

SNAPSHOT OF A GENERATIONAL SHIFT

WORKING WITH MILLENNIALS?

Much has been said about today's youth and their dramatically different lifestyles and expectations, particularly in contrast to their parent's generation.

Check out some of the lifestyle details we've revealed that illustrate some of the most significant shifts from previous generations.

1

MILLENNIALS IN THE WORKPLACE

A GENERATION OF BUSINESS STARTERS

Two-thirds (66%) of millennials are interested in starting their own business. Only 13% strive to be a chief executive or company president.²

66%

FLEXIBILITY = PRODUCTIVITY

77% of millennials say flexible work hours would make the workplace more productive.¹

STRUGGLE MANAGING MILLENNIALS

68% of corporate recruiters say that it is difficult for their organizations to manage millennials.³

WORK-LIFE BALANCE > SALARY

73% of millennials favored work-life balance over a salary bump.³

2

PARENTING? MAYBE LATER

AGE OF NEW PARENTS IS INCREASING

1 in 5 mothers are approaching middle age by the time they have a child. 2 in 3 new fathers are over 30.⁴

NEW MOTHERS GETTING OLDER IN SOUTH KOREA

The average age of women in South Korea who have a first baby increased to 31 in 2010.⁵

61%

NEW FATHERS IN THEIR 40s

The number of new fathers in the US aged 40-44 has risen by 61% in the last 20 years.⁶

3

MILLENNIALS—A FORCE FOR GOOD

MAKE PURCHASES THAT SUPPORT CAUSES

About 37% of millennials are more likely to buy a product/service when their purchase supports a cause.⁸

37%

DONATE TO NONPROFIT ORGANIZATIONS

87% of millennial employees surveyed donated money to nonprofit organizations in 2013.⁷

WORK FOR COMPANIES WITH A CAUSE

55% of millennials who heard about the company's cause work were influenced to take the position.⁹

NOW THAT YOU'RE FAMILIAR WITH YOUR 20 AND 30-SOMETHING ASSOCIATES, you can hop on your social network of choice and share this message.

Go ahead and ask them if they agree with these points. And even better, strike up a conversation about a great company that just might help these eager young people live their dreams.

SOURCES:

- 1 PreparedU: The Millennial Mind Goes to Work, Bentley University, November 2014
- 2 PreparedU: The Millennial Mind Goes to Work, Bentley University, November 2014
- 3 "Study reveals surprising acts about millennials in the workplace," Forbes, December 2013
- 4 "Giving birth at a later age," Mintel, October 2010
- 5 "Mature mothers," Mintel, September 2011
- 6 "Centennial living," Path, 2014 <http://www.path-designs.com/centennial-living/#sthash%2ES7rx5QFI%2EjanvTMYE%2Edpbs>
- 7 "Inspiring the next generation workforce," The 2014 Millennial Impact Report
- 8 "Five myths you need to unlearn to market to millennials," Forbes, November 2014
- 9 "Inspiring the next generation workforce," The 2014 Millennial Impact Report



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