

J W T

**MILLENNIALS AT WORK:
MYTHS VS. REALITY**

U.S. SURVEY

While praised for their tech-savvy and their flexible nature, Millennials (also known as Gen Y) have been derided as self-entitled, coddled slackers who expect success without a willingness to work for it and don't sufficiently value their corporate jobs. Case in point: When asked, "What would you say is the most striking difference today, if any, between Americans in their 20s and Americans older than that?" only 6 percent of Americans say something unequivocally positive about the Millennials.

This is among the findings from a recent online survey commissioned by JWT, the largest advertising agency brand in the United States and the fourth-largest full-service network in the world. The study, part of JWT's ongoing research into the Millennial generation, compared generational priorities (in terms of work and life) and attitudes toward workplace behavior, societal institutions and other factors.

The random online survey of 1,250 Americans age 21 to 64 was conducted January 17-28 using our research arm, SONAR. It comprised 31 multiple-choice questions and one open-ended question.

We hope you find our quantitative findings both interesting and informative.



Ann M. Mack

Director of Trendspotting

I. SCREENING:

1. Please indicate your gender.

Male Female

(**SHOULD GET A 50%/50% GENDER BALANCE**)

(**SCREEN BREAK**)

2. Which of the following describes your age? (Select one)

(**DROP DOWN LIST**)

- | | | |
|---|--|--|
| <input type="checkbox"/> Under 21 (**TERMINATE**) | <input type="checkbox"/> 36 (**CONTINUE**) | <input type="checkbox"/> 52 (**CONTINUE**) |
| <input type="checkbox"/> 21 (**CONTINUE**) | <input type="checkbox"/> 37 (**CONTINUE**) | <input type="checkbox"/> 53 (**CONTINUE**) |
| <input type="checkbox"/> 22 (**CONTINUE**) | <input type="checkbox"/> 38 (**CONTINUE**) | <input type="checkbox"/> 54 (**CONTINUE**) |
| <input type="checkbox"/> 23 (**CONTINUE**) | <input type="checkbox"/> 39 (**CONTINUE**) | <input type="checkbox"/> 55 (**CONTINUE**) |
| <input type="checkbox"/> 24 (**CONTINUE**) | <input type="checkbox"/> 40 (**CONTINUE**) | <input type="checkbox"/> 56 (**CONTINUE**) |
| <input type="checkbox"/> 25 (**CONTINUE**) | <input type="checkbox"/> 41 (**CONTINUE**) | <input type="checkbox"/> 57 (**CONTINUE**) |
| <input type="checkbox"/> 26 (**CONTINUE**) | <input type="checkbox"/> 42 (**CONTINUE**) | <input type="checkbox"/> 58 (**CONTINUE**) |
| <input type="checkbox"/> 27 (**CONTINUE**) | <input type="checkbox"/> 43 (**CONTINUE**) | <input type="checkbox"/> 59 (**CONTINUE**) |
| <input type="checkbox"/> 28 (**CONTINUE**) | <input type="checkbox"/> 44 (**CONTINUE**) | <input type="checkbox"/> 60 (**CONTINUE**) |
| <input type="checkbox"/> 29 (**CONTINUE**) | <input type="checkbox"/> 45 (**CONTINUE**) | <input type="checkbox"/> 61 (**CONTINUE**) |
| <input type="checkbox"/> 30 (**CONTINUE**) | <input type="checkbox"/> 46 (**CONTINUE**) | <input type="checkbox"/> 62 (**CONTINUE**) |
| <input type="checkbox"/> 31 (**CONTINUE**) | <input type="checkbox"/> 47 (**CONTINUE**) | <input type="checkbox"/> 63 (**CONTINUE**) |
| <input type="checkbox"/> 32 (**CONTINUE**) | <input type="checkbox"/> 48 (**CONTINUE**) | <input type="checkbox"/> 64 (**CONTINUE**) |
| <input type="checkbox"/> 33 (**CONTINUE**) | <input type="checkbox"/> 49 (**CONTINUE**) | <input type="checkbox"/> 65 or older (**TERMINATE**) |
| <input type="checkbox"/> 34 (**CONTINUE**) | <input type="checkbox"/> 50 (**CONTINUE**) | |
| <input type="checkbox"/> 35 (**CONTINUE**) | <input type="checkbox"/> 51 (**CONTINUE**) | |

(**SCREEN BREAK**)

3. Which of the following best describes the highest level of education you have achieved?

(Select one)

- | | |
|---|---|
| <input type="checkbox"/> Some high school | <input type="checkbox"/> Undergraduate degree or equivalent |
| <input type="checkbox"/> Graduated from high school | <input type="checkbox"/> Postgraduate degree or equivalent |
| <input type="checkbox"/> Some college | <input type="checkbox"/> Professional qualification |

(**SCREEN BREAK**)

II. EMPLOYMENT:

4. And which of the following best describes your current employment status? (Select one)

- | | |
|--|---|
| <input type="checkbox"/> Employed part time (**CONTINUE**) | <input type="checkbox"/> Student (**TERMINATE**) |
| <input type="checkbox"/> Employed full time (**CONTINUE**) | <input type="checkbox"/> Unemployed (**TERMINATE**) |
| <input type="checkbox"/> Freelance (**CONTINUE**) | <input type="checkbox"/> Retired (**TERMINATE**) |
| <input type="checkbox"/> Homemaker (**TERMINATE**) | |

----- (**SCREEN BREAK**) -----

5. Which statement best describes where you work? (Select one)

- I work outside of the home.
- I work from home.
- I work part time from home and part time outside of the home.

----- (**SCREEN BREAK**) -----

6. For how many years have you been in the work force? (Select one)

(**DROP DOWN LIST**)

- | | | | | |
|--|-----------------------------|-----------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Less than one | <input type="checkbox"/> 10 | <input type="checkbox"/> 20 | <input type="checkbox"/> 30 | <input type="checkbox"/> 40 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 11 | <input type="checkbox"/> 21 | <input type="checkbox"/> 31 | <input type="checkbox"/> 41 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 12 | <input type="checkbox"/> 22 | <input type="checkbox"/> 32 | <input type="checkbox"/> 42 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 13 | <input type="checkbox"/> 23 | <input type="checkbox"/> 33 | <input type="checkbox"/> 43 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 14 | <input type="checkbox"/> 24 | <input type="checkbox"/> 34 | <input type="checkbox"/> 44 |
| <input type="checkbox"/> 5 | <input type="checkbox"/> 15 | <input type="checkbox"/> 25 | <input type="checkbox"/> 35 | <input type="checkbox"/> 45 |
| <input type="checkbox"/> 6 | <input type="checkbox"/> 16 | <input type="checkbox"/> 26 | <input type="checkbox"/> 36 | <input type="checkbox"/> 46 |
| <input type="checkbox"/> 7 | <input type="checkbox"/> 17 | <input type="checkbox"/> 27 | <input type="checkbox"/> 37 | <input type="checkbox"/> 47 |
| <input type="checkbox"/> 8 | <input type="checkbox"/> 18 | <input type="checkbox"/> 28 | <input type="checkbox"/> 38 | <input type="checkbox"/> 48 |
| <input type="checkbox"/> 9 | <input type="checkbox"/> 19 | <input type="checkbox"/> 29 | <input type="checkbox"/> 39 | <input type="checkbox"/> 49 |
| | | | | <input type="checkbox"/> 50 or more |

----- (**SCREEN BREAK**) -----

7. How many different jobs/employers have you had since you've been in the work force?

(Select one)

(**DROP DOWN LIST**)

- | | | | | |
|--|-----------------------------|-----------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Less than one | <input type="checkbox"/> 6 | <input type="checkbox"/> 12 | <input type="checkbox"/> 18 | <input type="checkbox"/> 24 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 | <input type="checkbox"/> 13 | <input type="checkbox"/> 19 | <input type="checkbox"/> 25 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 | <input type="checkbox"/> 14 | <input type="checkbox"/> 20 | <input type="checkbox"/> 26 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 | <input type="checkbox"/> 15 | <input type="checkbox"/> 21 | <input type="checkbox"/> 27 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 | <input type="checkbox"/> 16 | <input type="checkbox"/> 22 | <input type="checkbox"/> 28 |
| <input type="checkbox"/> 5 | <input type="checkbox"/> 11 | <input type="checkbox"/> 17 | <input type="checkbox"/> 23 | <input type="checkbox"/> 29 |
| | | | | <input type="checkbox"/> 30 or more |

----- (**SCREEN BREAK**) -----

8. How satisfied would you say you are with your current job? (Select one)

- | | |
|---|---|
| <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Neither satisfied nor dissatisfied |
| <input type="checkbox"/> Somewhat satisfied | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied | |

----- (**SCREEN BREAK**) -----

9. How influential would you say each of the following have been on your career and employment choices? (Select one across for each)

Scale: People: (**RANDOMIZE LIST**)	Very Influential	Somewhat Influential	Not Too Influential	Not At All Influential
Parents or a parent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brother, sister or other close relative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An older friend, neighbor or acquaintance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A teacher or professor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A counselor or adviser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A friend or acquaintance of similar age to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A spouse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A community leader (e.g., pastor, community activist)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A workplace leader (e.g., CEO, founder)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A supervisor at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A colleague/co-worker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A high-profile public figure (e.g., sporting, entertainment, politics)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A motivational speaker or writer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

10. And which of the following would you say has been MOST influential on your career and employment choices? (Select one)

(**RANDOMIZE LIST, ANCHORING "NONE OF THESE" AT THE BOTTOM**)

- | | |
|--|---|
| <input type="checkbox"/> A friend or acquaintance of similar age to me | <input type="checkbox"/> An older friend, neighbor or acquaintance |
| <input type="checkbox"/> Parents or a parent | <input type="checkbox"/> Brother, sister or other close relative |
| <input type="checkbox"/> A community leader (e.g., pastor, community activist) | <input type="checkbox"/> A high-profile public figure (e.g., sporting, entertainment, politics) |
| <input type="checkbox"/> A teacher or professor | <input type="checkbox"/> A counselor or adviser |
| <input type="checkbox"/> A spouse | <input type="checkbox"/> A workplace leader (e.g., CEO, founder) |
| <input type="checkbox"/> A supervisor at work | <input type="checkbox"/> A colleague/co-worker |
| <input type="checkbox"/> A motivational speaker or writer | <input type="checkbox"/> None of these |

(**SCREEN BREAK**)

11. How much do you agree or disagree with each of the following? (Select one across for each)

Scale:	Agree Strongly	Agree Somewhat	Neither Agree nor Disagree	Disagree Somewhat	Disagree Strongly
Statements: (**RANDOMIZE LIST**)					
An employer-employee relationship is only good for as long as it suits the employer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a job is a privilege, not a right.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employee owes loyalty to his/her employer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's realistic to plan to join a company and stay for a decade or longer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Today's college graduate will have numerous different employers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employer-employee relationship is only good for as long as it suits the employee.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Brand Me" has replaced the "company (wo)man" as the everyday middle class stereotype.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My personal and professional lives blur; I find myself handling personal matters during work hours and doing work during my off time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A gender gap still exists in the workplace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I see no problem starting a relationship in the workplace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could see myself moving my place of residence for a job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I answer work e-mails before I go to bed at night and/or as soon as I wake up in the morning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have and/or have had a mentor in the workplace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work attire has gotten too sloppy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've written frankly about my job on a Web blog.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have shared my work issues with my friends on a social network.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think a formal appearance at the workplace is important for career success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shouldn't have to adapt to my employer's culture; my employer should adapt to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to work in a small group environment rather than at a large organization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't believe in paying dues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changing jobs every so often is the only way to move up quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather have a job that offered me short-term gains than long-term stability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

12. Which five of the following would you want to have in an ideal job/work situation?

(Select up to five)

(**RANDOMIZE LIST, ANCHORING "NONE OF THESE" AT THE BOTTOM**)

- Having your opinions sought and taken seriously
- Regular status updates
- Team working
- New challenges
- Flexible schedule
- Competitive salary
- Ample vacation time
- Work-life balance
- Congenial working environment
- None of these
- Clear structure and ways of doing things
- Feedback and guidance from supervisors
- Variety of tasks
- Learning new skills
- Future prospects
- Status in the workplace
- Fun and stimulation
- Feeling of making a difference
- Convenient location/short commute time

(**SCREEN BREAK**)

13. And thinking about your current job, how good is it at delivering on each of these?

(Select up to five)

Scale:

Excellent Very good Good Fair Poor

Features: (**RANDOMIZE LIST**)

Features: (**RANDOMIZE LIST**)	Excellent	Very good	Good	Fair	Poor
Clear structure and ways of doing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular status updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feedback and guidance from supervisors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Team working	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having your opinions sought and taken seriously	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of tasks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New challenges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning new skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Future prospects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitive salary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Status in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Congenial working environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient location/short commute time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ample vacation time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun and stimulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work-life balance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling of making a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

14. When deciding on what job to take, there are sometimes a number of variables that enter into one’s decision, and sometimes certain variables are more important than others. How much more or less important is a competitive salary to you today versus these other considerations? (Select one across for each)

A Competitive Salary is:

Scale:	Much More Important to Me Than	Somewhat More Important to Me Than	About As Important to Me As	Somewhat Less Important to Me Than	Much Less Important to Me Than
Considerations: (**RANDOMIZE LIST**)					
Future Prospects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work-life balance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ample vacation time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning new skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling of making a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New challenges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**NO SCREEN BREAK**)

15. And how much more or less important is a status in the workplace to you today versus these other considerations? (Select one across for each)

Status in the Workplace is:

Scale:	Much More Important to Me Than	Somewhat More Important to Me Than	About As Important to Me As	Somewhat Less Important to Me Than	Much Less Important to Me Than
Considerations: (**RANDOMIZE LIST**)					
Future Prospects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work-life balance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ample vacation time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning new skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling of making a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New challenges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

16. Thinking about people of the opposite sex that you work with, do you feel that...? (Select one)

- They tend to work less hard than you do
- They work just as hard as you do
- They tend to work harder than you do

----- (**SCREEN BREAK**) -----

17. Which would you prefer? (Select one)

- A female boss A male boss Either

----- (**SCREEN BREAK**) -----

18. With which of the following ways, if any, do you communicate with friends while at work?
(Select as many that apply)

(**RANDOMIZE LIST, ANCHOR "I DON'T COMMUNICATE..." AT THE BOTTOM**)

- E-mail Instant Messenger (IM)
- Text messages Mobile phone
- Land line phone I don't communicate with friends while at work
- Facebook (or other social networks)

----- (**SCREEN BREAK**) -----

19. With which of the following ways, if any, do you communicate with family while at work?
(Select as many that apply)

(**RANDOMIZE LIST, ANCHOR "I DON'T COMMUNICATE..." AT THE BOTTOM**)

- E-mail Instant Messenger (IM)
- Text messages Mobile phone
- Land line phone I don't communicate with family while at work
- Facebook (or other social networks)

----- (**SCREEN BREAK**) -----

20. About how many hours per day are you online for work reasons, while at work? (Select one)

(**DROP DOWN LIST**)

- | | | | | |
|----------------------------------|----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> 0 hours | <input type="checkbox"/> 5 hours | <input type="checkbox"/> 10 hours | <input type="checkbox"/> 15 hours | <input type="checkbox"/> 20 hours |
| <input type="checkbox"/> 1 hours | <input type="checkbox"/> 6 hours | <input type="checkbox"/> 11 hours | <input type="checkbox"/> 16 hours | <input type="checkbox"/> 21 hours |
| <input type="checkbox"/> 2 hours | <input type="checkbox"/> 7 hours | <input type="checkbox"/> 12 hours | <input type="checkbox"/> 17 hours | <input type="checkbox"/> 22 hours |
| <input type="checkbox"/> 3 hours | <input type="checkbox"/> 8 hours | <input type="checkbox"/> 13 hours | <input type="checkbox"/> 18 hours | <input type="checkbox"/> 23 hours |
| <input type="checkbox"/> 4 hours | <input type="checkbox"/> 9 hours | <input type="checkbox"/> 14 hours | <input type="checkbox"/> 19 hours | <input type="checkbox"/> 24 hours |

(**SCREEN BREAK**)

21. About how many hours per day are you online for personal reasons, while at work?

(Select one)

(**DROP DOWN LIST**)

- | | | | | |
|----------------------------------|----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> 0 hours | <input type="checkbox"/> 5 hours | <input type="checkbox"/> 10 hours | <input type="checkbox"/> 15 hours | <input type="checkbox"/> 20 hours |
| <input type="checkbox"/> 1 hours | <input type="checkbox"/> 6 hours | <input type="checkbox"/> 11 hours | <input type="checkbox"/> 16 hours | <input type="checkbox"/> 21 hours |
| <input type="checkbox"/> 2 hours | <input type="checkbox"/> 7 hours | <input type="checkbox"/> 12 hours | <input type="checkbox"/> 17 hours | <input type="checkbox"/> 22 hours |
| <input type="checkbox"/> 3 hours | <input type="checkbox"/> 8 hours | <input type="checkbox"/> 13 hours | <input type="checkbox"/> 18 hours | <input type="checkbox"/> 23 hours |
| <input type="checkbox"/> 4 hours | <input type="checkbox"/> 9 hours | <input type="checkbox"/> 14 hours | <input type="checkbox"/> 19 hours | <input type="checkbox"/> 24 hours |

(**SCREEN BREAK**)

22. Including the time you've already been with your current employer, how many years in total do you expect to be employed by your current employer? (Select one)

(**DROP DOWN LIST**)

- | | | | | |
|----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> 0 years | <input type="checkbox"/> 8 years | <input type="checkbox"/> 16 years | <input type="checkbox"/> 24 years | <input type="checkbox"/> 32 years |
| <input type="checkbox"/> 1 years | <input type="checkbox"/> 9 years | <input type="checkbox"/> 17 years | <input type="checkbox"/> 25 years | <input type="checkbox"/> 33 years |
| <input type="checkbox"/> 2 years | <input type="checkbox"/> 10 years | <input type="checkbox"/> 18 years | <input type="checkbox"/> 26 years | <input type="checkbox"/> 34 years |
| <input type="checkbox"/> 3 years | <input type="checkbox"/> 11 years | <input type="checkbox"/> 19 years | <input type="checkbox"/> 27 years | <input type="checkbox"/> 35 years |
| <input type="checkbox"/> 4 years | <input type="checkbox"/> 12 years | <input type="checkbox"/> 20 years | <input type="checkbox"/> 28 years | <input type="checkbox"/> 36 years |
| <input type="checkbox"/> 5 years | <input type="checkbox"/> 13 years | <input type="checkbox"/> 21 years | <input type="checkbox"/> 29 years | <input type="checkbox"/> 37 years |
| <input type="checkbox"/> 6 years | <input type="checkbox"/> 14 years | <input type="checkbox"/> 22 years | <input type="checkbox"/> 30 years | <input type="checkbox"/> 38 years |
| <input type="checkbox"/> 7 years | <input type="checkbox"/> 15 years | <input type="checkbox"/> 23 years | <input type="checkbox"/> 31 years | <input type="checkbox"/> 39 years |
| | | | | <input type="checkbox"/> 40 years |

(**SCREEN BREAK**)

23. Please rank the careers that your peers most aspire to these days. Select a “1” next to the career most aspired to, a “2” next to the 2nd most aspired to career, etc. (Select one for each career)

(**RANDOMIZE LIST**)

Doctor

Lawyer

Web Entrepreneur

Artist

Advertising/Marketing Executive

Banker

Actor

----- (**SCREEN BREAK**) -----

III. LIFE:

24. Are either of your parents still living? (Select one)

- Yes (**CONTINUE**)
- No (**SKIP TO Q.26**)

(**SCREEN BREAK**)

25. How would you describe your current relationship with your parent(s)? (Select one)

- Very close
- Relatively close
- Non-existent
- Neutral
- Not close

(**SCREEN BREAK**)

26. Which of the following best describes your current living situation? (Select one)

- I live with my spouse (no children).
- I live with my spouse (and children).
- I live with my partner.
- I live by myself.
- I live with a roommate or roommates.
- I live with my parents.

(**SCREEN BREAK**)

27. Given where you are in your life, how important would you say each of the following are to you? (Select one across for each)

Scale:	Very Important	Somewhat Important	Not Very Important	Not At All Important
Life Attributes: (**RANDOMIZE LIST**)				
Career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faith	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hobbies/entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

28. How much respect would you say you have for each of the following institutions?

(Select one across for each)

Scale:	A Great Deal of Respect	A Fair Amount of Respect	A Little Respect	Hardly Any Respect at All
Institutions: (**RANDOMIZE LIST**)				
Corporate America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The U.S. Constitution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American legal system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American political system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American banking and financial system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American education system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The federal government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The U.S. presidency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The U.S. military	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American dream	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hollywood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marriage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parenthood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monogamy (being faithful to one person)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Jewish faith	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Muslim mosque	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Ivy League	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Republican Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Democratic Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

IV. MILLENNIALS & GENERATIONS:

29. What would you say is the most striking difference today, if any, between Americans in their 20s and Americans older than that? (Type in below—please be as specific as possible.)

(**SCREEN BREAK**)

30. How much do you agree or disagree with each of the following? (Select one across for each)

Scale:	Agree Strongly	Agree Somewhat	Neither Agree nor Disagree	Disagree Somewhat	Disagree Strongly
Statements: (**RANDOMIZE LIST**)					
Today's 20-somethings are spoiled for choice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Life for 20-somethings is more complex and confusing than it used to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There's a real, deep difference between 20-somethings and earlier generations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earlier generations have left a lot of mess for 20-somethings to clear up.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twenty-somethings value work-life balance more than earlier generations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earlier generations don't understand what's really happening out there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twenty-somethings just aren't prepared for the demands of the real world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generational differences aren't so big—they've just been hyped up by the media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

31. For the following brands, which ones do you associate more with Baby Boomers, which with Generation Xers and which with Millennials? (Select one across for each)

Associate more with:

Scale:

Brands: (**RANDOMIZE LIST**)	Baby Boomers	Generation Xers	Millennials
Coca-Cola	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Microsoft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nokia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disney	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marlboro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American Express	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gillette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Louis Vuitton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Merrill Lynch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HSBC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NESCAFÉ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sony	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pepsi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UPS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Budweiser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IKEA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kellogg's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Philips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nintendo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Harley-Davidson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gucci	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eBay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Oreal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

V. DEMOS:

32. Which of the following best describes your household's current annual income before taxes? (Select one)

- | | |
|--|--|
| <input type="checkbox"/> Under \$20,000 | <input type="checkbox"/> \$70,000-\$79,999 |
| <input type="checkbox"/> \$20,000-\$39,999 | <input type="checkbox"/> \$80,000-\$89,999 |
| <input type="checkbox"/> \$40,000-\$49,999 | <input type="checkbox"/> \$90,000-\$99,999 |
| <input type="checkbox"/> \$50,000-\$59,999 | <input type="checkbox"/> \$100,000-\$149,999 |
| <input type="checkbox"/> \$60,000-\$69,999 | <input type="checkbox"/> \$150,000-\$199,999 |
| | <input type="checkbox"/> \$200,000 or more |

----- (**SCREEN BREAK**) -----

(**THANK RESPONDENT AND TERMINATE **)