



Millenials + Generation Y

The average college student is between the ages of 18-24 years old. Forget TV. Good luck with print. How do you get to the ~71 million **Millenials** that are spending over 200 billion dollars / year?

- **Don't push your agenda.** Millenials don't want to be marketed to - at least, not obviously (although obvious *and* self-referential is okay. See: Old Spice). GenY likes to consume media on their terms.
- **There is a there, there.** Hope is not lost for marketers. Millenials are fantastic consumers, but they consume media and products from within their trusted circle of influencers. If you want to get to them: you have to find a way into conversation between friends.

Social | Media

College graduates make up 75% of the blogging world. **The largest sector of Facebook users (29%) is made up of young adults ages 18-25.** The largest sector of Twitter users (30%) is made up young adults ages 26-34. Forty-three percent of content that is "Liked" stems from those between the ages of 18 and 22.



"It's easier to follow CNN on Twitter rather than wait around for Wolf Blitzer to show up on our colored TV. The new way sends the information to us. The old way wastes our precious time."

Mobile | Media

Mobile media is the new means of getting to Millenials and an increasingly savvy public. Overall, 43% of adults with a mobile device own smart-phones as opposed to traditional cell phones, and 62% of those are young adults (25-34). Android devices are growing 886% yearly. **In 2013 an estimated \$29.5 billion will be spent on apps.** In June 2011 last year alone, as many as 14 million Americans scanned QR codes. More than half (53%) of QR code scanners were between the ages of 18 and 34. According to a study done by Forbes/Webber Schandwick, by 2014, 65% of brand recognition will come from mobile sites.

"We are critical. We are particular. We are cynical. We are harsh. We are Generation Y. Nothing turns us off more than the man."

Spending Habits

As opposed to years passed, college-age students are increasingly aware of the money they spend on certain items. More students (75%) are comparing prices more often before making a purchase. Eighty-one (81%) percent of this age group is more concerned with product quality than anything else. **Uniqueness** comes in at second place with 47.1%. Only 29.2% of the population listed advertising as reason they purchased a product and a tiny 6.2% of the population said they bought something because a celebrity used it.

References

- Alderton, M. (2011) Marketing to College Students <http://www.business.com/guides/marketing-to-college-students-1256/>
- Bodnar, K. (2010, May 13). The Ultimate List: 300+ Social Media Statistics. Retrieved from <http://blog.hubspot.com/blog/tabid/6307/bid/5965/The-Ultimate-List-300-Social-Media-Statistics.aspx>
- Fields, B. (StartupNation, LLC) Retrieved from: <http://www.startupnation.com/business-articles/9011/1/marketing-GenY.htm>
- Community 102 (Graph illustration the Internet Action) Retrieved from <http://roymorejon.com/wp-content/uploads/2011/08/social-media-interaction-infographic.jpg>
- Com Score. (2011, August 12). 14 Million Americans Scanned QR Codes on Their Mobile Phones in June 2011. Retrieved from http://www.comscore.com/Press_Events/Press_Releases/2011/8/14_Million_Americans_Scanned_QR_or_Bar_Codes_on_their_Mobile_Phones_in_June_2011
- Crotty, B. (2011, October 13). Babelfish. Forbes/Webber Shandwick Social Brand Exec Summary Oct 2011. Retrieved from <http://www.slideshare.net/Briancrotty/forbes-webber-shandwick-social-brand-execsummary-oct-2011>
- Digital Buzz. (2010, November 21). Statistics: The Growth of Mobile Into 2011. Retrieved from <http://www.digitalbuzzblog.com/mobile-statistics-2011-growth-of-mobile/>
- Finn, G. (2011, June 16). A Portrait of Who Uses Social Networks in the US (And How Social Media Affects Our Lives). Retrieved from <http://searchengineland.com/a-portrait-of-who-uses-social-networks-in-the-u-s-and-how-social-media-affects-our-lives-81653>
- Ogasawara, T. (2011, November 4). Nielson's Smartphone by Age Groups Study: Intriguing Age Group Differences for BlackBerry and Windows Phone. Retrieved from http://socialtimes.com/nielsen-smartphone-usage-by-age-groups-study-intriguing-age-group-differences-for-blackberry-and-windows-phone_b83254
- On Campus Research (2011, April 8). National Survey Reveals College Student Buying Habits. Retrieved from <http://www.oncampusresearch.org/PDF/News/OnCampusApril2011.pdf>
- On Campus Research (2009, October 13). Quality and Uniqueness Tops the List for College Students. Retrieved from <http://www.oncampusresearch.org/Documents/News/OnCampusOct2009.pdf>
- U.S. Department of Education, National Center for Education Statistics. (2011). Digest of Education Statistics, 2010 NCES (2011-015), Chapter 3. <http://nces.ed.gov/fastfacts/display.asp?id=98>