

Millennials

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What is a millennial?



Who is a Millennial?

1981 to 1996 (add more personal timeline)



Number of Millennials
In South Africa

There are 16,4 million Millennials in South Africa.



What makes Millennials different from other generations?

Millennials grew up during the advent of the internet and personal computers, therefore, making them the trendsetters of the internet era



Key Notes For Millennial



Millennials were born and grew up during the advent of the internet and personal computers, encouraging a stereotype that they are more innately familiar with that technology than previous generations.

Compared to boomers and Gen Xers, millennials seem to prioritize different things. **Millennials view world travel as more important than buying a home**, and making a positive impact on their community is a higher priority than starting a family. While they are often stereotyped as being more idealistic by delaying traditional markers of success

Almost half of the millennials would quit their jobs in two years, given the choice, which makes millennials seem like job-hoppers who are easily dissatisfied. But this may just be a case of **millennials being more vocal about their dissatisfaction** with their job than previous generations.

Facts about Millennials

- **They're Highly Educated**
 - 39% of millennials have a bachelor's degree or higher, and another 28% have some college education. Only 8% failed to graduate high school.
- **They Make Up the Majority of the Workforce**
 - 89% of millennials are working and make up 27% of the population.
- **They care a lot**
 - Millennials want to know they are doing business with ethical organisations. Companies are being asked to prove that they themselves are putting their money where their mouths are.
- **They have ongoing pursuit for work/life balance**
 - One of the solutions to perfect this balancing act is convenience. Therefore, it's no surprise that there is a colossal demand for convenience among millennials.



Source: BizCommunity/MoneyCrashers

Millennial Technological Timeline

1975

SABC

The South African Broadcasting Corporation (SABC) began test transmissions in Johannesburg on 5 May 1975. The SABC started a regular, countrywide television service on this day (5 January) in 1976. There was only one channel with airtime divided evenly between English and Afrikaans.



1986

Nintendo Entertainment System

The Nintendo console, or Nintendo Entertainment System (NES), was released as the Famicom in Japan on July 15, 1983. In February 1986, more than 60 million NES consoles were sold world wide.



1976

Television

Television in South Africa was introduced in 1976. South Africa was relatively really late in introducing television broadcasting to its population due to being rejected by the National Party government.



Millennial Technological Timeline

1993

World Wide Web

Although created in 1989 the World Wide Web was only made use of in 1993. Digital technology has fundamentally shaped millennials friendships, perspective of the world, and structure of their social network



1998

Google

Millennials were the first generation that would treat the Internet as their external brain and approach problems in a whole new way than previous generations.



1994

Cell Phones

In 1994, South Africa launched a mobile operations, underwritten by Telkom in partnership with Vodafone, with 36,000 active customer on the network.



Millennial Technological Timeline



2006

Twitter

Millennials are early adopters (ex: social media, cell phones, and texting) and seek opportunities to innovate especially as they enter the workforce.



mxit

2005

National Education Policy Act

The changes in the National Education Policy Act and the implementation of Curriculum 2005 saw the introduction of Technology as school subject in schools (National Department of Education Policy Act no 27 of 1996).



2007

Mxit

This was the first introduction to an instant messaging platform which would allow apps like WhatsApp and BBM to be possible in the near future

Millennial Technological Timeline



2007
iPhone

Millennials channel their previous internet instant messaging days to mainstream texting and usher in a dominant new communication medium.

2008

Blogging

Millennials are contributors looking for an active role and immediate impact. Growing up with access to the Internet has empowered Millennials to contribute and have a voice.



2011
LinkedIn

Millennials are heavily persuaded by their peers. Constantly turning to their networks for new opportunities, staying in touch, connecting with a brand, and acquiring news.
Millennials value lifestyle and relationships over work.



Millennial Technological Timeline

S



amazon



N

2016

Personal Apps

Netflix and Amazon have created an on-demand generation of consumers, Snapchat has disrupted the way an entire generation communicates, Uber and Airbnb have created a generation that appreciates the sharing economy



NRC

Uber

Difference between the younger and older Millennials

**YOUNGER
MILLENNIALS
(26-34)**

The internet might be something you can't remember living without

Use e-readers for the convenience

Will use apps like Instagram, TikTok and the older social platforms

Will use their phones for everything (streaming, work and food deliveries etc)

Use platforms like Netflix or ShowMax and saw the demise of video rental service stores

INTERNET

READING

SOCIAL MEDIA

SMARTPHONES

STREAMING

The internet is the new technology that was exciting when it first debuted

Prefer a physical book

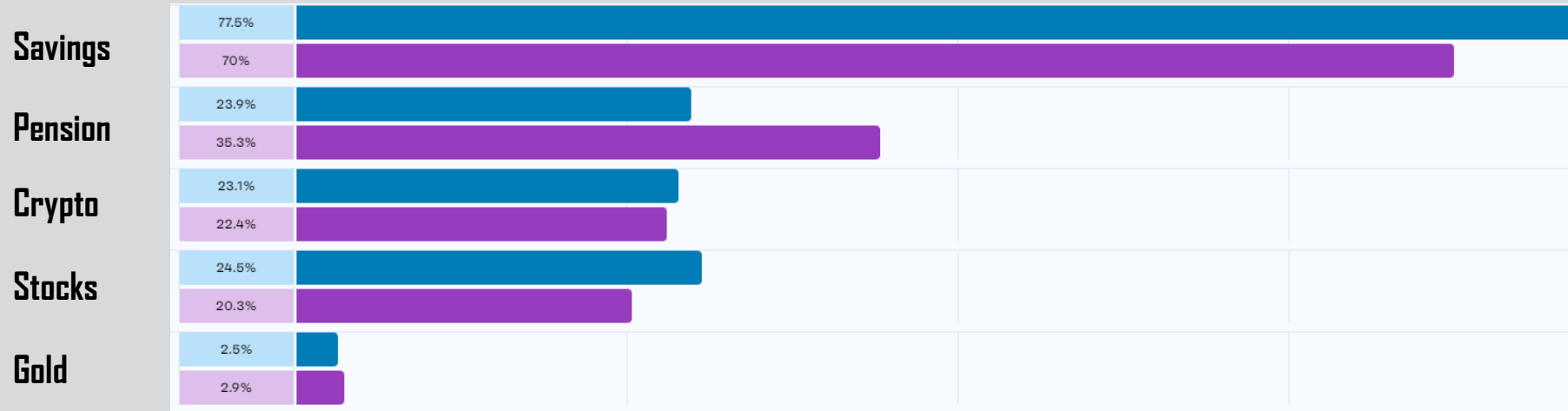
Will make regular use of Facebook and Twitter

Use smart phone purely for communication with work or family members

Use video rental stores in order to watch any movie

**OLDER
MILLENNIALS
(35-41)**

Difference between the younger and older Millennials



Younger millennials are more likely to make use of savings but older millennials are more likely to have a pension fund.



Older millennials prefer stability in their lifestyles, being surrounded by family, and being successful

Characteristics of a Millennial

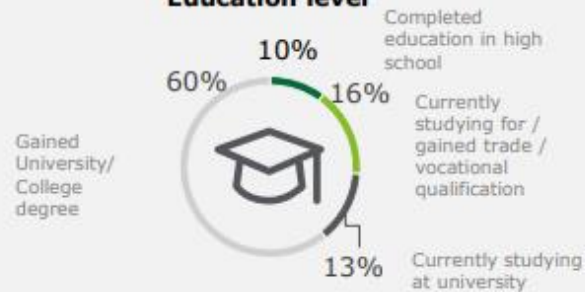
Gender



Have children



Education level

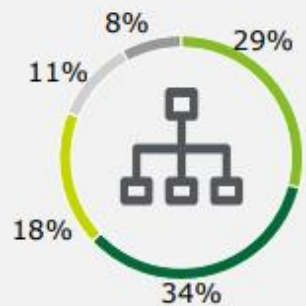


Working status



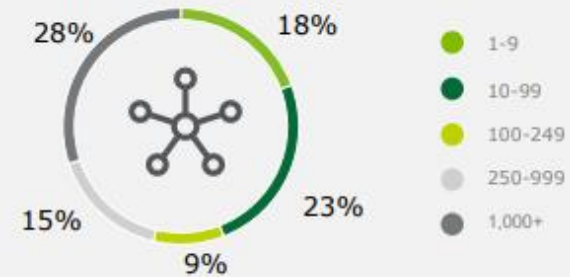
- Working full or part-time (less than 30 hours per week)
- Temporary / freelance
- In full time education
- Not working / in unpaid work

Job seniority/level*



- Junior-level executive
- Mid-level executive
- Senior executive
- Head of department/division
- Senior management team/board

Organization size* (number of employees)



- 1-9
- 10-99
- 100-249
- 250-999
- 1,000+

Organization type*

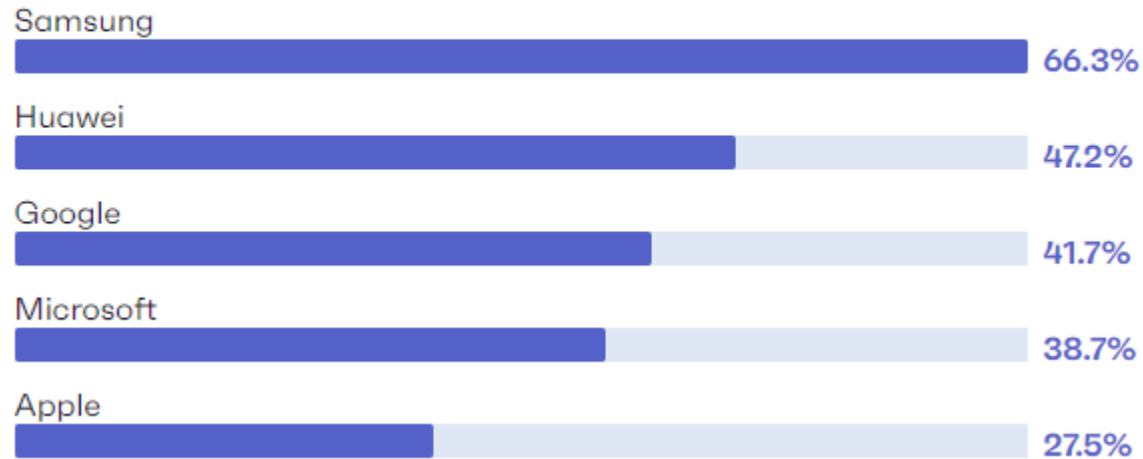


- Privately owned business
- Listed/publicly owned business
- State-owned or public-sector organization
- Not-for-profit organization/charity

Habits and Traits of Millennial Technology

① Tech Brands Used

% of consumers who currently use products/services from the following



② Interest in Technology

% of consumers interested in technology



Almost all Millennials now say they use the internet, and **19% of them are smartphone-only internet users** that is, they own a smartphone but do not have broadband internet service at home. The vast majority of Millennials (86%) say they use social media, compared with smaller shares among older generations. While the share of Millennials who say they use social media has remained largely unchanged since 2012. Millennials' technology adoption rates for this group have been **growing rapidly in recent years.**



How Millennial Trends Impact Marketers



Nearly 100% of millennials use the internet and **19% are smartphone-only internet users**. Therefore providing a smooth mobile experience is no longer a nice to have, it is imperative for businesses. In addition, some industries that didn't require an online presence before should now have one.

85% of millennials say it is “extremely or very important” that **companies implement programs to improve the environment**. That was a higher percentage than any other age group. For marketers, this means it's important not just to tout your products but also to share your values and ethics.

Millennials are expected to **account for half of the global luxury goods market** by 2025. Luxury brands should also think about how they can provide their customers with “social media moments” or great experiences they can share with others.

How to market to millennials

- **Be authentic**

Millennials like to make their own decisions. They will follow a brand if they feel its values align with their own.
- **Prioritize experiences over entertainment**

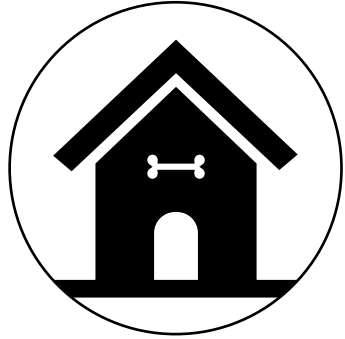
Some believe that millennials are the first generation of consumers for whom shareable content is a priority.
- **Remember that brand values matter**

Brands have to not only be conscious of their image but of creating messaging that resonates with these millennials.
- **Prioritize mobile-first marketing**

Millennials are willing to listen to ads, but only if you find them in the right spots. Millennials are twice as likely to listen to a video ad on their smartphone than on television.



Millennial Trends for 2023



Pet Wellness

According to Nielson IQ, search terms relating to raw and refrigerated pet food, dental health, remedies for sensitive stomachs and calming pet products have all spiked since last year.



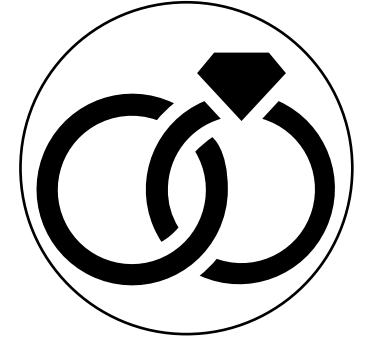
Job Hopping

Struggling to secure pay raises and battling burnout, millennials are job hopping more than ever. 39 percent of millennials chose jobs that offered better work life balance, 39 percent transitioned to companies that valued their learning and development.



Holiday

Per Expedia Group, alternative wellness getaways will be all the rage among millennials, with hotels now “offering advanced rejuvenation programs and hands-on activities that encourage travellers to get up close and personal with nature.”



Infladating

Plenty of Fish predicts 2023 will be the year of “infladating,” or dating with rising inflation costs in mind. The dating site reports 48 percent of millennials are opting for casual, budget-conscious outings, ditching upscale dinner reservations.

Thank you