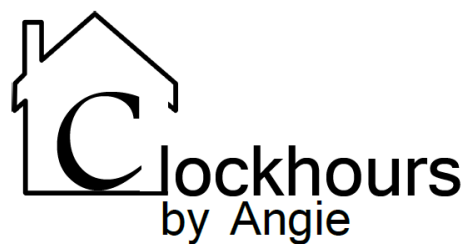




MILLENNIALS, THE NEW BUYERS



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CORRESPONDENCE CLOCKHOURS

INSTRUCTIONS:

1. Print out the class.
2. Read the class material.
3. At the end of the material there is a quiz (all the answers are in the material that you have read).
4. Answer the questions.
5. Return to me the Quiz, evaluation and a check for the class payable to **CLOCKHOURS BY ANGIE**, or complete your credit/debit card information on the sheet provided
6. Upon receipt, I will email you a certificate.

Disclaimer: I try very hard to have the latest known information on a subject in these classes, but, the real estate industry is forever changing with new updates all the time. The class materials are not to be used for legal advice. In our State, some items are handled different in the different regions. If you have any concerns, please do not hesitate to contact me at 509-216-3220 or at clockhoursbyangie@gmail.com

COURSE OBJECTIVE:

The students of this class will have a better understanding of the millennial generation, the largest generation in history. Millennials are the new home buyer and in order to target this market they will need to understand them. With this knowledge, it will help the student to market this specified group in a way that is different from any other generation.

CURRICULUM

Session/Hours	Topics	Method of instruction
15 minutes	Gen Y explained Y.1 and & Y.2	Read material/discussion
15 minutes	Breakdown of generations	Read material/discussion
30 minutes	Tell me about Millennials	Read material/discussion
45 minutes	The Housing market; need for agents; Generation trends	Read material/discussion
15 minutes	Marketing Top Features	Read material/discussion
30 minutes	Adulthood re-defined Childbirth	Read material/discussion
30 minutes	All about Millennials Fun Quirks about Millennials	Read material/discussion

When doing research for this class, I discovered a few things that I wanted to disclose upfront:

- Depending on the website you access, the years designated for the millennial generation, as well as other generations, could change by a year or two at each end and will vary.
- Like all generations, if you fit the age group, you may find that the data does not apply to you. This is very true if you were at the beginning of that age group or at the end, as you could possibly be on the “edge” and be a mixture of the previous or next generation.
- And, like all generations, you may not be the “norm” that fits in the statistics of that particular generation, as we are individuals first and foremost and you may be so unique that nothing applies to you.

So, here we go a summary of the common
statistics found on this amazing group!

Generation Y

1981-1996 (25- 40years old)

72,100,000 million Gen Y's born



Presently they are the only generation broken into two groups

GEN Y.1 = 25-29 years old (31 million)

GEN Y.2= 29-40 years old (42 million)

Born between 1981 and 1996 they will become the dominant demographic percentage of the workplace as Baby Boomers retire. Where TV had a heavy impact on Baby Boomers, with Gen Y it was the internet that made them. Where many Gen X lived the latch key experience as their parents focused on establishing their careers, many Gen Y have been doted upon as their parents have focused more on work/life balance and protecting their kids. They have been pampered and protected by their parents and programmed with the slew of activities since they were toddlers.

If you have ever felt muddled by this “alphabet soup” of names – you’re not alone. The real frustration hits when you realize that Millennial consumers represent the highest-spending generation in 2020 - \$1.4 trillion.

And though their current wealth has been dragged down by not one but two “once-in-a-lifetime” economic crises during their most impactful careers years. Millennials stand to inherit over \$68 trillion from Baby boomers’ parents by 2030, setting them up to potentially be the wealthiest generation in U.S. History.

Generation Z isn’t far behind, projected to hit \$33 trillion in income by 2030, that’s more than a quarter of all global income – and pass Millennials in spending power the year after.

A common source of confusion when labeling generations is their age. Generational cohorts are defined (loosely) by birth year, not current age. The reason is simple – generations get older in groups. If you think of Millennials as college kids (18-22) then not only are you out of date – you’re thinking of a stage in life, not a generation. Millennials are now well out of college, and that life stage is dominated by Gen Z.

Millennials are natural networkers who effortlessly navigate the digital world with their smartphones and other electronic devices. They readily share information (sometimes too much) and information travels quickly through their communication networks. If you are a Baby Boomer and in tune to your family communications, you may notice that young grandchildren, nephews, and nieces often have “the scoop” on the family happenings before the older relatives do. As a whole, Gen Y is the most accepting of diversity. They are sociable and confident.

Many future leaders will be millennials. Small business owners should consider some of the general characteristics of this generation when training millennials for future leadership roles.

THE BREAKDOWN BY AGE LOOKS LIKE THIS:

- **Baby Boomers:** Baby boomers were born between 1946 and 1964. They're currently between 57-75 years old (71.6 million in the U.S.)
- **Gen X:** Gen X was born between 1965 and 1979/80 and is currently between 41-56 years old (65.2 million) people in the U.S.)
- **Gen Y:** Gen Y, or Millennials, were born between 1981 and 1994/6. They are currently between 25 and 40 years old (72.1 million in the U.S.)

Gen Y.1 = 25-29 years old (around 31 million people in the U.S)

Gen Y.2 = 29-39 years old (around 42 million people in the U.S.)

- **Gen Z:** Gen Z is the newest generation, born between 1997 and 2012/15. They are currently between 6 and 24 years old (nearly 68 million in the U.S.)

Remember, these arbitrary generational cutoff points are just that. They aren't an exact science, and are continually evolving. And, the exact years born are in dispute, because there are no comparably definitive thresholds by which the later generation (after Boomers) are defined. The above should give you a general range to help identify generations.

SPLITTING UP GEN Y

Not all Millennials are currently in the same stage of life. While all Millennials were born around the turn of the century, some of them are still in early adulthood, with new careers and settling down, while the older Millennials have a home and are building a family. You can imagine how having a child might change your interests and priorities, so for marketing purposes, it's useful to split this generation into Gen Y.1 and Gen Y.2

Not only are the two groups culturally different, but they're in vastly different phases of their financial life. The younger group are just now flexing their buying power. The latter group has a more extensive history and may be refinancing their mortgage and raising children. Consider the difference between someone in elementary school and high school. While they might be the same generation, they have very different views and needs.

Why are generations named after letters?

It started with Generation X; people born between 1965-1980. The preceding generation was the Baby Boomers, born 1946-1964, Post World War II, Americans enjoyed new-found prosperity, which resulted in a "baby boom". The children born as a result were dubbed the Baby Boomers.

But the generation that followed the Boomers didn't have a blatant cultural identifier. In fact, that's the anecdotal origin of the term Gen X illustrating the undetermined characteristics they would come to be known by. Depending on whom you ask, it was either sociologists, a novelist or Billy Idol who cemented this phrase in our vocabulary.

From there on it was all down- alphabet. The generation following Gen X naturally became Gen Y, born 1981-1996 (give or take a few years on either end). The term "Millennial" is widely credited to Neil Howe, along with William Strauss. The pair coined the term in 1989 when the impending turn of the millennium began to feature heavily in the cultural consciousness.

Gen Z refers to babies born from the late 90's through today.

Here is a cute story for you that an agent who is a grandmother shared with me:

Her 10-year-old grandson was watching something on TV about generations and they talked about how she was the “baby boomer generation” and the grandson was Generation “Z”. He was very quiet about it and said to his grandmother, “it’s sad isn’t it gram, we are the last generation.....there will be no generation after us.”

TELL ME ABOUT MILLENNIALS

They love to work on teams

Millennials are used to working in teams and want to make friends with people at work. They work well with diverse coworkers. They actually believe a team can accomplish more and much better. They have experienced team success. They seek leadership and even structure from their older and managerial coworkers and do not want to experience boredom. They want flexibility in scheduling as they live a balanced life.

Networking

Not just comfortable with teams and group activities, this employee likes to network around the world electronically. They are able to post their resumes on Web job boards viewed by millions of employers. They are loyal, but they keep their options open – always.



Provide a life-work balanced workplace

Your millennials are used to cramming their lives with multiple activities. They may play on sports teams, walk for multiple causes, spend time as fans at company

sports leagues and spend lots of time with family and friends. They work hard, but they are not into the sixty-hour work weeks defined by the Baby Boomers. Don't lose sight of this required balance. They want flexibility in scheduling as they live this balanced life.

They thrive on feedback!

So, you need to provide plenty of constructive feedback to let them know how they're doing and help hone their leadership skills. Don't be afraid to let them fail. They have a can-do attitude about tasks. Allow these future leaders to make complex decisions that entail some risk and have consequences, including failure. Also, get them involved in your industry by attending conferences and meeting with your clients.

Provide a fun, employee-centered workplace

Millennials want to enjoy their work. They want to enjoy their workplace. They want to make friends in their workplace. Worry if your millennial employees aren't laughing, going out with workplace friends for lunch. Help your long-term employees make room for the millennials.

WHO'S POWERING THE HOUSING MARKET? SURPRISE! IT'S MILLENNIALS

All eyes in the housing industry are on where millennials are moving next! They are billed as the future of single-family housing market and that of the multifamily sector. Actually, it's probably both, given the size and diversity of the age group. And, this future has been a long time coming, since millennials have been slower than the previous generations to move out on their own and form independent households, much less buy a home.

The pandemic, underbuilding of homes, and lumber scarcity have created a historic housing shortage. Tightening inventory is pushing homeownership away in millennials prime homebuying years. It's the latest economic challenge facing the generation – and second housing crisis.

America is running out of houses amid a historic housing shortage and record-high selling prices. It's bad news for many aspiring homebuyers – but especially for millennials. It's just the latest chapter in a long line of bad economic luck.

- Millennials are mostly first-time buyers and they are competing against repeat buyers who have more buying power and experience.
- A shortage of available homes has driven prices up, particularly among starter homes that tend to fall within first-time home buyer's budgets.
- Bidding wars and lots of competition, especially in the lower end of the market.
- They find a home, put in a bid and find out they weren't the only ones.
- Rising home and rent prices can make it difficult for many first-time buyers and young people are still establishing their careers to save for down payment.
- A tighter lending environment is upon us, compared to a decade or more ago as banks are much firmer on credit requirements.
- But, despite the obstacles they face, millennial buyers have a major advantage – low interest rates. If you compare their access to credit and ability to get into a home, it's far easier for them than previous generations. Back when Millennials' parents were buying homes, they had higher interest rates and there weren't many down payment assistance programs.

Millennials are late bloomers. They've delayed marriage and children and buying a house. So, when they do buy, they want a bigger home. Sometimes, they skip that starter home and look for a house that they plan to live in forever.

HOW MILLENNIALS SHOP

THE NEED FOR THE REAL ESTATE AGENT

Buyers are starting their home search online. Millennials and Generation X buyers are the most likely to do this. But, about 90% of these buyers still use a real estate agent, although the traditional relationship has changed a bit.

They use technology to find what is on the market, so an agent's role tends to be different to them. They understand the role of the agent as far as negotiations, contracts and paperwork, but they don't necessarily need them to find the homes.

The agent's role is to facilitate the sale.

Connecting with Millennials and adapting to an expanding client base that has higher expectations about service and efficiency and requires a better



understanding of new tools and techniques that can make the home buying process more efficient. Understanding these new technology tools should be a point of emphasis for real estate agents.

The average age difference between the millennials who make up the largest share of first time homebuyers coming into the market and the

brokers they are working with can be substantial (the average real estate agent is in his or her mid-50s, while millennials are in their mid- 20s and 30's).

Working with millennials requires more than just some technical know-hows. Real Estate Agents should also make an effort to better understand the habits, priorities and preferences of them. They are a group that tends to rely much more heavily on online reviews and recommendations when selecting a broker. They are a group that frequents social media and uses it for many of their social and professional transactions.

More importantly, they are a group that prefers to respond to emails with emails and to texts with a text. Real Estate Agents would be wise to understand these preferences. Asking them upfront how they would like to be contacted is the best practice.

HOME BUYERS AND SELLERS GENERATIONAL TRENDS

- Millennial buyers (22-30 years) younger millennials, and buyer (31-40) older Millennials continue to make up the largest share of home buyers at 37%
- Buyers 41-55 (Gen Xers) consisted of 24% of recent home buyers. This group continues to be the highest earning home buyers with a median income of \$113,300.
- Buyers 56-65 (younger Baby Boomers) and buyers 66-74 (older Baby Boomers) were broken into two separate categories as they have differing demographics and buying behaviors. Buyers 56-65 consisted of 18% of recent buyers and buyers 66-74 consisted of 14% of recent buyers.
- Buyers 75-95 (the Silent Generation) represented the smallest share of buyers at 5%

All generations of buyers continued to utilize a real estate agent or broker as their top resource to help them buy and sell their home.

MARKETING TO MILLENNAILS

Understanding the minds of this generation is the first step to marketing. Once this is uncovered, you will have customers who will be the most powerful generation we've seen thus far. Inbound marketing is the best way to capture millennials attention through blogs, podcasts, videos and many other options.

- Tech-savvy – Do you have a website? An app? They are surrounded by technology and they spend an average of 5-10 hours a day reviewing on-line information. So, you must create a “brand” experience for this digital world generation. That is your first-step.



- Social Media – This generation is the driving force behind social media. They are connected quickly and in tune with all the latest applications. They spent 99% of their time house hunting on line! So, it only makes sense to include social media in your marketing plan. What catches the eye of the millennial buyer is quite different from other generations.
- Have more than one kind of media on your page to make it most appealing to their multi-tasking mind.
- Consider an interactive format where the audience engages with the material instead of just reading or watching
- Viral marketing – making your material so interesting and different that it begs to be shared.
- This generation wants to know everything and be involved, but no surprises that could compromise their plans.

WHAT YOUNG BUYERS ARE LOOKING FOR IN A HOME?

This generation represents today's younger buyers and they tend to fall into 1 of 2 categories:

1. They're young professionals who prefer a turnkey home that needs little or no work.
2. Or they're creative/romantic buyers who want to invest sweat equity and money over time, and put their personal stamp on the property and add value for the future.



THE FOLLOWING ARE SOME TOP FEATURES

- **Location, Location, Location**



Many are looking for a home in a “walkable community – that is near public transportation, grocery stores, local businesses and restaurants. Basically, the more places you can get to by foot from your home the better or they have a desire for a short commute. If your home is walkable,

market it that way! If your home is in the suburbs, don’t fret. Millennials are looking there too. You can prove the neighborhood meets their needs by pointing out the proximity of the home to highways, shopping centers, schools and popular restaurants and bars. There are young buyers and there are young buyers with children. The former group may prefer to be close to the action of the city, while the latter might prefer something more residential.

- **Updated kitchen and bath**

They want to buy a home with new kitchen and bath fixtures, but new fixtures are especially important for today’s young, budget-conscious buyers. The primary reason is because they have limited budgets. Most of their savings will go toward the down payment and furnishings. They know that kitchens and bathrooms are also the most expensive parts of a home to update and they cannot afford to sink a lot of money into those areas.

- **Open floor plan**

A generation ago, formal dining rooms may have been on every buyer’s wish list. But today there really isn’t much appeal to the formal dining room. The kitchen has become the “hangout room” along with the family room. An open space that can easily transition from kitchen to TV room is high on the list of the perfect home for young buyers. ***The kitchen is the new living room.*** They want people to flow through the home during gatherings, rather than be sectioned off in rooms. It is smart to play up all of the space the home has to offer;

highlight the open floor plan, high ceilings, or storage. Remember, they know too well what living at home, in a dorm room or confined apartment was like.

- **Home Office**



More than 13 million American's work from home and all signs point to that trend continuing. That makes a home-office important for many buyers. Home offices have vast appeal. As technology continues to make us more mobile, young buyers have more options than ever to work from

home, depending on their job. Having a dedicated space is important as it will keep them focused and concentrated on work while they are at home.

- **Fewer embellishments**

Millennials are not generally looking for all the traditional details and fancy material that can increase a home's price. Moldings which used to be a sign of status and craftsmanship, no longer hold allure

- **Low Maintenance**

Low upkeep features such as wood floors (as opposed to carpet) and granite countertops are seen as positives for this generation because they're both attractive and relatively hassle free. Easy to clean stainless steel appliances are seen as big positives for this generation as they are both attractive and hassle free. These homeowners will prefer to replace rather than repair. Most of these young homeowners grew up watching their parents spend week-ends with their honey-do lists, or they had chores to do on the weekends. These young buyers are not going to follow in their parent's footsteps. They don't want to do that stuff. They want their weekends to themselves and don't really want to be cleaning gutters or cutting the grass. They require materials that require minimal time and care, such as faux wood or porcelain tiled floors that mimic wood or vent less fireplaces. And these buyers may not even be interested in built-in bookcases, since they reach for a tablet rather than a book to read.

Marketing the low maintenance of the home will give you major points in this generations mind.

- **Technology**

Today, buyers want to know about technology. It is not just a luxury, but a necessity. They want to hear about wireless service and Internet, not cable and telephone. If there is a jack for a land line in the home they buy, it is rarely used. Internet and cell service matters a lot to this generation, and they're going to ask, so you need to have the answers. High on their wish list is being able to use all their "toys" – tablets, phones, audio systems, programmable LED lighting and energy-efficient heating and cooling systems and all the rest. Install a simple home automation system like a programmable thermostat that can link to their smart phones. This feature will be a huge selling point.

- **Colorful**

While many of their parents and grandparents made beige the new white, this generation has veered toward grays and bold accents such as the burgundy accent wall. And they like the industrial look of weathered furniture and metal. But their choices also have to be comfortable. Many work from home, so they might sit on a couch at times to perform tasks instead of a desk.

- **Think clean finishes**

They want clean, fresh homes. Clear rooms of clutter, making them feel open and bright. Unlike their parent's homes, sleek features and more neutral colors are what they want. They are the first generation to grow up with massive hours spent watching TLC and HGTV to give them a huge amount of ideas for designs. They want a home that is move-in ready, or close to it. They want their home to be one that they can use all their "pinned design ideas". Purchase small hardware pieces, like light switches and electrical plates which will go a long way to make the home look updated.



- **Less outdoor space**

While spending time outdoors still matters, having a large space to maintain is not of interest to this group. A small balcony or terrace will do nicely with gravel and cactus rather than labor-intensive grass and rose bushes. They still crave light and air, which suggests big windows, skylights and glass walls that open.

- **Add a touch of green**

Millennials strive to be as environmentally-friendly as possible. Homes that are eco-friendly appeal to them. If the home is newer, chances it was built with green-friendly materials, so be sure to mention that. If your home is older, you don't need to spend a bunch towards upgrades to compete, instead consider getting rid of single-pane windows and putting in new double-pane ones for better insulation. This will be a great selling point.

- **Energy efficiency**

With energy costs on the rise and growing interest in protecting the environment, young buyers are conscious of buying homes that are green. And if they are not already set up, then the buyers will often factor those costs into their budgets so they can do it after the close of escrow. Oftentimes, young buyers ask about these things, and then update them later.

- **Staging – the reality TV effect**

Whether or not we admit it, we've all seen at least a few of the home reality shows on channels such as TLC and HGTV. Those shows can be informative, but they also do a lot to shape buyer expectations. Young buyers will often comment on



how a house is, or isn't staged. Either way, staging is a critical part of selling your home. Staging a home is always helpful as it helps people to feel at home the moment they walk through the door, as opposed to having to imagine what it could look like once they move in. Buyer expectations are often met...and at times, exceeded.

- **Keep HOA costs down**

Young buyers tend to get caught in a trap when gauging the affordability of condos or townhouses. The asking price often fits their limited budgets, but homeowner's association dues and the possibility of large assessments sink the purchase. They want to maximize their monthly housing budget by finding a property with low monthly assessments.

- **Online photos**

Younger buyers start their searches online. The home must have professional photography that shows the home in its best light, or they will move on before ever stepping foot in the door. Looking at the data, it's hard to underestimate the importance of a quality online listing. According to a recent analysis, 88% of buyers use the Internet to search for homes.

- **The Bottom Line**

Because Millennials think in shorter time frames, they like the idea of a finished house. The more the seller has done, the better, so the buyer doesn't have to spend time making changes. Millennials don't view their homes as a status symbol or long-term investment but as an important purchase for living now and enjoying life. But they know that as they age, their tastes and style of doing everything may also evolve

AND, WHAT ABOUT ROOM FOR MAN'S BEST FRIEND:



What millennials want in a home?

A survey was done of 1,000 millennials to understand what matters most when shopping for a home.

THE RESULTS:

75% new appliances

64% Large master bedroom

54% 2-car garage

47% Solar panels/ energy storage

46% Luxury Kitchen

41% Finished basement

38% Smart home system

37% outdoor deck (first floor)

34% recently constructed (4 to 10 years)

33% Less than 10 miles from major city

31% basic outdoor landscaping

30% less than 25 miles from major city

29% Luxury master bath

29% 4 bedrooms (one extra)

26% Luxury landscaping

ADULTHOOD REDEFINED

Boomers left home, married, got a job and had kids faster than young adults today.

You graduated from high school, got a job, got married, and had kids. Often, for boomers, that all happened by your late 20's. How times have changed for the Millennials.

There are 4 milestones of adulthood:

- Moving out of your parents' house
- Getting married
- Having a child
- Getting a job

MIDDLE AGE:

Middle age to those previous generations was a very literal term – the middle of your life. Millennials are not feeling half their life is over when they reach 40; they just don't feel as young as they used to. They say "Now, I'm like my parents' age. They no longer view themselves as the young, hip, trendsetting generation. They're not young and hip; they're in middle management.

They're also dealing with added stress of the COVID-19 pandemic. Many millennials first came into their own during the Great Recession. After a rough start, they finally felt like they were gaining traction in terms of career goals and lifecycle milestones when they got smacked down again by a worldwide health crisis.

Getting to that age is from their minds. They need to reach 30 first. They think about the things they have not accomplished by that point, which is moving out of their parents' house, buying a house and graduating from college.

In society's mind, a millennial is the 25-year-old tech obsessed, health conscious tattoo fan who gets money from his or her parents and is addicted to online quizzes. That's actually Gen Z now. These days the average millennial is driving a minivan and secretly jealous of the next-door neighbor's flowerbeds.

A new report from the U.S. Census Bureau compares how people born between 1941 and 1957 were living as young adults in the 1970's with how people the same age lived in 2020. The changes are startling.

- In 1975, 45% of Americans reached those plateaus by age 34. The number fell to 24% in 2019.
- Younger generations are delaying marriage. In 1975, 8 in 10 people were married by age 30. Today, 8 in 10 people are married by age 45
- One in 3 people ages 18 to 34 – about 24 million young adults – lived in their parents' home in 2019. That was closer to 1 in 5 in 1975.
- The percentage of women ages 25 to 34 who were out of the labor force to take care of their home and family dropped from 43 percent to 14 percent between 1975 and 2019.

CHILDBIRTH:

American births are declining and it's partly because some millennials are deciding kids are not worth it. The economy since 2008, lack of affordable childcare, and pandemic-era lifestyle changes are adding up. Millennial women are also finding life fulfillment outside of having children.

- The CDC dropped a new report that revealed the US birth rate had fallen by 4%, the sharpest single year decline in nearly 50 years and the lowest number of births since 1979
- The total fertility rate – or the number of live births a woman is expected to have over her lifetime- also fell from 2.12 in 2007 to 1.64 in 2020. In 1960 it was 3.65.
- Various factors explain this, from increased contraception to fear of bringing a child into a world with climate change, but chief among them is an expensive economy without affordable childcare that coincides with decades of progress for professional women.

- Most millennials are in their childbearing years now feel a choice in a society. They've realized having kids comes at a cost in either money or opportunity. And some have decided that cost isn't worth it.
- America is in the midst of a childcare affordability crisis. Raising a child to age 18 in America will cost parents an average of \$230,000.00, with most of those costs in the first few years of the child's life.
- The pandemic has revealed just how broken the childcare system is. Of the 1.1 million people who left the workforce last September, over 800,000 were women.
- National childcare costs average between \$9,000 and \$9,600 annually, per advocacy organization Child Care Aware. That's unaffordable for 63% of full-time working parents in the US. Should a parent choose to leave the workforce, per research from left-leaning think tank Center for American Progress, they risk losing up to three to four times their salary in lifetime earnings for every year they miss.
- It's no wonder that finances are one of the top reasons American millennials aren't having kids or are having fewer kids than they considered ideal.
- Who could blame anyone for not having kids? Millennials suffer through two recessions, including one during a pandemic, and finally start cobbling wealth together and are expected to incur the biggest lifetime expense anyone will ever face.
- Trends in the 21st century economy have combined with a higher level of education for woman to push marriage and childbearing so far off that it sometimes never materializes. Millennial women are about four times as likely as women from the Silent generation to have completed as much education at the same age.
- Educated women have developed higher expectations for men resulting in a shrinking dating pool. There are only 77 men for every 100 women among never married young adults with a post-graduate degree.
- And the more educated a woman gets, the more likely she is to postpone having a child until her 30s. While that's partly explained by student debt,

it's also because women today have more life options than women did 50 years ago.

- **Women are taking a 'rain-check' on babies and it could change the shape of the economy. The pandemic would lead to 300,000 to 500,000 fewer births in 2021. So far, the predictions are on track**
- Nine months after the first lockdowns began in the US, the number of births in the country had declined by 7%. And fertility rates – the number of live births a woman is expected to have over her lifetime- are already lower in the first few months of 2021. The drop continues a pre-pandemic trend of declining birth rates and fertility rates, as childbearing women, many of whom are millennials, delay having children. Both of these rates decreased by 2% from 2017- 2018, with the birth rate hitting the lowest in 32 years.

A DEMOGRAPHIC TIME BOMB?

A decline in birth rates has sparked worries that the US may be headed for what's known as a "demographic time bomb", in which an aging population isn't replaced by enough young workers.

This could slow the economy in the long term by creating higher government costs and a smaller workforce, who will have to front the care costs for aging populations. It could also create a shortage of pension and social security-type funds and impact things like school enrollment and college demand.

Japan is a famous example of just such a time bomb, long ticking demographically. Experts in that country are now worried that a pandemic-fueled baby bust could worsen the country's aging crisis that strains the working population.

Many researchers think we will see a higher number of births in 2022 and 2023 which could make preschools fuller. The full effects of birth decline won't truly be seen until 20 to 30 years later.

MILLENNIALS SHAPING THE NEW WAY TO SPEND

One of the largest generations in history is about to move into its prime spending years. Millennials are poised to reshape the economy; their unique experiences will change the way we buy and sell, forcing companies to examine how they do business for decades to come.

From why customer authentication programs are important, to the factors which impact millennials' online purchasing decisions, to the method of payments millennials prefer, having more information about your key demographics is going to make it that much easier to not only target your marketing towards these demographics, but to make any number of small changes to make your e-commerce business more attractive than your competitors.



More than their share of spending

While millennials comprise only 25% of the population, they manage to achieve approximately 35% of all retail spending.

Pays in untraditional ways

The millennial demographic is fond of non-traditional payment companies such as pay Pal and Affirm. According to

FICO, this is because Millennials prefer the ease of use, convenience, and mobile support which comes with these payment options.

Impulse shoppers

An impulse purchase survey conducted by Chase Blueprint found that 83% of U.S. millennials had made an impulse purchase, especially around payday and/or online.

Social connections are key

The traditional rule of thumb is that happy customers share their experiences with two or three people, but dissatisfied customers will complain to as many as 15. Millennials particularly value these reviews and are likely to share on social media.

Mobile commerce is trendy

Millennials love to thumb through a variety of websites looking for the perfect purchase. This type of shopping has seen a 32% increase since 2014, and 79% of millennials claim to have been introduced to a new brand or product through their mobile device. They are used to instant access to price comparisons, product information and peer reviews.



Browsers not buyers:

Millennials spend more time browsing the internet for products than actually purchasing them.

Advice – Seekers

They don't trust a brand's message. When deciding what to purchase, this group seeks opinions of friends and family members before making a purchase decision.

Price Picky

This generation compares prices in the store. There is so much information available with reviews and price comparisons in the palm of their hands, it is impossible to hide anything from them. 59% of Millennials said that the product quality made them brand loyal over price.

Dedicated to wellness

This is a generation who is used to devoting time and money to exercising and eating right. Their active lifestyle influences trends in everything from food and drink to fashion. They are exercising more, eating smarter and smoking less than previous generations. They're using apps to track training data, and online information to find the healthiest foods. And this is one space where they're willing to spend money on brands.



Healthy food is an expectation

The days of all-you-can eat buffets have long since passed. There is increasing evidence that consumers are more connected with healthy eating than ever before. There are now more healthy options available on restaurant menus than there were 2 years ago. Many are seeking organic food and they want to know where their food is coming from. Restaurants who can tell the story of their menu items, whether local or global, will impress this generation. Millennials want to feel connected to their peers and to the businesses they frequent; therefore, social media is essential to reaching them. And, when dining, they will take a picture of their food, enhance or crop it, post it to social media with a caption, and then eat their food!

ACCESS, NOT OWNERSHIP:

*It's not just homes: Millennials have been reluctant to buy items such as cars, music and luxury goods. Instead, they're turning to a new set of services that provide access to products without the burdens of ownership, giving rise to what's being called a "**sharing economy**."*

"25 years from now, car sharing will be the norm, and car ownership an anomaly"

-Jeremy Rifkin, Author and Economist



WHY RENTING CAN BEAT BUYING FOR MILLENNIALS

Sure, buying a home is great! You build equity, the interest and property tax portion of your mortgage is a tax reduction, and it's a major life milestone accomplished. But for many millennials, renting is more their style. A rent.com survey of 1,000 renters between the ages of 18 and 34 found that nearly 8 out of 10 don't plan on trading their apartments for homes anytime soon. Here are four reasons why:

It's in the budget. With student loan debt putting a big dent in millennials' bank accounts, it's no surprise that they prefer monthly rent payments to the acquisition of additional debt in the form of a mortgage. Plus, closing costs, home insurance payments and property taxes add up fast – renting is often the more frugal short-term option.

Go as you please. Whether it means traveling overseas for a couple of weeks or moving to a more desirable neighborhood across town, millennials love the idea of being able to pick up and go when their lease is up, rather than being tied down by a mortgage. Additionally, young people are working for the same company for a fewer number of years. A temporary lease makes it possible to accept that dream job a few states away.

Live where you want. Or not. Renting makes trendier, more desirable areas of town accessible to millennials who aren't making as much money as they will be in a few years. It's a great way to preview the cost, commute, and overall vibe of a neighborhood before making (or being able to afford) a long-term financial commitment. And if the hip urban art district everyone's raving about doesn't live up to the hype, it's easy to move out.

Let the landlord handle it. Yardwork, repairs, upkeep – a lot of time and money goes into maintaining a home. That's not to mention utility expenses. As a tenant, these chores and costs are usually covered by property management. As a homeowner, it's all on you. For hard-working millennials who covet their free time

and having the funds left over to enjoy it, passing labor and expenses to a landlord can be a huge upside.

So, to buy or not to buy? There's no objective answer as to which option is better, but there are a variety of personal factors to consider before deciding which option is best for a millennial buyer.

SOME FUN 'QUIRKS' ABOUT MILLENNIALS:

BOXED CEREAL

Blame it on laziness or blame it on the overly packed schedules among young professionals, but there is a pretty shocking reason why this age group chooses not to eat cereal in the morning. 40% of millennials surveyed said they do not eat cereal because it was “inconvenient”. It is inconvenient because they had to clean up after eating it. Yes, apparently washing a spoon and bowl is simply too much to have to deal with. And don't forget, there is also the pain of putting the box back in the pantry!

DOMESTIC BRAND BEERS

Domestic beers like Budweiser, Coors and Miller brands used to be a staple of any barbecue. But for anyone who has been to a millennial's housewarming or back yard party, they might be hard pressed to find a Bud Light in the fridge.

Millennials are increasingly deciding to purchase flavored beverages such as hard lemonade, iced tea and seltzer. Some others are going for the more unique craft beer options. And some are swearing off beer entirely and going for healthier options. Seems like the beer belly is going out of style. That is at least one thing we will not miss.

NAPKINS

When is the last time anyone ate at a millennial's home and there were napkins let alone a dining room table? Napkins are going out of style in younger households. According to consumer studies 15 years ago, six out of ten households bought napkins. Today, only four in ten households have napkins on hand.

That is because millennials are much more prone to rip their guests off a piece of paper towel rather than have dedicated napkins. It's just one less thing to buy when the budget is already tight. In fact, napkins are not the only household item that is quickly disappearing. Read on for more of the things millennials are choosing to live without.

BARS OF SOAP

Millennials are cleaning their grocery lists of soap bars. The once popular hygiene product is becoming less and less common to see in the showers of Millennials across the country. According to a report, 60 percent of Millennials feel that bars of soap are crawling with germs and would rather use body wash to clean themselves. And while 60 percent of Americans over the age 65 said they would rather wash their face with bar soap, only a third of Millennials said the same.

HOTELS

For some, the idea of ordering room service, having a maid come clean, and curling up in a lush hotel robe is part of the entire vacation package. For Millennials, though, the ideal vacation no longer includes hotels as an absolute must. Instead young travelers are choosing to go for more “authentic” experiences. Sometimes the idea of living like a local means subletting an apartment or renting an AirBNB. The more frugal travelers are ditching luxury and headed straight to a hostel or even a farmstay

McDonald's

The Golden Arches are apparently losing their shine in the eyes of millennial customers. The McDonald's drive-thru used to drive a supersize amount of people to the fast food restaurant, but younger customers just are not Lovin' It anymore. And it seems not even Ronald McDonald can bring them back. Instead of flocking to the fast food chain, millennials as a whole are choosing healthier, fresher options. And with the rise of places like Chipotle, younger customers would rather customize their meals than pick from a list of limited menu options.

DRIVERS LICENSES

Many are deciding not to get their driver's licenses. In the last 8 years, the number of drivers age 18-25 was down 25% Throughout the country, they are deciding to use ride sharing and driving down automakers bottom lines.

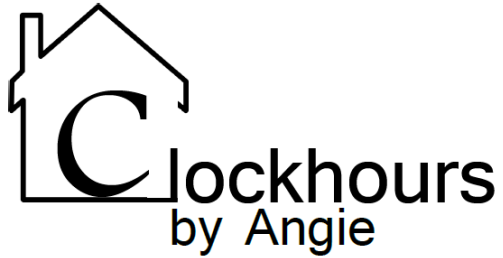
Quiz for Millennials

1	Generation Y has been labeled “The Millennials”.	True	False
2	This generation strives for a balanced life-work experience.	True	False
3	Generation Y was born between 1981 and 1996	True	False
4	The ages of this group as of 2021 are 25 to 40 years old	True	False
5	Depending on what website you access, the years of generations could differ.	True	False
6	Millennials are the largest generation in history.	True	False
7	Generation Y makes up the highest percentage of home buyers in 2021	True	False
8	The majority of millennials search for homes on-line.	True	False
9	The average age of the Millennial home seller is 39.	True	False
10	66% of Millennials are first time home buyers.	True	False
11	It doesn’t matter what generation, Location is the number one item on the list.	True	False
12	Millennials prefer to have a formal dining room in their new home.	True	False
13	More than 13 million Americans work from home based on stats for 2020	True	False
14	88% of all buyers use the Internet to search for a home	True	False
15	There are 6 milestones to adulthood.	True	False
16	Millennials manage to achieve approximately 35% of all retail spending.	True	False
17	Dissatisfied customers will complain to as many as 15.	True	False
18	Millennials seek opinions of friends and family before making a purchase.	True	False
19	This generation uses apps to track training data and healthiest foods.	True	False
20	When dining, they will take a picture of their food and post it on social media.	True	False

I hereby attest that I have read the material and answered the questions.

Signature

Date completed



Mandatory Evaluation for Millennials

Please fill out the following form and return with your completed clock hour class quiz.

Name: _____ Company: _____

Address: _____

City, State, Zip: _____

Phone: (personal) _____ (work) _____

Email: _____

License Renewal Date: _____

Signature: _____ Date: _____

1. What are 3 things that you learned from this course?

1. _____
2. _____
3. _____

2. Do you feel the clock hour material was easy to follow? _____

3. Did the material give you information to help you in your profession? _____

4. Will the material help you with future transactions? _____

5. Why did you choose to take this course? Topic ___ Time ___ Cost ___ Ease ___ Other ___

6. How long did this class take you to complete? _____ (a "clock hour" is 50 minute)

How will you pay for this correspondence class?

_____ cash _____ check _____ debit/credit information needed:

Card number _____ exp date _____

3 digits on back _____ zip code of where bill is mailed _____



Generations as of 2021



Generation	Birth Year	Age as of 2018	Generation Population
Senior	1920-1946	74-99 Years Old	29.8 Million
Baby Boomer	1946-1965	57-75 Years Old	71.6 Million
Gen X	1965-1980	41-56 Years Old	65.2 Million
Gen Y	1981-1996	25-40	72.1 Million
Gen Y.1		25-29	31 Million
Gen Y.2		29-39 Years Old	42 Million
Gen Z Zillennials	1997-2015	6-24 Years Old	68 Million

** Statistics differ from site to site to include or exclude one or two years from various categories