



De-mystifying Millennials

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— ‘Millennial’ definition

The data in this presentation uses the
Pew Research Center generation definitions:

Gen Z: 18-21

Millennial: 22-37

Gen X: 38-53

Boomer: 54-72

Silent: 73-90

Who are millennials?

- Significantly more likely to live in urban areas
- Less likely to watch TV or read a newspaper
- High social media users, more on their phone
- More educated than older generations
- Care about social issues like gay marriage, abortion and sexism
- Less likely to say they are 100% heterosexual (46% 18-25 GB v 72% all GB)

Millennials are high social media users who favour authenticity

Engage with adverts on social media more than on regular website

Notice adverts on public transport

They comment on adverts they've seen on social media

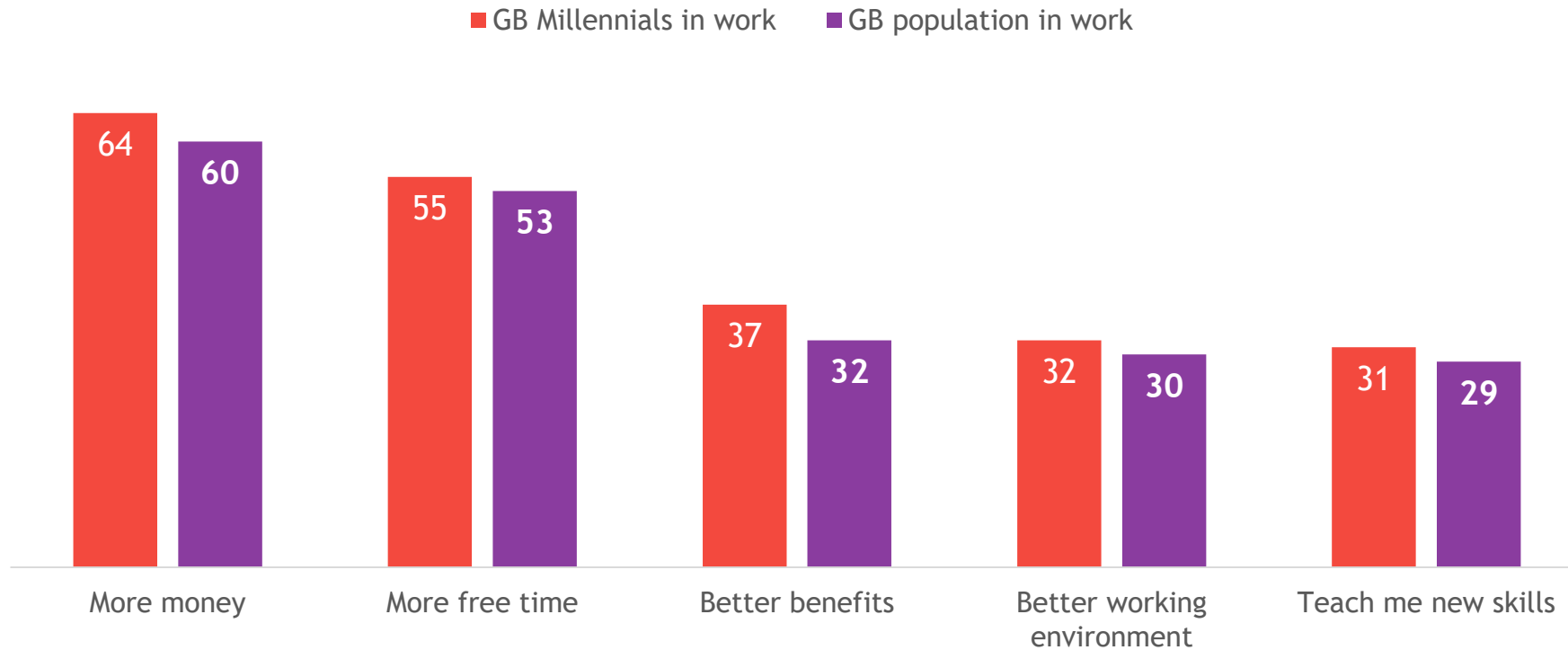
They notice who is sponsoring an event or campaign

They like seeing real looking people in advertisements

They like it when companies have a moral message

Millennials are most motivated by money & free time

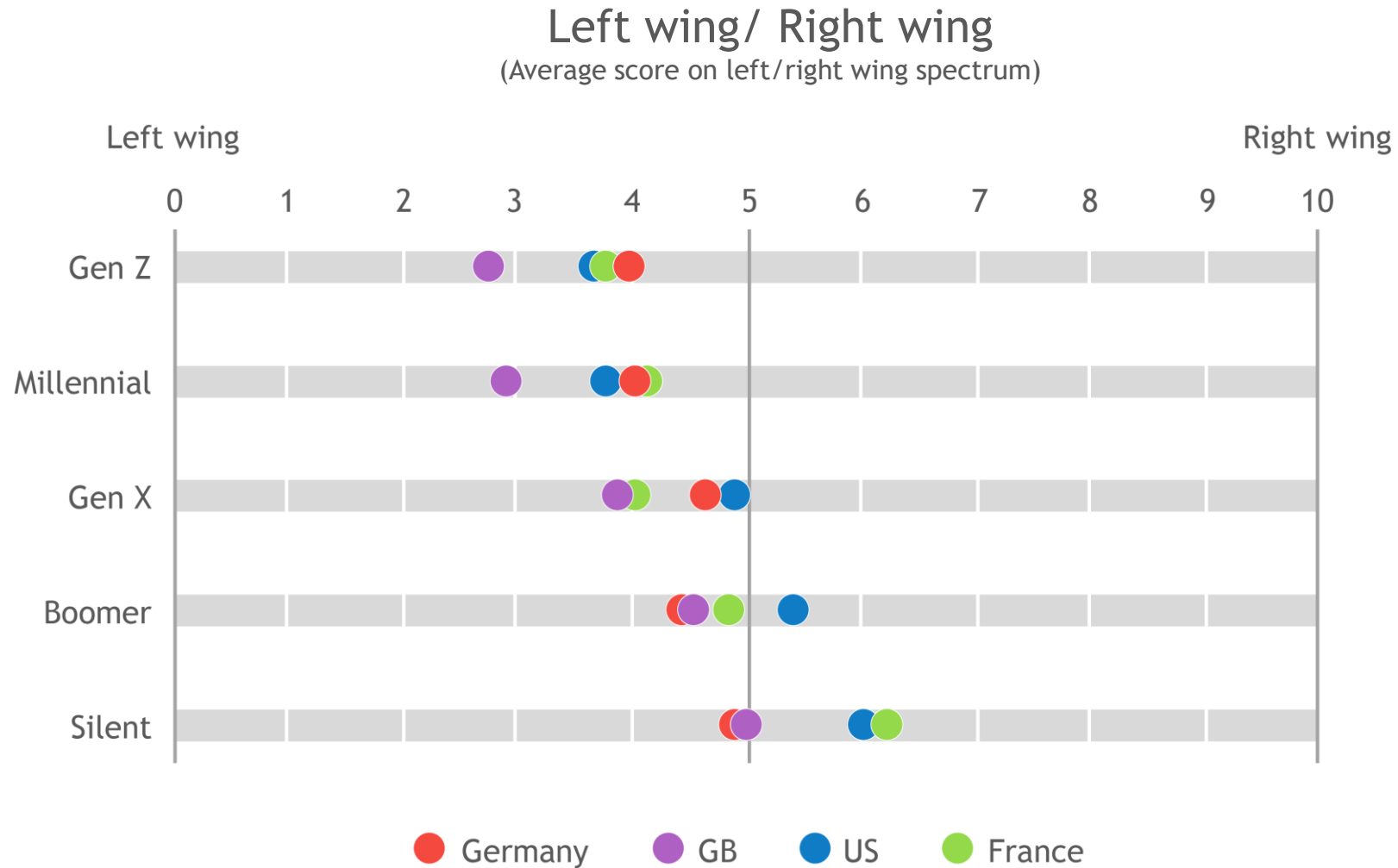
Dream Career Qualities



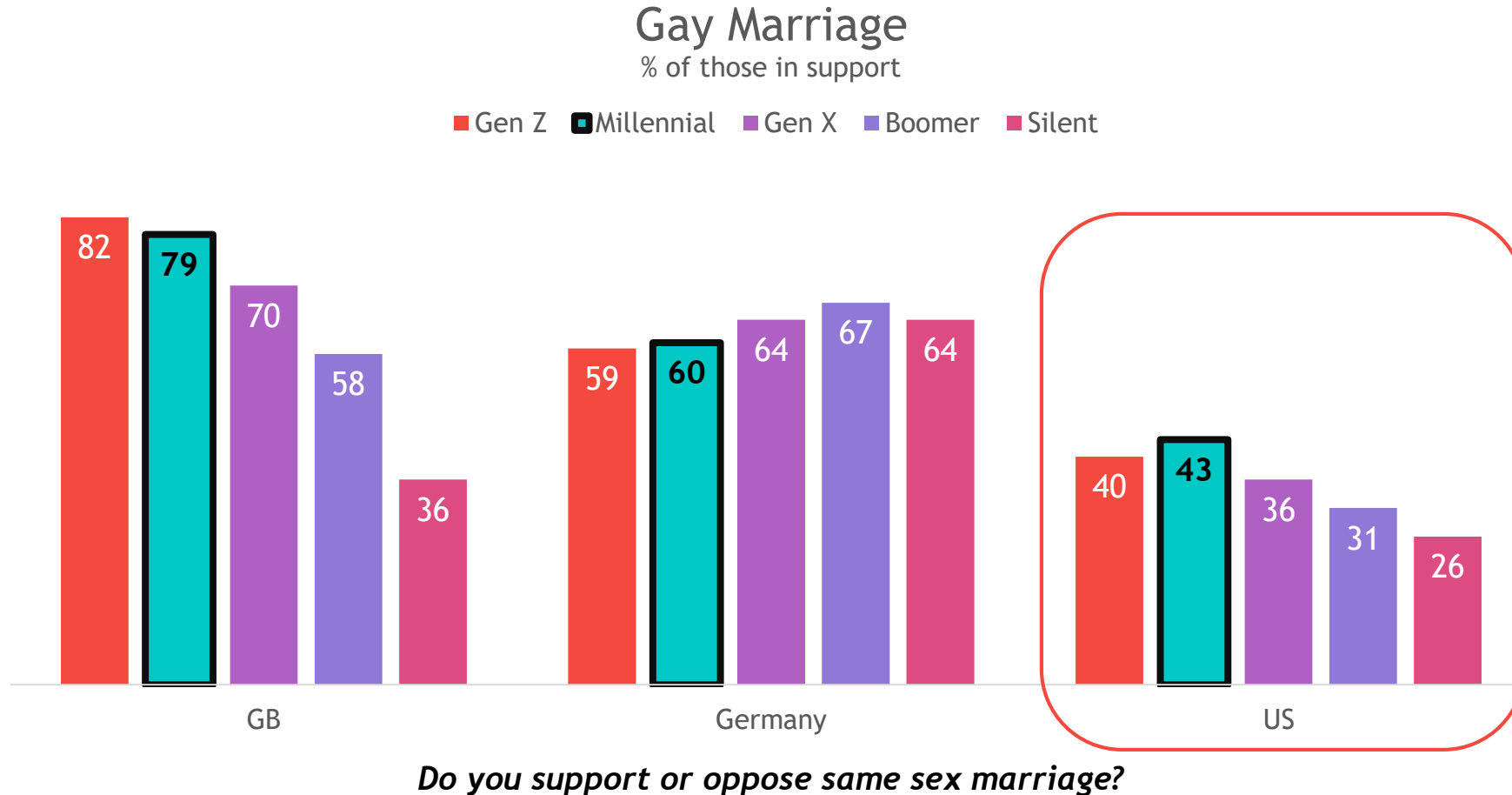
Which, if any, of the following attributes would your dream career have?

Source: YouGov Profiles

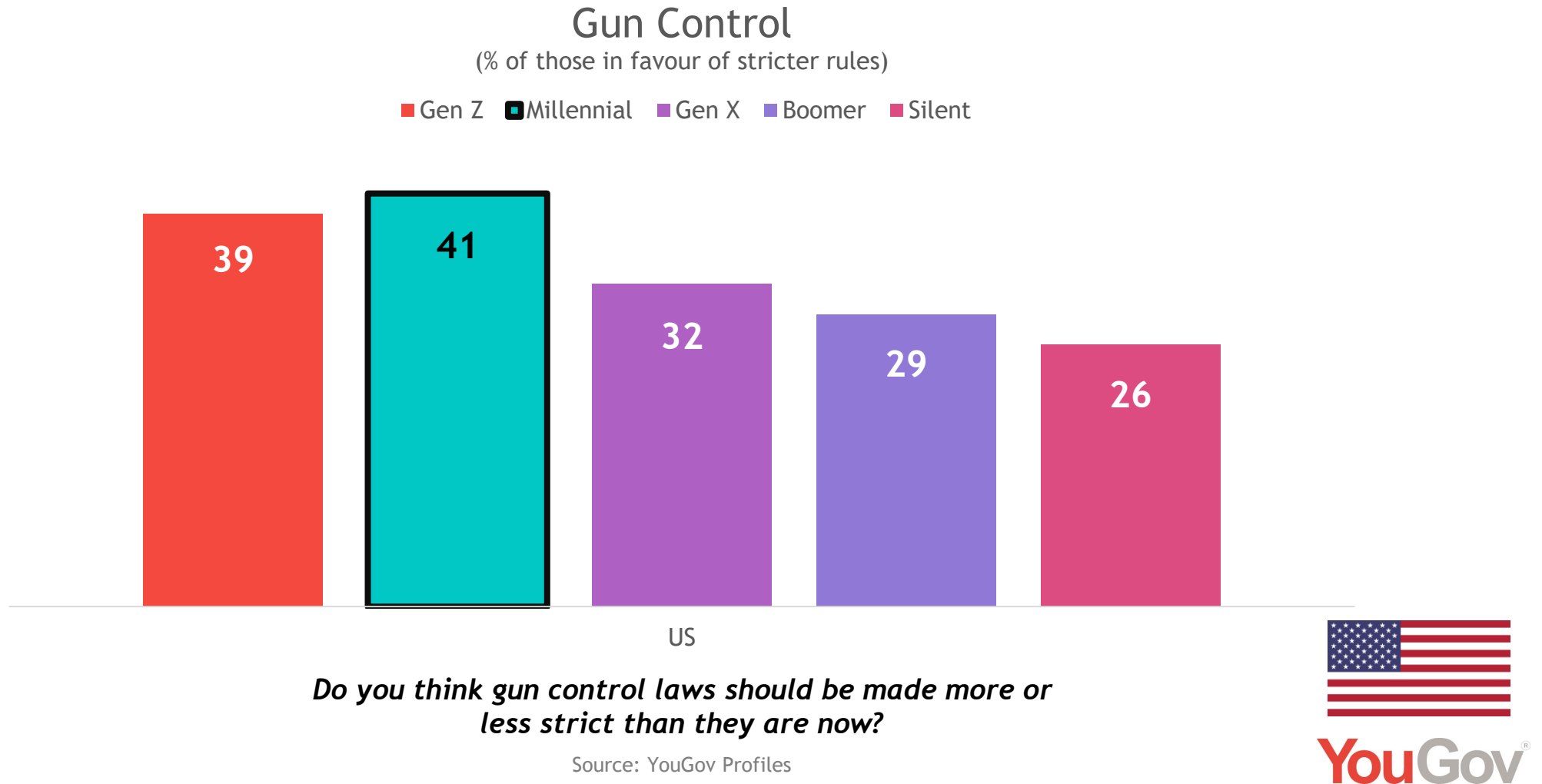
Millennials are broadly centre-left



Millennials tend to have more liberal views

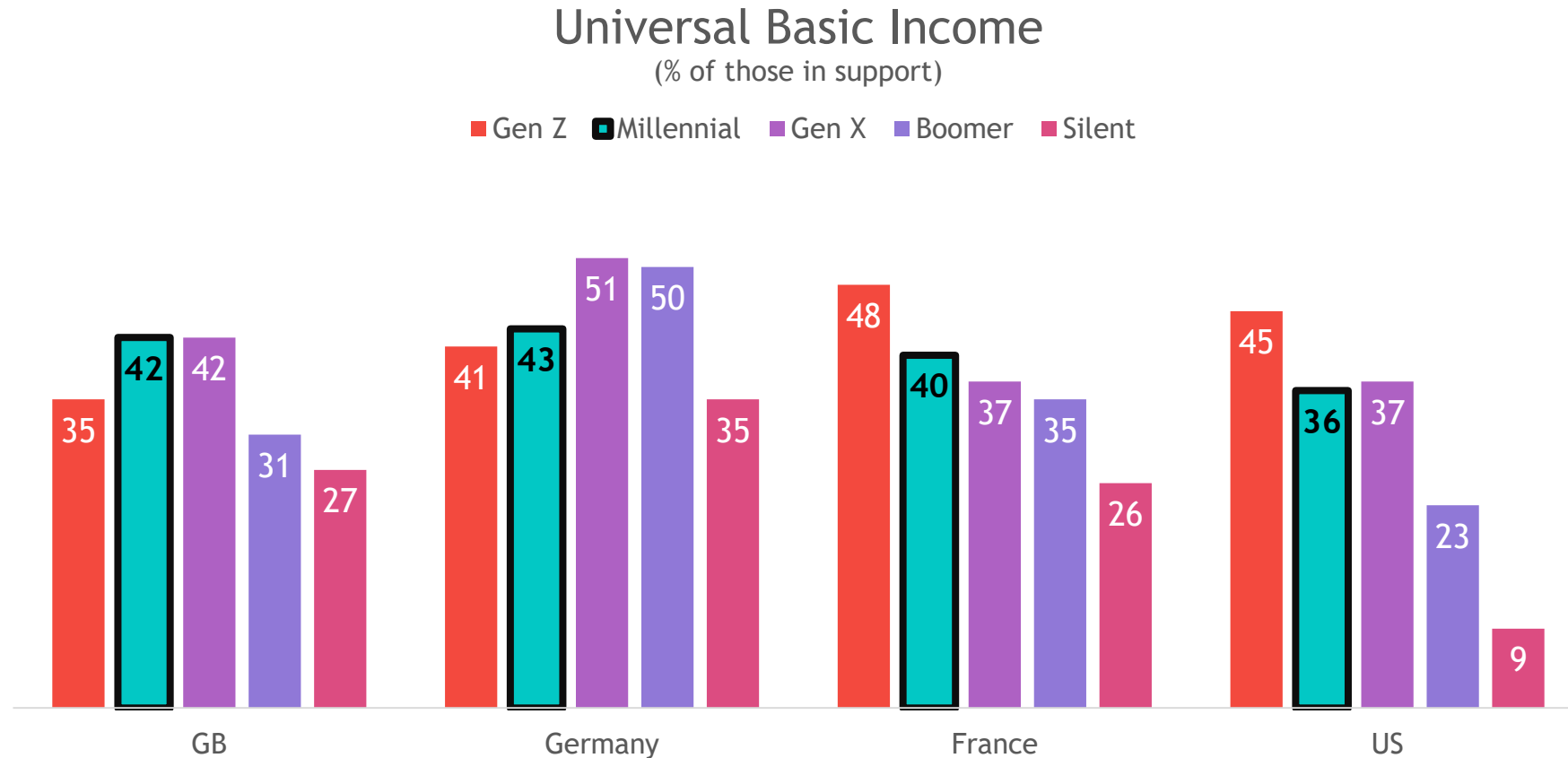


Which is prevalent for a range of issues



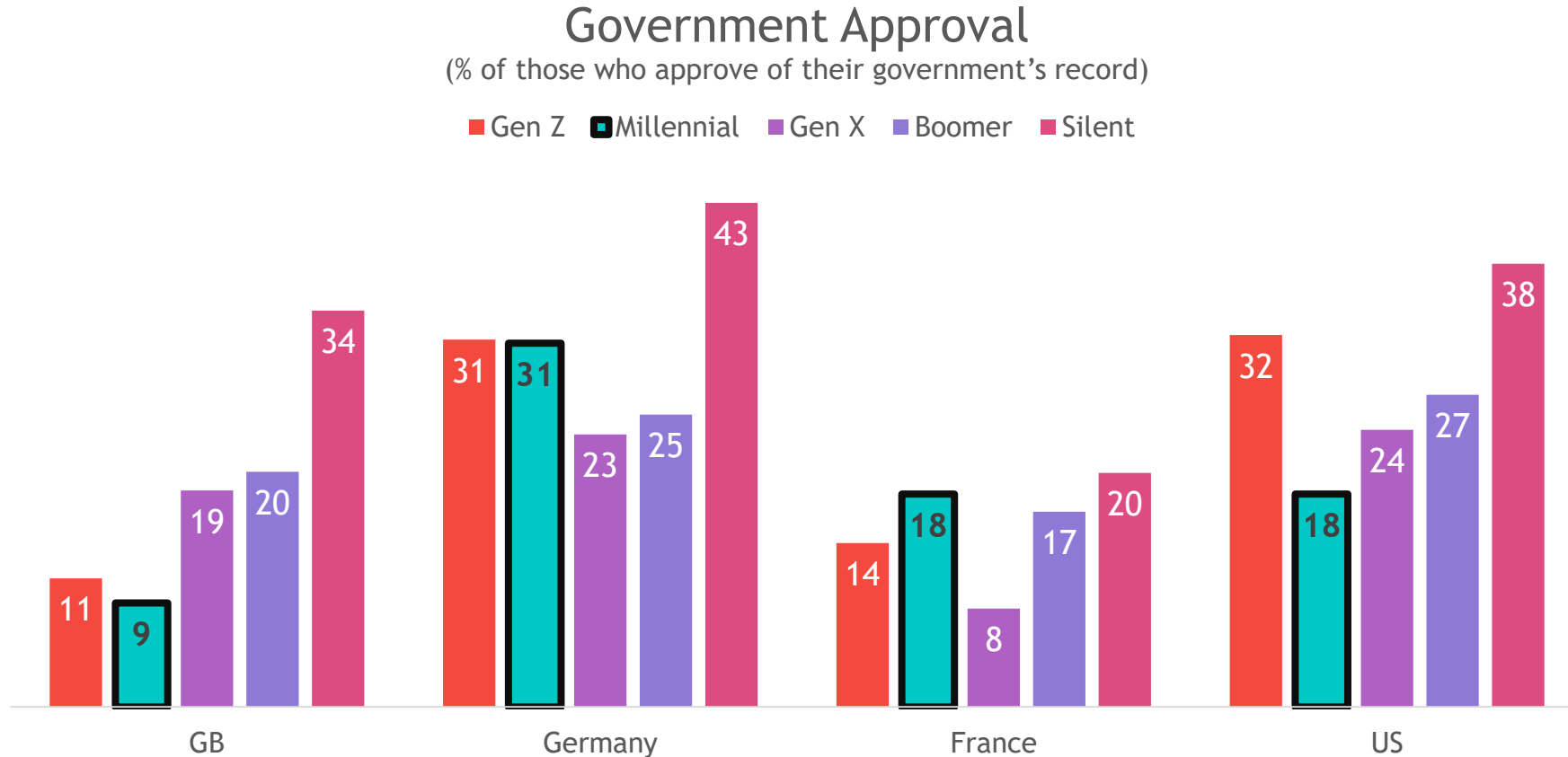
Younger people are more likely to be in favour of Universal Basic Income

(With the exception of Germany)



Universal basic income describes a policy where every citizen is given a guaranteed income from the state regardless of whether or not they are in work or how much they are earning. To what extent do you support or oppose this policy?

Millennials are less likely to approve of their government than their older counterparts (with the exception of France)



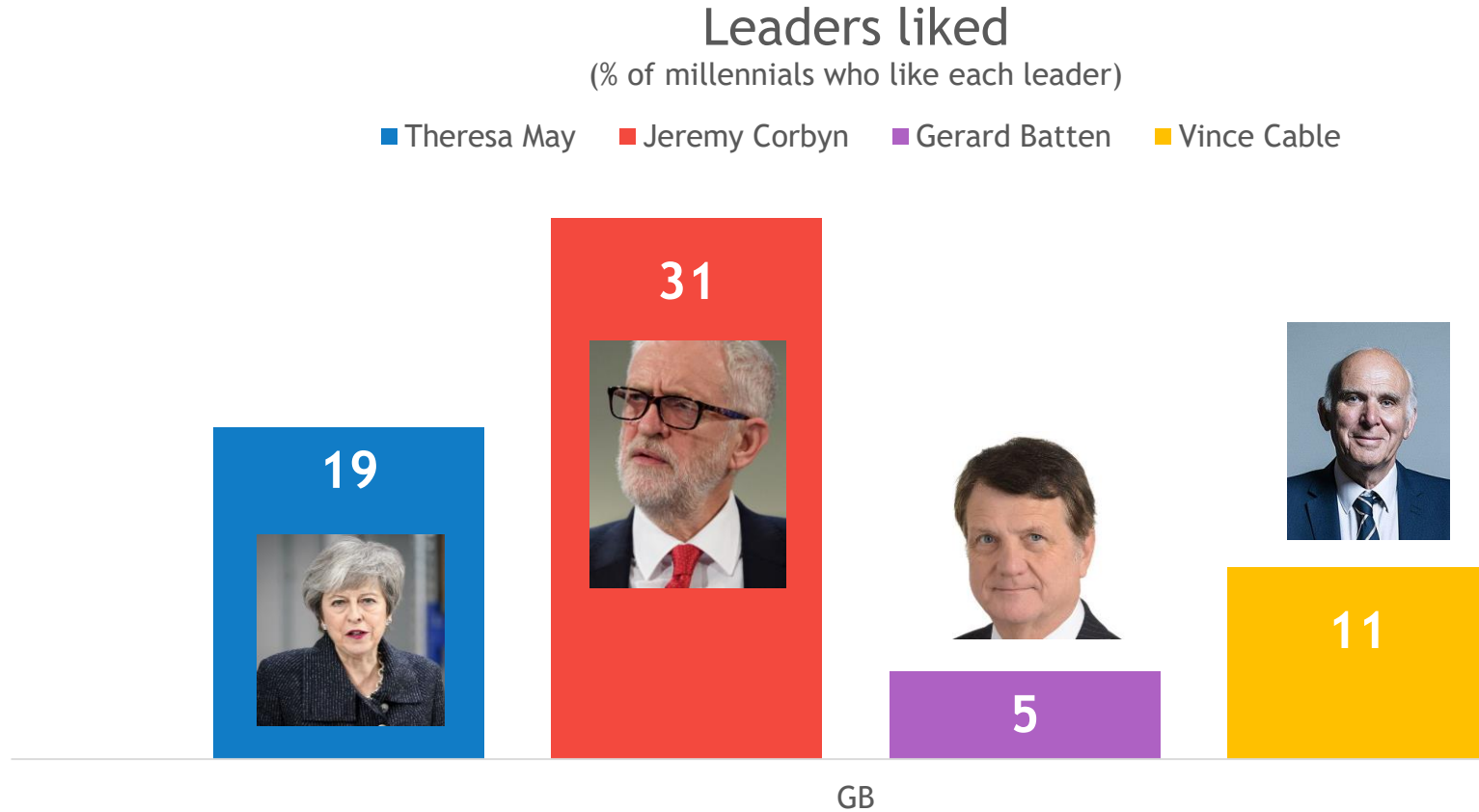
Do you approve or disapprove of the COUNTRY Government's record to date?

Source: YouGov/ Handelsblatt February 2019

Angela Merkel is popular amongst millennials



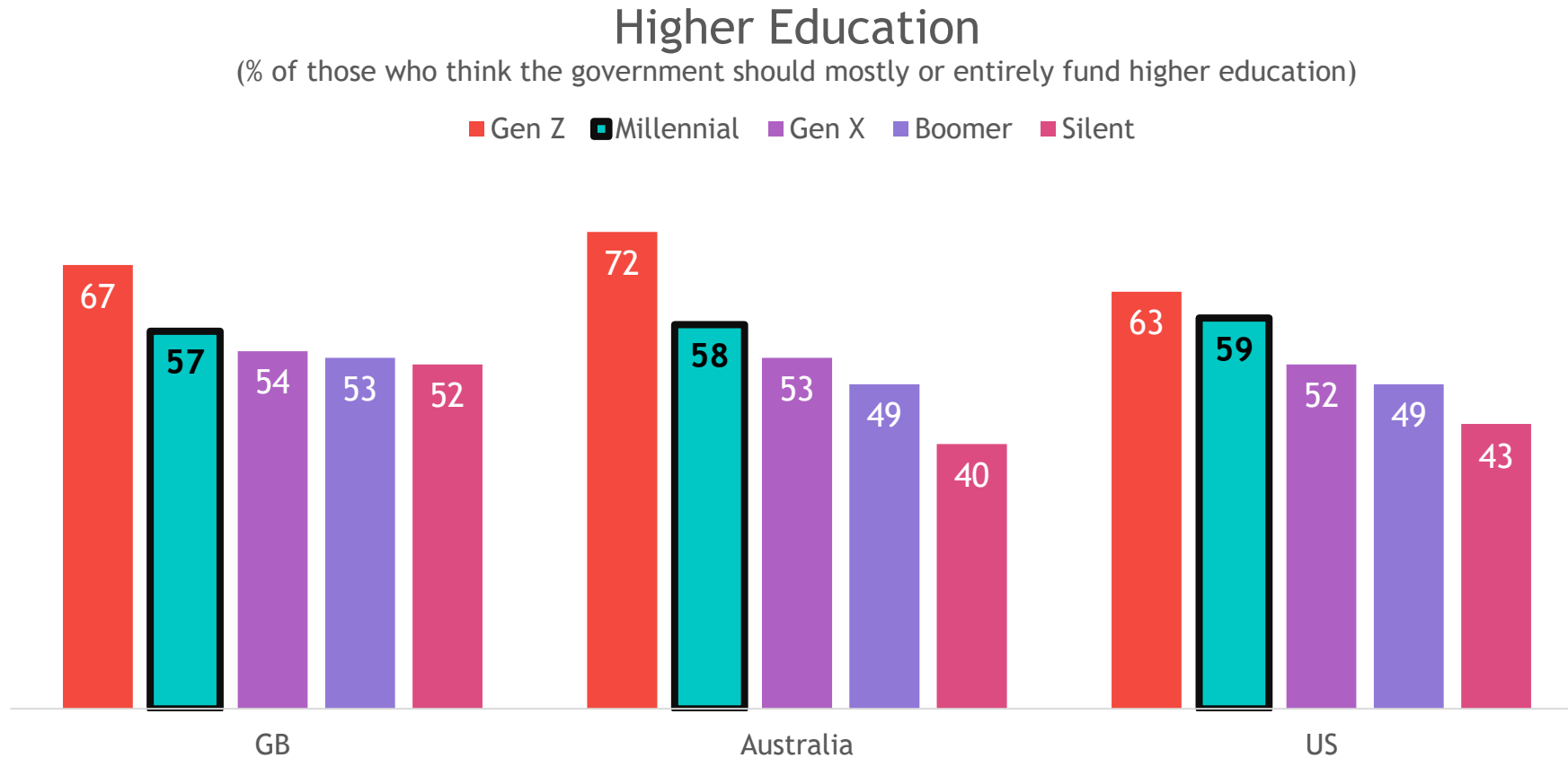
Jeremy Corbyn is popular amongst millennials



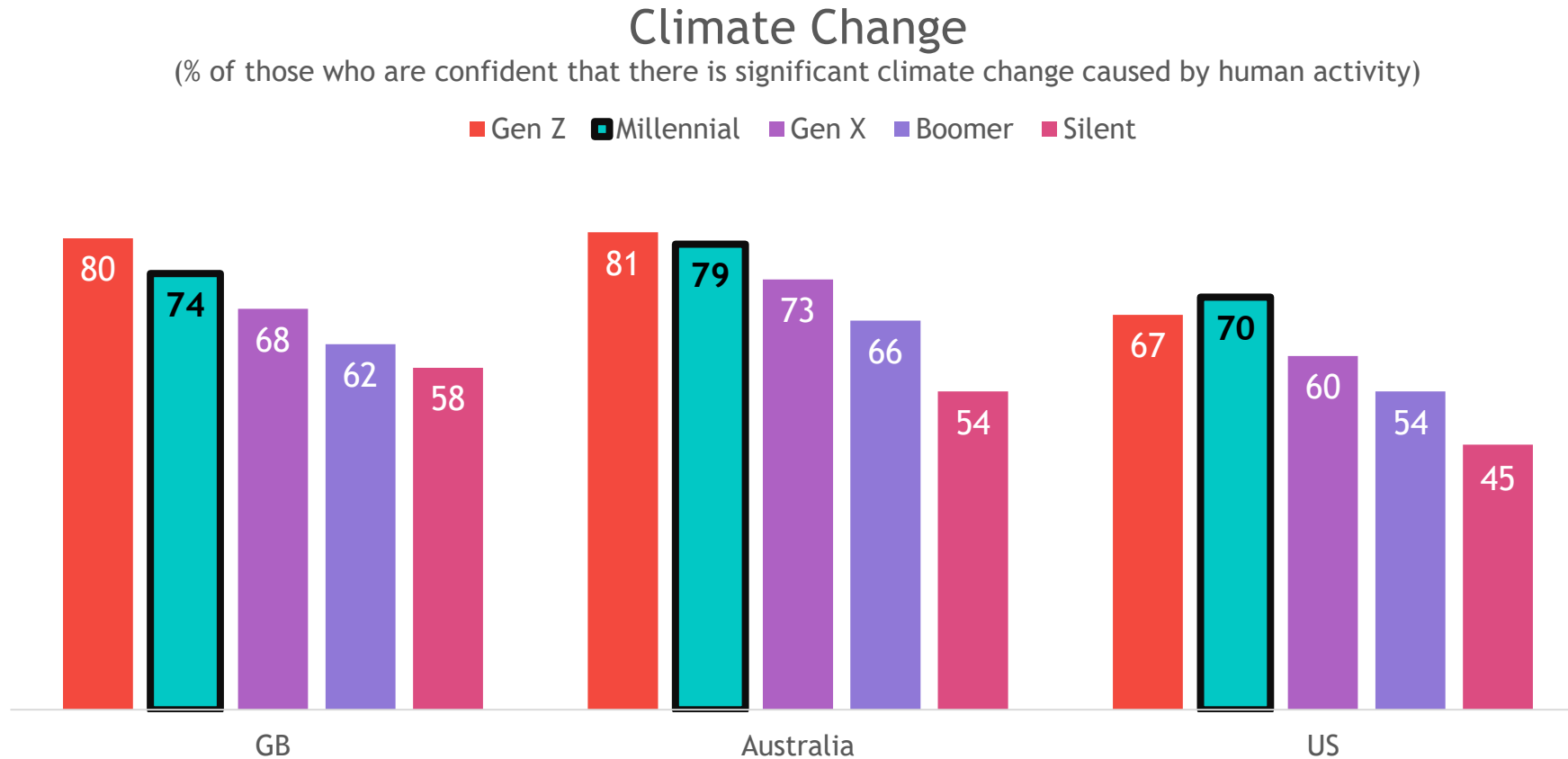
In France, popularity of politicians is low, but Marine Le Pen is slightly more favourable amongst millennials



They are more likely to support government funding of higher education



Millennials are more confident that climate change is caused by human activity

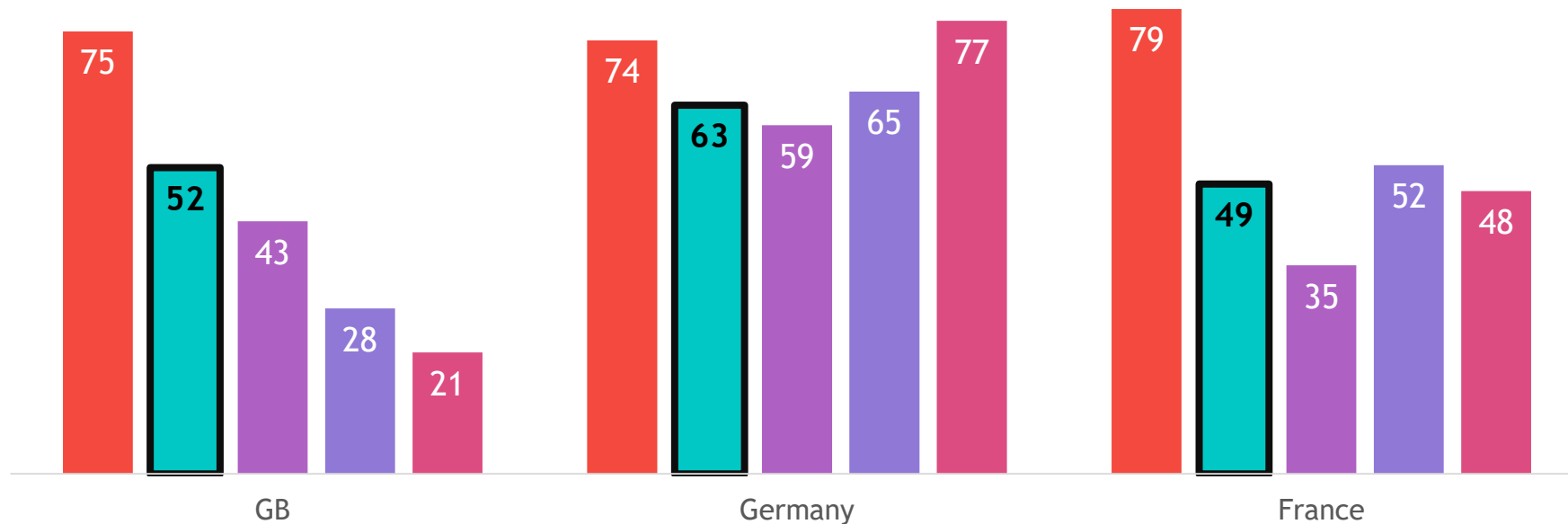


A vote on EU membership isn't as closely linked to age as it is in the UK

Referendum on EU membership

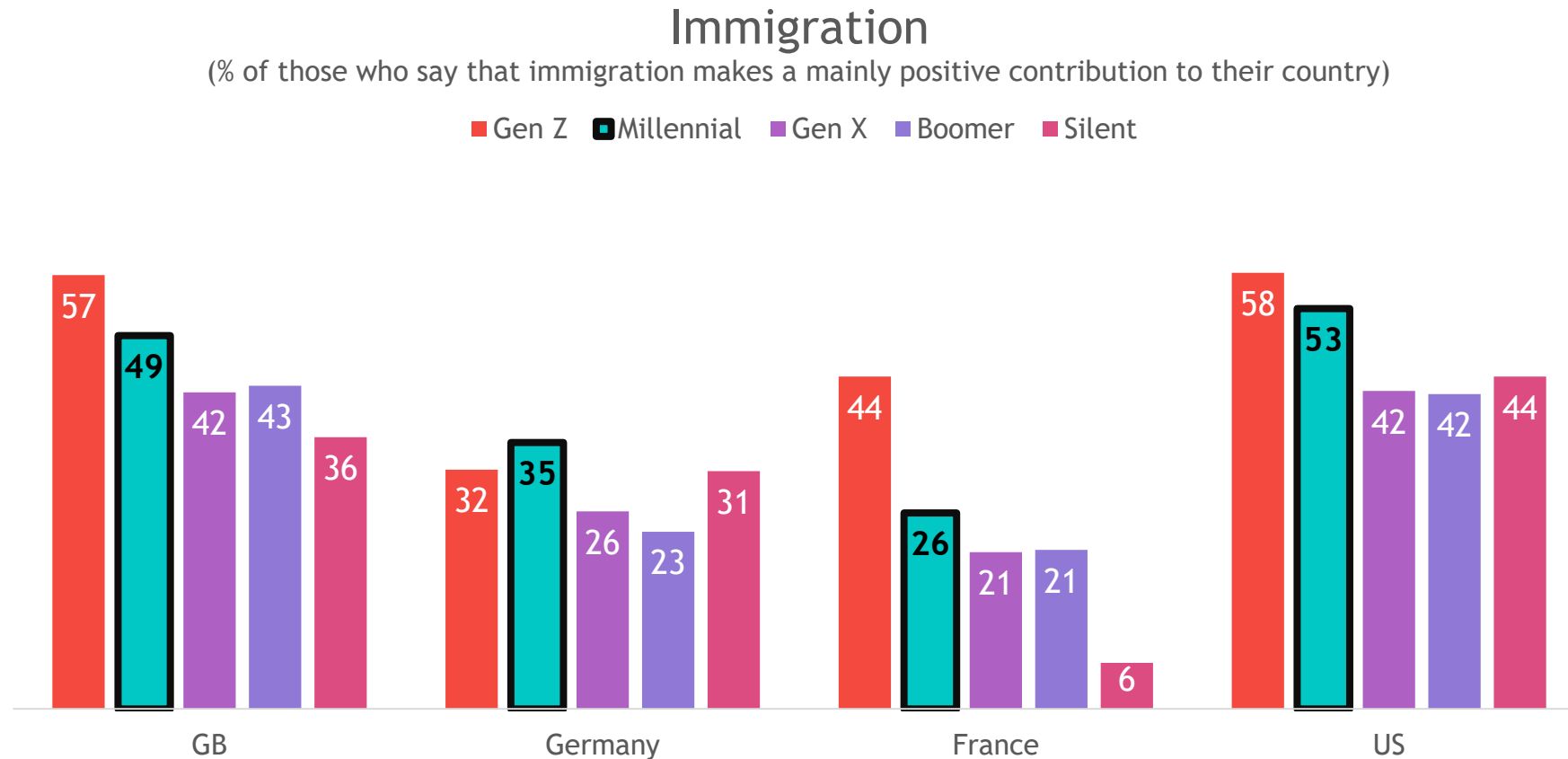
% of those who would remain

■ Gen Z ■ Millennial ■ Gen X ■ Boomer ■ Silent



If there was a referendum on COUNTRY's membership of the European Union, how would you vote?

Younger people are more likely to see immigration as mainly positive in their country



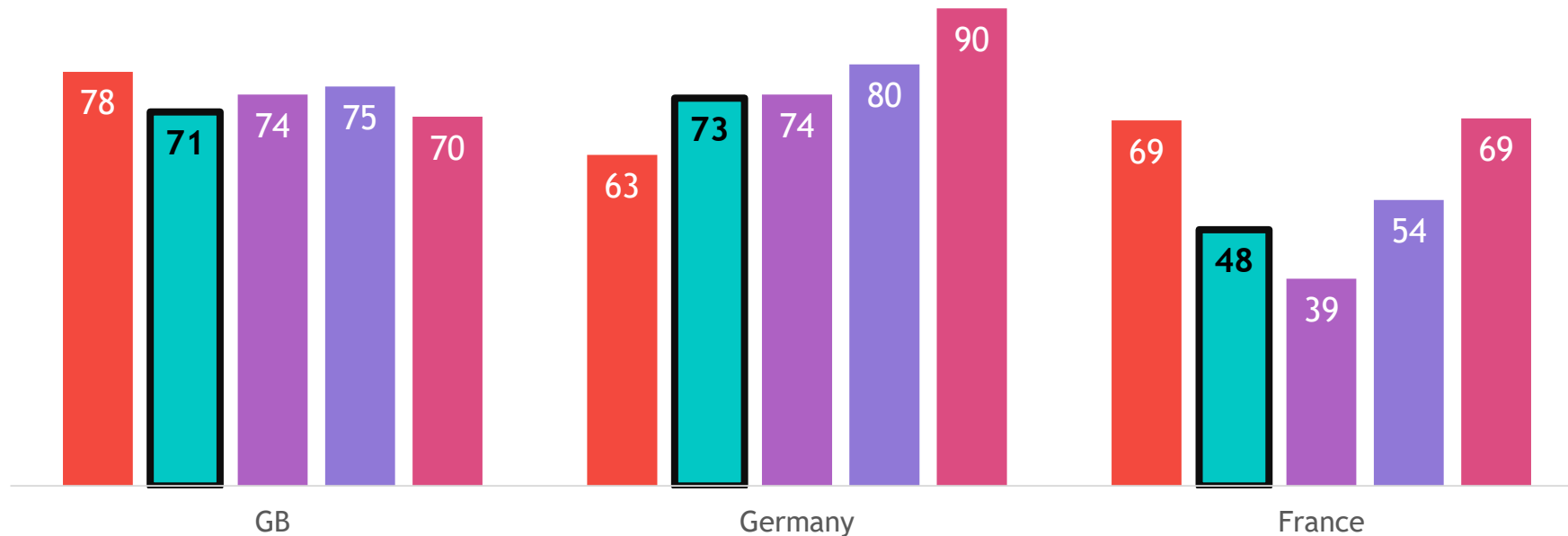
Thinking about attitudes towards immigration, where would you place your views on the scale below? 0 - Immigration makes a mainly positive contribution to COUNTRY 10 - Immigration makes a mainly negative contribution to COUNTRY

Millennials are broadly supportive of free trade within the EU

Free Trade within the EU

(% of those who say free trade of goods and services between EU member states is a good thing)

■ Gen Z ■ Millennial ■ Gen X ■ Boomer ■ Silent



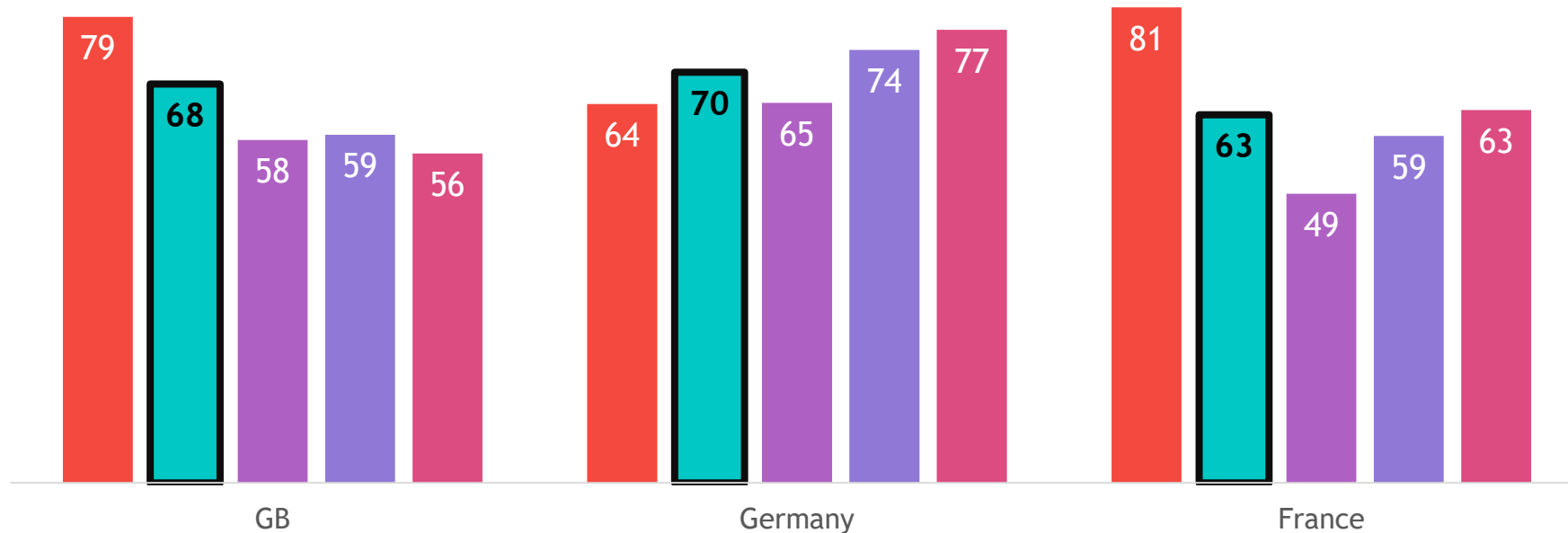
*Do you think that it is or would be a good thing, a bad thing or neither a good or a bad thing for...?
The European Union to have free trade of goods and services between members*

And they are likely to support free movement

Free Movement

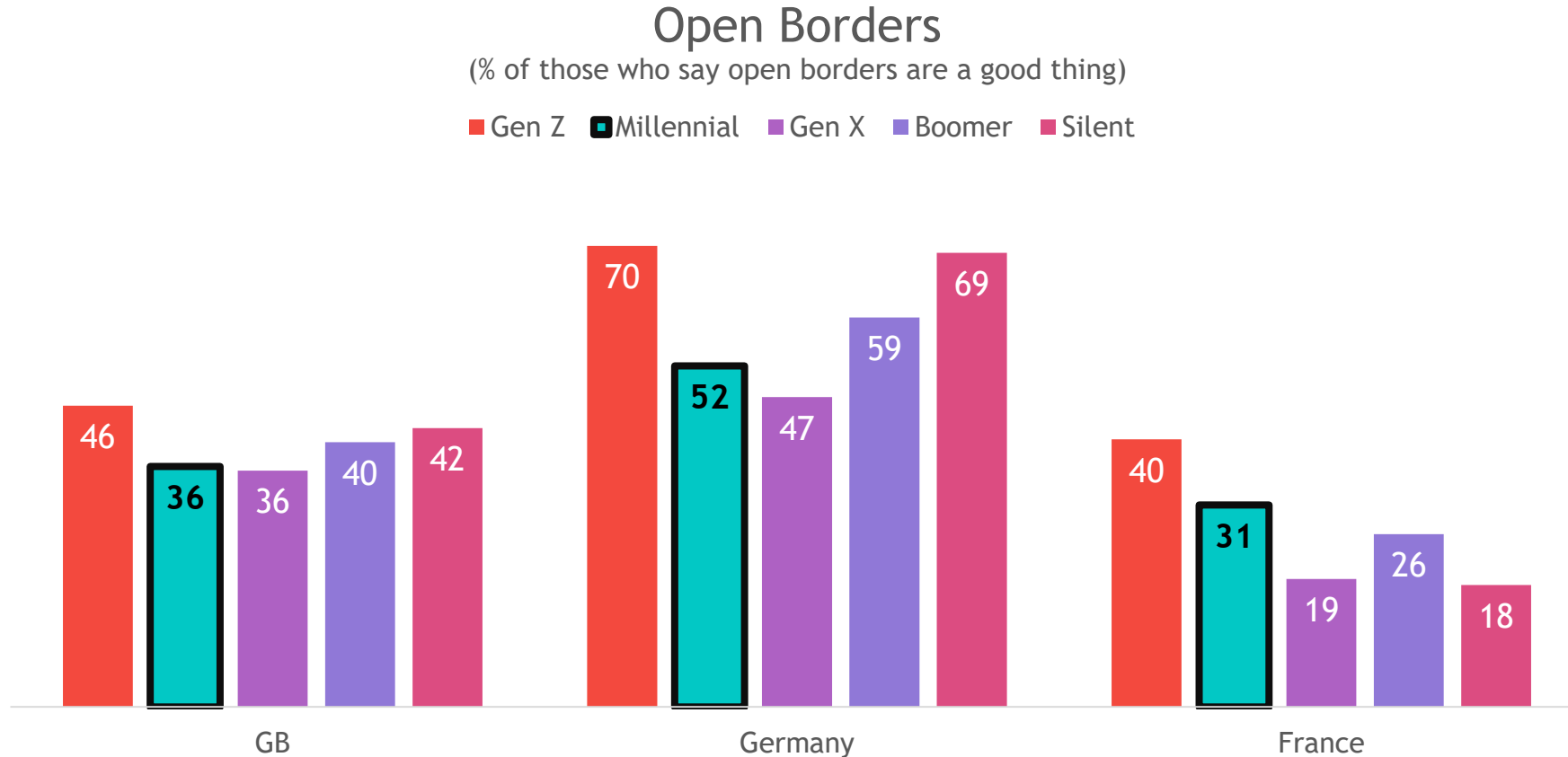
(% who say EU citizens having the right to live and work in other EU countries is a good thing)

■ Gen Z ■ Millennial ■ Gen X ■ Boomer ■ Silent



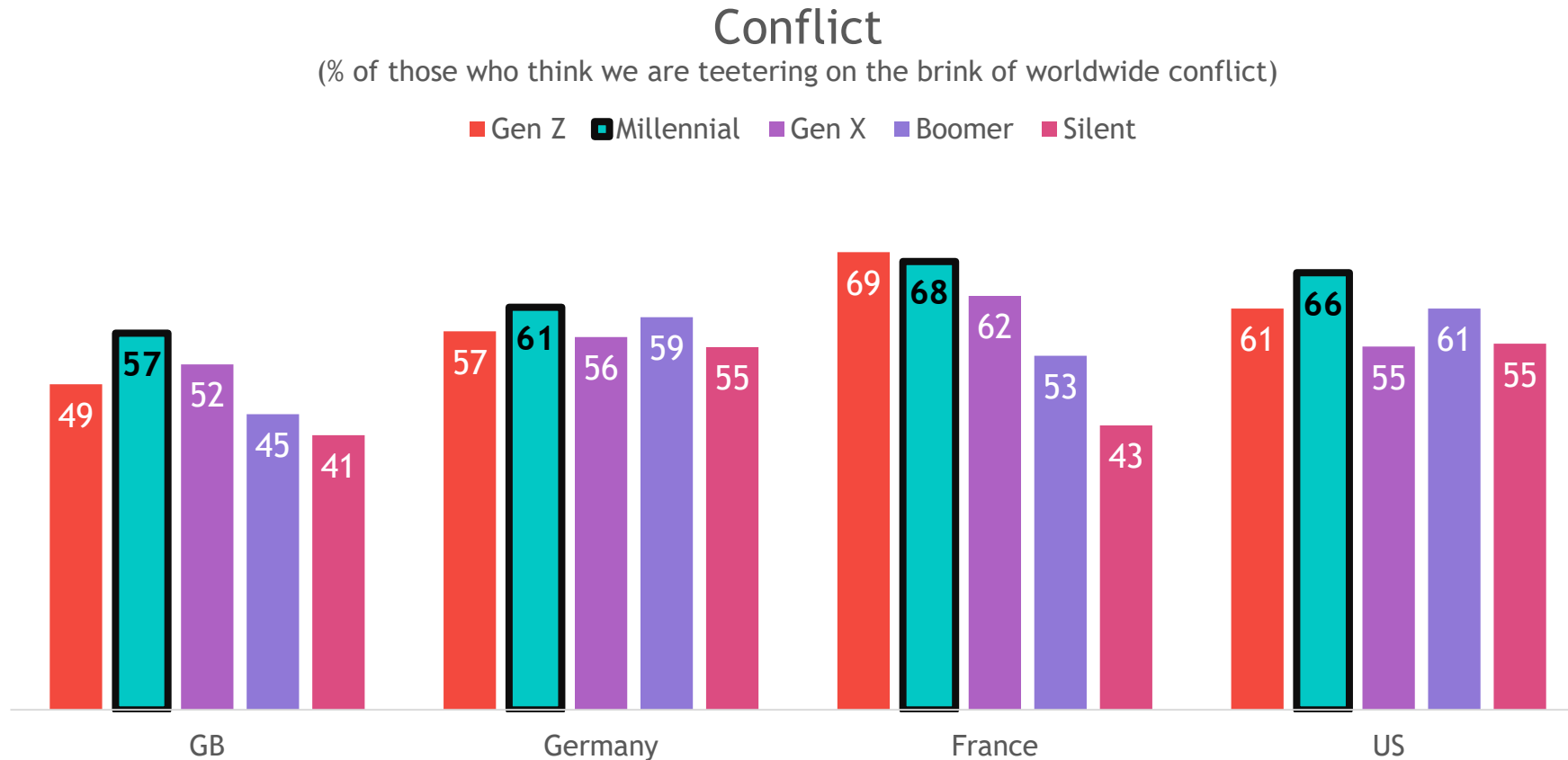
*Do you think that it is or would be a good thing, a bad thing or neither a good or a bad thing for...?
EU Citizens to have the right to live and work in other EU countries*

But this doesn't necessarily mean that they support open borders



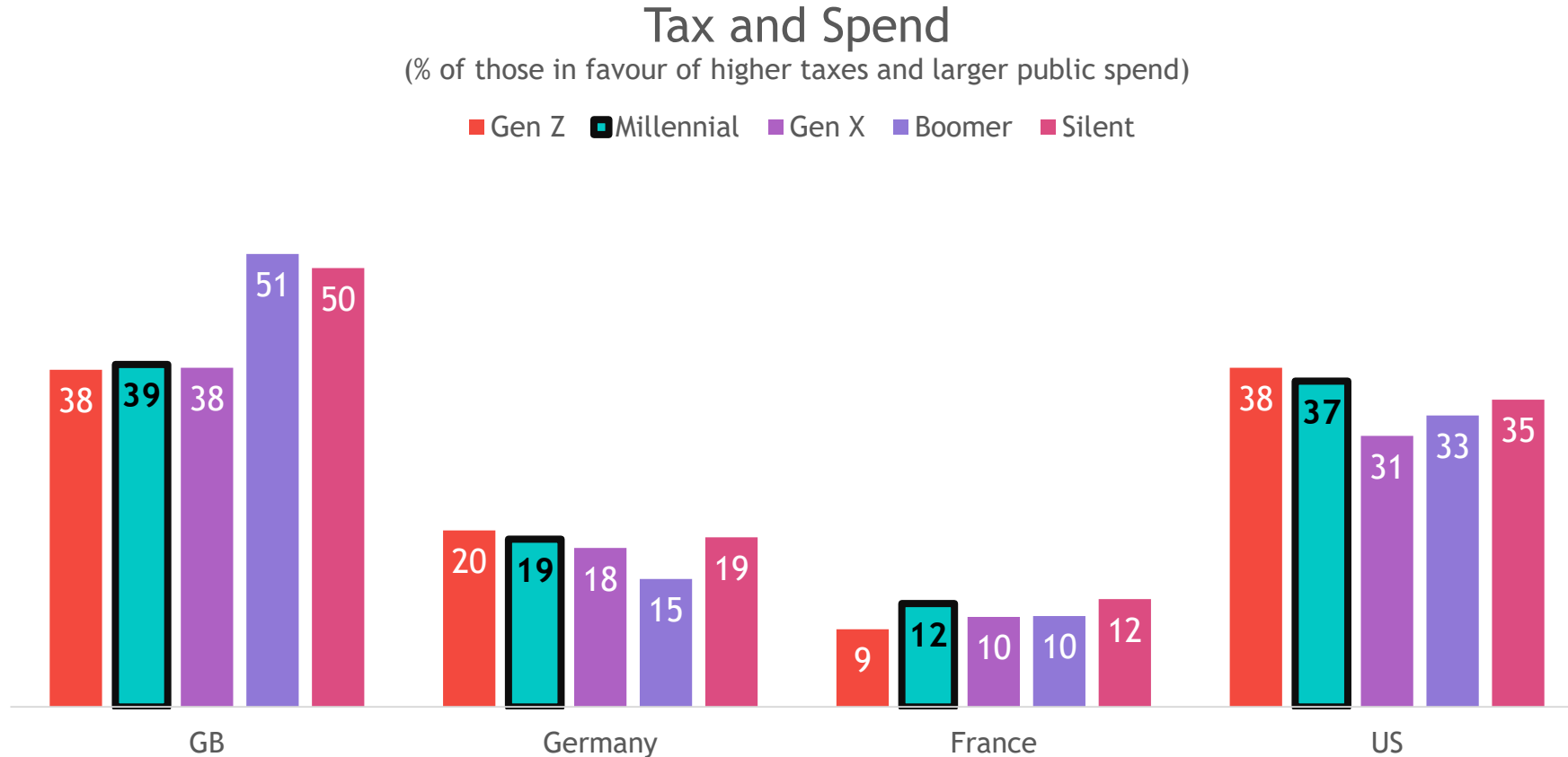
*Do you think that it is or would be a good thing, a bad thing or neither a good or a bad thing for...?
EU countries to have open borders, without border controls, with other EU countries*

Millennials are more likely to believe that we are closer to worldwide conflict than to worldwide peace



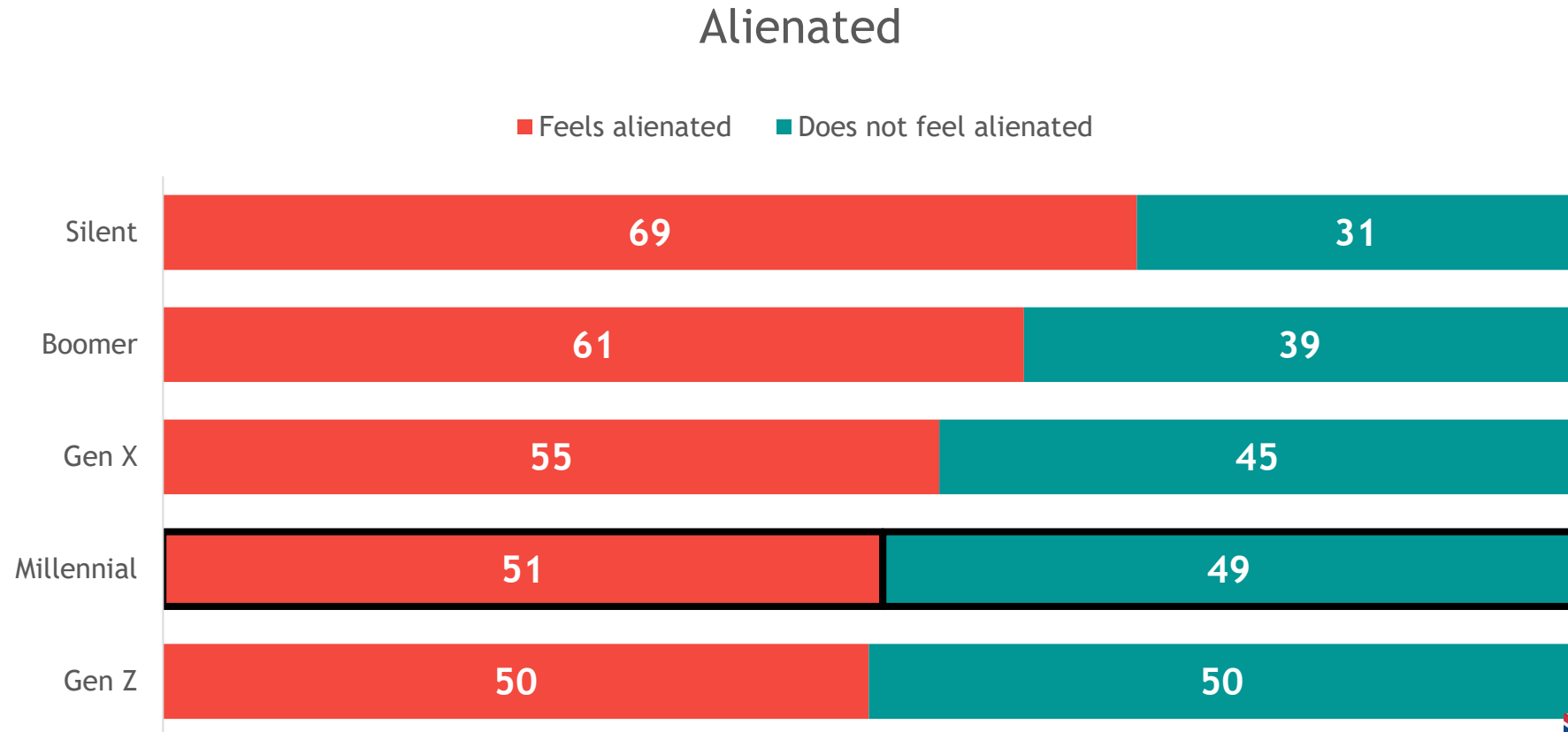
On a scale of 0 to 10, where 0 would be 'Complete peace', and 10 would be 'Teetering on the brink of worldwide conflict', how close do you think the world today is to a major war?

And are no more positive about higher tax and spend than others

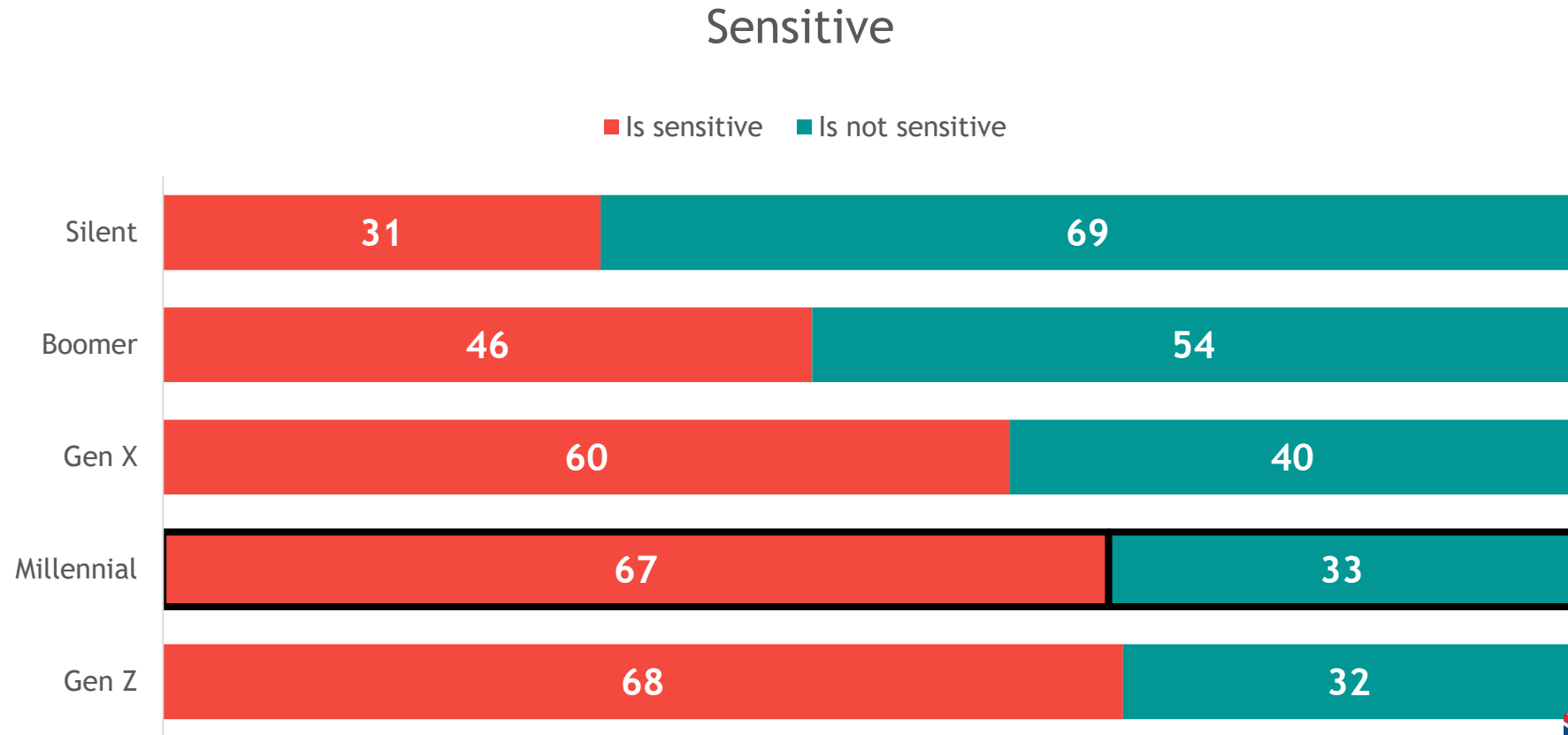


*Where would you place your views on the scale below? 0 - Government should increase taxes and spend more on public services
10 - Government should reduce taxes and spend less on public services*

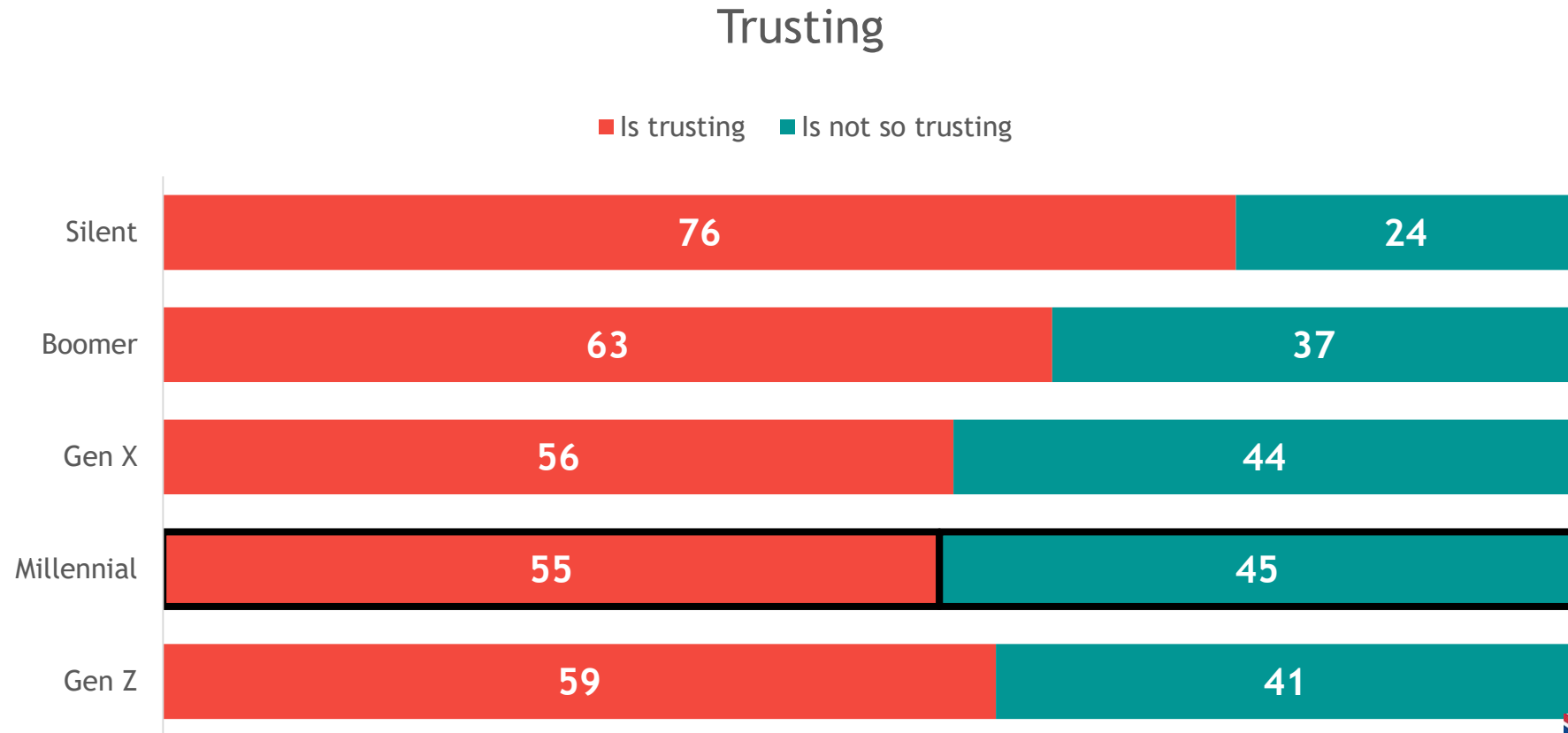
Millennials feel less alienated than older generations



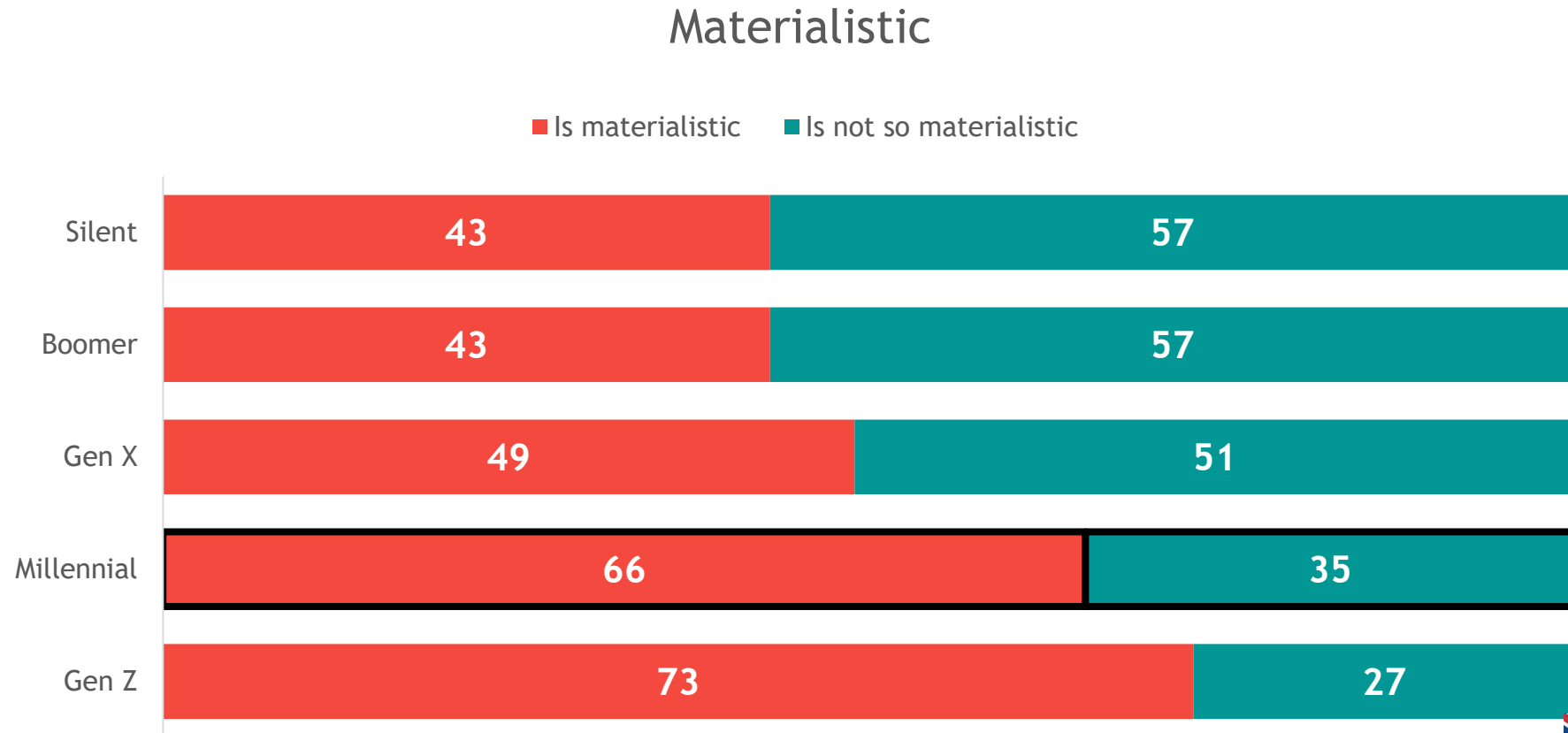
Millennials are more sensitive than older generations



Millennials are less trusting than older generations but Gen Z are emerging as more trusting



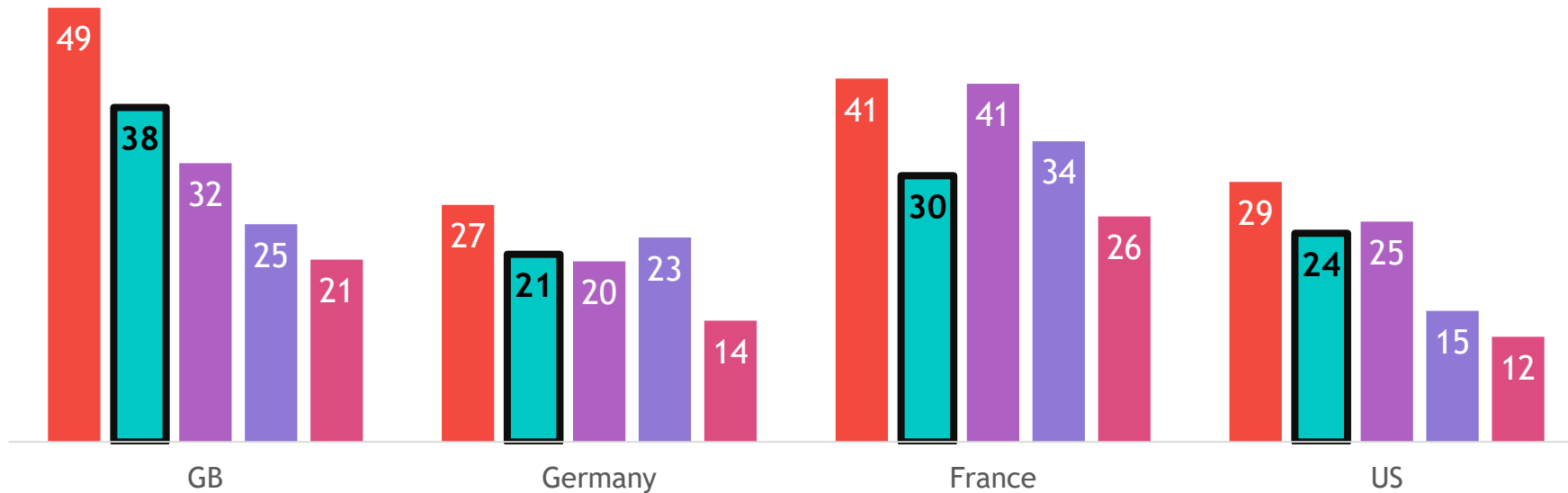
Millennials are more materialistic than older generations



Younger people feel that it is harder to get a job

Harder to get a job
(% of those who say it has become harder to find a job)

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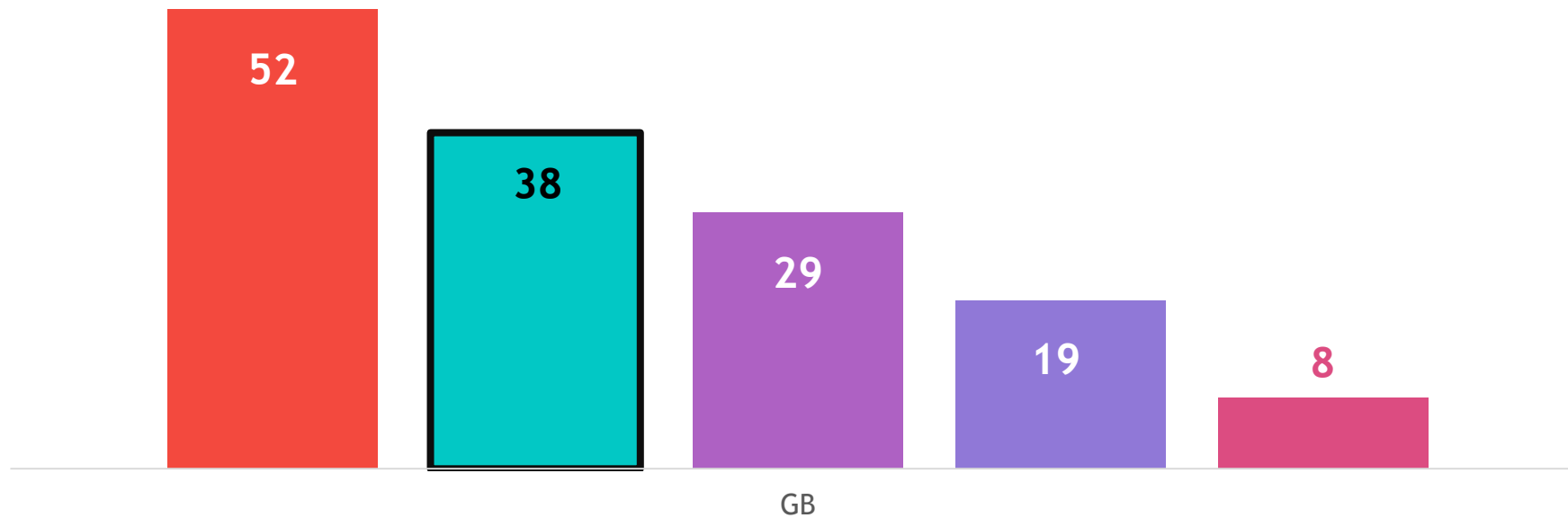
Do you think it has become easier or harder for people to find work in COUNTRY over the LAST 12 months?

Younger people felt that Jeremy Corbyn shared their values in 2017

Share values with Jeremy Corbyn

(% who felt Jeremy Corbyn shared their values)

■ Gen Z ■ Millennial ■ Gen X ■ Boomer ■ Silent



Overall, which of these do you think shares your values?
Jeremy Corbyn

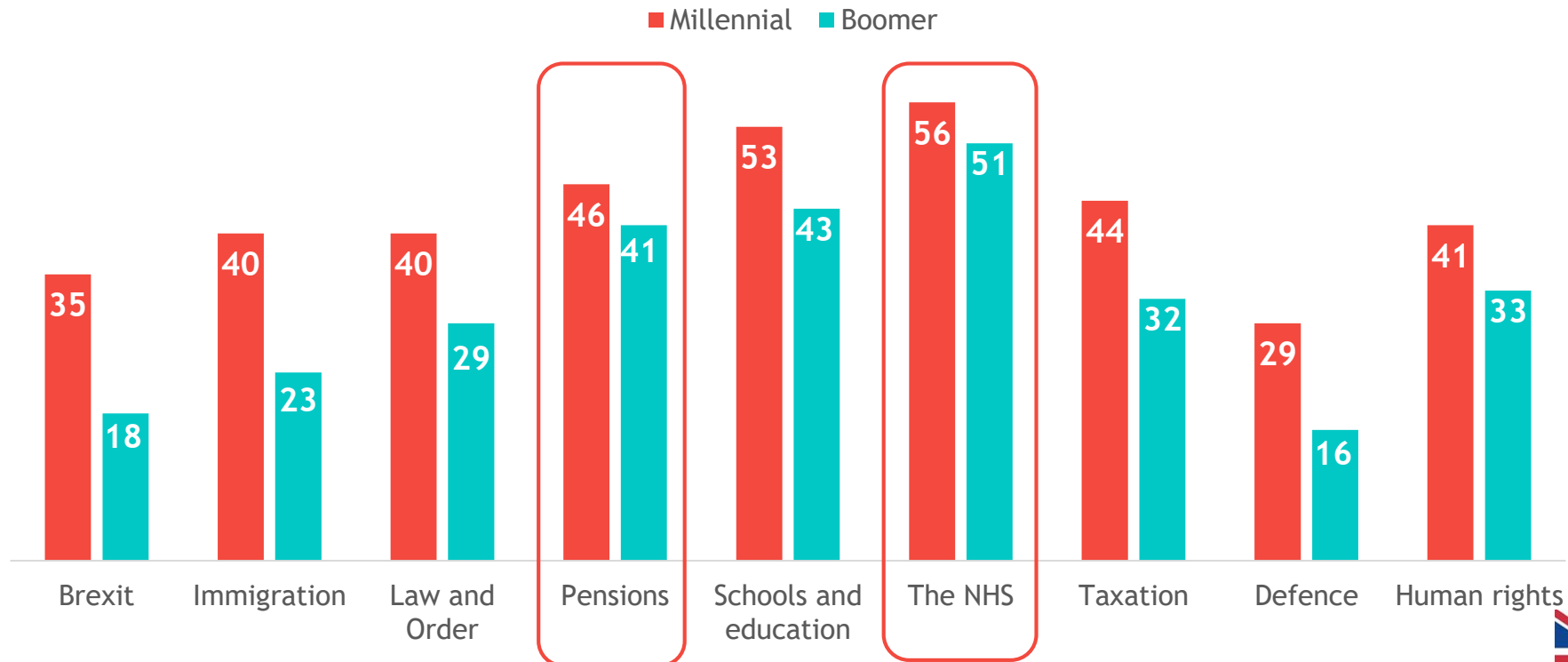
Source: YouGov, May 2017



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However they converged with older voters on the NHS and pensions

Areas where Jeremy Corbyn shares voters' views



To what extent, if at all, do you think Jeremy Corbyn shares your views on...

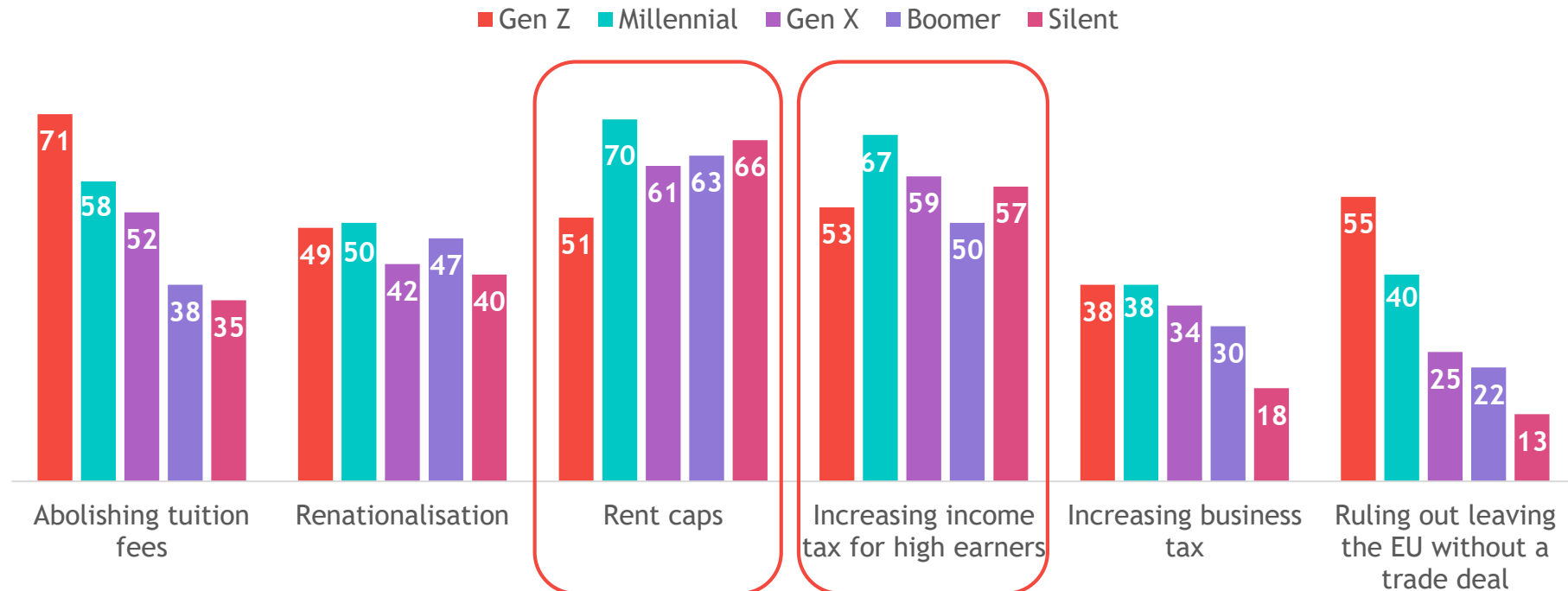
Source: YouGov, May 2017



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Taxing the rich and rent caps were most popular Labour manifesto points in 2017

Millennials' support for the 2017 Labour manifesto



For each one, please say whether you think it is a good idea or the wrong priority for the present time.

Source: YouGov, May 2017



YouGov[®]

— So what does it all mean?

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Are millennials more liberal?

Are millennials more sensitive?

Are millennials more idealistic?

Are millennials more open-minded?

Are millennials more creative?

— So what does it all mean?

Are millennials more liberal?

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Are millennials more open-minded?

Are millennials more creative?

Are they more the same, or more different, from others?

How would millennial answer that?

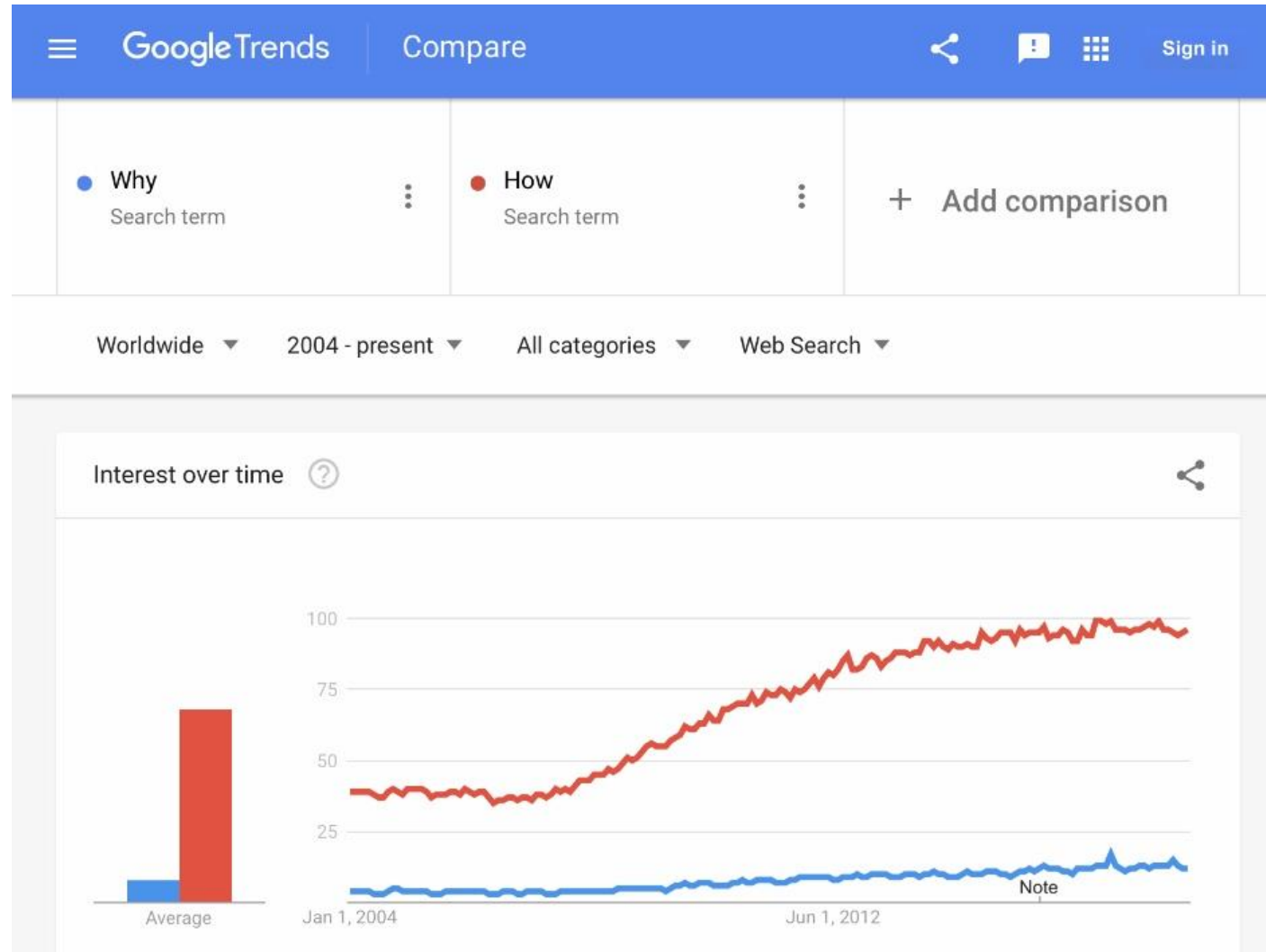
I asked 7,290 GB adults this weekend:

“When you think of the similarities and differences between you and your parents, which comes closer...?”

	18-24	65+
More different	36	44
More similar	49	41
<i>Net Similarity:</i>	+13	-3

— One final piece of mystifying data...

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— Advice for campaigners...

Don't be mystified by millennials, they are only different in their relationship to (the products of) technology

Only talk about topics where you can openly speak your mind - and better stick to what is transactional

Engage them where they themselves engage - so focus on social media and events shared on social media

Remember, because they are young, they are open - but uncommitted