

REVEALING THE

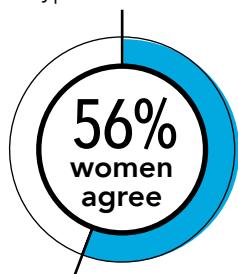
REAL MILLENNIALS



The Millennial generation is projected to be **50%** of the global workforce by **2020²**

MYTH Millennials are all alike.

Stereotypes about Millennials



affect women more negatively than men.

FACT

Many Millennials did not identify with others in their own generation.



→ **nearly 4 out of 10 (37%)**

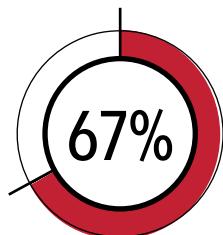
Millennials reported that they felt **different** from the majority of other people in their generation.

MYTH Millennials are different from older generations.

FACT

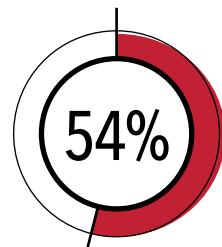
Millennials aren't as different as you think.

On Their Values and Priorities



did not feel very different from other generations.

On Their Behaviors



did not feel very different compared to other generations.

MYTH Having a good time is more important to Millennials than their careers and financial stability.

FACT

While Millennials want to enjoy life, being challenged and achieving financial stability are also priorities.

→ Millennials felt it was important to:

98% enjoy life

93% be challenged and intellectually stretched

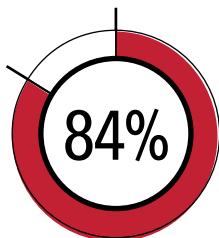
89% achieve stability and security in work and finances

65% become an influential leader and effectively manage others

MYTH Millennials expect great rewards for little effort.

FACT

Millennials believe they must work hard in order to succeed.

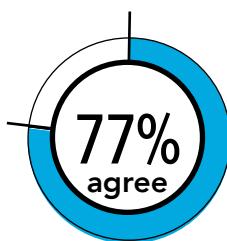


agree that significant effort is always required to earn great rewards.

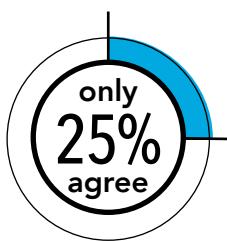
MYTH Millennials are the “me generation,” acting selfish and entitled.

FACT

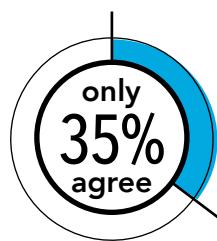
Most Millennials felt that it is important to show concern for others and give back to the community.



it is **important** to be altruistic and contribute to the community.



that Millennials are more selfish than other generations.



that Millennials act as if they are more entitled than other generations.

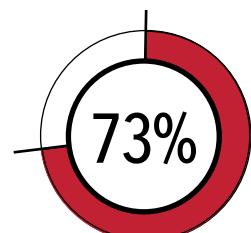
MYTH Millennials aren't interested in settling down or having children.

FACT

A majority of Millennials do want to have children and be good parents.



felt it is important to be a good parent and have a loving family.



of those without children want to have children, but are delaying parenthood.

Takeaways for organizations seeking to recruit, advance, and retain Millennials:

Millennials are not as unique as the hype makes them out to be.



→ **9 out of 10** wanted a secure job and financial stability. Pay these future leaders at competitive rates to ensure you attract and **retain the best and the brightest**.

Millennials want to be challenged and are willing to work hard.

Give them access to development opportunities including large, highly visible projects and international assignments that will **allow them to learn and grow**.



Millennials value enjoying life and most plan to become parents some day.



Offer flexible work arrangements so they can organize their work and personal lives in a way that satisfies all of their priorities.

NOTES:

The findings reported are based on responses to a Catalyst poll conducted in January and February of 2015 from 416 Millennial men and women living in the United States and Canada. Participants ranged in age from 20 to 35 years old and included 91% women and 9% men. The data reported were collected in partnership with Levo League.

SOURCES:

1. PwC, *Millennials at Work: Reshaping the Workplace* (2011): p. 3.
2. PwC, *Millennials at Work: Reshaping the Workplace* (2011): p. 3.