

The Millennial Generation



Non-College Millennials

Expected Outcomes

- Discuss Millennial non-college young adults demographics
- Explore the culture of this group
- Identify engagement strategies for non-college Millennials

Poll Question #1

What Year were you born?

- A. 1925-1945
- B. 1946-1964
- C. 1965-1979
- D. 1980-2000



Generations by Time Spans*

(Years Born)

- G.I. Generation: 1904-1924
- Silent Generation: 1925-1945
- Boomer Generation: 1946-1964
- Generation X: 1965-1979
- Millennial Generation: 1980-2000

*Based on live births with no generation spanning beyond 21 years

Ohio SPF Goals

- Decrease the number of 18 to 25 year olds engaged in high risk use of alcohol
- Decrease the number of 18 to 25 year olds engaged in the use of illicit drugs
- Decrease the number of 18 to 25 year olds misusing prescription medications



Non-College Millennials



Google images

Non-College Millennials

- The first three sessions focused on Millennials but with an assumed college population
- However, not all Millennials are in college, or in any kind of formal educational system
- This in itself may be a definitive line influencing behaviors and creating a digital and educational divide
- And creating a different set of expectations around marketing, coalitions, engagement and technology regardless of the overall characteristics of all other Millennials

Broad Millennial Characteristics

The broad sweep of Millennial characteristics that we painted in the first three sessions takes a different form when segments are viewed more closely



Data Sources

- Using data from the 2000 US Census and other sources
- We discuss 18-24 year old Non-college Millennials from points of education, engagement, employment
- From this we will suggest strategies for working with Non-college Millennials

Transitioning into Adulthood

- Transitioning to adulthood is a crucial time in the development of youth.
- It is a time when they take on adult roles in terms of
 - family formation
 - financial independence
 - citizenship



CAUTION: Missteps

- It is also a time when there can be missteps such as **disconnectedness**
- Early missteps can create **long-term problems**
- Desire and motivation toward **civic and community engagement** may be affected (coalitions)
- **Attainment of knowledge and experience** to be effective community participants may be **limited**
- More importantly, there may be social and interpersonal **barriers to hearing messages** about protection and intervention related to substance use and abuse

Poll Question #2

In Ohio, most Millennials live in what setting?

- A. Urban
- B. Suburban
- C. Rural
- D. Frontier



Key population data 18-24 year olds

In 2000:

- There were 27.1 million young adults ages 18-24 in the US
- Represents 10% of the population
- Over 25% of these young adults lived in the states of CA, NY and TX
- 18% did not graduate from high school
- 14% were disconnected from productive activities

Key population data 18-24 year olds

In 2000:

- Over 40% connected through work only
- Over one half no longer living with parents
- Marriage rates highly varied among states and men and women
- Single motherhood and parenthood varied among states
- Over 15% of young adults ages 18-24 had some form of disability

Defining Disability



Disability is defined broadly in the U.S. census and includes:

- Long-lasting conditions that limit sight, hearing, or basic physical activity, as well as physical, emotional, or mental conditions lasting six months or more
- That limit cognitive abilities, caring for oneself at home, going outside the home to shop or visit a doctor's office, or working
- In 2000, over 15% of young adults ages 18-24 were reported to have one or more disabilities

Distribution of Young Adults Ages 18 to 24 by Size of the Population (as of 2000 census)



In Order of States with the Highest Population of Young Adults

- Comprising 27% of U.S. young adult population
- Comprising 24% of U.S. young adult population
- Comprising 24% of U.S. young adult population
- Comprising 25% of U.S. young adult population

Source: Child Trends calculations of data from the Population Reference Bureau analysis of Census 2000 5-Percent Public Use Microdata Sample (PUMS).

Racial make-up

- White non-Hispanic 62%
- Hispanic of any race 17%
- Black Non-Hispanic 14%
- Asian /Pacific Islander 4%
- American Indian/Alaska Native 1%
- Racial and ethnic data varies widely across states

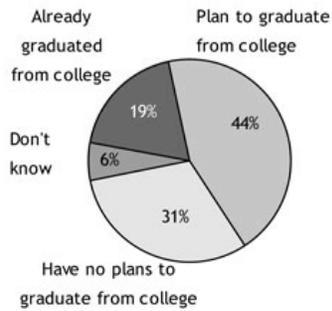


Millennials and College



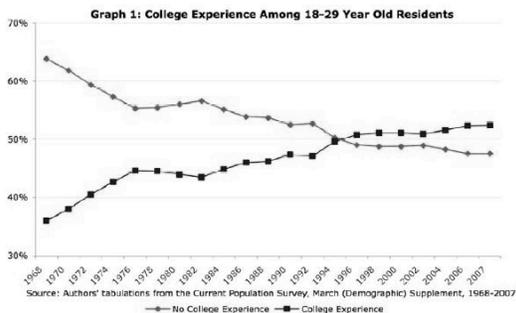
Millennials and College

% of Millennials who...



PewResearchCenter

Millennials: The Education Divide



Education

- Educational Achievement: one of the most reliable predictors of future well-being
- Adults with higher levels of education have:
 - Jobs with higher wages
 - Opportunities for advancement
 - Better health outcomes
- 2000 census reports that the value of higher education had increased
- Fast forward to 2011 where Millennials, have become the most educated generation and we see this as having become a reality

Ohio High School Statistics #13

- 7 in 10 Ohio high school students graduate
- 78% of the class of 2002 graduated. Of these 55% were Latino, 55% were African-American and 83% were white.
- In the school year of 2000-2001 there were approximately 45,999 high school drop-outs.
- Graduation rates are lower in the southern regions of Ohio and large urban populations
- Urban high schools in Ohio have a 15% lower rate of graduation than suburban high schools

Not All College Students

- Mintel Market Research report (Oct 2008) finds:
 - College students make up 15% of the 71 million young adults 18-34 in the U.S.
 - 'Affluent Young Adults' make up another 19%
 - The remaining two thirds are what Mintel calls 'Minimalists' or 'Unpowered Young Adults'.
- Non- college Millennials are different in many ways but it is their differentness that makes it critical that we understand them as a part of the total Millennial Generation

Education Divide

Apparent in other ways as well.

- Non-college young adults are more likely to be unemployed.
- Census data through March 2008 shows unemployment rate for 18-29 year olds:
 - 13.6% - No College Experience
 - 4.5% - Some College.



Technology Questions of Coalition

- How/at what rate do Millennials in your community use technology?
- What are the technologies of choice?
- Is this an effective way to reach your target audience?

How do you know?



Poll Question #3

True or False: The Digital divide refers to inequalities in communication technology use?

- A. True
- B. False



The Digital Divide

The **Digital Divide** refers to any inequalities between groups, broadly construed, in terms of access to, use of, or knowledge of information and communication technologies.

The divide inside the United States can refer to inequalities between individuals, households, businesses, and geographic areas at different socioeconomic and other demographic levels

Definition from Wikipedia

Stages of the digital divide

- **Stage 1: Economic Divide** - In its simplest form, the digital divide is manifested in the fact that some people can't afford to buy a computer

Jakob Nielsen's Alertbox, November 20, 2006



Stages of the digital divide

- **Stage 2: Usability Divide** - Far worse than the economic divide is the fact that technology remains so complicated that many people couldn't use a computer even if they got one for free.
- Many others can use computers, but don't achieve the modern world's full benefits because most of the available services are too difficult for them to understand.

Jakob Nielsen's Alertbox, November 20, 2006



Stages of the digital divide

- **Stage 3: Empowerment Divide** – hard even if computers and the Internet were extraordinarily easy to use, not everybody would make full use of the opportunities that such technology affords.



Poll Question #4

True or False: There is a correlation between the amount of education one receives and his/her civic engagement.

- A. True
- B. False



Education and engagement

- A Tufts report rebuts one of the most widely shared views of this generation, it's **civic-mindedness**.
- Civic-mindedness is a function of education.
- Those who have no college experience are significantly less engaged on multiple dimensions from voting to volunteerism to membership in social, political and economic organizations than their college educated counterparts.

Engagement

- Most disturbingly, they conclude that young adults without college experience are permanently missing some aspects of civic engagement—such as group membership—that were common thirty years ago.
- While this has obvious implications for society and policy, it also is important context for marketers.
- We must keep in mind that there is great diversity among 71 million people, and generational shifts we see among the college educated, like civic-mindedness, may not hold for everyone.



Civic Engagement Among Millennials

- Study demonstrated relationship between education attainment and civic participation
- Education had the most effect on engagement
- Millennials with no college experience are among the most marginalized when it comes to engagement
- Fewer than 10% of Millennials with no college experience were engaged

NCoC The demographics of Civic Engagement among Millennials in Florida, Jan 2012



Civic Engagement Among Millennials

- The less affluent tend to be most marginalized in terms of levels of engagement
- Race and ethnicity is a leading cause of lower levels of engagement although these distinctions are beginning to blur and disappear among Millennials in general
- Women’s gains in education and employment seem to influence their higher levels of engagement than male counterparts

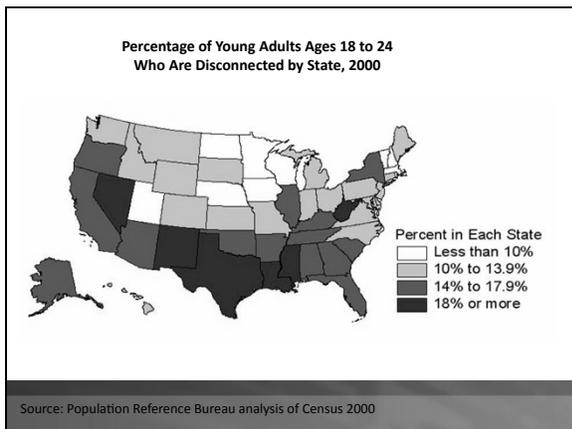
NCoC The demographics of Civic Engagement among Millennials in Florida, Jan 2012

Disconnectedness

- A primary goal for young adults is to establish the ability to support themselves independent of their parents.
- School and work in various combinations are the major activities for building up such capacities.
- Young adults who are engaged in neither of these activities are often referred to as being idle or “disconnected” from any path leading to such independence.
- Youth who are disconnected for substantial periods are much less well-off as adults in terms of income and earnings, welfare receipt, and educational attainment.

Operationalized Disconnectedness

- Disconnected youth activities are defined as:
 - Not enrolled in school
 - Not employed
 - Not in the military
 - Have only a high school diploma or GED
- According to this definition, 14% of young adults are disconnected from productive activities
- Disabled youth are more likely to be disconnected



Disconnected young adults by Race

- About 1 in 4 non-Hispanic Black and American Indians were disconnected compared to 1 in 10 Non Hispanic white - young adults

Connected Young Adults

- Connected young adults were connected through :
- work- over 40%
- through school 24%
- work and school 28%
- military less than 2%

Poll Question #5

Based on data, this percent of young adults struggle economically:

- A. Less than 10%
- B. 10% to 15%
- C. 15%-20%
- D. More than 20%



Economic Status

- Young adults struggling economically differs depending upon measure used
- Poverty status is the most commonly used indicator of economic hardship
- It takes into account, total family income and numbers of people in the family
- Using this measure, nearly 21% of young adults ages 18-24 face economic hardship



Economic status

- Measurement always has cautions
- In this case there is differentiation between young adults enrolled in school thus having limited time for work while investing in their future
- vs. young adults who live in poverty but are not in school
- Nearly 46% of all young adults living in poverty were also enrolled in school (Census 2000)
- This varies by state and by race



Economic Downturn

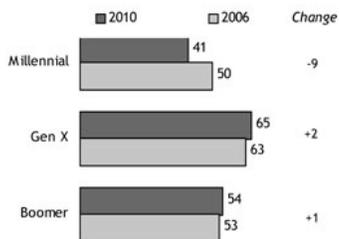
- The economic downturn has had an exceptionally negative effect on the employment rates of Millennials.
- In 2006, Pew found that half of all 18-29 year olds were working full-time. In 2010, after the recession hit, only 41% still have full-time jobs.
- By contrast, the proportion of older adults participating in the same surveys reporting full-time employment stayed about the same.
- And the recession is still hurting Millennials - 10% report losing their jobs recently, as compared to 6% of older adults.



Employment by generation

Full-time Employment by Generation, 2006-2010

% of each generation employed full time...



PewResearchCenter

Unemployment Rates- Ohio and US

Ohio Fast Facts

Unemployment Rates

Area	Dec'11	Nov'11	Dec'10
Ohio	8.1%	8.5%	9.5%
Ohio not seasonally adjusted	7.6%	7.6%	9.2%
U.S.	8.5%	8.7%	9.4%
U.S. not seasonally adjusted	8.3%	8.2%	9.1%

Finding Non-College Millennials

Accessing non-college Millennials may be challenging and, require the creative energy of the Millennials themselves.



Employment of 18-25 Year Olds

Shrinking share of young adults in the labor force

- Particularly steep among teenagers
- Down substantially among men and women in their 20's
- Weak economy in past years is primary factor
- Increasing college-bound high school graduates may not bother to look for employment
- Millennials are well educated but out of the labor force

Labor Force Participation by Age 1990-2005

	2005	2000	1990	00-05	90-05
Men aged 16 and older	73.3	74.8	76.4	-1.5	-3.1
Women aged 16 and older	59.3	59.9	57.5	-0.6	-1.8

Source: Bureau of Labor Statistics, Public Query Data Tool, and 2005 Current Population Survey

Occupations not requiring a high school diploma

- Executive, administrative, and managerial occupations; professional specialty occupations; technicians; non-retail sales occupations; police and firefighters;
- Precision production, mechanics, and construction craft occupations;
- Machine operators, assemblers, and inspectors; transportation and material moving occupations; handlers, equipment cleaners, helpers, and laborers; and farming, forestry, and fishing occupations;
- Administrative support occupations, including clerical; retail sales; and service occupations, except police and firefighter.

1996 Current Population Survey (CPS) and are for full-time workers aged 22 to 64. The CPS groups workers by level of education and occupation. The Bureau of Labor Statistics (BLS)

Occupational groups with highest growth expectations

Five occupational groups expected to have the highest growth:

Occupation	Expected Growth Rate
1. Health care support	24.5%
2. Community and social services	20.6
3. Computer and mathematical	17.8
4. Health care practitioner & technical	17.3
5. Personal care & service	13.9

The Occupational Employment Projections 2006-2016

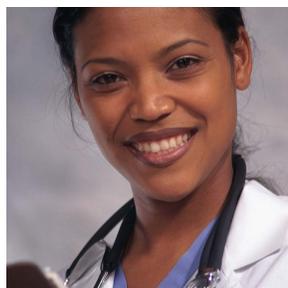
Replacement Needs and Jobs

Production is not growing but with the aging Boomers, there are expected to be 12,000 annual jobs in production because of replacement needs

The five occupational groups with the largest number of annual opening

1. Office and administrative support
2. Sales and related occupations
3. Food preparation and service related occupations
4. Production
5. Transportation and material moving

Health care jobs in Ohio



Health Care Employment

- Health care historically resilient to economic down trends
- Ambulatory care has grown 20.6 % since 2000
- Employment in nursing and residential care much more concentrated in Ohio than nationally
- There will be health care jobs at all levels of education and training
- Percentage of Ohioans 65 and over is above national average suggesting higher than average needs for healthcare workers

Ohio Department of Jobs and Family Services, Office of Workforce Development, Bureau of Labor Market Information, 2009 Report

Top Ten Lowest Paying Jobs in America

10. Ushers, Lobby Attendants & Ticket Takers \$19,610
9. Amusement & Recreation Attendants \$19,450
8. Hosts & Hostesses - Restaurant, Lounge & Coffee Shop \$19,190
7. Cashiers \$19,030
6. Counter Attendants - Cafeteria & Coffee Shop \$18,990

www.myplan.com/careers/top.../highest-paying-without-college.php

Top Ten Lowest Paying Jobs in America

- 5. Dining Room & Cafeteria Attendants & Bartender Helpers \$18,900
- 4. Shampooers \$18,890
- 3. Dishwashers \$18,330
- 2. Cooks – Quick Service \$18,230
- 1. Food Preparation & Serving Workers (including quick-service) \$18,120

www.myplan.com/careers/top.../highest-paying-without-college.php

Strategies to Consider

- Employers that may not require a high school diploma
- Quick-Service Restaurants
- Technical and career schools
- Gathering places such as malls, movie theaters, eating places
- Grocery stores, chain stores (Wal-Mart, Meijer's)
- Automotive locations (gas & service stations)
- Use technology even though many of the non-college youth may not consume to the degree as their college enrolled counterparts

Strategies

- Link with other organizations whose mission is to seek out and connect with non-college Millennials
- Utilize social networking media to get the message to the target audience
- Immerse messages in the available technology

Strategies

- Looking at the employment data, consider the businesses that fit the occupational profiles and connect with them for access to non-college Millennials
- Give all areas of healthcare serious considerations since there is a proliferation of healthcare career colleges, schools of nursing and medical centers in Ohio
- Health care will understand the issue of AoD use as a health issue and may be effective partners

Assumption Caution

- Cannot assume that all 18-25 year olds who are not in college do not have college degrees or some college education
- Because they are Millennials, can assume that broadly, they share some of the same characteristics to greater or lesser degrees
- Research shows that the more educated 18-25 year olds tend to be greater consumers of technology, but others will possess technological savvy as well

**Webinar 5:
Monday, February 27, 2012**

2:00 PM – 3:30PM

QUESTIONS