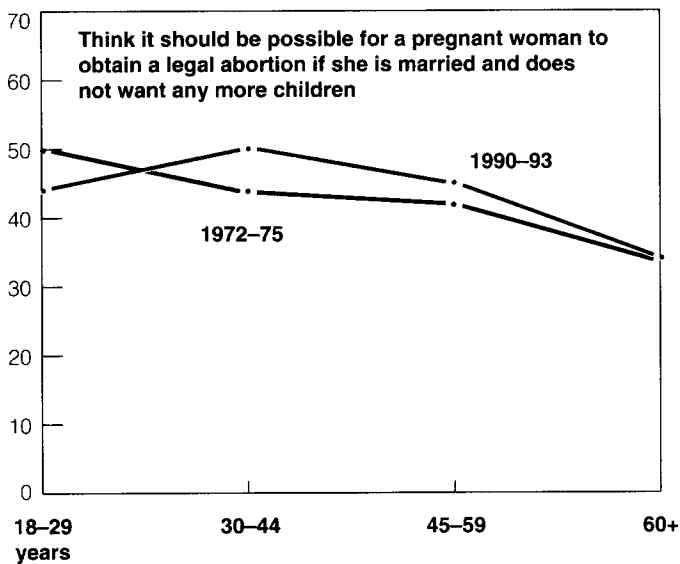
Question: **What about sexual relations between two adults of the same sex—do you think it is always wrong, almost always wrong, wrong only sometimes, or not wrong at all?**

Percent



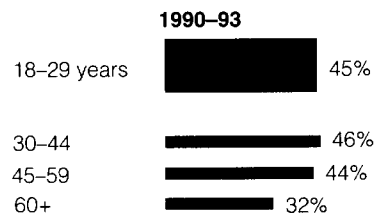
Question: **Please tell me whether or not you think it should be....**

Percent



Question: **Please tell me whether or not you think it should be....**

Think it should be possible for a pregnant woman to obtain a legal abortion if she wants it for any reason

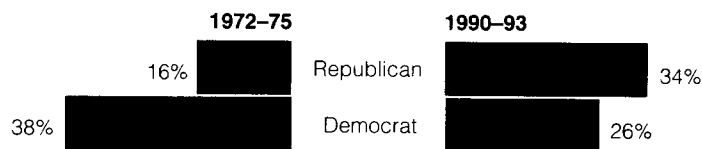


Note: Data from surveys conducted in 1972, 1973, 1974, and 1975 were combined as were surveys conducted in 1990, 1991, and 1993 to enhance analysis of groups.
Source: Surveys by the National Opinion Research Center, latest that of February–April, 1993.

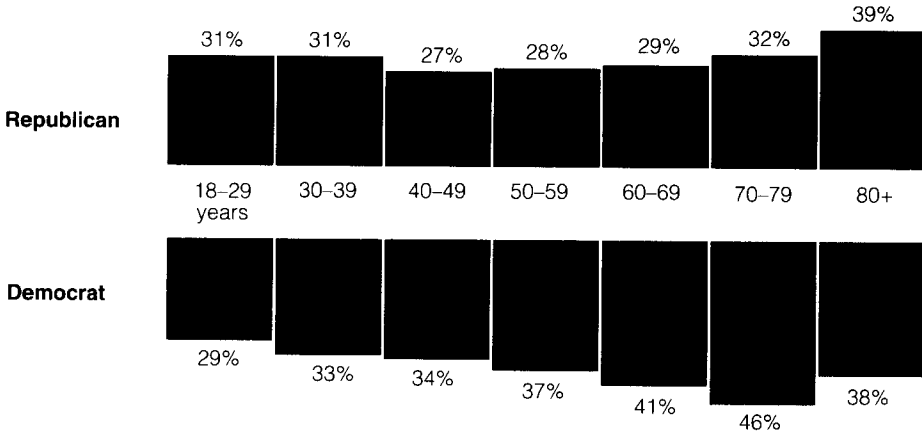
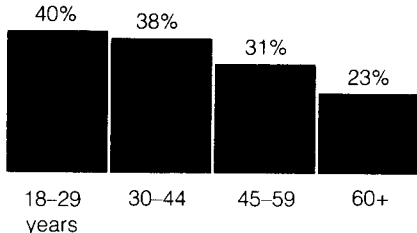
Political Leanings

More than one survey shows the young as one of the most Republican groups in the population. Not surprisingly, the young are more likely to call themselves "independent" than older Americans. Partisan differences between young men and women today are larger than in the 1970s.

18-29 years old



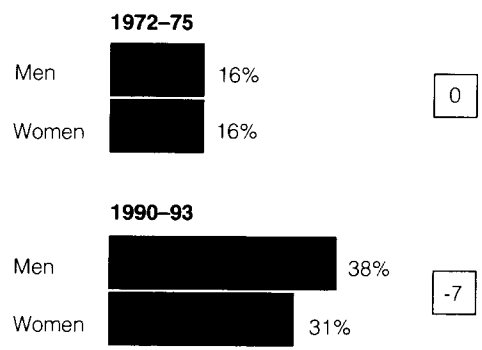
Independents



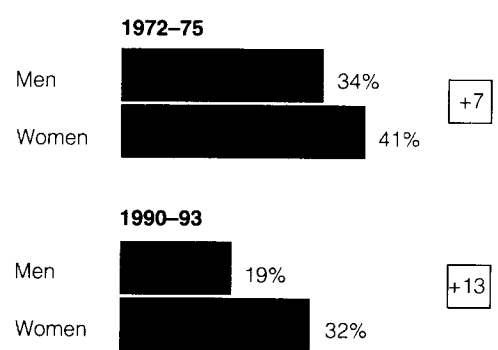
Note: Surveys conducted from January to November 1993 combined.
Source: Surveys by the Gallup Organization.

Gender Gap 18-29 years old

Republican



Democrat



Note: Data from surveys conducted in 1972, 1972, 1973, 1974, and 1975 were combined as were surveys conducted in 1990, 1991, and 1993 to enhance analysis of groups.
Source: Surveys by the National Opinion Research Center, latest that of February-April, 1993.

General Assessments of Government

On most questions asking for an assessment of government, age groups differ little. The twentysomethings don't differ significantly from their elders, for example, in their confidence in institutions like Congress. Neither do they differ on most questions of government spending, although they are more supportive of efforts on the environment.

Question: **When the government in Washington decides to solve a problem, how much confidence do you have that the problem actually will be solved—a lot, some, just a little, or not at all?**

Have a lot/some confidence that when the government decides to solve a problem that it will actually be solved



Source: Survey by ABC News/Washington Post, February 25-28, 1993.

Question: **How much of the time do you think you can trust government in Washington to do what is right? Just about always, most of the time, or only some of the time?**

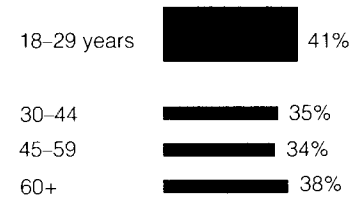
Can trust government to do what is right just about always/most of the time



Source: Survey by ABC News/Washington Post, March 22-24, 1993.

Question: **There are a great many problems that need to be solved in this country today—unemployment, the environment, crime, etc. Here is a list of a number of types of government leaders and groups who have responsibility in helping solve these problems. We'd like to know how much you think is being accomplished by each of them. How much would you say is being accomplished by...in solving our problems, a good deal, a fair amount, not very much, or very little?**

A good deal/fair amount is being accomplished by Congress in solving our problems



Source: Survey by the Roper Organization (Roper Reports 93-7), July 10-17, 1993.

Question: **Here is a list of some different services that the government provides using tax dollars it collects from the public. Thinking of what you get for what you pay in taxes, would you read down that list and for each one tell me whether you feel you get excellent value for the dollar, or good value, or only fair value for the dollar, or poor value for the dollar?**

Feel you get an excellent/good value for the dollar you pay in taxes for...

Age Group	Military defense of the country	Police/law enforcement	Social welfare programs	Environmental protection
18-29 years	71%	48%	38%	31%
30-44	70	53	30	28
45-59	71	50	29	31
60+	71	52	33	33

Source: Survey by the Roper Organization (Roper Reports 92-4), March 7-14, 1992.

Question: **We are faced with many problems in this country, none of which can be solved easily or inexpensively. I'm going to name some of these problems, and for each one I'd like you to tell me whether you think we're spending too much money on it, too little money, or about the right amount. Are we spending too much, too little, or about the right amount on...?**

Spending too little on...

Age Group	Improving/protecting the environment	Improving/protecting the nation's health	Military/armaments/defense
18-29 years	77%	70%	11%
30-44	74	75	11
45-59	57	71	12
60+	48	68	14

Note: Data from 1990, 1991, and 1993 surveys combined. Not all items shown. Source: Surveys by the National Opinion Research Center, latest that of February-April, 1993.

Freefall In Newspaper Reading

Still, on "more government or less" types of questions, the relatively Republican-leaning twentysomethings are notably more in favor of a stronger role for government. The young in the 1990s, particularly those with college education, are reading newspapers far less often than their elders and their predecessors.

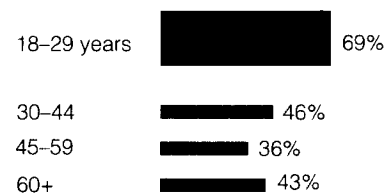
Question: **In general, do you think there is too much, too little, or about the right amount of government regulation of business and industry?**

Too much regulation of business and industry



Question: **Some people think the government is trying to do too many things that should be left to individuals and businesses. Other think that government should do more to solve our country's problems. Which comes closer to your own view?**

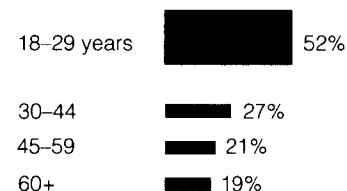
Government should do more



Source: Survey by the Gallup Organization for USA Today and CNN, March 22-24, 1993.

Question: **Would you say you favor smaller government with fewer services, or larger government with many services?**

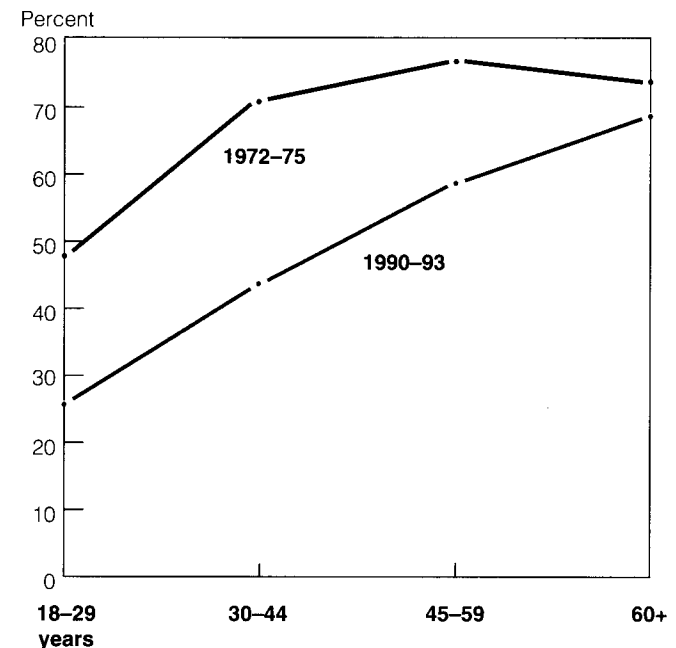
Favor larger government with many services



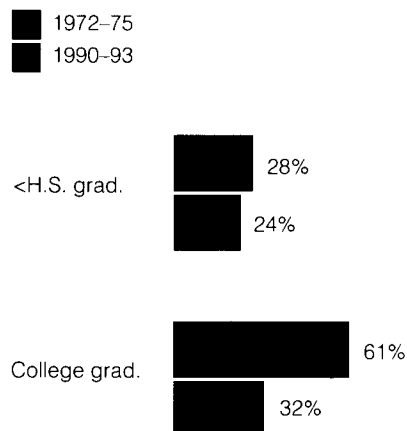
Source: Survey by the Los Angeles Times, June 12-14, 1993.

Question: **How often do you read the newspaper—every day, a few times a week, less than once a week, or never?**

Read the newspaper every day



18-29 years old



Note: Data from surveys conducted in 1972, 1973, 1974, and 1975 were combined as were surveys conducted in 1990, 1991, and 1993 to enhance analysis of groups.
Source: Surveys by the National Opinion Research Center, latest that of February-April, 1993.