Hal's of Millennial Makeover
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Executive Director, USC's CTM
Morley Winograd
California Leadership Forum

Millennial Makeover
Will Transform America
Millenials and Their Technology
is about to take over America.

The Millennial Generation
There was a clear generational difference among 2008 voters.

Source: CNN national general election exit poll.
compromise as adults
- Risk averse, conformist, and inclined toward
  overprotected and smothered as children
- Born: 1925-1945
- Adaptive: Silent
Driven by deeply-held values as adults –
Indulged as children –

Born: 1946-1964
Ideaist: Baby Boomers
adults.

Alienated, risk-taking, entrepreneurial, pragmatic

Unprotected, criticized children

Born: 1965-1981

Recessive: Generation X
Builders as adults
Group-oriented, problem-solving, institution
Protected and revered children

Born: 1901-1924
1982-2003
Civic: GI Generation and Millennials
In their attitudes or behavior, Millennials are NOT Generation X.
Parents — Just ask their "baby on board" mini-van driving.

Societically, dramatically.

Attitudes of the Millennial Generation will change American
Because of its size and enthusiasm the characteristics and
History

• Sheltered—Thanks to most sweeping youth safety movement in

Special—Just ask their "baby on board" mini-van driving parents.


and bond with their peers.

- Team-Oriented—Barney and school teaches them to be team players.
- Confident—Highly trusting and optimistic, they boast about their generation's power and potential.
- Sheltered—Thanks to most sweeping youth safety movement in history.
- Special—Just ask their "baby on board" mini-van driving parents.
Achieving—Best behaved young generation in decades.

Team-Oriented—Barney and school teaches them to be team players.

Genetic power and potential.

Confident—Highly trusting and optimistic, they boast about their

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Kid: Pressured—Pushed to study hard, avoid risk in order to be the "trophyp
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other recent generation, they support the idea that social rules help.

Conventional—More comfortable with their parents' values than any

KID

Pressured—Pushed to study hard, avoid risk in order to be the "trophy

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Special—Just ask their "baby on board" mini-van driving parents.
win-win solutions at home and abroad.

in participating in community service and finding

Millennials are very group-oriented; interested
U.S. Department of Education

High School Community Service Participation Rates

2004: 80%
1984: 27%

Community: Millennials love to serve their nation and their
16-24 Year old Volunteers in National Service

| Year | National Volunteer Participation Rates
<table>
<thead>
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<tbody>
<tr>
<td>2006</td>
<td>26.4%</td>
</tr>
<tr>
<td>1989</td>
<td>13.4%</td>
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</tbody>
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One third absolutely must have

Important
Receiving photographs is very
Taking, distributing and
Sharing is the Millennial Way

"Students can't go for even a
each day
message for an hour or more
cell phone and 1 in 4 text
1-2 hours a day talking on the
and family is key: 59% spend
Being connected to friends

Content
Entertainment is Constant Communication & Sharing Personal
is a great way to meet people
One in three say that the Internet
never met in person
One in five have friends they've
new friends all the time
Nearly half say they are making
It's not interesting that...

newspapers or magazines
only 15% say reviews in
49% says friends comments and
decide which movies to watch,
When asked how adult Millennials
traditional media messages
and word of mouth often eclipse

Consensus-Oriented Networks
Millenials Operate In

Leaders tend to manage
and make decisions together
everyone in the group is equal
64% of Millennials believe
Everyone has a say...

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Multitasking

- Eating just means solving things in a group
- Create homework, art, culture by cutting and pasting

Mash-up

- Homogenized Social Norms
- Millennials reach consensus by polling their friends
- Social media promotes "the wisdom of the mob"

Group Think

- Too busy, pressured to stop and think
- Superior to deep thought
networking sites like MySpace, Facebook and YouTube.

emerging communication platform: Web-based social

generations before it, depends on and effectively uses an

The Millennial Generation, like other politically decisive
Beginning
Barack Obama Dominated the Net From the...
Millenials Will Increasingly Dominate the Electorate and America Over the Next Decade
www.millennialmakeover.com

Two ways to learn more:

The Millennial Era has arrived.

MILLENNIAL MAKEOVER

MySpace, YouTube, & the Future of American Politics

UPDATED WITH A POST-2008-ELECTION AFTERWORD

PORLEY WINGOARD & MICHAEL D. HALE

ONE OF THE NEW YORK TIMES FAVORITE BOOKS OF 2008