

## Marketing to Millennials - US - May 2016

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"Although this generational group spans nearly two decades, hallmarks of this group include their support of social change, and changing family dynamics; their penchant for selective spending in which they will scrimp in some areas only to splurge on others; and their reliance on technology countered by an equally compelling desire to "switch-off."

Dana Macke, Senior Analyst – Lifestyles & Leisure

This report looks at the following areas:

- Liberal leaning Millennials are tolerant – To a point
- Millennial self-perceptions misaligned with how they feel others view them
- Popular culture garners popular interest, but food trends are followed by fans

### Definition

For the purposes of this Report, Mintel has used the following definitions:

- Younger Millennials: internet users aged 22-29
- Older Millennials: internet users aged 30-39

*This Report is the second in a series of four that focuses on marketing to the key generations. Findings in this Report can be supplemented by analysis presented in Mintel's Marketing to the iGeneration – US, April 2016, and the forthcoming Marketing to Generation X – US, June 2016, and Marketing to Baby Boomers – US, July 2016.*

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