

November 10, 2016

## Daily Insight Article:

### 5 THINGS MILLENNIAL WOMEN DO MORE THAN MILLENNIAL MEN

WE COMPARE MALE AND FEMALE BEHAVIOR IN EVERY MONTHLY SURVEY—HERE ARE FIVE OF THE THINGS WE KNOW MILLENNIAL FEMALES ARE DOING MORE...

This Monday, [we compared](#) the social media behavior of young males and females, using our social media tracker to spotlight the platforms that each group is more likely to use and be active on. Though Instagram is a top-five used network among both 13-33-years-old males and females, females are far more likely to be using the platform. A gender researcher [claims that](#) females outnumber males on visual platforms because of the filters: “Instagram gives you the power to modify your appearance in a way that’s practically on par with makeup and other beauty products...Everyone wants to be the most beautiful girl in the room. Instagram provides a platform where you can enter that competition every day.”

We compare Millennial and teen males and females’ behavior in every survey, and while this generation might be known for their [gender-blurring tendencies](#), there are of course major differences in their behavior beyond social media. For example, the kind of food trends they’re trying [differ by gender](#)—as illustrated by our own Ypulse research. About 42% of 13-33-year-olds consider themselves foodies, but females are more likely to try healthy trends like quinoa and spiralized veggies, while young males are more likely to try the crafts beer and beer bar trends. Today, we dipped into more of our monthly survey data to find five more things that Millennial females are doing more than Millennial males:

#### 1. Worry about money

In our recent look at young consumers’ [personal finances](#), we asked how 13-33-year-olds feel when they think about money, and females were far more likely to have negative emotions: 37% said they feel worried about money, compared to 18% of males, 39% said they feel overwhelmed compared to 20% of males, and 32% say they feel nervous, compared to 26% of males. Females were also less likely than males to say they feel knowledgeable and confident. Their more negative views are likely due to their higher debt and lower wages: *The Wall Street Journal* [reports that](#) the gender wage gap is a real saving limitation for Millennial women: the median personal income for men was \$10,300 higher than their female counterparts, and 54% of Millennial women report having to live paycheck-to-paycheck, compared to 43% of men.

#### 2. Shop at Target

Not surprisingly, males and females’ shopping habits tend to be a bit different. While [both name](#) Amazon as the top store they usually shop at, the similarities end there. Seven in ten young females say they usually shop at Target, compared to only 53% of males—females were also a bit more likely to shop at Walmart, dollar store, and Old Navy, the other top retailers in the list. Interestingly, however, males and females both named Target as their [favorite place to shop offline](#).

#### 3. Use an iPhone

Millennials and iPhones go together like bread and butter, right? Well, while over half of 13-33-year-olds overall [say they](#) currently have an iPhone, females are the leaders in iPhone ownership: 57% say they own an iPhone, compared to 49% of males. In fact, males' phone ownership is split nearly 50/50 between Android and iPhone. Millennial females' prioritization of tech aesthetics could be behind the disparity.

#### **4. Prioritize passion in career**

According to [research by ADP](#), while Millennials value freedom and autonomy in their careers, the youngest Millennials put "more of an emphasis on a search for meaning within their jobs than previous generations, who tended to look for meaning outside of work." Ypulse research has found that Millennials would rather have a career they are passionate about but doesn't earn them a lot of money than have a high earning career that they are not passionate about—but it turns out females especially prioritize career passion over paycheck. Seven in ten 18-33-year-old females [would choose](#) a career where they are very passionate about the work, but where they do not earn a lot of money, compared to 54% of males. We also found that females were more likely to say they wouldn't want to have a job they weren't passionate about, and that helping other people / making a difference is extremely/very important to them in their work.

#### **5. Get tattoos**

Like iPhones, tattoos fit right into the stereotypical picture of Millennials—[we found that](#) 20% of 18-33-year-olds (28% of 30-33-year-olds) are currently inked. But interestingly, females are more likely to be sporting body art: 26% say they currently have a tattoo, compared to 14% of males. Millennial females without a tattoo are also more likely than males to say they are interested in getting one, and that they think there is less of a stigma towards tattoos than there used to be.

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