

## Good News from the Future

Pollster John Zogby sees a smarter, better us

“Don’t write off the *Private Generation* (born 1926–45). They’ve got decades of healthy living ahead of them, and they’re going to fill those golden years with volunteering, mentoring, and lifelong learning opportunities.

*Woodstockers* (born 1946–64) will finally get tired of trying to look and act like their children. This is a generation that needs a second act—something with more social utility than an endless obsession with self. Write the script, and they will come.

*Nikes* (born 1965–78) made ‘Just Do It!’ their mantra, but as they age, they’re going to bond with their own families as no generation before them has, and they are going to spearhead the search for greater fulfillment that the Secular Spiritualists—those who believe that the American dream is measured in spiritual, not material, fulfillment—have begun.

*First Globals* (born 1979–90) are ready to go anywhere, experience everything, and work and live in exotic places; and they pillage cyberspace for information that will allow them to do all those things. If you can’t market successfully to this amazing crew, find another line of work.

Americans will continue to define themselves less and less by paid work. It’s ‘who I am,’ not ‘what I do.’

In the battle between science and anti-science, science wins. While Americans watch their president being dragged kicking and screaming into acknowledging that global warming might have a scientific basis, they are already making adjustments in their own lives to cut down on energy usage, to make do with less. Alternative fuels *will* heat and light our world.”

—Adapted from **The Way We’ll Be: The Zogby Report on the Transformation of the American Dream** (Random House), by John Zogby

