



# AT HOME AND ON THE GO WITH THE MILLENNIALS

SEPTEMBER 2013

Every generation has its challenges and its defining moments, usually underscored by the times they live in. Today's young adults are no different. As they come into their own, the Millennial generation – ages 18-31 for this study – faces a set of challenges that reflects the new realities of our economy and technology.

The Millennials are an on-the-go, tech-savvy, always-on generation. In fact, in order to reach out and survey them, we had to employ one of our mobile research solutions - the Ipsos Global Mobile Omnibus. All of the data collected here was done so through mobile technology. And overall, the results of our Global Mobile Omnibus survey conducted in August 2013 show young Americans are focused on the home...whether they are looking to save for one of their own, or whether they are still living in the one built by their parents.

When asked to consider their saving objectives, 32% of young adults would select saving money for a home if they could only pick one area to save for in the next twelve months. However, there is some savings preference by age - those 25 or older are most likely to select a home (37%) while younger adults see the importance to save for college (23%). Retirement planning was not given much priority (only 3% rated this as their top pick).

**If you were able to pick just one area you could save towards for the next twelve months which one of the following would you select? (Select One)**

|            | Total % | Gender |          | Age     |         |
|------------|---------|--------|----------|---------|---------|
|            |         | Male % | Female % | 18-24 % | 25-31 % |
| Home       | 32      | 31     | 34       | 28      | 37      |
| Car        | 24      | 25     | 21       | 28      | 18      |
| Vacation   | 17      | 17     | 16       | 12      | 22      |
| College    | 16      | 16     | 18       | 23      | 9       |
| Wedding    | 8       | 8      | 8        | 8       | 8       |
| Retirement | 3       | 3      | 3        | 1       | 5       |

While they are saving for that home, they might not need as big of one as their parents, though. Almost half (46%) of Millennials say they expect to have fewer children than their parents while only 19% indicate they plan to have more. Are smaller households and families the way of the future? It appears young adults think so.

**Do you anticipate having more, less or the same number of children as your parents? (Select one)**  
Would you say you plan to have:

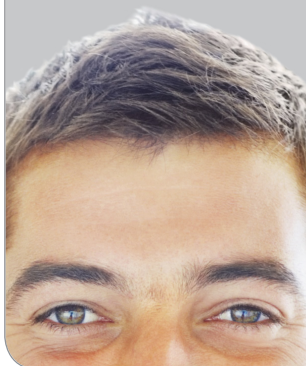
|                            | Total % | Gender |          | Age     |         |
|----------------------------|---------|--------|----------|---------|---------|
|                            |         | Male % | Female % | 18-24 % | 25-31 % |
| More children than parents | 19      | 17     | 23       | 17      | 21      |
| Same number children       | 35      | 40     | 26       | 38      | 33      |
| Less children than parents | 46      | 43     | 51       | 45      | 47      |



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Of course, many Millennials are still living at home, or at least staying with their parents for longer periods than previous generations did. Are they coddled or constricted? In their own view, having a low paying job (55%) or not being able to find a job (53%) were the top reasons young American adults gave for why they think their generation is living at home longer. Many other reasons were also cited, such as enjoying conveniences of living at home, paying off college loans and not affording to go away to college. Surprisingly, "love living at home with parents" did not come in last!

**Currently more young adults are living at home with their parents longer than ever before. Which of the following reasons do you think cause young adults to live at home longer? (Select all that apply)** TABLE DISPLAYS THE PERCENT OF ALL SELECTED

|                                                   | Total % | Gender |          | Age     |         |
|---------------------------------------------------|---------|--------|----------|---------|---------|
|                                                   |         | Male % | Female % | 18-24 % | 25-31 % |
| Have low paying job                               | 55      | 53     | 58       | 54      | 56      |
| Cannot find job                                   | 53      | 53     | 53       | 54      | 52      |
| Enjoy conveniences of living with parents         | 40      | 33     | 52       | 38      | 42      |
| Have college loans to pay back                    | 37      | 35     | 42       | 36      | 38      |
| Cannot afford to go away to college               | 32      | 30     | 37       | 36      | 29      |
| Rather live with parents than take job don't want | 28      | 27     | 29       | 31      | 24      |
| Saving for major purchase                         | 27      | 26     | 30       | 26      | 28      |
| Love living at home                               | 13      | 13     | 15       | 15      | 12      |
| Delaying marriage                                 | 8       | 8      | 8        | 8       | 8       |

As a highly connected, plugged in and mobile generation, it is not surprising to learn that young adults do not want to be without their mobile phones for two days, or probably ever! When asked what item would be worse to go without for two days, it appears Millennials would rather go without access to their car or home than give up their phones. Their addiction to technology and media is quite intense! In fact, we conducted this survey through mobile technology.

**Which one of the following items do you think would be worse to go without for two days? (Select one)**

|              | Total % | Gender |          | Age     |         |
|--------------|---------|--------|----------|---------|---------|
|              |         | Male % | Female % | 18-24 % | 25-31 % |
| Mobile phone | 42      | 39     | 46       | 42      | 41      |
| Wallet       | 26      | 27     | 25       | 24      | 29      |
| House key    | 17      | 17     | 16       | 20      | 14      |
| Car key      | 15      | 17     | 12       | 15      | 16      |



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## Ipsos Global Mobile Methodology

Ipsos Global Mobile Omnibus allows for rapid response research by gathering data from respondent's mobile devices for quick-pulse feedback.

Ipsos Global Mobile Omnibus uses Ipsos Engage! The latest survey technology that maximizes readability, engagement, and user experience by utilizing touch-screen technology on smart devices, putting the survey right into the pocket of our respondents in real-time, and allowing the researcher to gather data at the speed of communication. Each survey of Global Mobile consists of a minimum of 500 completes per country.

## Which Countries are Currently Available?

ALGERIA **ARGENTINA** AUSTRALIA **AUSTRIA** BANGLADESH **BELGIUM** BRAZIL **CAMBODIA** CANADA **CHILE** CHINA **COLOMBIA** COSTA RICA CROATIA **CZECH REPUBLIC** DENMARK **DOMINICAN REPUBLIC** ECUADOR **EGYPT** FINLAND **FRANCE** GERMANY **GREECE** HONG KONG **HUNGARY** INDIA **INDONESIA** IRAN **IRAQ** IRELAND **ISRAEL** ITALY **JAPAN** JORDAN **KAZAKHSTAN** KUWAIT **LEBANON** MALAYSIA **MEXICO** MOROCCO **NETHERLANDS** NEW ZEALAND **NIGERIA** NORWAY **PAKISTAN** PERU **PHILIPPINES** POLAND **PORTUGAL** REPUBLIC OF KOREA **ROMANIA** RUSSIA **SAUDI ARABIA** SINGAPORE **SOUTH AFRICA** SPAIN **SWEDEN** SWITZERLAND **TAIWAN** THAILAND **TURKEY** UKRAINE **UNITED ARAB EMIRATES** UNITED KINGDOM **UNITED STATES OF AMERICA** VENEZUELA **VIETNAM**

## Schedule

An Ipsos Global Mobile Omnibus wave can be run any business day.

| Questions Received<br>(by Noon ET) | Survey to Field<br>(Add one day when translation is required) | Data Delivery<br>(by 4 pm ET) |
|------------------------------------|---------------------------------------------------------------|-------------------------------|
| Monday                             | Wednesday                                                     | Friday                        |
| Tuesday                            | Thursday                                                      | Monday                        |
| Wednesday                          | Friday                                                        | Tuesday                       |
| Thursday                           | Monday                                                        | Wednesday                     |
| Friday                             | Tuesday                                                       | Thursday                      |

To request complimentary access to this study, or to learn more about Ipsos Global Mobile Omnibus, please contact us.

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