

Trendlines Beat Headlines

Trending Report

Data Ending: 2024.05.24

**America, the Torn & Divided
(a Jarring Generation Gap)**

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Make Possible Predictable**



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America, the Torn & Divided (a Jarring Generation Gap)

Compare and Contrast...

Generation Z = Adults aged **30 and Below**

Baby-Boomers = Adults aged **60 and Above**

Jarring generation gap: America is divided on values, economics, politics



Noah Bressner, Mike Allen

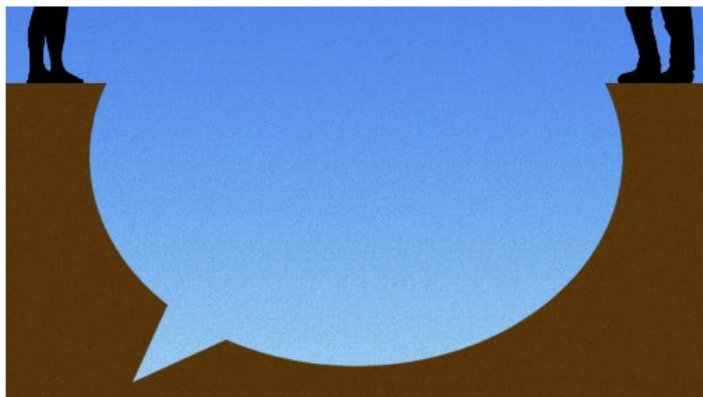


Illustration: Tiffany Herring/Axios

From values to voting to happiness to economics, America has more than a red-blue divide: It has a massive [generational divide](#).

Why it matters: If you're trying to run a successful organization or sell a product or service, you'd better understand these nuances.

Values by Generation



	Generation Z (Ages 18-26)	Baby Boomers (Ages 59-77)
% Very Important		
Patriotism	32%	76%
Belief in God/Religion	26%	65%
Having Children	23%	52%
% Agree		
America best place to live	33%	66%

POS

3

Deck: Public Opinion Strategies

Younger adults sympathize more with Palestinians than older Americans do

% who say their sympathies lie ...

More with the Israeli people Equally with both More with the Palestinian people



Note: Those who did not answer or answered "not sure" or "neither" are not shown.

Source: Survey of U.S. adults conducted Feb. 13-25, 2024.

PEW RESEARCH CENTER

Jarring generation gap: America is divided on values, economics, politics



Noah Bressner, Mike Allen

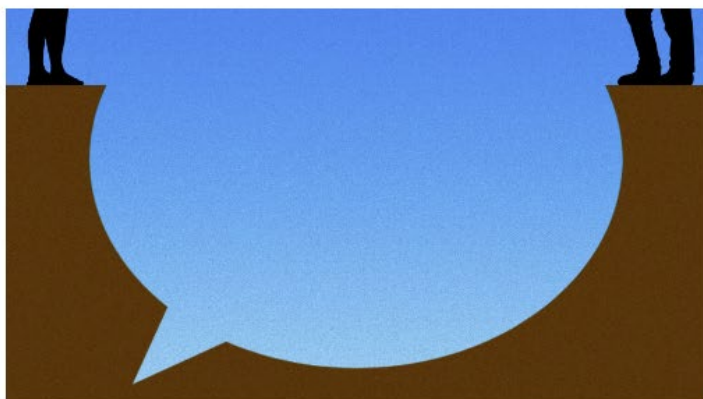


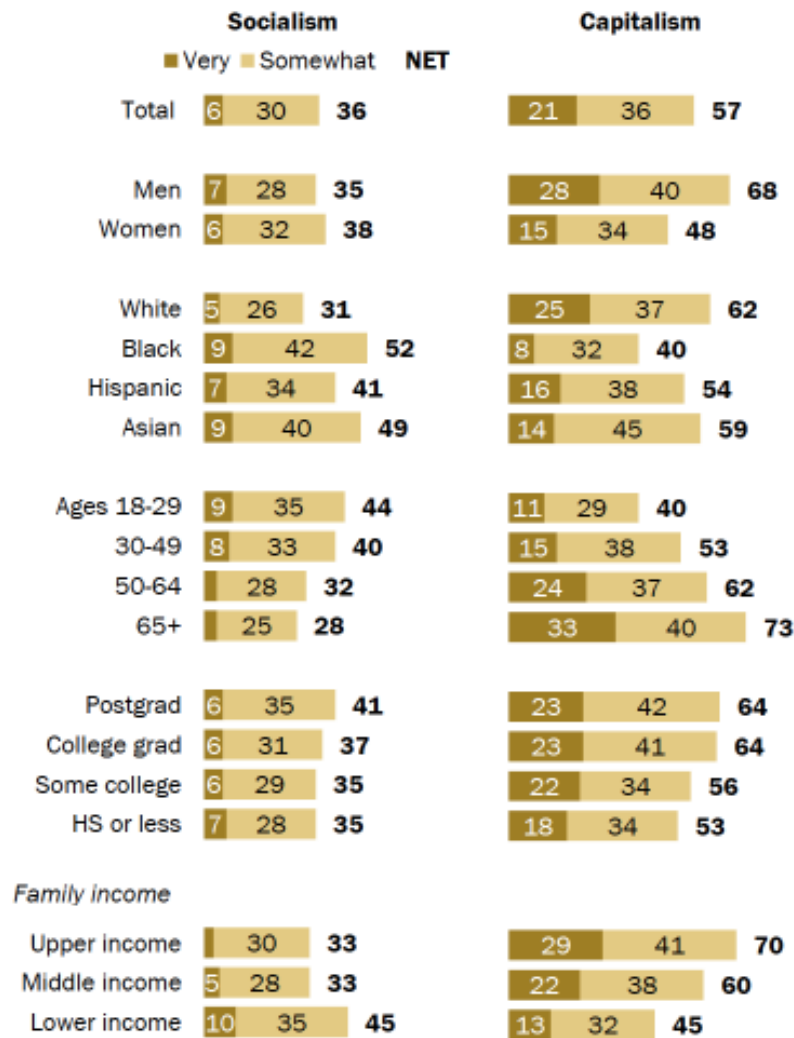
Illustration: Tiffany Herring/Axios

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Why it matters: If you're trying to run a successful organization or sell a product or service, you'd better understand these nuances.

Age differences in views of socialism, capitalism; women far less positive than men toward capitalism

% who say they have a ___ **positive** impression of socialism and capitalism



Note: Family income tiers are based on adjusted 2021 earnings; see methodology for details.
Source: Survey of U.S. adults conducted Aug. 1-14, 2022.

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"The inherent vice of capitalism is the unequal sharing of blessings.

The inherent virtue of socialism is the equal sharing of miseries."

**Winston Churchill,
House of Commons,
22 October 1945.**

WHR 2024 | CHAPTER 2

Happiness of the younger, the older, and those in between

John F. Helliwell
Vancouver School of Economics, University of British Columbia

Haifang Huang
Department of Economics, University of Alberta

Hugh Shiple
Faculty of Business, University of New Brunswick

Shun Wang
International Business School Suzhou, Xi'an Jiaotong-Liverpool University

Figure 2.2: Ranking of Happiness - the Young (Age below 30): 2021-2023

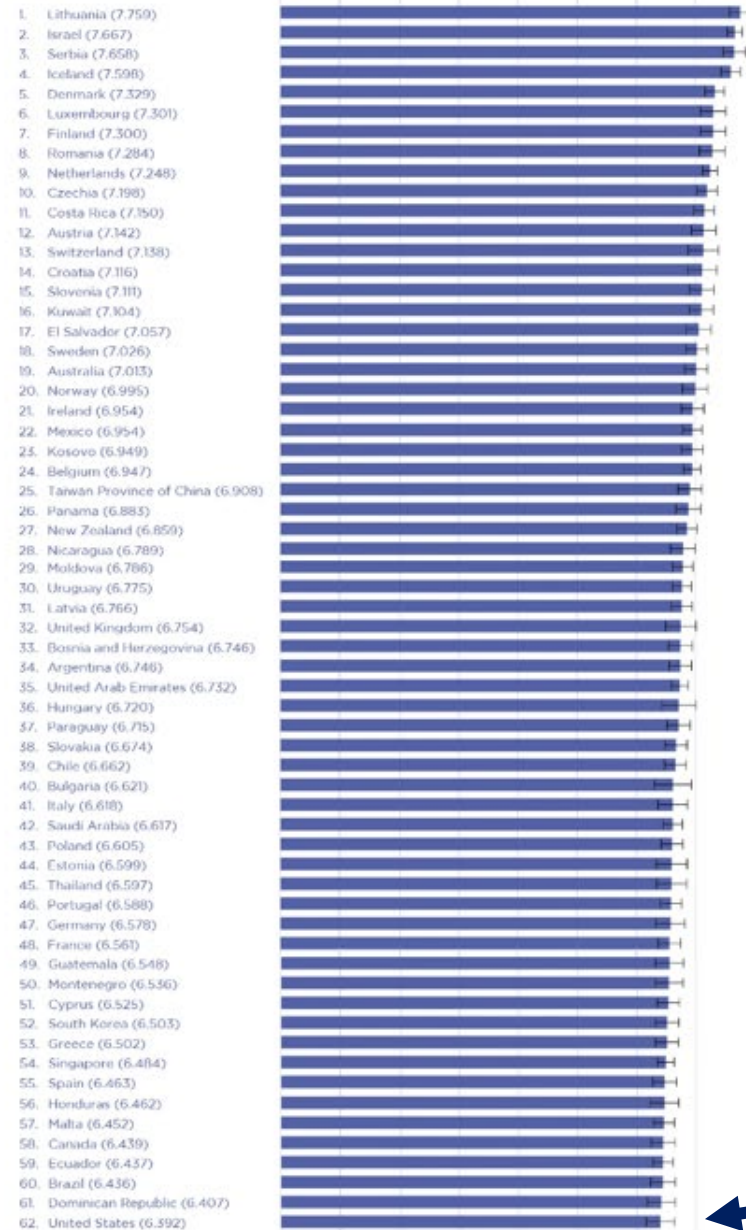


Figure 2.3: Ranking of Happiness - the Old (age 60 and above): 2021-2023



Age >60
USA #10



Age <30
USA #62

Why Is Gen Z So Unhappy at Work?

[Taylor Haynes](#)

Updated August 31, 2023

COVID-related uncertainty lingers

Many Gen Z employees found their first job as the world was just emerging from the COVID-19 pandemic. Already, some of their plans for the future were foiled, whether it was moving back home after college or vanishing jobs in their industry of choice. Businesses worked [completely remote](#) for the first time, while others explored hybrid arrangements. The traditional workplace had disappeared, and Gen Z had to adapt quickly.

A wave of layoffs followed, and many Gen Zers who had just graduated from college now found themselves adrift without a job. [More than half](#) of Gen Zers aged 18 to 23 reported that they or someone in their household had lost a job or taken a cut in pay because of the pandemic.

What the research says about Gen Z job satisfaction

Gen Z has certainly earned itself a reputation. At worst, they're perceived as unmotivated, unskilled or a bit contentious. A survey from Resume Builder found that [3 in 4 managers find it difficult to work with Gen Z](#) employees, the top reasons being a lack of motivation, focus and (interestingly) technological skills. At best, they're seen as innovative, tech-savvy and socially conscious.

- **They're disengaged.** A Gallup survey found Gen Z is the [most disengaged at work](#) of any generation (54%) and does not feel a close connection to their coworkers, manager or employer. Moreover, they're the most likely generation (alongside younger millennials) to experience [high levels of stress](#) (68%) and [burnout](#) (34%).
- **They're exhausted.** Similarly, [Deloitte reports](#) that 36% of Gen Z employees experience exhaustion or low energy at work. 35% say they're mentally distanced from their job and harbor feelings of negativity or cynicism toward work. Possibly as a result, more than 4 out of 10 Gen Z employees say they struggle to perform to the best of their ability.
- **They're willing to job hop.** And if Gen Z is unhappy at their workplace, they don't hesitate to quit (or "[quiet quit](#)") and find something new. According to a survey from Bankrate, [78% of Gen Z employees](#) say they will search for a new job in the coming year.

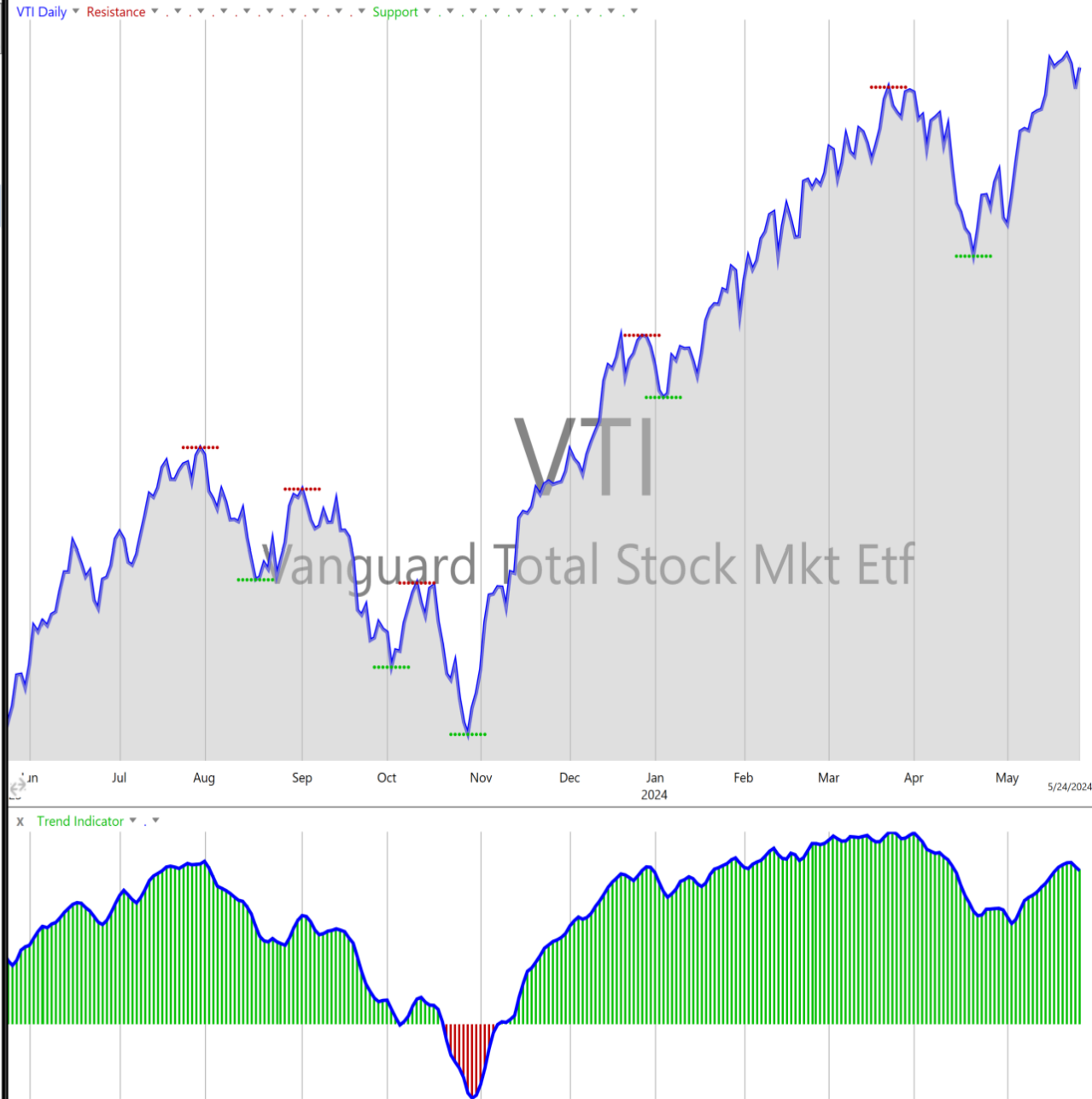
At its core, this may be a story about each generation's differing expectations. *The New York Times* [describes Gen Z demands](#) that older employees find baffling: [paid time off](#) for anxiety and period cramps, displaying gender pronouns in Slack profiles or flexible working hours. Some employers feel they can't keep up with the progressive vision of their Gen Z employees, while others turn to their youngest team members to drive company culture. An unwillingness to listen or budge on policies may lead to Gen Z employee dissatisfaction and burnout.

US Capitalization 1-Year Trend

Green = Tilting Bullish Red = Tilting Bearish



ETF	ETF Name & Market Segment	Trend	Trend	DM	TS	RS	SO	MA	ER
OEF	iShares S&P 100 Index Fund ETF	●	86	✓	✓	✓	✓	✓	✓
IVW	iShares S&P 500 Growth ETF	●	85	✓	✓	✓	✓	✓	✓
IVV	iShares S&P 500 Index Fund ETF	●	80	✓	✓	✓	✓	✓	✓
VTI	Vanguard Total Stock Mkt Etf	●	77	✓	✓	✓	✓	✓	✓
QQQ	Invesco QQQTrust Ser 1	●	76	✓	✓	✓	✓	✓	✓
IJK	iShares S&P MidCap 400 Growth ETF	●	75	✓	✓	✓	✓	✓	✓
IVE	iShares S&P 500/Barra Value Index Fund ETF	●	69	✓	✓	✓	✓	✓	✓
IJH	iShares S&P MidCap 400 Index Fund ETF	●	64	✓	✓	✓	✓	✓	✓
IJT	iShares S&P SmallCap 600 Growth ETF	●	60	✓	✓	✓	✓	✓	✓
DIA	SPDR Dow Jones Industrial Average ETF	●	59	✓	✓	✓	✓	✓	✓
IJJ	iShares S&P MidCap 400 Value ETF	●	50	✓	✓	✓	✓	✓	✓
IJR	iShares S&P SmallCap 600 Index Fund ETF	●	49	✓	✓	✓	✓	✓	✓
IWM	iShares Russell 2000 Index Fund ETF	●	48	✓	✓	✓	✓	✓	✓
IJS	iShares S&P SmallCap 600 Value ETF	●	32	✓	✓	✓	✓	✓	✓



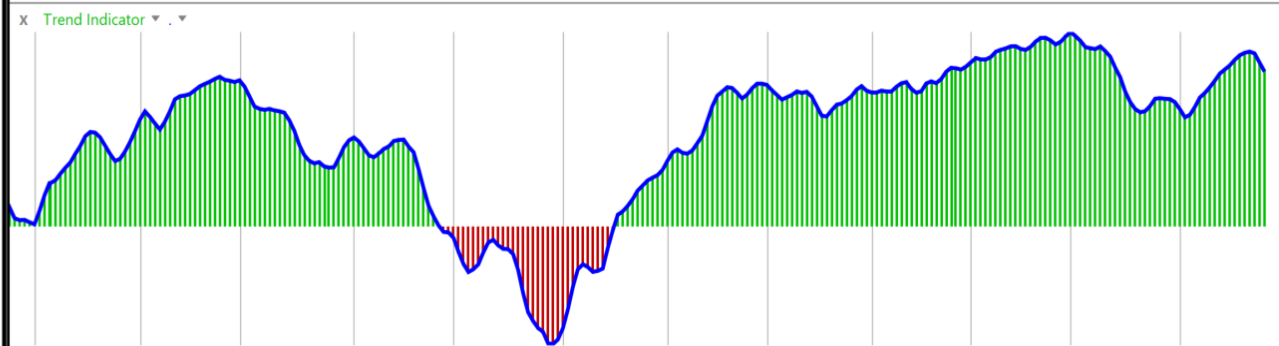
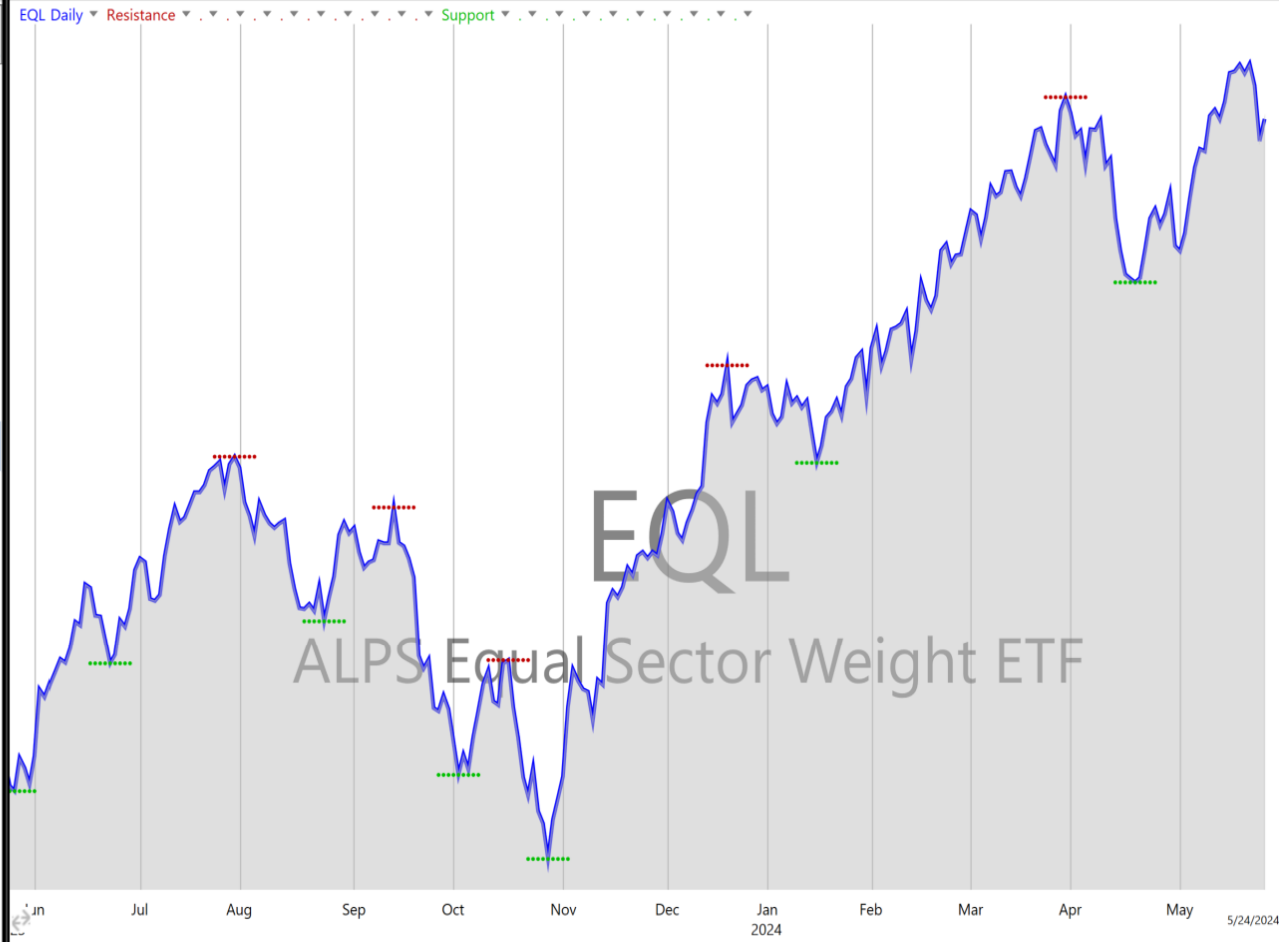
US Sector 1-Year Trend

Green = Tilting Bullish

Red = Tilting Bearish



ETF	ETF Name & Market Segment	Trend	Trend	DM	TS	RS	SO	MA	ER
SLV	iShares Silver Trust ETF	●	109	✓	✓	✓	✓	✓	✓
GLD	SPDR Gold Trust	●	89	✓	✓	✓	✓	✓	✓
VPU	Vanguard Utilities Etf	●	81	✓	✓	✓	✓	✓	✓
VFH	Vanguard Financials Etf	●	79	✓	✓	✓	✓	✓	✓
VIS	Vanguard Industrials Etf	●	77	✓	✓	✓	✓	✓	✓
VOX	Vanguard Telecomm Srvs Etf	●	76	✓	✓	✓	✓	✓	✓
VGT	Vanguard Information Tech Etf	●	75	✓	✓	✓	✓	✓	✓
EQL	ALPS Equal Sector Weight ETF	●	69	✓	✓	✓	✓	✓	✓
VDC	Vanguard Consumer Staples Etf	●	64	✓	✓	✓	✓	✓	✓
VAW	Vanguard Materials Etf	●	64	✓	✓	✓	✓	✓	✓
VHT	Vanguard Health Care Etf	●	49	✓	✓	✓	✓	✓	✓
VDE	Vanguard Energy Etf	●	34	✓	✓	✓	✓	✓	✓
VCR	Vanguard Consumer Disc Etf	●	27	✓	✓	✓	✓	✓	✓
VNQ	Vanguard Reit Etf	●	2	✓	✓	✓	✓	✓	✓

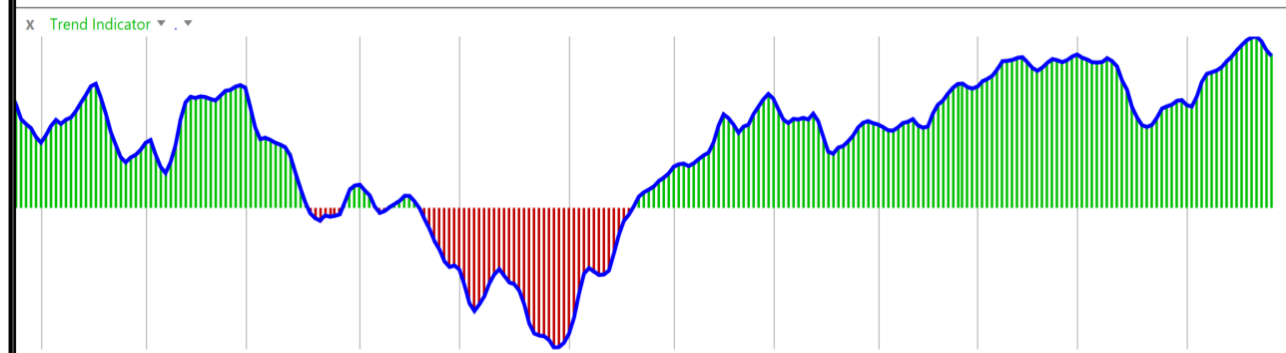
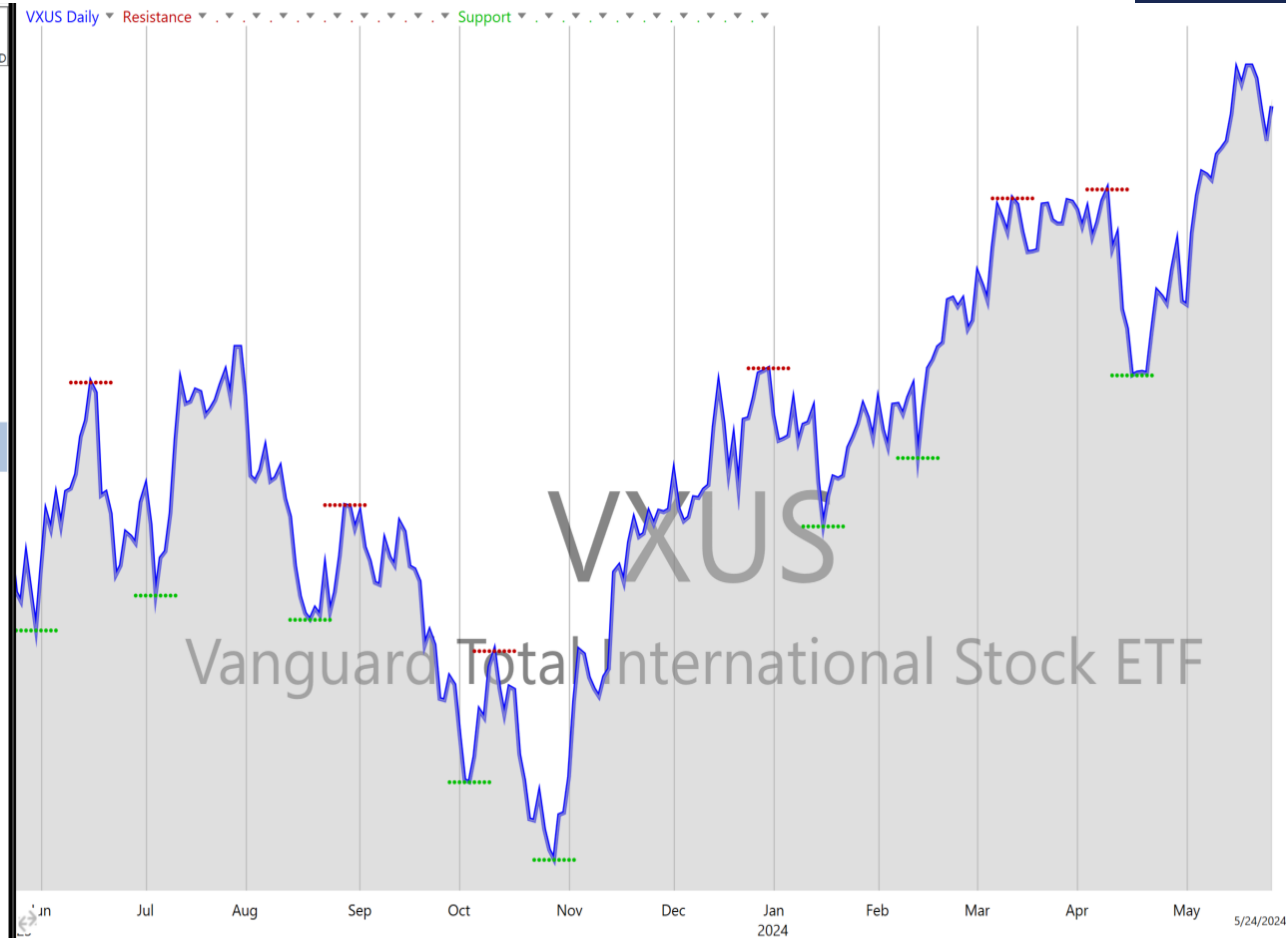


International Equity 1-Year Trend

Green = Tilting Bullish

Red = Tilting Bearish

ETF	ETF Name & Market Segment	Trend	Trend	DM	TS	RS	SO	MA	ER
IVV	iShares S&P 500 Index Fund ETF	●	80	✓	✓	✓	✓	✓	✓
EZU	iShares MSCI EMU Index Fund ETF	●	79	✓	✓	✓	✓	✓	✓
VGK	Vanguard European Etf	●	78	✓	✓	✓	✓	✓	✓
EFA	iShares MSCI EAFE Index Fund ETF	●	71	✓	✓	✓	✓	✓	✓
EFV	iShares MSCI EAFE Value Index Fund ETF	●	69	✓	✓	✓	✓	✓	✓
VWO	Vanguard Emerging Markets ETF	●	69	✓	✓	✓	✓	✓	✓
VYMI	Vanguard International High Dividend Yield ETF	●	69	✓	✓	✓	✓	✓	✓
VXUS	Vanguard Total International Stock ETF	●	67	✓	✓	✓	✓	✓	✓
EFG	iShares MSCI EAFE Growth Index Fund ETF	●	66	✓	✓	✓	✓	✓	✓
VSS	Vanguard FTSE All-World ex-US Small-Cap ETF	●	62	✓	✓	✓	✓	✓	✓
MCHI	iShares MSCI China Index Fund	●	61	✓	✓	✓	✓	✓	✓
VIGI	Vanguard International Dividend Appreciation ETF	●	46	✓	✓	✓	✓	✓	✓
VPL	Vanguard Pacific Etf	●	36	✓	✓	✓	✓	✓	✓
ILF	iShares S&P Latin America 40 Index Fund ETF	●	6	✓	✓	✓	✓	✓	✓

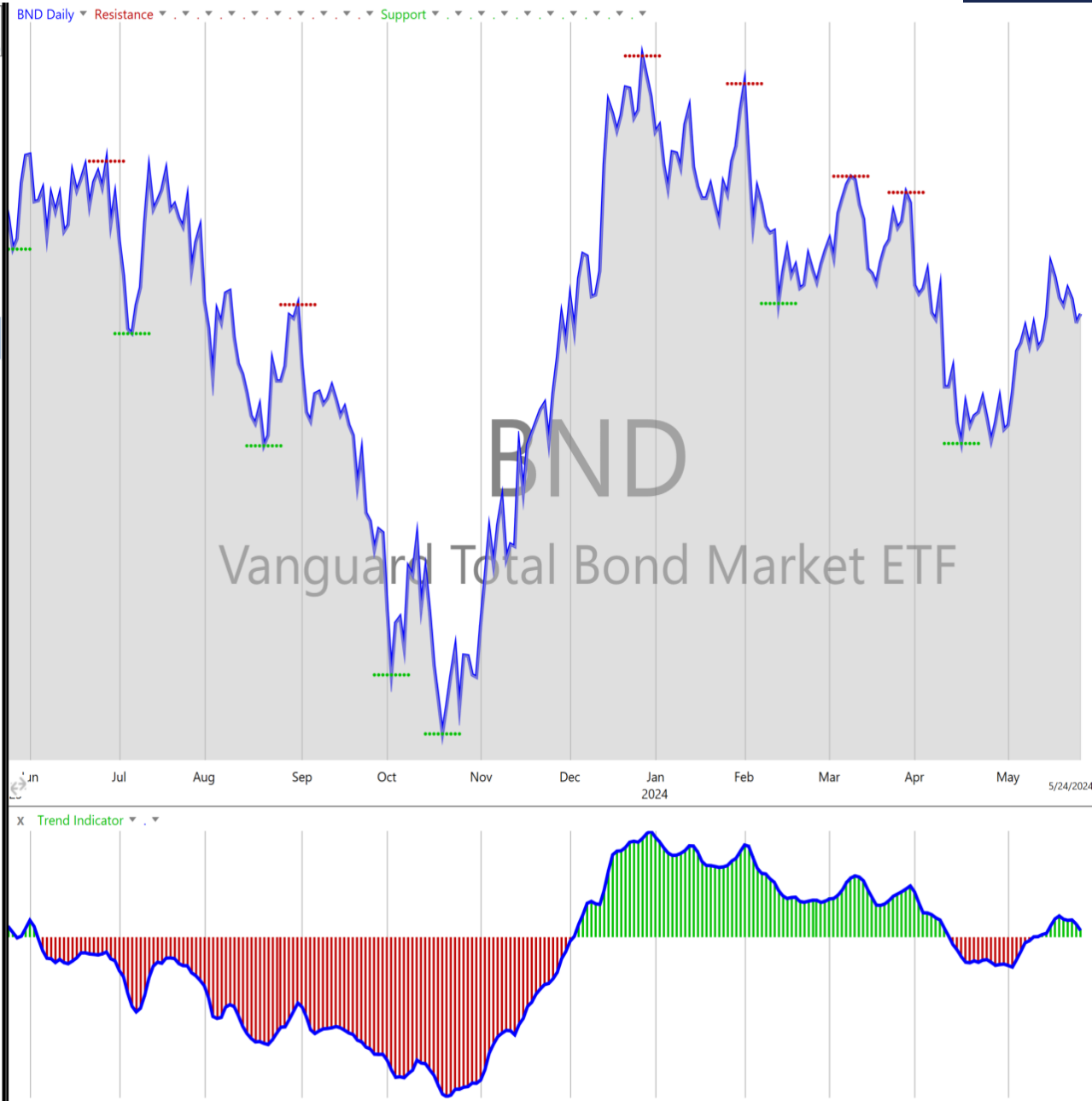


US Bond 1-Year Trend

Green = Tilting Bullish Red = Tilting Bearish



ETF	ETF Name & Market Segment	Trend	Trend	DM	TS	RS	SO	MA	ER
HYG	iShares IBoxx \$ High Yield Corporate Bond ETF	●	27	✓	✓	✓	✓	✓	✓
VCSH	Vanguard Short-Term Corporate Bond ETF	●	22	✓	✓	✓	✓	✓	✓
VCIT	Vanguard Intermediate-Term Corporate Bond ETF	●	16	✓	✓	✓	✓	✓	✓
LQD	iShares Iboxx \$ Investop Corp Bd	●	7	✓	✓	✓	✓	✓	✓
MUB	iShares S&P National Municipal Bond ETF	●	5	✓	✓	✓	✓	✓	✓
VCLT	Vanguard Long-Term Corporate Bond ETF	●	3	✓	✓	✓	✓	✓	✓
BND	Vanguard Total Bond Market ETF	●	3	✓	✓	✓	✓	✓	✓
GOVT	iShares Barclays U.S. Treasury Bond Fund	●	-5	✓	✓	✓	✓	✓	✓
TLH	iShares Barclays 10-20 Year Treasury Bond Fund	●	-7	✓	✓	✓	✓	✓	✓
IEI	iShares Barclays 3-7 Year Treasury Bond Fund	●	-10	✓	✓	✓	✓	✓	✓
IEF	iShares Barclays 7-10 Year Treasury Bond Fund	●	-12	✓	✓	✓	✓	✓	✓
SHY	iShares Barclays 1-3 Year Treasury Bond Fund	●	-14	✓	✓	✓	✓	✓	✓
TLT	iShares Barclays 20+ Year Treasury Bond Fund	●	-16	✓	✓	✓	✓	✓	✓
BNDX	Vanguard Total International Bond ETF	●	-16	✓	✓	✓	✓	✓	✓



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