

## WHAT IS A GENERATION?

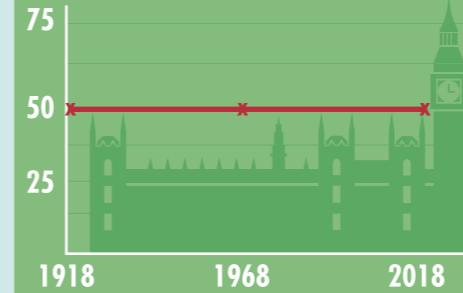
**Only 50%** British adults identify with a generation  
**22%** see themselves as babyboomers  
**12%** see themselves as millennials

**Only 6%** of post-millennials trust Big Business, while **60%** of baby boomers do

In the 1950s the average adult spent more on alcohol and tobacco than housing

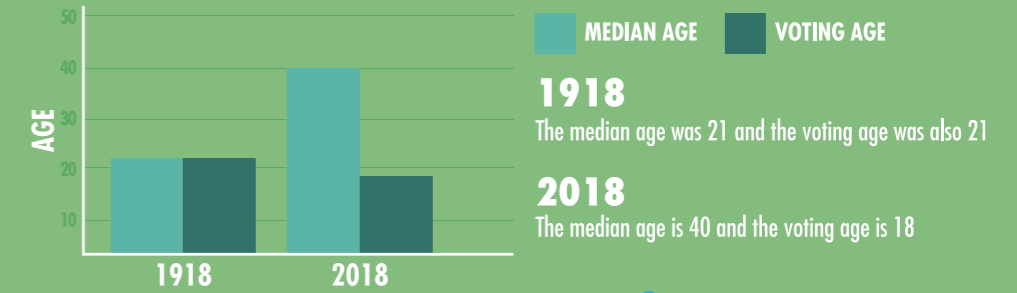
The old age dependency ratio in the EU has gone from **18% to 29%** while the youth dependency ratio has gone from **35% to 25%**

The average age of a Member of the House of Commons



Over 65s were **more than twice** as likely as under 25s to have voted to Leave the European Union

## POLITICS AND GENERATIONS



**57%** of 18-19 year olds voted in the last General Election, while **84%** of over 70s did

In 2010, there was an **11 percentage point gap** between levels of Conservative support in the over 65s and those aged 25-34, by 2017 that gap had risen to 34 points

## HOUSING AND GENERATIONS

**90%** of the UK's **£11 trillion** in assets are comprised of housing or pensions

**73%** of over 65s have **NO** plans for retirement or care

Unearned income is taxed at a lesser rate than earned income

**6/10** acres of land in the UK are government owned

## COMMUNITY AND EDUCATION

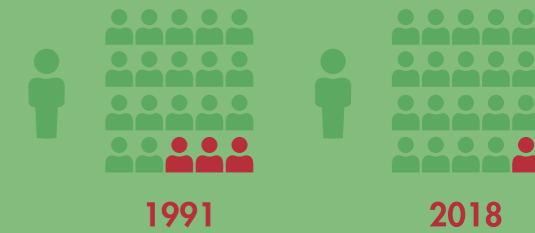
**64%** of full-time students voted for Labour in the last General Election

Over 75s are the loneliest age group in the UK, those aged between 21 and 35 are the second loneliest

**5%** **50%**

In the early 1960s only 5% of school leavers went to university, while now it's over 50%

For a typical child in a city, just 5% of their neighbours are over 65, **a third of what it was in 1991**



## QUESTIONS THAT REMAIN

Are the differences *within* generations bigger or smaller than those *between* generations?

How do we promote social interactions between different generations?

How did social media affect different generations during the General Election?

How does our changing education system shape different generations?

How do we channel youth anger into constructive change?

How will technology shape current and future generations?

How do we avoid media polarisation of generational issues?