2019

state_of_the_ y a y a

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decoded

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There's nothing glitchy about the Youth and Young Adult (YAYA) demographic. What you might see as bugs in the YAYA Code may very well stem from your own outdated beliefs and perceptions. Often, this life stage is said to be entitled, unprepared and impatient. But they know this isn't their reality.

These YAYA entities are designed for impact — not just dreaming — and they are driven to contribute to something bigger than personal ambition. They are independent and proactive, primed to work alone, but also capable of crowdsourcing from diverse communities. They are wired for freedom and flexibility and equipped with a Wi-Fi password and pair of headphones. Their office space can be anywhere they choose.

Still think there are errors in the YAYA system? Keep reading. These emerging trailblazers have a message in their machinery that's worth decoding.

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WHO IS MOJO AD?

MOJO Ad

MOJO Ad is a student-staffed, full-service agency at the Missouri School of Journalism. We are specialists in all things young, specifically 18- to 24-year-olds or, as we call them, the YAYA market. No one understands YAYA consumers quite like us. We hang out with them. We post, share and discuss things with them. We go to class with them.

We are them.

< STATE OF THE YAYA >   < STATE OF THE YAYA >   < STATE OF THE YAYA >

WHAT IS

State_of_the_YAYA?

The State of the YAYA is an annual, in-depth report compiled and written by MOJO Ad staff. The report is based on our national quantitative study of 700+ 18- to 24-year-olds. Each year, we help marketers understand and connect with YAYA consumers and their world. This report not only sheds light on who they are, it highlights their attitudes and behaviors on everything from sense of safety and relationships to media consumption and the workplace. The YAYA demographic is often overlooked by marketers. With 30.6 million of them in the United States[1], the YAYA population commands $82.4 billion in buying power.[2] They are about to decide whether to stick with the brands they have used their entire lives or split off in another direction.

If brands fail to decrypt the YAYA Code, they risk losing this market forever.

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meet the coded

There are 30.6 million 18- to 24-year-olds in the United States, each a unique strand of code in the YAYA market.[1] They fall between two generations that get a lot of buzz: millennials and Generation Z. You hear about these groups often, but if you aren't paying attention, you might overlook the one that's embedded between them. It's not a generation but a life stage, and it's one you will want to know more about.

Your current understanding of YAYA consumers could seem a bit fuzzy. They might appear hard to read at first glance, but their complex code is worth unraveling. These individuals are not a mere string of data for targeted ads.

They're working to change the world around them, finding authenticity in the brands they use and navigating the "firsts" of adulthood like finances and new careers.
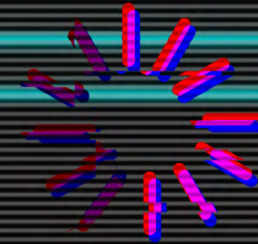
This group is made up of trendsetters that companies should watch out for when planning their next moves. For marketers and brands who are creating content for these consumers, it's crucial to learn the language at the core of YAYA behaviors and thoughts before taking another step. Don't dismiss their potential as it may be hard to decipher. Once you're wired in, however, you'll be ready to read the YAYA Code perfectly.

<45% make less than $5,000.[3]>

<3.2% of 18-19 year-olds have been married and 12.7% of 20-24 year-olds have been married.[4]>
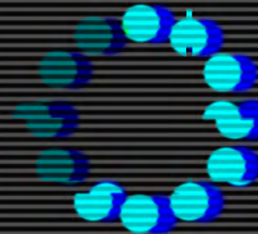
<68% want to be in a committed relationship.[5]>

<Projected college enrollment for the fall semester of 2018 was 19.9 million (11.2 million female, 8.7 million male).[3]>

<There are 30.6 million 18-24-year-olds as of July 2017, 15.7 million male, 14.9 million female.[1]>

<Caucasian - 23 million
Black/African American - 5.2 million
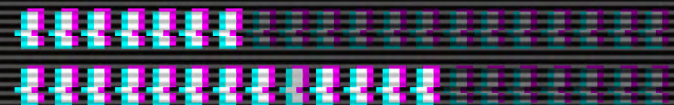Asian/Asian American - 2.2 million[1]>

<Some 6.7 million students (18-24) were projected to attend 2-year institutions and 13.3 million will attend 4-year institutions in fall 2018.[3]>

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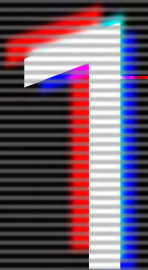
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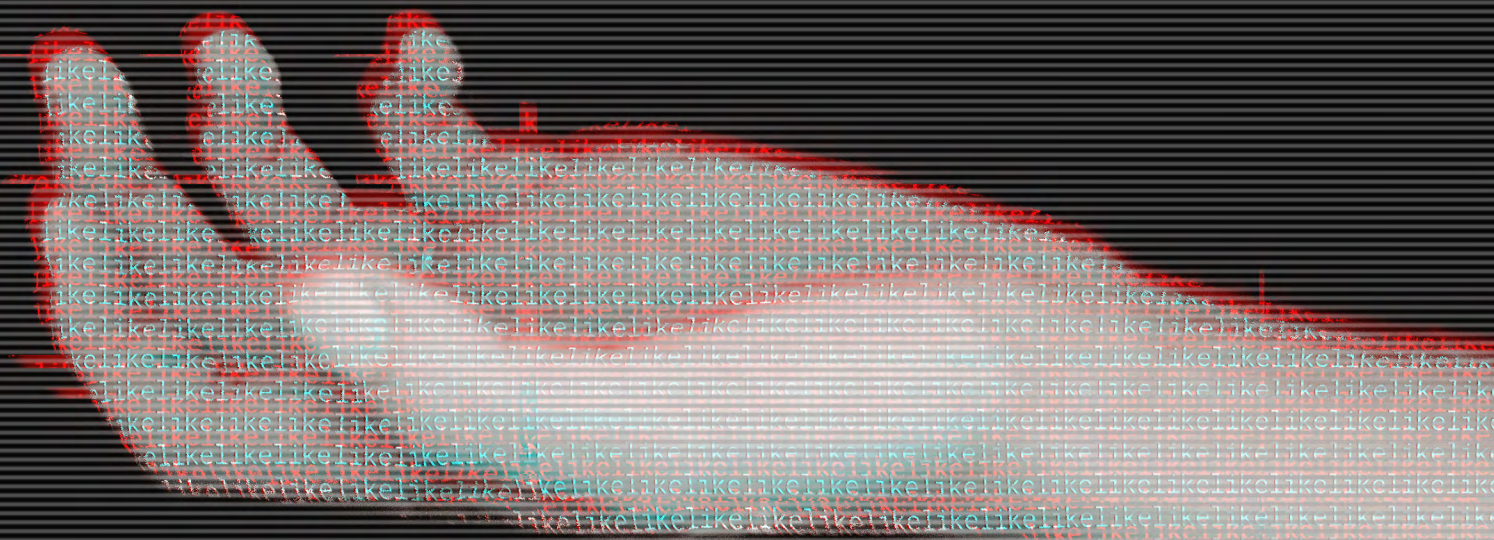
lia_is_my_teacher_&_my_entertainment

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a_is_my_teacher_&_my_entertainment

like_subscribe>comment[share]//like.like/share_narcissism;like[me]post/post//re-post/pin_save{to_collection}sub/tweet

<retweet;commment>like_subscribe>comment[share]like/share_curiosity;like[me]post/post//re-post/pin_save{to_collection}sub/tweet

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>share/repost//comment;search/subscribe.sub/bribe[load&discover]>keep_photos/vid.e0s>insta[influence]make.connections>>network

Social media is like a motherboard for YAYA users. It powers their day and helps them communicate with others. These consumers visit YouTube more often than any other platform.[6] Why? It helps them navigate things like cooking, video game hacks and the latest makeup trends. It's not limited to learning, however. They stream videos, watch live events and even keep up with the latest news. This omni-platform helps them learn more about things they've never tried or tasted and can show them places they've never visited before. It's instantly available on the smartphones in their pockets.

Beyond the accessible nature of YouTube, YAYA consumers gravitate to its authenticity. The appeal of influencers as real people they can emulate is strong and emboldens their belief that anyone can establish a following. In fact, 60 percent of YAYA consumers would try products suggested by YouTubers. The platform's rise in popularity stems from the genuine passion of its viewers and creators.[7]

YAYA users have the freedom to navigate the platform based on their individual interests and needs. They can find entertainment in the form of vlogs, hauls (reviewing products from a recent shopping trip) and muckbangs (eating large amounts of food while interacting with viewers). This free content adds to their craving for immediate accessibility.[5]

who's doing it well?

Red Bull's "In the Red Bull Studio" live musical performances are longer videos housed on social networks. This creative, story-driven content resonates emotionally with the viewer and fits the brand. The company has optimized its relationship with YAYA consumers by tuning into the platform and displaying authenticity through the personality in the content it shares.

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the datalog

16%

said they use YouTube
multiple times a day.[5]

49%

used YouTube to find
information about how
to do something.[5]

55%

of 18- to 34-year-olds
use YouTube to access
branded videos.[5]

74%

want to consume media
on free platforms.[8]

50%

watch network TV through
a streaming service.[5]

install instructions

YouTube provides a trove of opportunities for brands
to hack into YAYA consumers with content, influencer
marketing and product placement. YAYA consumers will be
more receptive to these strategies because they feel
more authentic than the short-form promotional content
they tend to resist. Instead of creating inauthentic
commercials, seek to tell stories, provide entertainment
and give guidance to best leverage their motivations for
tuning in to the platform.

Brands should choose up-and-coming influencers to promote
their products. YAYA consumers are wary of celebrities
doing promotions just for the money and see through this
act. Because of this, relatable influencers are key
to promoting effectively to this demographic. Product
placement does not have to seem forced, inauthentic or
unrelatable. Instead, use it to connect rather than
simply sell.

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i_refuse_ to_shop_ blind/

2

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ing_make_me_part_of_it

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ing_make_me_part_of_it

i_want_tech_to_connect_me_with_what_i'm_buy-
ing_make_me_part_of_it

i_want_tech_to_connect_me_with_what_i'm_buy-
ing_make_me_part_of_it

> naive

naive

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naïv

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savvy

> savvy

YAYA shoppers' search for knowledge is fueled by skepticism. To feel secure about a purchase, they grab their smartphones and consult their most trusted advisors: YouTube comments and product reviews from experts and like-minded peers. Before they pay for what's in their carts, these shoppers embark on in-depth research processes sparked by inspiration, rooted in education and confirmed with affirmation. This step-by-step process ensures they're getting the best bang for their buck and can happen within minutes once the impulse to buy is installed.

Even with research in hand, some YAYA shoppers are hesitant to complete a purchase online due to their inability to see, feel and try out products. This is where new advances in technology like virtual reality and artificial intelligence come into play. Forty-six percent of our survey respondents find the idea of using virtual reality for retail shopping appealing.[5] Those who used it said they did so to try on clothes and eyeglasses. Some even tested out new hairstyles. Chatbots answer questions in real time, making the process efficient and personalized. These features boost YAYA shoppers' confidence in selecting a particular product and help them cut time spent in the store.

who's doing it well?

Victoria's Secret allows their products to be sorted by rating level and openly displays star ratings underneath each. Once clicked, the product rating is prominently displayed above the fold, and below it you can read all the reviews. This gives shoppers the information they need to make the purchase. This brand also stands out by including a "verified purchaser" tag alongside some reviews. These badges inspire trust by indicating that the reviewer actually bought the product.

Another brand with a strong online shopping presence is Zenni Optical, which uses virtual reality technology to make the purchase process better for YAYA consumers. It lets users upload a selfie and do virtual try-ons to see which frames fit best.

the datalog

83%

have shopped online in the past month.[5]

27%

have used VR to try on clothing.[5]

37%

have bought, sold, or traded clothing online.[5]

41%

said they never pay full price for clothing.[5]

< Outside of having a need or a want, 18- to 24-year-olds
said user reviews ranked highest for factors that influence
their buying habits.[9] >

install instructions

Because recommendations drive YAYA consumers' purchase
decisions, marketers should encourage and promote customer
feedback throughout the buying process. Brands should
make customer reviews and feedback (the good and the bad)
part of the content they share online and on their social
networks. This lets the demographic take control and put
themselves at the forefront of a vast library of reviews,
ratings and social posts that they are plugged into. Being
transparent and honest with these young buyers is exactly
the kind of authenticity they crave and will elevate their
respect of brands who do this.

Marketers should harness the power of technology in the
online shopping process. Over three-quarters of our survey
respondents said they've shopped online in the past month,
indicating the importance this demographic places on the
web in the retail realm.[1] Utilize software that lets YAYA
shoppers interact with the things they're interested in
buying. Not only does does this allow them to envision
the product in their own lives, it also increases their
engagement with the brand.

3
sync in progress
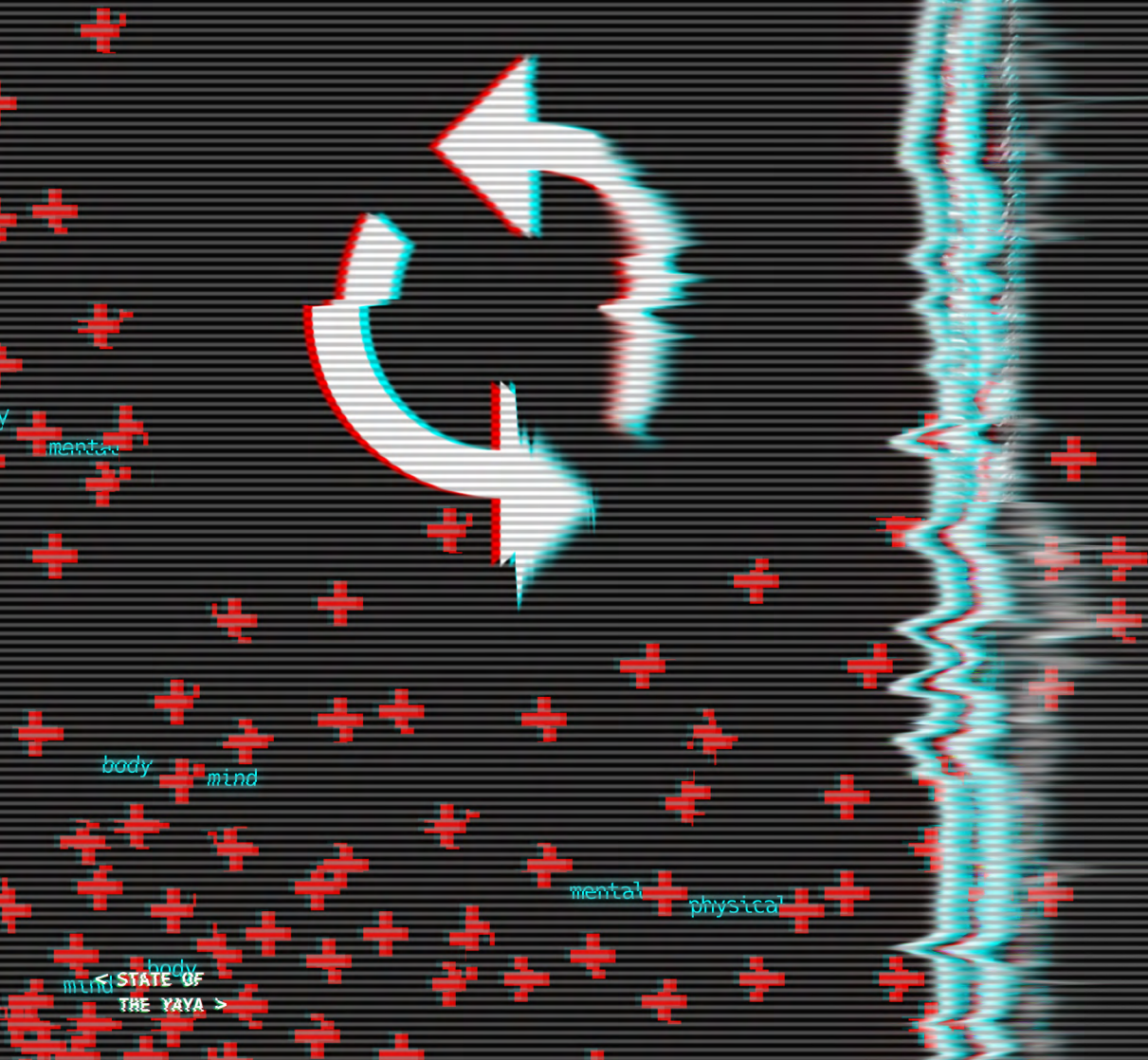
finding_physical+mental+emotional_balance

finding_physical+mental+emotional_balance

finding_physical+mental+emotional_balance

finding_physical+mental+emotional_balance

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mental

body + mind

mental + physical

body
mind

physicallinbodypsychemind

YAYA consumers are approaching health differently than older demographics and feel that syncing their mental, physical and emotional well-being is a daily, active pursuit. They constantly carry the weight of living up to their healthy ideals, and with stress always looming over their heads, they need a little help from their friends.

Deeply embedded in YAYA consumers is a craving to belong and the desire for community. Their collective intelligence supports them in this pursuit of wellness. When they go to the gym, they want to sync up with their friends for a social experience that pushes their limits and quiets their self-doubt. Forty-four percent of our survey respondents said they crave the influence of their peers and like to combine being active with being social.[5] Going through leg day with others gives them more motivation, better accountability and makes navigating the gym a little bit less intimidating.

In this pursuit of building a better mind and body as part of communities, these consumers are signing up for group fitness classes and on-demand services alongside like-minded individuals. Social media also dials up ideas for exercise regimens and nutritious meals, while letting them share their own ideas with friends who are hungry for the same content.

This interest in health extends beyond the gym and into the kitchen. YAYA individuals seek help with healthy eating too. Fifty-seven percent of our survey respondents said they want to learn to prepare more healthy food.[5] This gives brands an opportunity to serve up solutions to meet this need.

who's doing it well?

Pure Barre, SoulCycle and Aaptiv are great examples of group classes and on-demand fitness services utilized by YAYA individuals. These services sync them with a personal coach who can give them guidance and support to push them past their finish lines alongside others who are working toward the same goals.

Tone It Up is a global fitness community that hosts daily fitness classes and challenges on its app. It fosters community through branded gear like water bottles and fitness equipment. Completing its holistic approach, the brand also offers food and health products in grocery stores.

Brands like Noom and Daily Harvest are helping YAYA consumers sustain their physical and mental health through nutritious meals and meal plans that won't break the bank.

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the datalog

73% agree that mental and emotional health are just as important as physical.[5]

59% don't always keep up with staying active/exercising because they say that it is hard to stay motivated.[5]
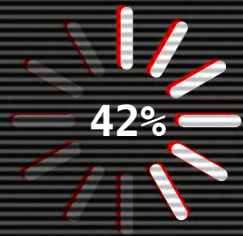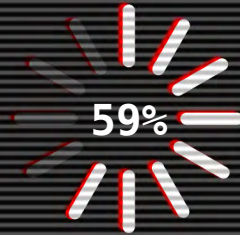
42% feel pressure to be healthy.[5]

18% use a fitness training app to support their health and fitness goals.[5]

66% of boutique fitness users are YAYA consumers.[10]

install instructions

YAYA consumers' desire for support and motivation in wellness is rewiring the fitness market to better help them reach their goals. Brands have an opportunity to foster this sense of community with their products, services and digital presence - whether it be in the form of branded gear, on-demand fitness apps or boutique classes. These branded products and services can easily become featured in content, as consumers take to Facebook or Instagram to share with others who are part of the brand community.

Marketers have the chance to build a lifestyle into their services, too. When it comes to their diets, YAYA individuals are seeking help preparing healthy foods.[1] Marketers should address this by creating bite-sized content about how to cook healthy on a budget and guiding YAYA consumers in their pursuit of wellness.

[don't_stand_for_something_if_you_don't<connect>

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i_see_through_ brands

4

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port{shop}-why-shop/do_good[?]no$(0000)//no_
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susceptible   susceptible   skeptical   skeptical

The YAYA Code requires that the brands they choose take up causes just like they do. Embedded within them is a keen ability to see authenticity in company initiatives. For YAYA consumers, seeing that changes are being made matters. It is not enough to simply say you stand for something — you also have to prove it.

YAYA individuals are aware that companies want to seem like neighborly, well-polished corporate citizens. In fact, our survey revealed that half of YAYA consumers expect companies to "do good" and therefore do not see this alone as a reason to buy one brand over another.[5]

This age group isn't afraid to stand up and make their voices heard. That includes holding the brands they support accountable for doing the same.

For successful computation, YAYA consumers want to see alignment between the cause a brand supports and its mission, values and messaging. The results must be visible. They also expect to see how brands are actually making a difference, and want the proverbial receipts to prove it.

who's doing it well?

A great example of cause marketing done well is Spotify's campaign to celebrate black history year round with its "Black History is Happening Now" initiative, and activations around Pride, an empowerment movement for LGBTQ+ communities. Spotify also actively promotes partnerships empowering women in leadership. Sincerity and collaboration are at the core of the company's values. The brand and platform promote diverse audiences and artists.

During Patagonia's "10 Million for the Planet" initiative the company stayed open and donated all of its profits to hundreds of grassroots environmental organizations working around the world, instead of closing on Black Friday. They've also been strong opponents of some of the actions taken by the federal government — suing when the Trump administration tried to roll back protections of Bears Ears National Monument in Utah. Further, they created a VR experience where consumers can virtually visit and appreciate the monument's deep canyons and ancient cliffs.

the datalog

54% believe that companies pretend to "do good" just to drive purchases.[5]

45% said they would stop buying brands if they behaved in a way that didn't align with their values.[5]

43% have purchased a product to show support for the issue(s) the brand supported.[5]

39% said they would stop using a brand because of something negative they heard in the news.[5]

< Survey respondents highlighted animal-related causes, body positivity and disaster relief as the issues they were most passionate about.[5]>

install instructions

A lot of what this age group sees on Instagram and Twitter is just face value. If brands and marketers can learn how to manifest a message that is deeper, they've got a greater chance of getting YAYA consumers through their doors.

Marketers should use graphs, videos and evidence of charity funding on social channels and company websites to promote their efforts to make a difference. The proof is what matters in the YAYA Code and needs to be prominently featured and available online for this fact-seeking market to see.

Opening the portal for involvement is another way brands can extend their cause marketing to consumers. By creating ways for YAYA individuals to be part of brands' efforts to change the world, the company can build relationships with its shoppers. Brands should form "cause communities" in the form of hashtags or social network profiles. These communities can host content about the good work brands are doing, provide information about causes and facilitate conversations between those who support the cause and the brand.

i'm_webbed_to_my_technology_need_to_find_balance

5 screen_time_sosos

slide to unlock
slide to unlock
slide to unlock
slide to unlock

The technology at the core of the YAYA Code is becoming a second consciousness. Living with a double state of mind, this demographic is splitting itself between two different realities: virtual and physical. Being unplugged and in the moment is harder than it's ever been, and because of this, they're sending out a screen-time SOS.

The societal pressures placed on this demographic to rely on its devices for school and work creates an inescapable need for technology. Not only that, but family and friends expect them to be accessible at all times as well.

To compound the issue, YAYA consumers turn to their devices as an instant form of entertainment and as a break from the demands of life by using popular platforms like Facebook, Snapchat and YouTube. Unfortunately, the break they are seeking may not have the desired effect. In fact, 39 percent of survey respondents said that keeping up with social media sometimes feels like a job.[5]

YAYA individuals are aware of the consequences of digital dependency and are worried they won't find a tech/life balance. Over half of our survey respondents acknowledge being "addicted to their devices" and know that this addiction can even lead to depression and anxiety.[5] They desire tools to treat this dependency and are willing to cut the connection, but they need help to do it.[5]

For example, 40 percent of YAYA consumers prefer reading a hard copy/printed book instead of an e-book, signaling a need for balance.[5] The constant demand to be digital may be causing them to find ways to unplug even when using devices is an option.

The expectations of parents, school, jobs and friends make YAYA individuals feel unable to put down their technology. They have grown and developed with tech embedded in their identities, but are realizing more and more that it's not healthy or sustainable and that they need help addressing this dependence in order to strike a balance.

who's doing it well?

AT&T launched its "Present of Being Present" campaign during the holiday season to encourage consumers to have face-to-face, real experiences. The video ad featured a daughter distracted by her phone as her family celebrated the holidays and ended with her wrapping her phone in a gift box and giving it to her dad for the day. The executive advertising director of AT&T said that they ran the campaign because of a truth they came to understand — consumers love their devices but desire time away from them.

Fortune 500 companies like Apple, Goldman Sachs and Google make mindfulness meditation a staple for their workers, which encourages taking a break from technology's ever-present demands. This is a good example of trying to strike a balance for these tech-savvy YAYA consumers and to provide them the option to disconnect.

addicted addicted addicted aware aware aware

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< STATE OF THE YAYA >

the datalog

31%

say their friends and
family would worry about
them if they took a
break from their phone.[5]

46%

need to have their
phones nearby when
they sleep.[5]

41%

are interested in
suggestions, techniques
and tools to help reduce
phone/screen time and
36% find a digital
detox appealing.[5]

38%

believe too much
screen time leads
to depression.[5]

32%

prefer to spend their free time
on social media more than reading,
listening to music, eating out with
friends and watching or
streaming show/video.[5]

install instructions

Employers and marketers should cultivate a culture of
unplugging, set boundaries and create opportunities for a
refresh, all of which will lead YAYA individuals to feel
more compelled to take some time away from devices.

Initiatives that encourage mindfulness education and
meditation in the workplace will create a built-in way
for YAYA employees to get this detox they so deeply crave.
Creating boundaries between work and home to promote a
work/life blend is a fantastic way to ensure that work
doesn't feed into the current expectation of constant
availability. This can be done by establishing technology
off-hours or committing to limited email use in the
evenings or on weekends for employees. Implementing these
ideas benefits YAYA employees and brings them back to work
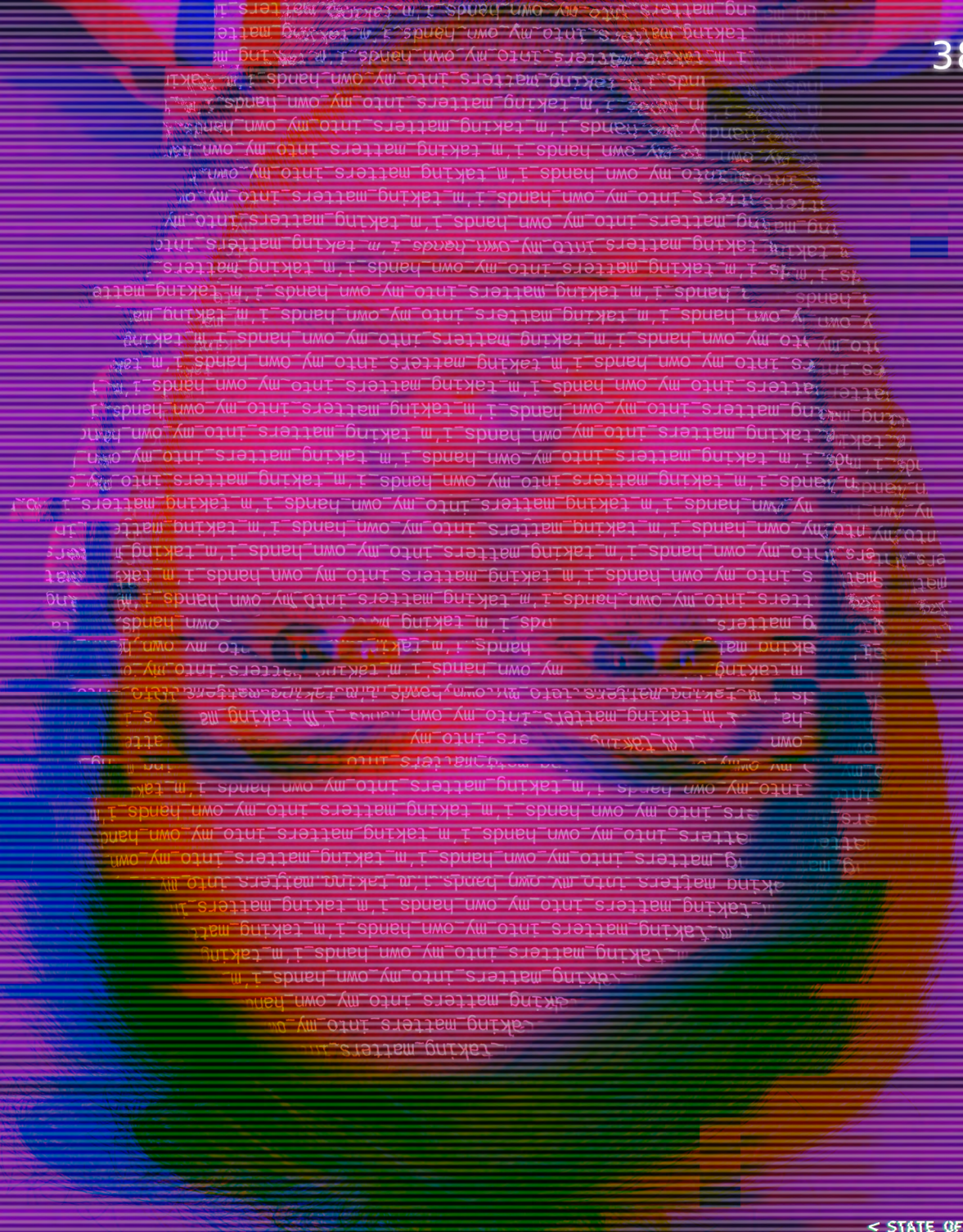recharged and more ready to contribute.

6

are_we
///safe?

i'm_taking_matters_into_my_own_hands

i'm_taking_matters_into_my_own_hands

i'm_taking_matters_into_my_own_hands

YAYA consumers are "pragmactivists." When it comes to our bedrock institutions, these individuals are questioning the roles they hold in society and the behavior of those running them. Congress, the federal government, the media and Wall Street are under scrutiny of this watchful demographic, which has the collective power to cross-reference and extensively search the depths of the web for information using instant and pervasive communication.[11]

Because of this, they are taking a reasonable and mature approach to making the world safer in a way that far surpasses simple partisanship. They have no time for divisive rhetoric and pointless debates where no one listens or fixes anything, nor are they willing to wait for institutions to figure out these problems. Fifty-one percent of survey respondents believe the world is becoming less safe, and they are doing something about it.[5]

Growing up in a world where they've seen news on frequent school shootings and divisive politics mobilizes them to take matters into their own hands. They are willing to make their voices heard to promote open-minded and concrete ways of making the world a safer place. March for Our Lives was one of the largest youth-led protests in history after the mass shooting at Parkland High School.[12] Protestors called not only for an end to gun violence but for reform in Congress, which they felt was not addressing the issue.

They're also apt to protect themselves, carrying mace keychains and using protective smartphone apps (45 percent of survey respondents have done so) which allow them to feel safer in their daily lives.[5] If they don't feel safe, they don't hesitate to take the necessary steps to change that.

YAYA individuals believe they're part of a generation who will better this world and learn from the mistakes made from an older, obsolete mode of thinking. They are taking action regardless of whether the institutions and generations around them decide to join.

who's doing it well?

Dick's Sporting Goods and Levi Strauss are both examples of companies that have taken action on gun control. Dick's announced not long after the Parkland shooting that it would no longer sell assault weapons, high-capacity magazines or guns to any customer under 21-years-old. The CEO of Levi Strauss recently announced a new series of initiatives to help groups working to combat gun violence, promising to donate $1 million in the next four years to those fighting for the cause.

Apps like Circle of 6, which offers a mobile way to alert six people of your choosing where you are when on campus late or out at night, help YAYA consumers to take measures to feel safer and more protected into their own hands.

idealistic
idealistic

pragmatic
pragmatic
pragmatic
pragmatic

the datalog

55%

worry about their safety in public spaces.[5]

58%

say their smartphone gives them peace of mind when they're alone.[5]

44%

worry about a campus or workplace shooting.[5]

30%

of respondents changed their travel plans within the last year because of safety concerns.[5]

44%

believe that their generation will make the world a better place.[5]

install instructions

Brands must acknowledge the YAYA voice and help to make society a safer place for everyone. Apps, services and other technology that connect users to others in situations where they feel unsafe is a good start.

Brands can also bolster YAYA activism by creating online content, such as short videos, that help this demographic to mobilize. They can also create online communities that provide a space for users to come together, talk and even organize in a grassroots way.

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7

mentor over manage

don't talk at me_
at
at
at

talk with me_

with

with

with

with

with

YAYA employees are looking for a system update that takes leadership in the workplace from a culture of management to one of mentorship. At the core is a desire for mutual respect. The craving for mentorship is linked to their drive to improve and optimize their work before they make mistakes. With 45 percent of survey respondents citing lack of consistent feedback as one of their biggest workplace frustrations, mentors help them to address deficiencies and identify areas in which they can improve their work in a way that isn't threatening and invites dialogue.[5]

command communicate cnsiternaicin collaborate collaborate

They know their mentors will hold them accountable (which is exactly what they want) and simultaneously assure them that they can become better professionals. Knowing a mentor is in their corner reminds these workers that someone is invested in and advocating for their success.

With the increasing prominence of unfair and unequal treatment, such as sexual harassment and racial discrimination (and the national movements that seek to address them), these new workers are worried that they too might have negative workplace experiences. Movements like #MeToo, which support survivors of sexual violence and harassment, shed light on problems that need to be addressed. Cultivating a workplace culture of respect and openness helps both to address and to ease these fears.

Mentorships also lead to higher retention, with 73 percent of millennials saying they're more likely to stay with a company after five years if their employers are strong educators and trainers.[13] When these young employees feel valued and respected in their work environments, they are more apt to grow personally and professionally within a company.

who's doing it well?

Liberty Mutual's mentorship program is a great example of how companies should help YAYA employees integrate into the workplace and adulthood. The program pairs entry-level workers with senior managers who guide their assignments and provide coaching and leadership training.

the datalog
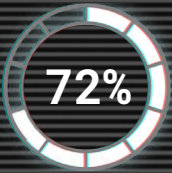
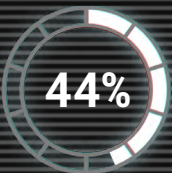**72%** agreed that it's most important to have a work/life balance when thinking about a career.[5]

57% said they worry about finding a workplace that treats them equally and treats them well.[5]

48% agree they will probably have multiple careers in their lifetime.[5]

57% agree it's important for the values of the company they work for to align with their own.[5]

44% question their situation when they see a post on social media about a friend getting a new job or promotion.[5]

install instructions

Companies should reframe how their management forms relationships with YAYA employees. Let the philosophy of "Mentor_Retain_Repeat" drive this new way of thinking. Understanding this benefits both you and your workers.

Because this life stage is full of so many firsts, having someone to talk to and seek out for guidance can impact not only their professional work but also their personal lives. YAYA individuals need help with finances, investing and student loans. They are learning how to take care of themselves while adjusting to a new workplace. Mentors can ease the stress of this by helping them navigate all of this change.

Companies can implement these changes inexpensively and easily. By doing this, they can foster growth, trust and loyalty. It's a culture upgrade worth installing.

access

8

ownership

access

ownership

There's a complicated relationship between YAYA consumers and money. They're currently coded for life on a financial tightrope. Managing money at this age is a balancing act, with tight budgets and little money on either end of the cord, and they feel the presence of possible debt lurking below them. Fifty-five percent of our survey respondents said finances are a great source of stress in their lives.[5] Because of this, these consumers have become nimble in the way they shop.

For YAYA shoppers who are consistently on a budget, thrift is top-of-mind. Clothing rental and trading services offer them good ways to save money, and buy/sell apps for used clothing are driving this trend. Fifty-five percent of our survey respondents like the local aspect of these apps, knowing their purchase is right around the corner from someone they can reach out to personally.[5] A majority also agree that these services are a good way to save money.[5]

YAYA consumers question the necessity of goods and are reevaluating traditional purchases. Out of this debate arises a "do I really need this?" ethos, driving them to rank access over acquisition. The "why buy?" mindset has started to move into categories such as clothing and consumer electronics. The YAYA market is reshaping what ownership means and taking brands along with it, finding new freedom in valuing access over ownership.

demanding demanding demanding demanding adapting adapting adapting

who's doing it well?

A great example of the buy/sell/trade online clothing services that so appeal to the YAYA market is thredUP, an online consignment service that sells and buys used clothing.

The North Face understands the trend of buying thrift and secondhand apparel and has an initiative called "Clothes the Loop," through which old clothing is recycled back onto store shelves and is discounted, appealing to more economical shoppers.

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41% think clothing rental and trade services are a good way to save money.[5]

22% have rented a product online.[5]

27% would consider subscribing to an online rental service for clothing or accessories.[5]

42% say clothing rental or trade is a budget-friendly way to build a wardrobe.[5]

25% say renting gives them instant access to the lifestyle/look they want.[5]

install instructions

Marketers should shift their way of thinking to reflect the YAYA desire to have items for a while rather than to buy them forever. Using these buy/sell/trade apps and offering services for product rental gives brands a new sandbox to play in.

Brands might also consider creating monthly payment plans to help YAYA consumers as they balance on the financial tightrope. Breaking down payments for these shoppers, especially when selling big ticket items, can make them more affordable and help them to act responsibly in their purchasing. By making payments smaller, it reduces the burden of permanenence in shopping that's so deeply embedded in the YAYA budget and YAYA Code.

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99% updated

Congratulations, system update nearly completed.

This age group is evolving into a consumer base that will
soon be imperative to every industry. Remember, if you're
only scratching the surface, you'll never break through.
In order for your brand to get ahead, you'll have to load
this demographic's behavior, intellect and operation more
carefully than ever before. By getting a glimpse into YAYA
software, you will be equipped to debug and decode any
future user errors that might plague you.

So, what's next?

For now, go forward with confidence knowing that this
demographic is diverse and driven, reveling in their
divergent lives, but sometimes feeling removed from the
world around them. YAYA consumers are alert and adventurous,
careful of whom they trust, yet unafraid of finding
solutions. They expect transparency and transformative work
from the brands they choose and demand that institutions
match their level of openness, vulnerability and activism.
If you can translate these qualities and wire them
seamlessly into your company, you'll find powerful benefits.
Uncovering these truths will surge you to the top in your
industry and move you closer to harnessing a life stage that
is now - more than ever - decoded.

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Using Qualtrics, we distributed our 25-minute survey to their national respondent panel. This resulted in 755 complete responses from YAYA consumers. The sample was weighted to match current U.S. Census Bureau data for age, race and gender.

In addition to our primary research, we utilized secondary research, including comparisons to past State of the YAYA reports, to gain insight into the evolving YAYA market.

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update completed

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