

MILLENNIALS

A generation no longer synonymous with youth, Millennials increasingly have houses, spouses, kids and careers. Due to their outsized population and influence, lifestage and influence, Millennials' values, aspirations and expectations dictate much of the consumer marketplace.

AGES

22-39

IN 2018

25%

OF U.S. POPULATION

80.1

MILLION PEOPLE

\$3.94 T

SPENDING POWER

55%

NON-HISPANIC WHITE

\$51,319

MEDIAN DISPOSABLE HOUSEHOLD INCOME

WORDS THEY LIVE BY:

Access not ownership
Google it
Find a workaround
Nix debt
Hustle
Have a Plan B

60%

AUTONOMY

While collaborative and team-oriented, Millennials relish independence and are comfortable going their own way.

"I HAVE THE CONFIDENCE TO DO MY OWN THING."

67%

AUTHENTICITY

Prizing integrity in all things, Millennials strive to be true to themselves, respect others who do the same, and reject any form of hype.

"IT'S IMPORTANT THAT OTHERS SEE ME AS SOMEONE WHO CAN SEE THROUGH THE EXAGGERATION AND HYPE."

CORE VALUES

AUTHORSHIP

Emboldened by a keen sense of exceptionalism, Millennials are committed to defining their own dreams and inventing their own solutions.

"THESE DAYS, PEOPLE ALWAYS HAVE TO BE THINKING OF WAYS TO BEAT THE SYSTEM IN ORDER TO MAKE THINGS WORK OUT THE WAY THEY WANT TO."

69%



FINANCES

"PRESSURE TO MAKE A LOT OF MONEY AFFECTS ME A GREAT DEAL/SOMEWHAT"

78%

76%

ON THEIR MINDS



EXPLORATION

"I AM ALWAYS LOOKING FOR DIFFERENT CULTURAL EXPERIENCES AND INFLUENCES THAT WILL BROADEN MY HORIZONS"

CONNECTING WITH THEM

Own your flaws and show your human side	Give them permission to recalibrate their journey when dreams and plans go awry
Change the way you treat the brand-consumer relationship: Millennials don't want to subsume their own personality for a brand's carefully crafted image	Meet their needs for personalization and efficiency via curated or highly differentiated offerings