Millennials are a major target for marketers, and as they age out of their teens and early twenties, many are building careers, homes and families—and making brands a part of that. Reaching them via digital, including mobile and social media, is critical. To help marketers looking to target millennials, eMarketer has curated a roundup of some of our latest coverage on the subject, including statistics, insights and interviews.
Overview

Millennials are a major target for marketers, and as they age out of their teens and early twenties, many are building careers, homes and families—and making brands a part of that. Reaching them via digital, including mobile and social media, is critical.

eMarketer estimates that nearly 82 million US millennials used the internet at least monthly in 2014, or 93.9% of the population born between 1981 and 2000. That compares with a Gen X internet penetration rate of 90.1%, and a rate of 79.9% among baby boomers.

The young generation shines even more clearly when it comes to mobile phone internet access. Almost 83% of millennial mobile phone users accessed the internet via mobile phone monthly in 2014, vs. 78.5% of Gen Xers and just 57.6% of boomers. By 2018, we expect virtually everyone born between 1981 and 2000 who has a mobile phone to use it for internet access.

And it’s not an unfounded assumption to expect millennials to overindex on social media usage. Nearly 73 million accessed social sites regularly in 2014, or 89.0% of the total millennial internet user base. That compared with around three-quarters of Gen X internet users and less than six in 10 boomer internet users.

More than four in five millennial internet users are on Facebook, a penetration rate that will remain steady throughout our forecast period. Meanwhile, three in 10 already use Twitter regularly, a number that is expected to reach 36.0% by 2018. Pinterest has captured 22.0% of the millennial internet user market, while 55.1% of smartphone users in this age group use Instagram.

Millennials also overindex in other online activities, like digital video viewing: 92.2% downloaded or streamed video regularly this year, vs. 84.2% of Gen Xers and 63.3% of boomers.
Nearly 90% of US millennial smartphone users admit to having their phones by their side 24/7

Put simply, millennials who own smartphones use them a lot, according to a June 2014 study by Mitek and Zogby Analytics. Among US millennial smartphone users polled, nearly 90% said their phones never left their side—both night and day—and 80% admitted they instantly reached for them right when they woke up.

With their phones in reach pretty much 24/7, it makes sense that millennial smartphone users would turn to their devices to surf the web and launch apps—but the survey results suggest they’re not always thrilled with what they find when they get to a company’s site or the app store. For example, 71% of respondents said that many companies didn’t even have a mobile app yet. Even worse, 86% of those polled commented that a lot of websites didn’t offer good mobile functionality. Considering that nearly half of respondents said they attempted to access the mobile site of a business via smartphone or tablet at least once daily, this is more than just a problem—it’s something marketers looking to reach millennials must take into account.

Based on June 2014 research by Burst Media, when trying to please millennials, smartphone-optimized sites and apps are more important than those designed for tablets. The study found that smartphones were millennials’ device of choice for internet and app access, with nearly two-thirds (64%) of US mobile device users ages 18 to 34 citing these as their primary mobile device for logging on to the web or checking out an app. Meanwhile, 22% said the same for tablets.

Growth in the millennial smartphone audience is slowing as penetration among mobile phone users in the demographic hits impressive highs. eMarketer estimates that there will be 66.4 million US millennial smartphone users this year, representing 81.2% of mobile phone users in this age group. This total will hit 86.2 million by 2018, when 99.7% of millennials who use mobile phones will have a smartphone.

<table>
<thead>
<tr>
<th>Attitudes Toward Mobile Devices According to US Millennial Smartphone Users, June 2014</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>My smartphone never leaves my side, night or day</td>
<td>2%</td>
</tr>
<tr>
<td>There are still a lot of websites that don’t offer good mobile functionality</td>
<td>2%</td>
</tr>
<tr>
<td>When I wake up, the first thing I do is reach for my smartphone</td>
<td>2%</td>
</tr>
<tr>
<td>Spend more than 2 hours every day using my smartphone</td>
<td>2%</td>
</tr>
<tr>
<td>A lot of companies don’t have a mobile app</td>
<td>2%</td>
</tr>
<tr>
<td>The tiny keyboard on a mobile device is hard to use</td>
<td>2%</td>
</tr>
<tr>
<td>For personal use, I prefer to use my mobile device over a laptop/desktop computer</td>
<td>2%</td>
</tr>
<tr>
<td>In the next 5 years I believe everything will be done on mobile devices</td>
<td>2%</td>
</tr>
<tr>
<td>Feel a native app is safer for transactions like banking or purchasing than mobile apps</td>
<td>2%</td>
</tr>
<tr>
<td>Feel that my mobile device is safer than using my PC to make purchases</td>
<td>2%</td>
</tr>
<tr>
<td>For personal use, I no longer use a PC and only use my mobile device</td>
<td>2%</td>
</tr>
<tr>
<td>Agree □ Disagree □ Don’t know</td>
<td></td>
</tr>
</tbody>
</table>

Note: ages 18-34; numbers may not add up to 100% due to rounding
Source: Mitek and Zogby Analytics, Sep 24, 2014
180419 www.emarketer.com
Social chatter is becoming more influential on purchasing and consumption decisions

When millennials see interesting content, they’re more likely than the general population to share it with their social networks. According to a June 2014 study by ShareThis, 25% of US millennial internet users shared digital content via social, with an average four shares per week—3.6 times and 2.1 times more than the total online population, respectively.

Where are millennials most likely to share? Facebook was the primary social channel used, with 55% of all content shares. But millennials were more likely than total internet users to post on other platforms, as well. For example, Twitter and Pinterest each grabbed 10% of content shares by millennials, compared with respective portions of 7% and 5% among all web users.

Shares by millennials do more than take up space on friends’ feeds—they influence purchases, too. ShareThis reported that millennials were more likely than older generations to make a purchase based on content shared by one of their peers on social. Two-thirds of 18- to 34-year-olds were at least somewhat likely to do so, compared with 53% of those ages 35 to 44.

Still, social comments and recommendations are becoming more influential on purchasing and consumption decisions among the digital population overall.

In September 2014 polling by CivicScience, 43% of US internet users said that social media “chatter” had the most influence on what they bought, where they ate or the movies and TV shows they watched—up 22 percentage points year over year to tie TV ads for first place. Meanwhile, just 14% said the same about internet ads. Those who were most likely to be influenced by comments or recommendations on social media were ages 18 to 29.

However, just because social influences purchases doesn’t mean those transactions take place online. In fact, CivicScience found that those influenced most by social media chatter were most likely to make the majority of their purchases in-store. Fully 23% split their buys between the physical and digital worlds, while the same percentage were almost completely online-only.
Collectively, millennial expenditures will reach $1.4 trillion annually by 2020

With tight finances, millennial-led households spend less on average than total US households. But collectively, their expenditures are large and growing, and Accenture forecast these would reach an annual $1.4 trillion by 2020, according to a new eMarketer report, “Adult Millennials as Consumers: Sifting Through the Contradictions in Their Shopping Behavior.”

Offering a forward-looking glimpse at spending, a June 2014 survey by Harris Interactive asked online respondents about their intentions for the following six months. A slightly above-average proportion of millennials planned to reduce outlays on entertainment and eating out. But they were also a bit above average in stating an intention to buy a computer.

A familiar refrain is that millennials would rather spend on experiences than on acquiring “stuff.” A related theme states that they care more about access to goods than ownership of them. A 2014 report by The Intelligence Group called young people “the first generations of NOwners, or those who prize access over ownership.”

Polling by Zipcar in December 2013 confirms a millennial bias toward experiences. Asked which is “more important for you personally,” 61% of 18- to 34-year-olds picked “experiences” over “possessions.” Then again, so did a nearly identical proportion of older respondents.

An April 2014 survey for The Rockefeller Foundation and Transportation for America queried millennials in 10 US cities on topics related to ownership vs. access. The respondents were asked how often they used “short-term rental car- and bike-share services like Zipcar, City CarShare, Citi Bike or Divvy.” Fewer than one in 10 said they did so at least a few times a month; 77% “never” did. The obvious reason why car sharing has a limited constituency even among big-city millennials is that 68% had cars of their own.

Speaking of cars: Are millennials uninterested in owning them? There was reason to think so following the financial crash of 2008 as new-car sales to millennials dwindled. But, as the findings noted above suggest, millennials did not give up on cars. Moreover, data released in May 2014 by the US Department of Labor Bureau of Labor Statistics showed households headed by 25- to 34-year-olds spending more on vehicles than Gen Xers and boomers. The wrinkle is that for millennials, a lopsided majority of this spending was for used rather than new vehicles—$2,425 vs. $1,553.

<table>
<thead>
<tr>
<th>Expected* Spending and Purchase Habits According to US Internet Users, by Generation, June 2014</th>
<th>Millennials (18-36)</th>
<th>Gen X (37-48)</th>
<th>Baby boomers (49-67)</th>
<th>Seniors (68+)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce spending on eating out at restaurants</td>
<td>60%</td>
<td>60%</td>
<td>55%</td>
<td>45%</td>
<td>56%</td>
</tr>
<tr>
<td>Reduce spending on entertainment</td>
<td>55%</td>
<td>55%</td>
<td>54%</td>
<td>43%</td>
<td>53%</td>
</tr>
<tr>
<td>Save or invest more money</td>
<td>64%</td>
<td>45%</td>
<td>46%</td>
<td>37%</td>
<td>50%</td>
</tr>
<tr>
<td>Take a vacation away from home lasting longer than a week</td>
<td>34%</td>
<td>37%</td>
<td>35%</td>
<td>46%</td>
<td>37%</td>
</tr>
<tr>
<td>Have more money to spend the way you want</td>
<td>38%</td>
<td>32%</td>
<td>29%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>Buy a new computer</td>
<td>29%</td>
<td>27%</td>
<td>20%</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>Move to a different residence</td>
<td>33%</td>
<td>16%</td>
<td>10%</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>Buy or lease a newly manufactured car, truck or van</td>
<td>19%</td>
<td>20%</td>
<td>16%</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>Purchase a house or condo</td>
<td>15%</td>
<td>12%</td>
<td>6%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>Start a new business</td>
<td>12%</td>
<td>9%</td>
<td>4%</td>
<td>-</td>
<td>7%</td>
</tr>
<tr>
<td>Buy a boat or recreational vehicle (e.g., trailer, motor home)</td>
<td>9%</td>
<td>8%</td>
<td>2%</td>
<td>1%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Note: top 2 box choices of “very” and “somewhat likely”; *in the next 6 months
Source: Harris Interactive, “The Harris Poll” as cited in press release, July 2, 2014
Diversity of age, ethnicity makes millennial females a challenging group to address

US millennial women make up a huge group that is almost impossible to characterize. For one thing, the age range covers those still in high school all the way through women approaching their mid-30s. And they are a more ethnically diverse generation than any that has come before, according to a new eMarketer report, “Millennial Women: How Their Social Network Usage, Shopping Habits and Personal Finances Add Up.”

Nevertheless, in interviews with eMarketer, executives at a variety of marketing and media companies suggested some broad ideas for addressing US millennial females.

Don’t play the “generation gap” card. “The press constantly pits and positions generations against each other, but that doesn’t resonate with millennials,” said Victoria Draper, director of consumer analytics and research at AOL. “They do look up to boomers and Gen X women. This gives publishers and brands a great opening to celebrate the significant alignment that exists between the generations.”

Remember that millennials encompass a range of age groups. Showing a diverse set of consumers in marketing materials is essential, said Rebecca Eisenberg, deputy editor at Upworthy. A lot of consumer packaged goods advertising comes off as aspirational for millennial women without children, who make up roughly half of the demographic. For example, she added, paper towel ads are often targeted at moms with young children, but “if you’re a single woman who spills some wine on the carpet, you need a paper towel, too. [Millennial women] want to know that the company they’re giving their money to gets who they are.”

Don’t forget diversity. As the most ethnically diverse generation (43% are nonwhite, according to a March 2014 Pew Research Center study), millennials “are looking to see themselves represented in the media they’re watching,” Eisenberg added. “It’s really important to show a diversity of people—different races, ages and sexual orientations.”

Don’t split the sexes. Alex Abraham, director of Edelman’s 8095 Insights Group, said the lines are increasingly blurring between male and female millennials. “Many of the traditional differences between the two are going away. There are a lot more women in the workforce, women for years have outnumbered men in the college ranks, and there are more stay-at-home dads. With the millennial generation, you need to be able to speak to parents. There should be less talking specifically to moms and dads, because the parent role can take many different forms for this generation.”

Tap into millennial idealism. Cause-related marketing goes a long way with millennial women, according to Draper. Brands who show their support of social women’s issues or allow young women to support their causes will win big with them. For example, Dove’s 2013 “Real Beauty Sketches” video and its “Patches” video released earlier this year served to highlight women’s body image issues—and quickly went viral. Brands such as TOMS and Warby Parker, which pledge to help a person in need for every purchase made, have also gained traction in recent years.

Inspire them. “Embrace their positivity and their fun-loving personality, but embrace their struggle. Highlighting stories that feature those who remain positive in the face of obstacles really resonates with them,” Draper said. “The way they emotionally handle their struggle is relevant.”

**Key eMarketer Numbers: US Females Ages 18-34, 2014 & 2018**

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td><strong>Internet users</strong></td>
<td>34.2 (93.3%)</td>
<td>35.9 (96.9%)</td>
</tr>
<tr>
<td><strong>Social network users</strong></td>
<td>31.4 (85.6%)</td>
<td>33.4 (90.1%)</td>
</tr>
<tr>
<td><strong>Smartphone users</strong></td>
<td>30.2 (82.5%)</td>
<td>35.8 (96.5%)</td>
</tr>
</tbody>
</table>

Note: Internet users are individuals who use the internet from any location via any device at least once per month; smartphone users are individuals who own at least one smartphone and use the smartphone(s) at least once per month; social network users are internet users who use social networks via any device at least once per month

Source: eMarketer, Aug 2014

178084 www.emarketer.com
The US tablet and smartphone video viewer audiences have grown steadily over the past two years and are poised to continue increasing at a faster rate than the adoption curve of those devices. This trend indicates that mobile video is a well-ingrained consumer habit supported by a broad spectrum of content and advertising. Seizing this opportunity, programmers and marketers are increasing the amount of video they produce for mobile operating systems, perpetuating a virtuous circle of content availability and consumption, according to a new eMarketer report, “Tablet and Smartphone Video Viewing: Multiple Screens, Young Users Drive Growth.”

Demographic studies of tablet and smartphone video viewers show that youth is a predictor of mobile video activity. For the most part, the younger the person, the more likely he or she is to consume video on a mobile device.

In December 2013, Deloitte analyzed share of time spent watching TV and movies by US internet users and broke down the results by device and age group. Trailing millennials (ages 14 to 24) had the highest combined share of smartphone and tablet video time at 16%. They were also the only group with a majority of time spent viewing on screens other than TV, which in this survey included desktop/laptop systems, smartphones, gaming devices and tablets.

An October 2013 study by Vubiquity and Frank N. Magid Associates found that younger US mobile device users watched more digital video overall than older ones, and also were heavier users of tablets and smartphones. The youngest group in the survey (ages 13 to 17) indexed highest for smartphones, while the second-youngest (ages 18 to 34) indexed highest for tablets, though only by a small margin over the teen group.

A February 2014 Rhythm NewMedia study on demographic trends in mobile video reached the following conclusions about millennials:

- Nearly nine in 10 (89.6%) millennials watched smartphone video, and 76.8% viewed tablet video; those percentages were higher than for any other demographic group in the study.
- Millennials watched more short-form content, entertainment news and user-generated content on smartphones than average.
- Around four in five (77%) millennials viewed mobile video ads in exchange for free premium content; that figure was higher than for any other age group.

For content owners, these trends represent an opportunity to engage with hard-to-reach audiences.

### Share of Time Spent Watching TV/Movies by US Internet Users, by Generation and Device, Dec 2013

<table>
<thead>
<tr>
<th>% of total</th>
<th>Trailing millennials (14-24)</th>
<th>Leading millennials (25-30)</th>
<th>Gen X (31-47)</th>
<th>Baby boomers (48-66)</th>
<th>Matures (67+)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>44%</td>
<td>32%</td>
<td>23%</td>
<td>23%</td>
<td>9%</td>
<td>7%</td>
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<tr>
<td></td>
<td>32%</td>
<td>9%</td>
<td>23%</td>
<td>15%</td>
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<td>1%</td>
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</table>

**Source:** Deloitte, “Digital Democracy Survey,” March 26, 2014

### Devices Used to Watch Digital Video According to US Mobile Device Users, by Age, Oct 2013

<table>
<thead>
<tr>
<th>% of respondents in each group</th>
<th>13-17 (n=147)</th>
<th>18-34 (n=537)</th>
<th>35-49 (n=456)</th>
<th>50-64 (n=460)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>83%</td>
<td>85%</td>
<td>84%</td>
<td>80%</td>
</tr>
<tr>
<td>Laptop</td>
<td>73%</td>
<td>76%</td>
<td>57%</td>
<td>42%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>64%</td>
<td>55%</td>
<td>43%</td>
<td>21%</td>
</tr>
<tr>
<td>Tablet</td>
<td>58%</td>
<td>60%</td>
<td>52%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Note:** weekly or more

**Source:** Vubiquity, “Multiplatform Consumer Usage Research” conducted by Frank N. Magid Associates, March 18, 2014
Millennial Mothers More Apt Than Other Mothers to Filter Out Advertising, Social Media Noise

Christine Wilson
Founder
MtoM Consulting

The amount of pressure mothers tend to put on themselves can lead to high levels of stress, especially when images of other mothers who seem to be doing everything right are so readily available on social media and advertising. Christine Wilson, founder of MtoM Consulting, spoke with eMarketer’s Stephanie Wharton about how millennial mothers are better equipped to filter out the inauthentic noise.

**eMarketer:** What social channels are most popular among millennial mothers?

**Christine Wilson:** Instagram is growing very rapidly with millennial moms. Instagram is definitely a younger, trendier place to be within social media.

There was a lot of buzz around the fact that millennial moms were potentially racing away from Facebook because their moms where there, but we’re finding that not necessarily true. Eighty percent of our respondents answered that they use Facebook “many times a day,” whereas Instagram was the second highest at only 20% for many times a day.

They still find value in Facebook. A lot of it is habit, and a lot of it has to do with the fact that their friends are there, so they still have a lot of connections. Once you become a mom, you want to share information about your child with more than just your friends—you want to share it with your parents, aunts, uncles—people who might not be on Instagram.

**eMarketer:** Does the always-on aspect of smartphones and social media have the effect of making mothers feel increased levels of stress?

**Wilson:** When we talk with millennial moms, they often express that they feel less pressure to do everything because they are always connected, and that [digital is] more of a problem-solving tool. They feel like they can use digital as a way to get more done. They can grocery shop from their phones, check their email while they’re sitting at the park. They can do so much from their phones. They can keep track of their child and share information on the fly.

“We know that with social media, 80% of what we share is about ourselves, but when you sit down and have a conversation with someone, you only share about yourself about 30% to 40% of the time.”

Amazon and Amazon Prime have changed the way that moms can have instantaneous gratification. You can order toilet paper with a couple taps, and it’s there the next day. You can have diapers at your doorstep in no time. We’re not having to throw kids in the car at the last minute to run out to the store because we forgot something.

**eMarketer:** What about images and updates from other mothers on social media? Do those rouse feelings of inadequacy?

**Wilson:** The inherent nature of women and the pressure we put on ourselves as moms can exacerbate a great deal of stress. We know that with social media, 80% of what we share is about ourselves, but when you sit down and have a conversation with someone, you only share about yourself about 30% to 40% of the time. There have been studies to show we get a kind of high from the experience of oversharing on social media, and we love to present ourselves in a very positive way. Clearly, people who are on the receiving end of that are going to try to measure themselves against others.

We do find that this affects millennial moms a little bit less because they are more capable of weeding through what’s really happening on the other side.
Millennial Mothers More Apt Than Other Mothers to Filter Out Advertising, Social Media Noise (continued)

eMarketer: How receptive are millennial mothers to mobile advertising?

Wilson: We’re seeing a lot more integration of advertising into more authentic channels. Millennials are pretty aware of what the noise is all about, and they are quick to filter out the things they find to be unauthentic. They filter out the noise, and they focus on the brands that they feel understand them and that relate to them. They also are looking for brands that are talking to them.

Forever 21, for example, has made a concerted effort to focus on Snapchat. They hire young influencers to wear their products and document it on Snapchat. That has really helped in the retailer’s identification and trust by this younger audience.

“If the ads convey something that is going to make life simpler or less stressful, then it will become something they’re interested in hearing about.”

Moms are always looking for a brand that’s going to make their life easier. If the ads convey something that is going to make life simpler or less stressful, then it will become something they’re interested in hearing about.

eMarketer: We hear that mothers don’t want to be perceived solely as just being mothers, and have their broader identity submerged. How does this affect their digital usage?

Wilson: Moms definitely don’t want to be 100% immersed in mom language, mom conversation, mom blogs and mom groups. She wants to look at fashion, recipes, news, technology, and she’s also got her business side.

The first time you are pregnant or when you first have your baby, there is an immediate rush for information because you’re thirsty for knowledge. You’re trying to understand more of what you don’t know. There’s so much data out there and so many opinions to weed through.

There becomes a point at which being a mom becomes a little bit more of a piece of what you’re doing in your life, especially as you’re having your second child and so on. You don’t want that to be all that you’re doing online, so you’ve established a little more of your personal community with moms you do things with. Your digital space becomes more about who you are, what you’re looking to do—whether it’s looking for a great place to eat out or planning a family vacation.
What Makes Millennial Shoppers Tick?

Renato Scaff
Executive Partner
Accenture

A 2013 study by consultancy Accenture confirmed some commonly held beliefs about millennials while discounting others. Renato Scaff, executive partner in Accenture’s retail practice and co-author of the study’s report, spoke with eMarketer’s Christine Bittar about what the survey discovered about this age cohort’s shopping behaviors and spending.

**eMarketer:** You were one of the authors of an Accenture report on millennial shoppers, which came out in 2013. What was the impetus to focus on the demographic at that point?

**Renato Scaff:** We often ask our retail client CEOs what keeps them up at night—top of mind was understanding millennials. They anticipated that millennials would quickly be a far more important part of their business, and I think a lot of them felt like they didn’t know this group well enough.

**eMarketer:** I imagine a big concern would be how much or how little they might be spending?

**Scaff:** I don’t think the concern was that they’re not going to spend. The oldest ones are 34, and they’re just naturally becoming families, so there’s going to be an awful lot of them who are married with children, others who are reaching their higher earning and spending years. They’re growing up, and we’re hearing the term “famillennials” now—meaning families that are [headed by] millennials.

**They’re growing up, and we’re hearing the term ‘famillennials’ now—meaning families that are [headed by] millennials.**

So the issue was that millennials are a group that needs to be understood. They’re different in their behavior, and they’re going to need to be served differently than baby boomers and Gen Xers. As a group there’s certainly more consciousness among them about social responsibility, and they’re also more open to the sharing economy. [But we also] forecast that by 2020 millennials will be generating more retail sales than any other demographic, so the bigger issue is how to make them happy.

**eMarketer:** Are they more or less loyal to brands?

**Scaff:** There’s a perception that they’re not loyal, that they’re always looking for a deal and that they bounce around from retailer to retailer without loyalty, but our study actually found that wasn’t necessarily true.

We found they are loyal and price sensitive like everyone else. What millennials do want more than other groups is personalization. They definitely index higher there and want to be individuals—Abercrombie’s early September announcement that it was taking the logos off its shirts is an example [of that desire’s influence].

“We found they are loyal and price sensitive like everyone else. What millennials do want more than other groups is personalization.”

**eMarketer:** Do you think millennials are more adept at using digital and mobile for price comparisons and promotions?

**Scaff:** Millennials are savvy in terms of looking online for good deals but interestingly enough, when we looked at showrooming we found that baby boomers showroom as much as millennials. My hypothesis on that is the millennials are [early adopters], and their behaviors are being adopted by their parents and others.

When our research started, we questioned when millennials would finally grow up and behave more like previous generations. What we actually found was quite the opposite. The boomers and Xers are acting more like millennials, and millennials look as though they haven’t grown up.
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