



the

MILLENNIAL PARADOX



STATS BROKEN OUT BY GENERATION:

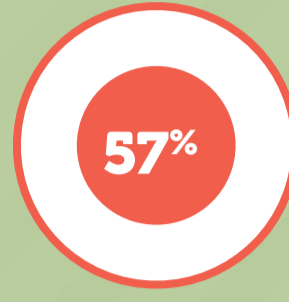
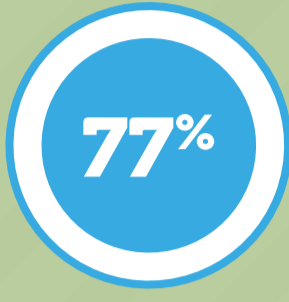
18-34

35-54

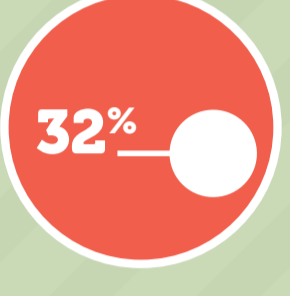
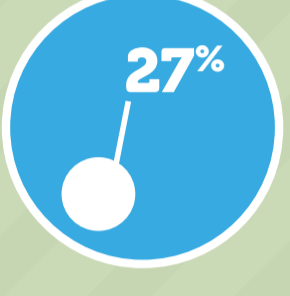
55+

DESIRE

THEY WANT TO BELONG TO SOMETHING LARGER THAN THEIR FAMILY AND FRIENDS



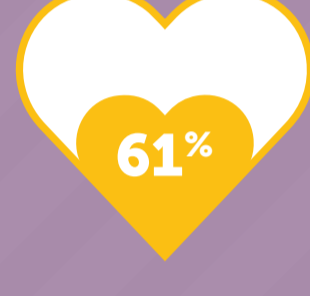
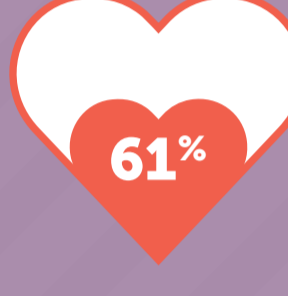
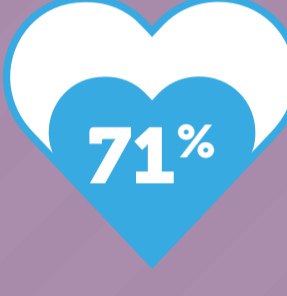
BUT, ONLY A SMALL PERCENTAGE ARE MEMBERS OF ANY KIND OF GROUP (POLITICAL, COMMUNITY, ASSOCIATION)



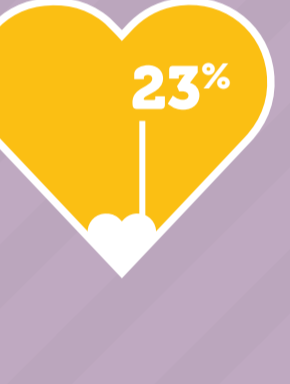
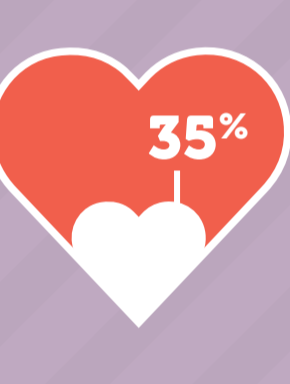
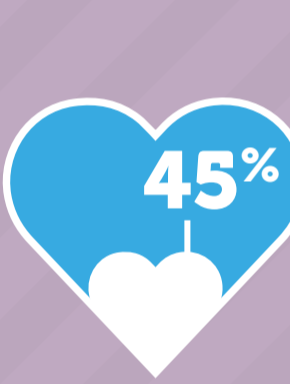
OPPORTUNITY

DESIRE

THEY NEED TO HAVE A DEEP PERSONAL CONNECTION TO SUPPORT A CAUSE



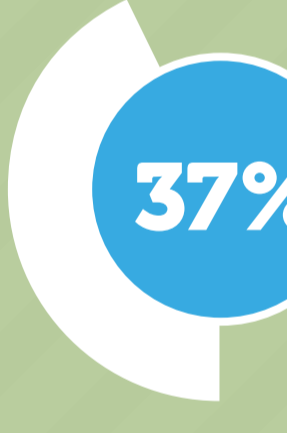
BUT, THEY DON'T FEEL LIKE THEY HAVE ANYTHING TO CONTRIBUTE



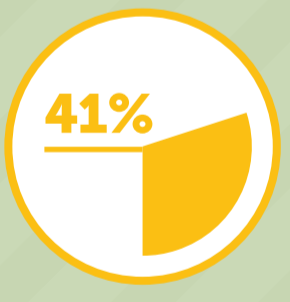
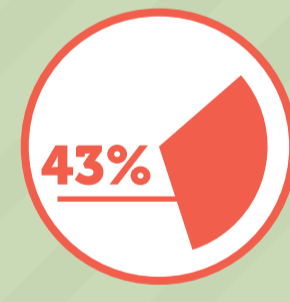
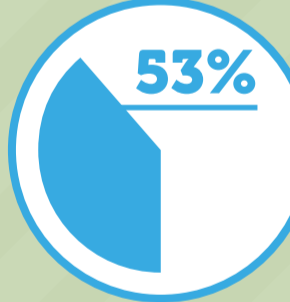
OPPORTUNITY

DESIRE

THEY WANT TO CONNECT WITH PEOPLE IN THEIR NEIGHBORHOOD



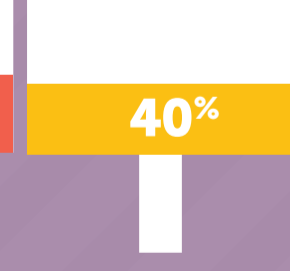
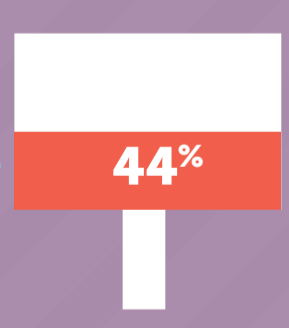
BUT, THEY FEEL IT'S DIFFICULT TO MEET PEOPLE



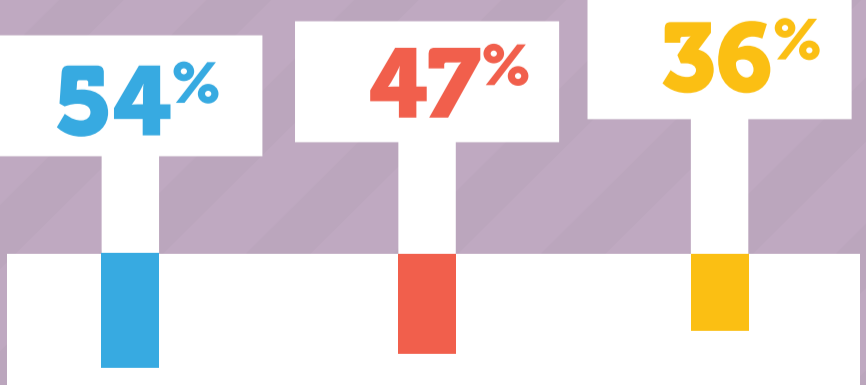
OPPORTUNITY

DESIRE

THEY REALLY CARE ABOUT GETTING INVOLVED IN CAUSES



BUT, THEY FEEL REAL PROGRESS IN SOCIETY ALMOST NEVER HAPPENS



OPPORTUNITY

The key to engagement with this influential cohort is Community. A Matchbox community ensures you are not leaving Millennial voices out. We can help your organization better understand and target this group by giving them a reason to Belong by building a community. For more information, see our four-part Belonging series or contact us today.

WHAT DOES IT MEAN TO BELONG? OVERCOMING AMBIVALENCE



TO LEARN MORE, CONTACT: sales@marumatchbox.com



maru/matchbox