

INFLUENCERS

In The Digital Age

Millennials

As Millennials, born from 1980 to 2000, are entering the workforce, they bring new customs, habits, and ideas to the table. According to recent studies, this generation has expressed the highest interest in social science and relevant studies. Brands should be increasingly aware of the market shift to penetrate the largest market in the US, so far.

USA population

321 million



321 Million

Population in the US

DID YOU KNOW?

USA is the 3rd most populated country in the world after China and India



83.1 Million

Millennials are the largest population cohort in the United States.



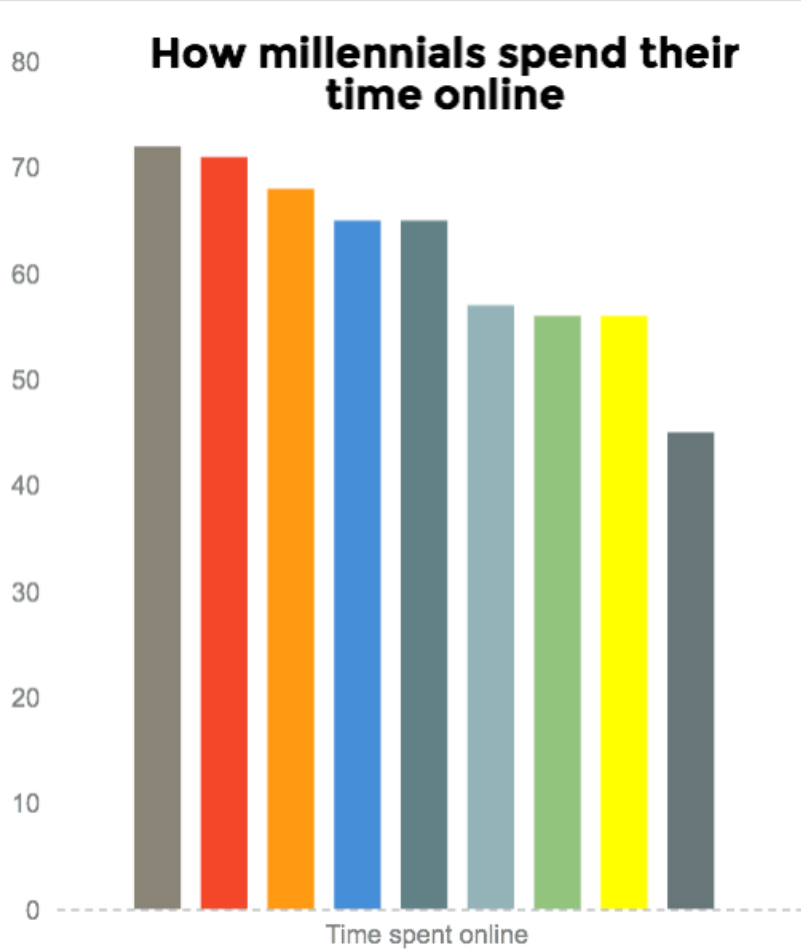
80 Million

96% of Millennials are active internet users



60 Million

Millennials who use internet on their mobile phones every day



72%

Checking and sending email



71%

Keeping up with what friends are doing



68%

Streaming music, TV or movies



65%

Researching topics interested in or pursuing hobbies and keeping up with world news



57%

Checking weather, traffic or public transportation



56%

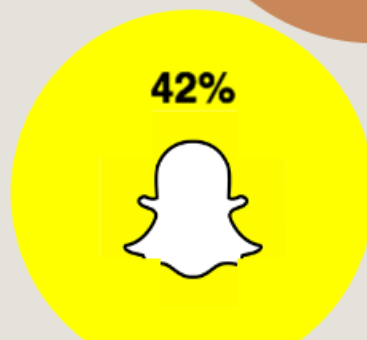
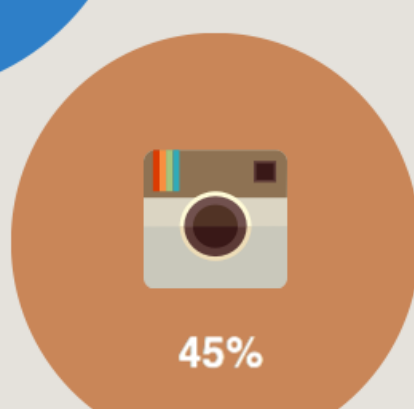
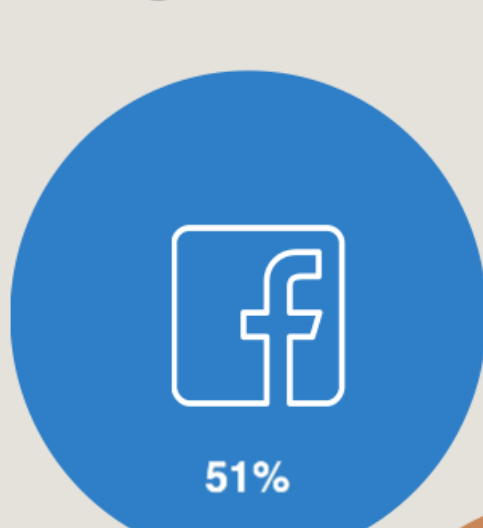
Shopping or researching products and finding information about events, movies, restaurants, etc.



45%

Playing games

Most popular Social Media Platforms among teen Millennials



Source of Influence

Less than half a Million Millennials are influenced by experts opinion

Vs

61% of non-Millennials



Family



Friends



Strangers

Tip

What Millennials value when interacting with brands



Be available 24/7



Support Causes



Brand has personality



Resolve conflicts with products quickly and sufficiently



Have a long history, heritage, existence



Brand is humorous, clever, witty