

Marketing to the iGeneration - US - May 2017

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Although there are no official start or end dates for a generation, Mintel uses the rise and fall of annual births to demarcate one group from the next. The iGeneration, named for the influence that technology (particularly Apple technology) and the customization of goods and services has had on this group, is the generation that follows Millennials.

This report looks at the following areas:

The iGeneration are the young adults and adolescents that follow Millennials as a generational cohort. Born between 1995 and 2007, this generation is aged 10-22 in 2017 and they account for about 17% of the US population. As the oldest members of the iGeneration enter the working world and begin to contribute to the economy, marketers will likely start to shift some focus away from Millennials toward this younger group. As marketers get to know iGens they will understand that they are optimistic, but cautious, and accepting of the advantages and disadvantages they face as a truly digital generation.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Who are the "iGeneration"?

Figure 1: Births in the US (millions), Mintel generational cut-offs, 1930-2015

The issues

Millennial lifestyle trends continue with iGens

Figure 2: Plans for the future, tween/teen iGens, March 2017

Looking back, grades didn't matter that much

Figure 3: Factors for success, tween/teen and adult iGens, March 2017

Adult iGens may struggle to make offline connections

Figure 4: iGen attitudes toward friendship, tween/teen and adult iGens, March 2017

The opportunities

iGens' youth keeps them in touch with pop culture

Figure 5: Generational perspectives, adult iGens, March 2017

YouTube gets high marks from iGens

Figure 6: Perceptions of media channels, teen iGens, March 2017

Figure 7: Perceptions of media channels, adult iGens, March 2017

Adult iGens are sophisticated social users

Figure 8: iGen attitudes toward social media, teen and adult iGens, March 2017

What it means

Who Are iGens? – What You Need to Know

iGens have a different set of influences

iGeneration is a relatively small cohort

Younger generations skew multicultural

Marriage, family, and homeownership will occur later in life

iGen Influences

Great Recession shapes iGen economic outlook

Figure 9: GDP change from previous period and consumption expenditures, Q1 2007-Q4 2016

iGens – digital and mobile natives

Figure 10: Launch dates of influential tech companies and products related to iGen birth years

The news that never stops

Figure 11: Perceptions of media channels – Mobile apps for news, adult iGens, March 2017

iGens think globally

Figure 12: Teen iGen perceptions of adulthood – International travel, by demographics, March 2017

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The iGeneration by the Numbers

iGeneration population to remain stable

Figure 13: Population share, by generation, 2012-22

Diversity grows with younger generations

Figure 14: Generations, by race and Hispanic origin, 2017

Teen births at a record low

Figure 15: Birth rates per 1,000 females, by age, 1990-2014

As they expect, iGens will likely marry later in life

Figure 16: Median age at first marriage, by gender, 2006-16

Homeownership may also occur later in life

Figure 17: Homeownership rate, by age of householder, 2016

iGens raised in small households

Figure 18: Average number of own children per family (for families with children under 18), 2015

Shift in living arrangements for iGeneration

Figure 19: Living arrangements of children under 18 years old, 1970-2016

Key Trends – What You Need to Know

Tween/teen brands don't underestimate their audience

iGens may be a more conservative generation

Pepsi's protest ad gets protested

iGens escape retailers' grasp

Streaming music gains steam

Big name partnerships constrain YouTube self-expression

What's Working?

Wise-up for the teen audience

Give iGens something to talk about

Figure 20: Coca-Cola – Brotherly Love, TV ad, March 2016

Figure 21: Dove – Real Beauty Productions #RealBeauty, March 2017

Figure 22: Secret Deodorant – Pitch, January 2017

Drinking and drug use down among teens

Making games a share-able experience

What's Struggling?

Retailers consider how to attract a younger audience

"Mean girl" attitude doesn't work with iGens

Pepsi ad elicits a collective groan from the internet

Paid social ads may not be the right approach

What's Next?

Social shopping attracts young consumers

Music industry relies on streaming services to regain revenues

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Independent creators walk a fine line
 Colleges experiment with data to compete for new students
 McDonald's reaches out to young employees through "snaplications"

The Consumer – What You Need to Know

iGens expect to delay marriage and family
 Adult iGens keep up with brands and trends
 Teen iGens concerned with grades; adult iGens consider people skills
 YouTube is the "must have" platform for teens and adults
 iGens' top concerns include both local and global issues
 Adult iGens see the advantages/disadvantages of social media
 Social connection may elude adult iGens

Tween/teen iGeneration's Plans for the Future

iGens intend to continue Millennial social trends
 Figure 23: Plans for the future, tween/teen iGens, March 2017

College is still an expectation for teens
 Figure 24: Teens' attitudes toward going to college versus being famous, October 2015 – November 2016

Male teens focus on monetary success
 Figure 25: Plans for the future – Select items, tween/teen iGens, by gender, March 2017

The youngest iGens have the most traditional expectations
 Figure 26: Plans for the future – Select items, tween/teen iGens, by age, March 2017

Black iGens steer clear of marriage before 25
 Figure 27: Plans for the future – Select items, tween/teen iGens, by race, March 2017

Adult iGen's Generational Perspectives

iGens more on trend than past generations
 Figure 28: Generational perspectives, adult iGens, March 2017

Men and women are equally aware of branding
 Figure 29: Generational perspectives – Select items, adult iGens, by gender, March 2017

Hispanic iGens pride themselves on hard work
 Figure 30: Generational perspectives – Select items, adult iGens, by Hispanic origin, March 2017

Factors for Success

Adult iGens reprioritize soft skills
 Figure 31: Factors for success, tween/teen and adult iGens, March 2017

Female iGens emphasize social skills
 Figure 32: Factors for success – Select items, tween/teen and adult iGens, by gender, March 2017

As iGens age, grades take a back seat
 Figure 33: Factors for success – Select items, tween/teen and adult iGens, by age, March 2017

Current events an important success factor for Black iGens
 Figure 34: Factors for success – Select items, adult iGens, by race, March 2017

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Perceptions of Media Channels

YouTube is an essential channel for teen iGens

Figure 35: Perceptions of media channels, tween/teen iGens, March 2017

Methodology

Figure 36: Tween/Teen iGen perceptions of media channels, March 2017

YouTube also tops the list for adult iGens

Figure 37: Perceptions of media channels, adult iGens, March 2017

Figure 38: Adult iGen perceptions of media channels, March 2017

Snapchat usage diverges as male and female iGens age

Figure 39: Perceptions of media channels – Snapchat and podcasts, tween/teen and adult iGens, March 2017

Instagram holds appeal for Black tweens/teens

Figure 40: Perceptions of media channels – Social channels, tween/teen iGens, by race, March 2017

Blogs connect with adult audience

Figure 41: Perceptions of media channels – Blogs, tween/teen and adult iGens, March 2017

Big Picture Concerns for iGens

Concerns compound for adult iGens

Figure 42: iGen issues, tween/teen and adult iGens, March 2017

As tweens/teens age, they become exposed to political issues

Figure 43: iGen issues – Select items, tween/teen and adult iGens, by age, March 2017

Violence more likely to be a concern for male tweens/teens

Figure 44: iGen issues – Select items, tween/teen and adult iGens, by gender, March 2017

Police violence is a heightened concern for Hispanics

Figure 45: iGen issues – Select items, adult iGens, by Hispanic origin, March 2017

iGens and Social Media

Pros and cons of social media more pronounced among older iGens

Figure 46: iGen attitudes toward social media, teen and adult iGens, March 2017

Social media usage similar across male and female teens

Figure 47: iGen attitudes toward social media – select items, teen iGens, by gender, March 2017

As iGens age, more gender differences materialize

Figure 48: iGen attitudes toward social media – Select items, adult iGens, by gender, March 2017

Urban teens sophisticated social users

Figure 49: iGen attitudes toward social media, teen iGens, by area, March 2017

iGen Attitudes

Making friends a greater challenge for adults

Figure 50: iGen attitudes toward friendship, tween/teen and adult iGens, March 2017

Adult iGens struggle to focus

Figure 51: iGen attitudes toward work and school, tween/teen and adult iGens, March 2017

Teen iGens still building leadership skills

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Figure 52: iGen attitudes toward charity, tween/teen and adult iGens, March 2017

Tween iGens appear the most optimistic

Figure 53: iGen optimism, tween/teen and adult iGens, by age, March 2017

Low-income tweens/teens look for financial stability

Figure 54: iGen attitudes toward success, tween/teen iGens, by household income, March 2017

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations

Appendix – iGens by the Numbers

Figure 55: Population, by generation, 2012-22

Figure 56: Median age at first marriage, by gender, 2006-16

Figure 57: Homeownership rate, by age of householder, 2016

Figure 58: Birth rates, by age of mother, 1990-2014

Figure 59: Average number of own children per family, 1970-2016

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