

Marketing to Millennials - US - June 2019

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"There are currently about 80 million Millennial consumers aged 25-42 in the US. Finances top their list of concerns and many are working to pay off student loans and credit card debt. Nevertheless, they are reaching the milestones of adulthood; most are married, the majority have children and many now own single family homes."

Kristen Boesel - Senior Lifestyles & Leisure Analyst

This report looks at the following areas:

- **Most no longer in their 20s, but many not quite adults**
- **Concerned about their financial future**
- **A more progressive mindset with an Entrepreneurial Spirit**

Most Millennials are in their 30s now. Most of them are married, and many are homeowners. Though they have reached adulthood, the ongoing effects of the recent economy continue to put them at a financial disadvantage. Paying down debt takes priority over saving, and financial worries and thoughts of the future cause Millennials a great deal of stress. They continue to seek advancement in their careers and rely on technology to help make their lives easier.

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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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Independence, not marriage, defines an adult

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