Consumerism and Societal Change in the United States

美国消费者社会的未来：及与中国的比较

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Macroeconomics and Political Economy of Sustainable Consumption

《可持续性消费的革新》
Paradox of Our Times
A Brief History of Consumer Society in the United States
Demographic Dividend: Birth of the Baby Boomers

人口的效益: 战后的婴儿潮时代
Increasing Household-Formation Rate

增长的住户形成率

Source: U.S. Census Bureau, Haver Analytics, through 9/30/13
Increasing Home-Ownership Rate

自有住房率的增长

United States Homeownership Rate

Year


Homeownership Rate

60 61 62 63 64 65 66 67 68 69
Declining Savings Rate

US Personal Savings Rate

Q1 '47 to Q4 '92
Increasing Female Labor-Force Participation

女性参与劳动的增长

Chart 3.2: More women are working: labor force participation rates, 1948–1998

BLS, Current Population Survey
Rising Median Household Income

经济增长：中等家庭收入的提高

Median Household Income
in 2012 dollars

1967: $42,934
1989: $51,681
1999: $56,080

SOURCE: CENSUS BUREAU
Decreasing Income Inequality
下降的收入不平等

Evolution of the Gini Index for the United-States, 1913-2009
(Source: Berruyer, adapted from Doug Henwood and Census Bureau)

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Political Consensus on Consumption-Driven Economic Growth

消费驱动经济增长的政治共识
Ample Supplies of Natural Resources

丰富的自然资源补给
Are We Now Seeing the Demise of American Consumer Society?

我们正在目睹美国消费社会的终结吗？
Aging Demographic Profile

老齢化人口概况

### Median Age: 1900 to 2050

**Figure 7**


- 1950: 8.9%
- 1960: 12%
- 2000: 19%
- 2040: 19%

Note: Elderly are ages 65 and older. Projections for 2005–2050 indicated by broken line.

Source: Pew Research Center, 2008

Source: US Census Bureau
Household-Formation Rate

住户形成率
Household-Formation Rate

住戸形成率

Percent heading own household
Percent of adults living with parents

Age 25–34 household formation rate
Overall share of adults living with parents
Declining Home-Ownership Rate

自有住房率的下降
Declining Home-Ownership Rate

自有住房率的下降

This old house
Home ownership, % of age group

Sources: Communities and Local Government; Council of Mortgage Lenders; ONS

*65+ for 2012
Declining Home-Ownership Rate

自有住房率的下降
Decreasing Labor-Force Participation

参与市场的劳动力下降

Workforce-participation rate at 35-year low
Seasonally adjusted

Source: Labor Department
Decreasing Labor-Force Participation

参与市场的劳动力下降

Not in Labor Force

Percent of Total Reference Population, Age 16+

Slowing of GDP Growth

GDP增长放缓

Annual US GDP Growth
10 year moving average

Source: Calculated from Bureau of Economic Analysis NIPA Table 1.1.3
Stagnating Median Income

停滞的媒体收入

Median household income (in 2010 dollars)

1999 peaked at $53,252

1996 $49,112

2010 $49,445
Success to the Successful

富有人群的成功
Increasing Income Inequality

收入不平等的加剧

Evolution of the Gini Index for the United-States, 1913-2009
(Source: Berruyer, adapted from Doug Henwood and Census Bureau)
Demise of the Political Consensus on Consumption-Driven Economic Growth

消费驱动经济增长的政治共识的终止
New Resource Scarcities

新型资源的匮乏

DEMAND FOR OIL
For the first time, more oil was consumed daily in 2010 by China and other developing Asian countries than by the United States.

- China
- Other developing Asian countries
- United States

BARRELS CONSUMED PER DAY

SOURCE: INTERNATIONAL ENERGY AGENCY, U.S. ENERGY INFORMATION ADMINISTRATION
KRISTEN LONG — POLITICO
Contraction of the Middle Class

Figure 6: The Size of the Middle-Class has Fallen

Percent of Households With Annual Income Within 50% of the Median

Source: CEA Calculations from Current Population Survey
Can Consumer Society Persist in the United States in the Absence of a Middle Class?

缺乏了中产阶级，消费社会在美国还能维持吗？

![Graph showing the shrinking middle class](image)

**The Shrinking Middle Class**

**Households with Annual Incomes Within 50 Percent of the Median**

Since the 1970s the percentage of households earning middle class incomes has steadily declined.

- 1970: 50.3%
- 1980: 47.3%
- 1990: 45.6%
- 2000: 44.2%
- 2010: 42.2%

Source: Alan Kruger, “The Rise and Consequences of Inequality,” speech

THE HUFFINGTON POST
Boutique Consumerism vs. Ordinary Provisioning

精品消费主义 vs. 平凡的 供应
“Hourglass” Theory of Consumer Marketing

消费市场的“沙漏”理论
Toward a Post-Consumerist Future?

通往后消费主义的未来？