Marketing to and Managing the Millennial Generation

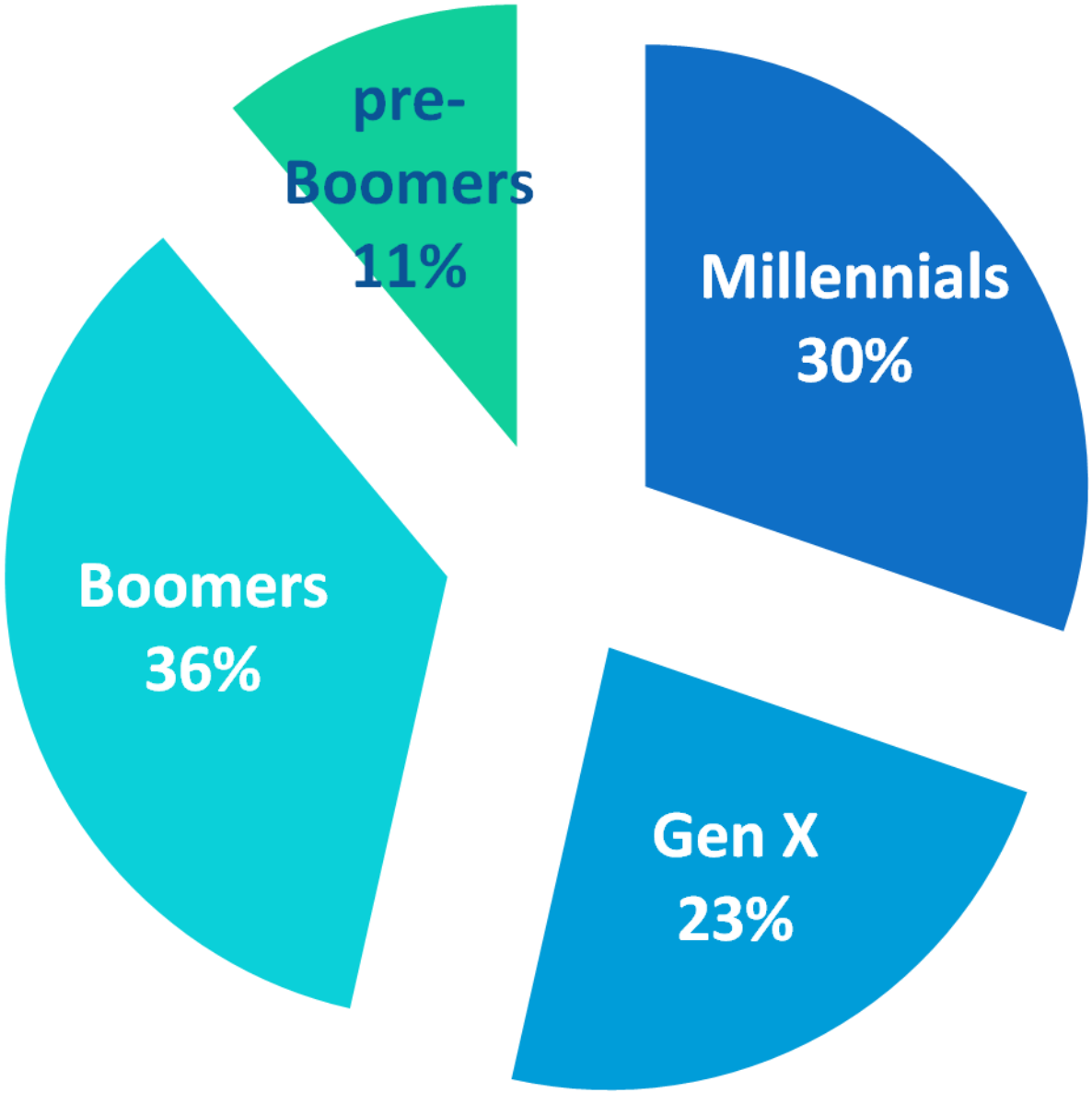
Pacific Northwest Apprenticeship Symposium 2009

Social?
Confident?
Coddled?
Sense of entitlement?
Tech savvy?
Diverse?
Poor work ethic?

Generations

Generation	Birth years	Ages in 2009	% of total adult population	% of internet-using population
Millennials	1977-1990	18-32	26%	30%
Generation X	1965-1976	33-44	20%	23%
Baby Boomers	1946-1964	45-63	33%	35%
Silent Generation	1937-1945	64-72	9%	7%
G.I. Generation	→1936	73+	9%	4%

Source: Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is ±2%. N=1,650 total internet users, and margin of error is ±3%.


pre-
Boomers
11%
Millennials
30%
Boomers
36%
Gen X
23%

Generation	Birth years	Ages in 2009	% of total adult population	% of internet-using population
Millennials	1977-1990	18-32	26%	30%
Generation X	1965-1976	33-44	20%	23%
Baby Boomers	1946-1964	45-63	33%	35%
Silent Generation	1937-1945	64-72	9%	7%
G.I. Generation	→1936	73+	9%	4%

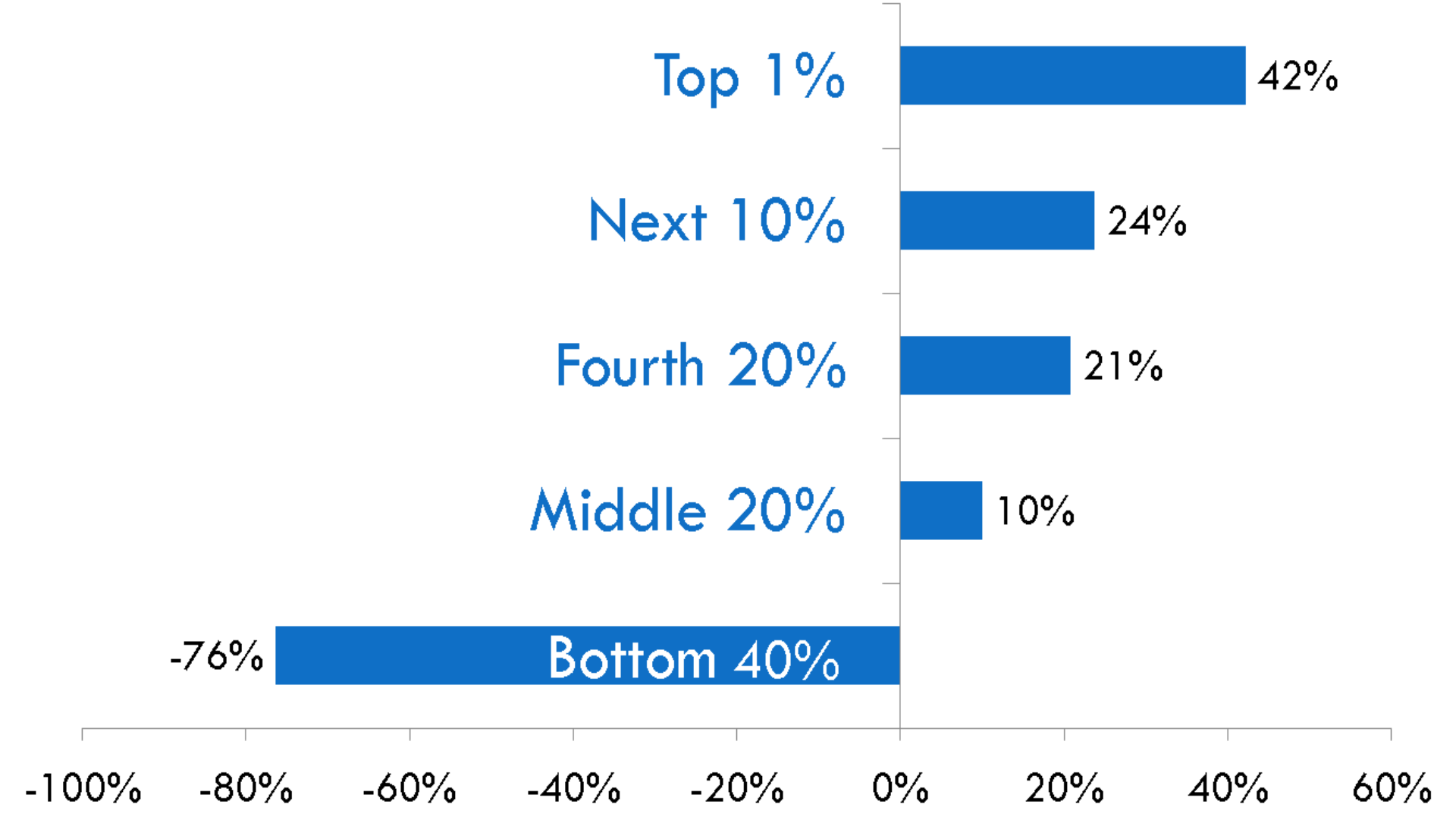
Source: Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is ±2%. N=1,650 total internet users, and margin of error is ±3%.

Generation	Birth years	Ages in 2009	% of total adult population	% of 111th U.S. Senators
Millennials	1977-1990	18-32	26%	0%
Generation X	1965-1976	33-44	20%	1%
Baby Boomers	1946-1964	45-63	33%	51%
Silent Generation	1937-1945	64-72	9%	28%
G.I. Generation	→1936	73+	9%	20%

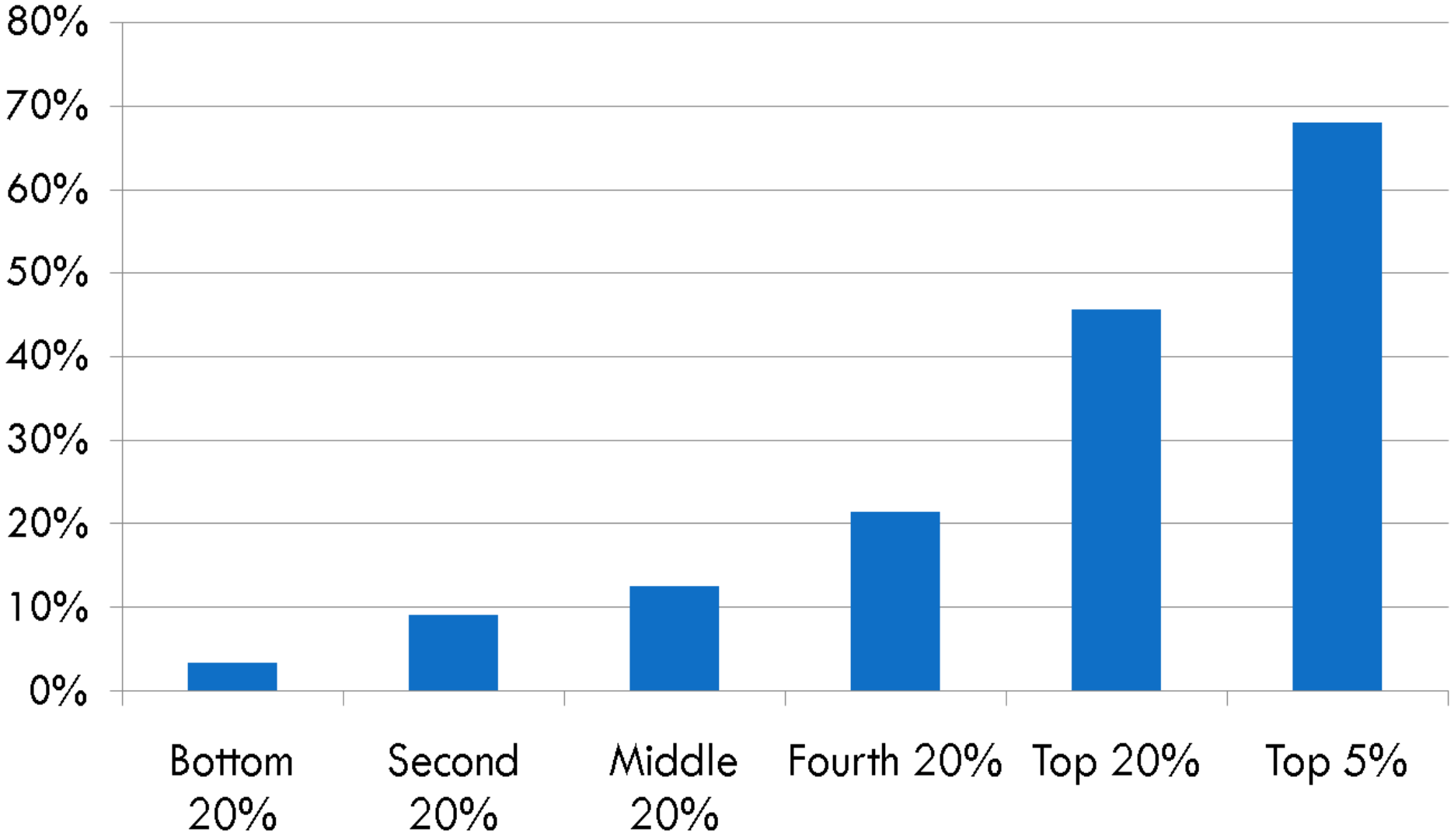
Source: http://en.wikipedia.org/wiki/List_of_current_United_States_Senators_by_age_and_generation

New Tastier Chicken
SUPER SIZE
and
-style roll.
Zesty marinade.

Average Household Net Worth
1983 to 1998



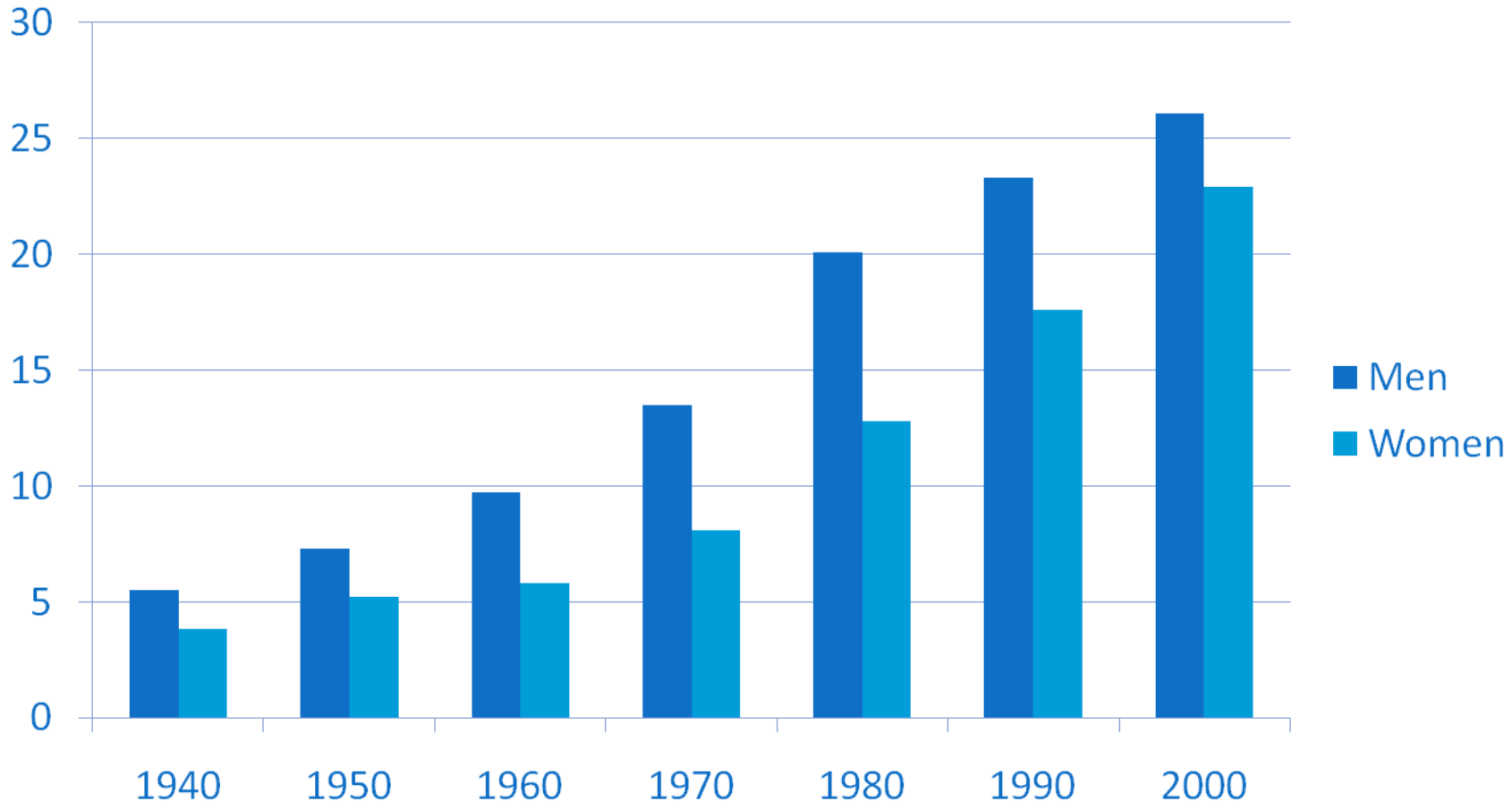
Increases in Pre-Tax Income 1979-2003



Generations

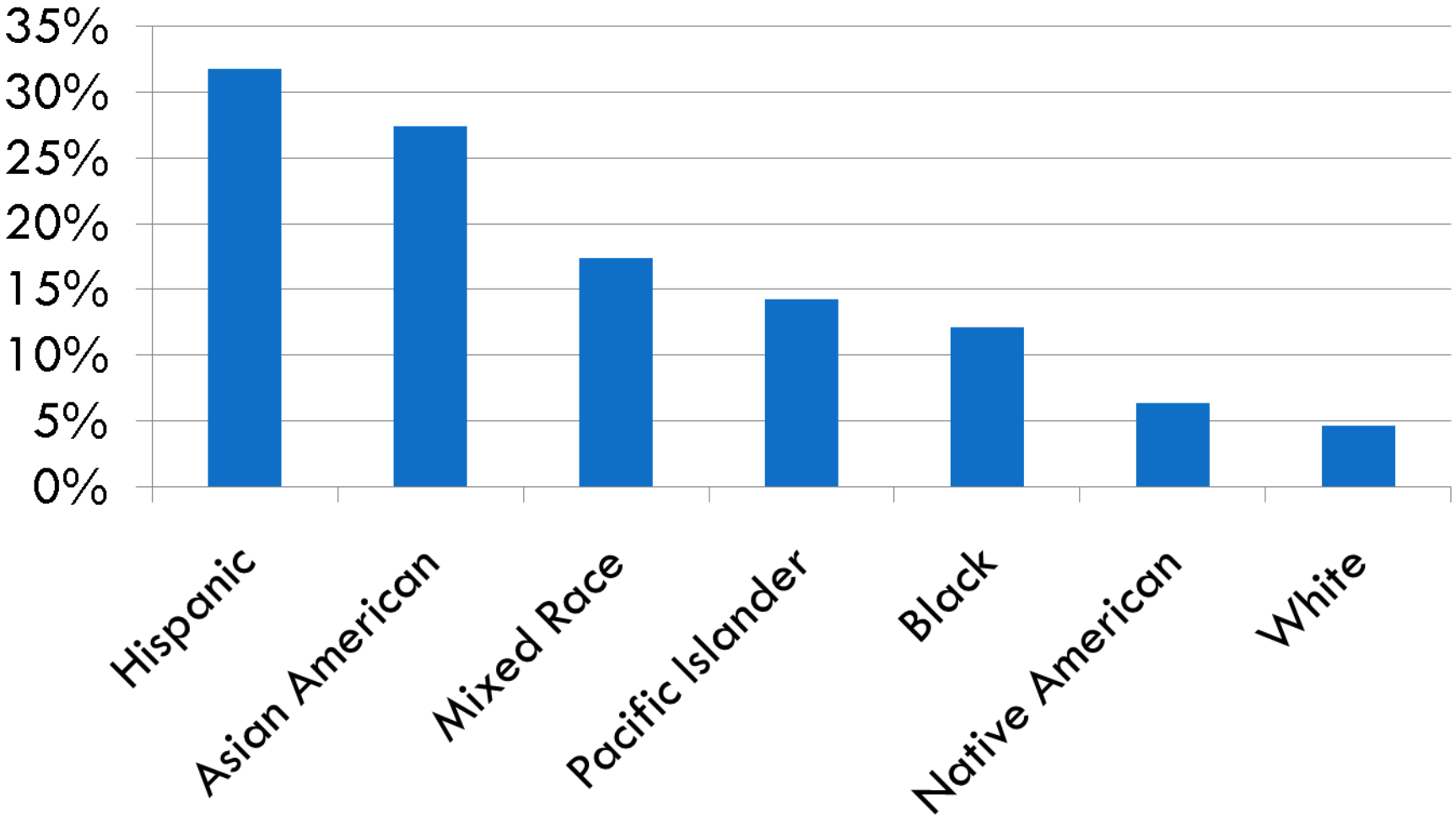
Boomers	Gen X	Millennials
1946-1964	1965-1976	1977-1990
Became institutions	Mistrust institutions	Irrelevance of institutions
TV	PC	Web
Have technology	Use technology	Assume technology
Task-focused	Multi-task	Multi-task fast
Ozzie and Harriet	Latch-key kids	Nurtured

Percent of population age 25+ with Bachelor's degree or more

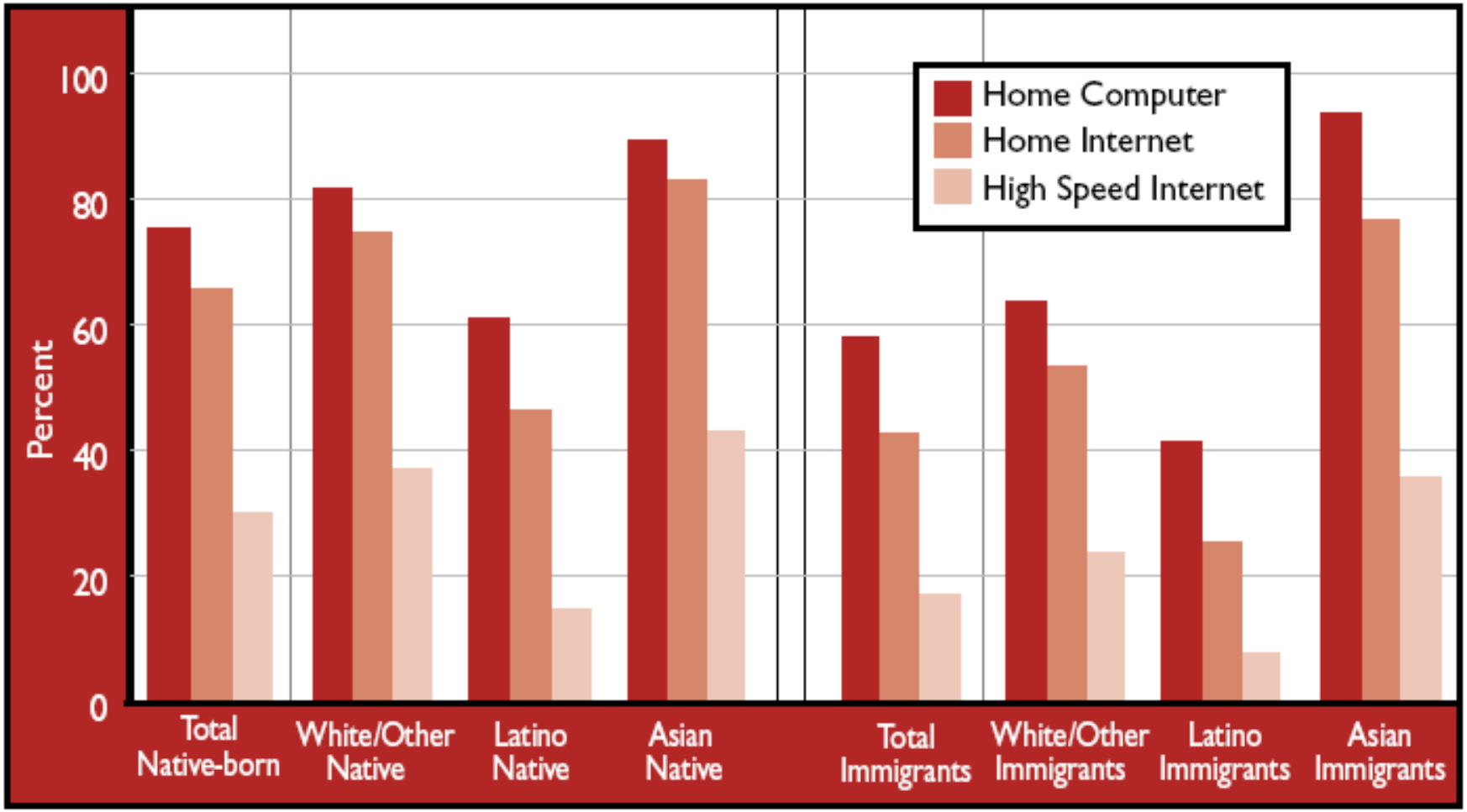


U.S. Census Bureau, 2000

Demographic Growth in Washington 2000-2006

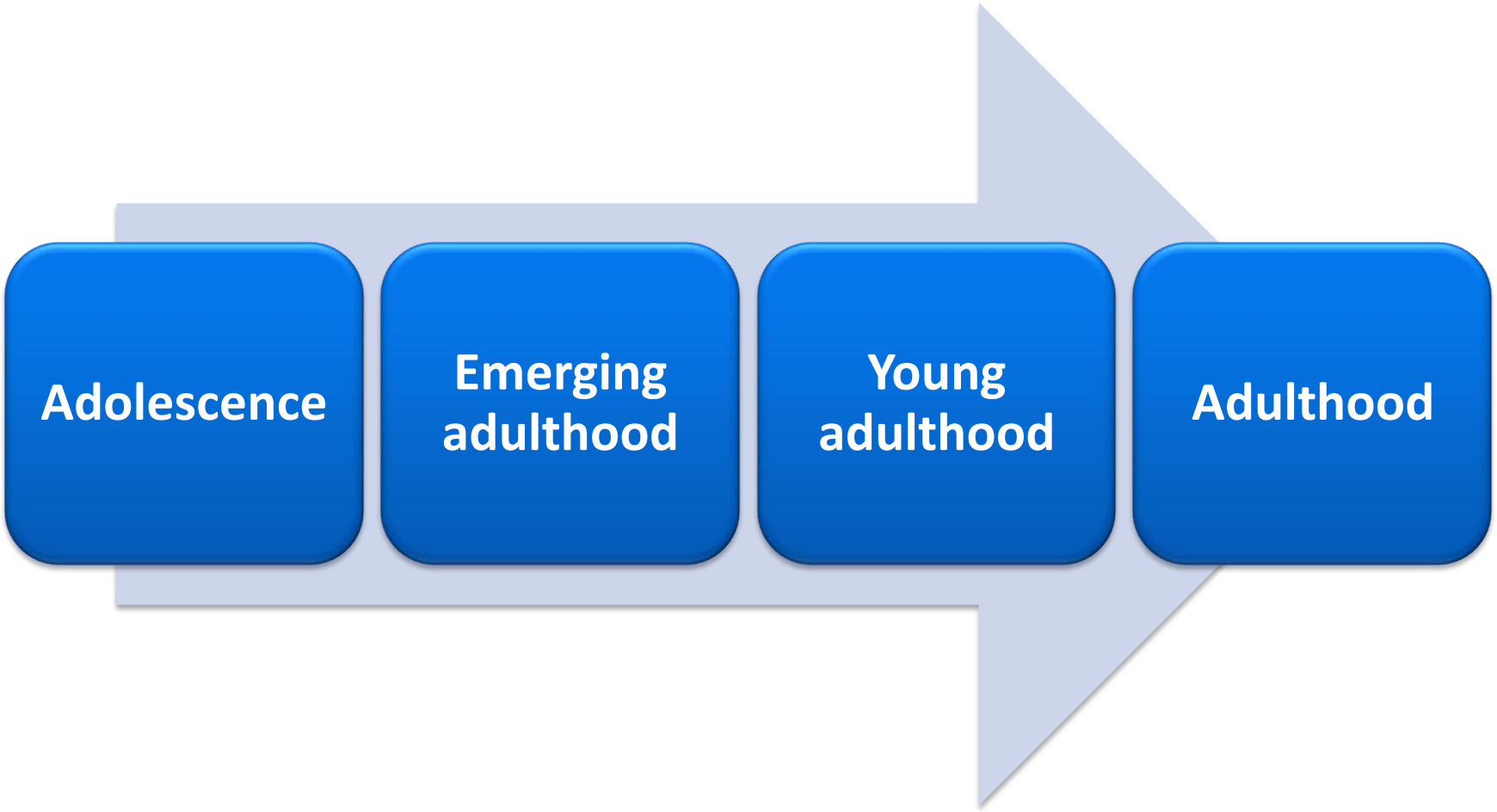


Percent of California Youth Ages 5-25 with Access to Home Computers and the Internet (2003)

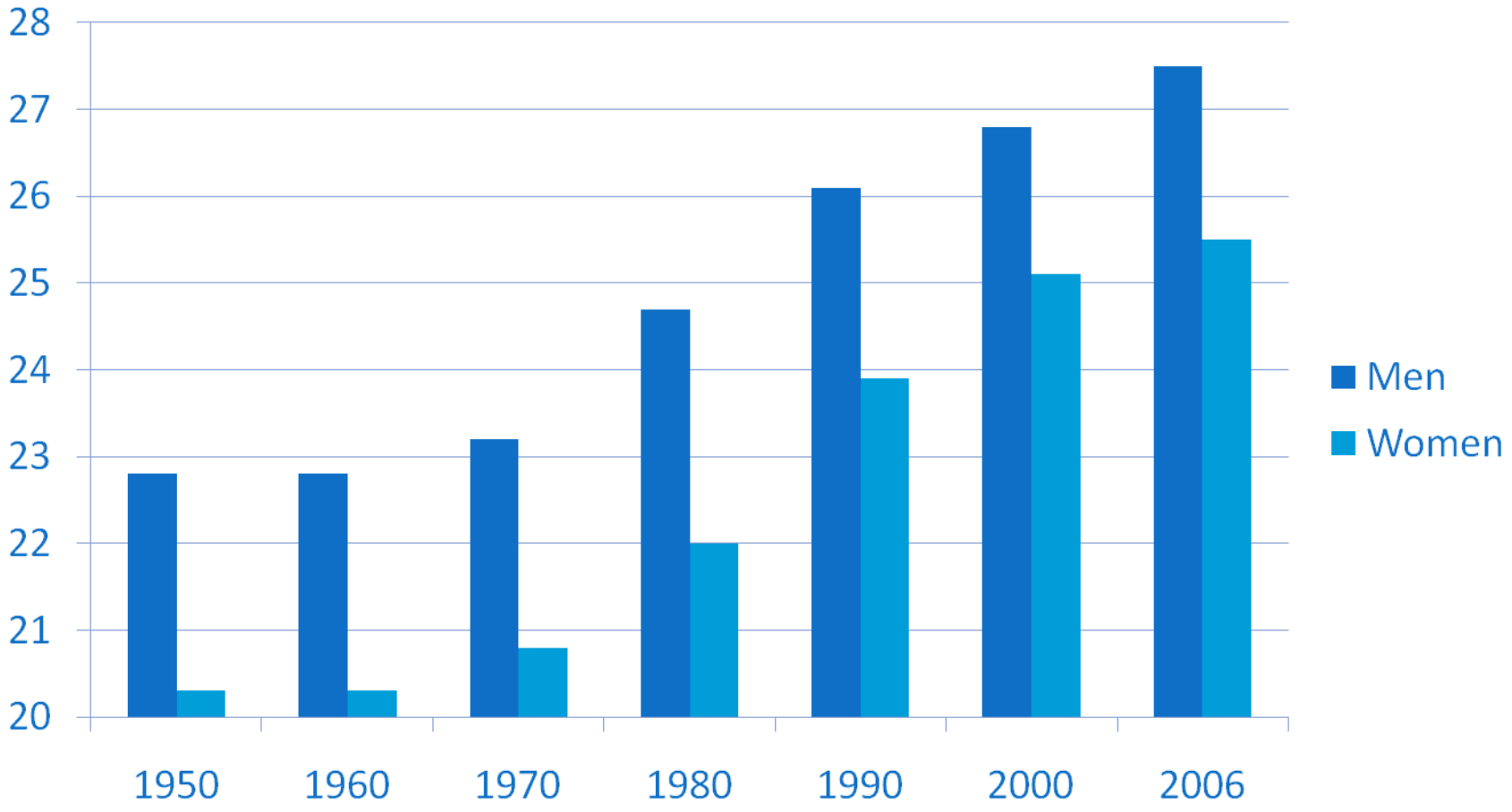


Center for Justice, Tolerance & Community, University of California, Santa Cruz, 2006

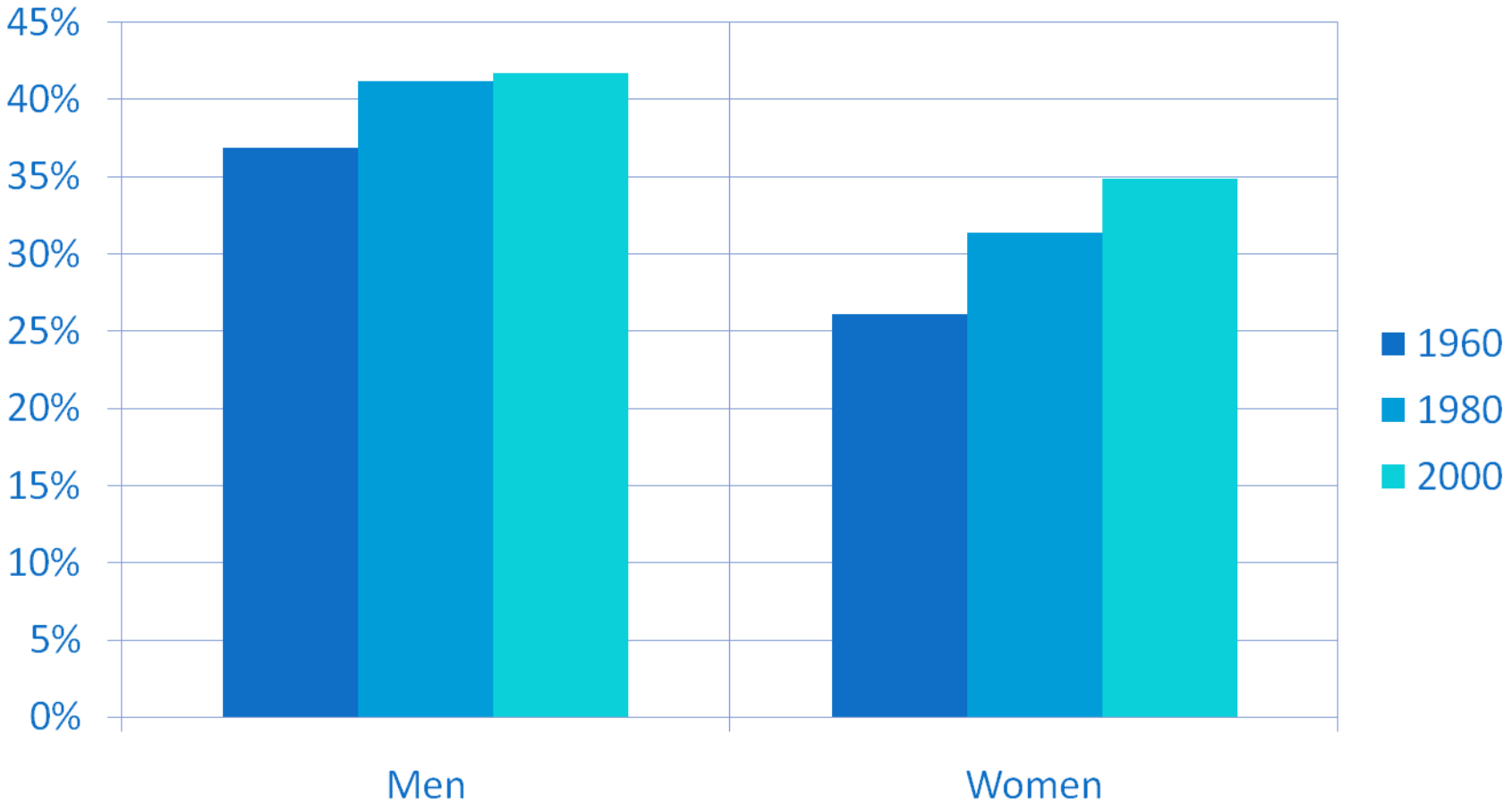
Visión EMPRENDER
Pasión SERVIR


Adolescence
Emerging adulthood
Young adulthood
Adulthood

Median Age at First Marriage



Living with Parents, age 19-24



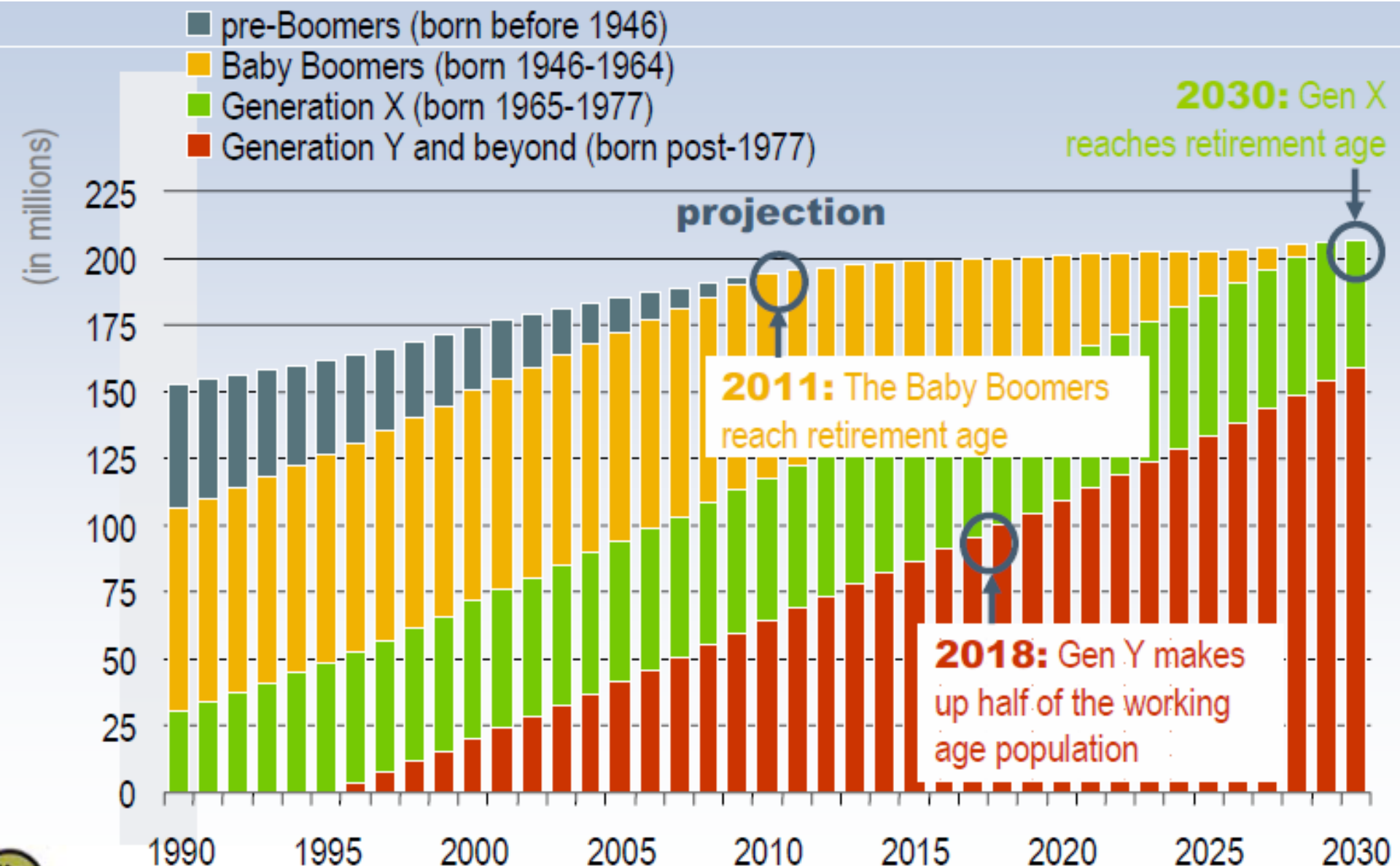
Teens say…

Assuming your salary was the same, would you rather…

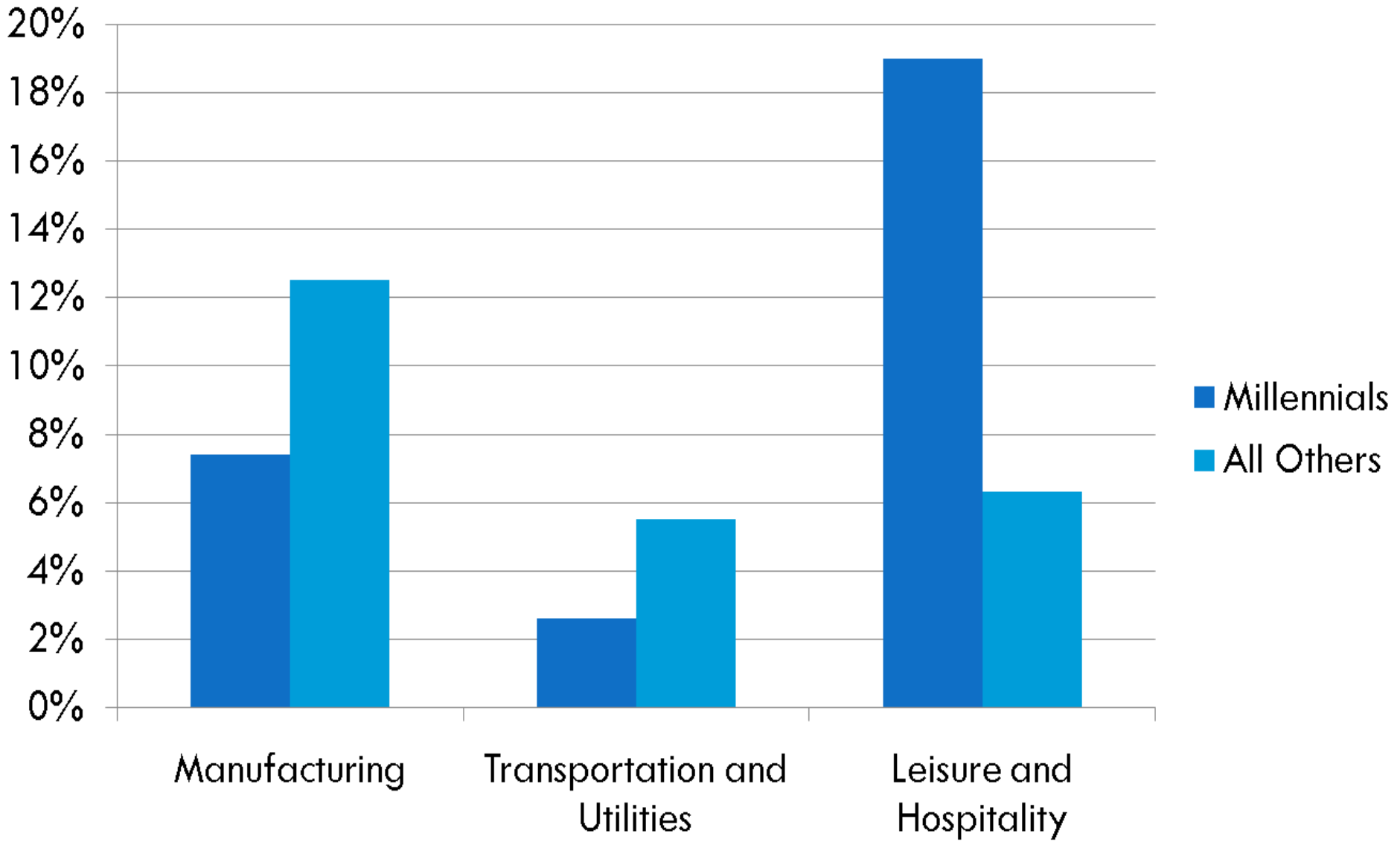
- Have a good job in a large corporation
- Be your own boss in a small company

Source: 2003 Gallup Youth Survey (Teens, ages 13-17)

U.S. Working Age Population



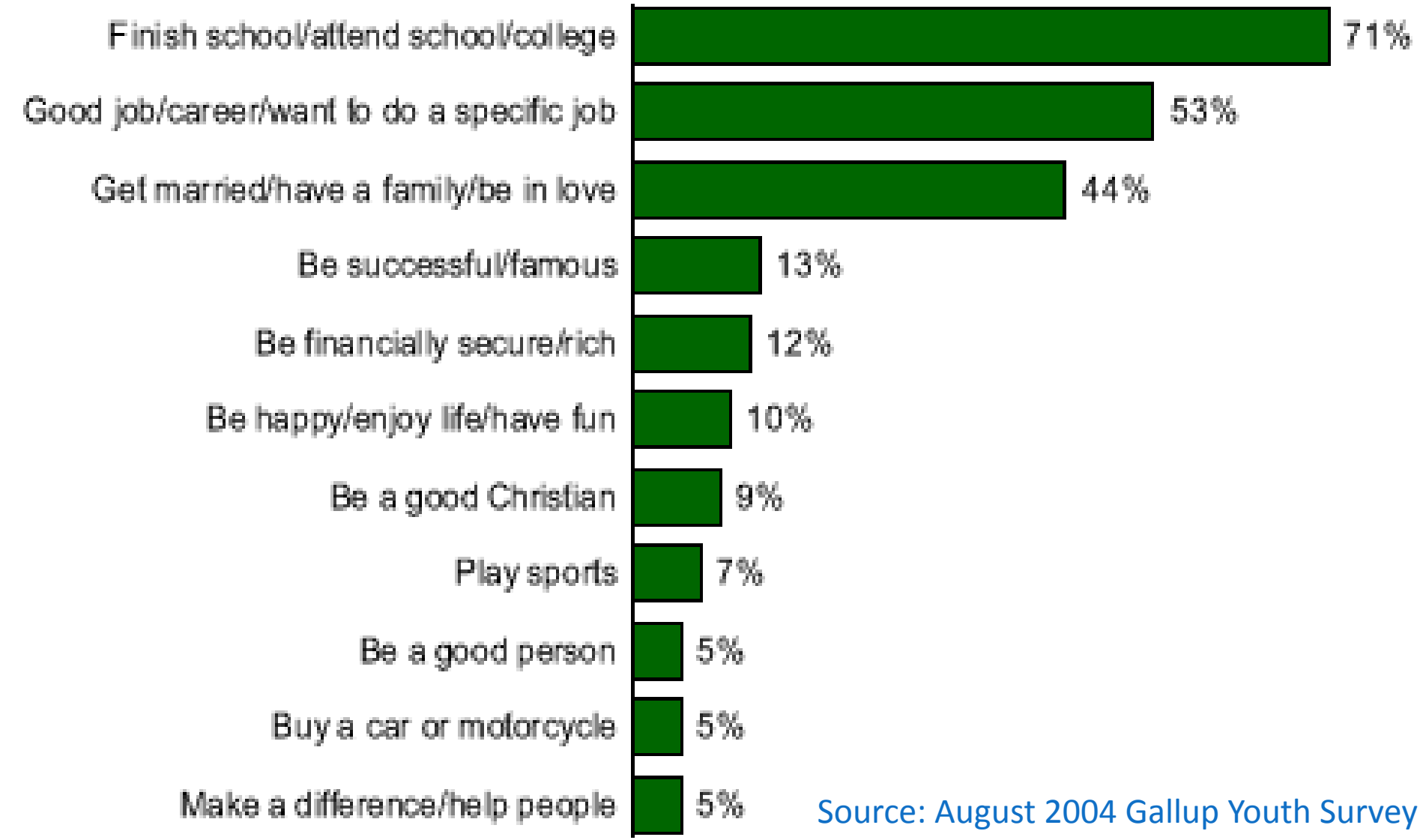
Millennial Employment Trends



Top Goals in Life

What would you say are your goals in life?

Asked of teens ages 13-17



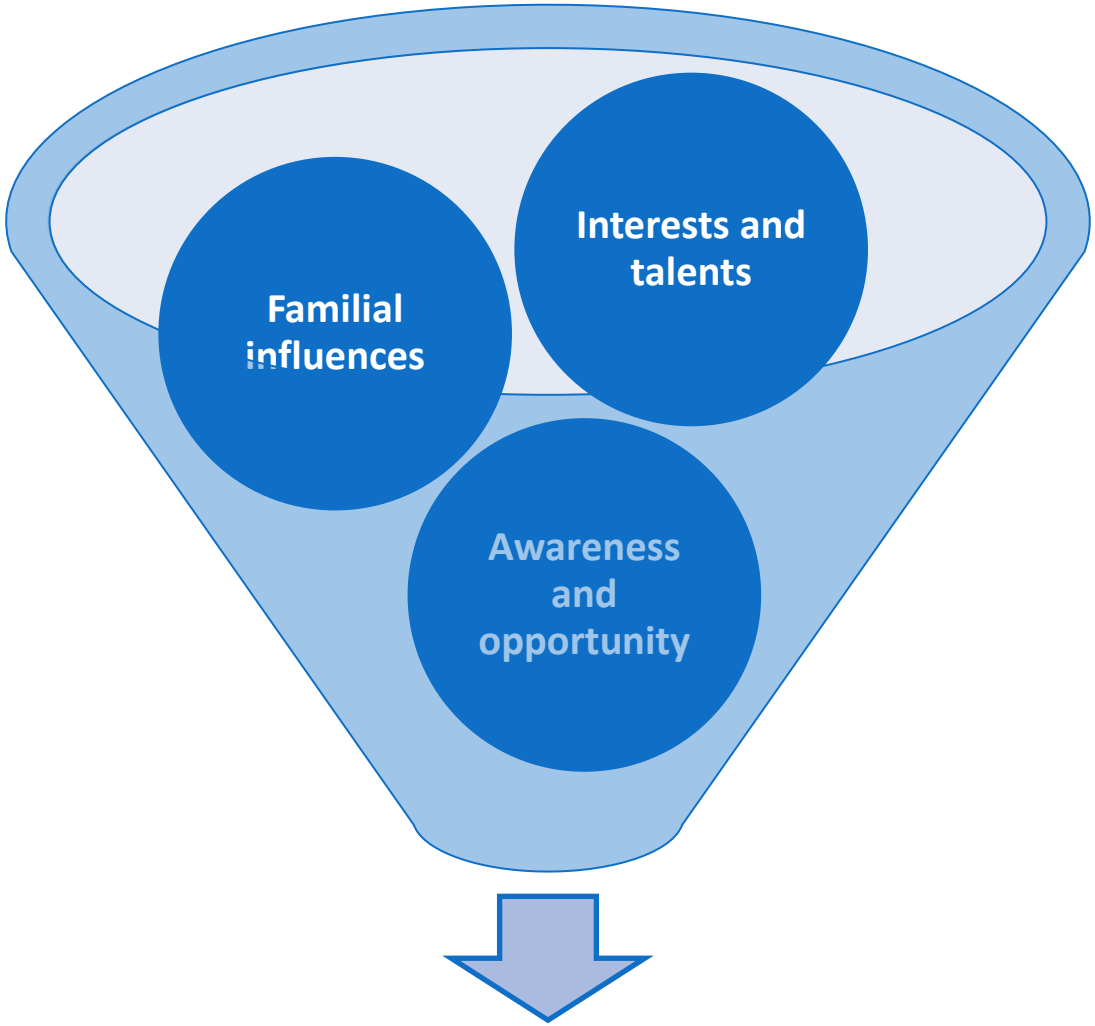
Source: August 2004 Gallup Youth Survey

Teens say…

As of right now, what kind of work do you think you will do for a career?

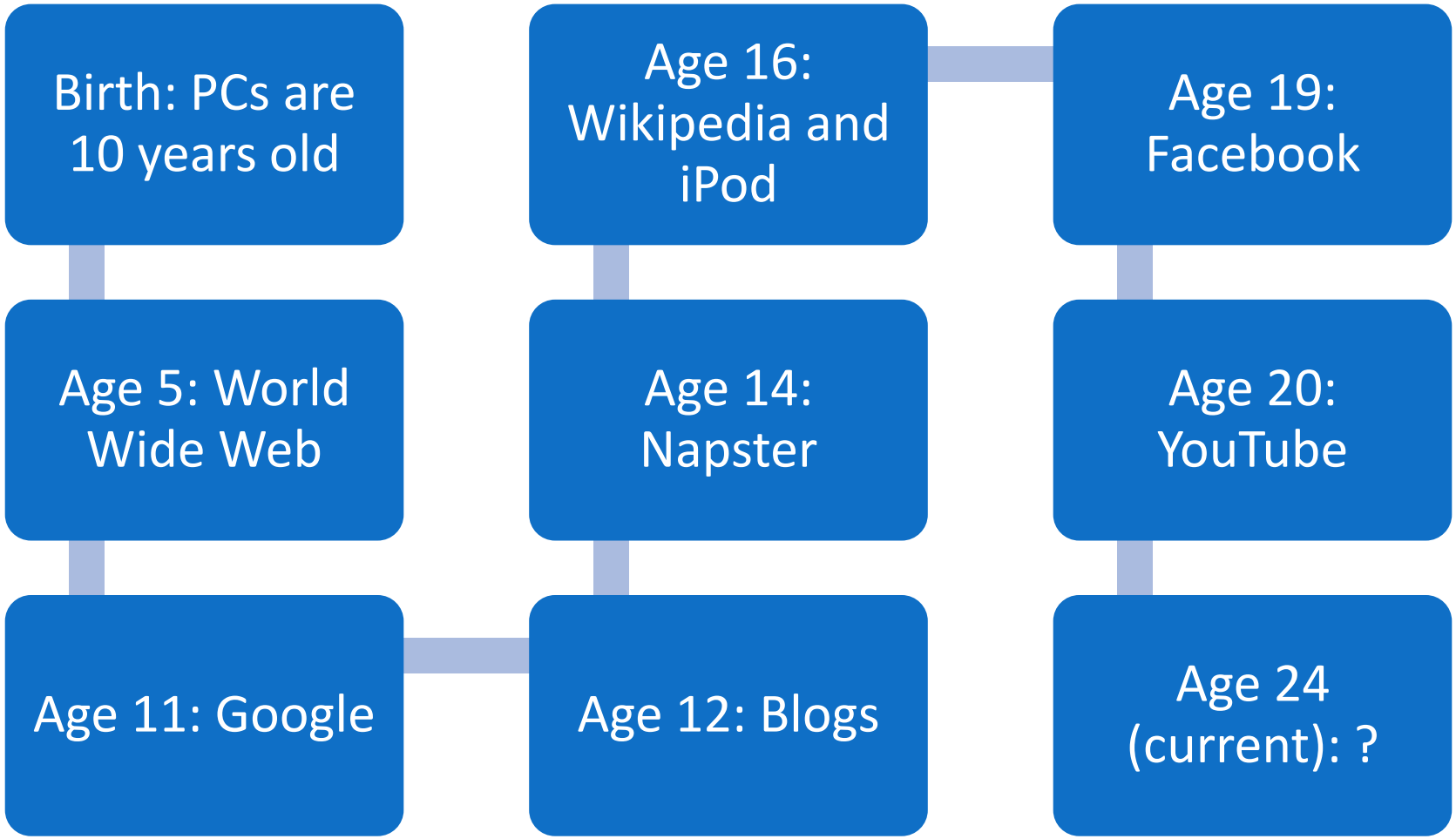
Male	Female
• 9% computer field	• 13% teacher
• 8% athlete	• 11% medical field
• 6% medical field	• 8% veterinarian
• 4% mechanic	• 6% lawyer
• 4% military	• 3% music

Source: 2003 Gallup Youth Survey (Teens, ages 13-17)



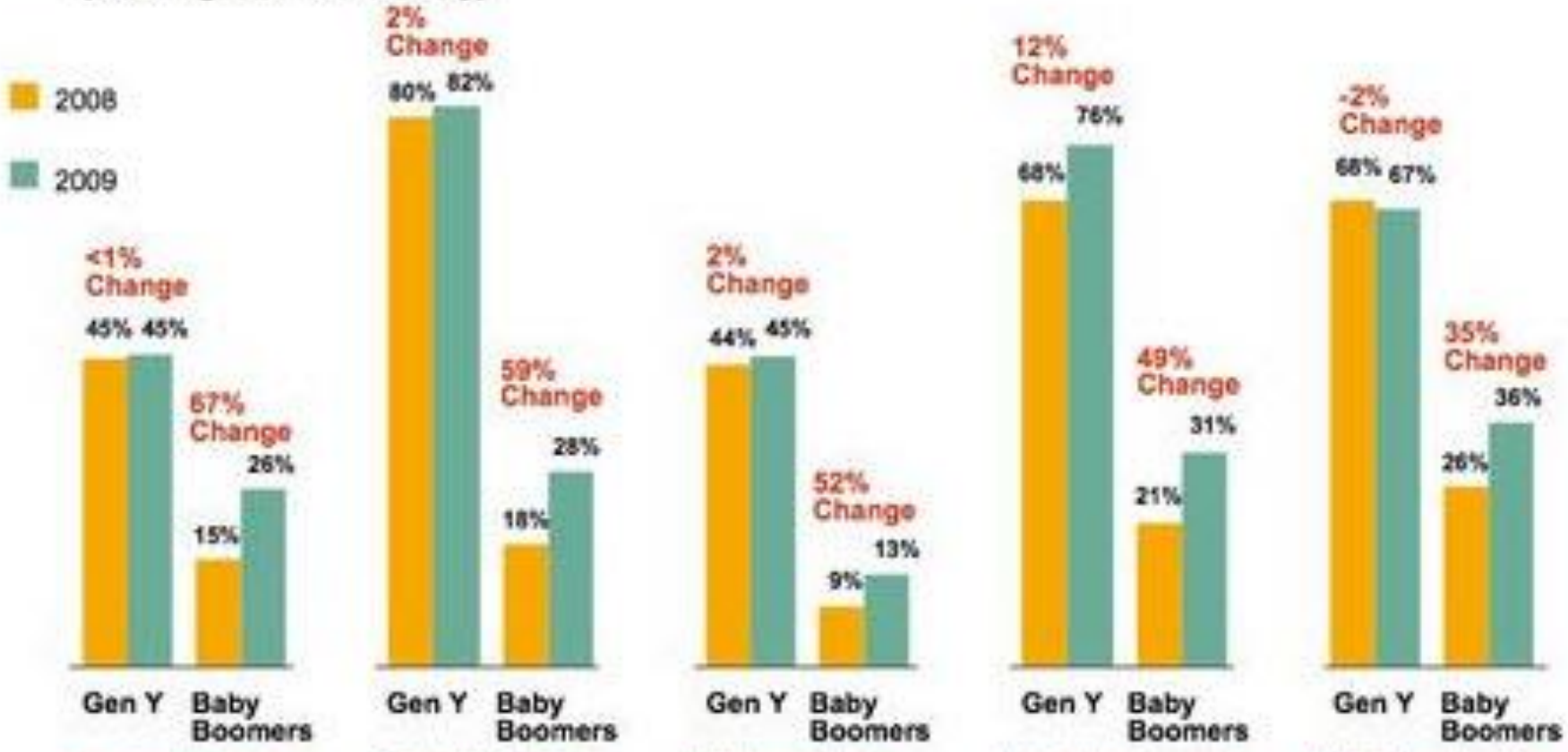
Vocational Choices

Life of a Millennial, born in 1985



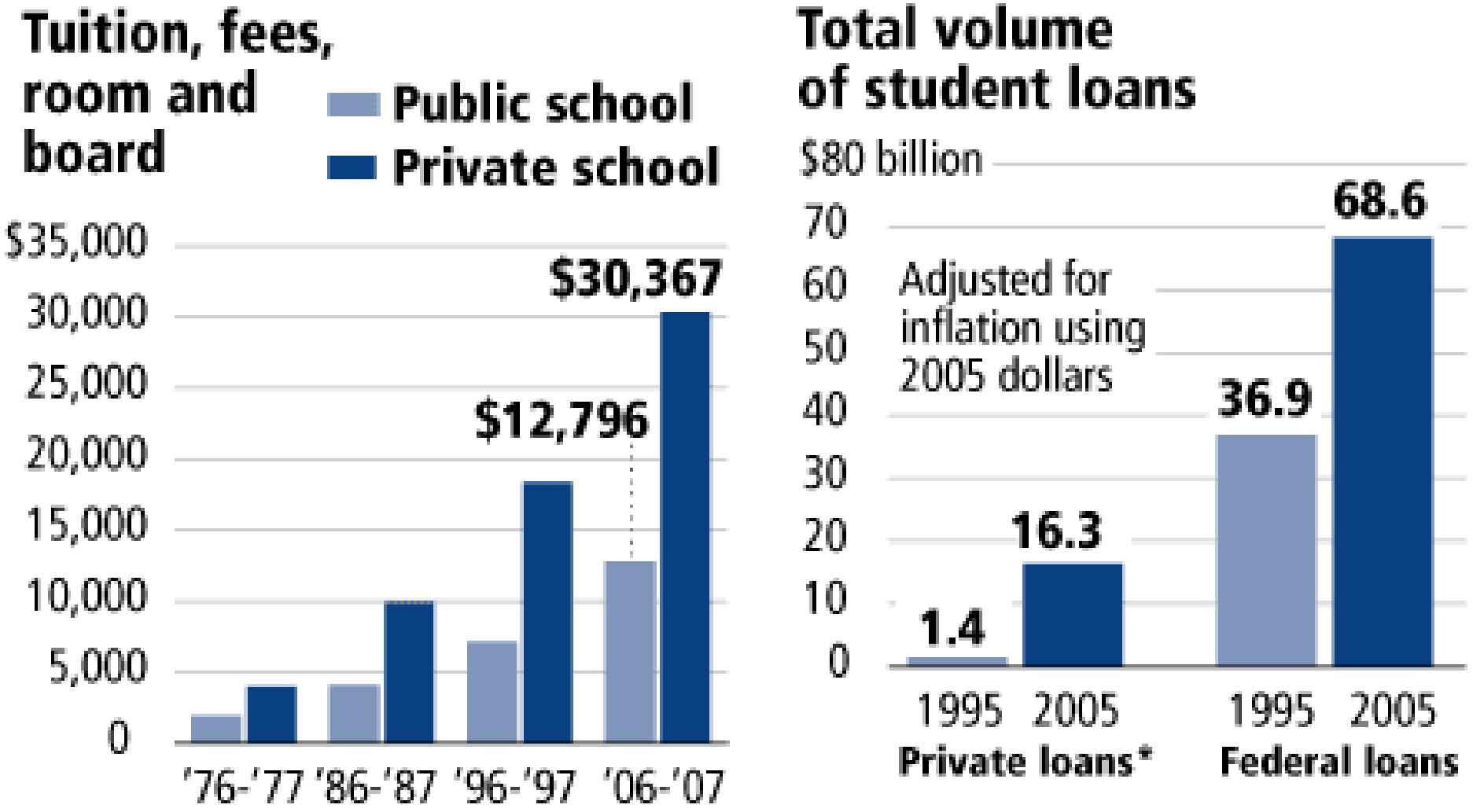
Adoption of New Services by Generation

(% change from 2008 study)



Copyright © 2009 Accenture All Rights Reserved.

Trumba
eskobo
vimeo
talk
skobsie
shadows
grovee
YouTube
Zimbra
smugmug
newsgator
skype
Blogniscient
TinFinger
shutterfly
PodDater
Feedster
favoor
ZAZZLE
Tailrank
TagWorld
nuvo
dogear
yokolike
grouper
ODDPOST
gliffy
iNods
Lulu
blish
flagr
FireAnt
simplyhired
theadcloud
rbloo.com
Renkoo
standpoint
meebp
lost.fm
VISA
Butterfly
Creator
gather
oyogi
YEDDA
Jotspot
Frappr!
dabble
Writeboard
SHOUTWIRE
iKarma
PEPSI
IBM
memeorandum
CalendarHub
Windows Live
kajeet
Suprglu
pando
zigtag
Findory
backfence
gOFFICE
Squeet
AllPeers
blogbeat
Zigg
vSocial
Boltfolio
wink
wal-mart
chuquet
MyPrugs
Opinity
measure
gumshoo
bluepulse
STREAMLOAD
attensa
blinklist
newroo
inbox.com
nativetext
CONGOO
PODZINGER
FeedTier
PubSub
Blogcritics.org
ScoopGO!
flickr
Ning
Oakles
Strongspace
zoominfo
CASTPOST
yubnub
swicki
ICEROCKET
FeedBurner
Bloglines
FOTOLOG
ourmedia
Yub.com
NewsAlloy
Alimydata.com
blogs
EchoSign
gabbreom
Gcast
ajchat
jambo
ROLLYO
ClipShack
XmailHardDrive
LinkedIn
chatsum
PANDORA
looklater
squishr
30DAYTAGS
Feed Butler
WebJay
Noodly
wshdir
diigo
box
Jots
vizu
AlmondRocks
Tagyu
writely
Simpy
Gtalkr
moo flex
TRUVEO
egoSurf
Quimble
pegasus
SQUIDOO
picturecloud
newsvine
Clipfire
listal
Lexxe
PXN8
Technorati
Gmail
yelp
magnolia
askeet!



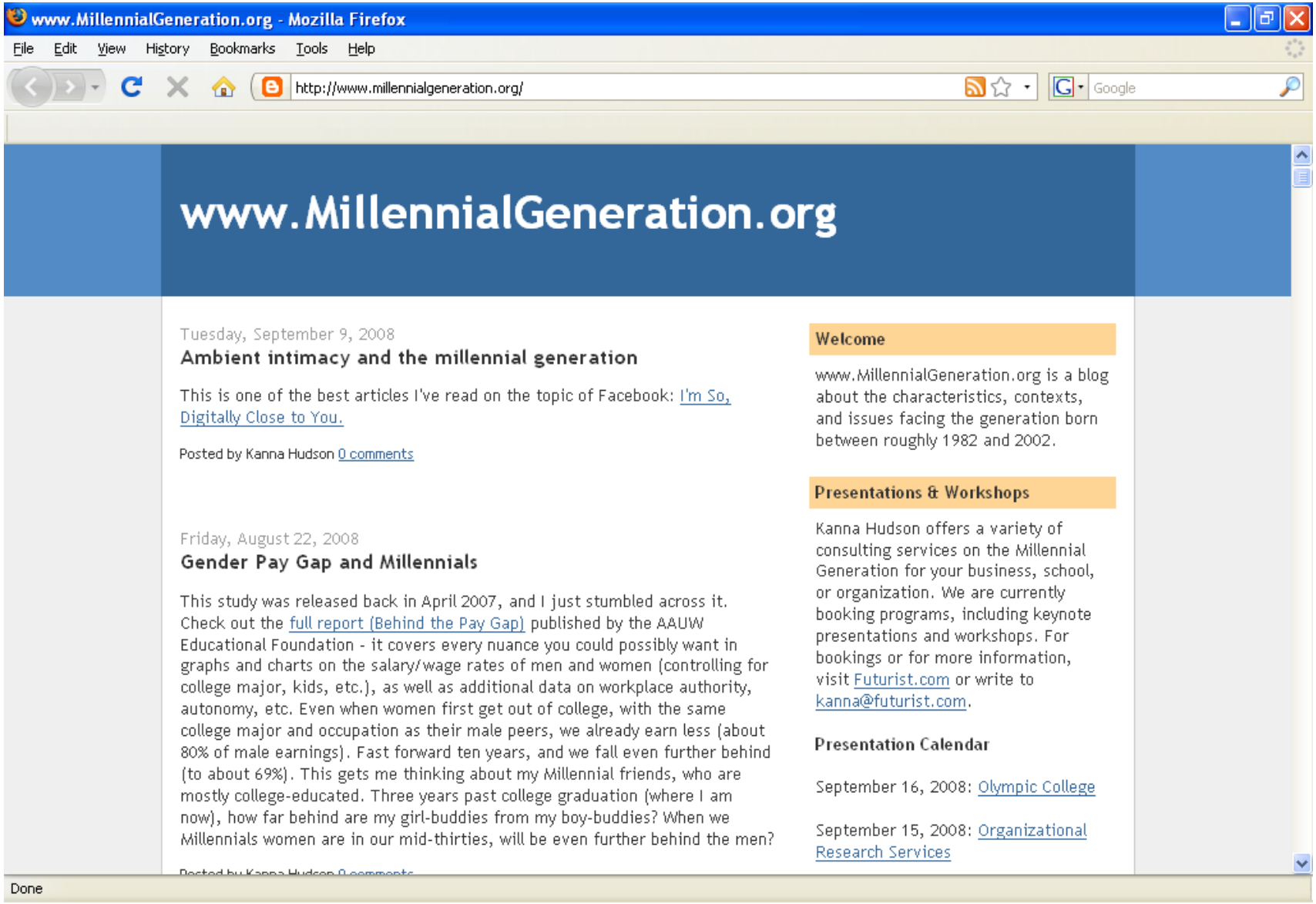
*Unregulated loans with interest rates that are not capped

Sources: The College Board; Institute for Higher Education Policy

AP

Generation	Birth years	Ages in 2009	% of total adult population	% of internet-using population
Millennials	1977-1990	18-32	26%	30%
Generation X	1965-1976	33-44	20%	23%
Baby Boomers	1946-1964	45-63	33%	35%
Silent Generation	1937-1945	64-72	9%	7%
G.I. Generation	→1936	73+	9%	4%

Source: Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is ±2%. N=1,650 total internet users, and margin of error is ±3%.


www.MillennialGeneration.org - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.millennialgeneration.org/
Google
www.MillennialGeneration.org
Tuesday, September 9, 2008
Ambient intimacy and the millennial generation
This is one of the best articles I've read on the topic of Facebook: I'm So, Digitally Close to You.
Posted by Kanna Hudson 0 comments
Friday, August 22, 2008
Gender Pay Gap and Millennials
This study was released back in April 2007, and I just stumbled across it. Check out the full report (Behind the Pay Gap) published by the AAUW Educational Foundation - it covers every nuance you could possibly want in graphs and charts on the salary/wage rates of men and women (controlling for college major, kids, etc.), as well as additional data on workplace authority, autonomy, etc. Even when women first get out of college, with the same college major and occupation as their male peers, we already earn less (about 80% of male earnings). Fast forward ten years, and we fall even further behind (to about 69%). This gets me thinking about my Millennial friends, who are mostly college-educated. Three years past college graduation (where I am now), how far behind are my girl-buddies from my boy-buddies? When we Millennials women are in our mid-thirties, will be even further behind the men?
Welcome
www.MillennialGeneration.org is a blog about the characteristics, contexts, and issues facing the generation born between roughly 1982 and 2002.
Presentations & Workshops
Kanna Hudson offers a variety of consulting services on the Millennial Generation for your business, school, or organization. We are currently booking programs, including keynote presentations and workshops. For bookings or for more information, visit Futurist.com or write to kanna@futurist.com.
Presentation Calendar
September 16, 2008: Olympic College
September 15, 2008: Organizational Research Services
Done