

YOUR
IN-THE-KNOW
GUIDE TO
EVERYTHING
YOUTH CULTURE

FOR A GOOD TIME... **EXCERPT**

YPULSE QUARTERLY



Understanding youth culture, lifestyle, trends plus more to keep you in-the-know:

Identifying the relevant and noteworthy in the lives of Millennials & teens

Understanding the **WHY** behind the **WHAT**

Exploring the up-and-coming trends to know

Examining quantitative and qualitative research to see the full picture

Creating a starting point for ideation and effective Millennial & teen engagement



METHODOLOGY

Ypulse collects data and insights from the following sources:

Nationally representative online survey distributed each month among 1000 13-33-year-olds

Additional quarterly trend survey of 1000 13-33-year-olds

Panels, online communities, and focus groups add color and context to the data

Ongoing desk research to stay up-to-date with current and future trends

**OUR
PROPRIETARY
COMMUNITY OF
MILLENNIALS
& TEENS**



FULL REPORT TABLE OF CONTENTS

Next Level Fandom (Revisited) p. 5

Participation in fandoms has increased among Millennials and teens, and their influence is only growing.

Less Is More p. 37

More Millennials are feeling overwhelmed and distracted, and their purchasing behavior is shifting to match their rising minimalist mood.

For a Good Time... p.59

Looking into their partying and drinking behaviors, we'll define what Millennials consider a good night out (or in).

Trends To Watch p. 76

Trends We're Tracking p. 78

Implications For You p. 80

We've embedded relevant content throughout!

Click these icons to access related sites and media:



[CLICK HERE TO DOWNLOAD FULL DATA FILE](#)



FOR PRIVATE
EVENTS

**FOR A
GOOD
TIME...**

FOR A GOOD TIME...

Millennials are choosing the couch or café over a night at the club. Partying hard has been a hallmark of youth for generations, but Millennials are less intent on pushing boundaries than they are living in the Netflix and chill zone. Understanding what young adults consider a good time means changing the assumption that they are drinking (and posting about it) to excess. How is the foodie generation redefining the average night out?

[CLICK HERE TO DOWNLOAD FULL DATA FILE](#)



THE WHY BEHIND THE WHAT

THE FALL OF FOMO

FOMO—fear of missing out—became a part of the Millennial lexicon as social media took its rise, taunting young adults with images and videos of everything they weren't doing. Fast forward to the current state of social media, where an entire night out can be experienced in the course of one Snapchat Story, and most take the *epic times* depicted with a grain of salt. Between feeling clued in from their feeds and recognizing the bolstered nature of those perfect shots, the kids are all right to not join in sometimes.

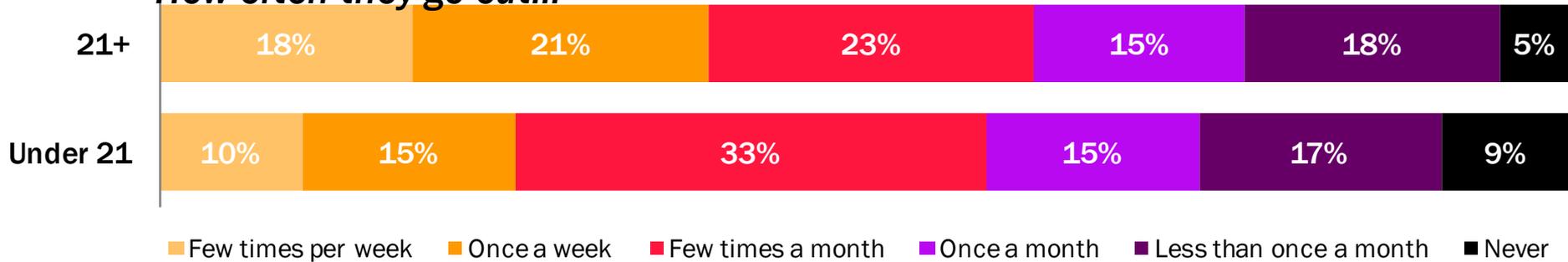
STREAMING CYCLE

From live-streaming apps to full season releases on Netflix, everything from watching others sleep to the latest scripted drama is available to Millennials and teens—and on a 5-inch smartphone with desktop-quality display at that. Screens are rising in dominance for their attention and offer a world that has begun to rival the need for being out in the real one all the time.



The majority of Millennials [61%] are going out to restaurants, bars, clubs, parties, or events at least a few times per month.

How often they go out...



On average, they spend **\$61** during a night out

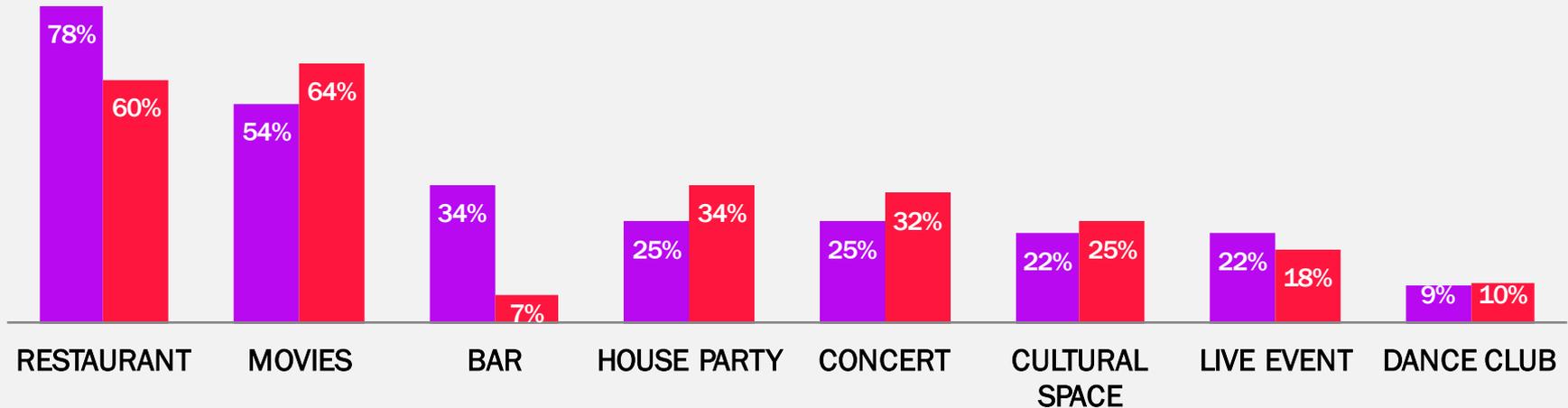
Males spend **\$81** | Females spend **\$39**



[CLICK HERE TO DOWNLOAD FULL DATA FILE](#)

WHERE THEY WOULD PREFER TO GO OUT

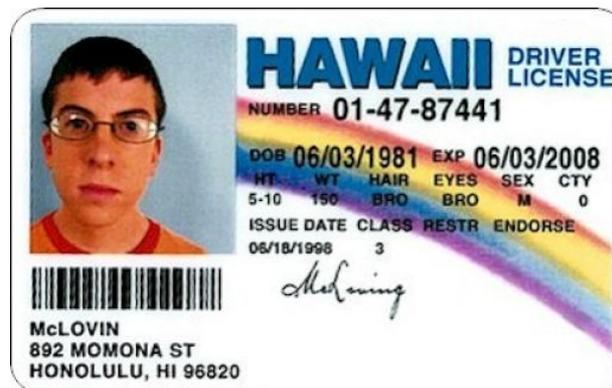
■ 21 and Over ■ Under 21



Bars and night clubs don't hold the same appeal in real life as they do in movies or popular music. Millennials and teens largely favor more relaxed and group-oriented settings during a night out. Regardless, some who are underage are still curious about the scene...

20%

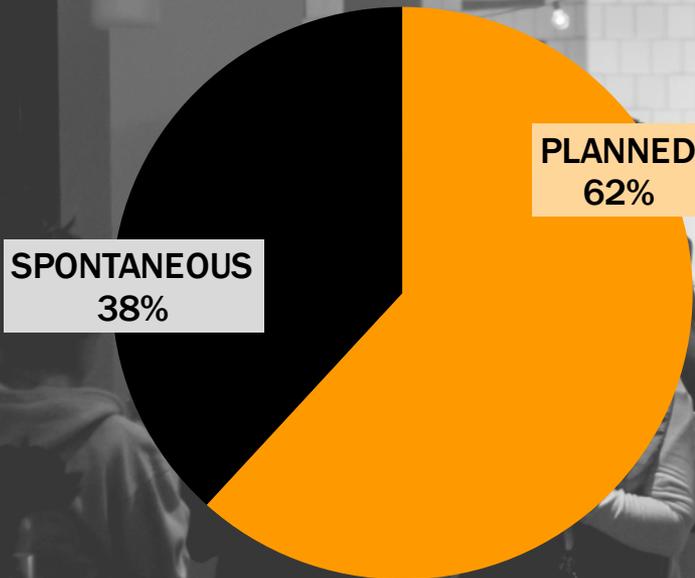
of those under 21
say they have gotten
into a bar underage



15%

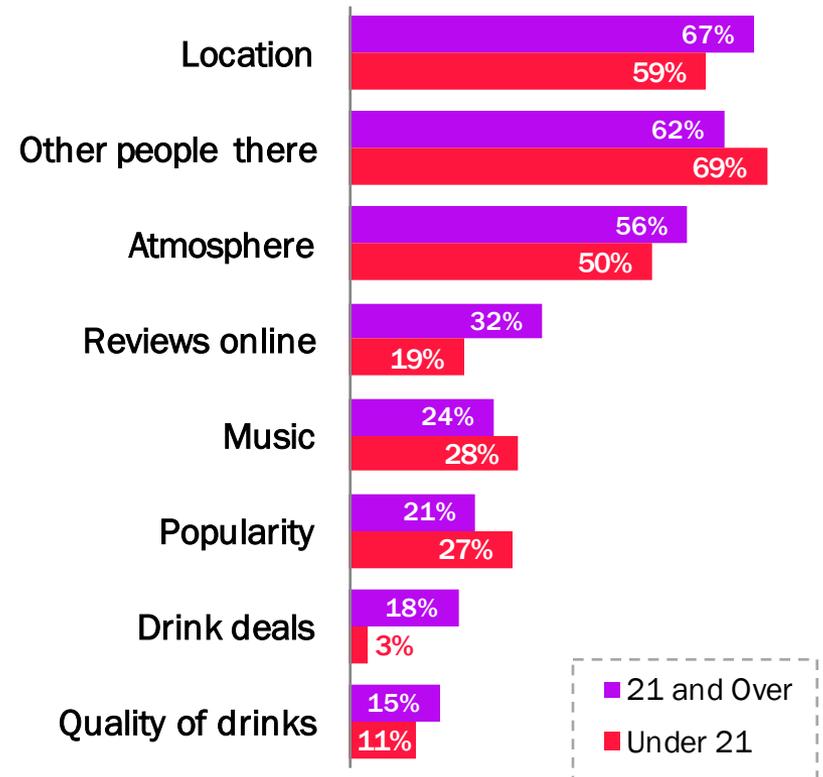
of those under 21
say they currently
have a fake ID

Going out is usually...



The majority of Millennials over age 21 decide where to go based on the location, the people, and the atmosphere, making it more about ease of access and the vibe than about products or promotions.

DECIDING FACTORS WHEN GOING OUT



A photograph of a person sleeping in a bed with white linens. The room features a wooden headboard and a skylight in the ceiling. A large purple circle is overlaid on the right side of the image, containing white text.

72%

of Millennials and
teens would rather
stay in on the
weekends than
go out at night

On a Saturday night,
**52% would rather
Netflix and chill**
than go out with others

60% of Females | 44% of Males

“*I'd celebrate my best friend's
birthday with Netflix, cake,
food, and alcohol.*”

—Female, 26, NY



EMBRACING THE NIGHT (IN)

With almost **82 million video views** and counting, Alessia Cara's hit single "Here" was an anthem of 2015 for Millennials and teens, giving a voice to those who would rather stay home with friends than go out and party. Just 18-years-old when the song was released, Alessia is part of a movement forwarded by artists like Lorde and Raury who are using their teen perspective to shed light on the **new normal for social interactions.**

"This is the first song I've heard in a while that is singing about the opposite thing every other song is singing about; drugs, girls, guys, sex, partying... And it is just as catchy as every other song out there except with a much stronger message. Thumbs up and fingers crossed for more music like this, please."

YouTube Commenter on Alessia Cara's "Here"

"It's kind of a miracle, in that it's a pop song about being a total loner in a landscape of pop songs that all seem to have the aggressive goal of getting you to participate in the soiree."

Rookie Mag on Alessia Cara's "Here"

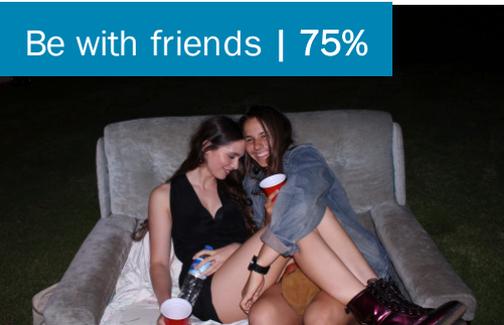


On a night out,
86% would rather
hang out with people they know
than meet new people

#nonewfriends

They go out to...

Be with friends | 75%



Have fun | 74%



Get out of the house | 65%



Eat good food | 55%



Socialize | 46%



Drink alcohol | 20%

21+: 25%
Under 21: 11%

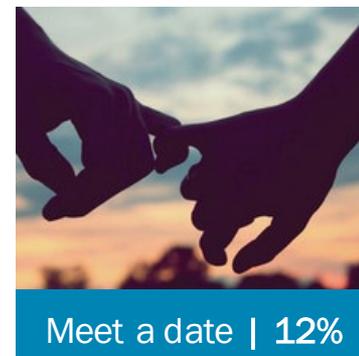


Document it | 13%

21+: 10%
Under 21: 17%



Meet a date | 12%



21+: 5%
Under 21: 11%

Post it online | 7%



A GOOD NIGHT OUT IS MORE ABOUT...

Food is beginning to take the place of drinking among the foodie generation, who is more excited about getting good grub than getting turnt.

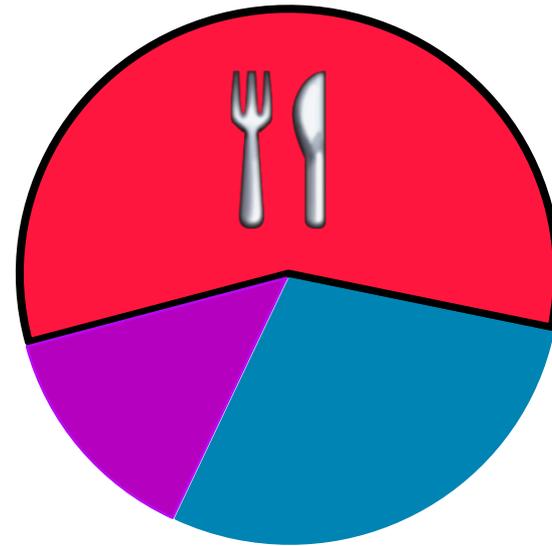
63% of those 21 and older usually go out to eat good food compared to 25% who go out to drink alcohol, and 72% of Millennials and teens overall would prefer to go out to a restaurant, which is more than anywhere else.

FOOD
57%

MUSIC
29%

DRINKS
14%

DEFINING A GOOD NIGHT OUT



34%

meet up with others for dinner or snacks before going out



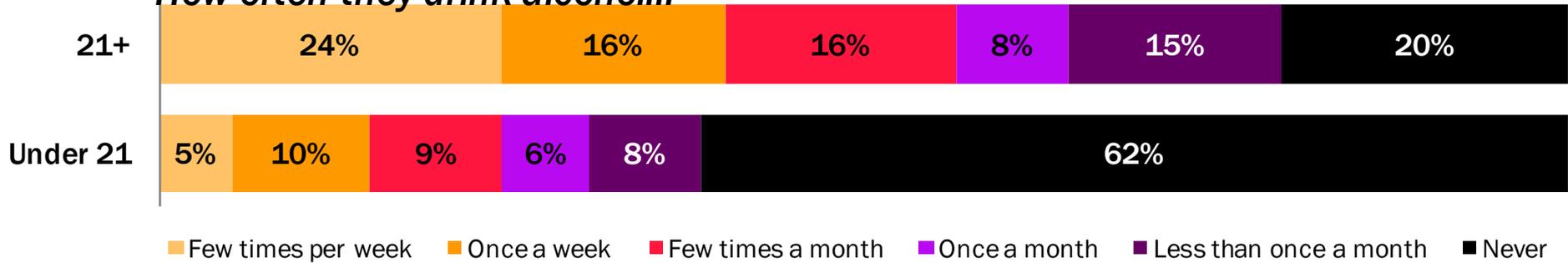
6 in 10

say live music events must also have good food



Risk-behaviors like smoking, drinking, and having sex are at an all time low among young adults, but don't count their alcohol preferences out completely — this generation still drinks, just in lesser quantities than before and with more specific tastes in mind.

How often they drink alcohol...



83%

monitor how much alcohol they drink when they go out

59%

are drinking less alcohol each time they go out than they were a year ago

34%

have cut out alcohol for a certain period of time, like "Dry January"

AVERAGE NO. OF DRINKS ON A NIGHT OUT: 3

TOP 5 GO-TO DRINKS [21+]

	MALES		FEMALES
Craft Beer	25%	Custom Cocktail	13%
Light Beer	15%	Craft Beer	11%
Rum and Coke	10%	Light Beer	9%
Custom Cocktail	6%	Rum and Coke	7%
Dark Beer	5%	Margarita	6%

Craft beer has become almost one fifth of the overall U.S. market, bringing eclectic tastes and interesting brand stories to the table. Nothing is more personal than a home brew variety, and this movement for authenticity comes with the assumption that higher quality follows. Young consumers are also influencing the wine industry, forcing it to shift from pretense to accessibility and adventure. Meanwhile, bourbon and whiskey have seen boosts in consumption for sweeter tastes that appeal to the Millennial palate.

only 35%

of Millennials 21+ say they have blacked out from drinking

19%

of those under 21 say they've blacked out from drinking

51%

sometimes, often, or always document their experiences from going out on social media

WHERE THEY POST ABOUT A NIGHT OUT

UNDER 21

21+



42%



40%



38%



15%



11%



76%



41%



27%



17%



8%

62%

recap a night out with friends the next day in messaging apps

60%

post photos of day events or nights out on social media

39%

post videos of day events or nights out on social media

39%

check in to locations when they go out

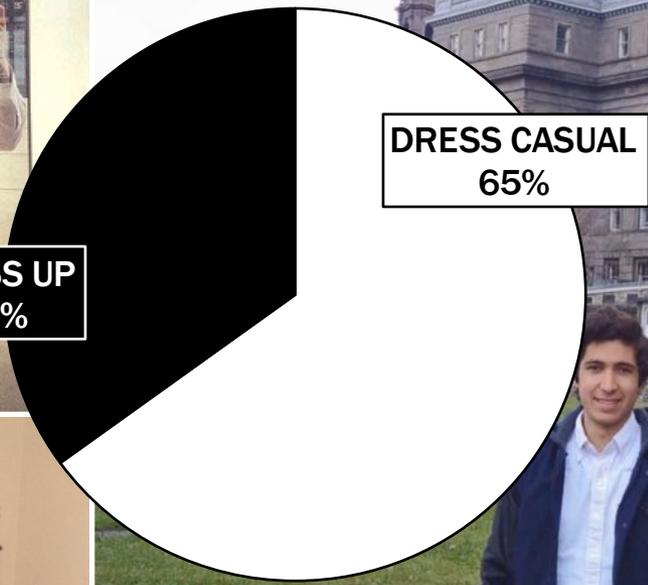
[CLICK HERE TO DOWNLOAD FULL DATA FILE](#)



✘ 28% have deleted an embarrassing photo or post from the internet after a night out

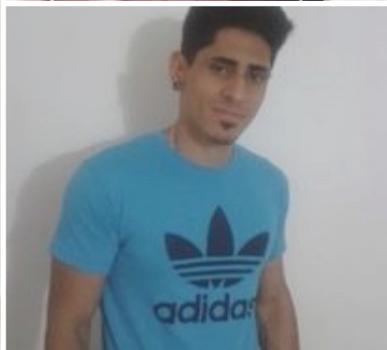
On a night out they usually...

OUTFIT UPLOADS FROM OUR COMMUNITY



DRESS UP
35%

DRESS CASUAL
65%



78%

of Millennials and
teens would go to a
brand-sponsored
event

1 in 3

expect brands to
host events for
them and their
friends

47%

have been to
one before

73%

expect free gifts,
music, food, and
other perks



FOR A GOOD TIME...

- + Millennials go out regularly, but would rather stay in more often
- + Eating is replacing drinking as their ideal activity when going out
- + Craft beer, light beer, and custom cocktails win as go-to drinks
- + There is a desire for brands to host events for them and friends

[CLICK HERE TO DOWNLOAD FULL DATA FILE](#)



A pair of hands is shown from a top-down perspective, gently cupping a small green seedling with two leaves. The hands are positioned in the center of the frame. A large, solid black circle is superimposed over the hands and the seedling. Inside this circle, the words "IMPLICATIONS", "FOR", and "YOU" are written in a clean, white, sans-serif font, stacked vertically and centered.

**IMPLICATIONS
FOR
YOU**



IMPLICATIONS FOR YOU

1

The typical night out for young adults is more casual than you think, and often involves more food than alcoholic drinks. If you're focusing on booze over bites, you might lose them.

2

Millennials and teens are not only open to brand-sponsored events—they expect them. Making activations accessible, group-oriented, and livened with a familiar yet exciting atmosphere will have them signing up.



YOUR
IN-THE-KNOW
GUIDE TO
EVERYTHING
YOUTH CULTURE

FOR A GOOD TIME... **EXCERPT**