



Millennials: Evolving Lives, Enduring Interests

Travel and media preferences reflect universal passions shaped by personal purpose

Fall 2025



The Big Picture

Millennials express who they are through where they travel and what they share



Millennials pursue experiential growth

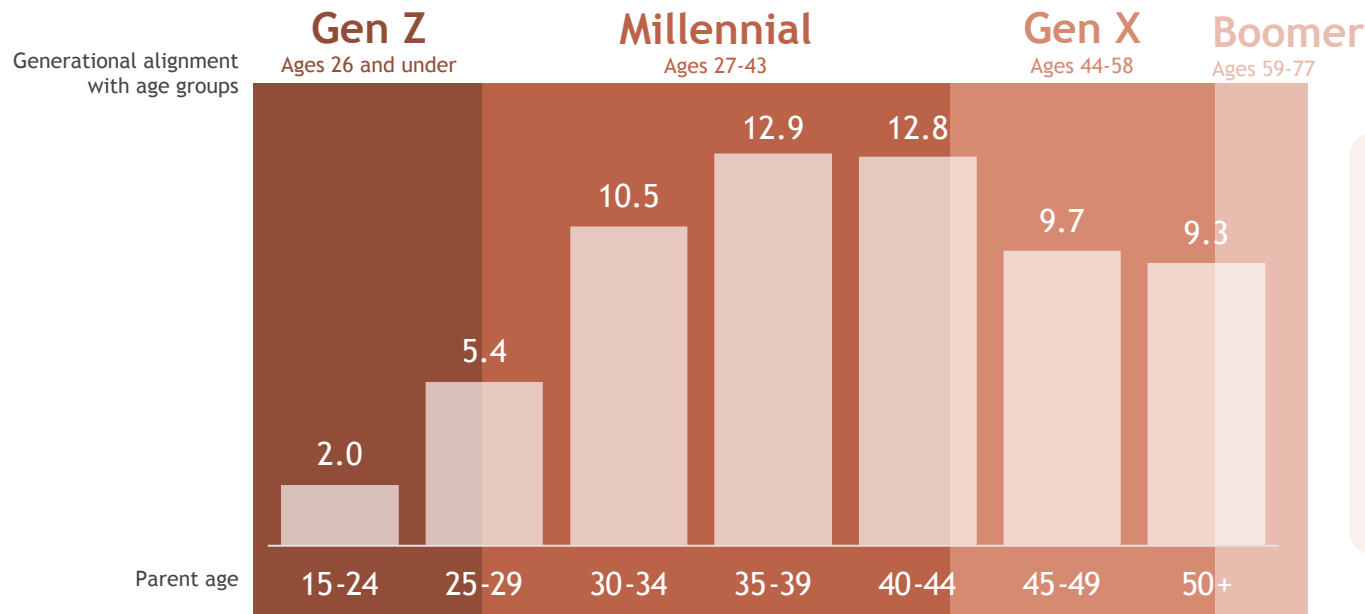
Travel and media are their vehicles to explore identity and expand their global perspective. They crave moments that feel real and connect them to something larger. Their curiosity and humor make them cultural translators, inviting brands to inspire exploration and understanding.

Millennial parents turn experience into legacy

As they raise children, Millennials turn to travel and media to share values and keep life open to play and discovery. They like to blend family and passions. Brands that help families explore with ease and meaning become part of how this generation passes culture forward.

Millennials are the core demographic of parents with kids under 18

Number of parents with children under 18 in the house, by parent age group, in millions (2023)



An estimated
37_{MM} Millennials
are parents of kids under
18, which is close to *half*
the generation (77.1MM).



Source: [U.S. Census Bureau, Current Population Survey, 2023 Annual Social and Economic Supplement. "America's Families and Living Arrangements: 2023", November 2023.](#)

Millennials are the first to decouple adulthood from parenthood, with many choosing to be child-free by choice

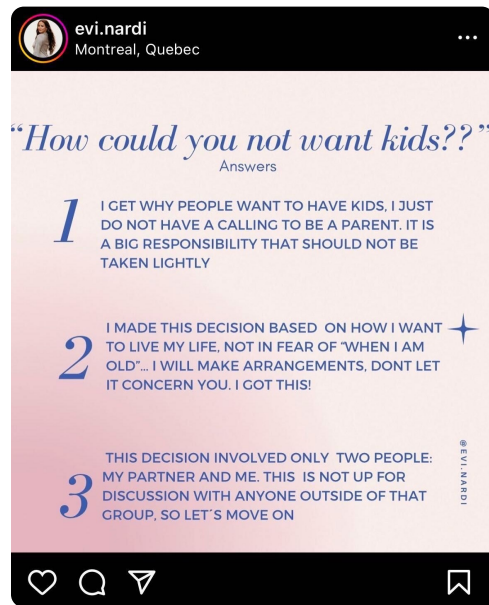
The sweet, sweet life of America's DINKs

Couples with two incomes and no kids are living it up like never before

Why Some Women Are Proudly Choosing A Child-Free Life

It can be liberating, yet stigmas persist. Here, how to cut through the noise with clarity and confidence to make the decision that's right for "you."

No kids, no problem—millennials break from tradition and embrace being child-free



@childfreebff

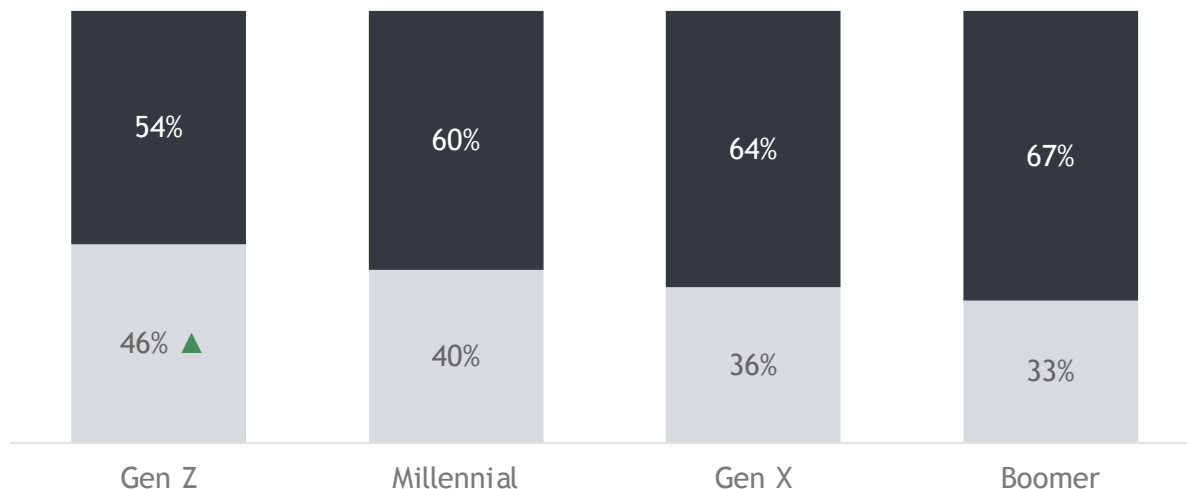


Source: [Fortune](#), [Women's Health](#), [Business Insider](#), Instagram @childfreebff

Millennial parents want to maintain their identity outside of being a parent

Most parents believe having children means a lifestyle change, but many younger parents want it all

- Once parents have children, their lifestyle must revolve around their kids
- Parents should not have to completely change their lifestyle to accommodate their children



There's an *emerging trend* among younger parents to maintain their own individual identity and interests outside of being a parent and integrate their personal passions seamlessly with family life.



Source: Collage Parents & Kids Survey, 2022
Forced choice

▲ ▼ indicates statistically significant difference ($p > 0.95$) over/under from all other generational segments or moms by racial/ethnic segment

Today's diverse Millennials prioritize culture and connection

53% of Millennials are parents & 46% are Multicultural

Millennial Group Traits

CONNECTION-SEEKING

Millennials are more expressive than other generations and use it as a tool for forging connections with others.



WORLDLY

Millennials welcome diversity, prioritize new experiences, and pride themselves in being knowledgeable of many cultures.



Parent Group Trait

CULTURE-KEEPERS

Parents are preservationists of values from one generation to the next. Their nostalgia motivates them to pass on the traditions of their heritage to their kids.



Source: ¹ Collage Group Cultural Traits Survey, January 2024 (18-78 population); weighted data

² [U.S. Census Bureau, Current Population Survey, 2022 Annual Social and Economic Supplement. Table A3. Parents with Coresident Children Under 18, November 12, 2022](#)

A person with long dark hair, seen from behind, is holding a smartphone up to take a photo of a wall covered in climbing vines. The scene is bathed in a warm, orange-red light. The person is wearing a light-colored long-sleeved shirt and a watch on their left wrist. The wall they are photographing has a decorative metal railing in front of it.

1

Travel is for Exploration and Expansion:

Millennials seek joy, culture, and family connection in every journey

2

Media is Connection:

Social media and gaming are how this cohort expresses individuality, share culture, and stay relevant

1

Travel is for Exploration and Expansion:

Millennials seek joy,
culture, and family
connection in every journey



Millennials' love for travel is driven by their Worldly Group Trait

Parents also value experiences, viewing travel as a tool to instill cultural awareness in their kids

71% ▲

of Millennials are

Experiential

and seek out new things
to do, try, see, etc.¹

Parents

76% ▲

Non-Parents

63%

Travel is Millennials'
#1 Passion Point



74% “like” or “love” traveling ²



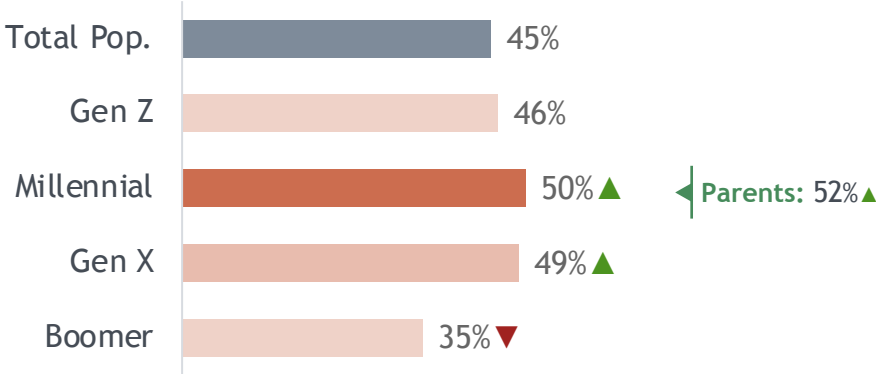
Source: ¹ Collage Cultural Traits Survey, December 2024, (13-79 population), weighted data, % agree, strongly agree
² Collage Passion Points Survey, April 2024, 13-78 respondents, weighted data, Single-select; %“I like it,” and “I love it”

▲ ▼ Significantly over/under Total Population. Confidence level 95%

COLLAGE CONFIDENTIAL

Cultivating a travel experience is a source of year-round joy for Millennials

I am always researching my next travel destination.¹



58% ▲ of Millennials say **most of their decisions in life are motivated by a desire for enjoyment or fun.** ²



Sources: ¹ Collage Passion Points Survey, April 2024 (13-78 respondents), weighted data; Single-select % agree, strongly agree

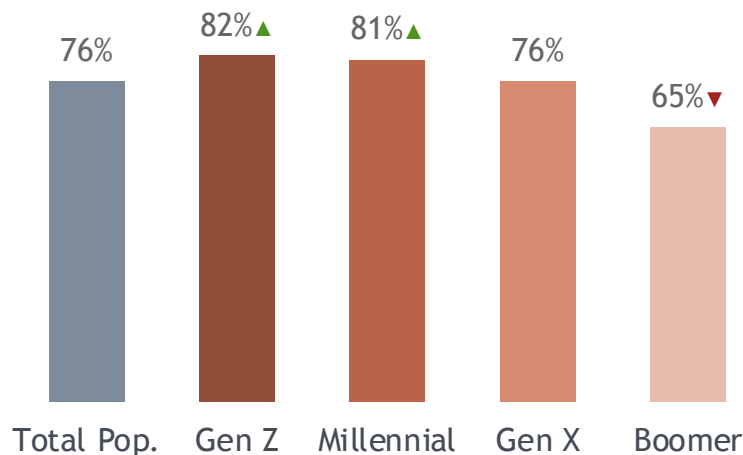
[@creditcardclaire on TikTok](#)

² Collage Cultural Traits Survey, December 2024, (13-79 population), weighted data, % agree, strongly agree

▲ ▼ Significantly over/under Total Population. Confidence level 95%

Millennials are Worldly, influenced to travel and immerse themselves in adventurous eating

% of each segment that say it's important to choose travel destinations based on the local food/cuisine: ¹



KarissaEats

@KarissaEats · 4.49M subscribers · 902 videos

Eating my way around the world! ...more

linktr.ee/karissaEats

Subscribe

49%▲ of Millennials
watch food content on
YouTube. ²



Sources: ¹ Collage Passion Points Survey, April 2024 (13-78 respondents), weighted data, Single select % somewhat important, very important

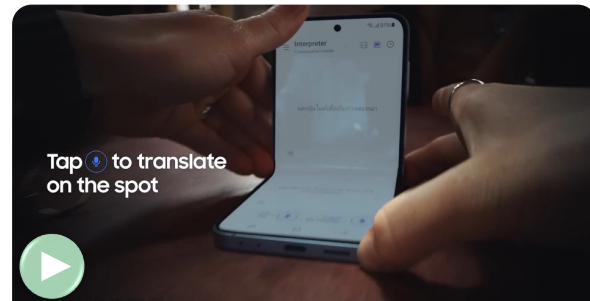
² Collage Media Survey, July 2025 (13-79 respondents), weighted data, Multiselect answer option

▲ ▼ Significantly over/under Total Population. Confidence level 95%

Besides food and relaxation, Millennials travel to step out of their comfort zone

Top 5 reasons Millennials like to travel:

		Total	Millennial
	To get a break and relax	65%	66%
	To experience the food	49%	54%▲
	To visit friends or family	50%	48%
	To experience a different geography/climate	44%	46%
	To get out of my comfort zone	35%	43%▲



Galaxy Z Flip6: Interpreter | Samsung

HALO EFFECTS

The ad and technology also speaks to Multicultural Americans who may have language barriers with family.



Source: Collage Passion Points Survey, April 2024 (13-78 respondents), weighted data

Multiselect

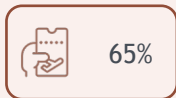
[Samsung on YouTube](#)

▲▼ Significantly over/under Total Population. Confidence level 95%

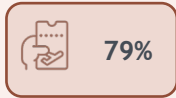
Millennial parents particularly enjoy the planning phase when traveling

I enjoy making my own arrangements for vacation rather than wanting someone else to make them. ¹

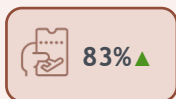
Gen Z



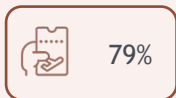
Millennial



Gen X



Boomer



Millennials and Gen Xers, largely parents, seek customizable, kid-friendly options.

52% of Millennial Parents of kids under 18 are taking trips/traveling with their kids this summer. ²

The New York Times

Bring the Kids Along

We take novel

The New York Times

Taking Off From School to Take In the World

Vacationing during the off-season has long been considered a cost-saving boon. But can families with school-aged children take advantage? Should they?

Traveling with kids this summer?
Parenting influencers weigh in on how to be prepared

Source: ¹ Collage Category Essentials Spring 2024 (18-78 respondents), weighted data; Forced choice ("I enjoy making my own arrangements for vacation" vs. "I prefer someone else makes the arrangements")

² Collage Parents & Kids Holidays & Occasions Survey, April 2024 (Parents of kids under 18), weighted data; Multiselect

▲ ▼ Significantly over/under Total Population. Confidence level 95%



Brands that empower Millennial parents to travel with their kids on their own terms will drive Fit

American Express appeals to Millennials' desire to vacation with kids

Worldly Millennials aren't going to give up their travel desires now that they have children. American Express's ad emphasizes how the brand accommodates families and helps create smooth travel experiences. The brand's travel perks help to foster **Relevance** and propel **Momentum** among these family-first generations.

95%

Brand Awareness for Millennials
+8pp category average



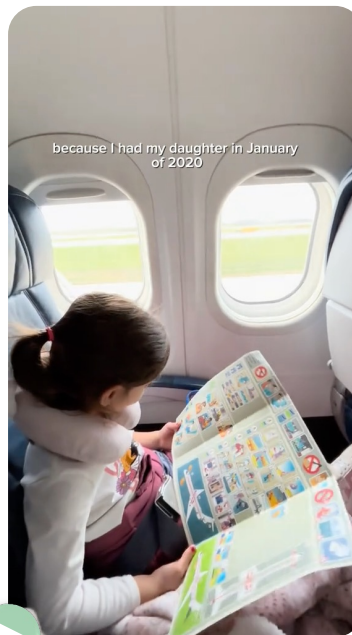
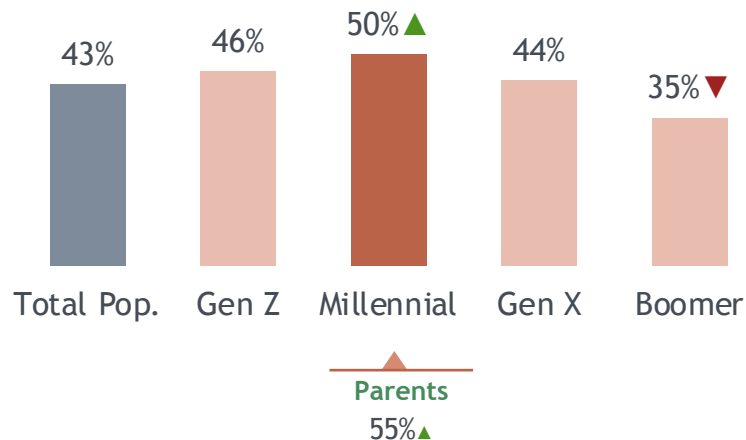
American Express, "Three's Company."



Source: [American Express, "Three's Company", February 5, 2024.](#)
[American Express CultureRate:Brand on fluen.ci](#)

Cultural travel remains a bucket list goal for many, especially Millennial parents who want to visit places connected to their cultural roots

Traveling to the places that are tied to my cultural heritage is important to me.¹



57% of Millennial Parents feel **responsible** for preserving the culture and traditions of their ancestors.²

Source: ¹Collage Passion Points Survey, April 2024 (13-78 respondents), weighted data
¹ Forced choice

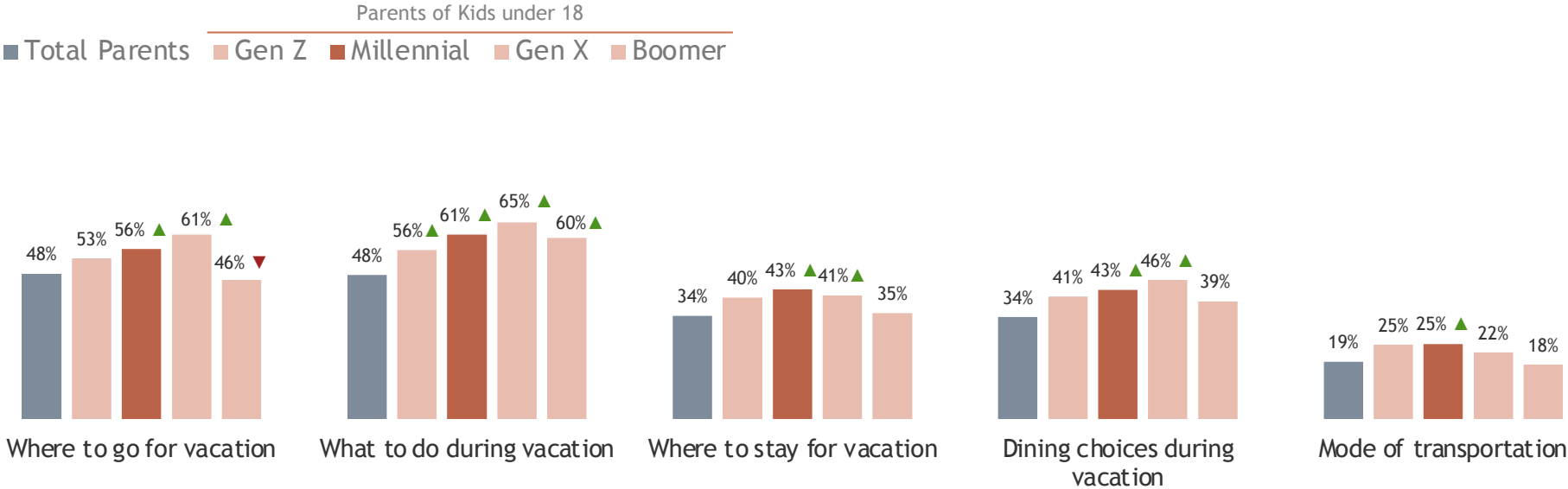
² Collage Cultural Traits Survey, December 2024 (18-79 population); weighted data
% agree, strongly agree

▲ ▼ Significantly over/under Total Population. Confidence level 95%



Millennials welcome their children’s input in vacation decision-making

To what extent do your kids influence your vacation decisions? My kid(s) have a say in _____



Millennial Parents lead interest in all-inclusive vacations and private vacation rentals, motivated by their parenting life stage

63% ▲

of Millennial Parents like the idea of going to **all-inclusive resorts** (i.e., food, accommodations, & entertainment costs included) for vacation.¹

Compared to 53% of Total Pop.

23% ▲

of Millennial Parents have booked or stayed in an **Airbnb, VRBO, or other homestay** over the past year.²

Compared to 16% of Total Pop.



Source: ¹ Collage Category Essentials Fall 2024 (18-78), weighted data, % agree, strongly agree

² Collage Category Essentials Spring 2024 (18-78), weighted data, Multiselect answer option

▲ ▼ Significantly over/under Total Population. Confidence level 95%

Speak to Millennials' individual vacation desires while accommodating their familial needs to cultivate Resonance

49%

Rising Brand Momentum for Millennials
+12pp category average

Airbnb acts on Millennials' need for personalized accommodations.

Millennials span various life stages, they travel with pets, kids, and/or friends. Airbnb's ads create **Real-Life Resonance**, showing the real experiences of Millennials' needs at differing stages of life. The ad voiceovers echo Millennials' varying specific desires to create Resonance. The brand's variety of homestays help to foster **Relevance** and propel **Momentum** among Millennials.



Real-Life Resonance

"If you're taking a trip with your friends, why pay for four hotel rooms to stay apart? When you could get one Airbnb and stay together."

Key Takeaways & Action Steps

KNOW THIS

Millennials are driven by enjoyable exploration.

Nearly three quarters say they seek new things to do, try, or see, and say they like or love traveling. Travel is their top passion point and a key expression of identity.

Millennials crave cultural immersion and adventure.

Over 80% say food influences destination choice, and nearly half travel to get out of their comfort zone. They use travel to experience the world through culture and cuisine.

Millennial Parents turn travel into connection and legacy.

More than half plan trips with their kids and say visiting places tied to cultural heritage is important. They want to explore the world without giving up their own fulfillment.

DO THIS

- Inspire them with **joyful, curiosity-driven storytelling**. Highlight travel as self-expansion and emotional renewal rather than status or luxury.
- Connect through **local authenticity and cultural depth**. Offer ways to explore destinations through food, community, and meaningful cultural exchange.
- Create **flexible, culture-rich family travel experiences**. Provide tools and services that simplify travel while nurturing discovery, joy, and shared values across generations.



2

Media is Connection:

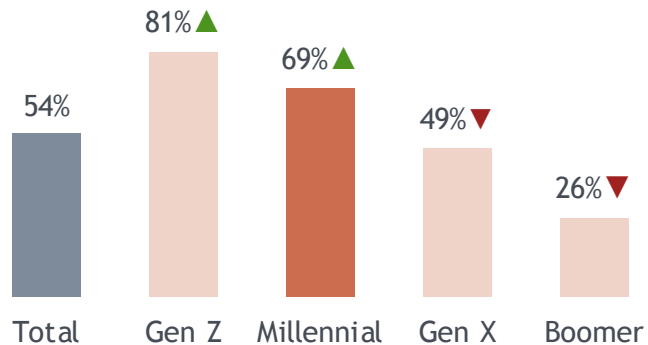
Social media and gaming are how this cohort expresses individuality, share culture, and stay relevant



Millennials follow influencers for learning new things (utility) and connection

Social media infotainment provides a constant stream of inspiration and vetted recommendations

Do you follow any influencers, celebrities, or other popular accounts on social media?¹



45%▲ of Millennials rely on social media influencers, creators, or celebrities for product recommendations.

Compared to 31% Total.³

Top 4 most important criteria for deciding whether to follow an influencer²

<i>They...</i>	Millennial
UTILITY Teach you new things (skills, ideas, etc.)	90%
CONNECTION Are passionate about the same things you are	88%
CONNECTION Talk about their personal life	74%▲
UTILITY Recommend products they use	75%▲



Source: Collage Media Survey, July 2025

¹ (13-79 respondents who use social media), weighted data; % yes

² (13-79 respondents who follow influencers, celebrities, or other popular accounts on social media), weighted data; % somewhat or very important, Single select grid

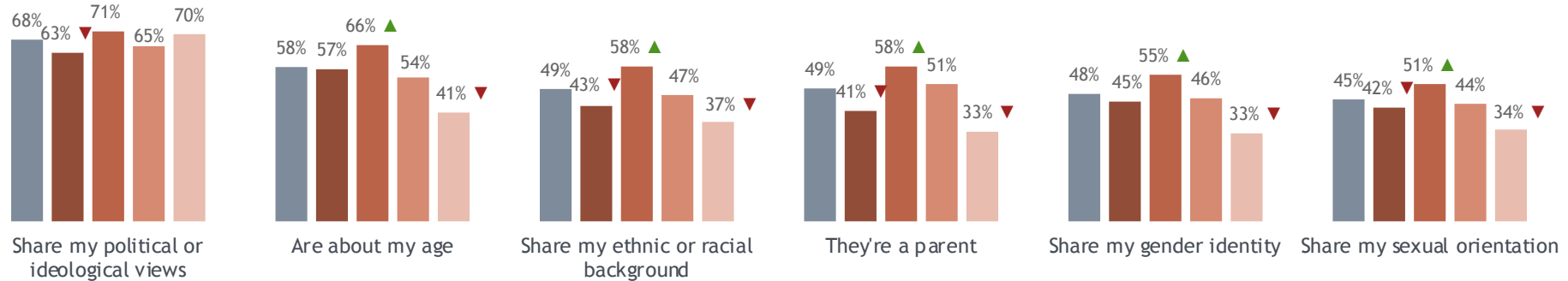
³ (13-79 respondents), weighted data; % agree

▲▼ Significantly over/under Total. Confidence level 95%

Millennials are Connection-Seekers, valuing creators with shared aspects of identity

How important are the following when you're deciding whether or not to follow an influencer, celebrity, or other popular account on social media? % somewhat or very important

■ Total ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Source: Collage Media Survey, July 2025 (13-79 respondents who follow influencers, celebrities, or other popular accounts on social media), weighted data
 % somewhat important, very important, Single select grid answer options
 ▲ ▼ Significantly over/under Total Population. Confidence level 95%

Millennial influencers connect through humor and honesty, decoding culture while defying generational expectations

Culture Decoders



66%▲ of Millennials say they embrace opportunities to share their ideas with others. Millennial influencers act as interpreters of culture, relationships, and identity. Their voice is modern enough to understand Gen Z's language but mature enough to contextualize it for older audiences.

Defiant Confessors



50%▲ of Millennials feel like they can't keep up with all that's expected of them. Millennial influencers redefine authenticity through vulnerability, openly rejecting traditional milestones or norms (marriage, kids, linear success) while modeling emotional honesty and self-acceptance.

Source: Collage Cultural Traits Survey, December 2024, (13-79 population), weighted data, % agree, strongly agree

▲ ▼ Significantly over/under Total Population. Confidence level 95%

[@gabbywindey on TikTok](#), [@tefitalks on TikTok](#)



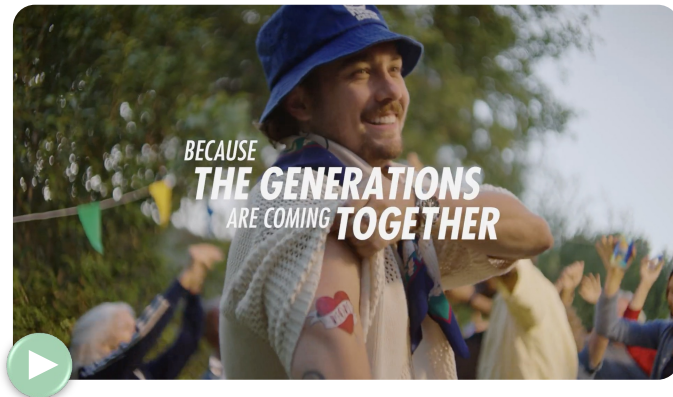
Millennials are using social media to reclaim their status as the blueprint.

2025 has seen a mainstream revival of 2000s and 2010s trends, with many young social media users revisiting eras like the 2016 trap scene or the 2010s Ke\$ha party aesthetic. This has encouraged Millennials to use social media as a stage to reassert their influence and remind audiences that much of today's pop and party culture originated with them.



COLLAGE ANALYSIS,
ELIZANDRA GRANILLO
CULTURAL INSIGHTS

While most marketing focuses on Gen Z, Lipton Hard Iced Tea gives Millennials the confidence to reclaim their influence



21+ Millennials are more likely to think they have better ideas than most other people (43%▲ vs. 36% of 21+ Total Pop.). To connect with them, brands should communicate from a place of confidence and partnership, showing respect for their originality and perspective. ¹

Source: ¹Collage Cultural Traits Survey, December 2024, (13-79 population), weighted data,% agree, strongly agree

²@jillliangerhardt on TikTok, [Little Black Book](#)

▲▼ Significantly over/under Total Population. Confidence level 95%



Over half of Millennials are passionate about playing video games

64% ▲

of Millennials like or love playing video games.
compared to 53% of Total Pop. ¹

43% ▲

of Millennials play video games daily.
compared to 37% of Total Pop. ²



Source: Collage Passion Points Survey, April 2024 (13-78 respondents), weighted data

Single select ¹% like, love ²% Daily

▲ ▼ Significantly over/under Total Population. Confidence level 95%

Millennials largely play video games as an escape but also enjoy the sense of competition and opportunity for connection

Why do you play video games?

	Total	Millennial
To escape my normal routine	56%	57%
For a sense of competition or challenge	37%	38%
To connect with other people	28%	30%
To do things I can't do in real life	25%	31%▲
To express myself	25%	33%▲
To create a new identity or story for myself, role play	19%	26%▲
To customize my character	18%	24%▲



The *Fortnite x Sabrina Carpenter* collab let Millennials perform her songs, wear her outfits, and join virtual dance parties, turning gameplay into shared self-expression and community.



Source: Collage Passion Points Survey, April 2024 (13-78 respondents who play video games), weighted data Multiselect

Fortnite

▲▼ Significantly over/under Total Population. Confidence level 95%

Gaming helps fuel their desire for adventure and traveling to new places

Millennials most enjoy action/adventure games, with puzzles, logic, and shooting games battling for second place

Which of the following types of video games do you like to play?

	Total	Millennial
Puzzle or logic games	47%	45%
Action / Adventure games	39%	48% ▲
Shooting games	37%	45% ▲
Strategy games	35%	40% ▲
Fighting games	29%	36% ▲
Sports games	26%	32% ▲
Arcade or platformer games	26%	30% ▲
Role-playing games	25%	35% ▲
Simulation games	24%	32% ▲
Massively multiplayer online games or MMOs	16%	23% ▲
Virtual reality games	15%	19% ▲
Rhythm or music games	13%	17% ▲



Source: Collage Passion Points Survey, April 2024 (13-78 respondents who play video games), weighted data Multiselect

▲ ▼ Significantly over/under Total Population. Confidence level 95%

Nintendo continues to refresh Millennial childhood favorites with new games and stories

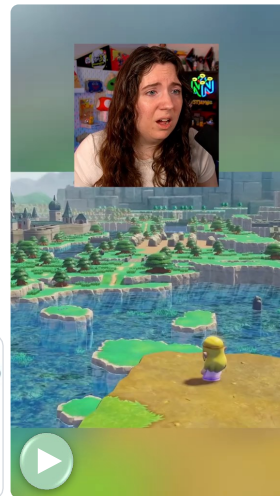
The brand announces a Legend of Zelda female-led game and movie

71% ▲ ↑28pp

of Millennials say their gender has become an increasingly important part of their identity over the past few years. compared to 67% of Total Pop. ¹

54%

of Millennial women like or love playing video games. compared to 53% of Total Pop. ²



NintendoDirect events build anticipation and spur **Advocacy** for new releases. The Legend of Zelda first became popular in the late 1980s. In existing versions, Zelda is portrayed as the “damsel in distress.” Nintendo’s new “The Echoes of Wisdom” edition plans to flip the script, making Zelda the protagonist.



Source: ¹ Collage America Now Survey, 2025, (13-79 population), weighted data; Multiselect answer option

² Collage Passion Points Survey, April 2024 (13-78 population), weighted data, % like, love

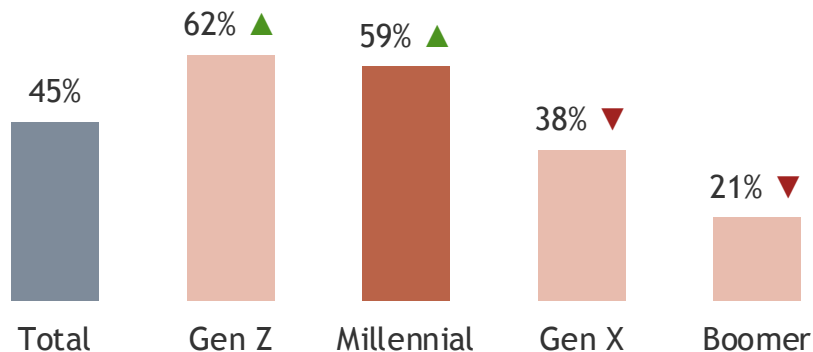
▲ ▼ Significantly over/under Total Population. Confidence level 95%, ▲ ▼ Millennials' change from 2022

³ [The Guardian](#) ⁴ [TikTok](#)

The collaborative, dynamic nature of video games makes them a great bonding activity for younger Americans both online and in-person

Over half of Millennial parents play with their children

Video games are a great way to spend time with friends and/or family¹



Fun Day with Kenan Thompson & Family - Nintendo Switch

53% of Millennial Parents play video games with their 8-12-year-old child(ren) for fun.



Source: ¹ Collage Passion Points Survey, April 2024 (13-78 respondents), weighted data, % agree, strongly agree

² Collage Gen Alpha Survey, April 2025 (Parents and their 6-12-year-old children), weighted data, Multiselect answer option

³ [Nintendo Switch](#)

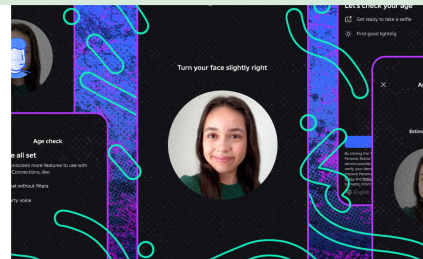
▲▼ Significantly over/under Total Population. Confidence level 95%

Digital-native Millennial parents recognize the risks of screen time, particularly from gaming

What are your concerns about your child's screen time?

	Millennial Parents
Online safety (e.g., strangers, cyberbullying, privacy risks)	40%
Inappropriate content (e.g., violence, language, mature themes)	40%
Attachment to screens	40%
Mood and mental health impacts	33%
Influence of ads, influencers, or in-game purchases	32%
Missing out on other activities	29%
Physical health concerns (e.g., eye strain, sleep, posture)	29%
Limited outdoor play or exercise	29%
Short-term behavior changes (e.g., frustration, restlessness)	27%
Difficulty paying attention	25%
Long-term learning and development	25%
Trouble sleeping	25%
Diminished social skills	24%

70% of Millennial Parents say their 6-12-year-old children play video games for fun.



By the end of 2025, Roblox will expand age estimation to all users to improve safety, limit adult-minor interactions, and create more age-appropriate experiences.²



Source: Collage Gen Alpha Survey April 2025 (Parents of Kids 6-12), weighted data Multiselect

▲ ▼ Significantly over/under Total Parent of Kids 6-12. Confidence level 95%

² corp.roblox.com/newsroom/

Gaming allows Millennial parents to bond, teach, and protect

Millennial parents are fluent in digital life and use it to shape family culture.

They are the first generation of parents who grew up online and feel at home in digital spaces. Gaming is not a foreign territory but a familiar language they share with their kids. This comfort gives them confidence to guide, monitor, and participate, turning screen time into shared time. For brands, this means new opportunities to support digital connection, creativity, and safety within the family ecosystem.

COLLAGE ANALYSIS



“Many young folks said their siblings got them into video games. But now that pattern has been replaced by parents.”

— DEAN TAKAHASHI,
EDITORIAL DIRECTOR FOR GAMESBEAT



Source: [GamesBeat](#), [@the.tired.dad on TikTok](#)



Key Takeaways & Action Steps

KNOW THIS

Millennials use digital media to reclaim influence.

69% follow influencers, 90% value creators who teach new ideas, and two-thirds say they embrace opportunities to share their own. They're curating spaces that feel authentic, informative, and culturally theirs.

Millennials turn gaming into a new form of self-expression.

Two-thirds like or love playing video games, and nearly half play daily. Gaming provides adventure, creativity, and connection, allowing Millennials to perform identity and nostalgia interactively.

Millennial Parents use gaming to connect with their kids.

Most Millennial parents play video games with their kids. They see digital life as shared family culture, blending play with learning and safety.

DO THIS

- Partner with creators who **educate, inspire, and affirm cultural ownership**. Recognize Millennials as cultural co-authors and collaborators, not secondary to Gen Z.
- Engage them through **interactive, community-based campaigns** that celebrate creativity, nostalgia, and self-expression across genres and fandoms.
- Create **safe, co-play digital environments** that encourage bonding, imagination, and healthy screen time, positioning your brand as an ally in building family connection through media.





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