

Social Media

Week 3: Millennials
vs. Baby Boomers

QUESTIONS? Contact
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Economic Snapshot
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Millennials are now one of the most influential generations

For decades, Baby Boomers (those born between 1946 and 1964) have defined much of the social and economic landscape in the United States.

A 2010 study by the Pew Research Center suggests that a new generation, the Millennials (those born between 1982 and 2000), has emerged and is influencing our lives as profoundly as Baby Boomers.

The study, which focused on those 18 to 29 years old, concluded that adult Millennials are more educated and more ethnically and racially diverse than Boomers.

Twenty-one percent of Millennials are married compared to 42 percent of Boomers who were married when they were between 18 and

29 years old.

Almost 40 percent of Millennials say they have a tattoo, although 70 percent report theirs are hidden under clothing. Over half of Millennials said the most important thing in their life is to be a good parent. Having a successful marriage ranked as their second highest priority.

Technology, the Internet and social media are as essential to adult Millennials as the telephone and television were to Boomers. According to the Pew study, 90 percent of adult Millennials use the Internet. Three-quarters of them have created a social networking profile. Fifty-five percent of adult Millennials who have their own social networking profile visit a social networking site at least once a day.

The chart below includes selected results from the Pew study, "Millennials: A Portrait of Generation Next." The report is available online at: <http://pewresearch.org/millennials>.

	Millennials	Boomers
Use the internet	90%	73%
Have a social network profile	75%	30%
Use Twitter	14%	6%
Texted in the last 24 hours	80%	35%
Cell phone, but no land line	40%	13%

Source: Millennials: A Portrait of Generation Next, Pew Research Foundation, 2010