**Report: Mobile Is Way Of Life For Millennials**

Mobile purchases were a frequent option for 8 in 10 millennials that Tapjoy recently surveyed, and the primary shopping categories were streaming services, takeout and delivery food, apparel and beauty products. Brand values are important to this demographic, with 55% following those that treat workers well.

***[A]listdaily 10.19.21***

[***https://www.alistdaily.com/entertainment/tapjoy-modern-mobile-gamer-2021-report/***](https://www.alistdaily.com/entertainment/tapjoy-modern-mobile-gamer-2021-report/)

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[***https://advancesystems.ie/wp-content/uploads/2018/01/Millennials-in-the-Workplace-Ireland.jpg***](https://advancesystems.ie/wp-content/uploads/2018/01/Millennials-in-the-Workplace-Ireland.jpg)