

RISE OF THE ITECH FAMILY



Understanding
and Reaching
Millennial
Parents

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'TALKIN' ABOUT MY GENERATION

“[Every] generation tries to correct or compensate for what it perceives as the excesses of the midlife generation in power...Your generation isn't like the generation that shaped you, but it has much in common with the generation that shaped the generation that shaped you.” (Sociologist William Strauss)

BOOMERS	GEN Xers	MILLENNIALS	ITECHS
1943-1960	1961-1981	1982-2004	2005-present
Black and white TV	Color TV	Digital TV	HD-Digital TV
JFK Assassination	Challenger Explosion	September 11, 2001	?
Vinyl records, 8-Track	Vinyl records, cassette	Compact disc, MP3	Streamed MP3
Leave It To Beaver	Brady Bunch	Home Improvement	Modern Family
Cars with radios	Sun roofs, cruise control	In-car video, GPS	Hybrids, Self-driving cars
Elvis and Beatles	U2 and Michael Jackson	Cold Play and Alicia Keys	TBD
Type and Return	Type and Click	Point and Click	Swipe and Pinch
Eisenhower, JFK, Johnson	Nixon, Ford, Carter, Reagan, HW Bush	Clinton, GW Bush	Obama

THE MILLENNIAL GENERATION

_____ thousand babies born every day to ____ million Millennial parents representing ____ households.

OTHER NAMES: Gen Z, iGen, Posts, Homeland Generation, ReGen, Plurals

A politically, culturally and _____-blessed (and protected) generation:

The emergence of professional children’s ministry, daycares, preschools, etc.

The Millennial generation has been leaving church since the mid-1990s. Demographically, they are known as the “_____” for their tendency to choose “_____” to define their spiritual beliefs.



GOT A GREAT IDEA OR INSIGHT? RECORD THEM HERE...

MILLENNIALS AS PARENTS

GENERATION GOOGLE

“Digitally native, ethnically diverse, late-marrying and less bound by traditional gender roles than any generation before it.” Time Magazine (October 26, 2015)

They’ve seen the values wars. They witnessed _____ revolutions. They’ve experienced economic _____, political upheaval, terrorist activity and social/political _____.

_____ % of Millennials find the amount of parenting information somewhat or extremely overwhelming.

_____ % of millennial moms said it’s important to be “the perfect mom.”

Most parents feel _____, due to comparisons they make through social media.

_____ state their children participate in too many activities (compared to 50% of Gen X and 53% of Boomers).



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MILLENNIALS AS PARENTS

GENERATION ENTITLED AND DIVERSE

Millennials are not afraid to ask for _____, especially online, and can be overly transparent, even embarrassing, in their postings.

A 2015 BabyCenter survey found the average Millennial mom uses a smartphone, streams media (television, radio) and spends nearly _____ hours per day online (and 80% use their phones to shop in-store).

Millennials have more _____ than any other generation.

Politically-independent: Millennials value kindness, empathy and _____.

Welcome _____:

More Millennials still live with their parents, the highest rate since 1940.

More Millennial dads are stay-at-home fathers than any other generation.

Half of all Millennial parents purchase gender-neutral toys (compared to 34% of Gen Xers and Boomers).



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MILLENNIALS AS PARENTS

GENERATION SELFIE

Millennials have “been raised to count _____ and self-expression as the highest values and run their families as mini-democracies, seeking consensus from spouses, kids and extended friend circles on even the smallest decisions.” (Katy Steinmetz)

“Mom-petition”:

_____ % of Millennial parents want their children’s names to be unique.

Drone parenting: _____ and _____ (not direct and schedule)

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This page is blank...a place for you to brainstorm ideas, jot down notes or just doodle something while Dr. Rick is sharing...(feel free to share your doodles later!).

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