Millennials

DEMOGRAPHICS & LIFESTYLE

Region
% of internet users aged 16-64 who are Millennials (21-34s)
- Asia Pacific: 48%
- Europe: 33%
- Latin America: 46%
- Middle East & Africa: 50%
- North America: 34%

Millennials are Ambitious
- 1 in 10 are Senior Decision-Makers in their workplace
- 2 in 3 say they are very career oriented
- 45% feel money is the best measure of success

The "Millennial" Definition Covers a Broad Range of Life Stages
58% are aged 21-27, of which...
- 16% are married
- 1 in 5 are parents
- 62% are 28-34, of which...
- 55% are married
- Almost 6 in 10 are parents
- 61% live with their parents

Travel is an Important Life Experience
- 3 in 4 travel abroad once a year
- 28% strongly agree that they like to be surrounded by different people, cultures, ideas and lifestyles
- 1 in 8 are posting online about travel and vacations
- 1 in 2 Airbnb users are Millennials

DEVICE

Mobile is their Primary Device
- Millennials spend an average of 3.5 hours per day online on mobile
- 7 in 10 say mobile is their most important device for getting online
- 8 in 10 are using their mobile while watching TV, an average of 2.41 minutes
- 79% of mobile internet users among Millennials last month
- Millennials maintain an average of 9 social network / messaging app accounts

SOCIAL

Top 10 Social Networks
% who have visited the following in the past month...
- YouTube: 81%
- Facebook: 84%
- WhatsApp: 62%
- Facebook Messengers: 59%
- Instagram: 58%
- LINE: 29%
- Twitter: 65%
- LinkedIn: 29%
- Pinterest: 28%
- Snapchat: 27%

Despite the Rise of Mobile, PCs/Laptops Are Not Being Abandoned
- 3 in 4 access the internet via a personal PC/Laptop – 3 in 10 cite laptops as their most important device in North America, for example
- PCs/Laptops
  - 46% research products online via social networks, 1 in 5 do so on video sites
  - 34% are aged 28-34, of which...
  - Millennials in mature markets are most attached to PCs/Laptops
  - 3 in 4 access the internet via a personal PC/Laptop
  - 3 in 4 use a music streaming service last month
  - 6 in 10 use a film / TV streaming service
  - 3 in 10 used Netflix

COMMERCIAL & BRAND ENGAGEMENT

Online Shopping
% who purchased a product online in the past month via...
- Any Device: 78%
- Mobile: 60%
- PC/Laptop: 46%

Top 5 Online Brand Interactions
% who have the following brand-related actions in the past month
- Visited a brand’s website: 42%
- Read an email / newsletter from a brand: 27%
- Watched a video made by a brand: 22%
- Clicked on an online ad displayed at the top*: 10%
- Visited a brand’s social network or micro-blogging page*: 10%

Top 5 Online Brand Advocacy Over-Indexes
% who say the following would motivate them to endorse a brand
- Access to exclusive content or services
- The feeling of taking part / being involved
- When something enhances my online reputation / status
- When I have a personal / one-on-one relationship with a brand
- If the brand provided useful apps and services

ENTERTAINMENT

Millennials prefer to Access Content, Rather Than Own it
- 21% paid for a film / TV streaming service last month
- 18% bought a film / TV download
- 3 in 4 used a music streaming service last month
- 1 in 5 used a TV streaming service
- 1 in 5 used Spotify last month
- 6 in 10 used a film / TV streaming service

Top 5 Brand Advocacy Over-Indexes
% who say the following would motivate them to endorse a brand

Top 10 Social Networks
% who have visited the following in the past month...

Social Media Engagement is Changing
- 23% use social media to share details of their daily lives, compared to 33% in 2014
- 3 in 10 now use social media to research products to buy
- 62% use social media to keep up with the latest news

Content, Rather Than Own it
- 2014: 33% in lives, compared to 33% in 2014
- 2010: 22% use social media to research products to buy
- 62% use social media to keep up with the latest news

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