

# CENTENNIALS

Raised in a culturally fractured, economically divided and politically polarized time, Centennials are showing a distinct set of values, attitudes and marketplace expectations unlike those of their Millennial predecessors. As a result, Centennials are reinventing what it means to be young in America.

AGES

0-21

IN 2018

28%

OF U.S. POPULATION

90.8

MILLION PEOPLE

51%

NON-HISPANIC WHITE

## WORDS THEY LIVE BY:

Create a workaround  
You do you  
Find your purpose  
Plan for the future  
Tech is life and life is tech  
Be an agent of change

82%

## RESILIENCE

Coming of age during an era of disruption, Centennials recognize grit as a key to success, and pick themselves up when things don't go as planned.

"IT IS IMPORTANT FOR ME TO TRY THINGS I HAVE NEVER DONE BEFORE, EVEN IF THEY MAY NOT LEAD TO A SUCCESSFUL OUTCOME."

83%

## OPENNESS

As a global generation, Centennials seek inspiration and ideas from a variety of sources, and embrace the differences that make everyone unique.

"BEING OPEN TO NEW IDEAS IS IMPORTANT TO MY PERSONAL IDENTITY."

## CORE VALUES

## REALISM

Attuned to social, political and economic realities, Centennials have a hopeful yet level-headed view of their future.

"WHEN I'M WITH FRIENDS WE OFTEN TALK ABOUT WHAT'S GOING ON IN THE WORLD."  
(vs. 46% of Millennials)

58%



## STANDING OUT

"IT'S IMPORTANT THAT OTHERS SEE ME AS SOMEONE WHO IS WILLING TO DEFY CONVENTION"

ON THEIR MINDS

67%

58%



## IMPACT

"MAKING A DIFFERENCE IN MY LOCAL COMMUNITY IS IMPORTANT IN MY PERSONAL LIFE TODAY"

## CONNECTING WITH THEM

Respect their knowledge, passion and tech-savvy

Stay transparent about your practices and challenges

Stick to your purpose and pursue it relentlessly

Create the work arounds Centennials desire

Embrace and reflect a diverse and inclusive ethos