

# TRACKING THE MOBILE



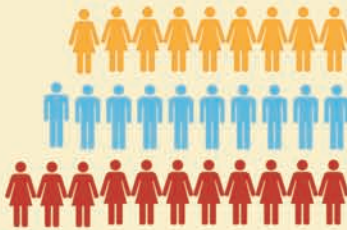
## MILLENNIAL SHOPPER

**Millennials** are tech savvy and have never really known life without being online. Millennials know they have options and like to be in control of the shopping and buying process. They want to interact with your brand and expect you to understand them on an individual level, which is key to capturing this group's epic **\$170 billion** in purchasing power.<sup>1</sup>



More than **one-third** of Millennials shop on mobile devices at least once a month or more and **1 in 2** use mobile for shopping outside the store.<sup>3</sup>

**36%** of Millennials actually leverage mobile while shopping in store.<sup>3</sup>



Millennials, born between 1977 and 1995, number a staggering **79 million**, and will soon surpass Baby Boomers as the largest age group.<sup>1</sup>



Millennials are expected to occupy **36%** of the **U.S. workforce** by 2025.<sup>2</sup>

### SMARTPHONE-OWNING MILLENNIALS:

**39%** Remain loyal to brands that are up-to-date with tech<sup>4</sup>

**55%** Say app stores have helped them discover brands<sup>4</sup>

**47%** Noted that someone else's following, liking, pinning or tweeting info on social media had helped introduce them to a brand<sup>4</sup>

**52%** Say that the importance of a brand's use of technology is more important than brand name<sup>4</sup>

When asked what makes their generation unique, Millennials ranked "Technology Use" No.1 (**24%**), followed by "Music/Pop Culture" (**11%**) and "Liberal/Tolerant" (**7%**). By contrast, Boomers ranked "Work Ethic" as the most defining characteristic of their generation.<sup>5</sup>

### MILLENNIALS BELIEVE THAT:

New technology helps them be closer to their friends and family<sup>5</sup>

**54%**

New technology makes their lives easier<sup>5</sup>

**MORE THAN 74%**



MILLENNIALS LOG **20-21 HOURS** EACH MONTH ON SOCIAL MEDIA<sup>5</sup>



### ⊕ Have expectations for brands' technology use to include:

**37%** Product customization<sup>4</sup>

**41%** Creation of engaging digital content<sup>4</sup>

**32%** of the younger half of Millennials (age 18-24) use social media from the bathroom.<sup>5</sup>

**83%** of Millennials sleep with their smartphones.<sup>5</sup>

**51%** of the older crew of Millennials (age 25-34) take time out of their work day to use social networking at the office — more than any other age group.<sup>5</sup>

