Characteristics of Today’s Millennials from Texas Wine Marketing Research Institute
By: Rhonda Hammond
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:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live with parent</td>
<td>50%</td>
<td>33%</td>
</tr>
<tr>
<td>Watch 11 hours+ TV/wk</td>
<td>48%</td>
<td>32%</td>
</tr>
<tr>
<td>Saving for a car</td>
<td>36%</td>
<td>25%</td>
</tr>
<tr>
<td>Visit online chat rooms wkly</td>
<td>42%</td>
<td>31%</td>
</tr>
<tr>
<td>Read weblogs or watch podcasts wkly</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>Watch online video</td>
<td>77%</td>
<td>59%</td>
</tr>
<tr>
<td>Don’t need a stereo if I have a computer</td>
<td>36%</td>
<td>25%</td>
</tr>
<tr>
<td>Don’t need a DVR if I have a computer</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>Watch TV broadcasts on a computer</td>
<td>37%</td>
<td>20%</td>
</tr>
<tr>
<td>Record TV broadcasts on a computer</td>
<td>30%</td>
<td>13%</td>
</tr>
<tr>
<td>Have a $100+ monthly cell phone bill</td>
<td>35%</td>
<td>23%</td>
</tr>
</tbody>
</table>
# Gender Differences/Habits

18-24 year old women are more likely to:

<table>
<thead>
<tr>
<th>Habits</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think it’s cool if a company uses a social network profile to promote its products</td>
<td>48%</td>
<td>32%</td>
</tr>
<tr>
<td>Own a laptop</td>
<td>36%</td>
<td>25%</td>
</tr>
<tr>
<td>Own a car stereo</td>
<td>42%</td>
<td>31%</td>
</tr>
<tr>
<td>Purchased clothing online</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>Live with a wife/husband</td>
<td>77%</td>
<td>59%</td>
</tr>
<tr>
<td>In college</td>
<td>36%</td>
<td>25%</td>
</tr>
</tbody>
</table>
# Gender Differences/Habits

Of those who drink alcohol:

<table>
<thead>
<tr>
<th>Preference</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer beer</td>
<td>58%</td>
<td>21%</td>
</tr>
<tr>
<td>Prefer wine</td>
<td>19%</td>
<td>50%</td>
</tr>
<tr>
<td>Prefer liquor</td>
<td>18%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Ages 18 – 49 years

<table>
<thead>
<tr>
<th>Preference</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer beer</td>
<td>66%</td>
<td>25%</td>
</tr>
<tr>
<td>Prefer wine</td>
<td>14%</td>
<td>41%</td>
</tr>
<tr>
<td>Prefer liquor</td>
<td>15%</td>
<td>26%</td>
</tr>
</tbody>
</table>
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 at 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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