



THE NEXT *America*

by Paul Taylor
PewResearchCenter







Vitriol Online for Cheerios Ad With Inte



General Mills temporarily disabled commenting on a YouTube father.

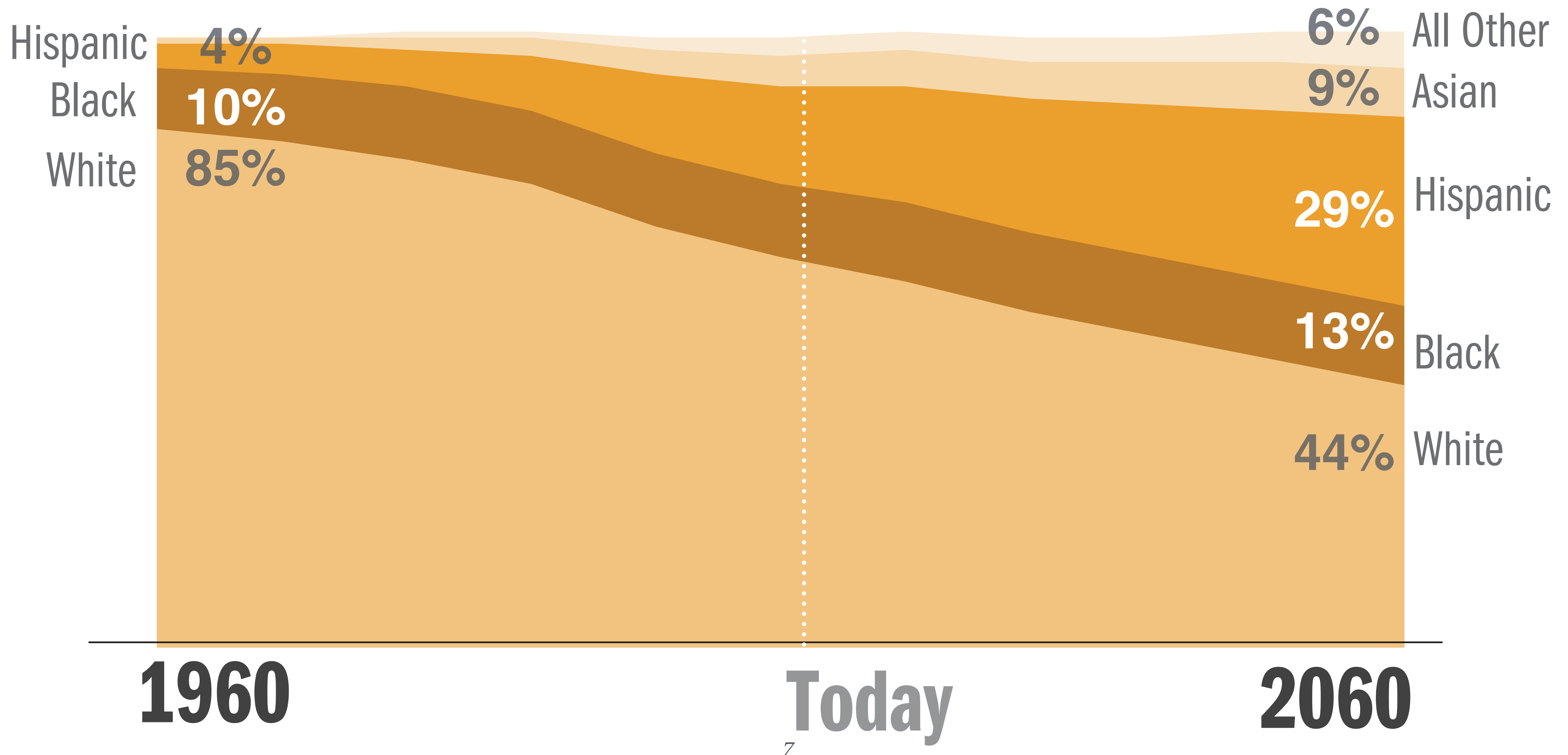
Chevy's Gay Marriage Ad Is Misguided

Thursday, 13 Feb 2014 10:42 AM





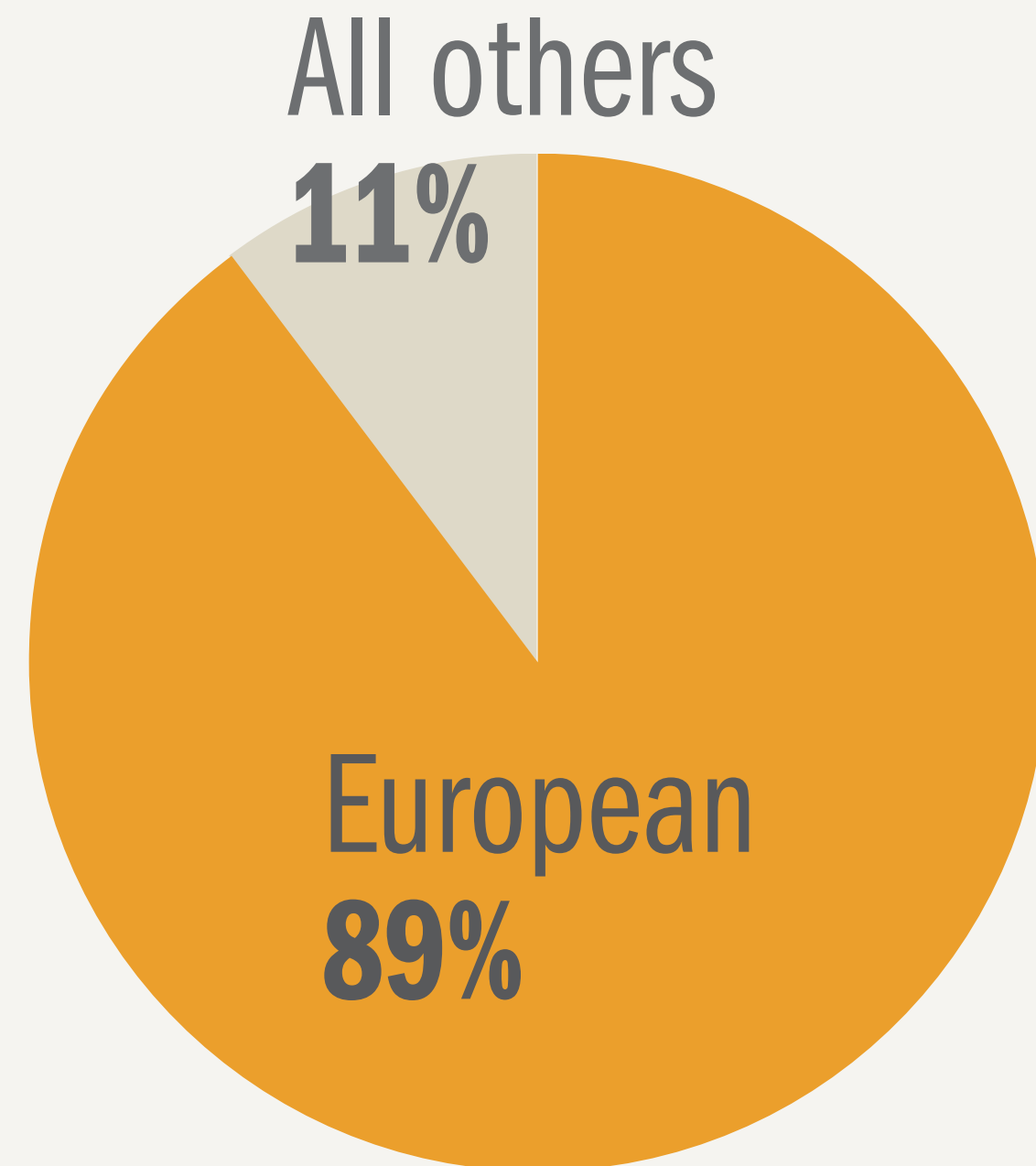
America's Changing Racial Tapestry





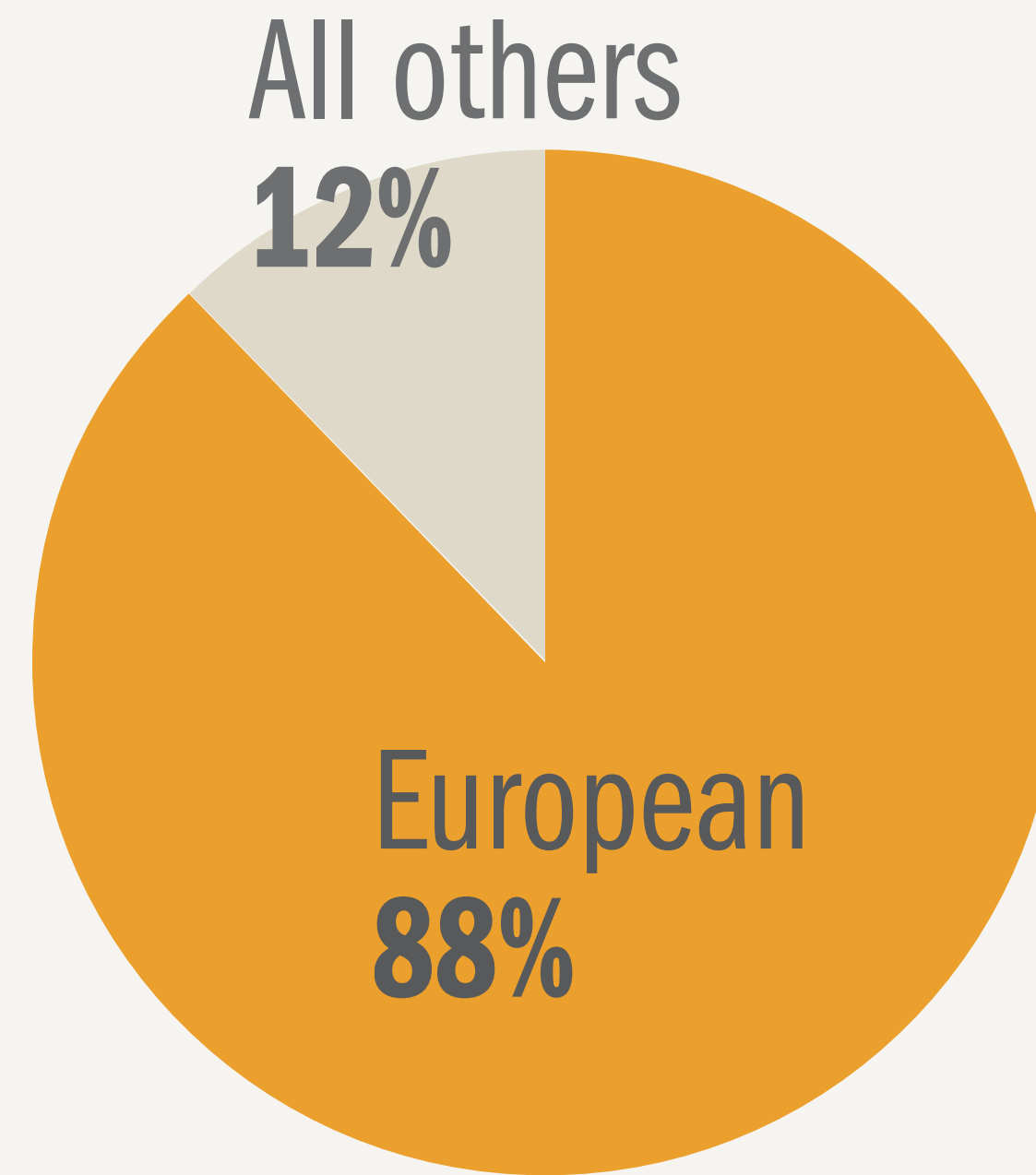
WESTERN EUROPEAN WAVE

1840-1889



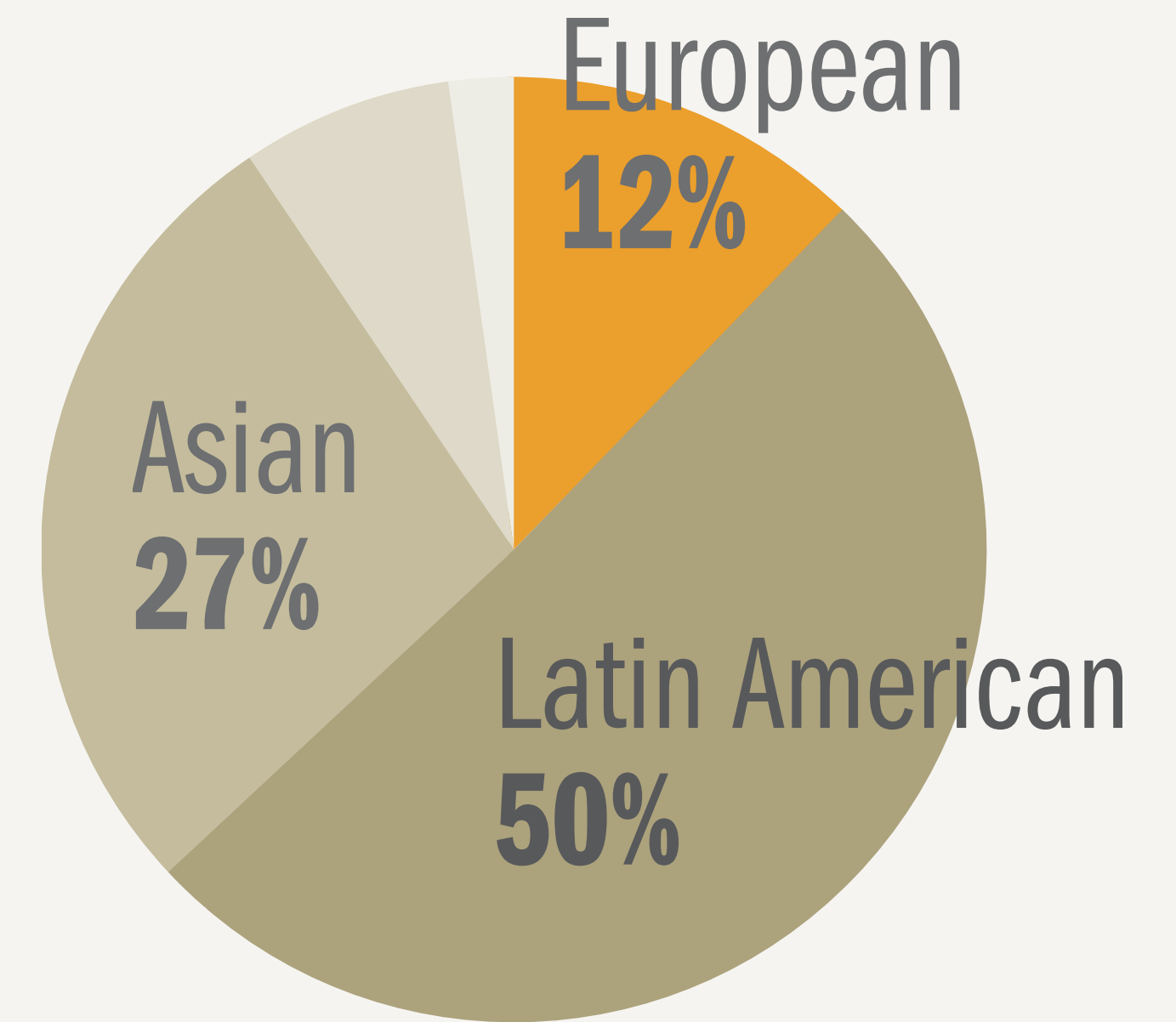
SOUTH/EASTERN EUROPEAN WAVE

1890-1919

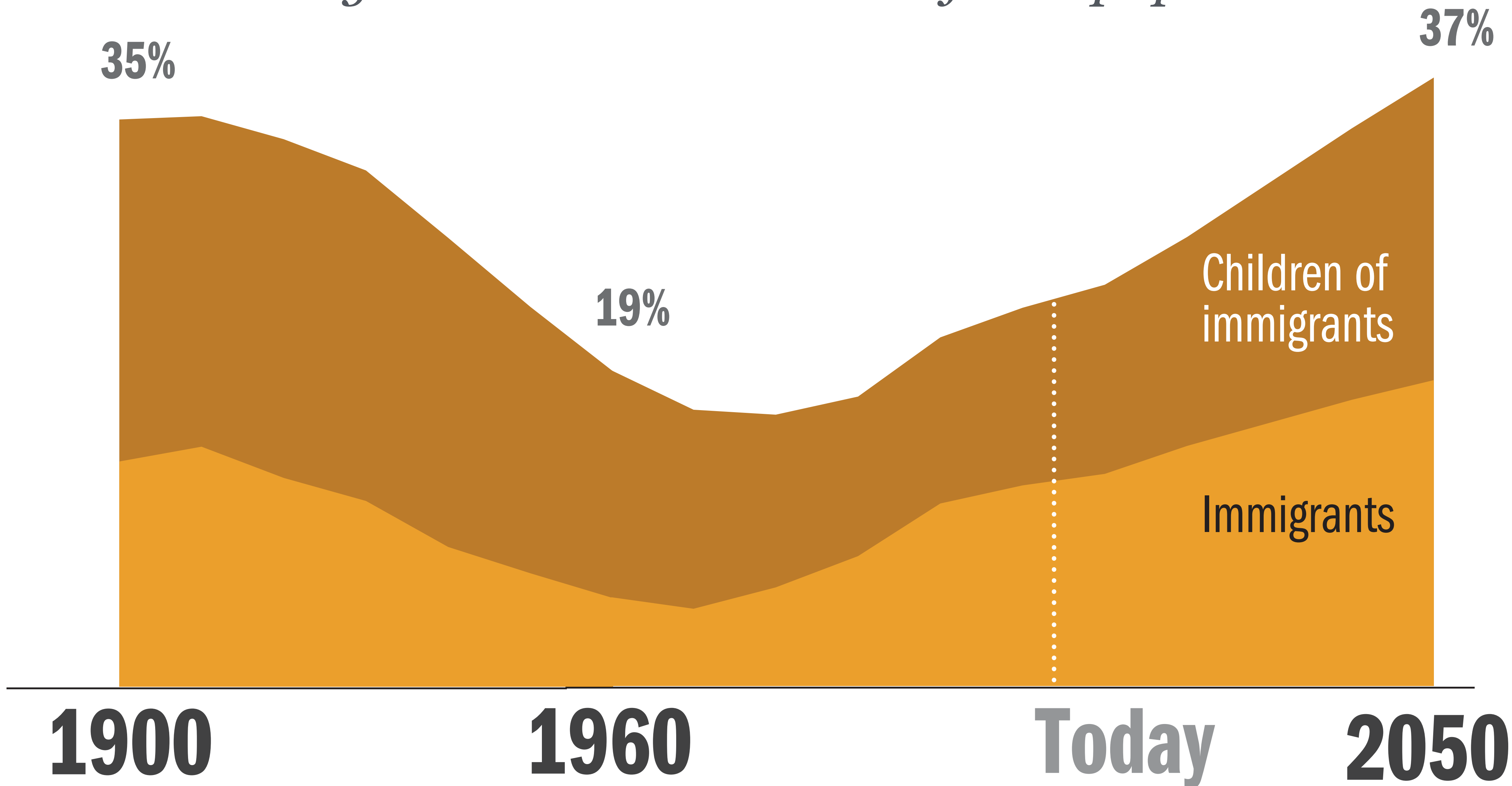


MODERN WAVE

1965-Today



“Immigrant stock” as a share of U.S. population



U.S. Labor Force is Growing More Diverse

- Hispanics will account for **74%** of the growth in the labor force from 2010 to 2020.

— Projection from U.S. Bureau of Labor Statistics (2012)

- Immigrants and their children will account for **100%** of the growth of the labor force from 2010 to 2050.

—Projection from Pew Research Center



All Other
Asian

Hispanic

Black

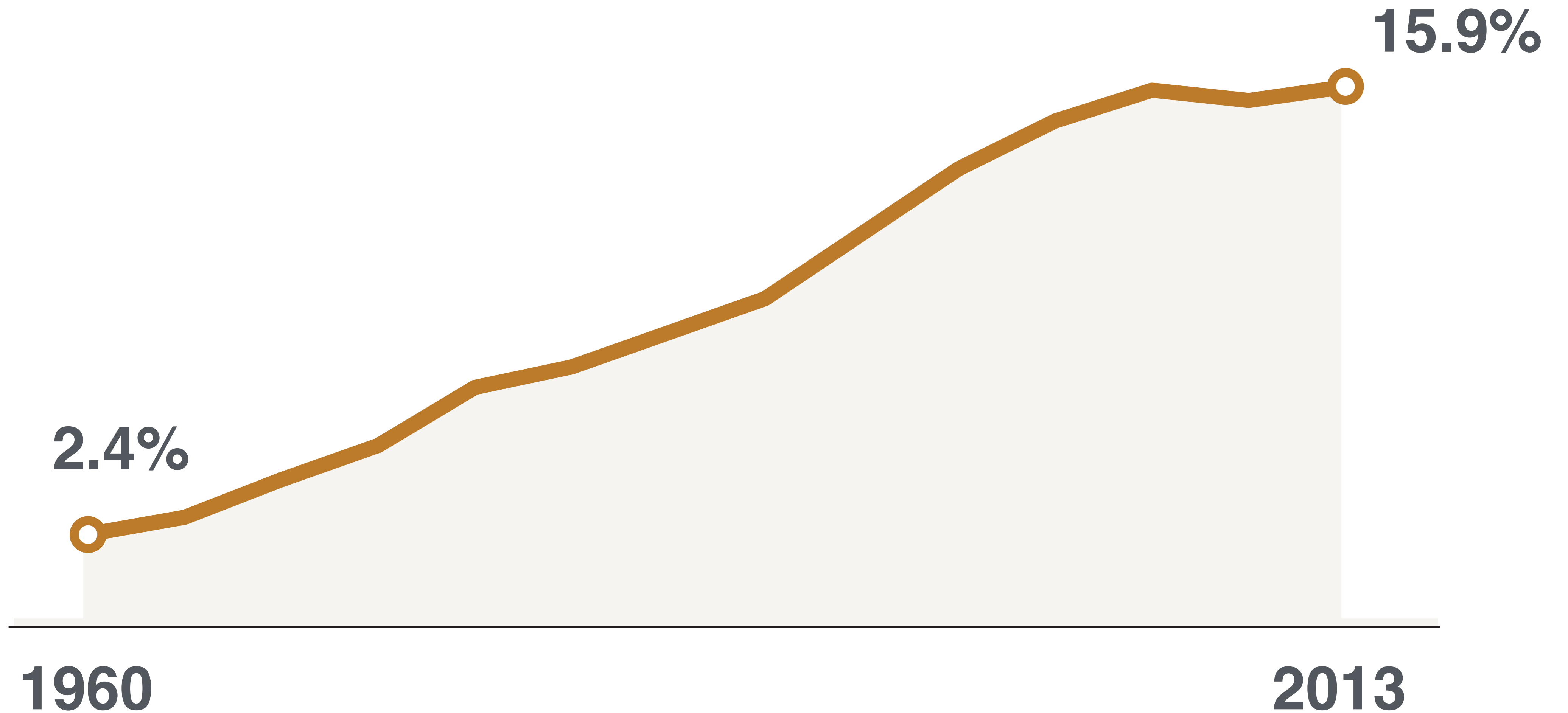
White



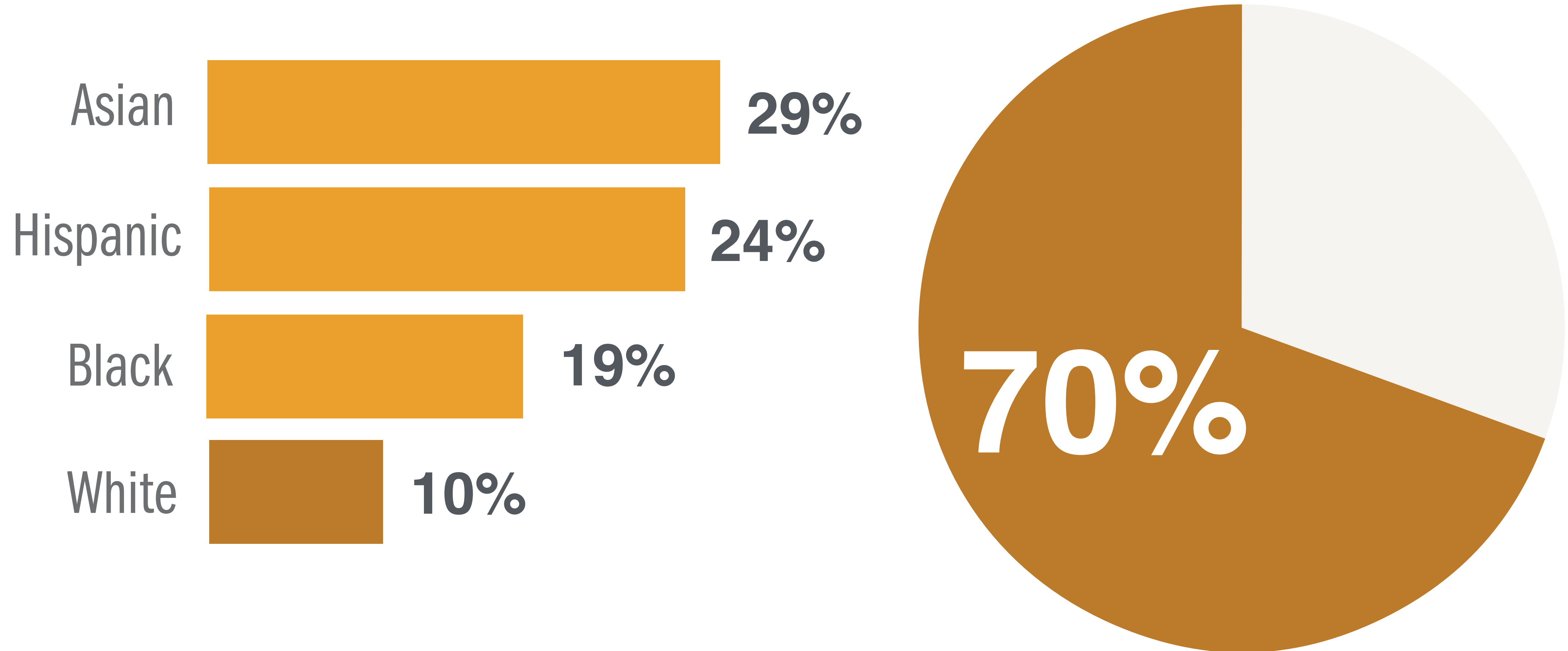
2060

Intermarriage

% of newlyweds with a spouse of a different race/ethnicity



% of newlyweds with a spouse of a different race/ethnicity



What will we call the children of these marriages?



Do you think of Obama mainly as black or mixed race?



Black

Mixed race

24%

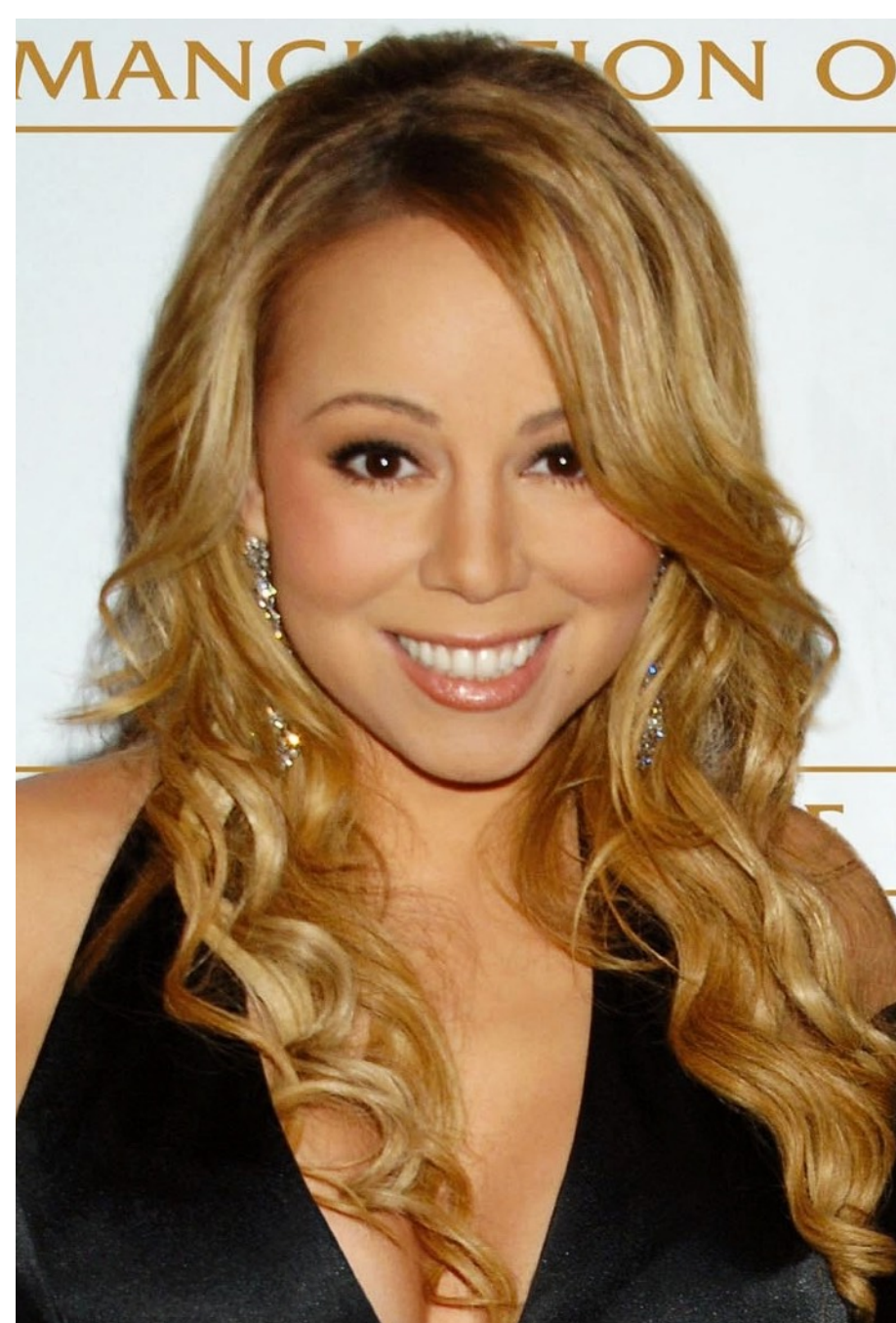
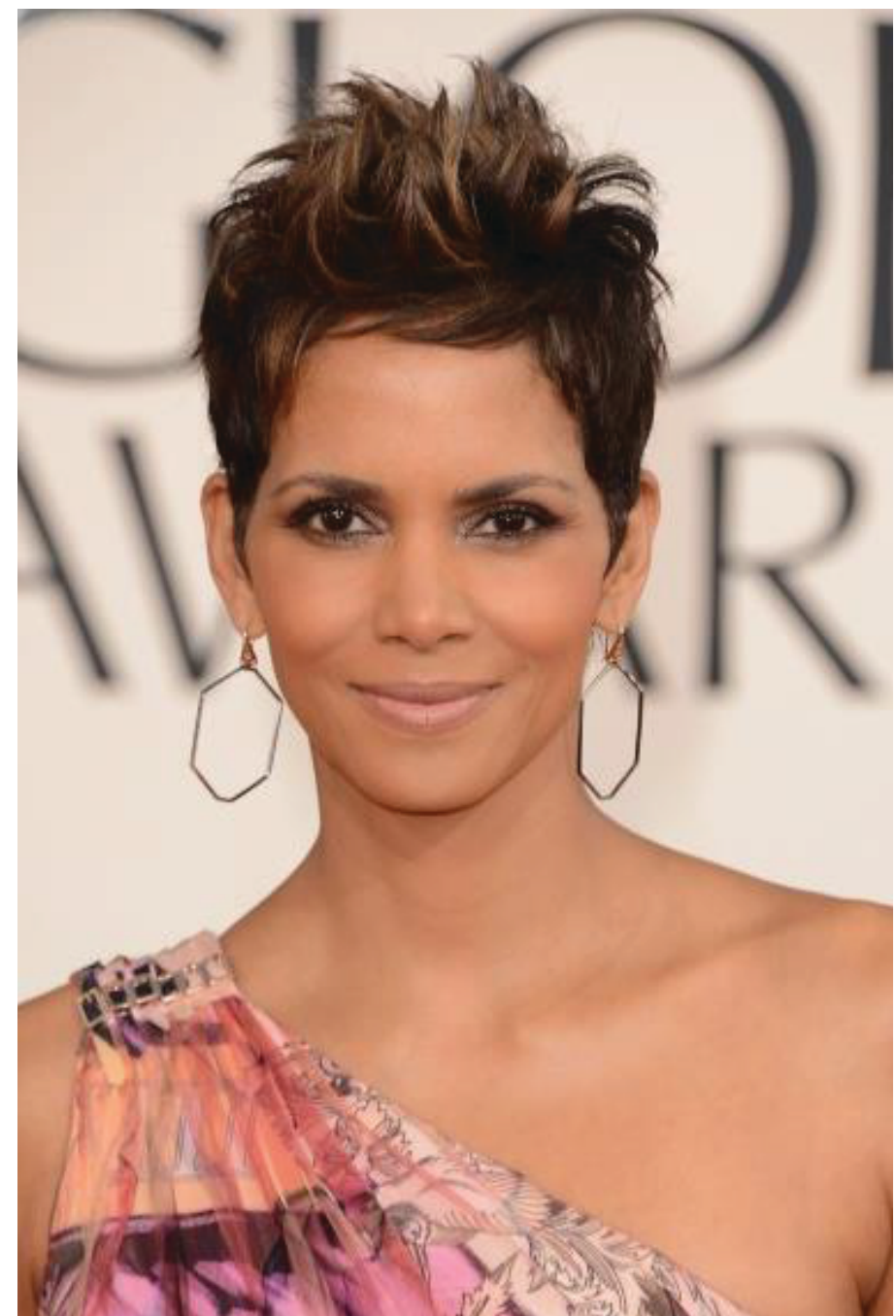
53%

White
respondents

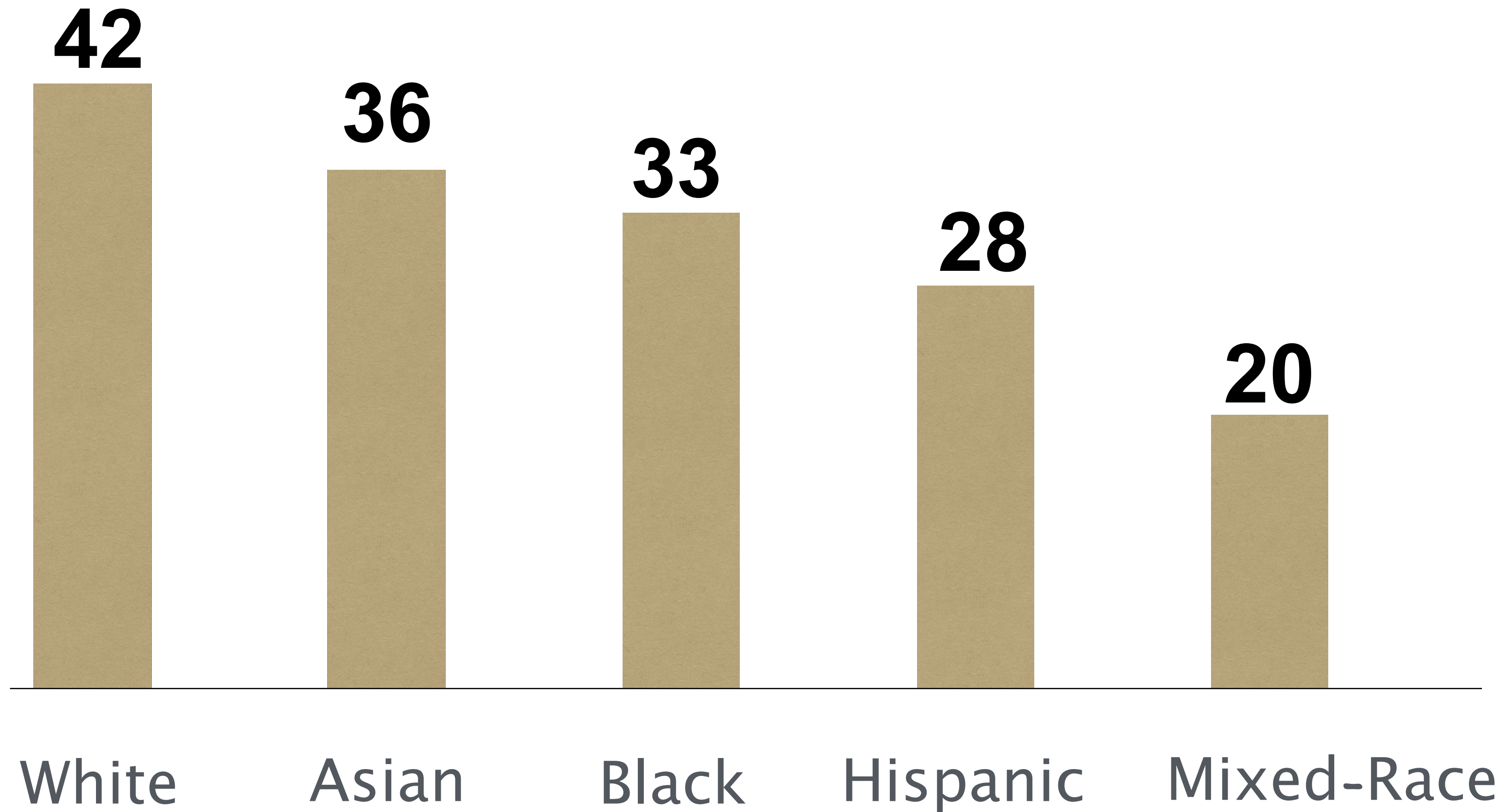
55%

34%

Black
respondents

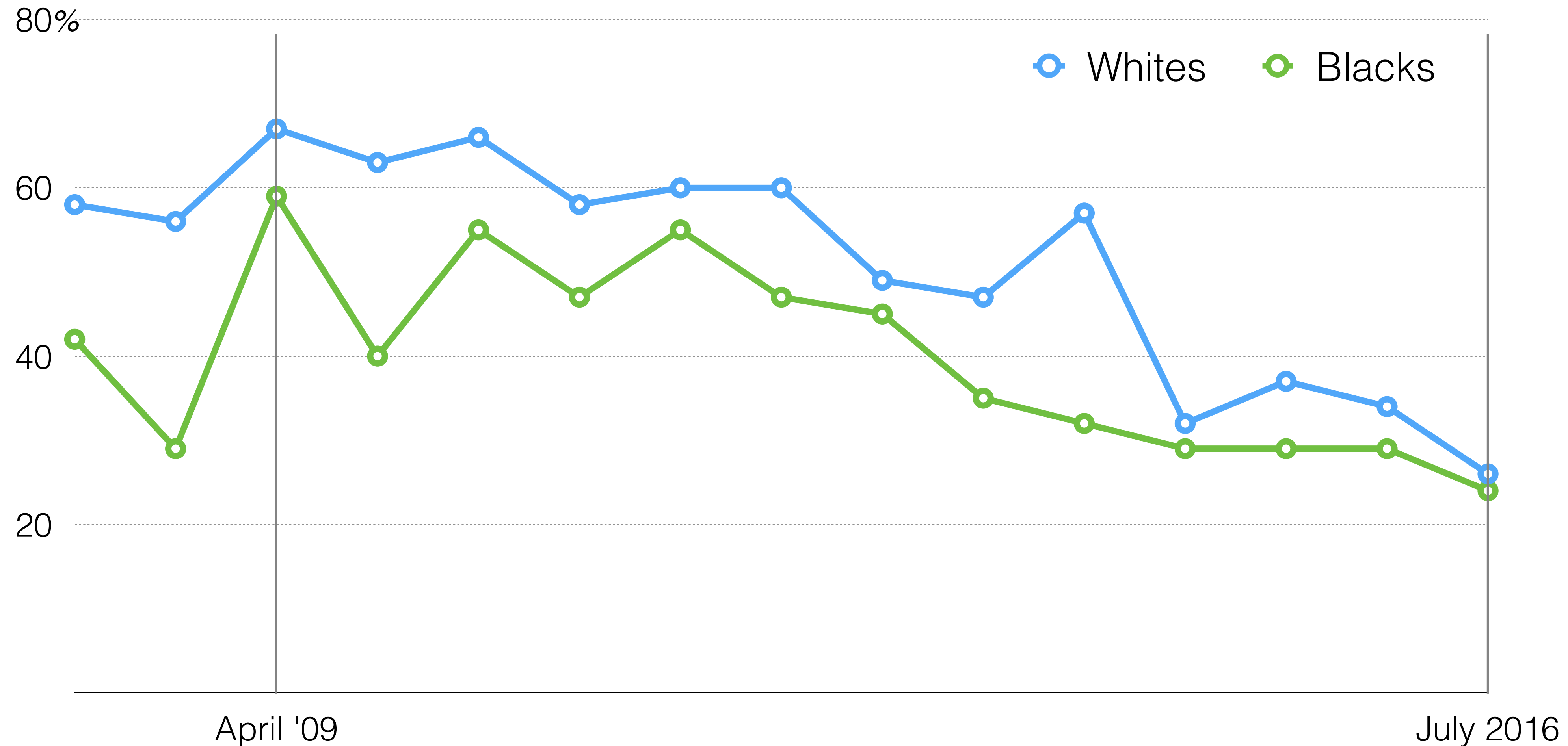


Median Age by Race



No, We've Haven't Become 'Post-Racial'

Sharp Decline in Share Who Say Race Relations are Good



Source: New York Times/CBS Poll

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.

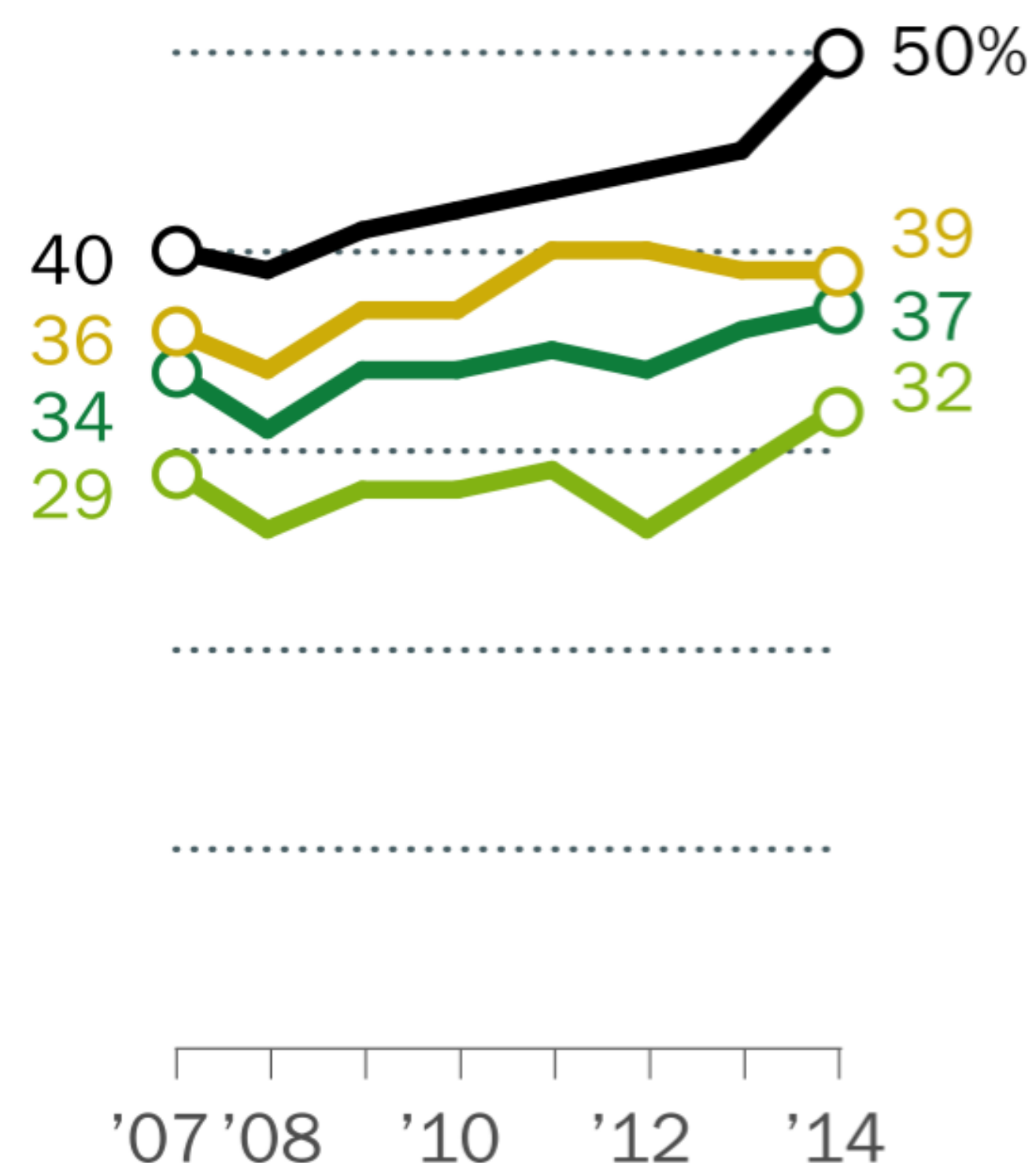
Millennials: Born after 1980



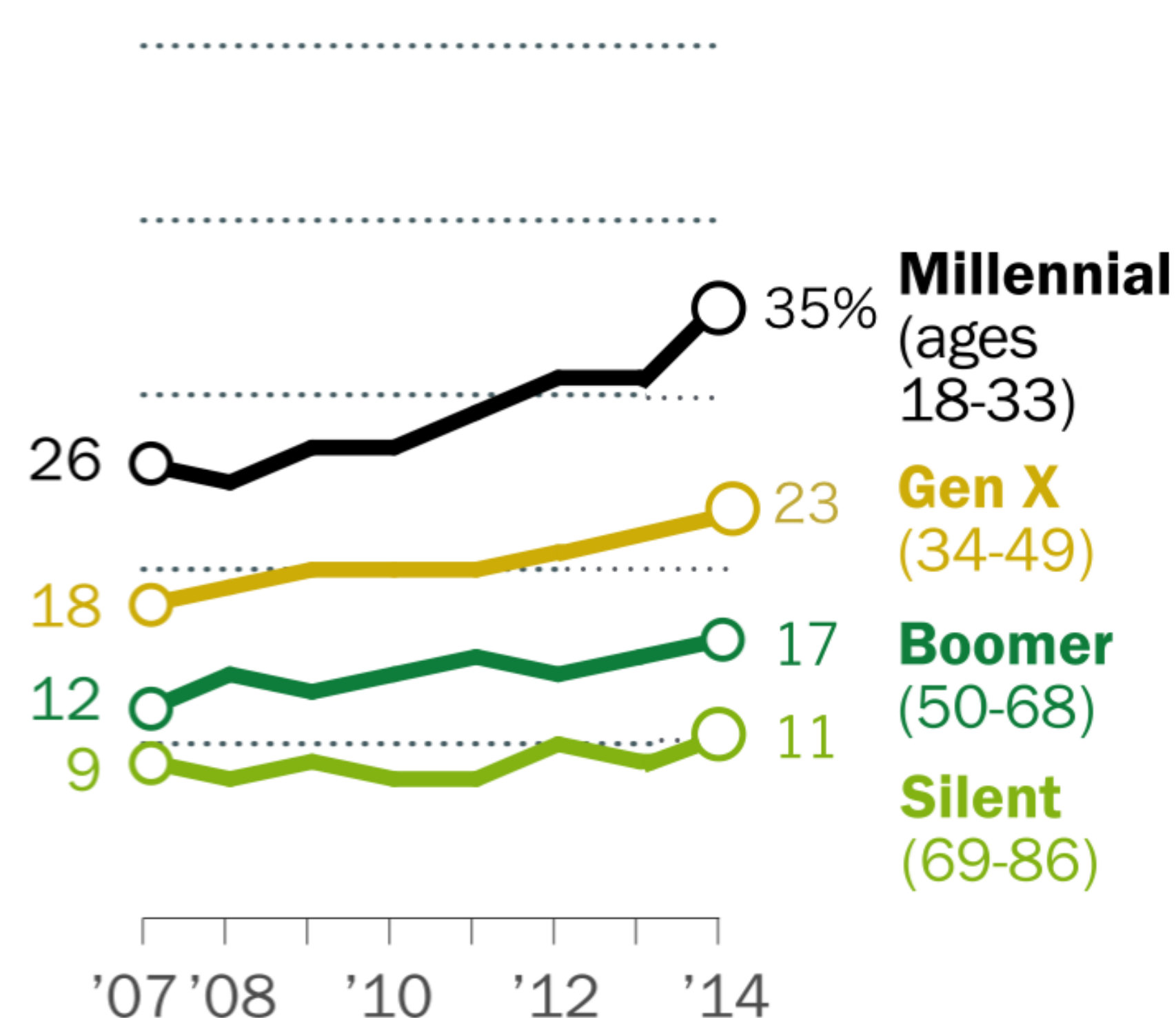
- They're less religiously affiliated, and they've been slow to marry and have children.
- “Digital natives” who grew up with cellphones and social networking. Highly educated, but because of the economy, struggling financially.
- On politics, half identify as independents, more than any generation.

Millennials: Unmoored from Institutions...

Percent who consider themselves political independents

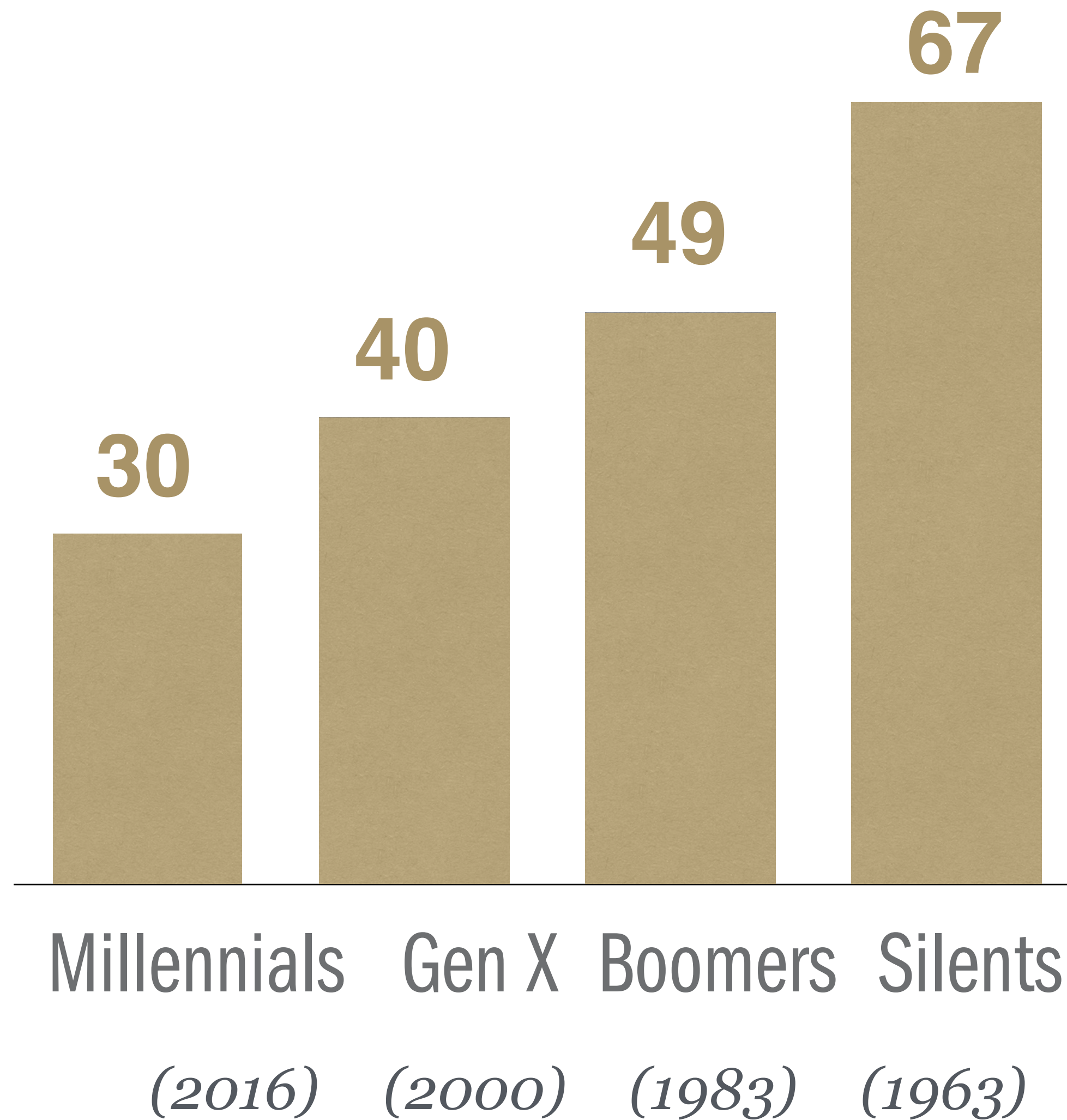


Percent of adults in each generation who are religiously unaffiliated



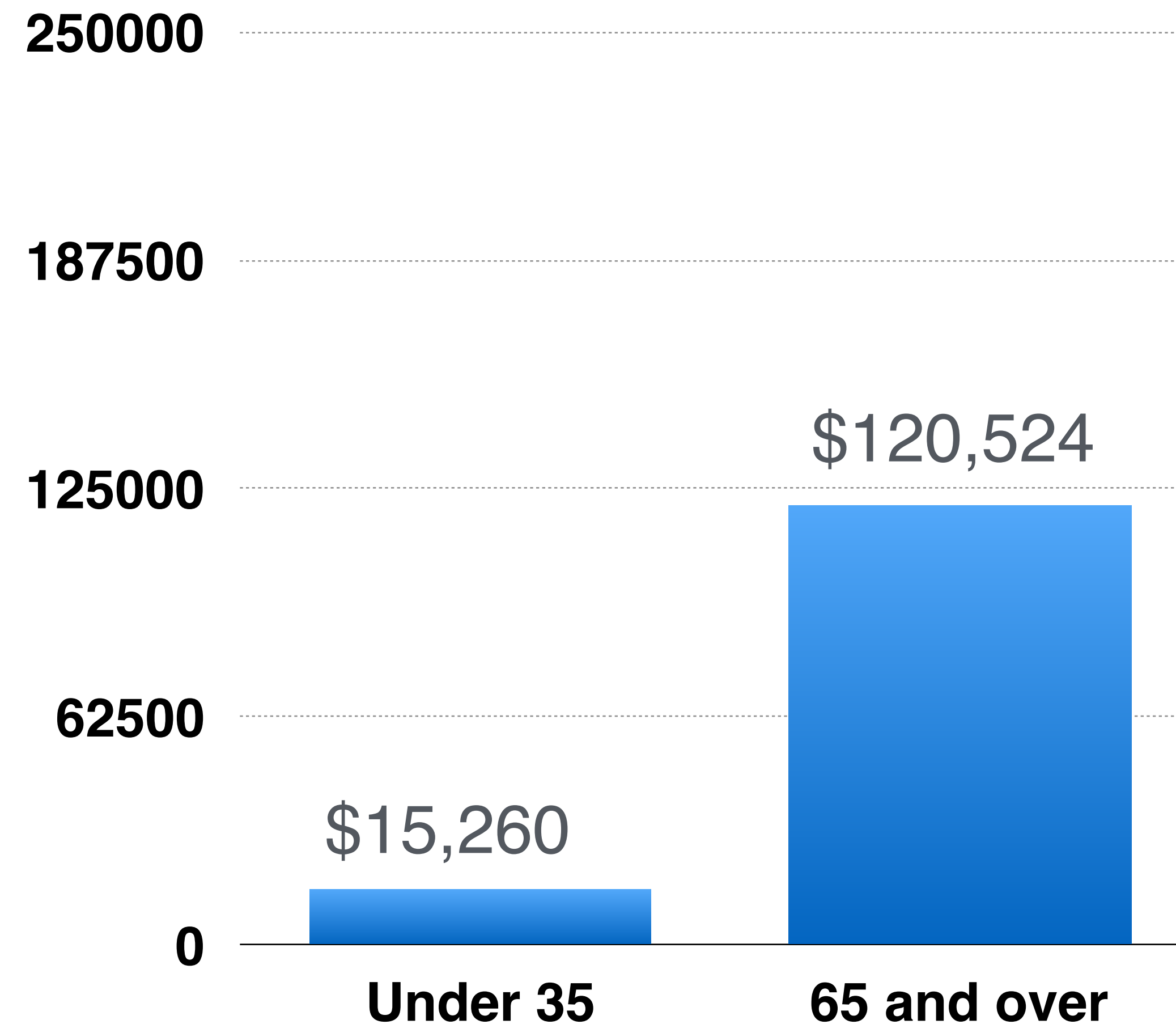
...Not Rushing to the Altar...

% married at age 18-35



...And Very Little Money in the Bank

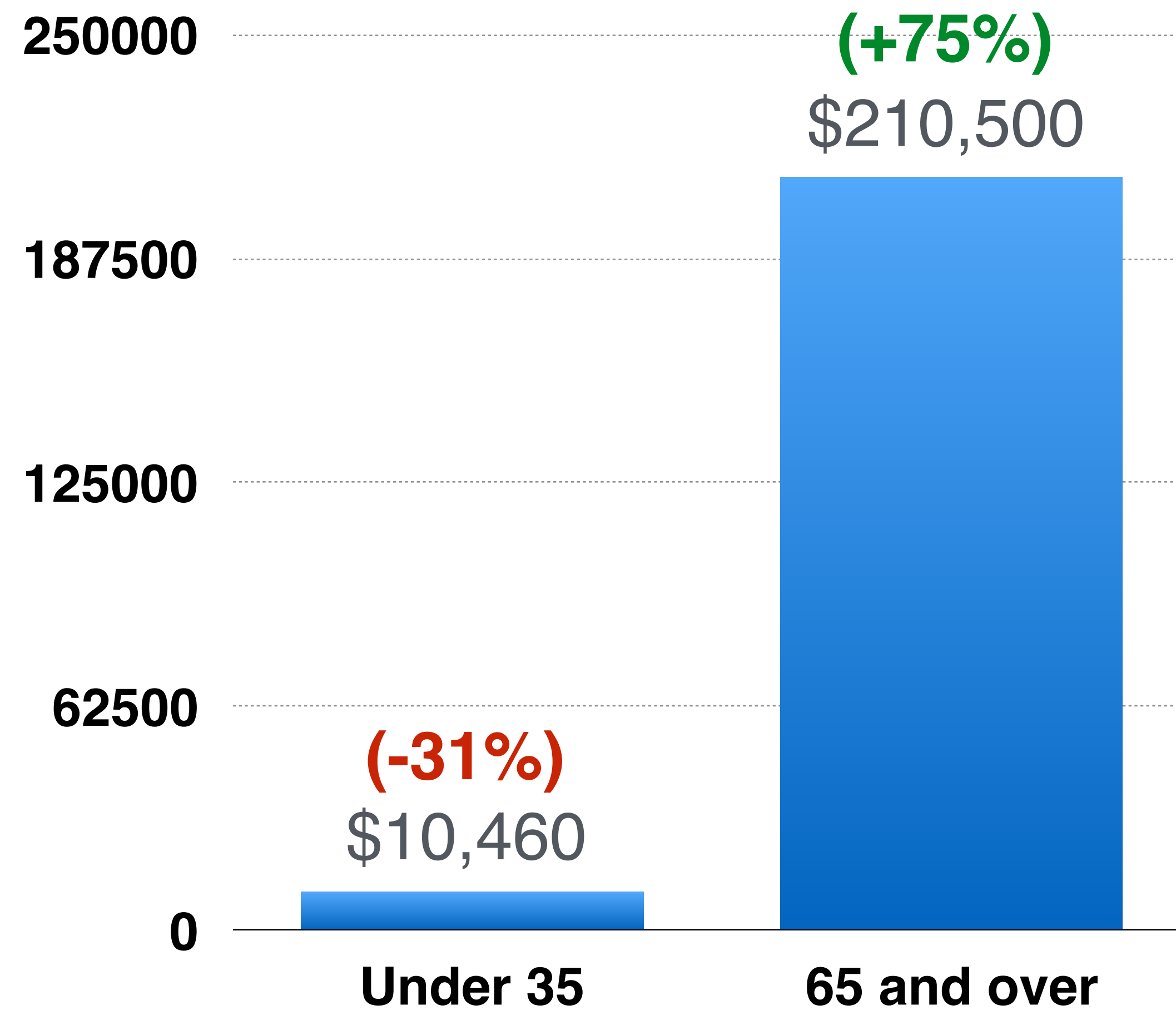
Median net worth of households headed by...



(1983)

...And Very Little Money in the Bank

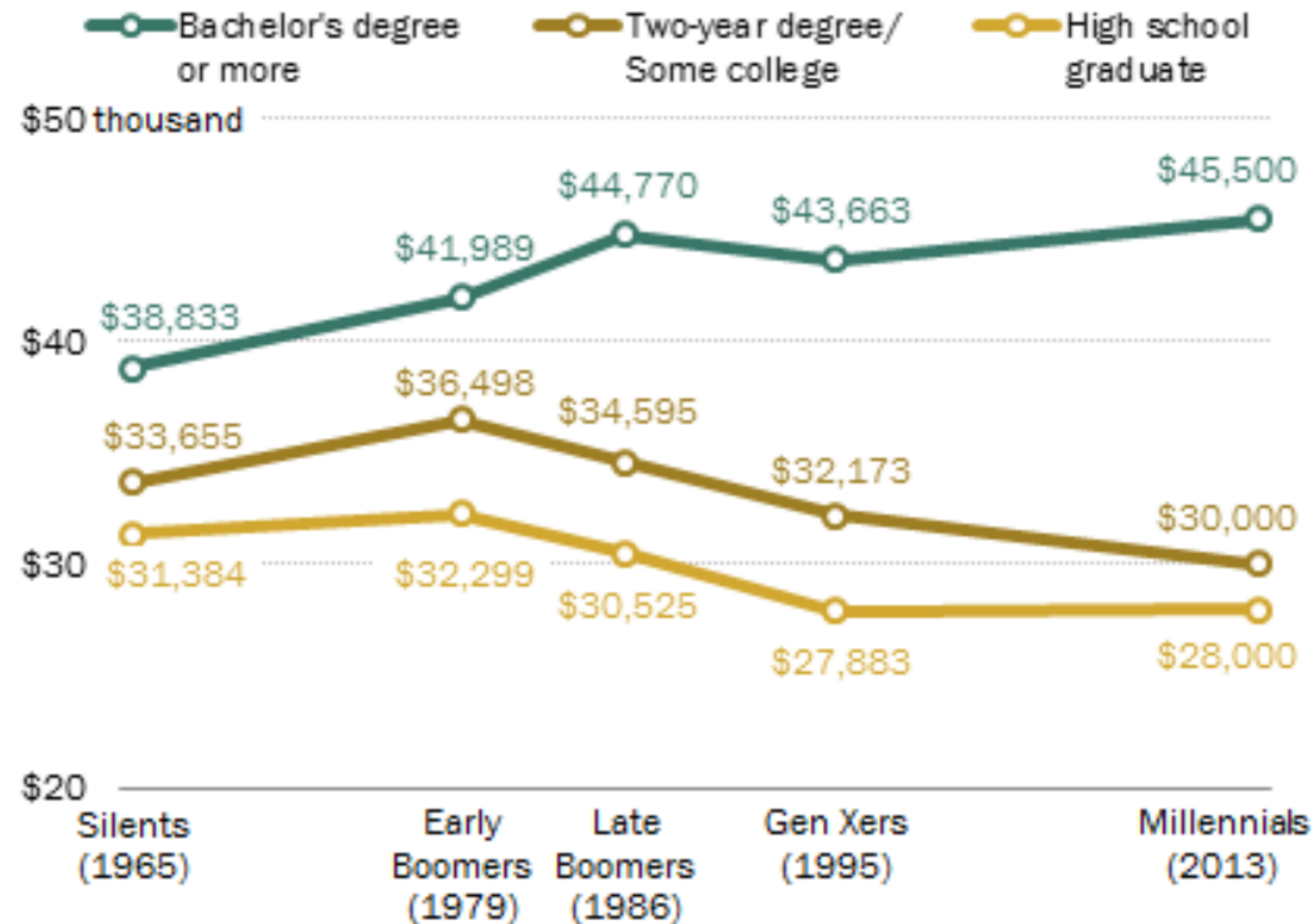
Median net worth of households headed by...



(2013)

The Rising Cost of Not Going to College

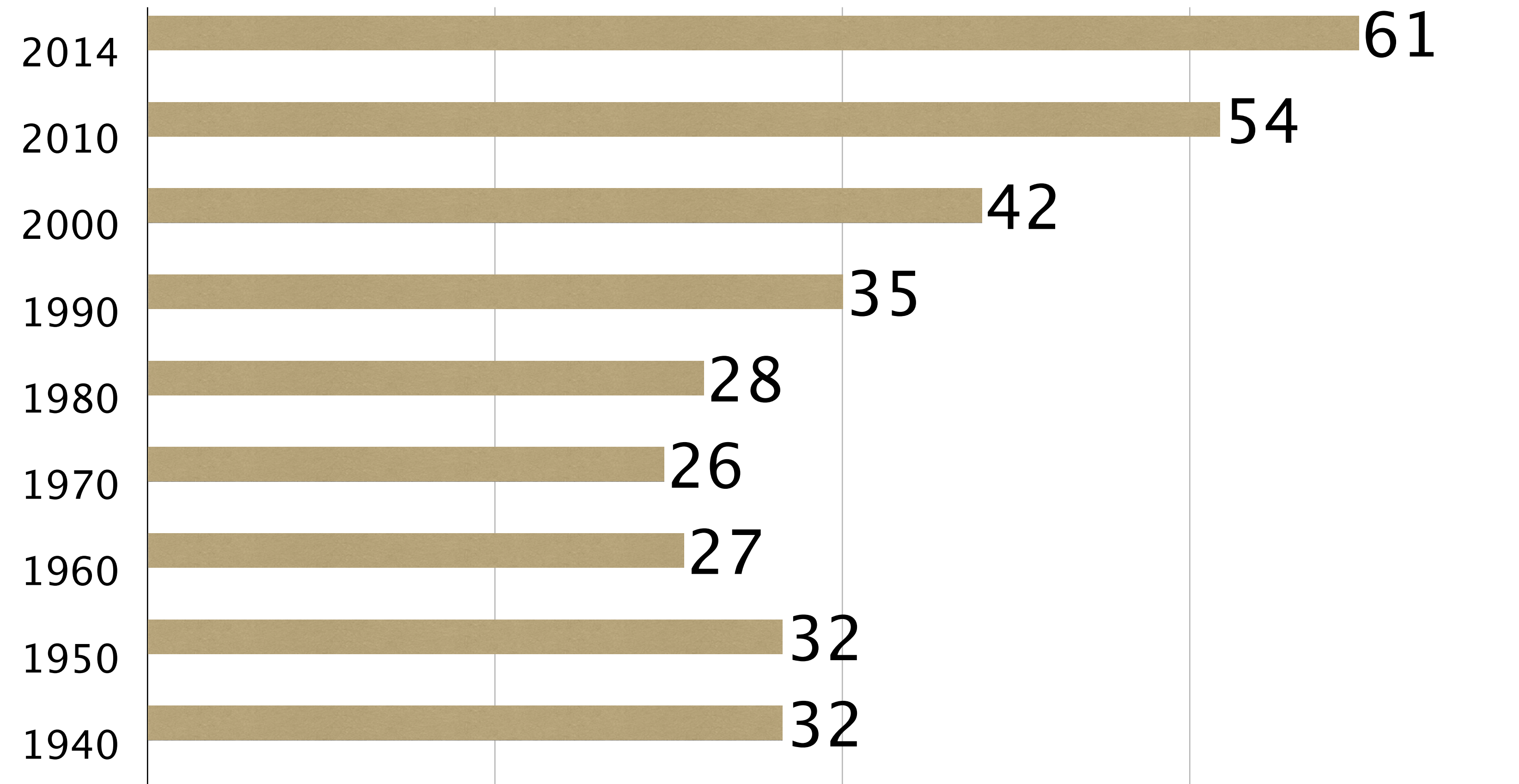
*Median Annual Earnings of Young Workers (Ages 25-32)
by Educational Attainment, 1965 - 2013*



All figures in 2012 dollars

The Rise of Multi-generational Family Households

In millions



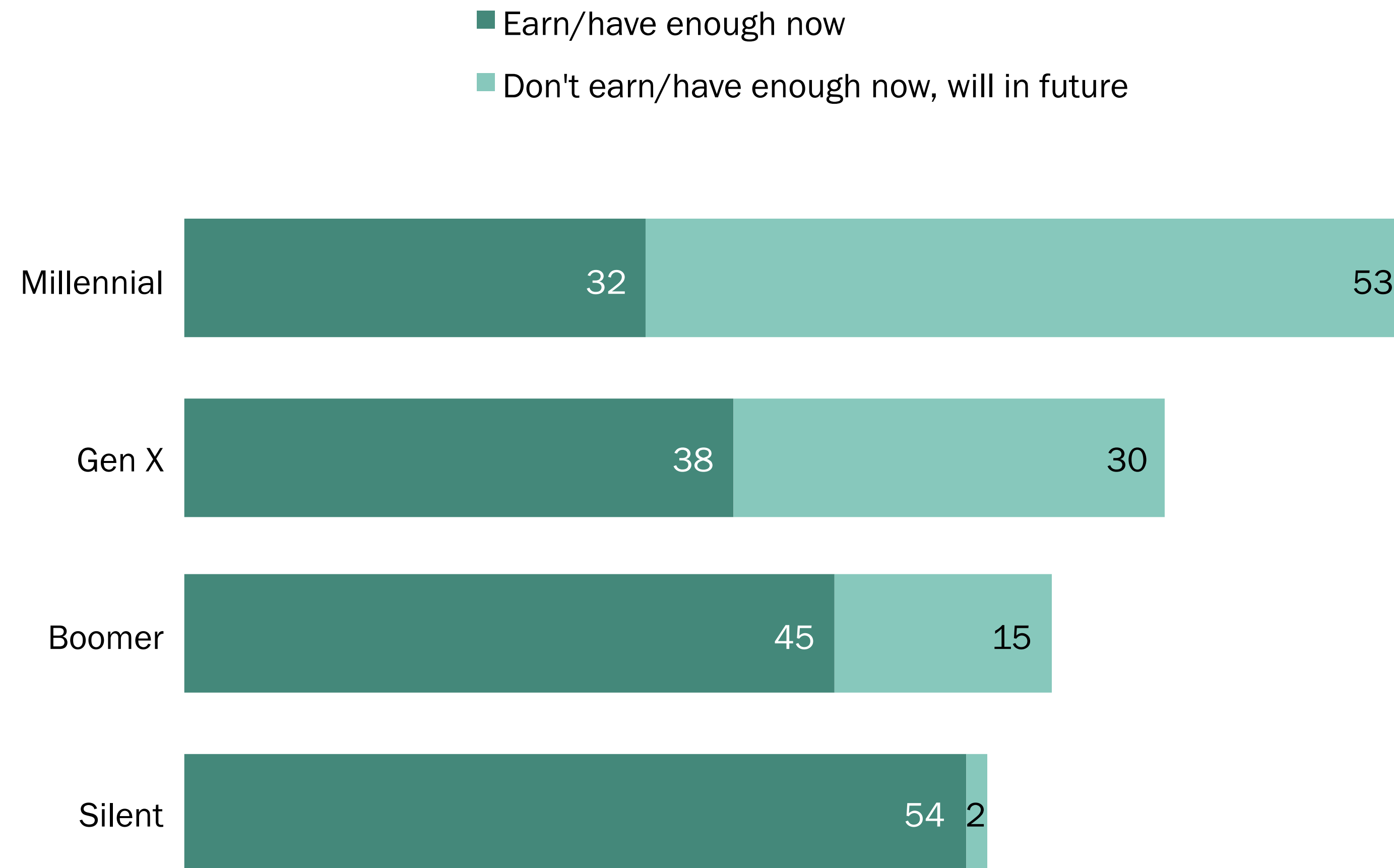
Unlaunched

32% of Millennials are still living with a parent or relative



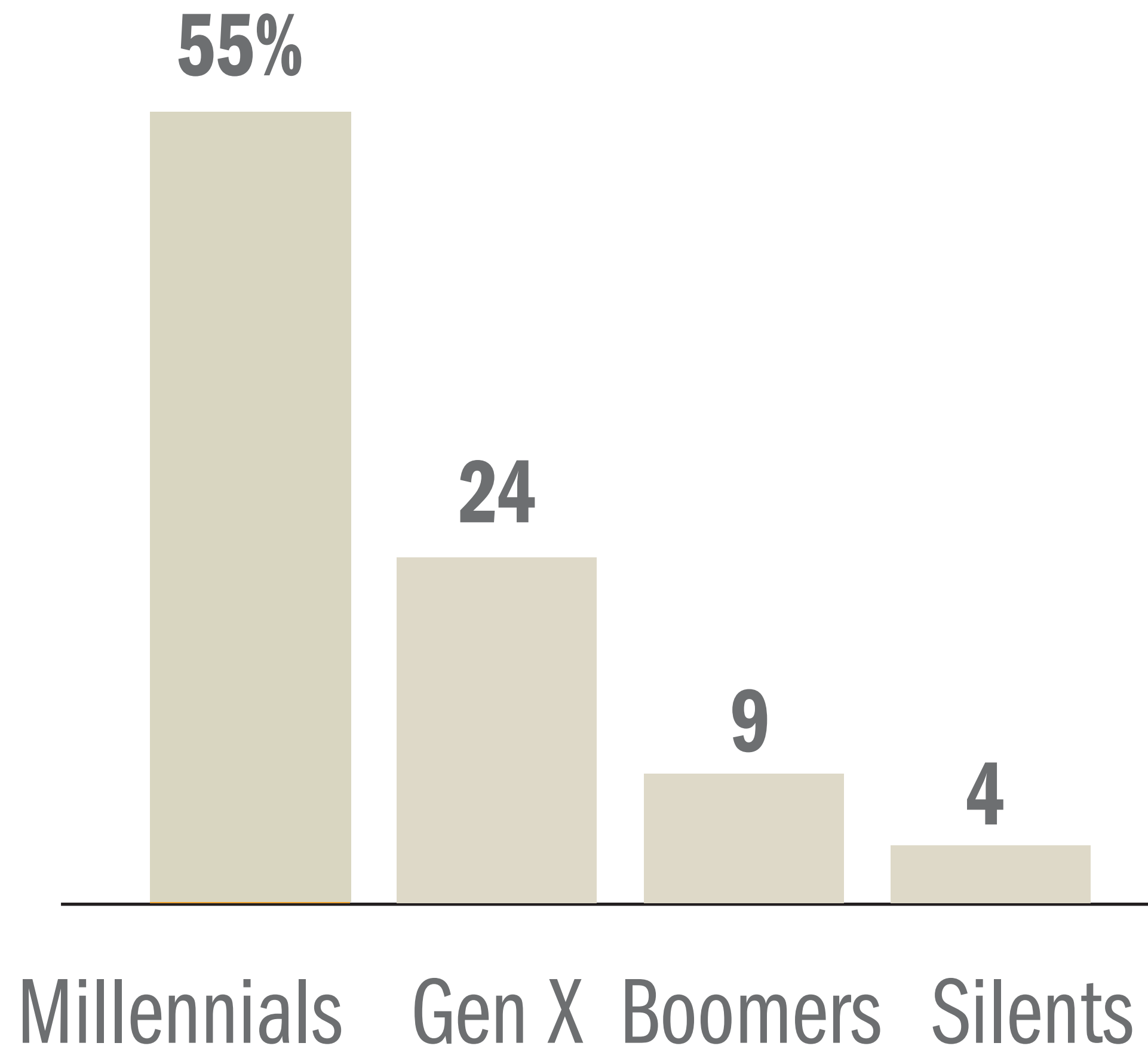
Millennials upbeat about their financial future

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



Look at Me!

% who have shared a “selfie”



A Millennials' Group Activity



Cuddling in 2017

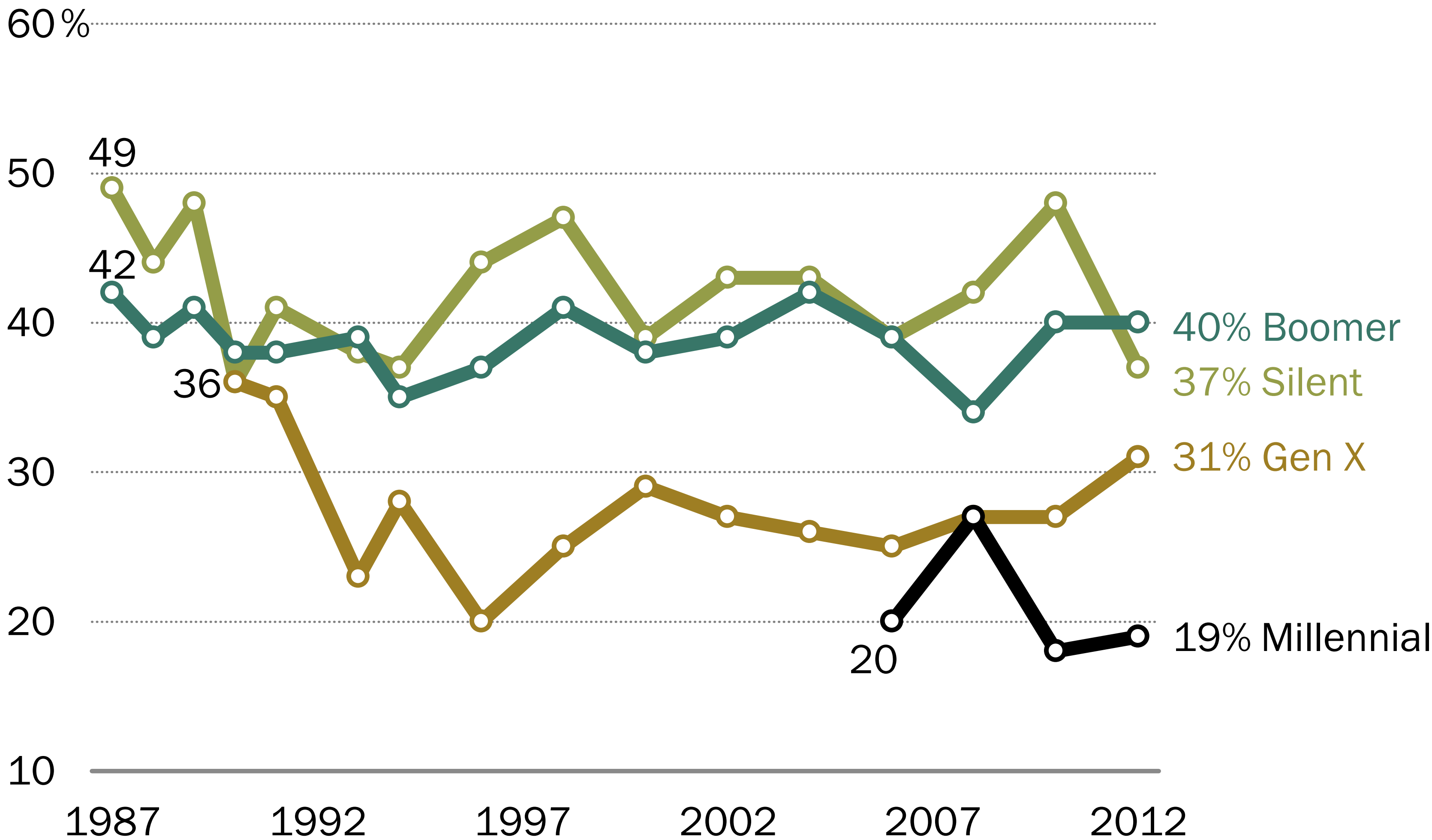


A Day at the Beach



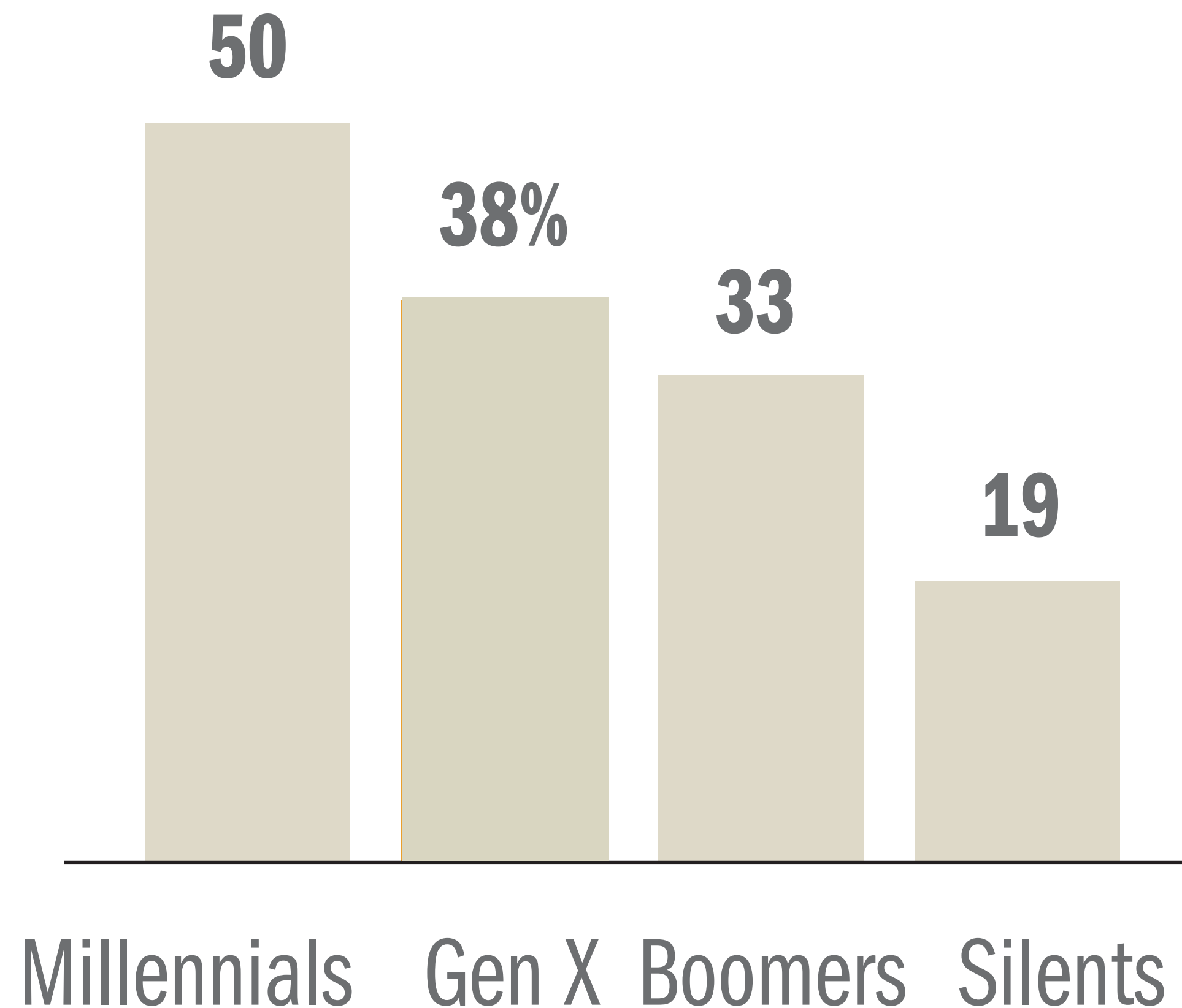
Millennials Less Trusting of Others

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



Generation Gap on Interracial Marriage...

*% saying more interracial marriages
are a good thing for society*

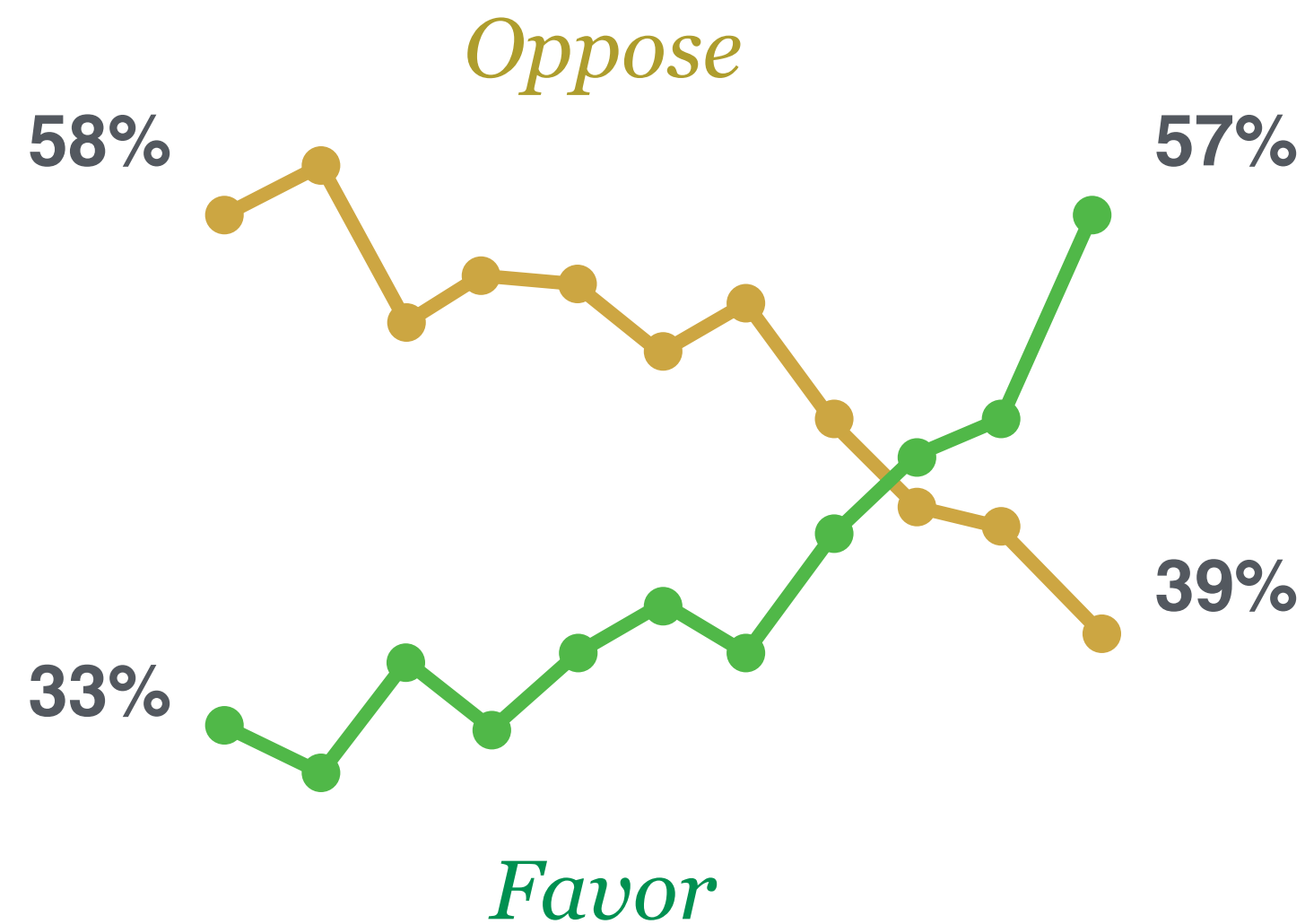


...Same-Sex Marriage...

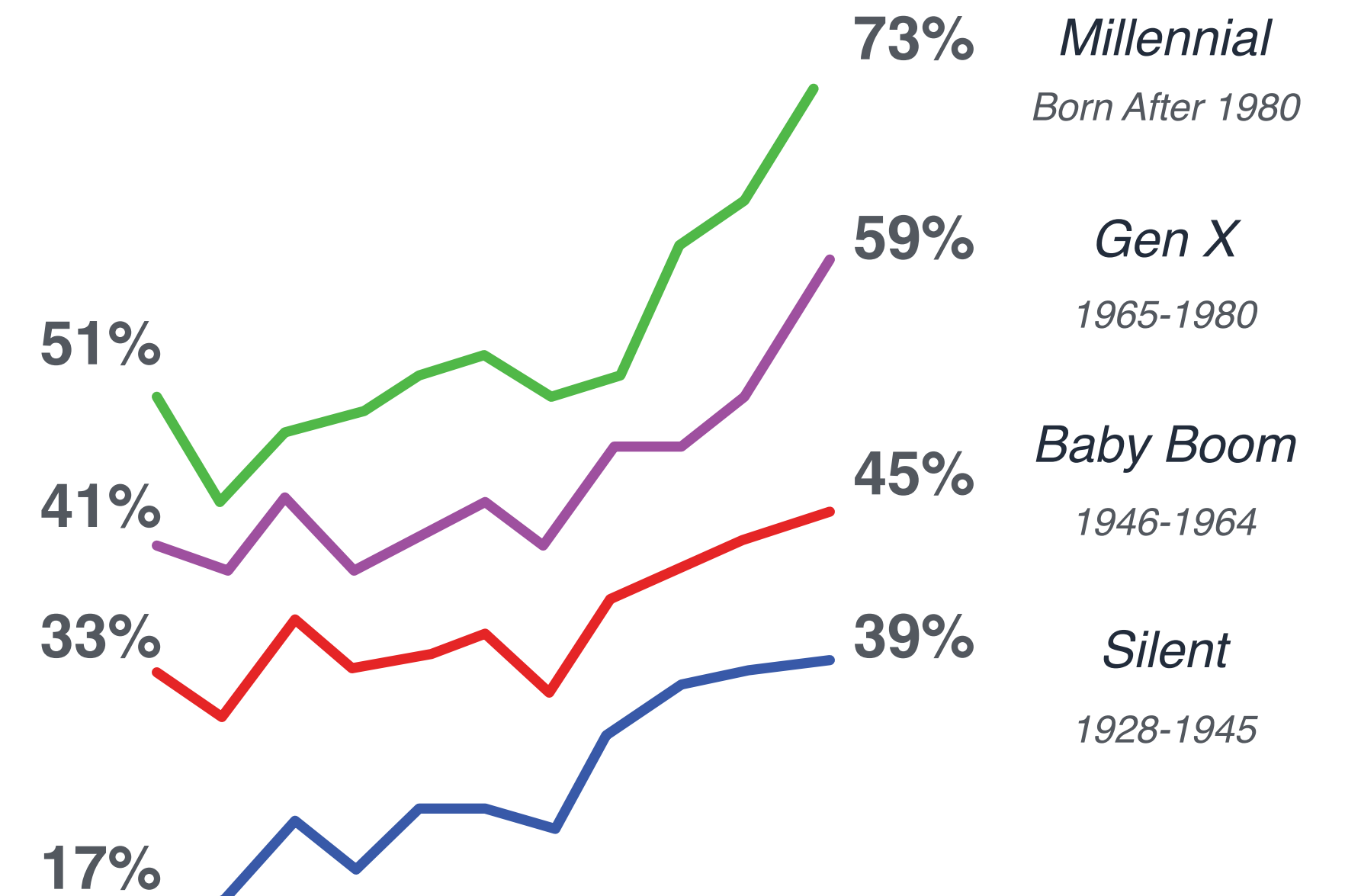
Millennials lead growing public support for same-sex marriage

Allowing gays and lesbians to marry legally

All Adults



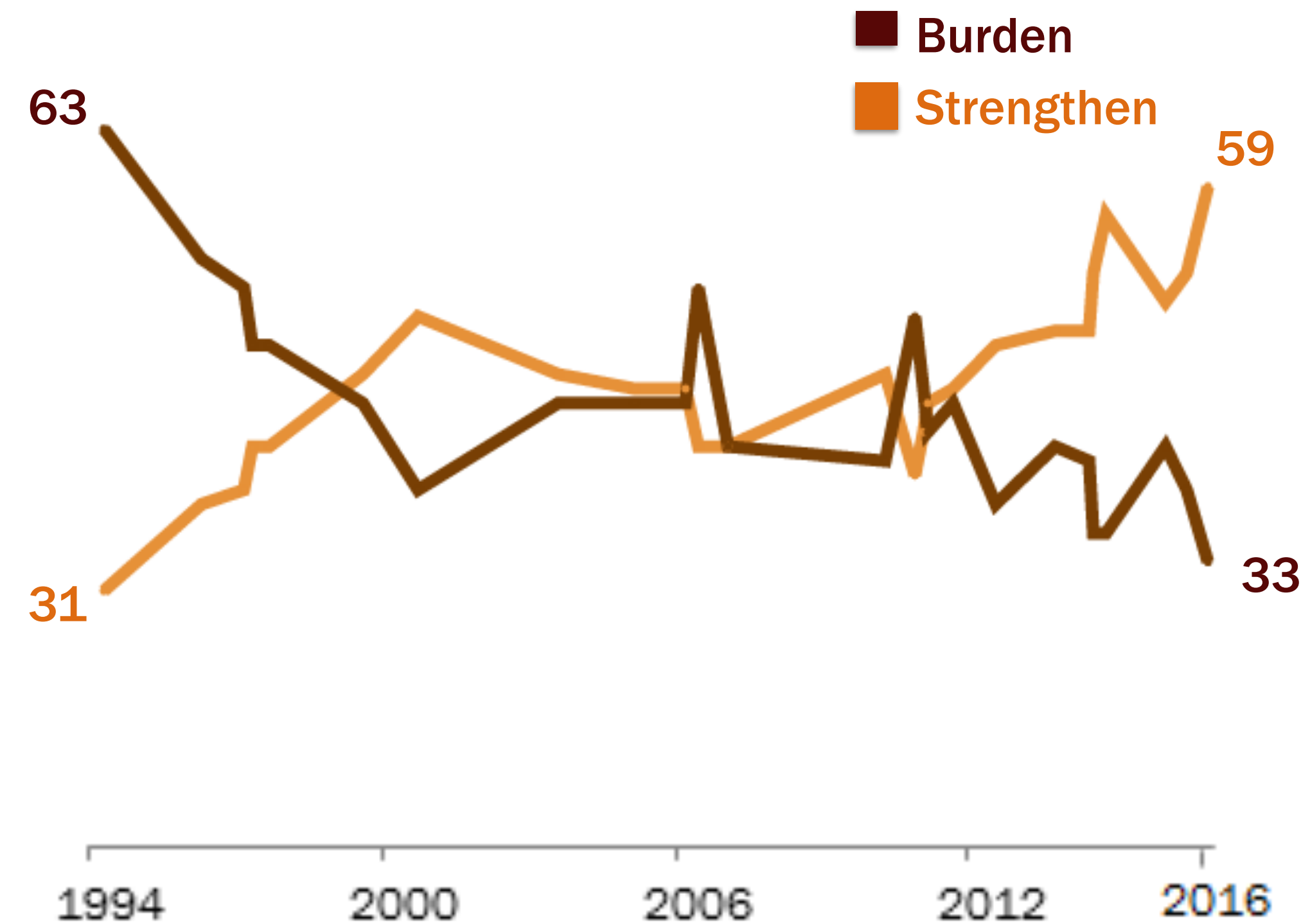
% Favor by Generation



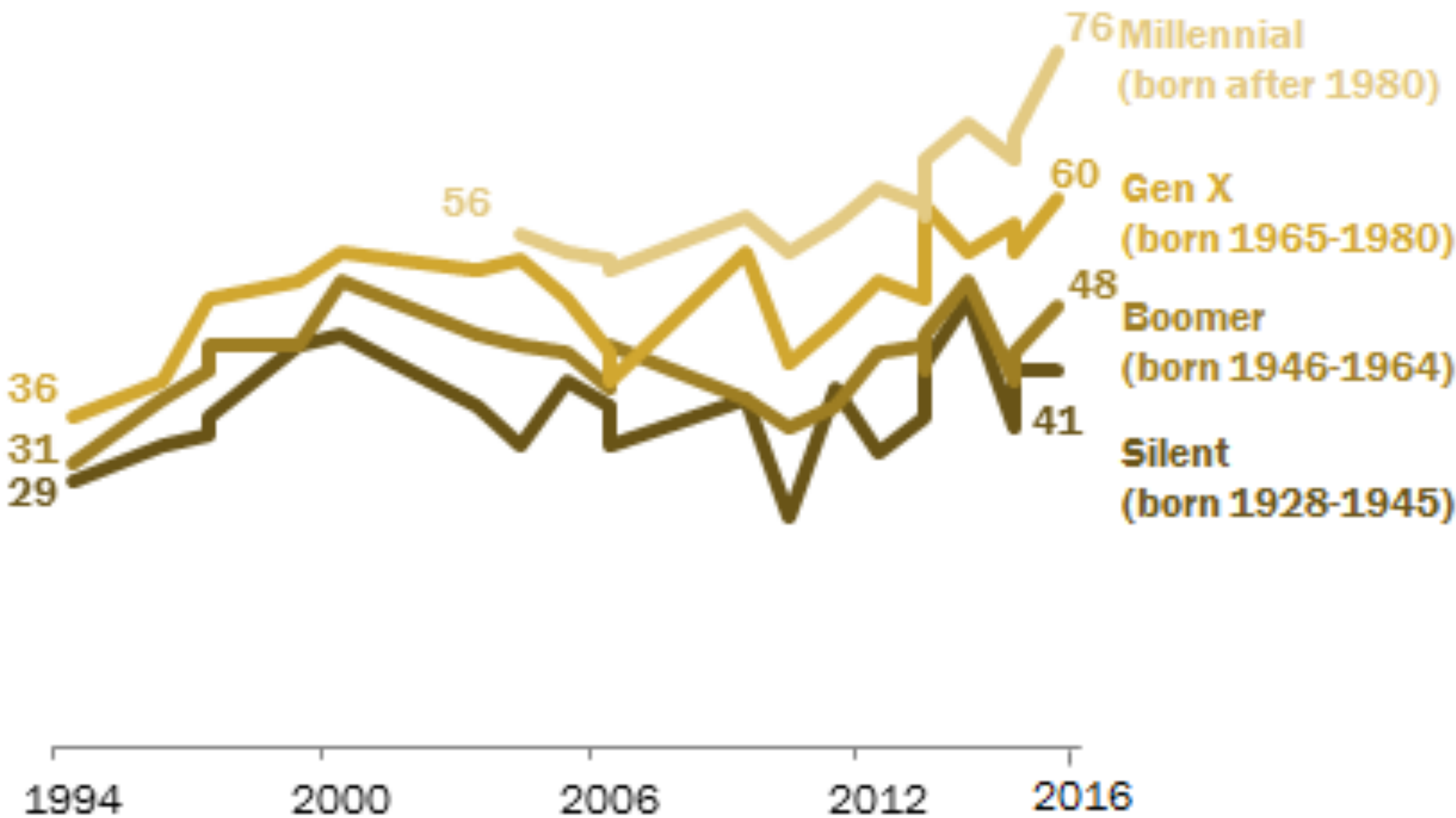
...Immigration...

Do immigrants strengthen or burden our country?

All Adults



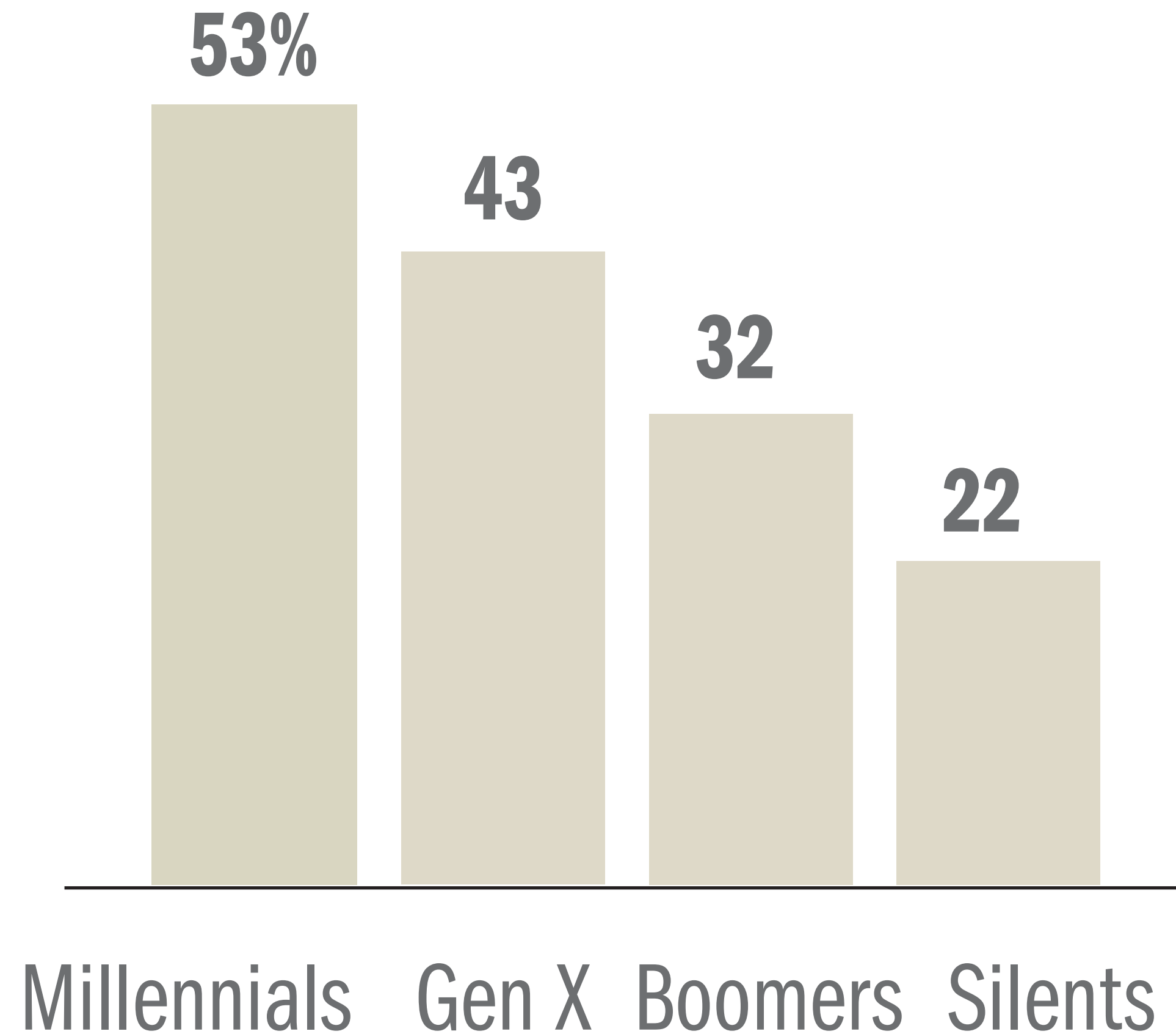
% Strengthen, by generation



Source: Pew Research Center

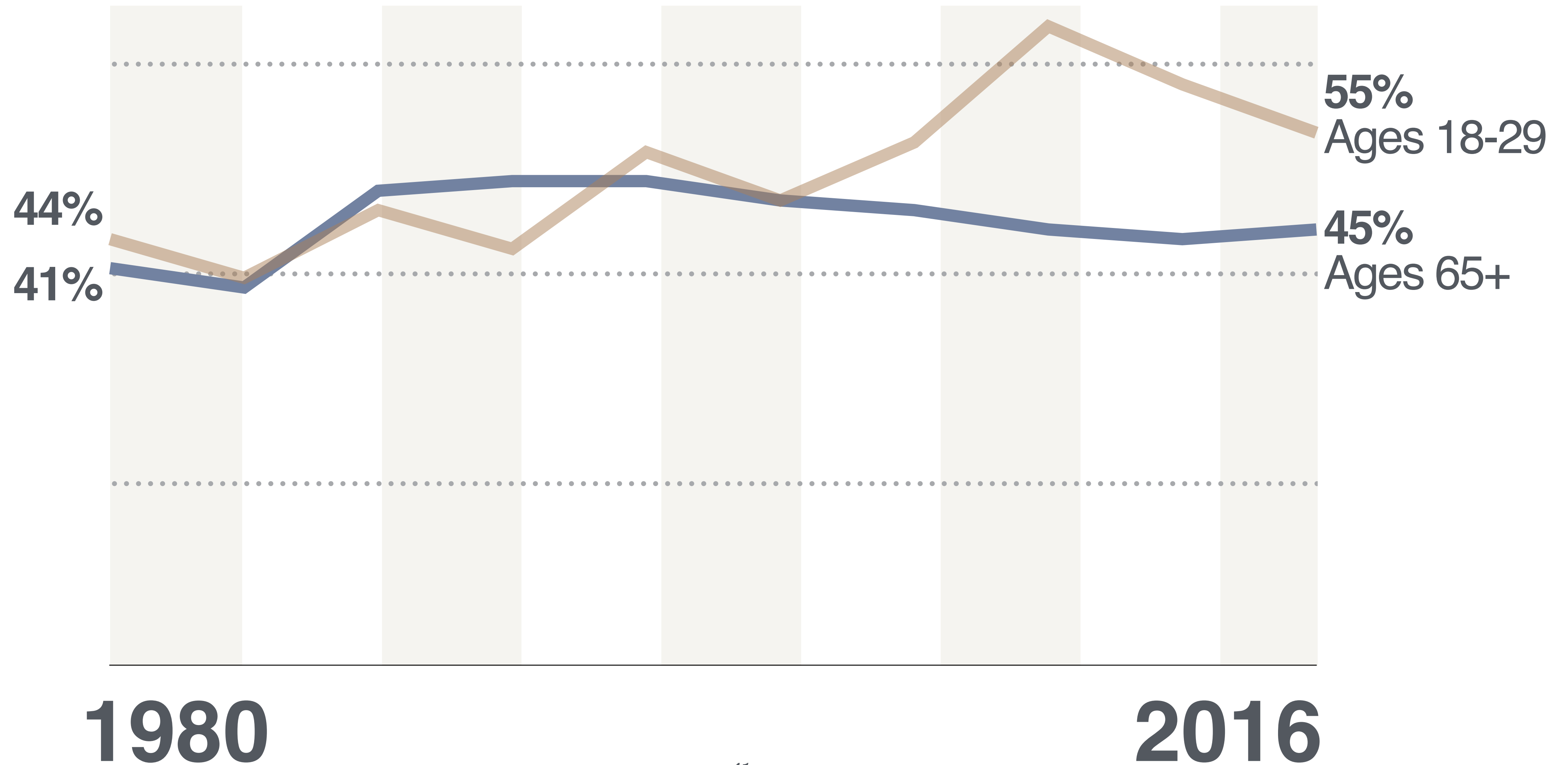
...And Role of Government

% saying they would prefer a bigger government with more services

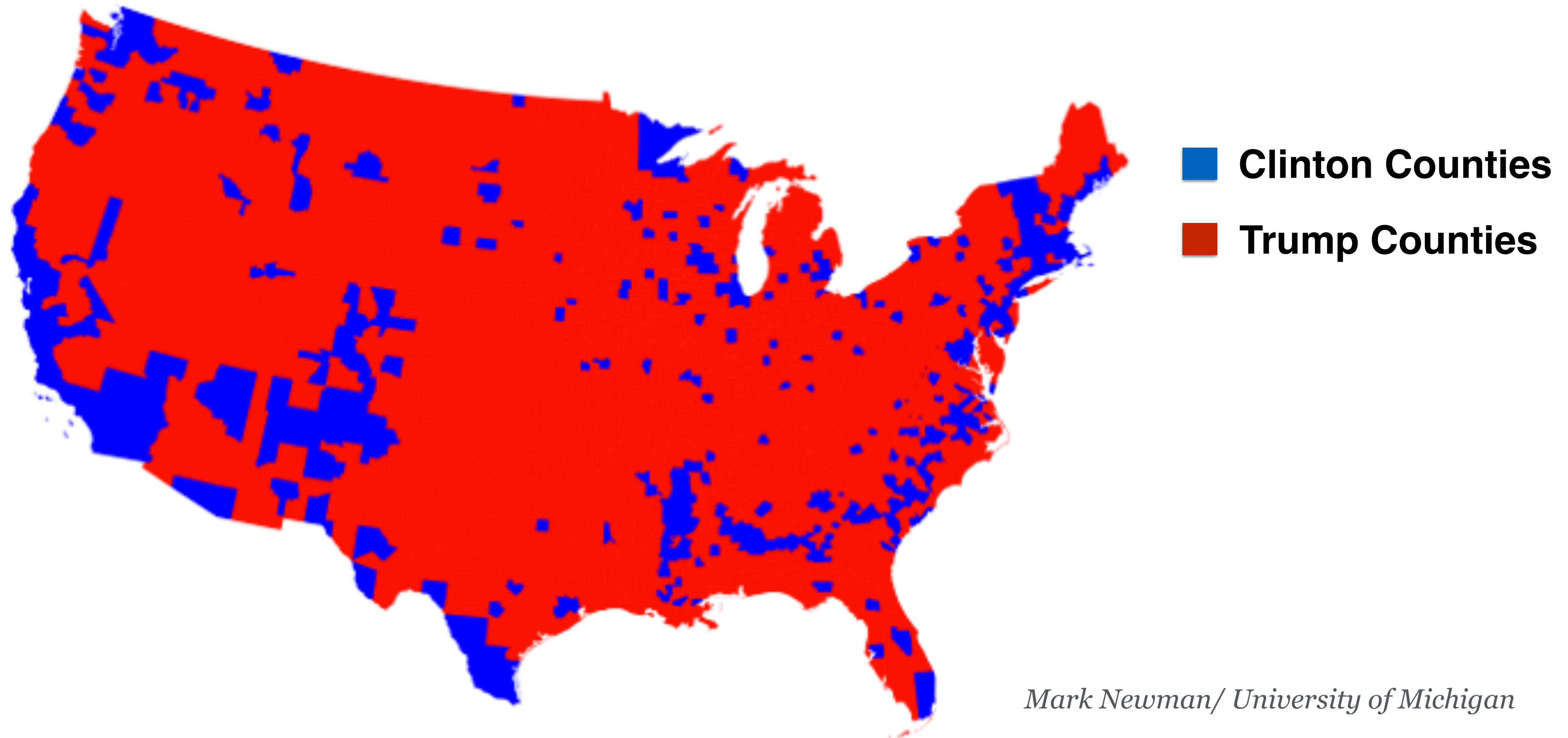


The New Young/Old Partisan Voting Gap ...

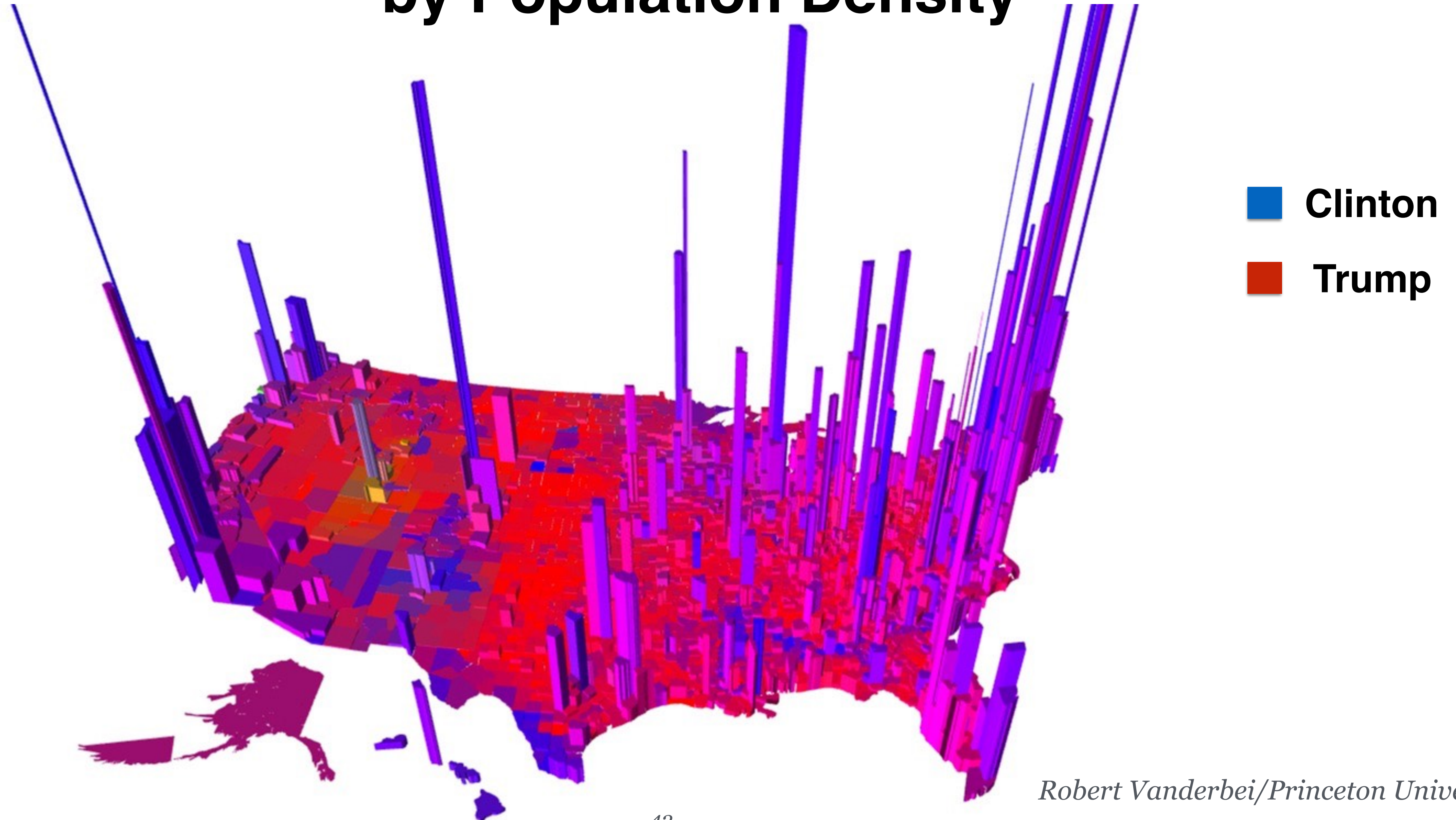
% who voted for the Democratic presidential candidate



2016 Presidential Election Results by Geography



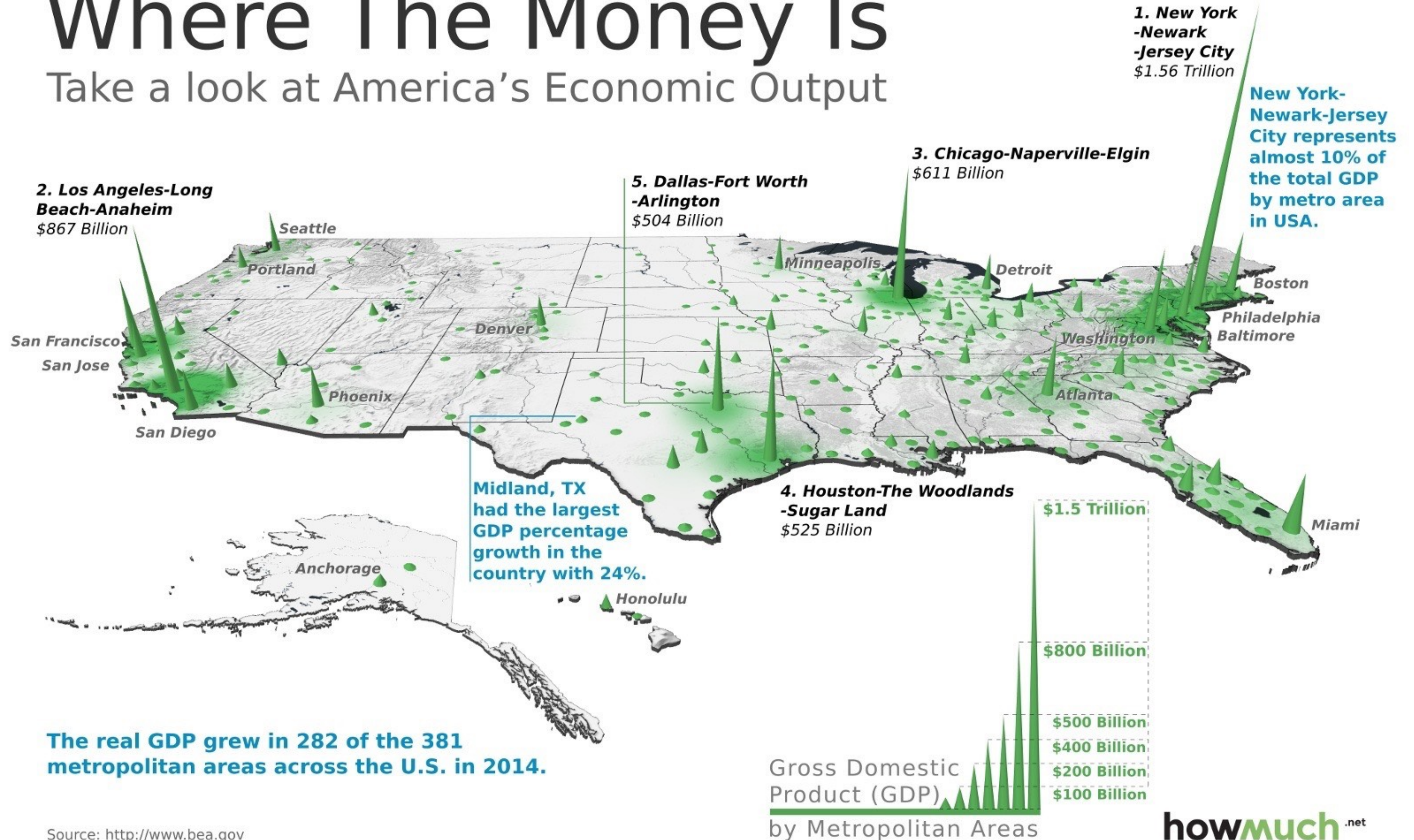
2016 Presidential Election Results by Population Density



Robert Vanderbei/Princeton University

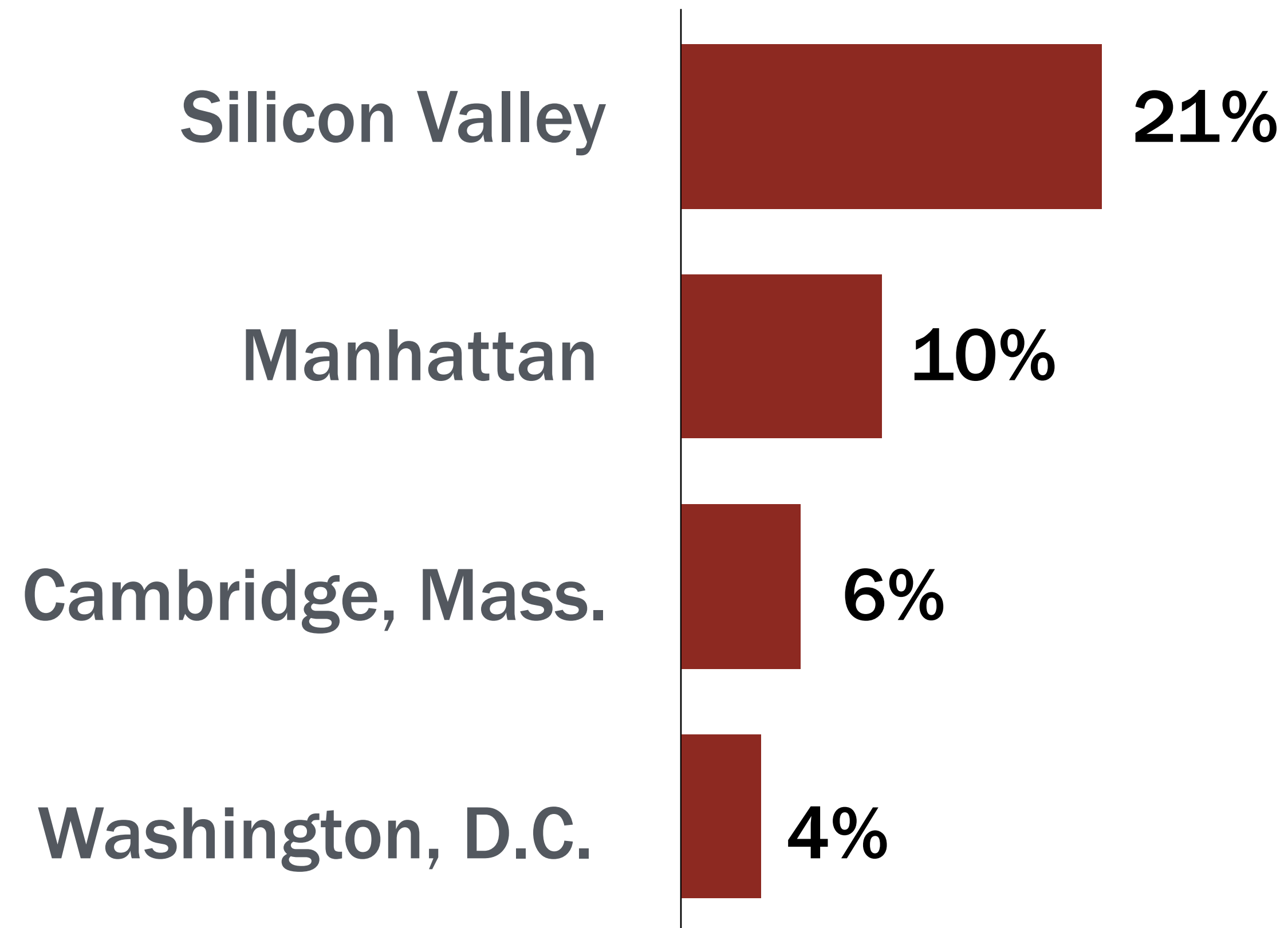
Where The Money Is

Take a look at America's Economic Output



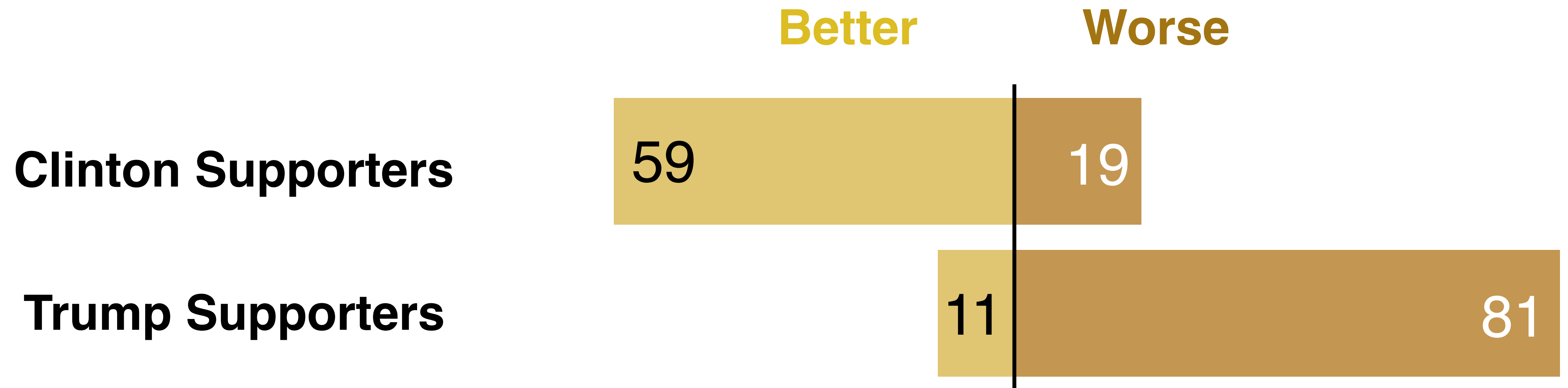
Donald Trump and the Elites

Trump's share of the 2016 vote



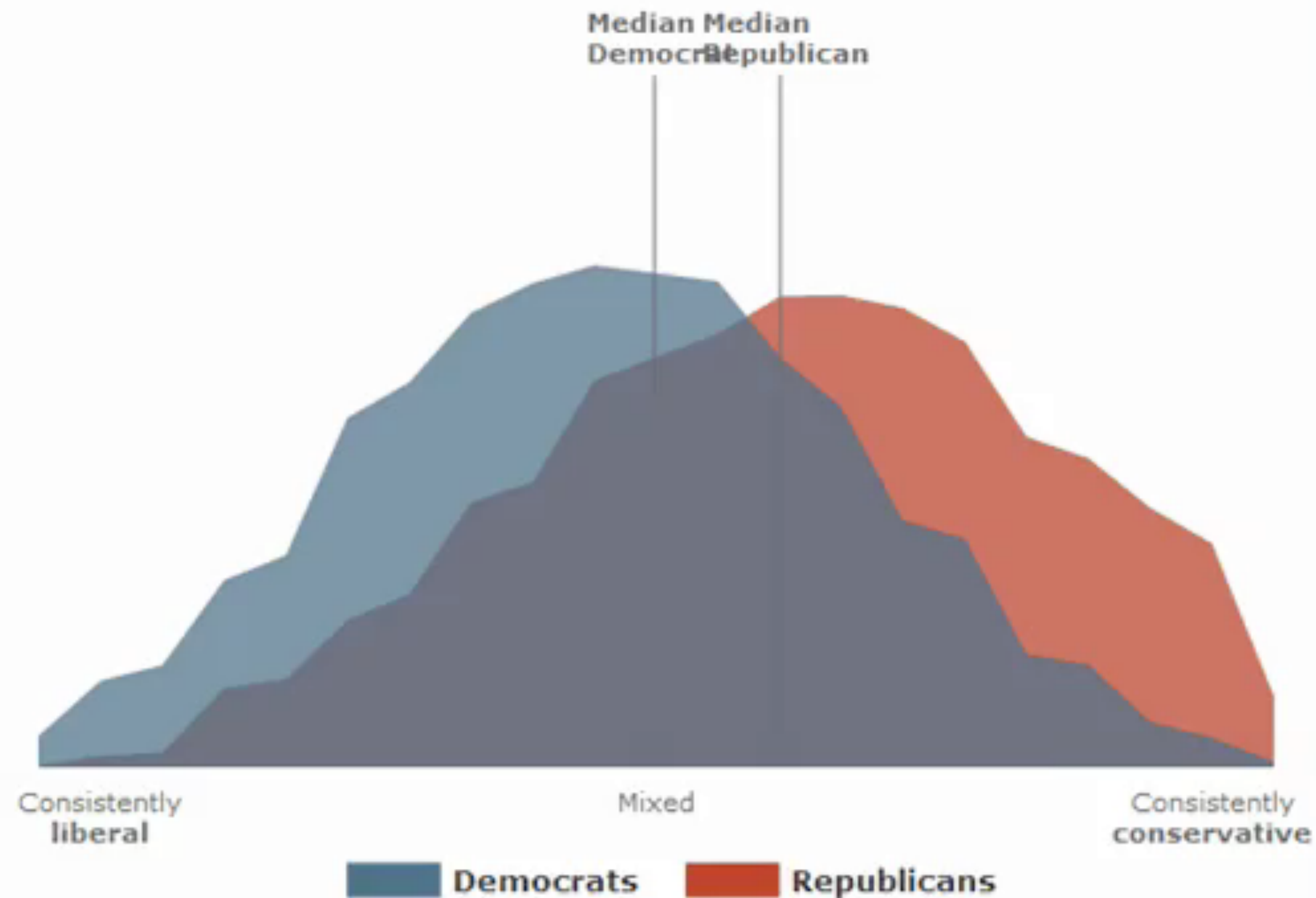
How Clinton and Trump Supporters See the Past 50 Years

Life for people like you has gotten...



Pew Research Center

Political Polarization of the American Public, 1994-2014

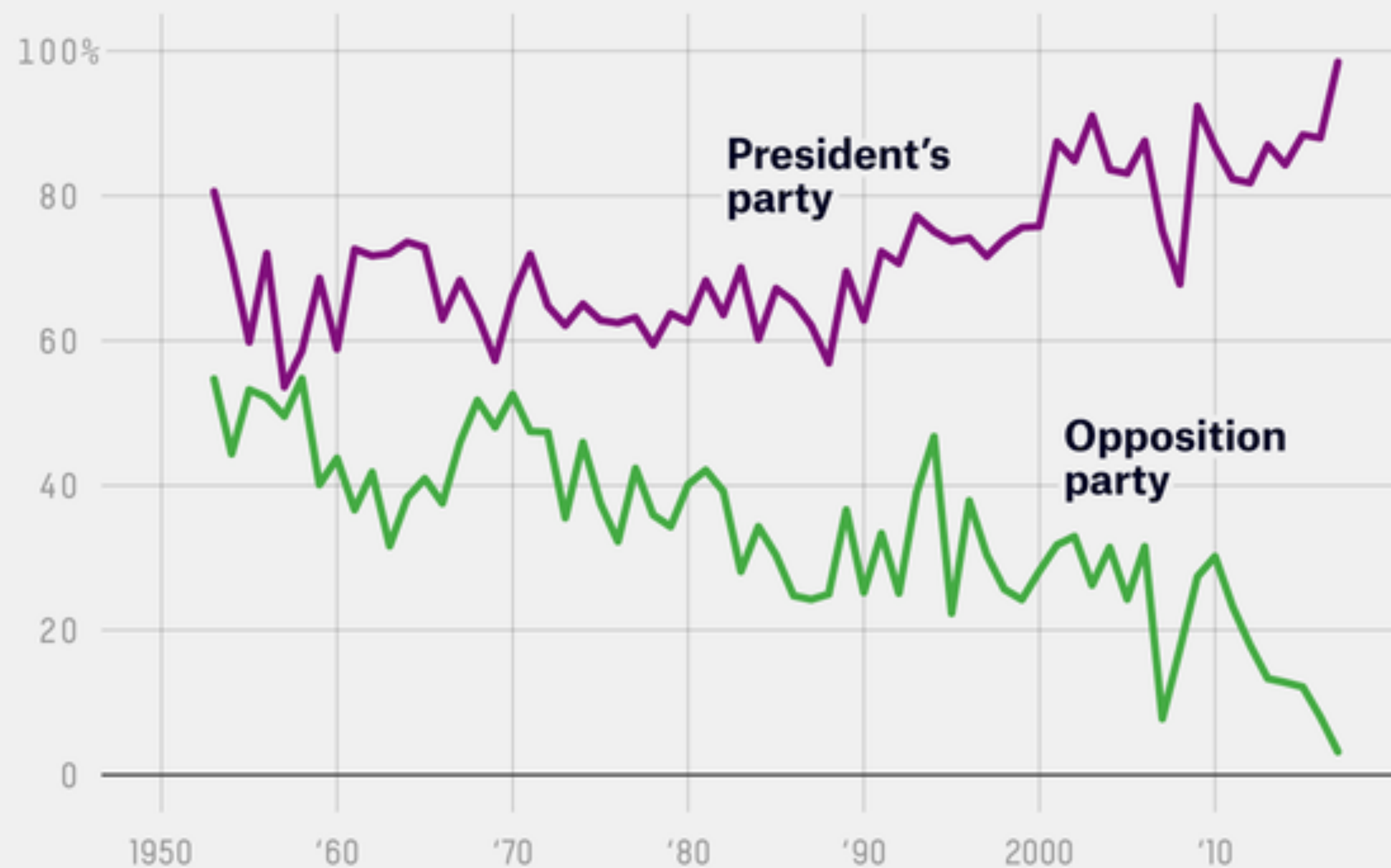


Surveys conducted 1994, 1999, 2004, 2011 and 2014.

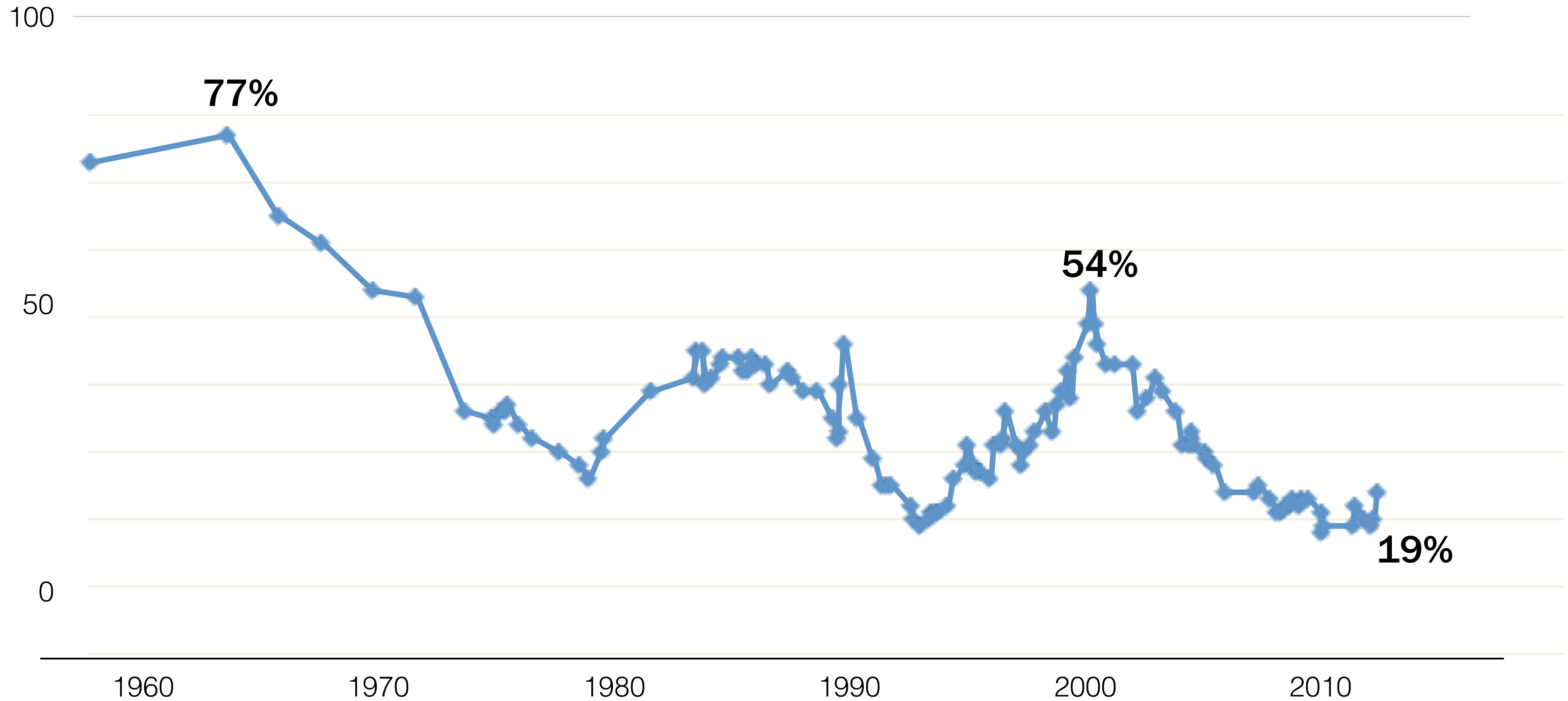
© Pew Research Center

The House is more polarized than ever

How often House members from the president's party and from the opposition party voted with the president, on average



Public Trust in Government, 1958-2014



President Trump takes on the media



Donald J. Trump ✓

@realDonaldTrump

 Follow

The FAKE NEWS media (failing @nytimes, @NBCNews, @ABC, @CBS, @CNN) is not my enemy, it is the enemy of the American People!

4:48 PM - 17 Feb 2017

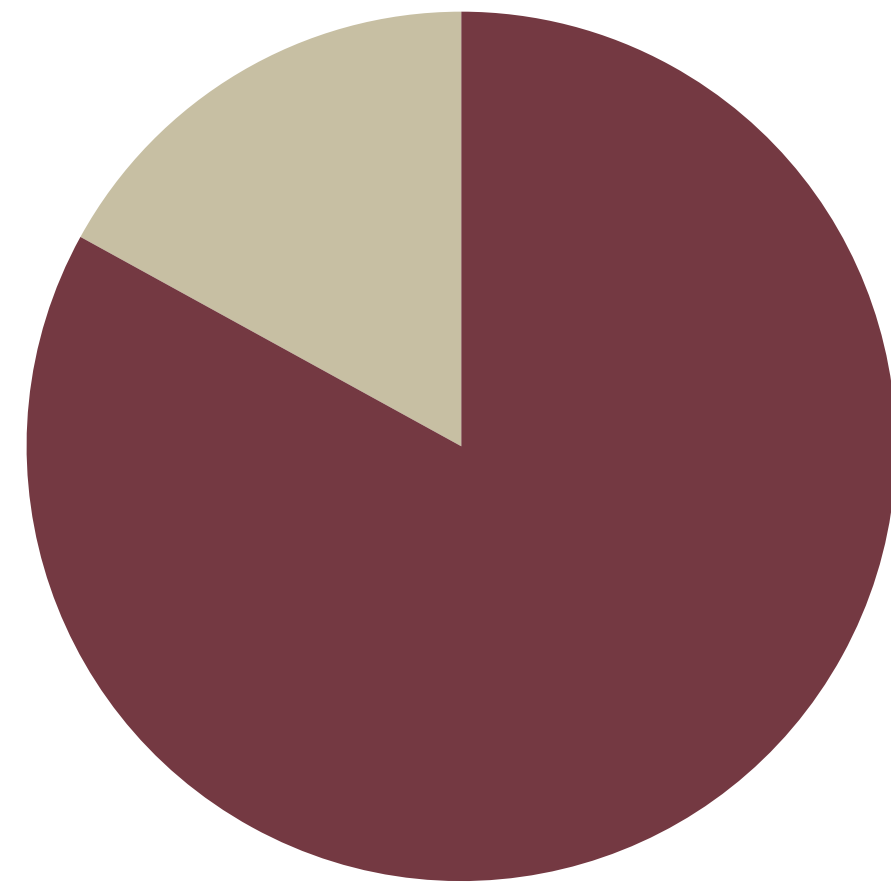


49,629



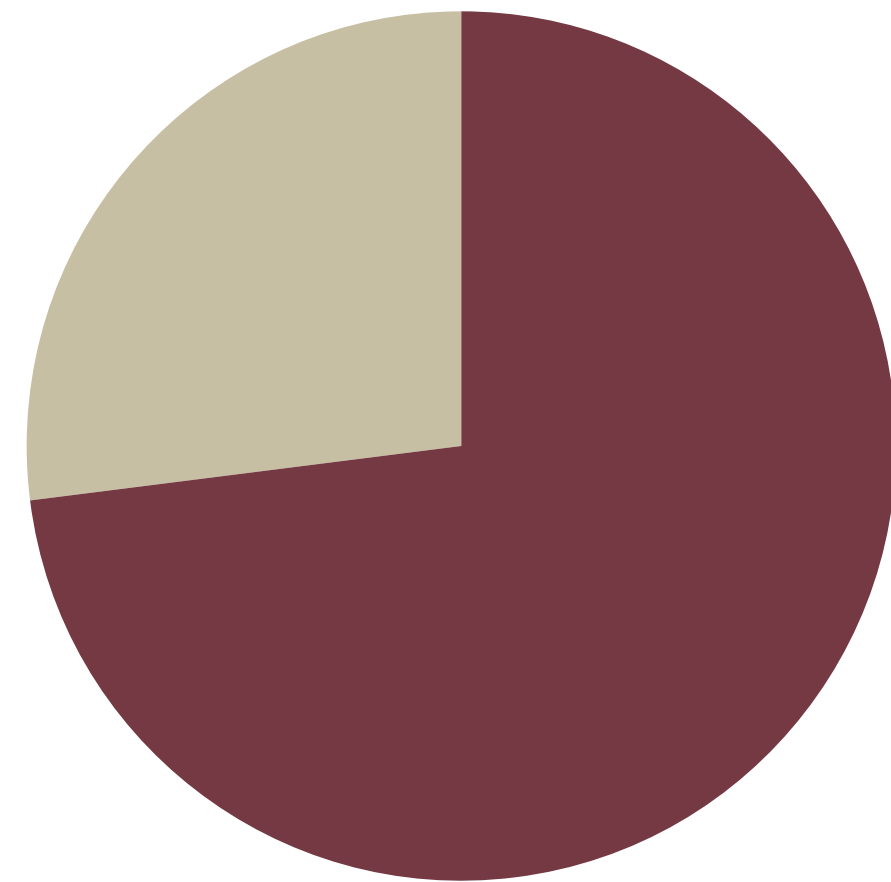
157,522

The Unhealthy Relationship Between the President and the Media



83%

...the relationship between Trump and the media is generally **unhealthy**

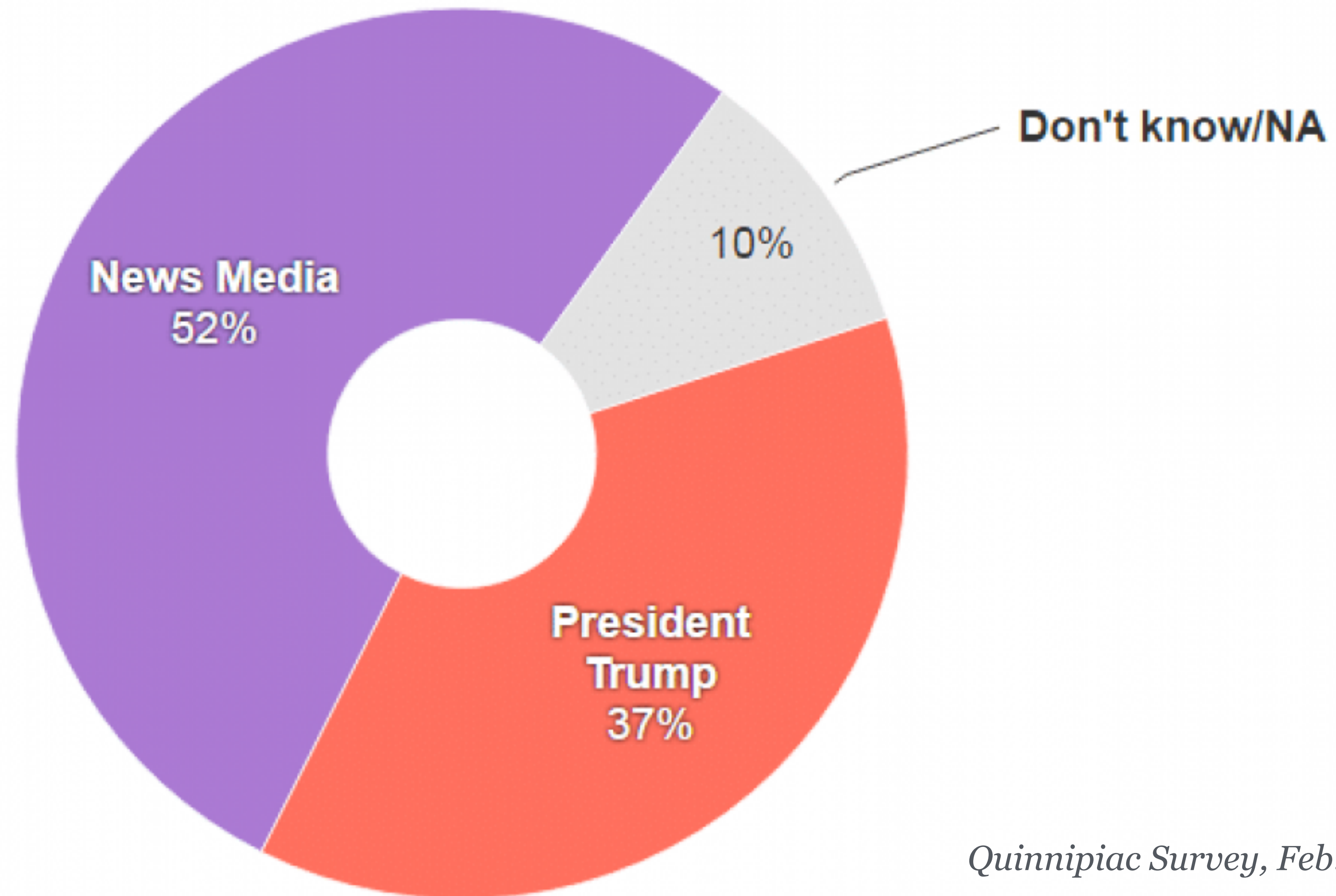


73%

...the tensions between Trump and the media are **getting in the way** of Americans' access to important political news

So far, the public is siding with the media...

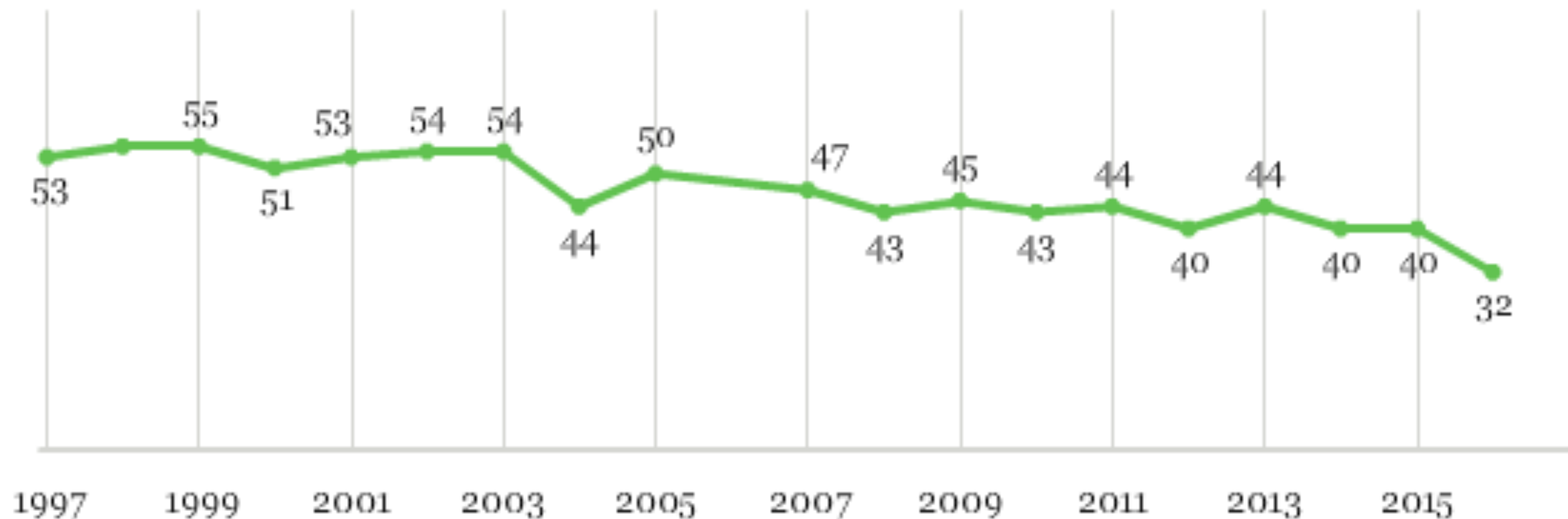
Who's trusted more?



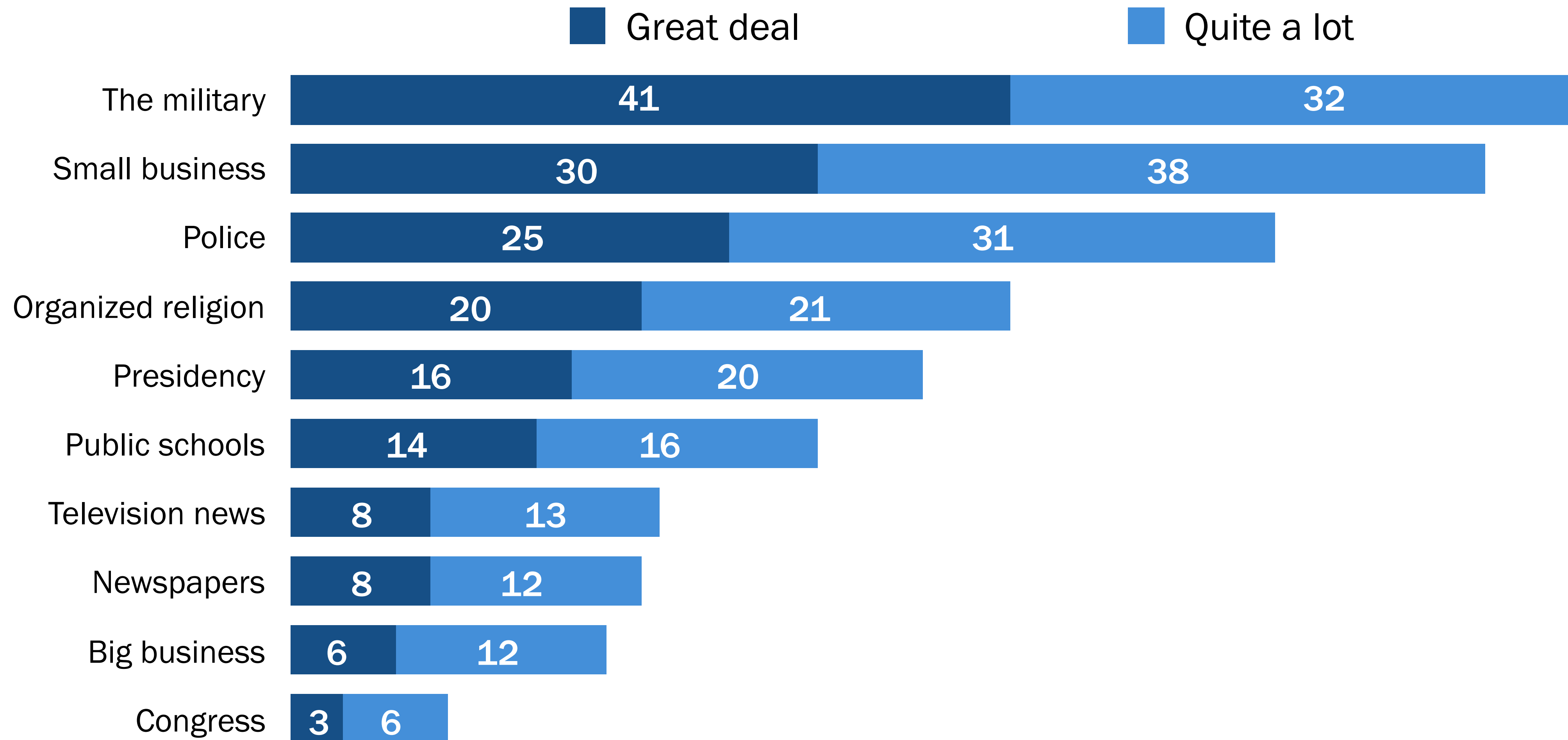
Quinnipiac Survey, Feb. 16-21, 2017

...Even though media credibility is at a new low

% with a great deal/fair amount of trust in mass media



Confidence in Institutions, 2016

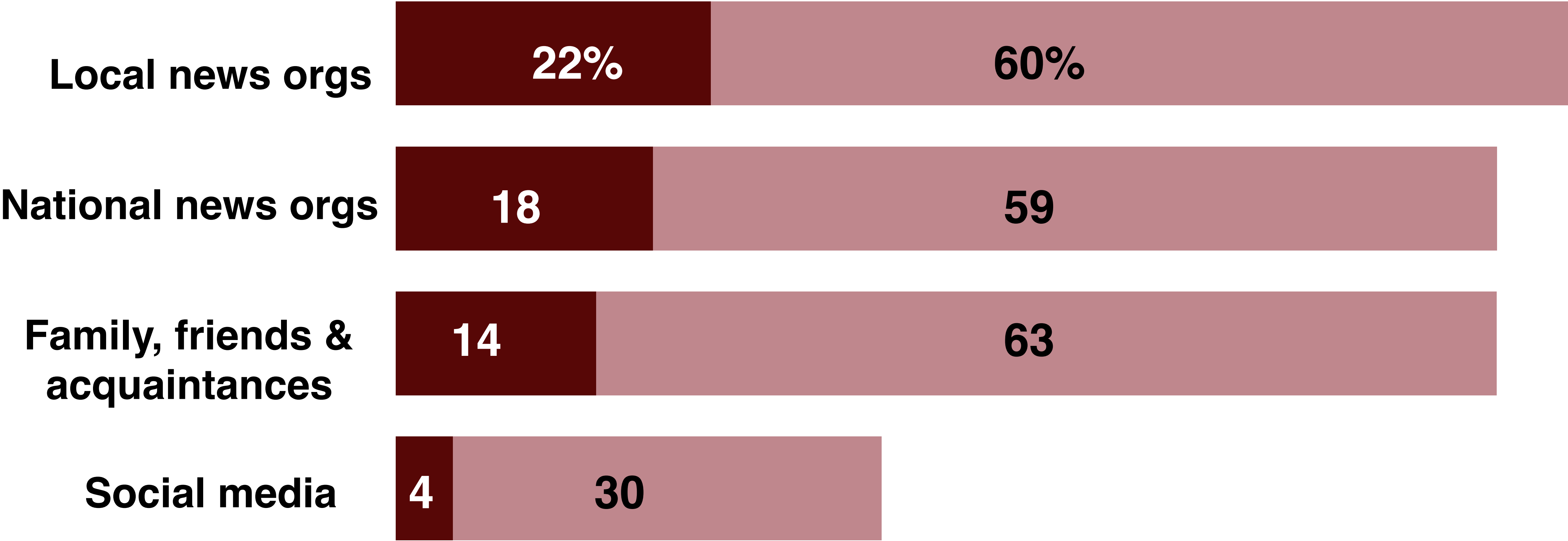


Trust Levels for Different Information Sources

% of U.S. adults who trust the information they get from...

A lot

Some

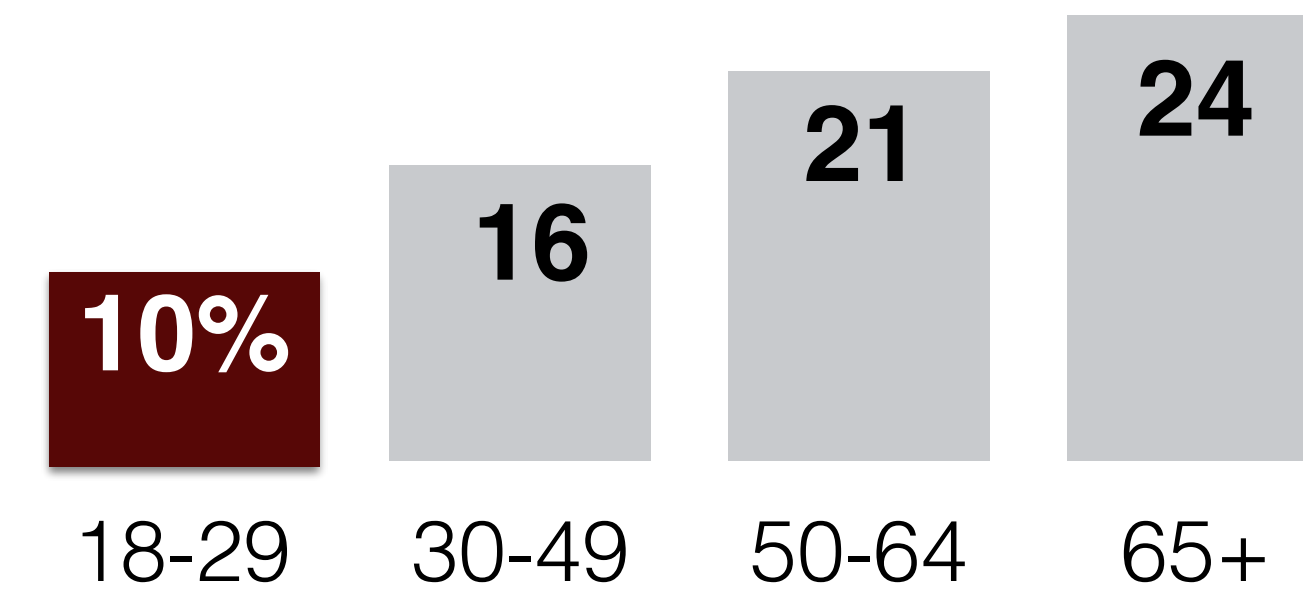
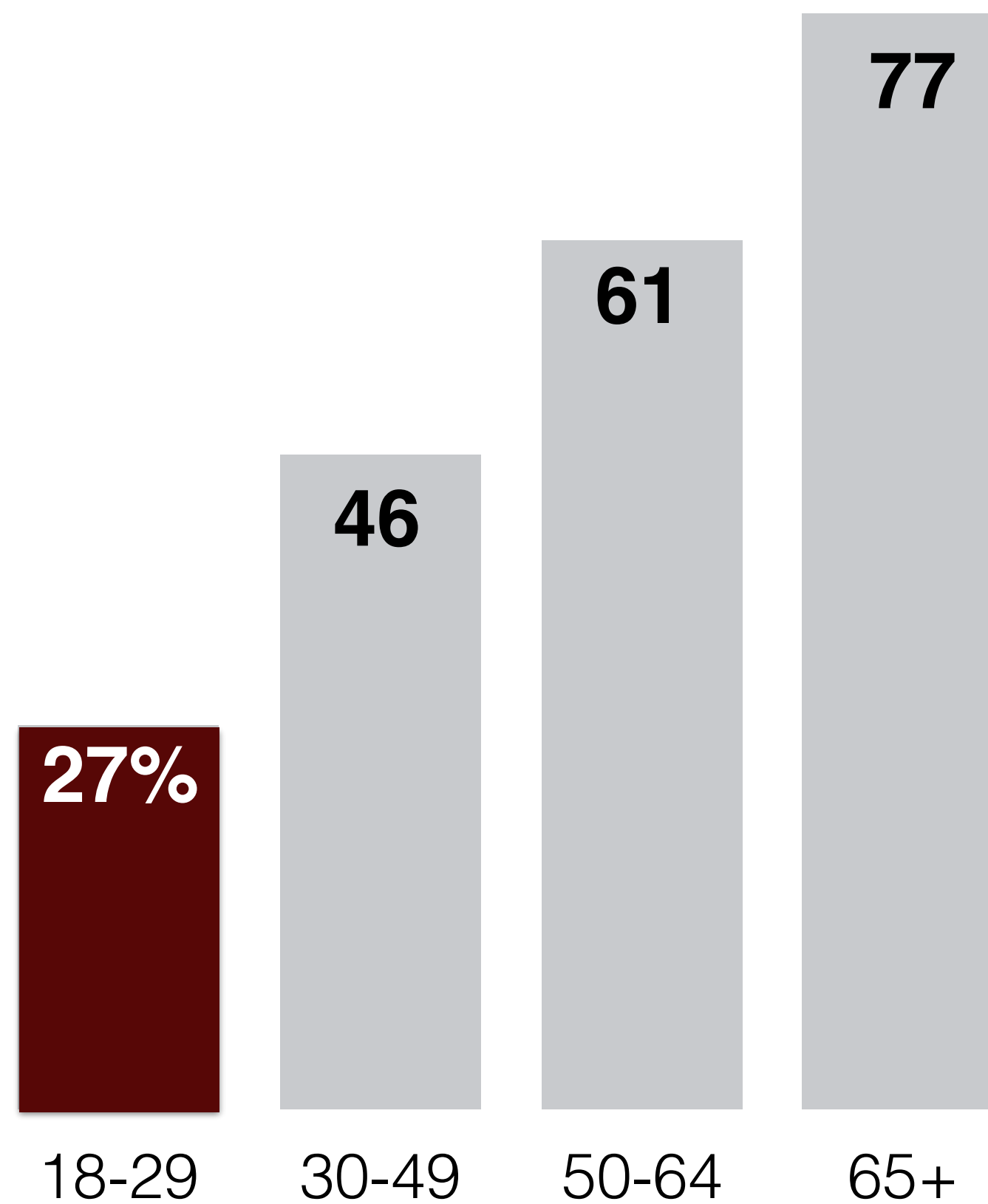


News Media Gets Lowest Marks from Millennials

% of each age group who...

**Follow news all
or most of the time**

**Trust the information from
the national media a lot**

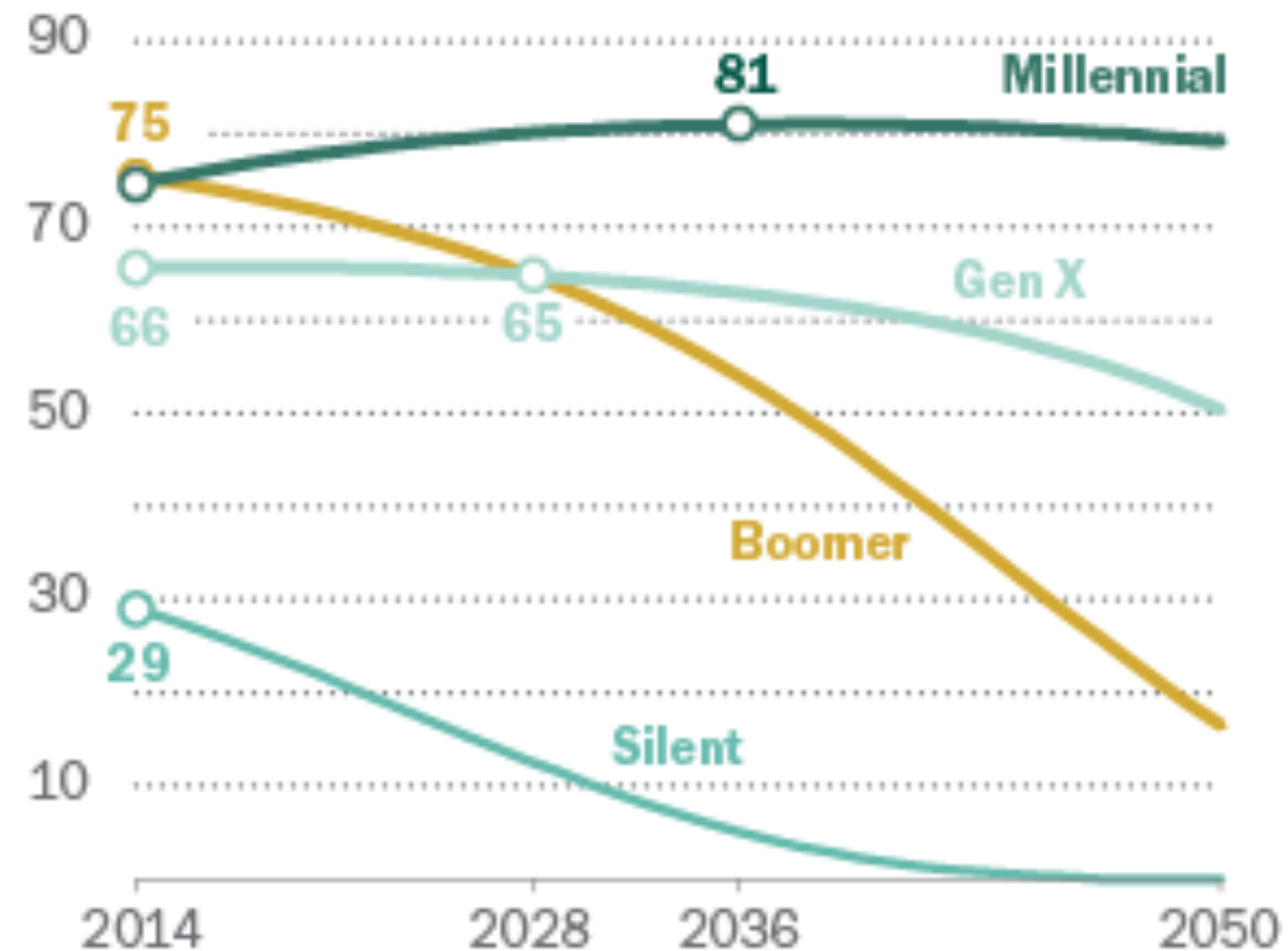


Pew Research Center, 2016

Millennials Will Soon Be Running the Show

Projected Population by Generation through 2050

In millions



Source: Pew Research Center

Post-2016 Election Media Critiques

"The media should just keep it's mouth shut and listen for a while." **STEVE BANNON**

"The media does too much talking and not enough listening." **MARTY BARON**

Despite Divisions, Common Ground

