## Millennial Is a Dangerous Word

Laura Ellis, Samantha Kelen and Kyle Lewis

## What is a Millennial?

23-38

Millennials born between 1980 and 1995



Definition of generations is based on your experiences, not the year were born

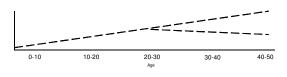


Many millennials refuse to identify as such

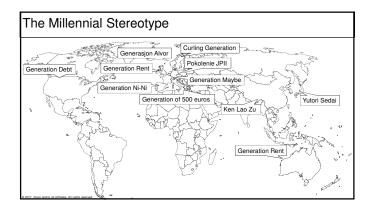
## The Millennial Stereotype

## Millennial Split

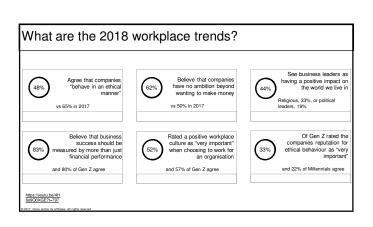
Generation Experts believe this is due to the Millennial Split:



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What are the trends?
Claimed to have used Facebook within the past week to post about or engage with an issue they care for
52% Consume more vegetables than older generations
600% Increase of Americans identifying as Vegan over the last 3 years
1 in 3 Millennials buy brands based on social and environmental impact
84% Millennials donate to charity



Panel Discussion		
Samantha Kelen, Laura Ellis and Kyle Lewis		