Millenials: Meet The Next Great Generation
Who Is Frank N. Magid Associates, Inc.?

- Fifty years as leading media, communications, and entertainment research and strategy firm with clients in the U.S., Europe, and Asia
- More than 300 employees serving clients from New York, Los Angeles, Minneapolis, and Cedar Rapids, Iowa
- Large, experienced team of M.A. and Ph.D. analysts: social scientists, statisticians, and communication experts
- Large consulting team with expertise in corporate strategy, brand development, communications plans and both traditional and new media strategies
- Interviewed over 1 million consumers by phone, online, and in-person in 2007. Conducted thousands of B2B executive and professional interviews.
<table>
<thead>
<tr>
<th>The Millennial Strategy Program®</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quantitative Knowledge Base</strong></td>
<td><strong>Tri-Annual Millennial Tracking</strong></td>
</tr>
<tr>
<td>Quantitative online surveys with over 2500 respondents</td>
<td><strong>Custom Insights</strong></td>
</tr>
<tr>
<td>Annual online study tailored to the needs of individual clients</td>
<td></td>
</tr>
<tr>
<td><strong>Qualitative Approach</strong></td>
<td><strong>Ongoing Ethnographic Exploration</strong></td>
</tr>
<tr>
<td>Discovering the lifestyles and habits that drive Millennial behavior and attitudes</td>
<td><strong>INstant/i Focus Groups</strong></td>
</tr>
<tr>
<td>Online discussion board to gain qualitative insights into trends and categories</td>
<td></td>
</tr>
<tr>
<td><strong>Strategic Services</strong></td>
<td><strong>Weekly Gen/i Research Briefs</strong></td>
</tr>
<tr>
<td>Research findings and insight into the changing media environment</td>
<td><strong>In-Person Strategy Sessions</strong></td>
</tr>
<tr>
<td>In-person strategy session and research findings three times per year</td>
<td></td>
</tr>
</tbody>
</table>
Generational Concept
generation -- noun

1. The entire body of individuals born and living at about the same time

2. The term of years, roughly 20 among human beings, accepted as the average period between the birth of parents and the birth of their offspring.

3. A group of individuals, most of whom are the same approximate age, having similar ideas, problems, attitudes, etc

### Are Millennials The Same As Other Generations?

<table>
<thead>
<tr>
<th>Yes</th>
<th>Yes, Millennials will …</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Age like the generations before them, year after year</td>
</tr>
<tr>
<td></td>
<td>• Experience many of the same life events and milestones</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No</th>
<th>No, Millennials also have …</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Unique attitudes that have not defined previous generations</td>
</tr>
<tr>
<td></td>
<td>• Behaviors that have not only been shaped by their world, but by those coaching them through it (i.e., Boomers and Xers)</td>
</tr>
<tr>
<td></td>
<td>• Day-to-day experiences that are unique to growing up in the world today</td>
</tr>
</tbody>
</table>

- Millennial attitudes, behaviors, and experiences are ensuring that the way in which they prepare for, approach, and manage those constants in life (aging, events, milestones, and product/service use and acquisition) is unique to this generation.
Generational Evolution

Baby Boomers
Born: 1945-1964

Characteristics:
Anti-establishment
Combative parental relationships
Over-achievers

1945

Generation X
Born: 1965-1976

Characteristics:
Individualistic
Vacuous parental relationships
Under-achievers

1965

Millennials
Born: 1977-1996

Who Are They & Why Do They Do What They Do?

1977
Baby Boomers
Born: 1945-1964

Grew up watching Beaver Cleaver, grew into hippies, and created the yuppie
Focused on inner strength, self
Believe in following ideology over empiricism
They strongly disagreed with their parents
Dr. Spock Remains: Raised to be extremely individualistic
“When they were young they trusted no one over 30”
Lived as the center of popular culture for the last 30-plus years
Used to getting what they want

Major Events/Issues:
Vietnam War
Civil Rights Movement

“Ask not what your country . . .”
“I have a dream . . .”

Hippies, Primetime TV, Muhammad Ali
Generation X
Born: 1965-1976

- The true children of the 1960s -- latchkeys, divorce, public health dangers
- Attacked as the “wasted generation”
- Known to be pragmatic, quick, and sharp-eyed
- They don’t play well with others
- From an early age they learned to be independent and self-actualizing individuals
- Witnessed huge downward trend in SAT scores; upward trend in drug abuse, teen suicide and homicide, and teen pregnancies

Major Events/Issues:
Reaganomics
Fall of the Berlin Wall

“Our long national nightmare is over”
“Crisis of confidence”

Grunge Rock, Ferris Bueller, Skateboarding
Millennials
Born: 1977-1996

The Next Greatest Generation?
Confident in their ability to succeed
Smarter than previous generations – aptitude test scores are up
Collaborative team players who think in groups
They like their parents
They’re optimistic about their place in the world
They aren’t rebellious and tend to follow authority
They are social networkers who are eager to share news with friends

Major Events/Issues:
Clinton Impeached
9/11

“You’ve Got Mail”
“Girls Rule”
The Millennial Difference: Size

- Boomers: 78 million
- XERS: 48 million
- Millennials: 83 million
A Plurality Today … A Majority by 2010 … A 18-49 Domination By 2012 And Beyond

<table>
<thead>
<tr>
<th>Year</th>
<th>Boomers</th>
<th>Generation X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>27</td>
<td>36</td>
<td>37</td>
</tr>
<tr>
<td>2008</td>
<td>20</td>
<td>36</td>
<td>44</td>
</tr>
<tr>
<td>2010</td>
<td>13</td>
<td>36</td>
<td>51</td>
</tr>
<tr>
<td>2012</td>
<td>7</td>
<td>36</td>
<td>57</td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td>36</td>
<td>64</td>
</tr>
</tbody>
</table>

Millennial Strategy Program® Based on U.S. Census population projections

The Millennial Mindset
Societal Events That Helped Foster The Millennial Mindset

- Trickle down to young-girl athletic opportunities
- Gender-gap reduction
- Birth of the girl-power movement

1971
Title IX
Societal Events That Helped Foster The Millennial Mindset

- The first “family” sport
- Soccer moms and mini-vans
- Birth of the don’t keep score, trophies for everyone phenomenon

1974
AYSO Expands
Societal Events That Helped Foster The Millennial Mindset

- Play group expectations
- Emergence of the ‘active dad’
- Birth of the Millennial social network

1976
Gymboree Opens
Societal Events That Helped Foster The Millennial Mindset

- Every state passes child safety seat mandate
- “Baby on Board” vs. latchkey kids
- Expectation of customization

1978

The Child Safety Seat
Societal Events That Helped Foster The Millennial Mindset

- American Online debuts in 1994
- Information pull is born
- Dawn of shared attention and the multiplatform world

1994
America Online
Millennials Get Involved Locally . . .

It’s “Cool”
- 49% of Millennials think volunteering for local organizations is “cool.”
- Nearly 60% of Millennial females think volunteering is “cool.”

And They Do It
- 48% of Millennials have volunteered for a local organization.
- A teen thing: 53% of 12- to 17-year-olds have volunteered locally.
Global Activism
- 40% of Millennials think it is “cool” to be involved with an organization that deals with global issues.

The Environment
- 47% of Millennials think caring about environmental issues is “cool.”
- 42% have actively supported an environmental issue.
Distinguishing Characteristics Of The Millennial Generation
Millennial Impact: Most Ethnically Diverse Generation

- The Millennial Generation will continue to become even more diverse due to immigration.

Millennial Impact: Potentially The Best Educated Generation

- College enrollment rates among 18-24 year olds have risen over the past three decades

- Getting a college education is by far the “coolest” thing Millennials can do (out of approx. 30 various activities tested)

- 86% of Pre-teen and Teen Millennials say they plan to go to college

**U.S. enrollment of 18-24 year olds in degree granting institutions from 1970-2003**

*Base: of all 18-24 year olds

Source: Youth Indicators, 2005 - Center for Education Statistics
# Millennial Impact: Confident & Optimistic About The World

## Confident that “I will always”… (top 2 box)

| Has an interesting and fulfilling career | 45% | 36% | 33% |
| Be able to find good jobs throughout my career | 44 | 36 | 32 |
| Be well off enough financially during my career to live comfortably while working | 40 | 32 | 32 |
| Have the right amount and quality of education to allow me to succeed in life | 51 | 38 | 44 |

## Things in my life are...

| Generally moving in the right direction | 69% | 66% | 62% |
| Pretty much off track | 19 | 22 | 24 |
| Don’t know | 12 | 12 | 14 |
Millennial Impact: Connected To Friends & Content

- Cell phones are a life-line and window to the world
- 90% of Adult Millennials and 78% of Pre-Teen & Teen Millennials and have a cell phone
- Laptop penetration tops 60% among Adult Millennials
- Cell phone is the most valued device, followed by the laptop
Millennial Impact: Friends Play A Huge Role In Decision Making And Staying Informed

Millennials have lots of friends...

<table>
<thead>
<tr>
<th></th>
<th>Adult Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of people in social network</td>
<td>21</td>
<td>17</td>
<td>19</td>
</tr>
</tbody>
</table>

...who help each other stay informed...

Percent reporting friends as an important source for keeping up with what's coolest, hottest, latest

<table>
<thead>
<tr>
<th></th>
<th>Adult Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>67</td>
<td>57</td>
<td>54</td>
</tr>
</tbody>
</table>

...and prefer to act as a team

64% of Millennials believe everyone in the group is equal and decide what to do
Case Studies: Issues That Matter To Millennials
Are You Connecting With Millennials In A Meaningful Way?

- Millennials are “joiners” – unlike most Gen Xers and Baby Boomers
- Millennials are passionate about specific issues
- Millennials are optimistic about their place in the world
- Millennials are confident in their ability to make the world a better place

*How do you turn these things into advantages for your cause?*
**Issue Case Study: The Environment Matters**

- The environment matters to adult Millennials.
  - 62% are interested in the issue
  - 74% believe that the "need for alternative energy" is a real issue
  - 81% are concerned or very concerned about air quality

80% believe it is their responsibility to improve the environmental situation

**How Do Environmental Organizations Capitalize on this Sentiment?**

- Playing up bi-partisanship
- Emphasizing the WE of the issue
- Relating the issue to the broader world – Millennials act locally, think globally
- Provides easy, specific, action-oriented ways to get involved

www.wecansolveit.org
**Issue Case Study: Barack Obama’s Candidacy**

- Politics matters to adult Millennials (18+)
  - 59% believe the 2008 presidential election is more important and crucial than previous elections
  - 39% believe that things will be better after the presidential election
  - A majority believe the country is off-track

**How Did Barack Obama Capitalize on this Sentiment?**

- Playing up bi-partisanship
- Emphasizing WE instead of ME
- Challenged Millennials
- Provided easy, specific, action-oriented ways to get involved in the campaign – especially online
- Encouraged young organizers to recruit other young people – Peer recommendations are very powerful

Millennials are the most likely to have interacted with a campaign and most likely to participate in word-of-mouth activities.
Reframing Poverty: The Issue Sentiment

- Millennials are the most likely group to...
  - Believe we should ensure all Americans have a minimal basic standard of living
  - Believe the government should do as much as possible to make sure all Americans are as economically equal as possible
  - Perceive economic differences between Americans as unfair (roughly 50%)

Messaging To Millennials

- Emphasizing WE instead of ME
- Challenge Millennials
- Provided easy, specific, action-oriented ways to get involved in what you do—especially online
- *Take them seriously, talk to them like adults, show them you understand them*
- Work to create a friend-to-friend volunteer circle
Reframing Poverty: Reaching Them On Their Level

Where can you find Millennials?
- On social networking and online video websites
  - Produce a video of your work or an event
  - Create an “activist” group on MySpace or Facebook
  - Create an email list
  - Make sure your website is completely functional and has all of the information a volunteer or donor would ever need

- On college campuses
  - College students are active and engaged in their communities
    - Visit the campus to recruit volunteers
    - Work with a local school of Social Work to get students involved in your organization
    - Give the more mature volunteers meaningful tasks – Millennials want to be challenged
    - Ask your current volunteers to bring a friend or talk to their friends about their experience
Reframing Poverty: Reaching Them On Their Level

- Where can you find Millennials?
  - In the workplace
  - Single workers are also active and increasingly want to make the world a better place in and outside of the office

- Approach corporations and ask them to set up voluntary, automatic donations so it’s easy for young people to contribute small amounts

- Also ask local companies if they will allow volunteers to work during office hours for your cause

- Young people are strapped for cash, but often times want to volunteer – make sure your volunteer coordinator is especially put together. Millennials need specific direction and easy-to-participate mechanisms. They will work hard, but overcoming the hump is vital with this group.
Reframing Poverty: Reaching Them On Their Level

- Where can you find Millennials?
  - Among young, married couples

  - Settled Millennials probably have more money than they do time. Set up small donation programs

  - Create opportunities to do volunteer work from home, in front of their computer, which helps avoid commutes and babysitting
    - Do you need an Excel database?
    - Do you want help with any sort of computer design or technology?
    - Are you interested in building a viral marketing campaign?

  - Find family-friendly events that enable Millennials to teach their children about your cause. Finding jobs for tots may be tough, but helping to create family bonding time will pay off in donations and expertise later.
Key Takeaways

- Millennials are tuned into the opportunities to make the world a better place.

- If you ask Millennials, they will act. All you have to do is reach out to them and talk with them on their level.
  - Emphasize “we”
  - Discuss how your issues impacts the broader world “Act locally, think globally”
  - Offer to challenge them, to make them better people
  - Take them seriously, talk to them like they are adults

- Help Millennials take the first step by:
  - Encouraging their friends to get involved
  - Providing a clear, simple, and easy to use website that gives them all of the information they need
  - Find ways to allow them to make small, but meaningful donations of time and/or money
Now It’s Time For Group Conversation – What Are Your Questions?
Thank You!

Jack MacKenzie
President, Millennial Strategy Program®
Executive Vice President, Frank N. Magid Associates, Inc.
15260 Ventura Boulevard
Suite 1840
Sherman Oaks, CA 91403
(818) 263-3300
jmackenzie@magid.com