

5 Things To Know About Millennials

Millennials are growing up, and many of their values can be traced to life stage more so than generational differences. They are “waking up” and deliberately crafting more fulfilled and happy lives.

What Matters Most



1.

A Quality Lifestyle Makes Life Worth Living.

Being able to live a long and healthy life, having enough time for family and friends and being able to maintain relationships with the people they care most about are the three issues of greatest importance to Millennials.

What Matters Most

2.

Happiness Is Not A Simple Proposition.

More than half (56%) of Millennials say they “want to live life by simply being happy.” Happiness is contingent on the ability to live life on one’s own terms, direct one’s careers and experience new adventures. They distance themselves from negative influencers.

Myth-conception: Millennials are self-centered and selfish.

REALITY: Millennials are less self-centered than the media portrays. Just over a quarter of Millennials rate providing for others as a top concern—a number that increases to 35% among Millennial parents. When thinking about themselves, Millennials are increasingly considering others!

Imprint On Culture



3.

They Are A Barometer For The Future Of Food & Beverage Culture.

As Millennials mature, many of their tastes and behaviors can be a revelation of the coming trends in food and beverage. They are setting their own traditions with their families and among their friends. Their new ways of eating make their habits worth watching. They believe that nutritional variety (including the freedom to eat indulgent foods) is important to health.

Defining Success



4.

They Seek Rewarding Careers That Provide Stability And Flexibility.

As Millennials embark upon new careers, this is a period of uncertainty and adventure that they are enthusiastic about. They embrace the stay-at-home dad and fully accept women being the primary breadwinners from the get-go. Work is about more than money, *but* money, security and stability absolutely matter.

Looking Ahead

5.

They Are The Most Optimistic Generation.

With the future in front of them, it is not surprising that Millennials are the most optimistic generation. Half of Millennials feel that their life is on an upward trajectory. Millennial parents are more optimistic than those Millennials without children, with an outlook that quality of life will get better.

Source: [Outlook on the Millennial Consumer](#) 2014 report, The Hartman Group