

## Lifestyles of Millennials - UK - October 2014

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“Traditional advertising has largely failed to capture imaginations of younger audiences, and advertisers need to step up creativity to sustain their appeal to Millennials. Funny and creative campaigns have the most potential for capturing the attention of younger consumers and winning their longer-term loyalty.”

– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

### This report looks at the following areas:

- Appealing to the ethnic and racial diversity amongst Millennials
- How to market effectively to Millennials

Today's Millennials have to contend with more pressures compared with their parents' generation, with rising university debts, rocketing house prices and high youth unemployment creating a perfect storm of challenges. As a result, they are transitioning into adult life at a more gradual pace, delaying plans for serious marriage and a home of their own.

Adding to this, constant online presence on social media has created instant ways of measuring your success against others, with growing pressure to lead the 'perfect' existence you think others are living. There are indications that digital natives are starting to rebel against having to be constantly plugged into one device or another, and are growing to appreciate the more conventional ways of socialising and entertaining.

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## Table of Contents

### Introduction

Methodology

Definitions

Abbreviations

### Executive Summary

Savings are a top priority for Millennials

Figure 1: Current financial priorities, July 2014

High quality at the right price

Figure 2: Factors important when shopping, July 2014

Personal influence in a social media world

Figure 3: Attitudes towards advertising and shopping, July 2014

Digital natives prefer reading hard copies of books

Figure 4: Attitudes towards digital and physical formats of media, July 2014

What we think

### Issues and Insights

Appealing to the ethnic and racial diversity amongst Millennials

The facts

The implications

How to market effectively to Millennials

The facts

The implications

### Trend Application

Trend: Entrepreneurial Spirit

Trend: Help Me Help Myself

Trend: Play Ethic

### Market Drivers

Key points

Demographic trends

Figure 5: Trends in the age structure of the UK population, 2009-19

Employment status

Figure 6: Employment status, by gender and age, July 2014

Financial health

Figure 7: Highest educational attainment, by current financial situation, July 2014

Living situation

Figure 8: Living situation, by age, July 2014

Race and ethnic background

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Figure 9: Race and ethnic background, July 2014

## Nationality

Figure 10: Nationality, July 2014

## Millennial families

Figure 11: Marital status, by presence of children in the household, for Millennials and all adults, April 2014 and July 2014

## The Consumer – Personal Financial Priorities

### Key points

#### Reliance on credit cards as a last resort...

Figure 12: Current financial priorities, July 2014

#### ...but credit remains a lifeline for Older Millennial females

Figure 13: Current financial priorities, by gender and age, July 2014

#### Fewer financial worries for Millennials living at home with parents

Figure 14: Current financial priorities, by current living situation, July 2014

## The Consumer – Factors Influencing Purchase Decisions

### Key points

#### High quality at the right price

Figure 15: Factors important when shopping, July 2014

Figure 16: A board in front of Not a Burger Stand restaurant, September 2013

#### The appeal of disposable fashion

#### Brand loyalty highest in beauty and personal care

#### Buying practical things takes over trendy and prestigious products

Figure 17: Factors important when shopping, July 2014 (continued)

Figure 18: Screenshot of Think Dirty mobile app, June 2014

#### Millennial parents keener on environmental factors

Figure 19: Factors important when shopping (any responses are shown), by gender and age, July 2014

#### Desire to fit in motivates Millennials living in house shares

Figure 20: Factors important when shopping (any responses are shown), by current living situation, July 2014

## The Consumer – Short- and Long-term Life Goals

### Key points

#### Home ownership is the top aspiration amongst Millennials

Figure 21: Future goals, by age, July 2014

Figure 22: Career Sushi homepage, September 2014

Figure 23: The Kitchen Library website, September 2014

#### Younger Millennial females are the most aspirational

Figure 24: Number of future goals, by gender and age, July 2014

#### Travelling is the most immediate priority for Millennials

Figure 25: Planned time for achieving goals, July 2014

## The Consumer – Factors Important for Being Successful in Life

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### Key points

Being healthy is the top way towards accomplishing more in life

Figure 26: Factors considered important for a successful life, July 2014

Fewer than a fifth of Millennials think it's important to be a good citizen

Younger Millennials idealistic about their future career

Figure 27: Factors considered important for a successful life, by gender and age, July 2014

Foreign-born Millennials are career-driven

Figure 28: Factors considered important for a successful life, by nationality, July 2014

Figure 29: Plucked Homepage, September 2014

### The Consumer – Attitudes towards Advertising and Shopping

#### Key points

Bright future for social media commerce

Figure 30: Attitudes towards advertising and shopping, July 2014

Asserting personal influence in a social media world

Figure 31: Attitudes towards advertising and shopping, by gender and age, July 2014

Figure 32: Selfie-shopping campaign by French Connection, April 2014

Advertising tactics with appeal to Millennials

Figure 33: Still from 'Experience the power of a BookBook' advert by IKEA, September 2014

### The Consumer – Millennials and Traditional Values

#### Key points

Four in 10 Millennials are happy with their lives

Figure 34: Attitudes towards work and satisfaction with life, by gender and age, July 2014

Marriage becomes less important when Millennials grow older

Figure 35: Selected traditional and non-traditional values, July 2014

Minority Millennials are more adventurous with their eating habits

Figure 36: Attitudes towards eating different types of foods, by ethnicity and nationality, July 2014

Living the 'perfect' life online

Digital natives still read hard copies of books

Figure 37: Attitudes towards digital and physical formats of media, July 2014

Broadband affordability as a barrier to higher interest in digital music/movies

Promoting greater responsibility for the environment amongst urban Millennials

Figure 38: Selected traditional and non-traditional values, by living area, July 2014

Figure 39: BIOMAT Restaurant at Vienna Design Week 2013

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