

10 PROFILES OF THE MILLENNIAL GENERATION

Born between 1980 and 2000

A generation that is
the most
diverse
in history

A generation that is
marked by
social awareness
and seeks
to change
the world



A generation that is
connected
and for whom
social media
plays an integral
part in their
relationships



A generation that will
surpass previous
generations
in influence,
spending power,
and wealth by
virtue of their
size and values

A generation that is
so determined to
excel that failure
is not an option

A generation that is
marked by a
mix of ambition
and practicality,
with a solid
underpinning
of values



A generation that is
comfortable with
credit and knows
that money plays
a crucial role in
reaching goals

A generation where
technology plays
a natural part of
everyday life

A generation that
believes in
doing work
that has an
impact on
the world

A generation that
seeks authenticity
and can see
through imitators



asterixGROUP.com