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The recent economic cycle and employment patterns among the Millennial generation

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10 Must Know Facts About MILLENNIALS

1. There are about 79 million millennials in the U.S., versus the 48 million Generation Xers.

2. The purchasing power of millennials is estimated to be $170 billion per year.

3. Millennials send about 20 texts per day.

4. Millennials will make up 50% of the U.S. workforce by 2030.

5. 80% of millennials sleep with their phones next to their beds.

6. 27% of millennials are self-employed.

7. 56% of millennials think technology helps people use their time more efficiently.

8. 14% of millennials use Twitter.

9. 31% of millennials earn enough money to lead the kind of life they want.

10. 41% of millennials have no landline at home and rely on their cellphones for communication.

SurveyCr

maximizing millennials

the who, how and why of managing gen y

who are millennials?

80 million young adults born between 1976 and 2001.

by 2014, 36% of the U.S. workforce will be comprised of millennials.

by 2020, 46% of all U.S. workers will be millennials.

64% ask about social media policies during job interviews.

24% say it would be a key factor in accepting the offer.

education attainment

Males		Females
15%	less than high school	15%
40%	high school	34%
28%	some college	35%
20%	4+ yrs of college	15%

millennials are the most diverse generation.

	WHITE	BLACK	HISPANIC	ASIAN	OTHER
MILLENNIALS:	59.8%	14.2%	18.5%	4.3%	3.2%
PREVIOUS GENERATIONS:	72.5%	13%	12%	3%	1.5%

generational differences

	value a job with more than 2 weeks of vacation as "very important"	value a job that gives you a chance to make friends as "very important"	value a job that most people look up to and respect as "very important"
20-year-olds in 1976	31%	54%	43%
20-year-olds in 2006	17%	40%	33%

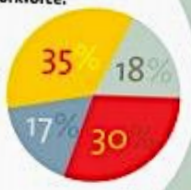
why does your company need them?

Meet the Post-Recession Millennial

Who are the Millennials?

- Born 1980-95
- Confident, collaborative, impatient, entrepreneurial, and socially tolerant
- Tech savvy

Millennials make up the largest percentage of the workforce.



Millennials born 1980-1995
Generation X: Born 1964-1979
Baby Boomers: Born 1946-1963
Traditionalists: Born before 1946

Millennials have adopted a more realistic attitude about their career advancement.

In order to succeed, Millennials reported that they need to:

57% learn transferable skills
53% seek stable employment
40% pursue higher education

Younger Millennials are more decisive about their career paths than older Millennials.

72% of 21 – 25 year-olds state they have settled on a particular career path.

62% of 26 – 31 year-olds have realized that finding one's passion is often a process of experimentation.

Managers have not recognized Millennials' new outlook on their careers.

Managers think Millennials want high-paying salaries with a high level of responsibility while Millennials indicate they are seeking a balance of compensation, meaningful work and a sense of accomplishment.

Perceived weakness cited by managers regarding Millennials:

54% feel Millennials lack the ability to receive criticism
51% perceive Millennials as impatient with established processes
35% perceive Millennials as ineffective communicators

Most important factors that indicate career success according to Millennials and what Managers think is most important to Millennials.

78% of Millennials speculate they will have five or fewer jobs over the course of their career.

The recent recession shocked Millennials as hiring freezes and massive layoffs forced them into unemployment lines in record numbers.

For Managers of Millennials

- Implement a program to educate employees on intergenerational dynamics to build a better sense of community in their teams
- Provide soft-skill training for Millennials to help assimilate in a work environment

Why does your company need them?

millennials want to learn and grow with you.

52% said opportunities for career progression made an employer attractive.

65% said the opportunity for personal development was the most influential factor in their current job.

22% saw training and development as the most valued benefit from an employer.

millennials are tech-savvy multi-taskers.

MILLENNIALS

millennials switch their attention between media platforms like laptops, smartphones, tablets and television **27 times per hour** on average -- as compared to only 17 times for previous generations.

PREVIOUS GENERATIONS

millennials can be a social media megaphone for your company.

friends of fans represent a set of consumers **34 times larger** than fans themselves. having employees who are more active on Facebook can greatly increase your digital reach.

millennials on social media

66% would look up a store after learning their friend had checked in.

43% have liked more than 20 brands on Facebook.

91% make their Facebook Places and Foursquare check-ins public.

52% have over 300 Facebook friends; the top 10% have over 1,000.

millennials are motivated by more than money.

job factors valued as important

- meaningful work → 30%
- high pay → 28%
- sense of accomplishment → 25%

1 in 3 millennials said he/she would prioritize social media freedom, device flexibility and work mobility over salary in accepting a job offer.

millennials are mobile.

Labor Market Realities

- Shifts in the labor market have been accelerating in recent years
- More of the higher-quality and prestigious jobs require STEM skill sets
- Jobs go unfilled because the labor market can't provide workers with the right skill set
- The greater your educational attainment, the higher the quality of your job is likely to be, also this rule of thumb is weakening

Labor Market Realities

- College graduates today face higher competition for jobs that pay less, do not match their degree, and/or meet their cognitive goals

- Generally speaking, white females and persons of nonwhite or non-Asian background continue to be disadvantaged in the labor force

Research Aims and Questions

What are the patterns of economic activity within the Millennial cohort?

How do these vary by gender, race and ethnicity and nativity status?

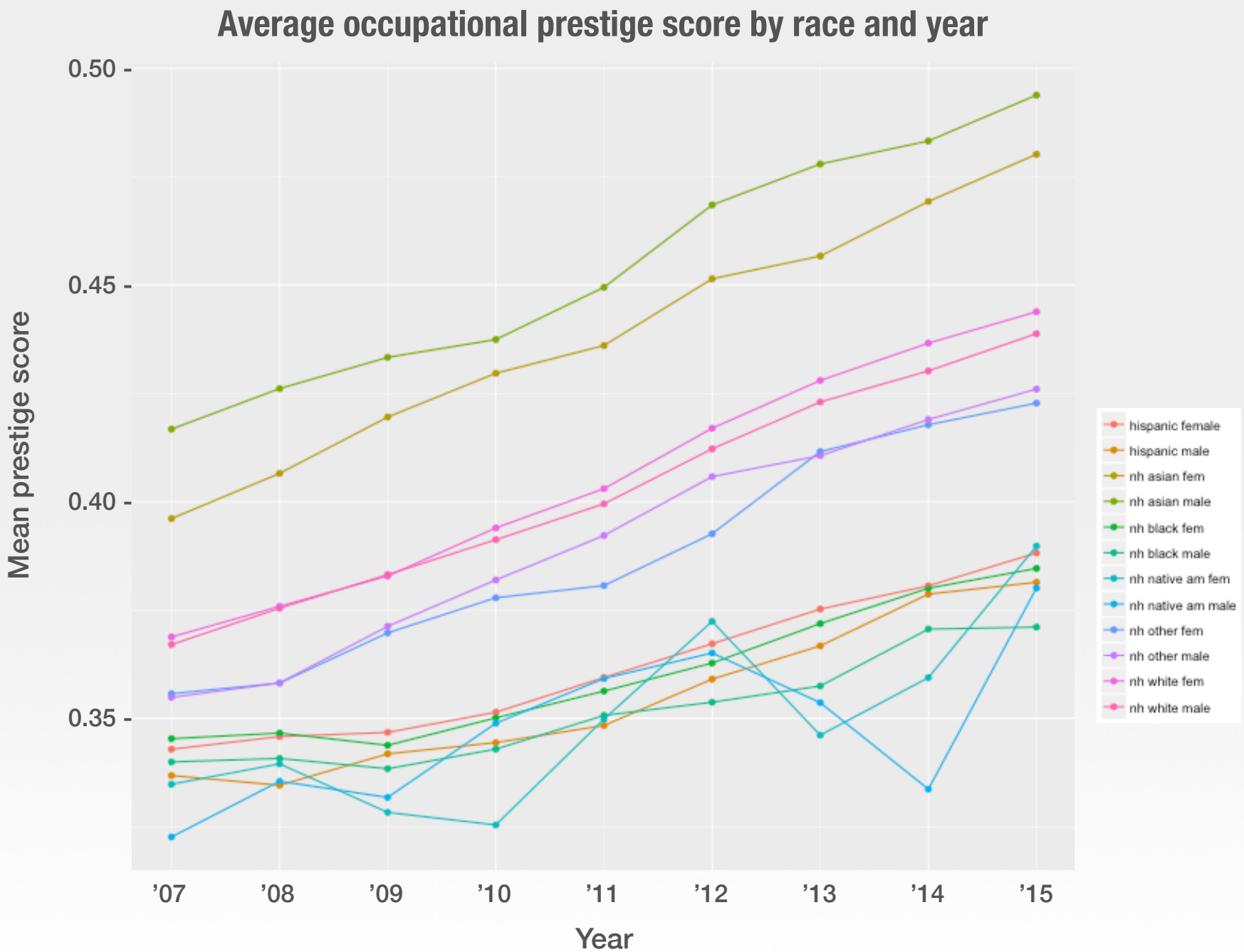
What is the diversity within the cohort based on these factors?

Data

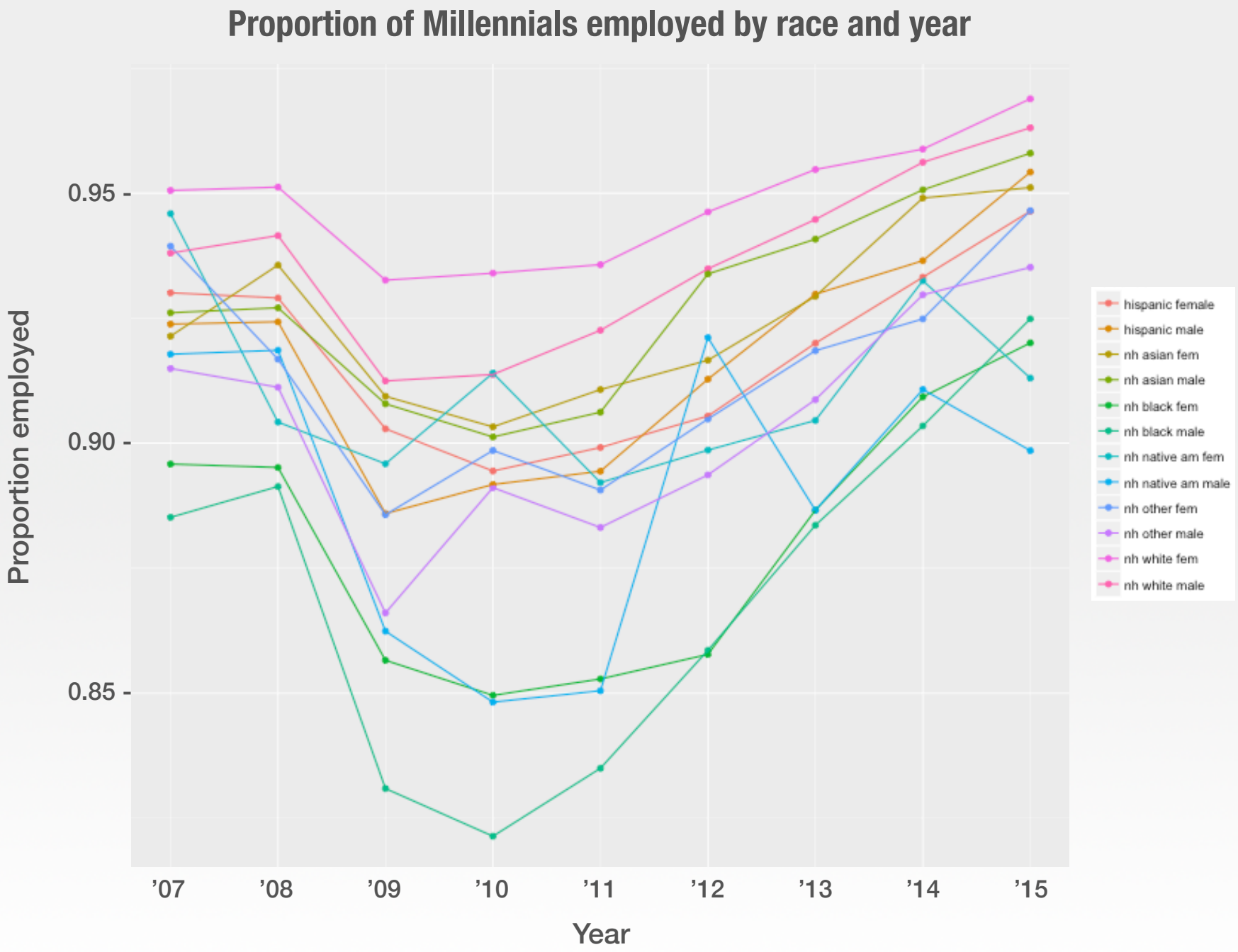
- 2007-2015 ACS Public Use Microdata
  - Accessed through IPUMS USA
- n = 1.56 million observations
  - Born between 1980 and 1990
- Outcomes
  - Current employment status (employed vs. unemployed)
  - Hauser & Warren Socioeconomic Index Score (occupational prestige)

- Estimates of population rates of employment and population means of occupational prestige annually
  - Estimated using adjustments for complex survey design
  - Estimates based on race/ethnicity and gender
- Generalized linear mixed models
  - Control for background variation by metro area and year of birth within the cohort
    - All analysis done using R

Results


Average occupational prestige score by race and year
0.50
0.45
0.40
0.35
Mean prestige score
'07
'08
'09
'10
'11
'12
'13
'14
'15
Year
hispanic female
hispanic male
nh asian fem
nh asian male
nh black fem
nh black male
nh native am fem
nh native am male
nh other fem
nh other male
nh white fem
nh white male

Results


Proportion of Millennials employed by race and year
Proportion employed
0.95
0.90
0.85
'07
'08
'09
'10
'11
'12
'13
'14
'15
Year
hispanic female
hispanic male
nh asian fem
nh asian male
nh black fem
nh black male
nh native am fem
nh native am male
nh other fem
nh other male
nh white fem
nh white male

- Significant variation exists in both employment and occupational prestige within the cohort
  - This has not been previously documented
- Non-Hispanic (NH) white females fared the best through the Great Recession, in terms of overall employment, compared to all other groups
  - All other race/ethnicity/gender groups were less likely to be employed than NH white females
  - Foreign-born persons also had lower chances of being employed

- In terms of occupational prestige, only NH Asians fared better than NH white females in having more prestigious occupations
  - Specifically, NH Asian males had more job prestige
- NH whites and Asians saw more overall growth over the period than NH blacks and Hispanics
  - Suggests more occupational mobility in these groups

- Strong variation across metro areas, but not by birth year within the cohorts
  - This suggests that the patterns of economic activity are not consistent across places within the U.S.
  - Some metro regions provide more opportunities to millennials than others

Next Steps

- Examine variation based on spatial variation in local labor markets
- Examine how educational outcomes vary within the cohort, and how education contributes to overall economic success within the cohort
- Use longitudinal data to investigate how the cohort's economic experiences have changed across their lifetimes

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