

Mastering the Millennial Mindset of Today

A Post-Pandemic Deep Dive into
Millennial Attitudes and Behaviors

By Way of Introductions...



**Our story
begins
approximately
12 years ago**

TEGNA



But then the world changed.



IMAGE SOURCE: STOCK.ADOBE.COM



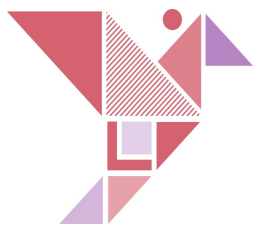
TEGNA



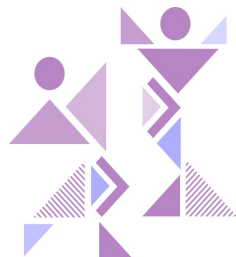
Confident Parents



Overachievers



Free Spirits



In-Store Moms

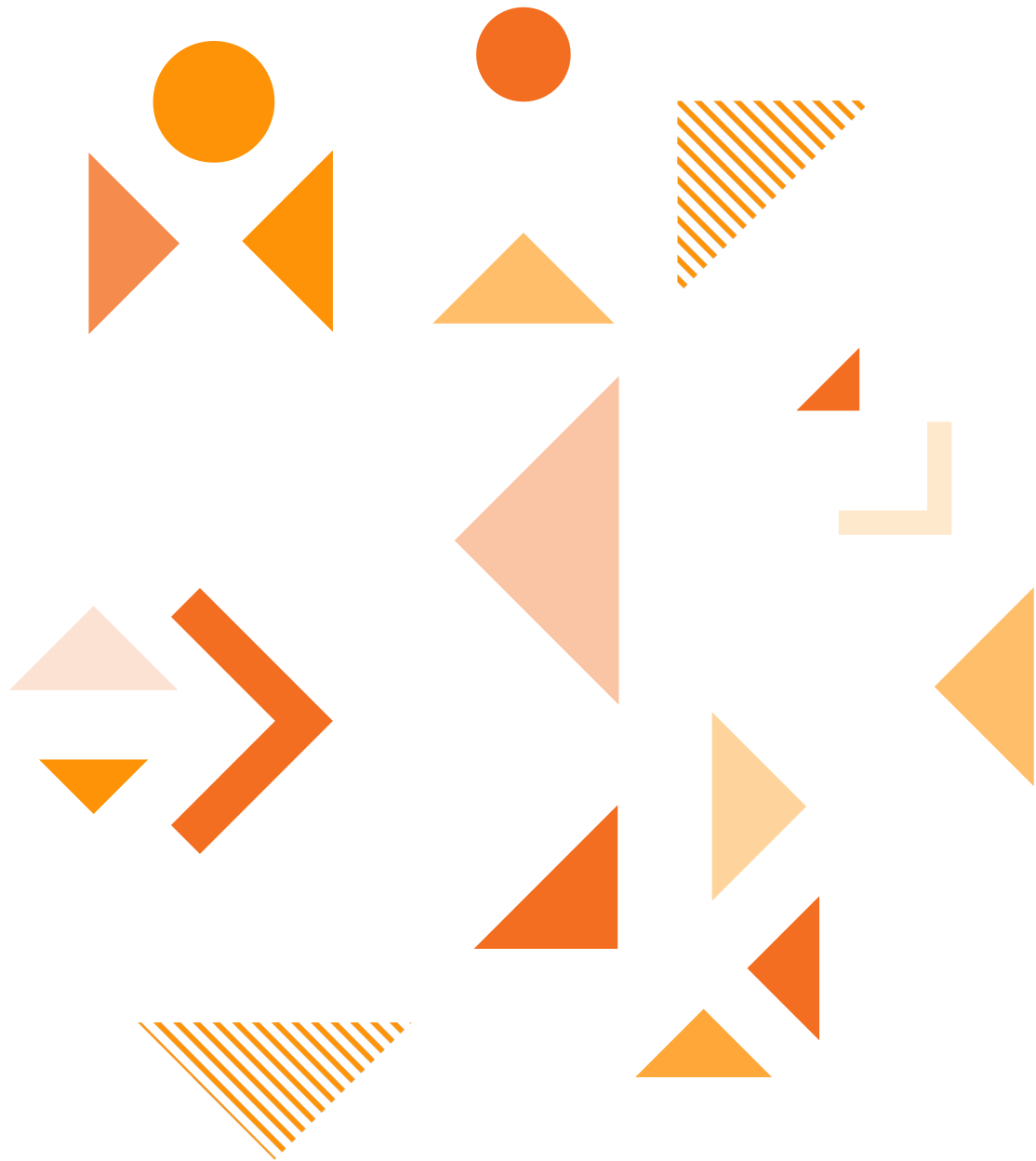


“All About Me”



Glass Half Empty

There's a better way to think about millennials



The Confident Parents

TEGNA



The Confident Parents



Employed



Moderate Income



**Living
Paycheck
to Paycheck**



Optimistic



Very Confident



**Married,
Domestic
Partner**

2022 PRIORITY



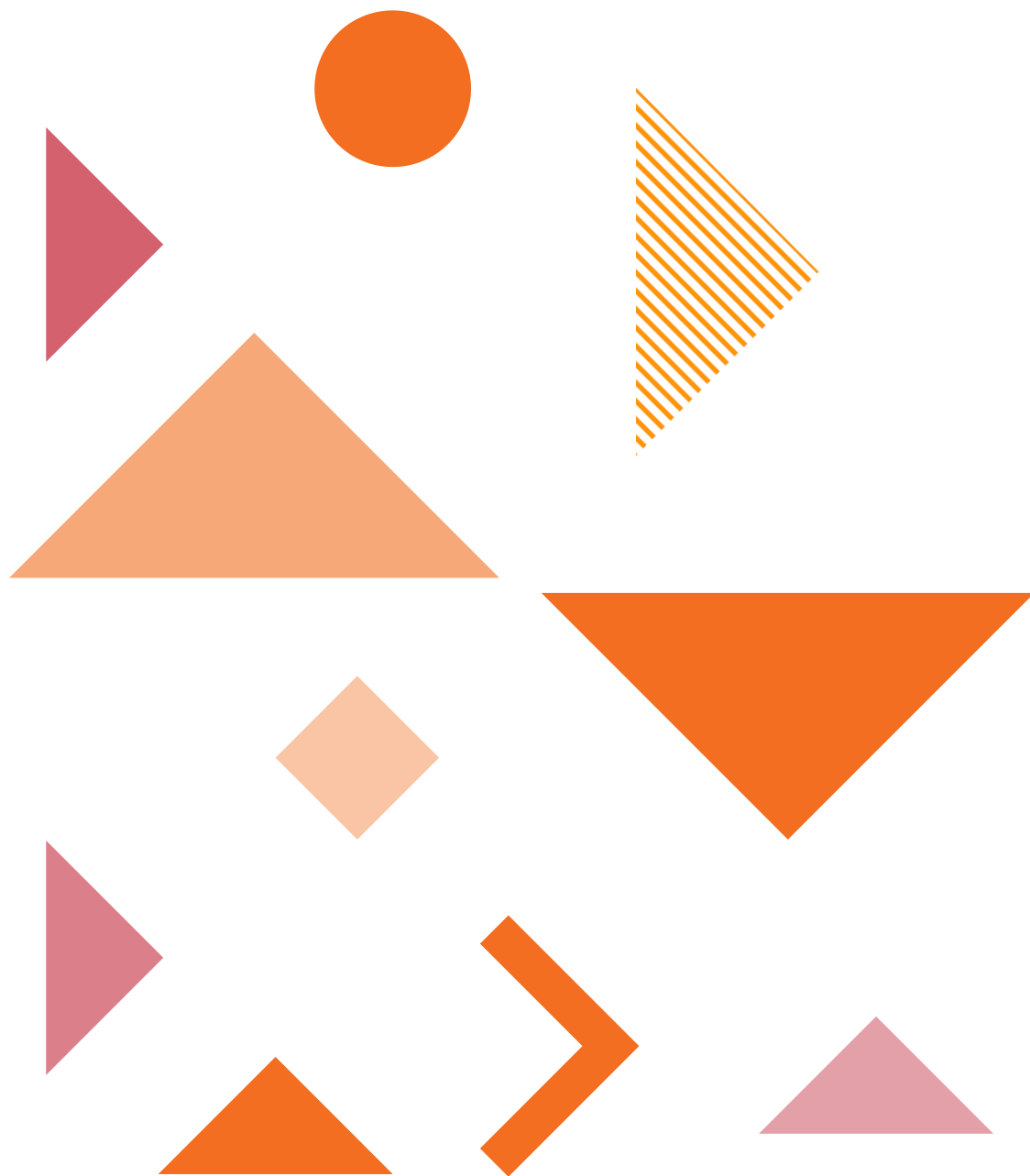
**Family, Career,
Mental Health**

HOBBY



**Movies, Local
Community**

TEGNA



The Overachievers

TEGNA



The Overachievers



Skews Male



Employed

Highest Income



Saving Money

Optimistic



Confident



Married

2022 PRIORITY



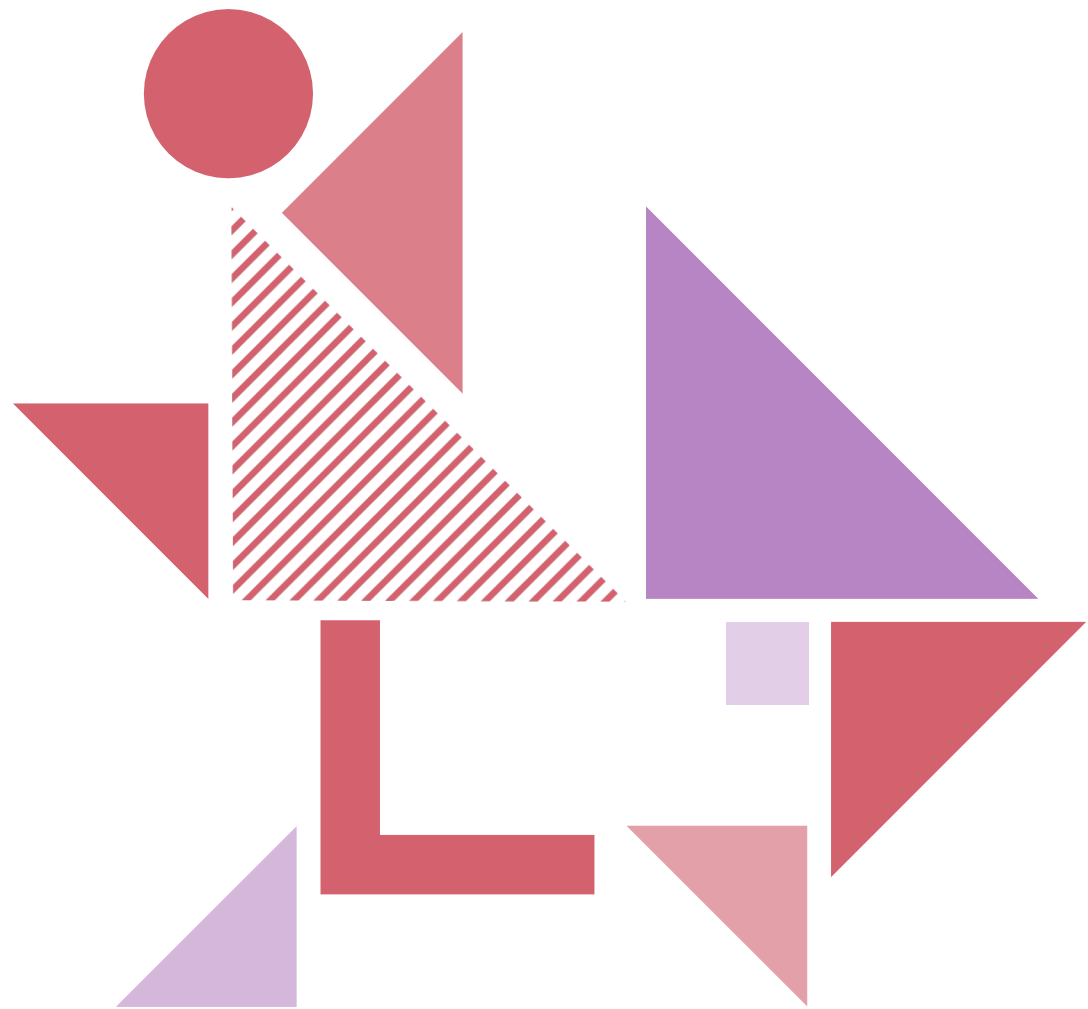
Family

HOBBIES



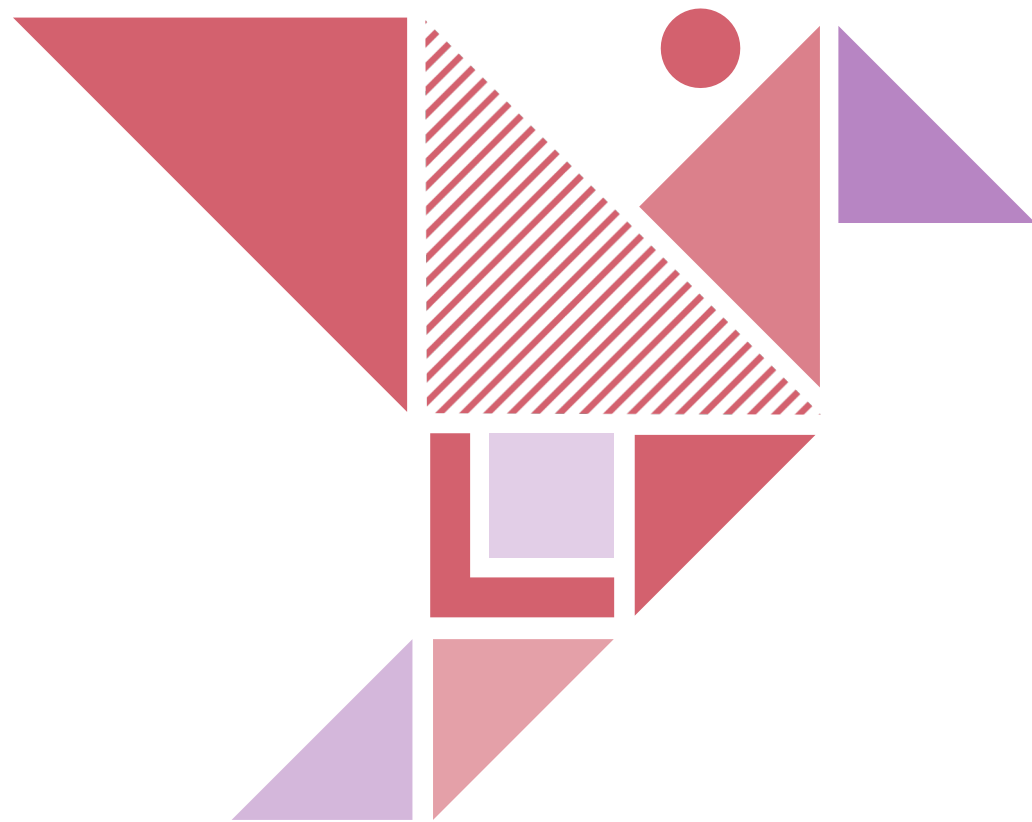
**Posting Videos/Pics
on Social Media,
Local Sports**

TEGNA



The Free Spirits

TEGNA



The Free Spirits



Evenly Split



Employed



Higher Income



Moderately Optimistic



Confident



Living
Paycheck
to Paycheck
or Saving



Married,
Domestic
Partner

2022 PRIORITY



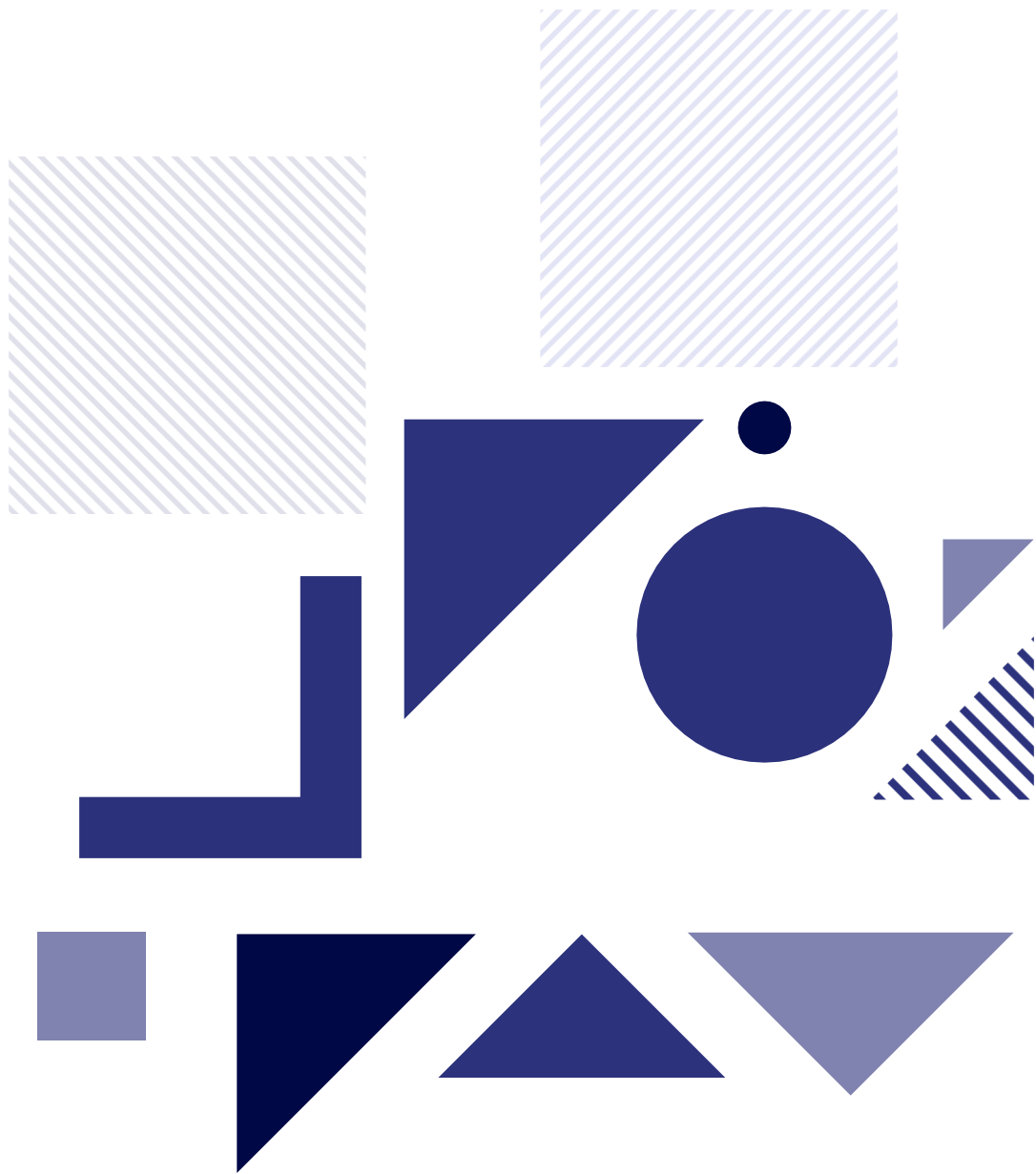
Mental
Health

HOBBIES



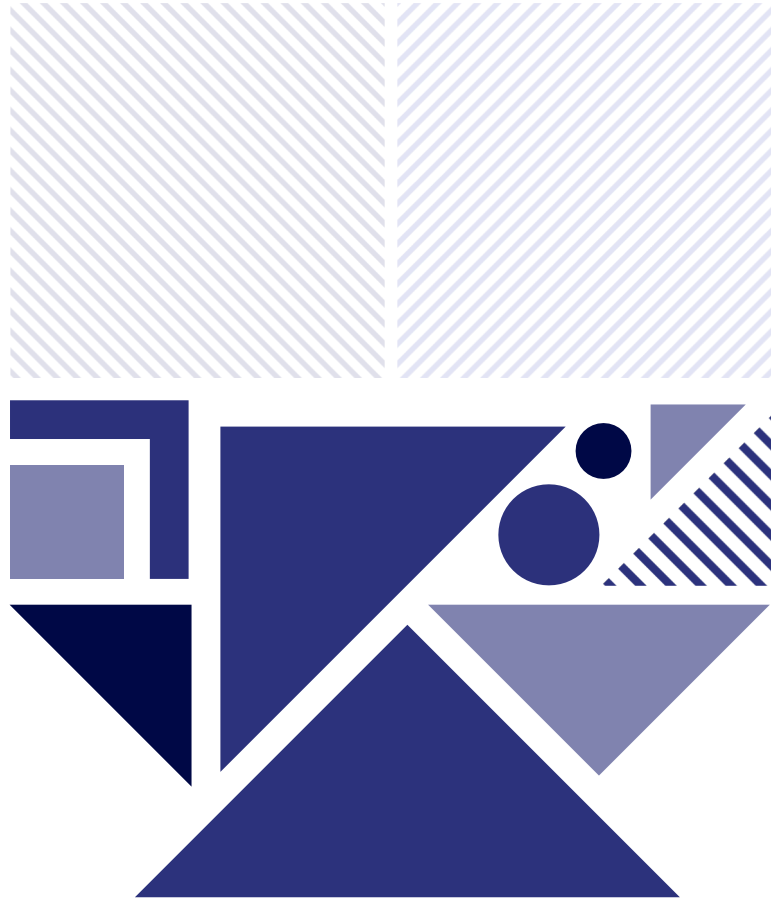
Cooking, Hosting
Parties, Wellness

TEGNA



The Glass Half Empty

TEGNA



The Glass Half Empty



Employed



Moderate Income



Least Optimistic



Least Confident



Going Further in Debt



Single and Open to Dating

2022 PRIORITY



Improve Mental Health

HOBBIES



Movies, Going Out with Friends, Self-Care

TEGNA



Reaching Millennials in the New Normal

TEGNA

Unpacking the Millennial Mindset: Common Denominators



**Age: Nothing
But a Number**



**Life is Local,
Local is Life**



**Optimism
Wins, but not
in a Landslide**



**Personalization
and Immediacy
Loom Large**



**TV News
Consumption
Lives Large**



Reaching Millennials in the New Digital Economy

As third-party cookies are phased out, first-party data has become the currency of the new digital economy.

Today, it's more important than ever for advertisers to work with audience-first publishers who utilize first-party audience solutions.



Thank you!



**Download the full TEGNA
Millennial White Paper**

Mastering the Millennial Mindset of Today

TEGNA Be in good
company.