



# 7 FASCINATING FACTS

About the Millennial Generation

{ Millennials - the term for individuals born in the US between 1980 and 2000 }

**1** Are now the largest generation in the US, representing over **1/3rd** of the population.

**2** Are the most diverse and **educated** generation to date.

**3** Will make up as much as **75%** of the workforce by 2025.

**7** **Nearly 65%** would prefer to work for employers that take action on social or ethical causes that they care about .



**4** Account for over **\$1 trillion** in consumer spending.

**6** **Nearly 65%** would rather make less money at a job that they love, as compared to making more money at a job that they find boring.

**5** **Almost 90%** indicate that they would be more likely to purchase products from a company that supports solutions to social issues.