

UNION PERSEVERANCE IN THE 21ST CENTURY

Insights from a survey of over 1,500 union members.

Developed by



Generational disconnect

“The key issues for millennials are getting a tighter labor market, expanding quality job opportunities and making the needed public investments to make up for the damage done to them during the economic crisis.”

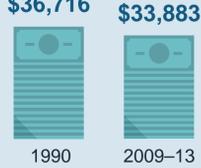
Damon Silvers, Policy Director and Special Counsel, AFL-CIO

Millennial workers and the economy

More than **1 in 3** American workers are millennials.¹



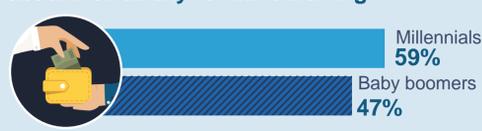
Median earnings for 18- to 34-year-olds have **declined**.²



Union membership has nearly halved since 1981, the year the oldest millennials were born.³

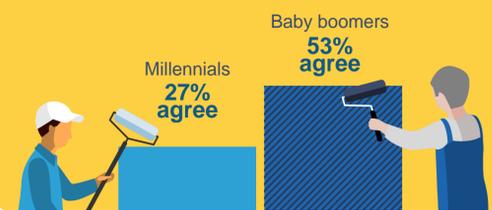


Millennials worry more than baby boomers about their **ability to make a living**.



Gaps in perceptions

“I have a strong sense of pride in my work.”



“Unions play an important role for retirees and non-members.”



Workers under rising pressures

Which factors are most negatively affecting U.S. workers today?

Union members of all ages point to:



Cost of healthcare



Low/Stagnant wages

Gen X and millennials also worry about:



Cost of retirement

Meeting higher expectations

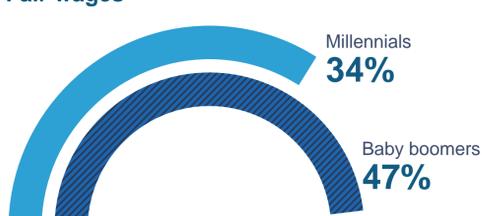
“Quality of work life is important to millennials, and I think they're going to be more demanding going forward.”

Marc Perrone, President, United Food and Commercial Workers International Union (UFCW)

Perception

Unions have been at the forefront of driving progress for:

Fair wages



Reality

Non-union workers **earned 21% less** than union members in 2015.⁴



Millennial workplace ideals

1 in 5 millennial union members worries about workplace inequality and discrimination.

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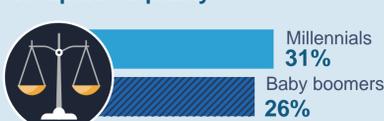
1 in 3 is concerned with work hours requirements.

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But in the next ten years, they are **more hopeful** than baby boomers of achieving gains in:

Workplace equality



A better work/life balance



Positioning workers for future success

“We need to keep on thinking about how we raise wages, and how we give workers a collective voice outside the traditional rubric of what a collective bargaining agreement looks like.”

Valarie Long, Executive Vice President, Service Employees International Union (SEIU)

Upholding a collective voice

“What groups will play a critical role in protecting the welfare of American workers in the future?”

- 1) Labor unions 55%
- 2) Workers themselves 51%



72% of union members say **advocacy for workers** will remain important for future generations.



Where should unions focus their efforts for future generations?

Overall:

1) Earnings/Ability to make a living



2) Access to and/or cost of benefits



3) Job security



Millennial union members are more likely to emphasize:

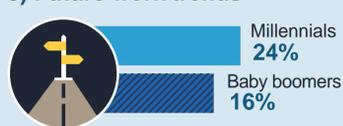
1) Retirement benefits



2) Working hours



3) Future work trends



Sources

1. Pew Research Center, May 2015.
2. U.S. Census Bureau (in 2013 inflation-adjusted dollars).
3. Bureau of Labor Statistics, Congressional Research Service, January 2016.
4. Bureau of Labor Statistics; based on median weekly earnings, September 2016.

Note: Data based on an Economist Intelligence Unit survey conducted in September 2016 unless otherwise sourced. The research, sponsored by Prudential, surveyed 1,573 U.S. union members in 15 industries.

This infographic was produced by The Economist Intelligence Unit and sponsored by Prudential.

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