

# W O M E N 2020

Understanding  
the new  
Female  
Consumer

# MEREDITH IS MILLENNIALS

TECHSPLORES ZINE QUEENS MOBILE MAVENS  
SOCIAL BUTTERFLIES SHOPPORTUNISTS PINFLUENCERS  
63% OF MILLENNIAL WOMEN INSPIRED BY



meredith



# Introducing Women 2020

A Look at the Next Generation of Female Consumers



Meredith's new proprietary study designed to help marketers understand the **buying behavior** and **decision-making processes** of women by category (beauty, food, home) **through the lens of life stages** and **the influence of technology**.

# Women 2020: Project Objectives

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**Identify** what influences her and how she influences others

**Explore** role of digital media on buying decisions and behaviors

**Uncover** how digital media complements more traditional media

**Contrast and compare** behaviors and sentiments among generations

# The Data

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What Women are Thinking



Category attitudes



Food



Beauty



Home

Media engagement



# Methodology

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- > Meredith worked in partnership with **Insights in Marketing**, an independent, third-party research vendor, to execute the research
- > **Nationally representative sample** of 2,604 women
  - Millennials
    - > Trailing: 18-24 years old <sub>(T)</sub>
    - > Leading: 25-34 years old <sub>(L)</sub>
  - Gen X: 35-49 years old <sub>(X)</sub>
  - Boomers: 50-67 years old <sub>(B)</sub>
  - 60% read Meredith titles
- > **Study fielded online** in Q4 2014; approximately 25 minutes in length



# 2020: A Pivotal Year for Millennials

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**80.4 million strong**

*Largest generation ever*

**Increase  
spending to  
\$2.5 Trillion**

**Will represent  
majority of  
the work force**

**Account for 2/3 of all  
first-time home buyers**



# The Millennial Mindset. 🌿

# On Cloud Mine

In 2020 Millennials Think They Will...

**Be  
happier**

75%

**Be more  
fortunate**

73%

**Have more  
opportunities**

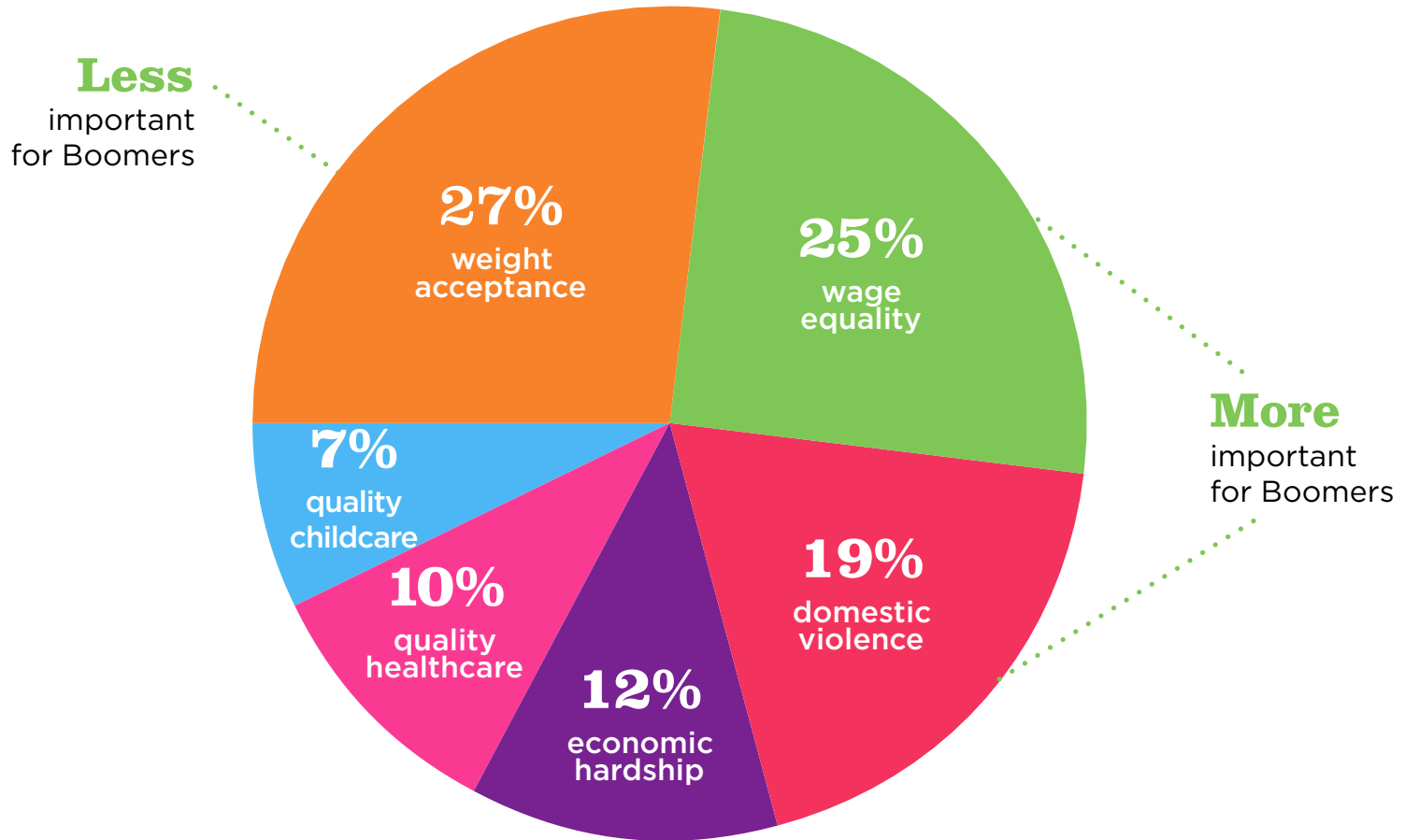
71%



Q: Thinking about 5 years from now, do you think you will...?

# Carefree and All About Me

Issues Facing Women Today According to Millennials



Q: Which of the following is the most pressing issue facing women today in the U.S.?

# She's A Woman First

How Millennials Think of Themselves



**Woman**  
80%

**Daughter**  
72%

**Sister**  
59%

**Lover**  
56%

**Worker**  
46%

Q: How do you think of yourself?

# Who We Are and How We Role

Best represents  
values of my  
generation



**Jennifer Lawrence**

33%



**Taylor Swift**

31%



**Beyoncé**

20%



**Kim Kardashian**

8%



**Lena Dunham**

8%

My female  
role model



**Ellen Degeneres**

16%



**Michelle Obama**

14%



**Angelina Jolie**

13%



**JK Rowling**

10%



**Hillary Clinton**

8%

Q: Which celebrity do you feel most accurately represents the values of the Millennial generation?

Q: Which of the following best represents your female role model?

# Madame President? Yes!

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Millennials ready for  
a female president... 83%

...and would vote  
for Hillary 49%

# Millennials + Media ❁



# Every Media for Itself

## Top Reasons Millennials use Media



**Keeps me informed  
and up-to-date**

Gives me detailed  
information

Lets me look at things  
on my own time

A good source  
of learning

**Gives me good ideas  
& inspiration**



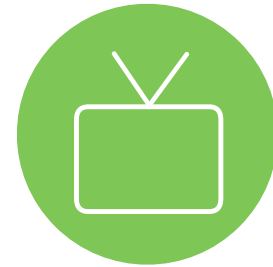
Can glance through quickly or  
read thoroughly

Can unplug/disconnect  
from technology

Gives me ideas  
for new products to try

**Gives me good ideas  
& inspiration**

Inspires me  
visually



Pure  
entertainment

Relaxes  
me

Gives me  
some “me” time

A good  
escape

**Keeps me informed/  
up to date**

Q: Thinking about 3 different types of media: Internet, Print Magazines and TV, what are the main reasons you use each?

# Media: In Their Words

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“I like the quiet feel of curling up and browsing a magazine. Even if the electricity goes out I can keep reading!” 

“With TV, I can just have a mental break and escape briefly to a fictional world that isn't trying to teach me anything” 

“I can access online articles from virtually anywhere, which makes it easier to stay informed” 

# The Mobile Generation

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Devices Millennials Regularly Use to Access the Internet

Laptop 81%

Smart phone 80%

Desktop 49%

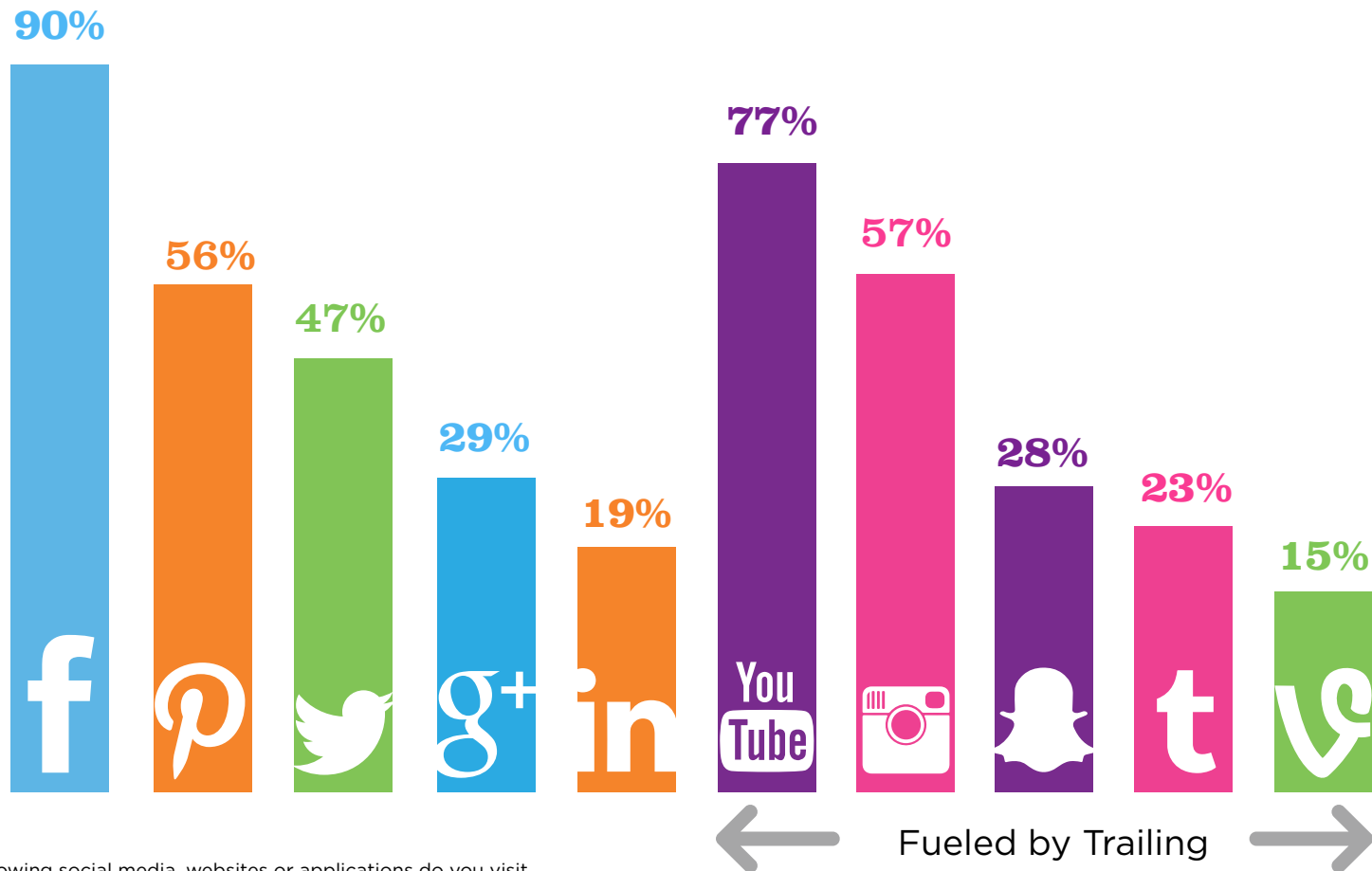
Tablet 48%

E-reader 15%

Q: Which of the following devices do you use to access the Internet at least once a week or more often?

# Socially Charged

Used At Least Once a Week by Millennials



Q: Which of the following social media, websites or applications do you visit at least once a week or more often?

# Social Expressions

Things Millennials Are Most Likely to Share via Social Media



# Social Reflections

How Millennials Believe People Portray Themselves on Social Media



**me**

**I accurately represent my  
life on social media**

74%

**I have lied on social media**

31%



**them**

**My friends/family accurately  
represent their lives on social media**

53%

**My friends/family lied on social media**

65%

Q: Thinking about social media such as Facebook, Twitter etc., do you think that...?

# Media: Key Takeaways

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- > **She loves ALL media...and each has its role in satisfying her needs**
- > She's wired to be wireless and **maintaining her mobility is a priority**
- > **Social media is a mainstay** with this generation
  - Trailing Millennials are always finding the next, new thing
  - She shares her "true self" through photos and videos but doesn't trust others are being as authentic/real as she is
- > **Cultivate sharing and keep an optimistic tone** to resonate with her



**Millennials + Beauty** ❧

# All About Beauty

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Nearly **80%** of Millennials  
**think** about, **research**  
and **discuss** BEAUTY



Q: Thinking about the beauty category, how engaged, that is how much do you think about, discuss and research this category?

# The Millennial Beauties

## Glamour Gal

- 73% **Looking beautiful/sexy is important to me**
- 66% **Like to reward myself with a beauty indulgence**

## Shoppportunista

- 64% **Don't mind spending more if it fits my needs**
- 60% **Buy based on price**
- 56% **Buy when I have a coupon**

## Beauty Booster

- 75% **Try based on recommendations**
- 70% **Look for more info if see interesting ad**
- 55% **Frequently recommend products to others**

## Beauty Confidante

- 76% **Feel more comfortable with products made by familiar brands**
- 74% **Find brands I trust and stick with them**

Q: For each of the statements below, please rate how much you agree/disagree that each statement describes you.

# Beauty: In Their Words

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“When you know you **look good**,  
it makes you **feel confident**”

“I don't like to spend a lot of money on trying  
beauty products, but **if someone I trust  
recommends something that's worked  
for them, I can justify buying something new**”

“**It has to work!** I would rather spend  
more and have it actually work! ”

# The Value of Shared Opinions

|                                                             | MILLENNIALS | BOOMERS    |
|-------------------------------------------------------------|-------------|------------|
| <b>Glamour Gal</b>                                          |             |            |
| Looking beautiful/sexy is important to me                   | <b>73%</b>  | 57%        |
| Like to reward myself with a beauty indulgence              | <b>66%</b>  | 55%        |
| <b>Shoppportunista</b>                                      |             |            |
| Don't mind spending more if fits my needs                   | 64%         | 68%        |
| Buy based on price                                          | <b>60%</b>  | 38%        |
| Buy when I have a coupon                                    | <b>56%</b>  | 43%        |
| <b>Recommendations and Sharing</b>                          |             |            |
| Try product based on a recommendation                       | <b>75%</b>  | 62%        |
| Look for more info if see interesting ad                    | 70%         | 66%        |
| Frequently recommend products to others                     | <b>55%</b>  | 35%        |
| <b>Beauty Confidante</b>                                    |             |            |
| Feel more comfortable with products made by familiar brands | 76%         | 77%        |
| Find brands I trust and stick with them                     | 74%         | <b>79%</b> |

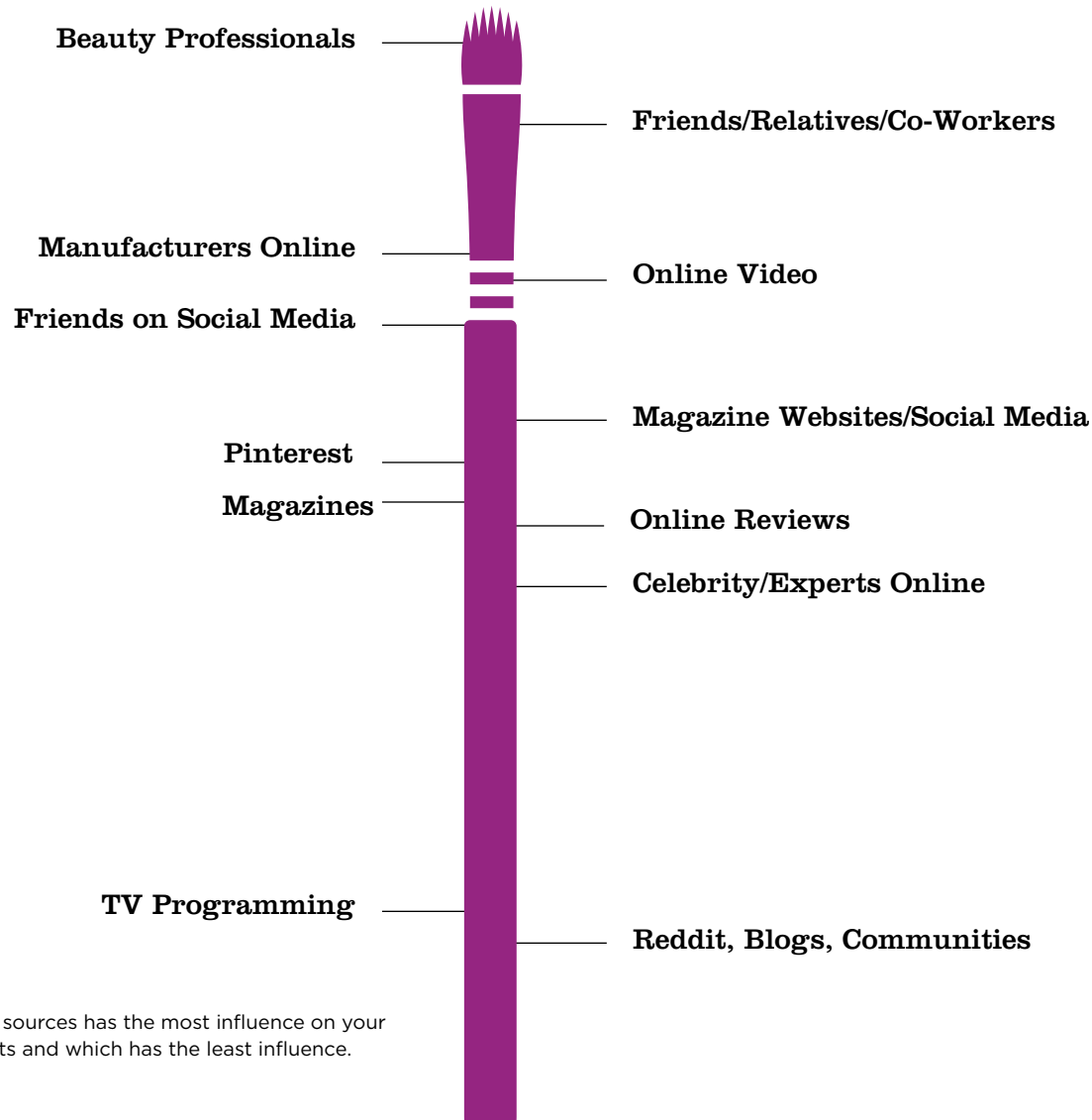
Q: For each of the statements below, please rate how much you agree/disagree that each statement describes you.

Note: Bold numbers represent statistically significant difference

# Beauty Purchase Influencers

Millennials

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Q: Please indicate which of the following sources has the most influence on your purchase decisions for beauty products and which has the least influence.

# Beauty 411

## Reasons Millennials Turn to Media for Beauty Information

### Print + Digital provide:

- > Info on latest trends in beauty
- > Ideas on how to look beautiful/sexy
- > Ideas on how to improve my appearance
- > Beauty options that help me look the best I can
- > Information on products to help me look younger

#### Print

- > Contains beauty ads I find interesting
- > Provides coupons
- > Influences me to spend more on products to fit my needs
- > Influences me to buy based on quality, not price
- > Gives me ideas to change my beauty products seasonally

#### Digital

- > Allows me to research before buying
- > Encourages me to share by posting ratings/reviews
- > Provides info about product pricing
- > Provides info that helps me become familiar with brands
- > Helps me find brands I can trust

Q: We want to understand how well print magazines and online sources deliver beauty information.  
Please indicate which source/sources provide each of the following.

# There's Power in Print

2/3 of Millennials Take Action After Seeing Beauty Product/Idea in Print



Q: Which of the following have you done in the past 3 months after seeing a beauty product/idea in a print magazine?

# Ready, Set, Shop

## Actions Taken by Millennials Online Past Month

### Online Before She Shops

- > **Compare prices** 38% (T)
- > **Search for reviews** 38% (T)
- > **Look for coupons** 37%
- > **Look for sales** 35% (T)
- > **Compare products and features** 31% (T)
- > **Look for promotions** 28%
- > **Create online shopping list** 16% (T)

### Online While She Shops

- > **Look for coupons** 26%
- > **Search for reviews** 24%
- > **Compare prices** 20% (T)
- > **Look for sales** 17%
- > **Watch how-to video** 17% (T)
- > **Try a promotion/text-to-win** 12%
- > **Use mobile payment app** 9%



Q: Before shopping for beauty products, which of the following have you done in the past month?

Q: During any shopping trip for beauty products in the past month, which of the following have you done on your smartphone while you were in the store?



# Digital Actions Across Generations

## Actions Taken Online Past Month

|                                    | MILLENNIALS | BOOMERS |
|------------------------------------|-------------|---------|
| <b>Do online before shopping:</b>  |             |         |
| Compare prices                     | <b>38%</b>  | 27%     |
| Search for reviews                 | <b>38%</b>  | 28%     |
| Look for coupons                   | 37%         | 33%     |
| Look for sales                     | <b>35%</b>  | 22%     |
| Compare products/features          | <b>31%</b>  | 21%     |
| Look for promotions                | 28%         | 21%     |
| Create shopping list               | <b>16%</b>  | 4%      |
| <b>Do online while shopping:</b>   |             |         |
| Look for coupons                   | <b>26%</b>  | 19%     |
| Search for reviews                 | <b>24%</b>  | 9%      |
| Compare prices                     | <b>20%</b>  | 13%     |
| Look for sales                     | <b>17%</b>  | 10%     |
| Watch how-to video                 | <b>17%</b>  | 3%      |
| Try in-store promotion/text-to-win | <b>12%</b>  | 4%      |
| Use a mobile payment app           | <b>9%</b>   | 2%      |

Q: Before shopping for beauty products, which of the following have you done in the past month?

Q: During any shopping trip for beauty products in the past month, which of the following have you done on your smartphone while you were in the store?

Note: Bold numbers represent a statistically significant difference

# Beauty Ambassadors

## How Millennials Share Beauty Tips and Tricks

### Chat

**Use a product/tell friends/family about it** 45% (T)

**Share tips/tricks in person/over phone** 27% (T)

### Review

**Rate/review/recommend specific products online** 23%

**Use a product/then review online** 20%

**Share/post tips/tricks on Pinterest** 17% (T)

**Use a product then post about it on Facebook** 16%

### Post

**Share/post tips/tricks on Facebook** 13%

**Use a product then post about it on Pinterest** 11%

**Share/post a video w/tips/tricks** 11% (T)

# Key Beauty Takeaways: Millennials

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- > If you **educate, inspire and invite them...they'll spend more!**  
(price does matter)
- > **Face-to-face still dominates:** give them reasons to talk,  
not just on social media
  - Encourage sharing
  - Attract with peer recommendations
  - Educate Professionals
- > **Each media fills different set of needs**, so keep that in mind  
when crafting your marketing message

# Key Beauty Takeaways: Generations

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- > **Millennials have the highest engagement** in the category followed by Gen X
- > **Millennials are more likely than Boomers to:**
  - **Share online**, particularly writing reviews and sharing via social media
  - Be **sensitive to price**
  - **Use coupons**
  - **Digitally connect** before and during shopping
- > Millennials and Boomers agree **“I don’t mind looking their age as I’m healthy”**
- > All generations
  - Feel comfortable with products made by a brand they are familiar with
  - Rank word of mouth as the leading way they share beauty tips and tricks



**Millennials + Food** ❖

# Millennial Tastemakers

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**82% think** about,  
**research** and  
**discuss** FOOD



**RECIPES (L)**



**FOOD/BEVERAGES**



**ENTERTAINING (L)**

Q: Thinking about the food category, how engaged, that is how much do you think about, discuss and research this category?

# Millennial Flavor Profiles

## Whisk Taker

- 79% **Like to experiment**
- 77% **Cooking is a creative outlet**
- 62% **I'm a "foodie"**
- 58% **Change food seasonally (L)**

## Nutritionistas

- 63% **Go out of my way to make sure I/my family eat healthy**
- 55% **Look for natural/organic ingredients**

## Comfort Foodies

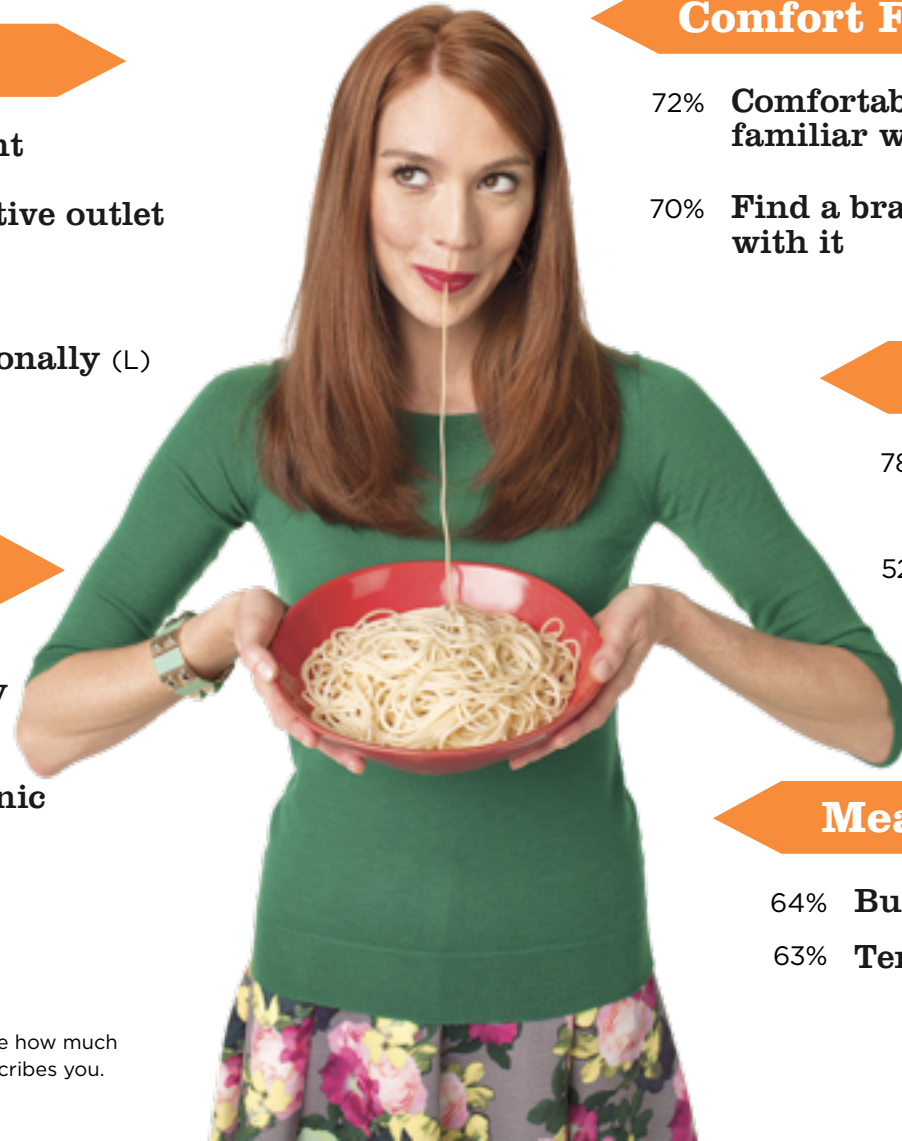
- 72% **Comfortable with brands familiar with**
- 70% **Find a brand I trust and stick with it**

## Taste Maker

- 78% **Likely to try based on recommendation**
- 52% **People come to me for advice on products/recipes**

## Meal & Dealer

- 64% **Buy when have coupon (L)**
- 63% **Tend to buy based on price**



Q: For each of the statements below, please rate how much you agree/disagree that each statement describes you.

# Food: In Their Words

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“I enjoy trying different foods and tasting different seasonings. **Cooking is a very creative outlet for me**”

“**I like to get recommendations.** Based on who is recommending, I can determine if I will like it too”

“**I love food and making food** that others love”

# Generational Recipes

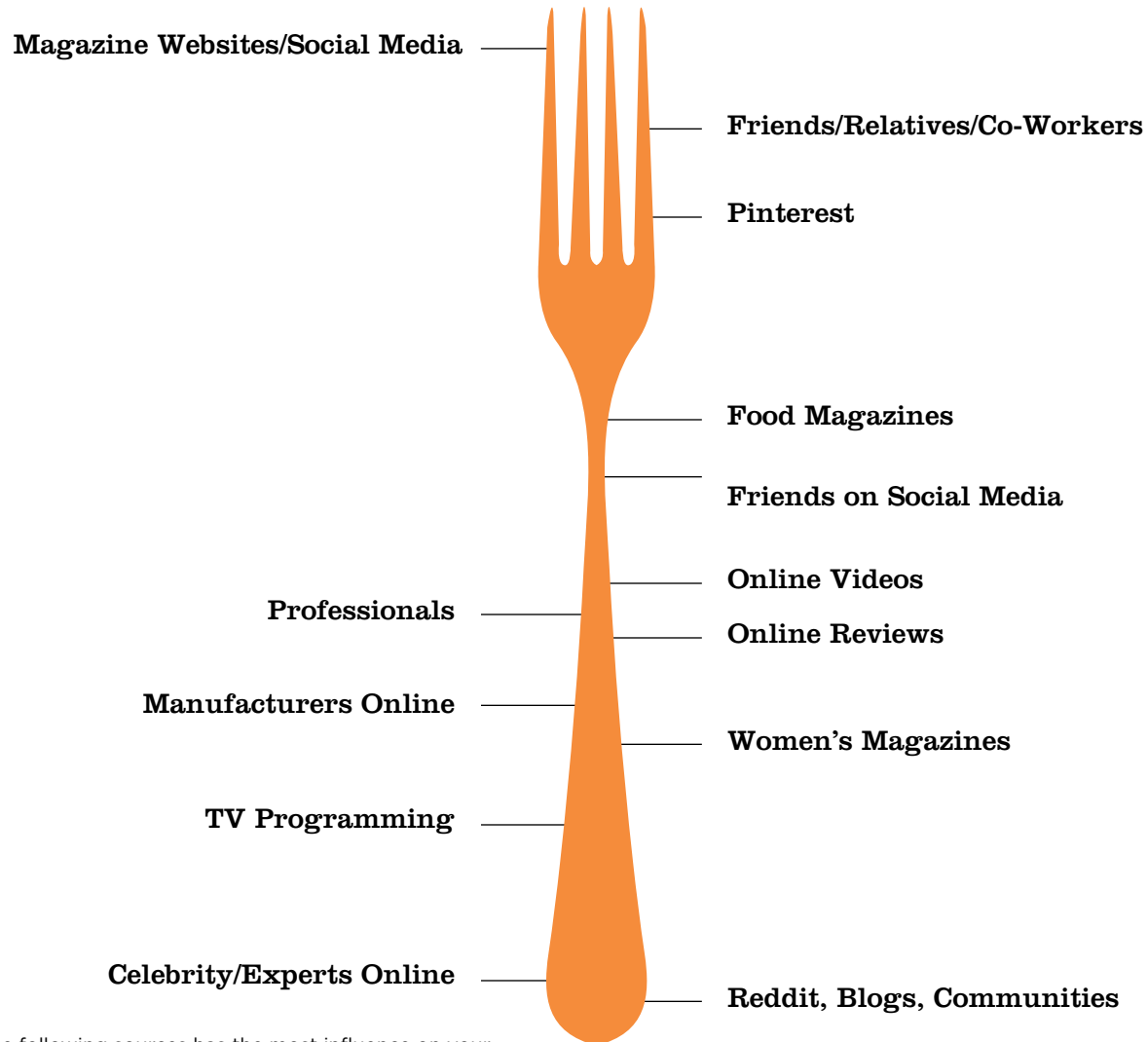
|                                                       | MILLENNIALS | BOOMERS    |
|-------------------------------------------------------|-------------|------------|
| <b>Whisk Taker</b>                                    |             |            |
| Like to experiment                                    | 79%         | 78%        |
| Cooking is a creative outlet                          | 77%         | 76%        |
| I'm a "foodie"                                        | <b>62%</b>  | 51%        |
| Change food seasonally                                | 58%         | <b>65%</b> |
| <b>Nutritionistas</b>                                 |             |            |
| Go out of my way to make sure I/my family eat healthy | 63%         | <b>76%</b> |
| Look for natural/organic ingredients                  | <b>55%</b>  | 42%        |
| <b>Comfort Foodies</b>                                |             |            |
| Comfortable with brands familiar with                 | 72%         | 72%        |
| Find a brand I trust and stick with it                | 70%         | 74%        |
| <b>Taste Maker</b>                                    |             |            |
| Likely to try based on recommendation                 | 78%         | 75%        |
| People come to me for advice on products/recipes      | 52%         | 52%        |
| <b>Meal &amp; Dealer</b>                              |             |            |
| Buy when have coupon                                  | 64%         | 69%        |
| Tend to buy based on price                            | <b>63%</b>  | 43%        |

Q: For each of the statements below, please rate how much you agree/disagree that each statement describes you.

Note: Bold numbers represent statistically significant difference

# Food Purchase Influencers

Millennials



Q: Please indicate which of the following sources has the most influence on your purchase decisions for food and entertaining products and which has the least influence.

# Media Ingredients

## Top Reasons Millennials Turn to Media for Food Information

### Print + Digital provide:

- > Information on different food products/recipes to experiment with (L)
- > Information to help me/my family eat healthier (L)
- > Information to make creative meals (L)
- > Information on the latest health, diet and nutrition trends in food (L)
- > Good ideas for entertaining with food (L)



#### Print

- > Contains food ads I find interesting
- > Provides coupons
- > Influences me to buy based on quality, not price
- > Provides me with information to make cooking less of a chore
- > Provides information on latest health, diet and nutrition trends

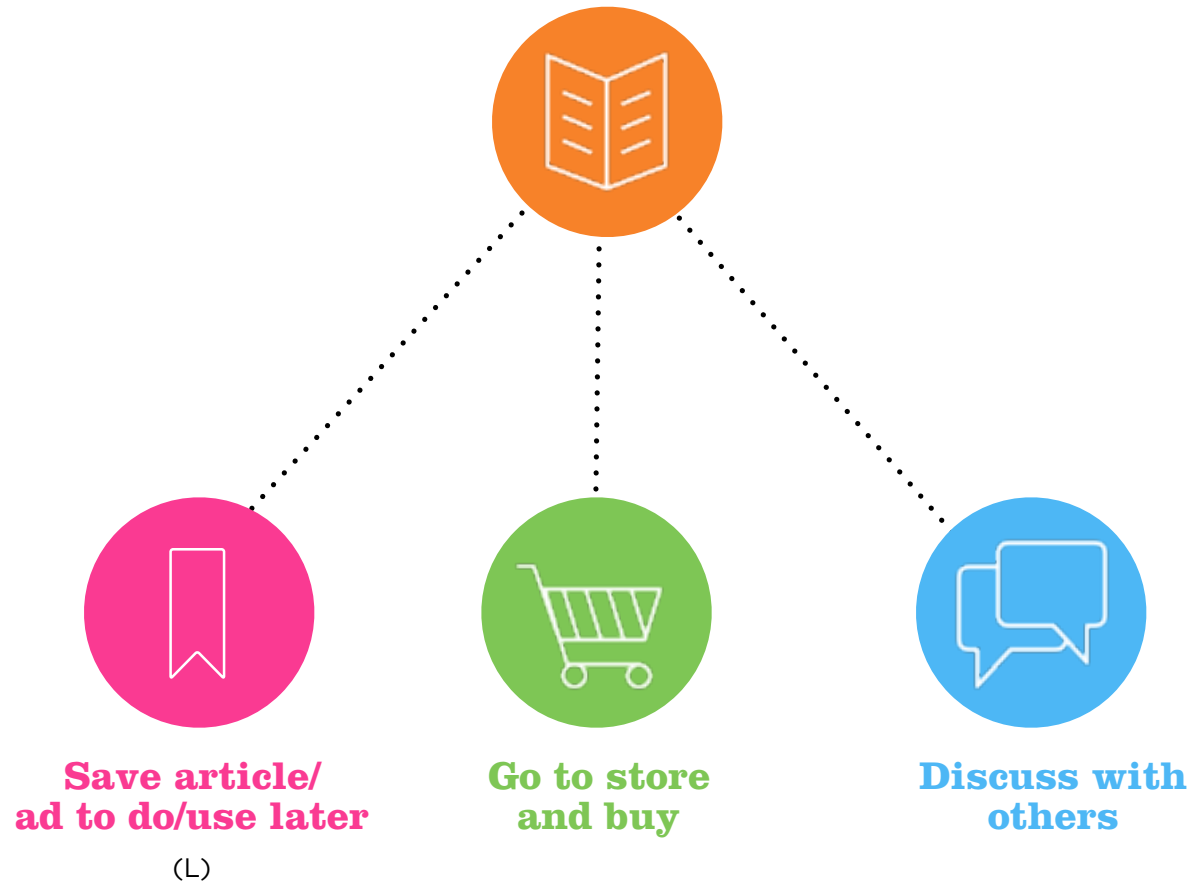
#### Digital

- > Allows me to research before buying (T)
- > Encourages me to share opinions by posting reviews and ratings online
- > Provides information about food product pricing
- > Helps me find brands I can trust
- > Provides recommendations that influence me to try a food product (T)

Q: We want to understand how well print magazines and online sources deliver information, tips and ideas for food, recipes and entertaining. Please indicate which source/sources provide each of the following.

# There's Power in Print

2/3 of Millennials Take Action After Seeing Food Product/Recipe/Idea in Print



Q: Which of the following have you done in the past month after seeing a food product/recipe/idea in a print magazine?

# Ready, Set, Shop

## Actions Taken by Millennials Online During Past Week

### Online Before She Shops

- > **Look at recipes** 48%
- > **Look for coupons** 43%
- > **Look for sales** 35% (L)
- > **Look for promotions** 28%
- > **Compare prices** 26%
- > **Create online shopping list** 21%
- > **Search for reviews** 19%
- > **Watch how-to video** 16% (T)

### Online While She Shops

- > **Look for coupons** 29%
- > **Use grocery list app** 25%
- > **Look for sales** 21%
- > **Look at recipes** 20%
- > **Search for nutrition info** 17%
- > **Watch a recipe video** 13%
- > **Search for reviews** 13%
- > **Participate in in-store promotion/text to win** 11% (L)
- > **Use mobile payment app** 9%



Q: Before shopping for food, which of the following have you done in the past week?

Q: During any shopping trip for food in the past week, which of the following have you done on your smartphone while you were in the store?

# Digital Actions Across Generations

## Actions Taken Online During Past Week

|                                               | MILLENNIALS | BOOMERS |
|-----------------------------------------------|-------------|---------|
| <b>Do online before shopping:</b>             |             |         |
| Look at recipes                               | 48%         | 42%     |
| Look for coupons                              | 43%         | 46%     |
| Look for sales                                | <b>35%</b>  | 29%     |
| Look for promotions                           | <b>28%</b>  | 21%     |
| Compare prices                                | <b>26%</b>  | 17%     |
| Create online shopping list                   | <b>21%</b>  | 15%     |
| Watch how-to video                            | <b>16%</b>  | 6%      |
| <b>Do online while shopping:</b>              |             |         |
| Look for coupons                              | <b>29%</b>  | 21%     |
| Use a grocery list app                        | <b>25%</b>  | 18%     |
| Look for sales                                | <b>21%</b>  | 12%     |
| Look at recipes                               | <b>20%</b>  | 9%      |
| Search for nutrition info                     | <b>17%</b>  | 8%      |
| Watch recipe video                            | <b>13%</b>  | 6%      |
| Search for reviews                            | <b>13%</b>  | 4%      |
| Participate in in-store promotion/text-to-win | <b>11%</b>  | 3%      |
| Use a mobile payment app                      | <b>9%</b>   | 1%      |

Q: Before shopping for food, which of the following have you done in the past week?

Q: During any shopping trip for food in the past week, which of the following have you done on your smartphone while you were in the store?

Note: Bold numbers represent statistically significant difference

# Superfoodies

## How Millennials Have Shared Food Tips and Tricks

### Chat

**Use a product/tell friends/family about it** 48%

**Share tips/tricks in person/over phone** 31%

### Review

**Rate/review/recommend specific products online** 16%

**Use a product/then review online** 14%

### Post

**Use a product then post about it on Facebook** 25%

**Share/post tips/tricks on Pinterest** 24%

**Share/post tips/tricks on Facebook** 22% (L)

**Use a product then post about it on Instagram** 21%

**Use a product then post about it on Pinterest** 20%

**Share/post a video w/tips/tricks** 13%

# Key Food Takeaways: Millennials

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- > **She experiments and views cooking as an outlet** – find ways to inspire her and show how your brand can be an extension of herself
- > **Magazines Websites, Social Media & Print are above average purchase influencers**- make them key part of your marketing mix
- > **Heavy online researchers** – ensure your site is full of content and ideas that inspire her
- > **Mobile utilized in-store** – understand what she is doing and build in-store promotions accordingly
- > **Price/budget conscious** – use digital for coupons and provide her with opportunity to try your brand and save money

# Key Food Takeaways: Generations

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- > **Millennials are the most engaged generation in the category**
- > **Millennials are more likely than Boomers to:**
  - Say they are a “foodie”
  - **Look for natural/organic** ingredients
  - **Do research before buying** food products
  - **Share opinions** about food by posting online reviews and ratings
  - **Be digitally connected** before and during shopping
- > **Millennials are less likely** to go out of their way **to ensure they/their family eat healthy** than Boomers
- > **All generations**
  - Share food product/recipe by telling their friends or family about it
  - Believe food is an important part of entertaining

# Millennials + Home ☼



# Home Is Where the Heart Is

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**68%** of Millennials  
**think** about, **research**  
and **discuss** HOME



**DECORATING**  
(L)



**FURNITURE/  
APPLIANCES**  
(L)



**CLEANING  
PRODUCTS**  
(L)



**GARDENING**  
(L)

# Meet the Millennial Nester

## Home Sweet Home

79% **My home is reflection of me**

76% **Want home to be place where my kids and their friends like to gather**

## Shelf Expression

75% **Like to decorate/do home improvement projects**

69% **Like to experiment with things to update look of home**

52% **I change my décor seasonally**

## Home Security

70% **Feel comfortable with products made by brands I'm familiar with**

65% **Find brands I trust and stick with them**

## Homing In

67% **Research as much as possible before buying**

55% **Frequently recommend products to others**

Q: For each of the statements below, please rate how much you agree/disagree that each statement describes you.

# Home: In Their Words

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“Bigger purchases I'll research because I want to find the best product for the best deal. Smaller ones I just research to see what I like the most”

“When someone enters my home they are getting a very good glimpse of me as a person”

“I love having friends and family over, so I hope to keep my home as a gathering place as my kids get older”

# Hitting Home

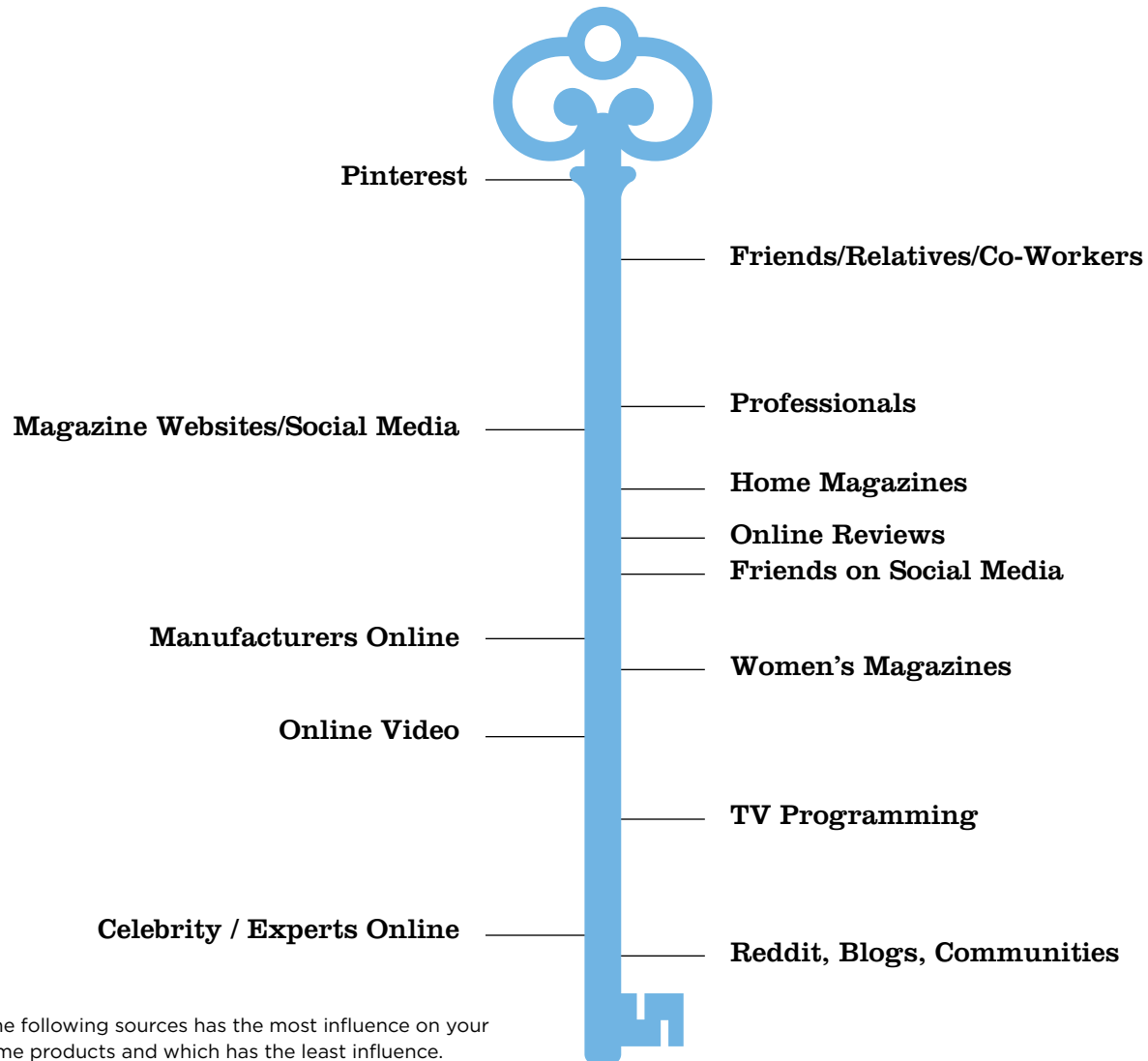
|                                                                      | MILLENNIALS | BOOMERS    |
|----------------------------------------------------------------------|-------------|------------|
| <b>Home Sweet Home</b>                                               |             |            |
| My home is reflection of me                                          | 79%         | 78%        |
| Want home to be place where my kids and their friends like to gather | 76%         | 74%        |
| <b>Shelf Expression</b>                                              |             |            |
| Like to decorate/do home improvement projects                        | <b>75%</b>  | 68%        |
| Like to experiment with things to update look of home                | <b>69%</b>  | 60%        |
| I change my décor seasonally                                         | <b>52%</b>  | 36%        |
| <b>Home Security</b>                                                 |             |            |
| Feel comfortable with products made by brands I'm familiar with      | 70%         | 68%        |
| Find brands I trust and stick with them                              | 65%         | <b>72%</b> |
| <b>Homing In</b>                                                     |             |            |
| Research as much as possible before buying                           | <b>67%</b>  | 57%        |
| Frequently recommend products to others                              | <b>55%</b>  | 48%        |

Q: For each of the statements below, please rate how much you agree/disagree that each statement describes you.  
Note: Bold numbers represent statistically significant difference

# Home Purchase Influencers

## Millennials

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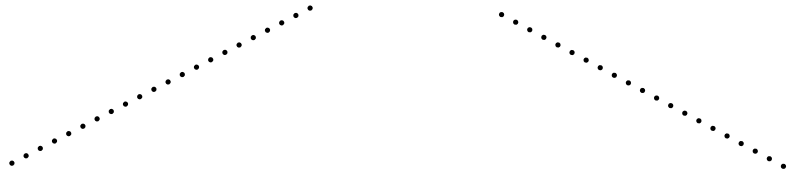
Q: Please indicate which of the following sources has the most influence on your purchase decisions for home products and which has the least influence.

# Home 411

## Top Reasons Millennials Turn to Media for Home Information

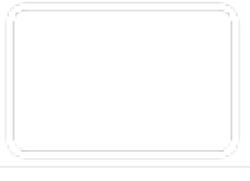
### Print + Digital provide:

- > Ideas/information on decorating/home improvement projects
- > Information on new ways to update the look of my home
- > Information to help me keep my home on trend
- > Ideas to help me change my décor seasonally
- > Information to help me clean and organize my house



#### Print

- > Contains ads I find interesting
- > Influences me to buy based on quality, not price
- > Gives me ideas to help change my décor seasonally
- > Entices me with information so I spend more money than I expected to
- > Provides me with information on new ways to update the look of my home

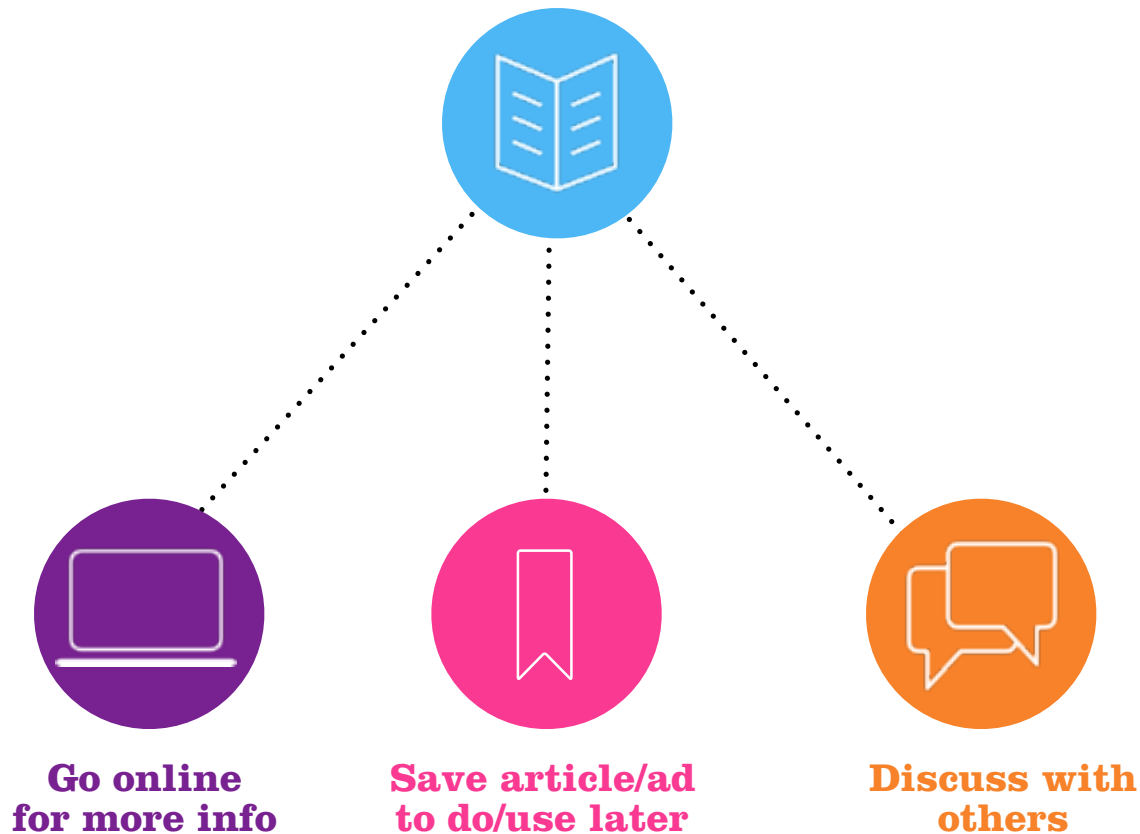


#### Digital

- > Allows me to research before buying
- > Encourages me to share my opinions by posting reviews and ratings online
- > Provides information about product pricing
- > Helps me find brands I can trust
- > Provides me with information to make me more knowledgeable

# There's Power in Print

2/3 of Millennials Take Action After Seeing Home Product/Idea in Print



Q: Which of the following have you done in the past 3 months after seeing a product/idea for the home in a print magazine?

# Ready, Set, Shop!

## Actions Taken by Millennials Online During Past Three Months

### Online Before She Shops

- > **Compare prices** 51% (L)
- > **Look for sales** 48%
- > **Search for reviews** 43%
- > **Look for coupons** 41%
- > **Look for promotions** 38% (L)
- > **Compare products/features** 36%
- > **Watch how-to video** 19%
- > **Use online shopping list** 18%

### Online While She Shops

- > **Look for coupons** 31%
- > **Search for reviews** 25%
- > **Look for sales** 22%
- > **Search for home décor ideas** 21%
- > **Look up if need additional materials/tools** 21%
- > **Watch how-to video** 14%
- > **Participate in in-store promotion/text to win** 14%
- > **Use mobile payment app** 12%



Q: Before shopping for products for the home, which of the following have you done in the past 3 months?

Q: During any shopping trip for products for the home in the past 3 months, which of the following have you done on your smartphone while you were in the store?



# Digital Actions Across Generations

## Actions Taken Online During Past Three Months

|                                               | MILLENNIALS | BOOMERS |
|-----------------------------------------------|-------------|---------|
| <b>Do online before shopping:</b>             |             |         |
| Compare prices                                | 51%         | 48%     |
| Look for sales                                | 48%         | 49%     |
| Search for reviews                            | 43%         | 44%     |
| Look for coupons                              | 41%         | 39%     |
| Look for promotions                           | 38%         | 37%     |
| Compare products/features                     | 36%         | 39%     |
| Watch how-to video                            | 19%         | 16%     |
| Use online shopping list                      | <b>18%</b>  | 9%      |
| <b>Do online while shopping:</b>              |             |         |
| Look for coupons                              | <b>31%</b>  | 22%     |
| Search for reviews                            | <b>25%</b>  | 15%     |
| Look for sales                                | 22%         | 20%     |
| Search for home décor ideas                   | <b>21%</b>  | 11%     |
| Look up if need additional materials/tools    | <b>21%</b>  | 9%      |
| Watch how-to video                            | <b>14%</b>  | 7%      |
| Participate in in-store promotion/text-to-win | <b>14%</b>  | 5%      |
| Use a mobile payment app                      | <b>12%</b>  | 7%      |

Q: Before shopping for products for the home, which of the following have you done in the past 3 months?

Q: During any shopping trip for products for the home in the past 3 months, which of the following have you done on your smartphone while you were in the store?

Note: Bold numbers represent statistically significant difference

# Home Buzz Builders

## How Millennials Have Shared Home Tips and Tricks

### Chat

**Use a product/tell friends/family about it** 45%

**Share tips/tricks in person/over phone** 26%

### Review

**Rate/review/recommend specific products online** 20%

**Use a product/then review online** 19%

### Post

**Share/post tips/tricks on Pinterest** 22%

**Use a product then post about it on Facebook** 19%

**Share/post tips/tricks on Facebook** 18%

**Use a product then post about it on Pinterest** 15%

**Share/post a video w/tips/tricks** 13%

# Key Home Takeaways: Millennials

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- > **She enjoys making home improvements and updates** – provide ideas and inspiration to help her make her home a comfortable space to share with others
- > She is **heavily influenced by visuals when it comes to home purchase decisions** - ensure your marketing messages are visual in nature
- > **Both magazines and online sources play a key role** in providing her with information, inspiration and ideas for home décor and improvement. Make them part of your marketing mix
- > **Mobile utilized in-store** - provide her with product information, videos, coupons and more at point-of-purchase

# Key Home Takeaways: Generations

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- > All generations are engaged with the category – almost equally thinking, researching and discussing it
- > Millennials are more likely than Boomers/GenX to:
  - Decorate/do home improvement projects
  - Update the look of their home
  - Change their décor seasonally
  - Research before buying products for their home
  - Share information with others via online channels
  - Use smartphone during shopping
- > Millennials, like Boomers:
  - Feel their home is a reflection of themselves and want it to be a gathering place for family and friends
  - Go online to do research, compare prices, look for sales and product reviews (Millennials are more likely to make shopping lists)

# Marketing Implications

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## What can marketers be doing to reach Millennials?

- > **Join Her Social Circle**

Become a part of the magazines she's reading, coupons she's scanning on her smartphone or posts she's sharing on social sites and apps

- > **Keep It Simple**

Anything complicated won't work. She needs to see it and get it immediately - she won't take the time to try and understand what you are trying to communicate.

## Where will they be shopping and buying?

- > **Follow Her**

Make your products accessible 24/7, online and off. Offer variety, peer reviews and quick and easy shopping and payment options.

- > **Keep Evolving**

Keep things interesting by changing/evolving, or she will be the first one to leave for the newest and best offerings by your competitors. Products, brands and content geared to variety, change and the "next best thing" will peak her interest online and in print.

# 2020 Strategies & Tactics

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## How can marketers motivate and align with Millennials?

- > **Satisfy Her Cravings**

Sharing is part of her DNA. Provide her with brand new, bite-sized pieces of information and inspiration, making it easy for her to share

## Who and what are her top influencers?

- > **Keep it Real**

As an early adopter she wants to hear, see and share it first - but is only willing to take advice from those she admires and trusts. Deals, steals and celebrity endorsements can go a long way, but authenticity is key

- > **Stimulate Her Senses**

She craves sensorial stimulation. The more you can appeal to her senses, the more likely you are to draw her to your offerings.