Misconceptions of Generations

January 2018
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.
Three of the generations took up most of the sample, but the Silent Generation had over 50 respondents.

Generations

- iGen/Gen Z (2001-2010): 0%
- Generation X (1965-1980): 26%
- Baby Boomer Generation (1946-1964): 34%
- The Silent Generation (1925-1945): 4%
- The Greatest Generation (1910-1924): 0%

N = 1,314

Which generation do you belong to?
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?
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 of Baby Boomers

- Too old: 21%
- Not tech savvy: 18%
- Hippies: 7%
- Self-centered: 5%
- Entitled: 5%
- Drug use: 4%
- Draining Social Security/Medicare: 4%
- Conservative: 3%
- Stuck in ways: 3%
- All wealthy: 2%
- Boring: 2%
- Free spirited: 1%
- Over involved with children: 1%
- Others: 35%
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**?
The most prevalent theme was that people in this generation are told they’re too lazy.

**Misconceptions by Generation Millennials**

What misconception that others have about your generation bothers you the most?
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.**
Millennials were the most likely to be chosen as having misconceptions of this generation. The Greatest Generation and the Silent Generation were least likely.

### Misconceivers of Baby Boomers

<table>
<thead>
<tr>
<th>Generation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>iGen/Gen Z (2001-2010)</td>
<td>56%</td>
</tr>
<tr>
<td>Millennials/Gen Y (1981-2000)</td>
<td>75%</td>
</tr>
<tr>
<td>Generation X (1965-1980)</td>
<td>43%</td>
</tr>
<tr>
<td>The Silent Generation (1925-1945)</td>
<td>22%</td>
</tr>
<tr>
<td>The Greatest Generation (1910-1924)</td>
<td>15%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Generation</th>
<th>Misconceivers of Generation X</th>
</tr>
</thead>
<tbody>
<tr>
<td>iGen/Gen Z (2001-2010)</td>
<td>31%</td>
</tr>
<tr>
<td>Millennials/Gen Y (1981-2000)</td>
<td>45%</td>
</tr>
<tr>
<td>Baby Boomer Generation (1946-1964)</td>
<td>55%</td>
</tr>
<tr>
<td>The Silent Generation (1925-1945)</td>
<td>39%</td>
</tr>
<tr>
<td>The Greatest Generation (1910-1924)</td>
<td>26%</td>
</tr>
</tbody>
</table>

n = 337

Which **generations** have this misconception? **Select all that apply**.
Baby Boomers were the most likely to be chosen as having misconceptions of this generation. Those in the newest generation were less likely.

Misconceivers by Generation Millennials

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