

## 051024 - HOD FLASH (24 HOUR) SURVEY

## 051024 - HOD FLASH (24 HOUR) SURVEY

### Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,B-E
Date Range:	(05/10/24 - 05/14/24)

### Segment Definitions

Total	(ALL)	n=1090
Adult Gen Z (18-27)	(dmAge.check('18-27'))	n=183
Millennials (28-42)	(dmAge.check('28-42'))	n=282
Gen X (43-58)	(dmAge.check('43-58'))	n=248
Boomers (59-77)	(dmAge.check('59-77'))	n=314

### Weighting

Total	nweight.q051024_24_hourdemo.val	q051024_24_hourdemo
-------	---------------------------------	---------------------

**QS1Q1: Which one of the following best describes you?**

	<b>Generation (Age)</b>				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Realist - I tend to or try to have a neutral or objective outlook.</b>	48%	41%	50%	52%	49%
<b>Optimist - I tend to or try to have a positive or hopeful outlook.</b>	46%	49%	45%	42%	47%
<b>Pessimist - I tend to or try to have a negative or skeptical outlook.</b>	5%	10% E	4%	6%	4%

**Table Base:** US RESPONDENTS

**QS1Q2: In general, do you feel positively or negatively about the current state of each of the following?**

**My mental health**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Positively</b>	60%	51%	51%	58%	71% <b>BCD</b>
<b>Neutral</b>	31%	35% <b>E</b>	37% <b>E</b>	34% <b>E</b>	23%
<b>Negatively</b>	9%	14% <b>E</b>	12% <b>E</b>	8%	6%

**Table Base: US RESPONDENTS**

**QS1Q2: In general, do you feel positively or negatively about the current state of each of the following?**

**My physical health**

	<b>Generation (Age)</b>				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Positively</b>	49%	55% d	49%	43%	49%
<b>Neutral</b>	38%	34%	38%	41%	38%
<b>Negatively</b>	13%	10%	12%	15%	13%

**Table Base: US RESPONDENTS**

**QS1Q2: In general, do you feel positively or negatively about the current state of each of the following?**

**My personal relationships (e.g., friends, family)**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Positively</b>	68%	61%	61%	73% <b>BC</b>	72% <b>BC</b>
<b>Neutral</b>	26%	32% <b>D</b>	31% <b>D</b>	19%	25%
<b>Negatively</b>	6%	7% <b>e</b>	8% <b>E</b>	8% <b>E</b>	3%

**Table Base: US RESPONDENTS**

**QS1Q2: In general, do you feel positively or negatively about the current state of each of the following?**

**My personal financial situation (e.g., income, savings)**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Positively</b>	47%	45%	47%	48%	45%
<b>Neutral</b>	34%	37%	34%	32%	33%
<b>Negatively</b>	19%	18%	19%	20%	22%

**Table Base: US RESPONDENTS**

**QS1Q2: In general, do you feel positively or negatively about the current state of each of the following?**

**My employment situation (e.g., employment status, career trajectory)**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Positively</b>	51%	51%	58% E	53%	45%
<b>Neutral</b>	38%	31%	34%	32%	48% BCD
<b>Negatively</b>	11%	18% CE	8%	15% cE	7%

**Table Base: US RESPONDENTS**



**QS1Q2: In general, do you feel positively or negatively about the current state of each of the following?**

**My level of education**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Positively</b>	64%	60%	57%	66%	67% <b>C</b>
<b>Neutral</b>	32%	36%	37% <b>d</b>	27%	30%
<b>Negatively</b>	5%	4%	6%	7% <b>e</b>	3%

**Table Base: US RESPONDENTS**

**QS1Q2: In general, do you feel positively or negatively about the current state of each of the following?**

**My life overall**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Positively</b>	66%	58%	59%	69%	72% <b>BC</b>
<b>Neutral</b>	27%	36% <b>dE</b>	34% <b>E</b>	25%	21%
<b>Negatively</b>	6%	6%	7%	6%	7%

**Table Base: US RESPONDENTS**

**QS1Q3: Compared to how you felt one year ago, do you currently feel more optimistic, more pessimistic, or about the same concerning each of the following?**

**Myself**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>More optimistic</b>	44%	56% <b>DE</b>	54% <b>DE</b>	41%	34%
<b>About the same</b>	45%	31%	36%	46% <b>B</b>	56% <b>BCd</b>
<b>More pessimistic</b>	11%	13%	10%	13%	10%

**Table Base: US RESPONDENTS**

**QS1Q3: Compared to how you felt one year ago, do you currently feel more optimistic, more pessimistic, or about the same concerning each of the following?**

**My community (i.e., the area where I live)**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>More optimistic</b>	31%	40% <b>DE</b>	40% <b>DE</b>	25%	22%
<b>About the same</b>	57%	48%	45%	64% <b>BC</b>	66% <b>BC</b>
<b>More pessimistic</b>	12%	12%	15%	11%	12%

**Table Base: US RESPONDENTS**

**QS1Q3: Compared to how you felt one year ago, do you currently feel more optimistic, more pessimistic, or about the same concerning each of the following?**

**The United States**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>More optimistic</b>	23%	30% dE	33% DE	19%	14%
<b>About the same</b>	39%	43%	38%	36%	40%
<b>More pessimistic</b>	38%	27%	29%	45% BC	46% BC

**Table Base: US RESPONDENTS**

**QS1Q3: Compared to how you felt one year ago, do you currently feel more optimistic, more pessimistic, or about the same concerning each of the following?**

**The world**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>More optimistic</b>	22%	33% <b>DE</b>	29% <b>E</b>	21% <b>E</b>	13%
<b>About the same</b>	38%	35%	40%	36%	37%
<b>More pessimistic</b>	40%	32%	32%	43% <b>c</b>	50% <b>BC</b>

**Table Base: US RESPONDENTS**

**QS1Q4: Which of the following statements do you agree with? Please select all that apply.**

		Generation (Age)			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>I'm proud to be associated with the people I have personal relationships with (e.g., friends, family).</b>	72%	56%	64%	79% BC	82% BC
<b>I'm proud of myself (e.g., my accomplishments, my identity).</b>	70%	61%	69%	76% B	72% b
<b>I'm proud of my heritage (e.g., traditions, culture).</b>	64%	46%	63% B	65% B	72% Bc
<b>I'm proud to be associated with the United States.</b>	53%	31%	46% B	54% B	64% BCd
<b>I'm proud to be associated with my community (i.e., the area where I live).</b>	45%	39%	47%	43%	46%
<b>I have access to the resources I need to be successful.</b>	44%	43%	39%	48%	46%
<b>The United States is a force for good in the world.</b>	41%	28%	32%	41% Bc	53% BCD

continued...

QS1Q4: Which of the following statements do you agree with? Please select all that apply.

		Generation (Age)			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>It's likely that I'll achieve all the goals I currently have.</b>	40%	45% E	41% e	43% E	32%
<b>None of the above</b>	4%	6% c	1%	4%	4%

Table Base: US RESPONDENTS



**QS1Q5: Complete the following sentence. In general, my generation is \_\_\_\_\_ compared to the previous (older) generation.**

	<b>Generation (Age)</b>				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Better off</b>	41%	42%	37%	32%	47% cD
<b>About the same</b>	31%	28%	35%	36% e	27%
<b>Worse off</b>	28%	30%	29%	32%	26%

**Table Base:** US RESPONDENTS

**QS1Q6: Complete the following sentence. In general, today's young people are \_\_\_\_\_ compared to my generation at their age.**

	Generation (Age)				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1090	N=183	N=282	N=248	N=314
<b>Total (Unweighted)</b>	N=1090	N=196	N=209	N=209	N=396
<b>Better off</b>	23%	25%	28% e	21%	19%
<b>About the same</b>	25%	41% cDE	29% de	19%	21%
<b>Worse off</b>	52%	34%	43%	61% BC	60% BC

**Table Base:** US RESPONDENTS