Americans in 2020

Description: The fabric of who America is as a nation - from employment prospects to family structures - is constantly fraying and being rewoven. It is a graying nation inhabited by Baby Boomers and seniors who are decidedly not just fading away. People are living longer even as birth rates decline.

Residential and job communities are more diversified than ever due to a swelling - and increasingly more educated - minority populace. And delayed marriage combined with a greater propensity to pursue "three letter" degrees has allowed women in the workplace to both secure positions of authority and to usher the nation to an era of income equality among the genders. This latest report is designed to help forward-thinking individuals and companies understand the demographic changes that are shaping the country's short-term and longer-term future.

Scope and Methodology

Americans in 2020 focuses on the demographic data - economic, occupational, and domestic - that will serve as the backbone of American life in coming years. Among the sources of primary data are Simmons National Consumer Surveys through Spring 2013, from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

This report is also based on U.S. Census Bureau data and projections for key insights into population trends in America. The report draws upon data collected from a range of sources, including business and academic publications as well as non-governmental organizations and think tanks.

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