

Recruitment Hotsheet – Generation Y

Generation Y is composed of nearly 80 million people in the U.S. Those born between 1977 and 1994 (ages 33-16) make up over 20% of today's population. Within that group, about 38.5 million are young adults between the ages of 16 and 24. The adolescent and young adult population is more diverse than the adult population. By 2020, the population of 10- to 24-year-olds is expected to become even more diverse. The generation is also called the Millennial Generation, the Millennium Generation, the Echo Boomers, the Net Generation, N-Gen, Generation Next or "Nexters," Generation 2000 and Generation Y2K, among others.

Employment Trends

By 2014, it is estimated that half the workforce will be Millennials. This generation is highly motivated and represents great cultural diversity within the workplace. Overall, this generation is extremely comfortable with technology, has high expectations about using technology to learn and work, and is flexible, mobile, collaborative and unconventional. Millennials and the generations that follow are less likely to put up with inefficient ways. A recent survey by ASTD shows that 76% of Millennials believe that social media tools are being underused for education activities within organizations.

Check out the latest [Generation Y Report](#) from the Pew Research Center and the annual [Gen Y in the Workplace Report](#) from Johnson Controls.

Workplace Experiences

- *Generation Y is least likely to share work-related information via text messaging, video conferencing or video chatting.* A Forrester/Citrix online survey revealed that only 26% of Millennials would send work-related information by text message, compared to 47% of those aged 55 years and older.
- *Generation Y uses less social networking for work-related purposes.* Only 40% use social networking for business, unlike 50% of those aged 55 and older.
- *Generation Y is least likely to pay attention in meetings.* Only 51% of this group believes meetings to be an efficient way to accomplish a task.
- *Generation Y is less likely to use eye contact.* 65% of Nexters feel eye contact is important, versus 79% of those aged 55 and older.

Check out the full survey [here!](#)

Generation Y Segments

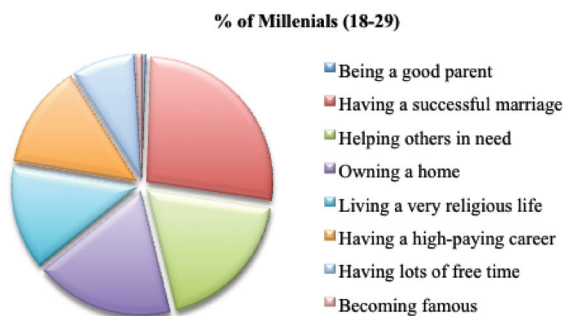
Teens: Teens tend to be heavy digital media users, but this media usage can be deceptive. While 57% of teens say they communicate with their friends most often by texting, only 16% have ever made a text-influenced purchase. Despite their heavy use of texting for socializing, teens are more likely to make purchases that are influenced by traditional methods such as TV commercials (62%), catalogs (55%) and email (36%).

College Students: For most college-age students, this life stage represents the first time they make decisions without their parents' influence. On one hand, they manage their social lives through social networks and text messaging; on the other, they must still interact with the "adult world," largely through email. When college students use sites such as Facebook to plan their social activities, there is a spike in social network usage. And while they may be avid social networks users, only 11% of them report having made a purchase influenced by social media. College students do tend to rely on email more at this age, however, using it to manage bank and credit card accounts (which deliver paperless statement via email), interact with professors and prospective employers, and receive coupons and offers. Even the recent surge in smartphone purchases has caused an increase in email usage.

For some fun facts on the college class of 2014, see the [Beloit's Mindset List](#).

Young Professionals: When young professionals enter the workforce, their media habits change again. Their reliance on email increases—this time, centered on professional interactions. Often, this "official" email usage leads to the start of both personal and professional relationships in the workplace. Young professionals continue to use social media (82%) and text messaging (89%).

Lifestyle: Millennial Priorities



Online Networks

In a survey of 895 technology experts and Internet users, performed by the Pew Internet and American Life Project, 67% of respondents believe that by 2020, members of Generation Y will continue to broadcast personal information online in order to stay connected and take advantage of social, economic and political opportunities. Another 29% of respondents believe that Millennials will have outgrown much of their social network use by that time.

Some of Gen Y's favorite social networks include:

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| Facebook.com | The Quad |
| YouTube.com | Cool People Care |
| MyYearBook | Unigo |