



millennialplus

TOP 10 MILLENNIAL IDENTITY FACTORS REVEALED IN DIMENSIONS OF SELF IDENTITY RESEARCH CONDUCTED BY MILLENNIAL+ & JAVELIN

1. My personality
2. My personal values
3. How honest I am
4. Being a good friend
5. My self-confidence
6. My personal responsibility
7. My ability to run my life the way I want
8. My belief in fairness
9. My responsibility for family
10. My intelligence

Source: Millennial+ | Javelin Marketing Group “Millennial Self Identity Report” (June 2015). Data based on research results from a national study by Millennial+ | Javelin Marketing Group conducted in March 2015 with nationally representative sample ages 16 to 72 (surveyed in English).