

1. Persona: Do the Right Thing Millennial. *"It's up to me to improve the world"*

Caucasian women, ages 22-37, with a median income of \$40,000 and an average of \$20,000 in student debt. The majority are employed part-time, jumping from one job to another. Many are students living at home with their parents, to whom they turn for personal and career advice. A minority are married with children under 10 years of age. They are likely to be pro-Democratic but not likely to have voted in the last presidential election. They have some college but have not graduated and are seriously considering continuing with or going back to school or getting career training.

They view their job as a way to "pay the bills" rather than as an occupation they enjoy. They are very interested in flexible working hours and a relaxed work environment. Making friends with their co-workers is not a priority, but having a tight bond with a boss who gives frequent feedback and praise and performs the role of a mentor is highly desired. They can be impatient and sometimes will question the status quo, resenting "busy work" but being willing to learn new things. They sometimes have difficulty with verbal and non-verbal cues, which occasionally leads to miscommunication with co-workers, bosses, and friends.

Because most still live at home, they speak with their parents frequently and regularly turn to them for personal and career advice. They spend more time thinking about friends and lifestyle than about work. They enjoy browsing in stores and online and rank the experience of shopping as highly as the actual purchase. Purchase decisions are based on price and the recommendation of friends and family rather than on brand-loyalty. They tend to live in the moment, choosing instant gratification over long-term goals. They are heavy users of social media, are very likely to communicate through instant messaging, texting, Facebook & email rather than through face-to-face communication or telephone conversations, and tend to watch entertainment programs on electronic devices, so they usually have multiple devices such as smartphones, tablets and computers. They do not work out often but do view their appearance as important. They consider philanthropy and civic engagement to be very important and try to “give back” by volunteering time and sometimes purchasing items associated with a particular cause.



DO THE RIGHT THING MILLENNIAL

Caucasian women, ages 22-37, with a median income of \$40,000 and an average of \$20,000 in student debt. The majority are employed part-time, viewing their job as a way to "pay the bills" rather than as an occupation they enjoy. Many are students living at home with their parents, to whom they turn for personal and career advice. A minority are married with children under 10 years of age. They are likely to be pro-Democratic but not likely to have voted in the last presidential election. They have some college but have not graduated and are seriously considering continuing with or going back to school or getting career training. They spend more time thinking about friends and lifestyle than about work. They consider philanthropy and civic engagement to be very important and try to "give back" by volunteering time and sometimes purchasing items associated with a particular cause.

My favorite reads yesterday were [Eat Your Way to Emotional Well-being \(Really\)](#), [Why Democrats need to stop the cowardice and go on the offense against Trump](#), [Democrats' Trump-era quandary is familiar: Play offense or defense? It ought to be obvious by now](#)

Trends from the last 7 days:

Disease Patient Starbucks Home Republican Campaign Senator Committee School Research Political Exercise Washington Study Child Weight Charity Data Health Food Diet

Company Technology Election Show Presidential Party University **House↑** Debate Senate Affordable Restaurant Democratic Biden American Menu President New York

Woman Voter Risk Candidate **Trump↑** System Democrat Representative City Mueller Coffee

Trending up: **Trump↑**, **Democrat↑**, **Democratic↑** Trending down: **Restaurant↓**, **House↓**

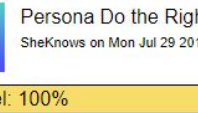
Top words: Trump, House, Democrat, Democratic

Filter:

ALL READS LAST 24 HOURS LAST 7 DAYS LAST 30 DAYS

Sort:

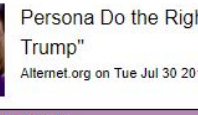
SORT BY MATCH SORT BY TIME



Persona Do the Right Thing Millennial read "Eat Your Way to Emotional Well-being (Really)"

SheKnows on Mon Jul 29 2019

Interest Level: 100%



Persona Do the Right Thing Millennial read "Why Democrats need to stop the cowardice and go on the offense against Trump"

Alternet.org on Tue Jul 30 2019

Interest Level: 100%

2. Persona: Don't Call Me a Millennial. *"Business & family are my total focus"*

Hispanic, 30-37 years old, working full-time as professionals and business owners who live in rural, suburban, and urban areas of the West Coast. They are slightly more likely to be female than male (60% female/40% male), have at least some college, a median income of \$70,000, and an average of \$15,000 in student debt. The vast majority are married with children ranging in age from toddler to early teens. Politically, they are equally as likely to be Democratic as Republican and are extremely likely to have voted in the last presidential election.

Professionally, they like their jobs and feel that their education and training satisfactorily prepared them for their careers. They are comfortable multi-tasking, are extremely comfortable working with diverse co-workers, value a friendly work environment but prefer individual rather than team-oriented tasks. They have good verbal and nonverbal communication skills, preferring face-to-face conversations, but their tight schedules often result in "snippet" conversations through text, email, and Facebook.

In their personal lives, they speak to their parents once a day and occasionally seek their advice about personal matters and purchase decisions. Their time is not at all flexible: spent at work or with family, not in travel or with friends outside of the office. They shop for groceries at whatever store is in closest proximity (grocery store or convenience store), making purchase decisions quickly and basing those decisions on price rather than brand loyalty. Because their day-to-day lives are rushed, they value fast service in stores and casual restaurants, but still rank "friendly" service as very important. They are interested in saving for the future but also interested in instant gratification. They are not concerned with civic or philanthropic causes nor are they concerned with "green" purchase choices. They lack time for working out and their appearance is not particularly important to them. They do not spend much time on social media sites and are unlikely to contribute content to it, although they own multiple electronic devices such as smartphones and tablets. They are more likely to own a home than to rent and to own a car than to use a car service. Their jobs and their family are their central focus.



DON'T CALL ME A MILLENNIAL

Hispanic, 30-37 years old, working full-time as professionals and business owners who live in rural, suburban, and urban areas of the West Coast. They are slightly more likely to be female than male (60% female/40% male), have at least some college, a median income of \$70,000, and an average of \$15,000 in student debt. The vast majority are married with children ranging in age from toddler to early teens. Politically, they are equally as likely to be Democratic as Republican and are extremely likely to have voted in the last presidential election. When making purchase decisions, they value convenience and price over brand loyalty. They like their jobs. Their business and family are their total focus.

My favorite reads yesterday were [Why Democrats need to stop the cowardice and go on the offense against Trump](#), [Democrats' Trump-era quandary is familiar: Play offense or defense? It ought to be obvious by now](#), [Evolution or revolution? Democrats' ideological divisions broke into the open in their Detroit brawl](#)

Trends from the last 7 days:

Democrat↑ **Car**↓ Voter Read Engine Life Candidate Worker **Republican** Don Family House Mueller Book Racist Diversity Age School Debate Job American

Business Senator Employee Company Woman Political Show Presidential White New York Representative Senate **Democratic**↑ Policy President **Trump**↑ Biden Tax

Party Vehicle Election Pension America Retire Kid Campaign Committee Drive Retirement

Trending up: **Trump**↑, **Democrat**↑, **Democratic**↑ Trending down: **Vehicle**↓, **Car**↓

Top words: Trump, Republican, Democrat, Retirement

Filter:

Sort:



Persona Don't Call Me a Millennial read "Why Democrats need to stop the cowardice and go on the offense against Trump"

Alternet.org on Tue Jul 30 2019

Interest Level: 100%



Persona Don't Call Me a Millennial read "Democrats' Trump-era quandary is familiar"

Salon on Mon Jul 29 2019

Interest Level: 100%



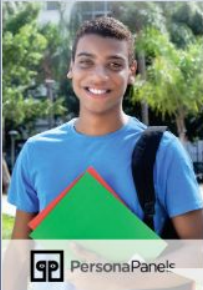
Persona Don't Call Me a Millennial read "Evolution or revolution? Democrats' ideological divisions broke into the open"

3. Persona: Environmental Millennial *"It's about my health & the health of the world"*

Black, Hispanic, or Asian males, 22-25 years old, who live at home with their parents, usually in urban and rural areas of the US. They are predominantly students working part-time with a median income of \$25,000 and \$25,000 in student debt. They are unmarried with no children and no immediate desire to get married or have children. They have no political party affiliation and are unlikely to have voted in the last presidential election. They tend to be pessimistic about the prospects of their generation and of the planet Earth, believing that it is harder today to save for the future, pay for college, and buy a home than it was for their parents and that the health of the environment is in jeopardy.

When they think about work, they focus on workplace atmosphere rather than on career opportunities – desiring friendships with their co-workers, a relaxed workplace environment with a flexible schedule, a team-oriented structure, and a tight bond with their boss. They dislike receiving orders but are uncomfortable figuring out things on their own, are impatient, seek instant gratification, and are resistant to "paying their dues" on the job, frequently questioning the status quo. At present, they are more interested in friendships and lifestyle than in a career, viewing a job as something to do between weekends.

They view face-to-face communication as unimportant, preferring to convey snippets of information on smartphones and tablets, owning multiple devices and gaming systems, which they upgrade frequently. They have trouble with both verbal and non-verbal communication and experience frequent miscommunication with friends, colleagues, and bosses. They shop for food in convenience stores and frequently buy non-food products online, viewing the shopping experience as more important than the purchase. They value fast more than friendly service, feel that their day-to-day lives are rushed, and make decisions at the last minute. They view the first-hand experience of their friends, the advice of their parents, and online reviews as authoritative. Although they express deep concern for the environment, they are not regularly engaged in philanthropic or civic activities beyond exhibiting some purchase loyalty to consumer brands that have a connection to the environment. They spend a great deal of time on social media, being extremely likely to contribute original content to social media platforms and to desire feedback in return. They also are very willing to engage in such online activities as rating products & services. They are somewhat interested in their appearance and very interested in working out.



ENVIRONMENTAL MILLENNIAL

Black, Hispanic, or Asian males, 22-25 years old, who live at home with their parents, usually in urban and rural areas of the US. They are predominantly students working part-time with a median income of \$25,000 and \$25,000 in student debt. They are unmarried with no children and no immediate desire to get married or have children. They have no political party affiliation and are unlikely to have voted in the last presidential election. They tend to be pessimistic about the prospects of their generation and of the planet Earth, believing that it is harder today to save for the future, pay for college, and buy a home than it was for their parents and that the health of the environment is in jeopardy. They are avid users of and contributors to social media. They work out regularly, feeling that their own health and the health of the world are very important.

My favorite reads yesterday were [Inside the secretive world of San Vicente Bungalows](#), [A stitch in time: how craftivists found their radical voice](#), [Investors, consumers and workers are changing capitalism for the better by demanding companies behave more responsibly](#)

Trends from the last 7 days:

Political Social Candidate Community Biden Show **Democratic↑** Sanders Diversity Election **Democrat↑** Campaign Phone Playstation Environmental **Apple↓** White

Representative Party **Trump↑** Security Race **Iphone↓** Camera Xbox Presidential Doom California Debate Mueller House President Washington Model Media Racist American

Woman Senator Senate los New York Ipad Voter Republican America Climate Game Black Company

Trending up: **Trump↑**, **Democrat↑**, **Democratic↑** Trending down: **Apple↓**, **Iphone↓**

Top words: Trump, Democrat, Iphone, Democratic

Filter:

Sort:



Persona Environmental Millennial read "Inside the secretive world of San Vicente Bungalows"
British GQ on Mon Jul 29 2019

Interest Level: 100%




Persona Environmental Millennial read "A stitch in time"

4. Persona: Millennial in Name Only. *"Old-school values are important to me"*

Caucasian, Black, and Hispanic blue-collar workers who are employed full-time and live predominantly in urban areas. They are equally as likely to be male as female, are 32-37 years old, have a median income of \$75,000 and have no student debt. The majority are married with children ranging in age from toddler to early teens. They are high school graduates who may have some college. They are more likely to self-identify as Democratic than Republican and extremely likely to have voted in the last presidential election. They view their lives as easier than their parents' lives: viewing themselves as more likely than their parents were at the same age to be able to save for the future, pay for college, and buy a home.

Professionally, they like their job but are interested in getting a better one. They are willing to learn new skills on the job but have no interest in returning to school or engaging in unpaid skill-training. At work, they like team-oriented projects, are extremely comfortable working with diverse co-workers, handle stress and rigid work schedules well, acknowledge the need to "pay their dues," value direct feedback and unambiguous instruction, but once instruction is given, they prefer to figure things out on their own rather than to receive orders. It is important to them to have a friendly relationship with their coworkers, with whom they communicate well, preferring face-to-face conversations over instant messaging, texting, or Facebook. They focus on work during the week and on family during the weekend.

In their personal lives, they talk to their parents once or twice a week but are more likely to seek advice from their peers than from their parents. They feel philanthropy and being civically engaged are very important, but they have limited free-time so they are more likely to contribute their money than their time to a cause and occasionally may make purchase decisions based on product ties to a particular cause. They think carefully before making major purchases and are willing to forego instant gratification in favor of long-term goals. Shopping is viewed as an errand to be accomplished quickly rather than a social activity. Purchase decisions are based on price rather than brand loyalty and purchases are more likely to occur in stores than online. They own a cell-phone, which they keep for a long time, and prefer talking to texting on it. They spend more time reading and watching television sets and less time on electronic devices and on social media sites than their generational counterparts. They are more likely to own a home than to rent one and to own a car than to take a car service. They exercise occasionally and care only moderately about their appearance. Their job, their children, and saving for the future are very important to them.



MILLENNIAL IN NAME ONLY

Caucasian, Black, and Hispanic blue-collar workers who are employed full-time and live predominantly in urban areas. They are equally as likely to be male as female, are 32-37 years old, have a median income of \$75,000 and have no student debt. They are likely to be married with children ranging in age from toddler to early teens. They are high school graduates who may have some college. They are more likely to be Democratic than Republican and extremely likely to have voted in the last presidential election. They view their lives as easier than their parents' lives, viewing themselves as more likely than their parents were at the same age to be able to save for the future, pay for college, and buy a home. Their job, their children, saving for the future, and other "old school" values are very important to them.

My favorite reads yesterday were [The Iowa Circus](#), [Why Democrats need to stop the cowardice and go on the offense against Trump](#), [Democrats' Trump-era quandary is familiar: Play offense or defense? It ought to be obvious by now](#)

Trends from the last 7 days:

Retirement **Car** Xbox Senate Show Black Doom Party Drive Presidential Senator Mueller **Democrat** America Race Book Company Sanders Voter Committee Election


Vehicle Student Engine President Candidate Warren Read Woman House Campaign Diversity Biden White Debate Player Nintendo Republican New York School City

Game **Democratic** Tax American Representative Political Electric Community **Trump**

Trending up: **Trump**, **Game**, **Democrat** Trending down: **Vehicle**, **Car** Top words: Trump, Game, Democrat, Democratic

Filter: ALL READS LAST 24 HOURS LAST 7 DAYS LAST 30 DAYS

Sort: SORT BY MATCH SORT BY TIME



Persona Millennial in Name Only read "The Iowa Circus"

Rolling Stone on Sat Jul 27 2019

Interest Level: 100%



Persona Millennial in Name Only read "Why Democrats need to stop the cowardice and go on the offense against Trump"

Altemet.org on Tue Jul 30 2019

Interest Level: 100%

5. Persona: Millennial Moms “I’m about working out, seeing the world, and indulging my children”

Multi-ethnic women, 30-37 years-old, married with children ranging in age from toddler to early teens. They live in urban and suburban areas, may be homemakers or professionals working full-time. They have a median household income of \$100,000 and no student debt. They are more likely to be pro-Republican but only somewhat likely to have voted in the last presidential election. Most have at least some college and no interest in going back to school or getting additional job training.

Those that work, like their jobs, are comfortable multi-tasking and working with diverse co-workers, and view a relaxed workplace atmosphere as a top priority. They value flexible work schedules, are not team-oriented – preferring to be left to figure things out on their own – are not interested in developing friendships with their coworkers or their boss, but communicate well with their workplace associates. Friends and lifestyle are at least as important to them as is their job.

In their personal lives, they are very close with their parents, speaking with them approximately 10 times a week and seeking their advice on personal matters. They do not care about philanthropy, civic engagement, or supporting causes such as environmental protection. They own multiple electronic devices such as smartphones and tablets, occasionally communicate in snippets through texting, Facebook, & email, but they prefer face-to-face communication when possible. They seek instant gratification but also set long-term goals. They shop for groceries in grocery stores rather than at convenience stores, valuing price over brand loyalty, and seek restaurants that are fast and casual but also friendly. They prefer home ownership to renting and owning a car is important to them. Working out is very important to them, as is their physical appearance. They like to travel with their family and do so often. Their marriage and their children are the focus of their lives.



MILLENNIAL MOMS

Multi-ethnic women, 30-37 years-old, married with children ranging in age from toddler to early teens. They live in urban and suburban areas, may be homemakers or professionals working full-time. They have a median household income of \$100,000 and no student debt. They are more likely to be pro-Republican but only somewhat likely to have voted in the last presidential election. Most have at least some college. They are very close with their parents, speaking with them approximately 10 times a week and seeking their advice on personal matters. Working out is very important to them, as is their physical appearance. They like to travel with their family and do so often. Their marriage and their children are the focus of their lives.

My favorite reads yesterday were [Australian politician egged after blaming New Zealand terror attack on Muslims to be publicly rebuked in senate](#), [Help! My Mom Wants to Seduce My Father-in-Law](#), [Dave's Top 15 Most Intriguing Restaurants in Reno](#)

Trends from the last 7 days:

[Restaurant↑](#) [Vehicle](#) [House](#) [American](#) [Loan](#) [Money](#) [Hotel](#) [Home](#) [Social](#) [Vacation](#) [Food](#) [Lender](#) [Income](#) [Mortgage↓](#) [Media](#) [Parent](#) [Chef](#) [New York](#) [Daughter](#) [Show](#)

[Woman](#) [Love](#) [White](#) [Menu](#) [Retirement↑](#) [Life](#) [Democratic](#) [Park](#) [Democrat](#) [Tax](#) [Car↓](#) [Child](#) [Trump](#) [Mother](#) [Security](#) [Debt](#) [Weight](#) [President](#) [Exercise](#) [Family↑](#)

[Mom](#) [Benefit](#) [Pension](#) [Kid](#) [Republican](#) [Shop](#) [Summer](#) [Retire](#) [Age](#) [Party](#)

Trending up: [Retirement↑](#), [Restaurant↑](#), [Family↑](#) Trending down: [Mortgage↓](#), [Car↓](#)


Top words: Retirement, Republican, Trump, Show

Filter:

[ALL READS](#) [LAST 24 HOURS](#) [LAST 7 DAYS](#) [LAST 30 DAYS](#)

Sort:

[SORT BY MATCH](#) [SORT BY TIME](#)



Persona Millennial Moms read "Australian politician egged after blaming New Zealand terror attack on Muslims to be publicly rebuked in senate"

The Independent on Mon Jul 29 2019

Interest Level: 100%



Persona Millennial Moms read "Help! My Mom Wants to Seduce My Father-in-Law."

Slate Magazine on Tue Jul 30 2019


Interest Level: 100%

6. Persona: Tech Geek Millennial. *"Everything tech-wise is at my fingertips"*

Multi-ethnic men, ages 22-30, mostly single without children, a median income of \$80,000, and an average of \$30,000 in student debt. They live in urban or suburban areas, have bachelor's degrees and may have graduate schooling. They tend to be pro-Republican and are fairly likely to have voted in the last presidential election.

Their jobs are important to them and they feel as though their education prepared them well for their careers. At work, they are eager to learn new things, frequently question the status quo, tend to be independent and impatient – seeking advancement without "paying their dues" — are "go-getters," dislike receiving orders, dislike ambiguity, but will accept feedback that is direct and very specific. They tend to focus on short-term priorities rather than long-term goals. They feel that friendships with their boss and co-workers are marginally important, but they have a tendency to miscommunicate with both because of a lack of awareness of verbal and non-verbal cues.

Although their work is important to them, friends and lifestyle are equally important, so they value their weekends and enjoy travel. They talk to their parents twice a week on average but don't seek their parents' advice. They are not interested in philanthropy, civic engagement, or environmental causes. They are busy and impatient, preferring fast service to friendly service. They buy their groceries at convenience stores or eat out and prefer to do non-grocery shopping online. They make their purchase selections primarily on brand-loyalty rather than on competitive-pricing. They are more likely to buy a home than to rent one and if they do rent, they are planning on purchasing a home in the future, although in other ways they tend to live in the moment rather than plan for the future. They are more likely to use a car service than to own a car. They care about their appearance and work out regularly. They are strong users of social media, are very likely to post content online, and consider themselves extremely tech-savvy.



TECH GEEK MILLENNIAL

Multi-ethnic men, ages 22-30, mostly single without children, a median income of \$80,000, and an average of \$30,000 in student debt. They live in urban or suburban areas, have bachelor's degrees and may have graduate schooling. They tend to be pro-Republican and are fairly likely to have voted in the last presidential election. Their jobs are important to them and they are "go-getters" who are eager for advancement, although they have a tendency to miscommunicate with co-workers because of a lack of awareness of verbal and non-verbal cues. They also value their free-time and enjoy travel. They are strong users of social media, are very likely to post content online, and consider themselves extremely tech-savvy.

My favorite reads yesterday were [An Exquisite Cacophony: On Jay Wexler's "Our Non-Christian Nation"](#), [VO2 max: Everything you need to know](#), [The Problem With Diversity Questions](#)

Trends from the last 7 days:

Keyboard Trump Party Delivery Deal Playstation1 Democratic Republican Diversity1 Console New York Workout Apple City Price Ride Uber Woman Sale Laptop1

Phone Ueb Prime Technology Show Pro Video Nintendo Charge Game1 Switch Computer Gym Travel Doom Rider Wireless Model Lyft Player Amazon Company Driver


Democrat Product Macbook1 President Xbox House Weight

Trending up: Game1, Playstation1, Diversity1 Trending down: Macbook1, Laptop1 Top words: Game, Uber, Xbox, Republican

Filter:

ALL READS LAST 24 HOURS LAST 7 DAYS LAST 30 DAYS


Sort: SORT BY MATCH SORT BY TIME



Persona Tech Geek Millennial read "An Exquisite Cacophony"

Los Angeles Review of Books on Tue Jul 30 2019


Interest Level: 100%



Persona Tech Geek Millennial read "VO2 max"

Roadshow on Mon Jul 29 2019

Interest Level: 100%



Persona Tech Geek Millennial read "The Problem With Diversity Questions"

Inside Higher Ed on Mon Jul 29 2019