



# ALL ABOUT MILLENNIALS

2014



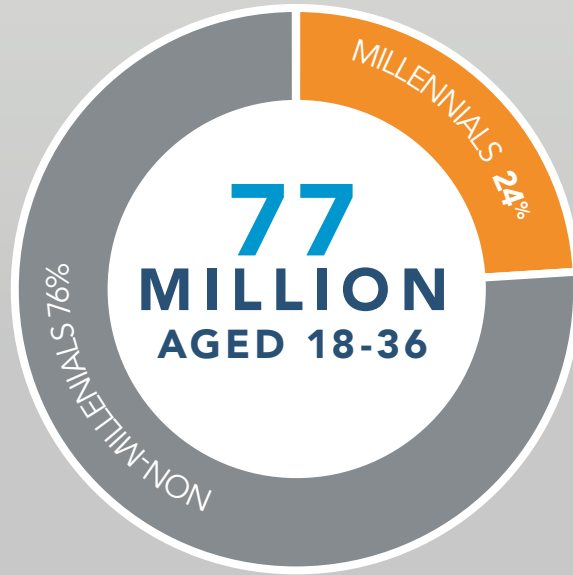


# The RUN DOWN on MILLENNIALS

**36%**

**OF MILLENNIAL  
WOMEN HAVE CHILDREN**

## HOW MANY ARE THERE?



AVERAGE  
STUDENT  
DEBT:

**\$333,000**  
YIKES!

**23%** HOLD A BACHELOR'S  
DEGREE OR HIGHER

**39%** ARE STILL  
IN SCHOOL



**21% are  
married**  
compared to 42%  
of boomers at the  
same age

**Median Income:  
\$25k**  
(aged 18-27)

**Millennials  
make up  
20% of same-sex  
couples**

**Median Income:  
\$48k**  
(aged 28-36)



Source: 2014 Nielsen Millennial Report



# Misconception VS. REALITY



MISCONCEPTION:

Millennials have become disenfranchised by their challenges

REALITY:

Millennials are **OVERLY** optimistic!



MISCONCEPTION:

They are all **BROKE**

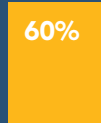
REALITY:

Millennials make up **23%** of millionaire households!

MISCONCEPTION:

They are all **self-absorbed**

REALITY:



Believe they will start their own business

Millennials take great pride in self expression and individuality but connect with causes, people and companies they respect!

MISCONCEPTION:

They are all **frivolous spenders**

REALITY:

Millennials are bigger deal/discount shoppers than any other generation, but brands, cause and reputation matter!

**31%** OF MONEY SPENT IS ON DEALS AND DISCOUNTS OF TOTAL SHOPPING DOLLARS

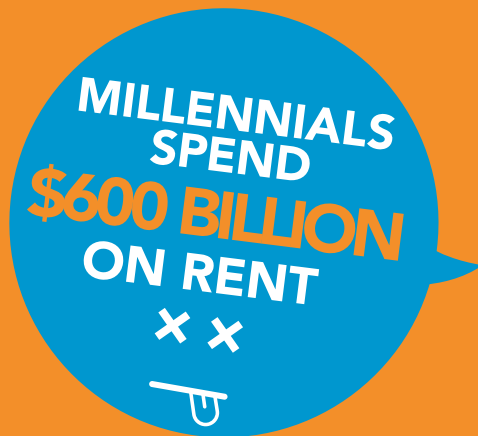
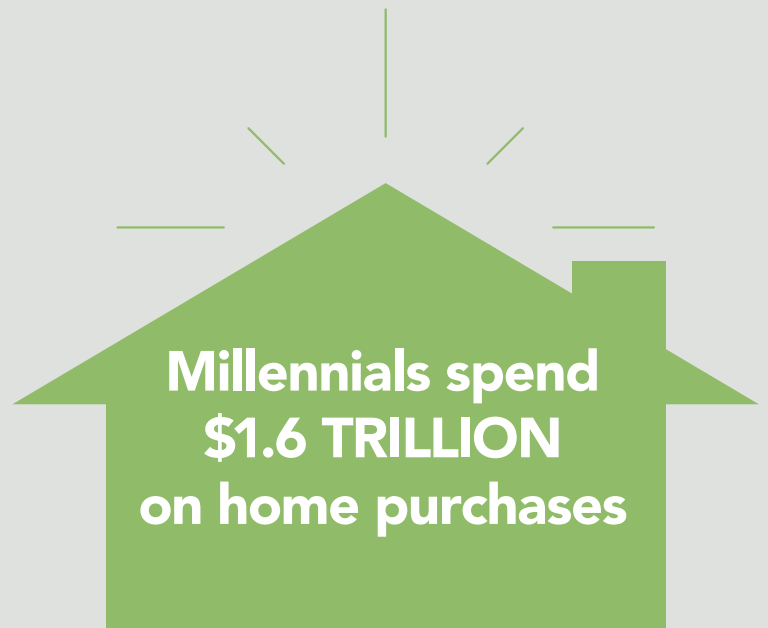
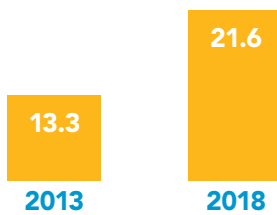
Source: 2014 Nielsen Millennial Report



## IN THE NEXT 5 YEARS...

New Millennial Households:  
**8.3 MILLION**

Households Headed by  
Millennials (millions):



**79%** Expect their financial  
situation to change

**74%** Plan to move in the  
next five years

## TOP 4 REASONS MILLENNIALS PLAN TO MOVE:

- 1 For a better home/apartment **71%**
- 2 For more privacy or space **59%**
- 3 To establish own household **50%**
- 4 To own, not rent **48%**

Source: 2013 Demand Institute Housing & Community Survey



# HOW DO WE SELL NEW HOMES TO THIS MARKET?

