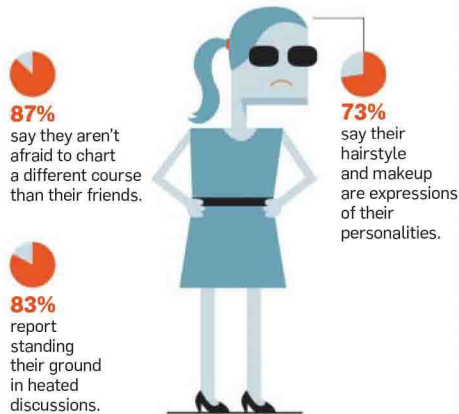


The Millennial Mystique

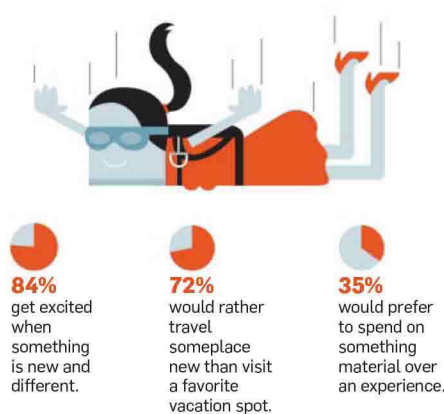
YOUNG WOMEN DON'T SHARE THE VALUES AND PRIORITIES OF THEIR MOMS. **BY CARRIE CUMMINGS**

Millennials make up about one-quarter of the U.S. population, and women comprise about half of the demo. Research from CafeMedia, a women-focused digital media shop, takes a deeper look at what the segment values most when it comes to work, money and experiences. And the results could help marketers better meet their needs. "Brands need to first recognize that not all millennials are the same, and there isn't a one size fits all solution," said CafeMedia svp, strategy and insights Rachel Parkin. "Millennials are living life according to their own terms. Individuality is paramount, and they absolutely don't want to be told what to do. The best thing a brand can do is to speak to the diversity within the generation and empower millennials to make their own choices."

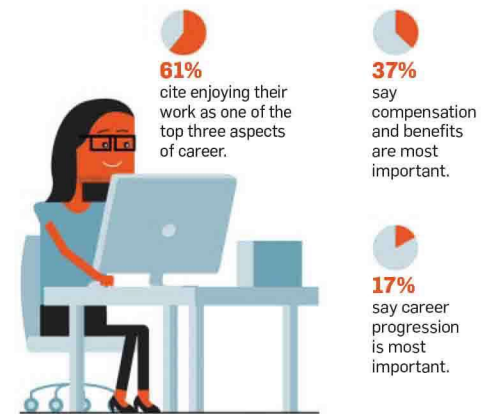
Millennials are individuals.



They value experience over things.



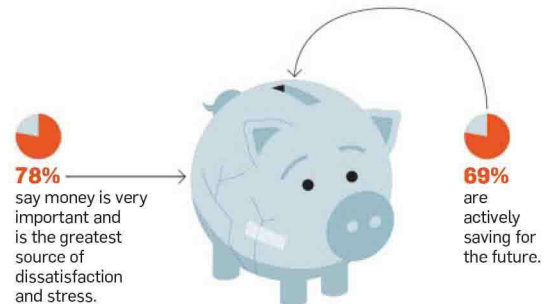
Their work must be enjoyable.



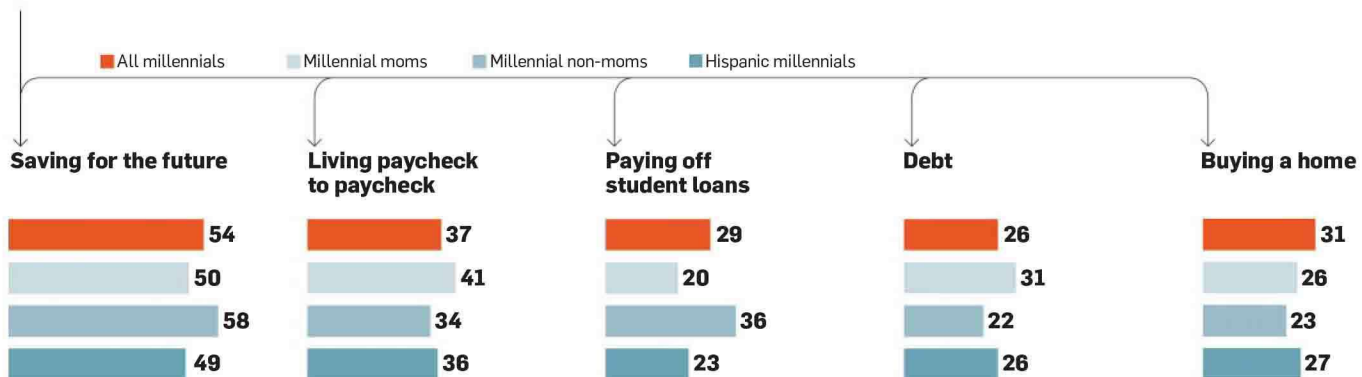
They want to be well-rounded.



They are stressed about money.



In fact, saving for the future is the greatest financial concern for all millennial women. (%)



They prioritize self-care.

"Me time" is more important than friendships, health and fitness, diet, and making an impact on society.