MILLENNIALS
Mark Barcelona

Greatest

Silent

Boomers

X
Is it possible to paint a portrait of an entire generation?

Each generation has a million faces and a million voices. What the voices say is not necessarily what the generation believes, and what it believes is not necessarily what it will act on. Its motives and desires are often hidden. It is a medley of good and evil, promise and threat, hope and despair. Like a straggling army, it has no clear beginning or end. And yet each generation has some features that are more significant than others; each has a quality as distinctive as...

Time Magazine, November 5, 1951
What is a Generation?

- A group of individuals, most of whom are the same approximate age, having similar ideas, problems, attitudes, etc.
- America’s generations
  - The Greatest Generation (Pre 1928)
  - Silent Generation (1928-1945)
  - Baby Boomers (1946-1964)
  - Generation X (1965-1980)
  - Millennials (Post 1980)
- Generation Gap
  - Differences of outlook or opinion between generations
The Greatest Generation (Pre-1928)

- Historical events
  - The Great Depression
  - World War II
- Pop Culture
  - Media
- Technology
  - Radio
- Characteristics
  - Traditional
The Silent Generation (1928-1945)

- Historical Events
  - Depression/WWII (youth)
  - Korean War
  - Cold War
- Pop Culture
  - Big Band, Rock and Roll
- Technology
  - Television
- Characteristics
  - Careerist
The Baby Boomers
The Baby Boomers (1946-1964)

- Historical Events
  - Vietnam War
  - Civil Rights Movement
- Pop Culture
  - Rock and Roll
  - Youth Culture
- Characteristics
  - Individualistic
  - Innovative
Generation X (1965-1980)

- Historical Events
  - Fall of Berlin Wall
  - Rise of the PC
- Pop Culture
  - MTV Generation
- Characteristics
  - Savvy
  - Skeptical
  - Self-reliant
You called us slackers. You dismissed us as Generation X. Well, we're not thinking what you're thinking.
The Me Me Me Generation

Millennials are lazy, entitled narcissists who still live with their parents

Why they'll save us all

By Joel Stein
What do you think of your parents? your grandparents? your great grandparents?

What do your parents think of you?
Well, enough about them. Let’s talk about you.
How would you describe yourselves?
EXHIBIT 2 | U.S. Millennials View Themselves More Positively Than Non-Millennials Do

U.S. Millennials
- Hardworking
- Fresh
- Open-minded
- Free
- Awesome
- Party
- Social
- Digital
- Young
- Cool
- Innovative
- Hip
- Young
- Smart
- Selfish
- Spoiled

U.S. Non-Millennials
- Greedy
- Connected
- Unmotivated
- Educated
- Carefree
- Happy
- Money
- Wild
- Drinking
- Lazy
- Entitled
- Irresponsible
- Awesome
- Dependent
- Average
- Smart
- Traditional
- Work
- Hip
- Hardworking
- Social
- Unemployed
- Liberal
- Centered
- Materialistic
- Selfish
- Spoiled

Source: BCG analysis.
Note: Size of word indicates frequency of response.
Having a major LOL moment with President Reagan back in 1984.
#tbt #throwbackthursday

Gallons of “😊😊😊😊😊”

So health insurance
Wow
Very benefits

Much affordable

Such HealthCare.gov

OH, YOU BOUGHT YOUR PRINTER SUPPLIES IN STORE?

I GOT MINE OFF STAPLES.COM
AND GOT UP TO 15% OFF
AND FREE SHIPPING!*

A STRIDE GUIDE
WHAT YOUR TEENS ARE REALLY SAYING THIS YEAR

DAT SWAG DOE! = THAT STRIDE GUM SURE IS WITH IT!

YOU BASIC = IF YOU DON’T HAVE ANY STRIDE GUM,
THEN WE JUST CAN’T BE FRIENDS.

LMAO = YOU THINK I CHEW TOO MUCH STRIDE GUM?
THAT’S HILARIOUS.

MAH BAE = THERE’S NO OTHER WAY TO SAY THIS:
I’M IN LOVE WITH STRIDE GUM.
Who are the Millennials?

• The most racially and ethnically diverse generation ever
  • More than 4 in 10 are non-white
• Majority of them are politically independent and left leaning
• Highly educated, tech savvy, less traditional, and very optimistic
• Generally generous
  • One of the highest rates of volunteerism in any generation
Millennials & Technology

Parenthetically, I happen to think this destructive force is cross-generational.

Hi, mom. I'm home to visit for one day!

Not now, I'm winning all the jewels!

Spotify

Netflix

Instagram

twitter
Millennials & Education

• “A third of older millennials have a 4 year college degree or more.” –Pew Research Center

• 72% of the generation are high school graduates

• Technological changes in education

• Millennials score high on IQ scores

• Score high on traits such as extroversion, self-esteem, self-liking, high expectations, and assertiveness

Most Millennials believe their country’s education system prepared them for their professional futures, though results vary between regions

- United States: 74 percent
- Western Europe: 64 percent
- Latin America: 66 percent

About half (52 percent) are satisfied with their country’s education system, though Latin American Millennials are the least satisfied

- United States: 59 percent
- Western Europe: 58 percent
- Latin America: 42 percent
Millennials & the Future

- Millennials are generally optimistic
  - Latin America (96%)
  - USA (89%)
  - Western Europe (80%)
- Career focuses are mainly in technology
- Millennials are ambitious
  - Having a stable, well paying job (46%) is more important than getting married (14%)
- Millennials are idealistic
  - 85% want work that makes a difference
Millennials & the Future

Which field of study do you believe is the most important for ensuring your personal future success?

United States
1. Healthcare/medicine: 17 percent
2. Computer science and programming: 16 percent
3. Business: 14 percent
4. Engineering: 8 percent

Western Europe
1. Computer science and programming: 14 percent
2. Foreign languages: 11 percent
3. Healthcare/medicine: 10 percent
4. Business: 10 percent

Latin America
1. Engineering: 18 percent
2. Computer science and programming: 14 percent
3. Foreign languages: 14 percent
4. Business: 10 percent
# Millennials & Global Issues

## American Millennials

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<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>The economy</td>
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<td>Poverty</td>
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<td>Corruption</td>
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## Global Millennials

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<th>Issue</th>
<th>Percentage</th>
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<tbody>
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<td>Poverty</td>
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<tr>
<td>Corruption</td>
<td>36%</td>
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<tr>
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<tr>
<td>Education</td>
<td>26%</td>
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<tr>
<td>The environment</td>
<td>25%</td>
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<td>War</td>
<td>25%</td>
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Millennials & Global Issues

- Social Media
  - About 80% of global millennials have smartphones
- Entertainment
  - Use of technology has changed
- News and Research

### U.S. Millennials say:
1. Entertainment: 58 percent  
2. Social life (with friends): 51 percent  
3. Access to news/current events: 47 percent  
4. Education and research: 46 percent

### Western European Millennials:
1. Entertainment: 49 percent  
2. Access to news/current events: 49 percent  
3. Social life (with friends): 45 percent  
4. Education and research: 31 percent

### Latin American Millennials:
1. Entertainment: 64 percent  
2. Education and research: 62 percent  
3. Access to news/current events: 59 percent  
4. Social life (with friends): 56 percent