

Volunteering Among Baby Boomers: Comparisons with Older and Younger Generations

As seen in Figure 1 of “Keeping Baby Boomers Volunteering: A Research Brief on Volunteer Retention and Turnover,”¹ Baby Boomers today are volunteering at higher rates, on average, than members of the Greatest Generation (born between 1910 and 1930) and the Silent Generation (born between 1931 and 1945) were at the same age in their lives. Figures 1a and 1b below present two more comparisons of Baby Boomers with other generations, measuring the volunteer rates of Boomers and other generations at younger ages.

Figure 1a compares volunteer rates at ages 32 to 38 for Baby Boomers, the Silent Generation and “Generation X,” whose members were born between 1965 and 1980. As Figure 1a shows, at this point in their lives, Baby Boomers surveyed in 1989 had lower volunteer rates than members of either the Silent Generation (surveyed in 1974) or Generation X (surveyed in 2003-2005).

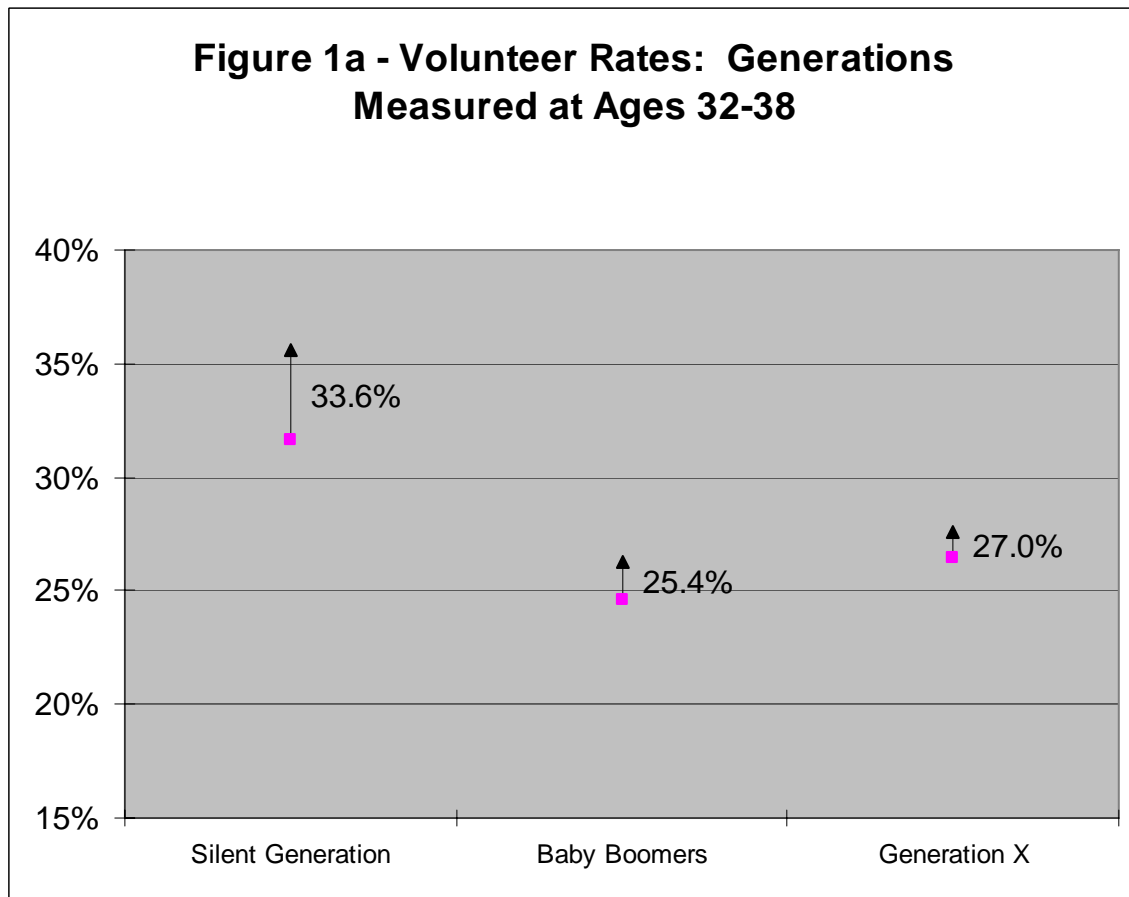


Figure 1b compares Boomers to two younger generational groups at a much earlier point in their lives: ages 17 to 22. As Figure 1b shows, Baby Boomers surveyed in 1974 volunteered at a much higher rate than did members of Generation X (surveyed in 1989). However, volunteer

¹ Full citation: “Keeping Baby Boomers Volunteering: A Research Brief on Volunteer Retention and Turnover.” Washington, DC: Corporation for National and Community Services, March 2007. Available at http://www.nationalservice.gov/about/role_impact/performance_research.asp.

rates are much higher among today's young adults, members of the "Echo Boom" Generation, than during either of the earlier survey periods.

