



Millennials

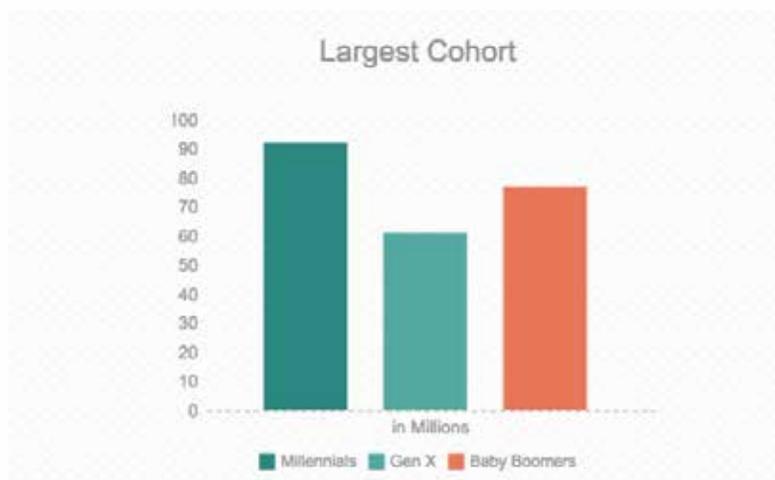
“We can do it ourselves”

The Millennial generation has been a hot topic in discussing the make up of the workforce due to the major differences they carry in personality traits. Especially since they grew up in a world where technological advances grew by leaps and bounds. Information is accessible within seconds. Those who grew up in Generation X only began to see what was going to be developed. Just to think, Facebook was started in 2004¹ and now social media is a part of our every day life. It has been only about a decade where our family and friend's lives have been made easily accessible through a computer screen.

There are many other reasons why Millennials are set apart from their elders starting from the decisions they are making socially to their choices in careers.

Who Are Millennials?

In short, Millennials are those who were born between 1980-2000². In studies, most report that there are two separate groups when it comes to this generation. This differentiation has to do with their perception on the market especially during the recession in the mid 2000s and who are currently in the job market. The Millennials who were born between 1986 and 1992 were entering the job market during or at the end of the recession that began in December 2007 and ended in June 2009, while Millennials born since 1992 might still be obtaining their education and entering the job market³. The Millennial generation is the biggest in US history—even bigger than the Baby Boom Generation of 71 million with a population of over 92 million⁴.



Source: Goldman Sachs 215

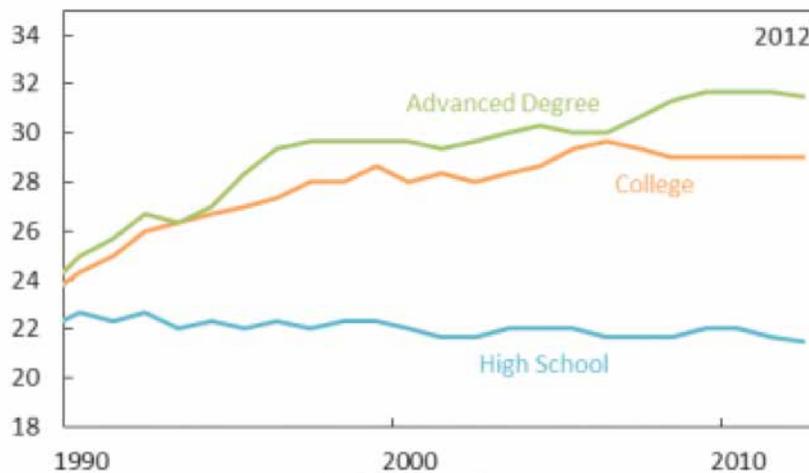
1. Phillips, Sarah. "A Brief History of Facebook." The Guardian. July 25, 2007.
2. "Millennials Infographic." Goldman Sachs. 2015.
3. DeVaney, Sharon A. 2015. "Understanding the Millennial Generation." Journal Of Financial Service Professionals 69, no. 6: 11-14. Business Source Complete, EBSCOhost
4. Millennials Infographic." Goldman Sachs. 2015.

More Millennials have a college degree than any other generation of young adults¹. Their financial and social decisions are very different than their elders due several factors including putting education and career first. They are also very conscious of their career since half of the Millennials were just starting out in the job market during the demise of economic health during the mid 2000s.

In the aftermath of the Great Recession, the share of 18 to 34 year-olds living with their parents increased from 28 percent in 2007 to 31 percent in 2014². With more Millennials going to school, they are depending on their parents for financial support as well as providing a roof over their head. They are also taking their time to get settled in their careers.

While taking more time to get settled and out on their own, this also has an affect on putting off marriage and having kids. Statistically, those Millennials who are getting a postgraduate education are starting families later³.

Figure 28: Median Age at First Birth by Birth Year of First Child and Educational Attainment



Source: Current Population Survey Fertility and Marital History Supplement, 2012; CEA calculations.

Note: Three-year centered moving averages.

As Millennials enter their peak home-buying years, their reluctance to enter the housing market could change. The cohort's sheer size, plus its desire to settle down in the future, could lead to a surge in home sales⁴. In just a few years, when Millennials start hitting their 40s, the housing market will peak due to the generation finally settling down and wanting to have their families in a home. Millennials have been putting off significant

1. "15 Economic Facts About Millennials." WhiteHouse.gov. October 1, 2014.
2. "15 Economic Facts About Millennials." WhiteHouse.gov. October 1, 2014.
3. "15 Economic Facts About Millennials." WhiteHouse.gov. October 1, 2014.
4. "Millennials Infographic." Goldman Sachs. 2015.

milestones like marriage and children. But that doesn't mean they want to stay single forever. The median marriage age is 30 years old as compared to their parents, which was 23¹.

Starting a family is not the only economic difference Millennials have from previous generations. This group of young men and women were the first digital natives. Video games, social media, computers, the Internet, and other innovation have been improved by leaps and bounds while Millennials were alive. This also makes information available at their fingertips. Millennials' affinity for technology is reshaping the retail space. With product information, reviews, and price comparisons at their fingertips, Millennials are turning to brands that can offer maximum convenience at the lowest cost².

Amazon.com has gained its success by allowing customer reviews, convenient shopping, and quick shipping options. Their prices are the lowest cost and Millennials keep coming back to buy more. Brick and mortar stores have been affected as well as they need to keep up with the digital generation and offer their products online to offer convenience to those who are less willing to hit the mall. Instead, Millennials are signing on to their PayPal accounts and getting what they want shipped directly to their homes. In 2014, e-retail sales surpassed \$300 billion for the first time³.

Careers, or just jobs

Millennials are much more interested in just having a job. They want something more. They want to be developed and coached. This could be a hindrance as they are not as interested in how much they paid but that is not their number one priority. Creating an environment where Millennial employees feel supported and valued by the leadership will lead to increased productivity and valuable relationships⁴. It is not that they are a fickle generation; it is that they are focused on how they can make their future better. Their behavior is colored by their experience of the global economic crisis and this generation place much more emphasis on their personal needs than on those of the organization⁵.

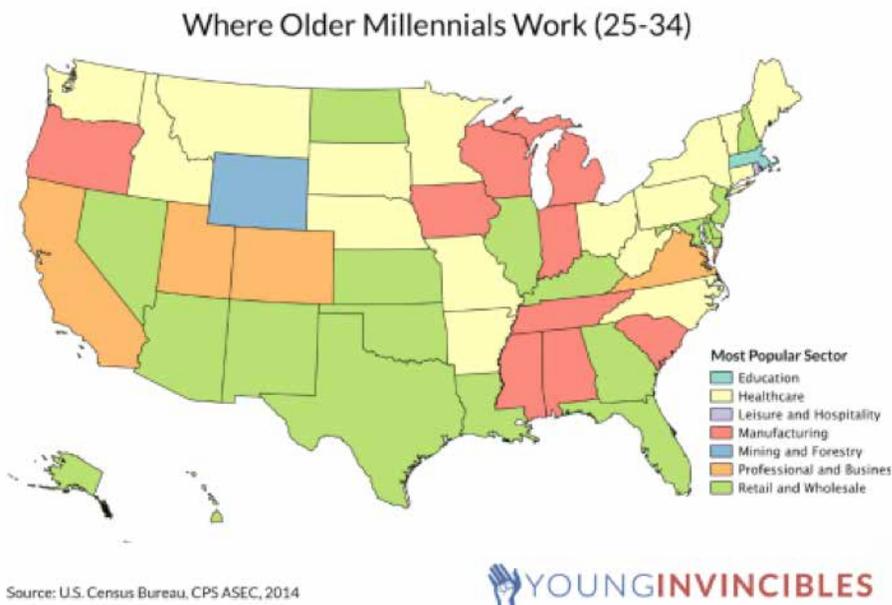
If Millennials feel they are not getting the treatment they deserve at work, they will jump ship. The average tenure of Millennials is 2 years. One of the primary reasons Millennials are more likely to change jobs is because they are not willing to stick around if they do not believe they

1. "Millennials Infographic." Goldman Sachs. 2015.
2. "Millennials Infographic." Goldman Sachs. 2015.
3. Enright, Allison. "U.S. Annual E-retail Sales Surpass \$300 Billion for the First Time." US Annual E-retail Sales Surpass \$300 Billion for the First Time; E Commerce Growth Statistics. February 17, 2015.
4. Fromm, Jeff. "Millennials In The Workplace: They Don't Need Trophies But They Want Reinforcement." Forbes. November 15, 2015.
5. "Millennials at Work: Reshaping the Workplace." Www.pwc.com. October 11, 2011.

are receiving any personal benefit or growth¹. As mentioned before, this generation is interested in having a good work-life balance, which is why they are putting off marriage, and buying a home. Having their priorities in check before making bigger life steps is important to Millennials. 35% said they were attracted to employers who offer excellent training and development programs for this reason and saw it as the top benefit they wanted from an employer².

Student loan debt is also a main concern for this generation. Because they are the most educated, many of them have gotten postgraduate degrees and took out loans in order to pay for their education to compete in the job market with equally as educated peers. Many Millennials have faced and are facing a slow job market and a lot of college loan debt. The College Board (2014) stated that 60 percent of students who earned bachelor's degrees in 2012-13 from public and private nonprofit institutions graduated with debt. The average student loan debt was \$27,300 (Cho, Kiss, and Yu, 2015)³. Selecting an industry that will both fulfill their urge to grow and learn could pose a struggle. Unless a high paying vocation is chosen, most Millennials will continue to compete in fields such as business where their peers might have a slight edge with only work experience.

As discussed, there are two major groups who are considered Millennials. Those who were entering the job market when the recession hit and the ones who are just finishing their postgraduate degrees after 2010. The older group has different jobs or careers than their younger counterparts. Millennials in the older group are largely involved in either the retail or wholesale sector depending on where in the country they are employed⁴.



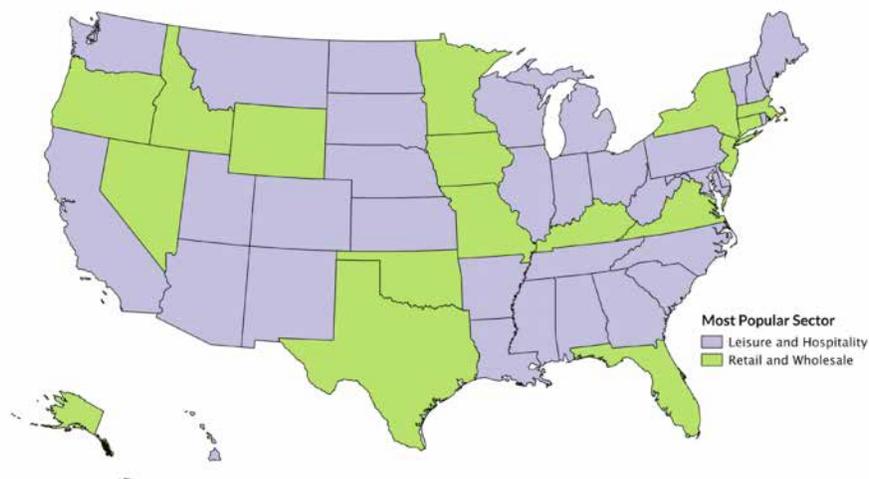
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3. DeVaney, Sharon A. 2015. "Understanding the Millennial Generation." Journal Of Financial Service Professionals 69, no. 6: 11-14. Business Source Complete, EBSCOhost
4. Allison, Tom, and Konrad Mugglestone. "Where Do Young Adults Work?" YoungInvincibles.org. Young Invincibles, 1 Dec. 2014.

According to the above image, the Northern part of the United States is also heavily saturated in Millennials in the Healthcare industry. With aging Baby Boomers on the horizon, this industry will grow larger in demand due to retirees.

On the other side of the spectrum, younger Millennials from ages 18-24 are just entering the workforce and are heavily saturated in the Retail and Hospitality industry¹. They are still in college and many of them are living at home with support from their parents. This also assists in preventing younger Millennials to buy homes and settle down any time sooner. With only having to support themselves, they are more likely to get service jobs to maintain their digitally enhanced lifestyle. Millennials routinely make use of their own technology at work and three-quarters believe that access to technology makes them more effective at work².

The digital age has created much more access to the world for Millennials. Traveling to see the world is a common theme among this group. Millennials have a strong appetite for working overseas and 71% expect and want to do an overseas assignment during their career³.

Where Younger Millennials Work (18-24)



Source: U.S. Census Bureau, CPSASEC, 2014



1. Allison, Tom, and Konrad Mugglestone. "Where Do Young Adults Work?" YoungInvincibles.org. Young Invincibles, 1 Dec. 2014.
2. Fromm, Jeff. "Millennials In The Workplace: They Don't Need Trophies But They Want Reinforcement." Forbes. November 15, 2015.
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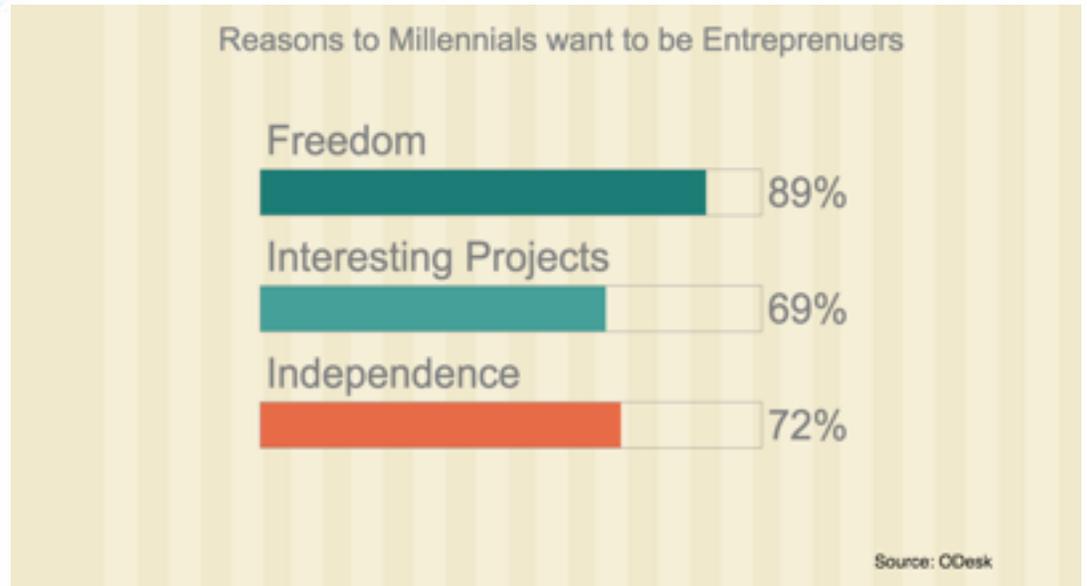
“Corporate America” We can do it ourselves

Millennials embrace a strong entrepreneurial mindset and they are often on the lookout for opportunities that can continue to move them up the ladder, even if that means up and out of their current position. Since they are known for wanting to take their own lives into their own hands, starting their own business is not necessarily out of the questions. Many Millennials lived through the recession in the mid 2000s, which makes them weary about job security that their parents had grown to know by being loyal to a company for several years. “They’ve watched their relatives get fired and their peers sit in cubicles and they think, “There has to be a better way.””

A new survey released today by Bentley University suggests that Millennials sense that career success will require them to be more nimble, independent, and entrepreneurial than past generations. Several sources of information are available with just an Internet search so re-searching successful streams of income is not unknown. There are other benefits to becoming an entrepreneur that appeals to the Millennial work/life balance mentality. A full 77% of Millennials say that flexible work hours are a key to boosting productivity within their generation (even though 31% of them acknowledge that flexible hours can aggravate the perception that they lack a strong work ethic).

As previously mentioned, Millennials want more than just a job, they want a boss who will nurture and grow them. Because many corporations have been known to lack the training necessary to create great mentors, Millennials feel unfulfilled and will find other avenues in order to get what they desire out of their vocation. Various surveys show that Millennials have a number of traits that characterize entrepreneurs, and they like the concept of being their own boss.

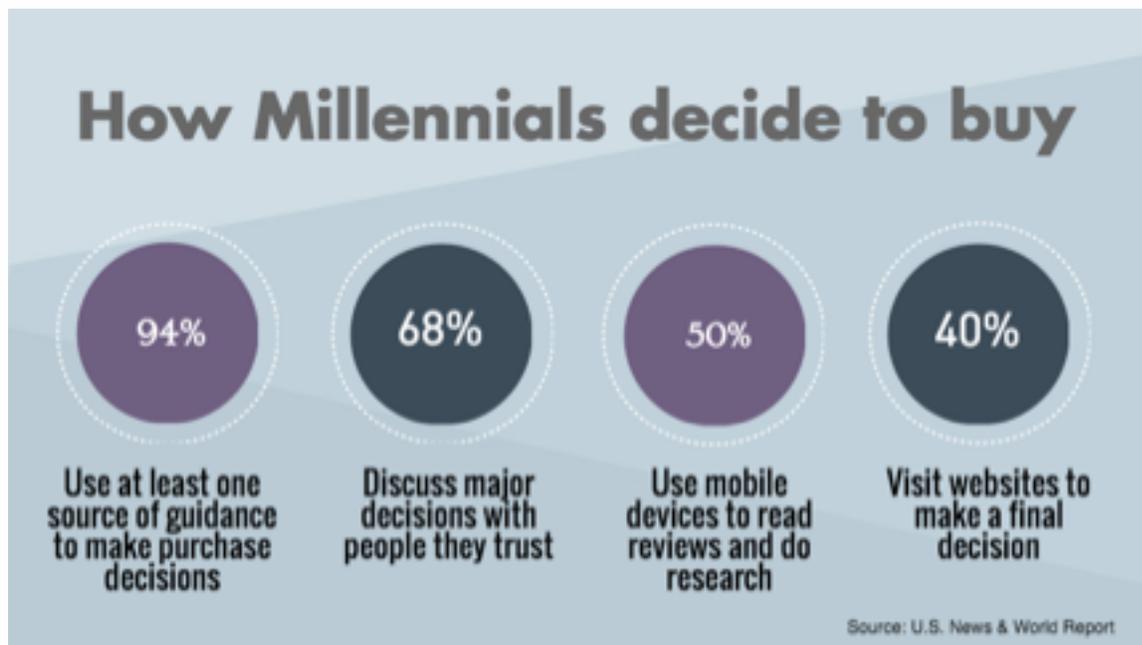
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1. Fromm, Jeff. “Millennials In The Workplace: They Don’t Need Trophies But They Want Reinforcement.” Forbes. November 15, 2015.
 2. Asghar, Rob. “Study: Millennials Are The True Entrepreneur Generation.” Forbes. November 11, 2014. Accessed December 30, 2015.
 3. Asghar, Rob. “Study: Millennials Are The True Entrepreneur Generation.” Forbes. November 11, 2014.
 4. Asghar, Rob. “Study: Millennials Are The True Entrepreneur Generation.” Forbes. November 11, 2014.
 5. “Can Portland Capitalize on its Popularity with Millennials? The Generation Born between 1980 and 2000 Likes the Concept of Entrepreneurship, but they Need Help Overcoming Obstacles and Reconciling Business Realities with Aspirational Goals.”The Oregonian, Aug 05, 2015.
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Millennial Free Time

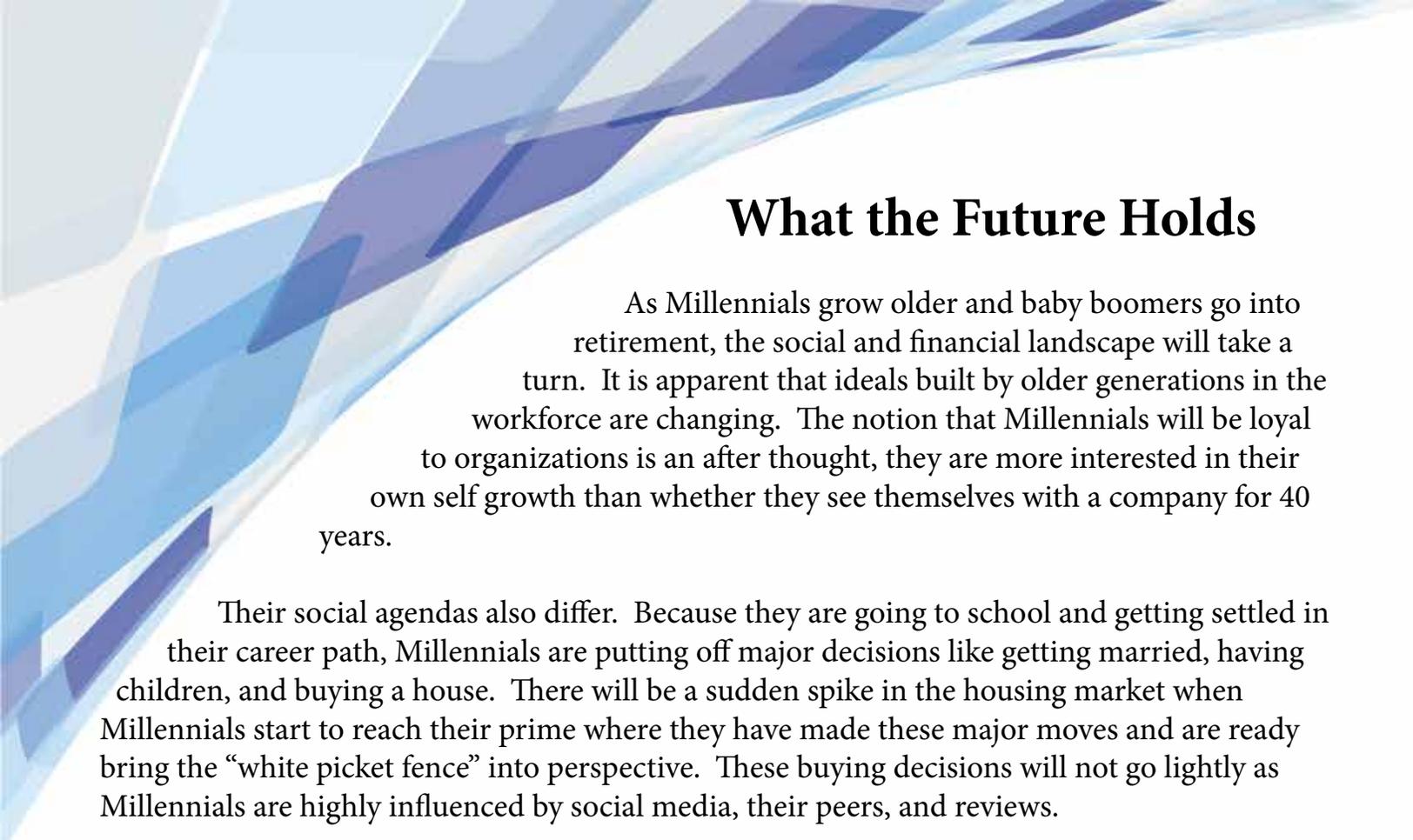
Access to information via the Internet has created awareness especially for Millennials. Findings about where food comes from, treatment of animals, understanding how the body works has become important to this generation. For Millennials, wellness is a daily, active pursuit. They're exercising more, eating smarter and smoking less than previous generations. They're using apps to track training data, and online information to find the healthiest foods. Several documentaries have been released exposing "Corporate America" and their actions behind closed doors. With the use of social media, Millennials have the ability to be more outspoken than their parents, however, they aren't picketing police lines. "Trolling" meaning to post inflammatory or inappropriate messages or comments on (the Internet, especially a message board) for the purpose of upsetting other users and provoking a response¹ is one of the ways this generation is protesting, agreeing, or making any kind of opinion in regards to topics, ideas, and events they are interested in.

1. "Troll." Dictionary.com, 2010.



The growth of technology has benefited this generation and has also been look to as a crutch for seeking knowledge in libraries like the Millennial's elders. Information is literally an Internet search away. This access has created a generation who is well aware and willing to try new things their parents might have not known about. The world has literally gone flat in the sense that Asia's food and culture can be seen in the comfort of one's laptop, tablet, or smartphone.

1. Saratovsky, K. & Feldman, D. 2013. Cause for change: The why and how of nonprofit millennial engagement.



What the Future Holds

As Millennials grow older and baby boomers go into retirement, the social and financial landscape will take a turn. It is apparent that ideals built by older generations in the workforce are changing. The notion that Millennials will be loyal to organizations is an after thought, they are more interested in their own self growth than whether they see themselves with a company for 40 years.

Their social agendas also differ. Because they are going to school and getting settled in their career path, Millennials are putting off major decisions like getting married, having children, and buying a house. There will be a sudden spike in the housing market when Millennials start to reach their prime where they have made these major moves and are ready bring the “white picket fence” into perspective. These buying decisions will not go lightly as Millennials are highly influenced by social media, their peers, and reviews.

The future holds another path that is being paved for Generation Y who will be even more digitally advanced. Millennials are just opening the door.



