

## EMI STRATEGIC SNAPSHOT

# Listening to Gen Y



**They're wired, they're cynical and they have one TRILLION dollars in disposable income. So how do you reach Gen Y?**

A new study from EMI shows the best ways to tap this elusive group that spends more time texting than talking.

It's an audience that's a paradox; they have the smarts to know what's going on in the marketplace, but don't care to be marketed to. They have access to all the latest wireless technologies and know how to use them, and will delete your unsolicited ad in a nanosecond. But they also appreciate a sharp sense of humor and respond positively when a marketer "gets" them. They're Generation Y, that unique demographic also known as Millennials that has always had high-tech in their lives, and they tend to take it for granted. This report illuminates Gen Y's extensive use of technology and shows how to best integrate it into your marketing mix.

In a groundbreaking study, EMI uncovered the following about Gen Y:

**80%** of Gen-Yers own three or more personal media devices;

**96%** of Millennials go online daily;

For **78%** of them, cell phones are the most popular methods of remote communication.

## EMI TOP 10 Executive Insights

1. Gen-Yers command an estimated \$1 trillion in buying power.

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2. **80%** of Gen-Yers own three or more personal media devices.
  - a. 79% of 18-19-year-olds own four or more devices
  - b. The most popular devices among all age groups are cell phones (95%), desktop computers (80%), MP3 players (71%), and laptop computers (61%).

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3. **96%** of Millennials go online daily.

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4. **98%** send or receive e-mail online.
  - a. 92% use the internet to make purchases.
  - b. 87% go online to randomly surf the Net.
  - c. 82% use the internet to get news.
  - d. 78% share photos or music.

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5. Cell phones are the most popular method of remote communication **78%**
  - a. E-mail is the second-most used method (51%).
  - b. Just 23% use landline phones to communicate from a distance.

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6. **53%** spend between six and 20 hours each week chatting remotely using technology such as cell phones, instant messaging, e-mail or text messaging.

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7. **88%** of Gen-Yers spend 20 hours or less per week on social activities.

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8. **78%** of those who shop online buy apparel; 64% buy music; 63% buy household items.

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9. **92%** have sent or received text messages on their cell phones.
  - a. 54% of 18-19-year-olds text "very often."
  - b. 31% of the youngest demo text "somewhat often."

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10. **87%** delete unsolicited advertising queries on their mobile devices.

# Why A Study on Gen Y's Technology Usage?

The advent of video production technology that spawned MTV in the early 1980s helped define a generation of Americans now in their 30s and 40s—also known as Generation X. An entirely new set of technologies are not only shaping the subsequent generation, dubbed Generation Y, but they are also radically shifting the boundaries between technology, advertisers and the end user.

Over the last decade, Americans have grown accustomed to the increasing pervasiveness of advertising, including rights naming of facilities, event sponsorships, and product placement in feature films and TV shows. From traditional advertising including radio, TV, magazines, and billboards, to the fast-growing internet, delivering a brand or message to the masses has become ingrained in our social fabric.

None of this fazes Generation Y. They are, perhaps more than any other generation, very marketing savvy and acutely conscious of the advertising messages that bombard us daily, both overtly and subtly. It is their marketing acumen coupled with their love of all things technology-related that makes them both appealing and a conundrum to marketers.

Generation Y, also commonly referred to as Millennials, have been criticized as lazy, demanding, selfish and impatient. They've also been hailed as optimistic, idealistic, ambitious, and empowered. While it would be unfair to paint everyone in this generation with the same brushstroke, certain common characteristics are undeniable—not the least of which is a natural affinity for technology-related products and services.

It's evident that we live in a technology-driven society. However, individuals belonging to Generation Y—those born between 1978 and 1994 grew up as technology evolved into its current ubiquitous status. As a result, they have been quick to embrace it.

Companies are now using multimedia to offer a dizzying array of products and services for broad public consumption. At the same time, they are also seizing on the opportunity to use this newfangled technology as a vehicle to reach the masses with their marketing messages, using live events as a backdrop to simultaneously foster customer interaction and brand loyalty. Gen Y is an obvious target. The question is, how best to reach them?

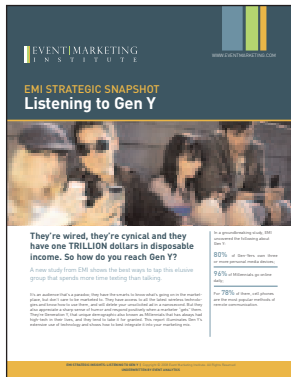
The results of our 2007 survey detailed in this comprehensive report illuminate Gen Y's usage of personal technologies. It also offers strategies for effectively marketing to a generation that is mobile in more ways than one. What are you doing to go after this coveted group of consumers?

- Determine the specific demographic you're after since technology usage, buying habits and other factors can vary widely between different age ranges of Millennials.
- If you haven't done so already, develop a robust internet advertising strategy. Our survey showed that 96% of Gen-Yers go online daily and that 92% use the internet to make purchases.
- Don't forget about creating a marketing plan for messages sent via cell phones and other mobile devices. Cell phones are Millennials' first choice when they can't talk face to face (78%). In addition, 92% have sent or received text messages on their mobile devices.

Be aware that random marketing messages sent via text or instant message will likely be deleted. Our survey found that 87 percent of Gen-Yers delete such queries. Our research reveals that when it comes to reaching Generation Y using technology, that's easier said than done. This discerning generation of young adults may be fixated on technology, but not necessarily on advertising messages that may come through that same technology. That's why it's crucial to use your event to create opportunities for follow-up interaction with Gen-Yers. This often overlooked step will help foster a more positive reception of future E-mail or text marketing messages.

## With each EMI Insights Report, Member-ONLY benefits include:

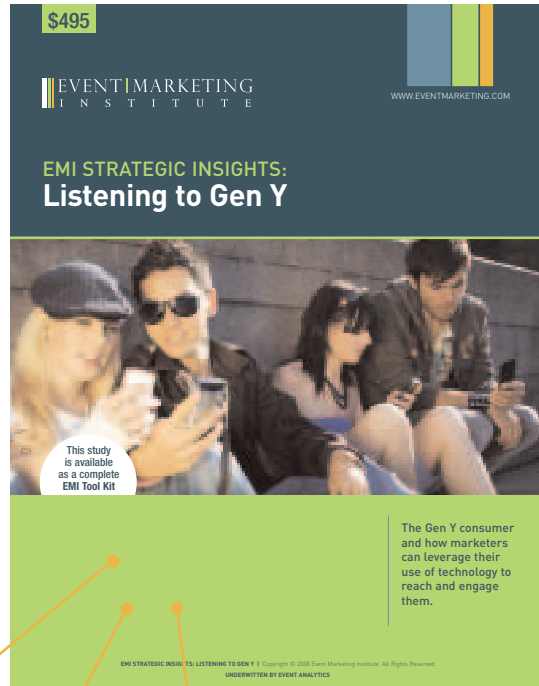
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