





052721 - HOD FLASH (24 Hour)

QS1Q1: At what age do you plan to retire?

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
Before age 60	27%	44% eF	41% eF	28% F	23% F	2%	7%
60	11%	12%	13%	19% EF	5%	4%	0%
61	0%	0%	0%	0%	0%	0%	0%
62	6%	0%	1%	2%	7%	18% BCD	10%
63	2%	1%	0%	0%	0%	15% bcDE	0%
64	0%	0%	0%	0%	0%	1%	0%
65+	54%	44%	45%	50%	65% bc	60%	84%
NET: 60-64	19%	13%	14%	22%	13%	38% BCdE	10%
Mean	60.65	56.96	56.99	60.01	62.46 bC	65.32 BCDE	72.60 BCd
Median	65.00	60.00	60.00	62.00	65.00	65.00	75.00
Standard Deviation	11.20	14.56	14.76	10.92	7.49	3.99	8.17
I don't plan to retire	23%	31% c	14%	20%	23%	32% c	6%
Not at all sure	53%	115% CDEF	57% DE	33%	37%	49%	197% CDEF

\* Table Base: NON-RETIRED ADULTS

QS1Q2: With which generation do you most identify?

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	N=1060	N=121	N=150	N=179	N=229	N=309	N=73 *
<b>Total (Unweighted)</b>	N=1060	N=97 *	N=163	N=177	N=211	N=333	N=79 *
Gen Z	8%	43% CDEFG	6% Fg	4% F	5% F	0%	0%
Younger Millennial	11%	31% DEFG	31% DEFG	13% EFG	4% f	1%	0%
Older Millennial	15%	7%	38% BEFG	35% BEFG	3%	4%	9% f
Gen X	21%	7%	10% Fg	22% BCFG	66% BCDFG	3%	1%
Baby Boomer	30%	2%	5%	3%	10% bD	85% BCDEG	23% BCDE
Silent Generation	4%	1%	2% f	3% F	4% F	0%	33% BCDEF
None of the above	12%	9%	8%	19% bCEF	8%	7%	33% BCDEF

\* Table Base: US RESPONDENTS

QS1Q3: In your opinion, what ages are considered middle aged?

Minimum age

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
Under 30	10%	29% DEFG	27% DEFG	12% eFG	5% f	1%	0%
30-34	10%	25% dEFG	16% EFG	13% EFG	5%	6%	3%
35-39	11%	9%	14% F	16% F	12% f	6%	9%
40-44	26%	19%	24%	35% BcG	28% g	28% G	14%
45-49	15%	10%	10%	9%	19% cD	20% bCD	18%
50-54	18%	7%	8%	13%	19% BC	24% BCD	35% BCDE
55-59	7%	0%	1%	1%	11% BCD	12% BCD	10% BCD
60-64	2%	0%	0%	1%	2%	2%	6% bCdf
65+	1%	1%	0%	0%	0%	1%	4% cDE
Mean	40.55	32.83	33.68	38.01 BC	42.88 BCD	44.99 BCDE	47.59 BCDEF
Median	40.00	32.00	35.00	40.00	45.00	45.00	50.00
Standard Deviation	10.60	11.83	10.99	8.94	9.67	7.52	8.21
Minimum	1.00	10.00	1.00	2.00	6.00	25.00	30.00
Maximum	75.00	66.00	55.00	62.00	60.00	67.00	75.00

\* Table Base: US RESPONDENTS

Maximum age

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
Under 30	4%	20% CDEFG	6% Fg	3%	3%	1%	0%
30-34	1%	3% ef	6% DEFG	0%	0%	0%	0%
35-39	2%	2% f	5% eF	5% eF	1%	0%	0%
40-44	4%	10% EFG	9% EFG	6% Fg	3%	0%	0%
45-49	10%	19% FG	10% F	16% FG	13% Fg	3%	4%
50-54	17%	10%	22% bf	26% BF	17%	13%	14%
55-59	16%	13%	15%	11%	20% dG	19% G	6%
60-64	21%	10%	9%	18% c	27% BCd	26% BC	30% BCd
65+	24%	12%	17%	16%	17%	38% BCDE	46% BCDE
Mean	55.59	46.29	51.13 b	53.20 B	55.66 BC	60.70 BCDE	64.25 BCDEF
Median	55.00	45.00	50.00	50.00	55.00	60.00	60.00
Standard Deviation	13.92	18.39	15.52	12.41	12.31	9.37	12.81
Minimum	5.00	14.00	6.00	5.00	7.00	25.00	45.00
Maximum	120.00	100.00	100.00	100.00	105.00	100.00	120.00

\* Table Base: US RESPONDENTS

QS1Q4: How much do you agree or disagree with each of the following statements?

My generation is often misunderstood.

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	N=1060	N=121	N=150	N=179	N=229	N=309	N=73 *
<b>Total (Unweighted)</b>	N=1060	N=97 *	N=163	N=177	N=211	N=333	N=79 *
<b>NET: AGREE</b>	50%	64% DEFG	68% DEFG	44%	42%	48% G	32%

Strongly agree	12%	19%	dFG	26%	DEFG	9%	10%	8%	6%
Somewhat agree	37%	45%	eG	43%	g	35%	32%	40%	26%
<b>NET: DISAGREE</b>	50%	36%		32%		56%	BC	52%	BC
Somewhat disagree	35%	26%		20%		41%	bC	37%	C
Strongly disagree	15%	10%		12%		14%	21%	15%	19%

\* Table Base: US RESPONDENTS  
**A person's generation says a lot about who they are.**

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	N=1060	N=121	N=150	N=179	N=229	N=309	N=73
<b>Total (Unweighted)</b>	N=1060	N=97 *	N=163	N=177	N=211	N=333	N=79 *
<b>NET: AGREE</b>	59%	43%	53%	48%	63%	72%	59%
Strongly agree	15%	12%	19%	15%	17%	14%	12%
Somewhat agree	44%	30%	34%	33%	46%	58%	47%
<b>NET: DISAGREE</b>	41%	57%	47%	52%	37%	28%	41%
Somewhat disagree	23%	28%	22%	34%	20%	18%	24%
Strongly disagree	18%	29%	25%	18%	17%	10%	17%

\* Table Base: US RESPONDENTS  
**I don't fit in with the rest of my generation.**

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	N=1060	N=121	N=150	N=179	N=229	N=309	N=73
<b>Total (Unweighted)</b>	N=1060	N=97 *	N=163	N=177	N=211	N=333	N=79 *
<b>NET: AGREE</b>	37%	55%	48%	39%	F	39%	28%
Strongly agree	11%	13%	17%	11%	11%	7%	13%
Somewhat agree	26%	42%	30%	29%	fg	19%	15%
<b>NET: DISAGREE</b>	63%	45%	52%	61%	b	61%	72%
Somewhat disagree	33%	25%	28%	32%	32%	39%	40%
Strongly disagree	29%	20%	24%	29%	29%	35%	32%

\* Table Base: US RESPONDENTS  
**Ageism (i.e., prejudice or discrimination based on a person's age) is a problem in my workplace.**

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	N=607	N=75 *	N=120	N=143	N=158	N=100	N=12 **
<b>Total (Unweighted)</b>	N=548	N=59 *	N=124	N=135	N=130	N=91 *	N=9 **
<b>NET: AGREE</b>	34%	38%	40%	35%	34%	26%	16%
Strongly agree	10%	9%	18%	8%	7%	11%	0%
Somewhat agree	24%	29%	22%	26%	27%	15%	16%
<b>NET: DISAGREE</b>	66%	62%	60%	65%	66%	74%	84%
Somewhat disagree	27%	34%	20%	30%	26%	28%	27%
Strongly disagree	38%	27%	40%	35%	40%	46%	57%

\* Table Base: EMPLOYED ADULTS  
**I've been discriminated against at work because of my age.**

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	N=852	N=75 *	N=121	N=143	N=171	N=270	N=72 *
<b>Total (Unweighted)</b>	N=827	N=59 *	N=125	N=136	N=138	N=291	N=78 *
<b>NET: AGREE</b>	31%	34%	38%	30%	G	31%	14%
Strongly agree	11%	1%	18%	10%	b	9%	6%
Somewhat agree	20%	33%	20%	20%	g	22%	9%
<b>NET: DISAGREE</b>	69%	66%	62%	70%	69%	69%	86%
Somewhat disagree	24%	36%	19%	26%	27%	21%	15%
Strongly disagree	46%	31%	43%	45%	42%	48%	70%

\* Table Base: EMPLOYED OR RETIRED ADULTS  
**At work, people my age are considered out of touch.**

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	N=607	N=75 *	N=120	N=143	N=158	N=100	N=12 **
<b>Total (Unweighted)</b>	N=548	N=59 *	N=124	N=135	N=130	N=91 *	N=9 **
<b>NET: AGREE</b>	37%	36%	40%	30%	38%	41%	59%
Strongly agree	9%	8%	14%	8%	10%	5%	0%
Somewhat agree	28%	29%	26%	23%	28%	36%	59%
<b>NET: DISAGREE</b>	63%	64%	60%	70%	62%	59%	41%
Somewhat disagree	31%	30%	32%	38%	28%	25%	20%
Strongly disagree	32%	33%	28%	32%	34%	34%	21%

\* Table Base: EMPLOYED ADULTS  
**At work, people my age are considered inexperienced.**

	Total (A)	Gen Z (18-24) (B)	Young Millennials (25)	Older Millennials (32-)	Gen X (41-56) (E)	Baby Boomers (57-75)	Silent (76-93) (G)
<b>Total</b>	N=607	N=75 *	N=120	N=143	N=158	N=100	N=12 **
<b>Total (Unweighted)</b>	N=548	N=59 *	N=124	N=135	N=130	N=91 *	N=9 **
<b>NET: AGREE</b>	29%	53%	38%	31%	F	25%	0%
Strongly agree	10%	18%	13%	9%	F	11%	0%
Somewhat agree	19%	34%	25%	23%	F	14%	0%
<b>NET: DISAGREE</b>	71%	47%	62%	69%	B	75%	100%
Somewhat disagree	25%	30%	34%	32%	Ef	16%	6%
Strongly disagree	45%	17%	28%	36%	B	59%	94%

\* Table Base: EMPLOYED ADULTS