

Where technology meets humanity

Myths and Realities

Bobby Duffy

Ipsos

MIE'18
MARKETING
INSIGHTS
ANALYTICS



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De score wordt daarna bekend gemaakt op het MIE Winter Paradeplein en in de MIE2018 app onder *Beoordelingen*.

Let op: Mobiel uit of op stil!

Veel plezier!





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MILLENNIAL

Myths and Realities



IT IS IMPORTANT TO UNDERSTAND MILLENNIALS...

No longer that young BUT big cohort, moving towards most economically powerful period particularly in developing countries...



c26%

of adult population
in UK



c49%

of adult population
in Africa



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LOADS OF BAD RESEARCH OUT THERE ON MILLENNIALS...

CBS money watch Markets Money Work Small Business Retirement Tech

By AIMEE PICCHI / MONEYWATCH / August 25, 2016, 1:38 PM

Blame millennials for the vanishing bar of soap



CHAINS

Millennials Have Killed the McDonald's McWrap

by Chris Fuhrmeister Apr 14, 2016, 7:12p @ccfuhr | 3 COMMENTS

f SHARE TWEET

Millennials are killing the napkin industry

Mallory Schlossberg 
© Mar. 28, 2016, 9:35 PM  1,376

THE NATIONAL INTEREST MAGAZINE | BLOGS | TOPICS | REGIONS |
FOREIGN POLICY EXPERTS ROUNDTABLE

How Europe's Millennials Killed the EU

GIZMODO

Did Millennials Ruin the Olympics?

Eve Peyser
8/22/16 12:01am · Filed to: MILLENNIAL PRIDE

 391.3K  2K  21

HEALTH RESEARCH

Millennials Are Giving Their Babies Increasingly Strange Names

Mandy Oaklander @mandyoaklander | Sept. 29, 2016

Why millennials don't know how to cook

Published: Sept 10, 2016 1:28 p.m. ET

Many millennials spend less than 20 minutes a day on preparing food

LIVING

Millennials don't know how to have friends

By Lindsay Putnam

September 1, 2015 | 8:05pm

INCEPTION TECHNOLOGIES

Time & Attendance and Workforce Management Experts

Contact Us Solutions Professional Services Client Services Products

Millennials significantly more likely to show up late

MailOnline WILLIAM

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How snowflake millennials are INFURIATING their senior colleagues with their workplace antics and why they really DO need to know their place

MOST DERIDED GENERATION...?

Top 5 words to describe:

Millennials



54% Tech-savvy
45% Materialistic
39% Selfish
34% Lazy
33% Arrogant

Millennials describe *themselves* in the same way: 44% say their generation is materialistic, 37% selfish and 33% lazy.

47% Respectful

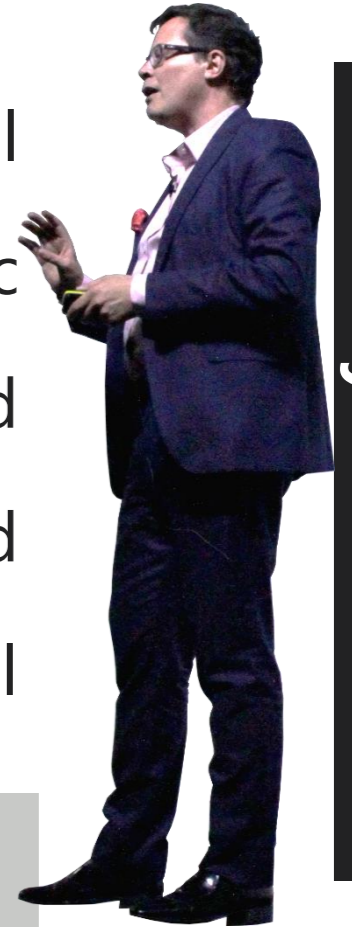
41% Work-centric

32% Community-orientated

31% Well-educated

30% Ethical

Baby Boomers




YOUTH HAVE ALWAYS HAD A DODGY REPUTATION...

1843

 *The morals of the young are tenfold worse than formerly*


Earl of
Shaftesbury

1771

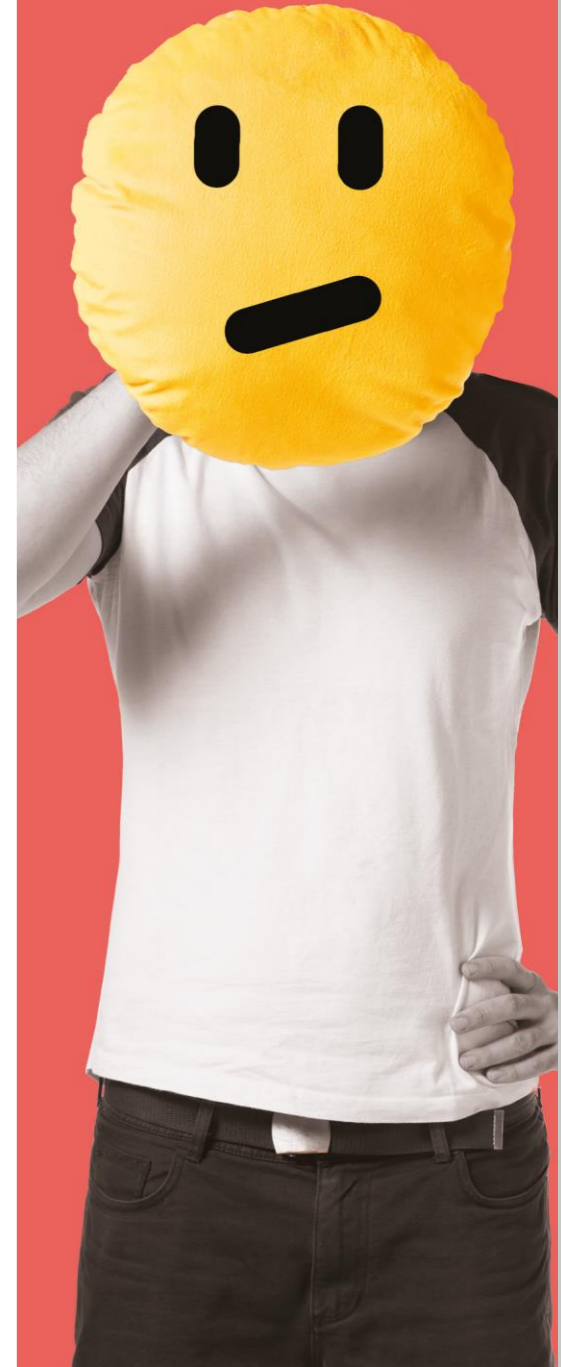
 *A race of effeminate, self-admiring, emaciated fribbles*

Town and
Country
magazine letter

1624

 *Youth were never more sawcie, yea never more savagely sawcie*

Thomas Barnes
minister of
St. Margaret's
Church



KEY IS TO UNDERSTAND WHAT TYPE OF CHANGE SEEING:

Period effect:

attitudes and behaviours of all cohorts change in a similar way over the same period of time

Lifecycle effect:

people's attitudes and behaviours change as they age i.e. attitudes can be shifted by life events

Cohort effect:

a cohort has different views and behaviours, and these stay different over time

Not possible to entirely unpick – but can get idea: mapped millions of interviews

Understanding nature of change helps predict the future

MYTH OR REALITY ...?

Millennials are more likely
to be a healthy weight than
Generation X at same age...

MYTH

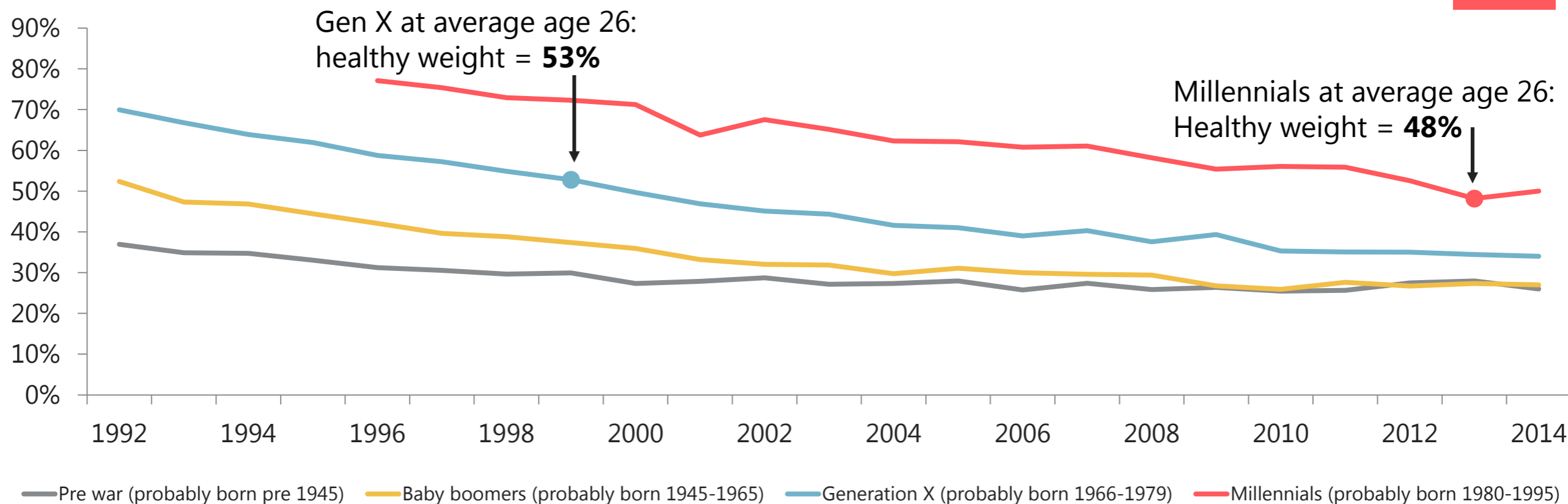


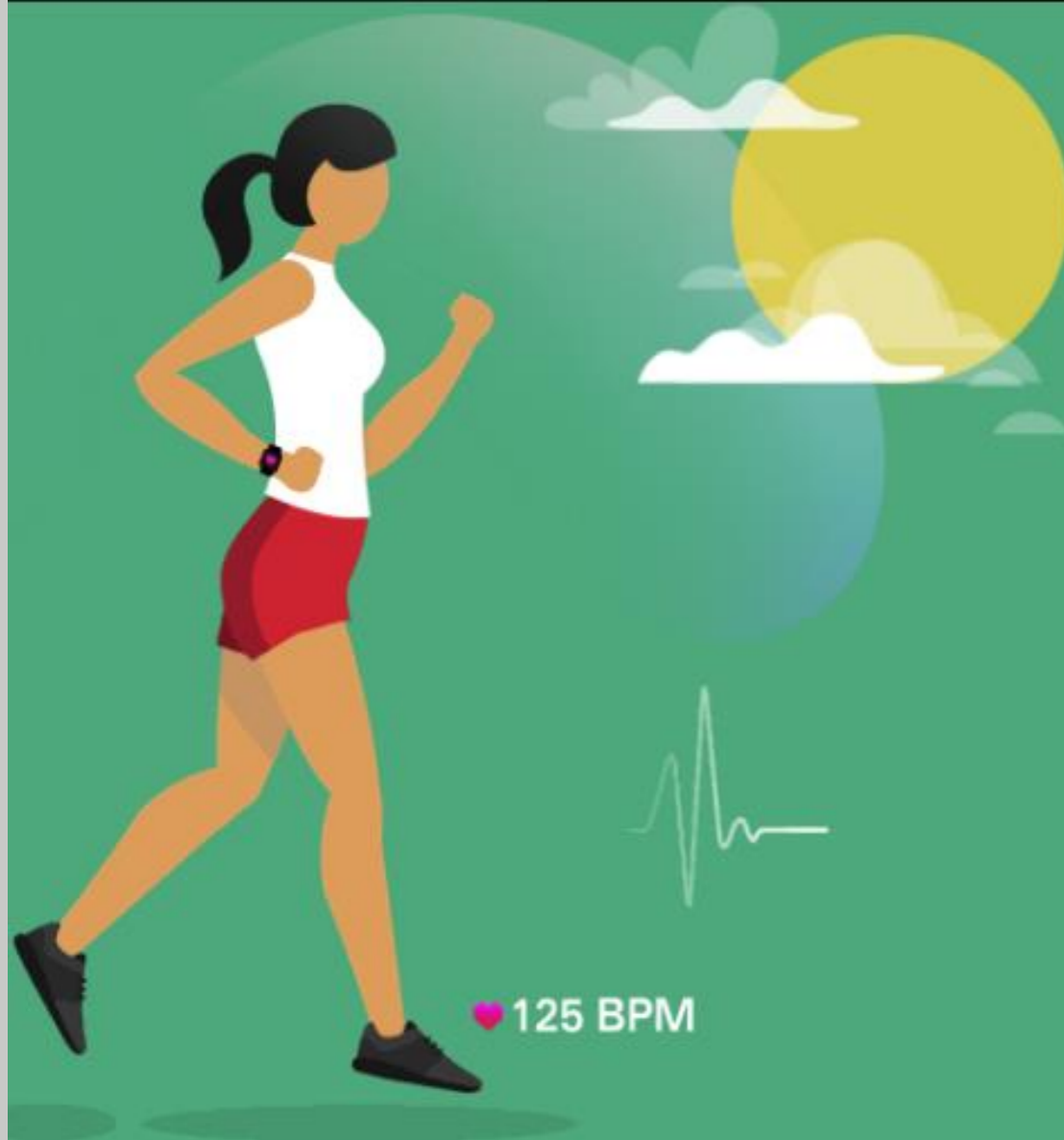
Ipsos MORI

MILLENNIALS ARE THE FIRST YOUNG GENERATION WHERE OVER HALF ARE OVERWEIGHT

% with a healthy weight

U.K.





WELLNESS

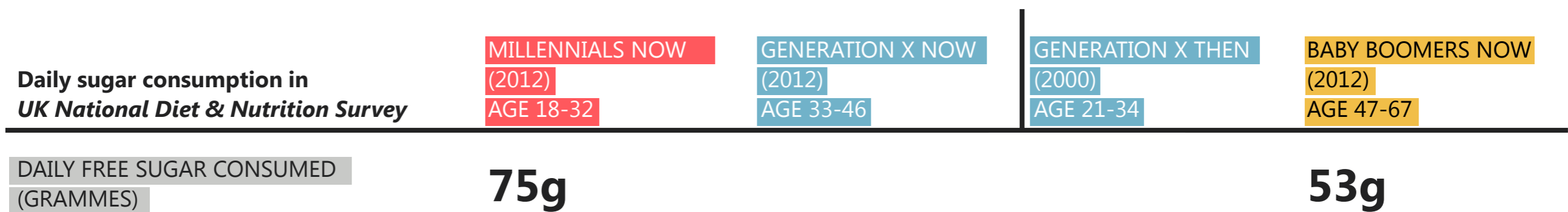
For Millennials, wellness is a daily, active pursuit. They're exercising more, eating smarter and smoking less than previous generations. They're using apps to track training data, and online information to find the healthiest foods. And this is one space where they're willing to spend money on compelling brands.



Source: monitoringthefuture.org

DAILY SUGAR CONSUMPTION IN THE UK

National Diet & Nutrition Survey



MYTH OR REALITY ...?

Millennials say they trust
other people less than
older generations

REALITY

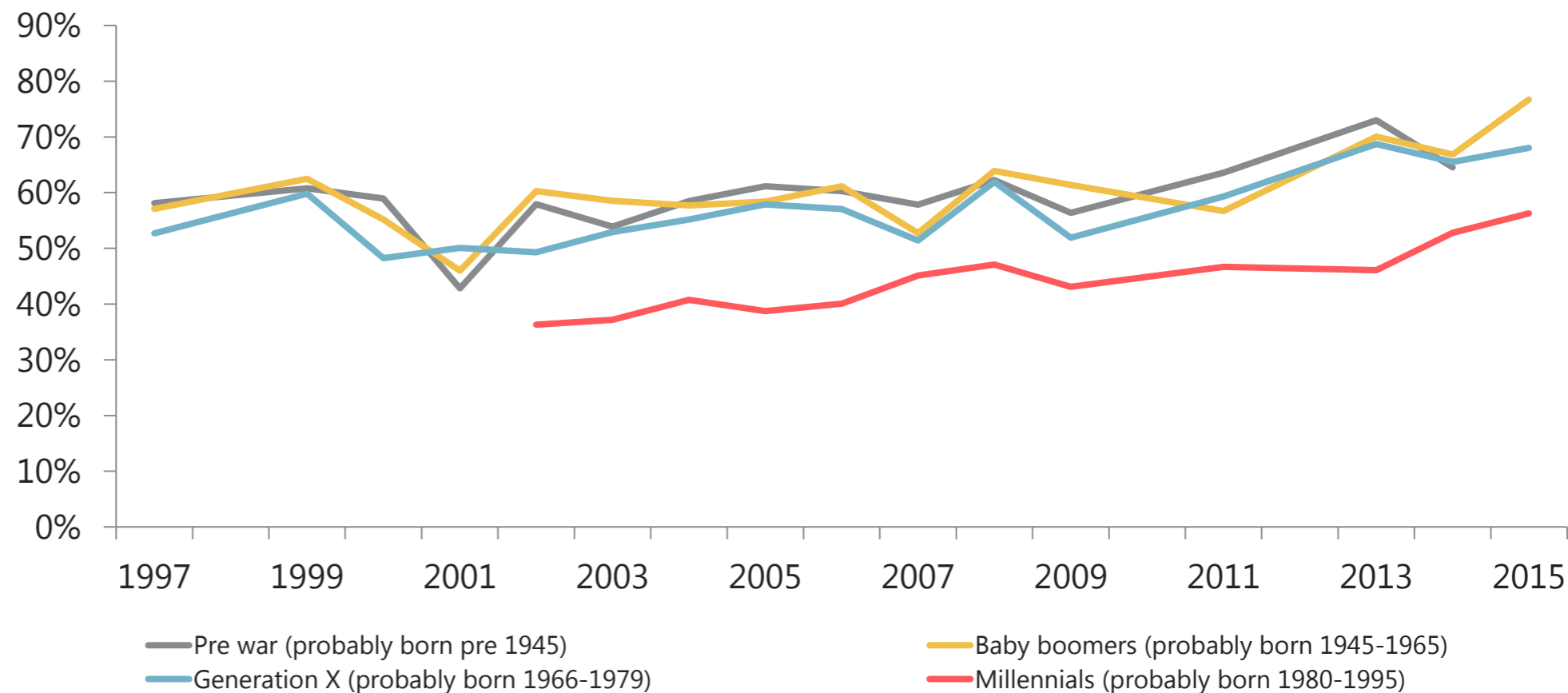
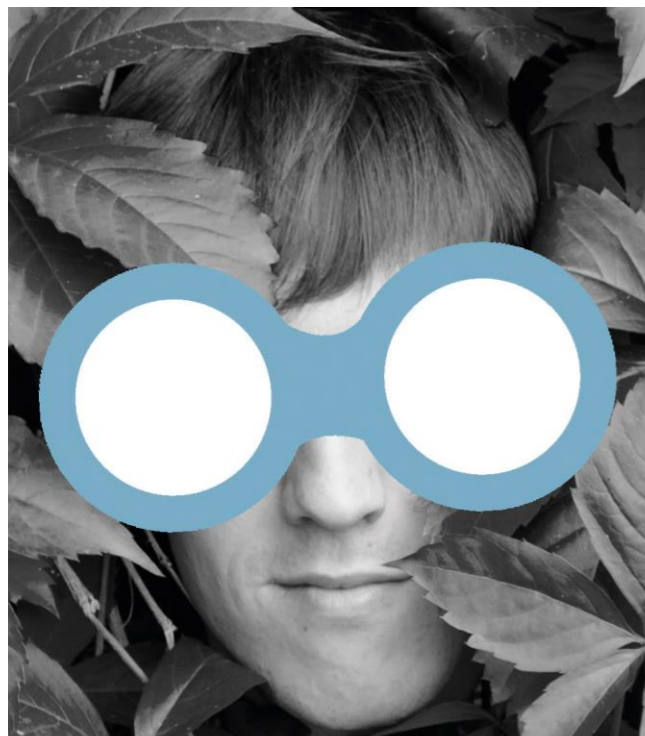


Ipsos MORI

MILLENNIALS ARE LESS LIKELY TO TRUST OTHER PEOPLE

% trust the ordinary man/woman in the street to tell the truth

U.K.

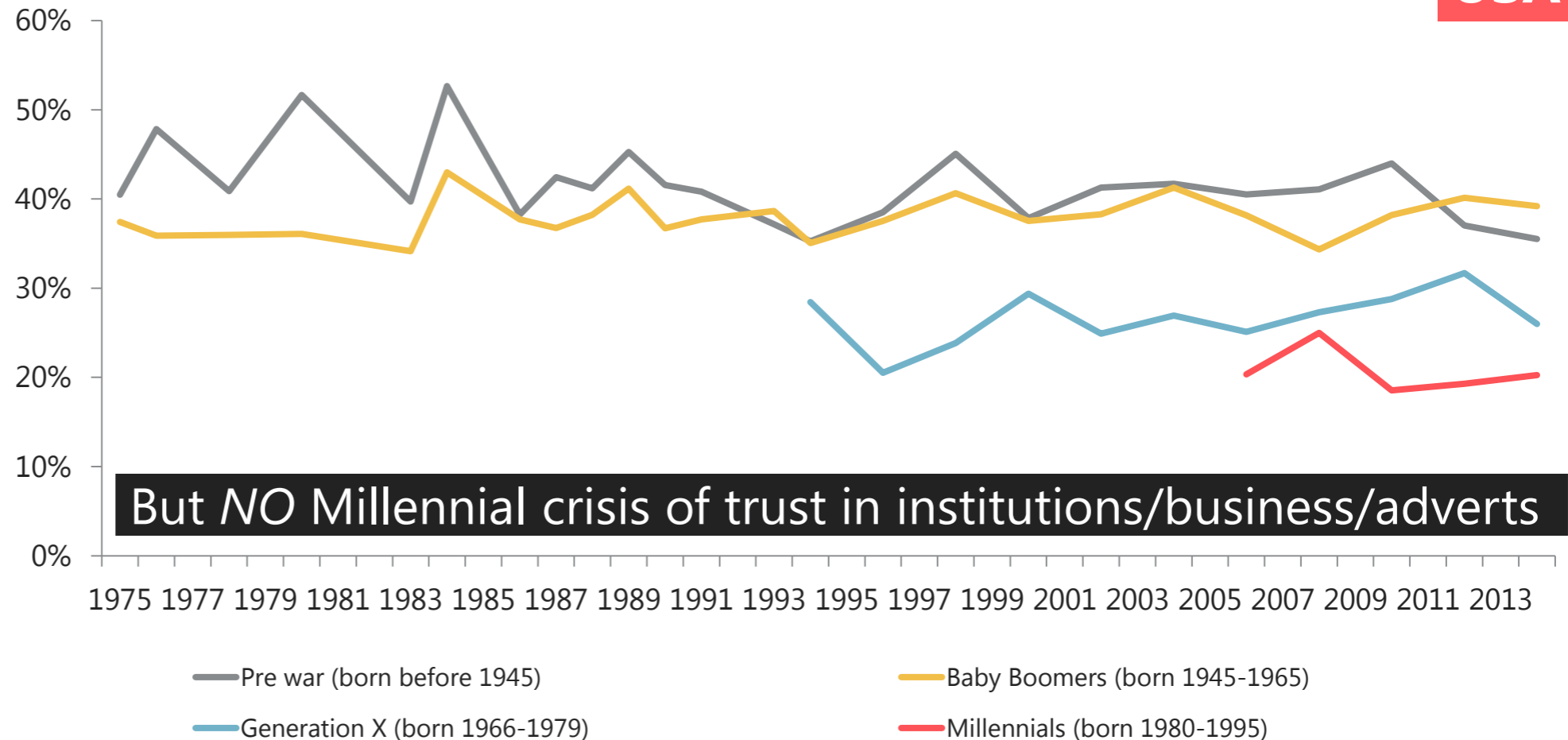


MILLENNIALS ARE LESS LIKELY TO TRUST OTHER PEOPLE

%, most people can be trusted



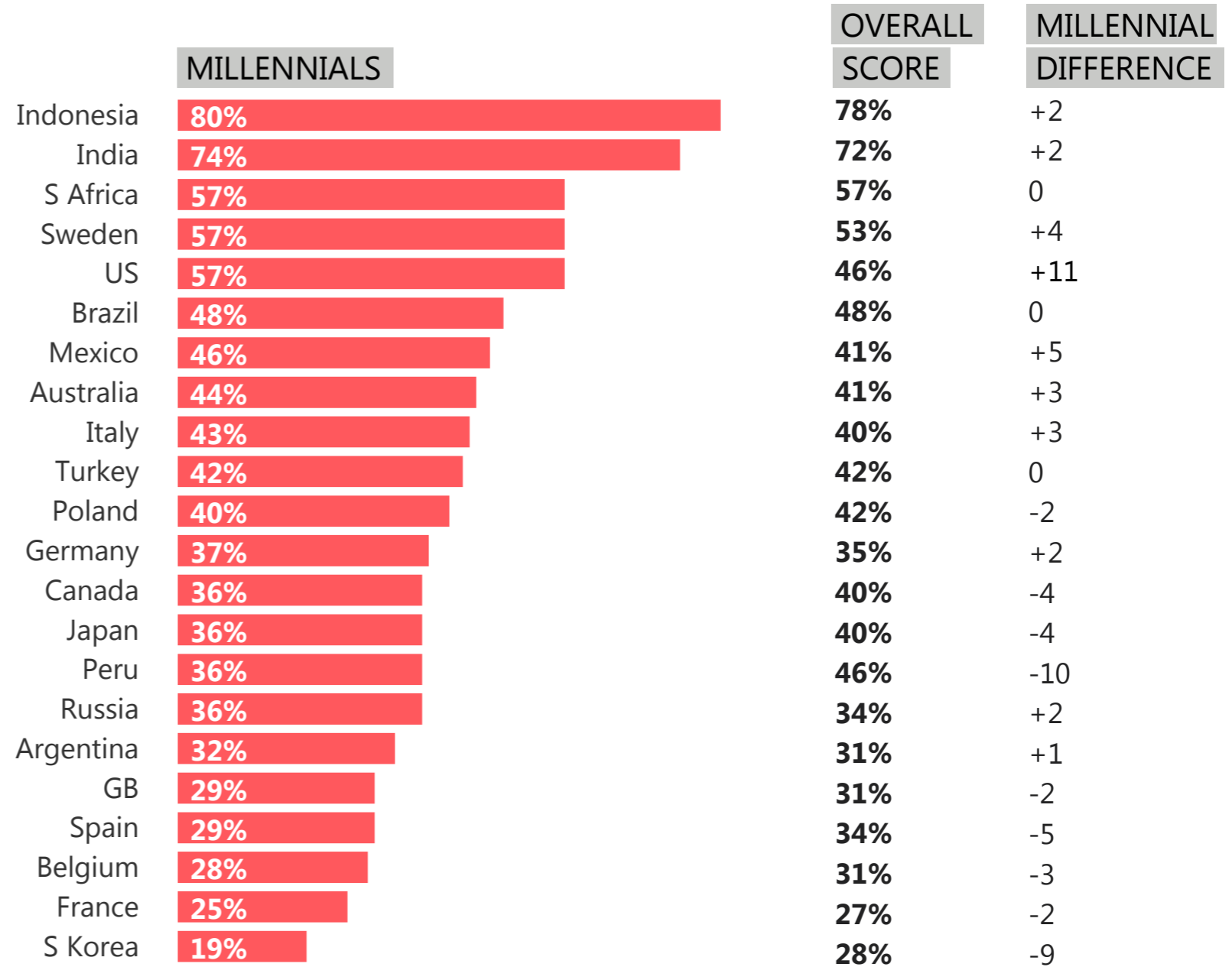
USA



But *NO* Millennial crisis of trust in institutions/business/adverts

MILLENNIAL TRUST IN BUSINESSES IS GENERALLY SIMILAR TO THE NATIONAL SENTIMENT

% high level of trust in
businesses in general



MYTH OR REALITY ...?

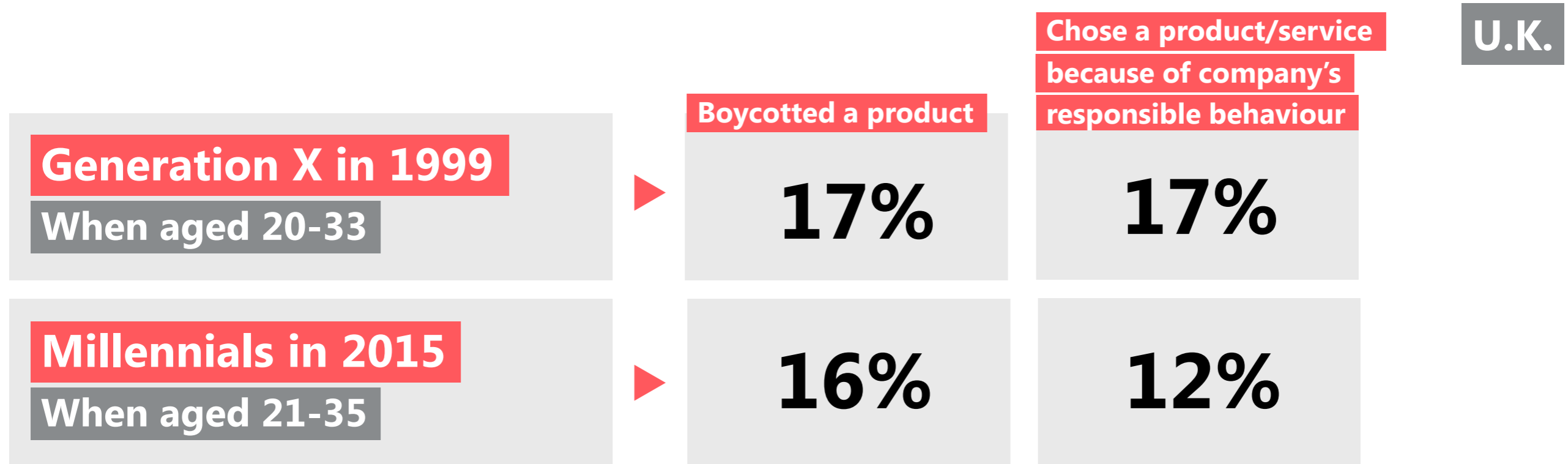
Millennials are more
focused on “brand
purpose” than
previous generations

MYTH



Ipsos MORI

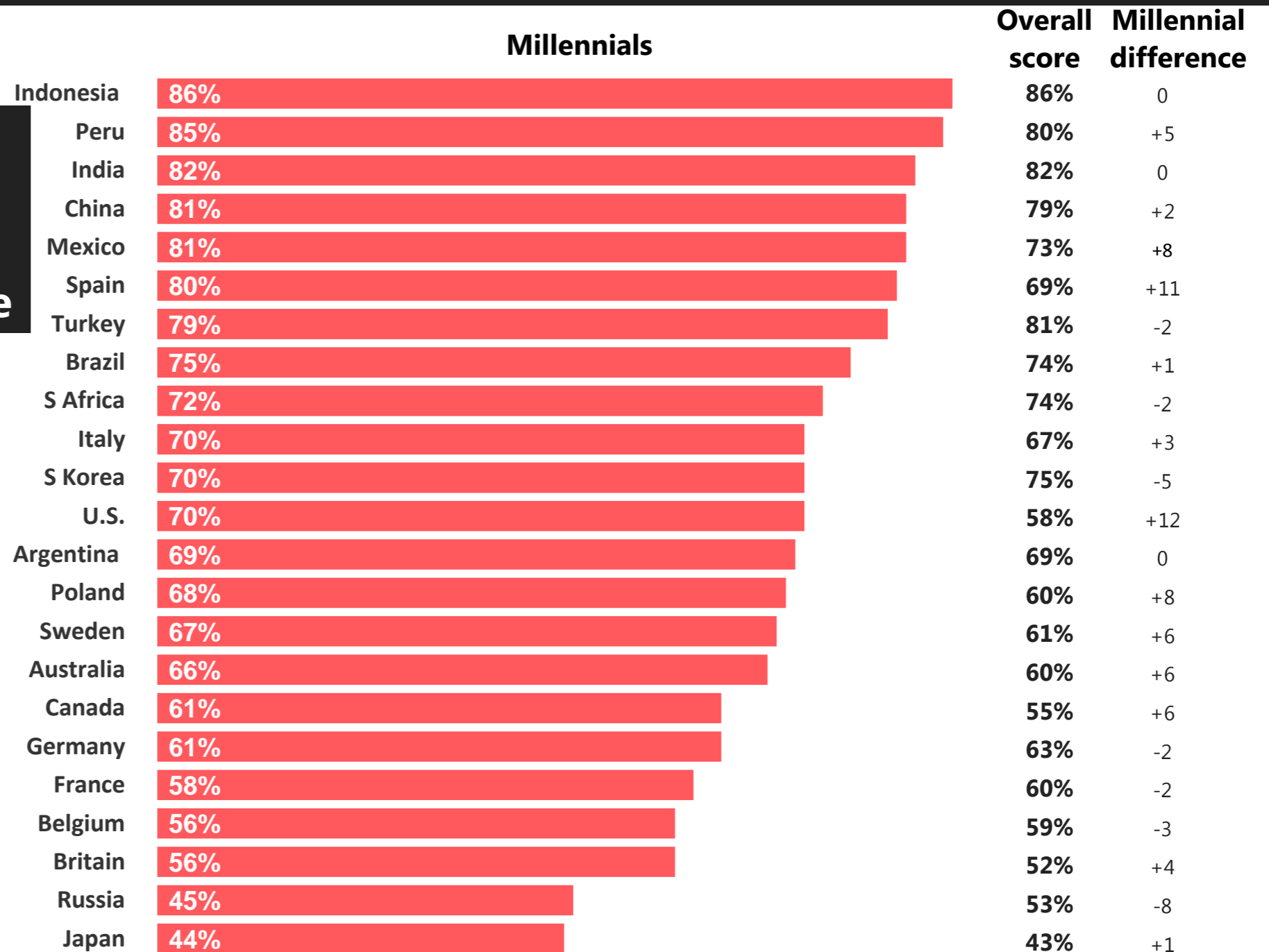
MILLENNIALS ARE NO MORE LIKELY TO BOYCOTT - AND GEN X WERE MORE LIKELY TO BUY ETHICAL PRODUCTS AT THE SAME AGE



Source: Ipsos MORI Sustainable Business Monitor 1999 and 2015

**Millennials in some markets
ARE more likely to say
corporate responsibility
is important for brand choice**

**% become
increasingly important to me
that the brands I choose make a
positive contribution to society
beyond just providing goods,
services and products**



Base: 18,810 adults aged 16-64 in 23 countries, Sept – Oct 2016.



Ipsos MORI
Social Research Institute

Ipsos Global Trends Survey

MYTH OR **REALITY** ...?

Facebook is dead
to Millennials

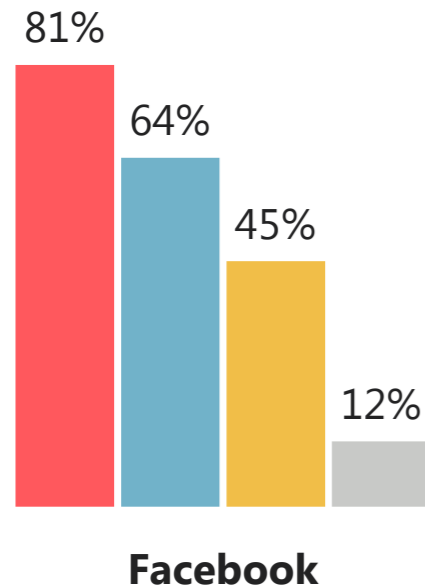
MYTH



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FACEBOOK IS STILL THE MAIN SOCIAL NETWORK FOR MILLENNIALS – BUT IT HAS USERS OF ALL AGES

% who use each social network

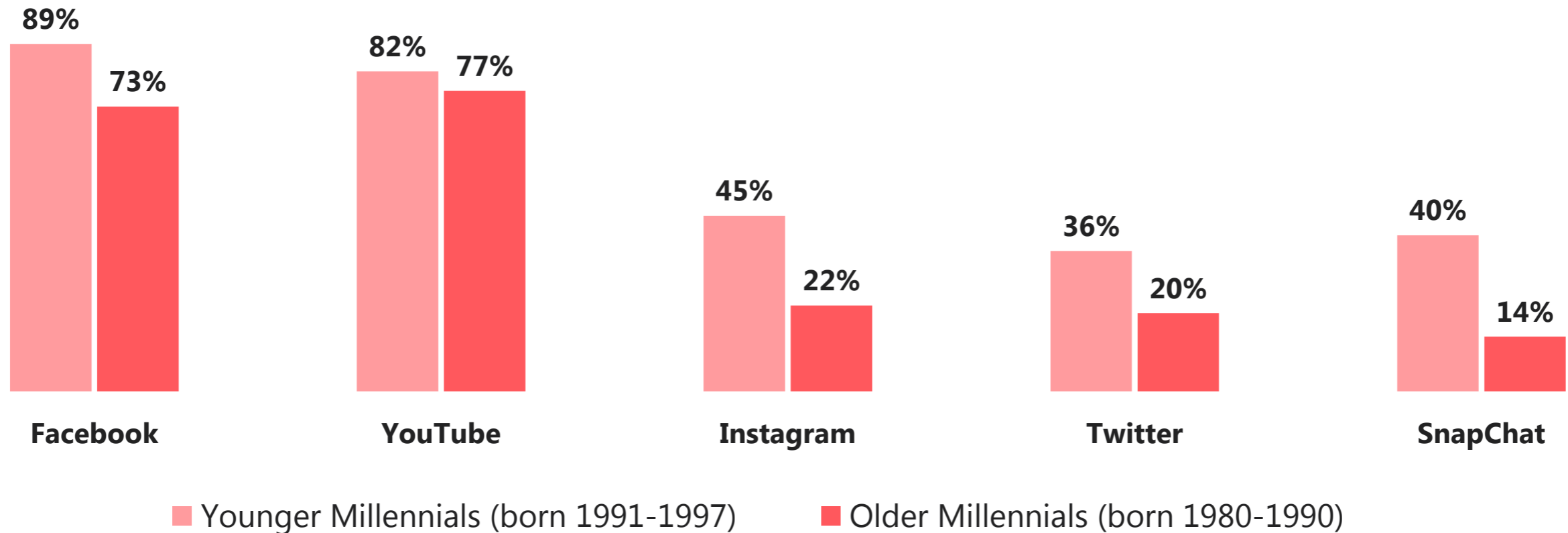


■ Millennials (born 1980-1995)
■ Baby Boomers (born 1945-1965)

■ Generation X (born 1966-1979)
■ Pre war (born before 1945)

BUT THERE ARE DIFFERENCES WITHIN THE MILLENNIAL GENERATION - GB

% who use each social network



MYTH OR REALITY ...?

Millennials pay more
attention to online
advertising than
traditional channels

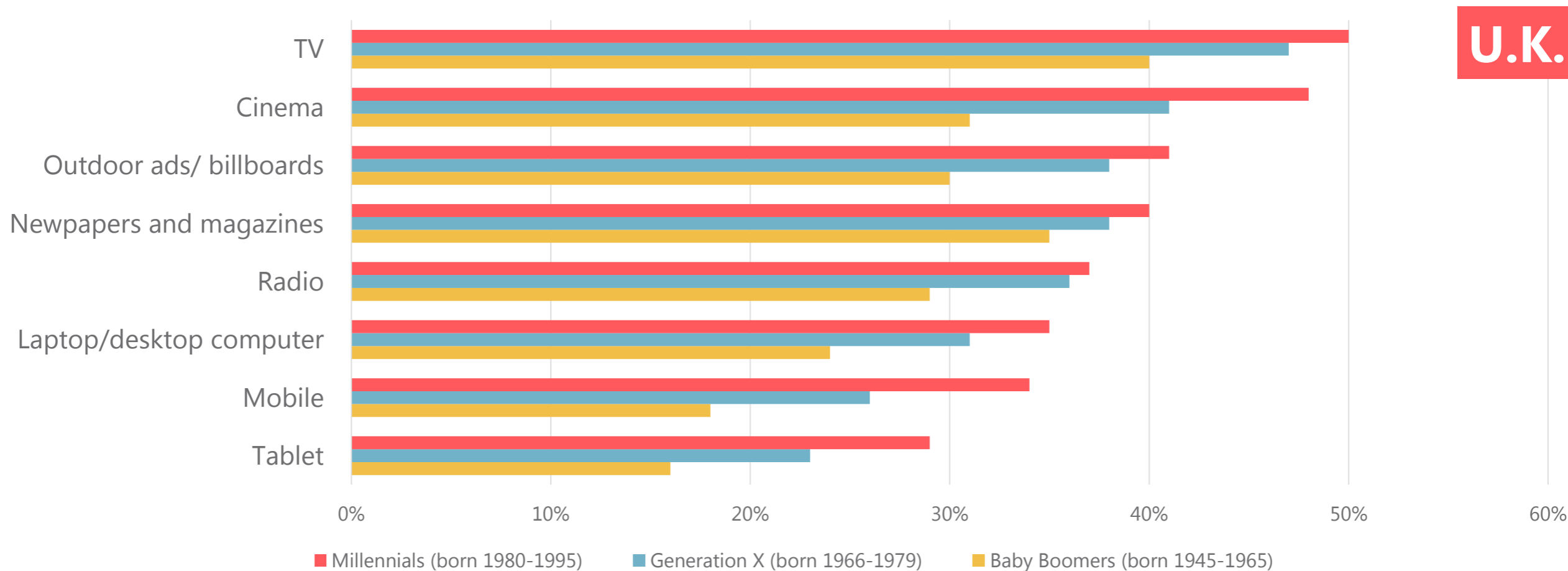
MYTH



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Millennials more likely to say they pay attention to adverts across ALL media

% Pay a lot/a little attention



Source: Ipsos Global Trends Survey, 2017

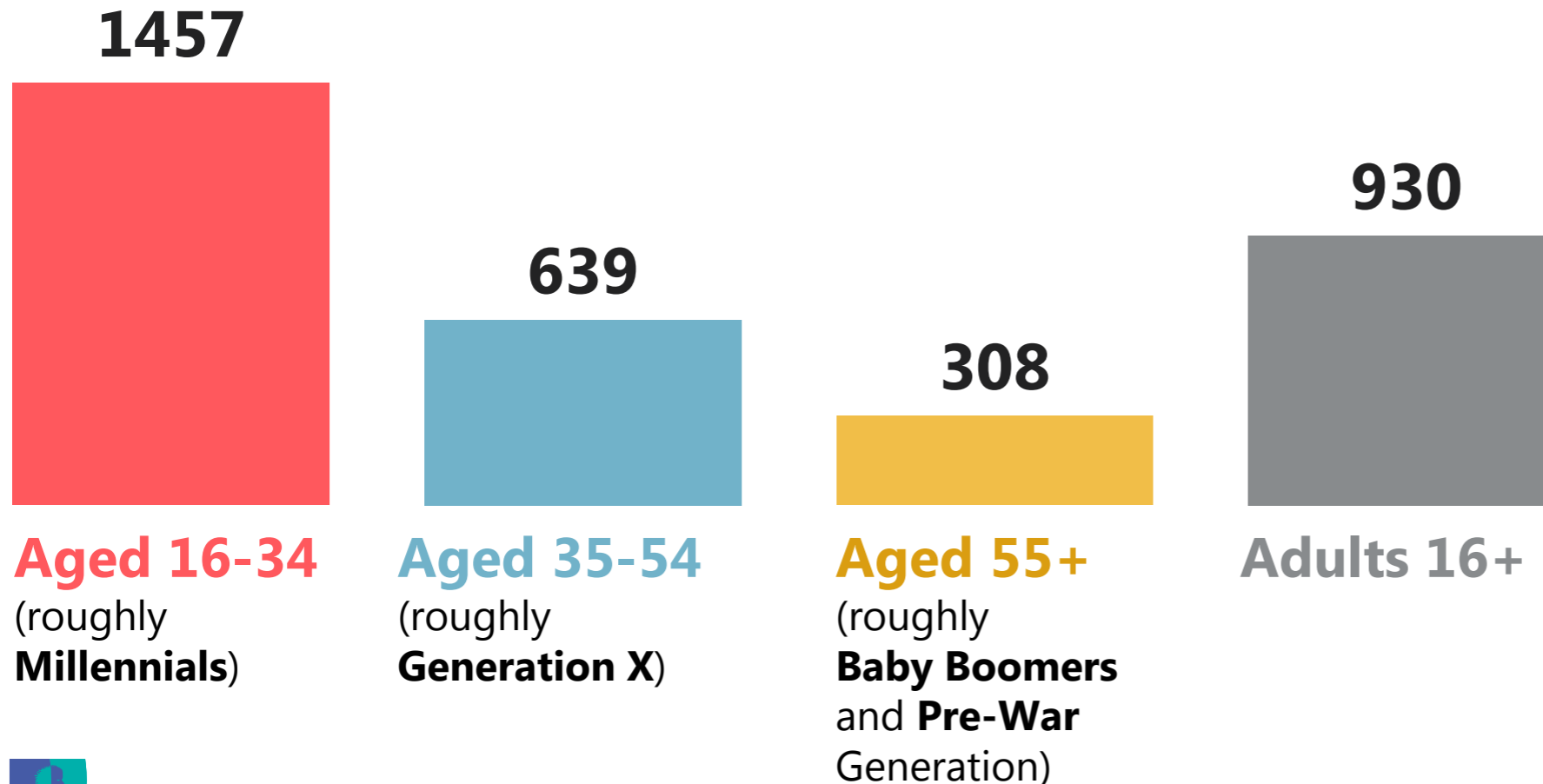
THE TWO MILLENNIAL MEGA-TRENDS

- Claimed defining features: conflict, narcissistic, entitled, entrepreneurial etc – **no real evidence**
- Real patterns:
 - more materialistic
 - more praising, as well as complaining
 - not WoM, multiple sources of information to decide
 - higher education levels
 - delayed marriage and children
- **Two true Millennial Mega-Trends behind these**
 - **Financial constraint in West = delayed adulthood**
 - **Influence of communications technology**



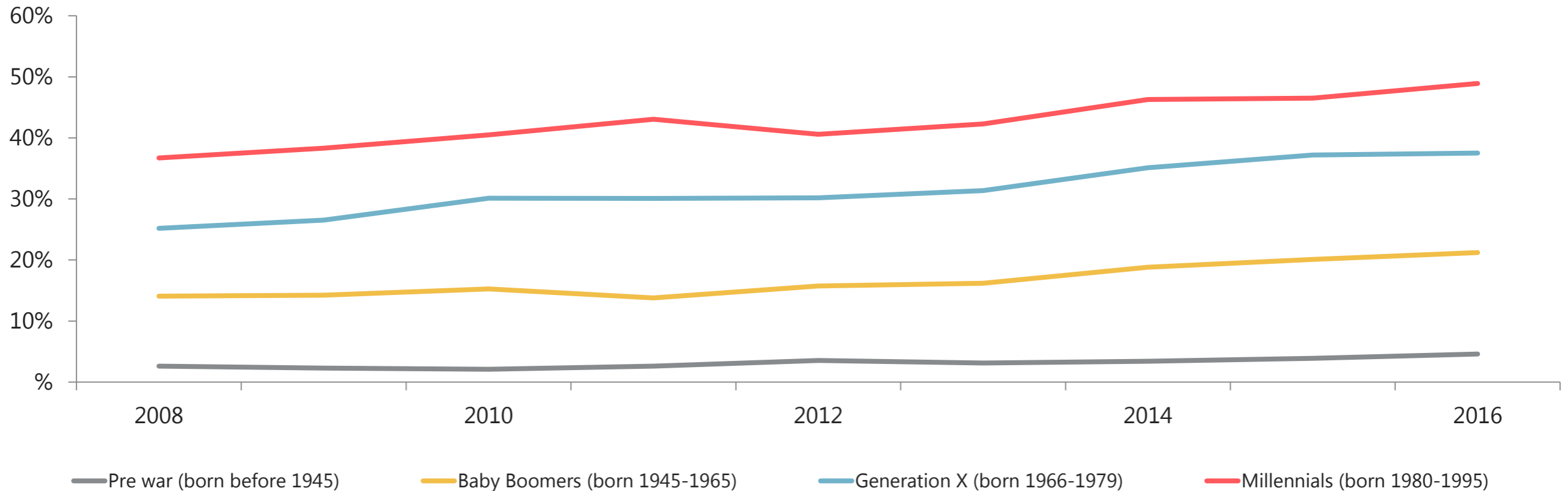
MILLENNIALS SPEND 24 HOURS A WEEK ON THEIR SMARTPHONES

Number of minutes spent on a smart phone per week



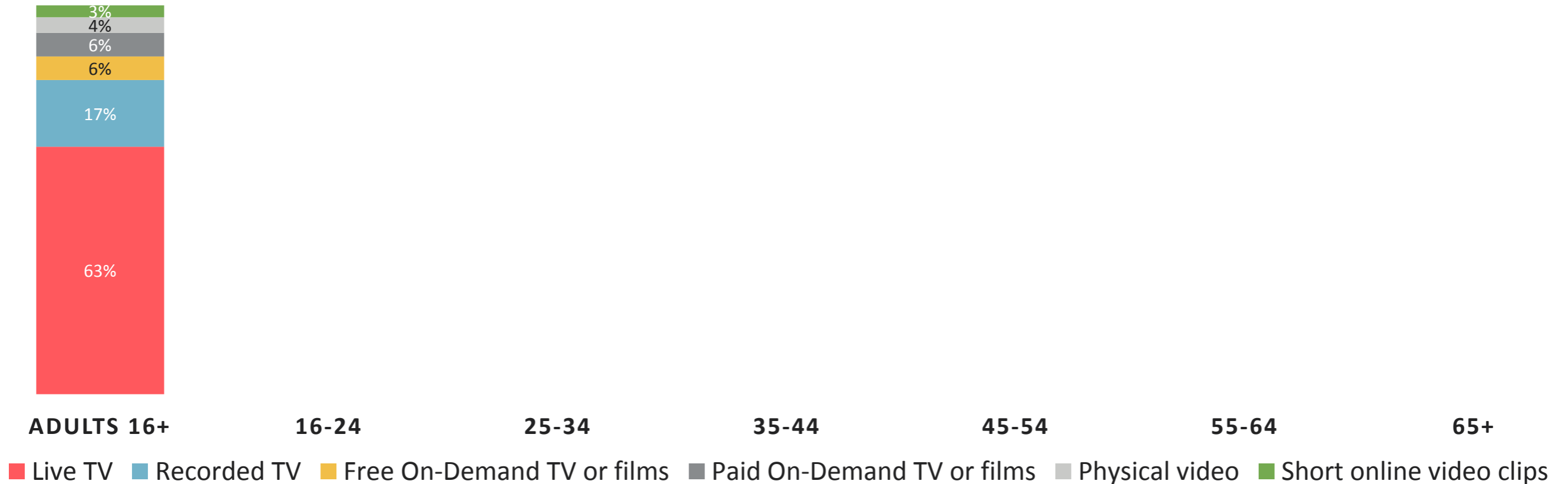
ATTITUDES TO STREAMING APPEAR GENERATIONAL - GB

% have streamed music in past three months



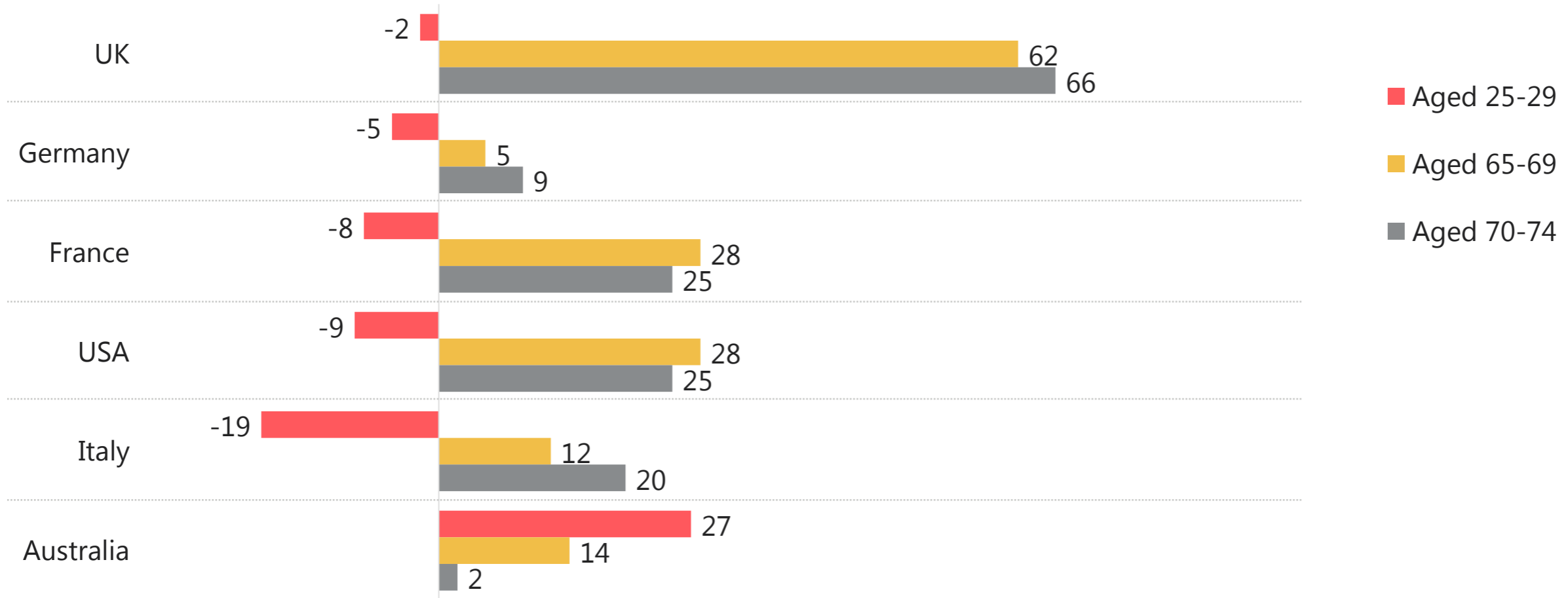
MILLENNIALS ARE USED TO VARIETY – WATCH LESS LIVE TV BUT MORE ONLINE AND ON DEMAND

Time spent watching different types of media by age



MILLENNIALS' DISPOSABLE INCOME HAS SHRUNK

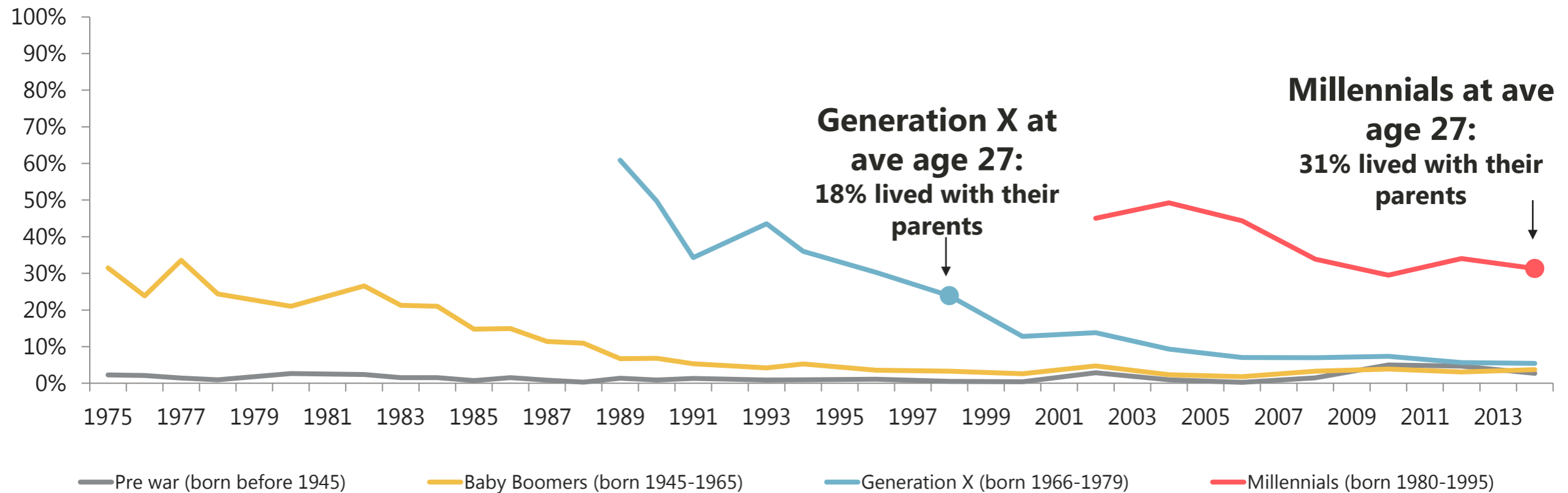
Growth in disposable income above or below national average %



EXTRAORDINARY CHANGE IN LIVING AT HOME WELL INTO ADULTHOOD

% living with parents

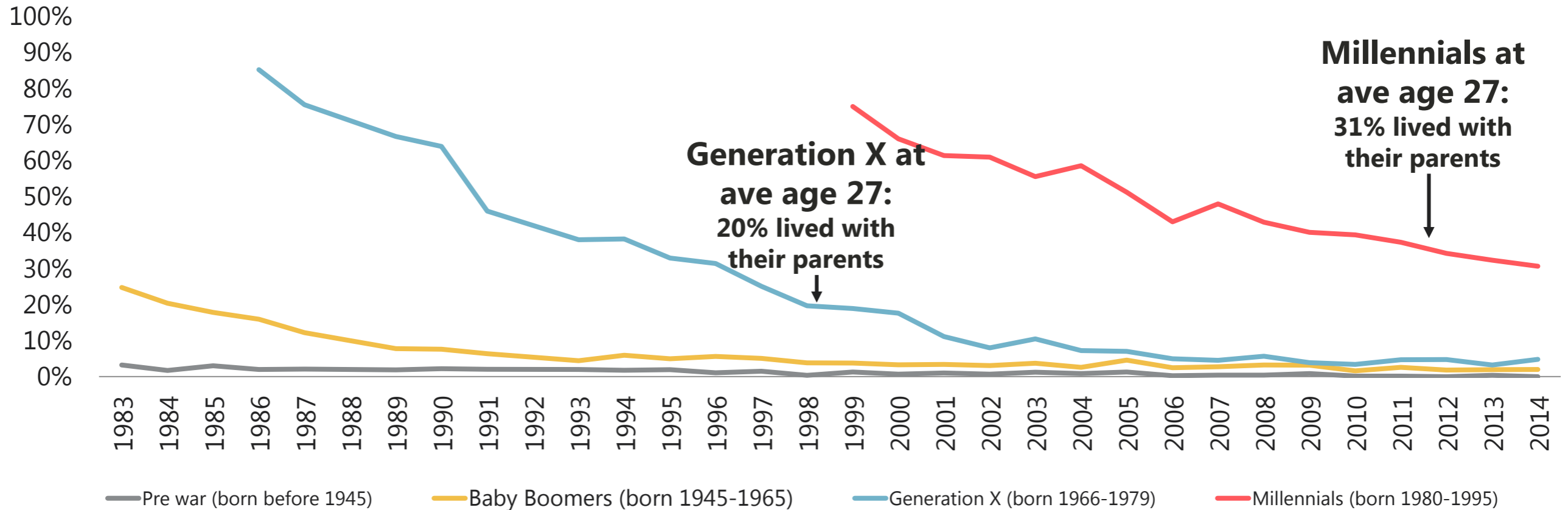
USA



AND THIS SHIFT IS MIRRORED IN BRITAIN...

% living with parents

U.K.



MUCH, MUCH MORE IN REPORT...

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- 21 We all know exactly who Millennials are
- 22 Millennials are young
- 23 Millennials have (some) unique characteristics
- 26 Millennials are dwarfed by the much larger Baby Boomer generation
- 27 Millennials are the most derided generation
- 29 Implications

31 2. MONEY

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- 35 Millennials feel worse off and less optimistic than their parents
- 37 Millennials are more materialistic than other generations
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51 4. EDUCATION

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- 54 Implications

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- 57 Millennials are lazy workers
- 60 Millennials job-hop more
- 62 Millennials are not motivated to work
- 63 Millennials: A new generation of employees, a new set of expectations
- 65 Implications

67 6. SEX AND MARRIAGE

- 67 Millennials are choosing not to get married
- 71 Fewer Millennials are having children
- 72 Millennials are having less sex
- 76 Millennials are the gayest generation ever
- 77 Porn addiction is threatening an entire generation
- 81 Implications

83 7. TECHNOLOGY AND MEDIA

- 84 All Millennials are 'digital natives' and all 'digital natives' are Millennials
- 86 Millennials are uniquely 'mobile first'
- 87 Millennials are online on their phone more of the time than other generations
- 88 Millennials do different things online from other generations
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- 94 Millennials are watching less live TV
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- 116 Millennials are more likely to complain
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- 134 American Millennials will end the gun control debate
- 137 Implications

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- 139 Millennials are less likely to vote
- 143 Millennials are not 'political party people'
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153 11. RELIGION

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- 169 For Millennials, wellness is a daily, active pursuit
- 174 Millennials smoke more than other generations
- 176 Millennials are shunning alcohol at unprecedented levels
- 178 Millennials are turning to recreational drug use
- 180 Millennials have the worst mental health
- 183 Implications

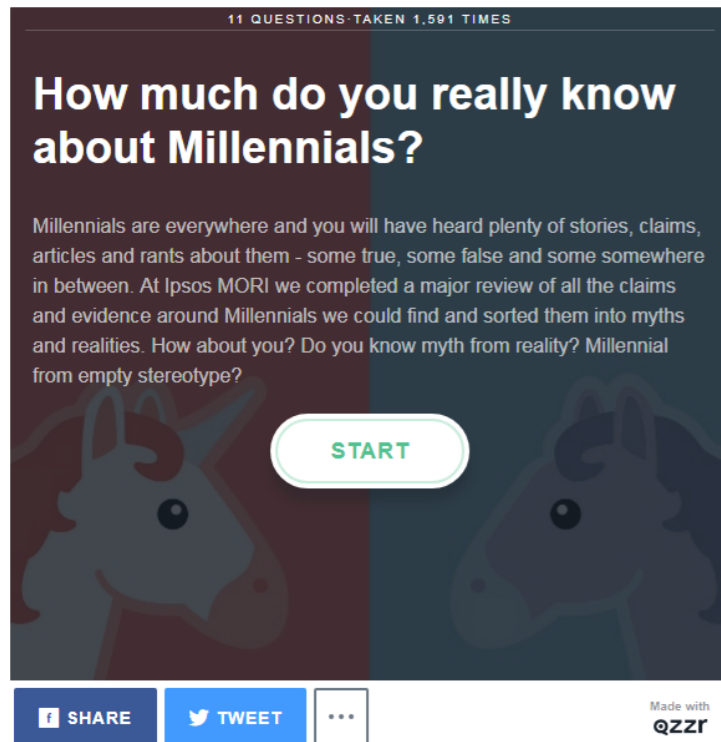
185 14. MILLENNIAL CHARACTERISTICS

- 185 Young people are more narcissistic and selfish than ever
- 189 The average Millennial's attention span is shorter than a goldfish
- 191 Implications

192 TECHNICAL NOTE

193 END NOTES

MANY OTHER RESOURCES...



QUIZ...

<https://www.qzzr.com/c/quiz/418055/how-much-do-you-know-about-the-millennial-generation-d>

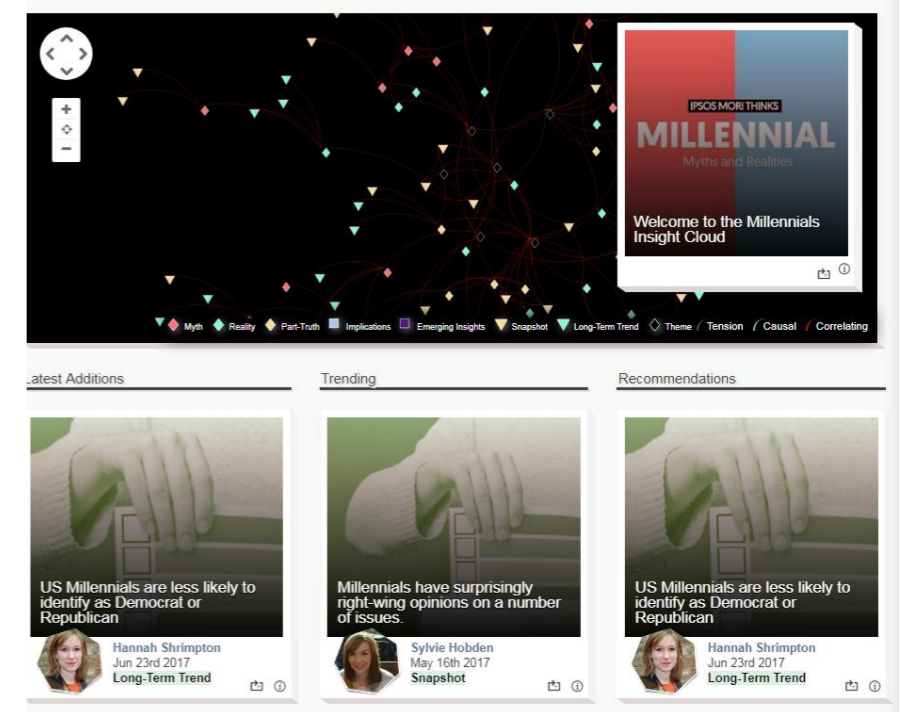


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WEBSITE...

<https://www.ipsos.com/ipsos-mori/en-uk/millennial-myths-and-realities>



INSIGHT CLOUD...

Conclusions/questions

Huge cohort + “stretched” lifestages means need to breakdown to target

Question easy conclusions based on clichéd view: ask what could be driving change, they don’t miraculously appear

Often “culture/country before cohort”

But still huge value in cohort approach: understand type of change to predict **what people will take with them**

Do you have data to look at generationally?



Find out more about:

Where technology meets humanity

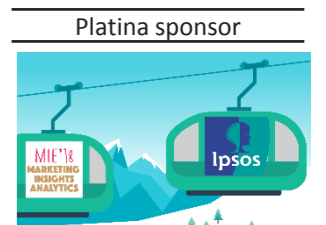
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Upcoming events:

March 2018:

How Brands Innovate

24th of May

What's New in Market Research?



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MIE2018 app onder *Beoordelingen*.

Bedankt voor jouw beoordeling en aanwezigheid!

