

# Millennials

Examining the attitudes and digital behaviors of internet users aged 24-37

**GWI.**



# In this report

GWI Generation reports are designed to examine the digital behaviors of a particular generation – showcasing trends over time as well as analyzing how the audience in question compares to the overall internet population. In this report, we place the spotlight on millennials – consumers aged 24–37.

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## Methodology & definitions

All figures in this report are drawn from GWI's online research among internet users aged 16–64. We only interview respondents aged 16–64 and our figures are representative of the online populations of each market, not its total population. Note that in many markets in Latin America, the Middle-East and Africa, and the Asia-Pacific region, low internet penetration rates can mean online populations are more young, urban, affluent and educated than the total population.

Each year, GWI interviews over 688,000 internet users aged 16–64 via an online questionnaire for our Core dataset. A proportion of respondents

complete a shorter version of this survey via mobile, hence the sample sizes presented in the charts throughout this report may differ as some will include all respondents and others will include only respondents who completed GWI's Core survey via PC/laptop/tablet.

Throughout this report we refer to indexes. Indexes are used to compare any given group against the average (1.00), which unless otherwise stated refers to the global average. For example, an index of "1.20" means that a given group is 20% above the global average, and an index of "0.80" means that an audience is 20% below the global average.



# Discover the data on our platform

Each chart from our ongoing global research in this report contains a hyper-link that will bring you straight to the relevant question on our Platform, where you can investigate all data by demographics, over time, and among your own audiences.

Sneak preview of our new platform

The screenshot displays the GWI platform interface. The top navigation bar includes 'Charts', 'Audiences', and 'Crosstabs'. The main area is titled 'New Audience 7 May 2020 12:33' and shows a filter configuration for 'Waves Q2 2020' and 'Locations UK'. The filter logic is: 'Include people with All of these 2 attributes: Gender > Male OR Gender > Female'. A callout box indicates 'Your audience sample size is 9,188 respondents out of 40,453'. Below this, another screenshot shows a chart titled 'New Chart 6 Feb 2020 12:33' with a table of data points and a horizontal bar chart.

Base audience:	Audience:	Data point %	Universe	Index	Responses	Audience %
All internet users	Employment: Stud...	100	15.7K	84.9M	100	47%
	Fashionistas	100	15.7K	84.9M	100	32%
	Female 16-24	100	15.7K	84.9M	100	52%
	Work life	100	15.7K	84.9M	100	38%
	Children in HH: 2	100	15.7K	84.9M	100	16%

1

## Each of the graphs is numbered

More information can be found in the Appendix section at the end of this report



Just click this icon to explore the data on the platform

**Source**

Information about the source

**Base**

and base

# Key insights

Millennials are slowly becoming the benchmark of consumer behavior.

2020 saw the world rapidly accelerating most of the digital consumer trends that were already underway prior to the crisis. From shopping and banking to entertainment and work, our lives largely moved online, and so did consumer behaviors. As a result, we're seeing millennials' digital-first habits becoming the norm, and slowly replacing their predecessors, Gen X, to represent the most common consumer behavior.

Despite numerous setbacks, millennials remain positive.

This is a generation that more than any other has been set back by economic crises during their peak earning years. With 12% being temporarily laid off or placed on furlough and 7% having lost their job, millennials have been disproportionately impacted by the economic turmoil of COVID-19. However, they maintain a very positive mindset when it comes to their personal finances. Even though nearly 4 in 10 in the U.S. and UK say the outbreak has had a big or dramatic impact on their finances, globally, they're much more likely than other generations to think this will improve in the next 6 months.

They grew up gaming and it shows.

Gaming shines through in every aspect of millennials' lives – from their interests and entertainment behaviors, to what influences them as consumers; and the pandemic has accelerated this. Our Zeitgeist research from October showed that 38% in the UK/U.S. are playing more video games since the outbreak began, jumping to 42% among younger millennials. They spend longer on consoles than the average and are loyal to PlayStation.

They don't have negative views of social media but are conscious of its impact on mental health.

Millennials are slightly more likely than other age groups to believe social media is good for society. But their relatively positive view doesn't mean they aren't aware of the time they spend scrolling through their social media feeds. They are more likely to have tracked their screen time and are also the most likely generation to say they're using social media less than they used to.

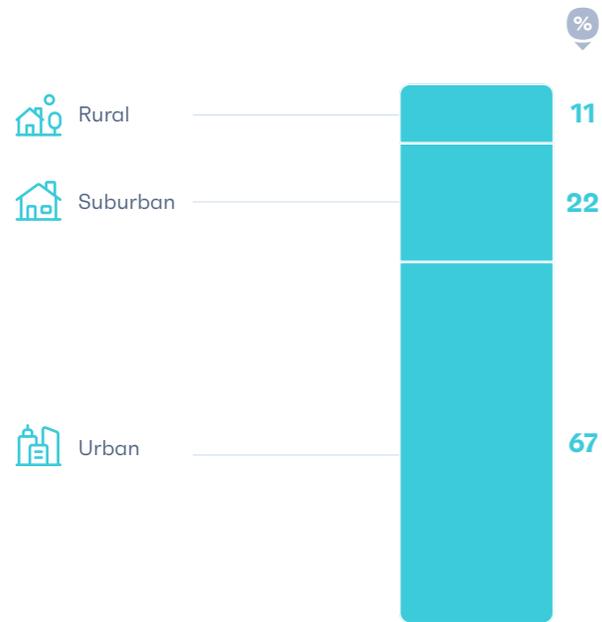
Building your brands goes hand in hand with building their brand.

To appeal to millennials, brands need to prioritize their status and make them feel special in every step of the purchase journey. This cohort stands out the most from the average internet user in wanting brands to improve their image and reputation. They're a status-seeking bunch and are unlikely to be intrigued by brands that don't make them stand out from the crowd. Earning their loyalty will be rewarding given that they're also the most likely generation to shout out about a brand to their friends and family.

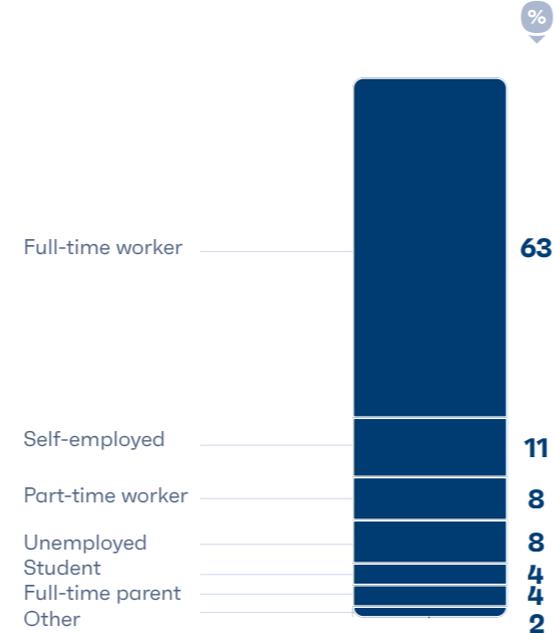
# Lifestyle & finances

## Profiling millennials

### Living environment



### Employment status



### Living arrangement

% of millennials who live with...

	All millennials (24-37)	Younger millennials (24-30)	Older millennials (31-37)
My partner	56	46	70
My child(ren)	45	32	60
My parent(s)	37	44	28
Other family member(s)	16	19	12
I live alone	7	8	6
Roommate(s)/friend(s)	3	4	2
Others	2	2	1

### Relationship status

- Married
- Single
- In a relationship
- Divorced/widowed
- Other



GW I Q3 2020 66,466 millennials aged 24-37 • 35,084 millennials aged 24-30 • 31,382 millennials aged 31-37

## Millennial milestones

With the oldest millennials nearing 40 while the youngest are in their mid-20s, this consumer segment is an elusive and diverse bunch and a key target for brands. At the beginning of 2020 they represented the single largest generation in the global full-time workforce (65%). However, with 12% being temporarily laid off or placed on furlough and 7% having lost their job, millennials have been disproportionately impacted by the economic turmoil of COVID-19.

Referred to as the “**Recessionals**”, this is a generation that more than any other has been set back by economic crises during their peak earning years; and this has taken a toll on the major milestones of their lives. Compared to other generations they’re more likely to postpone commitments like marriage, parenthood, and home ownership. Their debt is progressively accruing as they get older, while at the same time, their savings and

investments decline. In fact, according to **Experian** they’re the generation with the fastest-growing debt.

Despite this, millennials are all in for the cause; their support for charities increases with age, with a quarter of millennials today donating regularly or semi-regularly (more than any other generation). So, despite numerous setbacks, this consumer segment remains a savvy and woke bunch.

### COVID-19

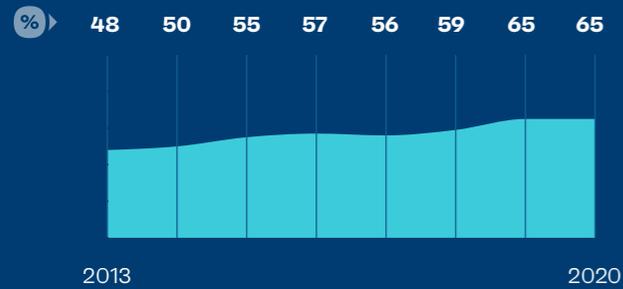
7%

of millennials have lost their jobs

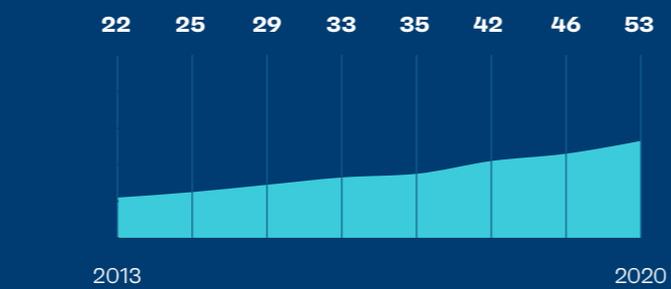


# Timeline of millennial milestones

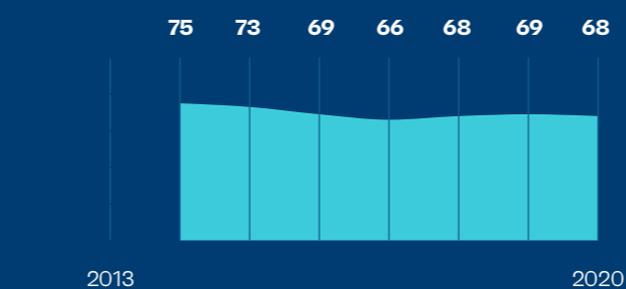
## In full-time employment



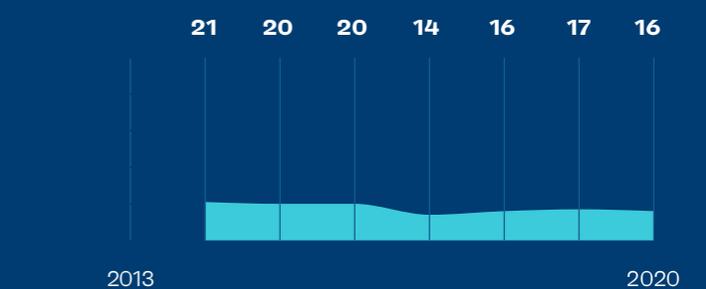
## Parents



## Have cash/savings/pension



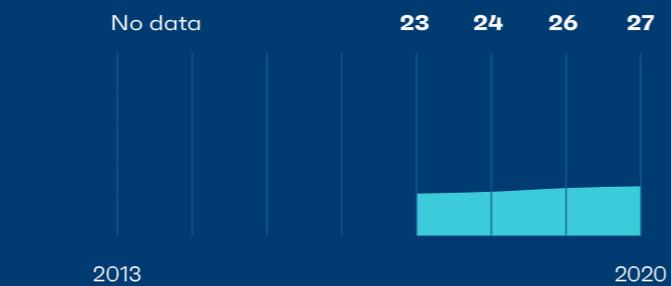
## Invested in real estate/property\*



## Home owners



## Have a short-term loan



## Donate to charity regularly/semi-regularly



\*other than the one they live in

 GWI 2013-2020 (Averages of waves conducted between Q1 2013-Q3 2020)

 59,315 (2013) • 64,967 (2014) • 75,966 (2015) • 80,930 (2016) • 144,803 (2017) • 184,059 (2018) • 225,553 (2019) • 197,654 (2020) millennials born between 1984-1997

Please note trended data accounts for year-on-year ageing of the sample

## Professional life

Before we move on to looking at millennials as consumers, it's important to recognize this cohort's influence in the B2B world. With over 4 in 10 describing themselves as career-focused, millennials are moving through the ranks and increasingly taking on leadership roles in the workplace. They're most likely to be in management (19%) or executive management roles (16%) and nearly half of them are the ultimate decision-makers in their companies, with a particular influence over hardware and software

products. This makes them a particularly appealing demographic for B2B brands.

When it comes to software tools, the biggest opportunity lies with customer support tools like Zendesk and sales or lead tracking software like Salesforce. Currently, these are the tools that around a third of millennial tech decision-makers don't use in their companies but would consider purchasing. The good news for brands is that they're also more likely to be interested in the

paid-for versions of these tools than their free equivalents. This is likely due to two main reasons: first because this group is willing to accept the trade-off between premium price and better functionality; and second because for most software products, they're more likely using trials first rather than jumping on the paid versions straightaway. Although millennials are all in for experimenting with new tools, more than any other cohort, they seek reassurance before committing to a decision.

### LEADERSHIP ROLES

**19%**  
of millennials hold managerial roles

If you'd like more information on the new generation of B2B buyers, please see our [Work in BETA report](#).

## Millennials as decision-makers

% who are ultimate decision-makers when their company is purchasing the following

● Millennials | ● Other professionals

All products (net)



Hardware (e.g. computer equipment, mobile phones, etc)



Software (e.g. programs, online services, licenses, subscriptions, etc)



## The opportunity in software

% of millennial tech decision-makers who...

● Do not use ● Would consider free version ● Would consider paid-for version



GWl Work Q2 2020 5,540 millennials aged 24-37 and 12,254 other professionals in 10 countries

## Financial situation

When it comes to their financial situation millennials don't deviate too much from the average consumer, but it's important to consider the wide age bracket of this cohort. Older millennials are better off financially than their younger counterparts, primarily due to a larger proportion of them working full-time. But with 25% of younger millennials occupying the high-income group, they're still more well-off than Gen Z aged 16-23, of which only 18% are high earners.

It's also important to recognize that not all of

them have responded to the crisis in the same way. For example, freelancers have found it most challenging to keep their work contracts, and as a result, they're most likely to have used their savings (46%). At the same time, students have been more likely than other millennial groups to have taken out a loan as a response to the outbreak (15%).

Despite all the economic and financial setbacks, millennials maintain a very positive mindset. Even though nearly 4 in 10 in the U.S. and UK say the outbreak has had a big or dramatic impact

### SAVINGS

46%

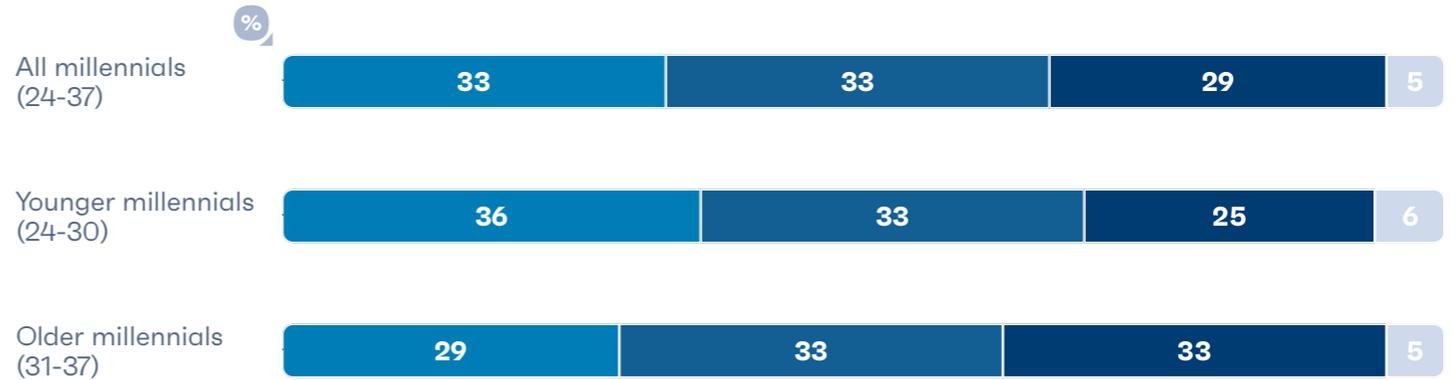
of millennial freelancers are most likely to have used their savings

on their finances, globally, they're much more likely than other generations to think their situation will improve in the next 6 months (57% vs 48%). This is due to key attitudes and behaviors this group exhibits compared to others; they not only feel more confident at managing their money and are more mindful of their spending, but are also utilizing technology to help them with this.

Brands shouldn't be discouraged by millennials' financial hardships at this time as they hold the necessary mindset and past experience to recover from a financial shock.

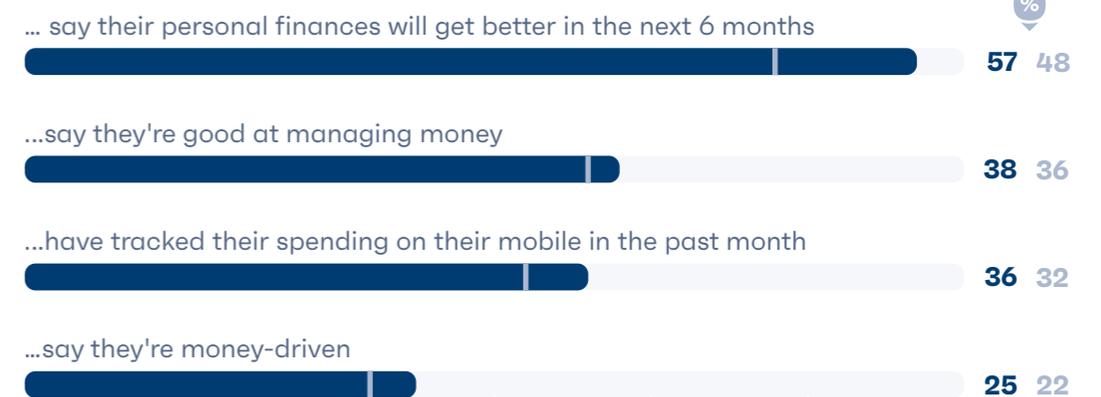
## Income

● Low ● Medium ● High ● Don't know/prefer not to say



## Financial awareness and mindset

● Millennials  
| Other generations



GWQ Q3 2020 66,466 millennials aged 24-37 • 35,084 millennials aged 24-30 • 31,382 millennials aged 31-37

## Investments & shareholding

The crisis has brought a new generation of investors on the horizon, a large majority of which are younger audiences like Gen Z and **millennials**. Despite often being portrayed as the cohort lacking financial literacy or security, our research shows they're actually the most likely group to own some kind of savings or investments (87%). Millennials still lag somewhat behind their older counterparts when it comes to investing in stocks and shares though, as they'd rather put their money in less risky options like gold, for example.

However, they're catching up fast and they're doing it in new ways. The

outbreak and the subsequent stock market crash have presented an opportunity for the more inexperienced and younger users to enter the world of investing. Since 2019 we saw an increase in millennials investing in stocks and shares across all regions but APAC. However, following the results of the U.S. election, it's likely that as the U.S.-China relationship improves, the stock market will **entice** new entrants from Asia too.

Currently, North America holds the largest share of millennial stock and share investors at 32% and our U.S. dataset shows they're much more likely than the

average investor to be using new solutions like the no-fee start-up trading platform Robinhood. The fact that this is the second most widely used platform among this group just behind Fidelity shows how unique millennial investor behaviors are to those of their older counterparts; most of all, they're looking for simple and intuitive tech solutions that allow them to enter the stock market free of charge. As this eco-conscious group increasingly represents a greater portion of decision-makers in the workplace and company shareholders, we're likely to see **sustainability** rising as a top priority for businesses they have a stake in.

“ Millennials are often named as the generation of no income, no job, no assets. Our data proves that for our investors at least, this stereotype is incorrect

**VICTOR TROKOUDES,**  
CEO & co-founder of Plum

## Millennials who own stocks/shares

● 2019 ● Q3 2020



GW 2019 & Q3 2020 179,957 (2019) • 44,780 (Q3 2020) millennials aged 24-37 \*excluding Ghana, Nigeria, Kenya and Morocco

Close to a quarter of U.S. millennial investors use *Robinhood*, 2.21x as likely as the average stock investor



## Health-consciousness

Millennials are at the forefront of the health-conscious era, with almost half of them describing themselves as such. But this isn't just a label they've given themselves – it's an attitude translated into their interests, lifestyle, and behaviors as consumers.

Out of the 51 interests we track, health foods/drinks is the 6th most popular interest millennials have (47%), which is higher up in their list of interests than other generations. As a result, their diets can differ from that of the average internet user. When compared to their older counterparts, millennials are more likely to buy health foods (32%)

each month, and less likely to purchase frozen meals, soft drinks, and spirits. They're also interested in vegan and vegetarian foods (12% and 20%, respectively), especially the females and the high earners of this cohort.

Millennials' health-conscious lifestyle isn't just about their diet – they're very keen sports players and fitness & exercise enthusiasts. Although the impact of the outbreak has been felt across the industry, in Q3 2020 it's still 46% of millennials who say they go to the gym at least once a week, compared to just 34% of other generations. Our research in the

UK and U.S. from August shows they're also the least likely group to have canceled their membership. However, it's still half who said they've canceled and businesses in this space will be thinking about ways of enticing those customers back once the outbreak is over.

The future of the fitness industry is uncertain but the primary driving force behind its recovery will most likely be the millennial group. Similar to their finances, millennials are more likely than others to rely on technology to help them improve their health and fitness; and the pandemic has accelerated this trend even further. When we

asked people during peak lockdown back in April which types of keep-fit activities they were doing, millennials were the most likely cohort to livestream exercises online (28%).

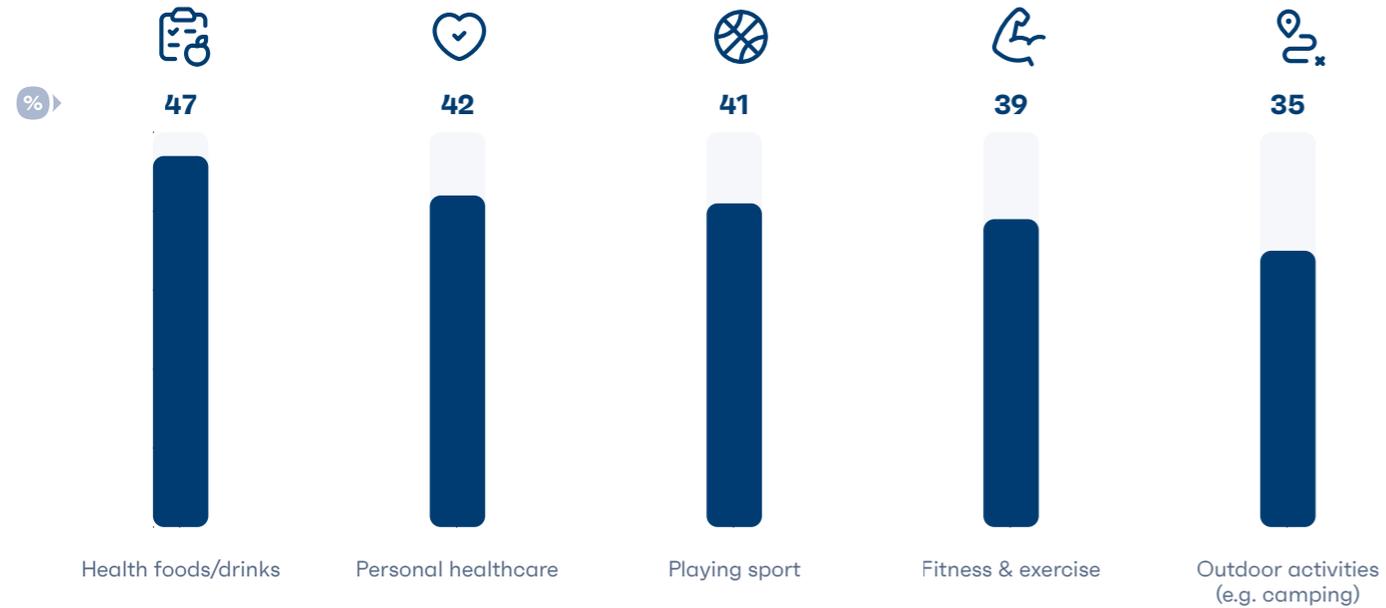
Post-COVID, we expect this group to continue engaging with virtual workouts alongside gym and outdoor activities, although digital formats will likely diminish in importance once the outbreak is over. It's inevitable the industry will move toward a more hybrid future though, as online classes have so far proved fruitful additional revenue streams. With players like **Apple** entering this space, it's clear that virtual fitness won't be short-lived.

## The attitude

% who describe themselves as **health-conscious** 49

## The interest

% who are interested in...



## The action

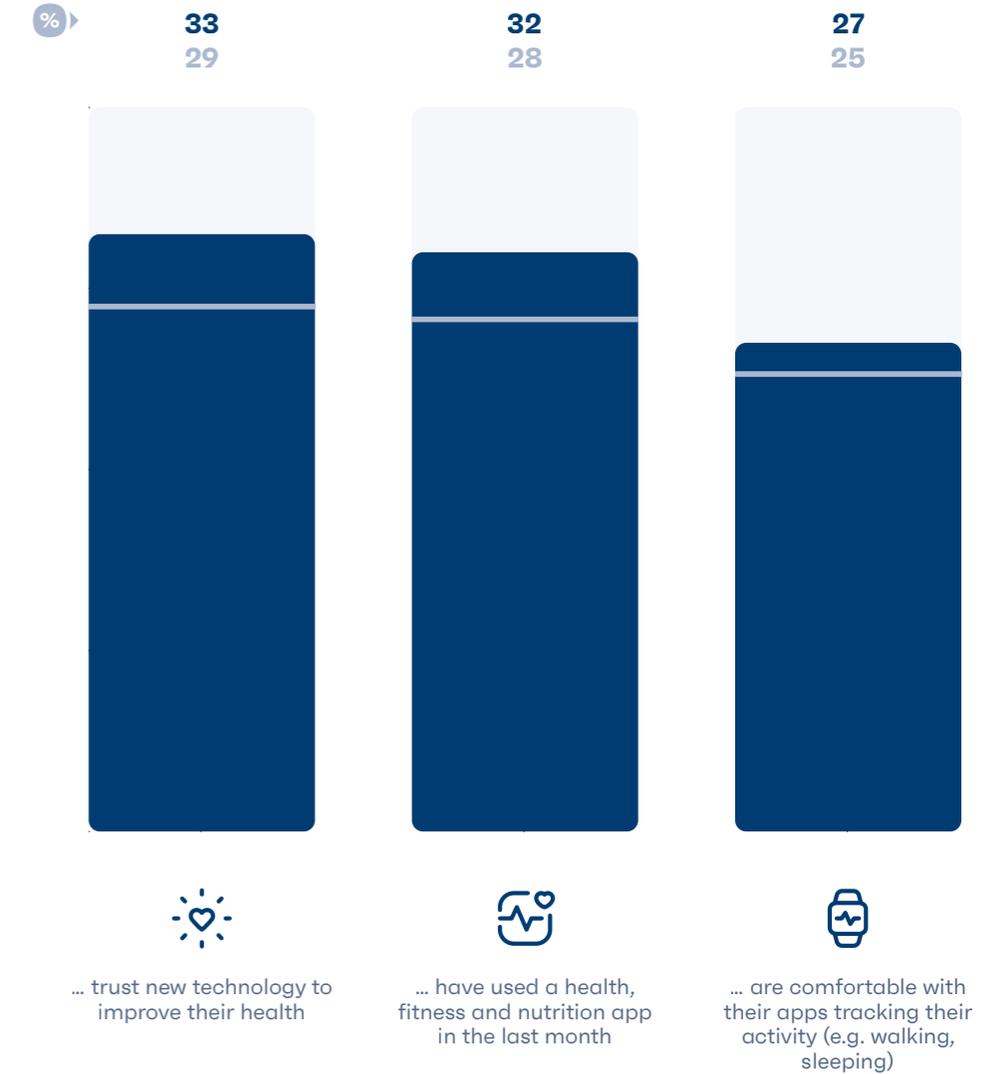
% who do the following at least once a week

**59%**  
go running/jogging

**46%**  
go to the gym

# Technology's key to their health

● Millennials | Other generations



GWI Q3 2020 66,466 millennials aged 24-37 • 112,735 internet users from other generations

## Mental health

Millennials' health-conscious mindset isn't limited to their physical health. In fact, from our research in September we found that millennials in the UK and U.S. are more concerned with their mental and emotional wellbeing (35%) than their physical health and fitness (31%). However, there's more to be done in terms of normalizing mental health issues and enticing this cohort (especially males and lower-income groups) to talk about it. At only 32%, millennials are the least likely generation to say they're comfortable discussing mental health.

The role of governments, brands, and businesses at this time

is to proactively address the issues consumers might be facing with their lives and adapt quickly to the changing landscape. Our Zeitgeist research from September shows that millennials are most likely to turn to friends and family for support (63%), but what's striking here is the fact that social media (34%) and medical professionals (39%) are almost on par for this segment. For males, social media is even a more popular source of support than medical professionals. This suggests that more awareness needs to be raised when it comes to the importance of looking after one's mind in the same manner as looking after one's body.

# 7% of millennials say they have a mental health condition, jumping to 21%+ in the U.S., UK, Sweden, and Australia

“

## I feel comfortable talking about my mental health

Breakdown of millennials who say the statement above describes them

by gender

Male

%

31

Female

33

by income

Low

%

28

Medium

33

High

37

GWI Q3 2020 66,466 millennials aged 24-37

## Sources of support

% of millennials in 7 countries\* who feel able to turn to the following for support



63% | 0.96 IDX  
Friends & family



39% | 1.12 IDX  
Medical professionals



34% | 1.10 IDX  
Social media



24% | 1.15 IDX  
One-to-one counselling services



23% | 1.24 IDX  
Websites/blogs



21% | 1.15 IDX  
Online support forums



17% | 1.09 IDX  
Local/community groups



17% | 1.16 IDX  
Online/telephone services



8% | 1.45 IDX  
My employer

\*Brazil, China, France, Germany, India, UK, U.S.A.

GWI Zeitgeist September 2020 2,497 millennials aged 24-37 in 7 countries

# Media & entertainment

## Entertainment activities

Overall, millennials consume all sorts of media more than the average internet user. They spend more time on all behaviors listed in the chart, except linear TV, where they lag behind somewhat. This is likely due to the increasing popularity of online TV among this audience, with them spending around 15 minutes longer per day streaming in 2020 compared to 2018. Engagement with broadcast TV is especially pronounced in Europe and North America where internet users typically spend much more time there than on its online equivalents; and millennials are no exception.

Where millennials really stand out from the rest of the online population is when it comes to playing on games consoles.

They're 23% more likely to use these devices to play games so it's not surprising that they spend longer there as well. Later in the report we explore in more detail the implications for brands in the gaming space.

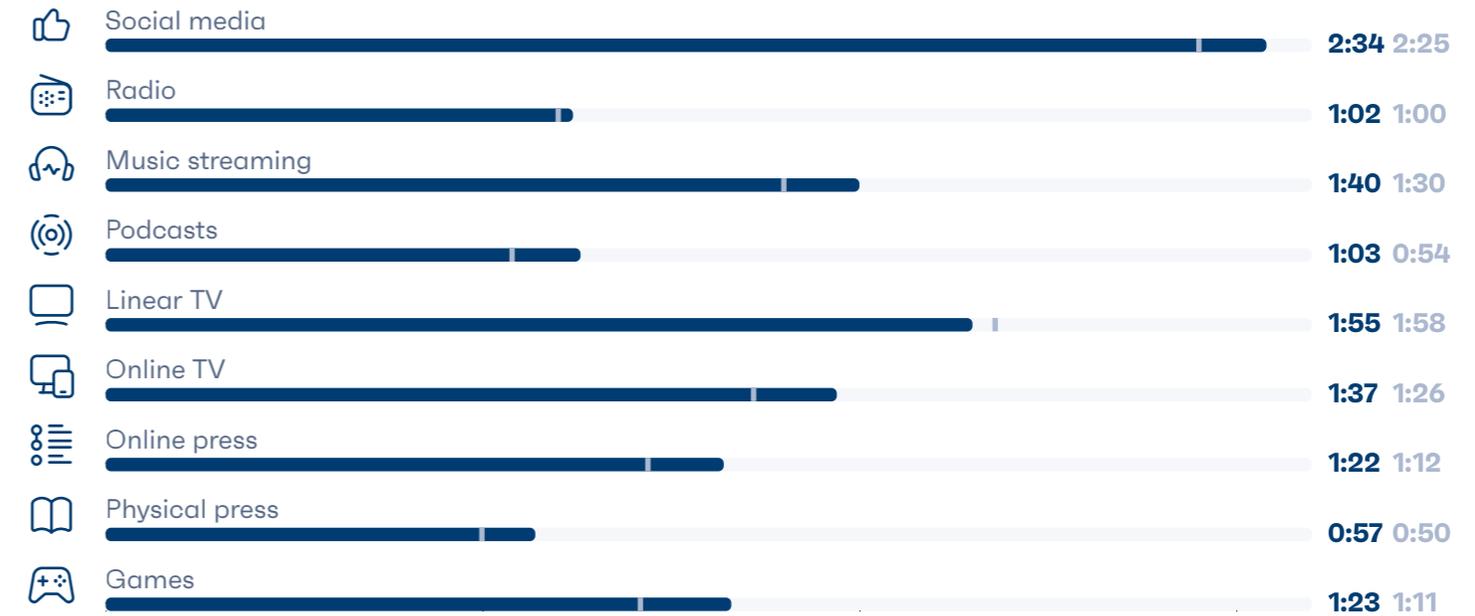
Podcasts also deserve special attention here. Although they're still less popular than music streaming, they've enjoyed steady growth among millennials. With their informative and off-screen nature, the proportion of millennials listening to podcasts on their mobile has grown eight percentage points since 2017, reaching 35% in 2020. This is a relatively novel but a potentially fruitful way for brands to reach this audience, especially when millennials are more likely than average to discover new brands via podcasts.

## Time spent on entertainment

Average time spent on the following each day

● Millennials | Average internet user

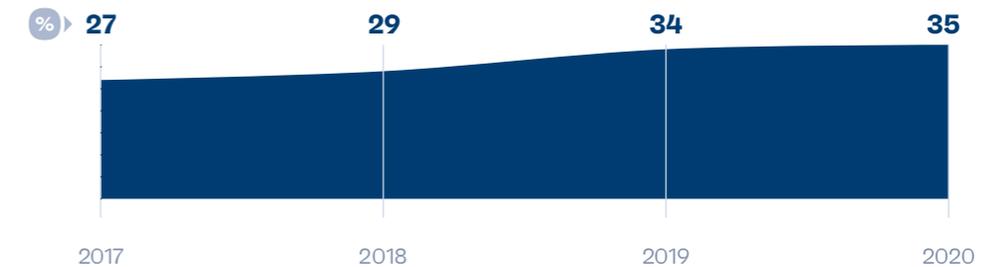
h:mm



GWQI Q3 2020 44,780 millennials aged 24-37

## Engagement with podcasts

% of millennials who have listened to/watched a podcast on their mobile in the past month



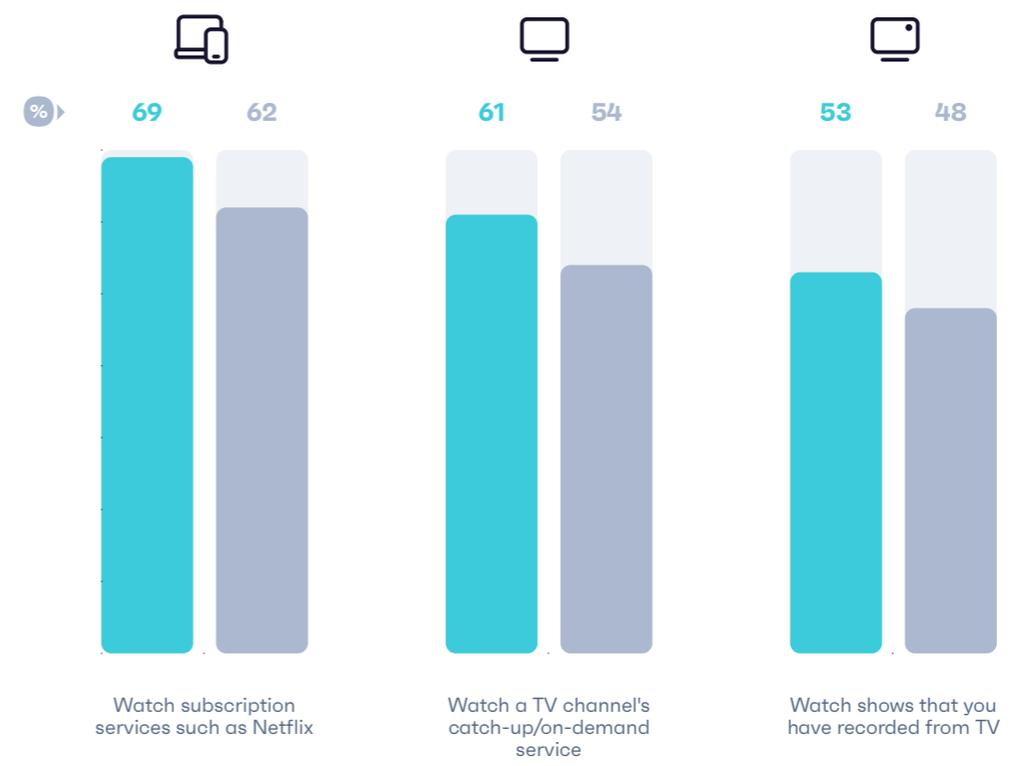
GWQI 2017-2020 (Averages of waves conducted between Q2 2017-Q3 2020)

109,796 (2017) • 184,059 (2018) • 225,553 (2019) • 197,654 (2020) millennials aged 24-37

## TV on-demand and streaming

% who do the following at least once a week

● Millennials ● Average internet user



GWQI Q3 2020 44,780 millennials aged 24-37

## Online TV engagement

Streaming online TV has been one of the most popular activities during the pandemic. Just under 6 in 10 millennials in early July said they're watching more shows because of the outbreak and a quarter said they're going to continue to do so once the outbreak is over. Watching subscription services is their favorite type of online TV, with Netflix being their go-to platform globally.

And while many believe Netflix faces strongest competition from Amazon Prime Video in North America due to the popularity of the brand as a retailer, this isn't the case anymore.

Hulu is equally as popular at 45%, with the platform enjoying steady growth since Q1 2019.

Although local competition in the Asia Pacific region is high, engagement with Netflix here shouldn't be underestimated. The figure increases from 29% to 52% when we remove China from the equation, making Netflix the top streaming service millennials use in the region. Home-born iQiyi takes the top spot in China, but with the platform **announcing** the first price increase since its launch, it remains to be seen whether iQiyi will manage to keep the leading position.

# Movie streaming around the world

## Engagement with streaming services

12

% of millennials who have used the following services to watch/download content in the past month

### Asia Pacific (Exc. China)

- 52 Netflix
- 36 YouTube Premium
- 30 Amazon Prime Video



### Latin America

- 85 Netflix
- 42 Amazon Prime Video
- 28 YouTube Premium



### North America

- 75 Netflix
- 45 Hulu\*
- 45 Amazon Prime Video



### Europe

- 52 Netflix
- 21 Amazon Prime Video
- 18 YouTube Premium



### Middle East & Africa

- 49 Netflix
- 32 YouTube Premium
- 25 Shahid.net\*\*



### China

- 68 iQiyi
- 55 YouKu & Tudou
- 45 MangoTV



GWQI Q3 2020 37,260 millennials outside of China \* 7,520 millennials in China aged 24-37

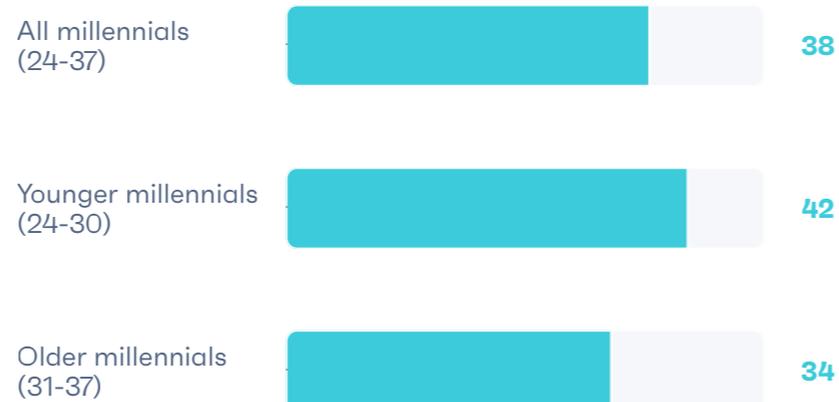
\* Tracked in the U.S.  
\*\* Tracked in Egypt, KSA & UAE

## Gaming

Another behavior where we see stronger than ever engagement among millennials is gaming. Our Zeitgeist research from October showed that 38% in the UK/U.S. are playing more video games since the outbreak began, jumping to 42% among younger millennials. Each month they're engaging in a number of different activities, not all of which are limited to actively playing games. For example, millennials are more likely to passively watch gaming content like esports (1.20 IDX) and live gaming streams (1.19 IDX). That's part of the reason why Twitch continues to enjoy a growing popularity among millennials, with 16% of them using it on a monthly basis.

“  
I play more  
video games  
than before the  
outbreak

in the UK/U.S.



GWG Zeitgeist October 2020 896 UK/U.S. millennials aged 24-37

13

## Top 10 gaming activities

% of global millennials who have done the following gaming activities in the past month



GWG Q3 2020 44,780 millennials aged 24-37

14

## The console war

15

% of millennial console gamers who...

### Use now



### Interested in buying



GWK Q3 2020 7,150 millennial console gamers aged 24-37

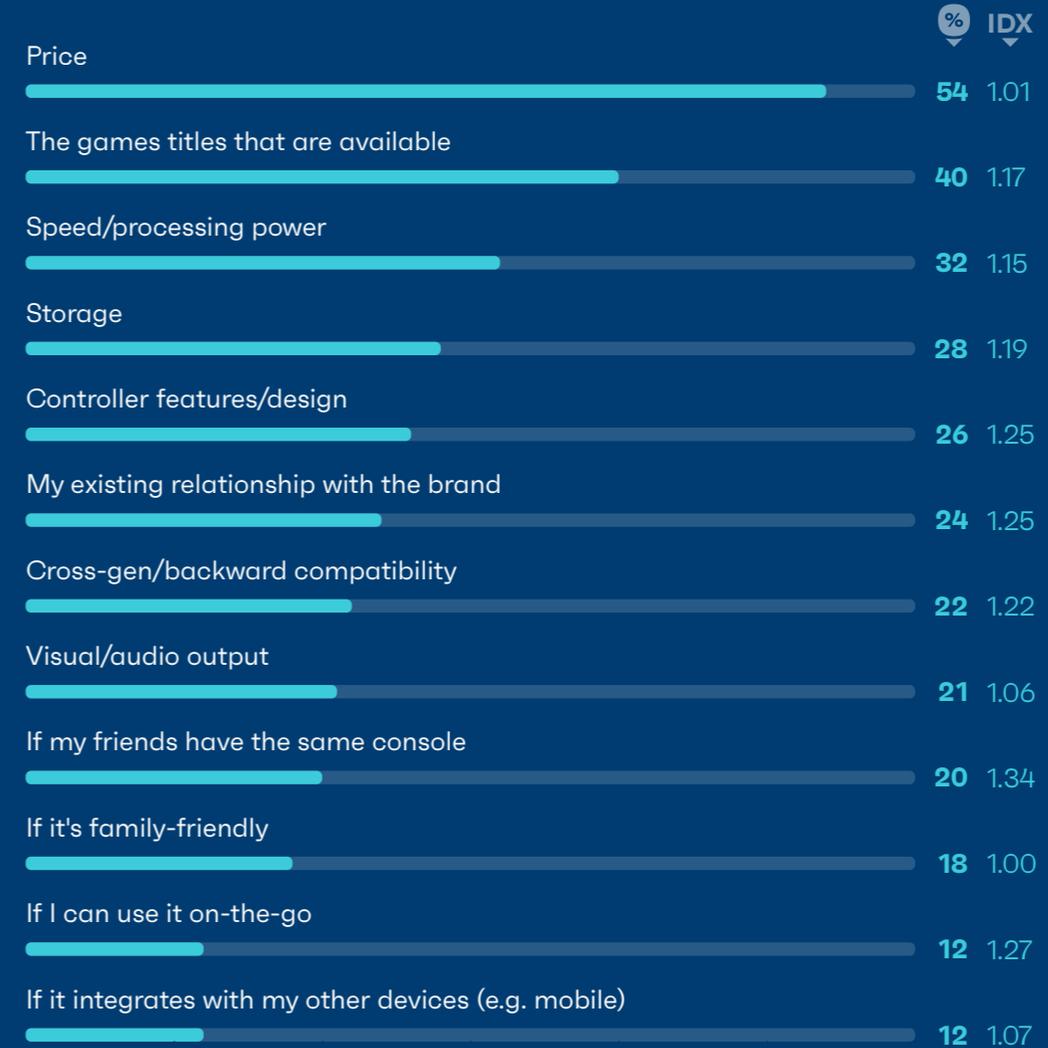
Millennials are the generation that essentially grew up playing on game consoles, with the oldest of this cohort being around 10 years old when PS1 was introduced. Fast forward to today and the console loyalty shines through; PlayStation is the most popular console brand both in terms of current usage and future intent. Close to half of console gamers own a PS4 and just under 6 in 10 are interested in buying the PS5.

But we can't underestimate the cost factor here, especially with such a big-ticket item. Price is the most important factor millennial gamers will consider when purchasing a new console (54%) and by some distance from the rest of the factors in the chart. Game availability is also a much bigger priority than any hardware option, with 4 in 10 millennials considering the game titles when buying. However, this demographic places a higher than average value on the design of the controller (1.25 IDX) and their existing relationship with the brand (1.25 IDX), which once again highlights their loyalty as gamers. So, millennials might be willing to accept the premium price provided that these criteria are met.

## Purchase factors

16

% of UK/U.S. millennial gamers who say the following are important to them when purchasing a new console



GWK Zeitgeist October 2020 665 UK/U.S. millennial gamers aged 24-37

# Social media

## Social media and digital wellbeing

Social media has long been under the microscope for its effect on consumers' wellbeing, with the digital detox trend exploding around 2019. However, these channels proved instrumental in keeping us connected during the crisis and helped combat feelings of loneliness. But what are millennials' views on digital wellbeing now?

They aren't too far from other generations, but it's still a higher proportion who believe social media is good for society (38% vs 35% for others). At 45%, this sentiment is especially pronounced among heavy social networkers within this

group. But their relatively positive view doesn't mean they aren't aware of the time they spend scrolling through their social media feeds; and they're willing to take action to mediate it. Millennials are more likely than other generations to have tracked their screen time and are also the most likely cohort to say they're using social media less than they used to.

When it comes to the negative effects of social media, millennials are on par with other generations to think that these channels make them feel anxious. But when we dig deeper, we can see that those expressing this

sentiment are actually more likely to use social media for purely "social reasons". For example, they're 21% more likely than the average millennial to share personal details of their lives and 19% more likely to make sure they don't miss out on anything. Social media is known for promoting such feelings of "FOMO" (fear of missing out) and can have a negative impact on this group's mental health. So, although FOMO is considered an effective strategy brands can tap into to engage millennials, they should be cautious about leveraging what can potentially lead to feelings of anxiety.

## Attitudes to social media

Millennials Other generations

“

I think social media is good for society

%

38 | 35

“

I am using social media less than I used to

22 | 20

“

I worry I spend too much time on social media

27 | 27

“

I feel using social media causes me anxiety

16 | 15

Millennials are more likely than other generations to have tracked their screen time and are also the most likely cohort to say they're using social media less than they used to

## Screen time tracking

% who have tracked their screen time or set limits for certain apps on their mobile

26 | 23

GWQ GWI Q3 2020 66,466 millennials aged 24-37 • 112,735 internet users from other generations

## Leading social platforms

Millennials' social media usage spiked during Q2 2020 when the first global lockdowns took place and 45% of this cohort reported spending longer on these channels. But the novelty of having excess time to devote to these activities has slowly worn off and the time they spend each day went back from 2h41m in Q2 to 2h34m in Q3 2020.

Millennials hold a very broad portfolio of social accounts so capturing their attention on a single platform during those two and a half hours of their day won't be easy. They have an average of 9.2 social media accounts which makes them bigger multi-networkers than any

other generation, even their younger counterparts – Gen Z.

That doesn't mean that all of these accounts are being used on a regular basis and with the same frequency. For example, outside of China, YouTube has slightly less reach among millennials than Facebook, but it enjoys much more monthly and daily engagement. In fact, YouTube is the only platform that draws in more users than members, which is a result of visitors to the site being able to freely consume the content without an account. On the contrary, although a substantial number of millennials have accounts with services like WeChat,

### SOCIAL PLATFORMS

# 9.2

Average number of social media accounts owned by millennials

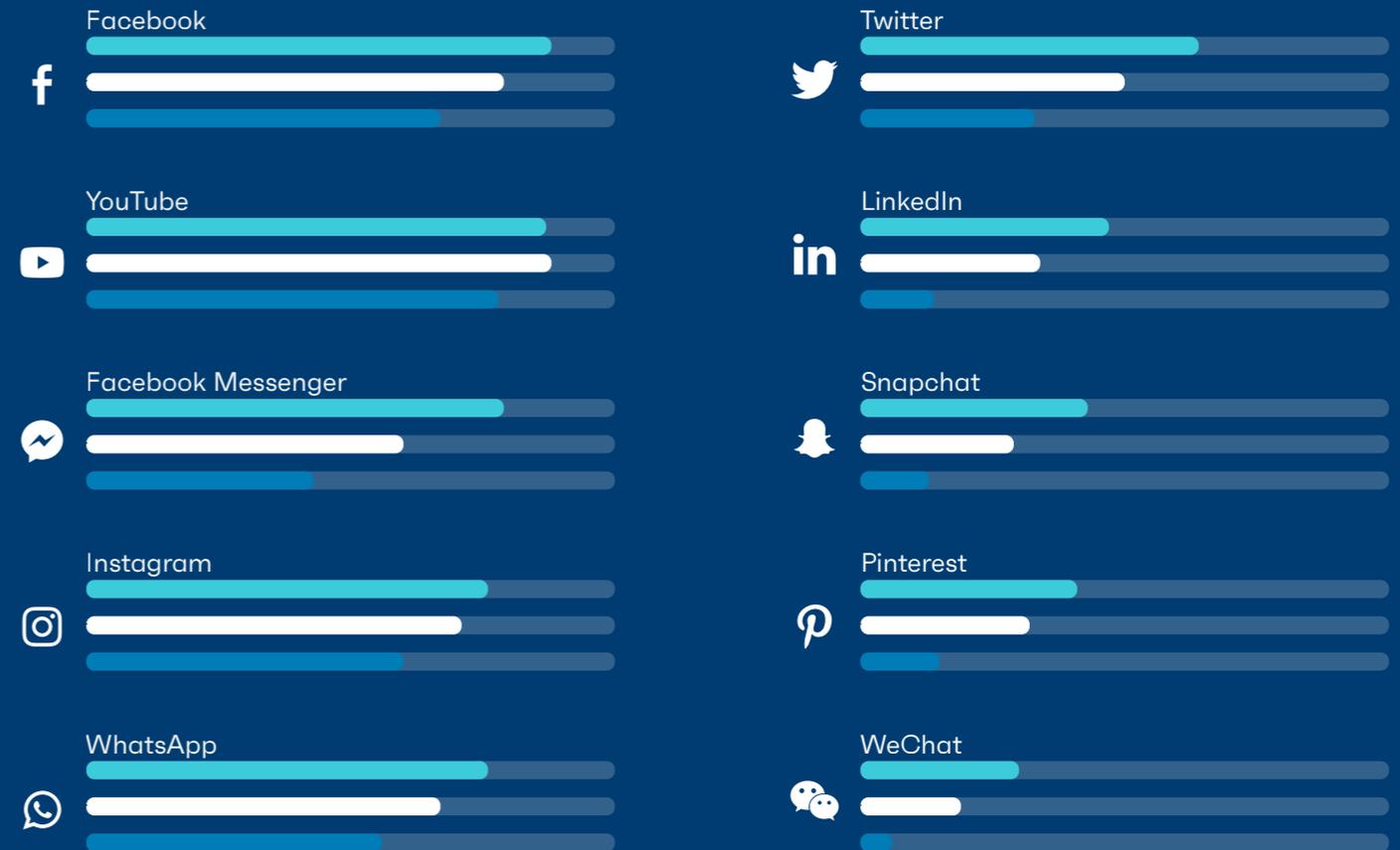
LinkedIn, and Snapchat, only a small proportion of them actually use these platforms regularly.

TikTok is a platform generally associated with Gen Z, but it deserves a mention here too. It was relatively niche with the millennial audience in 2019, but the outbreak has put it front and center, especially among those with young children. With its user-generated short-form videos, TikTok has lent itself to being a one-stop shop for fun and family-oriented content. Brands targeting millennial moms or dads shouldn't think twice about reaching them on the platform.

## Top 10 social platforms

% of millennials outside of China who are members/visitors of the following platforms

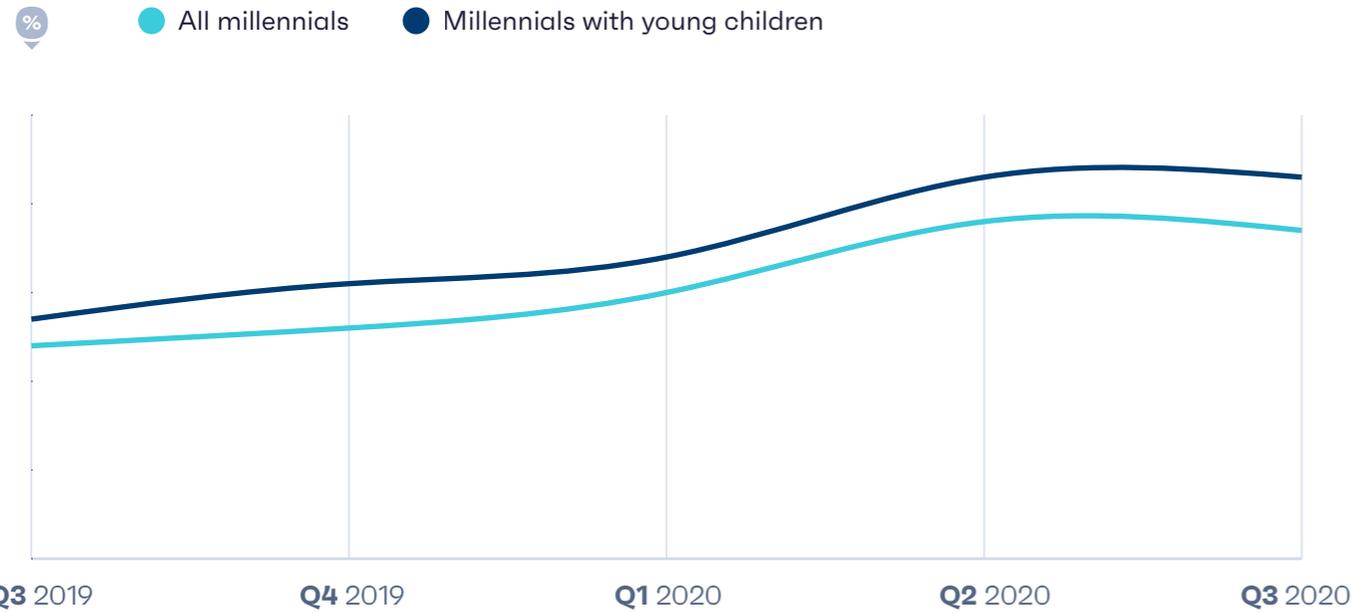
● Members ● Monthly visitors ● Daily visitors



GW I Q3 2020 55,169 millennials • 18,878 millennials with young children outside of China aged 24-37

# The growth of TikTok

% of millennials outside of China who have visited TikTok in the past month



GWQI Q3 2020 55,169 millennials • 18,878 millennials with young children outside of China aged 24-37



# As the keener gamers, men are much more likely to follow gaming bloggers, while women would like to see content from beauty creators

## Social media motivations

Following the global trend, millennials' social behaviors are less focused on sharing personal information and more purpose and entertainment-driven. Keeping track of news and current affairs and finding funny or entertaining content are their top reasons for logging in. For younger millennials, the latter takes precedence, while the opposite applies for the older representatives of

this group. The outbreak has put these two habits front and center, and this is also evident in the accounts they follow on social media.

Males and females have quite distinctive views when it comes to who they want to see on their feeds; but generally, they're more likely to follow accounts that align directly with their interests, entertain them, and keep

them informed. For example, as the keener gamers, men are much more likely to follow gaming bloggers, while women would like to see content from beauty creators. It's important for brands looking to influencer marketing as a way to move beyond traditional methods of advertising to recognize that millennials are a very diverse group and a one-size-fits-all approach won't be best-suited.

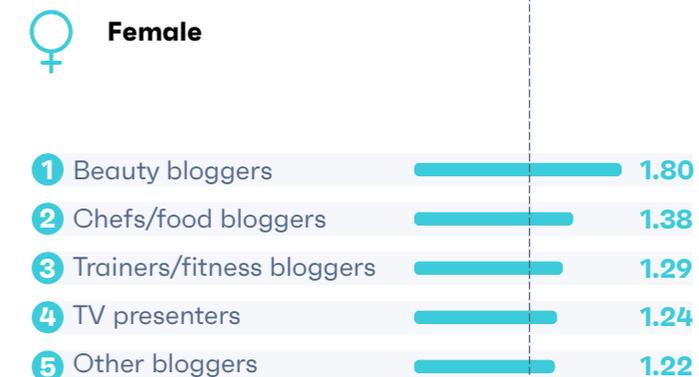
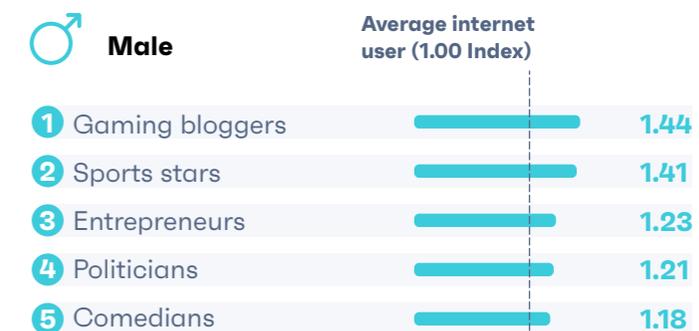
## Social media motivations 20

% of millennials who say the following are their main reasons for using social media



## Accounts followed 21

The most distinctive accounts millennials "follow" on social media



GWI Q3 2020 66,466 millennials aged 24-37



## Video and livestreaming

Fittingly for such an entertainment-seeking group, video-based content is a calling card for their social visits. While watching videos is a more popular behavior on Facebook, Instagram takes the lead when it comes to engagement with “Stories” and long-form videos on IGTV. With its latest video feature “Reels”, it’s clear that the Facebook suite is making moves to attract younger demographics, as TikTok has done, by focusing on pushing more entertainment-driven content on its platforms.

Videos on social media portray brands in new

ways, while capturing and holding viewers’ attention more effectively. Most importantly, using social video as a marketing strategy is less intrusive than the use of banner ads and allows brands more opportunities in conveying their message and earning consumers’ trust. But entertainment and earning trust is just the beginning. Ultimately, Facebook’s end goal is to enhance its advertising revenue and turn the users on its platforms into shoppers, especially at times when online shopping is booming; and millennials are a key demographic here.

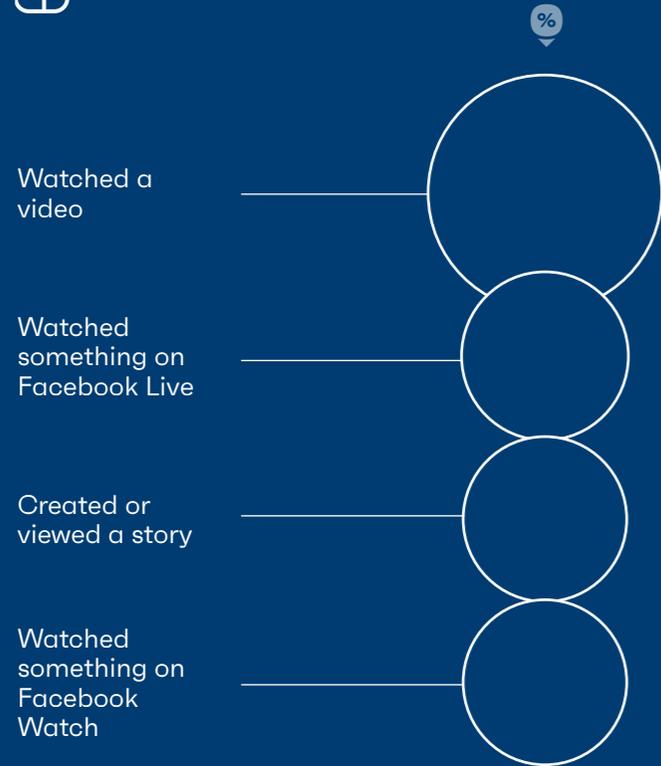
Our Zeitgeist research from November shows that video content is truly inspirational for them when it comes to making a purchase. Gaming livestreams is the most distinctive video type for this group (1.58 IDX) as that’s what they resonate the most with, especially the males among them. Females are much more likely to have been inspired by influencer stories (1.37 IDX) and celebrity videos (1.33 IDX). With livestream shopping a key trend for 2021, video isn’t just a nice-to-have anymore, it’s a must-have in an era when product differentiation in an over-crowded online space is harder than ever.

If you’d like more information on livestream shopping, please see our [Connecting the dots report](#).

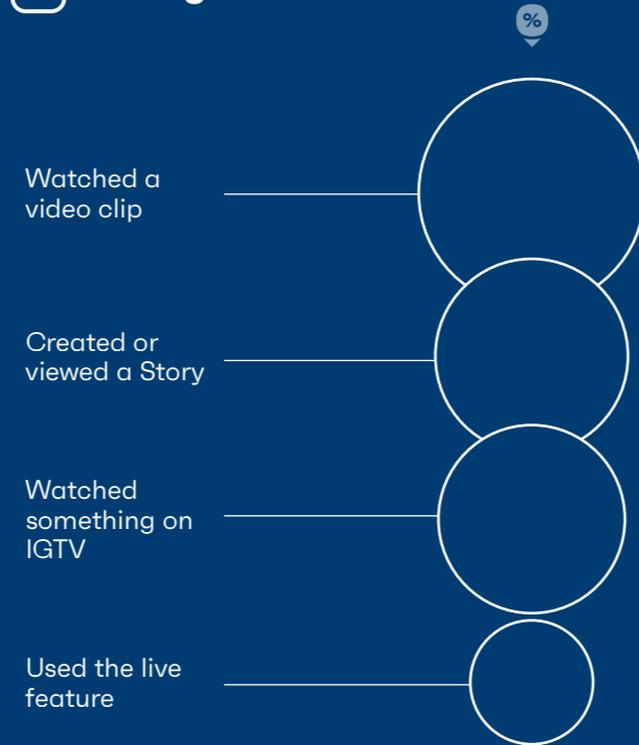
## Demand for video and live content

% of millennials who have done the following in the last month

### Facebook



### Instagram

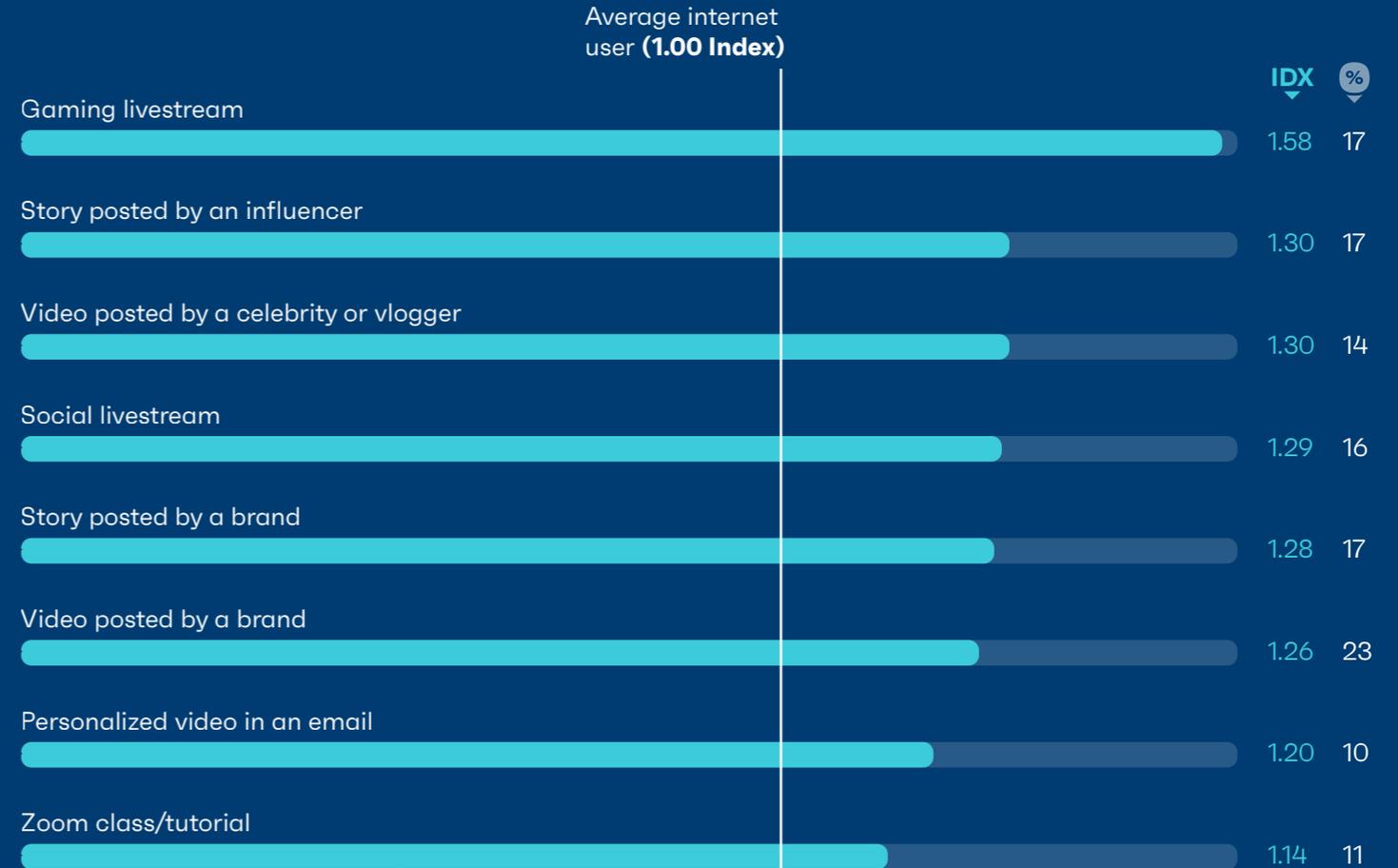


Please note these figures are based on those who have actively engaged with/contributed to each platform or used its app

22

## Purchase inspiration via video content

% of UK/U.S. millennials who have been inspired to purchase a product/service in the last 3 months by the following (sorted by over-index)



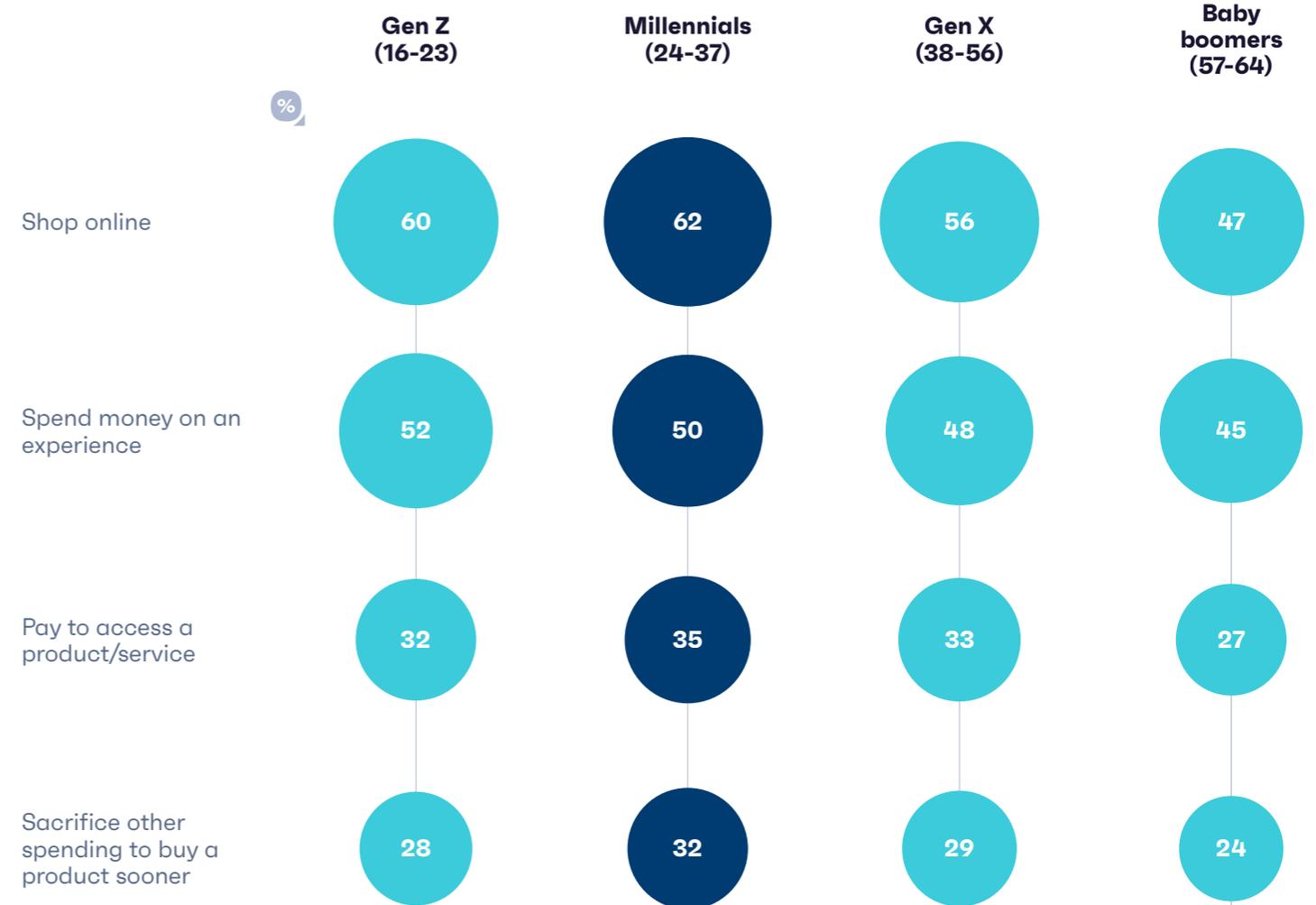
23

# Buying habits

It's often assumed that as the most digitally-oriented audience, Gen Z are the most likely generation to buy online; but as the first digitally-native generation, millennials are in fact the most likely cohort to prefer online than in-store shopping. This is not to say that millennials don't shop in-store, but it's certainly an indication that they find online channels more convenient. There are some markets like Russia, Morocco, South Africa, and Switzerland where this consumer segment still prefers offline than online shopping methods. But the fact that 56% in South Africa said they'll shop online more frequently after the outbreak is over suggests online shopping may soon be millennials' preferred method worldwide.

Millennials are also the most likely generation to be impulse shoppers and to pay for access rather than ownership. This is due to their willingness to experience more while avoiding the responsibilities associated with ownership; but it's also influenced by the fact that they're the driving force behind the sharing economy. For example, millennials are much more likely to have paid for a music or movie streaming service than for actual downloads; and this goes well beyond just digital goods. Even though 69% globally own a car, they're still the most likely cohort to be using taxi or ride-sharing apps each month at 33%. As this [article](#) puts it, for them "owning a car is less privilege and more liability".

## Buying preferences



## COVID-19 impact on purchases

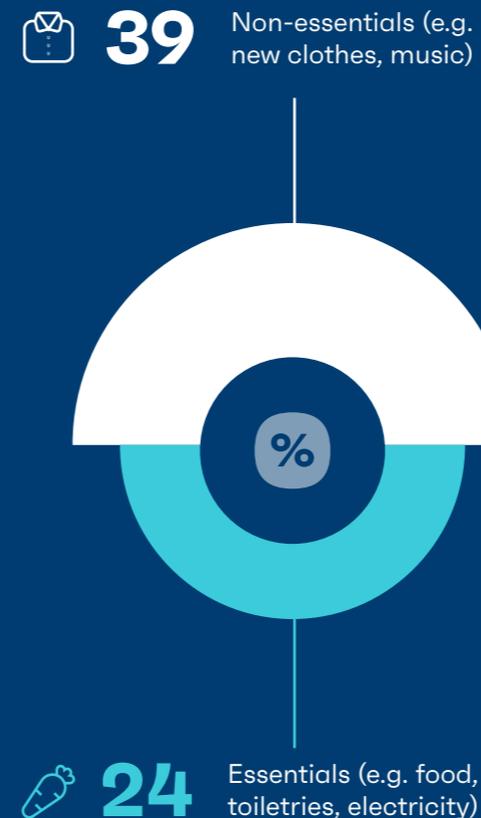
Even though millennials' attitudes to buying paint them as impulse shoppers, the pandemic has certainly made them more considerate when it comes to their purchases. 4 in 10 in the UK and U.S. have experienced a big or dramatic impact on their finances and the same proportion have also reduced spending on non-essential purchases. Similar to other internet users, clothing is the number one item that millennials have scratched off their shopping lists (32%), followed by shoes (26%). It's not all doom and gloom though as our data shows consumers have likely done some catching up during the festive period. What's more important here is the

pandemic's impact on **brand loyalty**. Millennials aren't the most loyal consumers to begin with, and the outbreak has only accelerated that. They're less likely than their older counterparts to say they're loyal to the brands they like; and we can also see from our research in October that they're above the average for trying different retailers and new brands during the pandemic. With the surge in online shopping, a brand's competitor is only a click away and it's easier than ever for millennials to switch their loyalties. Brands will need to work even harder to attract and keep their attention online, and in the next sections we discuss where and how they can do that.

## Reduced spending

25

% of UK/U.S. millennials who have reduced spending on the following because of the pandemic

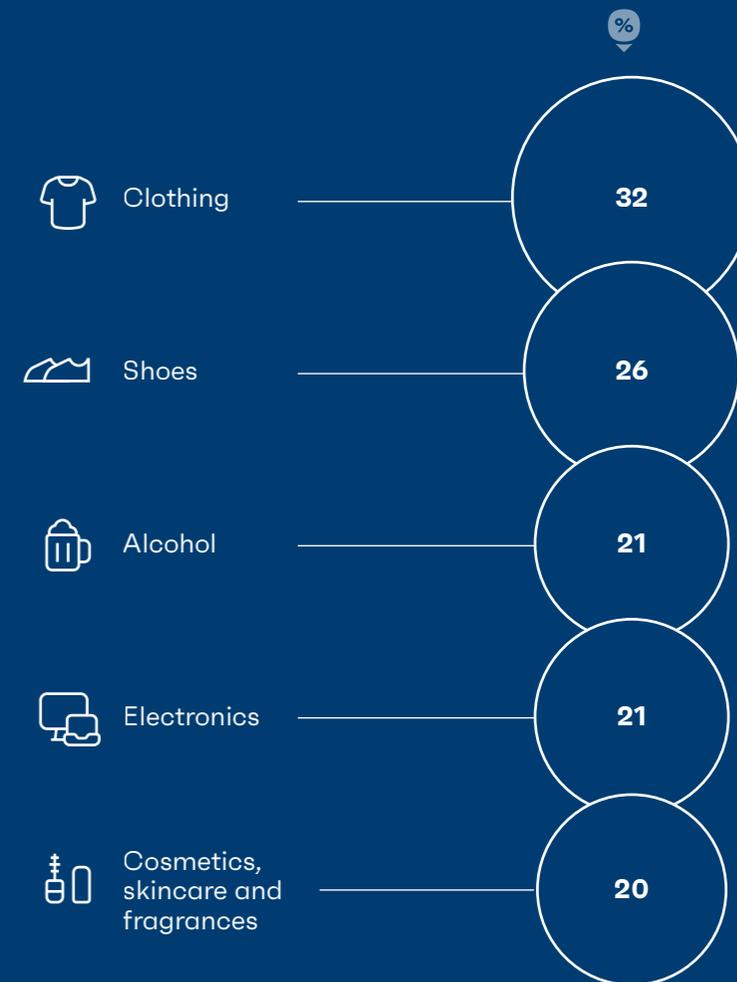


GWl Zeitgeist November 2020  
913 millennials aged 24-37 in the UK and U.S.

## Top 5 cut-backs

26

% of UK/U.S. millennials who have cut back on buying the following



GWl Zeitgeist October 2020  
896 millennials aged 24-37 in the UK and U.S.

# Changing shopping habits

% of UK/U.S. millennials who have started doing the following more often in the past 3 months (sorted by over-index)

17% | 1.46 IDX



Buying second-hand/  
pre-owned products

22% | 1.22 IDX



Trying different  
retailers/stores

28% | 1.17 IDX



Trying new  
brands

33% | 1.17 IDX



Buying cheaper  
products

34% | 1.13 IDX



Buying online and picking  
up in-store/curbside pickup

GW | GWI Zeitgeist October 2020 | 896 millennials aged 24-37 in the UK and U.S.



## Brand discovery and research

Although millennials are still most likely to discover and research new brands via search engines, we can see that social media is slowly making its way up. Social media ads overtook word-of-mouth recommendations as a source of brand discovery for the first time in Q3 2019 and has since then remained the third most popular source just behind TV ads. Looking by market we can see that social ads have actually become the top source of discovery in most developing countries in APAC, but also in Ireland, with other mature markets heading in the same direction. This isn't surprising given that global social media ad spend skyrocketed during the pandemic, **jumping** by 56% in Q3 2020 alone. The good news is that millennials aren't only finding new brands

through ads, they're also more likely to engage and click on sponsored posts (17% have done so in the past month).

When it comes to product research, these platforms are almost on par with search engines (51% vs. 48%), and they're even leading in 14 of our 46 tracked markets. It's clear that slowly but surely social media is becoming increasingly ingrained in millennials' purchase journey. However, it's worth noting that consumer reviews are still more prominent research channels in many Western countries, but also in Singapore and South Korea. To attract their attention brands would need a multi-channel approach combining both traditional and online sources.

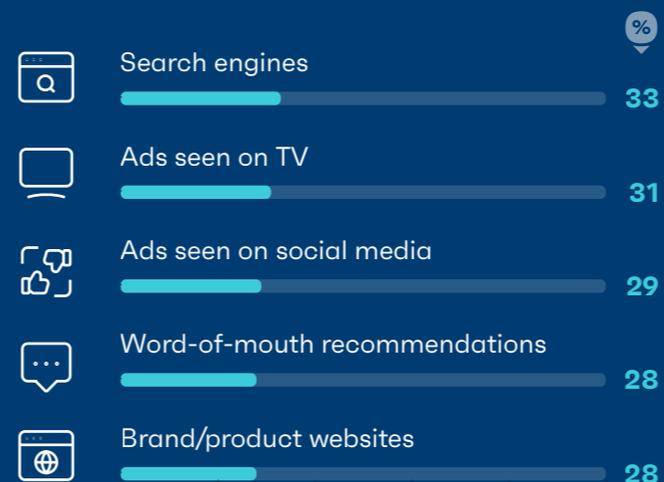
### ADS

29%

of millennials say they tend to buy brands they see advertised

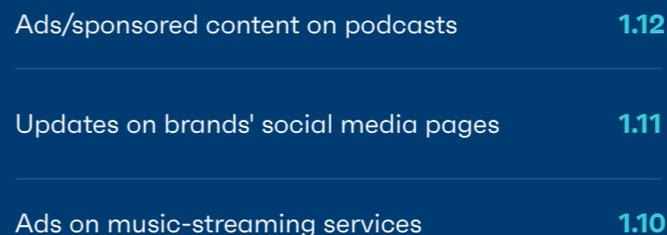
## Top 5 brand discovery channels

% of millennials who typically find out about new brands and products via the following channels



## Top 3 over-indexes

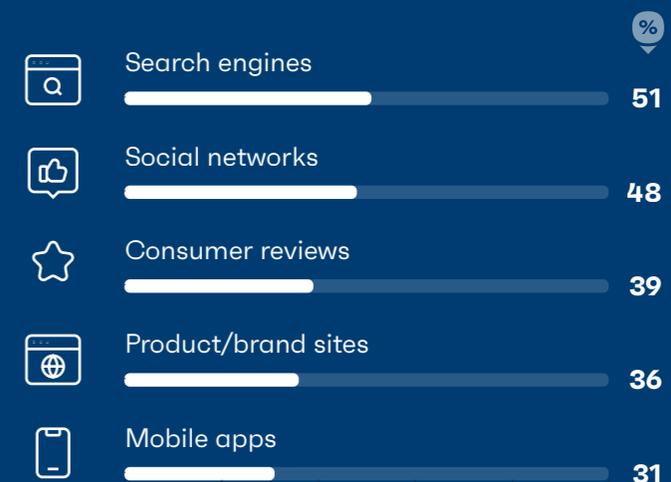
IDX



## Top 5 online product research channels

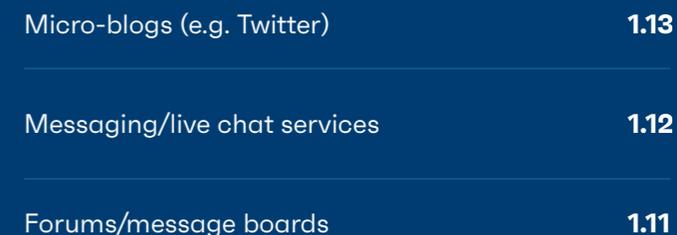
28

% of millennials who say they research products/services via the following channels



## Top 3 over-indexes

IDX



## Purchase drivers and advocacy

But what about converting them into customers and winning their loyalty? In all but two countries, free delivery is the most common purchase driver among millennials. Globally, it has a substantial lead over coupons and discounts (48% vs 39%), but in South Korea it's actually the latter that's more common (63% vs 60% for free delivery). In Indonesia, on the other hand, reviews from other customers are most likely to convert millennials into buyers (1.57 IDX).

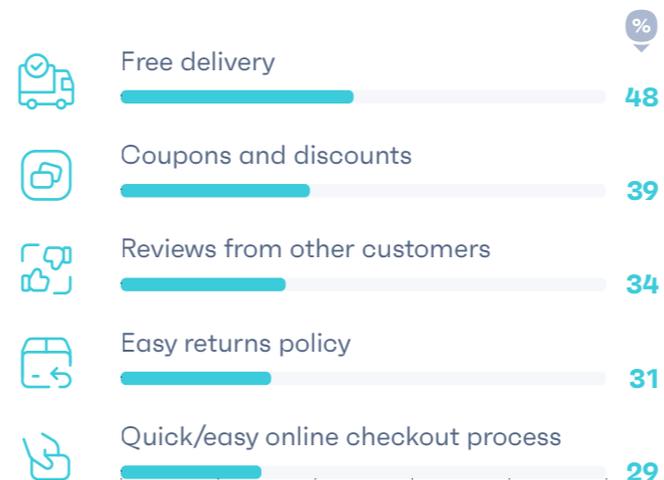
Fittingly for such a socially-engaged group, they over-index the most for being motivated by the chance to purchase within social media platforms.

And although it's still only 14% that are enticed by "buy" buttons, the fact that **Instagram** has made social shopping a priority by putting the Shop tab on the home screen suggests this figure might begin to increase in the future.

Winning millennials' loyalty and turning them into advocates isn't an easy feat but it's certainly rewarding; following the purchase, they're the most likely generation to shout out about a brand to their friends and family (39% vs 36% for other generations). What brands need to do to achieve this goes beyond just having a good product; they need to tap into their need for status and make them feel special.

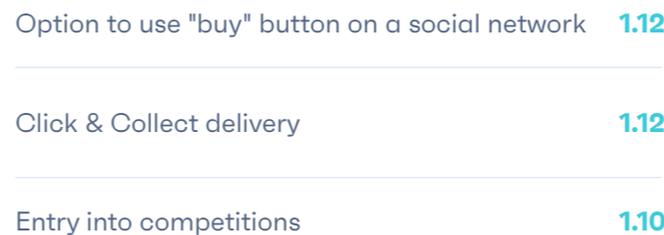
## Top 5 online purchase drivers

% of millennials who say the following would motivate them to make a purchase



## Top 3 over-indexes

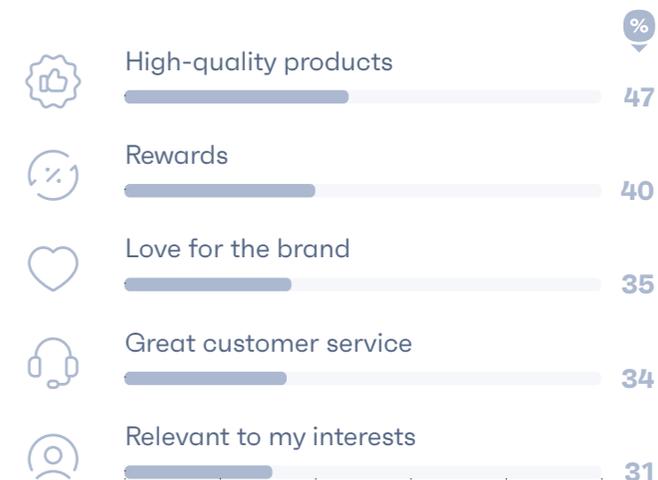
IDX



GWQ 2020 66,466 millennials aged 24-37

## Top 5 brand advocacy motivations

% of millennials who would advocate a brand for the following reasons



## Top 3 over-indexes

IDX



## Brand-building

Building a brand that millennials fall in love with is all about putting their personal brand first, making them feel part of an exclusive community, but it's also about living and breathing their values. Millennials stand out the most from the average internet user in wanting brands to improve their image and reputation. They're a status-seeking bunch and are unlikely to be intrigued by brands that don't make them stand out from the crowd. Simply put, building your brands goes hand in hand with building their brand.

That's just one part of the equation though. Millennials are also deeply concerned with today's social and environmental issues and they expect brands to take a stand on those. From our Zeitgeist research in September, we know that they're more likely than other generations to want brands to put more focus on supporting and being vocal about social causes since COVID-19 (44% vs 39%). This also comes to light when they make purchasing decisions, with a lack of activism and diversity being real deal-breakers for this cohort.

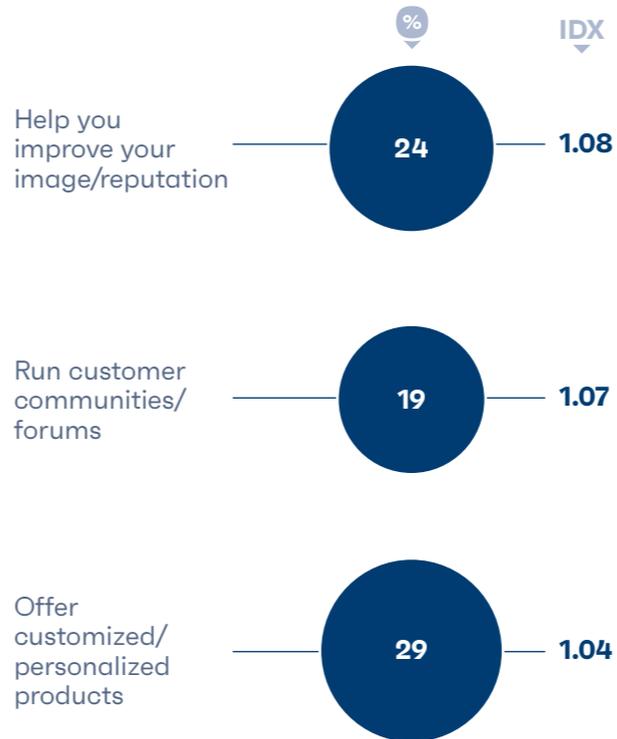
If you'd like more information on brand purpose, please see our [Connecting the dots report](#)

# Building your brands goes hand in hand with building their brand

“

## I want brands to do the following things

% of millennials who say the above (sorted by over-index)



GWQ Q3 2020  
66,466 millennials aged 24-37

30

“

## These concern me the most when deciding whether or not to buy from a brand

% of millennials in 7 countries who say the above (sorted by over-index)



GWQ Zeitgeist September 2020  
2,497 millennials aged 24-37 in 7 countries

# Appendix

- 1 Where is your household located? • What is your current working status? • Who lives in your household? • What best describes your marital status?
- 2 What is your current working status? • How many children do you have? • How many houses/properties do you own? • Do you currently have any of the following? (Short-term loan) • What kind of savings/investments do you have? • On average, how often would you say you donate to charity? (Regularly/semi-regularly)
- 3 How much influence would you say you have when your company is purchasing the following products/services? • Which of the following does your company use? • Would your company consider using free or paid-for versions of any of the following in the next 12 months?
- 4 What is your yearly household income before tax or any other deductions? • Which of the following do you feel describes you? • Which of these have you done on your mobile in the last month? (Tracked your spending)
- 5 What kind of savings/investments do you have? (stocks/shares)
- 6 Which of the following do you feel describes you? • Which of these things are you interested in? • How often do you typically do the following? (Go to a gym/Go running) • In the last month, which of these app types have you used?
- 7 Which of the following do you feel describes you? (I am comfortable talking about my mental health)
- 8 Which of these do you feel able to turn to for support with your mental wellbeing?
- 9 On an average day, how long do you spend on the following types of media?
- 10 In the past month, which of the following things have you done on the internet via a mobile? (Listened or watched a podcast)
- 11 How often do you engage with these types of TV? (At least once a week)
- 12 In the last month, which of these services have you used to watch/download TV shows, films or videos?
- 13 Which of these best describes how your gaming behaviors have changed during the COVID-19 outbreak?
- 14 Thinking about gaming, which of these things have you done in the past month?
- 15 Which of these devices do you use for gaming? • Which would you be interested in purchasing?
- 16 When it comes to purchasing a new games console, which of these are important to you?
- 17 Which of the following do you feel describes you? • Which of these have you done on your mobile in the last month? (Tracked your screen time or set limits for certain apps)
- 18 On which of the following services do you have an account? • Which of the following sites/applications have you visited or used in the past month via your PC/Laptop, Mobile or Tablet?
- 19 What are your main reasons for using social media?
- 20
- 21 Which account types are you more likely to follow on social media?
- 22 On Facebook/Instagram, which of these have you done in the last month?
- 23 Which of these content types have inspired you to purchase a product/service in the last 3 months?
- 24 Typically, which of the following would you rather do?
- 25 As a result of the pandemic, have you or someone in your household experienced any of the following financial hardships?
- 26 During the coronavirus pandemic, have you cut back on buying certain brands in any of the following categories?
- 27 Which of these have you started doing more often in the past 3 months?
- 28 How do you typically find out about new brands and products? • Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services?
- 29 When shopping online, which of these features would most increase your likelihood of buying a product? • What would most motivate you to promote your favorite brand online?
- 30 Which of these things do you want brands to do?
- 31 Which of these would concern you the most when deciding whether or not to buy from a brand?

# Notes on methodology

## Introduction

All figures in this report are drawn from GWI's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

## Our research

Each year, GWI interviews over 688,000 internet users aged 16-64 across 46 markets. Respondents complete an online questionnaire that asks them a wide range of questions about their lives, lifestyles and digital behaviors. We source these respondents in partnership with a number of industry-leading panel providers. Each respondent who takes

a GWI survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong and no respondent can participate in our survey more than once a year (with the exception of internet users in Egypt, Saudi Arabia and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

## Our quotas

To ensure that our research is reflective of the online population in each market, we set appropriate quotas on age, gender and education – meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s and 55-64s, and of

people with secondary vs tertiary education.

To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources.

This research is also used to calculate the “weight” of each respondent; that is, approximately how many people (of the same gender, age and educational attainment) are represented by their responses.

## Sample size by market

This report draws insights from GWI's Q3 2020 wave of research across 46 countries, with a global sample of 179,201 respondents.

● of which are millennials

Argentina	1,501	588	Morocco	936	395
Australia	4,002	1,226	Netherlands	1,265	343
Austria	1,266	385	New Zealand	1,264	403
Belgium	1,265	358	Nigeria	1,016	453
Brazil	5,536	2,414	Philippines	3,084	1,219
Canada	4,778	1,375	Poland	2,033	789
China	24,235	11,297	Portugal	1,242	423
Colombia	2,541	1,067	Romania	1,281	392
Denmark	1,504	387	Russia	3,600	1,297
Egypt	1,757	862	Saudi Arabia	1,492	846
France	5,067	1,440	Singapore	2,777	949
Germany	5,058	1,458	South Africa	1,522	660
Ghana	907	374	South Korea	1,269	333
Hong Kong	1,793	651	Spain	5,042	1,501
India	13,881	5,734	Sweden	2,626	773
Indonesia	5,034	2,165	Switzerland	1,527	484
Ireland	1,256	438	Taiwan	2,269	825
Israel	1,558	572	Thailand	3,785	1,610
Italy	5,075	1,444	Turkey	2,008	826
Japan	3,294	846	UAE	1,778	979
Kenya	1,022	488	UK	10,107	2,952
Malaysia	2,784	1,143	U.S.A.	25,371	8,158
Mexico	4,268	1,920	Vietnam	2,525	1,224

## Mobile survey respondents

From Q1 2017 on, GWI has offered our Core survey on mobile. This allows us to survey internet users who prefer using a mobile or are mobile-only (who use a mobile to get online but do not use or own any other device). Mobile respondents complete a shorter version of our Core survey, answering 50 questions, all carefully adapted to be compatible with mobile screens.

Please note that the sample sizes presented in the charts throughout this report may differ as some will include both mobile and PC/laptop/tablet respondents and others will include only respondents who completed

GWI's Core survey via PC/laptop/tablet. For more details on our methodology for mobile surveys and the questions asked to mobile respondents, please download this [document](#).

## Internet penetration rates: GWI versus ITU figures

As GWI's Core Research is conducted among 16-64 year-olds, we supplement the internet penetration forecasts for a country's total population (reproduced above) with internet penetration forecasts for 16-64s specifically. Forecasts for 16-64s will be higher than our forecasts for total population, since 16-64s are the most likely age groups to be using the internet.

## Internet penetration rates across GWI's markets

GWI's research focuses exclusively on the internet population and because internet penetration rates can vary significantly between countries (from a high of 90%+ in parts of Europe to lows of c.20% in parts of APAC), the nature of our samples is impacted accordingly.

Where a market has a high internet penetration rate, its online population will be relatively similar to its total population and hence we will see good representation across all age, gender and education breaks. This is typically the case across North America,

Western Europe and parts of Asia Pacific such as Japan, Australia and New Zealand. Where a market has a medium to low internet penetration, its online population can be very different to its total population; broadly speaking, the lower the country's overall internet penetration rate, the more likely it is that its internet users will be young, urban, affluent and educated. This is the case throughout much of LatAm, MEA and Asia Pacific.

## Internet penetration rates (GWI's Forecasts for 2020 based on 2018 ITU data)

Argentina	 80	Morocco	 67
Australia	89	Netherlands	95
Austria	89	New Zealand	94
Belgium	90	Nigeria	50
Brazil	75	Philippines	67
Canada	94	Poland	80
China	62	Portugal	79
Colombia	68	Romania	76
Denmark	98	Russia	85
Egypt	54	Saudi Arabia	90
France	86	Singapore	90
Germany	92	South Africa	64
Ghana	50	South Korea	97
Hong Kong	92	Spain	90
India	45	Sweden	96
Indonesia	42	Switzerland	96
Ireland	87	Taiwan	90
Israel	77	Thailand	59
Italy	88	Turkey	76
Japan	93	UAE	98
Kenya	40	UK	96
Malaysia	84	U.S.A.	90
Mexico	71	Vietnam	70

This table provides GWI forecasts on internet penetration (defined as the number of internet users per 100 people) in 2020. This forecasted data is based upon the latest internet penetration estimates from the International Telecommunication Union (ITU) for each market that GWI conducts online research in.

# Want more answers?

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**Bought something online in the last week**



**Posted a comment in a forum**

# 1/4

**buyers say blogs are very influential when researching a new product**



**GW.**