THE NEW MAINSTREAM
WHO ARE MILLENNIALS?

- All the same
- Digital addicts
- All pessimistic for the future
- No longer care about consumer brands
- Less reliant on heritage Media brands in the face of 'self-curation'
METHODOLOGY

We challenged these assumptions with a study of over 2,000 18-34 year olds across the country about what it means to be a young person today.
6 KEY THEMES

EXISTING IN THE MAINSTREAM

CREDIBILITY & ‘SOFT’ AUTHORITY

DAILY DISCOVERY

THE SENSIBLE LIFE

REDEFINING CAREER

THE PHYSICALITY OF COMMUNITY
6 DIVERSE AND DISTINCT SEGMENTS

- Hashtag Heroes: 11%
- Responsible Rebels: 10%
- Urban Optimists: 18%
- Troubled Traditionalists: 23%
- Crowdsourcing Consumers: 22%
- Sofa Surfers: 16%
MAINSTREAM HAS BEEN REDEFINED
# Mainstream Has Been Redefined

## The New Mainstream

<table>
<thead>
<tr>
<th>Category</th>
<th>I Consider Myself Part of the Mainstream</th>
<th>I Consider Myself to be Outside of the Mainstream</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Representative</td>
<td>60%</td>
<td>13%</td>
</tr>
<tr>
<td>Hashtag Heroes</td>
<td>55%</td>
<td>22%</td>
</tr>
<tr>
<td>Responsible Rebels</td>
<td>60%</td>
<td>13%</td>
</tr>
<tr>
<td>Urban Optimists</td>
<td>67%</td>
<td>11%</td>
</tr>
<tr>
<td>Troubled Traditionalist</td>
<td>51%</td>
<td>17%</td>
</tr>
<tr>
<td>Sofa Surfers</td>
<td>50%</td>
<td>22%</td>
</tr>
<tr>
<td>Crowdsourcing Consumers</td>
<td>66%</td>
<td>15%</td>
</tr>
</tbody>
</table>

![Image](image.png)
KEY PASSION AREAS

- MUSIC
- TV & FILM
- FASHION
- BEAUTY
- TECHNOLOGY
- SOCIALISING
- EATING OUT
- LIVE MUSIC
- HEALTH & FITNESS
CROWDSOURCING CONSUMERS

SOCIALISING IS THEIR GLUE

THE NEW MAINSTREAM
"MY MAINSTREAM"

- HIP-HOP
- GRIME
- R&B
- FESTIVAL ANTHEMS
- ELECTRO

THE NEW MAINSTREAM
CO-EXISTENCE IS PART OF LIFE
FILM & TV IS THE MOST DISCOVERED

Q41 For the following areas of life please are you able to indicate using the sliders, how much you would tend to discover new things and how much you would tend to stick to what you know.

Base: Nat Rep (1,000), Responsible Rebels (407), Urban Optimists (632), Troubled Traditionalists (505), Thrifter Drifters (308), Digital Social Warriors (272), The Interest Frees (376)

THE NEW MAINSTREAM
I always stick with what I know

Q41: For the following areas of life please are you able to indicate using the sliders, how much you would tend to discover brand new things and how much you would tend to stick to what you know.

Base: Nat Rep (1,000), Responsible Rebels (407), Urban Optimists (632), Troubled Traditionalists (505), Thrifter Drifters (308), Digital Social Warriors (272), The Interest Frees (376)
ALGORITHMS ARE GOOD

THE NEW MAINSTREAM

LIKE IT
- HASHTAG HEROES: 63%
- RESPONSIBLE REBELS: 81%
- URBAN OPTIMISTS: 81%
- TROUBLED TRADITIONALIST: 60%
- CROWDSOURCING CONSUMERS: 70%
- SOFA SURFERS: 52%

DISLIKE IT
- NATIONAL REPRESENTATIVE: 13%
- HASHTAG HEROES: 17%
- RESPONSIBLE REBELS: 10%
- URBAN OPTIMISTS: 7%
- TROUBLED TRADITIONALIST: 17%
- SOFA SURFERS: 17%
- CROWDSOURCING CONSUMERS: 7%
BUT NOT GOD

AUTHORITY AND CREDIBILITY ARE IMPORTANT
NO ONE MEDIA OWNER OR VOICE CAN CREDIBLY CLAIM TO OWN THIS AUDIENCE
THEY CRAVE STRUCTURE
What are the most important things to right now?

Q16A Which of these are important in your life rights now?
Base: Nat Rep (1,000)

- **FAMILY** 67%
- **FINANCIAL SECURITY** 49%
- **FRIENDS** 48%
- **CONSIDER SELVES GOOD PEOPLE** 48%
- **CAREER** 41%
- **EVENTS** 41%
- **LOOKING GOOD** 35%
- **LONG TERM RELATIONSHIP** 35%
- **PERCEIVED AS GOOD PEOPLE** 28%
- **ABLE TO AFFORD BRANDS I WANT TO BUY** 26%
- **CONSIDER SELF A SUCCESS** 26%
THEY DEFINE THEMSELVES BY “CAREER”

“I work as a bouncer ... ... my career is a football coach”

“I’m a talent spotter. It isn’t my job, it’s my life...”

“Working for Vodafone pays the bills... ... But my career is music. I’ve set up my own label”
PASSIONS FUEL THIS CAREER DEFINITION

- MUSIC
- TV & FILM
- FASHION
- BEAUTY
- TECHNOLOGY
- EATING OUT
- LIVE MUSIC
- HEALTH & FITNESS
THEY SEEK RELATABLE ROLE MODELS
THE NEW MAINSTREAM
THERE IS A CRAVING FOR INTERACTION IRL

"I think a ‘sense of community’ now just means does it feel safe. But it should be so much more than that... I think it’s important we start looking at how we can reinstate it and make it mean something more"
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differento/ogy

THE NEW MAINSTREAM

TI Media
COMING SOON
THE NEW MAINSTREAM
THE NEW MAINSTREAM
INVITATION TO SUBMIT QUESTIONS

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DON’T RUN AWAY JUST YET
THANKS FOR LISTENING

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