



THE AMERICAN ~~DREAM~~

THE AMERICAN ~~DREAM~~

STATE OF THE YAYA 2016

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SHARE YOUR MIND

YOU CAN BE ANYTHING AT ALL IN AMERICA



The American Dream is different now. At least in the eyes of YAYA consumers. This generation no longer dreams of big houses, white picket fences or the material trappings of their parents. What they value is unique and diverse, leading them to put their own spin on the American Dream.

Although there is no single way to describe them, there are a few things they agree on. YAYA consumers would rather share things than own them. They value experiences over possessions.

They think individuality trumps conformity, and they measure career success not only by paychecks, but also by job fulfillment.

The members of the YAYA market feel free to be who they want to be and forge their own path. They are self-aware. They own their identity. And they've stepped outside the box of conformity. To them, The American Dream is not what it used to be. Things are different now.

And that's the way they like it.

// WHO IS MOJO AD?



They are specialists in all things young, specifically 18 to -24-year-olds, or as we call them, the youth and young adult (YAYA) market. They understand YAYA consumers because they hang out with them.

They post, share and discuss with them. They go to class with them. They are the YAYA market.

MOJO Ad is a student-staffed professional-services advertising agency at the University of

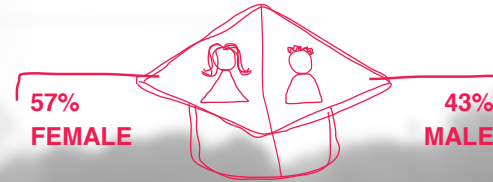


Missouri School of Journalism. As members of this hard-to-target group, MOJO Ad knows the best way to reach the YAYA market with integrated marketing, advertising and public relations strategies.

The State of the YAYA report is compiled and written by MOJO Ad staff, and is based on insights from secondary research, as well as a 2016 nationwide survey of YAYA consumers.

MEET THE NEW AMERICAN DREAMER

20.2 MILLION YAYA CONSUMERS WERE EXPECTED TO ATTEND US COLLEGES AND UNIVERSITIES



56% ARE LIVING IN THEIR PARENTS HOMES



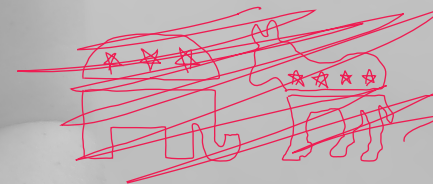
23% OF THE YAYA MARKET IS MARRIED



60% OF THE YAYA MARKET IS CURRENTLY IN THE LABOR FORCE



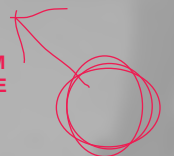
40% REPORTED "INDEPENDENT" AS THEIR POLITICAL AFFILIATION



MORE THAN **33%** HAVE TATTOOS



23% BELIEVE GENDER IS A SPECTRUM THAT CAN BE DIVIDED INTO MORE THAN JUST MALE OR FEMALE





WHAT
DO WE
STAND
FOR?

IN WE TRUST 01

“It seems like every time I turn around there’s another corporate or political scandal. Between the bailouts, information leaks, deleted files and sexual harassment claims, I struggle to trust a system that seemingly encourages corruption to get ahead. Shows like House of Cards and Scandal make me wonder where Washington ends and Hollywood begins. I have big dreams, but I’m not willing to sacrifice my values to make a positive difference in the world.”



WHERE DO
GOVERNMENT
LOYALTIES
LIE ? ? ?

The YAYA market is not just going to let you into their life. These independent-minded consumers don't take anything at face value and are usually suspicious of authority figures. Most YAYA consumers believe major corporations and governmental entities have a few skeletons hiding in their closet.

Take the health care industry. YAYA consumers wonder if the care they receive is a moneymaking scheme in disguise, and they tend to blame the government for the current state of the healthcare industry. With YAYA patients perceiving insurers and medical corporations as placing profits before patients, many have turned to the Internet as an alternative source of healthcare information.

YAYA consumers witness stories of corporate greed and political scandals unfold in real time while scrolling through their timeline and

Twitter feeds. This generation is always in-the-know, so they can't ignore the constant government corruption they see. They have trouble telling the difference between the genuine authority figure and the deceitful Wall Street hustler trying to take their last buck.

The government offered corporate bailouts during the 2007 to 2009 economic recession to keep the economy afloat, but YAYA college students know they'll have no such option when it comes to their student loans. The high interest rates leave many YAYA students wondering if the government aims to help them receive an education or if they are just making money off them.

But this group isn't overly cynical. They believe change is possible, and that their vote counts, so they align themselves with celebrities and public figures that represent their optimistic ideals.

THE AMERICAN ~~DREAM~~ REALITY

RESEARCH

1. More than half of YAYA consumers (77 percent) feel that most big corporations are just looking out for themselves, and 80 percent feel that most politicians can't be trusted.
2. Only 34 percent of YAYA males are optimistic about the future of the United States.
3. More than half of YAYA consumers (51 percent of males and 59 percent of females) say that an honest person cannot get elected into office.
4. Sixty percent of YAYA consumers think that their vote counts.
5. Of the two major political parties, 40 percent of YAYA consumers reported neither as their political affiliation. Sixteen percent are Democrat, 13 percent are leaning toward Democrat, 11 percent are leaning toward Republican, 6 percent are strong democrats, and 4 percent are strong Republicans.

MESSAGE TO MARKETERS

YAYA consumers want simplicity. Brands need to own up to their mistakes, take responsibility and be transparent with the measures they are taking to move forward. YAYA consumers want to get involved with brands that have a genuine personality and present an honest image. KIND's #Kindawesome campaign encouraged people to spread kindness when given two snack bars at an event. Allowing attendees to give away a snack bar to a person of their choosing connects the message of the brand to an actual result.



EXTRA ~~EXTRA~~ NEWS



02

“I don’t have to look for news—it finds me. Social media may keep me up to date about what’s going on around the world, but the volume of information out there is overwhelming. Sometimes I’m afraid to talk about the news with my friends because they might know more about a story than I do. I feel pressured to stay informed, so I appreciate when things are broken down in a way that is understandable instead of overwhelming.”

Most people couldn't handle keeping up with world 24/7. But YAYA consumers feel like they have to. This is a heavy burden, especially when they don't want to make a fool of themselves in front of their friends. The constant stream of tweets and news updates leaves YAYA consumers feeling overwhelmed and unsure where to begin digesting this overload of information.

However, YAYA consumers have found a friend in news aggregation. Websites like BuzzFeed or comedic commentators like Steven Colbert act as a spoonful of sugar to help some of these hard to swallow concepts go down easier. When looking at social media, Facebook and YouTube take the top spots in serving the YAYA market's need for news.

Despite their thirst for news, YAYA consumers tend to stumble across information when doing other things. Rather than seek it out themselves, news has a way of falling into their laps. This isn't a bad thing, as YAYA consumers prefer the seamless integration of news into their social media accounts instead of actively searching The New York Times for that latest article on veganism.

Fear of saying the wrong thing has YAYA consumers running scared when it comes to speaking out about complex issues, like conflict in the Middle East. They realize that any schmuck with a smartphone can fact-check their latest tweet or Facebook post instantaneously, and yeah, it's a little terrifying. Source overload causes the YAYA consumer to feel less confident in their knowledge.



I KNOW EVERYTHING
BUT DO I KNOW
ANYTHING?

THE AMERICAN ~~DREAM~~ REALITY

RESEARCH

1. Eighty-two percent of YAYA consumers agree that among their friends it is important to know what is going on in the world.
2. In a typical week, YAYA consumers encounter news or current events from YouTube (33 percent), news gatherers (32 percent), BuzzFeed (26 percent) or a comedian or celebrity they follow on social media (20 percent) at least once per day.
3. 36% of YAYA consumers say Facebook is the first place they find out about news.
4. Eighty-five percent of the YAYA market believes that they don't need to pay for news because they can find it for free.
5. Almost a quarter of this age group (23 percent) prefer reading stories about world news, which is a close second to the 25 percent of YAYA consumers who are most interested in entertainment news.

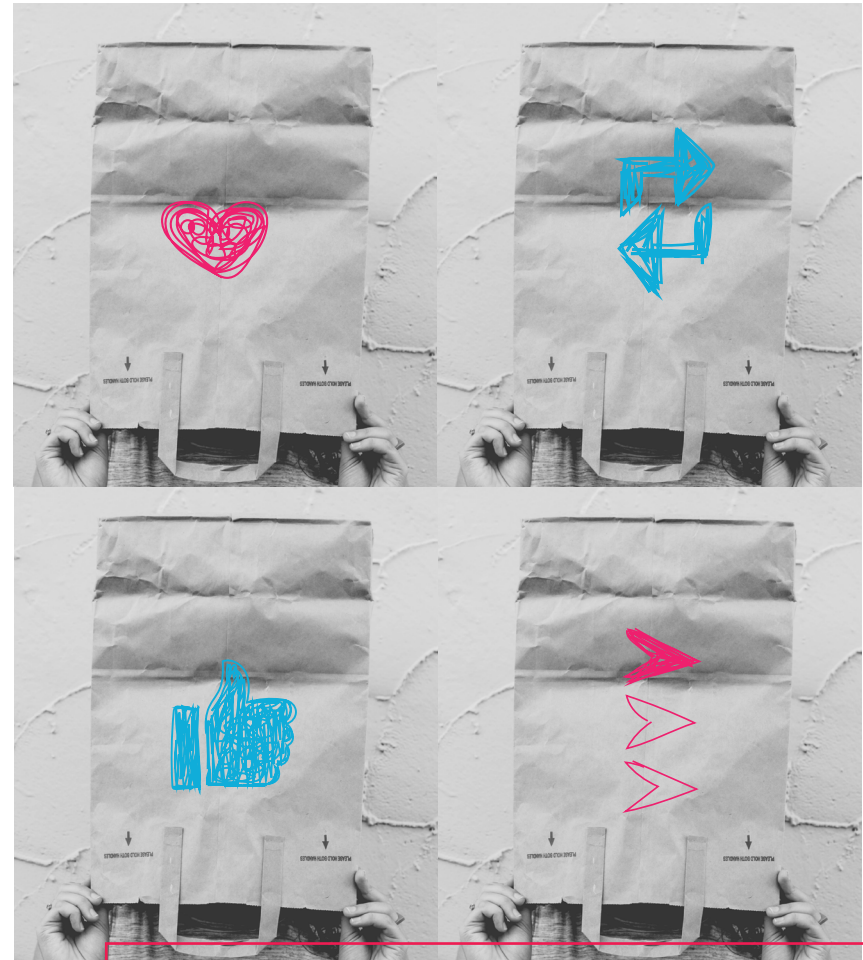
MESSAGE TO MARKETERS

In this world of information overload, it is more important than ever that brands break through the clutter. YAYA consumers aren't just going to give marketers a minute of their time—marketers have to work for it. TheSkimm is an example of a company that gives it to you straight. This daily news e-letter cuts down major news into digestible pieces. YAYA consumers appreciate this no-frills approach, especially since they won't have to spend their extra time searching for additional information.

e-letter
pieces of news
articles being pieced together

03

I HATE THAT I LIKE LIKES



“Social media is great because it helps me keep up with my friends, but it can also be really toxic. I hate to admit it, but I sometimes put too much value in the amount of likes I get on a post. I wish I didn’t care so much about what others think.”

In the era of filters, it's easier than ever to achieve virtual perfection. When getting to know their new Tinder prospect or the cute girl in their chemistry class, many YAYA consumers look to social media accounts to develop an online first impression.

YAYA social media users feel that their photos, opinions and achievements aren't validated until they hit that sweet spot of likes, favorites or shares. They hate to admit it, but how people react to them online impacts their self-esteem.

The pressure of perfection is real. The YAYA age group tries to create perfectly poised, clever and

articulate personas on social media to stand out online. For this reason, YAYA consumers are drawn to visually oriented applications like Snapchat and Instagram that offer a way to show the world how they live their life.

However, there is a dark side to becoming emotionally attached to social media. Envy can be toxic and it is one of the most common consequences of consuming other people's information on Facebook. It can lead to depression and dissatisfaction; especially with YAYA consumers constantly comparing their real life to their friend's carefully concocted life on social media.

WHEN
DID
I GIVE UP
CONTROL OF HOW I
SEE MYSELF?

03



THE AMERICAN ~~DREAM~~ REALITY

RESEARCH

1. A 2013 University of Michigan study of YAYA students found a negative correlation between frequency of Facebook usage and emotional state.
2. According to a 2015 University of Missouri study of YAYA students, engaging in “surveillance use” of Facebook to compare one’s life to others can lead to depression.
3. Almost half of YAYA consumers (45 percent) say that they draw comparisons on their own lives after viewing others’ social networks.
4. A 2014 study found that heavy Facebook users experienced stronger feelings of envy than light Facebook users.
5. One-third of YAYA exercisers consider “impressing others” as a motivation for working out, while only 11 percent of all adult exercisers feel that way.

MESSAGE TO MARKETERS

Marketers should acknowledge the pressures that social media puts on consumers while positively encouraging the YAYA age group to be true to themselves. Brand stories promoting empowerment and individuality through brand messaging and social media will be most successful with this age group. Under Amour’s “I Will What I Want” campaign promotes empowerment by sharing individual stories of women athletes that show their brand in action.

line of women with star symbol

04



PHONE LIFE LINE

“I got my first phone when I was 11. Now I can’t imagine going a day without it. Despite what my mom says, it’s not because I need to constantly check my Facebook or Instagram. It’s an extension of who I am and what I can do. It’s my security blanket.”

DON'T MAKE
ME PUT MY
LIFE ON HOLD



The YAYA market gets a bad rap for being tied to their phones rather than actively participating in the world. Though they catch a lot of flak for their constant tweeting, texting and posting, this age group's constant tie to their cell-phones is more than an obsession with social media.

For the YAYA consumer, a phone isn't simply a way of communicating with friends or common way to run into a door. Forty-six percent of YAYA consumers have 11-25 downloaded apps on their smartphone, transforming it into a GPS, phone book, newspaper and lifeline all in one; it's their key to holding it all together.

The idea of being disconnected

from the world is terrifying to YAYA consumers. Technology is how they get from place to place, stay in contact with their friends and family and stay updated on global news. They've never had to navigate the world without it before, so this sense of security is important to them. While two-year-olds may find comfort cuddling with their teddy bear, YAYA consumers are sleeping with their smartphones.

YAYA consumers live in a fast-paced world, full of information. Understandably, it can be hard to keep up. Their smart phones are key to managing a world that is never stable for long, and it all happens in the palm of their hand.



THE AMERICAN ~~DREAM~~ REALITY

RESEARCH

1. Eighty-seven percent of YAYA consumers currently own a smartphone
2. YAYA consumers own an average of 3.6 connected devices, and more than half of these consumers say that they are never unplugged.
3. Approximately 56 percent of YAYA consumers don't feel safe without their cell phone.
4. A majority (58 percent) of YAYA consumers report using Facebook several times a day. This age group also uses YouTube (44 percent), Instagram (35 percent) and Twitter (23 percent) daily.
5. Seventy-seven percent of YAYA consumers have used their cell phone to avoid an uncomfortable situation.

MESSAGE TO MARKETERS

Marketers must be willing to connect with consumers on their phones and provide user-friendly mobile platforms, as it is the most important source of information for YAYA consumers. A mobile-friendly presence gives brands the best shot at catching the attention of this distracted market. Uber capitalized on this opportunity, when it created a mobile app allowing users to track their ride. This provided the YAYA market with the mobile assurance that they crave.

track the ride uber screen

05



“My friends and I share everything. Whether it’s our clothes or the utility bill, we rely on each other for almost anything we need. Why would I pay for my own things when it brings us closer and makes more sense to share?”

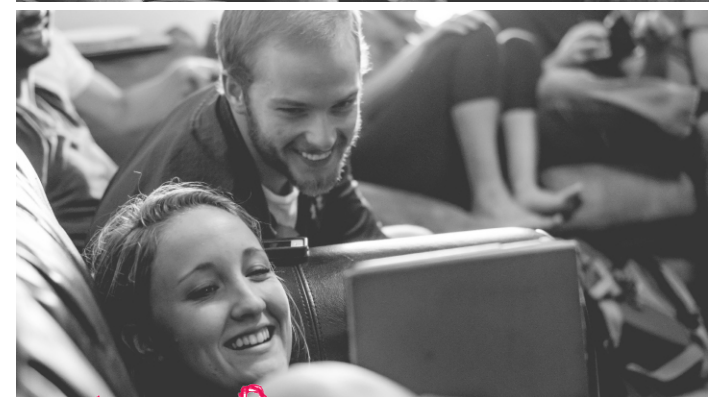
For the YAYA consumer, money is tight. This generation often takes on labels like “the broke college kid” or “fledgling employee” when describing their lack of funds. They aren’t jumping at the opportunity to purchase big-ticket items --unless it’s coming out of someone else’s bank account, of course.

They turn to friends, family and roommates to share the burden of expenses like video-streaming services or rent. This age group doesn’t need to have cable or an expansive wardrobe as long as they have a friend who will share their Netflix password or let them borrow a top for the night. Saving money through sharing allows YAYA consumers to get quality services and products cheaper.

That borrowed top is also a

conversation starter for the YAYA consumer. Sharing items brings YAYA market closer together and helps them connect better with friends and family. This prospect of interacting with new people makes sharing services exciting.

Aside from lightening the load on their wallets and getting closer to their friends, the sharing economy appeals to the YAYA market because it is a step away from hyper consumption. YAYA buyers care about the impact their purchases have on the environment, and around half of YAYA consumers say they participate in sharing because it reduces their carbon footprints. They are also gravitating toward cities where they can use public transportation and bicycles instead of following the traditional American Dream of owning a car.



OWNERSHIP IS LIMITING

05

THE AMERICAN ~~DREAM~~ REALITY

RESEARCH

1. Fifty-one percent of millennials prefer to share things rather than own them.
2. Fifty-six percent of YAYA consumers share video-streaming accounts with friends or parents, and do not pay for the services on their own.
3. Forty-five percent of millennials say that the prospect of meeting new people makes sharing services exciting.
4. Eighty-seven percent of YAYA consumers use Netflix to watch TV programming when they don't have cable.
5. Seventy-five percent of YAYA consumers have streamed at least three hours of video online without a break.

MESSAGE TO MARKETERS

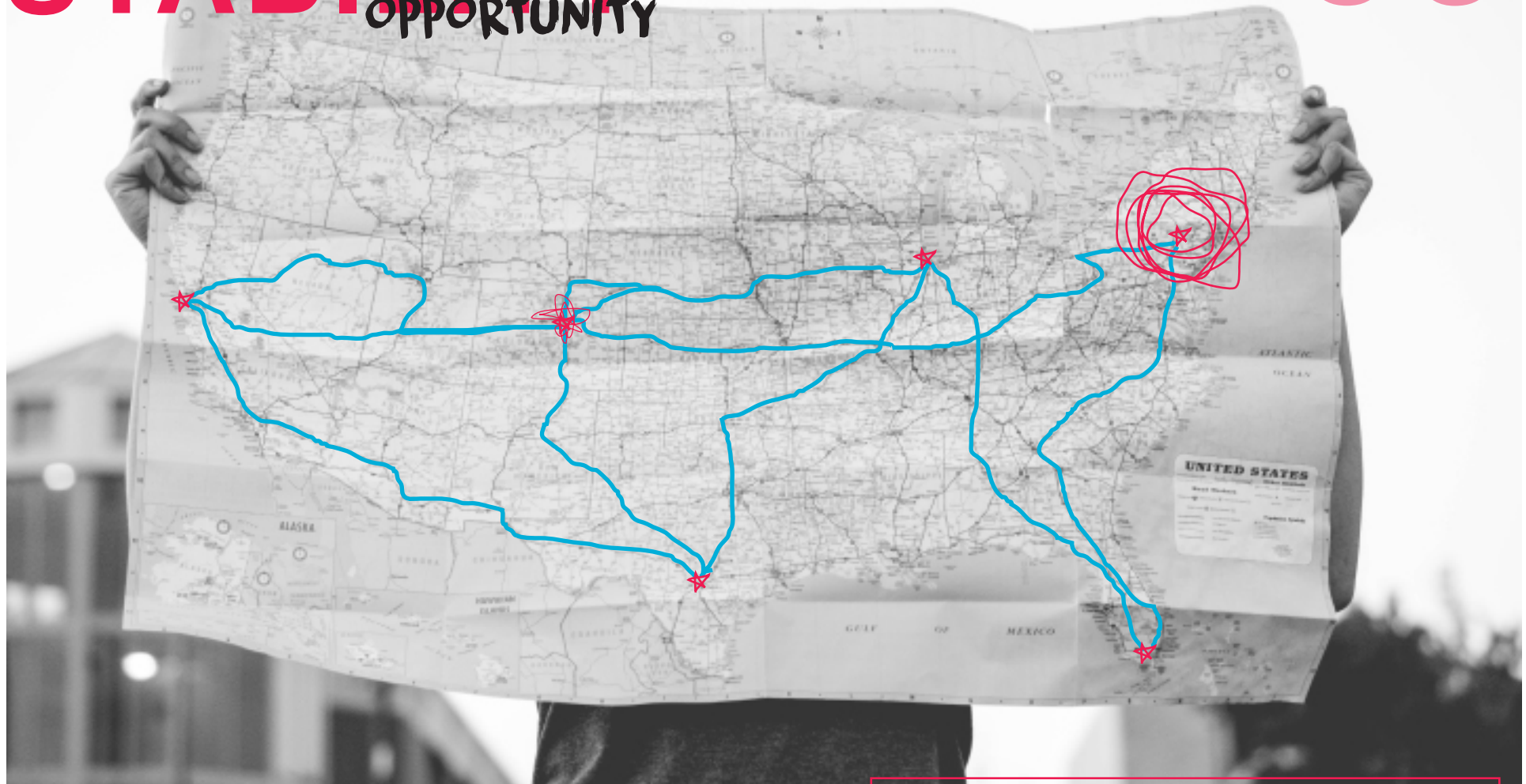
Marketers must understand and adapt to the reality of the sharing economy. They should market to networks of individuals rather than specific customers, as YAYA consumers are accustomed to leveraging the power of community in order to lower individual costs. For many, sharing services like Airbnb allow the YAYA market to embrace the social aspect of sharing someone's home while traveling and meeting new people, all while keeping costs at a minimum. Clothing rental company, Rent the Runway, allows YAYA consumers to feel like Taylor Swift for the night, and has a wide range of clothes to choose from, for a low price.

different things we share
connected in flow chart
people in middle of flow
chart with things around
them or vice versa

JOB STABILITY

OPPORTUNITY

06



“I graduated two years ago and I’m already on my third job. I didn’t switch jobs because I couldn’t make up my mind. I was afraid of not living up to my full potential. If I stay in the same position for too long, it feels like I’m failing. Plus, I might miss out on a great opportunity.”

YAYA consumers expect their dream job to just be their job. This mindset leads to constant career shuffling, often for a smaller paycheck. However, they don't measure their success with money, but fulfillment. Their refusal to settle has earned them a reputation for flakiness, but they really just want to live up to their fullest potential.

Problems arise when YAYA workers are not told of their value to a company or their potential to be promoted. YAYA employees often believe their employer has not done enough to recognize their potential. This isn't because the YAYA workers crave praise or attention; they simply need to know that they are on the right track. Whether it's weekly meeting or a pat on the back from their boss, YAYA consumers thrive in a world

where they get regular feedback.

Additionally, thirty percent of YAYA college graduates feel that their university courses did not prepare them for real-world careers. With so many YAYA opportunists pounding the pavement, the job search has become harder than ever. This fuels the fire for job-related anxiety, and creates some awkward conversations around the dinner table about the future.

Nevertheless, YAYA workers feel passionate and excited about the prospect of making their mark on the world and are more likely than older generations to say that they would choose their dream job over one with financial stability. With the right acknowledgment and sense of purpose, the YAYA employee is capable of great things.



ALL THE
THINGS YOU'VE
WANTED TO DO?

GO DO THEM.

THE AMERICAN ~~DREAM~~ REALITY

RESEARCH

1. Ninety-one percent of YAYA consumers place high importance on their employer recognizing their value to the company.
2. Sixty-four percent of YAYA consumers say that they are confident that they will achieve their dream career in the next five years.
3. Over half of YAYA employees (52 percent) expect bonuses each year, and almost half (44 percent) expect performance feedback every three months.
4. Eighty-four percent of YAYA consumers say that it is important to seize professional opportunities in order to live up to their highest potential.
5. Seventy-five percent of the YAYA market said it is hard to get a good job.

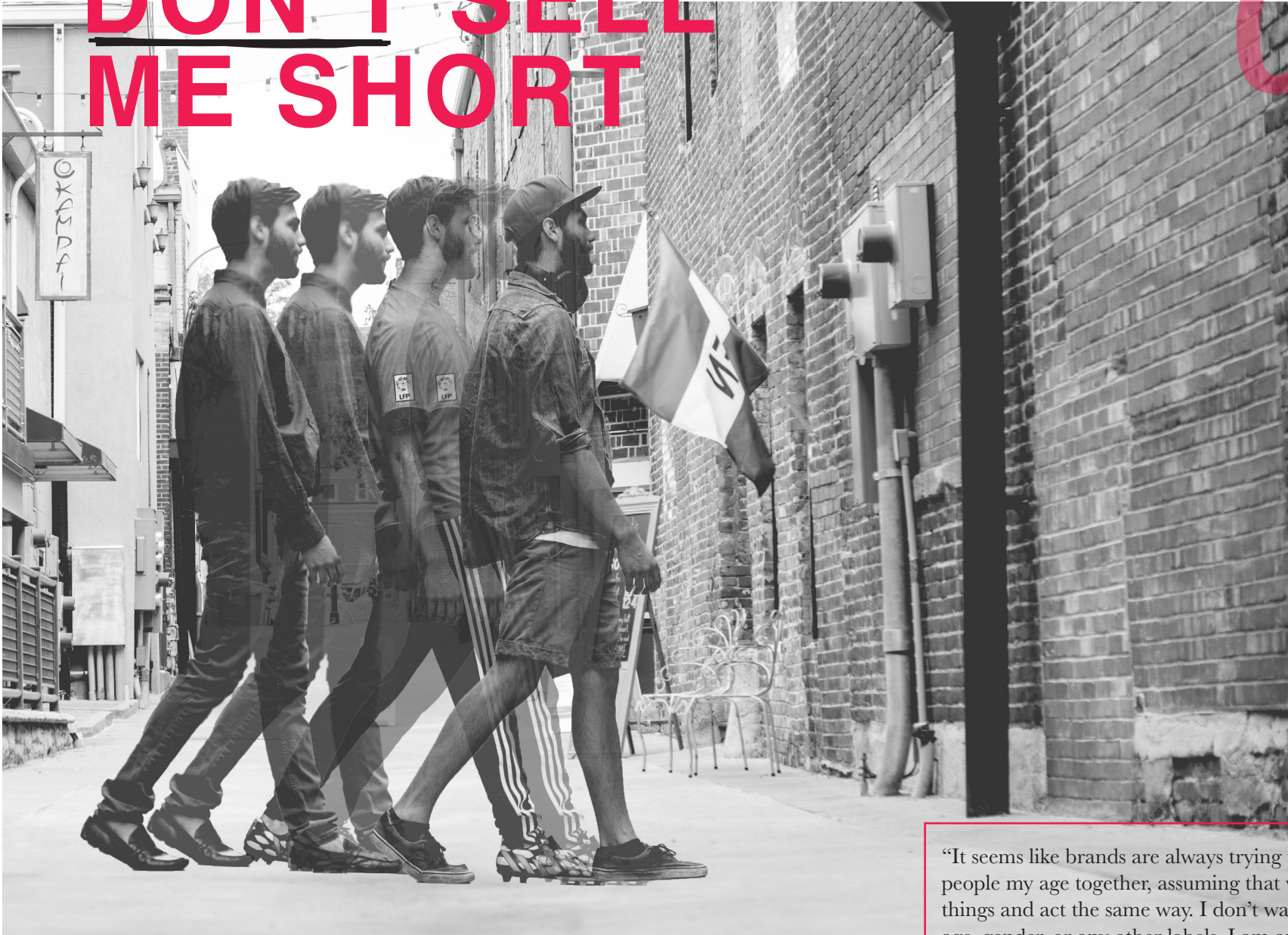
MESSAGE TO MARKETERS

Members of the YAYA market want to know that they provide value to the company at which they work. Companies looking to tap into the potential of the YAYA workforce must be willing to provide the feedback that these workers crave to ensure that they are on the right track. When the feedback doesn't come, YAYA employees worry that their progress has peaked, and they may begin to search elsewhere for advancement opportunities.

nope

DON'T SELL ME SHORT

07



“It seems like brands are always trying to group me and other people my age together, assuming that we all like the same things and act the same way. I don’t want to be defined by my age, gender, or any other labels. I am an individual. We are all individuals.”

The YAYA market is cool with advertising -- unless it tries to pigeonhole them as a group. YAYA consumers feel boxed-in by brands that don't recognize their individual interests, a fact that doesn't sit well with this independent demographic. A majority of YAYA consumers believe it is more important to be unique than popular, and want brands to treat them that way.

Marketers should know that internet-savvy YAYA consumers are wise to their tactics. They know that they are targeted demographically and they're tired of it. They value self-expression and individuality, and they expect advertisers to approach them as unique individuals. A female YAYA consumer doesn't want advertisements for pink pens popping in her browser just because

advertisers know she is female from her Facebook—maybe she doesn't even like the color pink.

YAYA consumers grew up with targeted online ads, and realize sometimes you have to give a little to get a little. They are willing to give up some aspects of their privacy as long as they get something in return, whether it is sales, deals or more relevant advertising.

Despite the benefits of more relevant advertising, don't think YAYA consumers haven't noticed the downfalls as well. The YAYA market isn't quite ready to cozy up to advertisers yet. After being stereotyped for years, a majority has a negative view of advertising, but they still have a soft spot for brands that embrace their individual personalities.



WHY DO YOU THINK
YOU KNOW ME?

THE AMERICAN ~~DREAM~~ REALITY

1. Sixty-four percent of YAYA consumers say that the brands they buy are a reflection of who they are.
2. YAYA consumers value individuality above all, with 77 percent saying that it is more important to be unique than to be popular.
3. The YAYA market feels that advertising should be more inclusive, with 75 percent saying that it should portray more diversity.
4. Sixty-eight percent of YAYA consumers believe that advertising exploits people's fears and desires.
5. Seventy-four percent of YAYA consumers think advertising makes people more materialistic.

MESSAGE TO MARKETERS

Marketers must remember that members of the YAYA market consider their friends the most credible source of product information. Their friends understand them as individuals in a way than brands never will. Word-of-mouth is an authentic form of advertising that suits this group's interest in sharing their experiences with others, and successful brands will encourage these types of interactions between customers. When marketing to YAYA consumers, successful campaigns offer an element of personalization or a chance for the YAYA market to interact with the brand, often through social media. The successful "Share a Coke" campaign in 2015 released 1,000 popular names that are all featured on the Coke bottles. Consumers even have the option to go online to order a Coke bottle with a specific name. This example caters to the individualistic mindset of YAYA consumers and gives them the opportunity to express themselves through the brand while feeling valued. And that's all that YAYA consumers really want.

coke bottle with name

SHARE YOUR MIND



08



“Who I support and the issues I care about are a big part of who I am. It’s important to stand up for what I believe in and share my beliefs with others, even if we don’t agree. By sharing our perspectives, we can make the world a better place.”



80

YAYA consumers are all about creating an open conversation space. Older generations may have been topics of politics, religions and sex, but YAYA consumers dive right in. However, this group of online activists does their talking on social media.

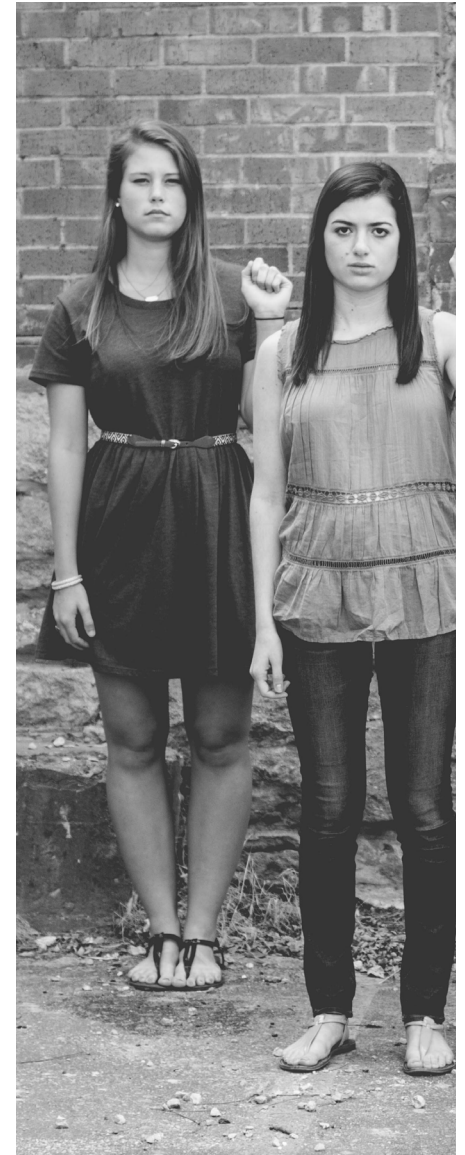
Taking the conversation online is the YAYA consumer's version of chaining themselves to a tree. They make themselves heard by sharing and posting content about causes that they care about. Project Semicolon allowed the YAYA market to take a stance on the controversial issue of mental health and depression.

YAYA consumers are willing to lend more than their voices to a cause. Though

LET
YOURVOICE
CARRY

they're short on funds, they'll open their wallets for a cause they care about. The Internet and social media are important tools for these young adults to spread awareness of and donate to these causes, and a majority of YAYA consumers are more apt to donate online after hearing about an issue there.

When it comes to actually putting these ideals in action, YAYA consumers are more likely to share cause-related information online than attend a protest or event. However, YAYA shoppers are willing to put their money where their mouths are, with more than half saying that they would be unlikely to support a business that staunchly opposed an issue like the legalization of gay marriage.



THE AMERICAN ~~DREAM~~ REALITY

1. Seven in 10 of YAYA consumers consider themselves as activists.
2. Ninety-three percent of YAYA consumers say that it is important to hear the ideas of others, even if they differ from their own.
3. Forty-eight percent of YAYA consumers are more likely to share cause-related information online than the 22 percent that would attend a protest or event.
4. Eighty percent of YAYA consumers are more apt to donate online after hearing about an issue on the Internet.
5. Fifty-nine percent of YAYA shoppers make a special effort to buy from brands that are environmentally conscious.

MESSAGE TO MARKETERS

YAYA consumers prefer brands like Toms that genuinely champion important causes. Members of this group are vocal about their stances on controversial topics and want to purchase from brands that represent what they believe in when possible and affordable. Because costs don't always make this feasible, the YAYA market has turned to social media as a way to support these causes for free. Marketers must be willing to promote the socially and environmentally responsible aspects of the brand, especially on social media where a conversation can be facilitated. This will raise the brand's street cred in the eyes of the socially conscious YAYA market. For example, Facebook's gay pride filter was extremely successful, and was used by 26 million people. This form of social activism gives YAYA consumers a sense of pride, but can still be done in 30 seconds, whereas a protest would take three hours.

mocked up facebook status
with profile picture having
lines to symbolize the filter

WE'RE ALLOWED
TO BE COMPLEX

//ATTRIBUTION

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