AMERICAN MILLENNIALS:

Deciphering the Enigma Generation

A report from Barkley based on research conducted as part of a joint partnership with Service Management Group, The Boston Consulting Group and Barkley.

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Who is Barkley?

Since our founding in 1964, we've offered a full range of marketing and communication services. We're currently the largest 100% employee-owned ad agency in the U.S. We're creative at the core, analytical to the bone and bent on demonstrating thought leadership to our clients so we can collaborate with them to drive brand value and sales growth.

We have many Millennials on staff. And yes, they get creeped out when we stand over them with a clipboard taking notes. Visit us at Barkleyus.com.

Why study Millennials?

The sheer size and buying power of this generation means that they're not just future consumers, they're a vital part of the market right now — and they have been for some time. They're not only your customers, they are also your employees, which makes it helpful to understand how they think and what will engage them at work.

As defined for this study, Millennials embody the generation born between 1977 and 1995. There are 80 million of them, which makes their generation larger than the Baby Boomers (born 1946 to 1964) and three times the size of Generation X (1965-1976). They make up roughly 25% of the U.S. population.

Generation overview

GENERATION	BIRTH YEARS	DEFINING EVENTS	GENERATIONAL CHARACTERISTICS
SILENT GENERATION	1925-1945	Great Depression, Dust Bowl, Hitler's Germany, WWII, Communism	Overly cautious, less likely to take risks, hierarchical, loyal and patriotic, rule makers/followers
BABY BOOM GENERATION	1946-1964	Jet Age, National TV, Alaska & Hawaii, Civil Rights Movement, Space Exploration	Economically optimistic, idealistic, individualistic, prefer achievement over relations, competitive
GENERATION X	1965-1976	Martin Luther King Jr. Assassination, Working Mothers, Nixon and Watergate, Vietnam	Homesick, in need of attention but not used to supervision, prefer non-routines, anti-institution
MILLENNIAL GENERATION	1977-2000	AIDS, Iran Hostage Crisis, Space Shuttle Challenger, Fall of Berlin Wall and Soviet Union, Technology Immersion (Email, Texting)	Technology reliant, image-driven, multitasking, open to change, confident, team-oriented, information rich, impatient, adaptable

N » Loretto (2011), Davie (2008), Coates (2007)

Millennials have an annual direct spending power estimated at $200 billion. Their indirect spending power each year is approximately $500 billion, largely because of their strong influence on their parents. It's predicted that Millennials' spending power will increase as their earning power grows.

Millennials have grown up in an era of unprecedented wealth and rapid technological advancement. In fact, they are expected to remain the most affluent generation. They have habits and preferences regarding communication, personal interaction and purchasing that are significantly different than those of older generations in many ways.

Note: Although the Millennials Generation is defined to include people born between 1977-2000, this study only includes those born 1977 to 1995 (current ages 16-34).

What have we learned?

The results of this study contain more than 4 million data points. We have only scratched the surface when it comes to parsing the information we have collected. However, our initial results have been very telling, and we have solid sets of comparison between:

- » Millennials and non-Millennials
- » Millennial men and women
- » Millennials with and without children
- » Millennial Hispanics and non-Hispanics

It should be noted that although much of the following information deals with the “average” Millennial or the largest number of respondents to a particular question, this is far from being a homogeneous group. There are notable differences between 16-year-olds and 34-year-olds, between men and women, and between single people and those married with kids. Those differences have been pointed out when significant.

Also, you’ll probably notice that there are more than a few contradictions within the data. Millennials are just like everyone else — their intentions and their actions don’t always align. So you’ll see data about how important Millennials believe it is to work out regularly and eat nutritious food, despite the fact that fast-food restaurants get the majority of their share of wallet when they eat out. Being aware of the contradictions helps form an understanding of this generation.

Conclusion

We put the conclusion in the front. Why? While we have a lot of findings that we are sharing, we believe that part of our job is to provide a few questions that may help you, as marketing, strategy and research professionals, have more "take home" value from the conference and the Barkley report. As you're reading through the report, keep these conclusions and questions in mind to help you start to formulate marketing strategies that will make the most of the data.

Millennials include some of the earliest "digital natives."
How can you best engage these early adopters of new technologies and emerging social tools?

Millennials are interested in participating in your marketing.
Has your brand built a listening and participation strategy that will help you connect with your brand advocates?

Millennials are known as content creators and users.
Have you enabled their creation needs in new product, marketing and customer experience design?

Millennials crave adventure—often "safer" adventures.
Can you design a sense of adventure into your brand experience?

Millennials strive for a healthy lifestyle.
Have you looked at how you balance taste with nutrition or exercise with entertainment?

Millennials seek peer affirmation.
How, when and where can you engage their peers?

Millennials are "hooked" on social media in much the same way that older generations are "hooked" on email at work.
Does your brand enhance or detract from their social media experience?

Millennials are not a homogeneous cohort.
Who within this group is your most influential core target and what is their mindset?

Millennials believe in cause marketing.
Is your brand authentic and transparent or just using a cause to sell them something in a disingenuous way?

Millennials are in many ways similar to older generations.
Have you identified the common threads that connect them to their parents?

NEW PARADIGMS FOR MILLENNIAL ENGAGEMENT IN THE EXPERIENCE ECONOMY

Old Model	New Model
Interruption	Engagement
Reaction	Interaction
Heavy Users	Engaged Participants
Big Promises	Personal Gestures
Passive Consumers	Active Co-creators

You have to get up early in the morning to beat a Millennial to new technology.

Sarah is 26. She has a laptop that she usually leaves at home and a tablet computer that she takes with her everywhere. Between the tablet and her smartphone, she spends any downtime she has playing game apps, uploading photos, posting to her blog, looking up places to shop and eat, and communicating with her 450 Facebook friends. She also spends a lot of time on Twitter, which is where she gets a lot of her news.

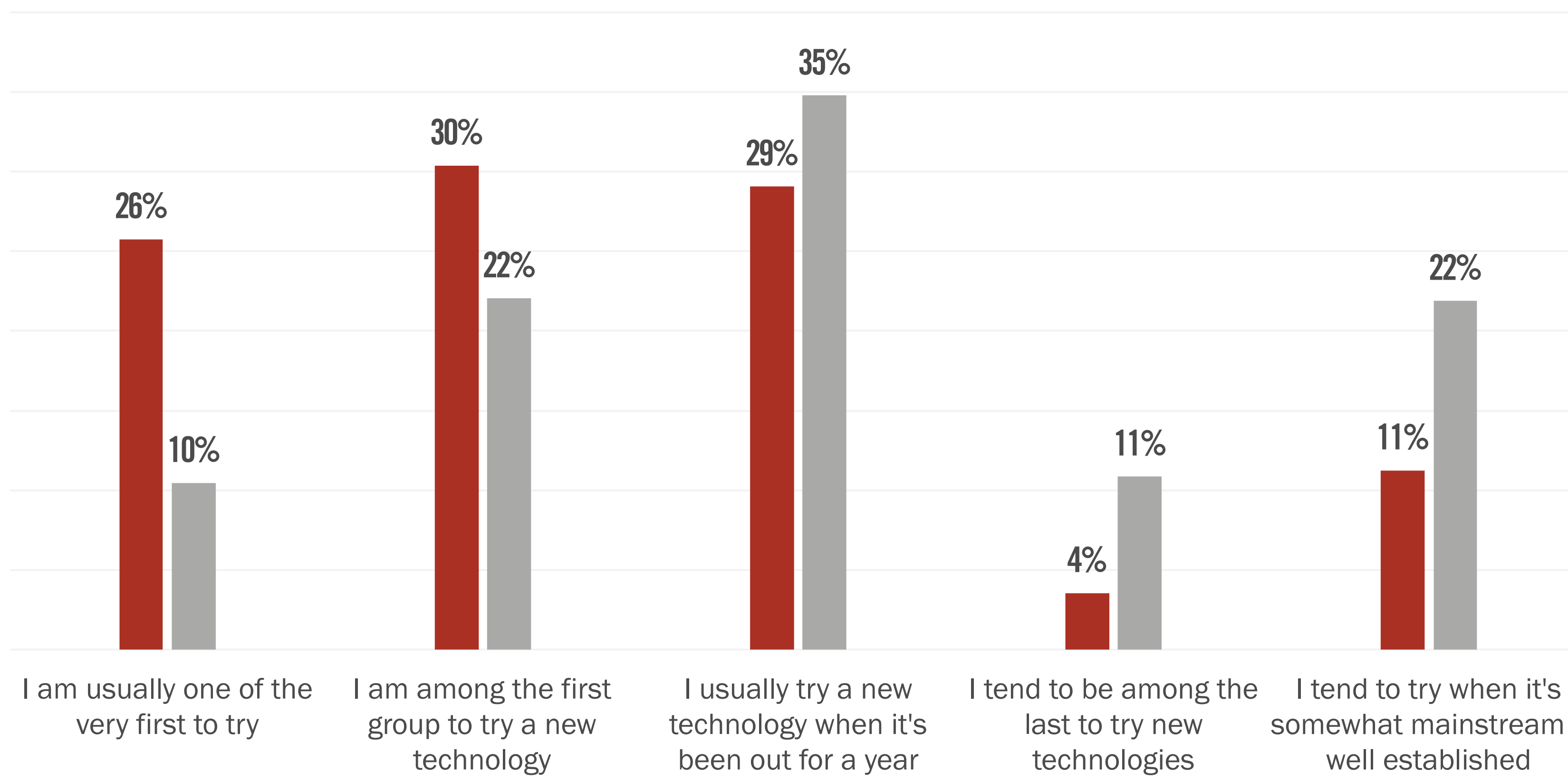
Matthew is 32. There's a lot of hardware sitting underneath his TV: a video game console, a device for streaming TV and movies, and a DVR. He watches a lot of his favorite shows live, but you're likely to find him watching "Saturday Night Live" on Sunday afternoon, streaming on his computer. He also keeps a laptop on the couch in front of the TV in case he wants to check in with his social networks while he's in the middle of a show or post to his favorite video game forum.

MILLENNIALS MORE LIKELY TO ADOPT NEW TECHNOLOGY

Millennials 2.5x more likely to be an early adopter

Our research shows that Millennials are 2.5 times more likely to be an early adopter of technology than older generations. Fifty-six percent of Millennials report that they are usually either one of the very first to try new technologies or are among the first group to try a new technology.

Contrast this with non-Millennials, 35% of whom usually wait a year before trying a new technology and 22% of whom admit that they wait until a technology has become mainstream and well established before they take the leap.



Q - Q1 » Which of the following best describes your likelihood to try new technologies? (Select one)

N » 16-34 yr olds: 4,259 | 35-74 yr olds: 1,234

For Millennials, being an early technology adopter is not tied to life stage. Even Millennials with children continue to adopt new technology with enthusiasm.

As you can see from Sarah's and Matthew's experiences, Millennials are not afraid of owning multiple, complex devices:

- 77% use a laptop computer at home
- 72% own MP3 players
- 67% own gaming platforms
- 59% have smartphones
- 15% use tablet computers, compared to 6% of non-Millennials

Households with children report ownership of more devices than those without children. Hispanic Millennials are more likely than non-Hispanics to own a smartphone or tablet.

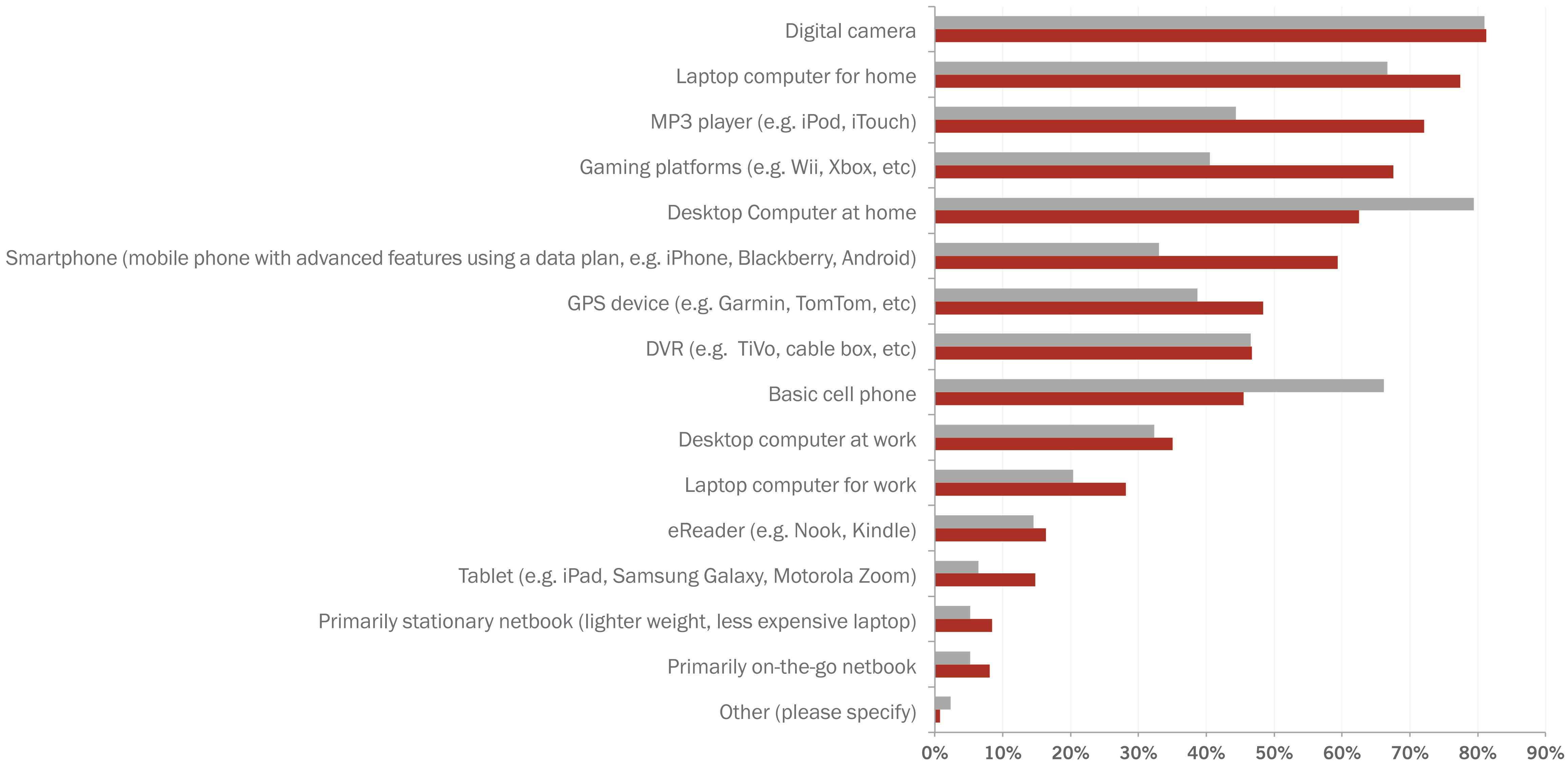
Analysis: Devices these days are not what they used to be. A phone is no longer just a phone; an MP3 player now can connect to the Internet and act as a game device; the functionality of almost any given device overlaps with other devices.

With older generations, the question is often, "If my phone works (as a phone), why do I need a new one?" For Millennials, the question is, "Are the new functions on that phone worth spending money on a new one (even though the one I have works perfectly well)?"

We believe this is a fundamental difference between generations. "Something new every six months" doesn't faze Millennials in the least—it's just how things are. They don't worry about what features will be available six months from now because there will be an even more powerful device available 12 months from now when they can afford to upgrade.

MILLENNIALS MORE LIKELY TO USE ENTERTAINMENT DEVICES

Non-Millennials tend to use standard devices: basic cellphone, desktop computer



Q - Q2 » Which of the following devices do you currently own and use? (Select all that apply)

N » 16-34 yr olds: 4,259 | 35-74 yr olds: 1,234

When it comes to using the Web, Millennials are "always on." Their access to multiple Web-enabled devices, at home and on the go, makes them power users of the Internet.

Both Millennials and non-Millennials go online for some of the same things: shopping, weather updates, news updates and navigation directions. Millennials stand out when it comes to producing and uploading online content, including photos, videos, wiki entries, blog posts, microblog posts and product/service reviews. Sixty percent of them participate in this activity, compared to 29% of non-Millennials.

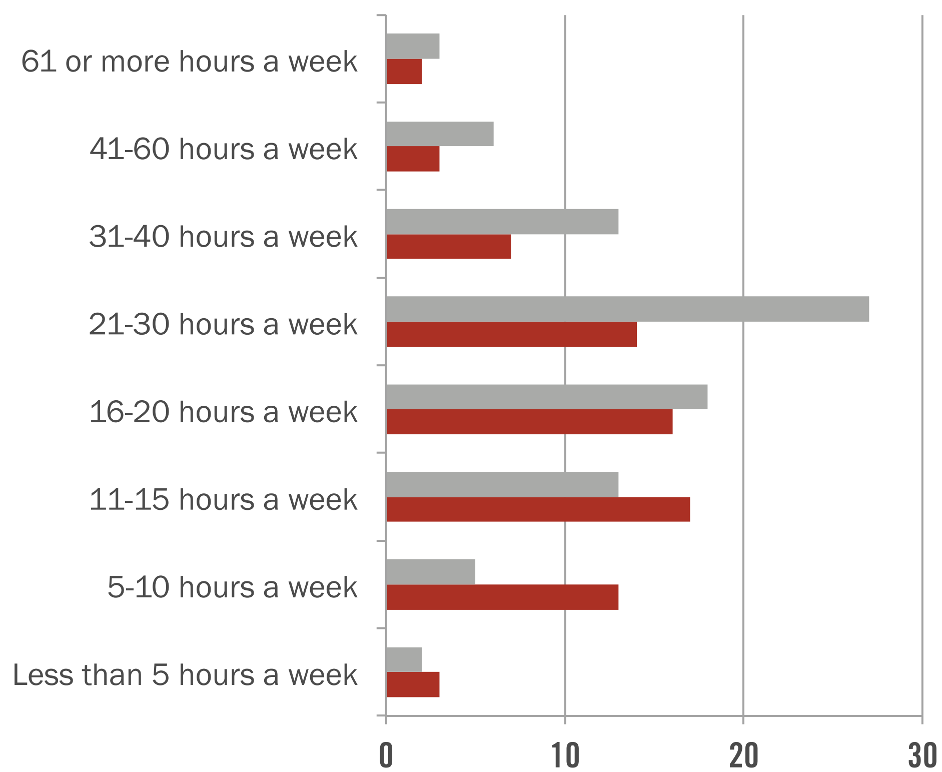
It turns out that Millennials and non-Millennials actually spend about the same amount of time per week online: 11-20 hours, not including email handling. It's what they do with that time that makes the difference.

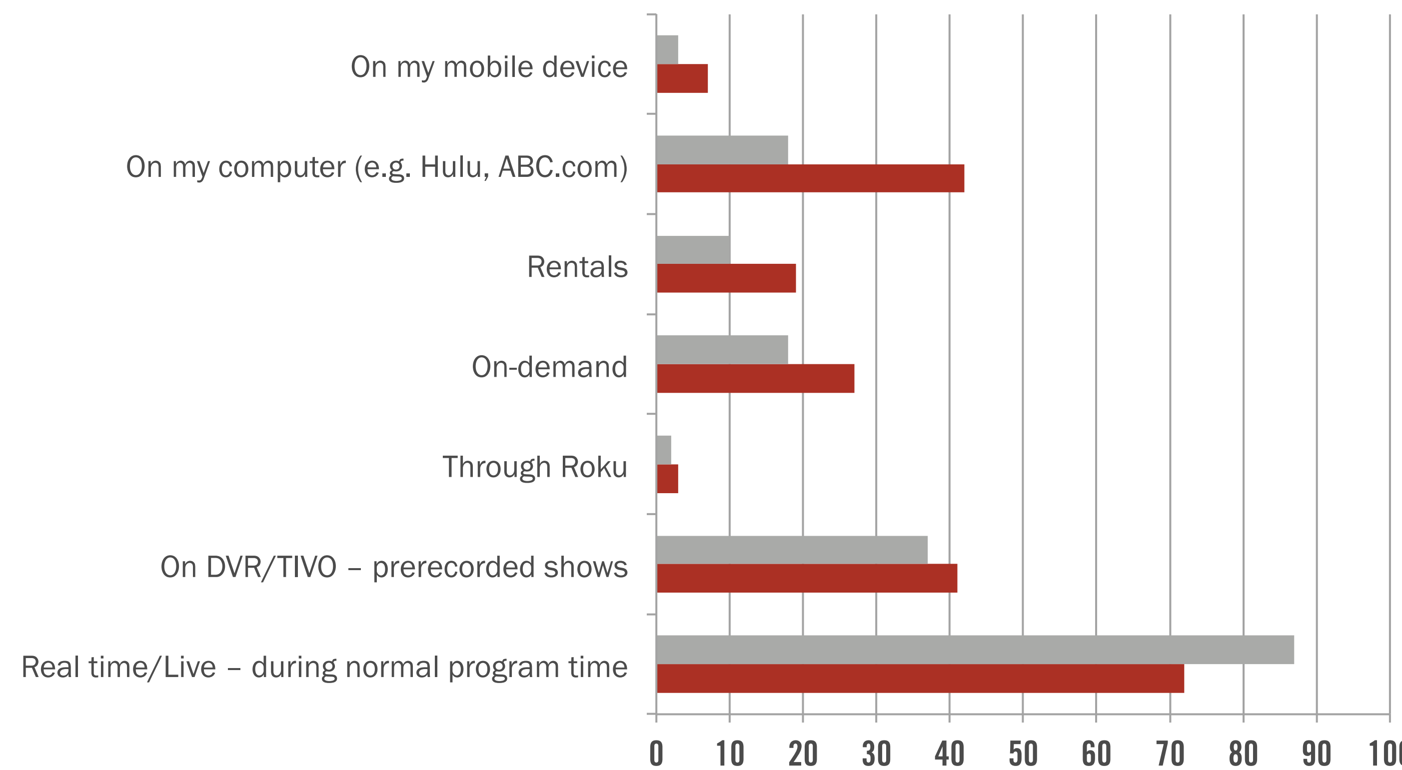
As you might guess from the number of entertainment-based devices they own, Millennials spend a lot of their time seeking entertainment online: playing games, watching streaming TV, listening to music or reading Web magazines. They also tend to subscribe to Web and news feeds.

MILLENNIALS AND TV

They watch less and watch it on their terms

Matthew's experience shows that Millennials still watch live television, but much less often than non-Millennials. Matthew considers the actual television set to be but one of a variety of options for obtaining television programming. If he misses a favorite show, he'll watch it recorded on the DVR, streaming to his computer or on-demand.





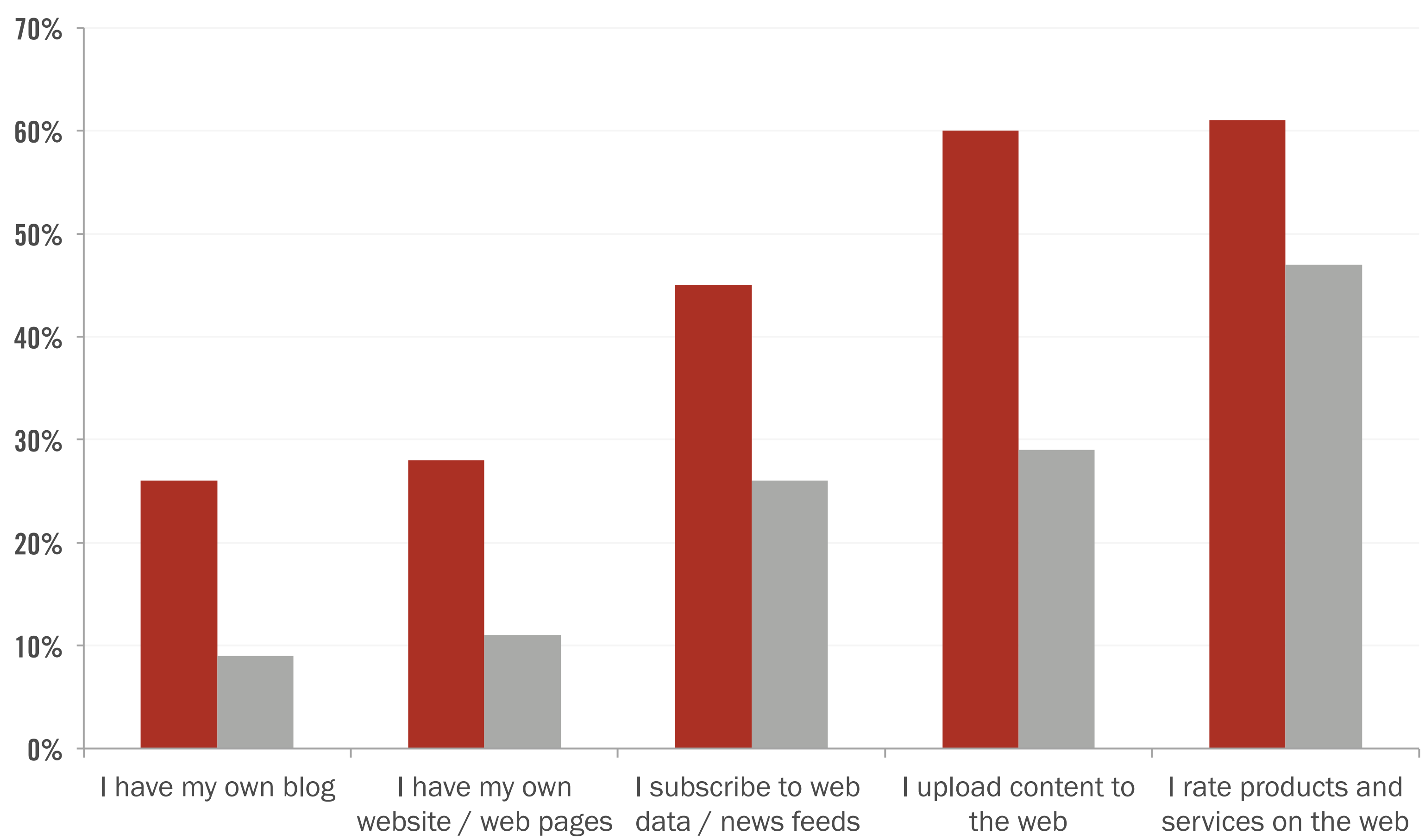
Q » How many hours of television do you watch in a typical week?
When you watch television, how do you usually watch it?

N » 16-34 yr olds: 3,501 | 35-75 yr olds: 1,004

Non-Millennials
Millennials

MILLENNIALS CONTRIBUTE AND CONSUME MORE WEB CONTENT

Millennials outpace non-Millennials on all key usage models



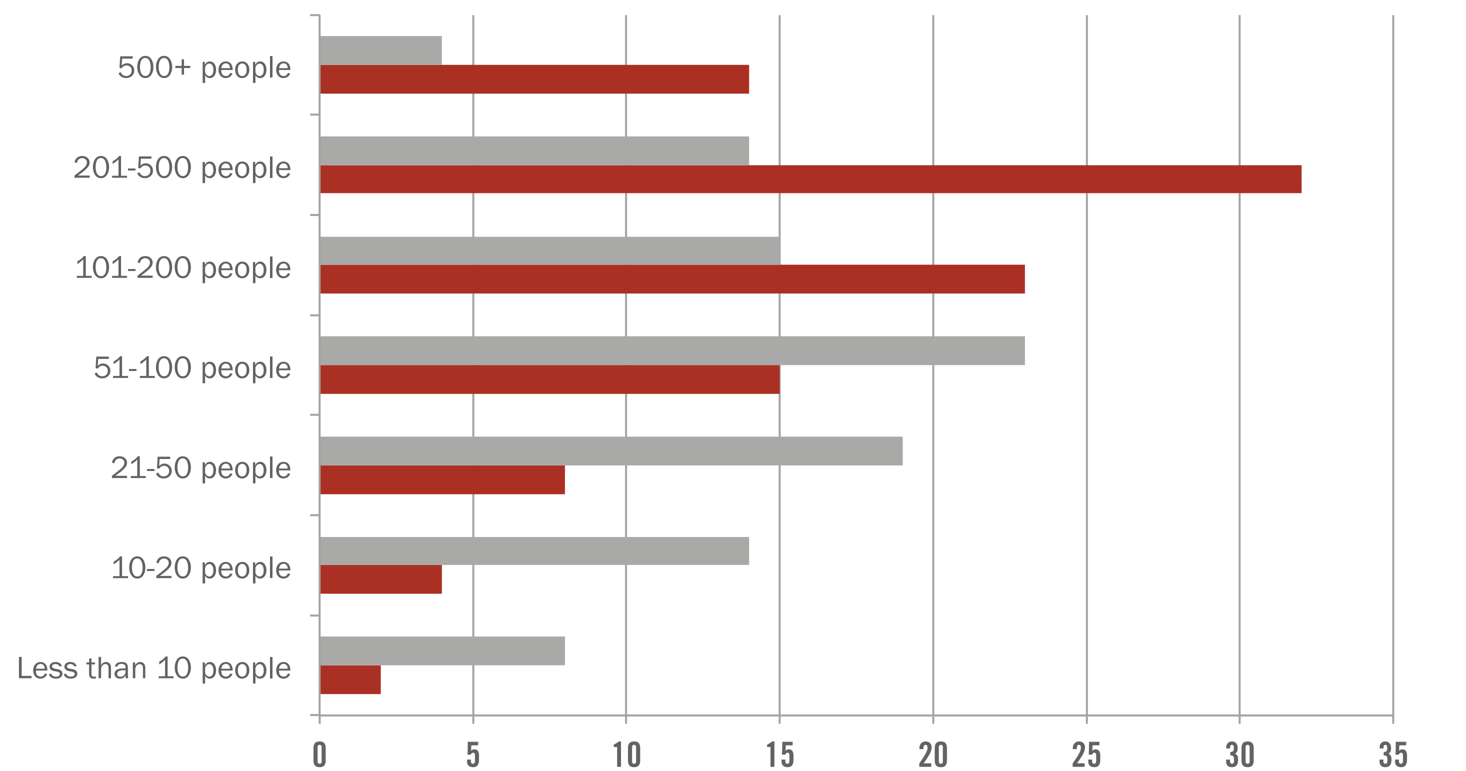
Q - Q3k » Please indicate how much you agree or disagree with the following statements. Online Behavior. (Select one per row)

N » 16-34 yr olds: 4,259 | 35-74 yr olds: 1,234

MILLENNIALS HAVE MORE FRIENDS

Number of connections on social networks is significantly larger

Then there's social networking. Sarah's 450 Facebook friends put her in with the majority of her generation, who report 201-500 friends on Facebook. In contrast, most non-Millennials have 51-100 Facebook friends.



Q » How many people are connected to you on the following social media website? (Facebook)

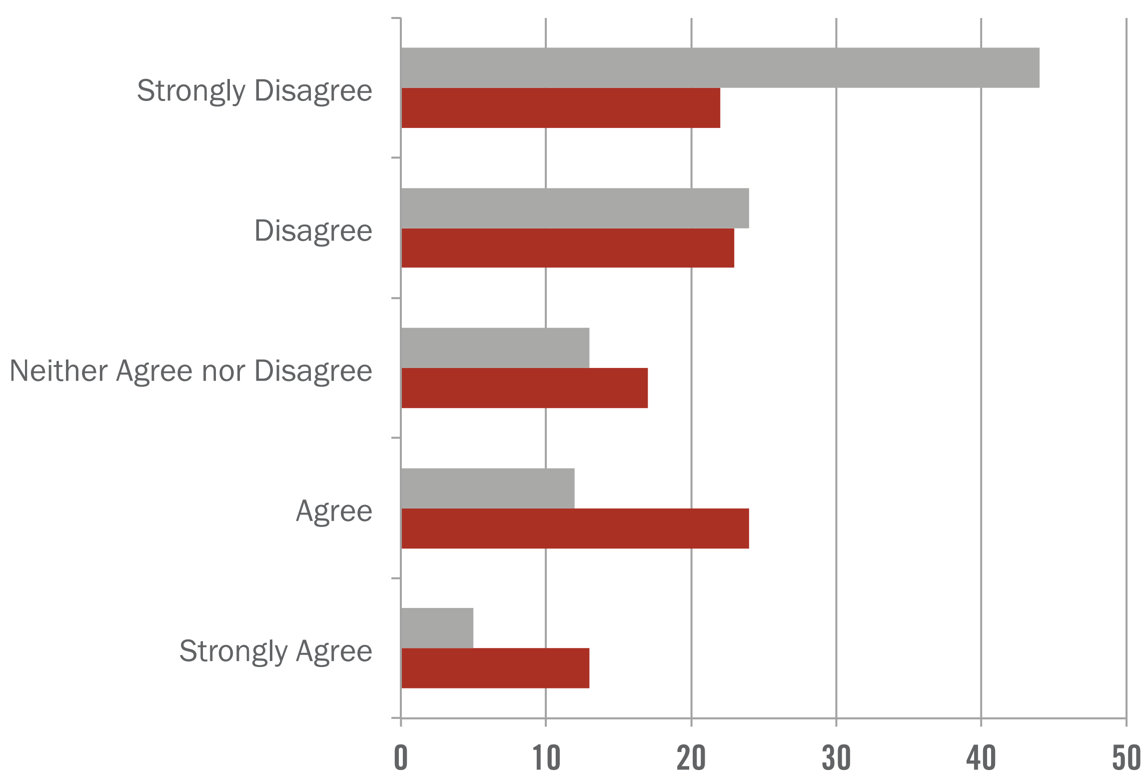
N » 16-34 yr olds: 3,000 | 35-74 yr olds: 635

MILLENNIALS VALUE SOCIAL NETWORKING

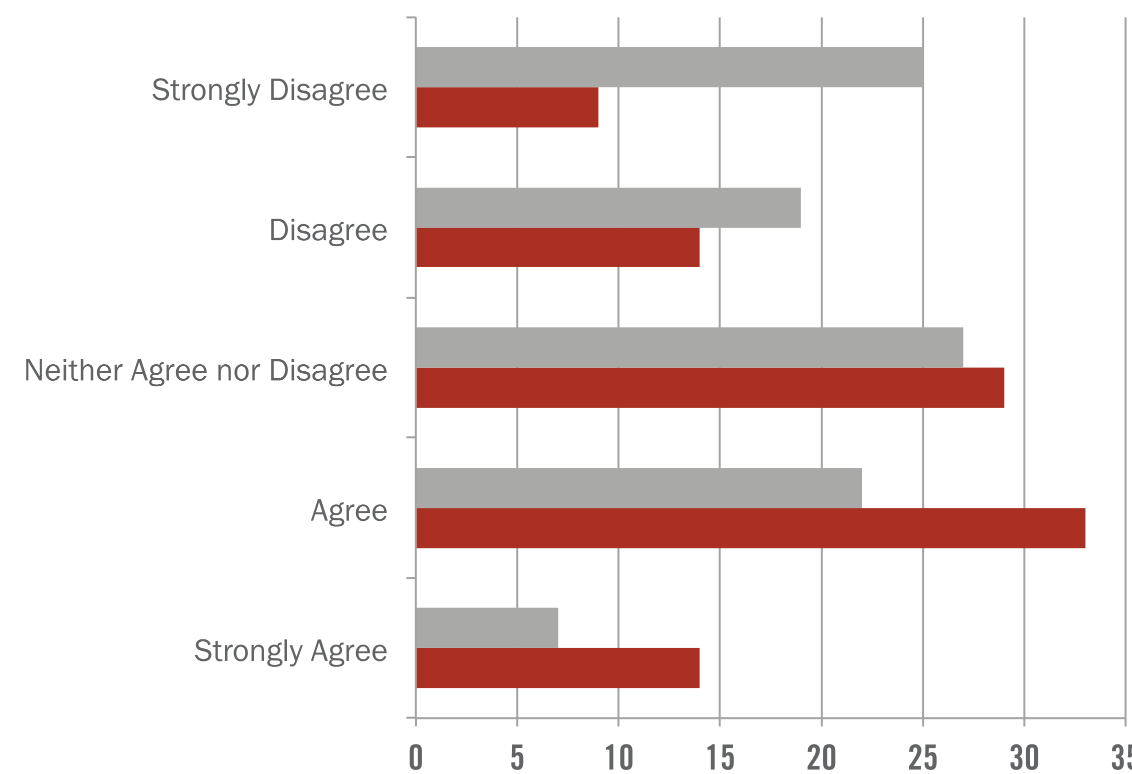
Social media connections enrich their lives daily

Sarah monitors her Facebook news feed and notifications all day long. If she's offline for a while, she'll scroll down until she's caught up. Social media isn't something she does now and then; it's an integral part of her life and the primary way in which she communicates with her friends when they're not face to face. When she's offline too long, she feels she's missing out.

"I feel like I'm missing something if I'm not on Facebook every day."



"My life feels richer now that I am connected to more people through social media."



Non-Millennials
Millennials

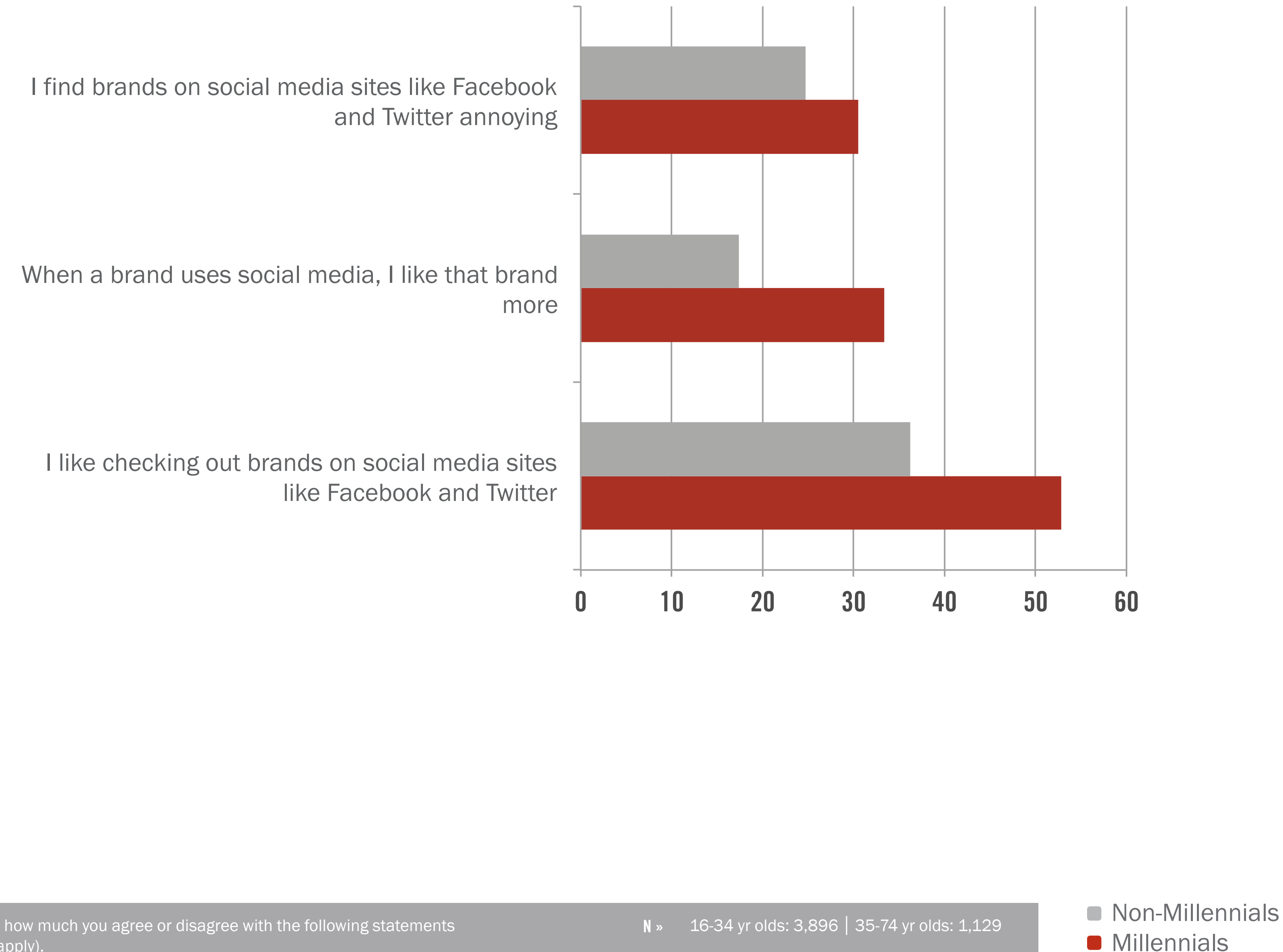
Q » Please indicate how much you agree or disagree with the following statements.

N » 16-34 yr olds: 3,896 | 35-74 yr olds: 1,129

MILLENNIALS EXPECT BRANDS TO PARTICIPATE IN SOCIAL MEDIA

They seek out brands in social media and value a social presence

Not all of Sarah's Facebook interactions are with people — she also "likes" a lot of her favorite brands. She thinks it's important for brands to participate in social media, but if they do a poor job of trying to communicate with her, she'll unlike them as quickly as she liked them.



Q - 12 » Please indicate how much you agree or disagree with the following statements (check all that apply).

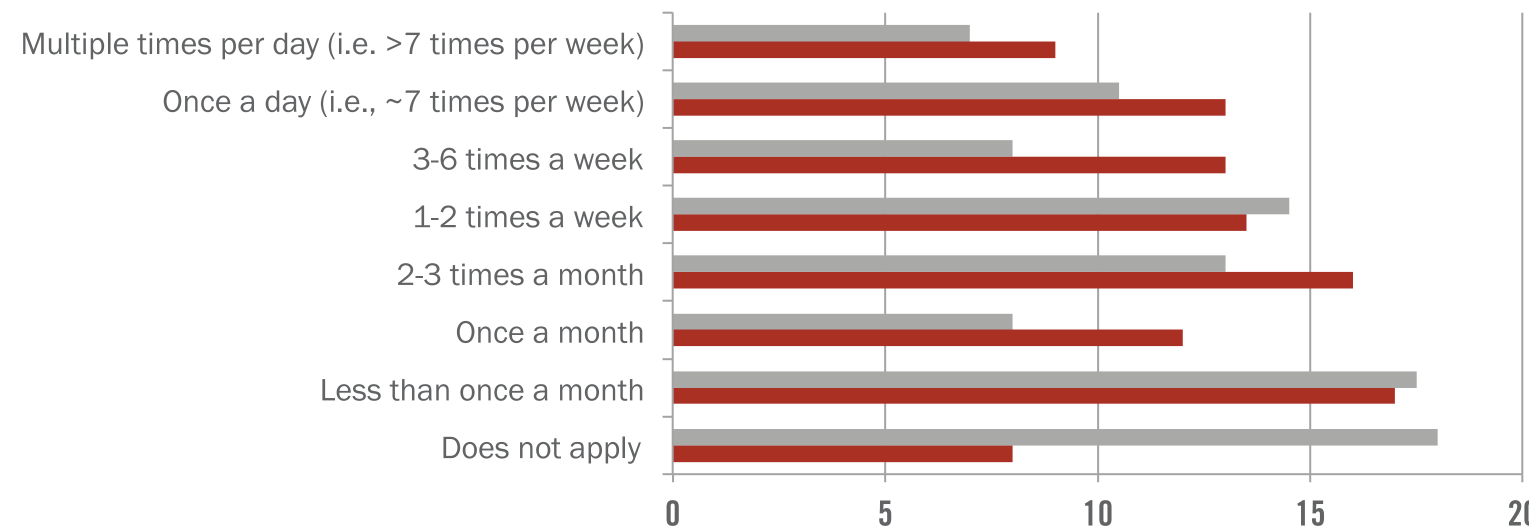
N » 16-34 yr olds: 3,896 | 35-74 yr olds: 1,129

MILLENNIALS INTERACT WITH BRANDS ON SOCIAL NETWORKS

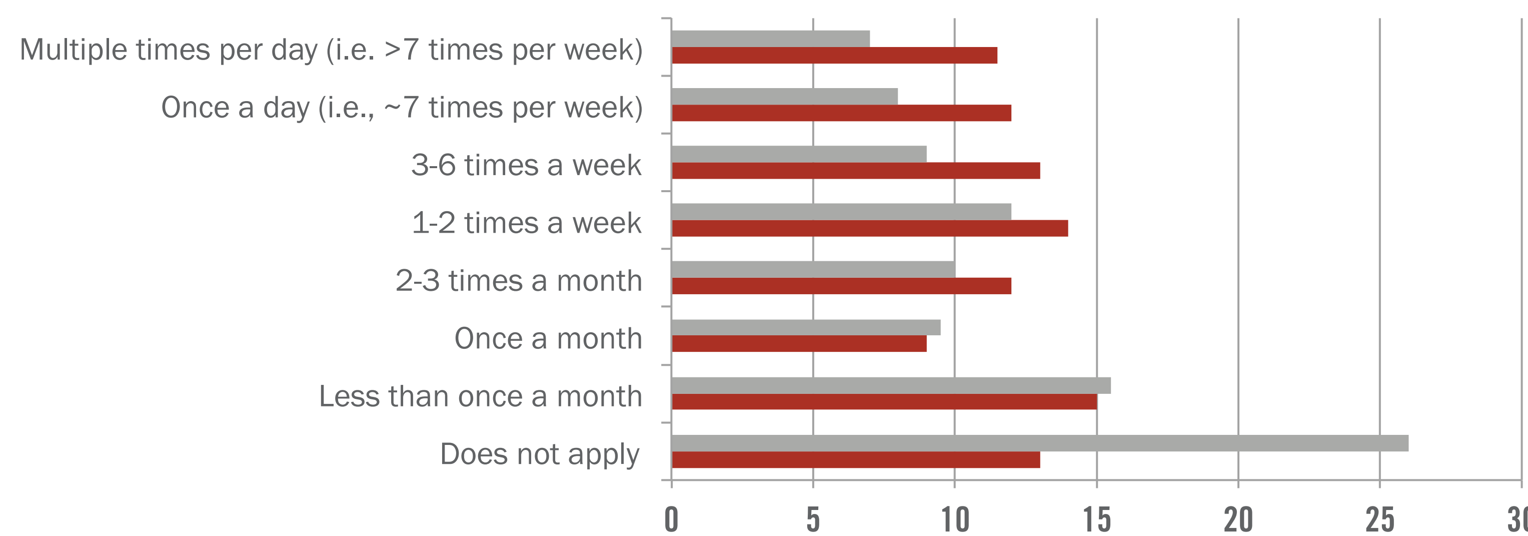
They "like" brands more often and frequently interact with those brands' content

When Sarah has a real-world interaction with a brand, she's likely to go to their Facebook page or her own Twitter account to talk about it, regardless of whether the experience was positive or negative.

How often do you "like" a brand on Facebook?



How often do you interact with content from a brand you like on Facebook? (e.g., watch video, click "like," comment, etc.)



Non-Millennials
Millennials

Q » On average, how often do you do the following online?

N » 16-34 yr olds: 3,082 | 35-74 yr olds: 660

Show me your opinion and I'll show you mine.

Sarah is trying to decide on a venue for a large holiday party. She posts a question for her Facebook friends and Twitter followers and texts several close friends. Once she has a variety of options, she may narrow them down by checking the Facebook pages, websites or Yelp reviews of the restaurants and event spaces, or she may look at all three. Only when her friends and fellow party planners are in agreement with her final selection is she confident she made the best choice.

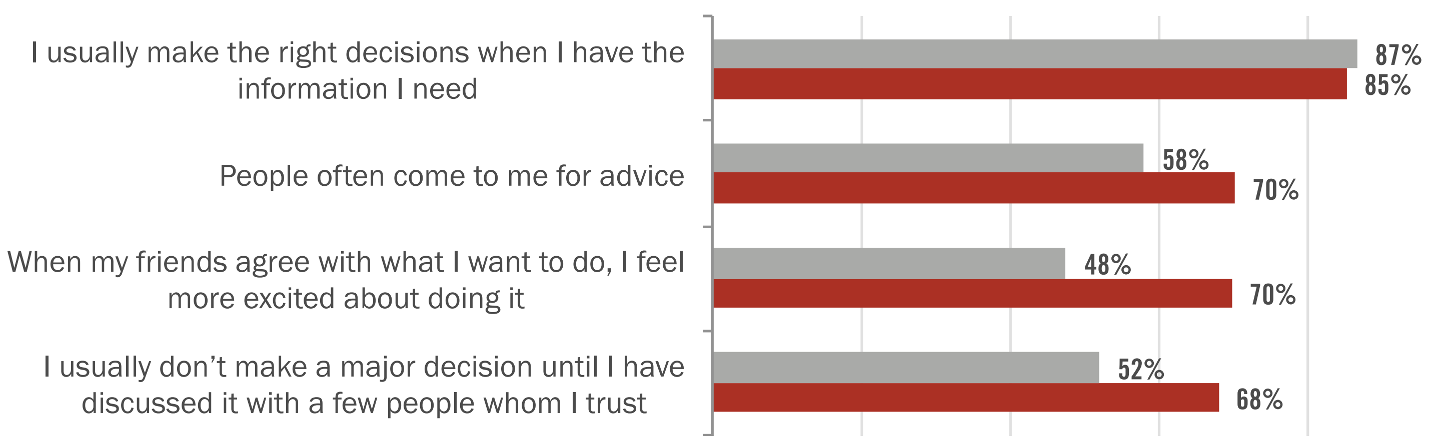
Millennials have come of age in the time of crowdsourcing, where large groups of people are entrusted to provide solutions more effectively than could an individual, so it feels natural to them to gather as much information as possible before making decisions. On the flip side, they have a tendency to feel rather overwhelmed by information, so they have to strive to strike a balance.

MILLENNIALS ARE HEAVILY INFLUENCED BY THEIR PEERS

Seek peer input and affirmation on decisions

Once they've done their research — which includes consulting with friends and family for advice, both in person and through texting and social sites — they have a high degree of confidence in the decisions they've made. This may seem contradictory, but it describes how many Millennials behave.

This tendency to gather information isn't limited to asking others for advice. As you can see in the chart below, Millennials, like non-Millennials, also consult blogs, company websites and professional review sites to help them make purchasing decisions. This behavior isn't solely driven by the price of the item. For example, baby food, which is a low price point item, can be a high involvement purchase.



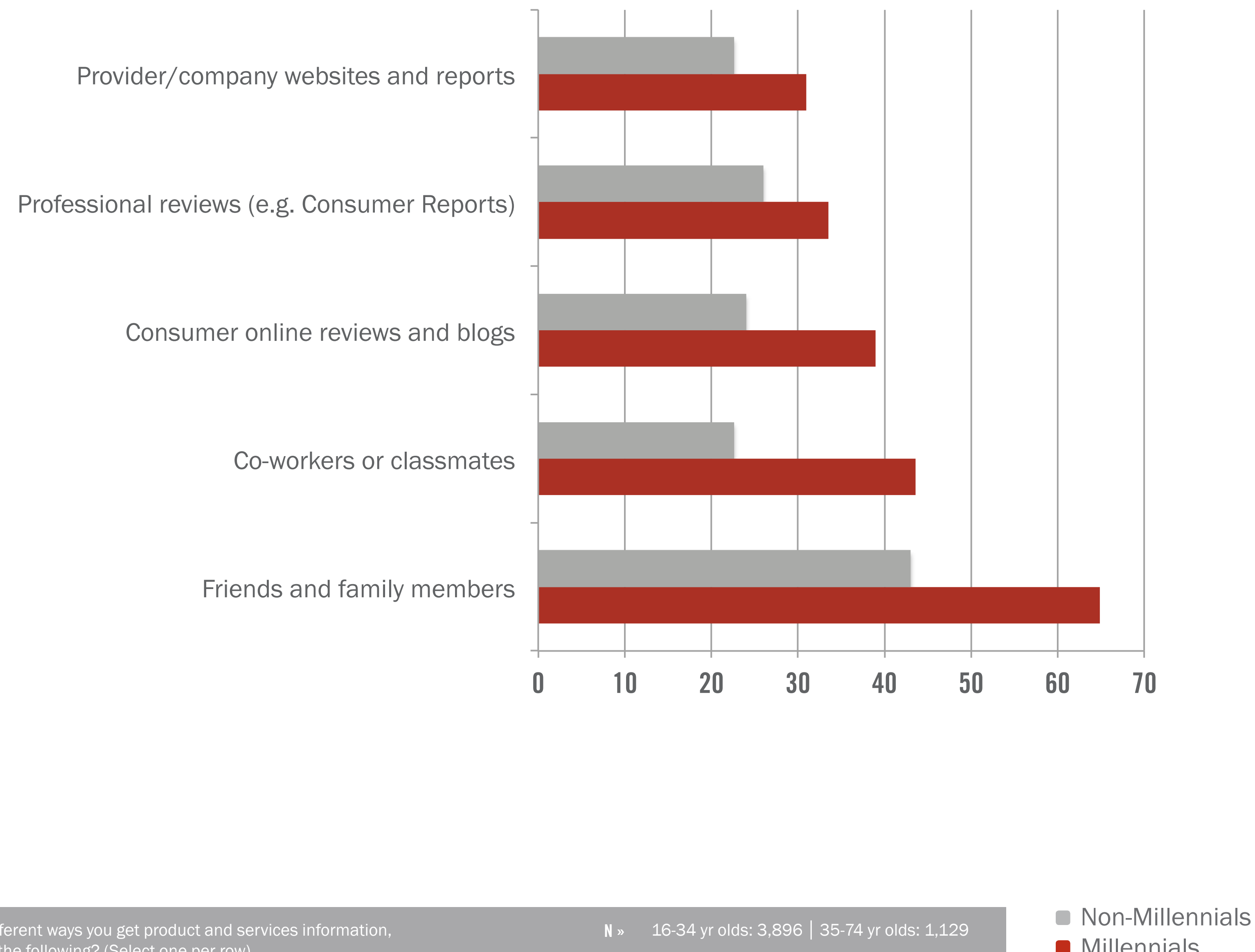
Q - Q3e » Please indicate how much you agree or disagree with the following statements. Self confidence in competency / capabilities. (Select one per row)

N » 16-34 yr olds: 4,259 | 35-74 yr olds: 1,234

MILLENNIALS SHOP COLLABORATIVELY

They rely more on input from social circles in making product decisions

The difference between non-Millennials and Millennials is not whether they conduct research prior to making purchases, or even what resources they utilize. It's how they conduct it. For Millennials, consumer research isn't done sitting at a desk. Millennials have their smartphones and other mobile devices handy, and they may very well be making their final purchasing decisions while standing inside your store comparing prices or determining the origin of a particular product.



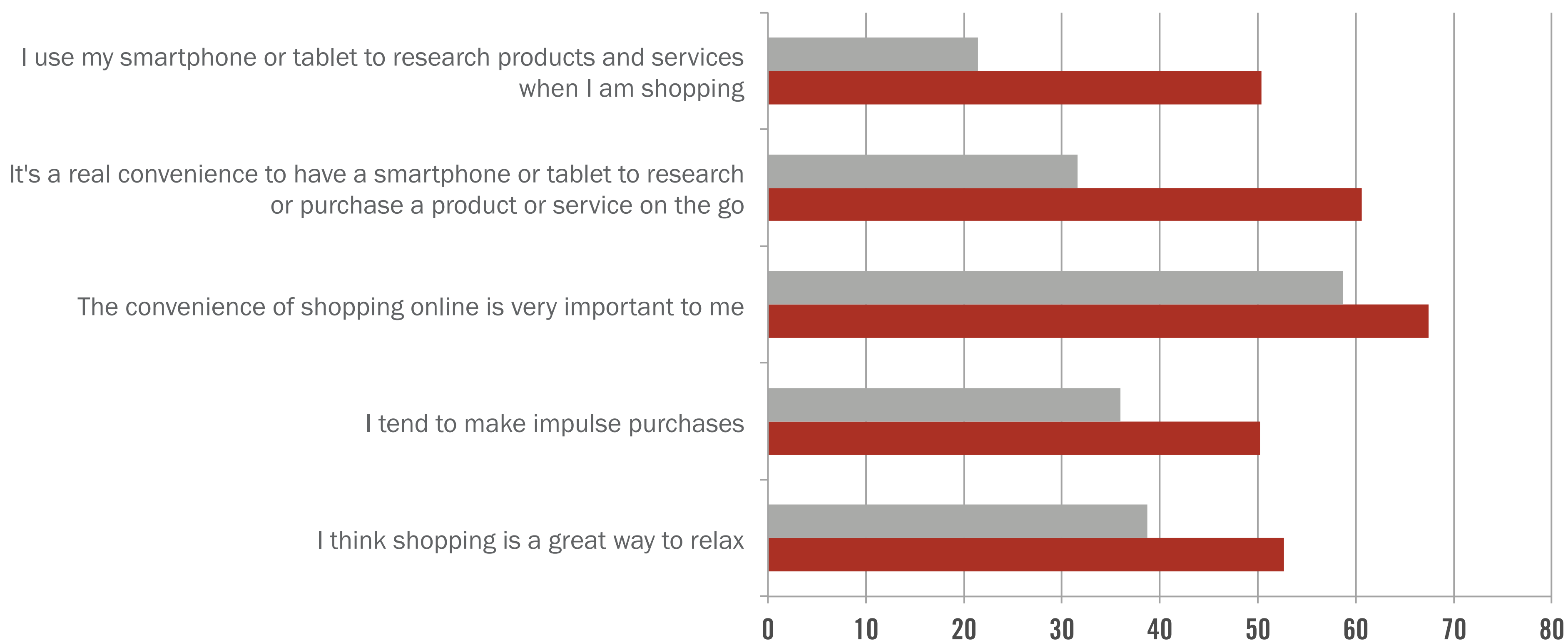
Q - Q3e » Thinking about the different ways you get product and services information, how often do you use the following? (Select one per row)

N » 16-34 yr olds: 3,896 | 35-74 yr olds: 1,129

MILLENNIALS SHOP DIFFERENTLY

Attitudes, channel preferences and shopping behaviors differ from older generations

Sixty percent of Millennials agree that it's a real convenience to have a smartphone or tablet to research or purchase a product or service on the go. More than 50% use their smartphones to research products or services while shopping.



Q - 3d, 3f, 3j » Please indicate how much you agree or disagree with the following statements.

N » 16-34 yr olds: 3,896 | 35-74 yr olds: 1,129

Life’s too short not to zip-line in Costa Rica.

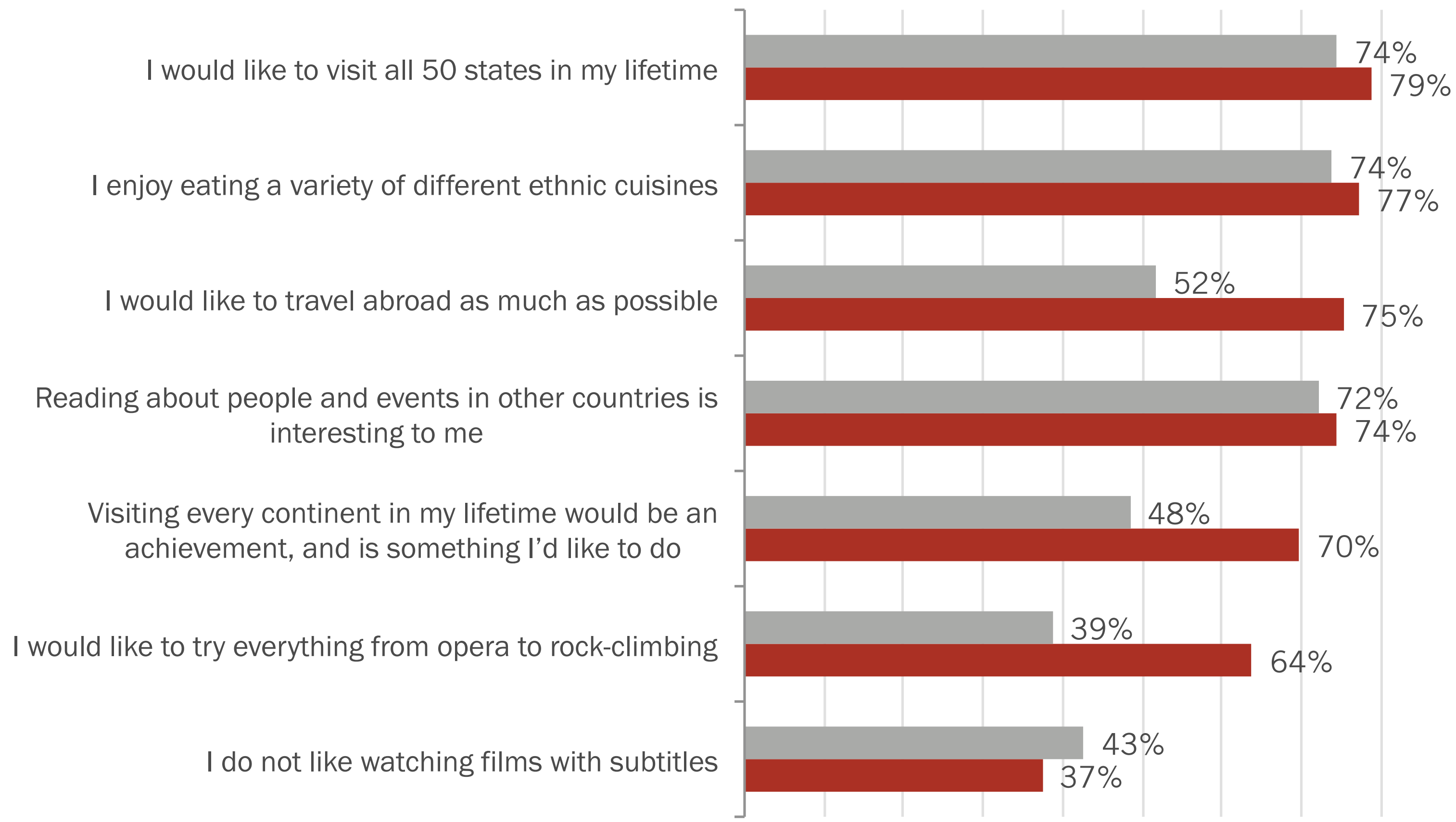
Matthew is an active guy who’s planning a vacation with some friends next year. He’s thinking rock climbing in Portugal; his best friend Chris is angling for zip-lining in Costa Rica. Both of them crave adventure and international travel. With either choice, they’ll end up with one more checkmark in the “done it all” category.

In part due to their life stage, Millennials express a desire to have a large variety of experiences, travel as much as possible both within the U.S. and abroad, even expose themselves to a certain amount of danger in pursuit of excitement.

MILLENNIALS SEEK A BROADER RANGE OF ACTIVITIES

Millennials have a global view of travel; enjoy everything from opera to rock climbing

You'll see later in our travel segment that Millennials are not necessarily getting the opportunity to pursue their travel plans to the extent that they would like, but their general sense of adventurousness manifests itself in their interest in other cultures, exotic foods and novel activities that they can enjoy closer to home.



Q - Q3c » Please indicate how much you agree or disagree with the following statements. Diversity / building experiences to form self. (Select one per row)

N » 16-34 yr olds: 4,259 | 35-74 yr olds: 1,234

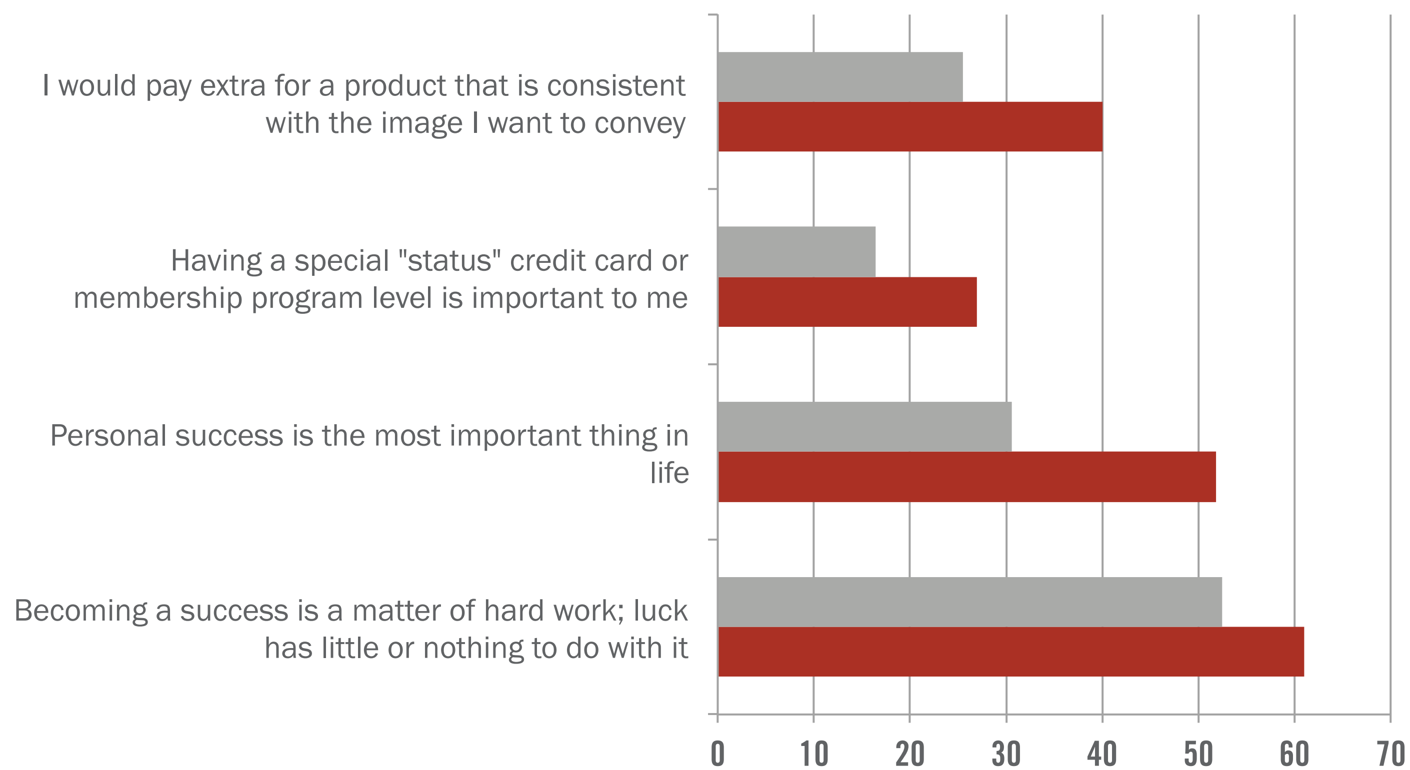
I'm a big damn deal around here.
Or at least I will be.

Matthew works hard at his job and is driven to be successful at his chosen career. He believes that personal success is the most important thing in life and that he is personally responsible for the level of success he achieves.

SUCCESS AND STATUS MATTER

Success is a matter of hard work, and status is worth the price

Millennials place a high importance on personal success and, compared to older generations, feel that their success is in their own hands. This is another area where life stage probably makes a significant difference, particularly because people tend to redefine personal success as they get older.



I am 100% loyal to my brands. But reserve the right to cheat on them.

Sarah's keychain used to be full of store rewards cards until she got an app for her phone to consolidate them. When she goes shopping, she generally goes for the brands her mom always bought, but she'll switch to a competing brand or store brand if it's on sale or she has a coupon. However, she recently spent a little extra on Dawn dishwashing liquid so $1 of her purchase price could go to their wildlife conservation program.

MILLENNIALS SEEK VALUE AND REWARDS

They'll switch brands to save money but pay extra to support a charity

Nearly half of Millennials (45%) will go out of their way to shop at stores offering rewards programs. Forty-three percent continue to purchase the brands they grew up with, but 56% are willing to switch brands in exchange for a cents-off coupon, and 63% have purchased non-favorite brands to take advantage of a sale or promotion. Thirty-seven percent say they are willing to purchase a product or service to support a cause they believe in, even if it means paying a bit more.

VALUE	
63%	Store brands and other private label brands are a much better value for my money
61%	I'm proud of how much money I have saved by buying store brands and private labels
60%	If generic brands are on sale, I will purchase them over my normal name brand
60%	Store brands or other private label brands are just as good as name brand products
56%	I will gladly switch brands to use a cents-off coupon
QUALITY / PRICE	

IMAGE	
72%	I think store brands or private label brands are okay for some items but not for others
51%	I buy brands that reflect my style / personality
45%	I am more likely to buy a brand that I know supports a charity
37%	I would pay extra for a product that is consistent with the image I want to convey
IDENTITY / PRICE	

Millennials primary grocery shopper

Millennials believe fitness is more than Shake Weights and a PowerBar.

Sarah goes to the gym at least four times a week, loves to experiment with different exercise classes (yoga, Pilates, boot camp, Zumba), makes a special point of eating organic foods whenever she can and plans a spa day once a month like clockwork.

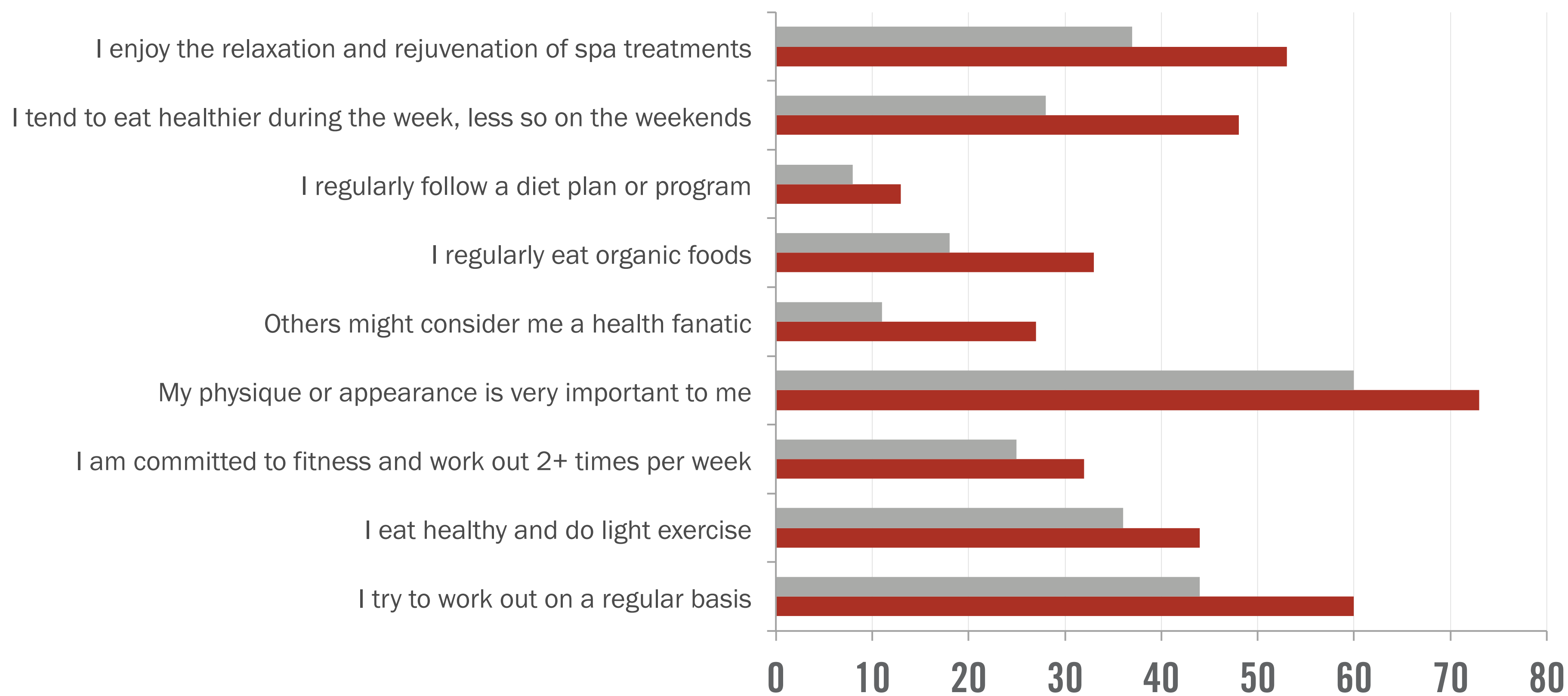
Matthew works out with weights at home and runs every other day. Although he intends to eat mostly healthy meals, he ends up snacking on fast food pretty often, and when the weekend rolls around, anything goes.

MILLENNIALS FEEL STRONGLY ABOUT PERSONAL HEALTH

Their intentions are good, but they don't always follow through

Sixty percent of Millennials say they try to work out on a regular basis. Twenty-six percent consider themselves health fanatics. Much of this focus on health is really due to vanity and/or the desire to impress others — 73% exercise to enhance their physical appearance. They're also fans of relaxation and rejuvenation, as 54% regularly treat themselves to spa services.

Despite their commitment to health, Millennials stray from their healthy diets on weekends. There's a noticeable difference between their intent to work out regularly and the amount of exercise that they actually accomplish.



So now you’ve met our typical Millennials and learned about how they look at the world. Next we’ll dive deeper into some of their habits and attitudes when it comes to grocery shopping, clothes shopping, eating in restaurants, travel and charity.

GROCERY

This section includes 1,051 Millennials and 297 non-Millennials, all of whom are responsible for the majority of grocery shopping in their households and shopped for groceries within the past month.

GROCERY FORMAT	EXAMPLES
Grocery chain store	Kroger, Safeway
Local independent grocery store	IGA, Associated Grocers, Affiliated Foods
Mass retailer	Walmart Supercenter, SuperTarget
Specialty food store	The Fresh Market, Trader Joe’s, Whole Foods
Deep-discount, limited-assortment grocery store	Aldi, PriceRite, Food 4 Less
Club or membership store	Costco, Sam’s Club, BJ’s
Convenience store	7-Eleven, Wawa, QuikTrip

Redefining “going to the store”

Sarah is planning a dinner party. She’s picked out a recipe and made a list of the ingredients she needs to make it, and she’ll also serve some packaged foods and beverages. Her list is divided into sections and for good reason: she’s going to three different stores to complete her shopping. Most of the ingredients will come from a specialty food store; she’ll get some of the packaged items at a mass retailer; and she’ll finish up at a club store for the rest of her drinks and snacks. Before the party actually begins, she’ll end up running to a convenience store to pick up a couple of items she forgot. Tomorrow she’ll need to make another grocery store run to cover what she needs for lunch and dinner.

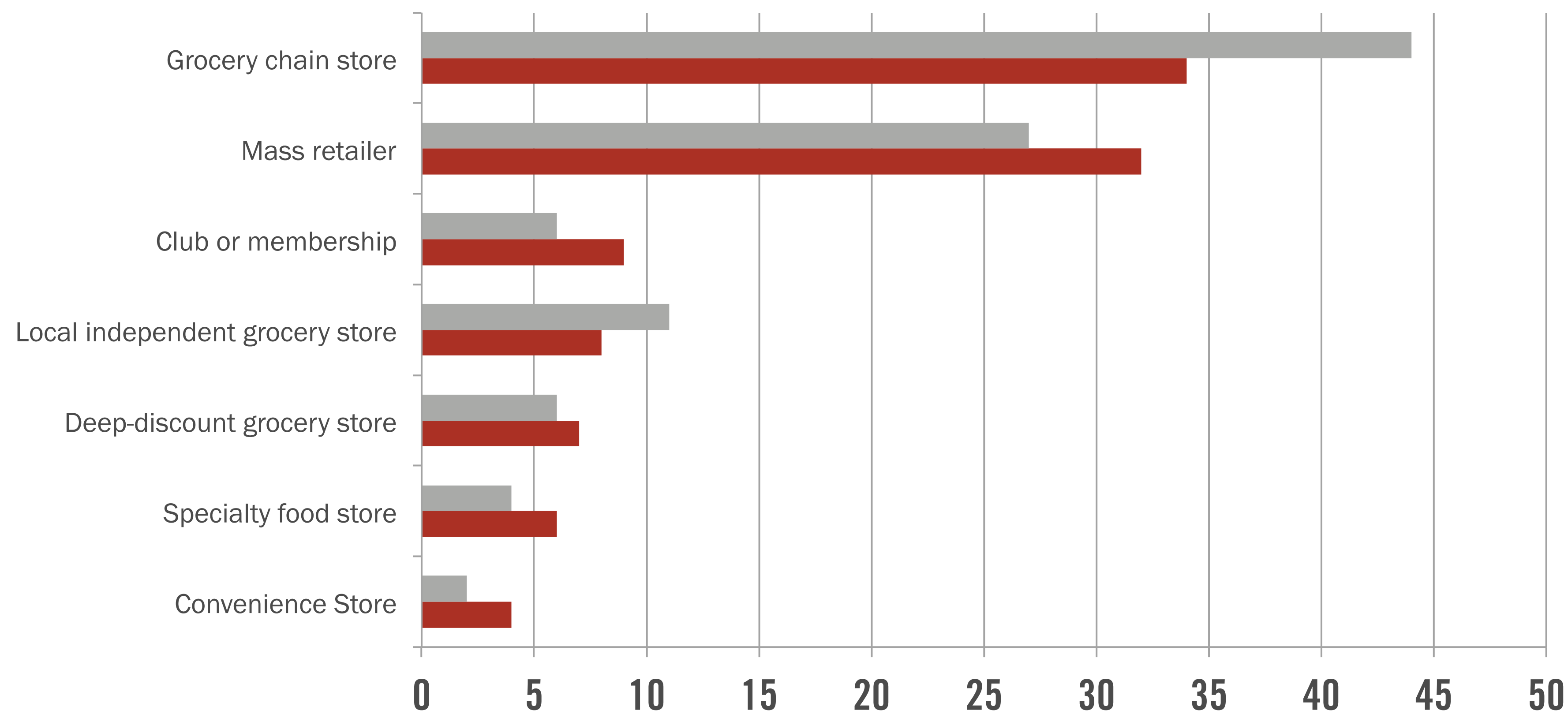
Jennifer is a 30-year-old mom of two. Because shopping with an infant and a 2-year-old can be a challenge, she generally tries to plan her meals so she can do one shopping trip for the entire week. This week she’s heading to a mass retailer that’s having a good sale on many of the items she needs, but she stocks up at a club store frequently as well. On her way out the door, she makes sure to grab the coupons she’s been collecting.

Matthew is on his way to a specialty food store he frequents because he’s in the mood for their brand of frozen pizza, and he can buy beer while he’s there.

MILLENNIALS SHOP DIFFERENT GROCERY STORE FORMATS

Millennials trading up (specialty/club) and trading down (mass retailer), away from grocery chains and local independents

With so many grocery shopping options available, it's perhaps not surprising that Millennials are moving away from the traditional grocery chains their parents still favor and opting instead for specialty, mass retailer, club and convenience stores.



Q » What types of stores do you typically shop for grocery items?

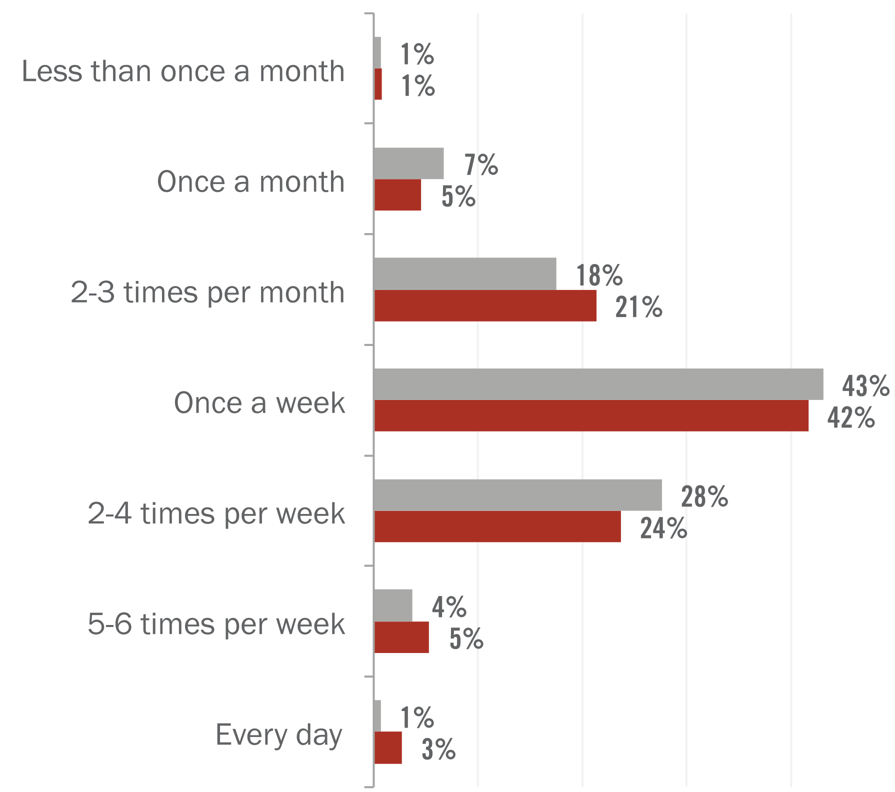
N » 16-34 yr olds: 1,051 | 35-74 yr olds: 297

MILLENNIALS SHOP MORE FREQUENTLY

Tend to shop for groceries "as needed"

Forty-two percent of Millennials shop once per week, but twice as many Millennials shop more than five times a week compared to non-Millennials.

Millennials' greater shopping frequency can be explained in part by the reasons for their store visits. They tend to shop spontaneously to gather items for a recipe, satisfy a craving or buy a pre-made dish to serve. You could call it either a lack of planning or a zest for spontaneity.



Q - G1 » About how often do you typically shop for groceries? (Select one)

N » 16-34 yr olds: 1,051 | 35-74 yr olds: 297

Non-Millennials
Millennials

STOCK-UPS AND REPLENISHMENT DOMINATE SHOPPING TRIPS

Millennials tend to do more special event and urgent need purchases

This changes once a Millennial becomes a parent. With children in the picture, Millennials begin planning ahead for meals, preparing balanced meals at home, and taking advantage of coupons and deals that are of less interest to their child-free peers.

Q - G8 » About how often do you typically What were the typical primary reasons that you shopped for groceries in the past month? (Select all that apply). for groceries? (Select one)

N » 16-34 yr olds: 1,051 | 35-74 yr olds: 297

MILLENNIALS WITH CHILDREN SHOP TO STOCK UP AND LEAD IN COUPON USE

Life stage differences lead to more planning and economizing

Q - G8 » What were the typical primary reasons that you shopped for groceries in the past month? (Select all that apply).

N » 16-34 households with children – 320
16-34 households without children - 731

I love to cook almost as much as I love getting something already cooked.

Matthew is at the grocery store picking up the ingredients to make Pad Thai. He's chosen the store that he knows has the best fresh produce and a good selection of ethnic foods.

Sarah is getting home late from work again, and she's not in the mood to cook. She stops by a store that's not out of her way because it has pre-made meals she can warm up at home.

MILLENNIALS ENJOY BEING CREATIVE IN THE KITCHEN

Cooking is fun, not a chore

Millennials walk the line between a love of cooking and being adventurous in the kitchen and an on-the-go lifestyle that often means they're eating on the run. Thirty-nine percent of them say they prefer picking up quick meals to cooking meals. However, 64% say they love to cook and enjoy being creative in the kitchen, a far greater number than the 52% of non-Millennials who do.

Among Millennial men who are the primary grocery shopper for their household, 67% consider themselves expert or creative cooks.

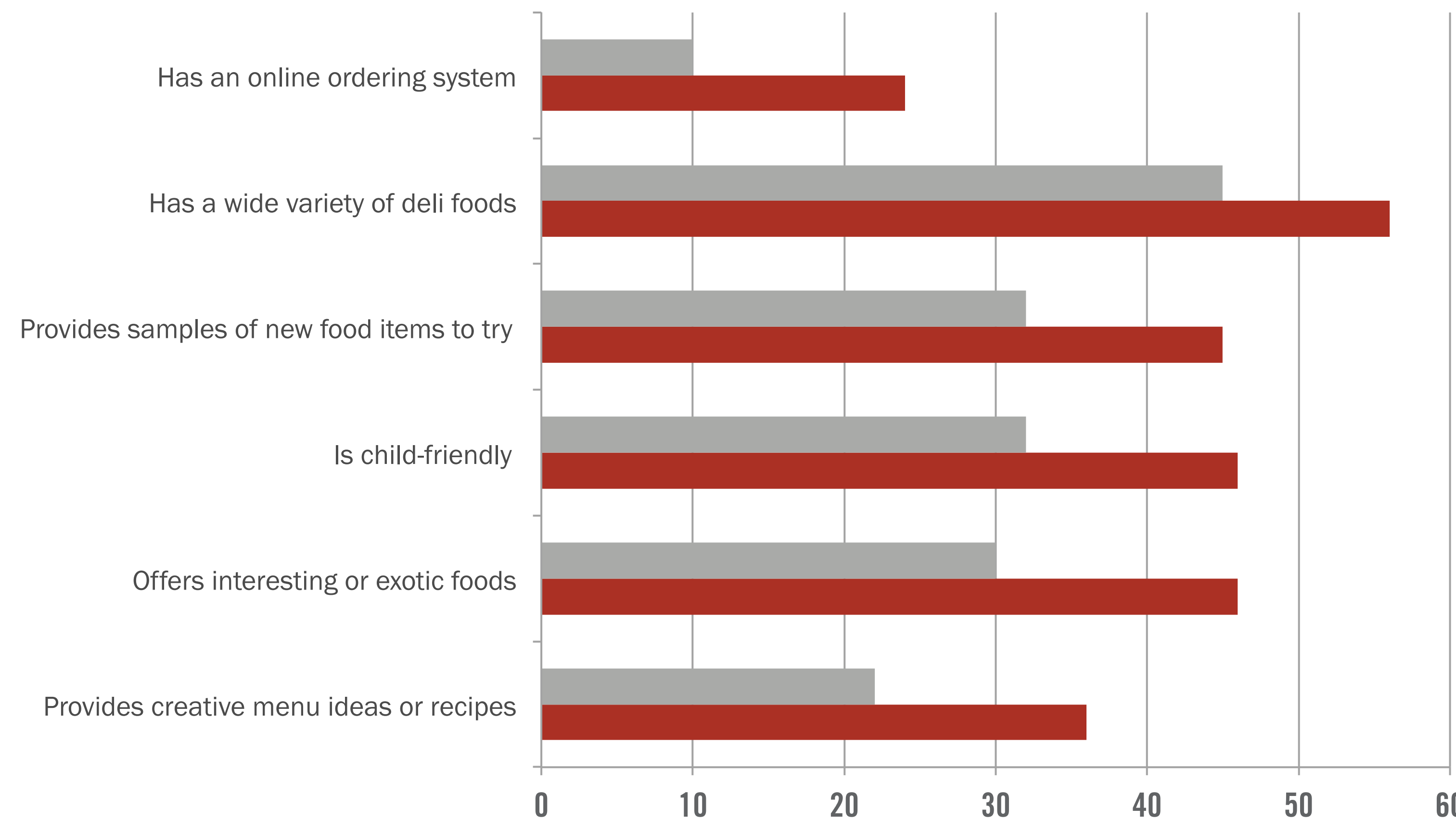
Q » Which of the following statements best describes your attitude about cooking? (Select one)

N » 16-34 yr olds: 1,051 | 35+ yr olds: 297

WHAT MILLENNIALS WANT FROM A GROCERY STORE

Millennials tend to do more special event and urgent need purchases

In keeping with Millennials' desire to try new things, they value creative menu ideas and recipes, interesting and exotic foods, as well as samples of foods to try. Child-friendliness is important to busy Millennial moms. It's interesting to see the importance of a large deli selection, which helps fulfill the desire for pre-made and quick meals.



Q » Thinking about the shopping you do for groceries, please indicate how important the following statements are to you in selecting these grocery stores.

GROCERY STORE BRANDS INCLUDED IN STUDY

Acme	Lucky
Albertsons	Meijer
Aldi	Piggly Wiggly
Baker's	Publix
BJ's Club	Ralph's
Costco	Safeway
Dillon's	Sam's Club
Dominick's	Save-A-Lot
Food 4 Less	Schnucks
Food Lion	Shaw's
Fred Meyer	ShopRite Supermarkets
Giant	Star Markets
Giant Eagle	Stop & Shop
Hannaford	SuperTarget
Harris-Teeter	SuperValu
HEB	The Fresh Market
Hy-Vee Food Store	Tom Thumb
Jewel	Trader Joe's
Kash N Karry	Vons
King Soopers	Walmart Supercenter
Kmart Supercenter	Whole Foods
Kroger	Winn-Dixie

RETAIL APPAREL

This section includes 805 Millennials and 240 non-Millennials. The female apparel section of the study included 425 female Millennials and 136 female non-Millennials. The male apparel section included 380 male Millennials and 104 male non-Millennials.

APPAREL FORMAT	EXAMPLES
Specialty store	Ann Taylor, Gap, J.Crew, Urban Outfitters
Luxury department store	Nordstrom, Neiman Marcus, Saks 5th Avenue
Department store	Macy’s, Dillard’s, Belk
National chain/value department store	JCPenney, Kohl’s, Sears
Mass retailers	Walmart, Target

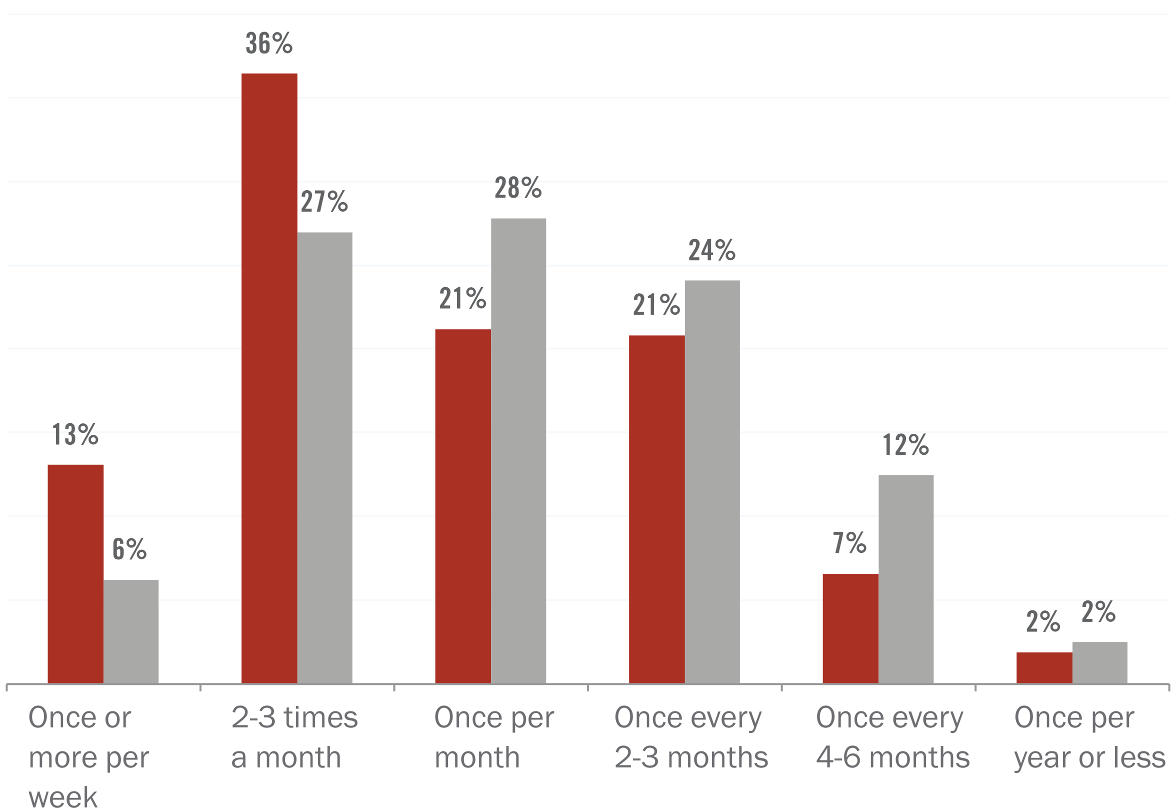
If you want to attract Millennials to your store, just add energy.

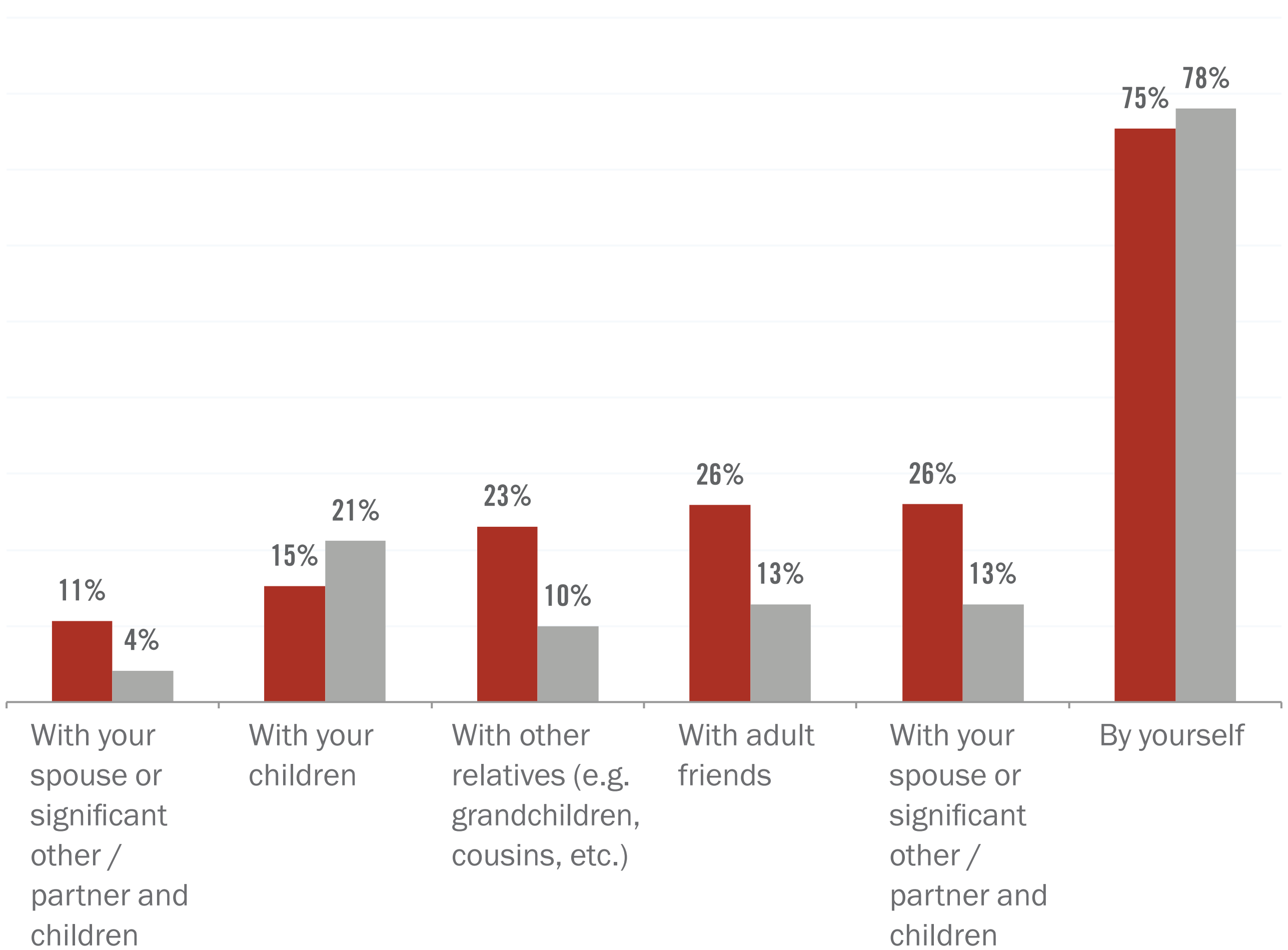
Sarah and her sister are at an open-air shopping center on a quest for jeans. As they walk from store to store, they intend to stick mainly with outlets, but they're drawn to stores with fun window displays and good music playing. They end up finding a store with a friendly and fashionable sales associate who has a great eye for the fashions they want. They both end up buying tops and accessories in addition to the jeans they were looking for.

MILLENNIAL WOMEN SHOP MORE FREQUENTLY AND IN GROUPS

Non-Millennials shop more with children and alone

Female Millennials are far more likely than non-Millennials to shop with someone else: friends, family members, spouse, children, etc.





Non-Millennials
Millennials

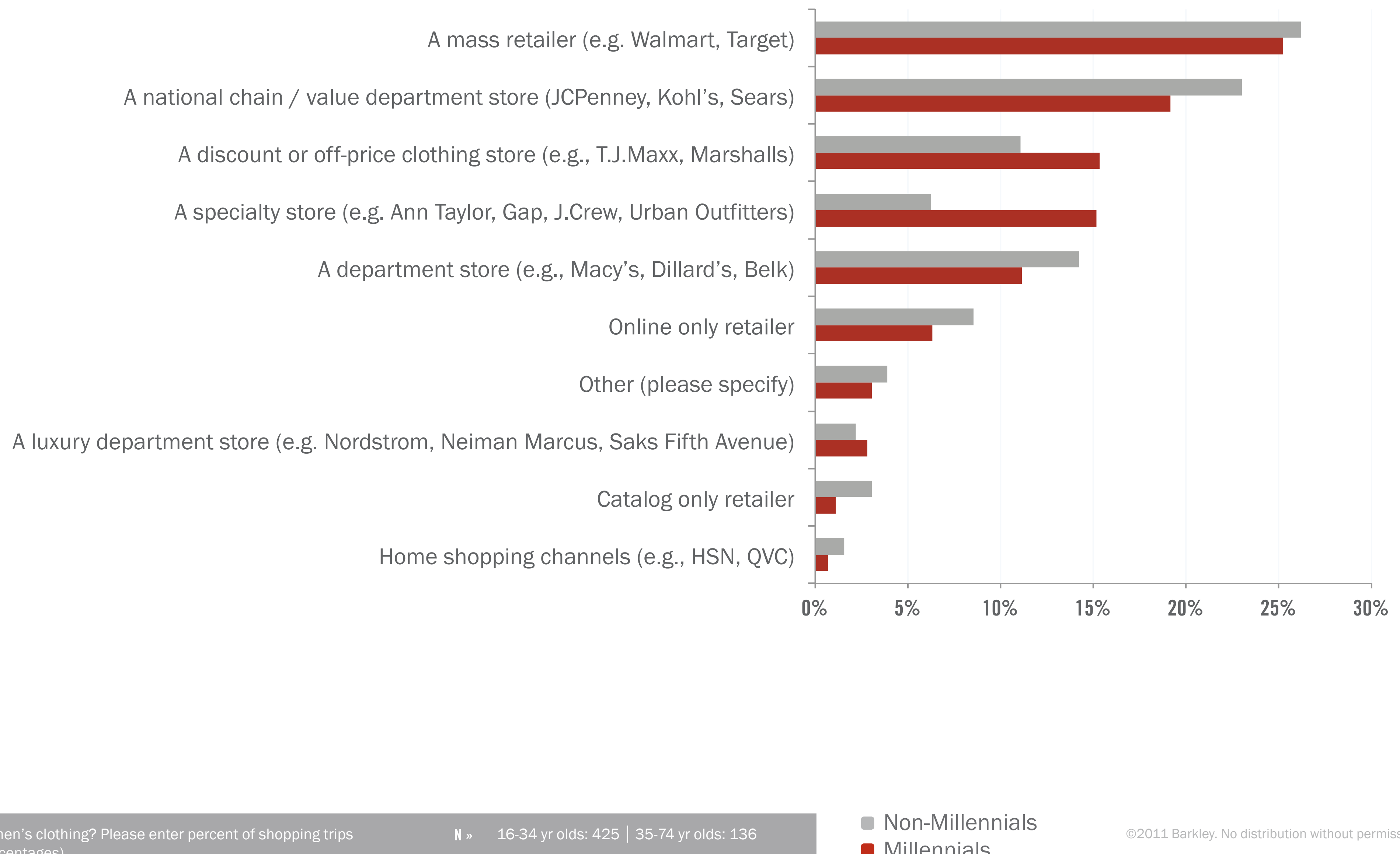
Q - A1 » About how often do you shop for women's clothing? (Select one) L
A2 » Who do you typically shop with for women's clothing? (Select all that apply) R

N » 16-34 yr olds: 425 | 35-74 yr olds: 136

MILLENNIAL WOMEN PREFER DISCOUNT AND SPECIALTY RETAIL

All generations favor mass retailers and department stores

Mass retailers are their primary destination, but they are much more likely than non-Millennials to shop at discount or off-price clothing stores such as T.J. Maxx and Marshalls. Compared to non-Millennials, they have a great affinity for specialty stores, e.g., Ann Taylor, Gap, J.Crew and Urban Outfitters.



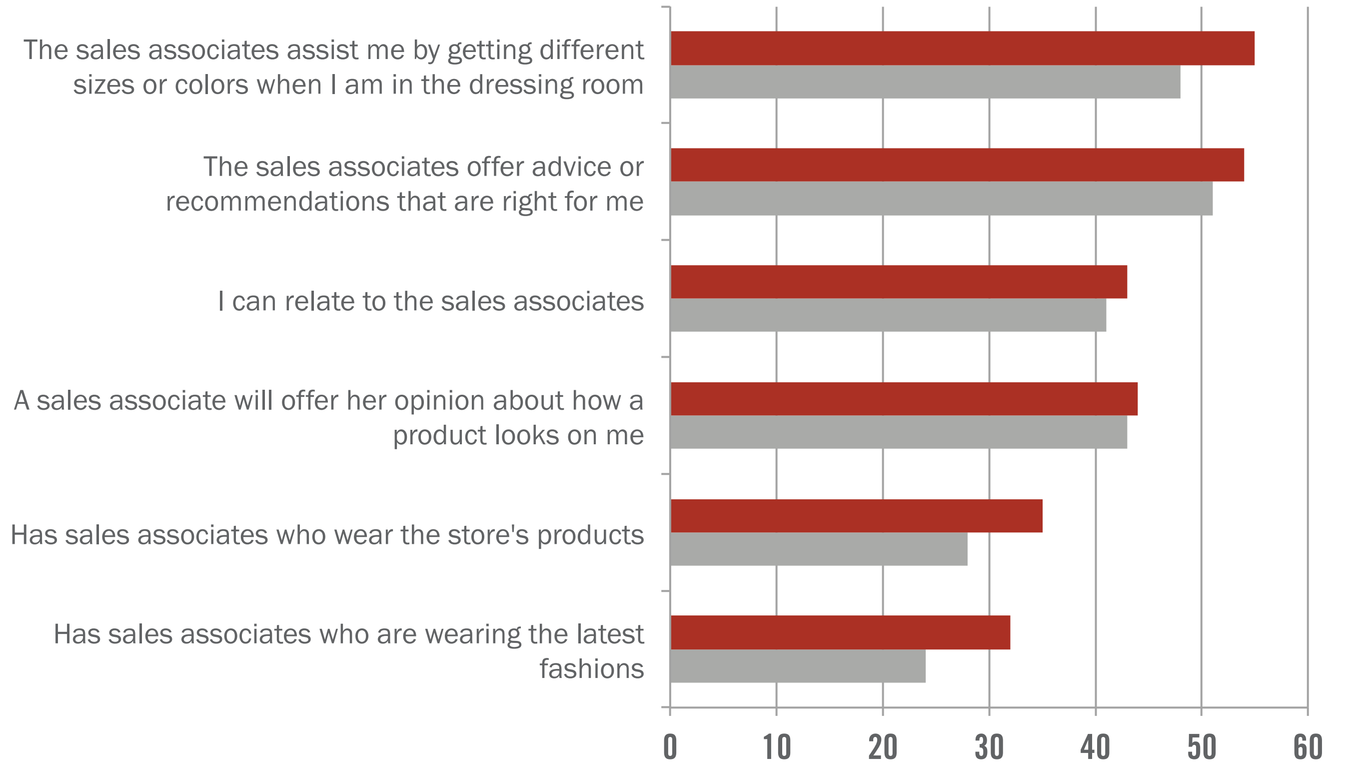
Q - A3 » Where do you typically shop for women's clothing? Please enter percent of shopping trips at each store type. (Enter whole percentages)

N » 16-34 yr olds: 425 | 35-74 yr olds: 136

FEMALE MILLENNIALS SEEK SALES ASSOCIATE EXPERTISE

Advice and insider knowledge help her decide

Female Millennials want a store experience that involves sales associates who are helpful, friendly and fashionable — who wear the store's fashions and know the product line well. She's looking for a trusted advisor who will make recommendations and offer opinions about how the fashions look when she tries them on.



Q - A7 » Please indicate how important the following statements are to you when shopping for women's clothing at retail stores, excluding online shopping.

N » 16-34 yr olds: 425 | 35-74 yr olds: 136

FEMALE MILLENNIALS FAVOR FUN, ENERGIZING SHOPPING ENVIRONMENTS

She wants to be entertained while she shops

Female Millennials are more likely than non-Millennials to value a “fun” store experience with music they enjoy, unique product offerings and accessories available to complete their outfits.

Q - A7 » Please indicate how important the following statements are to you when shopping for women's clothing at retail stores, excluding online shopping.

N » 16-34 yr olds: 425 | 35-74 yr olds: 136

When Millennial men shop, well, they actually shop.

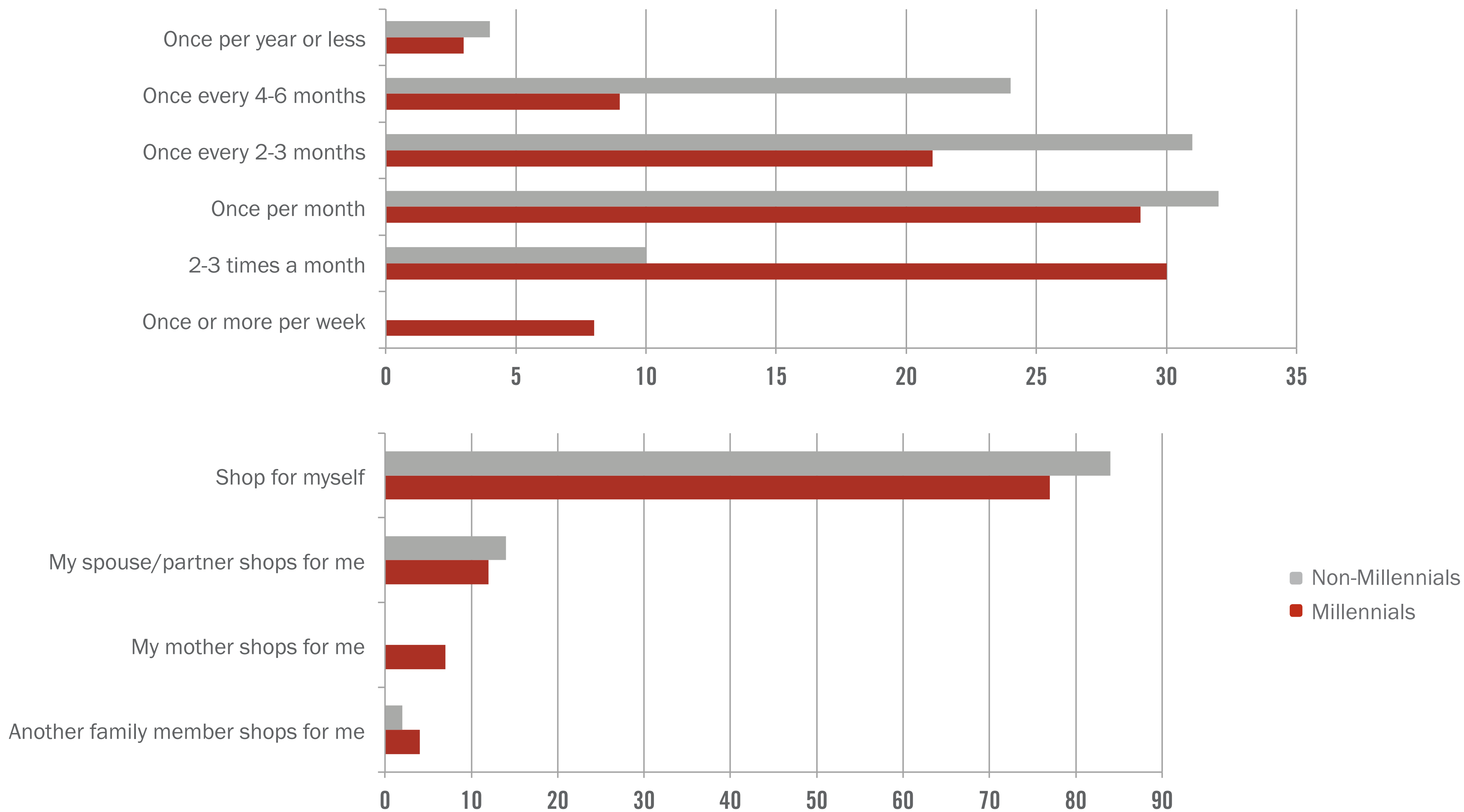
Matthew has stopped by a department store at the mall to pick up some jeans. He's looking for a good-quality garment that fits well and isn't too expensive. The sales associate from the jeans department is very helpful in bringing him different sizes, styles and finishes until he finds the pair he likes at the price he's comfortable spending.

MILLENNIAL MEN OUT-SHOP OTHER GENERATIONS

Often rely on other family members to shop for them

Millennial men value convenience, price and availability more than anything else when they're shopping for clothing. Despite this no-nonsense approach, they still shop much more frequently than non-Millennial men.

You'll also note that 12% say their mother or another family member shops for them, but it's likely that these are mostly the men on the lower end of the age range.



MALE SHOPPERS PREFER MASS/VALUE DEPARTMENT STORES

Millennials spend is fragmented across a broader range of formats

Male Millennials are not as particular as women when it comes to the types of stores they shop for clothes. While they do tend to stick with mass retailers and value department stores, they spread their shopping dollars around to a greater variety of store formats than their female counterparts.

Q - A16 » What types of stores do you typically shop for men's clothing? Please enter percent of shopping trips at each store type. (Enter whole percentages)

N » 16-34 yr olds: 380 | 35-74 yr olds: 104

MALE MILLENNIALS VALUE SALES ASSOCIATES AS TRUSTED ADVISORS

He welcomes suggestions and opinions on what to buy

Male and female Millennials are similar in their interest in getting advice and counsel from sales associates. Men are even more likely than women to take fashion cues and suggestions from sales associates, and they appreciate assistance in making their selections.

Finally, regardless of their income level, Millennials shop more often than non-Millennials and spend twice as much.

Q - A25 » Thinking about the shopping you do yourself for men's clothing at retail stores, excluding online shopping, please indicate how important the following statements are to you.

N » 16-34 yr olds: 380 | 35-74 yr olds: 104

CATEGORY	BRAND NAME
Clothing Retailers*	Abercrombie & Fitch
Clothing Retailers	Aeropostale
Women's Clothing Retailers	American Apparel
Clothing Retailers	American Eagle Outfitter (AEO)
Women's Clothing Retailers	Ann Taylor
Women's Clothing Retailers	Ann Taylor Loft
Women's Clothing Retailers	Anthropologie
Men's Clothing Retailers	Armani Exchange
Clothing Retailers	Banana Republic
Women's Clothing Retailers	bebe
Men's Clothing Retailers	Big and Tall Guys
Clothing Retailers	Bloomingdale's
Men's Clothing Retailers	Brooks Brothers
Women's Clothing Retailers	Brooks Brothers Women
Clothing Retailers	Buckle
Clothing Retailers	Burlington Coat Factory
Men's Clothing Retailers	Cabela's
Men's Clothing Retailers	Casual Male
Women's Clothing Retailers	Charlotte Russe
Women's Clothing Retailers	Chico's
Women's Clothing Retailers	Christopher & Banks
Women's Clothing Retailers	Coldwater Creek
Women's Clothing Retailers	dELIA*s
Clothing Retailers	Diesel
Men's Clothing Retailers	Dr Jays
Clothing Retailers	Eddie Bauer
Clothing Retailers	Express
Clothing Retailers	Free People
Clothing Retailers	Gap
Clothing Retailers	Guess
Clothing Retailers	J.Crew
Women's Clothing Retailers	J.Jill
Clothing Retailers	JCPenney
Men's Clothing Retailers	JoS. A. Bank
Women's Clothing Retailers	Justice / Limited Too
Clothing Retailers	Kohl's
Clothing Retailers	L.L.Bean
Clothing Retailers	Lands' End
Women's Clothing Retailers	Lane Bryant

CATEGORY	BRAND NAME
Clothing Retailers	Levi's
Clothing Retailers	Lucky Brand
Women's Clothing Retailers	lucy
Women's Clothing Retailers	lululemon athletica
Clothing Retailers	Macy's
Women's Clothing Retailers	Madewell
Clothing Retailers	Marshalls
Men's Clothing Retailers	Men's Wearhouse
Men's Clothing Retailers	Nautica
Clothing Retailers	Neiman Marcus
Clothing Retailers	Nordstrom
Clothing Retailers	Old Navy
Men's Clothing Retailers	Orvis
Men's Clothing Retailers	PacSun
Men's Clothing Retailers	Paul Fredrick
Men's Clothing Retailers	Pendleton
Men's Clothing Retailers	Quicksilver
Men's Clothing Retailers	Ralph Lauren
Clothing Retailers	Ross Stores
Men's Clothing Retailers	S & K Famous Brands
Clothing Retailers	Saks Fifth Avenue
Clothing Retailers	T.J.Maxx
Women's Clothing Retailers	Talbots
Clothing Retailers	Target
Men's Clothing Retailers	The Foundry Big & Tall Supply Co.
Men's Clothing Retailers	The North Face
Men's Clothing Retailers	Timberland
Men's Clothing Retailers	Tommy Bahama
Clothing Retailers	True Religion (Brand)
Clothing Retailers	Urban Outfitters
Women's Clothing Retailers	Victoria's Secret
Clothing Retailers	Walmart
Clothing Retailers	Wet Seal
Women's Clothing Retailers	White House / Black Market
Clothing Retailers	Zumiez

Brands that are designated in this chart as "Clothing Retailers" were included in both Men's and Women's surveys.

RESTAURANT

This portion of the study included 954 Millennials and 270 non-Millennials, all of whom indicated that they had eaten in a restaurant within the past two weeks and had input regarding the restaurant choice.

RESTAURANT FORMAT	EXAMPLES
Fast food	Five Guys, McDonald’s, Starbucks, Subway
Fast casual	Bruegger’s, Corner Bakery, Panera Bread, Qdoba
Casual dining	California Pizza Kitchen, Olive Garden, Red Lobster
Fine dining	The Palm, Morton’s Steak House

Millennials, party of 80 million? Your table's ready.

Sarah and her co-workers are celebrating. Everyone received an unexpected bonus, so a group of them are planning to go to dinner together. They choose a renowned fine dining restaurant so they can treat themselves.

Matthew didn't bring his lunch to work, and he's getting hungry. He texts two of his buddies, and they all decide to meet at a new fast-casual restaurant that specializes in a foreign cuisine.

Jennifer has been out running errands, and her lunch seems like a distant memory. She pulls into a drive-thru to get some fries for herself and apple slices for her toddler.

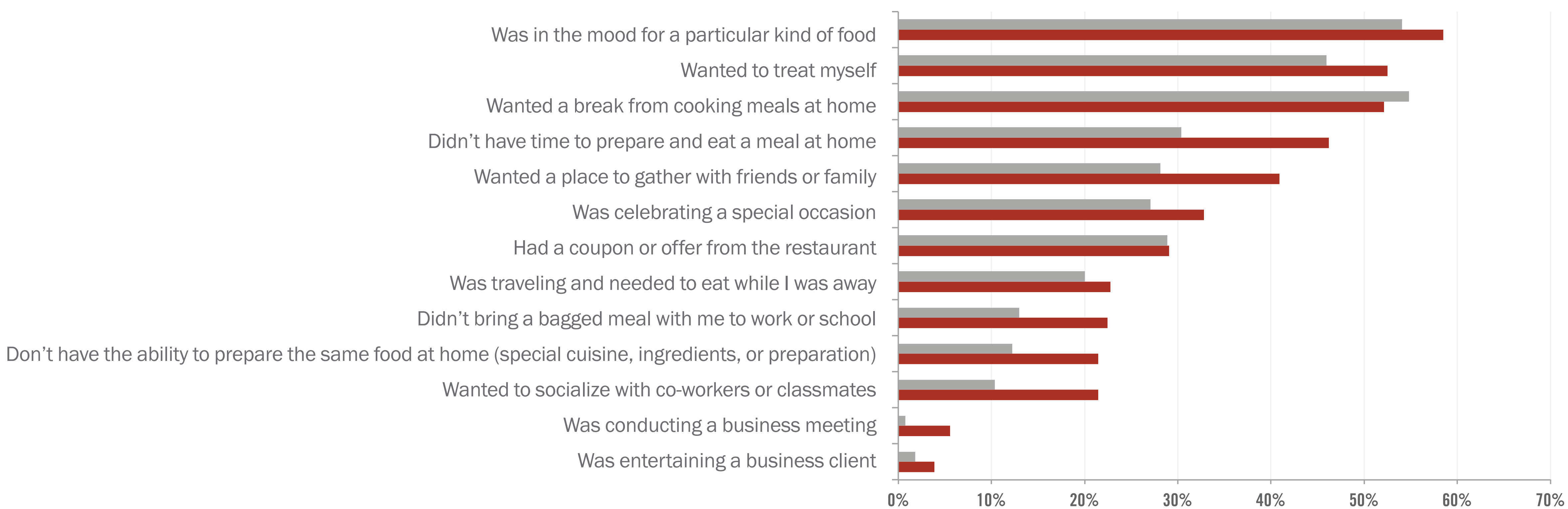
MILLENNIALS VIEW RESTAURANTS AS SOCIAL OUTLET, TREAT

Tight schedule and desire to socialize drive eating out

Regardless of income or household composition, Millennials eat in restaurants far more often than non-Millennials (3.4 times per week versus 2.8 times per week).

On average, Millennials spend about $174 a month eating out, whereas non-Millennials come in at an average of $153 per month. However, there is a subgroup of high-income Millennials who spend an average of $289 per month, compared to high-income non-Millennials who average $217.

Millennials gravitate toward fast-casual restaurants to accommodate their need for convenience. However, they are more willing than non-Millennials to increase their spend and “upgrade” to a fine dining situation for special occasions.



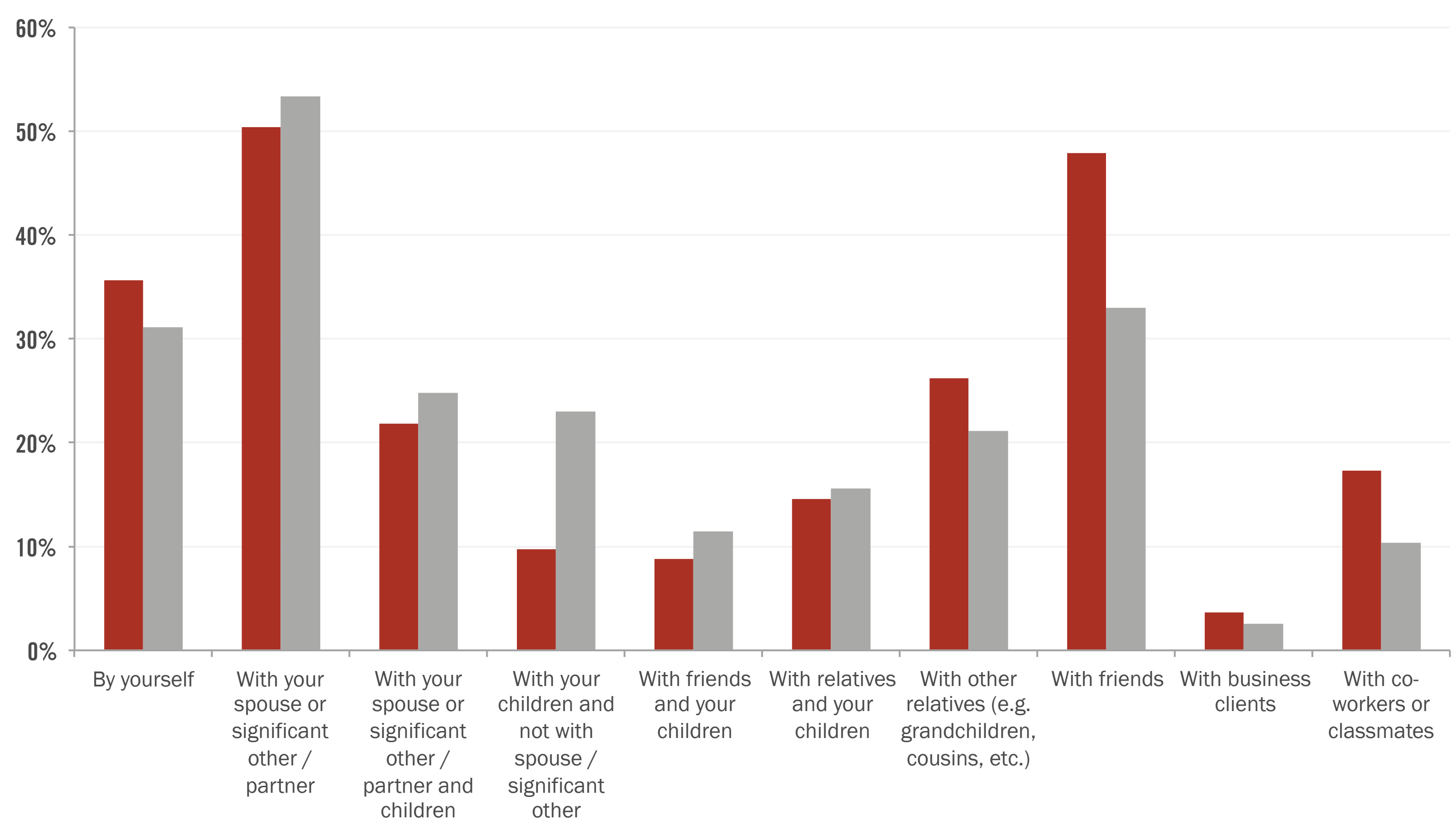
Q - R9 » What were the typical reasons that you ate at a restaurant in the past month? (Select all that apply)

N » 16-34 yr olds: 954 | 35-74 yr olds: 270

MILLENNIALS MORE LIKELY TO DINE WITH NON-FAMILY GROUPS

Non-Millennials typically dine with relatives

There's a strong social component to Millennials' dining habits; they are more likely than non-Millennials to dine with friends, co-workers and classmates, rather than alone or with family. This is possibly due to life stage.



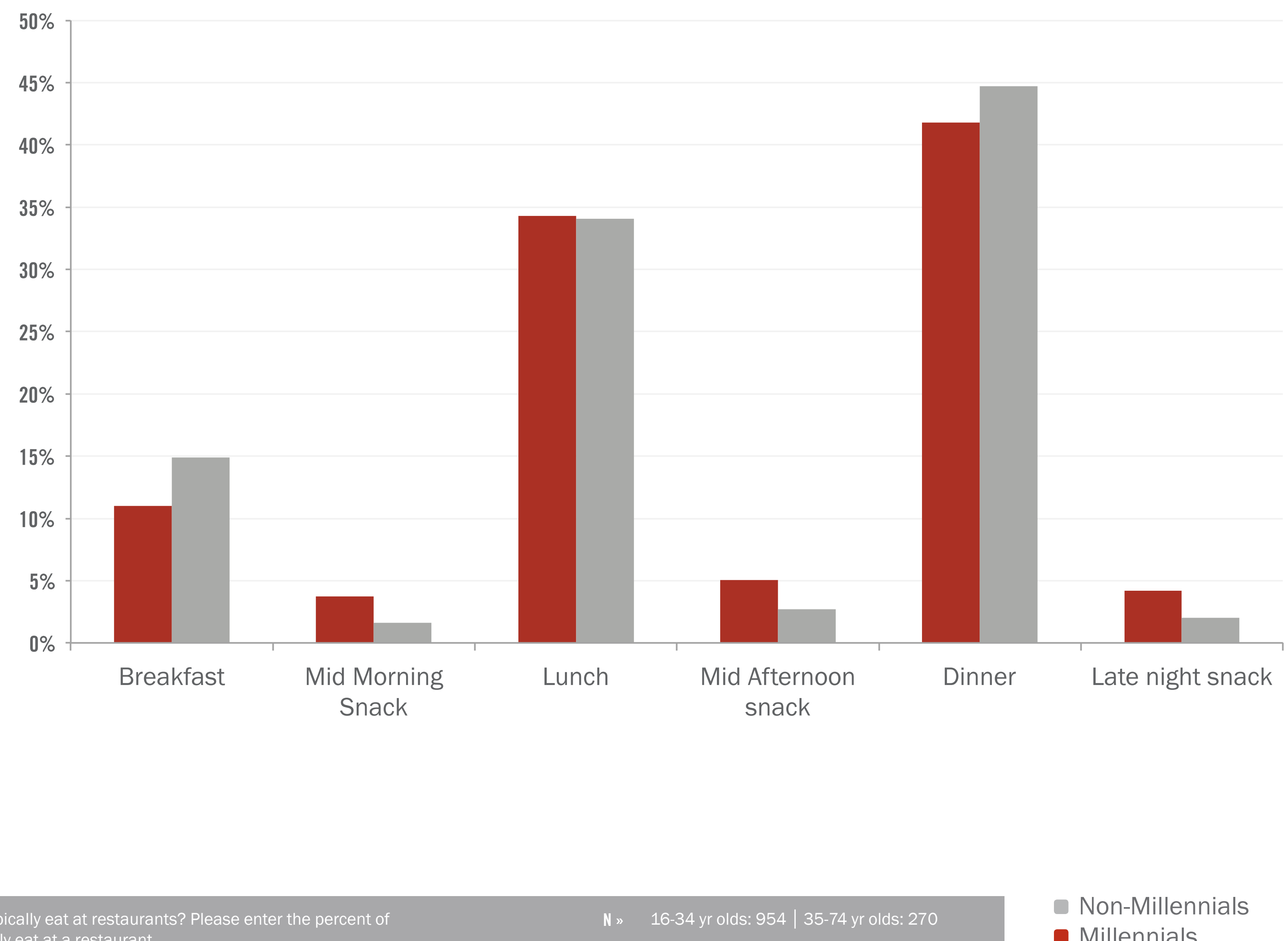
Q - R2 » Who do you typically eat with when you go out to restaurants? (Select all that apply)

N » 16-34 yr olds: 954 | 35-74 yr olds: 270

MILLENNIALS SNACK MORE THAN OLDER GENERATIONS

Life routine disrupts timing of breakfast and dinner

Millennials are more than twice as likely as non-Millennials to grab snacks from restaurants between meals. Because they have grown up with restaurant promotions such as "half-price happy hours" and "fourth meals," it's highly possible that they will continue to regard between-meal snacks as a viable choice throughout their lives.



Q - R3 » What meals do you typically eat at restaurants? Please enter the percent of meal types you typically eat at a restaurant.

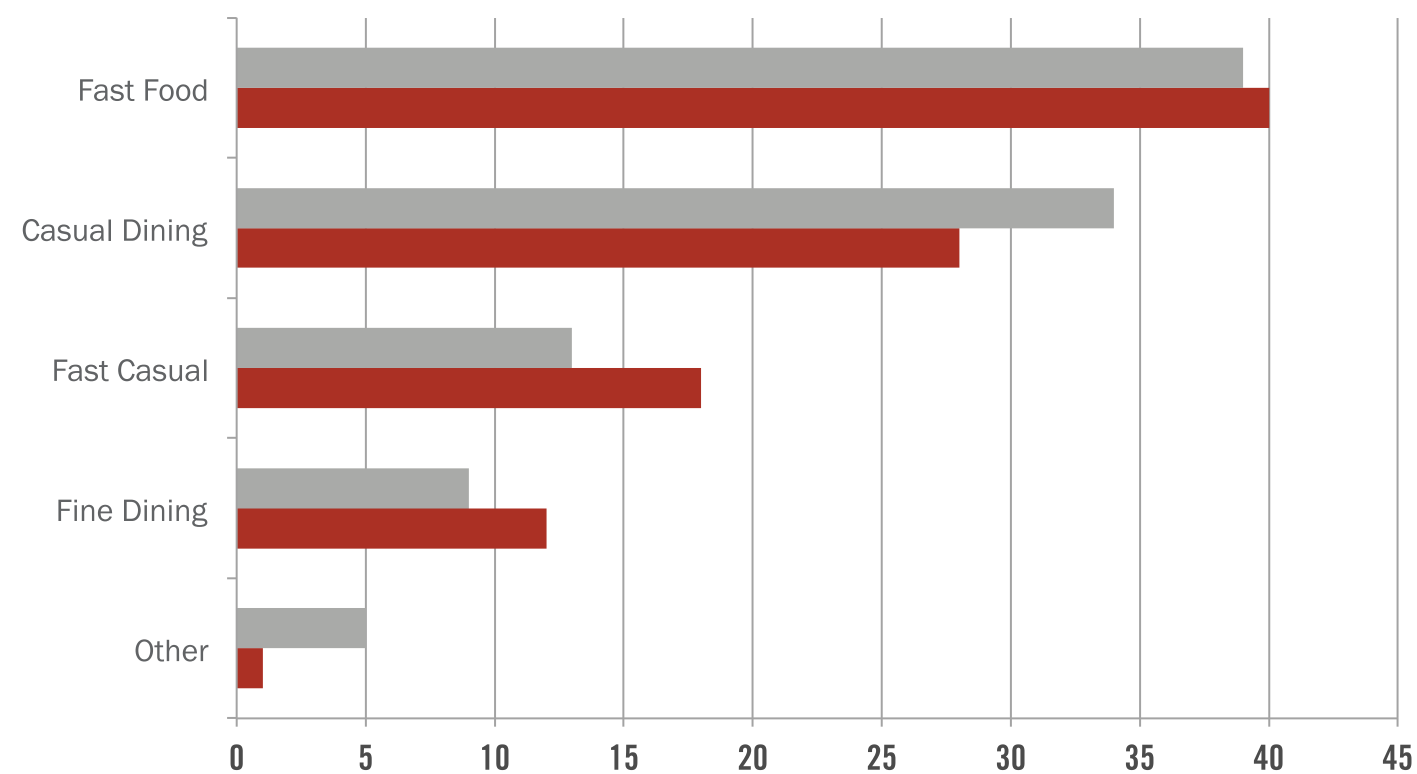
N » 16-34 yr olds: 954 | 35-74 yr olds: 270

FAST-FOOD SEGMENT DOMINATES ACROSS GENERATIONS

Millennials prefer fast casual while non-Millennials prefer casual dining

The restaurant mix preferred by Millennials is significantly different than that of older generations. Their attraction to fast casual and their lack of interest in the casual dining format is so pronounced that it is expected that these attitudes will not change as they grow older.

Percentage Spent by format



Non-Millennials
Millennials

Q » Of the amount you spend each month, how much do you spend at each type of restaurant? Please enter the percent spent at each restaurant type.

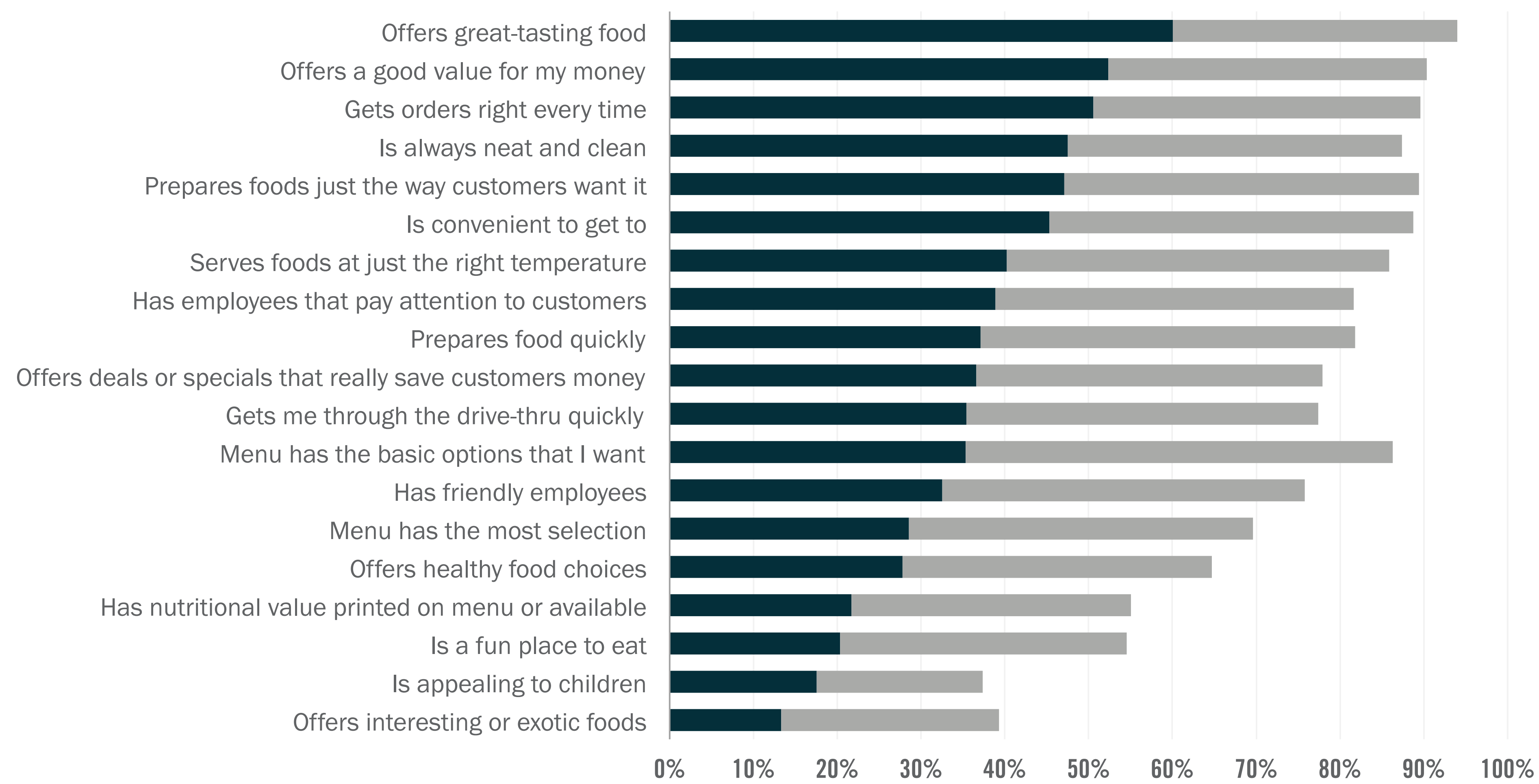
N » 16-34 yr olds: 954 | 35-74 yr olds: 270

MILLENNIAL KEY DRIVERS TRACK BROADER POPULATION

Taste, value, accuracy, cleanliness drive fast-food purchase decisions

Fast food is the primary restaurant format for both Millennials and non-Millennials, but they have different criteria for selecting a restaurant.

Millennials—in keeping with other trends we've seen—are more interested in finding a fun place to eat that offers interesting or exotic foods.



Q - R15 » Thinking about eating at fast food restaurants, please indicate how important the following statements are to you in selecting these restaurants?

N » 16-34 yr olds: 954 | 35-74 yr olds: 270

Restaurant Categories and Brands Included in Study

CATEGORY	BRAND NAME
Casual Dining	Applebee's
Fast Food	Arby's
Casual Dining	Bonefish Grill
Casual Dining	Boston Market
Fast Casual	Bruegger's
Casual Dining	Buffalo Wild Wings
Fast Food	Burger King
Casual Dining	California Pizza Kitchen
Fast Food	Caribou Coffee
Fast Food	Carl's Jr.
Casual Dining	Carrabba's
Fast Food	Chik-fil-A
Casual Dining	Chili's
Fast Casual	Corner Bakery
Casual Dining	Cracker Barrel
Fast Food	Del Taco
Casual Dining	Denny's
Fast Food	Dunkin' Donuts
Fast Casual	Einstein Bros. Bagels
Fast Food	Firehouse Subs
Fast Food	Five Guys
Casual Dining	Hard Rock Cafe
Fast Food	Hardee's
Fast Food	Jack in the Box
Fast Food	Jamba Juice
Fast Food	Jimmy John's
Casual Dining	Joe's Crab Shack

CATEGORY	BRAND NAME
Fast Food	KFC (Kentucky Fried Chicken)
Fast Food	Krispy Kreme
Fast Casual	La Madeleine
Casual Dining	Longhorn Steakhouse
Fast Food	McDonald's
Fast Casual	Noodles & Company
Casual Dining	Olive Garden
Casual Dining	On The Border
Fast Casual	Panda Express
Fast Casual	Panera Bread
Fast Casual	Papa Gino's
Fast Casual	Pizza Hut (dine in)
Fast Food	Pizza Hut delivery
Fast Casual	Potbelly
Fast Casual	Qdoba
Fast Food	Quiznos
Casual Dining	Red Lobster
Casual Dining	Red Robin
Casual Dining	Ruby Tuesday
Fast Casual	Schlotzsky's
Fast Food	Sonic
Fast Food	Starbucks
Fast Food	Subway
Fast Food	Taco Bell
Casual Dining	The Cheesecake Factory
Fast Food	Wendy's
Fast Food	Whataburger

TRAVEL

This portion of the study included 1,058 Millennials and 309 non-Millennials, all of whom make either leisure or business travel decisions (or both), have traveled for business or leisure in the past 12 months, and have made 4-5 overnight trips in that period of time.

Leisure Travel

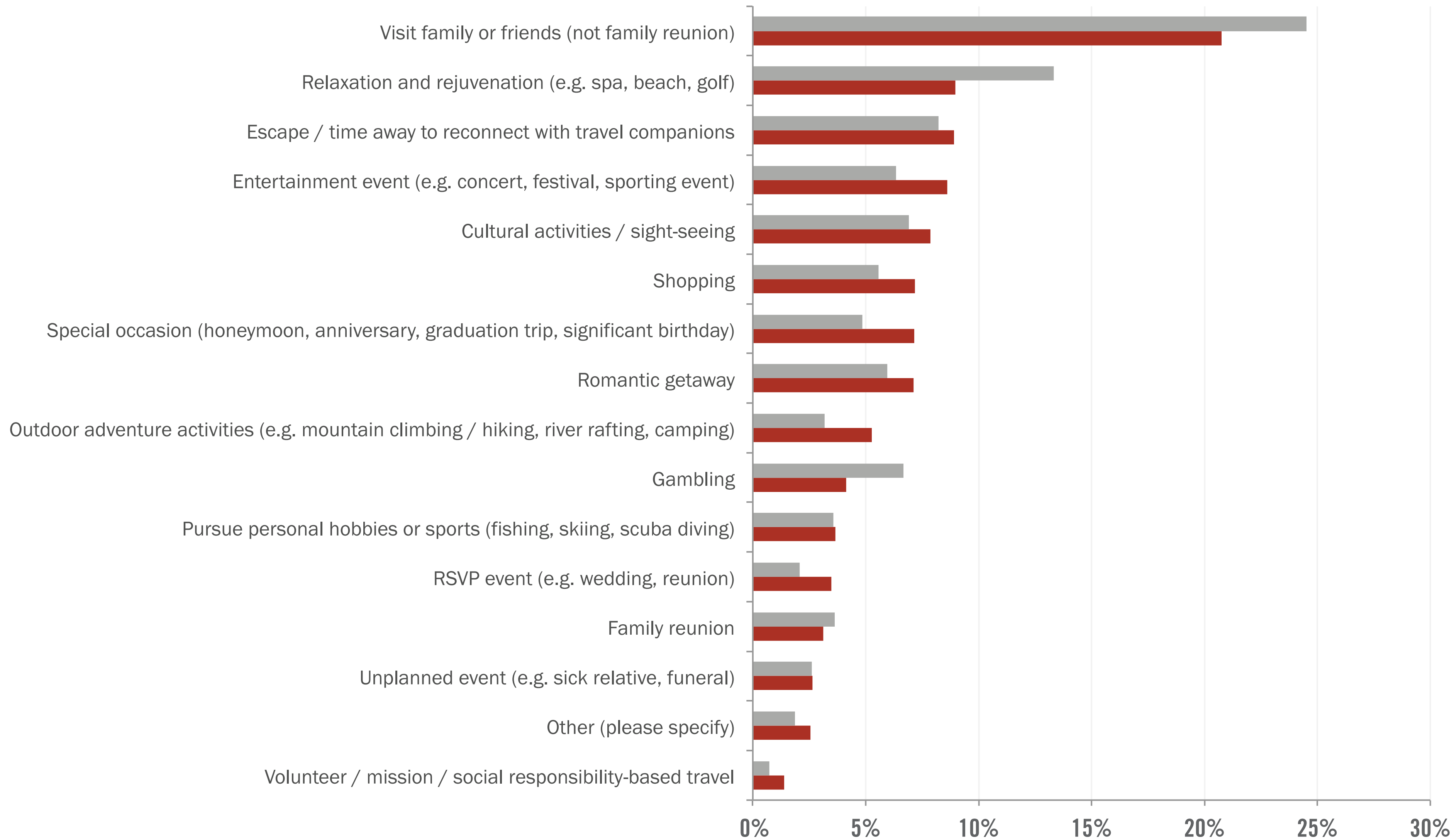
Matthew and his friends have gotten further along in his planning for next year's trip to Costa Rica. He's made his airline reservations, and he's putting aside money from every paycheck to cover the other expenses. He thinks he knows what hotel he's going to book, but he's keeping an eye on deal sites to see if he can get a better price.

Jennifer, who hasn't been on a trip in several years, just got invited to her best friend Jessica's destination wedding in Florida. Jennifer has some money saved, so she's leaving the kids with her husband and traveling to the celebration with a group of her friends.

MILLENNIALS MORE LIKELY TO TRAVEL FOR SPECIAL / RSVP EVENTS

Non-Millennials travel to reconnect, relax, rejuvenate

When Millennials do travel, it's far more likely to be for outdoor adventure activities, RSVP events, shopping or dates of personal significance (birthdays, anniversaries, etc.).



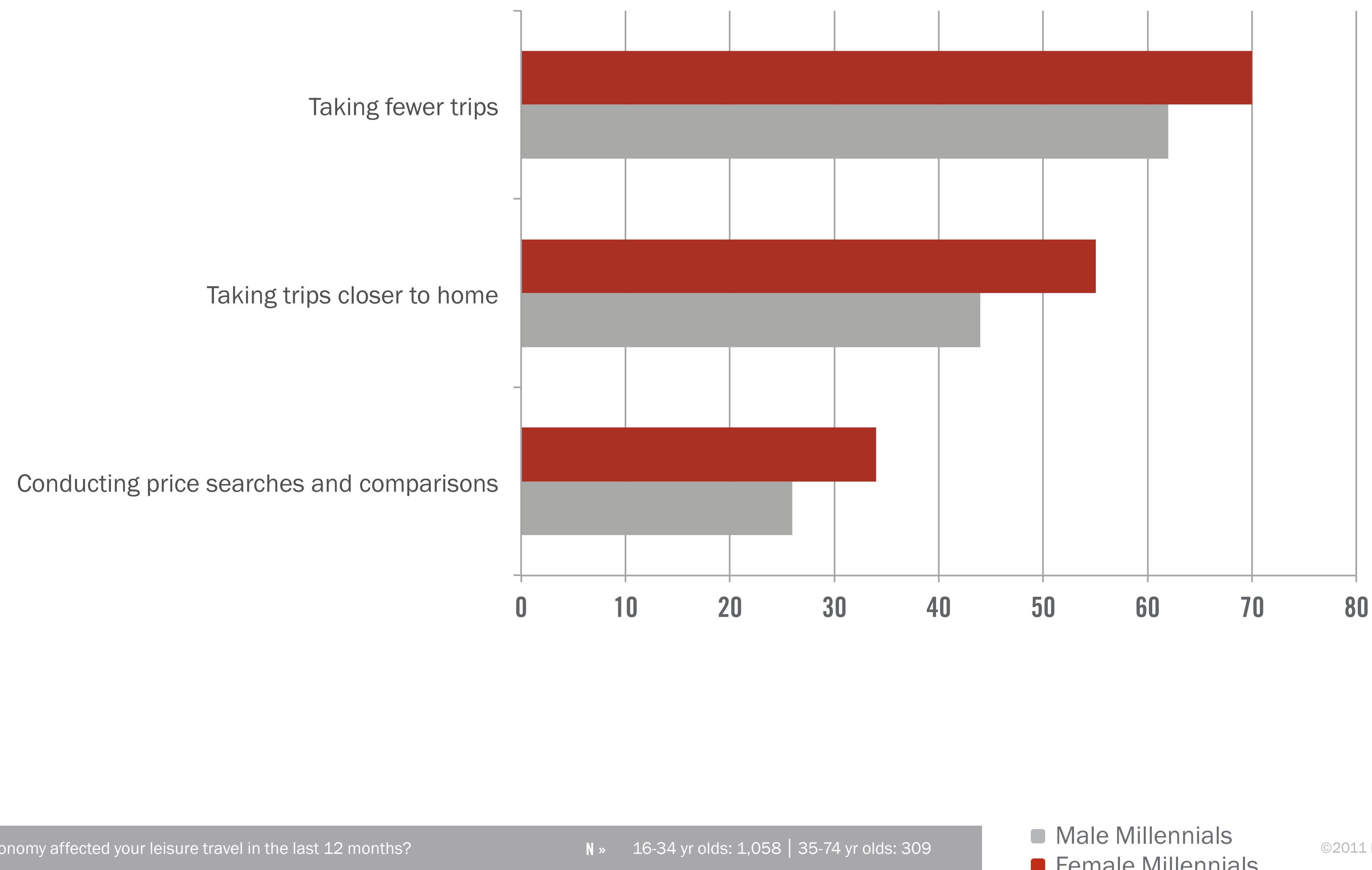
Q - T5 » Of the $s you spend on leisure travel each year, how much do you spend for each type of occasion? Please enter the percent spent for each occasion.

N » 16-34 yr olds: 1,058 | 35-74 yr olds: 309

MILLENNIALS ADJUST THEIR TRAVEL DUE TO ECONOMIC CONDITIONS

They plan ahead, take fewer trips, stay closer to home

Female Millennials are harder hit by economic conditions related to travel than men.



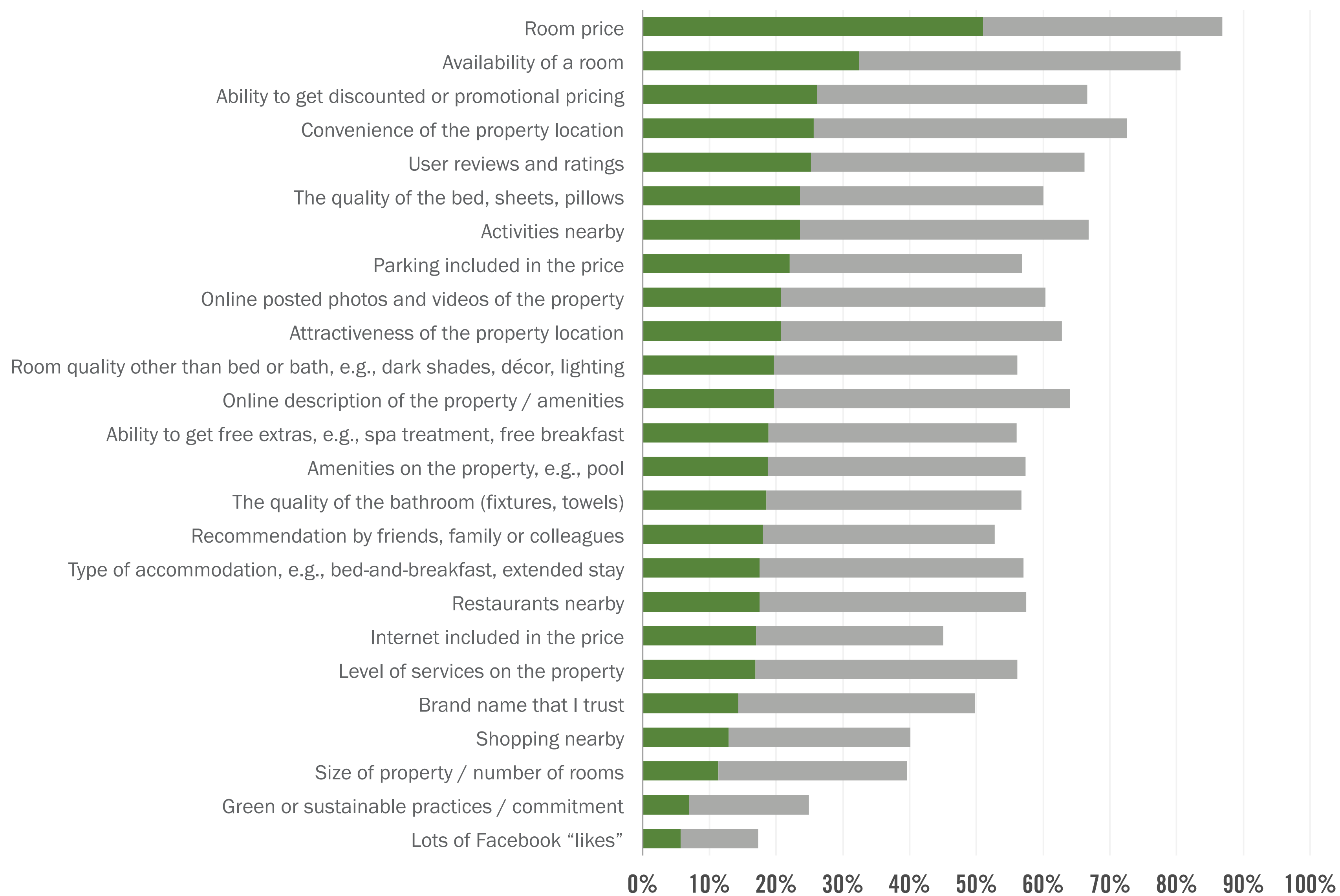
Q - T8 » How has the current economy affected your leisure travel in the last 12 months? (Select all that apply)

N » 16-34 yr olds: 1,058 | 35-74 yr olds: 309

PRICE, CONVENIENCE INFLUENCE MILLENNIALS' TRAVEL CHOICES

Millennials currently less concerned with Facebook "likes" and green practices

When choosing a hotel, Millennials are understandably sensitive to price and convenience above all else. They are less concerned with Facebook likes and green or sustainable practices for now, but those factors could emerge as powerful influencers in the coming years.



Q - T11 » Considering your leisure travel in the past 12 months, how important were the following factors in how you selected overnight accommodations? (Select one per row)

N » 16-34 yr olds: 1,058

Business Travel

Sarah has two business trips coming up. She's visiting a client in San Francisco this week, and she'll be traveling to a conference in Chicago at the end of the month. She made all her travel arrangements online.

Consistent with their life stage, Millennials travel less for business than non-Millennials. When they go on business trips, 42% do so to attend conferences and 22% travel for external training.

Fifty-three percent of female Millennials travel to business conferences compared to 33% of male Millennials. Those conferences consume 41% of female Millennials' travel spend versus 28% of Millennial men's. However, men report 65% higher annual business travel spend than women.

Sixty percent of respondents expect their business travel to remain consistent going forward despite economic conditions, and only 31% report that their business travel has been affected by the economy.

DOMESTIC LEISURE AND BUSINESS TRAVEL DESTINATIONS INCLUDED IN STUDY

Atlanta	Nashville
Austin	New Orleans
Boston	New York City
Charleston	Newark
Charlotte	Orlando
Chicago	Philadelphia
Dallas/Fort Worth	Phoenix
Denver	San Antonio
Honolulu	San Diego
Houston	San Francisco
Key West	San Juan
Las Vegas	Santa Fe
Los Angeles / Orange County	Washington, DC
Miami	

CAUSE MARKETING

The cause section of the study included all study participants: 4,259 Millennials and 1,234 non-Millennials.

If you target Millennials, cause marketing is a must.

Matthew is shopping for athletic shoes and notices that one of the brands will donate to a health charity with every purchase. He chooses that brand because someone in his family suffers from the disease in question, and he feels that contributing through a purchase he was going to make anyway just makes sense.

Sarah is walking around her city when she sees an electronic billboard for a cause that she feels strongly about. The billboard displays a short code for SMS text donations via mobile phone. She pulls out her phone and immediately donates $5.

There's a natural disaster near where Jennifer lives. She's moved to help out, but her budget doesn't allow for a direct cash donation. She does have some baby clothes and toys that would be useful for the affected families. After conferring with friends, she gathers up her donations and those of other people she knows and drops them off with a local aid group.

Affiliation with a cause is more important to the Millennial generation than to any previous generation.

That means, as a brand that is searching for ways to engage and tap into this next generation of consumers, showing them that you care is critical. And there is more advice for brands courting Millennials — as a group, they are digital-savvy and accustomed to getting information from a variety of sources. This opens up a broad range of marketing methods and creative opportunities for brands to engage them.

Millennials care about causes and are more likely to show a preference toward companies that support causes— even if it means paying a bit more for those companies' products. Millennials, like non-Millennials, are interested in making a difference in the world. They believe that contributing to a cause through a company's cause marketing program is easier than doing so on their own.

Here are key takeaways from the research revealing what you should keep in mind when targeting Millennials for cause programs:

What do my friends think?

Millennials will confer with family and friends (including their large social media friend groups) to help them make many of their everyday decisions. Perhaps in part because it has the potential to raise others' opinions of them, 41% of Millennials participate in cause programs by supporting friends and family in causes meaningful to those people.

Social media is key

Millennials use social media far more regularly than older generations. Unsurprisingly, social media is one of the main ways they learn about cause initiatives. The research is undeniable that this affinity for social media is not tied to life stage, but a fundamental shift in the way this group communicates, gathers information and shares that information with others.

But don't ignore other media

Digital is clearly king, but Millennials still rely on other media, including traditional and online television, Internet radio (especially public radio) and out-of-home promotion. They are busy and multitasking, so smart brands will utilize multiple media channels in promoting their cause programs.

Millennials donate via SMS

In keeping with their digital-friendly lifestyle, Millennials use their mobile phones for almost 50% of their charitable donations. They value efficiency in many areas of their lives, so it makes sense they would apply that to their participation in cause programs as well.

Men and women donate differently

Consistent with other generations, female Millennials are more aware of cause marketing in general than their male counterparts. But men are showing more heart in recent years, so don't leave them out. Female Millennials are more likely to hear about cause programs while shopping, which means brands should make sure they are promoting their causes on their packaging and in point-of-sale materials. Women are spending more time online than their male counterparts, reinforcing the need for a big digital presence for cause programs.

More than just donations

While Millennials are sometimes willing to donate money or goods like used clothing, they prefer to volunteer their time and other alternative efforts, while non-Millennials prefer to donate money directly. Millennials don't want to stop there, however. Their social nature means they want to find ways to actively engage in cause campaigns in ways that allow them to do so with their friends or family. Brands might consider sponsoring fundraising events and other social methods of activism.

Hispanic Millennials most charitable of all

Hispanic Millennials are more involved in causes than are non-Hispanic Millennials. They volunteer for leadership positions at a greater pace and use texting to donate at a greater rate than non-Hispanics.

MILLENNIALS VOLUNTEER TIME / MAKE CONSCIOUS PURCHASES

Non-Millennials donate money and used goods

The purchase decisions of Millennials are more influenced by a company's cause campaign than those of non-Millennials—choosing an appealing cause is crucial. Millennials are considerably more likely than non-Millennials to donate via SMS text and they are inclined to make purchases that support causes they believe in.

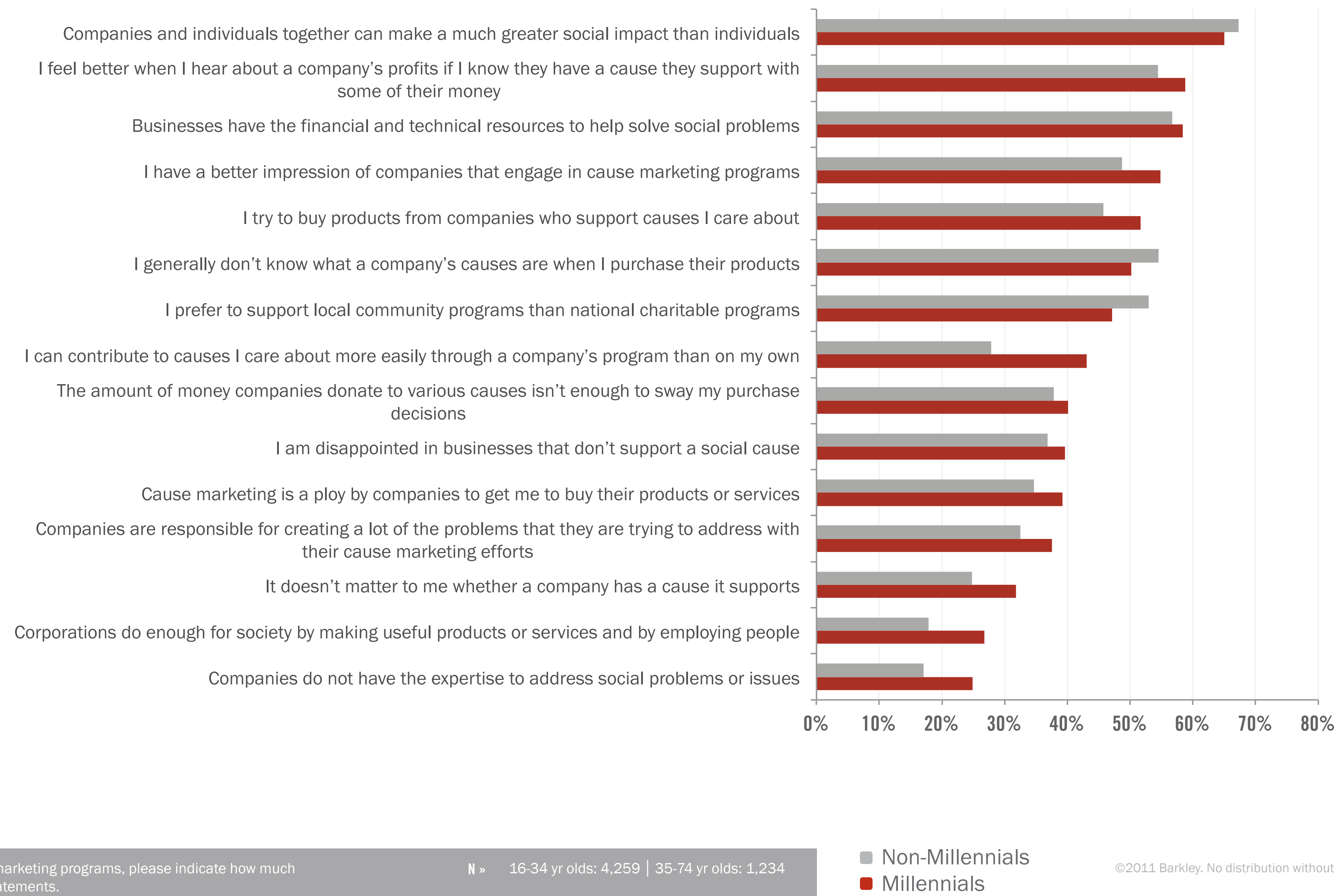
Q - C4 » Which of the following statements describes your involvement with social programs and causes?

N » 16-34 yr olds: 4,259 | 35-74 yr olds: 1,234

ALL GENERATIONS WANT CAUSE PROGRAMS TO WORK

Millennials favor the ease of corporate programs, but remain skeptical

Millennials are more likely to look for large-scale corporate cause campaigns as opposed to contributing on their own, but a subset of Millennials reported a cynicism and distrust of corporations involved in cause marketing.



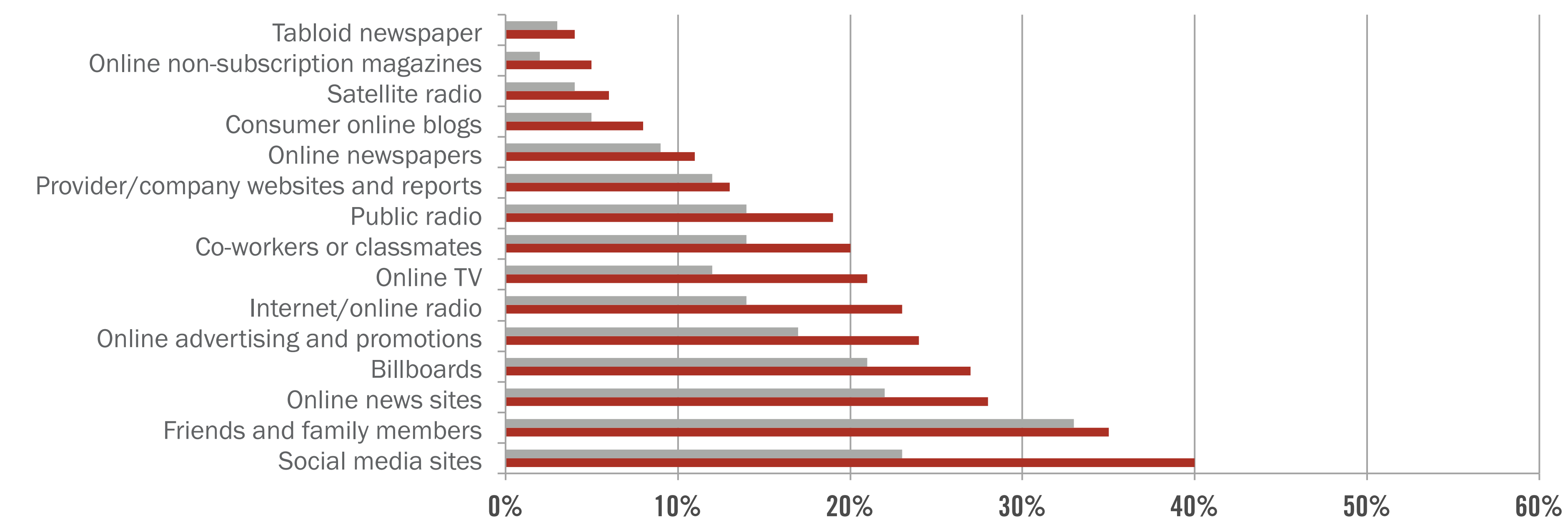
Q - C6 » Thinking about cause related marketing programs, please indicate how much you agree with the following statements.

N » 16-34 yr olds: 4,259 | 35-74 yr olds: 1,234

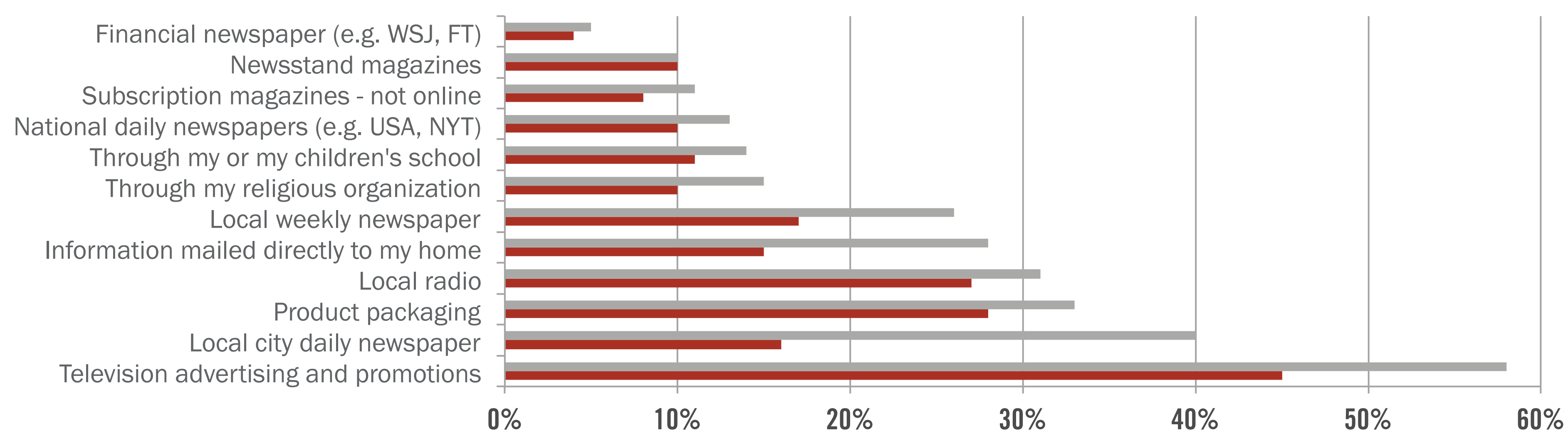
MILLENNIAL CAUSE AWARENESS DRAWS HEAVILY FROM DIGITAL CHANNELS

Millennials are more likely than non-Millennials to develop a more positive image of a company as the result of cause marketing programs (55% versus 48%). More Millennials than non-Millennials attempt to buy products from companies who support the causes they care about (52% versus 45%). More Millennials than non-Millennials reported a preference for campaigns with a national impact over local community programs (53% versus 48%). More Millennials than non-Millennials reported finding that the corporate programs make involvement easier (43% versus 27%). More Millennials than non-Millennials reported that companies do not possess the expertise to address social problems or issues (25% versus 18%).

Millennial cause awareness draws heavily from digital channels



Non-Millennial cause awareness more reliant on television and print media



Q » How do you typically learn about corporate cause programs? (Select all that apply)

N » 16-34 yr olds: 4,259 | 35-74 yr olds: 1,234

MILLENNIALS AND NON-MILLENNIALS AWARE OF DIFFERENT CAUSE CAMPAIGNS

GENERATION	BRAND: CAUSE CAMPAIGN	MILLENNIALS[1]	NON-MILLENNIALS[2]
Millennials aware of new, youth oriented campaigns	Yoplait: Save Lids to Save Lives	44%	37%
	Nike and Lance Armstrong Foundation: Live Strong	40%	32%
	Pepsi: Refresh	35%	24%
	Dove: Campaign for Real Beauty	33%	21%
	Gap/PRODUCT (RED): Eliminate AIDS in Africa	26%	9%
	Tom's Shoes: One for One Campaign	17%	10%
Non-Millennials aware of long established legacy campaigns	McDonald's: Ronald McDonald House	78%	87%
	General Mills: Box Tops for Education	56%	62%
	Avon: Breast Cancer Crusade	29%	35%

? Q » Which of the following cause-related marketing programs are you aware of? (Select all that apply) N » 16-34 yr olds: 4,259 | 35-74 yr olds: 1,234

Brands and Cause Programs Included in Study (Aided Awareness)

BRAND	PROGRAM NAME
7-Eleven	Coffee Cup with a Cause
American Express	The Members Project
Avon	Breast Cancer Crusade
Dove	Campaign for Real Beauty
Gap	(RED): Eliminate AIDS in Africa
General Mills	Box Tops for Education
Home Depot	1,000 Playgrounds in 1,000 Days
Johnson & Johnson	&you, connecting people and nonprofits
Lee	National Denim Day
McDonald's	Ronald McDonald House
Nike and Lance Armstrong Foundation	LIVESTRONG
Orbit Gum (Wrigley)	Keep America Beautiful/The Buried Life
Pepsi	Refresh
Sonic	Limeades for Learning
Target	Take Charge of Education
Timberland	Earthkeepers/Plant a Tree
Tom's Shoes	One for One Campaign
Yoplait	Save Lids to Save Lives

METHODOLOGY

Development of the survey was a collaborative effort between The Boston Consulting Group (BCG), Service Management Group (SMG) and Barkley. The three firms participated in the design of the survey questions and structure. SMG administered the survey; they obtained the online panel, scrubbed the responses for data validity and generated the statistical output. Analysis of survey results was a joint effort between all partners.

The online random panel sample was composed of 4,259 Millennials (eligible ages 16-34) and 1,234 non-Millennials (eligible ages 35-74). An overview of the survey demographics is included.

OVERVIEW OF THE MILLENNIALS SURVEY METHODOLOGY

With 5,493 survey respondents and more than 4 million data points, a detailed analytical plan was developed to mine the survey results for key trends and specific insights.

All respondents (n=5,493) answered questions regarding: lifestyle (health and wellness), social and political issues, cause marketing, and digital, social and mobile usage.

Online random panel sample, composed of:

- 4,259 Millennials (eligible ages 16-34)
- 1,234 non-Millennials (eligible ages 35-74)

All respondents (n=5,493) answered questions regarding:

- Lifestyle (health and wellness), social and political issues, cause marketing, and digital, social and mobile usage.

The margin of error for comparisons between Millennials and non-Millennials (control group) is +/- 3.3%

Based on screening questions, respondents qualified for one of four additional question sets regarding preferences and habits related to:

QUESTION SET	MILLENNIALS (N)	NON-MILLENNIALS (N)	TOTAL (N)
Apparel (Retail)	805	240	1,045
Restaurants	954	270	1,224
Grocery	1,051	297	1,348
Travel[1]	1,090	318	1,408

1. Travel section included leisure and business travel. Not all respondents completed both sections, so aggregate Millennial, Non-Millennial sample size an estimate.

SURVEY STRUCTURE ENABLED COVERAGE OF A BROAD SCOPE OF TOPICS AND INDUSTRY VERTICALS

Shared portion

1 » Technology
- Adoption
- Ownership
- Usage

1 » Attitudinal
- Lifestyle
- Sociopolitical
- Health and wellness

1 » Media, Marketing
- Online, search
- Social media
- Print, TV, radio

2 » Cause Marketing
- Awareness
- Involvement

Screener

3 » Grocery
- Frequency, companion
- Format, spend
- Reasons or occasions
- Aided-awareness, purchase funnel
- Decision factors
- Store brands

4 » Restaurant
- Frequency, companion
- Format, spend
- Reasons or occasions
- Aided-awareness, purchase funnel
- Decision factors

5 » Apparel
- Frequency, companion
- Format, spend
- Reasons or occasions
- Aided-awareness, purchase funnel
- Decision factors

6 » Travel
- Reasons or occasions
- Spend
- Locations
- Impact of economy
- Decision factors

Note:
(1) Screener ensures that survey panelist are routed to industry vertical where they are category involved
(2) Additional demographic information on panelist was obtained through survey

SCREENER METHODOLOGY TO QUALIFY FOR ROTATING SECTIONS

Based on screening questions, respondents then qualified for one of four additional question sets regarding preferences and habits related to: Grocery (CPG), Travel, Restaurant and Apparel (Retail).[1] Markets were segmented by:

- General cohort
- Gender
- Frequency and spend
- Household income
- Household composition
- Race/ethnicity (Hispanic, Non-Hispanic)[2]

[1] *Travel section included leisure and business travel. Not all respondents completed both sections, so aggregate Millennial, non-Millennial sample size is an estimate.*
[2] *Online survey does not capture the lowest income bracket of Hispanics, compared to 2009 Census data.*

Grocery

Who is responsible for grocery shopping?
- Must do the majority or share responsibility with someone else

When was the last time you went shopping?
- Must be within the past month to qualify

Travel

Leisure — Who makes decision about travel arrangements?
- Must be self or shared with someone else

Business — What percentage of the time do you book the arrangements you prefer?
- Must be more than 25%, and
- Must take 4+ business trips per year

Restaurant

Who is responsible for determining the restaurant?
- Must be self or shared with someone else

When was the last time you ate a meal from a restaurant?
- Must be within the past two weeks

Apparel

When was the last time you shopped for clothing?
- Must be within the last month

Panelists that do not qualify are terminated from the study.

OVERVIEW OF SURVEY SAMPLE

Demographics consistent with US Census data

Weighted samples of respondents were used to explore Grocery, Travel, Restaurant and Apparel behaviors (numbers shown below reflect the weighted sample sizes).

TOTAL SURVEY SAMPLE SIZE	5,025
Millennials (16-34)	**3,896**
» Males	1,815
» Females	2,081
Non-Millennials (35-74)	**1,129**
» Males	537
» Females	592
Male, total	**2,352**
Female, total	**2,673**

INDUSTRY ROTATIONS	
Grocery	**1,348**
Restaurant	**1,224**
Travel	**1,408[1]**
» Leisure	1,367
» Business	522
Apparel	**1,045**
» Women's	561
» Men's	484

MILLENNIALS	3,896
High Income (HHI > $100K)	441
Low Income (HHI< $100K)	3,455
Household with Children	1,111
Household without Children	2,785
Hispanic	643
Non-Hispanic	3,253

NON-MILLENNIALS	1,129
High Income (HHI > $100K)	174
Low Income (HHI< $100K)	955
Household with Children	562
Household without Children	567
Hispanic	163
Non-Hispanic	966

USE OF SURVEY SCREENER AND SURVEY WEIGHTING

Demographics consistent with US Census data

	TOTAL	MILLENNIALS	NON-MILLENNIALS	2010 CENSUS
N-Count	5025	3924	1101	n/a
Median Age[1]	28	26	51	37.2
Percentile (25%) Age	23	22	44	n/a
Percentile (75%) Age	33	30	59	n/a
Male, %[2]	46.8%	46.6%	47.4%	49.2%
Female, %	53.2%	53.4%	52.6%	50.8%
Household with Children, %[3]	33.3%	28.7%	49.6%	29.8%
Household without Children, %	66.7%	71.3%	50.4%	70.2%
Average Household Income[4]	$56,164	$54,317	$62,748	$49,777
% Hispanic	16.0%	16.4%	14.3%	16.3%
% Non-Hispanic	84.0%	83.6%	85.7%	83.7%

Sample demographics (race and household income) were weighted to approximate the current U.S. population (based on the 2010 U.S. Census).

Weighted samples of respondents were used to explore Grocery, Travel, Restaurant and Apparel behaviors (numbers shown below reflect the weighted sample sizes).

Comments

1 Survey intentionally Millennial weighted

2 Survey skewed modestly toward female

3 Survey skewed slightly positive, but census data includes only children under 18

4 Survey administered online, skewed towards higher average income, fewer poverty

Survey Data Scrubbing and Adjustments

- Survey responses analyzed for timing and pattern to remove responses deemed invalid
- Survey screener filter used to (1) target~4,000 Millennials and ~1,000 non-Millennials (2) maintain race splits consistent with 2010 census data
- Females were removed at random to bring the gender split more in line with 2010 census data

HISPANIC SURVEY DEMOGRAPHICS VERSUS 2010 U.S. CENSUS

Survey did not capture unacculturated Hispanics

Comparison of survey demographics

Demographics	Survey (2011)	Census (2010)
Median Age, (50th Percentile)	27	27
Male, %	49.8%	51.7%
Female, %	50.2%	48.3%
Households with Children	35.24%	35.20%

Comments

- Median age is the same » not too surprising
- Gender split is different in survey vs. 2010 census » No weighting were applied for gender splits
- Household composition (% with children) is strikingly close to the 2010 Census

ONLINE SURVEY DOES NOT CAPTURE THE LOWEST INCOME BRACKET OF HISPANICS

As seen in comparison to 2010 Census data

Comparison of survey demographics

HHI Level	Survey (2011)
Income < $20,000	17.0%
$20,000 < Income < $50,000	40.4%
$50,001 < Income < $100,000	31.1%
Income > $100,000	**11.4%**
Median:	$

HHI Level	Census (2010)
Income < $20,800	24.7%
$20,801 < Income < $39,999	24.6%
$39,999 < Income < 62,900	21.5%
$62,901 < Income < 100,000	17.7%
Income > $100,001	**11.4%**
Median:	$38,038

Comments

Income is out of line on the lower end of the income scale

» This gap is expected, given the group of Hispanics that are obtained from fielding an online, English language survey online are largely acculturated

Income consistent on the high end of the income scale

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PAGE	FLICKR USERNAME
12	Zawezome
27	alexindigo
29	DArcyNorman
31	SMI Eye Tracking
33	BozDoz
35	laihui
37	cote
42	ReneS
47	Joelk75
52	[F]oxymoron
58	Walt Stoneburner
66	rob st
70	emilio labrador

Need additional information?

We realize Millennials are not a homogeneous cohort — in fact there are six distinct segments that we would be happy to discuss with you in more detail. We have attempted to call out key findings for marketing, research and strategy professionals. Barkley is responsible for all opinions expressed in this report.

If you need more information or a deeper dive into the 250 brands we studied, please contact Jeff Fromm, jfromm@barkleyus.com.