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| NGPF_LG.png | NGPF Activity Bank Budgeting #25 |

INTERACTIVE: What is a Millennial?

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| Interactive: [**Millennials Coming of Age**](https://www.goldmansachs.com/insights/archive/millennials/index.html) |

The millennial generation, one of the largest generations in history, is about to move into its prime spending years. By definition, a millennial is a person born between 1980 - 2000. You can scroll through [this interactive](https://www.goldmansachs.com/insights/archive/millennials/index.html) to learn more about the Millennial generation and use the prompts provided to reflect on what you have learned below.

Millennials have grown up in a time of rapid change and technological advancement which has given them a set of priorities and expectations that are sharply different from those of previous generations. They even have different spending habits which will most likely impact the economy in crucial ways! After scrolling through the interactive, you have ***two options*** to reflect on what you learned about the impact of this generation. Read the options below and complete your choice.

**Option #1**:

After analyzing the interactive, respond to the following questions.

1. Review the “Who are they?” section. How would you define millennials based on these graphs and data sets?

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1. Scroll through the next 2 sections on Housing and Love. How do you think the delays in home ownership, marriage, and other major milestones shown in the interactive will manifest themselves in economic terms? What do you predict to be the biggest change?

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1. Next, analyze the kinds of changes that are happening in the automobile, television, housing, and luxury brands due to the Millennial generation. Do you believe these will be similar to your generation (Generation Z or iGen)? Explain your answer.

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1. Describe how changes in spending priorities for millennials shown thus far in the interactive have an impact on supply and demand.

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1. Based on the data about branding, what kind of companies are preferable to Millennials? How could this impact the major stock indexes?

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1. Define the Millennial generation in your own words and summarize how the size of this generation will impact the U.S. economy based on what you have reviewed in the interactive.

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OR

**Option #2**:

After analyzing the interactive, use the data to write a short essay responding to the following questions:

1. How will the spending habits of the Millennial generation impact the U.S. economy? Explain specifically what you think will change as well as any broad assumptions you can make based on what you learned from the interactive.
2. Do you predict the spending habits of iGen or Generation Z will lead to different spending habits than millennials? Explain your predictions. Compare and contrast where necessary.

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