

ISSUE N° 3 of 10

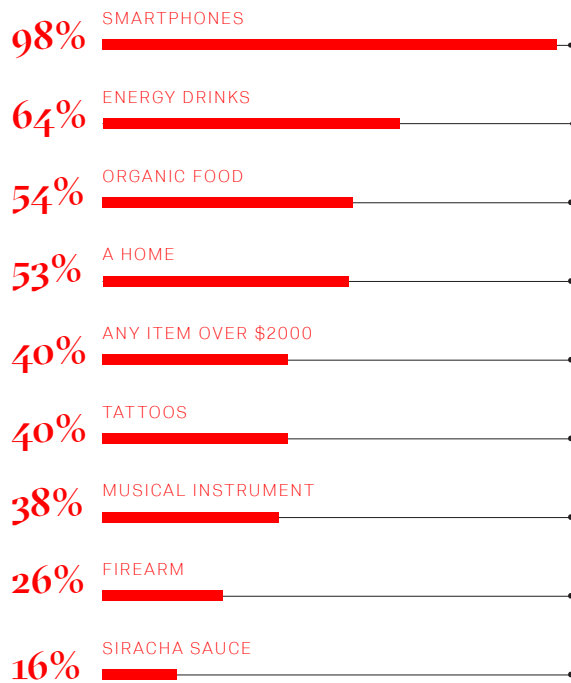
The Myth of the “Don’t-Own” Economy

As millennials enter their peak spending years they aren't abstaining like the non-materialistic monks we thought they were. They want material things, but they better be quality things and socially sought-after things.

Settling In

The American dream isn't dead, it's just sleeping in. Despite their financial setbacks, 53% of millennials own homes. That means more millennials have purchased a home than have purchased tattoos, Sriracha Sauce or musical instruments.

PERCENT OF MILLENNIALS WHO HAVE PURCHASED

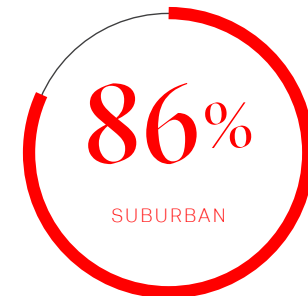
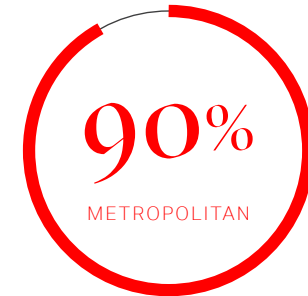


Dreaming of Home

Sharing a 10th-floor studio with two roommates certainly makes you long for a place of your own, but urban millennials aren't the only ones who aspire to homeownership. Of metro-based millennials without a home, 90% aspire to homeownership. 86% of suburban millennials and 90% of rural millennials without homes do, too. Overall, 88% of millennials who don't own a home have one on their wish list.



PERCENT OF MILLENNIALS WITHOUT A HOME WHO WANT ONE BY RESIDENTIAL AREA.



Finally in the Driver's Seat

Fewer millennials than ever need to bum a ride now because 78% of them own a car. Public transport and Uber are great when convenient, but millennials generally want their own wheels. In fact, as a generation, millennials now buy more cars than Gen Xers. Millennials without cars in rural and suburban areas are 43% more likely to aspire to car ownership than those in metro areas.

Skateboard Upgrade

It's time to trade up! Millennials are growing up, mobile and starting to spend on bigger-ticket items. 75% percent of all millennials who don't own a car now aspire to own one. Rural millennials a little more so because they're largely without public transport, and metro millennials a little less so because they have more transportation options.

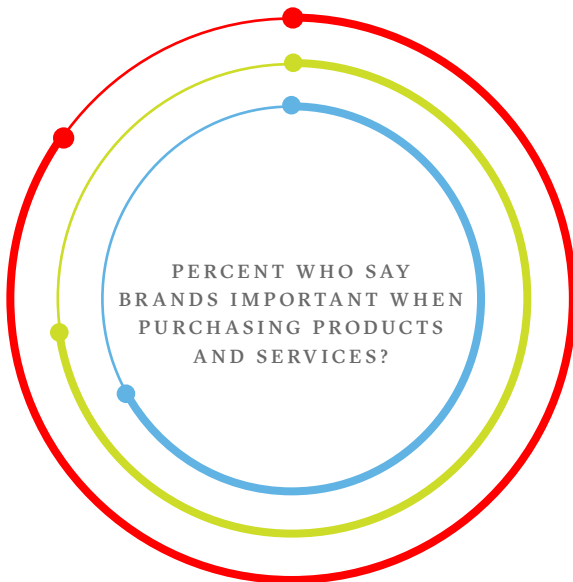
MILLENNIAL CAR OWNERSHIP BY RESIDENTIAL AREA



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Brand Power

Millennials are more brand loyal than their parents. 83% say brand is important when they purchase products and millennials are almost 3x more likely to say brands are “extremely” important than older generations. This is important to remember as the spending power of millennials is expected to increase by 15% simply as a result of them becoming older while boomer spending power will decline by 10% over the next 5 years.



83%

Millennial

73%

GenX

69%

Boomer

Function Tops Image

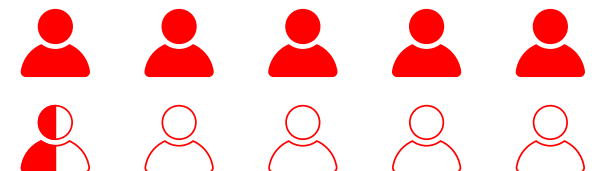
97%

of millennials say functionality is important compared to 83% who say brand image is important. As the “selfie generation,” millennials appreciate the art of crafting an image, but they’ll drop you fast if your product doesn’t live up to its hype.

Designer Clothes, Empty Pockets

Call it high “socio”, low economic status, but millennials like to look sharp in designer clothes. 53% of millennials purchase designer-name clothing, that’s almost 2x more than older, richer generations.

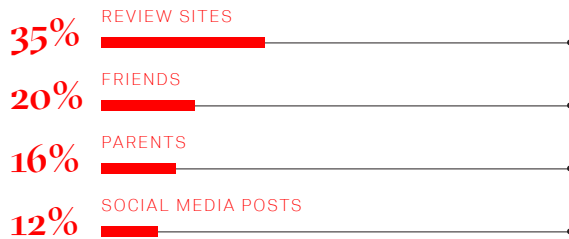
MILLENNIALS WHO PURCHASE DESIGNER NAME CLOTHING:



Review Site Kingmakers

Gone are the days when brands could win just by having the right product, at the right price, in the right place. Today a new “P” is needed – Product Reviews. Millennial consumers are massive product researchers with review sites being the #1 source millennials trust. 35% list review sites as their go-to source for trusted product information. That’s higher than the trust they place in friends, parents, or social media.

SOURCES MILLENNIALS MOST TRUST WHEN MAKING BUYING DECISIONS



Farewell to Flip Phones

It’s no surprise that mobile phone ownership has reached a saturation point with millennials (98% of them own one), but more striking is that only 2% of Millennials have a phone that isn’t a smartphone – Apple and Samsung phones are the most popular smartphone brands.

Musical Mobiles

For millennials, it’s definitely in-with-the-new when it comes to smartphones. 57% of Millennials own a phone that’s less than one year old. While this purchase frequency is on par with Gen Xers and boomers, it still underscores the need for tech companies to innovate quickly to capitalize on frequent consumer purchase intervals.

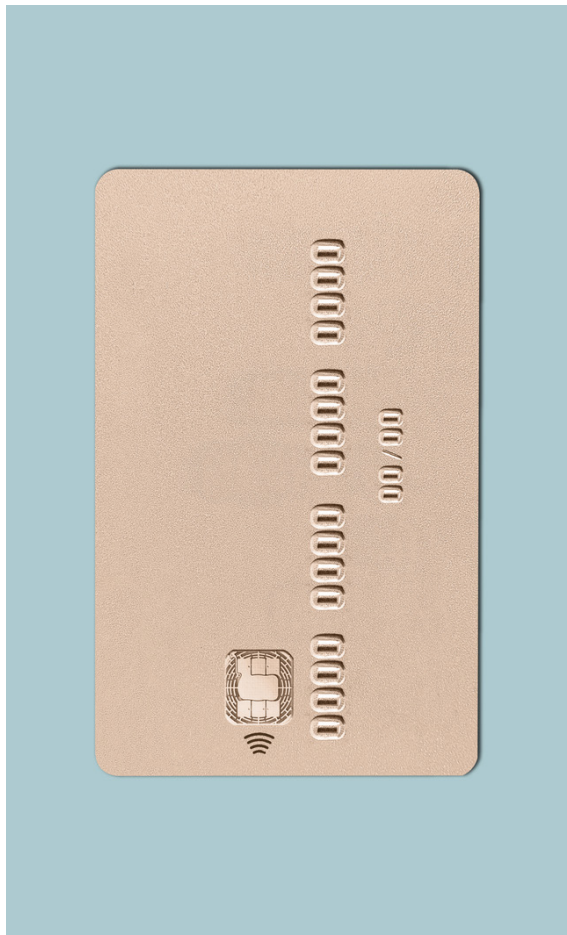
MILLENNIALS WHO OWN A PHONE LESS THAN 1 YEAR OLD



Only 2% of Millennials have a phone that isn't a smartphone

The Debt Drag

Debt has slowed down purchasing velocity among millennials. With significant student loan debt, many of them are starting out in life 10 feet behind the starting line. 73% of millennials carry student debt over \$10,000 and 46% carry credit card debt of \$10,000 or more.



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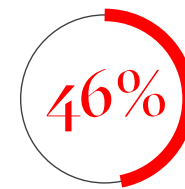
MILLENNIALS WITH OVER \$10,000 IN LOANS BY CATEGORY



Student Loan



Automobile



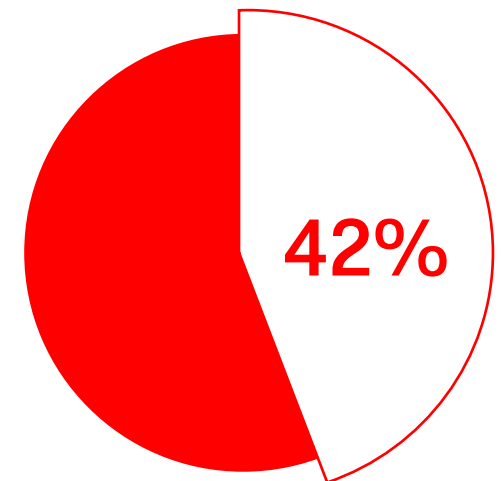
Credit Card



Friends & Family

Good Brands Win

Millennials love brands that do good. 42% of millennials are more likely to purchase from organizations that support similar political causes, that's higher than their parents. On the flip side, only 16% avoid organizations that don't support similar political causes. This means millennials are more likely to reward your brand when they agree with your causes than to punish your brand when they don't. But be warned, marketing-savvy millennials value authenticity and can smell a fake from a mile away. They'll know if your brand's political causes and charitable giving seem too crafted, and will gladly make sure their 3,000,000,000,000,000 Twitter followers know, too.



MILLENNIALS WHO ARE MORE LIKELY TO PURCHASE FROM ORGANIZATIONS THAT SUPPORT SIMILAR POLITICAL CAUSES