



Millennials and the Economy

- Unemployment rate of 16.3% [[Generation Opportunity](#)]
- The average member of Millennial carries \$45,000 in debt. [[PNC Financial Services](#)]
- Just 6 in 10 Millennials have jobs, half are part-time [[Harvard University](#)]
- Over 63% of Gen Y workers have a Bachelor's Degree. [[Millennial Branding / PayScale](#)]
- 284,000 American college graduates working in minimum-wage jobs in 2012. [[Wall Street Journal](#)]
- 48% of employed college graduates work in jobs that don't require a four-year degree. [[The Center for College Affordability and Productivity](#)]
- 50% do not believe that Social Security will exist when they reach their retirement age. [[iOme Measure of Millennials](#)]
- 63% know someone who had to move back home because of the economy. [[Pew Research](#)]
- Nearly a third have put off marriage or having a baby due to the recession. [[Pew Research](#)]
- 88% of millennials are optimistic about finding a job. [[Millennial Branding & Beyond.com](#)]
- Median salary across Gen Y is \$39,700. [[Millennial Branding / PayScale](#)]

Millennials as Employees

- By next year, millennials will account for 36% of the U.S. workforce and by 2025, they will account for 75% of the global workplace. [[U.S. Bureau of Labor Statistics / The Business and Professional Women's Foundation](#)]
- 84% say that helping to make a positive difference in the world is more important than professional recognition. [[Bentley University's Center For Women And Business](#)]
- Millennials say they do not deserve special treatment and are equally as committed as non-Millennials. [[PwC](#)]
- 92% believe that business success should be measured by more than profit. [[Deloitte](#)]
- Millennial employees have about the same level of organizational commitment as boomers and Gen Xers. [[Strategy+Business](#)]
- 29% of Millennial workers think work meetings to decide on a course of action are very efficient compared to 45% of Boomers [[Iconoculture 2011](#)]
- 80% of Gen Y said they prefer on-the-spot recognition over formal reviews, and feel that this is imperative for their growth and understanding of a job. [[Achievers and Experience Inc.](#)]
- 70% have "friended" their managers and/or co-workers on Facebook, connect to an average of 16 co-workers on Facebook and 71% don't always obey social media policies at work. [[Cisco](#) and [Millennial Branding / Identified.com](#)]
- 56% of Gen Y's won't work at a company if they ban social media access. [[Cisco](#)]
- 69% believe office attendance is unnecessary on a regular basis. [[Cisco](#)]
- It costs an average of \$24,000 to replace each Gen Y employee. [[Millennial Branding / Beyond.com](#)]
- Average tenure for Gen Y is 2 years (5 for Gen X and 7 for Baby Boomers). [[Millennial Branding / PayScale](#)]

Millennial values

- 81% have donated money, goods or services. [[Walden University and Harris Interactive](#)]
- On track to become the most educated generation in American history. [[Pew Research](#)]
- 61% of millennials are worried about the state of the world and feel personally responsible to make a difference. [[Huffington Post](#)]
- 65% of Millennials say losing their phone or computer would have a greater negative impact on their daily routine than losing their car. [[Zipcar](#)]
- 44% of Millennials say that marriage is becoming obsolete, compared to 35% of Boomers who feel the same way. [[Pew Research](#)]
- 39% of Millennials have a tattoo. [[Pew Research](#)]
- 33% of Millennials live in cities and 14% live in rural environments. [[Pew Research](#)]

Millennials as Consumers

- By 2015, their annual spending is expected to be \$2.45 trillion and by 2018, they will eclipse boomers in spending power at \$3.39 trillion. [[Oracle](#)]
- 63% stay updated on brands through social networks. [[Ipsos](#)]
- 41% of millennials have no landline at home and rely on their cellphones for communication. [[Pew Social Trends](#)]
- 48% of Millennials who say word-of-mouth influences their product purchases more than TV ads. Only 17% said a TV ad prompted them to buy. [[Intrepid](#)]
- 41% of Millennials have made a purchase using their smartphone. [[Edelman Digital](#)]
- 77% participate in loyalty reward programs. [[Aimia](#)]
- 44% are willing to promote products or services through social media in exchange for rewards. [[Aimia](#)]
- More engaged in activities like rating products and services than older generations (60% vs 46%). [[BCG](#)]

Millennials in Politics

- They elected the President – 60% voted for Obama in 2012, 66% in 2008 [[Pew Research](#) / [Huffington Post](#)]
- Millennials will be 40% of the electorate by 2020. [[The Center for American Progress](#)]
- 41% satisfied with the way things are going in the country. [[Pew Research](#)]
- In 2008, 48 million millennials (those born between 1978 and 2000) were eligible to vote, and 25 million actually did. [[The Atlantic](#)]
- Younger Americans are most progressive (56.6) on cultural and social values and the least progressive on economic and domestic policy (53.1). [[American Progress](#)]
- 42% believe that “our current economic problems show what happens when you rely too much on the market and reduce regulations on corporations. [[American Progress](#)]
- 48% believe that their parents most influence their vote (aside from themselves). [[Millennial Branding / Internships.com](#)]
- 58% said they would be following the 2012 election on social networks like Twitter and Facebook. [[Millennial Branding / Internships.com](#)]

More about Millennials according to Pew [[Pew Research](#)]

- Less likely to be married at age 18 to 32 – 26% compared to 36% GenX, 48% Boomers, 65% Silent
- More likely to describe themselves as politically independent - 50% compared to 39% GenX, 37% Boomers, 32% Silent
- Less likely to be affiliated with a religion – 29% compared to 21% GenX, 16% Boomers, 9% Silent
- Millennials are less trusting than other generations – 19% compared to 31% Gen X, 40% Boomers

