

GENERATIONS SURVEY 2017

millennials

Millennials like **Facebook** marginally less than non-Millennials and like **Twitter**, **Instagram**, and **Snapchat** significantly more. Interestingly, Millennials and non-Millennials are equally likely to actually use **Facebook**, but Millennials use **Twitter**, **Instagram**, and **Snapchat** more than non-Millennials.

Millennials prioritize **popularity** when it comes to shopping attributes while non-Millennials prioritize **price**. Quality, brand, etc. do not differ.

Millennials are **1.2x's** more likely to purchase items because they are **fun** rather than **functional** or **useful**.

Millennials report shopping significantly more often than non-Millennials, which shouldn't be surprising because they enjoy shopping

20%
more than
non-Millennials.

Millennials are just as likely as non-Mills. to prefer **shopping online**.

Millennials are **20%** less religious than non-Millennials.

Millennials admit that making a choice is

10% more difficult

compared to non-Millennials facing the same choice.

Millennials are significantly more likely to identify as **bisexual** or **homosexual** as non-Mills.

Millennials list **11% fewer** identities compared to their non-Millennial counterparts. Do identities come with age?

Millennials in the **South** watch **more** television than Millennials in other regions of the U.S., while non-Millennials in the **West** watch **more** television than non-Millennials in other regions of the U.S.

Millennial men spend **22% more time** online than Millennial women. Non-Millennial women spend **35% more time** than non-Millennial men.

Millennials like **Alternative** and **Top40** music more than non-Mills. Non-Mills. like **Gospel** and **Easy Listening** music more than Millennials. Rock, rap, reggae, etc., do not differ.

Millennials like **Action**, **Animation**, **Comedy**, **Family**, and **Sports-themed** movies more than Non-Millennials. No differences between the groups emerged for **History**, **Documentary**, **Drama**, **Crime**, **Musical**, **Horror**, and other film genres.

Higher **educational achievement** is significantly correlated with **progressive politics**. This relationship does not differ between Millennials and non-Mills.