

The Star-Ledger/**Eagleton-Rutgers Poll**

NEW JERSEY GENERATIONS: A Look at Political and Social Differences

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A story based on the survey findings presented in this release and background memo appears in the Sunday, June 27th Star-Ledger. We ask users to properly attribute this copyrighted information to "The Star-Ledger/Eagleton Poll."

*This is a special Star-Ledger/Eagleton Poll report: an in-depth look at **Generations in New Jersey**. We want to tell a statistical tale of three generations of New Jerseyans--how differences in their political outlook and social values may play out in elections and on public policy issues in the coming years. We hope you find it interesting reading. A story based on these data will appear in the June 27 Star-Ledger.*

*Cliff Zukin
Director, The Star-Ledger/Eagleton Poll*

Generations in New Jersey: The Cast of Characters:

- **Matures**, born before 1946, are about one and three-quarter million strong in the state. Driven by duty and sculpted by sacrifice, this generation was forged by the experiences of World War II and the depression. They are genuinely *engaged* in their role of citizens in the larger political and social worlds and in the communities in which they live. Attentive to politics and highly participative, they are also more religious, less tolerant of gays and lesbians, and less likely to see racial discrimination as a problem than others.
- **Baby Boomers** were born between 1946 and 1964 and constitute about two and a half million New Jerseyans. Parented by prosperity and bringing a presumption of entitlement to their world view, the Boomer cohort has always been big enough to force the culture to adapt to them. Shaping political experiences were the Civil Rights movement, Viet Nam and Watergate, not to mention the "sexual revolution." But while shaping, these experiences also left many with scars of cynicism. They are less interested, attentive, engaged and civically-oriented than Matures, traits that now play out in lowered turnout and increased estrangement both among themselves and in what they pass on to their children.

- **Generation X**—Xers, born after 1964, are roughly the same size as the Matures. But they have virtually nothing else in common. Their formative experiences were framed by familial and financial insecurity. They grew up amidst divorce and recession. Where the sexual revolution of the Boomers brought free expression and experimentation, the threat of AIDS brought Xers fear and caution. Their political world view has been shaped by...well, really by nothing. No wars, no domestic upheavals--no wider or worldly concerns. They participate little in civic life, rarely voting or following politics. However, they are extremely tolerant of all viewpoints and lifestyles, and far more likely to get along well in a diverse society. And, with their insecurity driving a view that "everyone could use a little help" they are now the *most* likely of any of the three generations to be willing to see government involvement in problem-solving—especially female Xers.

The remainder of this report profiles the differences between these three New Jersey generations on fundamental aspects of life. These include: political engagement—political interest, voting and civic participation; social attitudes—values and views of various groups in society; community involvement, and use of computers and the Internet.

Political Engagement—Interest, Voting and Civic Participation and Political Orientations

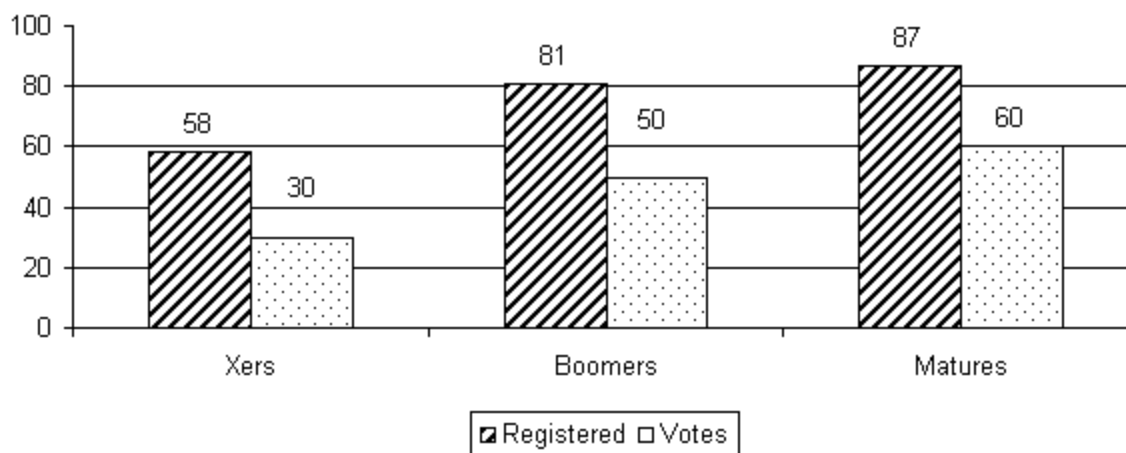
Voting and Participation

There are deep and abiding generation gaps in New Jersey in terms of participation in the political process. Matures are the most likely to participate in all activities asked about on the survey; GenXers are far and away the least likely to do so. Boomers are found between the two extremes, but resemble Matures more than Xers in their level of political activity.

Voting is one of the primary responsibilities of citizenship. And it has never been easier to register to vote, especially for young people with the advent of the "Motor Voter" law. However, just 58 percent of New Jersey's GenXers say they are registered to vote, compared to 81 percent of Boomers and 86 percent of Matures.

Current polling data confirms what election exit polls have been showing—GenXers are indeed the least likely to vote in elections. Just 30 percent of this youngest cohort reports voting "in every election"—20 points below Baby Boomers and 30 points below Matures.

Percent Registered and Votes in "Every" Election



Voting is of course only one activity. But the data also show GenXers are also significantly less likely than their counterparts to engage in other forms of political participation: A fairly robust 43 percent of Matures and 35 percent of Boomers report having attended a meeting or gotten together with members of their community to solve a problem. The figure for Xers drops to just 16 percent, although generational differences among those having done so in the last year are less striking.

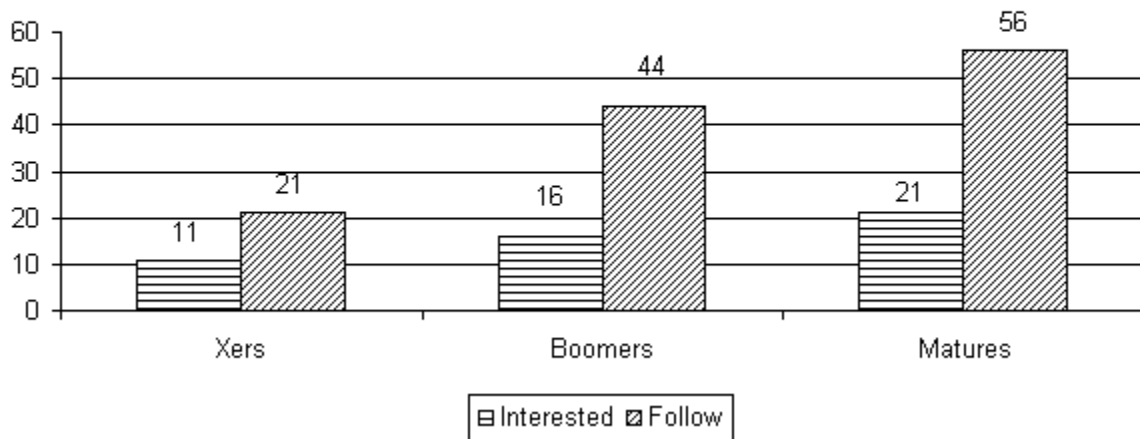
Interest, Attentiveness and Knowledge

GenX's attentiveness to politics is, at best, haphazard. Just one-in-ten say they are "very interested" in New Jersey government and politics, and one-in-five say they follow government and politics regularly.

Interestingly, while those in other generations are not terribly different from Xers in how interested they are, a far greater number of both Boomers and Matures do take the time to follow politics regularly. The 21 percent of GenXers who say they regularly follow New Jersey politics and government is far lower than the 44 percent of Boomers and 56 percent of Matures who say they do so. Apparently, GenXers have a higher personal bar to hurdle before interest translates into attentiveness.

The poll also shows the link between political interest and attentiveness to knowledge. At the time interviewing was conducted a majority of GenXers—56 percent—could not even *recognize* the name of then-Attorney General Peter Verniero. A large number of Boomers—42 percent—also failed the test, compared to just 28 percent of Matures.

NJ Government & Politics: Percent "Very Interested" and "Follows Regularly"



Cliff Zukin, director of the poll and Chair of the public policy department at Rutgers commented, "These are sobering numbers. The health of a democratic form of government rests in part on an interested, attentive citizenry. These results suggest that the lion's share of an entire generation is not engaged. GenX has not so much dropped out as it has never tuned in." Zukin went on to note, "While it certainly has been the case in the past that people become more involved as they age, get married and put down roots in a community, much evidence suggests this GenX is starting later and from a lower floor. It is quite likely that this generation will never reach the level of interest and participation of earlier generations."

Political Orientations: Party, Ideology and the Role of Government

The statewide sampling of New Jersey residents finds hints of differences between the generations in two fundamental political orientations: partisanship and ideology. At this point in time GenX seems to be more Democratic and more liberal than the Matures, the generation that is aging and being replaced in the electorate. While differences are slight, they are suggestive of how the political landscape in New Jersey might be changing.

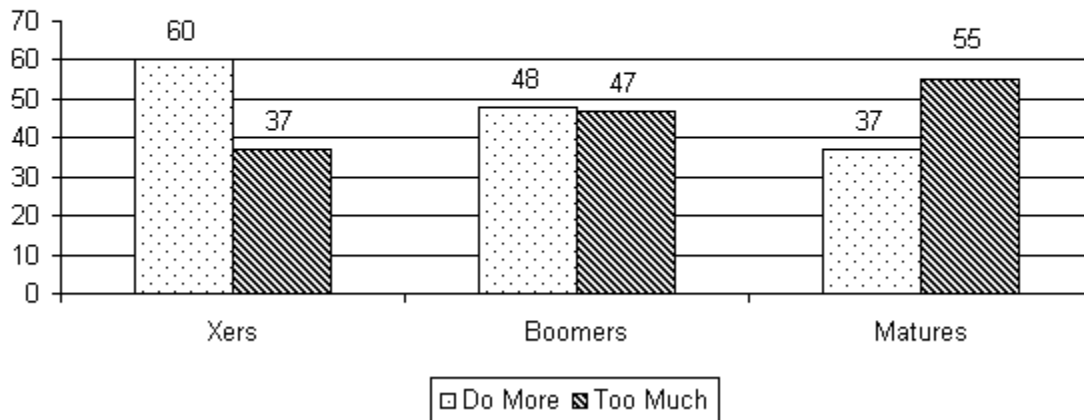
- Among GenXers, Democrats outnumber Republicans by a margin 34 to 22 percentage points; it is a much narrower 36 to 30 percent among Matures.
- While the majority of New Jerseyans describe themselves as moderates, Xers are the only group where slightly more actually describe themselves as liberal (22%) than conservative (18%). This difference is within the poll's statistical margin of error, as it is among Baby Boomers where slightly fewer say they are liberal (18%) than conservative (22%). However, far more Matures describe themselves as conservative than liberal—by a margin of 36 to 14 percent.

- It is female Xers who tilt the cohort's balance slightly to the liberal side. Men born after 1964 are evenly divided with 21 percent each describing themselves as liberal and conservative; women are divided 23 percent liberal to 15 percent conservative.

The more liberal orientation of New Jersey GenXers is seen most clearly in their greater willingness to have government play a larger role in solving societal problems and in their greater conviction that government regulation is necessary to protect the public interest. The graph at the side displays the generations' responses when asked to choose between the statements, "Government should do more to solve problems," or "Government does too many things better left to businesses and individuals." The differences are remarkable.

GenXers call for more government involvement by an extremely strong 60 to 37 percent split. In sharp contrast, Matures believe there should be less government involvement by a similarly strong margin of 55 to 37 percent. Baby Boomers are right in the middle of this generational canyon, with half calling for more and half calling for less governmental involvement.

Government Should "Do More" or "Does too Much" to Solve Problems



Perhaps equally as striking as the generation gap in responses is the *gender-by-generation* gap in responses among Xers. Male GenXers are evenly divided on this question, with 49 percent choosing more government and 46 percent choosing less. However, female GenXers are divided by a lopsided 71 to 28 percent in favor of more government involvement.

Government Regulation

Government regulation of business is necessary to protect the public interest

	<u>GenXers</u>	<u>Boomers</u>	<u>Matures</u>
	59%	49%	45%
men	53%	48%	45%
women	65%	49%	46%

Zukin commented, "We are not really sure of the reason why Xers appear more Democratic and liberal relative to the Matures. It could be that their formative years encompassed the economic insecurity of the early years of the Reagan presidency coupled with the relative economic health of the Clinton years. Or, the insecurity and uncertainty they have faced growing up may have led them to believe that government needs to lend a hand to people trying to make it. But if these differences in orientation remain, and if a larger number of Xers come to participate in the political process as they age—neither of which is assured—we would expect to see a slight swing towards the Democratic party in New Jersey with the passage of time."

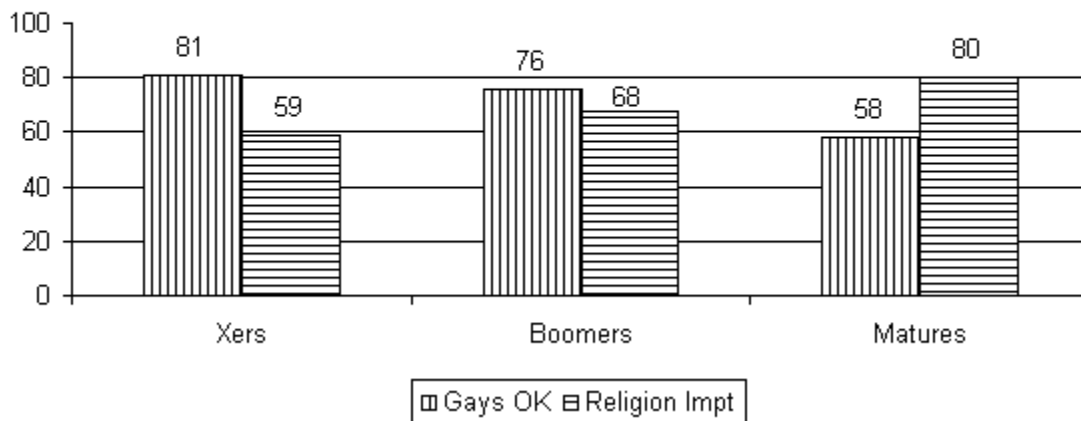
Social Attitudes, Values and Views of Various Groups in Society

Matures are not only the most politically conservative group, they are the most socially conservative as well. On social issues such as racial discrimination, the value of multiculturalism and views of homosexuals, Matures are different from both GenXers and Boomers, whose views on these issues are quite close. A greater number of Matures also tend to view religion as an important cornerstone of everyday life. Views of gender discrimination defy easy summary.

Religion and Sexual Orientation

The vast majority of Baby Boomers and GenXers believe that homosexuals should be allowed to teach in public schools. This view is almost consensual, held by 81 percent of Xers and 76 percent of Boomers. However, it is but a bare majority of Matures who also hold this view.

Percentages Saying: Religion is Very Important, and Gays/Lesbians Should be Allowed to Teach



The flip side of the Matures' lesser tolerance for gays and lesbians may be their greater religiosity. Four-in-five Matures agree with the statement "religion is an important part of my daily life." While a majority of the other age cohorts also describe religion as an important element of their life, far fewer Xers (59%) and Boomers (68%) do so than Matures (80%).

Race and Multi-Culturalism

While generational differences in racial attitudes are not as large as those concerning sexual orientation, fewer Matures than either Boomers or Xers believe that racial discrimination holds African Americans back. Statewide, 26 percent feel that Blacks who can't get ahead are responsible for their own condition. This group comprises about 30 percent of Boomers and Xers, and just 18 percent of Matures. And while the commitment to a multi-cultural society is clearly divisive in the state—with half favoring and half being indifferent; slight majorities of Boomers and Xers favor the idea while a slight majority of Matures do not feel it is an important objective.

<u>Racial Discrimination</u>	<u>GenXers</u>	<u>Boomers</u>	<u>Matures</u>
<i>Racial discrimination is the main reason why black people can't get ahead these days</i>	31%	28%	18%
<i>Blacks who can't get ahead in this country are mainly responsible for their own condition</i>	59	62	65
<u>Multi-Culturalism</u>			
<i>It is important that people of different races and ethnic groups live, go to school and work closely with each other</i>	52%	53%	47%
<i>It's not important that people of different races do this, so long as everyone is treated fairly and has the same opportunities.</i>	47	45	53

*NOTE: Tables should be read down, by columns. Cell entries are percentages agreeing with each statement. "Don't Knows" have been excluded.

Gender Discrimination

Views of gender discrimination is the one area in the survey where Baby Boomers are not sandwiched in some way between Xers and Matures. In fact, this is the one area where GenXers tend to resemble Matures in their beliefs, although they may hold the same views for different reasons. Respondents were asked which of two statements they agreed with—whether it is as easy for a woman to succeed in business as for a man. or whether women still face more obstacles than men. About sixty percent of both Xers and Matures feel that women still face additional obstacles, 12 percentage points less than Baby Boomers.

Gender Discrimination

It's as easy for a woman to succeed in business today as it is for a man

GenXers

37%

Boomers

27%

Matures

37%

Women still face more obstacles to success than men

61

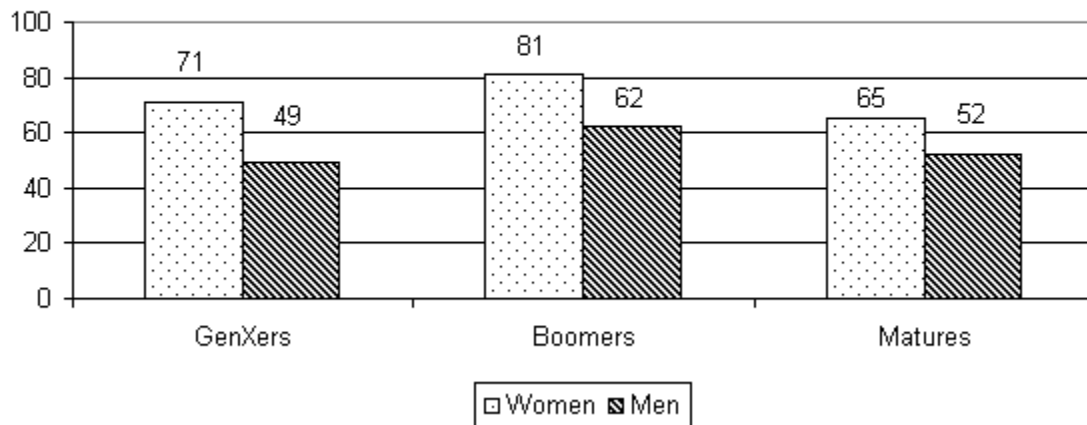
72

59

*NOTE: Tables should be read down, by columns. Cell entries are percentages agreeing with each statement. "Don't Knows" have been excluded.

Even more fascinating than the fact that the youngest generation has not become more concerned with gender discrimination (as they are with discrimination against Blacks and homosexuals) is the tremendous fissure between female and male GenXers. That women continue to have it tougher than men seems to be an article of faith among Xer women, although it should be noted that GenX women trail Baby Boomer women by 10 percentage points on this. Just over seven-in-ten female Xers believe women have it tougher than men. However, only 49 percent of male Xers share this opinion. In fact, male GenXers are the least likely of *any* of the six groups to hold this perception.

Women Still Face Obstacles



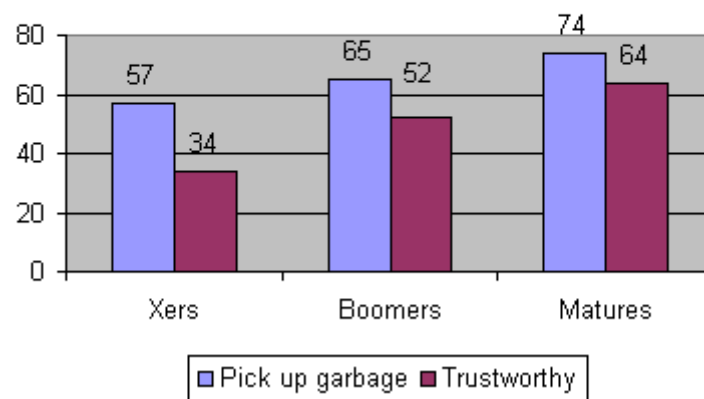
Community Involvement

Just as the generations differ in their degree of civic engagement, they also differ in terms of neighborhood integration, with GenXers feeling less tied to their neighbors and neighborhoods than Boomers and Matures. While the majority of New Jerseyans rate their neighborhoods favorably, GenXers are more likely than either Boomers or Matures to give their neighborhoods unfavorable ratings, with 27 percent of Xers stating that their neighborhoods are "only fair" or "poor" compared to just 15 percent of Boomers and 17 percent of Matures.

Even more telling, perhaps, are the differences between Xers and other generations in the way they perceive their neighbors. Only a third (34%) of GenXers *strongly* agreed with

the statement "Most of the people in my neighborhood are trustworthy," compared to half of Boomers and two-thirds of Matures. In addition, Xers are less likely than Boomers and much less likely than Matures to attribute consideration to their neighbors. When asked whether thought that a neighbor would pick up a stray garbage can in front of their residence, only 57 percent of Xers agreed, compared to 65 percent of Boomers and a whopping 74 percent of Matures who agreed that their neighbors would show them this consideration.

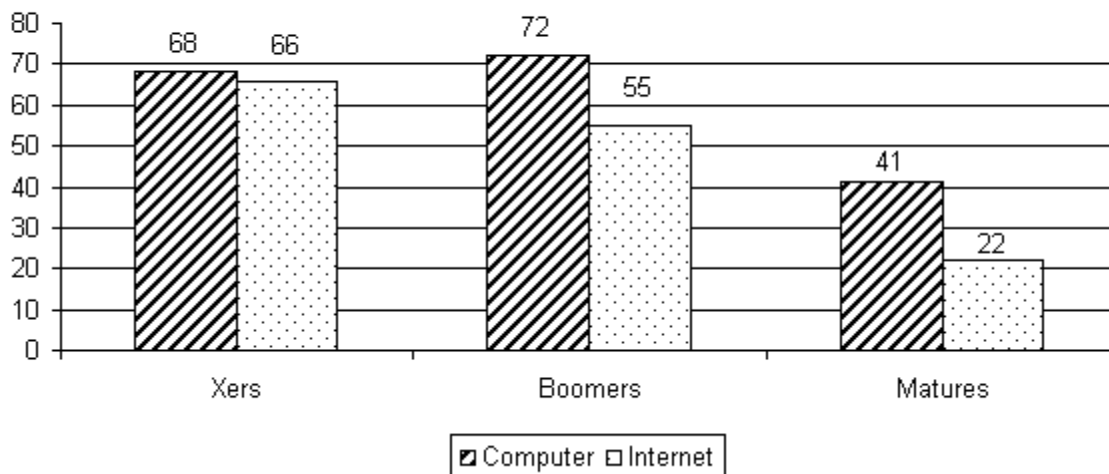
Strongly agree that "neighbors are trustworthy" and believe that neighbors will pick up garbage



Computers and the Internet

The generations are also different in their use of computers and the Internet. Computers can be found in about seven-in-ten homes of both GenXers and Baby Boomers; far fewer Matures (41%) report having a home computer. Just 22 percent of Matures say they went on-line in the week before they were interviewed, compared to 55 percent of Baby Boomers and to 66 percent of GenXers.

Has a Home Computer; Gone On-Line in Last Week



Methodological Note

The data in this report were collected during the latest Star-Ledger/Eagleton Poll, conducted with a statewide sample of 802 New Jersey adults between April 28 and May 6. The overall sampling error is ± 3.5 percent for the whole sample. The sample included 219 GenXers, defined as being born after 1946, 341 Baby Boomers, defined as being born between 1946 and 1964, and 230 Matures, defined as being born before 1946. The sampling error is about ± 7 percentage points for the Xers and Matures, and about 5.5 percent for the Boomers.

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BACKGROUND MEMO — RELEASE SL/EP72-5 (EP122-5), SUNDAY, JUNE 27, 1999

The latest Star-Ledger/Eagleton Poll was conducted between April 28 and May 6, 1999, when a scientifically selected random sample of 800 New Jersey adult residents was interviewed by telephone. All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for the total sample size of 800 is ± 3.5 percent, at a 95 percent confidence interval. Thus, if 50 percent of New Jerseyans were found to have a favorable opinion of the Governor, one would be 95 percent sure that the true figure would be between 46.5 and 53.5 percent (50 ± 3.5) had all New Jerseyans been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported for men and women, are subject to more error than are statements based on the total sample. Click here for a [chart](#) that shows the relationship between sample size and sampling error. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects. The verbatim wording of all questions asked is reproduced in this background memo. The sample has been

stratified based on county and the data have been weighted on age and education to insure an accurate proportional representation of the state. The questions referred to in this release are as follows:

Note: In this release we refer to "Generation Xers," "Baby Boomers," and "Matures." A "Generation Xer" is someone who was born between the years 1965 and 1981. A "Baby Boomer" is someone who was born between the years 1946 and 1964. A "Mature" is someone who was born between the years 1901 and 1945.

"How interested are you in New Jersey politics and government—very interested, somewhat interested, a little interested or not interested?" (Q 8A)

	<u>Very</u>	<u>Somewhat</u>	<u>A little</u>	<u>Not Interested</u>	<u>DK</u>	<u>Total %</u>	<u>(n)</u>
Statewide	16%	38%	26%	21%	--	101%	(802)

Generations

--Gen Xers	11	36	32	21	1	101	(219)
--Baby Boomers	16	42	22	20	--	100	(341)
--Matures	21	32	25	22	--	100	(230)

"How often do you follow what is going on in New Jersey government and politics—regularly, occasionally, rarely or never?" (Q 8B)

	<u>Regularly</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>	<u>Total %</u>	<u>(n)</u>
Statewide	40%	42%	11%	6%	99%	(802)

Generations

--Gen Xers	21	52	18	9	100	(219)
--Baby Boomers	44	43	8	5	100	(341)
--Matures	56	31	8	5	100	(230)

Generations by Sex

--Male Xers	23	50	16	11	100	(108)
--Female Xers	18	54	20	8	100	(111)
--Male Boomers	52	39	7	2	100	(169)
--Female Boomers	36	47	10	8	101	(172)
--Male Matures	63	24	9	4	100	(115)
--Female Matures	51	37	7	5	100	(115)

"Are you currently registered to vote at the address where you now live?" (Q 11)

	<u>Yes</u>	<u>No</u>	<u>Total</u>	<u>(n)</u>
<u>Generations</u>				
--Gen Xers	58%	43%	101%	(219)
--Baby Boomers	81	19	100	(341)
--Matures	86	13	99	(230)

"Have you ever attended a meeting or gotten together with other members of your community to try to solve a local, state or national problem of any kind? IF YES, PROBE: Was this in the last 12 months?" (Q 7)

	Yes, in last 12 <u>months</u>	Yes, more than a <u>year ago</u>	<u>No</u>	<u>DK</u>	<u>Total %</u>	<u>(n)</u>
Statewide	16%	15%	68%	1%	100%	(802)

Generations

--Gen Xers	9	7	84	--	100	(219)
--Baby Boomers	22	13	64	1	100	(341)
--Matures	16	27	57	1	101	(230)

"How often do you vote—in every election, most of them, some, just once in a while, or don't you vote?" (Q 12)

	<u>Every</u>	<u>Most</u>	<u>Some</u>	Just Once in <u>a while</u>	<u>Never</u>	<u>DK</u>	<u>Total %</u>	<u>(n)</u>
Total	49%	34%	9%	6%	2%	--	100%	(623)

Generations

--Gen Xers	30	38	14	13	5	1	101	(134)
--Baby Boomers	50	37	10	3	--	--	100	(274)
--Matures	60	28	5	5	2	--	100	(208)

"In politics today, do you consider yourself a Democrat, Republican, Independent, or something else?" (D1)

	<u>Democrat</u>	<u>Republican</u>	<u>Independent</u>	<u>Other</u>	<u>DK/No opinion</u>	<u>Total %</u>	<u>(n)</u>
Statewide	34%	23%	25%	12%	4%	98%	(802)

Generations

--Generation X	34	22	20	19	5	100	(219)
--Baby Boomers	34	20	29	14	4	101	(341)
--Matures	36	30	26	4	4	100	(230)

"Regardless of the political party you might favor, do you consider yourself to be a liberal, conservative, or somewhere in between?" (D 2)

	<u>Liberal</u>	<u>Conservative</u>	Somewhere in <u>Between</u>	<u>Other</u>	<u>DK/No Opinion</u>	<u>Total %</u>	<u>(n)</u>
Statewide	18%	24%	55%	1%	2%	100%	(802)

Generations

--Generation X	22	18	57	1	2	100	(219)
--Baby Boomers	18	21	59	1	1	100	(341)
--Matures	14	36	48	--	2	100	(230)

Generations by Sex

--Male Xers	21	21	54	1	2	99	(108)
--Female Xers	23	15	59	--	2	99	(111)
--Male Boomers	17	25	55	2	1	101	(169)
--Female Boomers	18	17	63	--	2	100	(172)
--Male Matures	18	44	37	1	--	100	(115)
--Female Matures	10	30	57	--	3	100	(115)

"Do you happen to know the name of the Attorney General in New Jersey? If yes, who is that?" (SP 10)
 and, if respondent cannot correctly name the Attorney General, the respondent is asked:
 "The Attorney General is Peter Verniero—have you ever heard of him before?" (SP 11)

	Can name <u>him</u>	Recognizes his name, but cannot <u>name him</u>	Can neither name him <u>nor recognize his</u> <u>name</u>	<u>Total %</u>	<u>(n)</u>
Statewide	10%	48%	43%	101	(802)

Generations

--Gen Xers	4	39	56	99	(219)
--Baby Boomers	12	47	42	101	(341)
--Matures	13	59	28	100	(230)

Generations by Sex

--Male Xers	6	41	53	100	(108)
--Female Xers	3	38	60	101	(111)
--Male Boomers	18	49	33	100	(169)
--Female Boomers	6	44	50	100	(172)
--Male Matures	22	59	19	100	(115)
--Female Matures	6	59	35	100	(115)

"I'm going to read you some pairs of statements that will help us understand how you feel about a number of things. As I read each pair tell me whether the FIRST statement or the SECOND statement is closer to your own views—even if neither is exactly right." (GN 1)

Statement One: "It's as easy for a woman to succeed in business today as it is for a man." (GN1A1)

Statement Two: "Women still face more obstacles to success than men." (GN1A2)

	<u>State-</u> <u>wide</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Matures</u>	<u>Male</u> <u>Xers</u>	<u>Female</u> <u>Xers</u>	<u>Male</u> <u>Boomers</u>	<u>Female</u> <u>Boomers</u>	<u>Male</u> <u>Matures</u>	<u>Female</u> <u>Matures</u>
Statement One	33%	37%	27%	37%	46%	29%	37%	18%	44%	31%
Statement Two	65	61	72	59	49	71	62	81	52	65
Don't Know	2	2	1	4	5	--	1	1	4	4

Total %	100	100	100	100	100	100	100	100	100	100
(n)	(802)	(219)	(341)	(230)	(108)	(111)	(169)	(172)	(115)	(115)

Statement One: "Racial discrimination is the main reason why black people can't get ahead these days."(GN 1 B1)

Statement Two: "Blacks who can't get ahead in this country are mainly responsible for their own condition."(GN1 B2)

	<u>Statewide</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Matures</u>
Statement One	26%	31%	28%	18%
Statement Two	61	59	62	65
Don't Know	13	10	11	17
Total %	100	100	101	100
(n)	(802)	(219)	(341)	(230)

Statement One: "Most people who want to get ahead can make it if they're willing to work hard."(GN1 C1)

Statement Two: "Hard work and determination are no guarantee of success." (GN1 C2)

	<u>Statewide</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Matures</u>
Statement One	73%	79%	72%	69%
Statement Two	25	20	26	28
Don't Know	2	1	2	3
Total %	100	100	100	100
(n)	(802)	(219)	(341)	(230)

Statement One: "Most elected officials care what people like me think." (GN1 D1)

Statement Two: "Most elected officials don't care what people like me think." (GN1 D2)

	<u>Statewide</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Matures</u>
Statement One	35%	30%	35%	39%
Statement Two	61	66	62	55
Don't Know	4	4	3	6
Total %	100	100	100	100
(n)	(802)	(219)	(341)	(230)

Statement One: "Lesbians and Homosexuals should be allowed to teach in public schools, just like anyone else." (GN 1 E1)

Statement Two: "Gay men and women should not be allowed to teach in public schools." (GN 1 E2)

	<u>State-wide</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Matures</u>	Male <u>Xers</u>	Female <u>Xers</u>	Male <u>Boomers</u>	Female <u>Boomers</u>	Male <u>Matures</u>	Female <u>Matures</u>
Statement One	72%	81%	76%	58%	74%	87%	69%	82%	59%	58%

Statement Two	21	16	19	28	22	10	25	14	26	29
Don't Know	7	3	5	14	4	3	7	4	16	13
Total %	100	100	100	100	100	100	101	100	101	100
(n)	(802)	(219)	(341)	(230)	(108)	(111)	(169)	(172)	(115)	(115)

Statement One: "Religion is an important part of my daily life." (GN 1 F1)

Statement Two: "Religion is not an important part of my everyday life."(GN 1 F2)

	<u>State-wide</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Matures</u>	<u>Male Xers</u>	<u>Female Xers</u>	<u>Male Boomers</u>	<u>Female Boomers</u>	<u>Male Matures</u>	<u>Female Matures</u>
Statement One	69%	59%	68%	80%	53%	64%	61%	75%	73%	86%
Statement Two	30	40	30	18	46	35	38	23	25	13
Don't Know	1	1	2	1	2	1	2	2	2	1
Total %	100	100	100	99	101	100	101	100	100	100
(n)	(802)	(219)	(341)	(230)	(108)	(111)	(169)	(172)	(115)	(115)

Statement One: "Government should do more to solve problems." (GN 1 G1)

Statement Two: "Government does too many things better left to businesses and individuals." (GN 1 G2)

	<u>State-wide</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Matures</u>	<u>Male Xers</u>	<u>Female Xers</u>	<u>Male Boomers</u>	<u>Female Boomers</u>	<u>Male Matures</u>	<u>Female Matures</u>
Statement One	49%	60%	48%	37%	49%	71%	42%	53%	28%	43%
Statement Two	46	37	47	55	46	28	55	40	66	46
Don't Know	5	3	5	9	5	1	3	6	6	10
Total %	100	100	100	101	100	100	100	99	100	99
(n)	(802)	(219)	(341)	(230)	(108)	(111)	(169)	(172)	(115)	(115)

Statement One: "Government regulation of business is necessary to protect the public interest." (GN 1 H 1)

Statement Two: "Government regulation of business usually does more harm than good." (GN 1 H 2)

	<u>Statewide</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Matures</u>
Statement One	51%	59%	49%	45%
Statement Two	39	35	41	42
Don't Know	10	6	10	12
Total %	100	100	100	99
(n)	(802)	(219)	(341)	(230)

Statement One: "It is important that people of different races and ethnic groups live, go to school and work closely with each other." (GN 1 J 1)

Statement Two: "It's not important that people of different races do this, so long as everyone is treated fairly and has the same opportunities." (GN1 J 2)

	<u>Statewide</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Matures</u>
Statement One	51%	52%	53%	47%
Statement Two	48	47	45	53
Don't Know	1	1	2	--
Total %	100	100	100	100
(n)	(802)	(219)	(341)	(230)

"Are you currently employed?" (GN 2)

	<u>Yes</u>	<u>No</u>	<u>Total %</u>	<u>(n)</u>
Statewide	70%	30%	100%	(802)

Generations

--Generation X	79	21	100	(219)
--Baby Boomers	84	16	100	(341)
--Matures	43	57	100	(230)

"Would you describe your current work more as a CAREER, or more as a JOB?" (GN 4)

	<u>Career</u>	<u>Job</u>	<u>Both/Can't Choose</u>	<u>Total %</u>	<u>(n) *</u>
Statewide	53%	43%	4%	100%	(594)

Generations

--Generation X	47	48	5	100	(179)
--Baby Boomers	60	36	3	99	(290)
--Matures	47	50	2	99	(117)

* Based on those currently employed

"If you could choose between earning a little more money or having a little more leisure time, which would you choose?" (GN 5)

	<u>Money</u>	<u>Time</u>	<u>DK</u>	<u>Total %</u>	<u>(n)</u>
Statewide	46%	48%	6%	100%	(802)

Generations

--Generation X	61	38	2	101	(219)
--Baby Boomers	42	55	3	100	(341)
--Matures	36	51	13	100	(230)

"Would you say you get more satisfaction from the things you do in your leisure time, or from the work that you do?" (GN 6)

	<u>Leisure Time</u>	<u>Work Life</u>	<u>Both/Same</u>	<u>DK</u>	<u>Total %</u>	<u>(n)</u>
Statewide	55%	28%	13%	3%	99%	(802)

Generations

--Generation X	59	30	8	2	99	(219)
--Baby Boomers	56	29	14	1	100	(341)
--Matures	51	25	18	6	100	(230)

"Do you have a home computer where you live?" (D0 A)

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Total %</u>	<u>(n)</u>
Statewide	62%	38%	--	100%	(802)

Generations

--Generation X	68	32	--	100	(219)
--Baby Boomers	72	28	--	100	(341)
--Matures	41	59	--	100	(230)

"Have you personally used a computer to connect to the Internet in the last week?" (D0 B)

	<u>Yes</u>	<u>No</u>	<u>Total %</u>	<u>(n)</u>
Statewide	49%	51%	100%	(802)

Generations

--Generation X	66	34	100	(219)
--Baby Boomers	55	45	99	(341)
--Matures	22	78	100	(230)

"I'd like to ask you a few questions about your neighborhood. For each one please just tell me if you agree or disagree. First (RANDOMIZE) Do you agree or disagree. If AGREE OR DISAGREE, PROBE: DO YOU STRONGLY (AGREE/DISAGREE) OR JUST SOME WHAT (AGREE/DISAGREE)?" (Q4)

"People in my neighborhood are always in a hurry. (Q 4)"

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>DK</u>	<u>Total %</u>	<u>(n)</u>
Statewide	20%	24%	33%	18%	5%	100%	(802)

Generations

--Gen Xers	26	19	32	19	4	100	(219)
--Baby Boomers	16	30	32	17	4	99	(341)
--Matures	19	20	35	18	7	99	(230)

"If a garbage can fell in front of my residence a neighbor would pick it up and set in on the sidewalk."(Q 5)

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>DK</u>	<u>Total %</u>	<u>(n)</u>
Statewide	40%	25%	14%	16%	5%	100	(802)

Generations

--Gen Xers	35	22	22	19	1	99	(219)
--Baby Boomers	37	28	13	17	5	100	(341)
--Matures	50	24	7	13	7	101	(230)

"Most of the people in my neighborhood are trustworthy." (Q 6)

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>DK</u>	<u>Total %</u>	<u>(n)</u>
Statewide	50%	27%	9%	8%	6%	100%	(802)

Generations

--Gen Xers	34	27	17	14	8	100	(219)
--Baby Boomers	52	28	7	7	5	99	(341)
--Matures	64	24	5	1	5	99	(230)