



Millennials: The Connected Generation

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Generations, like people, have personalities, and Millennials — the American teens and twenty-somethings who are making the passage into adulthood at the start of a new millennium — have begun to forge theirs: confident, self-expressive, liberal, upbeat and open to change.

They are more ethnically and racially diverse than older adults. They're less religious, less likely to have served in the military, and are on track to become the most educated generation in American history.

Their entry into careers and first jobs has been badly set back by the Great Recession, but they are more upbeat than their elders about their own economic futures as well as about the overall state of the nation.

They embrace multiple modes of self-expression. 90% have created a profile on a social networking site. Three-in-five have posted a video of themselves online.

Nearly half have a tattoo (and for most who do, one is not enough: about half of those with tattoos have two to five and 18% have six or more). Nearly one-in-four have a piercing in some place other than an earlobe — about six times the share of older adults who've done this. But their look-at-me tendencies are not without limits. Most Millennials have placed privacy boundaries on their social media profiles. And 70% say their tattoos are hidden beneath clothing.

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