

MILLENNIALS: The World's Largest and Most Impactful Generation

“A Tribe of Individuals”

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Our Look at Millennials

In 2010, Edelman launched 8095[®], an insights group studying the Millennial generation.

In 2012, we refreshed our research with a survey of 4,000 Millennials in 11 countries.

Millennials are *NOT* a monolithic bloc.

TROPHY KIDS
MILLENNIALS
GENERATION Y
MTV GENERATION
DIGITAL NATIVES
8095ERS

The Tribe Speaks

"I was a vegan for eighteen months ... I just thought it sounded cool."
- Mallory, b. 1989

"I was a vegetarian for moral reasons, but I quit when I started gaining weight."
- Abbey, b. 1984

"I don't cook anything that takes more than 15 minutes or has more than 5 ingredients."
#instantgratification
- Claire, b. 1991

"I drop loads of wheat grass powder into my grapefruit juice each morning and have no idea why."
- Amy, b. 1984

"I eat pretty healthy and primarily organic until my hard core workout days and then it's all cheeseburgers, pizza and ice cream."
- Kim, b. 1988

"I've cut out dairy, gluten, gone high-protein, stopped eating carbs all just because "so and so" was doing it."
- Chase, b. 1988

Why Millennials Matter

BIG: The largest generation alive today

- 1.8 billion globally¹ (out of 7 billion world population).
- 75% of workforce by 2025.²

INFLUENTIAL: “Alpha-influencers” who impact purchase decisions of peers and parents

- 74% say they influence the purchase decisions of peers and those in other generations.⁴
- More likely to recommend products and start trends...more involved in pop culture and activities that would compel them to try and recommend new products to their friends.⁵
- Will outpace Boomer earnings by 2018 (\$2.5+ trillion spending power).³

UNIQUE: The first inherently digital generation

- Don't know a world without the Internet or smart phones.
- First generation that may be worse off economically than their parents.
- Most diverse and educated generation in history; mix of traditional and non-traditional values.

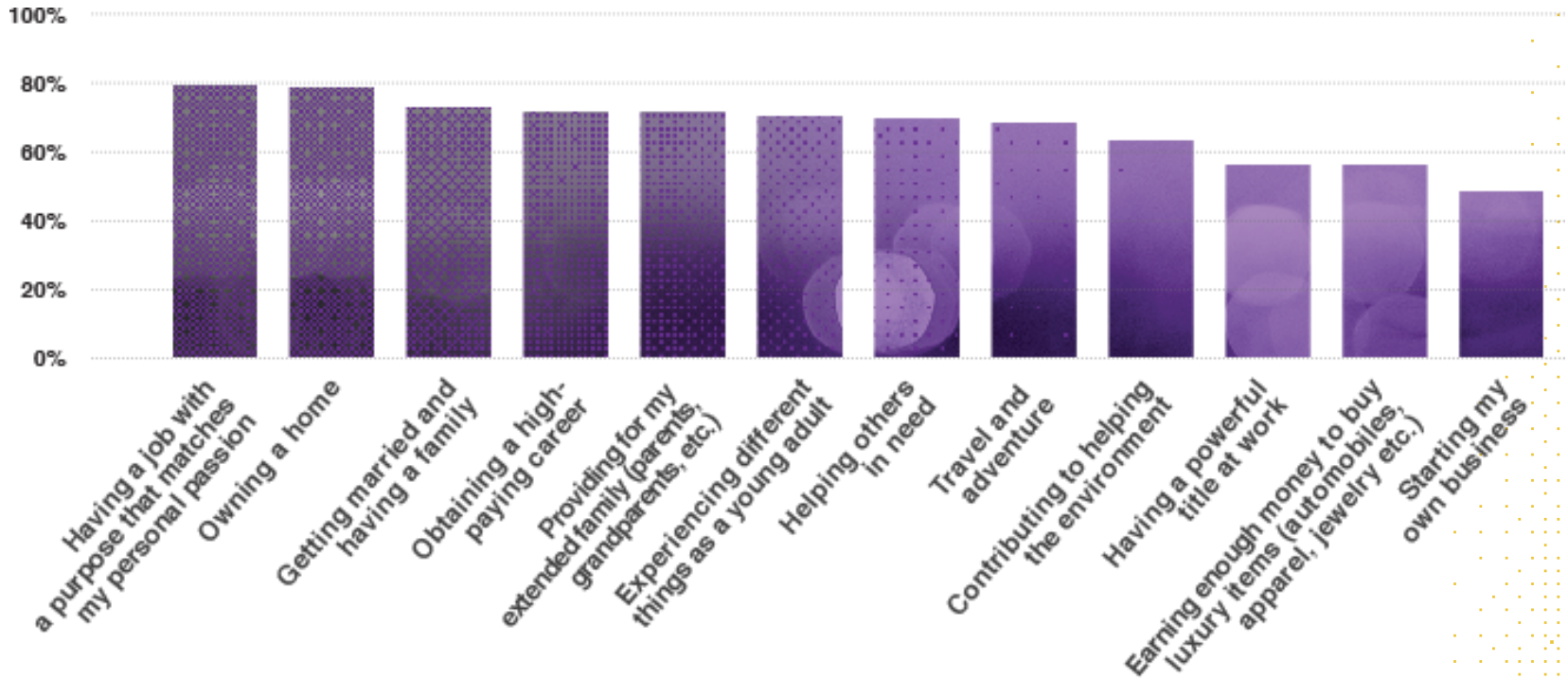
What Defines Millennials?

They are smart, curious, social, flexible, moral, hedonistic, socially conscious, and value-centric / debt-averse.

They face life with ingenuity, practicality, and the power of community – “**family.**”

Despite challenges – *defined by debt, weak job prospects, low net worth* – they remain **optimistic**, and their aspirations are **surprisingly traditional.**

When Asked Their “Most Important Life Goals,” Millennials Said ...



.....
*(Edelman Berland 8095 2.0 Survey 2012)

What Are Their Hopes and Fears?

Millennials are growing up, and so too are their views of success. While their aspirations may be traditional, coming of age in the global recession has forced them to push back typical stages of adulthood.

- They want to settle down without settling.
- They want to “make it mine” while making a difference.
- They fear “an average life.”
- They worry about money – not having enough, losing it, their parents going broke.
- They fear being alone.

When It Comes To Shopping ...

For Millennials, shopping is a social activity, and many won't make a purchase of which their friends disapprove.

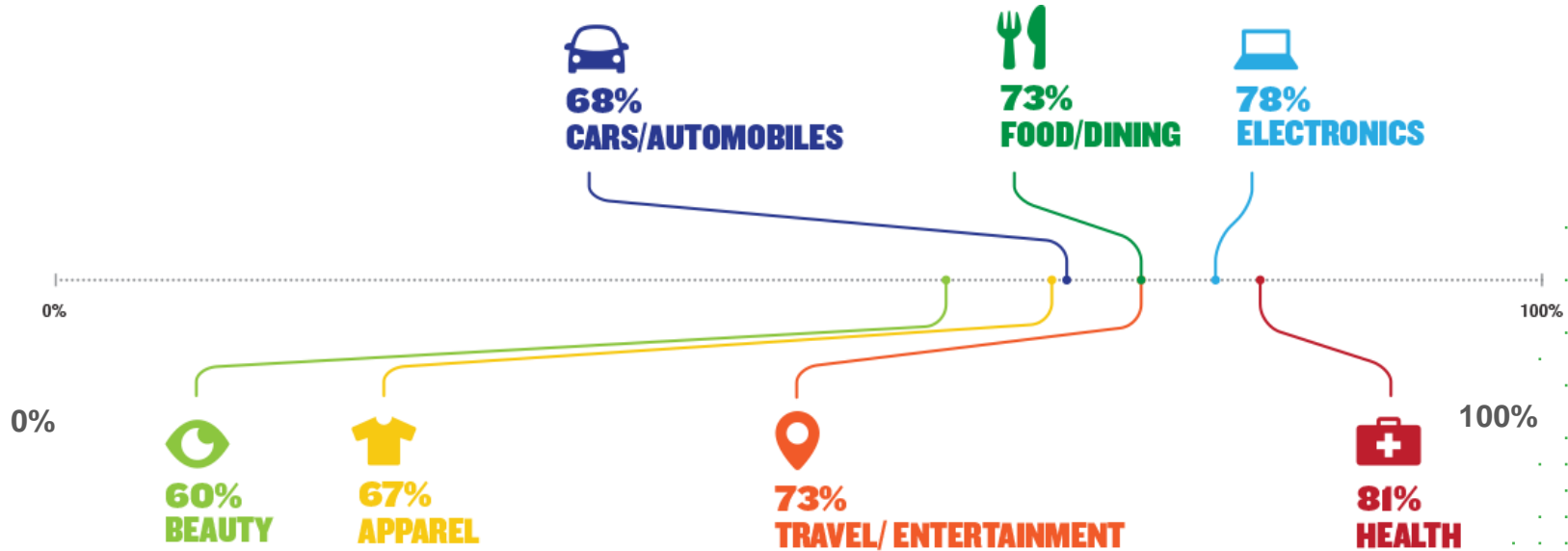
63%



of Millennials typically shop with friends, family or a significant other.

*(Edelman Berland 8095 2.0 Survey 2012)

... Health-Related Items Rule; Beauty and Apparel Do Not.



What products or services are Millennials willing to pay a premium for?

*(Edelman Berland 8095 2.0 Global Survey 2012)

Attitudes Toward Health, Wellness, Food

Millennials grew up with nutrition and health as a cornerstone topic of their life; they are well-educated and have a sophisticated POV.

- They want to look good and feel good; watch what they eat and are concerned about appearance.
- BUT, they want to indulge; they want it *their way*.
- They are “enthusiastic foodies” – seeing food and beverage as a “badge of cool.”



A Final Reason Millennials Matter

**If we can't understand Gen Y,
we'll never get Gen Z.**

**The iGeneration/Generation Z
is now fully formed, with their
oldest turning 18 years-old.
They will soon become the
new “it” generation.**

Why Generation Z Matters

THEY ARE ALSO BIG:

- Nearly 50 million in 2010, estimated to be 87.8 million by 2030.

AND INFLUENTIAL:

- They are highly engaged with parents, siblings, grandparents, friends, and communities.
- They exist in family-centric households.
- They impact the purchase decisions of their peers and their parents.

AND UNIQUE:

- They are the first “born-in” global generation; they have been raised to embrace multiple cultural perspectives, making them the most multicultural generation ever.
- They are living globalization – for the first time in world history, more people live in cities or suburbs than rural locales; Generation Z’s identity will be closely tied to the cities in which they live.
- Their values and behaviors differ from Millennials.

What Defines Generation Z?

- They are tech-intuitive, aware, influential, restless and unbounded, fiercely individualistic, social, smart and curious, socially conscious, multi-taskers, honest, and optimistic.
- They can't imagine – *because they haven't had to* – a world without computers, mobile phones, and the internet.
- They have been on a “food journey” since toddlerhood.
- They “skitter,” “haul,” “mod,” and “hack.”

KEY CHARACTERISTICS:

- Independent, but connected; fun, but focused; funny, but edgy; creative and curious.
- Natural born multi-taskers – they pack 11 hours of entertainment into 7.5 hours.
- Being *influenced* and are *influencing* in equal proportion.
- Look like others, but are entirely different.

What Are Their Hopes and Fears?

HOPES

- Understand who they are in social community and larger world (emotionally raw, seeking direction)
- Be unique, building a real life story
- Have an outlet for creativity and exploration; an understanding how things works
- Be asked for their opinion and like giving and sharing it
- Raise awareness of issues that affect kids most
- Make their mark in the world, make a difference and create change
- Crave experience/discovery *AND* comfort/familiarity

FEARS

- Not being connected enough, not being part of the whole
- Change and the unknown
- Not being taken seriously
- Not being heard
- Waiting until adulthood to realize dreams
- Having a life that is not significantly better than parents
- Extreme or frightening messaging
- Experiencing uncertainty (economy, climate change, social violence)

How Do Millennials and Gen Z Differ?

Compared with Millennials as youths, Gen Zs, at same age, were:

- More optimistic they'd be better off than their parents.
 - *83% of Gen Z vs. 76% of Millennials*
- Less likely to think “it’s cool to be smart.”
 - *71% of Gen Z vs. 81% of Millennials*
- More likely to daydream about running their own business; helping others; traveling around globe; and being a great artist, musician, or writer.
- Far more influenced by their parents.

All early indicators of a *shifting mindset*

THANK YOU

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