



Millennials

Americans born from 1977 to 1994

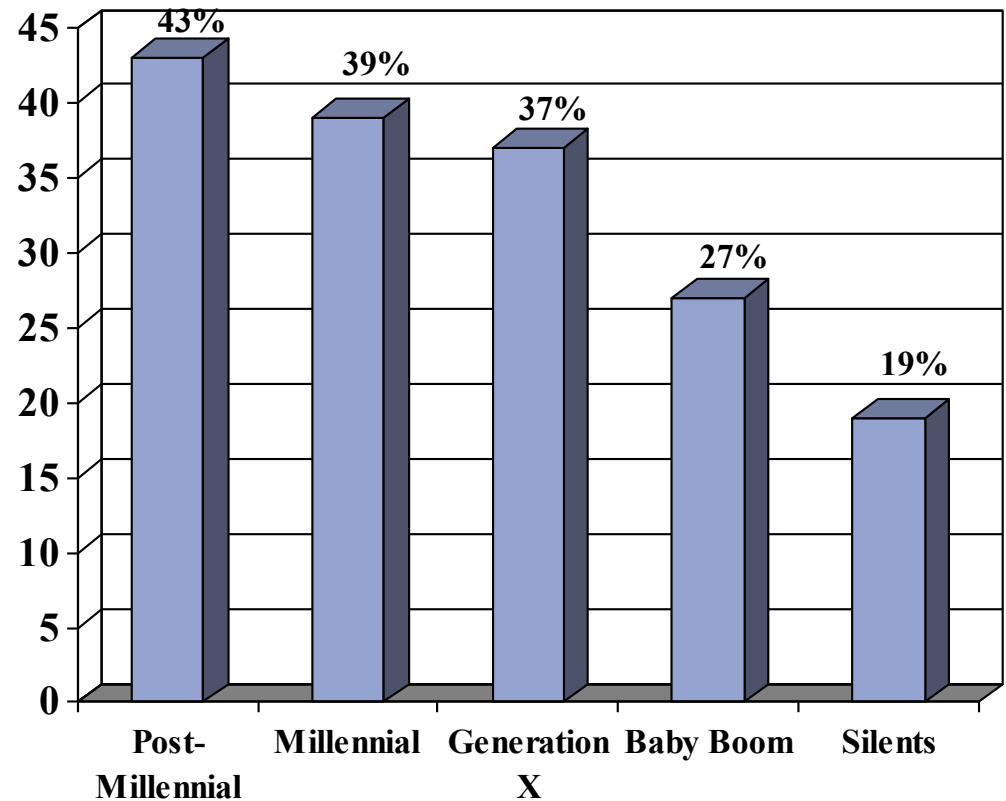
POPULATION CHARACTERISTICS

- 75 million people are in the Millennial generation – 25% of the total U.S. population.
- The oldest members of the Millennial generation have graduated from college and are embarking on a career.
- The youngest members of this generation are still in elementary school.

POPULATION CHARACTERISTICS

- Millennials and Post-Millennials are much more diverse than previous generations.

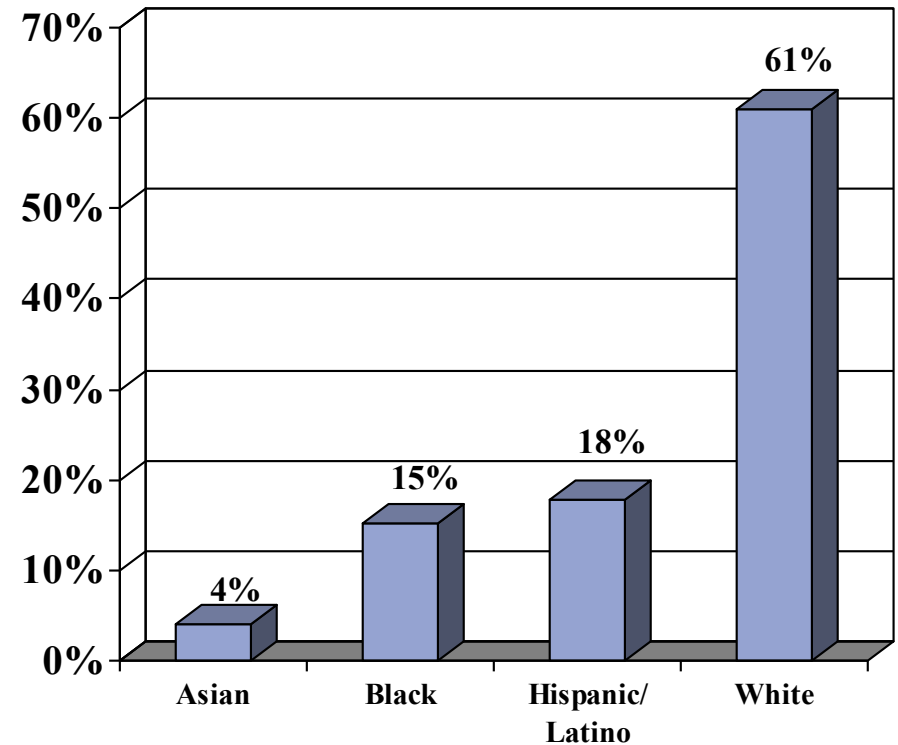
Minority Share of Population by Generation



POPULATION CHARACTERISTICS

- While whites still make up the majority of the Millennial population, the percentage of Hispanics/Latinos and blacks has increased over previous generations.

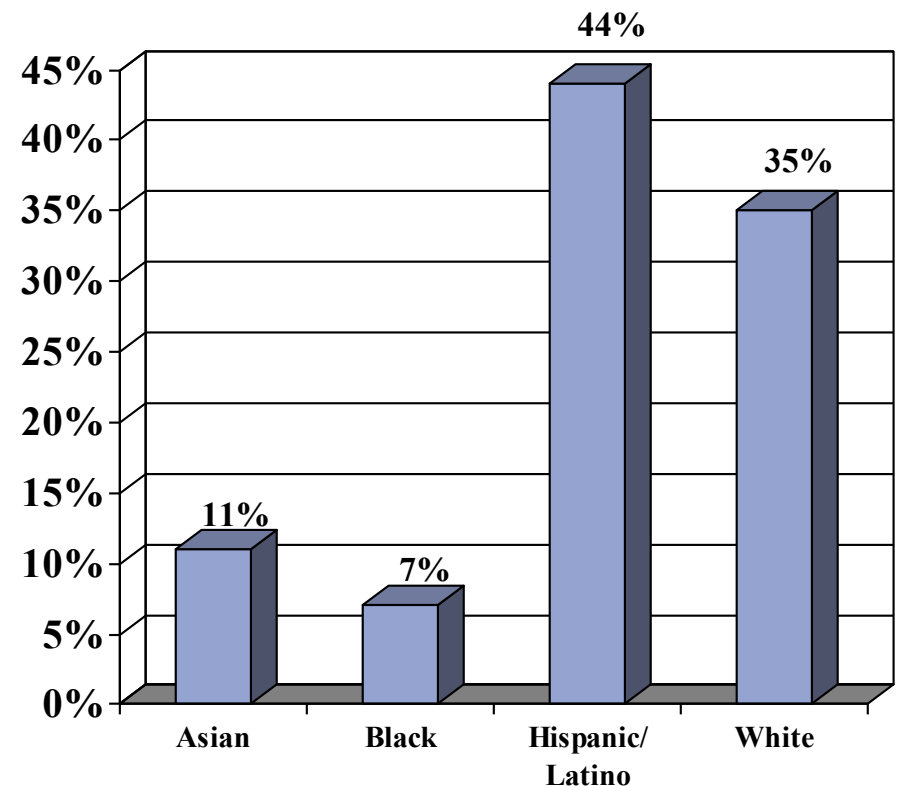
Percent Distribution of Millennial Population by Ethnicity



POPULATION CHARACTERISTICS

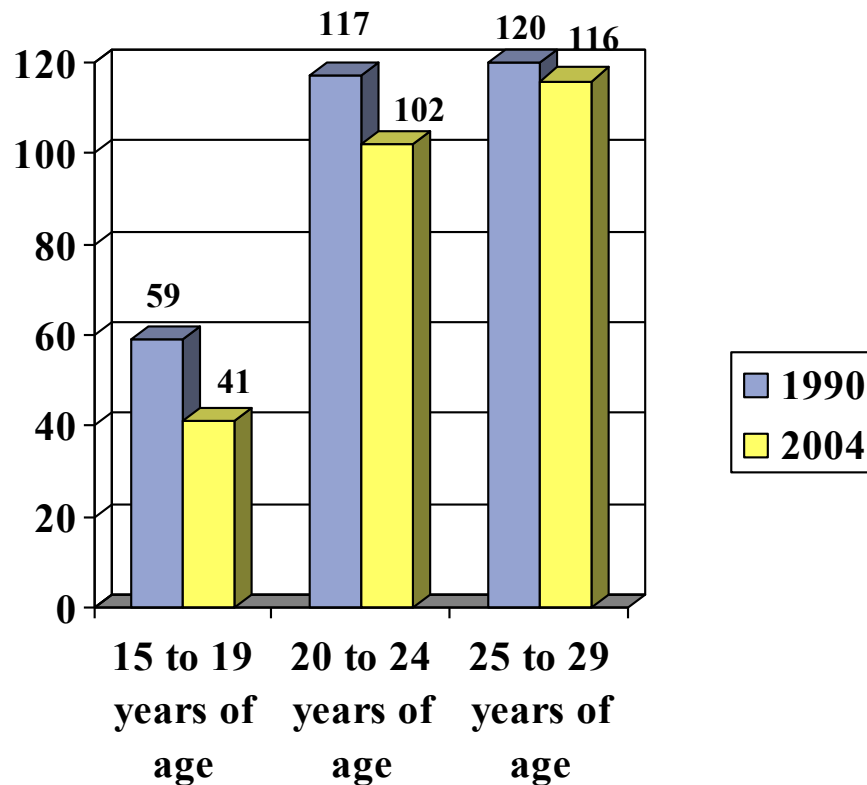
- The diversity of Millennials varies greatly by state:
 - In Maine, New Hampshire, South Dakota, Vermont, and West Virginia, 90% of Millennials are white.
 - In California, Texas, Hawaii, New Mexico, and the District of Columbia, less than 45% of Millennials are white.

California Percent Distribution of Millennial Population by Ethnicity



POPULATION TRENDS

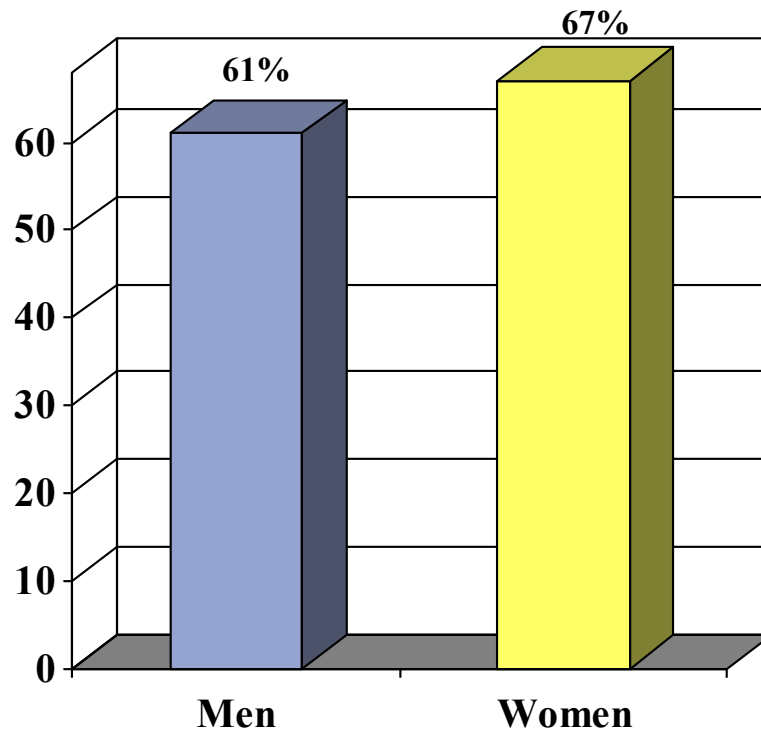
**Number of Live Births Per 1,000
Women in Each Age Group**



- The birth rate for Millennial women is lower than that of Boomer women at the same age.
 - Birth rates for 15- to-19-year-olds have dropped 31.2%.
 - Birth rates for 20- to-24-year-olds have dropped 12.6%.
 - Birth rates for 25- to-29-year-olds have dropped 3.9%.

EDUCATION

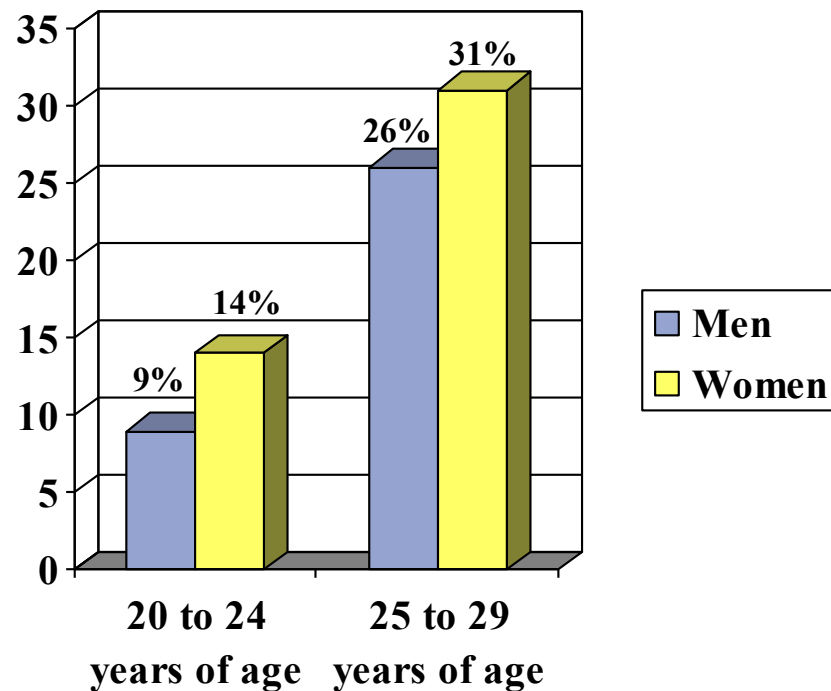
**Percentage of 16 to 24 Year Olds
High School Graduates Enrolled
in College by Gender**



- More than two-thirds of high school graduates go on to college.
- Millennial women are more likely than Millennial men to enroll in college after high school graduation.

EDUCATION

**Percent of Millennials Aged
20 to 29 with a College Degree
by Gender**

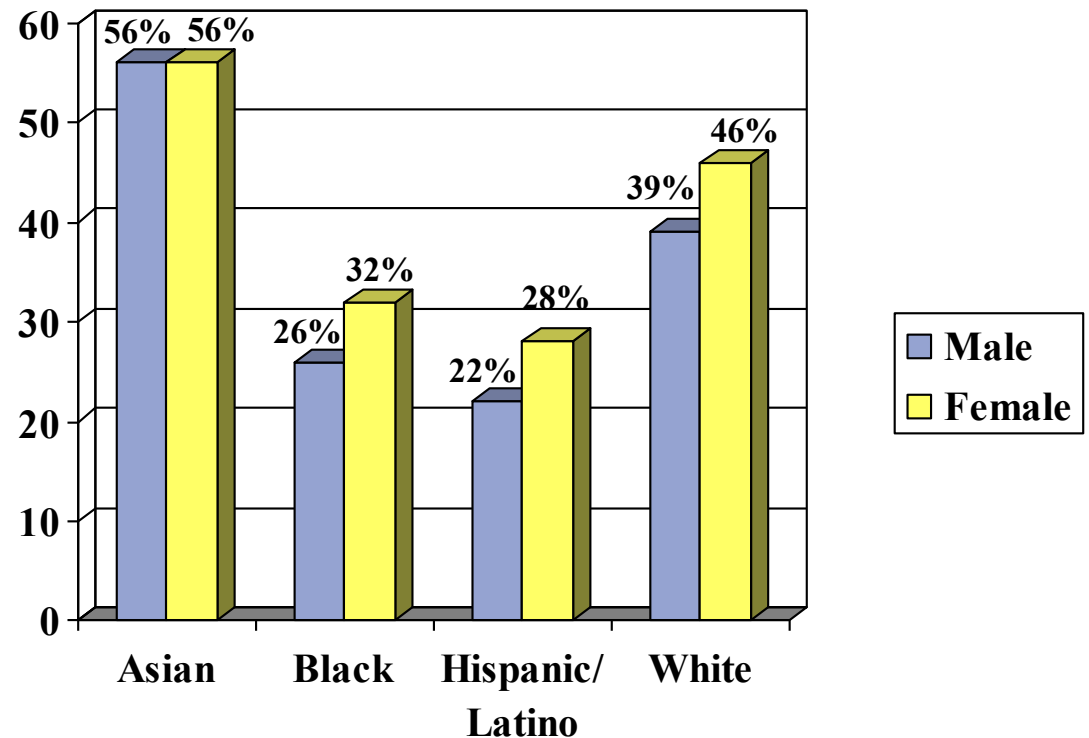


- Millennial women are more likely than Millennial men to have earned a college degree.

EDUCATION

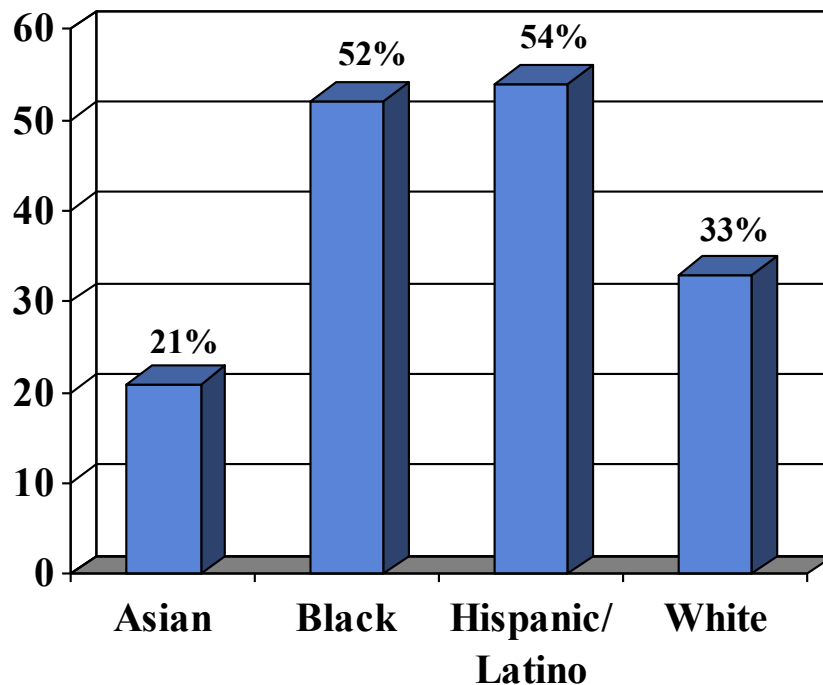
- Asians have the highest education experience among Millennials.
- Hispanic males have the lowest education experience among Millennials.

Percentage of Millennials Aged 15 to 27 with College Experience by Ethnicity and Gender



PRESENCE OF CHILDREN

**Percent of Householders Under Age 30
with Children Under 18 Living at Home
by Ethnicity**

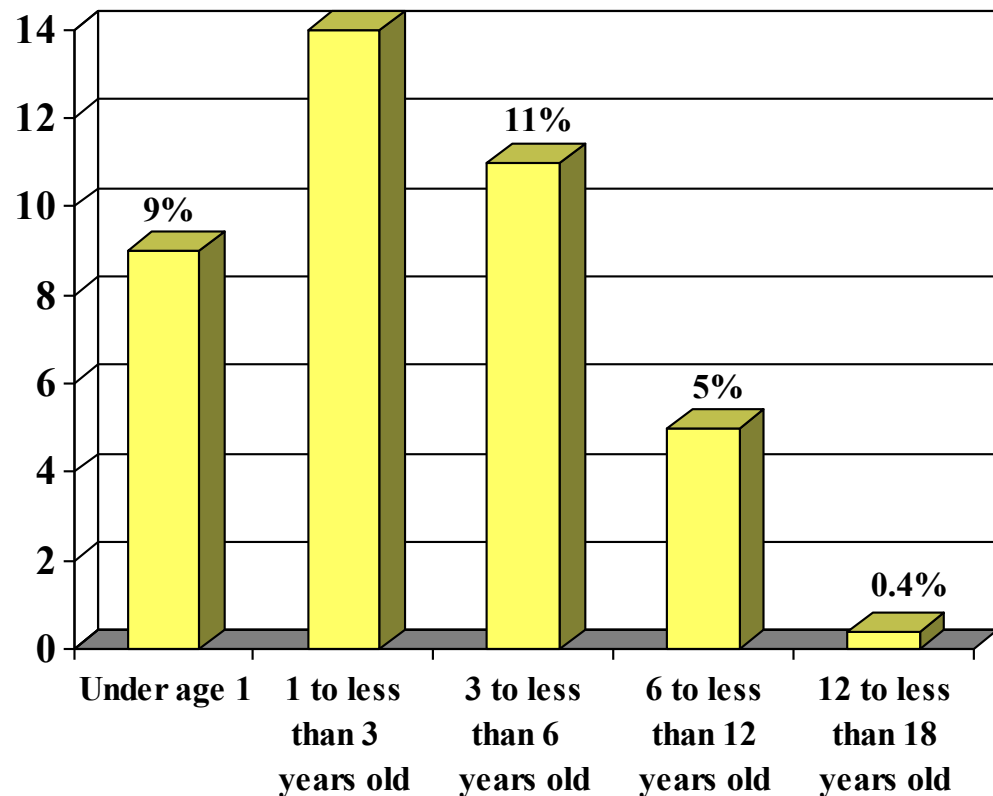


- Households headed by Hispanics/Latinos and blacks are more likely than households headed by whites or Asians to have children under 18 living at home.

PRESENCE OF CHILDREN

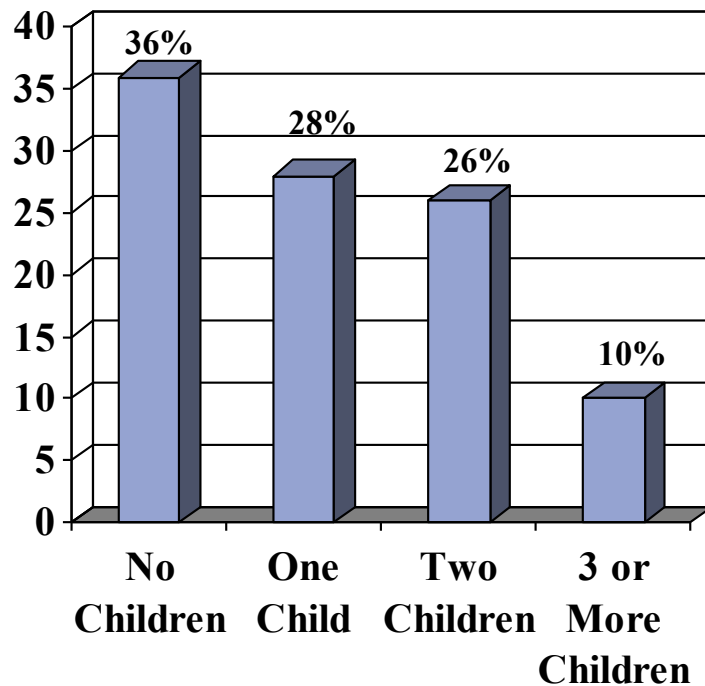
- 39% of households headed by Millennials have children under age 18 at home.
- Millennial households have preschoolers at home.

Percentage of Households Headed by People Under 30 by Age of Children



PRESENCE OF CHILDREN

Percent of Married Couples Under Age 30 by Number of Children Under Age 18 Living at Home

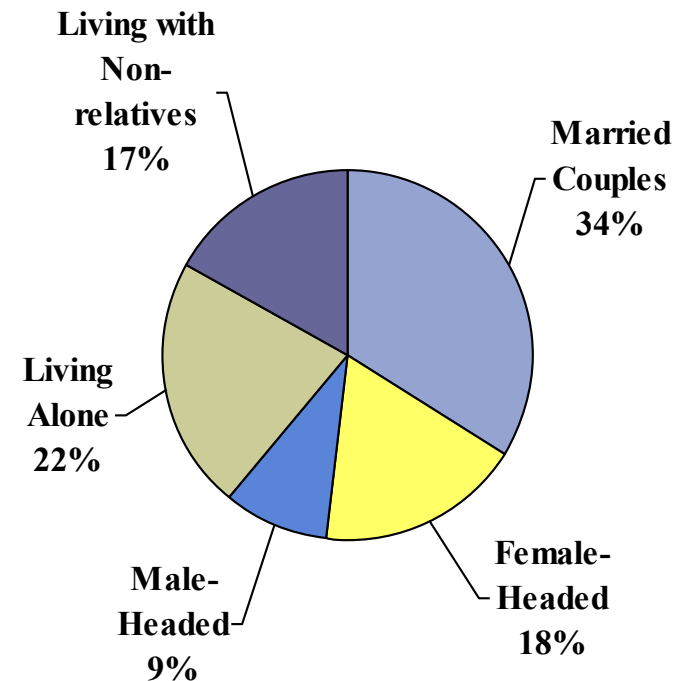


- More than one-third of married Millennial couples do not have children.
- More than half of married Millennial couples have one or two children living at home.

LIVING ARRANGEMENTS

- 14 percent of households in the U.S. are headed by people under 30.
- Household living arrangements of Millennials are very diverse.

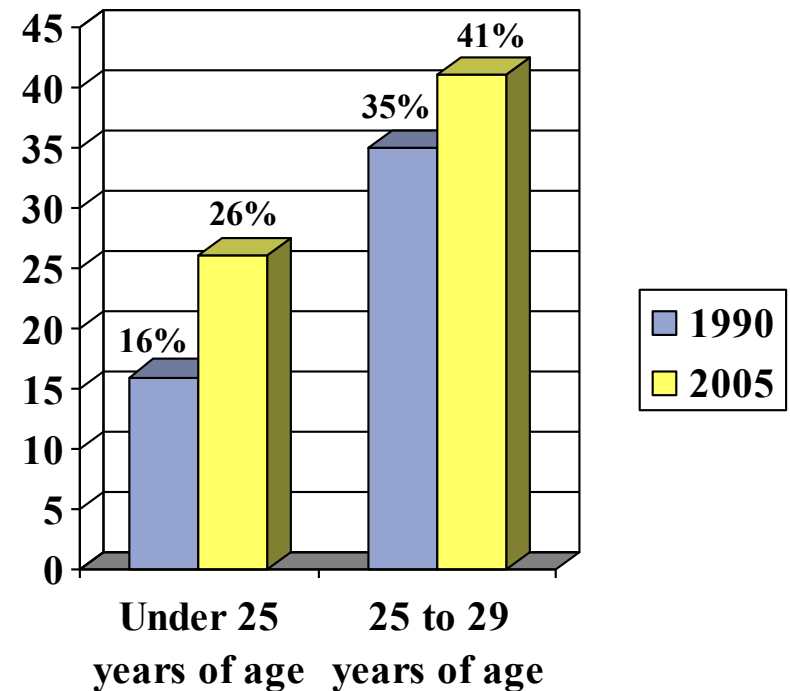
Percent Distribution of Households Headed by People Under Age 30



HOME OWNERSHIP

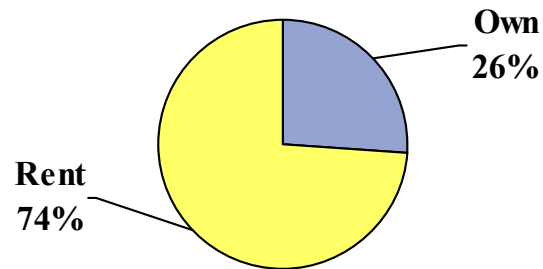
- Millennials have higher home ownership rates than did Boomers at the same age.

Percentage of Millennial Householders Who Own Their Home By Age and Year

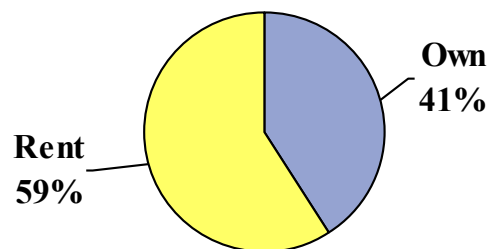


HOME OWNERSHIP

**Percent Distribution of Householders
Under 25 by Ownership**



**Percent Distribution of Householders
Aged 26 to 29 by Home Ownership**

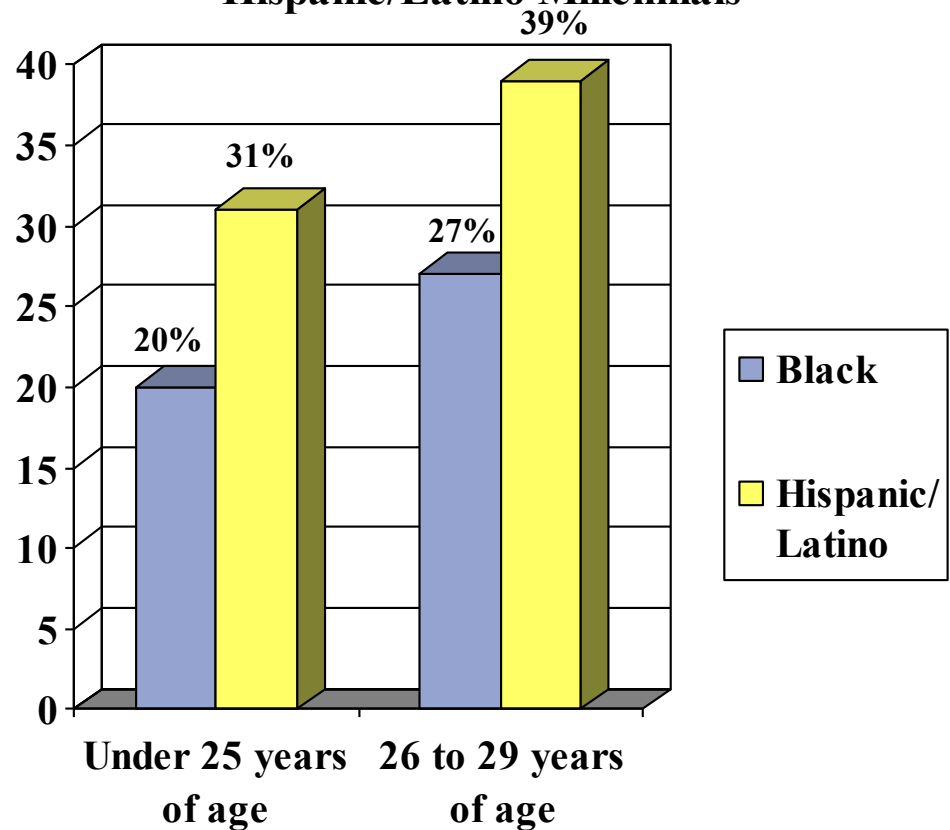


- While home ownership has increased, younger Millennials are still more likely to be renters than home owners.
- Home ownership increases with age.

HOME OWNERSHIP

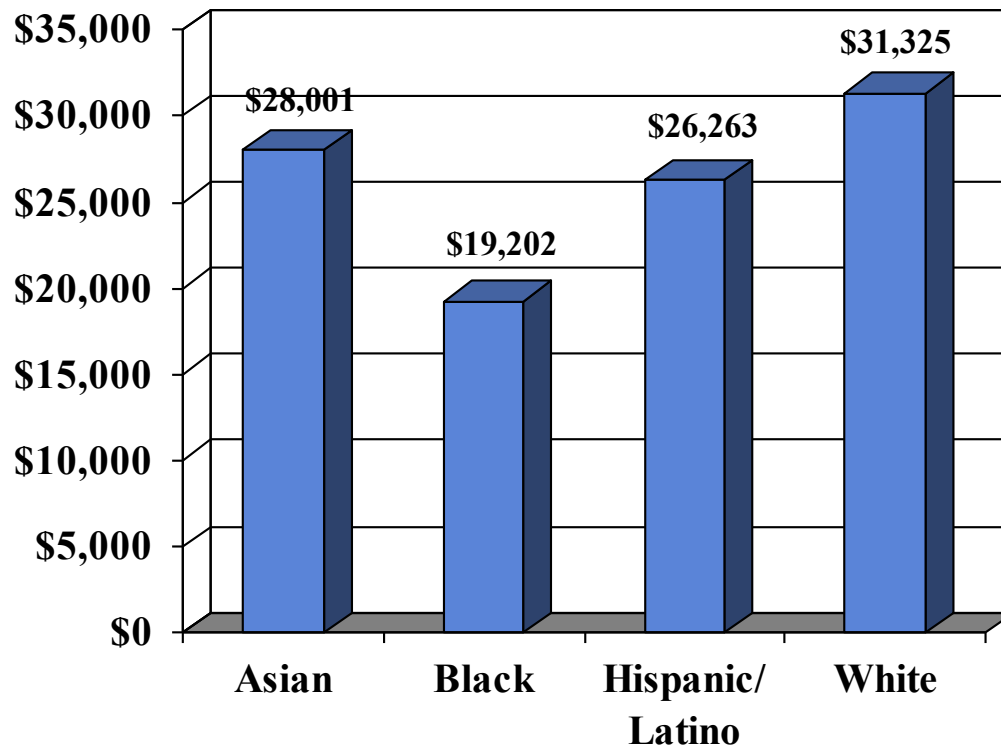
- The home ownership rates of black and Hispanic/Latino Millennials is well below the average.

Homeownership Rates Among Black and Hispanic/Latino Millennials



INCOME

**Median Income of Millennial Householders
by Race, 2004**

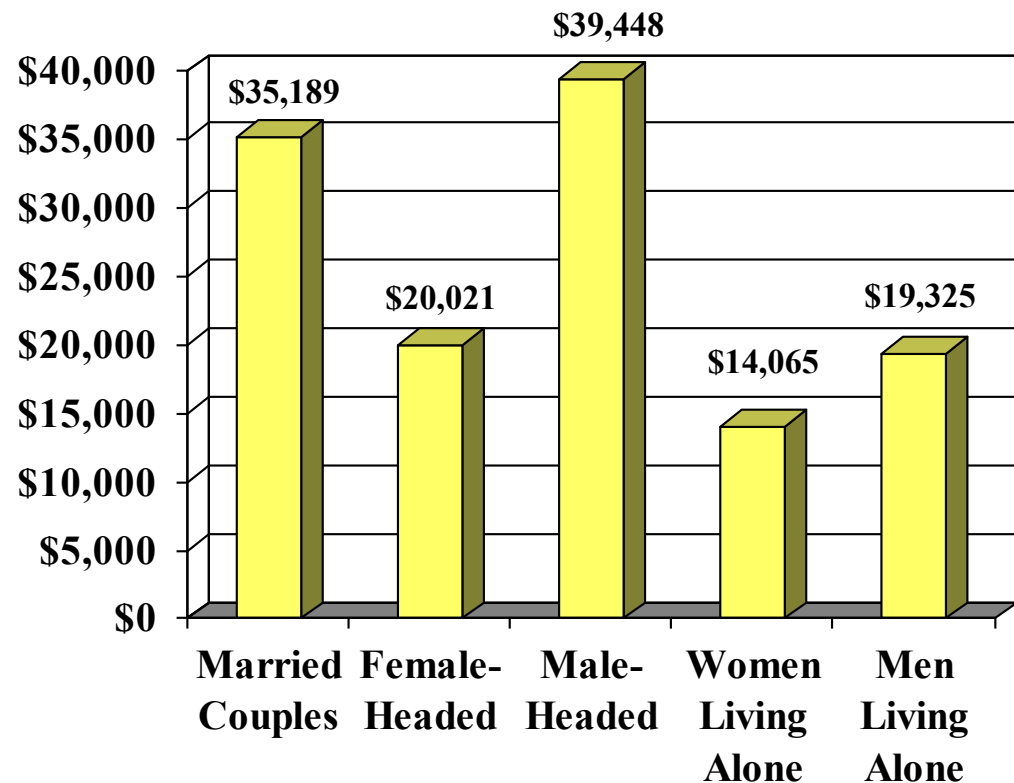


- Overall, median household income of Millennials is low due to many being students.
- White and Asian Millennials have the highest median incomes while blacks have the lowest.

INCOME

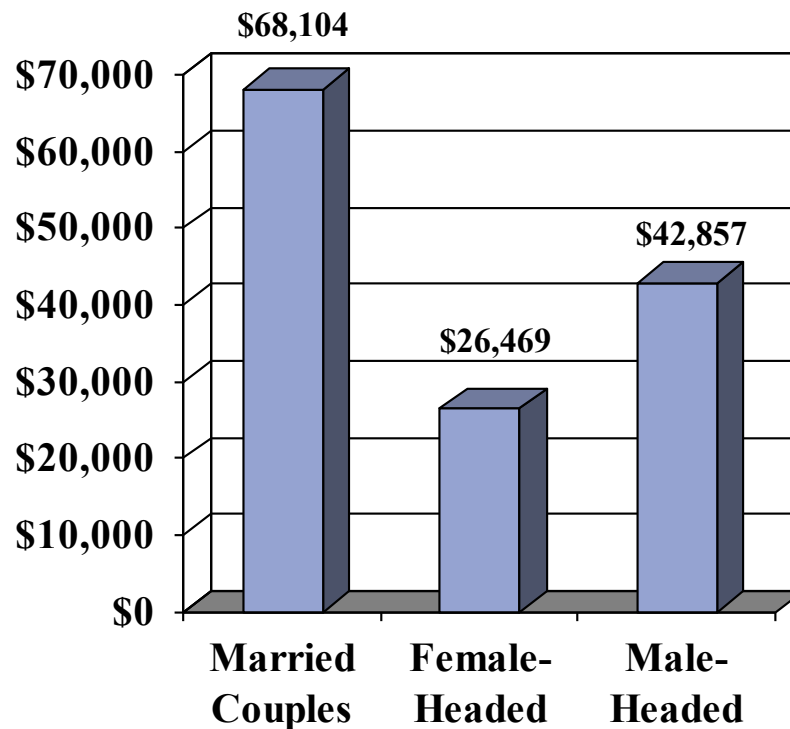
- Millennial women who live alone have the lowest median income.
- Millennial households headed by men have the highest median income.

Median Income of Millennial Householders by Household Type, 2004



INCOME

Median Income of Families with Children Under 18 at Home by Family Type

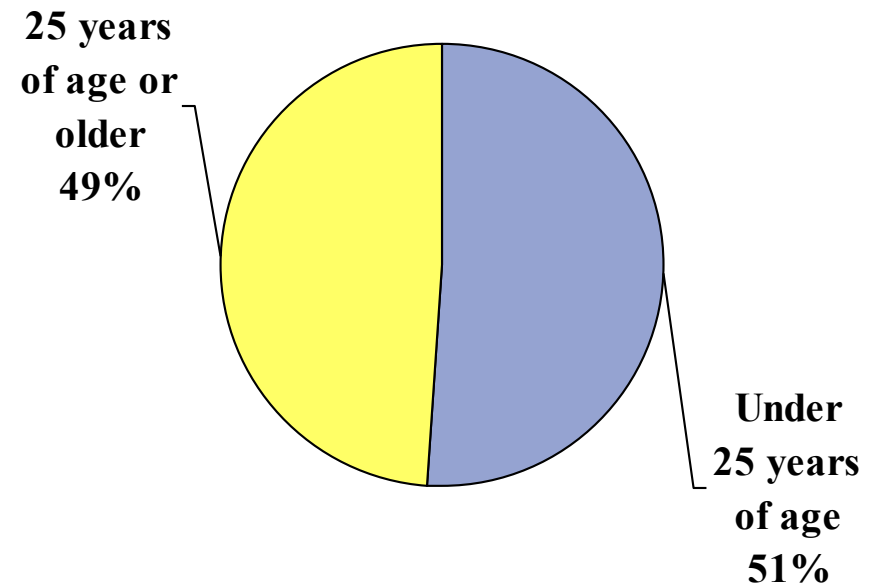


- For families that have children under 18 living at home:
 - Married-couple families have the highest median income.
 - Female-headed families have the lowest median income.

INCOME

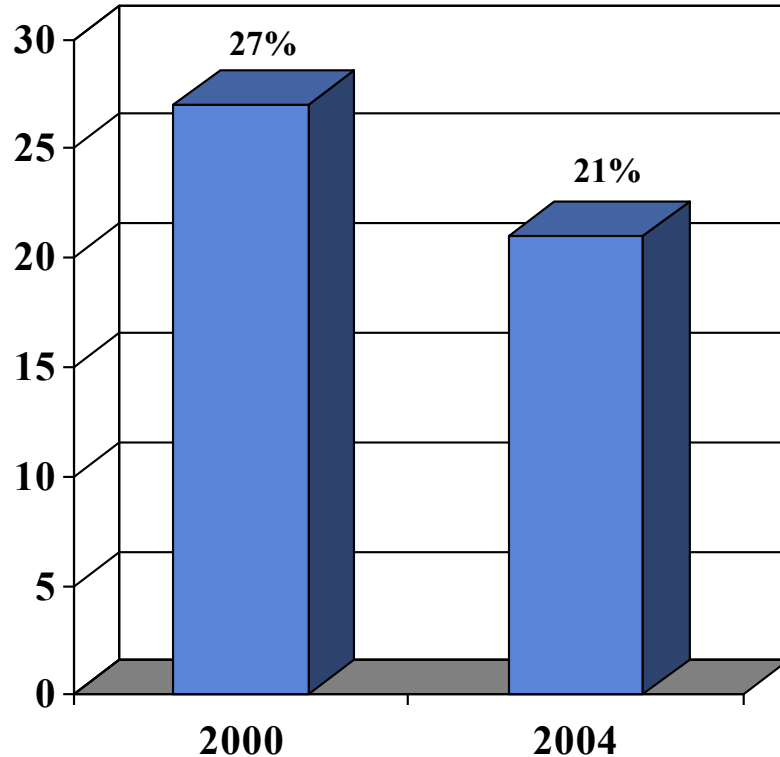
- Among the 2 million workers that earn minimum wage or less, slightly more than half are under 25 years of age.
- Most are in entry level jobs.

Percent of Workers Earning Minimum Wage or Less by Age



LABOR FORCE PARTICIPATION

Percent of Students Enrolled in High School Who are Employed

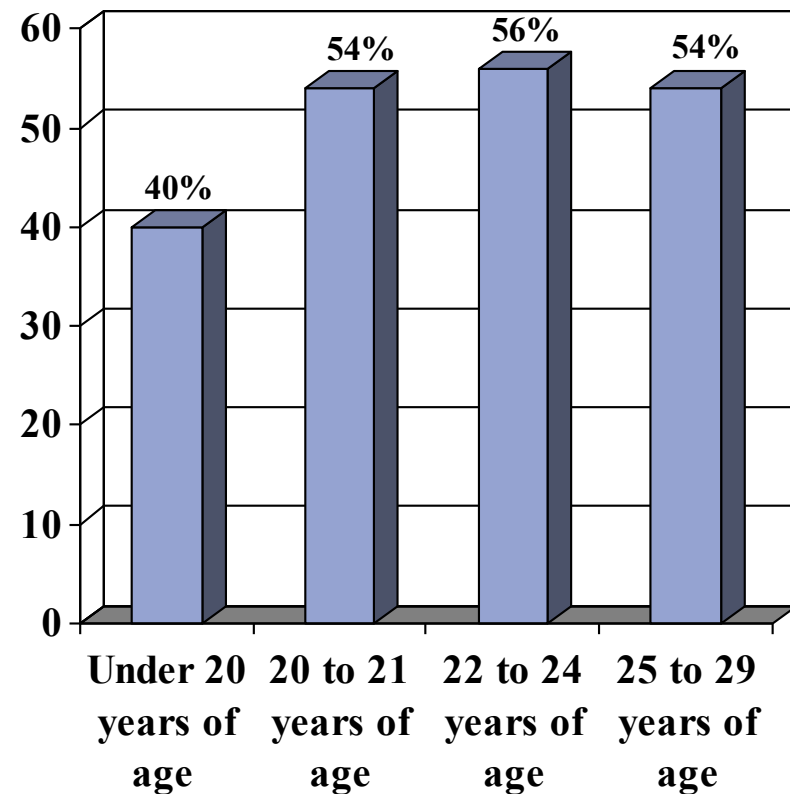


- Among the nation's 14 million high school students, fewer than 3 million have jobs.
- The percentage of high school students with jobs has declined from 2000 to 2004.

LABOR FORCE PARTICIPATION

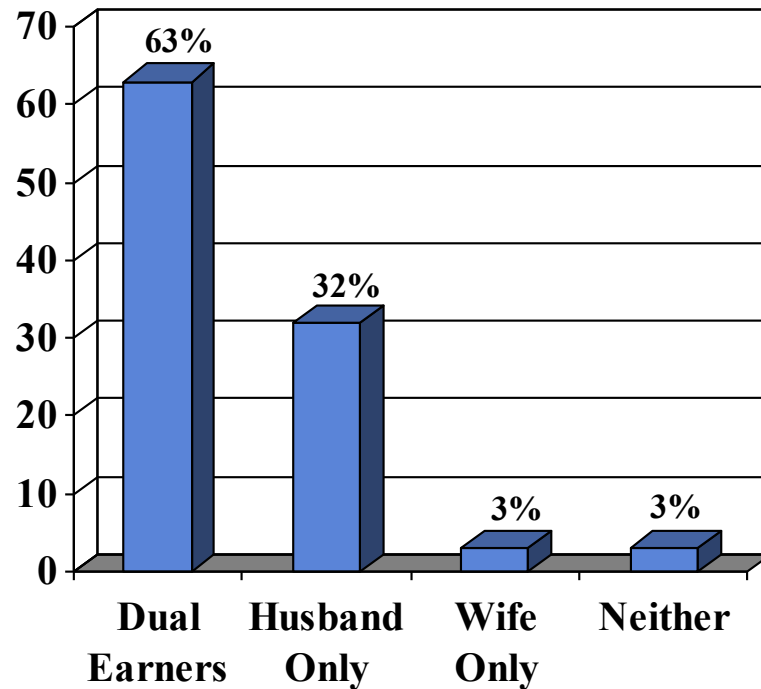
- Fifty percent of full-time college students have jobs.
- Thirty-five percent work part-time.

Percent of Full-Time College Students Who Are Employed by Age



LABOR FORCE PARTICIPATION

Percent Distribution of Married-Couple Families Under Age 30 by Labor Force Status

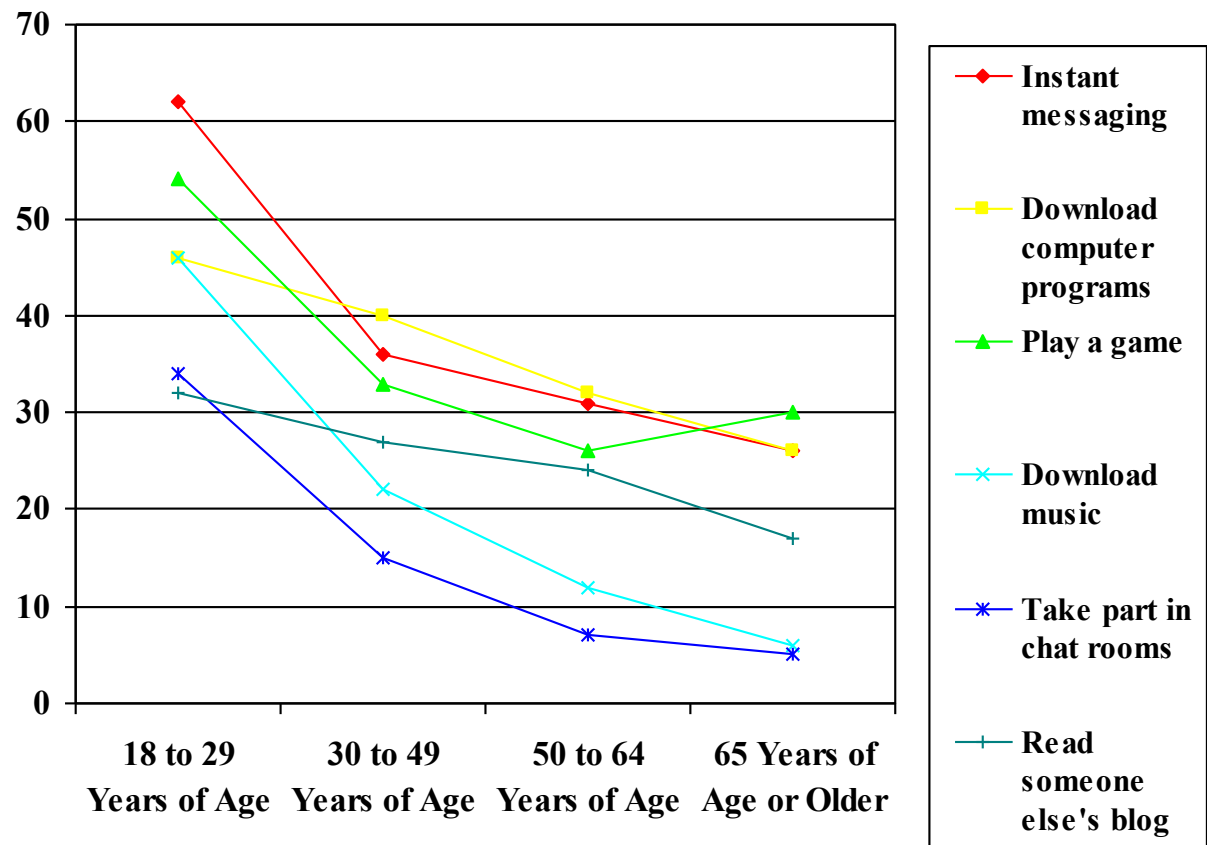


- Almost two-thirds of Millennials in married-couple families both work.
- The husband is the sole support for almost one-third of these married-couple families.

TIME USE

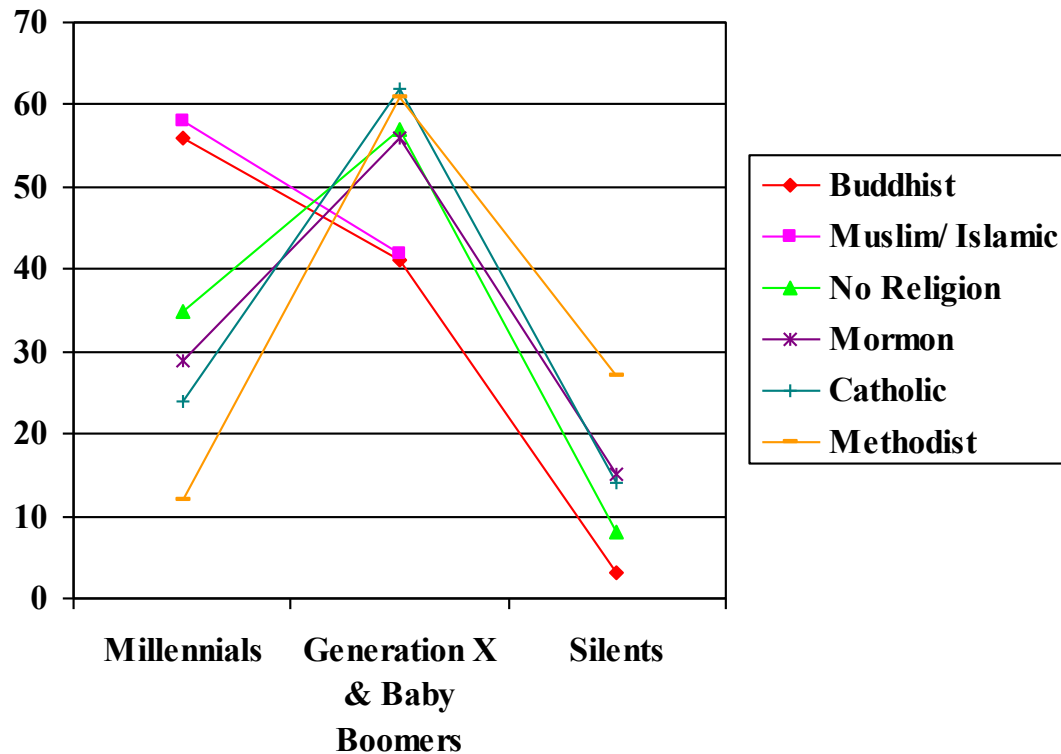
- Millennials are more likely than older generations to participate in online activities.

Online Activities by Age, 2005



RELIGION

Percent Distribution of Selected Religious Groups by Generation



- Of adherents to the Buddhist and Muslim/ Islamic faiths, Millennials make up the largest proportion.
- Of adherents to all other faiths, Gen Xers & Baby Boomers make up the largest proportion.