

2015 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 10 MARCH
FINAL TOPLINE
March 10 – April 6, 2015
TOTAL N=3,147
WEB RESPONDENTS N=2,833
MAIL RESPONDENTS N=314¹

OTHER QUESTIONS HELD FOR FUTURE RELEASE

ASK ALL:

GEN1 For each of the following terms, please check the box next to those that you have heard of before. If you are unsure, do not check the box. **[RANDOMIZE A-E WITH F ALWAYS LAST]**
[Check all that you have heard of]

| | <u>Yes, have heard of</u> | <u>Not selected/ No answer</u> |
|---|-------------------------------|------------------------------------|
| a. Greatest Generation Mar 10-Apr 6, 2015 | 41 | 59 |
| b. Silent Generation Mar 10-Apr 6, 2015 | 15 | 85 |
| c. Baby-Boom Generation Mar 10-Apr 6, 2015 | 89 | 11 |
| d. Generation X Mar 10-Apr 6, 2015 | 71 | 29 |
| e. Millennial Generation Mar 10-Apr 6, 2015 | 56 | 44 |
| f. None of the above [EXCLUSIVE PUNCH] Mar 10-Apr 6, 2015 | 6 | 94 |

ASK ALL:

GEN2 These are some commonly used names for generations. Which of these, if any, do you consider yourself to be? If you use another term to describe your generation, please choose "other" and tell us that term. **[LIST a-e IN ORDER; REVERSE ORDER FOR HALF SAMPLE, WITH f ALWAYS LAST]** *[Check all that apply]* **SOFT PROMPT TEXT** "If you're sure you want to skip, click Next."

| | <u>Yes, consider myself to be</u> | <u>Not selected/ No answer</u> |
|-----------------------------|---------------------------------------|------------------------------------|
| a. Greatest Generation | | |
| Mar 10-Apr 6, 2015: Total | 10 | 90 |
| <i>Silent [N=501]</i> | 34 | 66 |
| <i>Baby-Boom [N=1,305]</i> | 4 | 96 |
| <i>Generation X [N=721]</i> | 7 | 93 |
| <i>Millennial [N=601]</i> | 8 | 92 |
| b. Silent Generation | | |
| Mar 10-Apr 6, 2015: Total | 6 | 94 |
| <i>Silent [N=501]</i> | 18 | 82 |
| <i>Baby-Boom [N=1,305]</i> | 5 | 95 |
| <i>Generation X [N=721]</i> | 5 | 95 |
| <i>Millennial [N=601]</i> | 5 | 95 |

¹ Question wording in this topline is that from the web version of the survey. Question wording and format was adapted for the paper questionnaire delivered by mail; this questionnaire is available on request. All questions asked in both modes unless noted.

GEN2 CONTINUED...

| | <u>Yes, consider myself to be</u> | <u>Not selected/ No answer</u> |
|-----------------------------|---------------------------------------|------------------------------------|
| c. Baby-Boom Generation | | |
| Mar 10-Apr 6, 2015: Total | 35 | 65 |
| <i>Silent [N=501]</i> | 34 | 66 |
| <i>Baby-Boom [N=1,305]</i> | 79 | 21 |
| <i>Generation X [N=721]</i> | 15 | 85 |
| <i>Millennial [N=601]</i> | 8 | 92 |
| d. Generation X | | |
| Mar 10-Apr 6, 2015: Total | 27 | 73 |
| <i>Silent [N=501]</i> | 2 | 98 |
| <i>Baby-Boom [N=1,305]</i> | 5 | 95 |
| <i>Generation X [N=721]</i> | 58 | 42 |
| <i>Millennial [N=601]</i> | 33 | 67 |
| e. Millennial Generation | | |
| Mar 10-Apr 6, 2015: Total | 15 | 85 |
| <i>Silent [N=501]</i> | 4 | 96 |
| <i>Baby-Boom [N=1,305]</i> | 2 | 98 |
| <i>Generation X [N=721]</i> | 4 | 96 |
| <i>Millennial [N=601]</i> | 40 | 60 |
| f. Other [SPECIFY] | | |
| Mar 10-Apr 6, 2015: Total | 9 | 91 |
| <i>Silent [N=501]</i> | 12 | 88 |
| <i>Baby-Boom [N=1,305]</i> | 6 | 94 |
| <i>Generation X [N=721]</i> | 8 | 92 |
| <i>Millennial [N=601]</i> | 12 | 88 |

ASK IF GEN2a SELECTED:

GEN3a How well would you say the term GREATEST GENERATION applies to you?

BASED ON TOTAL:

| | <u>Very well</u> | <u>Fairly well</u> | <u>Not too well</u> | <u>Not at all well</u> | <u>No answer</u> | <u>GEN2a not selected</u> |
|-----------------------------|----------------------|------------------------|-------------------------|----------------------------|----------------------|-------------------------------|
| March 10-Apr 6, 2015: Total | 3 | 5 | 1 | 1 | 0 | 90 |
| <i>Silent [N=501]</i> | 13 | 19 | 2 | * | 0 | 66 |
| <i>Baby-Boom [N=1,305]</i> | 1 | 2 | * | 1 | 0 | 96 |
| <i>Generation X [N=721]</i> | 2 | 4 | 1 | * | 0 | 93 |
| <i>Millennial [N=601]</i> | 1 | 4 | 2 | 1 | 0 | 92 |

ASK IF GEN2b SELECTED:

GEN3b How well would you say the term SILENT GENERATION applies to you?

BASED ON TOTAL:

| | <u>Very well</u> | <u>Fairly well</u> | <u>Not too well</u> | <u>Not at all well</u> | <u>No answer</u> | <u>GEN2a not selected</u> |
|-----------------------------|----------------------|------------------------|-------------------------|----------------------------|----------------------|-------------------------------|
| March 10-Apr 6, 2015: Total | 1 | 4 | 1 | 1 | 0 | 94 |
| <i>Silent [N=501]</i> | 2 | 12 | 2 | 2 | 0 | 82 |
| <i>Baby-Boom [N=1,305]</i> | 1 | 2 | 1 | 1 | 0 | 95 |
| <i>Generation X [N=721]</i> | * | 4 | 1 | * | 0 | 95 |
| <i>Millennial [N=601]</i> | 1 | 2 | 2 | 1 | 0 | 95 |

ASK IF GEN2c SELECTED:

GEN3c How well would you say the term BABY-BOOM GENERATION applies to you?

BASED ON TOTAL:

| | Very <u>well</u> | Fairly <u>well</u> | Not too <u>well</u> | Not at <u>all well</u> | No <u>answer</u> | GEN2a not <u>selected</u> |
|-----------------------------|---------------------|-----------------------|------------------------|---------------------------|---------------------|------------------------------|
| March 10-Apr 6, 2015: Total | 11 | 17 | 5 | 1 | * | 65 |
| <i>Silent [N=501]</i> | 8 | 19 | 5 | 1 | 1 | 66 |
| <i>Baby-Boom [N=1,305]</i> | 31 | 39 | 8 | 1 | * | 21 |
| <i>Generation X [N=721]</i> | 3 | 7 | 3 | 1 | * | 85 |
| <i>Millennial [N=601]</i> | * | 4 | 3 | * | 0 | 92 |

ASK IF GEN2d SELECTED:

GEN3d How well would you say the term GENERATION X applies to you?

BASED ON TOTAL:

| | Very <u>well</u> | Fairly <u>well</u> | Not too <u>well</u> | Not at <u>all well</u> | No <u>answer</u> | GEN2a not <u>selected</u> |
|-----------------------------|---------------------|-----------------------|------------------------|---------------------------|---------------------|------------------------------|
| March 10-Apr 6, 2015: Total | 4 | 13 | 9 | 1 | * | 73 |
| <i>Silent [N=501]</i> | 0 | 1 | 1 | * | 0 | 98 |
| <i>Baby-Boom [N=1,305]</i> | 1 | 3 | 1 | * | 0 | 95 |
| <i>Generation X [N=721]</i> | 11 | 27 | 18 | 2 | * | 42 |
| <i>Millennial [N=601]</i> | 2 | 17 | 12 | 1 | * | 67 |

ASK IF GEN2e SELECTED:

GEN3e How well would you say the term MILLENNIAL GENERATION applies to you?

BASED ON TOTAL:

| | Very <u>well</u> | Fairly <u>well</u> | Not too <u>well</u> | Not at <u>all well</u> | No <u>answer</u> | GEN2a not <u>selected</u> |
|-----------------------------|---------------------|-----------------------|------------------------|---------------------------|---------------------|------------------------------|
| March 10-Apr 6, 2015: Total | 3 | 8 | 3 | * | * | 85 |
| <i>Silent [N=501]</i> | 1 | 2 | 1 | * | 1 | 96 |
| <i>Baby-Boom [N=1,305]</i> | * | 1 | * | 1 | * | 98 |
| <i>Generation X [N=721]</i> | * | 3 | 1 | 0 | 0 | 96 |
| <i>Millennial [N=601]</i> | 8 | 22 | 9 | 1 | 0 | 60 |

ASK ALL:

GEN4 Thinking about people in your generation overall, which of the following words or phrases describe your generation? [Check all that apply] **[RANDOMIZE ITEMS a-r] SOFT PROMPT TEXT** "If you're sure you want to skip, click Next."

| | Yes, describes <u>my generation</u> | Not selected/ <u>No answer</u> |
|-----------------------------|--|-----------------------------------|
| a. Greedy | | |
| Mar 10-Apr 6, 2015: Total | 26 | 74 |
| <i>Silent [N=501]</i> | 8 | 92 |
| <i>Baby-Boom [N=1,305]</i> | 19 | 81 |
| <i>Generation X [N=721]</i> | 24 | 76 |
| <i>Millennial [N=601]</i> | 43 | 57 |
| b. Tolerant | | |
| Mar 10-Apr 6, 2015: Total | 35 | 65 |
| <i>Silent [N=501]</i> | 36 | 64 |
| <i>Baby-Boom [N=1,305]</i> | 38 | 62 |
| <i>Generation X [N=721]</i> | 33 | 67 |
| <i>Millennial [N=601]</i> | 33 | 67 |

GEN4 CONTINUED...

| | | <u>Yes, describes my generation</u> | <u>Not selected/ No answer</u> |
|----|-----------------------------|---|------------------------------------|
| c. | Rigid | | |
| | Mar 10-Apr 6, 2015: Total | 7 | 93 |
| | <i>Silent [N=501]</i> | 6 | 94 |
| | <i>Baby-Boom [N=1,305]</i> | 7 | 93 |
| | <i>Generation X [N=721]</i> | 7 | 93 |
| | <i>Millennial [N=601]</i> | 8 | 92 |
| d. | Patriotic | | |
| | Mar 10-Apr 6, 2015: Total | 36 | 64 |
| | <i>Silent [N=501]</i> | 73 | 27 |
| | <i>Baby-Boom [N=1,305]</i> | 52 | 48 |
| | <i>Generation X [N=721]</i> | 26 | 74 |
| | <i>Millennial [N=601]</i> | 12 | 88 |
| e. | Entrepreneurial | | |
| | Mar 10-Apr 6, 2015: Total | 34 | 66 |
| | <i>Silent [N=501]</i> | 32 | 68 |
| | <i>Baby-Boom [N=1,305]</i> | 35 | 65 |
| | <i>Generation X [N=721]</i> | 33 | 67 |
| | <i>Millennial [N=601]</i> | 35 | 65 |
| f. | Environmentally conscious | | |
| | Mar 10-Apr 6, 2015: Total | 40 | 60 |
| | <i>Silent [N=501]</i> | 40 | 60 |
| | <i>Baby-Boom [N=1,305]</i> | 41 | 59 |
| | <i>Generation X [N=721]</i> | 37 | 63 |
| | <i>Millennial [N=601]</i> | 40 | 60 |
| g. | Idealistic | | |
| | Mar 10-Apr 6, 2015: Total | 32 | 68 |
| | <i>Silent [N=501]</i> | 26 | 74 |
| | <i>Baby-Boom [N=1,305]</i> | 31 | 69 |
| | <i>Generation X [N=721]</i> | 28 | 72 |
| | <i>Millennial [N=601]</i> | 39 | 61 |
| h. | Cynical | | |
| | Mar 10-Apr 6, 2015: Total | 22 | 78 |
| | <i>Silent [N=501]</i> | 7 | 93 |
| | <i>Baby-Boom [N=1,305]</i> | 16 | 84 |
| | <i>Generation X [N=721]</i> | 24 | 76 |
| | <i>Millennial [N=601]</i> | 31 | 69 |
| i. | Hard working | | |
| | Mar 10-Apr 6, 2015: Total | 59 | 41 |
| | <i>Silent [N=501]</i> | 83 | 17 |
| | <i>Baby-Boom [N=1,305]</i> | 77 | 23 |
| | <i>Generation X [N=721]</i> | 54 | 46 |
| | <i>Millennial [N=601]</i> | 36 | 64 |
| j. | Responsible | | |
| | Mar 10-Apr 6, 2015: Total | 48 | 52 |
| | <i>Silent [N=501]</i> | 78 | 22 |
| | <i>Baby-Boom [N=1,305]</i> | 66 | 34 |
| | <i>Generation X [N=721]</i> | 43 | 57 |
| | <i>Millennial [N=601]</i> | 24 | 76 |

GEN4 CONTINUED...

| | | <u>Yes, describes my generation</u> | <u>Not selected/ No answer</u> |
|----|-----------------------------|---|------------------------------------|
| k. | Moral | | |
| | Mar 10-Apr 6, 2015: Total | 35 | 65 |
| | <i>Silent [N=501]</i> | 64 | 36 |
| | <i>Baby-Boom [N=1,305]</i> | 46 | 54 |
| | <i>Generation X [N=721]</i> | 27 | 73 |
| | <i>Millennial [N=601]</i> | 17 | 83 |
| l. | Religious | | |
| | Mar 10-Apr 6, 2015: Total | 30 | 70 |
| | <i>Silent [N=501]</i> | 63 | 37 |
| | <i>Baby-Boom [N=1,305]</i> | 42 | 58 |
| | <i>Generation X [N=721]</i> | 21 | 79 |
| | <i>Millennial [N=601]</i> | 12 | 88 |
| m. | Self-absorbed | | |
| | Mar 10-Apr 6, 2015: Total | 33 | 67 |
| | <i>Silent [N=501]</i> | 7 | 93 |
| | <i>Baby-Boom [N=1,305]</i> | 20 | 80 |
| | <i>Generation X [N=721]</i> | 30 | 70 |
| | <i>Millennial [N=601]</i> | 59 | 41 |
| n. | Politically active | | |
| | Mar 10-Apr 6, 2015: Total | 27 | 73 |
| | <i>Silent [N=501]</i> | 42 | 58 |
| | <i>Baby-Boom [N=1,305]</i> | 37 | 63 |
| | <i>Generation X [N=721]</i> | 20 | 80 |
| | <i>Millennial [N=601]</i> | 17 | 83 |
| o. | Self-reliant | | |
| | Mar 10-Apr 6, 2015: Total | 41 | 59 |
| | <i>Silent [N=501]</i> | 65 | 35 |
| | <i>Baby-Boom [N=1,305]</i> | 51 | 49 |
| | <i>Generation X [N=721]</i> | 37 | 63 |
| | <i>Millennial [N=601]</i> | 27 | 73 |
| p. | Wasteful | | |
| | Mar 10-Apr 6, 2015: Total | 30 | 70 |
| | <i>Silent [N=501]</i> | 10 | 90 |
| | <i>Baby-Boom [N=1,305]</i> | 20 | 80 |
| | <i>Generation X [N=721]</i> | 29 | 71 |
| | <i>Millennial [N=601]</i> | 49 | 51 |
| q. | Compassionate | | |
| | Mar 10-Apr 6, 2015: Total | 39 | 61 |
| | <i>Silent [N=501]</i> | 60 | 40 |
| | <i>Baby-Boom [N=1,305]</i> | 47 | 53 |
| | <i>Generation X [N=721]</i> | 33 | 67 |
| | <i>Millennial [N=601]</i> | 29 | 71 |
| r. | Willing to sacrifice | | |
| | Mar 10-Apr 6, 2015: Total | 33 | 67 |
| | <i>Silent [N=501]</i> | 61 | 39 |
| | <i>Baby-Boom [N=1,305]</i> | 45 | 55 |
| | <i>Generation X [N=721]</i> | 27 | 73 |
| | <i>Millennial [N=601]</i> | 15 | 85 |

**K1-K13 PREVIOUSLY RELEASED
OTHER QUESTIONS HELD FOR FUTURE RELEASE**