

The Millenials...



"Teens and Technology" survey

- ▶ November 2004 survey of 1,100 young people between the ages of 12 and 17 and their parents:
 - half of them say they go online *every day*;
 - 81 percent of wired teens play games online, which is 52 percent higher than four years ago;
 - 76 percent of online teens get news online, which is 38 percent higher than four years ago;

Pew Internet and American Life Project July 25, 2005

"Teens and Technology" survey

- ▶ More:
 - 43 percent have made purchases online, which is 71 percent higher than four years ago;
 - 31 percent use the Internet to get health information, which is 47 percent higher than four years ago;
 - 80 percent of parents believe that the Internet helps teens do better in school;
 - 86 percent of students believe that the Internet helps teens do better in school.

Pew Internet and American Life Project July 25, 2005

Children as Content Creators

- ▶ 57% of teens... have created a blog or webpage, posted original artwork, photography, stories or videos online or remixed online content into their own new creations.

Pew Internet and American Life Project July 25, 2005

Today's Question

- ▶ How do we tap into the "MySpace Mind" while keeping the focus on a standards-based curriculum and using the tools with which this generation was born?



Defining a Generation

- ▶ An average span of 20 years
- ▶ There is a "perceived membership"
- ▶ They share:
 - Beliefs and behaviors
 - Cultural or social characteristics and attitudes
 - A common location in history

Who Are We Talking About?

- ▶ They were born roughly from 1982 to 2001
- ▶ They are the most ethnically diverse generation to date
- ▶ Many of them come from split families
- ▶ They are green (environmentally friendly)
- ▶ They are the most wired and technologically savvy generation yet

"My parents say to me 'you know, we didn't even have computers when we were your age'."
-Anna, 8

Naming a Generation

- ▶ **Baby Boomers**
 - At the time, the largest generation in American history with the boom of children born after the war.
- ▶ **Generation X**
 - This term came from a book by Douglas Coupland who wrote about characters who were "underemployed, over educated, intensely private and unpredictable."
 - The media found these characteristics compatible with the youth of the day and the name stuck.
- ▶ **This new generation**
 - Very self-aware, know they are being examined as a generational group
 - They want to have input, they'd rather label themselves than be labeled

Who are the Millennials?

- ▶ the protected generation,
- ▶ the baby on board children,
- ▶ whose parents doted over them and gave them high expectations.

Who are the Millennials?

Rather than the Gen-Xers who were cut free and sent out on their own, the Millennials form their life goals and life decisions collaboratively with their parents, which has given rise to an interesting phenomenon that marketers call **co-purchasing**.

Who are the Millennials?

- ▶ **70%** reduction in violent crime in the past 10 years,
- ▶ **40%** reduction in teen pregnancy,
- ▶ **40%** reduction in abortions,
- ▶ reductions in teen sex by **20%**,
- ▶ and reductions in binge drinking and smoking.

Who are the Millennials?

Through their entire childhood, they've witnessed rising concern over movie and TV ratings, zero tolerance in the classroom, V-chips, curfews, and other family mechanisms to protect the children.

The Next Great Generation

- ▶ they exceed 100 million
 - A third more than the Baby Boomers
 - More than twice Gen X
- ▶ they comprise 30% of the population
- ▶ they are the largest, healthiest, and most cared-for generation in American history

What they Are

- ▶ 95% are idealistic
- ▶ 50% volunteer
- ▶ 79% are patriotic
- ▶ 87% want to go to college

What they Are

- ▶ "Our generation isn't all about sex, drugs and violence. It's about technology, discovery and coming together as a nation." -*Age 17*
- ▶ "They have values reminiscent of past generations. They appreciate country, family and the planet." -*Alf Nucifora, marketing consultant*

How they Differ from Gen-X

- ▶ Gen-X was raised to discover the world for themselves, to learn by trial-and-error, and to see themselves as free agents.
- ▶ The Millennial Generation is very different.

How They Differ from Gen-X

The Gen-X idea of what young people should do is try anything, and if it fails, to learn from the failure. The whole ethic of Gen-X is to solve it on their own.

What They're Not

- ▶ Millennials are not a carbon copy of Gen X.
- ▶ "Personalities of Gen X and Millennials could not be more distinct or different" -*Alf Nucifora*
- ▶ "Gen X are the throwaway generation whose problems older adults ignored while the Millennials have always felt themselves to be the focus of public attention." -*Millennials Rising*
- ▶ This generation, even as children, are more politically active than Gen X.

The World they Live In

- ▶ they are the first generation that have computers at home
- ▶ 70% of all households have a home computer
- ▶ More than 80% of teens have internet access whether at home, school, or work.
- ▶ In 2007, the number of youths aged 12 to 18 who have cell phones reached 50+ million.

Teens are as comfortable with the digital media as their parents were with the television and the telephone.

Statistics

Percentage of eight-to eighteen- year-olds who live in homes with:

Computer.....	86
Cable/satellite TV.....	82
Internet Access.....	74
Digital Video Recorder.....	34
High-speed Internet Access.....	31

Source: Henry J. Kaiser Foundation study, March 2005

Statistics

Percentage of eight-to eighteen- year-olds who say they use other media (TV, computers, print, or music) "most" of the time while:

Listening to music.....	33
Using Computers.....	33
Reading.....	28
Watching TV.....	24

Source: Henry J. Kaiser Foundation study, March 2005

Statistics

In a typical day, percentage of eight-to eighteen- year-olds who:

Watch TV.....	81
Listening to a CD/MP3.....	68
Use a computer.....	54
Go online.....	47
Read a book.....	46

Source: Henry J. Kaiser Foundation study, March 2005

Statistics

Percentage of eight-to eighteen- year-olds who have ever:

Used instant messaging.....	66
Downloaded music.....	64
Listened to the radio over the internet....	54
Bought something online.....	38

Source: Henry J. Kaiser Foundation study, March 2005

Their Place in Time

- ▶ They don't remember the cold war
- ▶ The expression "sounds like a broken record" is meaningless to them
- ▶ There is no such thing as a busy signal or no answer
- ▶ They have no memory of a time before MTV
- ▶ They have no meaningful recollection of the Reagan Era

Marketing to Millennials

Being cool enough for them to buy it

Spending Power

- ▶ their projected 2007 discretionary income is over \$500 billion dollars
- ▶ In 2006
 - they spent \$400 billion dollars.
 - they influenced parents to spend an additional \$100 billion dollars.
 - they spent an average of \$565 a year online.
 - they went to the mall 56 times a year, for about 90 minutes, and spend on average \$50 per visit.

Where does the money come from?

- ▶ Allowances rose 86% between 1991 and 2001
- ▶ Weekly allowances equal \$9 billion a year
- ▶ 49% have part-time jobs
- ▶ 39% of 18- to 19-year-olds have their own credit card.

Media Savvy Teens

- ▶ They are a complex target to reach
 - Daily they have access to the Internet, an average of 62 TV channels, video games, PDAs, cell phones, etc.
- ▶ The media they pay attention to:
 - Cable TV 54%
 - Magazines 53%
 - Radio 50%
 - Movie ads 48%
 - Broadcast TV 35%
 - Mail 20%

AKA The MySpacers...

- ▶ The MySpace Generation
 - Why should we even talk about MySpace? What does it mean?
 - It is the largest online social networking portal on the web;
 - It has 75+ million registered users;
 - *"There's not really an easy or quick avenue at school for me to share, or create original work, or publish my own stuff – that's really the only reason I love MySpace so much."*