

# Meet the Millennials

## Who Are You Hiring?

Understanding the Largest Generation in the U.S. Workforce



### The Types



#### The Boss Babe

Confident, career-focused females that won't stop 'til CEO.



#### The Brogrammer

Knows as much about football as he does programming.



#### The Underemployed

College grads without much applicable work experience.



#### Shut Outs

Undereducated and underemployed types destined to live paycheck to paycheck.



#### Nostalgics

These hipster-types prefer to revel in relics from previous eras.



#### Travel Enthusiasts

This frugal set is all about experience, and would rather travel than work.



#### Culinary Explorers

Adventurous and outgoing, this group loves to document their foodie finds.



#### The Exuberants

So much social media. So many selfies.



#### The Collectors

Indulge in social media often, but don't like sharing themselves.



#### The Quarter-Life Crisis

These millennials continue to dabble, never making much progress.



#### Millennial Marthas

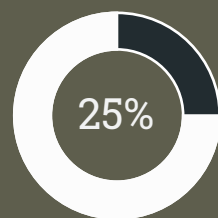
DIY for Days. These crafters take Pinspiration very seriously.



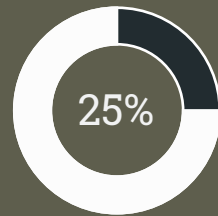
#### Millennial Moms

Badasses juggling motherhood and a budding career.

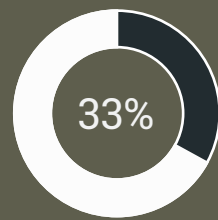
### The Facts



Twenty five percent of the U.S. population



Twenty five percent speak a language other than English



Thirty three percent have a four year college degree

**\$33,883**  
Median income for full-timers

**77 Million**  
Millennials live in the U.S.

### AT WORK

- Millennials are considered multitaskers extraordinaire
- Millennial women enjoy greater equality than prior generations
- Millennials are sticking with their early employer for longer
- Millennials want a flexible schedule, growth, and purpose

Sources:  
Exponential  
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Nielsen  
United States Census Bureau  
Pew Research Center  
American Marketing Association  
Forbes  
U.S. Chamber of Commerce Foundation  
Fortune



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