



The Millennials

What Local Leaders
Should Know



Why this work?

Grew from:

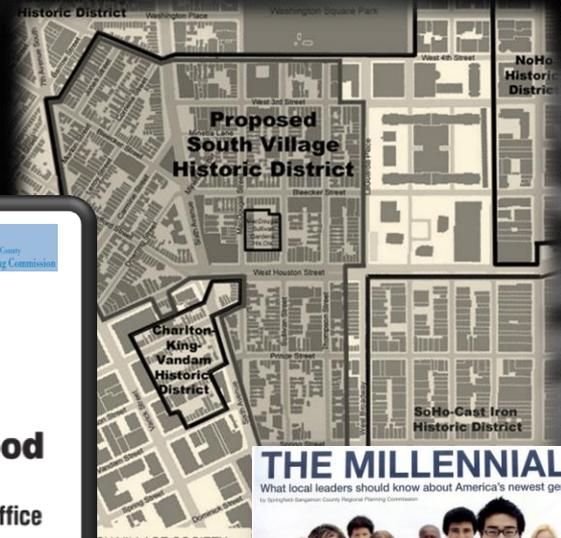
- SSCRPC's Neighborhood Study.
- A lot of national and local interest.

People wondering:

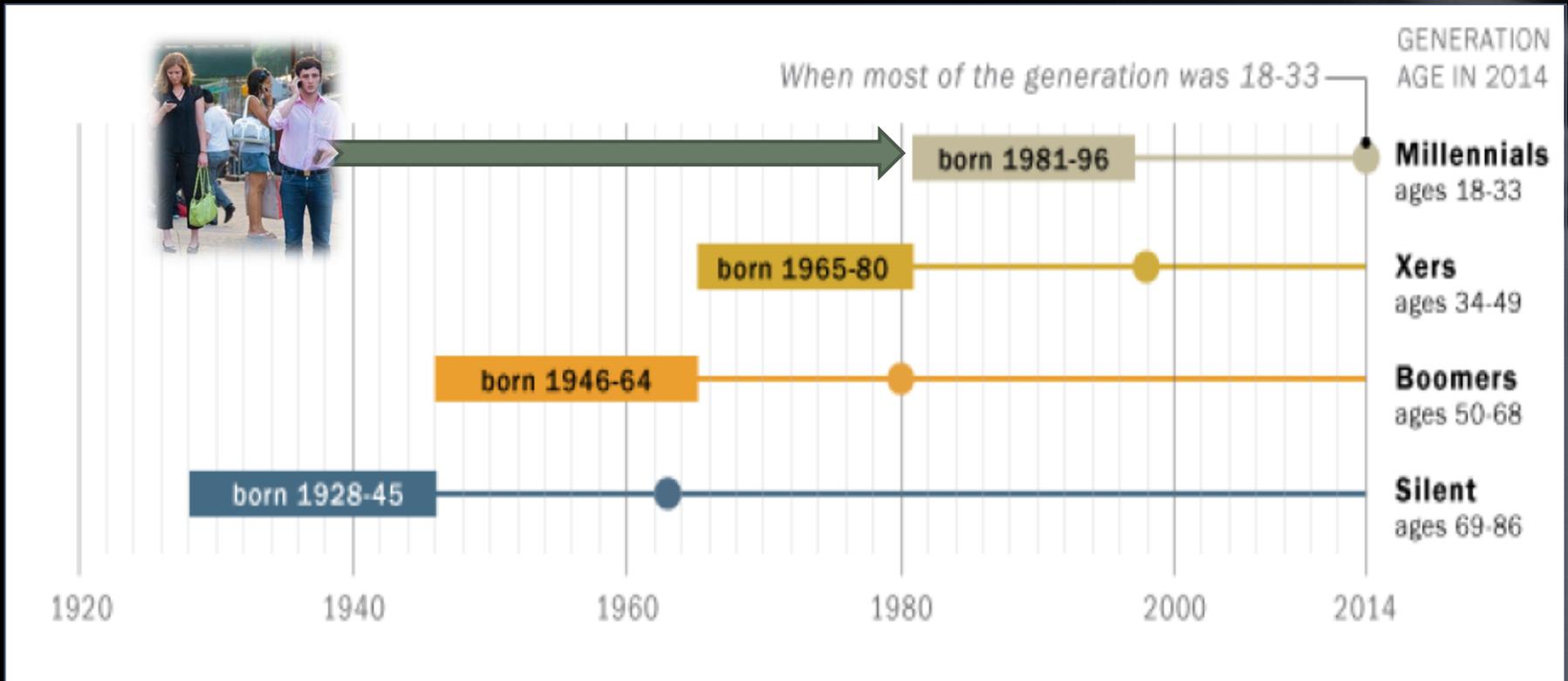
- Are they different?
- Will they be a problem, or a panacea?
- How might they change communities?

Challenge:

- Opinion vs. Data.
- No similar age comparisons. [PEW Research Center 2014 data.]



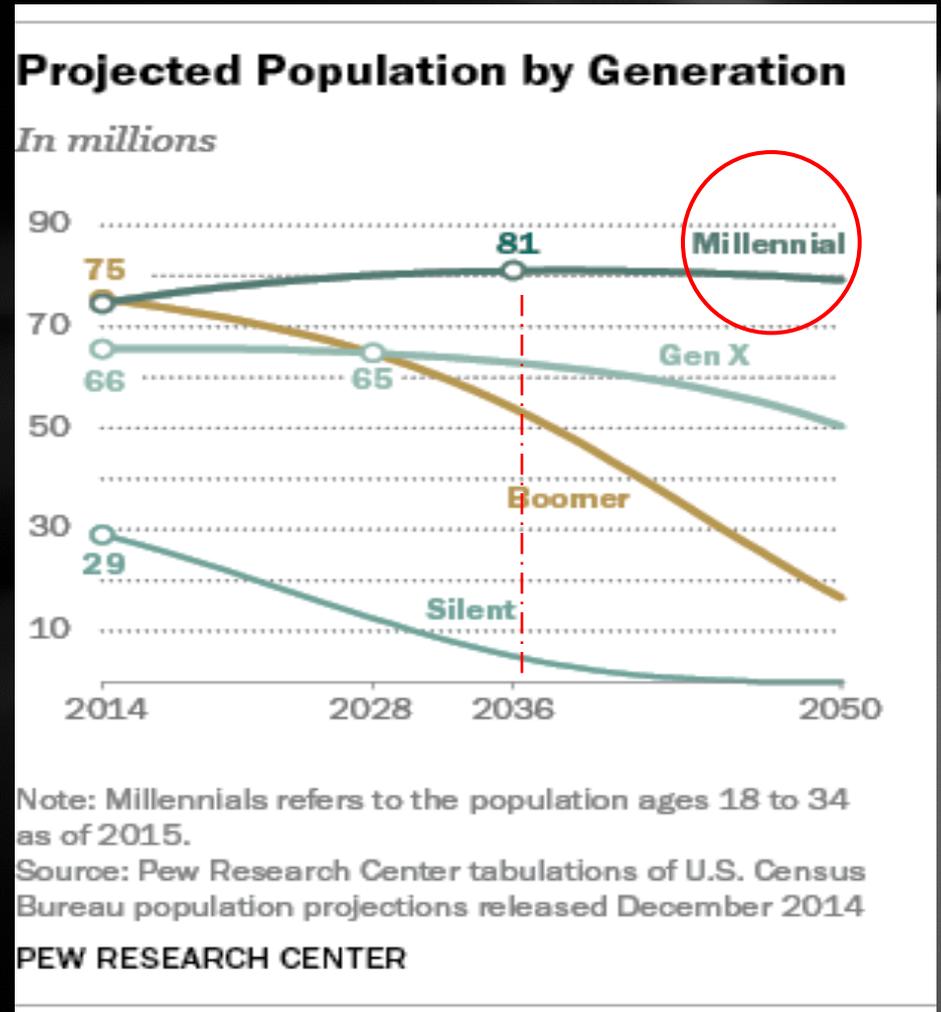
Why are they “Millennials”?



Because we give names to generational groups.

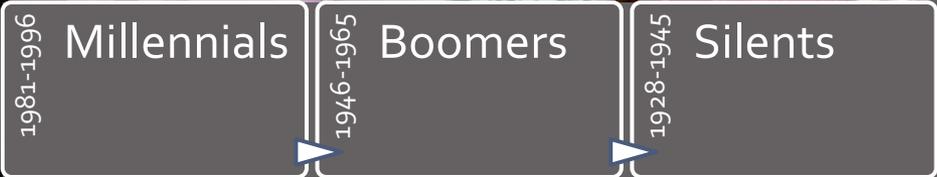
Why are they so important?

- Are currently the **largest generation by population**.
- Are at **cusp of leadership**. Oldest are now in their mid-30s.
- **Will be in critical leadership positions** over the next 25+ years, so how they act and think is important.
- As with the Baby Boomers, how the Millennials go, so go **communities** and the **nation**.
- Are **anticipated to be significantly different** than the Boomers.



What was considered?

- **Demographics**, particularly **differences** from the most recent, large generation: **Boomers**.
- Generational **"personality"**.
- How they will fit in the **workplace**.
- **Consumer** behaviors.
- **Where they want to live** and what they will expect there.
- How they will **affect government and governance**.
- Whether our **local situation compares to national**.



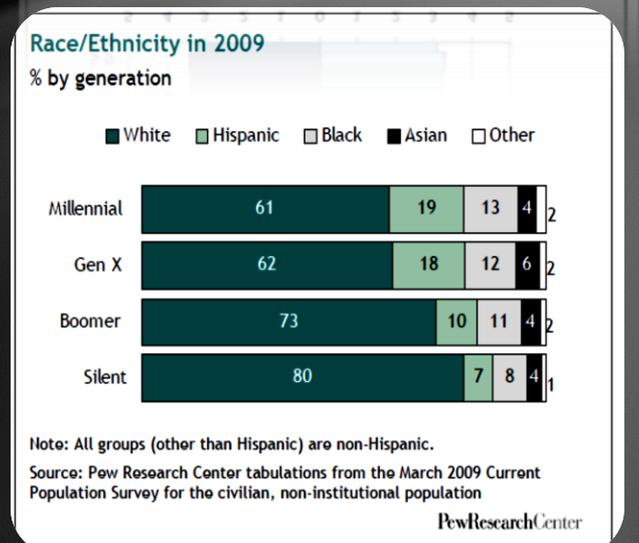
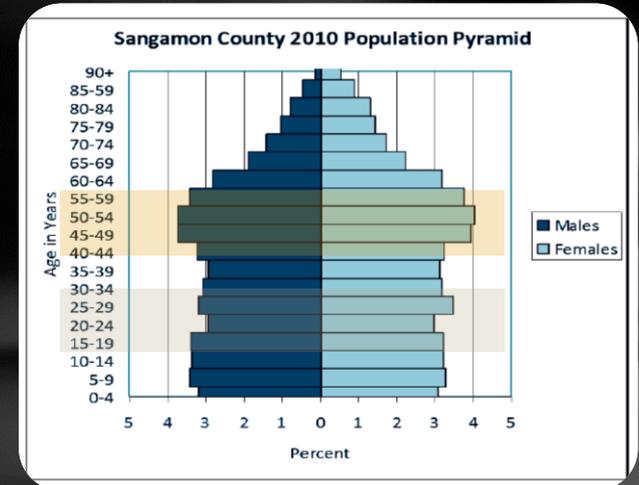
Demographic snapshot: Population

There are simply **MORE OF THEM:**

- Overall size impact very similar.
- **Boomers** – At peak: 78.8 million; 2050 estimate: 16.6 million.
- **Millennials** – At peak: 81.1 million; 2050 estimate: 79.2 million.
- In 2015, for the first time **more Millennials than Boomers**.

They are **BROWNER:**

- Due to **Hispanic and Asian immigrants and their children**, 43% of Millennials are non-white.
- **Half of newborns** are non-white.
- By 2043, **half of U.S. population will be non-white**, but while African-American population increases, **proportion declines**.



Demographic snapshot: Education

The Boomers were a well educated group, but the Millennials are **BETTER EDUCATED**:

- 49% of males with some college vs. 38% of Boomers at same age (11%>).
- 60% of females compared to 34% of Boomers at same age (26%>).

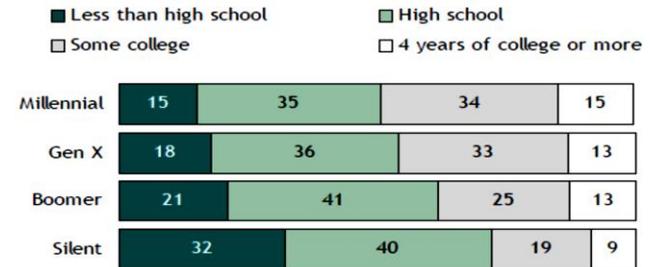
And likely to be **MORE SO**:

- 2010 – 19% were college graduates, 26% in college and expecting to graduate, 30% not in college but expecting to be.
- 2014 – 22% were college graduates, compared to 16% in 1980.

Grad school may beckon: Only 34% indicate they will end their college studies with a BA/BS.

BUT NOT IN TECH OR SCIENCES.

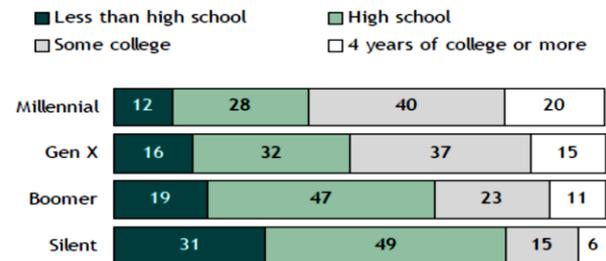
Male Educational Attainment When They Were 18-28
% by generation



Source: Pew Research Center tabulations from the March Current Population Surveys (1964, 1978, 1995 and 2009) for the civilian, non-institutional population

PewResearchCenter

Female Educational Attainment When They Were 18-28
% by generation



Source: Pew Research Center tabulations from the March Current Population Surveys (1964, 1978, 1995 and 2009) for the civilian, non-institutional population

PewResearchCenter

Demographic snapshot: Family

Millennials are **LESS LIKELY TO BE MARRIED**: But 69% of them say they would like to be.

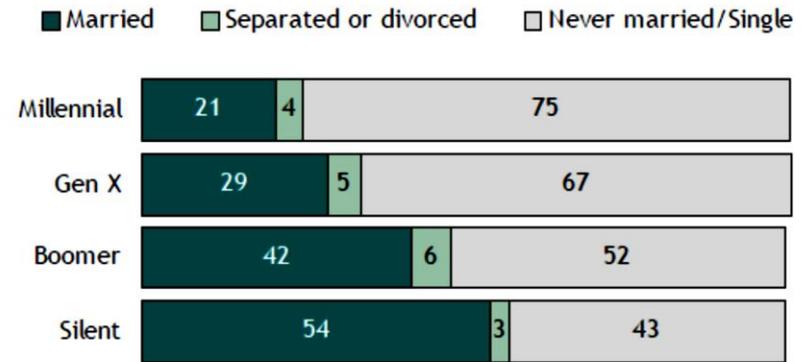
- **Not due to financial situation**, but the continuation of a trend of previous generations to marry later in life.
- Single **family household no more likely** than previous generations.

There is a change, **marriage and child rearing** are more likely than in the past to be delayed, *except* for the better educated and higher income group.

More do **cohabit**: 9.2% of Millennials vs. 5.8% Gen X.

Marital Status When They Were 18-28

% by generation



Source: Pew Research Center tabulations from the March Current Population Surveys (1963, 1978, 1995 and 2009) for the civilian, non-institutional population

PewResearchCenter

AND Millennials lead other generations in **out-of-wedlock births**: 47% of births were outside marriage, compared to 20% of older women.

Demographic snapshot: Employment

Millennials are **LESS LIKELY TO BE WORKING**, but many are still students and even extending their education.

Older Millennials are more likely to be employed full time than younger ones.

They are also watching their finances more closely than previous generations, because they need to.

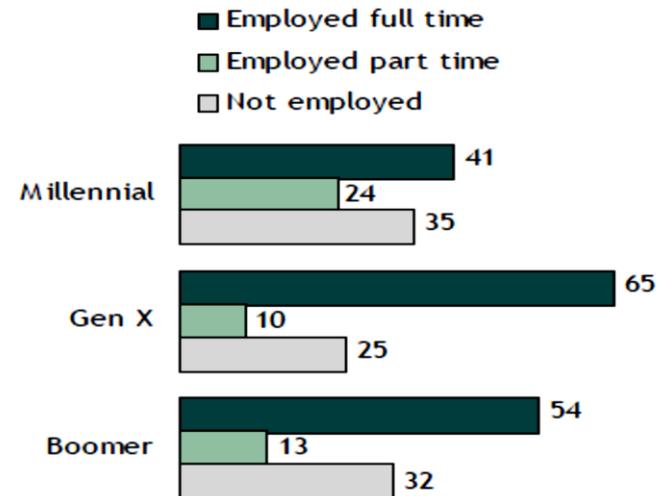
- **Great Recession.**
- **Boomers.**
- **School Loans.**

All-in-all, they **struggle optimistically**, and are happy when employed.

BUT they have a resource to call upon that previous generations *couldn't or wouldn't* use: **THEIR FAMILIES**; 36% reported such financial help, with many living at home.

Generations at Work

% of each generation who are...



Note: The category "Not employed" includes those who are not actively seeking work.

PewResearchCenter

The Millennial "Personality"

Millennials are an **iGeneration**.

They are more **liberal and tolerant** than previous generations: their positions on social issues supports this.

They are also **less trusting**; particularly of large, traditional institutions. **Peers rule!**

They **desire constant contact** with peers, different in the nature their being a **social generation** both virtually and IRL. They shop, dine, travel and make decisions in groups.

BUT THEY SUFFER FROM AN INFORMATION GAP.

What Members Believe Makes their Generation Unique (Pew, 2010)

Ranking	1st	2nd	3rd	4th	5th
Millennials	Technology Use (24%)	Music/Pop Culture (11%)	Liberal/Tolerant (7%)	Smarter (6%)	Clothes (5%)
Gen X	Technology Use (12%)	Work Ethic (11%)	Conservative/Traditional (7%)	Smarter (6%)	Respectful (5%)
Boomers	Work Ethic (17%)	Respectful (14%)	Values/Morals (8%)	"Baby Boomers" (6%)	Smarter (5%)
Silent	WWII, Depression (14%)	Smarter (6%)	Honest (12%)	Values/Morals (10%)	Work Ethic (10%)

How Do You Get Most of Your News?

	Millennial	Gen X	Boomer	Silent
Television	65%	61%	76%	82%
Internet	59%	53%	30%	13%
Newspaper	24%	24%	34%	50%
Radio	18%	22%	20%	15%
Other	4%	5%	3%	5%

What they want out of life

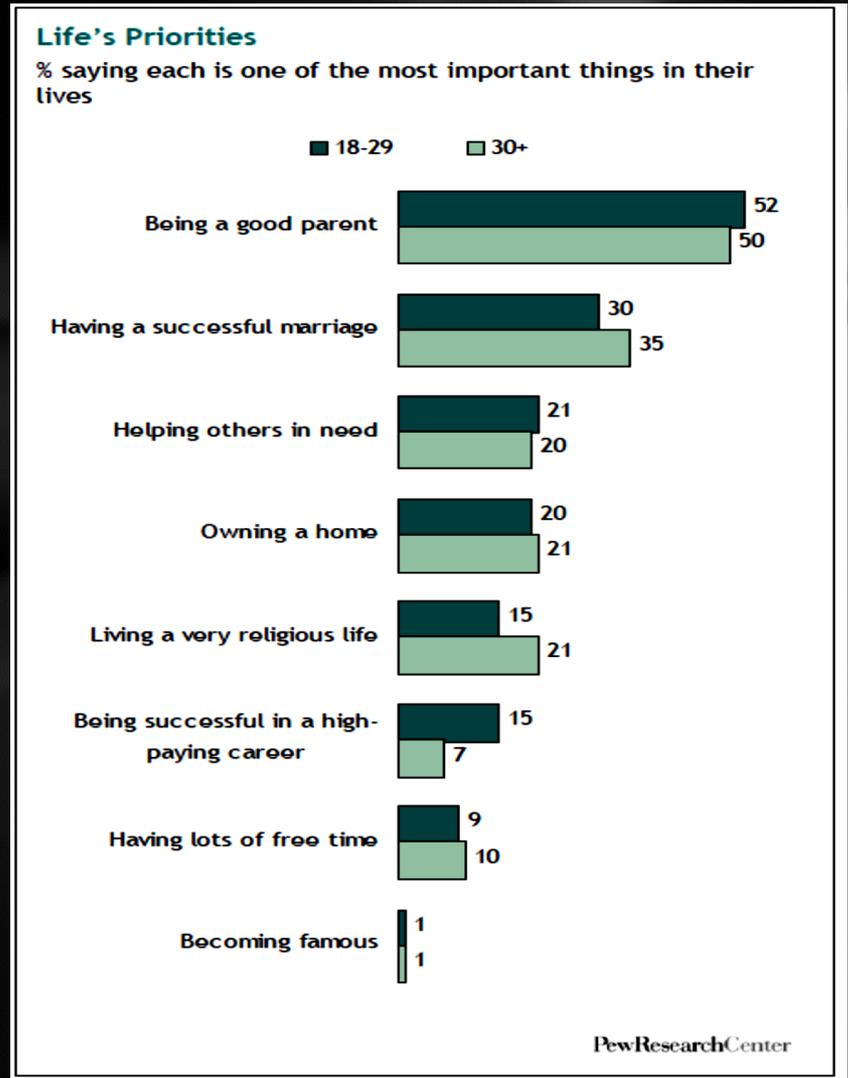
Millennials **do not differ much** from the previous generations.

While the charge is made they are self-absorbed and narcissistic, the **research does not support that.**

They do care about **self-expression** – wanting a seat at the table – and they want to make a **social impact.**

They **may be unrealistic** about their knowledge and abilities because of this.

Potentially exacerbated by the **information gap, in-group socialization, and institutional distrust.**



In the workplace

Millennials were affected by the **Great Recession**, and continue to be affected by **normal life-cycle events**, and the **Boomers**.

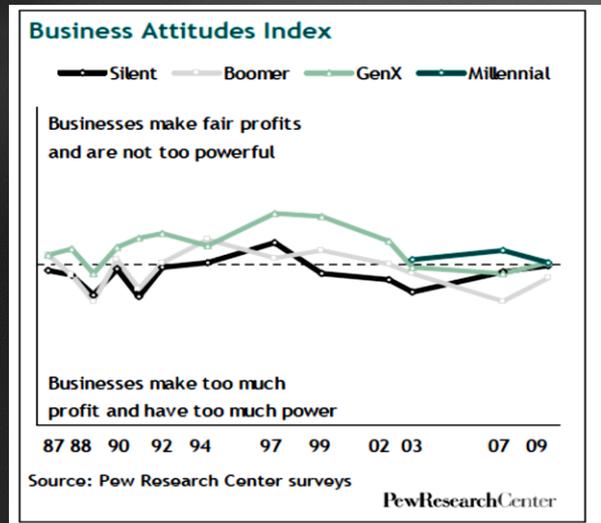
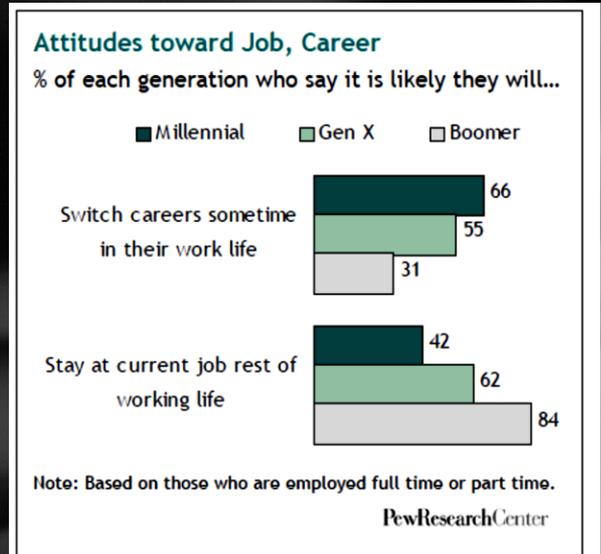
They have a **positive view of business**, which is surprising given: positions on political, social and ideological issues; and institutions.

No evidence of “job-hopping”.

They **desire the same things in the workplace as their elders**: life/work balance; good pay and benefits; advancement opportunities; meaningful work experience.

The last creates the issue: nurturing environment, direct interaction with employers in decision making, social group orientation.

They can be faulted on **work ethic**, which they find lacking as well: concept of life-work balance.



As consumers

Far less research exists concerning Millennial consumer habits, which is surprising.

But, some trends are notable:

- Because of financial limitations, they look for the best deal: **they are wise shoppers.**
- **An interest in the “authentic”**, particularly handmade, locally produced goods, and are willing to pay more for them.
- They **want to feel good** about what they buy, and **who they buy it from**: shared ideological leanings.
- As with other things, **group opinion is important** and they **shop as part of their group.**
- **They use technology** to do so, which will affect marketing practices.
- **They look for adventure** in their buying; “experience” or “life-style” retail development vs. strip centers.
- **They travel, and want to travel, a lot**, and do so with their peer groups.



Where they want to live

Movement away **from rural living**: 32% of Millennials live in central cities compared to 23% of Silents.

- **Not new.** Trend since late 1800s.
- Over 80% of Americans live in metros of over 500,000 now.

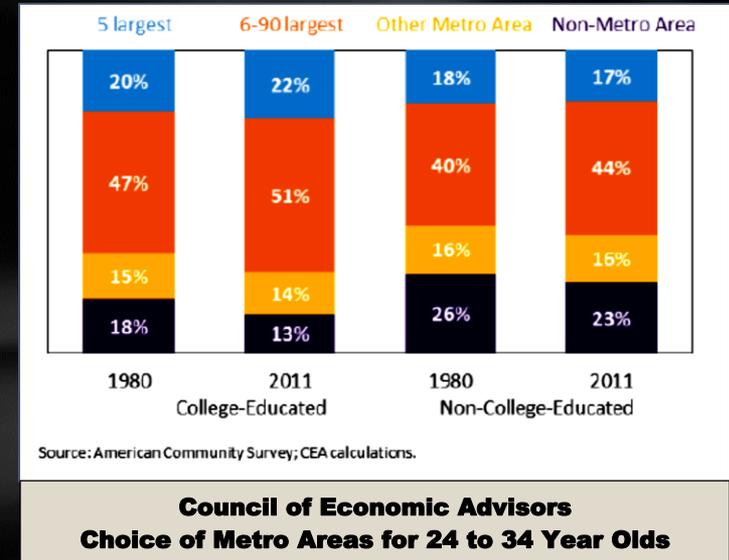
Not a panacea for the redevelopment of most inner cities:

- Millennial gains in **top 90 largest metros**.
- Springfield metro is ranked 233.

Do not reject the "burbs": 54% of them still live in suburbs.

- They desire an **urban experience**, not necessarily an **urban location**: mixed use communities where they can walk or bike to work, shop and play.

So far they tend to **rent rather than buy**, but that may change with better finances and life-events.



Millennials and Government

Millennial age, education, race and sex matter.

Likely to be a **more positive force** than Boomers.

- Are **much more optimistic** about government than their elders, and the role it can play in solving problems.
- Are **particularly satisfied** with their communities.
- They **can be creative and technologically savvy** problem solvers in their communities.

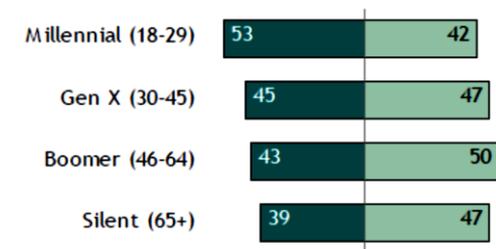
BUT:

- **New generation gap is likely** as Millennial and Boomer needs and wants diverge.
- **Not as attached to traditional institutions**, continuing a Boomer trend.
- While they may be more liberal than their elders on many social issues, being **accepting of social changes** does not mean that they are **supportive** of them.
- Local leaders will need to **re-think public engagement**.

Millennials Are More Pro-Government

% identifying with statement closest to their view

- Government should do more to solve problems
- Government is doing too many things better left to businesses and individuals



Note: "Don't know/Refused" responses not shown.

PewResearchCenter

Scope of Government Index

— Silent — Boomer — GenX — Millennial

Government is generally effective, pro-regulation

Government is ineffective, anti-regulation

87 88 90 92 94 97 99 02 03 07 09

Source: Pew Research Center surveys

PewResearchCenter

Takeaways

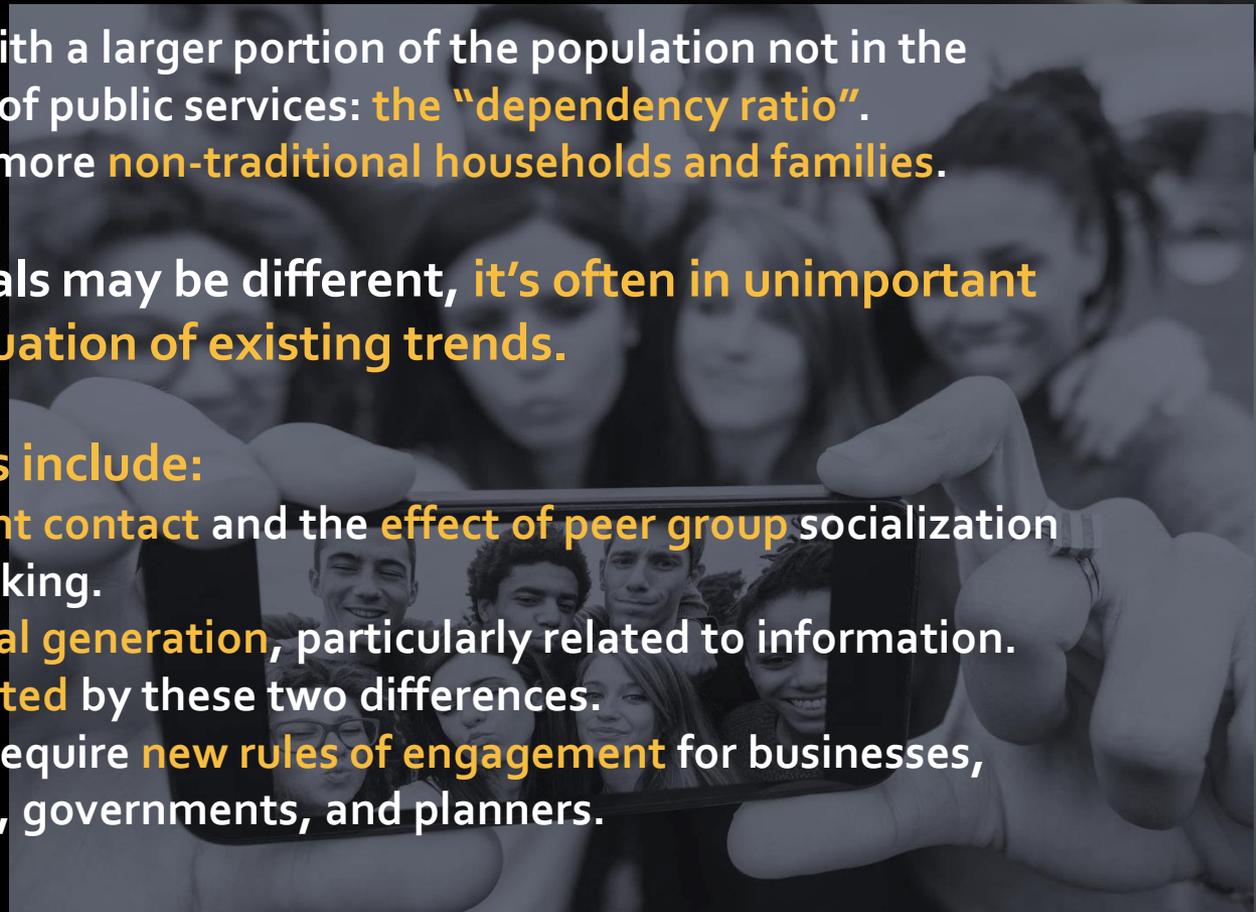
The differences:

- More racially and ethnically **diverse**.
- Are, and will be, seriously affected by **larger numbers of elderly and retirees**.
- Will be asked to deal with a larger portion of the population not in the workforce and in need of public services: **the “dependency ratio”**.
- Made up of more-and-more **non-traditional households and families**.

But, while the Millennials may be different, **it's often in unimportant ways or just the continuation of existing trends.**

The notable differences include:

- Their desire for **constant contact** and the **effect of peer group socialization** and role in decision making.
- They are a **technological generation**, particularly related to information.
- Their **world view is limited** by these two differences.
- These differences will require **new rules of engagement** for businesses, employers, developers, governments, and planners.





Springfield-Sangamon County
Regional Planning Commission

200 South 9th Street, Room 212
Springfield, Illinois 62701-1629

217.535.3110

sscrpc@co.sangamon.il.us

www.sscrpc.com



Advising + Planning + Evaluating + Leading