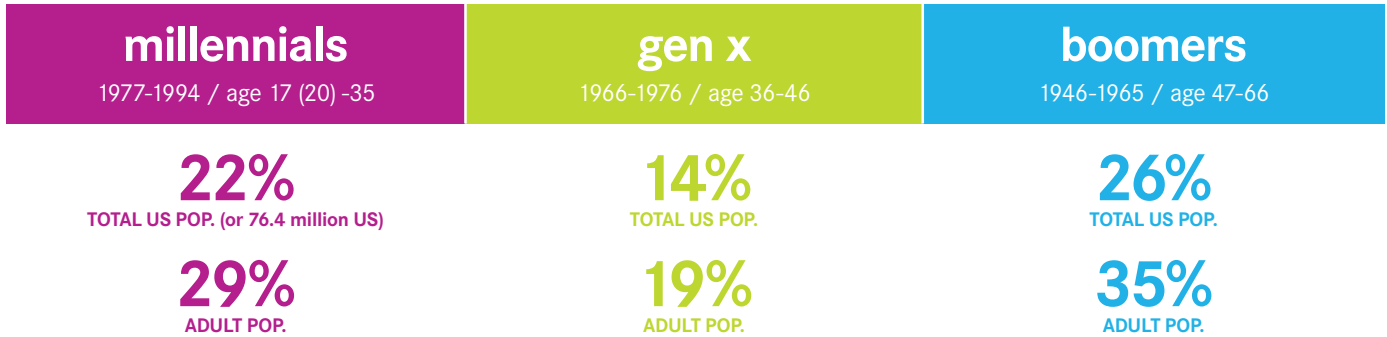


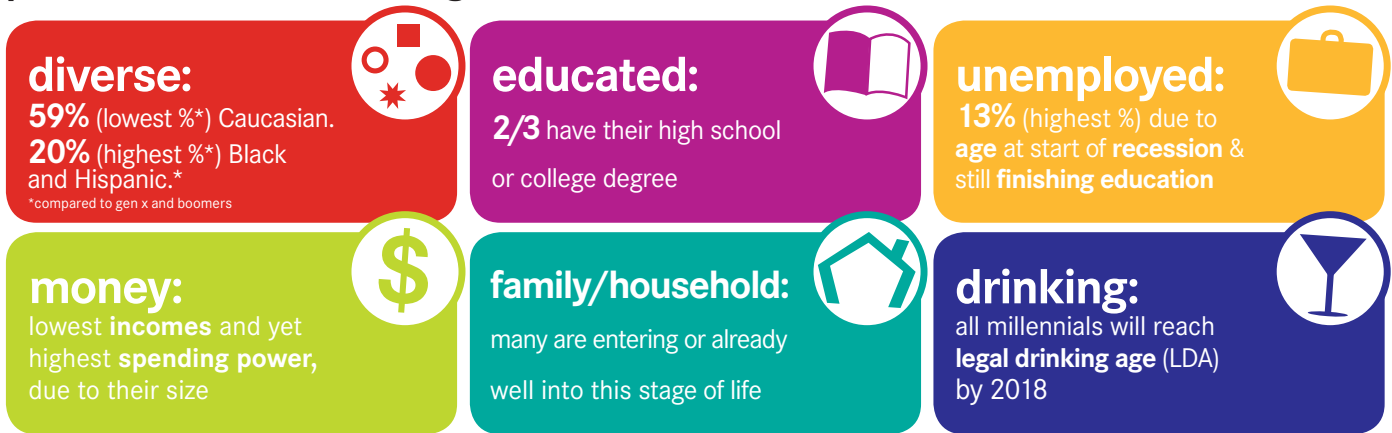
MILLENNIALS:

USA demographic characteristics

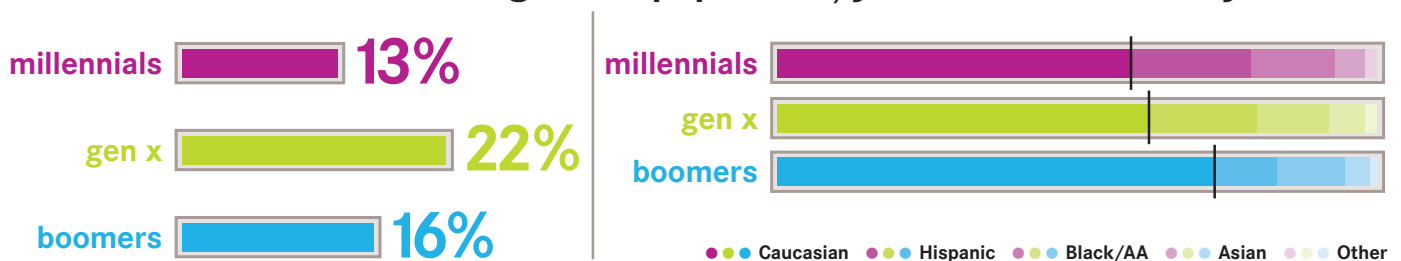
share of the US total & adult population by generation, 2011:



portrait of the millennial generation:



millennials: the smallest foreign-born population, yet the most ethnically diverse:



millennials: will become the most educated in US history, as they move into their 20s:

