

African Millennials

*Understanding a
misunderstood generation*



millennials are

millennials are - Google Search

millennials are **lazy**

millennials are **selfish**

millennials are **the worst**

millennials are **dumb**

Millennials are killing the napkin industry

Millennials are killing the golf industry

Now millennials are killing marmalade

Millennials are killing gyms, too



BUSINESS INSIDER

FINANCE

Millennials are killing the beer industry

Dennis Green · Jul 24, 2017, 12:52 PM ET

The Millennial Conversation

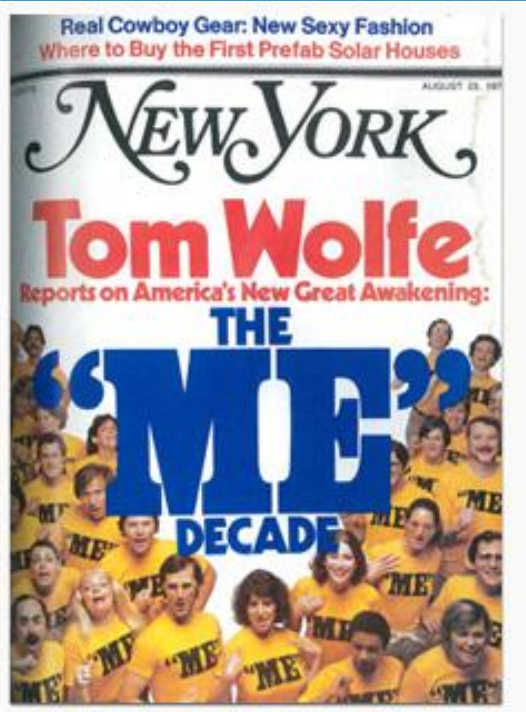


WHAT IF I TOLD YOU

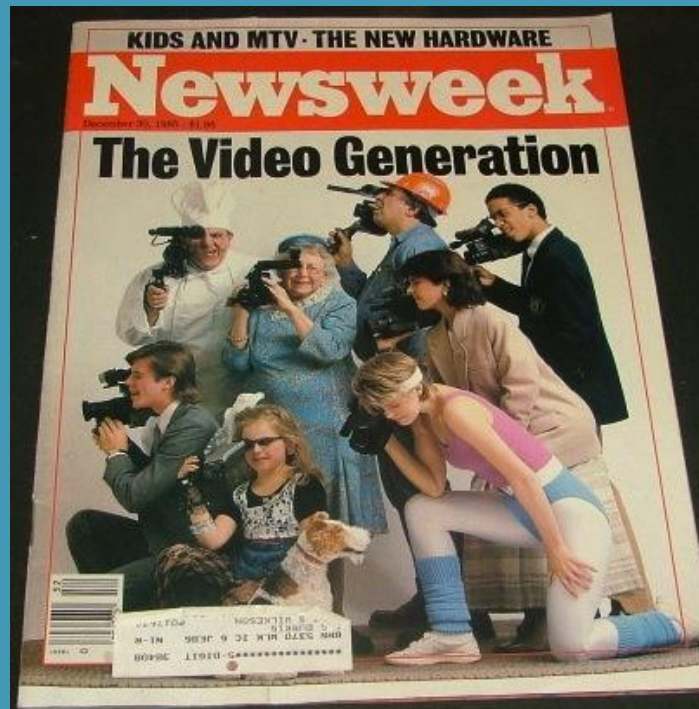
**THIS HAS BEEN SAID ABOUT
EVERY GENERATION EVER**

Me Me Me

1979



1985



2007



Who are
the Millennials
(Gen Y)



African Millennials

The Myths, The Reality

Demographics, Tech, Media & Civic
Engagement

They are Young & the Majority

Myth



- 1.2 Billion Population (2017 est. Approx. 17% of the worlds population)
- 15 & below: 41% (2017 est.)
- 19 & below: 51% (2017 est.)
- Millennials: less than 30%

They are all Mobile & Connected

**Part
Reality**



557M (2015) unique mobile subscribers.
46% penetration (63% Global)



300M Internet users via mobile device.

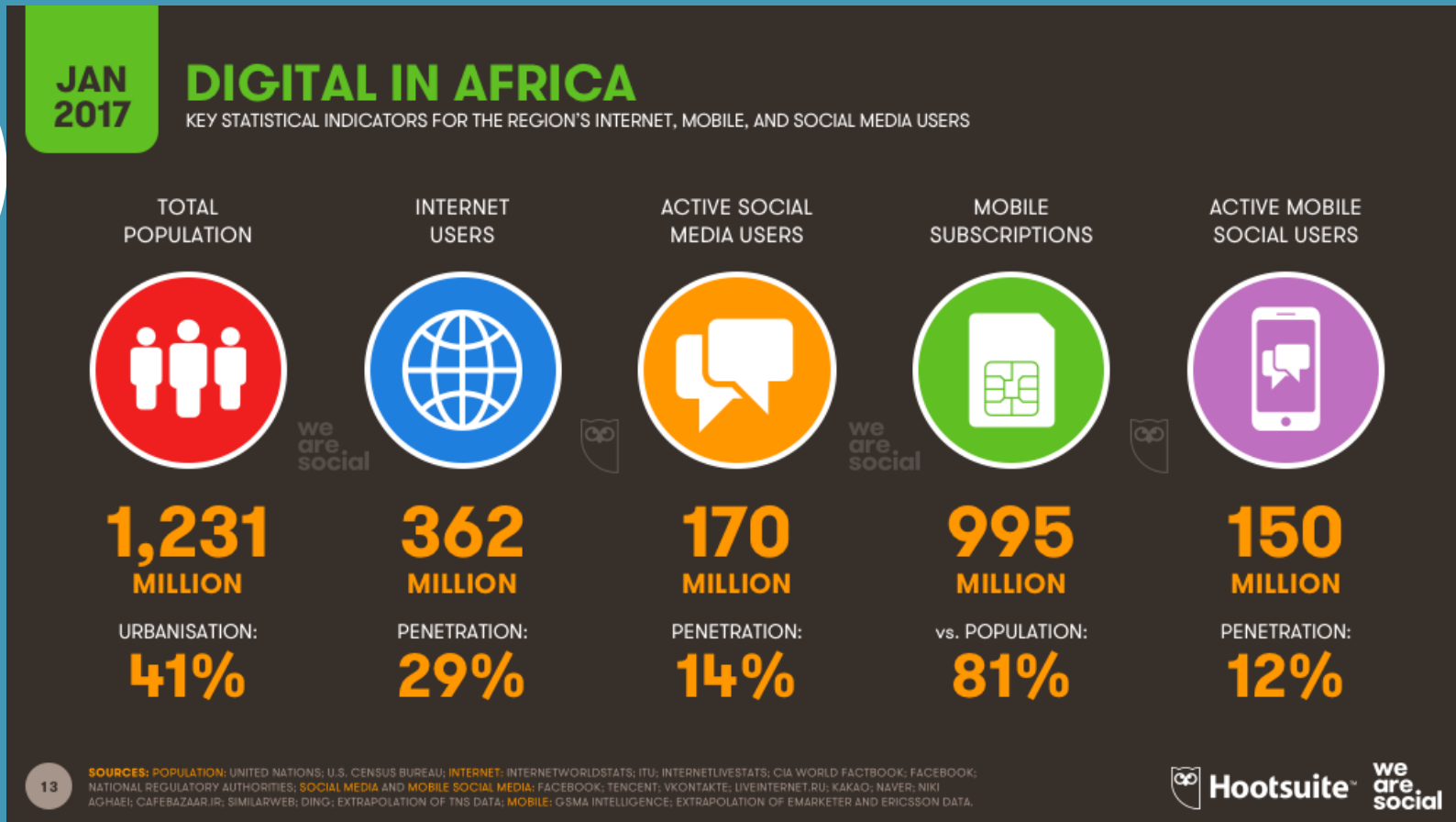
They are Mobile First: Have Higher phone usage

Reality



They are ALL are on social media

Myth

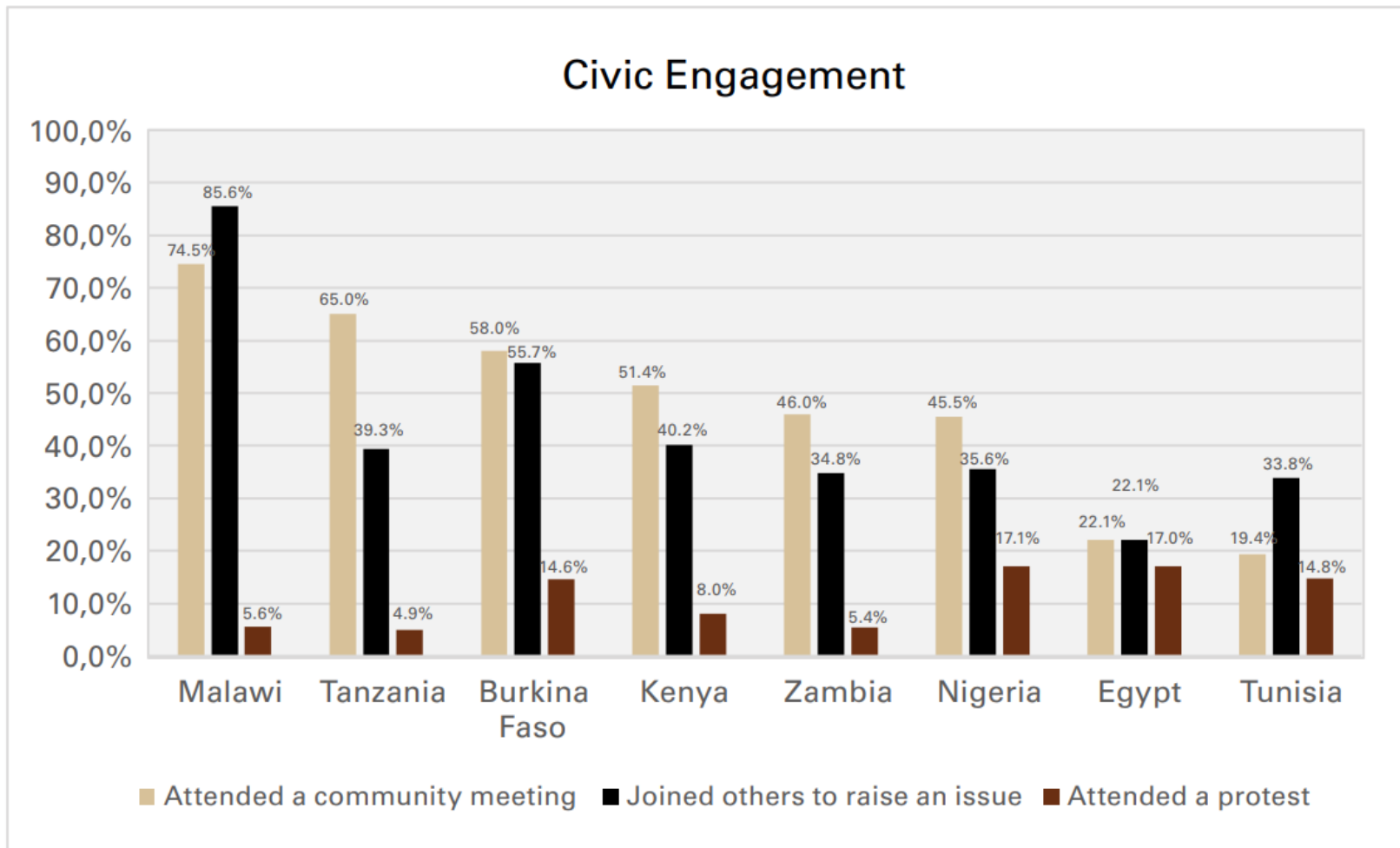


They are killing TV, Radio & Print

**Part
Myth**



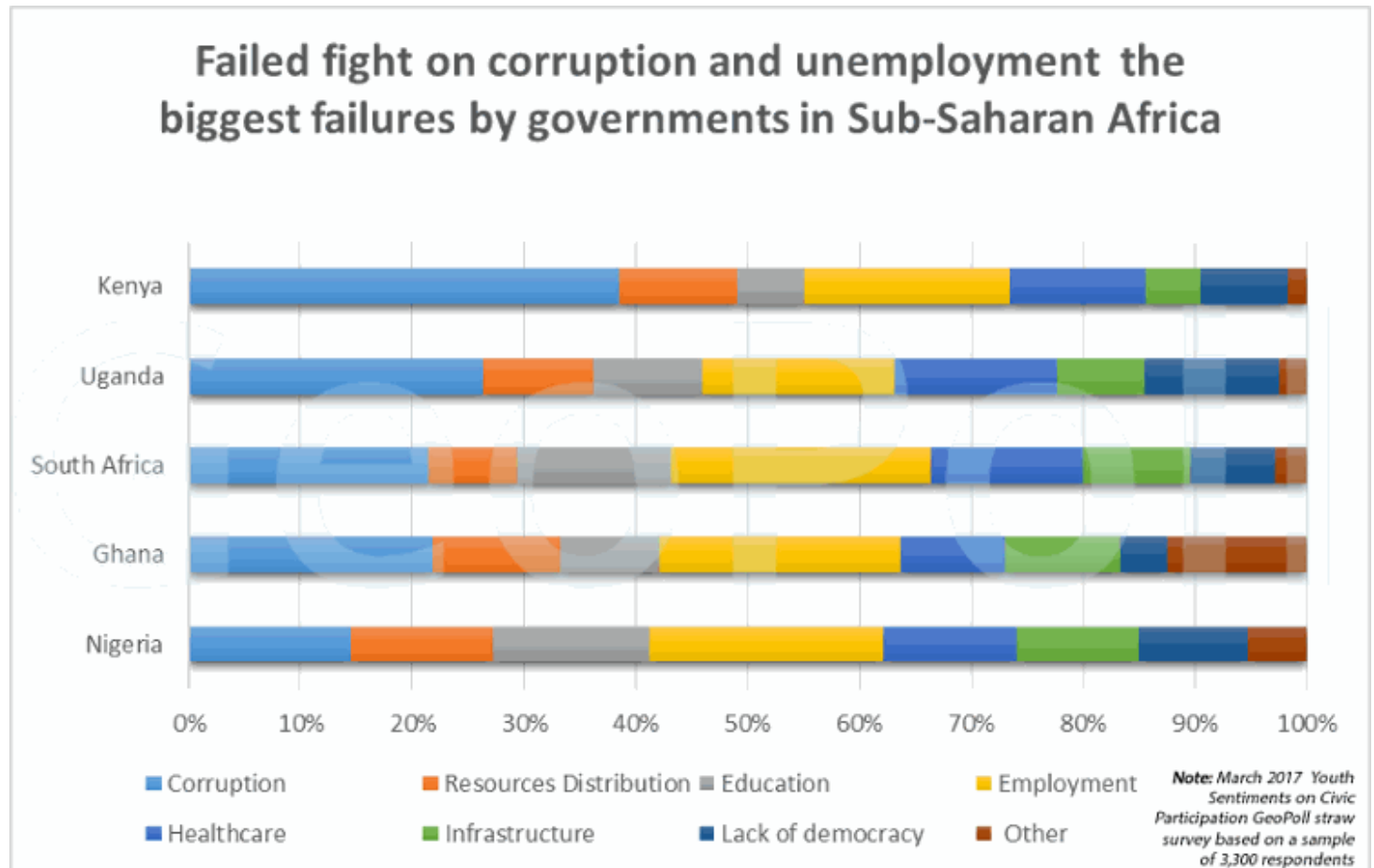
They don't care about Serious Matters



Source: Afrobarometer Round 6, 2014/2015

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They don't care about Serious Matters



They don't care about Serious Matters



**Activism
Backed by
Social Media**

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What Next?



- Decision making unit for millennials has evolved.
- Degree of social exclusion and integrated communication.
- Millennials are conscious about 'serious matters'.
- Who are these Gen Z cohort?



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