

The Millennials  
Are HERE, are  
you prepared?



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**The Generations Defined**

**The Millennial Generation**  
Born: 1982 to 1997  
Age of adults in 2015: 18 to 34\*

**Generation X**  
Born: 1965 to 1980  
Age in 2015: 35 to 50

**The Baby Boom Generation**  
Born: 1946 to 1964  
Age in 2015: 51 to 69

**The Silent Generation**  
Born: 1928 to 1945  
Age in 2015: 70 to 87

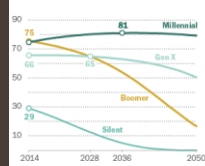
**The Greatest Generation**  
Born: Before 1928  
Age in 2015: 88 to 100

\* No chronological and point has been set for this group. The purpose of Millennials are defined as those ages 18 to 34 in 2015.

PEW RESEARCH CENTER

**Projected Population by Generation**

*In millions*



Note: Millennials refers to the population ages 18 to 34 in 2015.  
Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014

PEW RESEARCH CENTER

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The Basics

79 million

6 in 10 have jobs

81% donate

75% see themselves as authentic

84% make a positive difference in the world is more important than professional recognition

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The Basics

69% attendance is unnecessary

35% self employed

63% stay updated on brands through social networks.

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Went through two recessions - affected how they define individual success and spend money.

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They can be viewed as frugal and shunning excess.

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CAN WOMEN HAVE IT ALL?

• Everyone is equal regardless of sex or race

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• They've learned to be accepting of others

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"Runners to your mark. Get set. Go! ... OK, come get your T-shirts."

• They want *INSTANT Gratification*

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Look towards these groups for validation that they've made the right decisions.

**CHECK-IN HERE**  
ON  
**foursquare**

Check in to unlock specials, meet up with friends and explore what's nearby.  
foursquare.com  
@foursquare

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Companies must actively participate in the conversation.

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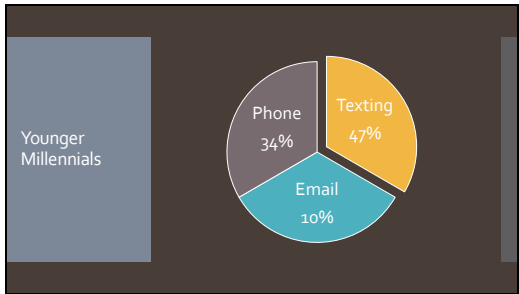
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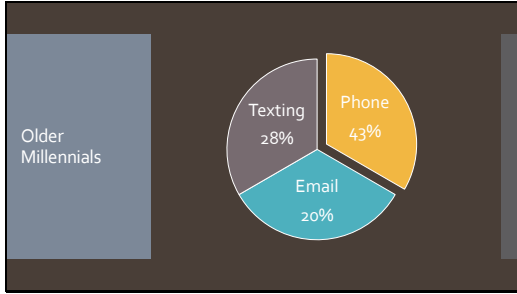
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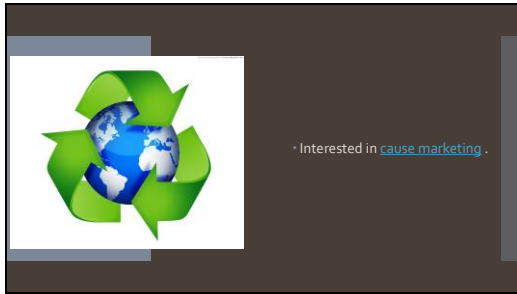
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5 Keys to Engaging

#1: Embrace their beliefs

*Beliefs*

- They believe in global warming
- Detached from traditional institutions
- The world has systemic problems that their parents' behaviors have created
- They have embraced a sharing economy
- They look to themselves to create the needed solutions.

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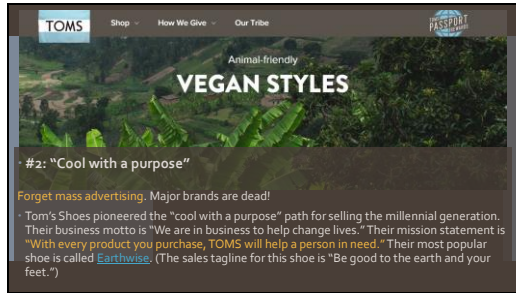
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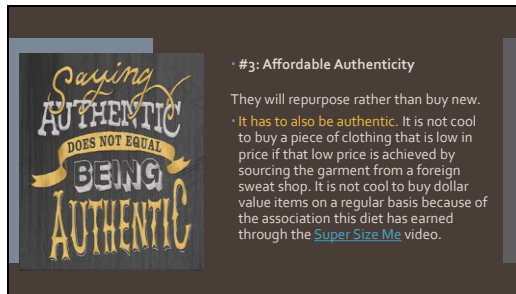
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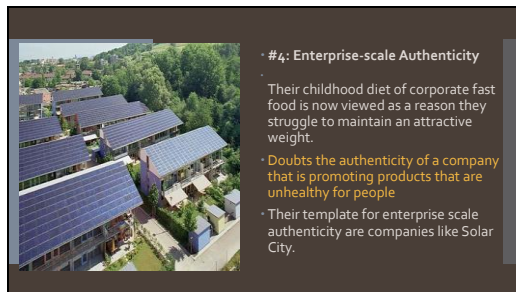
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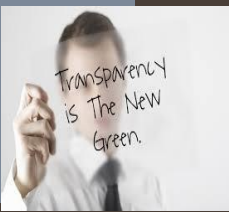
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#5: Transparency. You are naked, get buff.

Facebook and YouTube

The path for winning their sales loyalty is to get buff means business conduct and product designs that align with their beliefs.

You know you are buff when the good your business creates goes viral through their social media. EXAMPLES ... Dove and Chipolte

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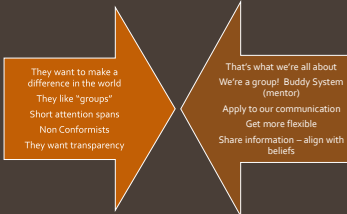
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How to apply this information to Rotary?



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Influencing the Millennials

- Parents, friends, extended family
- Music – the most influential media source
- The Internet – websites and blogs
- They are constantly connected to multiple sources
- Attention spans have decreased dramatically (twitter 140 characters)
- Accustomed to instant information
- SOCIAL MEDIA IS THE MOST POWERFUL FORM OF MEDIA

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