Millennial report web script – 12-10

**Web page order:**

* Introduction
* Who are millennials? What’s unique about them? (static graphics)
  + Comparison to prior generations
* Where they live: brief highlights, interactive map
* Why does this matter? What are the implications of the millennial generation on the nation’s future?

**INTRODUCTION**

TEXT: The millennial generation, over 75 million strong is America’s largest—eclipsing the current size of the postwar baby boom generation. Millennials make up nearly a quarter of the total U.S. population, 30 percent of the voting age population, and almost two-fifths of the working age population.

(TEXT AS ABOVE OR ICON-LADEN GRAPHIC):

* 75 million, now surpassing the baby boomers
* 30% of the voting age population
* Almost two-fifths of the working age population
* Now 44% minority

TEXT: This report examines the demographic makeup of millennials for the nation, the 100 largest metropolitan areas, and all 50 states. With an emphasis on its unique racial diversity, this report’s summary page **(1)** **defines the millennial generation and describes how they are unique compared to prior generations**, **(2) shows where millennials are living and how the generation varies amongst different areas throughout the country**, and **(3)** **explains how the millennial generation is a demographic bridge from prior generations to the nation’s diverse future**.

TEXT: This report draws from a variety of U.S. Census Bureau data, including the Current Population Survey, the American Community Survey, census estimates and projections, as well as historical decennial censuses. It also presents metropolitan area projections conducted by the author. Millennials are defined in this report as persons born between 1981 and 1997.

**Who are millennials? What’s unique about them?**

TEXT side note: In comparing the millennial generation with preceding generations at roughly the same stage of life, the report compares “young adults” in 1980 (baby boomers then 16-34), young adults in 2000 (generation X then 20-34, and young adults in 2015 (millennials then 18-34).

TEXT: **Share of population:** While millennials are now the largest generation at more than 75 million, surpassing baby boomers, they comprise a smaller percentage of the nation’s total population than baby boomers did when they were young adults.

* SIMPLE GRAPHIC: Share of population: in 1980, baby boomers represented 33% of total population and vastly outweighed generations that were their seniors. Millennials, while currently the largest share of the population, now represent 23% of the population.

TEXT side note: Millennials grew nationally by 4.7% from 2010-15, representing gains from immigration and the aging of younger millennials into the 18-34 age bracket during that time.

TEXT: **Racial/ethnic diversity:** Millennials are by far the most diverse generation compared to prior generations.

TEXT: In 1980, the share of young adult minorities within the total population was 21.6%. In 2000, the share jumped to 37.3%. In 2015, the share increased further to 44.2%.

* GRAPHIC: Figure 2 with percentage labels, excluding “post-millennials
  + INTERACTIVE GRAPHIC OPTION?
* TEXT side note: Most white baby boomers were born in an era when immigration was at a historic low point and when the immigrants who did arrive in America were mostly white Europeans. Then, the nation’s much smaller minority population was composed mostly of black Americans, residing in highly segregated cities.

TEXT: **Compared to baby boomers and Gen Xers** at the same relative time in young adult life, millennials: have attained higher levels of education, are marrying at lower rates, are owning homes at lower rates, are more likely to be in poverty, and are less likely to be employed.

* GRAPHIC: Table 1: Comparisons of Young Adults of Earlier Eras with Millennials in 2015

**Where are millennials living?**

TEXT: There is wide variation in millennial populations among states and metropolitan areas throughout the country. The interactive state map below provides a breakdown of millennial demographic information by population growth and decline, by percentage of minorities, by percentage of college graduates, and by percentage in poverty.

**GRAPHIC: Interactive (state) map with toggle options:**

* Millennials by young adult growth and decline (data from map 1, 2010-15)
* Millennials by percentage of minorities (data from map 2)
* Older millennials by percentage of college graduates (data from map 3, older millennials ages 25-34)
* Older millennials by percentage in poverty (data from map 4, older millennials ages 25-34)

TEXT: Among metropolitan areas, the 15 metropolitan areas with the highest shares of millennials are all in the fast-growing South and West, such as Austin, Colorado Springs, San Diego, and Los Angeles. *Note: Listed within this report amongst states, the District of Columbia is a whopping 34.8 percent millennial.*

TEXT: The lowest millennial shares tend to be in Florida, such as Tampa and Miami, in the Northeast, such as Pittsburgh, and in the Midwest, such as Cleveland and Detroit.

TEXT: Among the largest 100 largest metropolitan areas, 30 are “minority white,” including Miami, Houston, Los Angeles, New York, Atlanta and Chicago. Conversely, 18 metropolitan areas have millennial populations that are at least 60% white, including Philadelphia, Charlotte, Tampa and Seattle. Only four of the largest 100 metropolitan areas house millennial populations where whites exceed 80%.

TEXT: In general, black millennials settle more often in Southern areas (including Atlanta, Dallas, Houston, and Miami, as well as New York, Philadelphia, and Washington, D.C.), Hispanic millennials settle more often in Southern areas (including Houston, Miami, Dallas, Los Angeles, as well as New York and Chicago), Asian millennials settle more often in the West ((including San Francisco, San Jose, and Seattle, as well as Chicago, Washington, D.C. and Houston), and white millennials settle most often in the largest metro areas, such as New York, Chicago, and Los Angeles.

**Why does this matter? What are the implications of the millennial generation on the nation’s future?**

TEXT: Millennials are the most racially and ethnically diverse generation to pass through young adult ages and will be followed by an even more diverse generation. Thus, millennials are the demographic “bridge” to the nation’s diverse future, ushering in a very different America from the one in which today’s older generations grew up.

By the mid-2040s, racial and ethnic minorities are projected to make up over half of all Americans, but the 2020 census will show that the postmillennial generation — people who are younger than millennials — will already be minority white. This means that millennials, now 44 percent minority, will pave the way for the generations behind them as workers, consumers, and leaders in business and government in their acceptance by and participation in tomorrow’s more racially diverse America.

**GRAPHIC: Figure 2 with percentage labels, excluding “ages 55+” and “ages 35-54”**

**Millennials as a bridge to the future:**

TEXT: To further understand the generational changes underway in America, it is informative to recognize the rapid demographic shifts over the past three decades via a simple “**cultural generation gap**” measure:

*FORMULA: Percent White Among Pre-Millennials (age 35+) minus Percent White among Post-Millennials (under age 18)*

TEXT: Because the U.S. over-35 population is 68 percent white, and its under-18 population is 52 percent white, the national cultural generation gap takes a value of 16. By 2035, the cultural generation gap is projected to shrink to 11.

TEXT: The cultural generation gap, however, is occurring at different speeds in different regions, as shown by this state of state cultural generation gaps.

GRAPHIC: State map: cultural generation gap map

Large metropolitan areas with the largest cultural generation gaps tend to be in Southern and Western states including retirement areas (including Florida cities Tampa and Deltona-Daytona Beach; as well as Tucson and Phoenix). They also comprise of areas at or inland from coastal California (San Diego, Riverside, Fresno, and Las Vegas); and selected Northern areas that have attracted younger minorities (Springfield, New Haven, Allentown, and Milwaukee).

At the other end of the spectrum, metropolitan areas with small gaps include Knoxville, Cincinnati, Pittsburgh, and St. Louis.

**Conclusion**

TEXT: Millennials are already making an indelible imprint on the nation as evident from the tremendous publicity they receive and the consumer base they represent. Yet their most lasting legacy is yet to be determined, based partly on how successfully they serve as a social, economic, and political bridge to chronologically successive racially diverse generations.

TEXT: Despite coming of age in the midst of the Great Recession and the subsequent housing market crash, the racially and ethnically diverse millennial generation tends to be optimistic about the future. Amidst signs that the employment situation is improving, and indications that housing affordability is reviving, a majority of millennials say that they want to get married, have children, and purchase a home. Specifically, Hispanic, Asian, and black millennials are more likely than whites to say that they will do better financially than their parents and that the life of their generation will be better than that of their parents.

TEXT: By example and as advocates, millennials of all racial and ethnic backgrounds can make the case that investing in a more inclusive America is essential to the nation’s economic success and will, as well, benefit older populations. As they move into middle age, millennials will represent the new face of America in business, in politics, in popular culture, and as the nation’s image to the rest of the world.