

MILLENNIAL TRAIT	DESCRIPTION
Techy	Glued to their phones and technology with minimal face-to-face interaction.
Entitled	Can be overly entitled on anything and everything without substantial merit.
Confident	Can be overly confident in things they are not fully knowledgeable or experienced in.
Opinionated	Vocal about what they believe/support and eager to share via social media.
Offended	Easily offended and closed off when constructively criticized, disciplined or failed at something.
Non-Committal	Difficult to secure commitment to any one thing. They like to leave their options open.
Work Ethic	Works less hours and can be less efficient in the work they do if they don't like what they are doing. If there is no passion or personal gain for working hard, then they are less likely to put in the effort. Not to say they won't invest their time and talent if they are fulfilling their passions or self-seeking goals.
Earth-Friendly	Interests: Eco-friendly, efficient, paperless, recycling, electric cars, smart technology, living off the land, animal and pet friendly. They often support these causes and we see a global shift in mindset.
Fitness & Outdoors	Interests: Yoga, Crossfit, Spin, Hiking, Water sports like surfing, SUP, paddling, free diving, Winter sports, Orange Theory, Ultra Gyms, Dance, Pilates, Barre, etc.
Transportation	Uber, Walking, skateboards, bicycles, mopeds, trains, subways, bus and carpooling are alternatives for transportation versus just a car they own.
Healthy Eating	Vegan, Vegetarian, Paleo, Clean Food, Less Preservatives, Organic, Whole Foods, Farmer's Markets, Farm to Table, Fresh/Craft Cocktails, Juicing, Non-GMO, Exotic Fruits/Veggies, No High Fructose Corn Syrup, Gluten/Dairy/Dye/Cage-Free, Free-Range, Grass-fed
Experiences	All about the experiences. They will save their money for experiences versus material items: travel, events, food (they are Foodies), outdoors, outside the box things to do, wanting a rush and something different that they can share on social media.
Fashion	Retro & Vintage. A blend of styles from the 1920s to early 90s. Vintage is unique and interesting to them. Even if it's loud or too extreme for most, just like a fashion runway, the look often works and gets the cred by multiple generations because they see a little of themselves years ago in the vintage style/item they are mimicking.
Impatient	Short attention span, need constant stimulation, their time is precious. If what you have to offer during their time isn't beneficial they will move on to the next or zone you out, often unintentionally.
Visual	Seeing things online, on a screen, in person helps grasp a concept/thought and easier for their learning process. Able to break things down visually versus reading a book or directions with words and only words. Visual learning has increased their multi-tasking skills as well. Being able to listen to music blasting in their ear, singing along, watching TV while toggling back and forth from work on the computer, making phone calls, checking IG/Snapchat and texting.
Respect	If a Millennial respects you, you're cool and all his/her friends/followers will think so as well. BUT you need to earn their respect. How? Respect them first...Millennials will agree with this one and many Baby Boomers are laughing right now saying, "Whatever happened to Respect Your Elders?" and "Where have all our morals gone?" Try it, you will be surprised how far it will take your relationship with a Millennial.