

Neustar Finds Buying Behavior Insights About Millennial Graduates

Jun 3, 2015

Data Reveals Millennial Graduates are More Likely to Purchase Hardcover Books and Expect to Be Homeowners Soon

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today published several non-intuitive insights about Millennial graduates, who now account for roughly one-third of the country's population. June is high season for graduations and prime time for hiring the newly independent generation. Neustar's integrated marketing solution – PlatformOne™ – provides marketers with the most accurate and complete data to engage with consumers and millennials, in particular.

Millennial grads are a complex group of consumers that fascinate and surprise marketers with their interests, behaviors and purchasing patterns. Neustar uncovered a few unexpected insights about recent millennial graduates and their preferences.

MEET THE GRADS >>

A MARKETER'S GUIDE TO UNDERSTANDING MILLENNIAL GRADS

Millennials are a complex group to understand and marketers are fascinated with cracking the code. After all, they do comprise the largest generational demographic in the U.S.¹ June has notoriously been dubbed 'college graduation' month and as these newly independent millennials embark on a new chapter in their lives, opportunities to build personalized dialogues with them exist not only for marketers but employers seeking to hire new college grads.



GET TO KNOW THESE MILLENNIAL GRADS

They may be just the consumer or potential employee you are seeking to engage with!



MORE NON-INTUITIVE INSIGHTS

A few of the millennial grads' beverage, food and leisure preferences



ASSUMPTIONS CAN ONLY GET YOU SO FAR

Really understanding your customers and letting them participate in your brands journey has never been more important.

KNOW YOUR AUDIENCE TO SERVE BETTER ADS

1. Employ your offline data to target customers on digital channels
2. Deliver a consistent message across every customer touch point
3. Increase your campaign reach without sacrificing relevance
4. Target accurately, relying on continuously verified customer data



METHODOLOGY

Neustar's PlatformOne™ utilizes data from over 4 billion consumer transactions every day, cross referenced against 15,000 online and offline attributes with anonymized data from 220M U.S. adults across 120M households. These attributes are derived from primary and secondary research sources that help describe customers in terms of household and lifestyle factors including demographics, purchase behaviors, lifestyle patterns, financial profiles and media consumption.

ABOUT NEUSTAR

Neustar, Inc. is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time.

SOURCE:
1. https://www.whitehouse.gov/sites/default/files/docs/millennials_report.pdf

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For example, 39 percent of millennial grads purchased a hardcover book and 7 percent purchased an audiobook over the last 12 months. Further data shows millennial grads are 10 percent more likely than the average U.S. household to purchase a hardcover book. Interestingly, 48 percent recently shopped at Home Depot® and 13 percent expect to buy their first home in the next year. In addition, millennial grads are 2 times more likely than the average U.S. household to purchase a first home over the next 12 months.

Intriguingly, 64 percent of millennial graduates shopped at Target® in the last 3 months and 15 percent selected Patron® as their tequila brand of choice. Neustar's non-intuitive insights about millennial graduates provide marketers with opportunities to cross-sell their products and optimize their advertising messages to resonate with this enigma generation.

“By 2017, Millennials are estimated to have more buying power than any other generation. They are a fiercely brand loyal generation and expect consistent and instant cross-channel and cross-platform experiences,” said Lisa Joy Rosner, CMO, Neustar. “As marketers, we look to this generation to inspire and shape our strategy and challenge how we interact, and delight these consumers,” she adds.

As brands go beyond assumptions about their target audience and begin to embrace varying consumer behaviors, they are able to build more relevant conversations with their customers and prospects.

Neustar's [PlatformOne™](#) provides marketers with a single, unbiased and accurate view of the consumer to help them engage more effectively with their audiences.

View the entire millennial grads infographic [here](#) and learn more about [Neustar's PlatformOne](#) marketing solution.

About Neustar

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