

## GENERATIONS AND SOCIAL MEDIA

<b>Generations Explained<sup>1</sup></b>			
<b>Generation Name*</b>	<b>Birth Years Ages in 2009</b>	<b>% of total adult population</b>	<b>% of internet- using population</b>
<b>iGeneration (Net Generation) (The Wired Generation)<sup>2</sup></b>	Born 2008-1991, Ages 1-17	?	?
<b>Gen Y (Millennials)</b>	Born 1977-1990, Ages 18-32	26%	30%
<b>Gen X</b>	Born 1965-1976, Ages 33-44	20%	23%
<b>Younger Boomers</b>	Born 1955-1964, Ages 45-54	20%	22%
<b>Older Boomers</b>	Born 1946-1954, Ages 55-63	13%	13%
<b>Silent Generation</b>	Born 1937-1945, Ages 64-72	9%	7%
<b>G.I. Generation</b>	Born -1936, Age 73+	9%	4%

**Source:** Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is  $\pm 2\%$ . N=1,650 total internet users, and margin of error is  $\pm 3\%$ .

\*All generation labels used in this report, with the exception of “Younger -” and “Older -” Boomers [and iGeneration], are the names conventionalized by Howe and Strauss’s book, *Generations: Strauss, William & Howe, Neil. Generations: The History of America's Future, 1584 to 2069* (Perennial, 1992). As for “Younger Boomers” and “Older Boomers”, enough research has been done to suggest that the two decades of Baby Boomers are different enough to merit being divided into distinct generational groups.

<http://www.pewinternet.org/Presentations/2009/Generations-Online-in-2009.aspx>

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<sup>1</sup> Sydney Jones and Susannah Fox, “Generations Online,” Pew Research Center, <http://www.pewinternet.org/Presentations/2009/Generations-Online-in-2009.aspx> (accessed April 17, 2010)

<sup>2</sup> Adapted from Larry D. Rosen, *Rewired: Understanding the iGeneration and the Way They Learn* (New York, NY: Palgrave MacMillian, 2010).

### What Makes Your Generation Unique?

Millennial	Gen X	Boomer	Silent
1. Technology use (24%)	Technology use (12%)	Work ethic (17%)	WW II, Depression (14%)
2. Music/Pop culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3. Liberal/tolerant (7%)	Conservative/Trad'l (7%)	Values/Morals (8%)	Honest (12%)
4. Smarter (6%)	Smarter (6%)	“Baby Boomers” (6%)	Work ethic (10%)
5. Clothes (5%)	Respectful (5%)	Smarter (5%)	Values/Morals (10%)

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205.

<http://pewsocialtrends.org/pubs/751/millennials-confident-connected-open-to-change>


### Who tweets?

The percentage of online adults in each demographic group who use Twitter or another status update service

♦ indicates a significant difference.

	% of U.S. adults
<b>All online adults</b>	<b>19%</b>
<b>Sex</b>	
Men	17%
Women	21 ♦
<b>Race/Ethnicity</b>	
White (non-Hispanic)	19%
African American (non-Hispanic)	26
Hispanic	18
<b>Age</b>	
18-29	33% ♦
30-49	22 ♦
50-64	9 ♦
65+	4
<b>Education</b>	
Less than high school	18%
High school diploma	17
Some college	21
College graduate	21
<b>Household income</b>	
Less than \$30,000	22%
\$30,000-\$49,999	21
\$50,000-\$74,999	20
\$75,000 or more	20

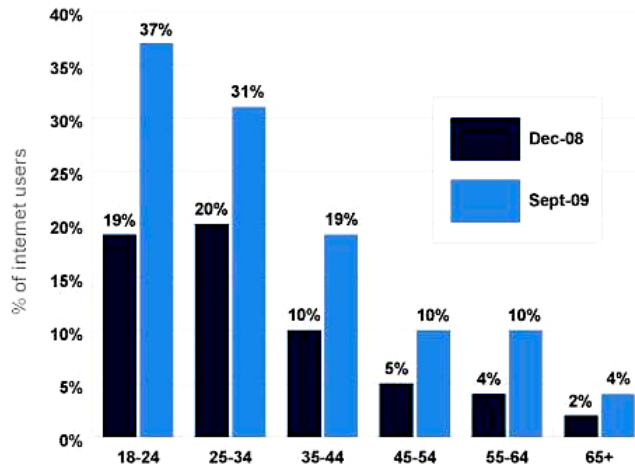
Source: Pew Internet & American Life Project Survey conducted from August 18-September 14, 2009. Interviews were conducted in both English and Spanish, on landline and cell phones. N=1,698 and margin of error is ±3% based on adult internet users.



<http://pewinternet.org/Reports/2009/17-Twitter-and-Status-Updating-Fall-2009.aspx?r=1>

### Young people flock to Twitter

Internet users age 18-44 are more likely than older users to use Twitter or another status update service.



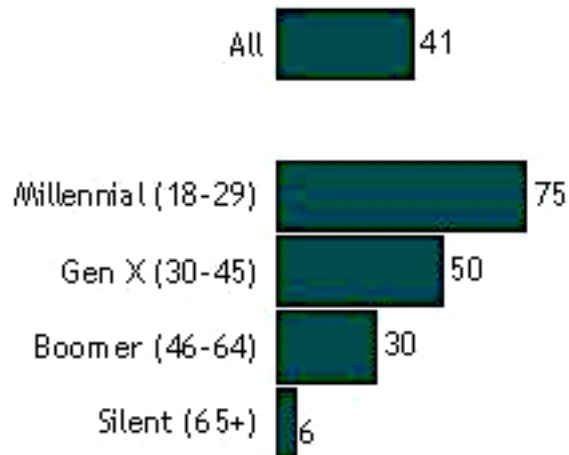
Source: Pew Internet & American Life Project surveys conducted from November 19-December 20, 2008, and August 18-September 14, 2009.



<http://pewinternet.org/Reports/2009/17-Twitter-and-Status-Updating-Fall-2009.aspx?r=1>

### Do You Have a Profile on a Social Networking Site?

% saying “yes”



PewResearchCenter

<http://pewsocialtrends.org/pubs/751/millennials-confident-connected-open-to-change>

<b>Teens &amp; Friends on Social Networking Sites</b>		
<i>What are the different ways you use social networking sites? Do you ever use those sites to...?</i>		
	<b>Yes</b>	<b>No</b>
Stay in touch with friends you see a lot	91%	9%
Stay in touch with friends you rarely see in person	82	18
Make plans with your friends	72	28
Make new friends	49	50
Flirt with someone	17	83

Source: *Pew Internet & American Life Project Parents & Teens Survey, October-November 2006. Based on teens who use social networking sites [N=493] Margin of error is ±5%.*

<b>How Teens Communicate with Friends Using Social Networking</b>	
<i>The percentage of teen SNS users who...</i>	
Post messages to a friend's page or wall	84%
Send private messages to a friend within the social networking system	82
Post comments to a friend's blog	76
Send a bulletin or group message to all of your friends	61
Wink, poke, give "e-props" or kudos to your friends	33

Source: *Pew Internet & American Life Project Teens and Parents Survey, Oct.-Nov. 2006. Margin of error is ±5% for teens who use social networking sites.*

<http://www.pewinternet.org/Reports/2007/Social-Networking-Websites-and-Teens/Data-Memo/More-details-from-the-survey.aspx?r=1>