

# Demographics of a Changing America

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# The Six Generations living in America

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- **GI Generation** 1901-1924
- **Mature/Silents** 1925-1945
- **Baby Boomers** 1946-1964
- **Generation X** 1965-1980
- **Generation Y/Millennium** 1980-2000
- **Generation Z/Boomlets** >2000



# What is the Social Identity of the GI Generation?

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- *The Hero...*
- **GI generation: born between 1901-1924**
- Came of age during the Great Depression and World War II- defining events
- **"Good Kid" Reputation**
- Beneficiaries for new playgrounds
- Scouting clubs
- Vitamins
- Child labor restrictions - prohibit child employment under the age of 14

# How Did the Great Depression Distinguish 4 Generational Social Identities?

## **The Facts:**

The Great Depression lasted over a decade, beginning with the stock market crash of 1929 and ending around 1941.

A quarter of the work force (about 13 million people) was unemployed in 1932, and that was only the beginning of the Depression.

Movies were \$0.10 per person, but many were unable to afford this price.

Salaries often dropped below \$10.00 per week.

## **The Characteristics:**

- There was a great disparity between familial income and the family's needs and customary consumption level.
- Some people were able to maintain financial status despite the loss of the breadwinner's income because they had savings, loans, and new earnings by other family members.
- Some families were affected less if they had not invested in the stock market or had jobs that were still necessary, making the risk of unemployment rare for them.
- After the Great Depression, some people tried their best to pay back loans, but some were never able to do so.
- Family was very important and family members were usually close knit and stuck together.

# From the GI Generation to the Mature/Silents 5

- **The Great Depression: the Great Divide Between the GI and Silent Generations:**
- The GI Generation had a squeaky clean image ("Good Kid" reputation), so the Silent Generation followed in rebellious pursuit.
- While the GI Generation enjoyed large economic growth as they grew up and were hit harshly by the Great Depression, the Silent Generation grew up in economic dearth and came of age during the recovery period afterwards.
- With the GI Generation setting up such a strong wholesome model for the Silent Generation to follow, the Silent Generation became very ambitious and felt a strong need for status, power, and achievement.



# The Social Identity of the Mature/Silents

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- A child's reputation is largely dependent upon the social status of his or her family.
- Ambitious, often seeking achievement, power and status.
- Patriotic and trusting of the American government.
- The Silent Generation is known for starting with nothing and then gaining it all.
- Identifies closely with the GI generation.

# The Six Generations living in America

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- GI Generation
- Mature/Silents
- **Baby Boomers**
- Generation X
- Generation Y/Millennium
- Generation Z/Boomlets



# The Social Identity of the Baby Boomers

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- Individual Choice important
- Community Involvement
- Health and wellness
- Adaptive and goal-oriented
- Positive attitude
- Confidence in work
- Avoid conflict



*I look at the*  
**SUNNY** *side of*  
POSITIVEMOTIVATION.NET  
*everything.*



# The Six Generations living in America

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# Social Identity for Generation X

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- Future was given to their parents and older siblings.
- Era of emerging technology and political incompetence.
- Spent less time with parents (Latch key children)
- Economy took a downturn and many were having difficulty (move back with parents. The boomerang generation)
- Took time to develop careers, delayed marriage, postponed having children.
- Depression and Anxiety



# The Six Generations living in America

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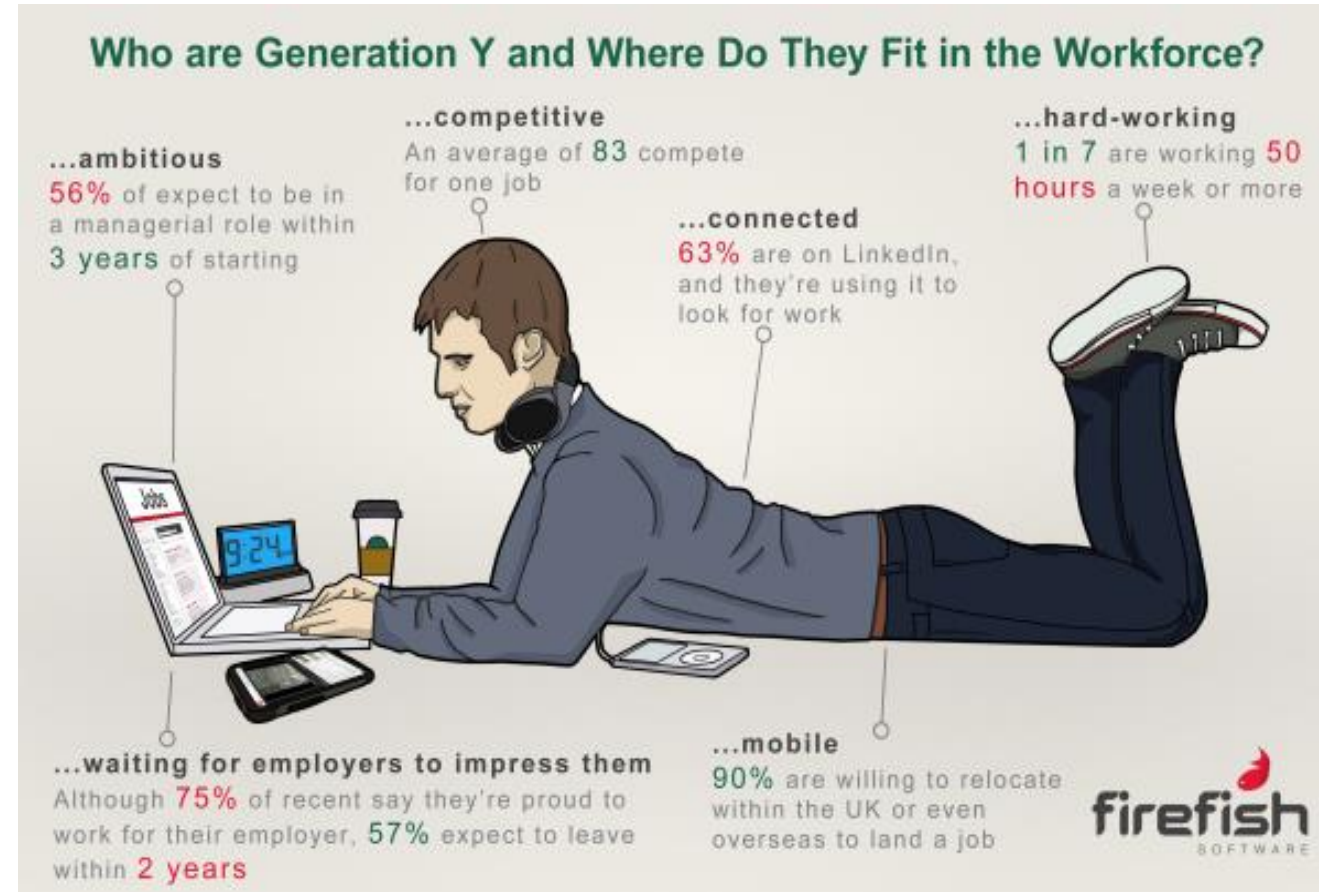
- GI Generation
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# Social Identity for Generation Y

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- Self expression is more important than self-control
- Marketing and branding self is important
- Violence is an acceptable means of communication
- Fear living poorly—this is related to lifestyle enjoyment, not wealth
- Respect must be earned; it is not freely granted based on age authority or title.



# Convert the Six to Four

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- GI Generation
- Mature Silents



- Baby Boomers
- Generation X
- Generation Y/Millennium
- Generation Z/Boomlets

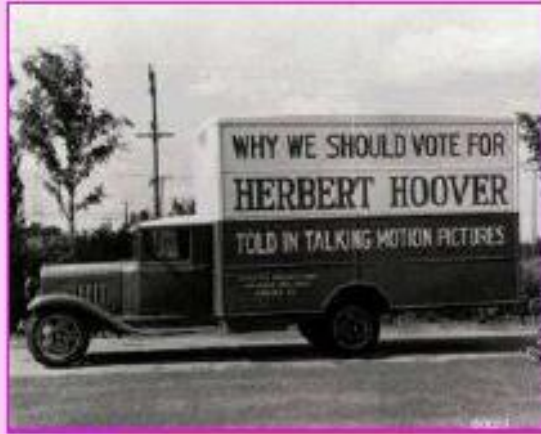


- Veterans (1922-1945)
- Baby Boomers (1946-1964)
- Generation X (1965-1980)
- Millennials/Y (1981-2000)

# What generation?

- This group was born at a time when it was considered natural & appropriate for families to have large numbers of children
- This generation wed early; started divorce epidemic
- This generation are about 95% retired at this point
- This group was born during an era of depression and war

# Silent Generation

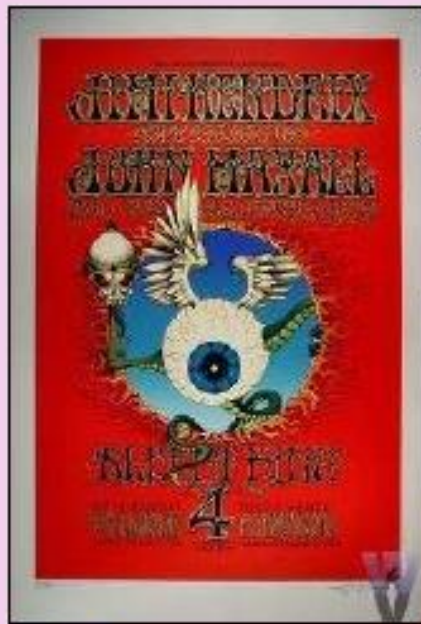


# W h a t g e n e r a t i o n ?

- More likely to live in two-income household.
- Have children at home
- Have a basic feeling of security
- More likely than others to focus on education
- Have the higher level of education
- 88.8% of this generation completed high school



# Baby Boomers



**McDonald's**  
Look for the golden arches

Mothers . . . Dad . . . Kiddies . . .

Come to McDonald's for a great coffee and fast service. For 1968, we have a whole lot.

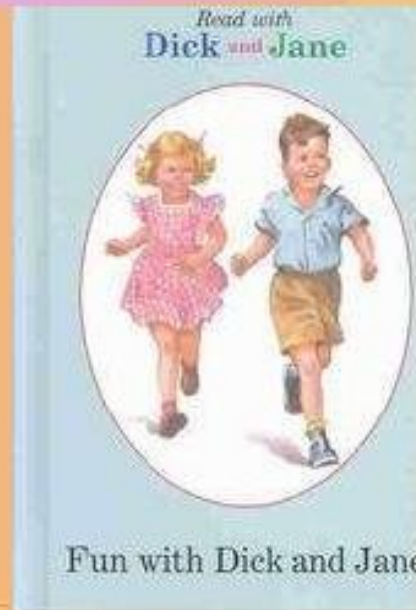
U.S. BAYBENNER'S DISPECTED	17c
FRESH BIRD BILT HANBURGER	20c
MCKAYLE HAMBURGERS	25c
SPECIAL MEAT C-CHEESEBURG	35c
MCKAYLE FRESH BUNDED	37c
MEET 'N' EAT SANDWICH	39c
FRESH CROP FRENCH FRIES	15c
THE OLD FASH BUNDED	25c
HOT CHEESEBURG	15c
FINE DELICIOUS COFFEE	12c
COKE - BRAND - HOT FISH	14 & 16

Often Imitated . . . Never Duplicated

**McDonald's**  
ROUTE 412 NEAR TURNPIKE

# B a b y B o o m e r s

## Boomers Live to Work



The Dick and Jane Reading Series not only taught us to read, but taught us about socializing.

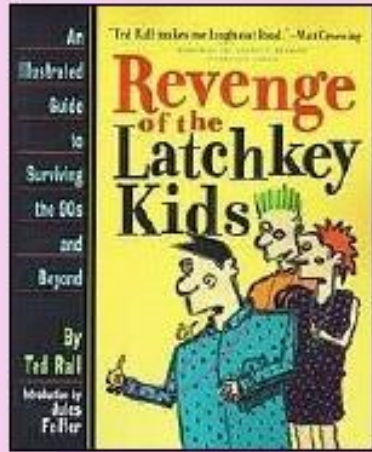
**Work** was the 18<sup>th</sup> word introduced

Growing Up With Dick and Jane: Learning and Living the American Dream  
By Carole Kismaric and Marvin Heiferman 1996

# What generation?

- This group grew up during the post Watergate era and the energy crisis.
- They were in many cases children of divorce and nontraditional family units
- Many were latchkey kids who were raised on electronic media (television, Atari 2600s)

# Generation X



## A Politics for Generation X



Rina Vizer

# Gen Xer's

Gen X is not a fad. It is not an aberration, it is not about a generation gone astray. GenX is about the effects of a changing society on a generation. Those effects are irreconcilable and will affect subsequent generations.

# Gen Xer's

If this generation seems 'unmotivated,' or 'without' a work ethic, we must remember that their lack of future expectation is the only sensible stance to take in a world that has proven unreliable, unpredictable, and uncertain and which is now changing at an unprecedented pace.

Great Expectations by M. Hornblower in Time Magazine, June 9, 1997

# What generation?

- Sheltered
- They have experienced a positive economy while moving through their school years
- This generation grew up on kid safety rules, lockdown of public schools, sweeping national youth safety movement
- Technological sophistication

# The Millennials

*“The Millennial Generation will entirely recast the image of youth, from downbeat and alienated to upbeat and engaged – with potentially seismic consequences for America.”*

---Howe and Strauss,  
Millennials Rising, 2000



# The Millennials

## Have Much In Common With Grandparents

- Both generations larger than preceding one.
- Both generations see themselves as powerful and able to change the world.
- Both generations have an optimistic outlook.
- Both believe in the power of science to conquer the unknown.

# Comparing Generations

## PERSONAL AND LIFESTYLE CHARACTERISTICS BY GENERATION

	Veterans (1922–1945)	Baby Boomers (1946–1964)	Generation X (1965–1980)	Generation Y (1981–2000)
<b>Core Values</b>	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme fun Social
<b>Family</b>	Traditional Nuclear	Disintegrating	Latch-key kids	Merged families
<b>Education</b>	A dream	A birthright	A way to get there	An incredible expense
<b>Communication Media</b>	Rotary phones One-on-one Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones E-mail
<b>Dealing with Money</b>	Put it away Pay cash	Buy now, pay later	Cautious Conservative Save, save, save	Earn to spend

# Comparing Generations

## WORKPLACE CHARACTERISTICS

	Veterans (1922–1945)	Baby Boomers (1946–1964)	Generation X (1965–1980)	Generation Y (1981–2000)
<b>Work Ethic and Values</b>	Hard work Respect authority Sacrifice Duty before fun Adhere to rules	Workaholics Work efficiently Crusading causes Personal fulfillment Desire quality Question authority	Eliminate the task Self-reliance Want structure and direction Skeptical	What's next Multitasking Tenacity Entrepreneurial Tolerant Goal oriented
<b>Work Is ...</b>	An obligation	An exciting adventure	A difficult challenge A contract	A means to an end Fulfillment
<b>Leadership Style</b>	Directive Command-and-control	Consensual Collegial	Everyone is the same Challenge others Ask why	*TBD
<b>Interactive Style</b>	Individual	Team player Loves to have meetings	Entrepreneur	Participative
<b>Communications</b>	Formal Memo	In person	Direct Immediate	E-mail Voice mail
<b>Feedback and Rewards</b>	No news is good news Satisfaction in a job well done	Don't appreciate it Money Title recognition	Sorry to interrupt, but how am I doing? Freedom is the best reward	Whenever I want it, at the push of a button Meaningful work
<b>Messages That Motivate</b>	Your experience is respected	You are valued You are needed	Do it your way Forget the rules	You will work with other bright, creative people
<b>Work and Family Life</b>	Ne'er the twain shall meet	No balance Work to live	Balance	Balance

# Millennials ?

## Millennials Work to Live

“Find a job you enjoy and you will never work a day in your life.”

- No feeling of “Company Loyalty”
- If things not working out, quit, there is another job out there.

# Who are the Millennials ?

- Born in or after 1982
- Presently 80 million (largest generation)
- The oldest entered college Fall of 2000
- Life expectancy of 75 years
- 3 most popular names

## M a l e s

Michael

Jason

Christopher

## F e m a l e s

Jennifer

Jessica

Ashley



# Notable events . . .

- 9-11
- Columbine
- Oklahoma City Bombing
- Princess Di's death
- Clinton Impeachment Trial
- O.J. Simpson Trial
- Rodney King riots
- Lewinsky scandal



# Millennials

- This generation is civic-minded, much like the GI Generation.
- They are collectively optimistic, long-term planners, high achievers with lower rates of violent crime, teen pregnancy, smoking and alcohol use than ever before.
- This generation believes that they have the potential to be great.
- We are looking to them to provide us with a new definition of citizenship.

# Millennials – Demographic Trends

- The Baby Boomers chose to become older parents in the 1980s while Gen X moms reverted back to the earlier birth-age norm, which meant that two generations were having babies.
- In 1989, 29 percent of the 4.4 million live births were to women aged 30 and older.
- Millennials have older largely Baby Boomer parents: **Average age of mothers at birth at an all time high of 27**





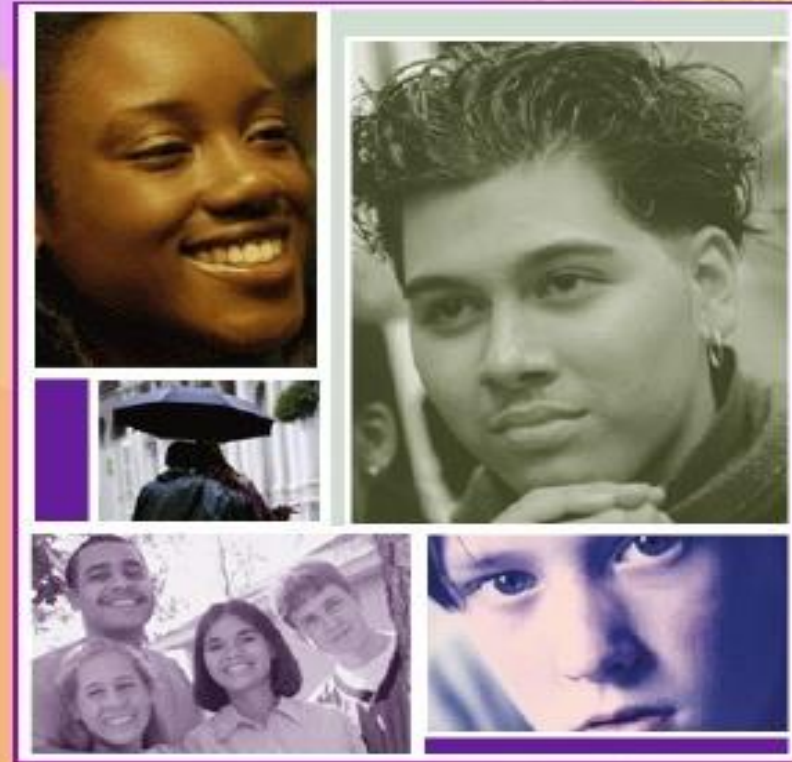
# Millennials – Demographic Trends

- Smaller families: Only children will comprise about 10% of the population.
- More parental education: 1 in 4 has at least one parent with a college degree.
- Kids born in the late 90's are the first in American history whose **mothers are better educated than their fathers** by a small margin.



# Millennials – Changing Diversity

- Millennials have become the most racially and ethnically diverse generation in US History.
- Nearly 35% of Millennials are nonwhite or Latino.
- 21% of this generation has at least one parent who is an immigrant.



# B a b y B o o m e r s a s P a r e n t s

- Boomers rebelled against the parenting practices of their parents.
- They made conscious decisions not to say *because I told you so* or *because I'm the parent and you're the child*.
- Strict discipline was the order of the day for boomers.
- Boomers became friends with their children.

# Baby Boomers as Parents

- They explained things to their children, (actions, consequences, options, etc.) – they wanted them to learn to make informed decisions.
- They allowed their children to have input into family decisions, educational options and discipline issues.
- The popularity of computer software/games that changed the ending based on the decisions children



# The Result . . .

# Millennials

The Trophy  
Generation



# The Result . . .

- Millennials have become a master set of negotiators who are capable of rational thought and decision-making skills at young ages.
- They will negotiate with anyone including their teachers; some call this arguing.
- *More and more students challenge me and the material. They either see it as opinion, and nothing else, or they see it as ... propaganda.* (Central Piedmont Community College Instructor)

# Millennials want to learn

• • •

- With technology
- With each other
- Online
- In their time
- In their place
- Doing things that matter (most important)





# In school . . .

- They need to understand why they are doing what they are doing – objectives of classroom activities and projects.
- They want to have input into their educational processes.
- They want to be involved in meaningful activities, not mundane work.
- They think it is cool to be smart.
- They will respond well to programs like learning communities and service learning.

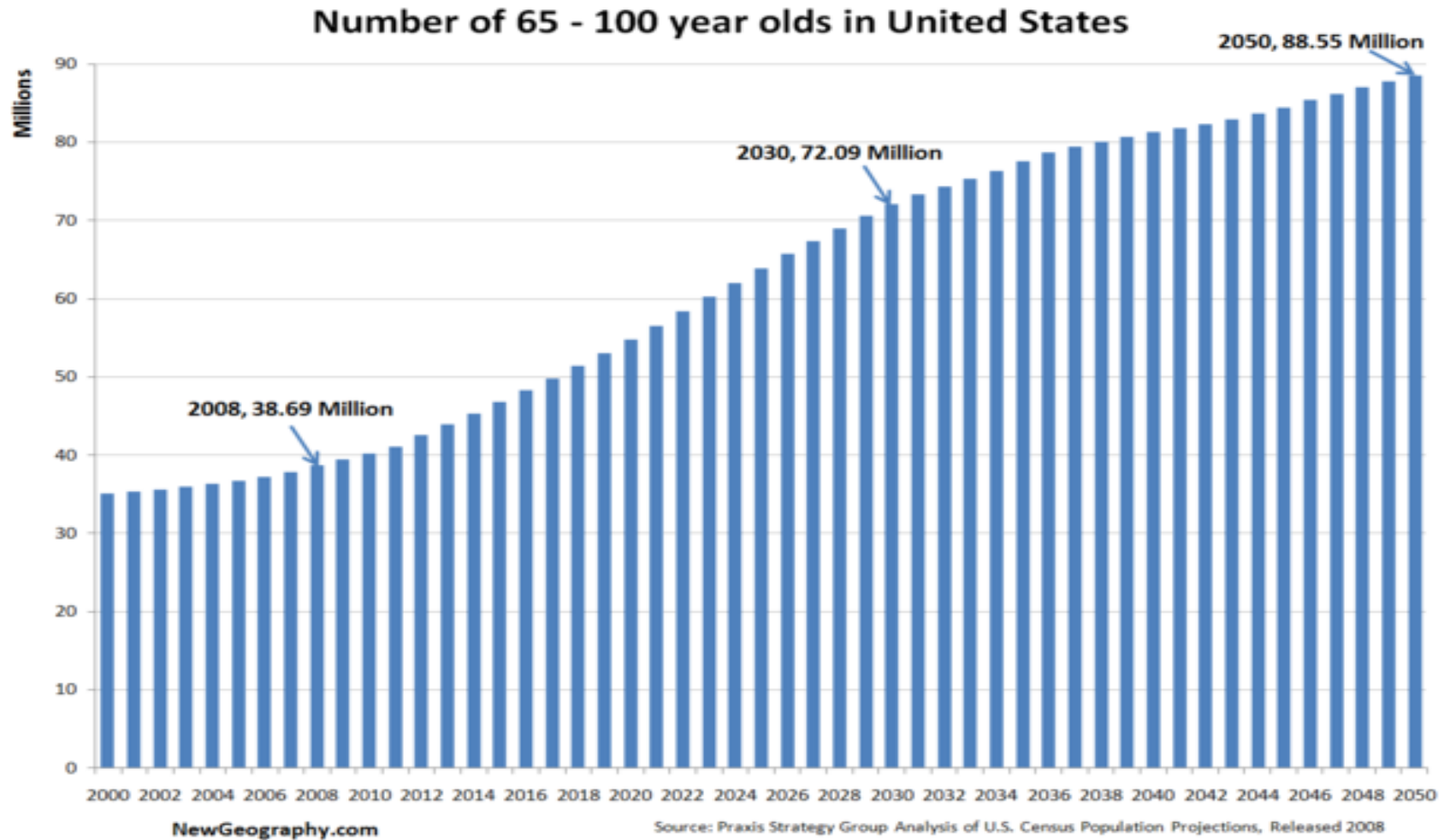
# High expectations . . . technology

- They function in an international world.
- This generation has been plugged in since they were babies.
- They grew up with educational software and computer games.
- They think technology should be free.
- They want and expect services 24/7.
- They do not live in an 8–5 world.
- They all have cell phones and expect to be in contact 24/7.

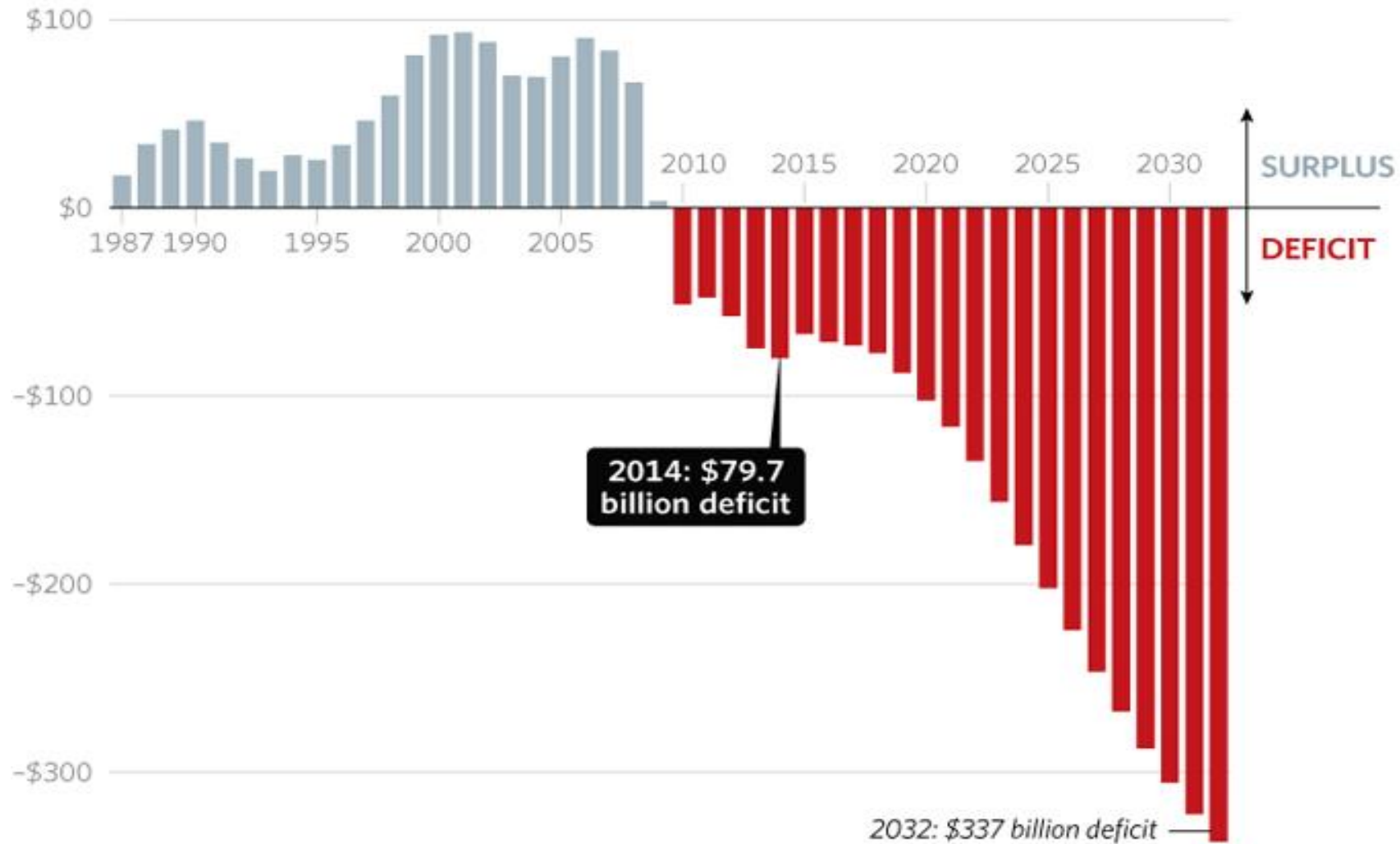


# US Population is aging

43

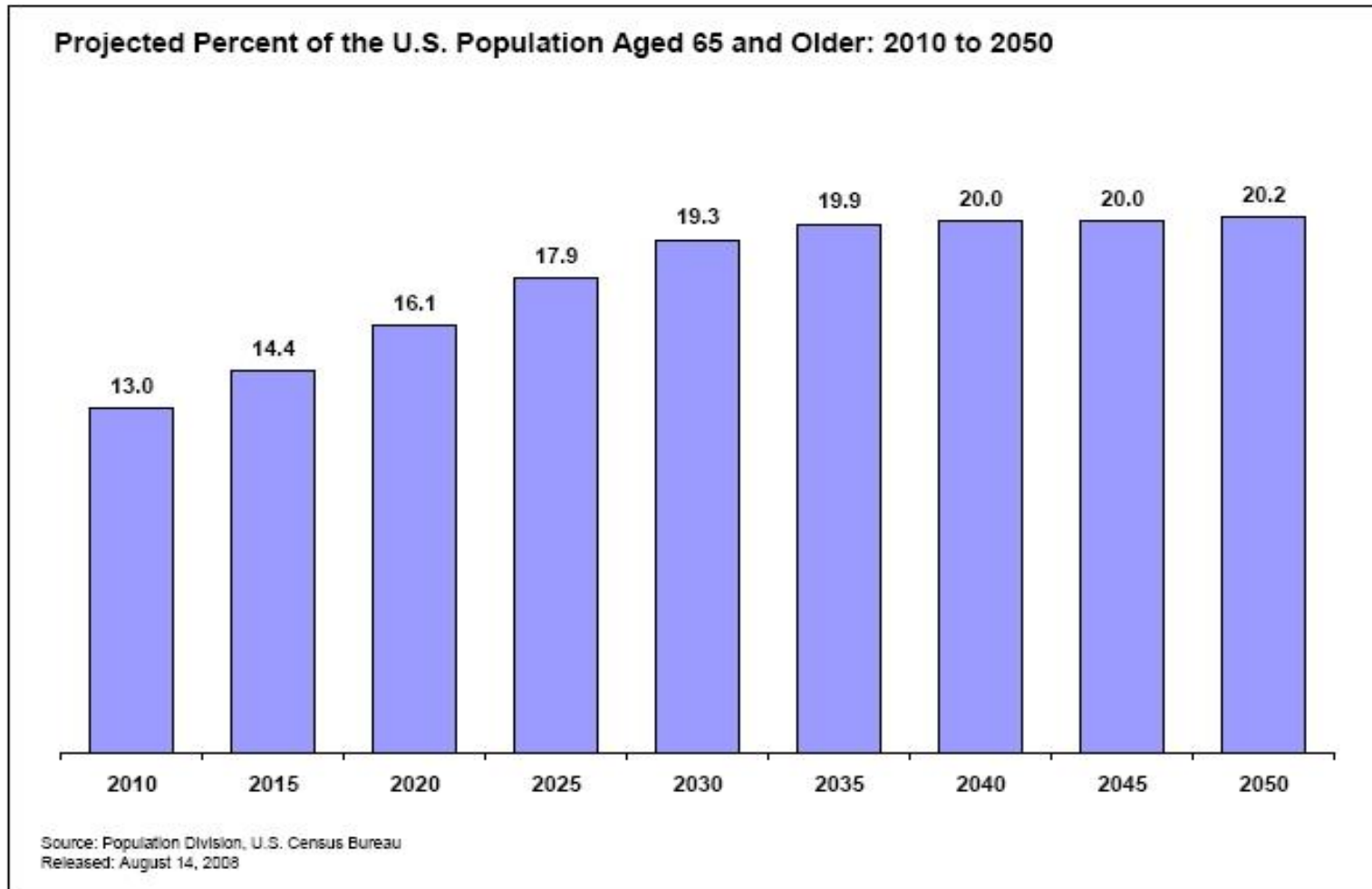


# Social Security to Run out of Money

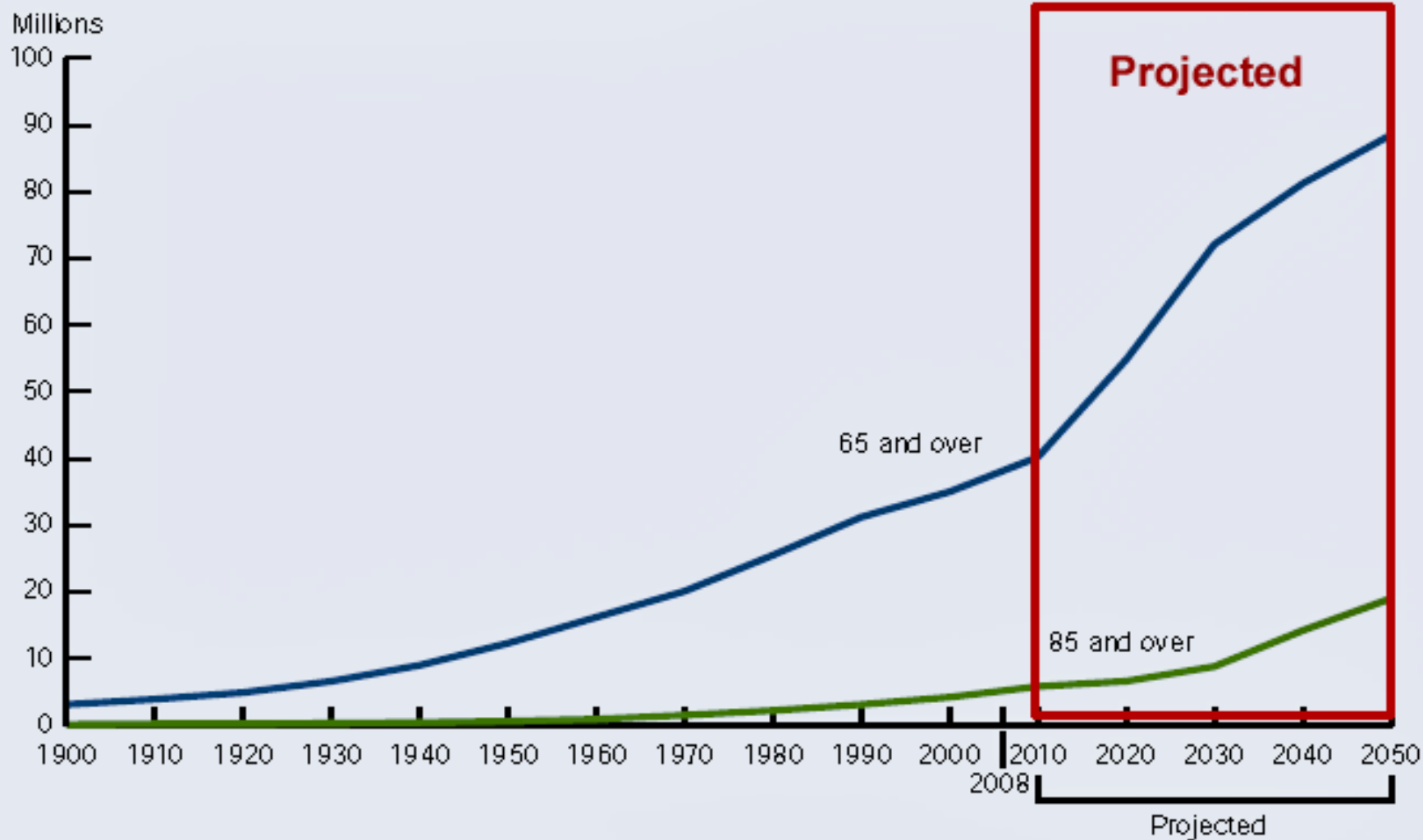


# U.S. Population Projections by Age

45



## Population age 65 and over and age 85 and over, selected years 1900–2008 and projected 2010–2050



NOTE: Data for 2010–2050 are projections of the population.  
Reference population: These data refer to the resident population.  
SOURCE: U.S. Census Bureau, Decennial Census, Population Estimates and Projections.

# Replacement-level fertility

47

Replacement fertility is the total fertility rate at which women give birth to enough babies to sustain population levels.

- Total fertility levels of about 2.1 children per woman. This value represents the average number of children a woman would need to have to reproduce herself by bearing a daughter who survives to childbearing age. If
- replacement level fertility is sustained over a sufficiently long period, each generation will exactly replace itself in the absence of migration.

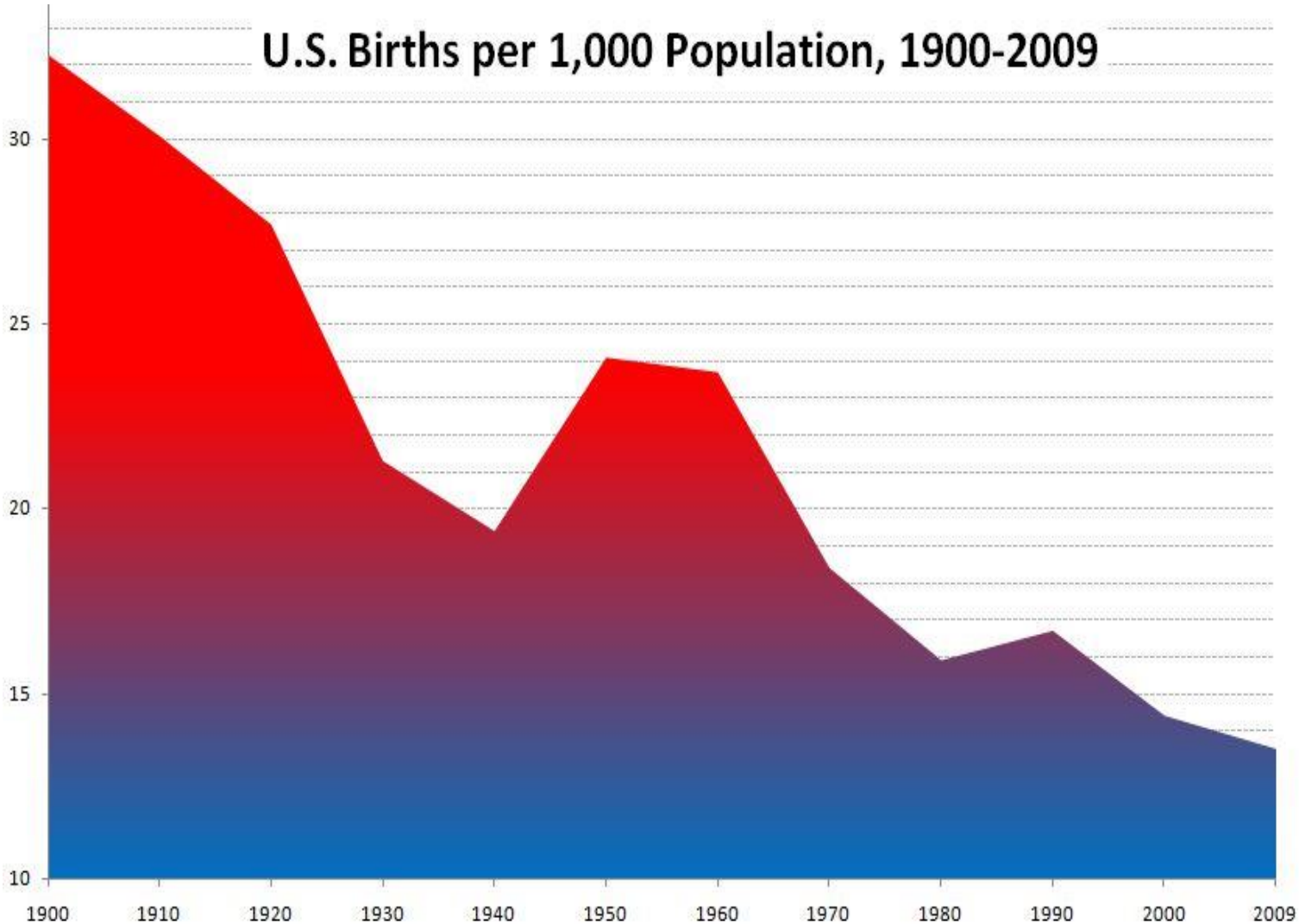


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# Replacement Value

48

U.S. Births per 1,000 Population, 1900-2009



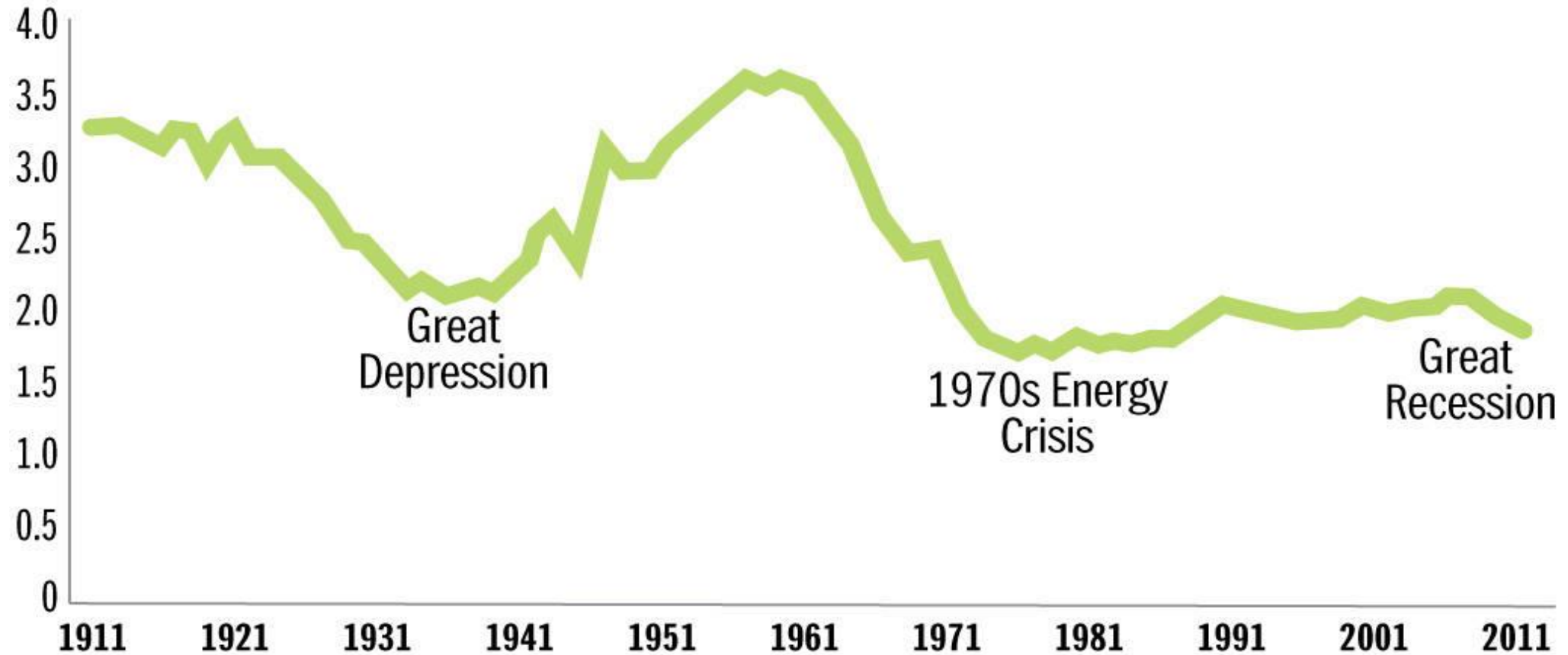
**Whites = 1.8**

**Blacks = 2.0**

**Hispanics = 2.2**



# Number of children per woman

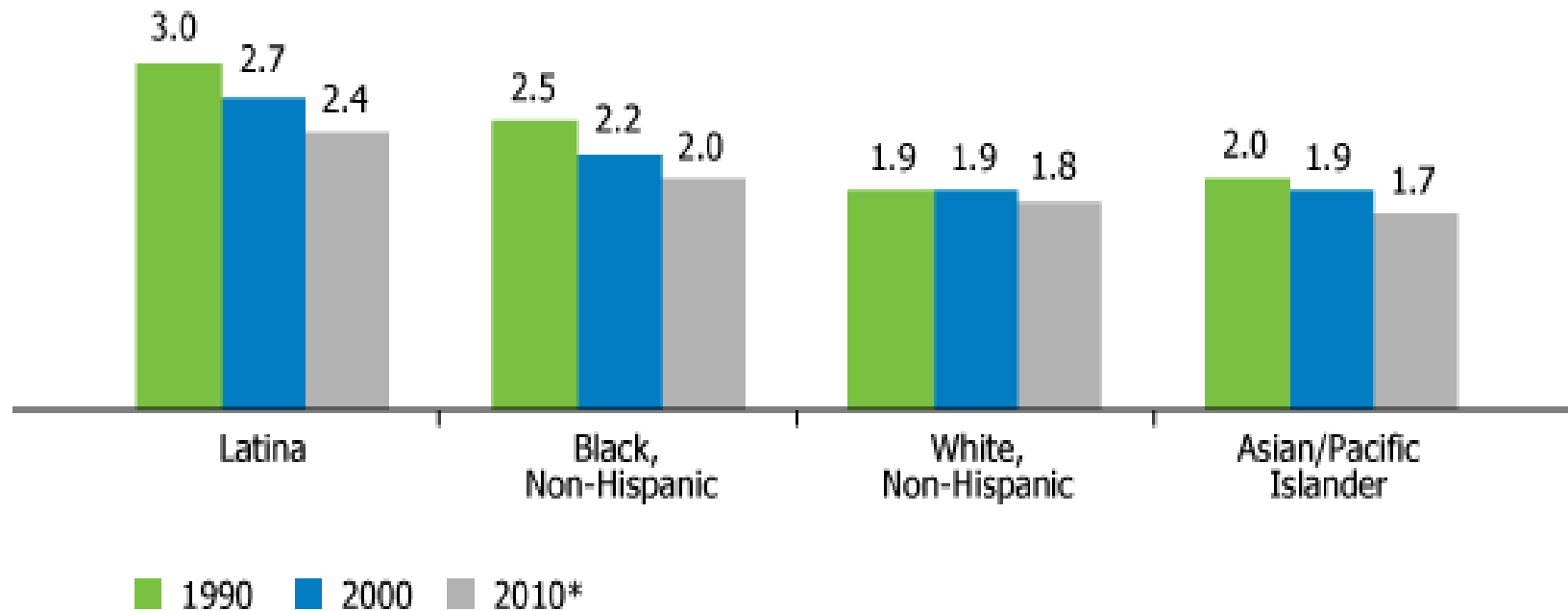


SOURCE: CDC/NCHS, National Vital Statistics System

DESERET NEWS GRAPHIC

# Fertility Rates for Latinas and Black Women Are Approaching Those of White and Asian Women. 50

Number of Children per Woman



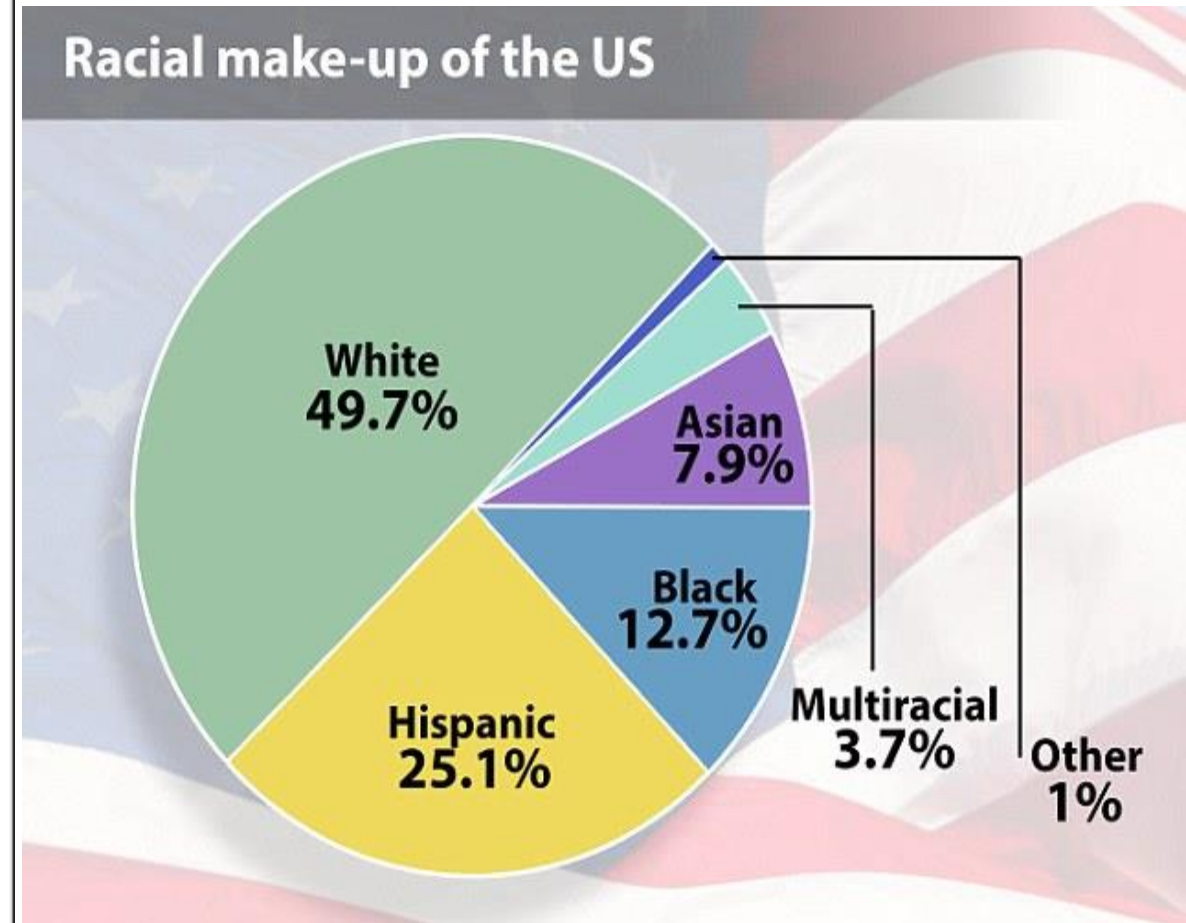
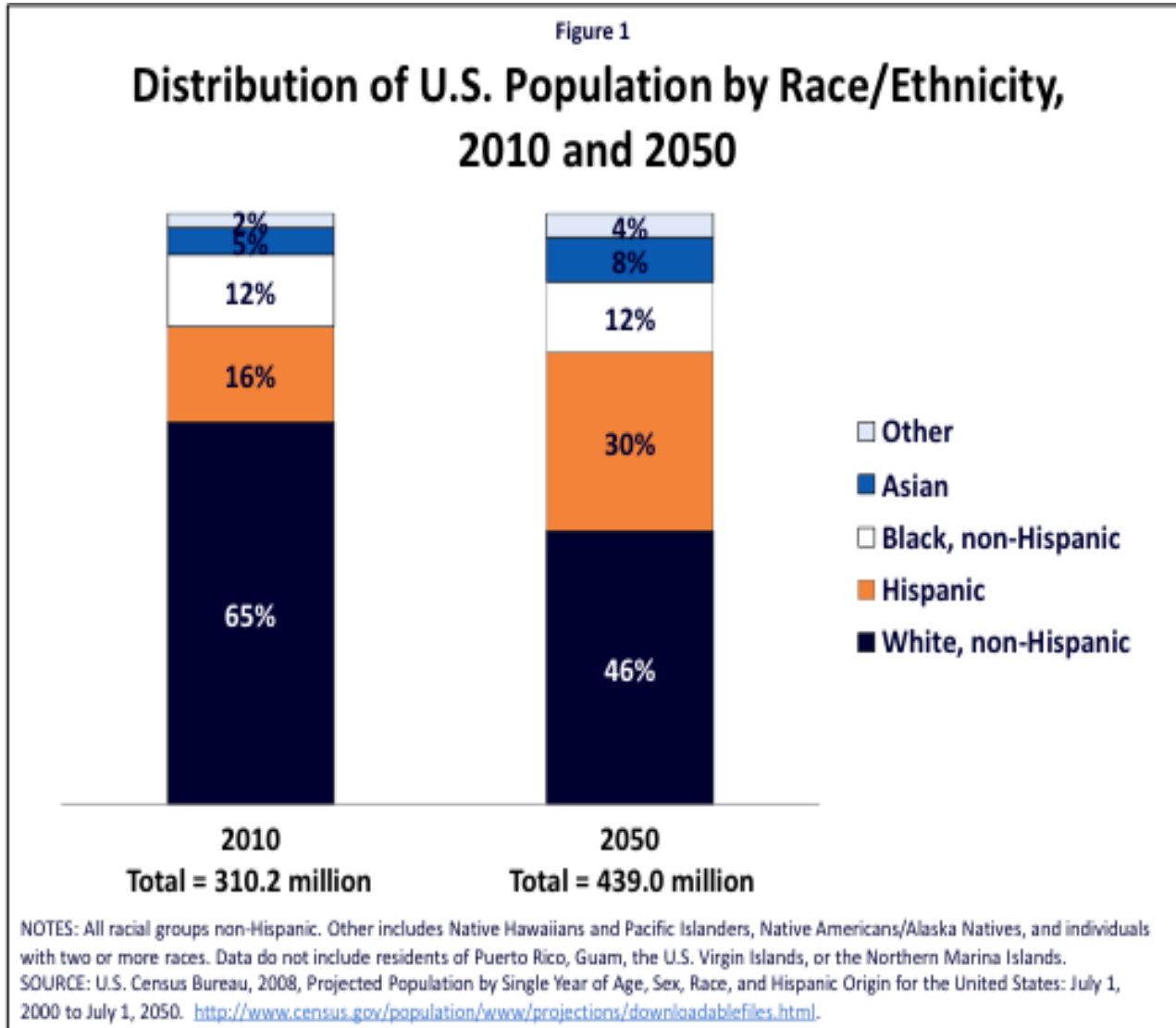
\* Preliminary data.

**Source:** National Center for Health Statistics

# 2050

# 2044

51



# Changes in Population from 2015 to 2050

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U.S. Census Population projections (2012)<sup>[59]</sup>

	2015	2050
<u>Whites</u> <sup>1</sup>	77.4%	70.8%
<u>Non-Hispanic Whites</u>	61.8%	46.6%
<u>African Americans</u> <sup>2</sup>	13.2%	14.4%
<u>Asian Americans</u> <sup>2</sup>	5.3%	7.7%
<u>Multiracial Americans</u> <sup>2</sup>	2.6%	5.4%
<u>Hispanics/Latinos</u> (of any race)	17.8%	28.0%
<u>Non-Hispanics/Latinos</u> (of any race)	82.2%	72.0%

<sup>1</sup> Including Hispanics and Some other race

<sup>2</sup> Including Hispanics

# Most Common Surnames in the United States 53

(1990 and 2014 census)



Name	2014 rank	1990 rank	Change
Smith	1	1	0
Johnson	2	2	0
Williams	3	3	0
Brown	4	5	+1
Jones	5	4	-1
Miller	6	7	+1
Davis	7	6	-1
Garcia	8	18	+10
Rodriguez	9	22	+13
Wilson	10	8	-2
Martinez	11	19	+8
Anderson	12	11	-1
Taylor	13	10	-3
Thomas	14	12	-2
Hernandez	15	29	+14

# Why Lower numbers of Children?

54

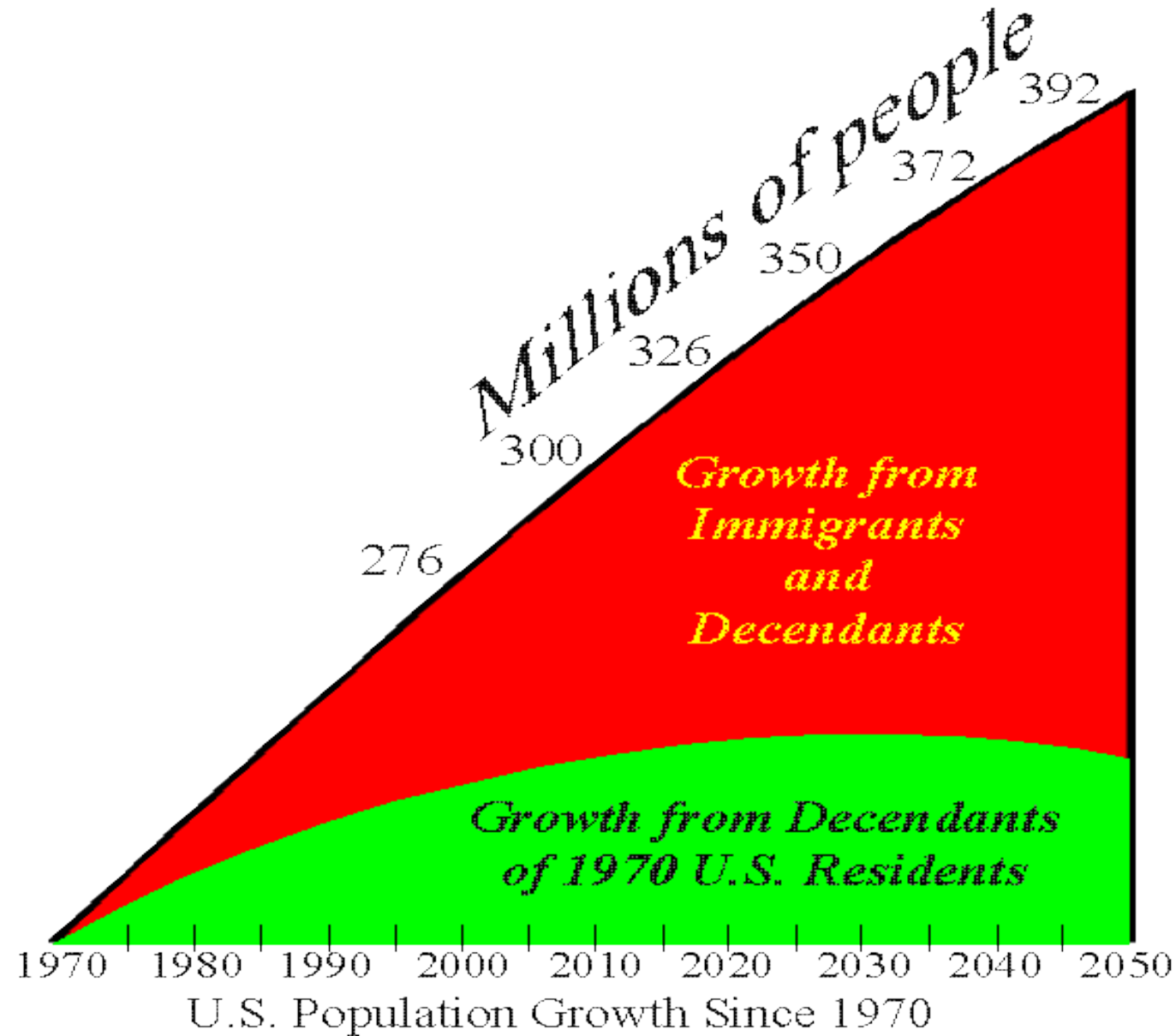
- They are not needed
- trend among young adults to postpone having children.
- the recession/Unemployment concerns
- future trends in women's employment and earnings relative to men



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# What About Immigration?

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# Reaction to Illegal emigration is positive and negative 56





Yet some feel its acceptable

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# American Education System

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## U.S. students lag behind international peers

In tests of reading, math and science, U.S. 15-year-olds were outperformed by many of their counterparts in Asia and Europe — in some cases placing below the international average.



# In Conclusion

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- America is an aging population
- Its culture is changing and will reflect a more Hispanic lifestyle
- Social security is doomed to failure  
Other arrangements should be made
- The new Millennials will be in charge in the future
- America needs to revamp its educational system to remain competitive in the world



Thank you for  
attention!!!

