

MILLENNIAL

TRENDS IN THE US

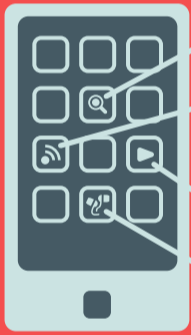
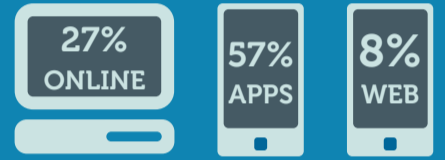
2016 – 25-34 year olds

Had highest monthly average of internet usage (above Generation X and Baby Boomers)



2016 – 25-34 year olds

Spent an average of 2,891 minutes online on a PC, 57% of online minutes via smartphone apps and 8% via smartphone web



Popular mobile phone activities are using search engines (Google, Yahoo), listening to music and watching a video

BORN BETWEEN 1980 AND EARLY 2000S



92% Millennials watch digital videos online

Millennials use social media to create, share and exchange information

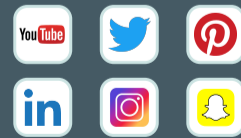


41%

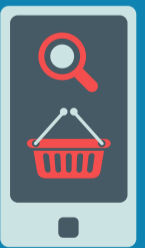


Millennials use Facebook every day, however, it's more popular amongst non-Millennials

YouTube, Instagram, Snapchat, Pinterest, Twitter and LinkedIn are more popular with Millennials than non-Millennials



Millennials turn to digital platforms to search and purchase products



74% Millennials compared prices online



amazonPrime

Login:

Password:

71% Millennials have an Amazon Prime membership

Shopping apps and mobile wallets becoming very popular with Millennials



54% Millennials use shopping apps because they are easier to use than a mobile site



27% Millennials said they use a shopping app to get a discount or get a lower price

