Millennial Traits

Birth years: fluid but circa 1980 - 2000

Ages: 16-36 (in 2016)

Passionate about their values (seek these values in institutions they choose)

Risk-taking

Work-life alignment

Mission-oriented

Quickly change focus

Spontaneity

World Travelers and adventure seekers

Feel special

Sheltered

Confident

Team-oriented, collaborative

Achieving

Pressured

Conventional

Expect technology to work – prefer mobile technology

Social generation (socialize while consuming and in class) – IRL – in real life

Live near urban areas

Not as religious

Marry less than previous generations

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