

MILLENNIAL MAKE UP



74.3 Million

(or 23.5% of the total population) Americans are between the ages of 18 to 34, according to the U.S. Census Bureau as of July 1, 2013, though marketers put the number of Millennials as high as 80 million.



43%

are non-white. That is the highest share of any generation, making it the most racially diverse group in American history. According to Pew, this trend is driven by the large numbers of Hispanic and Asian immigrants who have come into the U.S. in the past 50 years whose U.S. born children are now coming of age. This fact will have a huge impact on the demand for international, Asian and alternative fit eyewear options.



60.1%

of 18 to 34 year olds use some form of vision correction, according to the latest VisionWatch U.S. Eyewear Study from The Vision Council, dated September 2014.



\$10 Trillion

According to *Ad Age*, that is the amount of money Millennials will spend in their lifetimes.



50 Million

Millennials are currently working across the nation, comprising a third of the work force today. By 2020, that will grow to half of the work force. (Young Invincibles)