



THE MILLENNIAL GENERATION, THOSE BORN AFTER 1980, ARE BECOMING THE MAJORITY OF THE WORLD'S WORKFORCE. THIS GENERATION HAS BEEN RAISED WITH TECHNOLOGY AND UNLIMITED ACCESS TO INFORMATION VIA THE INTERNET. AS THEY ENTER THE WORKFORCE, THEY BRING WITH THEM THIS EXPERIENCE AND A SET OF EXPECTATIONS LIKE NONE BEFORE.

## MILLENNIALS ON THE RISE



75 million Millennials are entering today's workforce.



91.7% of Millennials think it will only take 3-6 months to land a job out of college.



By 2014, Millennials are expected to make up 50% of the workforce.

## MILLENNIALS AND THEIR TECH

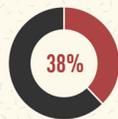
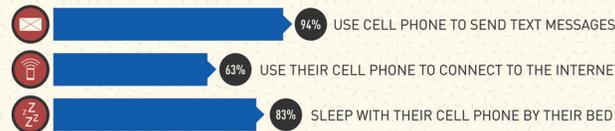


54% of Millennials own smartphones

AND



18% of those who don't, plan on buying one in the next 6 months.



38% of Millennials use streaming video compared to



18% of other generations.



75% of Millennials have at least one social networking profile.



74% of Millennials say new technology makes life easier.

Millennials prefer laptops to desktops with 70% of Millennials owning a laptop and only 57% owning desktops.



WITH A STAGGERING PERCENTAGE OF MILLENNIALS ENTERING THE WORKFORCE, BUSINESSES MUST ADAPT THEIR TECHNOLOGY STRATEGIES TO CREATE AN ENVIRONMENT WHERE THIS GENERATION CAN FEEL EMPOWERED AND PRODUCTIVE. *Are You Ready?*

SOURCES:  
PEW SOCIAL TRENDS: MILLENNIALS, CONFIDENT CONNECTED AND OPEN TO CHANGE  
PEW RESEARCH: GENERATIONS AND THEIR GADGETS  
MILLENNIAL WORKFORCE: IT RISK OR BENEFIT?

[NECAM.COM/EMPOWERED](http://NECAM.COM/EMPOWERED)



## THE NEW FACE OF THE WORKFORCE

BY 2014, MILLENNIALS ARE EXPECTED TO MAKE UP 50% OF THE WORKFORCE.



77% of Millennials feel that technology makes the quality of their work better.



73% of Millennials feel that technology makes it easier to communicate to their peers and supervisors.



50% of Millennials report that they have used collaborative tools, online applications and open source technologies from free public websites when those technologies were not available at work or not meeting their expectation.



46% of Millennials use IM on the corporate network vs. 22% of other workers.



Less than 45% of Millennials stick to company-issued devices or software.



69% of Millennials will use whatever application/device/technology they want, regardless of source or corporate IT policy.