



# The Millennial Mindset

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Millennials are the demographic cohort of people born between 1980 and 2000. Globally they are one of the world's largest generations and as they move into their prime spending years they have become of huge interest to brands. Millennials have grown up at a time of global recession, rapid urbanisation, emerging middle classes, and digital revolution. This backdrop to their formative years has given them a set of expectations that differ sharply from that of previous generations.

In this report we explore millennials in three very different global cities –London, Shanghai and Mexico City, to understand how closely millennials are aligned. And in which, if any, areas they differ due to unique local circumstances, culture and tradition.

Read this report in full at <http://jtd.mr/millennial-mindset>