

# Millennials, Mobile and Social Media



# Gen Y Snapshot

- ◆ 53% female and 47% male
- ◆ 18 - 33 year olds most racially diverse and best educated population
  - ◆ 33% have 4-year degree
  - ◆ 26% married
  - ◆ 47% children born to unmarried parents
- ◆ In 2020 they will make up 50% of the work force
- ◆ Consume media 18 hours a day



# Gen Y Mobile Snapshot



- ◆ Check their smart phones 43 times a day
- ◆ 87% phones never leave their side
- ◆ 80% 1<sup>st</sup> thing they do in the morning - check their phone
- ◆ **85% wish** there were more **banking** and shopping **mobile apps**
- ◆ Main news sources (not long ago radio/newspapers were leading – millennials are changing this)
  - ◆ 65% Television
  - ◆ 59% internet
  - ◆ 24% Newspaper
  - ◆ 18% Radio



# Gen Y Social Media Snapshot

- ◆ 5.4 hours a day on social media
- ◆ 71% engage in social media daily
- ◆ 81% are on Facebook
- ◆ 66% millennials embrace brands on social media
- ◆ 90% of 18 - 24 year olds would trust **medical information** shared by friends or family on social media



# Resources

- ◆ Pew Research, Social and Demographic Trends, *Search Engine Watch*
- ◆ Entrepreneur.com
- ◆ Miteksystems.com/millennials

