

ON THE  
**GRIND**  
— *State of the* —  
**YAYAYA**  
2015

**MOJO** AND





ON THE  
GRIND  
— *State of the* —  
YAYA  
2015

**MOJO**

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# INTRODUCTION

The 18- to 24-year-old Youth and Young Adult (or YAYA) market is constantly “on the grind.” They move at a faster pace than older generations do, always seeking out new ways to entertain themselves and stay active. With more than \$200 billion of direct buying power,<sup>10</sup> these consumers are becoming increasingly valuable to marketers.

Understanding them requires much more than a “like” or a friend request — and that’s where Mojo Ad comes in. As the Missouri School of Journalism’s full-service, student-staffed agency, we specialize in the YAYA demographic because after all, we are part of it. Through our annual State of the YAYA report, we offer a unique perspective

of this market's ever-changing attitudes and behaviors.

YAYA consumers are always on the go. Whether they are working late at the office or meeting up at the local café with a hottie they met on Tinder, the YAYA market is busy, determined and a little impatient. They are also constantly plugged in and connected — always tending to their digital selves through witty captions, funny videos or the perfect filter. Finally, they want their information like their coffee — quick, easy and customized. While it may be tricky to get a grasp on these consumers,

we have developed some key insights to give you the skinny on the YAYA market.

These seven insights are based on secondary sources, such as Mintel Research, as well as our own State of the YAYA survey. Our national survey was conducted online in December 2014. We had 1,112 respondents between the ages of 18 and 30, with 658 falling within the YAYA demographic. Covering everything from media usage to politics and family relationships, the results of this survey helped us further understand the behaviors and attitudes of YAYA consumers across the United States.

# HEALTHY ASPIRATIONS

A photograph of a desk with a laptop, a coffee cup, and a yogurt container. The text 'HEALTHY ASPIRATIONS' is overlaid in large white letters. The background shows a laptop keyboard on the left, a white coffee cup with a black lid on the right, and a white yogurt container with a spoon in the foreground. The desk surface is dark grey with a light brown diagonal line.



# Healthy Aspirations

“ It seems like everywhere I look, I see posts of yoga poses and beautiful bowls of organic food. A part of me wants to be like that. Maybe I'm not completely on board — and don't want to fully commit to this whole health thing — but I'd like to come across as someone who is.”

The YAYA culture has embraced a holistic view of health that encompasses mind, body and life. In fact, 87 percent of 18- to 24-year-olds say they want to be physically fit and live a healthy, active lifestyle.<sup>5</sup> To live up to these standards of wellness, these consumers are incorporating health trends into

every aspect of their day. Among the YAYA demographic, 57 percent say that nutritional information on food labels determines which products and brands they buy.<sup>5</sup> They constantly want to make sure their food is healthy, fresh and safe to eat.

Whether they are buying weekly groceries or a new pair of Nike running shoes, YAYA consumers want products that inspire self improvement while projecting this healthy image to their peers. The key for brands is communicating why their product or service will help 18- to 24-year-olds become the best possible version of themselves. The YAYA target is especially responsive to opportunities beyond traditional nutrition and fitness with trends like CrossFit, longboarding and “fit-spiration” food and exercise blogs. To them, health is a holistic goal where they look good and feel good.

The Fitbit brand embodies the Healthy Aspirations insight as it allows YAYA consumers to proudly assert themselves as “fit” people. When they see someone using a Fitbit, they assume that person is living a healthy lifestyle. Trader Joe's represents a similar sense of status. These consumers have come to associate Trader Joe's with grocery bags full of healthy foods like fruit, vegetables and organic products. So, even if the bag is full of cheap wine and Fruit Roll-Ups, YAYA consumers want to be seen going to Trader Joe's because of the exclusive healthy status that it conveys.

# Healthy Aspirations

## Tips...

1. 54% of 18- to 24-year-olds are willing to pay more for all natural ingredients, and 53% are willing to pay more for organic food.<sup>5</sup>
2. 63% of YAYA consumers are concerned about the safety of the fresh meats, fruits and vegetables they purchase.<sup>5</sup>
3. Of the YAYA market, 47% are concerned about getting enough calcium, and 55% select foods that are fortified with vitamins and minerals.<sup>5</sup>
4. More YAYA consumers (33%) cite health as their main motivation for eating meat alternatives than any other reason.<sup>2</sup>
5. 61% of YAYA consumers are concerned about the amount of sugar they consume.<sup>5</sup>

# Nutrition Facts

Serving Size: 1 cup

Servings Per Container: 1

Amount Per Serving

Calories 200 Calories from Fat 65

Total Fat 7g 11%

Saturated Fat 4g 10%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 40mg 2%

Total Carbohydrate 34g 12%

Dietary Fiber 1g 4%

Sugars 24g

Protein 3g

Vitamin A 10% Vitamin C 10%

Calcium 10% Iron 6%

# SAVE TO SPEND



**COFFEES OF THE DAY**

**LOCALLY ROASTED**  
*Ultimate flavor & freshness!*

**MEXICO**  
*Chiapas*

**COLOMBIA**  
*Bellavista*

**Papua New Guinea**  
*Bayan*

French Roast  
Espresso

Full City Roast

Green Beans

Small menu board with images of coffee beans and a bag of coffee.

# DAILY SPECIALS

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LATTE .....

AMERICANO .....

ESPRESSO .....

1/8 OF THAT  
NEW PAIR OF SHOES

1/10 OF A BRAND  
NEW VIDEO GAME

1/6 OF A TICKET TO  
SEE YOUR FAVORITE BAND



# Save to Spend

*“To me, ‘saving’ isn’t something I do long-term. It’s a trade-off. A short-term sacrifice. If I deny myself some things — like not eating out four times this week — then I’ll be able to spend my money on things I really want — like a weekend trip or a fun night out with friends. I save money so I can spend it, and once I do, the cycle starts all over.”*

YAYA consumers are a marketer’s dream because their lifestyles involve spending and consuming freely according to their wants. They even consider having extra cash to have fun to be a greater financial concern than paying off their student loan debt.<sup>5</sup> Unfortunately, YAYA consumers’ budgets are tight, so they have learned to be savvy with their choices. They constantly make the

decision to deprive themselves of things they want now in order to spend later.

However, YAYA consumers are relatively optimistic about the future, as 55 percent of them believe they will achieve their dream career in the next five years.<sup>5</sup> Among millennials, 88 percent believe they have enough money now or expect that they will in the future, when they inevitably land that dream job.<sup>9</sup>

As a result, YAYA consumers believe in saving for the future, but not in the way their parents do. They aren't saving up for a house or a car two years down the road, but for whatever might come up this weekend. Driven by a fear of missing out, also known as FOMO, YAYA consumers keep a constant reserve of money so they can spontaneously attend that concert next week or party with their coworkers on Friday night.

To resonate with YAYA consumers, brands must speak to them using this short-term saving mindset. For example, brands must show them how they are actually saving through their purchases, demonstrate value and offer promo codes. For bigger ticket items, brands must help them calculate how much

they will need to trim from their monthly budgets. Brands should understand that the YAYA motivation for saving and investing is not fear-based or for a vague future ahead. Instead, appeal to their sense of adventure, and remind them that saving money now means the freedom of saying “yes” to fun opportunities ahead.

Bud Light explored the YAYA mentality of seizing the spontaneous opportunity with its “Up For Whatever” campaign. The brand built suspense by dropping hints of its upcoming party in “Whatever, USA” and invited lucky contestants to join the celebration. The catch: contestants didn't know what was in store, but they knew it was going to be fun.

# Save to Spend

## Tips...

- 1.** YAYA consumers list their primary financial concerns as paying expenses such as utilities, food, etc. (67%) and saving for the future (65%), followed by saving cash to have fun (52%) and paying off student loan debt (49%).<sup>5</sup>
- 2.** When it comes to 18- to 24-year-olds, they ranked income and earning potential, job stability, enjoyment of work and opportunities for promotion as the top four things they value in a career.<sup>5</sup>
- 3.** 65% of 18- to 24-year-olds currently have full-time or part-time employment.<sup>5</sup>



# CHARTING MY OWN COURSE



GRADUATION

INTERNSHIP

MARRIED WITH CHILDREN

CORNER OFFICE IN THE CITY

# Charting My Own Course

*“I don't like how it seems there are certain traditional milestones that you're supposed to hit in life, like getting married and buying a house. I still have goals that are important, but they don't have a deadline, and they're my goals — not my parents'.”*

YAYA consumers are redefining what they want in life. Instead of sticking to the traditional milestones their parents embraced, 18- to

24-year-olds are setting their own goals. For most, experiences like a trip to Europe or a promotion at work are more suitable priorities right now.

That's not to say YAYA consumers don't want to get married or own a home. It's just that these goals aren't on their radar yet. While 90 percent of college students would like to get married at some point,<sup>6</sup> only 6 percent of YAYA consumers say marriage is their biggest priority right now.<sup>1</sup>

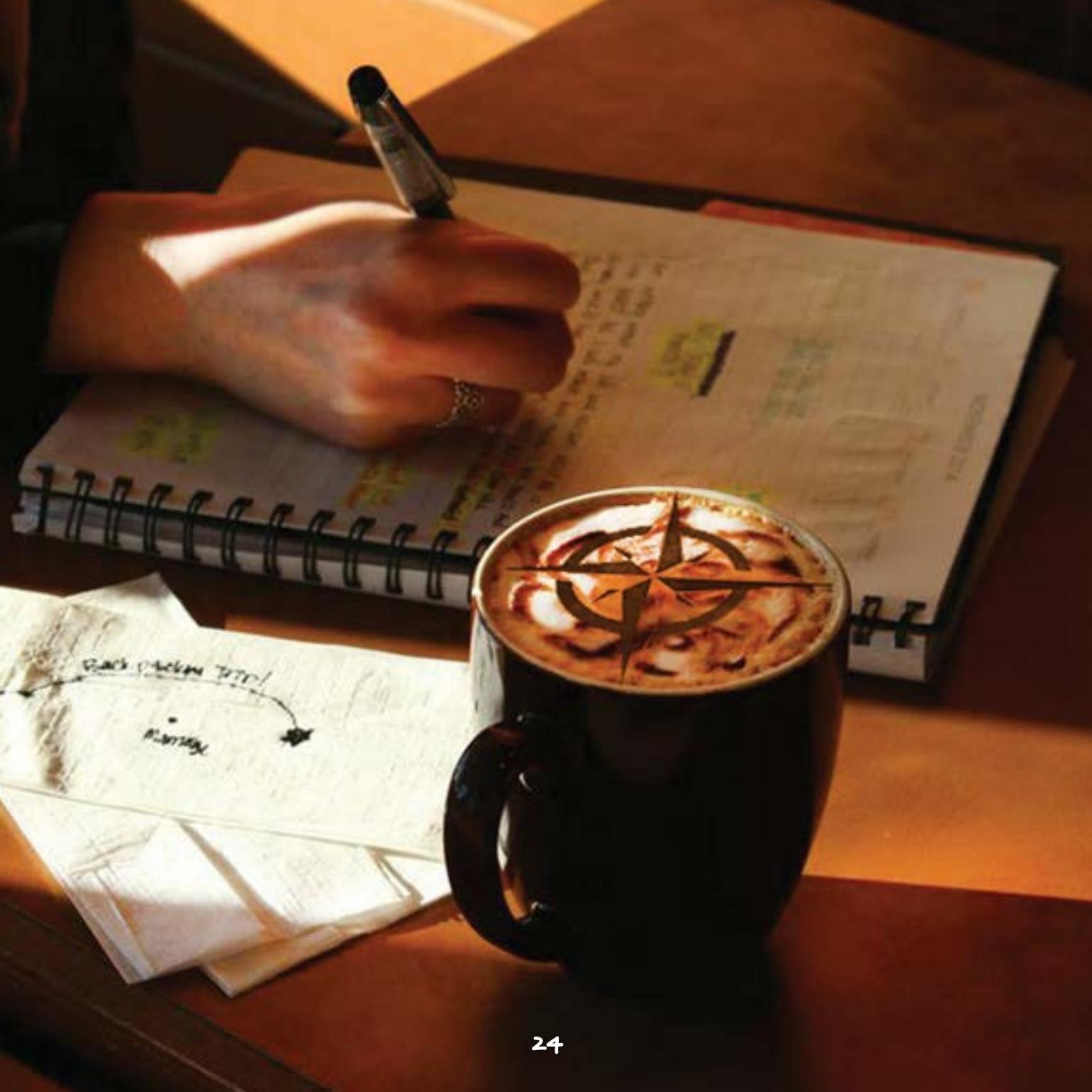
YAYA consumers want to interact with brands that understand and appreciate that they have their

own goals that might not fall on the traditional timeline. The YAYA market might not always follow the paths their parents took, but they are still on course — their course. GoPro is a brand that encourages YAYA consumers to pursue their unique life paths. Eighteen to 24-year-olds can use their GoPros to record everything from graduation, to that crazy backflip off the balcony last weekend, to their wedding five years down the road.

# Charting My Own Course

## Tips...

1. 55% of 18- to 24-year-olds said finding a career they love within their field of interest was closest to their definition of the new American Dream.<sup>1</sup>
2. Of YAYA consumers, 34% said their biggest priority right now is career advancement, while 6% said getting married and 4% said starting a family.<sup>1</sup>
3. One-third of 18- to 24-year-olds have yet to consider their ideal age for getting married.<sup>5</sup>
4. Only 14% of YAYA consumers do not plan on ever getting married.<sup>5</sup>
5. On average, YAYA consumers believe the age of 29 is the ideal age for having or adopting a child.<sup>5</sup>
6. 20% of YAYA consumers do not plan on having children.<sup>5</sup>



# DIGITAL DATING COURAGE

A man in a striped shirt is seen from the back, looking towards a woman in a blue shirt who is smiling. They are in a cafe setting with large windows and hanging lamps. A menu board is visible on the left.

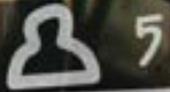


EXIT

21



Michelle, 21



26



# Digital Dating Courage

*“In real life, it’s so hard to know if someone’s interested in me because there’s no ‘like’ button or ‘swipe right’ option. It’s easier to put myself out there on apps like Tinder because if I do get rejected, it’s not like they know the real me. I just laugh it off and move on to the next profile. Flirting behind the safety of a screen is a fun and safe way to feel good and pass the time.”*

When it comes to dating, YAYA consumers are drawn to digital platforms because the privacy and anonymity gives them the freedom to flirt without the risk of being rejected

face-to-face. That’s one reason why 23 percent of 18- to 24-year-olds use dating apps like Tinder and OkCupid.<sup>5</sup> On Tinder alone, 18- to 24-year-olds make up 53 percent of the app’s users.<sup>11</sup>

While these new dating resources give YAYA consumers the opportunity to pursue serious relationships, most of them use apps like Tinder without looking to commit. In fact, this market is more likely to use dating apps just for fun rather than for casual sex, friendships or serious romantic relationships.<sup>5</sup> A low-risk, low-pressure environment is exactly what YAYA consumers crave.

Just as dating apps do away with much of the awkwardness that comes with flirting, brands can learn from companies like Tinder by offering

18- to 24-year-olds the choice to try new products in these low-risk, low-pressure digital environments where they can feel like no one is watching.

Intimate apparel brand True & Co. sends a variety of products to consumers so they can try them on at home. This eliminates what might be an uncomfortable dressing room experience by sending the dressing room to you. This allows consumers to go on a quest to find their perfect match in private — a thrill that the YAYA market lives for.

# Digital Dating Courage

## Tips...

1. 18- to 24-year-olds are most likely to use dating apps just for fun (68%) and least likely to use them to find friendships (43%).<sup>5</sup>
2. 45% of YAYA consumers have used social media sites to find dates.<sup>5</sup>
3. 47% of Internet users ages 18 to 24 have flirted online, compared to 40% of those ages 25 to 34.<sup>3</sup>
4. More than half (59%) of those ages 18 to 24 admitted to having researched someone on the Internet and/or social networking sites before starting a relationship.<sup>5</sup>

# It's a Match!



Michael and Natasha  
have "liked" each other!

# LESS IS MORE





# Less is More

*“When I was younger, all I cared about was having as many friends, comments and likes as possible. But now I don't feel the need to share every little thing with the kid I sat next to in 7th grade. I guess you could say I'm not censoring what I post but to whom I post and where. I check Facebook because I have to, but that's all about appearances. I save the real me for Snapchat — where the ugliest posts get the biggest laughs. The longer the story, the better the night.”*

When YAYA consumers first entered the world of social media, it was a new and exciting place that they wanted to share with as many people as possible. But as they have grown, they have come to view social

media as a chore. Weary of judgment from parents and prospective employers, 18- to 24-year-olds feel constantly pressured to filter what they post to their social media accounts. In fact, 57 percent of the YAYA audience

would consider deleting one of their social media accounts, like Facebook or Instagram, for more privacy.

As a result, YAYA consumers are slowly shrinking their digital social circles. Breaking free from the chains of public profiles, 18- to 24-year-olds are turning to more private digital platforms where they can be their true, unfiltered selves with those closest to them. Apps like Snapchat, which is used by half of all smartphone-owning YAYA consumers,<sup>7</sup> give the YAYA demographic the opportunity to let loose without fear of judgment or repercussions.

Brands would be wise to consider new platforms in addition to what YAYA

consumers perceive to be crowded social media spaces like Facebook. In 2014, the Los Angeles County Museum of Art (LACMA) launched a Snapchat campaign that put humorous, pop-culture captions to its modern art pieces. One Snap featured a portrait of a woman holding her hands up in a peace sign along with the caption “First things first, I’m the realist,” in reference to Iggy Azalea’s number one hit, “Fancy.” The result was a message and medium that resonated with the younger YAYA market. Another way that brands can adopt this “for-your-eyes only” appeal could be creating online communities for loyal users to interact candidly, as they do on Snapchat.

# Less is More

## TIPS...

1. Among YAYA consumers, 18- to 21-year-olds are far more active on social media than 22- to 24-year-olds.<sup>5</sup>
2. 35% of YAYA consumers cited privacy as their major motivation for deleting a social media account.<sup>5</sup>
3. 57% of 18- to 24-year-olds said their primary reason for deleting a post on social media is because they deemed it inappropriate.<sup>5</sup>
4. YAYA consumers feel like they have the most privacy on Snapchat and the least on Facebook.<sup>4</sup>
5. 73% of the YAYA consumers on Snapchat say they use the app because it is good for communicating with their friends or because it is funny and creative.<sup>5</sup>

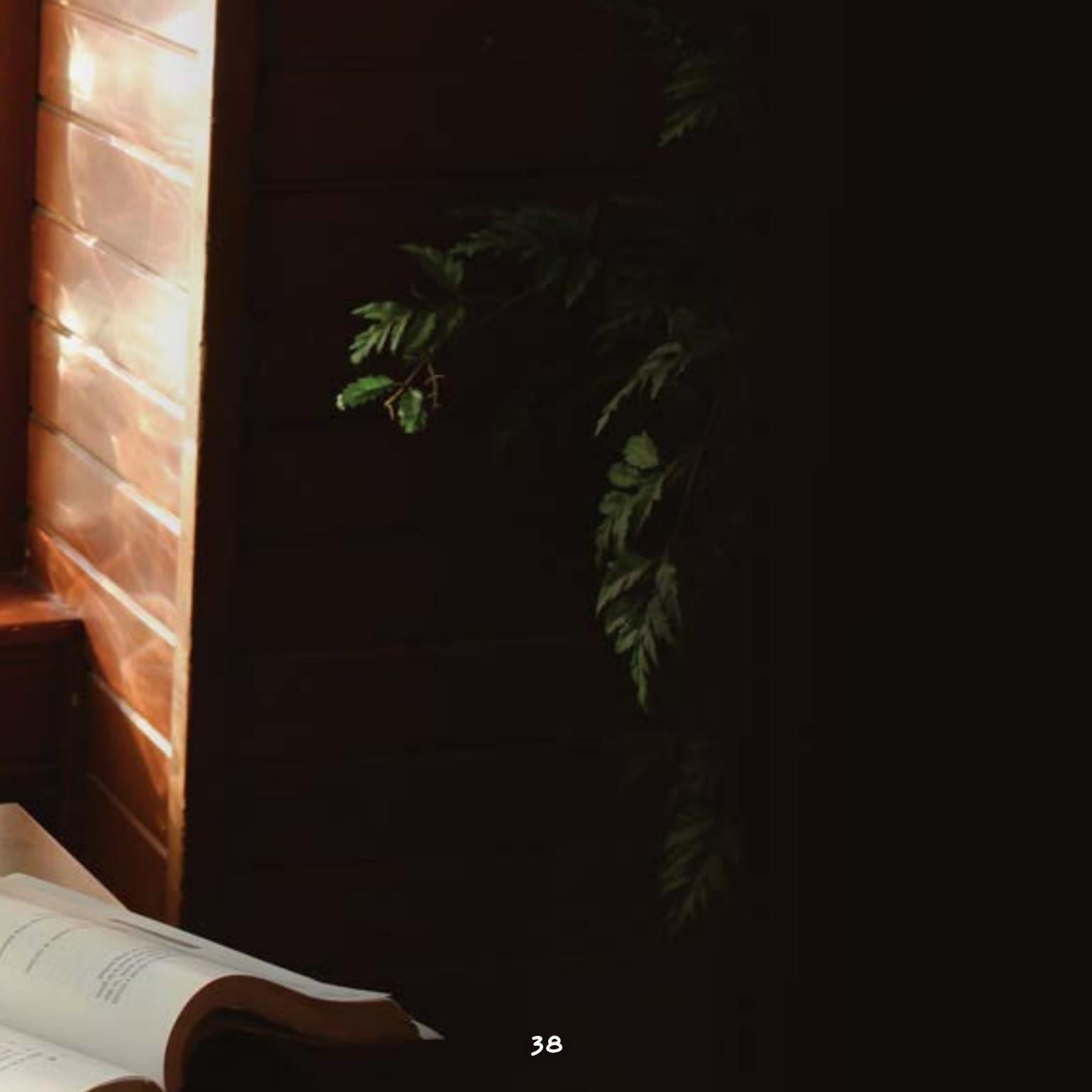
**YOUR  
EYES ONLY**

Grinding it  
out



# DR. ME, M.D.





# Dr. Me, M.D.

*“When I start to feel like I’m getting sick, the first thing I do is Google my symptoms. I don’t want to have to make an appointment, sit in a waiting room and pay for them to tell me what I can already find out online. I want answers immediately, just like I expect everything else. If I’m going to have to wait, I want to know that it’s worth it.”*

Because they have grown up surrounded by technology and the World Wide Web, YAYA consumers have come to demand immediate

results. Whether it’s at the doctor’s office or in line at their favorite coffee shop, YAYA consumers refuse to be kept waiting. The Internet has not only

created this expectation for instant gratification, but it also provides YAYA consumers with the resources they need to solve their own problems. It doesn't make sense to the YAYA consumer to wait for a professional's opinion. After all, they can access expert medical advice in a few clicks on sites like WebMD, Mayo Clinic and even Planned Parenthood, where you can use a digital "Symptom Checker" or view lists of symptoms. As a result, 42 percent of YAYA consumers look up their symptoms online as their first course of action when they get sick,

while only 6 percent get in touch with their doctor.<sup>5</sup>

Based on these findings, brands cannot afford to keep YAYA consumers waiting. They should emphasize features that make it easier for 18- to 24-year-olds to use their products within their busy schedules. Banks like Simple and Ally have cut out the middleman by eliminating the brick-and-mortar store and running everything online. YAYA consumers respond well to services like these that allow them to work on their own time without dealing with business hours and unnecessary trips.

# Tips...

1. Millennials are more likely than any other adults to either self-medicate or ride out an illness rather than seek professional help.<sup>8</sup>
2. When YAYA consumers get sick, they will search their symptoms online (42%), use over-the-counter medicine (24%) or consult their parents (15%) before getting in touch with their doctor.<sup>5</sup>
3. On average, nearly one-third of the YAYA market said they never go to the doctor for an annual visit, while another third said they go just once a year.<sup>5</sup>



# KEEPING UP WITH THE BUZZ

**YOU WON'T BELIEVE**  
**THE 7 TRUTHS**  
**THE YAYA MA**

# SEE THIS ABOUT MARKET

1. 58% of 18- to 24-year-olds often go online specifically to check the news.



2. 59% of 18- to 24-year-olds do not follow journalists on Facebook and Twitter.



# Keeping Up with the Buzz

*“Breaking news is whatever my friends are talking about. I constantly check my feeds because I’m curious about what’s going on, and I don’t want to be left out. It doesn’t matter if it’s Kim Kardashian breaking the Internet or what’s happening in the Middle East — what’s really important to me is to feel like I’m part of the conversation.”*

YAYA consumers stay up-to-date on the news so they don't miss what's trending among their peers. In fact, 81 percent of the YAYA market says that among their friends, it's important to know what is going on in the world.<sup>5</sup> But to them, world events, local happenings and celebrity gossip alike all count as news, and they like to consume it frequently and in bite-

sized chunks. And because online feeds like BuzzFeed and Twitter give breaking news the same treatment as trending videos, this means that YAYA consumers' news is not segregated by topic or medium.

Embracing a continuous news cycle, 18- to 24-year olds expect instantaneous updates at their fingertips. At least 56 percent of YAYA

consumers are staying up-to-date on current events and news via the Internet, and 42 percent check the Internet multiple times each day to stay up-to-date on news and current events.<sup>5</sup>

YAYA consumers not only want to be informed, but they also want to be entertained, which is why they turn to comedians and celebrities to filter the day's events for them. Eighteen- to 24-year-olds who stay up-to-date with online content multiple times each day cite comedians or celebrities they follow on a social networking site as their primary source of news, followed by BuzzFeed and The Huffington Post.<sup>5</sup>

As 18- to 24-year-olds are constantly bombarded with information, brands with unique

messaging and new platforms for delivering messages are more likely to cut through the clutter. Aligning brands with celebrities and comedians gives an aura of credibility and accessibility to the YAYA customer. If brands can team up with high-profile figures to create content that is genuine and shareable, research shows that the YAYA target will respond. Social media has the unique potential to share updates and news about new products instantly, and it also serves as a mechanism to crowdsource for feedback and consumers' responses. Brands that engage 18- to 24-year-olds with content that is both funny and shareable will not only be newsworthy, but also buzzworthy.

# Keeping Up with the Buzz

## Tips...

1. More than half of the YAYA market (52%) receives news through email or social networking sites multiple times each week.<sup>5</sup>
2. 75% of 18- to 24-year-olds would rather watch entertainment programming than watch the news.<sup>5</sup>
3. 58% of 18- to 24-year-olds often go online specifically to check the news.<sup>5</sup>
4. 59% of 18- to 24-year-olds do not follow journalists on Facebook or Twitter.<sup>5</sup>



# À LA CARTE



1. 50% of 18- to 24-year-olds consider themselves Democrats, 16% are Republicans, and 31% claim no political affiliation.<sup>5</sup>
2. 67% of YAYA consumers agree that in a relationship, it is important for a significant other to be accepted by their family.<sup>5</sup>
3. 60% of 18- to 24-year-olds consider a store's own brand to be a better buy than a nationally advertised brand.<sup>5</sup>
4. 87% of YAYA consumers agree that it is important to hear others' ideas even if they are different from their own.<sup>5</sup>
5. 70% of 18- to 24-year-olds are concerned about the security of their personal information when they shop online.<sup>5</sup>
6. 90% of YAYA males and 65% of YAYA females believe humor is an important trait to instill in children.<sup>5</sup>
7. 76% of YAYA consumers believe it is hard to get a good job these days.<sup>5</sup>

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