Already the largest generation in the United States, millennials are poised to reshape the economy and to take over in the workplace and at the ballot box. Tech-savvy, the first inherents of digital technology, this generation has never known what it is like to live without having the world’s knowledge at their fingertips. Despite widespread criticism, millennials are also considered to be optimistic, motivated, confident, and goal-oriented.

**Millennials** (also called Gen Y) are the first generation to come of age in the new millennium, born between 1981 and 2000. Generation X (also called Echoes), the first generation to come of age in the new millennium, were born between 1965 and 1980. Baby boomers were born between 1946 and 1964, their demographics-driven name was derived from the spike in births that followed the end of World War II and ended almost as abruptly in 1964, around the time the birth control pill became available.

**The Silent Generation**, born between 1925 and 1945, describes children of the Great Depression and World War II.

Although we are all familiar with more recent generational titles such as the baby boomers and Generation X, Professor and Chair of History William Deverell, director of the USC Huntington Institute on California and the West, reminds us that the attribution of generational assumptions in the U.S. stretches back to the 19th century, the Civil War era and probably beyond.

65% of millennials say losing their phone or computer would have a greater negative impact on their daily routine than losing their car.

40% of the electorate will be millennials by 2050.

More than 1 in 3 adult Americans will be millennials by 2020.

40% of millennials have at least one tattoo.

83.1 MILLION
Number of millennials in the United States

1.8 BILLION
Number of millennials worldwide

84% of millennials say helping to make a positive difference in the world is more important than professional recognition.

84%
Millenials' annual, worldwide purchasing power is expected to be $10.45 trillion.

By 2050, millennials will eclipse boomers in spending power at $3.23 trillion.

91% of millennials would rather make $40,000 a year at a job they love than $96,000 a year at a job they think is boring.

30% of millennials do not believe the social security will exist when they reach retirement age.

75%
84%
Don't put a ring on it
44% of millennials say that marriage is becoming obsolete, compared with 31% of boomers who feel the same way.

30% of millennials have donated money, goods or services.

Just 62% to 70 millennials have paid full-time work part-time.

...but have amassed $1 trillion in student debt.

Millenials account for more than $1 trillion in U.S. consumer spending.

88% of millennials say helping to make a positive difference in the world is more important than professional recognition.