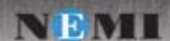


Understanding the Millennial Mind

What do we know about them?

- Born 1981-99 (81 million)
- One in three is considered a racial/ethnic minority
- One in four has experienced parental divorce
- The teenage segment spent 170 billion in 2004
- They are better connected than previous generations
- They are comfortable in a multi-channeling world.



Understanding the Millennial Mind

At the same time, many are:

- Ruthless in their expectations of convenience.
- The products of a world in which situational ethics are prevalent
- Impatient for immediate outcomes
- Intolerant of repetition.
- Lacking a sense of self-initiative

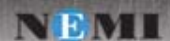


NEMI

Understanding the Millennial Mind

At the same time, many are:

- Evolving (or devolving) into “menu driven” thinkers.
- In constant pursuit of consequence-free living
- Products of the reality-television genre
- Lacking in basic writing and calculative skills





For additional information

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