

**V E R N O N**  
RESEARCH GROUP

# Misconceptions of Generations

January 2018

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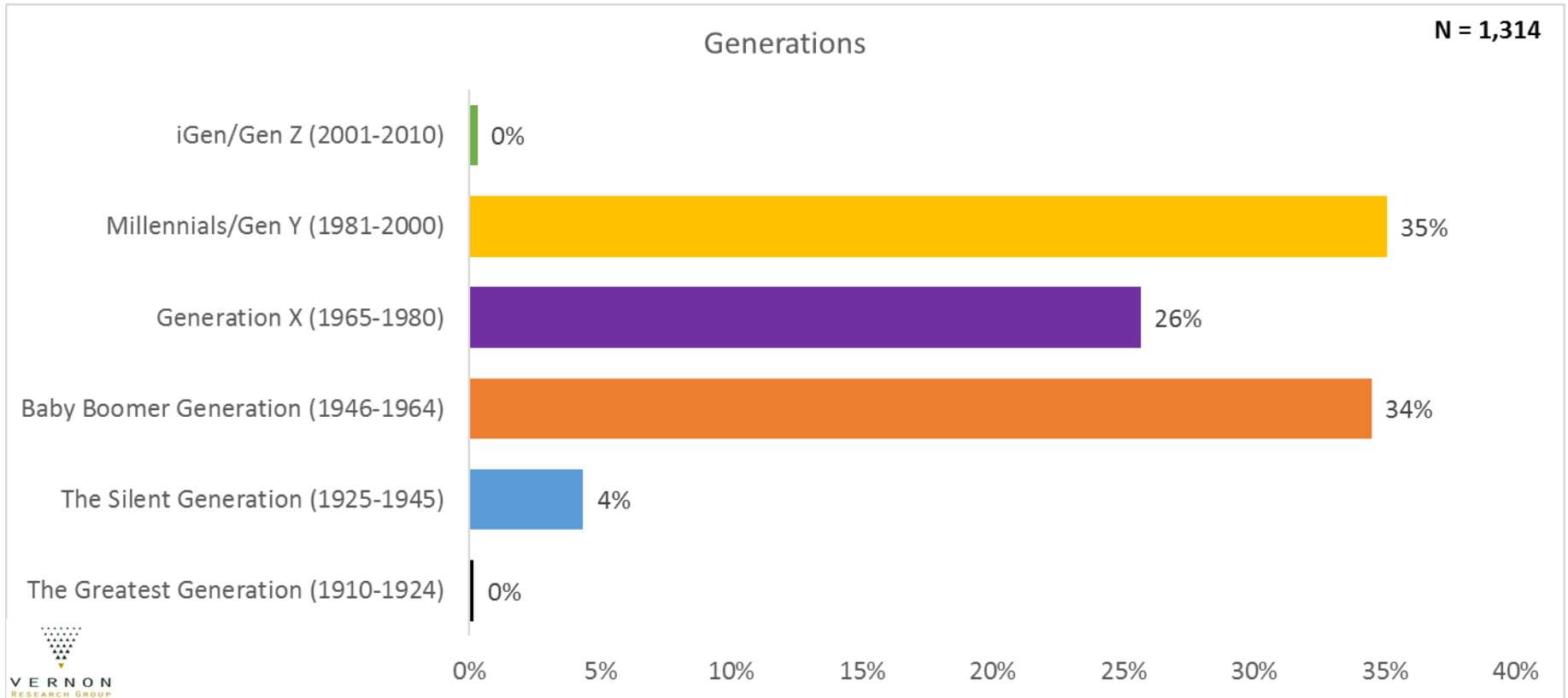
# Purpose and Methodology

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- ▼ An online survey study was completed in order to find out what the common perceptions/misconceptions of people of different generations are and who holds those opinions.
- ▼ This survey was given to panelists from our Iowa Opinion Panel (IOP) in December of 2017.
- ▼ Only people who mentioned at least one perception were used for this analysis.
- ▼ The surveys were completed by a total of 1,314 IOP members.

# Generations

Three of the generations took up most of the sample, but the Silent Generation had over 50 respondents.

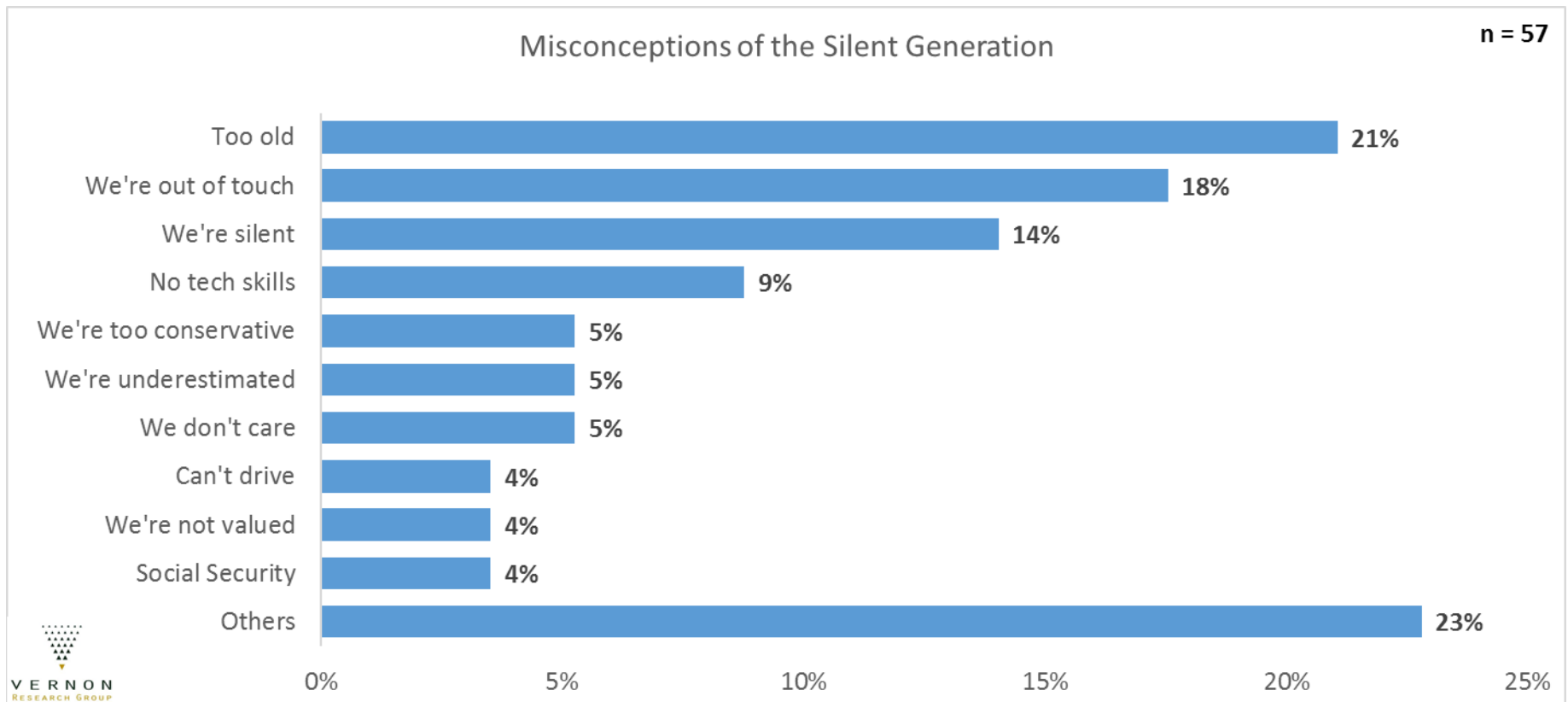


Which generation do **you** belong to?

# Misconceptions by Generation

## Silent Generation

The most prevalent themes were that people in this generation are told they're too old, out of touch, and silent.

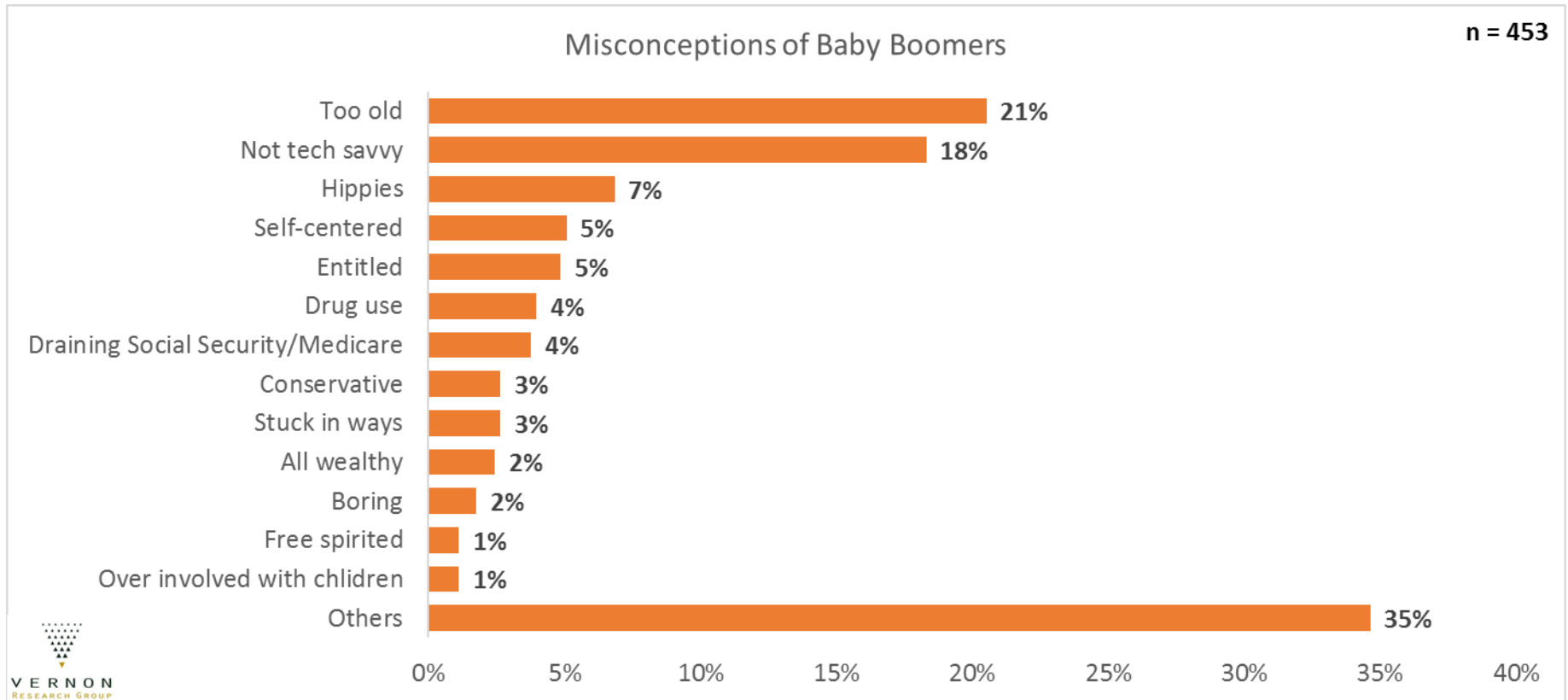


What **misconception that others have** about your generation bothers you the most?

# Misconceptions by Generation

## Baby Boomers

The most prevalent themes were that people in this generation are told they're too old and not tech savvy.

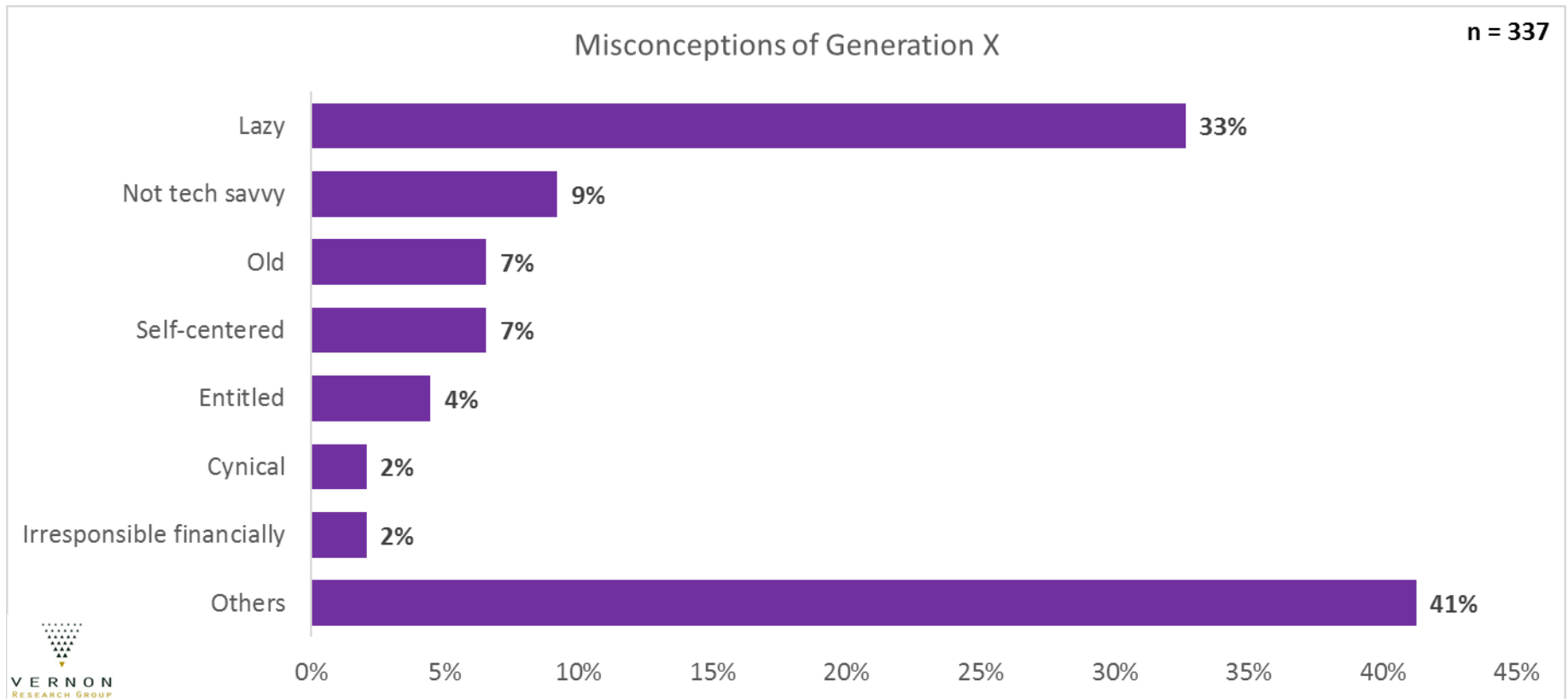


What misconception that others have about your generation bothers you the most?

# Misconceptions by Generation

## Generation X

The most prevalent theme was that people in this generation are told they're too lazy.

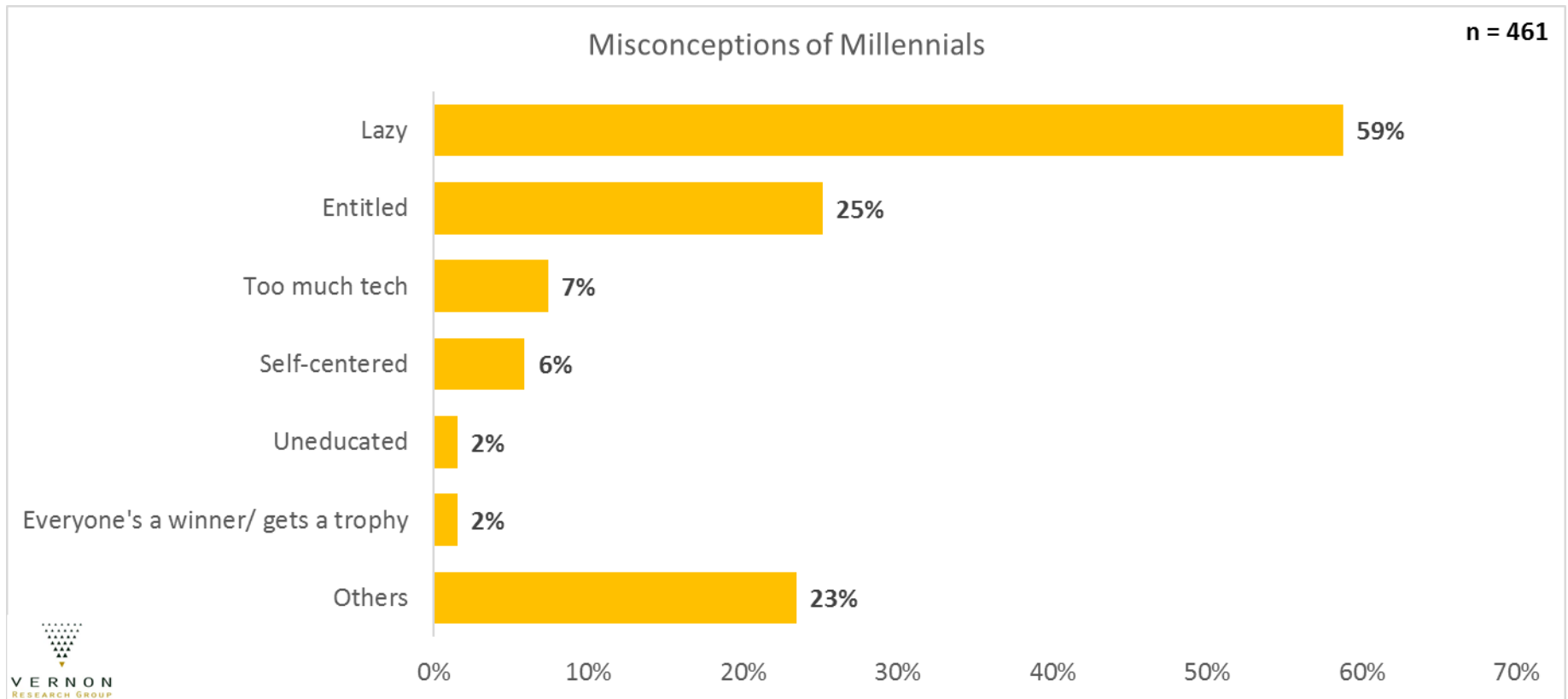


What **misconception** that **others** have about your generation bothers you the most?

# Misconceptions by Generation

## Millennials

The most prevalent theme was that people in this generation are told they're too lazy.

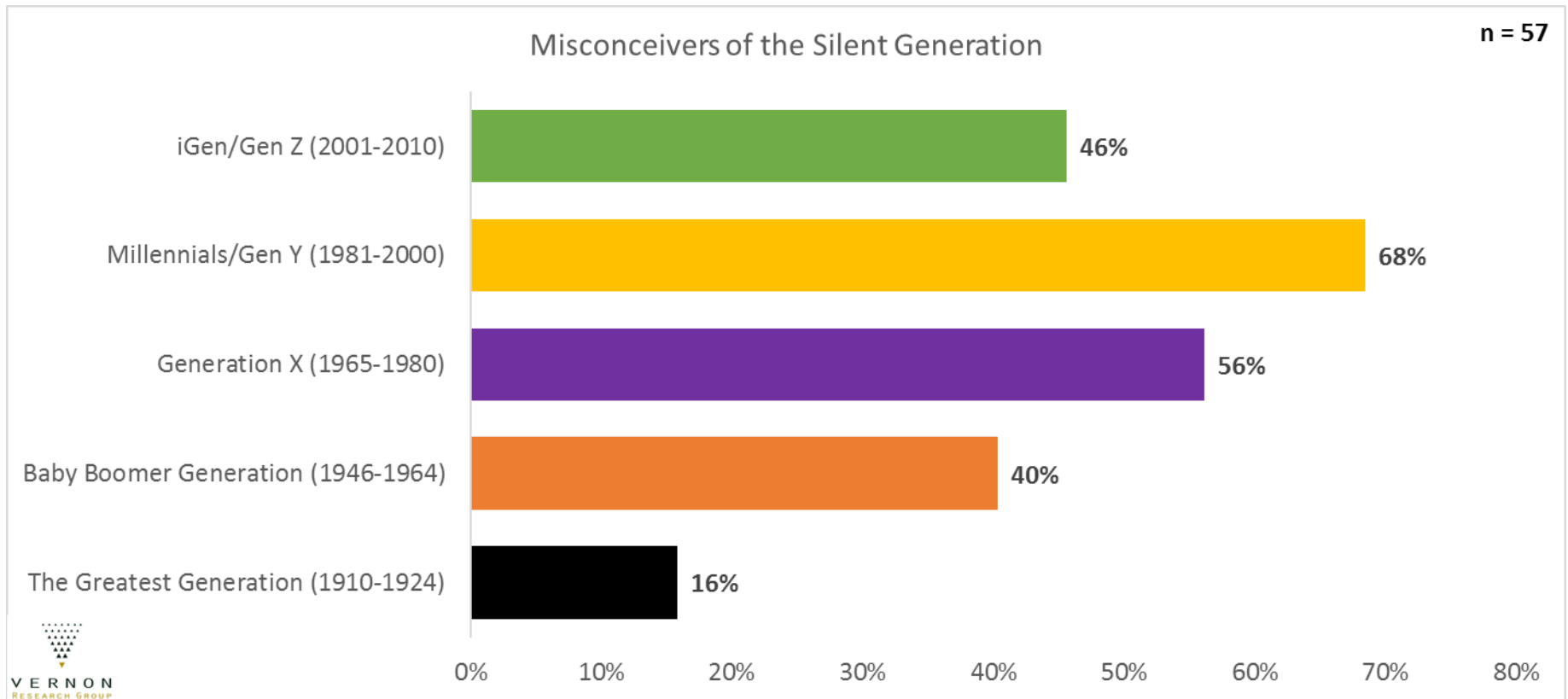


What **misconception** that **others** have about your generation bothers you the most?

# Misconceivers by Generation

## Silent Generation

Millennials were the most likely to be chosen as having misconceptions of this generation. The Greatest Generation, which was made up of older people, were least likely.



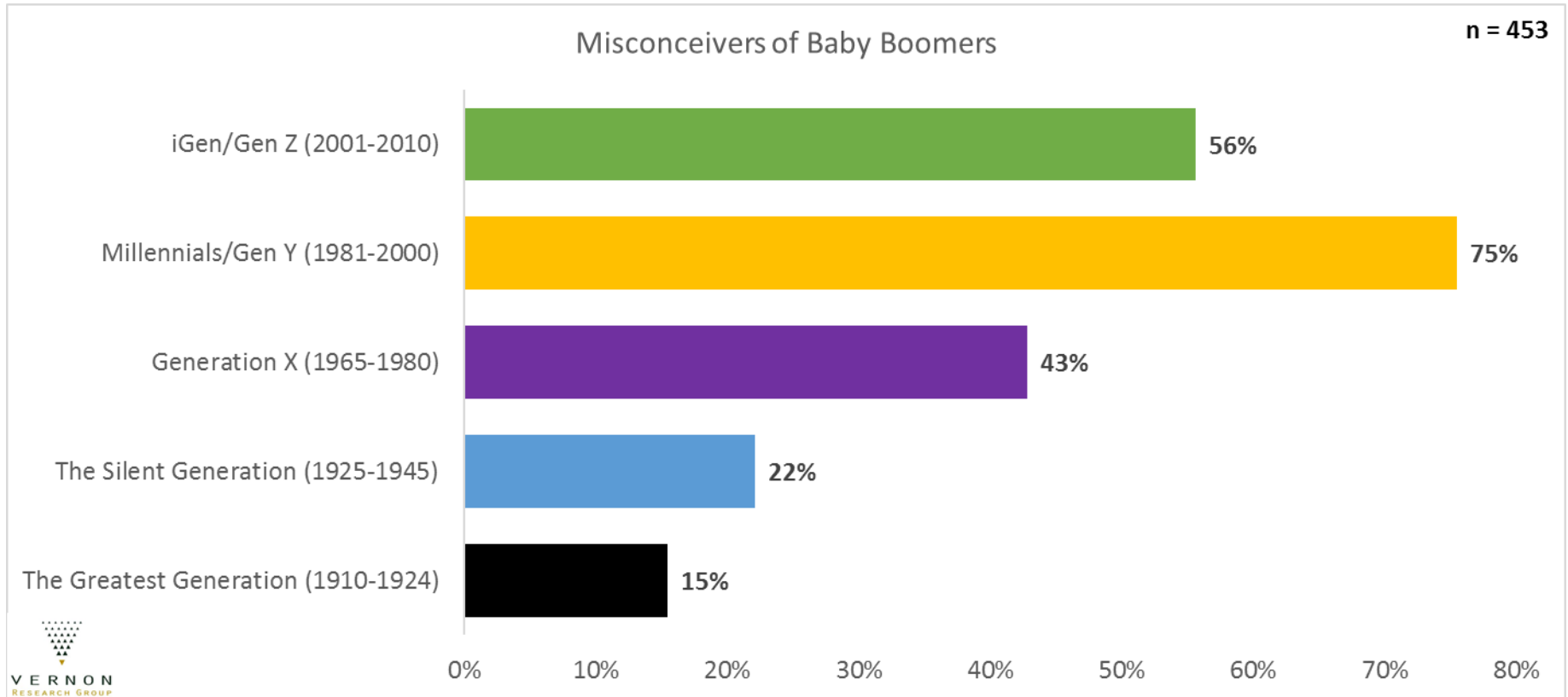
Which **generations** have this misconception? *Select all that apply.*



# Misconceivers by Generation

## Baby Boomers

Millennials were the most likely to be chosen as having misconceptions of this generation. The Greatest Generation and the Silent Generation were least likely.

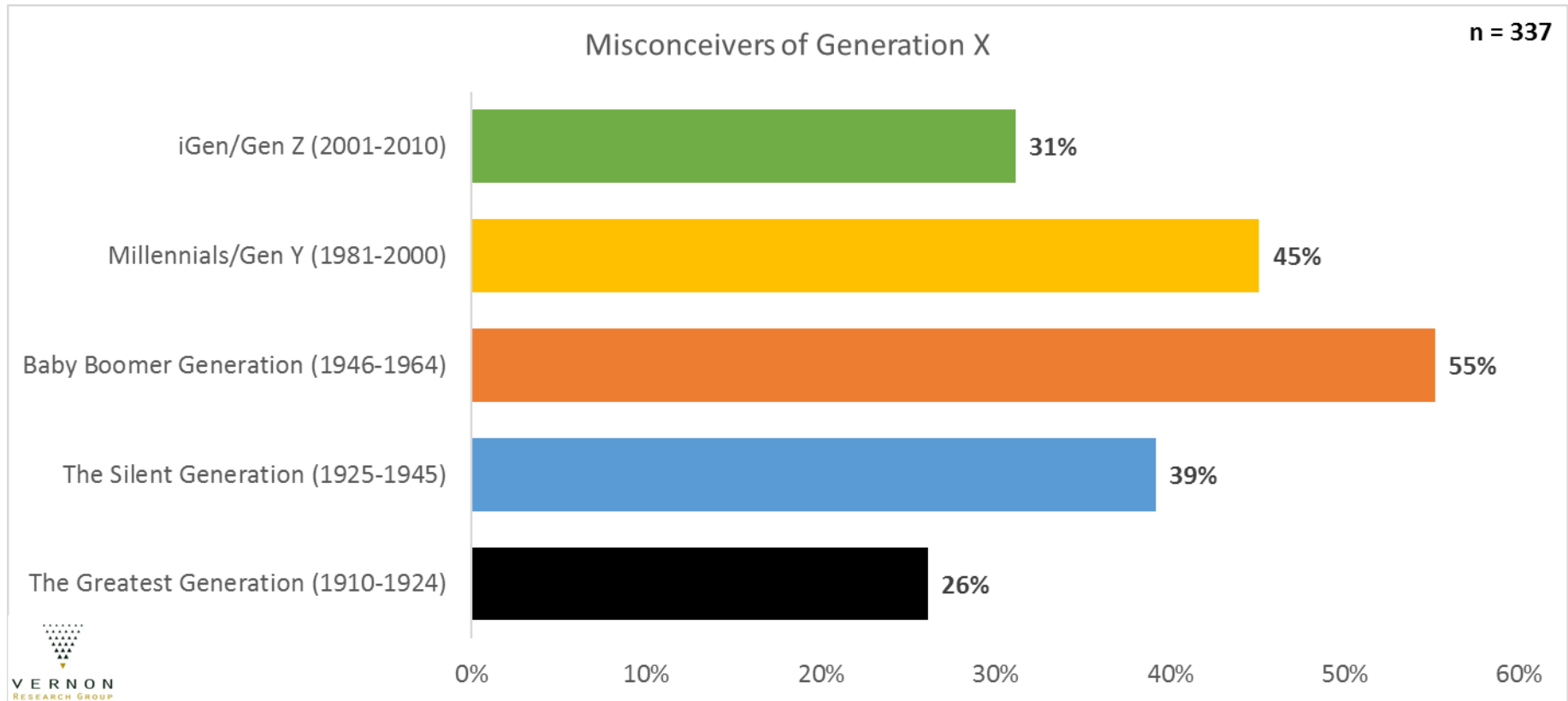


Which **generations** have this misconception? *Select all that apply.*

# Misconceivers by Generation

## Generation X

Baby Boomers were the most likely to be chosen as having misconceptions of this generation. Those in the newest and oldest generations were least likely.

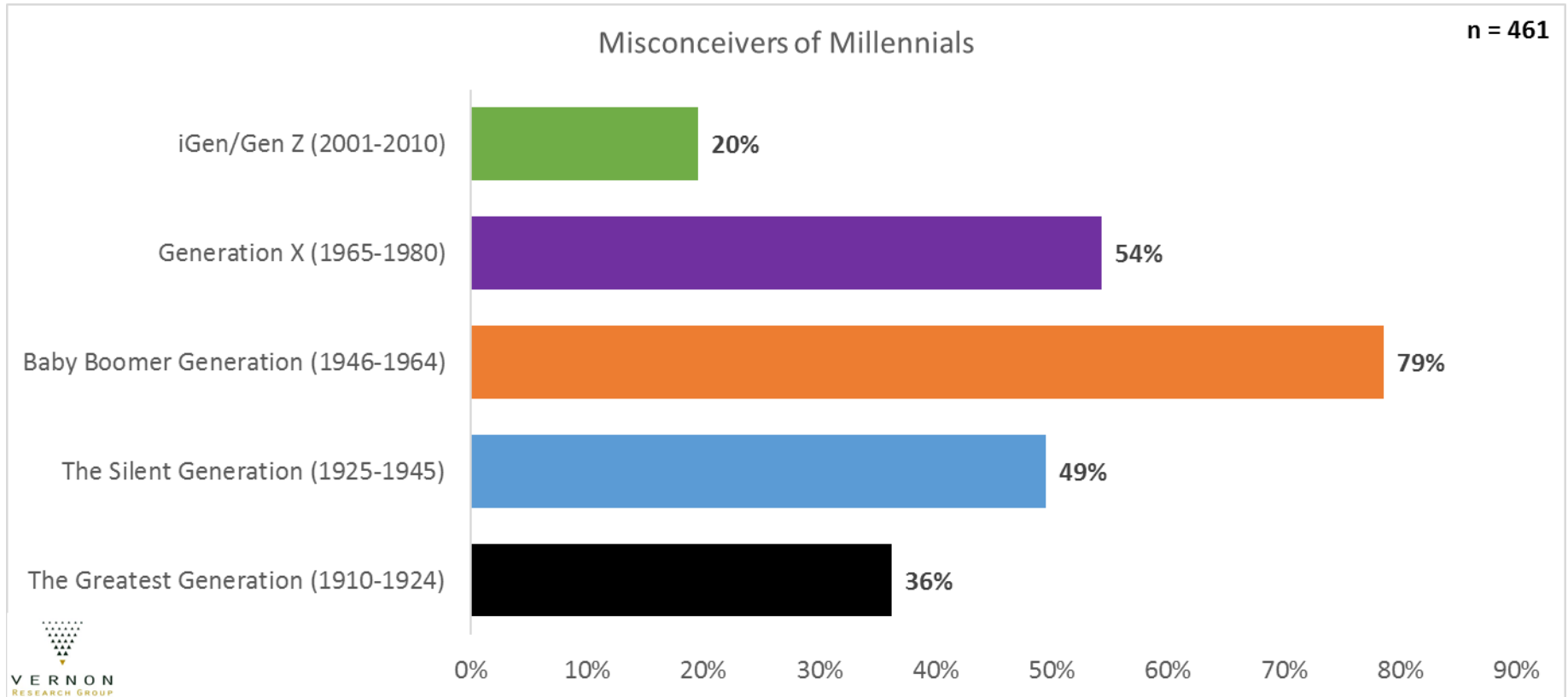


Which **generations** have this misconception? *Select all that apply.*

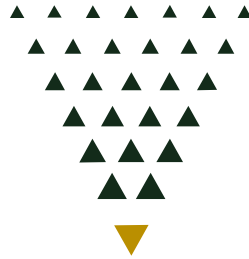
# Misconceivers by Generation

## Millennials

Baby Boomers were the most likely to be chosen as having misconceptions of this generation. Those in the newest generation were less likely.



Which **generations** have this misconception? *Select all that apply.*



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