

The Modern Family in Family Businesses

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Who are Millennials?

- ✎ Aka Generation Y, The Next Great Generation
- ✎ People born between the early 1980s and early 2000s
- ✎ Generations, like people, have personalities
- ✎ On track to become the most educated generation in American history
- ✎ **Traits:**
 - Confident
 - Tolerant
 - Entitled
 - Narcissistic
 - Self-expressive

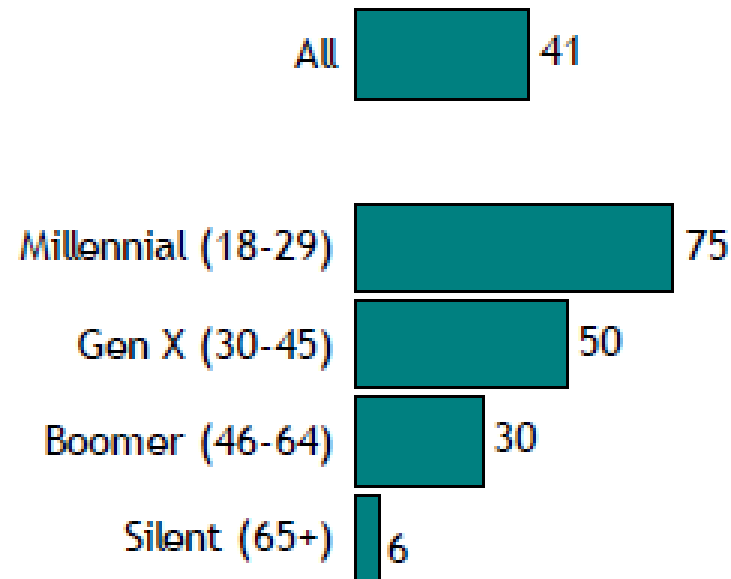
Millennials and Modern Technology

- History's first “always connected” generation
- They treat “their multi-tasking hand-held gadgets almost like a body part—for better and worse”
- 74% of them say that technology makes life easier
- 90% of them use the internet compared with 79% of Baby Boomers

Social Networking

Do You Have a Profile on a Social Networking Site?

% saying "yes"



PewResearchCenter

What is the Modern Family?

- ✎ The American family is evolving
- ✎ No traditional 'head of the family'
- ✎ Often times a separation of the extended family
- ✎ Mixed families
 - People of different races and religions
 - Not just heterosexual couples
 - Single-parent households
 - Step-families



Statistics

- ✎ **Single parents** account for 27% of family households with children under the age of 18
- ✎ 1 in 3 children is born to **unmarried parents**
- ✎ More than half of Americans today have been, are or will be in one or more **stepfamily** situations
- ✎ There are more than 4.5 million married and unmarried couples in the US who are **mixed racially** or **ethnically**
- ✎ Approx 2 million American children under 18 are being raised their **lesbian** and **gay parents**

Modern Family in Pop Culture

- ✧ American sitcom presented in mockumentary style
- ✧ Head of the family is Jay Pritchett who is married to Gloria (his second wife) and they have 2 children: Manny (step-son) and infant son
- ✧ Jay has 2 children: Mitchell and Claire
- ✧ Mitchell and his partner Cameron adopted a daughter Lily
- ✧ Claire and her husband Phil have three children Haley, Alex and Luke
- ✧ While Jay (the patriarch) owns his own company, Claire just recently started working with him. Everyone has their own occupations

What a modern day family looks like



Their family dynamic

- ✎ **Jay Pritchett:** owner of a closet company and is presumably the wealthiest family member
- ✎ **Gloria Pritchett :** doubts as to her income; previous occupations include a hairdresser and a taxi driver
- ✎ **Phil Dunphy:** real estate agent
- ✎ **Claire Dunphy:** “soccer mom.” Previously, she had a successful job in hospitality management but left it for her family
- ✎ **Mitchell Pritchett:** successful lawyer
- ✎ **Cameron Tucker:**

Sources

- ✎ <http://www.pewsocialtrends.org/files/2010/10/millennials-confident-connected-open-to-change.pdf>
- ✎ http://groundspark.org/our-films-and-campaigns/thatfamily/taf_statistics