



2010 ANNUAL CONFERENCE & TRADE SHOW
of the
TEXAS WINE & GRAPE GROWERS ASSOCIATION

**Characteristics of Today's Millennials
from
Texas Wine Marketing Research Institute
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Introduction

- Millennials A.K.A
 - Echo Boomers
 - Bridgers
 - The Internet Generation
 - Generation Y
- An overview of traits that characterize today's Millennials



Protected, Empowered & Indulged

- Most protected generation:
- Extreme independence
 - Slogan: “It’s a hard world”
- Most un-churched US generation



Protected, Empowered & Indulged

- Have a sense of security & empowerment
- Optimistic about the future
- Grew up playing team sports with no winner or losers
- Intense parental involvement through post-college years



Protected, Empowered & Indulged

- Deficient in “appropriate corporate behavior”
 - Coddled by parents making them ill-prepared for a demanding workplace
- Yet they are moldable, energetic, creative, & charismatic



Connected

- Integrated into the internet
- Grew up with over 50 TV channels
 - MTV culture
- 97% of college students own a computer
 - Spend an average of 33 hours/week online
 - 75% have Facebook accounts



Connected

- 94% own a cell phone
 - Use almost as much as computers
 - Text continually
 - Connecting w/ parents 1.5 times/day
 - 453 texts per month on average & growing



Connected

- 60% own portable music device
- Multi-task
 - Use 3-5 pieces of technological equipment at the same time
 - Typical attention span = 7-8 minutes
 - Visually oriented
 - Poor spellers, poor grammar – poor communication skills



Educated

- Education-oriented
- Most highly educated generation of adults yet seen
 - Graduating high school around 2000



Egocentric & Entitled

- Demand choice, personalization, the world on their terms
- Aware of every new technology, every brand & trend & they want it FIRST
- Me first: ok to have 4 jobs in a year
 - My way or the highway mentality
 - Loyal to employers as long as it suits them



Ambitious & Optimistic

- Trendsetters – they see themselves as change-makers
 - View corporations as having lots of power but little heart, and they try to create change by using their dollars.
- New “American dream” = flexible freelance career and a life defined by passion
- Prefer development opportunities, personal coaching and mentoring to cash bonuses



Values of the Millennial: What defines their mindset?

- Timeliness - They want it now!
- Making a difference - Desire to give back
- Diversity is embraced - Tolerance
- Environment stewardship - Sustainability
- Authenticity – They crave plain honest truths
- Family – Parents are intensely involved



Values of the Millennial: What defines their mindset?

- Global perspective – Expect to use another language at work
- Technology – Internet is fundamental part of their existence
- Personal freedom – career is not the context for important life decisions
- Team work – “Everybody Plays” mentality



Affluence: Earnings/Income

- “Prematurely affluent generation” poised to become the next great luxury consumers (Enguage, 2008)
- Millennials consider themselves poor
 - Education & credit card debt
 - Differing concept of what constitutes necessity vs luxury



Affluence: Spending

When green becomes an issue

- Anything they personally ingest – i.e. what they eat, drink, and breathe



Gender Differences/Habits

- Big difference in lifestyle & purchase behavior between Millennial men & women
 - Millennial men: similar to teen counterparts
 - Millennial women: more like young adults



Gender Differences/Habits

18-24 year old men are more likely to:	Men	Women
•Live w/parent.....	50%	• 33%
•Watch 11hours+ TV/wk.....	48%	• 32%
•Saving for a car.....	36%	• 25%
•Visit online chat rooms wkly.....	42%	• 31%
•Read weblogs or watch podcasts wkly..	32%	• 15%
•Watch online video.....	77%	• 59%
•Don't need a stereo if I have a computer..	36%	• 25%
•Don't need a DVR if I have a computer...	28%	• 10%
•Watch TV broadcasts on a computer.....	37%	• 20%
•Record TV broadcasts on a computer.....	30%	• 13%
•Have a \$100+monthly cell phone bill.....	35%	• 23%



Gender Differences/Habits

18-24 year old women are more likely to: Men Women

- | | | |
|--|--------------|--------------|
| •Think it's cool if a company uses a social network profile to promote its products..... | • 48% | • 32% |
| •Own a laptop..... | • 36% | • 25% |
| •Own a car stereo..... | • 42% | • 31% |
| •Purchased clothing online..... | • 32% | • 15% |
| •Live with a wife/husband | • 77% | • 59% |
| •In college..... | • 36% | • 25% |



Gender Differences/Habits

Of those who drink alcohol:	Men	Women
•Prefer beer	58%	21%
• Prefer wine	19%	50%
•Prefer liquor	18%	24%
Ages 18 – 49 years		
•Prefer beer	66%	25%
• Prefer wine	14%	41%
•Prefer liquor	15%	26%



Differences in Drinking Habits

18 – 34 years

- Prefer beer 50%
- **Prefer wine** **20%**
- Prefer liquor 24%

35 – 54 years

- Prefer beer 44%
- **Prefer wine** **32%**
- Prefer liquor 19%

55 and older

- Prefer beer 26%
- **Prefer wine** **50%**
- Prefer liquor 21%



Differences in Drinking Habits

College Graduate

- Prefer beer 36%
- **Prefer wine** **44%**
- Prefer liquor 17%

Some College

- Prefer beer 37%
- Prefer wine **36%**
- Prefer liquor 22%

No College

- Prefer beer 47%
- **Prefer wine** **20%**
- Prefer liquor 24%



Millennials with Regard to Wine Marketing Issues

- Gains in table wine consumption since 2000 are also highly attributable to the adoption of wine in early adulthood by Millennial-generation young adults



Millennials with Regard to Wine Marketing Issues

- Millennials perceive wine to be “relaxing” and “sophisticated”
- They associate a certain formality with wine, citing it most often as the beverage of choice during a “formal night out, and less often for casual occasions



Millennials & Wine Marketing Issues

- Only slightly knowledgeable about wine
- 34% are interested in learning more about wine
- Want to learn how to have fun w/wine
- Understand & value quality



Media That Move Millennials

- Magazine & TV get them to initiate online searches
- Blogs & Vlogs
 - 28% own blogs
 - 44% read blogs
 - Watch 273 minutes/month of online videos



Media That Move Millennials

- Iphone setting the trend for mobile advertising
- Social Networks
 - Millennials of wine drinking age prefer FB
 - Update it @ least twice a day
 - **NO** one clicks on FB ads
 - Good for placement for brand awareness
 - Use Twitter but prefer texting for short messages



Media That Move Millennials

- 24% of teens are on the internet 15+hours per week
- They watch less TV than the rest of us
- Media “snackers” seeking entertainment in new, shorter formats



Industry Implications

- They're embracing wine in large numbers
- Have sophisticated tastes from early exposure to the finer things in life from parents
- Desire more wine education
- Millennials' value of quality allows them to appreciate wine
 - You just can't market it as a luxury item
 - Make wine fun!



Industry Implications

- Embrace diversity in marketing apps
- Be Authentic
 - They favor advertising that is straight & to the point
 - Have a distaste for slick advertising
 - Possess a very acute “SPAM” o’meter
- Cause marketing may also help establish brand loyalty
- More concerned w/convenience than price



Discussion

- What have you employed that has shown positive results?
- Any ideas from these points?



**Questions?
Comments?**



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