

Consumerism and Societal Change in the United States

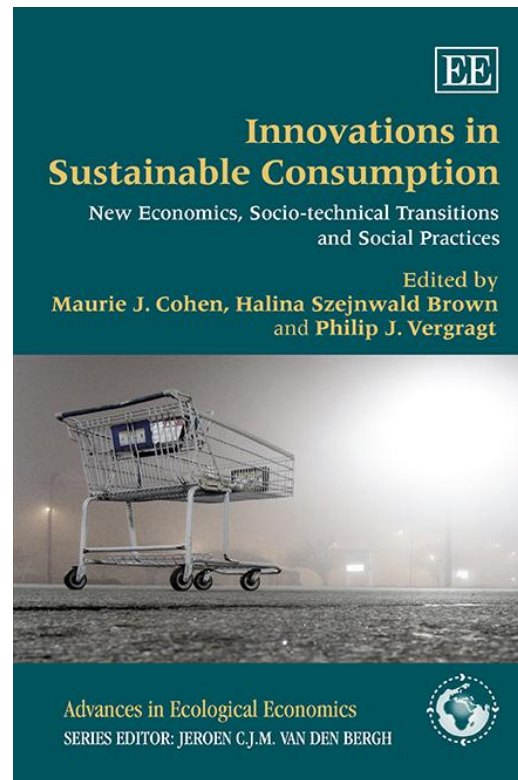
美国消费(者)社会的未来:及与中国的比较

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Renmin University, Beijing, November 15-16, 2014*

Macroeconomics and Political Economy of Sustainable Consumption

《可持续性消费的革新》





NJIT

New Jersey's Science & Technology University

THE EDGE IN KNOWLEDGE

Paradox of Our Times

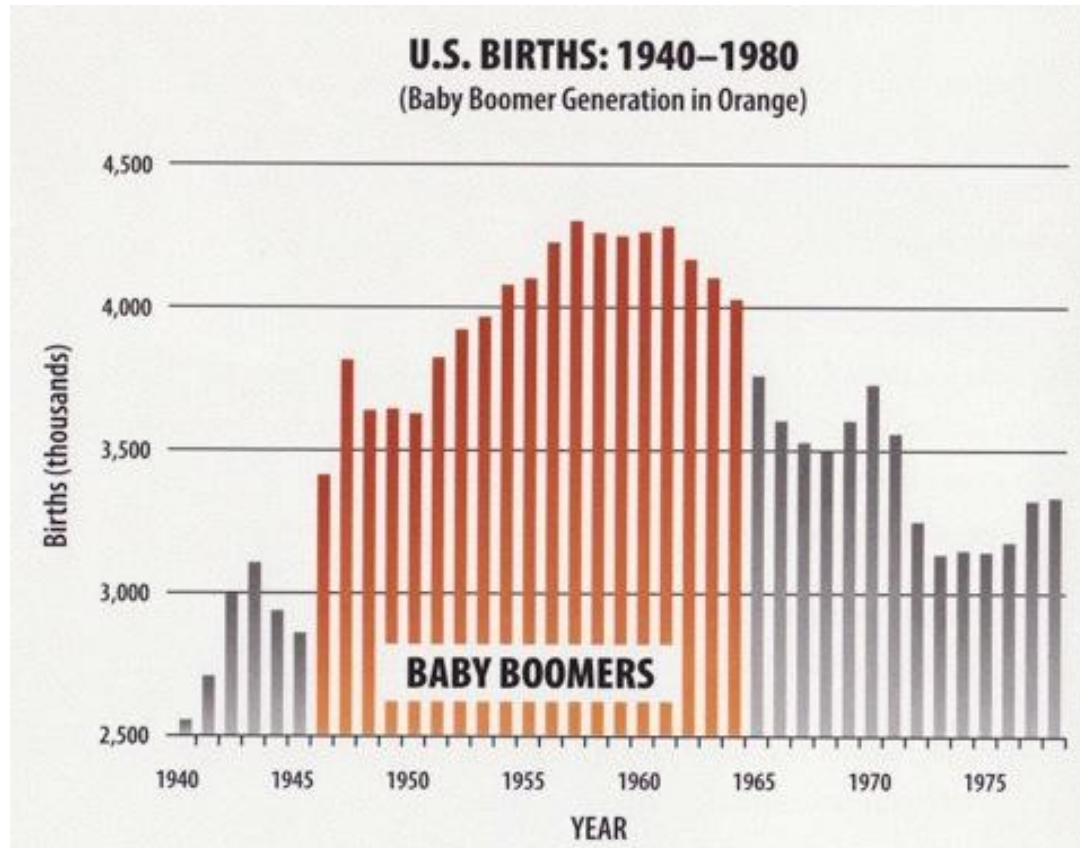


A Brief History of Consumer Society in the United States



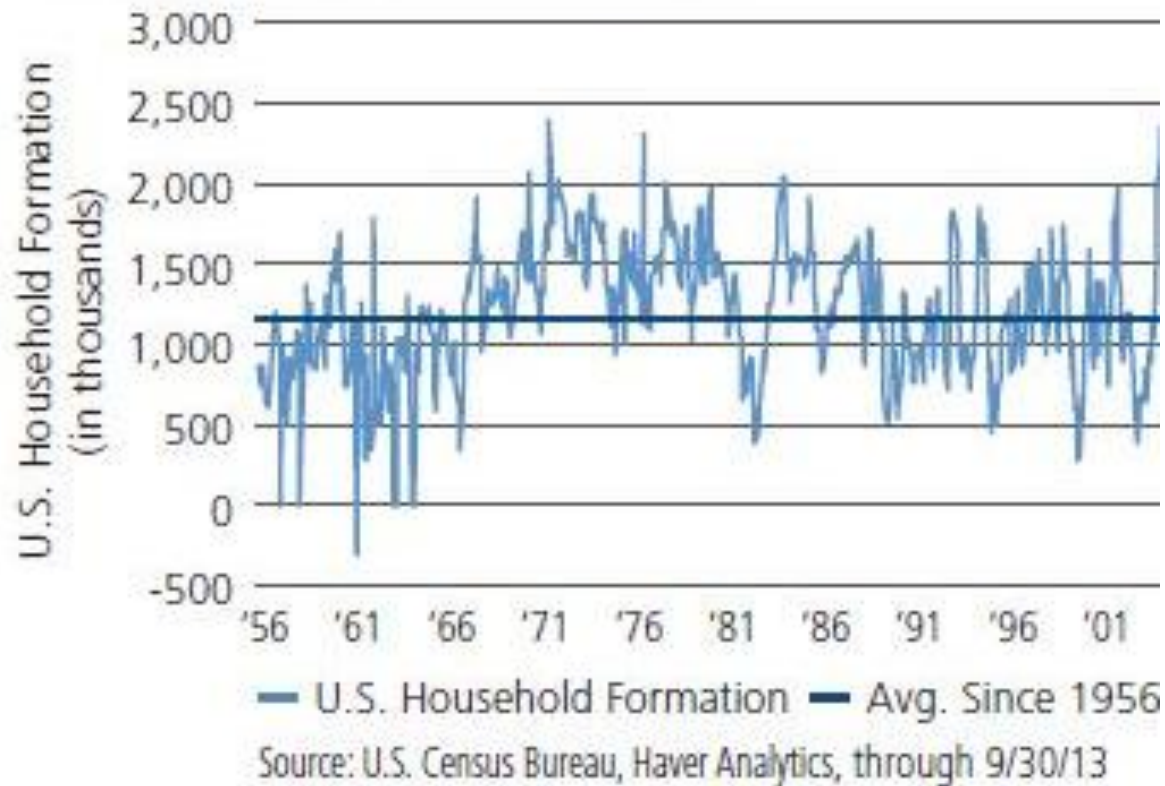
Demographic Dividend: Birth of the Baby Boomers

人口的效益: 战后的婴儿潮时代



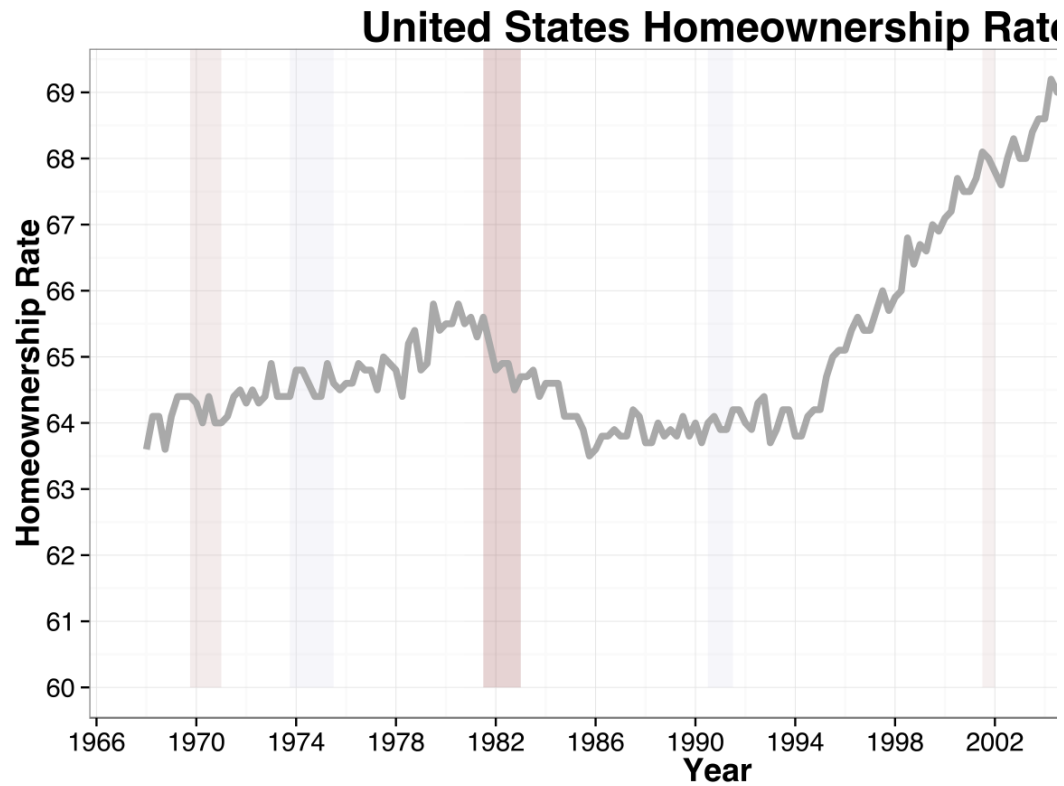
Increasing Household-Formation Rate

增长的住户形成率



Increasing Home-Ownership Rate

自有住房率的增长



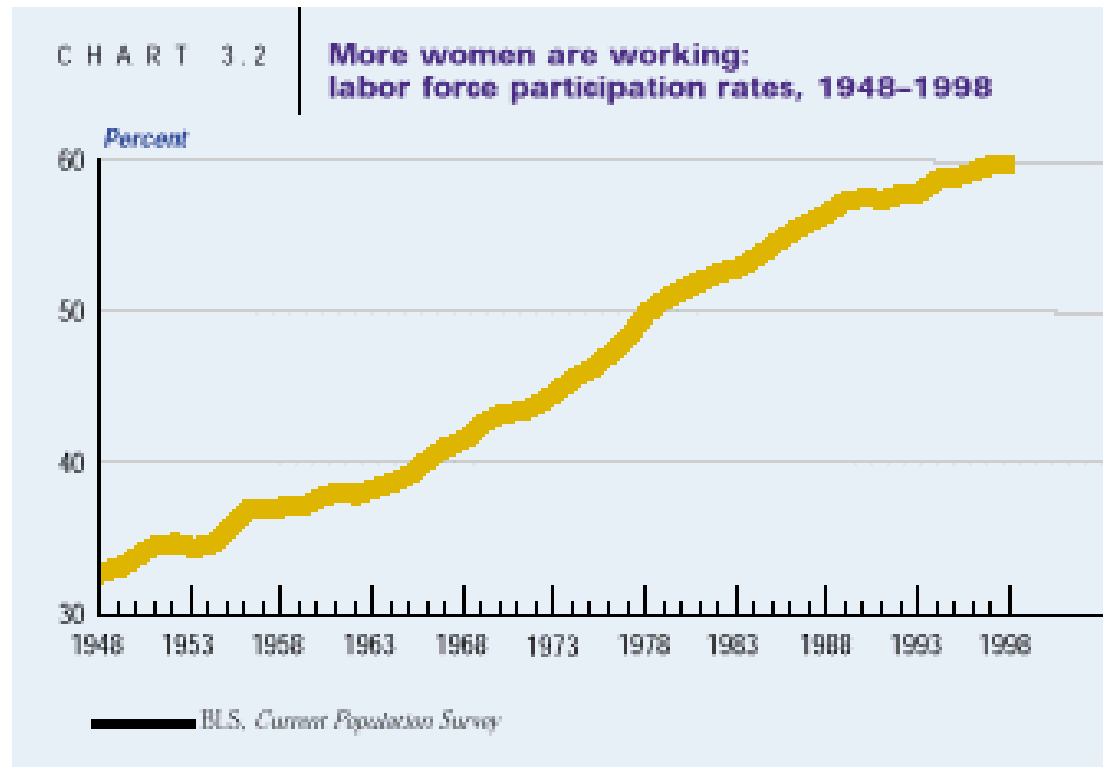
Declining Savings Rate

降低存款率



Increasing Female Labor-Force Participation

女性参与劳动的增长

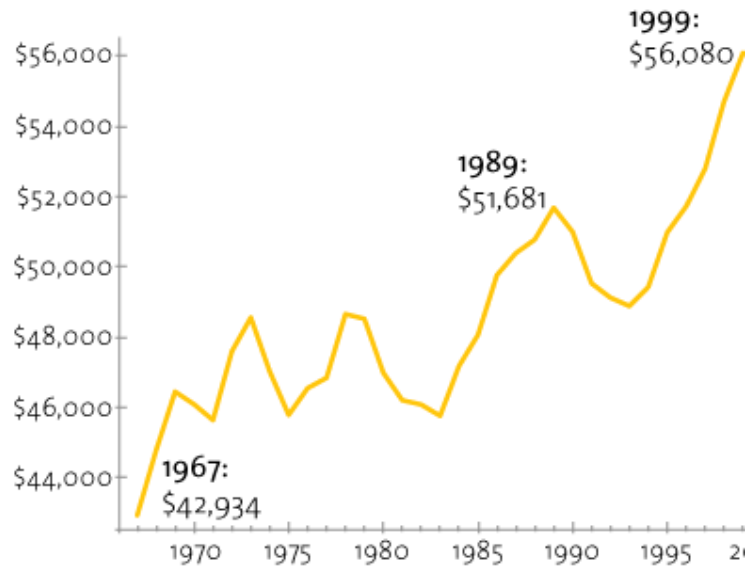


Rising Median Household Income

经济学：中等家庭收入的提高

Median Household Income

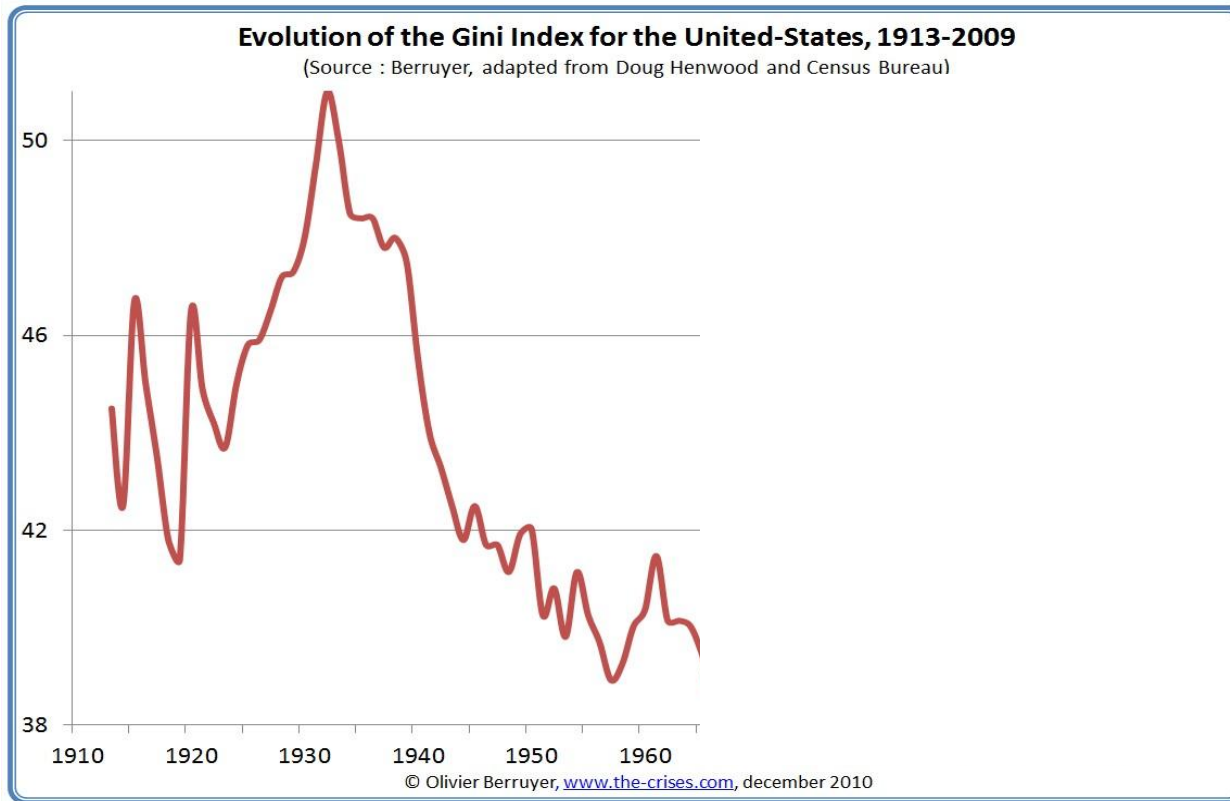
in 2012 dollars



SOURCE: CENSUS BUREAU

Decreasing Income Inequality

下降的收入不平等



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?

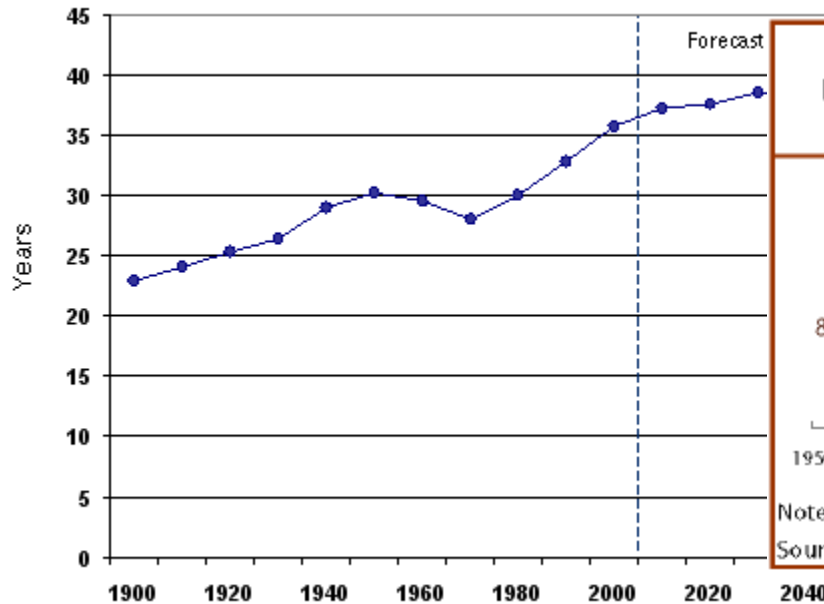
我们正在目睹美国消费社会的终结吗？



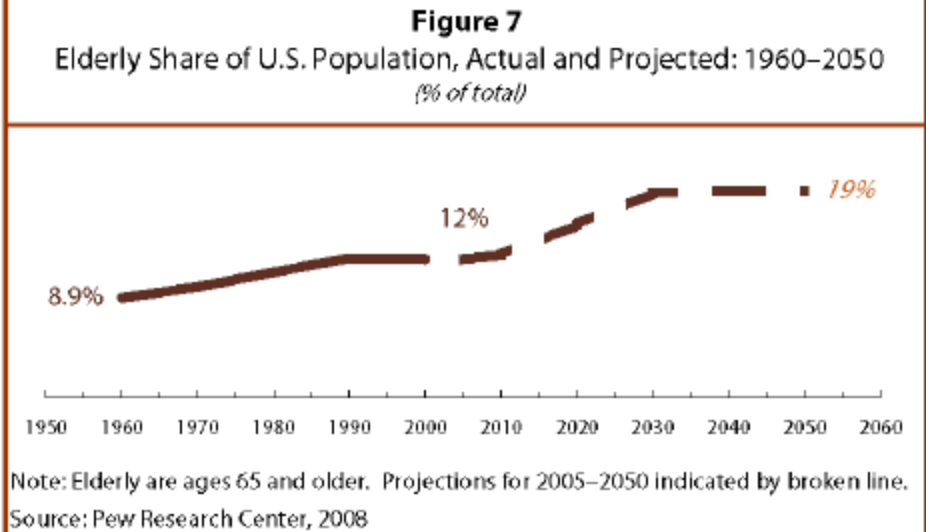
Aging Demographic Profile

老龄化人口概况

Median Age: 1900 to 2050



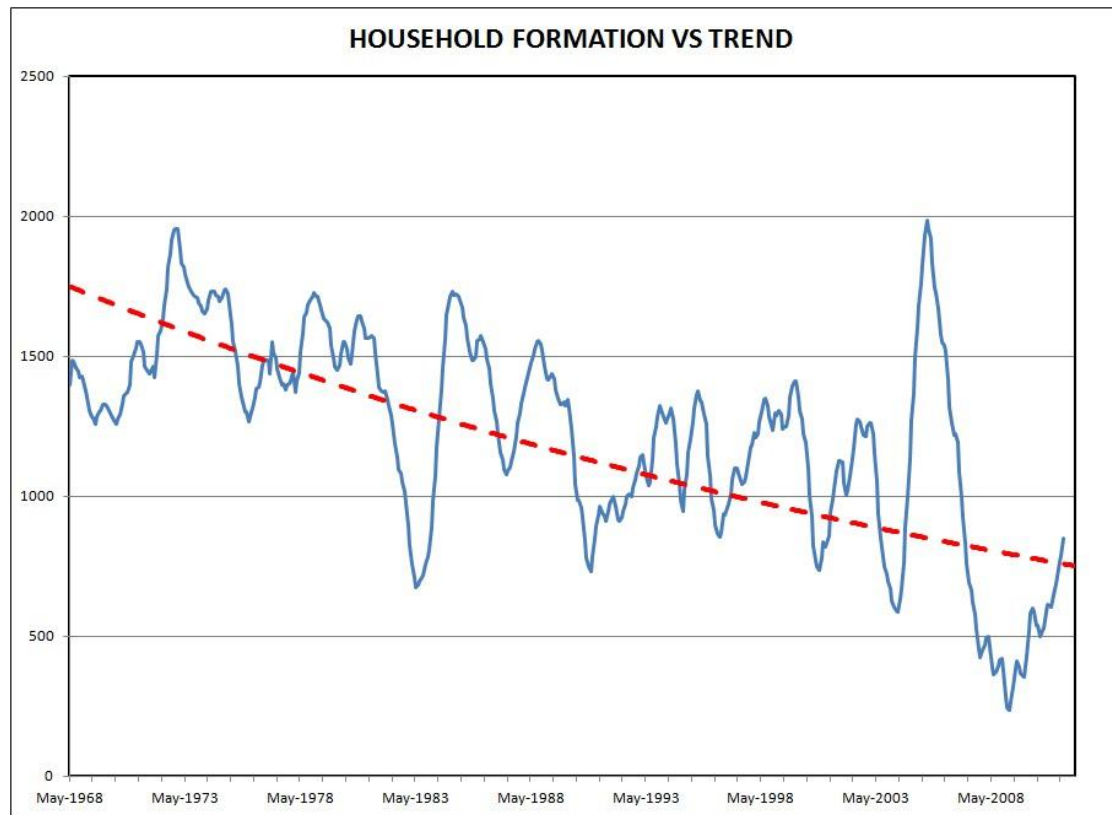
Source: US Census Bureau



Note: Elderly are ages 65 and older. Projections for 2005–2050 indicated by broken line.
Source: Pew Research Center, 2008

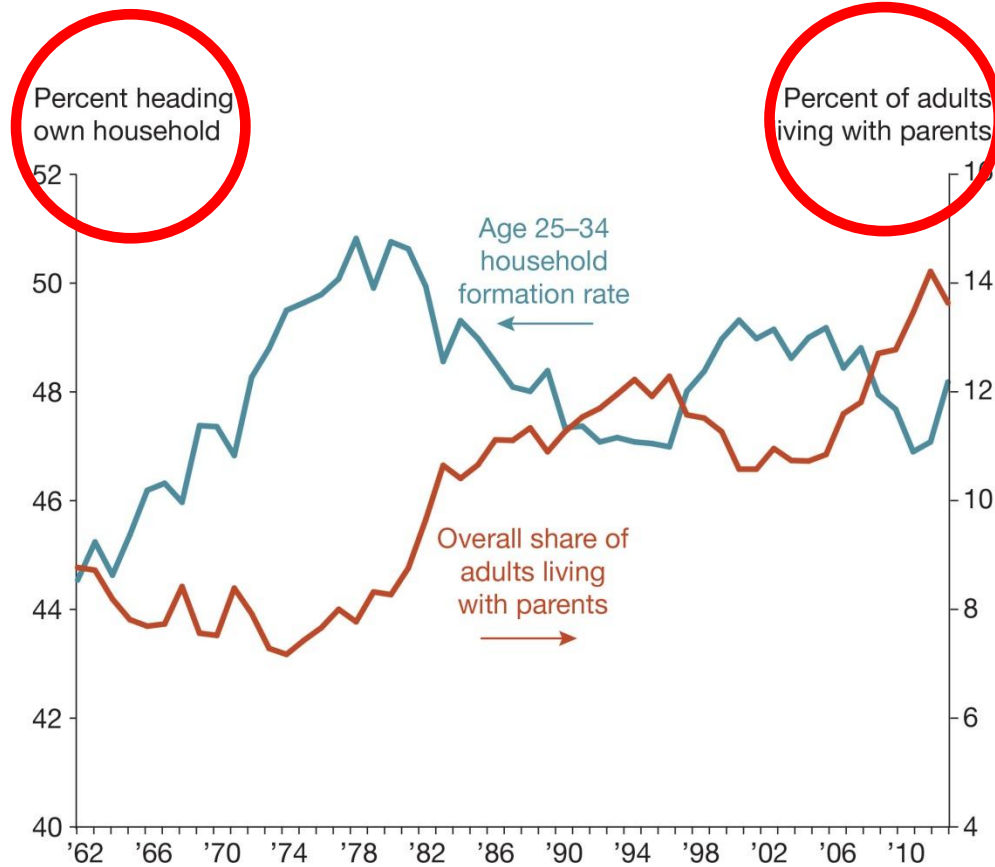
Household-Formation Rate

住户形成率



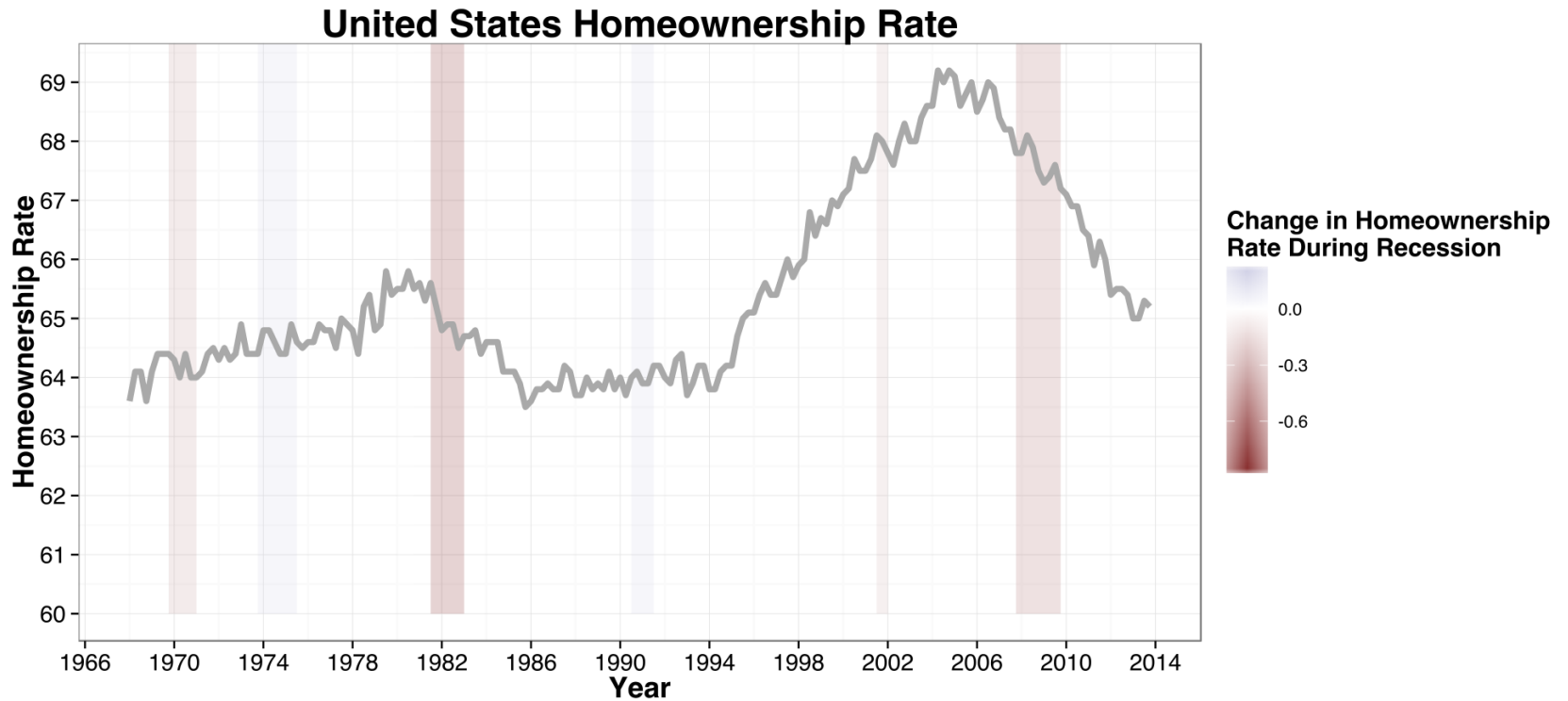
Household-Formation Rate

住户形成率



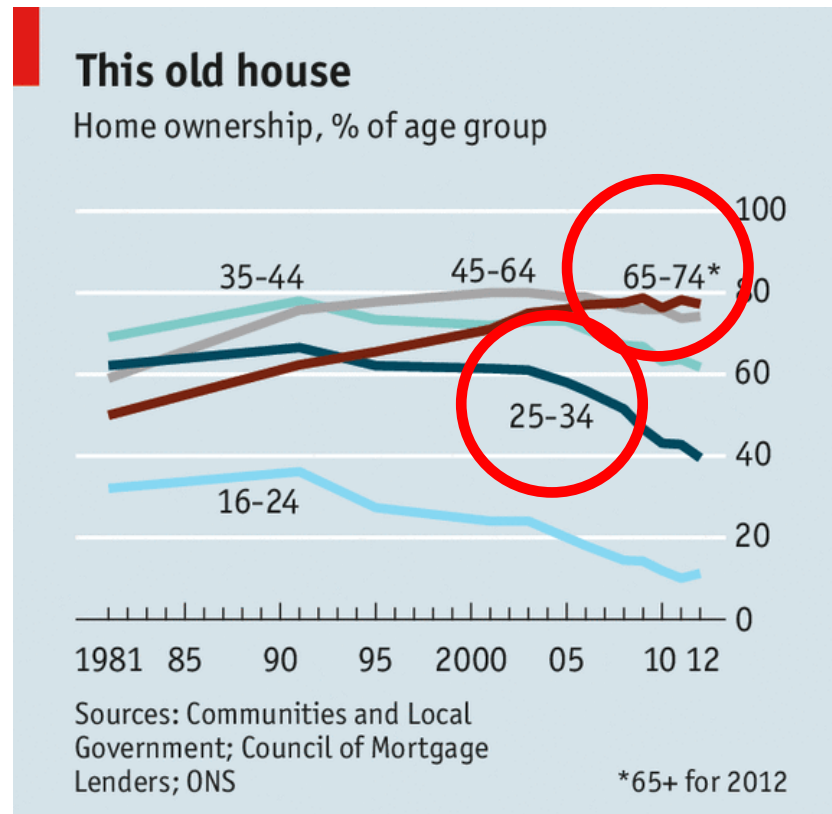
Declining Home-Ownership Rate

自有住房率的下降



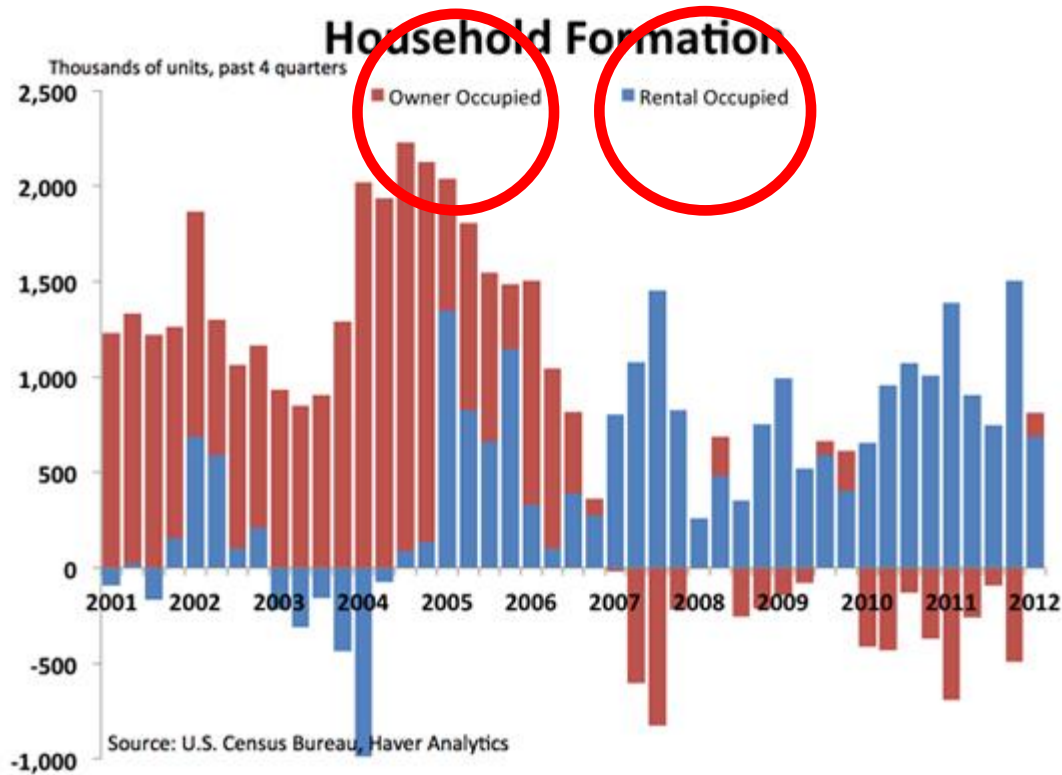
Declining Home-Ownership Rate

自有住房率的下降



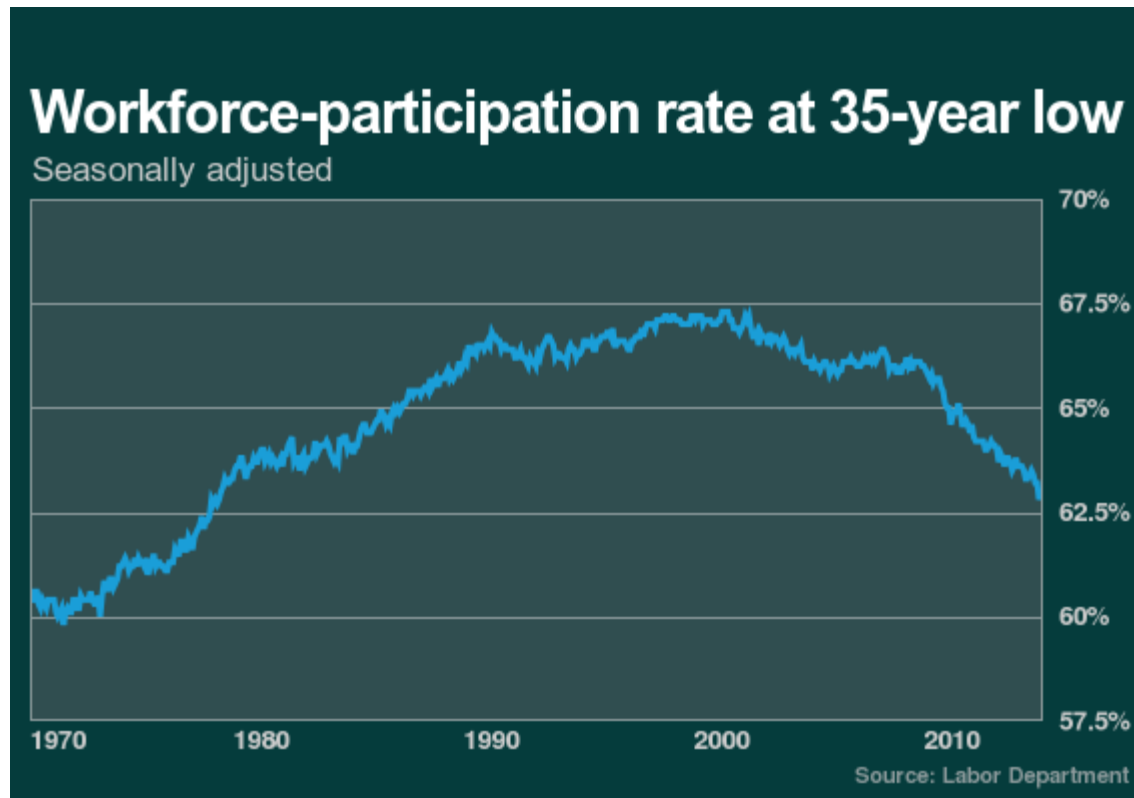
Declining Home-Ownership Rate

自有住房率的下降



Decreasing Labor-Force Participation

参与市场的劳动力下降

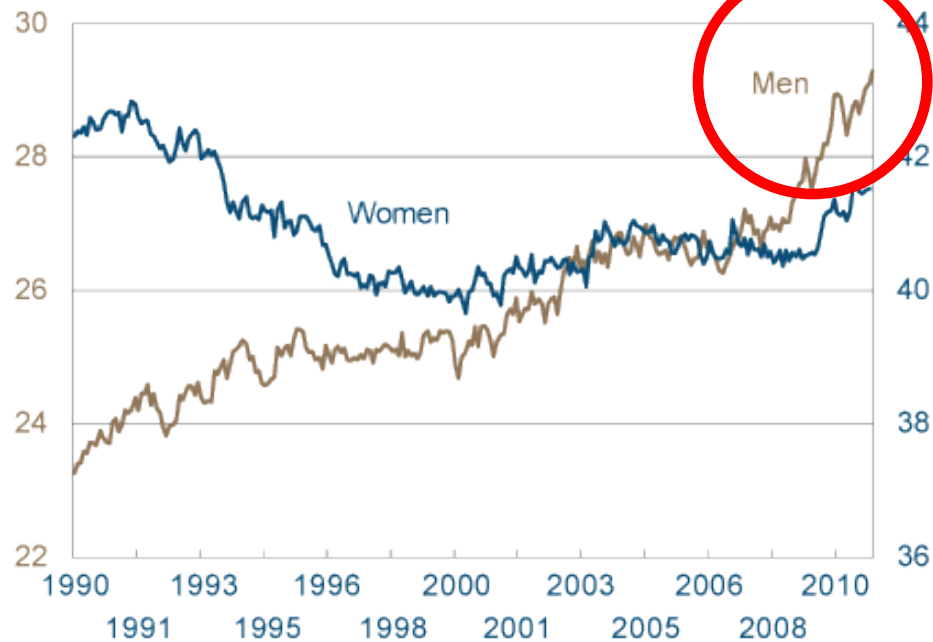


Decreasing Labor-Force Participation

参与市场的劳动力下降

Not in Labor Force

Percent of Total Reference Population, Age 16+



Source: Bureau of Labor Statistics.

Slowing of GDP Growth

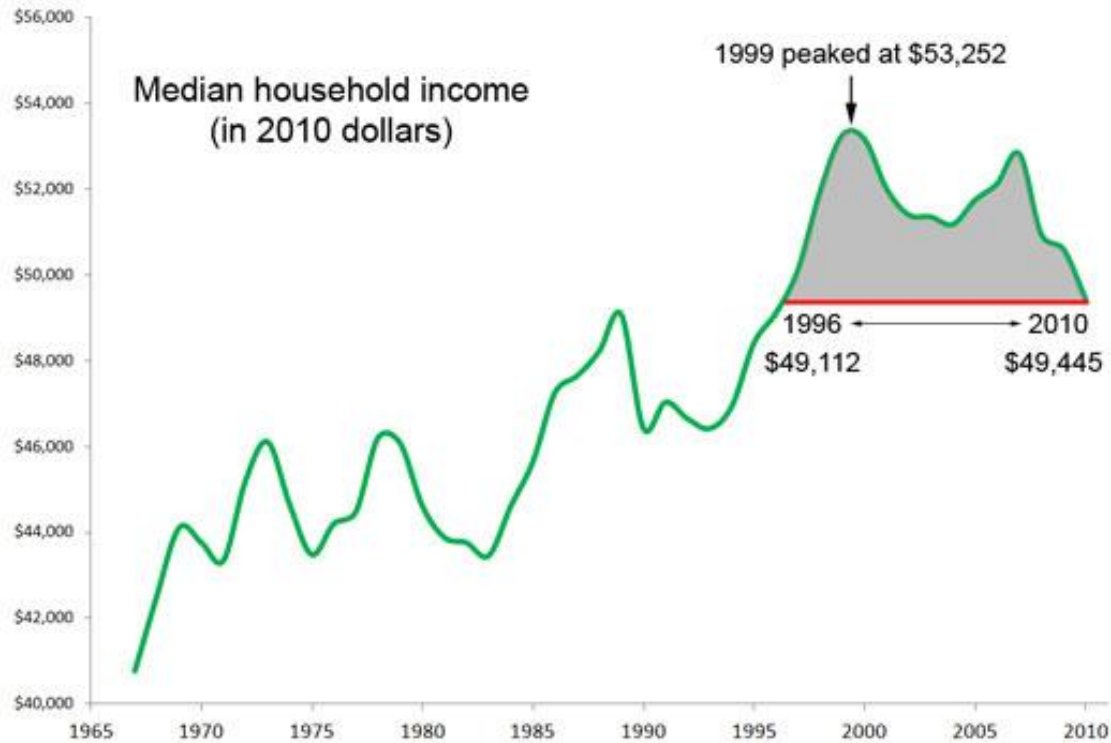
GDP增长放缓



Source: Calculated from Bureau of Economic Analysis NIPA Table 1.1.3

Stagnating Median Income

停滯的媒体收入

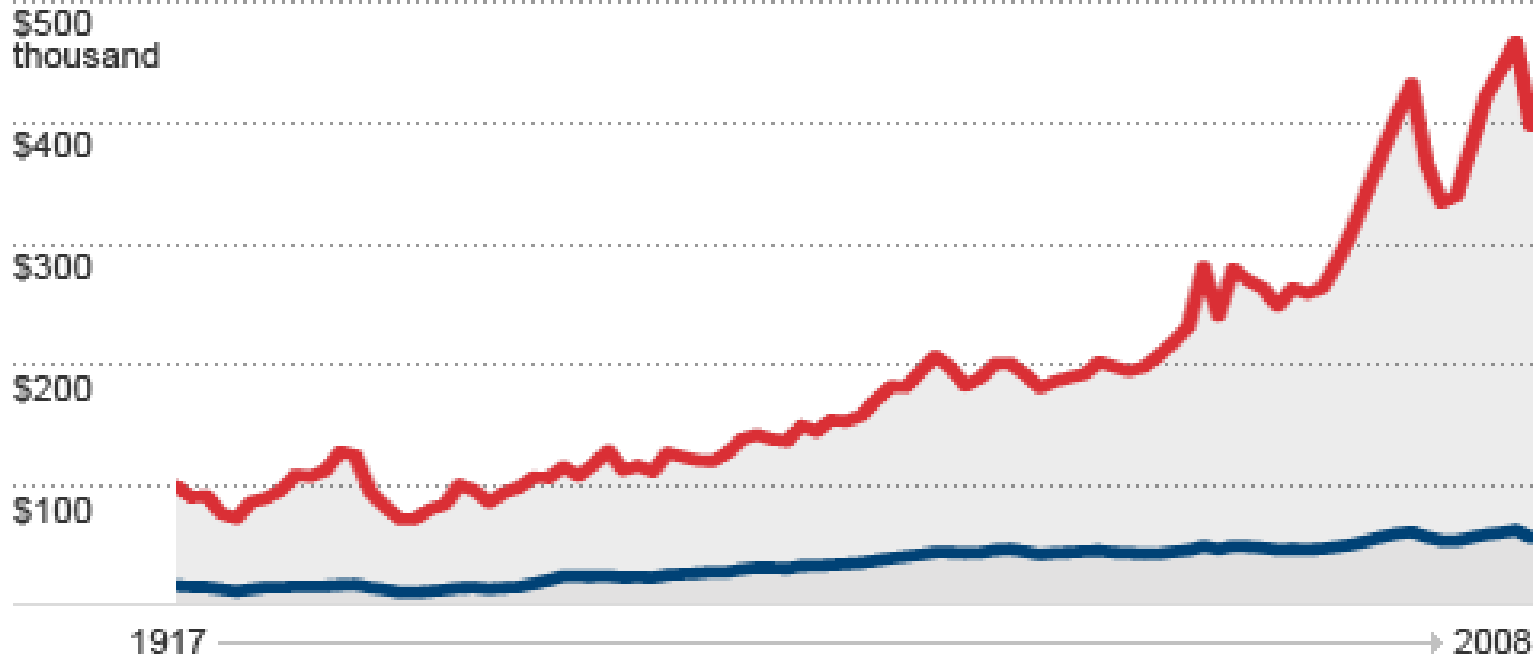


Success to the Successful

富有人群的成功

RISE OF THE SUPER RICH

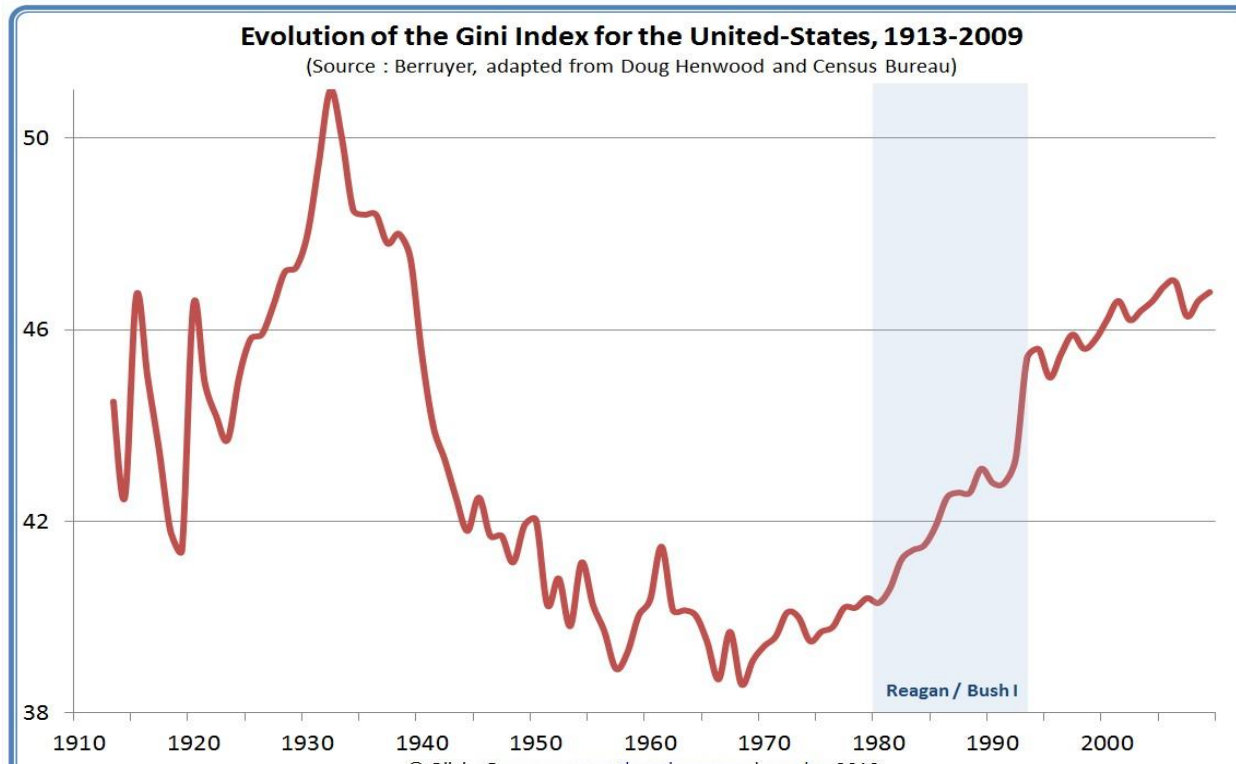
■ MEDIAN INCOME ■ TOP 1% INCOME



SOURCE: PIKETTY AND SAEZ (2008); IRS

Increasing Income Inequality

收入不平等的加剧



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



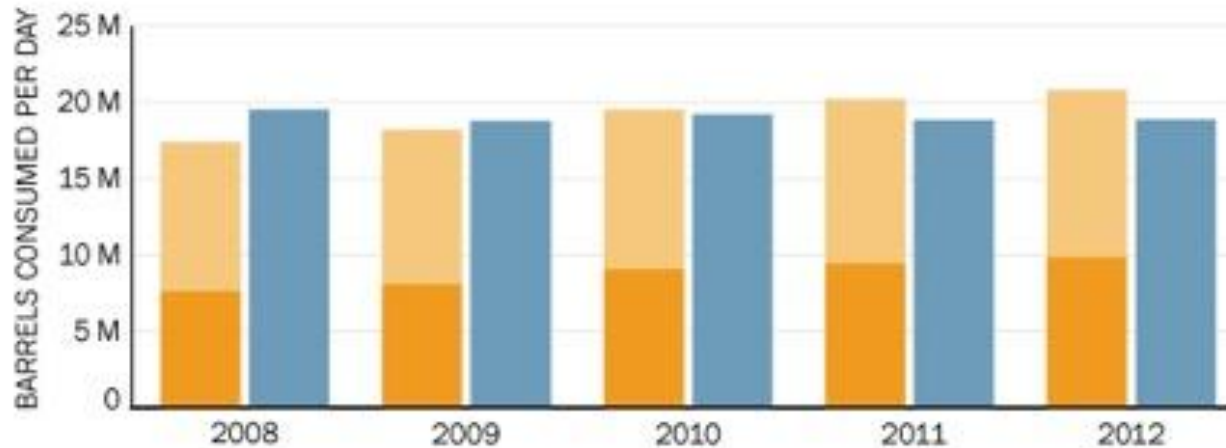
New Resource Scarcities

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



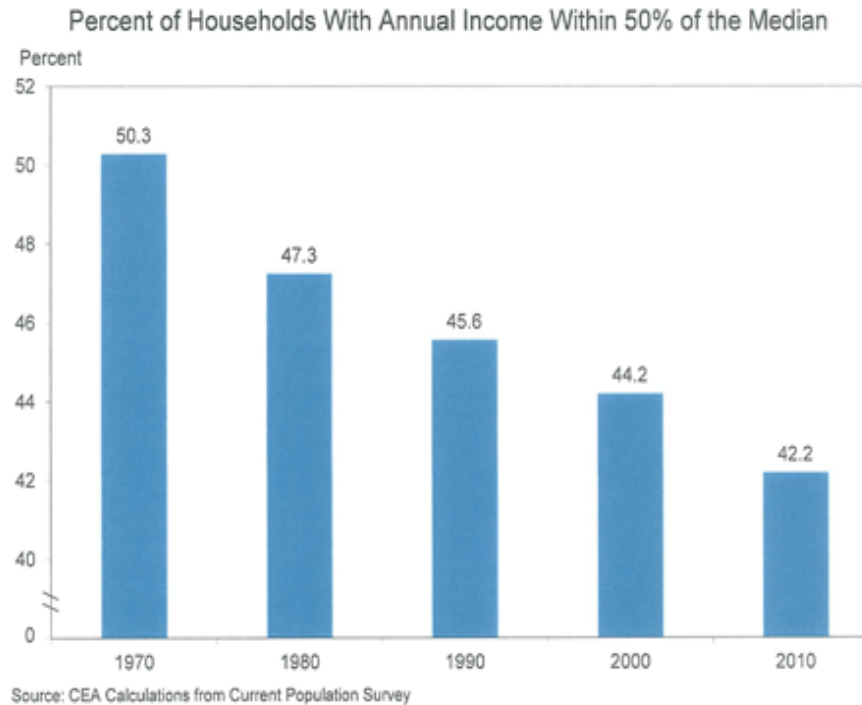
SOURCE: INTERNATIONAL ENERGY AGENCY, U.S. ENERGY INFORMATION ADMINISTRATION

KRISTEN LONG – POLITICO

Contraction of the Middle Class

中产阶级萎缩

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

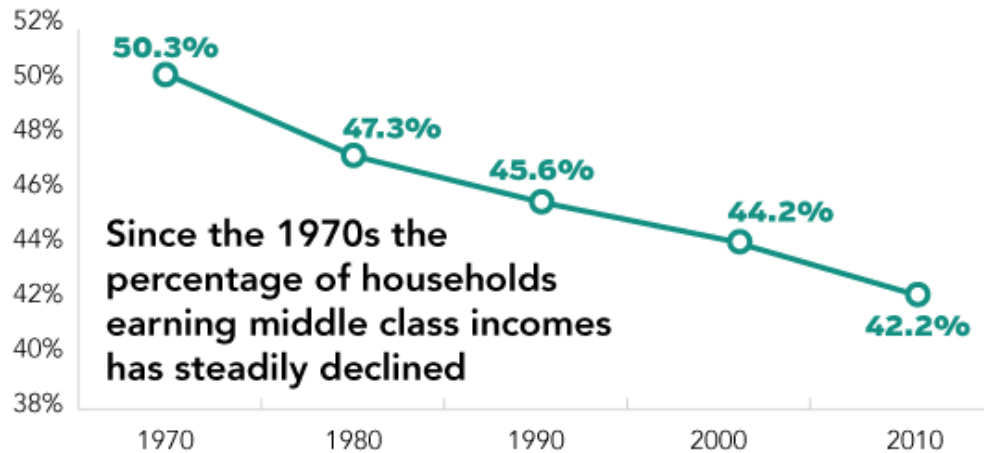


Can Consumer Society Persist in the United States in the Absence of a Middle Class?

缺乏了中产阶级，消费社会在美国还能维持吗？

THE SHRINKING MIDDLE CLASS

HOUSEHOLDS WITH ANNUAL INCOMES WITHIN 50 PERCENT OF THE MEDIAN



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

THE HUFFINGTON POST

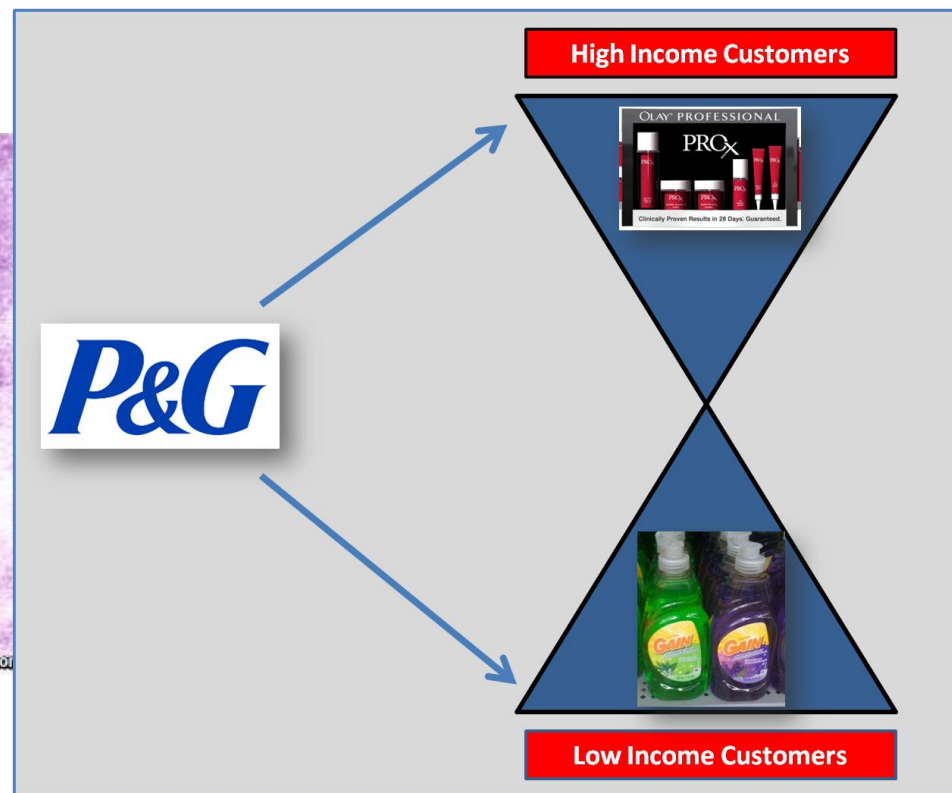
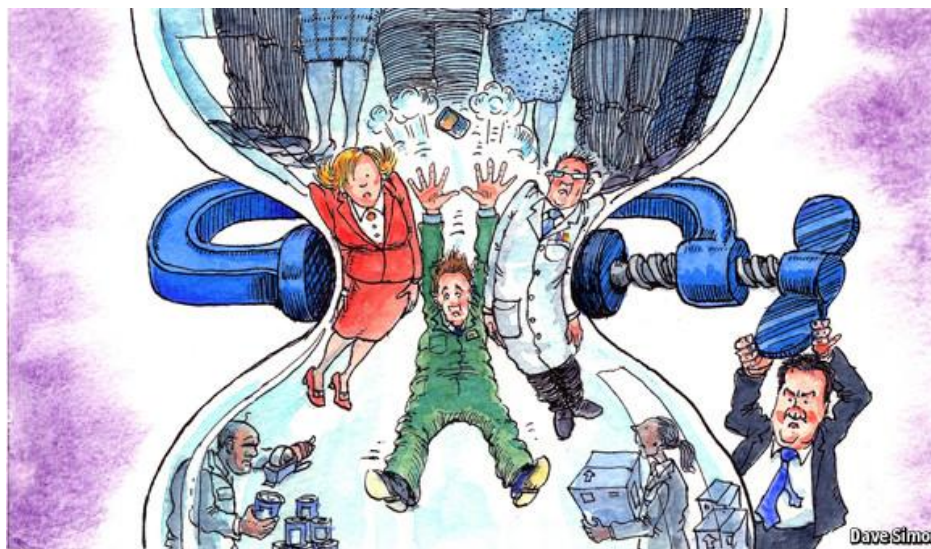
Boutique Consumerism vs. Ordinary Provisioning

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？

