

MILLENNIALS

GETTING TO KNOW THEM

What is a Millennial?

There is some debate about what years define the Millennial generation. Generally, those who write about or research the generation declare a Millennial as any individuals who was born between the early 1980's to the early 2000's.

Who are the Millennials?

DIGITAL NATIVES

Millennials didn't have to learn how to adapt to the digital age and its technologies. They were born and grew up in the midst of it.

81%



FRIENDS BY GENERATION



"SELFIES"

55%

of Millennials have posted a "selfie" via social media.

RACIALLY DIVERSE

Due to an influx of Hispanic and Asian immigrants over the past 50 years, non-whites comprise the highest share of the Millennial generation versus any other generation.

43%
NON-WHITE

CURRENTLY ...

NEWBORNS
50%
NON-WHITE

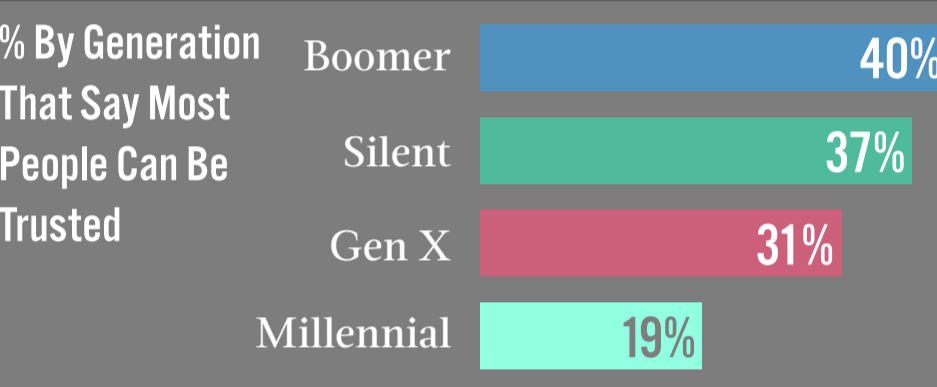


BY 2043 ...



UNTRUSTING

Racial diversity might play a part in explaining that Millennials are less trusting of others. Related research demonstrated that minorities and low-income adults tended to trust less than other groups.



BEST YEARS AHEAD FOR COUNTRY?

49%
MILLENNIALS SAY YES

Other generations are less optimistic about the future. That they don't tend to trust others is not a signal that they don't have confidence in brighter days.

ECONOMICALLY CHALLENGED

Economic adversity has greeted those who entered the workforce from this generation. Rising costs of education, fewer jobs to choose from due to the Great Recession, and other factors all combined to present this generation with many economic challenges.



First generation in modern era to have higher levels of student loan debt, poverty, and unemployment

... Lower levels of wealth and personal income.

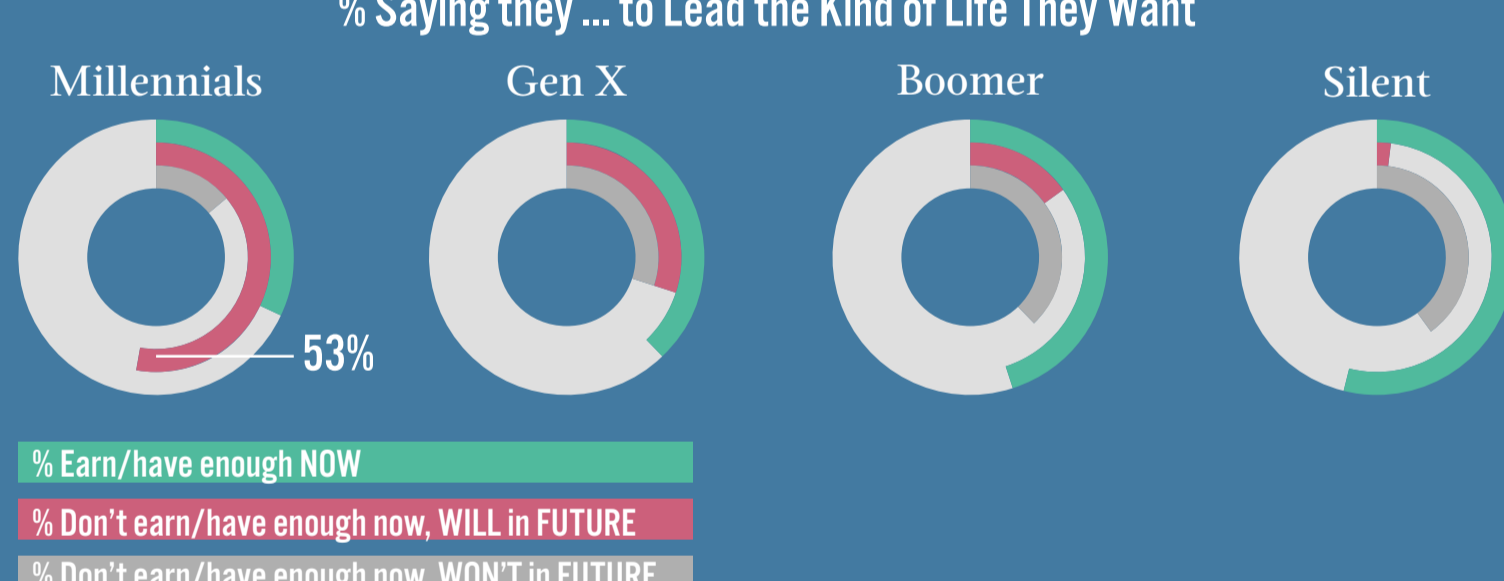
ECONOMIC STATE OF THE UNION:

- 1/3 of Millennials (ages 26 to 33) have a 4-year (or higher) college degree
- 2/3 of recent bachelor's degree recipients have average student loan debt of \$27,000
- Highest median age for marriage in modern history: 29 for men, 27 for women
- 47% of Millennials' births non-marital in 2012, compared with 21% in older women

ECONOMICALLY OPTIMISTIC

Yet, even with the many adversities set against the Millennials, they lead other generations in their optimism about their economic circumstances.

% Saying they ... to Lead the Kind of Life They Want



% Earn/have enough NOW

% Don't earn/have enough now, WILL in FUTURE

% Don't earn/have enough now, WON'T in FUTURE

They're not without concerns about the future, though, particularly when it comes to Social Security benefits.

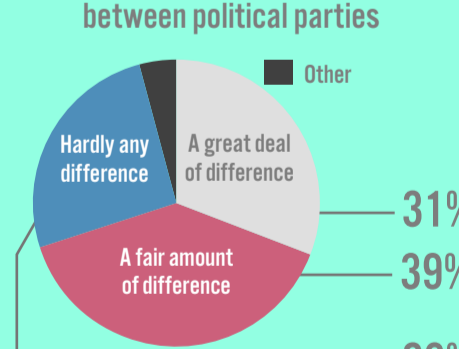
51% believe Social Security won't be available when they're ready to retire

39% believe the system will only be able to provide them with reduced benefits

POLITICAL AFFILIATION

Millennials don't see much difference between parties.

% Who see a degree of difference between political parties



They identify as Independent, but vote as Democrat.



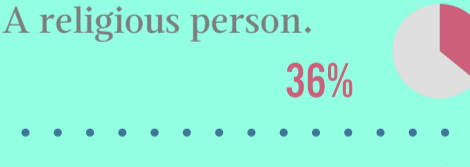
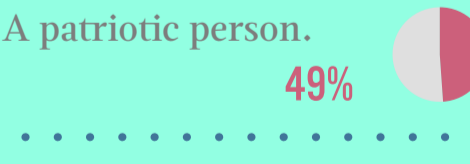
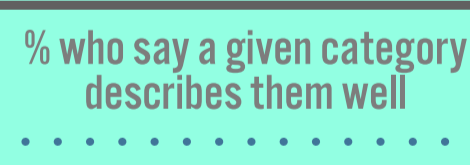
SOCIAL & RELIGIOUS VIEWS

% of those who believe in God



SELF-IDENTIFICATION

% who say a given category describes them well



What are the takeaways?

They are in touch with the digital era. They use technology and they communicate via social networks.

They are racially more diverse than other generation.

They tend not to trust others, but this doesn't affect their optimism in the nation's future.

While economically challenged, they are educated and are optimistic that they'll be able to earn enough money to have the kind of life they want.

They are politically independent, but tend to vote with the democratic party.

A significant number believe in God with absolute certainty. Several more believe, but not with certainty.

About half support gay rights and identify as patriotic, while closer to a third identify as religious and as environmentalist.

Source:

<http://www.pewsocialtrends.org/2014/03/07/millennials-in-adulthood/>

Designed by:

INSIDEOUT SOLUTIONS®