The Millennials and Family:

Refusing to grow up?

- Fewer 18-34 year olds are married, have mortgages or children.
- They want to 'settle down', not necessarily 'yet' but it appears sooner than they can.
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- How to give stability and the chance to 'settle down' in an unstable world?
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TIME

THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists who still live with their parents

Why they'll save us all

BY JOEL STEIN
THE ME ME ME GENERATION

Millenials are lazy, entitled narcissists who still live with their parents

Why they'll save us all

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Research says young people today are more narcissistic ...
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Gen Y are Selfish Lazy Narcissists - The Age
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Yet the week before, Time magazine's cover story told us that it was Gen Y the tanks and using Twitter to bring a new dawn to North Africa and the N

These stories paint two very different pictures of Gen Y (also known as the "Facebook", "Net" or "Millennial" Generation). Does it make any sense to group the young people facing down dictators with Australian young people? Is Gen Y a useful term at all?
Lazy Narcissists - The Age

March 10, 2011

Woodman/Wyn

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Selfish narcissists or selfless revolutionaries? It depends

There's nothing like a bit of lazy stereotyping to drive a new
Millennials may not be that narcissistic after all, study suggests

A study suggests that Millennials are generally a humble bunch and not nearly as narcissistic as their boomer parents.
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Then (the Baby Boomers 1976)
Now (The Millennials 2011)

**Education and Employment**
- **1976**
  - 5%  
  - 88%  
- **2011**
  - 25%  
  - 79%

**Working**
- **1976**
  - 65% with partner  
  - 50% parents  
- **2011**
  - 42% with partner  
  - 21% parents

**Family**
- **1976**
  - 64% married
- **2011**
  - 29% married

Source ABS (2013)
Then (the Baby Boomers 1976)
Now (The Millennials 2011)

Education and Employment

1976
5%

2011
25%

Working

1976
88%

2011
54%

69%
Family

1976

64% married

65% with partner

50% parents

2011

29% married

42% with partner

21% parents

From 5 to 75% cohabiting before marriage
Canada

Between 1972 and 2008, the average age at first marriage increased from 22 to 29 for women and from 25 to 31 for men.

Between 1976 and 2011 the average age of women at the birth of their first child increased from 24 years to 29 years.
University of Melbourne

Patterns of family and household formation do not appear primarily driven by 'choice'.

How to give stability and the chance to 'settle down' in an unstable world?

Family support, coping resources, material and financial resources are more important.

Life transitions and their impact on mental and physical health are critical considerations. Why the transition of emerging adulthood appears sooner than they can.

Negative: Emerging adulthood

People are currently facing multiple social, emotional, and economic challenges.

Negative: Transformed transitions

The potential for emotional and physical well-being of young adults of the current generation, and generations to follow (Gott, 2014, p.209).
**Positive: Emerging adulthood**

Their society grants them a long moratorium in their late teens and twenties without expecting them to take on adult responsibilities as soon as they are able to do so. Instead they are allowed to move into adult responsibilities gradually, at their own pace. (Arnett 2014: 6-7)

**Negative: Prolonged transitions**

[Y]oung people are currently facing serious social structural obstacles and poor economic opportunities during this prolonged transition to adulthood....For this reason, I argue that the myth of emerging adulthood is a dangerous one, with the potential to seriously undermine the well-being of many young adults of the current generation, and generations to follow (Côté, 2014: 178)

**'Narcissism epidemic' among millennials**

'Adolescence is the most narcissistic time of life, and is being extended beyond all previous limits' (Twenge and Cambell 2009: 234).
**Positive: Emerging adulthood**

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**'Narcissism epidemic' among millennials**

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Life Patterns (Gen X and the Millennials)

<table>
<thead>
<tr>
<th>Canada (BC) and Australia (for Gen X)</th>
<th>Canada (Age 28)</th>
<th>Australia (Age 30)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>41</td>
<td>49</td>
</tr>
<tr>
<td>Children</td>
<td>27</td>
<td>22</td>
</tr>
</tbody>
</table>

Stety percent of our Gen X group at aged 23 thought that they were likely or very likely to be married at 30.

It actually took well over 10 years, when they were aged 36 to reach these levels.
Very important aims for the future (at age 25)

Cohort 1 (Gen X)  Cohort 2 (Mil.)
Very likely (5 years)

(\textit{Gen X}) \quad (\textit{Mil.})

- I’ll be married
- I’ll be a parent
- I’ll have a secure well-paid job
- I’ll be in a position of authority
**Canada (BC) and Australia (for Gen X)**

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<tr>
<th></th>
<th>Baby Boomers</th>
<th>Generations X &amp; Y</th>
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<tbody>
<tr>
<td><strong>Beliefs &amp; values</strong></td>
<td>Few absolutes</td>
<td>No absolutes</td>
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<tr>
<td></td>
<td>Variety</td>
<td>Lifestyle</td>
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<td></td>
<td>Freedom</td>
<td>Fun</td>
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<tr>
<td><strong>Motivations</strong></td>
<td>Individuality</td>
<td>Own-community</td>
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<td>Achievement</td>
<td>Self-discovery</td>
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<td></td>
<td>Relatable</td>
<td>Relational</td>
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<tr>
<td><strong>Decision Making</strong></td>
<td>Experts</td>
<td>Friends</td>
</tr>
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<td></td>
<td>Information</td>
<td>Anecdotes</td>
</tr>
<tr>
<td></td>
<td>Brand-switchers</td>
<td>No brand loyalty</td>
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<tr>
<td><strong>Earning &amp; Spending</strong></td>
<td>Confident-investors</td>
<td>Uncertain-spenders</td>
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<td></td>
<td>Medium-term goals</td>
<td>Short-term wants</td>
</tr>
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<td></td>
<td>Credit-savvy</td>
<td>Credit-dependent</td>
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<tr>
<td><strong>Learning Styles</strong></td>
<td>Visual</td>
<td>Kinesthetic</td>
</tr>
<tr>
<td></td>
<td>Metaphors</td>
<td>Stories</td>
</tr>
<tr>
<td></td>
<td>Dialogue</td>
<td>Multi-sensory</td>
</tr>
<tr>
<td><strong>Marketing &amp; Communication</strong></td>
<td>Descriptive</td>
<td>Participative</td>
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<td></td>
<td>Direct</td>
<td>Viral</td>
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<td></td>
<td>Below the line</td>
<td>Through the friends</td>
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<tr>
<td><strong>Training environment</strong></td>
<td>Round-table style</td>
<td>Unstructured</td>
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<tr>
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<td>Relaxed ambience</td>
<td>Interactive</td>
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McCrindle Research Australia Generational Map
Mentally and physically (very) unhealthy (Millennials)
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