

THE MILLENNIALS ARE COMING



**Complete
Questionnaire
Including
Survey Results**

**Based on an exclusive survey of shopping attitudes
by Surveylab for PLMA**

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



To explore the thoughts and attitudes of “Millennial” consumers, PLMA commissioned Surveylab at the end of 2013 to conduct a comprehensive, online study of more than 1,500 Millennials nationwide who identified themselves as the primary grocery shopper for their household.

Surveylab is a global leader in customized online survey solutions for all types of research across a range of industries for clients in North America, Europe and Asia, and has conducted major research projects for PLMA in the past.

The study was aimed at determining what moves this generation of Americans; how they shop for food and beverages, personal care items, household cleaning products, and over the counter medications; what influences their choices and how retailers can start now making themselves and the store brand products they sell more appealing to this key generation.

It involved 1,559 consumers, ages 18 to 33, from across the country. More than three fourths identified themselves as the primary grocery shopper in their household and the rest share that task with another adult in the household. The survey was evenly split between 806 women and 753 men. Results were also tabulated into two age groups, 18 to 25 and 26 to 33. A demographic profile of all respondents is at the end of this report.

What follows are the tabulated results for each of the more than sixty questions in PLMA’s Consumer Research Study, “The Millennials Are Coming.” Many questions consist of multiple parts.

If you have questions or comments about PLMA’s Consumer Research Study, “The Millennials Are Coming,” please contact Tom Prendergast, Research Director, at (212) 972-3131, or email tprendergast@plma.com.

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



1. Please tell us how important the following goals are to you today.

a. Continuing my education

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	3.90%	3.30%	4.50%
Somewhat Unimportant	6.70%	4.20%	9.20%
Neither Important Nor Unimportant	19.80%	16.50%	23.20%
Somewhat Important	33.40%	30.30%	36.50%
Very Important	36.20%	45.60%	26.60%
Total	1551	778	773

b. Protecting the environment

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	2.50%	3.30%	1.70%
Somewhat Unimportant	6.80%	6.90%	6.70%
Neither Important Nor Unimportant	23.50%	26.70%	20.20%
Somewhat Important	43.30%	40.40%	46.40%
Very Important	23.90%	22.70%	25.00%
Total	1555	783	772

c. Owning my own home

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	2.20%	2.70%	1.80%
Somewhat Unimportant	3.40%	4.60%	2.20%
Neither Important Nor Unimportant	12.50%	15.70%	9.20%
Somewhat Important	28.30%	29.00%	27.60%
Very Important	53.60%	48.00%	59.20%
Total	1557	782	775

d. Acquiring wealth

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	2.70%	3.00%	2.40%
Somewhat Unimportant	5.90%	5.90%	5.80%
Neither Important Nor Unimportant	22.30%	21.70%	22.90%
Somewhat Important	42.30%	40.40%	44.10%
Very Important	26.90%	29.00%	24.70%
Total	1555	779	776

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



e. Raising a family

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	5.70%	7.70%	3.60%
Somewhat Unimportant	6.40%	8.00%	4.80%
Neither Important Nor Unimportant	12.70%	15.70%	9.70%
Somewhat Important	21.40%	22.20%	20.50%
Very Important	53.90%	46.50%	61.40%
Total	1553	779	774

f. Involvement in my community

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	3.50%	4.50%	2.50%
Somewhat Unimportant	9.50%	10.40%	8.70%
Neither Important Nor Unimportant	27.80%	29.00%	26.60%
Somewhat Important	41.70%	37.60%	45.80%
Very Important	17.50%	18.50%	16.50%
Total	1550	779	771

g. Sports

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	17.60%	21.10%	14.10%
Somewhat Unimportant	15.60%	16.60%	14.50%
Neither Important Nor Unimportant	25.90%	24.50%	27.40%
Somewhat Important	26.10%	22.50%	29.70%
Very Important	14.80%	15.20%	14.30%
Total	1555	781	774

h. Enjoying life

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	0.80%	0.90%	0.80%
Somewhat Unimportant	0.70%	1.00%	0.40%
Neither Important Nor Unimportant	2.90%	4.40%	1.40%
Somewhat Important	20.30%	18.50%	22.20%
Very Important	75.20%	75.20%	75.20%
Total	1548	779	769

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



i. Traveling widely

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	4.60%	5.30%	3.90%
Somewhat Unimportant	10.70%	10.90%	10.50%
Neither Important Nor Unimportant	24.90%	25.70%	24.10%
Somewhat Important	34.40%	32.60%	36.30%
Very Important	25.40%	25.50%	25.30%
Total	1549	777	772

j. Settling down

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	3.10%	3.60%	2.60%
Somewhat Unimportant	6.40%	7.80%	5.00%
Neither Important Nor Unimportant	17.80%	19.10%	16.50%
Somewhat Important	33.00%	32.00%	34.00%
Very Important	39.70%	37.50%	41.90%
Total	1548	774	774

k. If you have another goal that is important to you, what is it?

This open-ended question resulted in 442 individual responses

2. How often do you do your regular grocery shopping?

Answer	Total	Group A (18-25)	Group B (26-33)
More than once a week	24.00%	18.70%	29.30%
Weekly	52.90%	52.20%	53.70%
Every two weeks	17.30%	20.80%	13.70%
About once a month	4.80%	7.00%	2.60%
Less than once a month	0.10%	0.30%	0.00%
It varies	0.90%	1.00%	0.80%
Total	1557	782	775

3. How many different stores do you visit to do your regular grocery shopping?

Answer	Total	Group A (18-25)	Group B (26-33)
1	18.30%	19.70%	16.80%
2	51.80%	52.90%	50.70%
3	21.10%	19.40%	22.90%
4 or more	8.80%	7.90%	9.60%
Total	1557	782	775

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



4. In what type of store(s) do you do your regular grocery shopping?

Answer	Total	Group A (18-25)	Group B (26-33)
Supermarket e.g. Kroger, Safeway	79.30%	77.10%	81.40%
Drug store e.g. Walgreens, CVS	21.00%	21.50%	20.50%
Discounter e.g. Wal-Mart, Target	66.20%	63.80%	68.70%
Dollar store e.g. Dollar General, Family Dollar	20.80%	22.30%	19.30%
No frills store e.g. Aldi, Save-A-Lot	13.60%	13.00%	14.20%
Club store e.g. Costco, Sam's Club	28.60%	26.50%	30.80%
Specialty food store e.g. Whole Foods, Trader Joe's	22.80%	21.60%	24.00%
Farmers market	12.80%	11.50%	14.00%
A co-operative	2.90%	2.70%	3.10%
Convenience store, e.g. Seven-11	7.90%	7.50%	8.20%
Small neighborhood grocery store	13.80%	15.90%	11.70%
Online store, e.g. Amazon	6.70%	5.90%	7.50%
Total	1558	782	776

5. On average, how much time do you spend inside the store when you do your regular grocery shopping?

Answer	Total	Group A (18-25)	Group B (26-33)
Less than 30 minutes	10.00%	9.20%	10.90%
Less than 1 hour	37.70%	34.20%	41.30%
About 1 hour	40.10%	43.00%	37.10%
More than 1 hour	12.20%	13.60%	10.70%
Total	1555	781	774

6. On an average visit, approximately how much do you spend when you do your regular grocery shopping?

Answer	Total	Group A (18-25)	Group B (26-33)
Less than \$25	3.10%	3.60%	2.60%
\$25 - \$50	15.80%	16.60%	14.90%
\$50 - \$75	25.20%	26.80%	23.70%
\$75 - \$100	28.80%	29.40%	28.10%
More than \$100	27.10%	23.60%	30.70%
Total	1557	781	776

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



7. How do you usually pay for the groceries you buy?

Answer	Total	Group A (18-25)	Group B (26-33)
Cash	24.70%	31.40%	18.00%
Credit card	29.50%	23.90%	35.20%
Checks	0.60%	0.60%	0.50%
Debit card	37.30%	35.00%	39.60%
EBT card	7.60%	8.70%	6.40%
Mobile payment app	0.00%	0.00%	0.00%
Other	0.30%	0.40%	0.30%
Total	1557	781	776

8. What 3 sources of information would you say most influence your choice of buying a specific product?

Answer	Total	Group A (18-25)	Group B (26-33)
My prior purchase experience with the product	54.70%	51.90%	57.50%
Recommendation from family or friend	41.30%	39.30%	43.30%
Smart phone app	9.10%	10.90%	7.30%
Coupons in the mail	46.30%	44.40%	48.20%
Online article or advertising	13.40%	14.10%	12.60%
My household shopping list	51.30%	50.40%	52.20%
Print or TV advertising	18.70%	20.20%	17.30%
Promotional flyers	19.30%	16.90%	21.80%
Recommendation on social media	9.80%	10.50%	9.10%
Other	2.10%	2.80%	1.30%
None of the above	3.00%	3.50%	2.60%
Total	1558	782	776

9. Do you belong to a supermarket, drug store or other store's frequent shopper club or loyalty card program?

Answer	Total	Group A (18-25)	Group B (26-33)
Yes	69.10%	64.40%	73.80%
No	24.60%	28.30%	20.90%
N/A - my store(s) does/do not offer	6.30%	-	-
Total	1547	775	772

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



10. Are you more or less likely to shop at a store with a frequent shopper club or loyalty card program?

Answer	Total	Group A (18-25)	Group B (26-33)
More likely	46.40%	45.20%	47.60%
No difference	51.90%	53.00%	50.70%
Less likely	1.70%	1.80%	1.70%
Total	1550	777	773

11. If a particular national brand that you want to buy is not available in the store when you are shopping, what do you usually do?

Answer	Total	Group A (18-25)	Group B (26-33)
Buy a different national brand instead	34.60%	35.40%	33.80%
Buy the store brand instead	40.50%	40.40%	40.60%
Go to another store to look for the national brand	13.10%	12.90%	13.40%
Seek assistance from store staff	3.50%	3.30%	3.70%
Search online for availability elsewhere	1.90%	2.30%	1.40%
Delay purchase to next shopping visit	4.70%	4.20%	5.20%
Other (please specify)	1.60%	1.40%	1.80%
Total	1552	777	775

12. As a consumer, how positive or negative do you feel towards the following types of grocery producers and retailers?

a. National brand manufacturers

Answer	Total	Group A (18-25)	Group B (26-33)
0 - Very Negative	0.90%	1.00%	0.80%
1	1.70%	2.70%	0.60%
2	9.60%	11.50%	7.70%
3	35.80%	35.50%	36.10%
4	32.40%	29.60%	35.20%
5 - Very Positive	19.60%	19.70%	19.50%
Total	1556	781	775

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



b. Large retail chains

Answer	Total	Group A (18-25)	Group B (26-33)
0 - Very Negative	0.60%	0.90%	0.40%
1	3.30%	4.20%	2.30%
2	10.60%	11.00%	10.10%
3	33.30%	33.50%	33.10%
4	35.00%	32.20%	37.90%
5 - Very Positive	17.20%	18.20%	16.20%
Total	1551	780	771

c. Local stores and shops

Answer	Total	Group A (18-25)	Group B (26-33)
0 - Very Negative	0.00%	0.00%	0.00%
1	0.90%	1.40%	0.40%
2	4.50%	5.30%	3.80%
3	25.80%	25.40%	26.30%
4	39.40%	38.30%	40.50%
5 - Very Positive	29.40%	29.70%	29.10%
Total	1552	779	773

d. Online retailers

Answer	Total	Group A (18-25)	Group B (26-33)
0 - Very Negative	2.00%	2.40%	1.60%
1	6.10%	7.50%	4.70%
2	14.30%	16.20%	12.40%
3	31.90%	33.40%	30.30%
4	29.00%	25.10%	33.10%
5 - Very Positive	16.70%	15.40%	17.90%
Total	1543	778	765

13. How important are the following factors when visiting the store for your regular grocery shopping?

a. This store has the lowest prices every day

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	0.50%	0.60%	0.30%
Somewhat Unimportant	2.40%	2.80%	1.90%
Neither Important Nor Unimportant	11.80%	13.40%	10.20%
Somewhat Important	39.00%	37.60%	40.40%
Very Important	46.30%	45.50%	47.20%
Total	1553	781	772

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



b. This store has products that offer the best value

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	0.60%	0.80%	0.40%
Somewhat Unimportant	1.90%	2.40%	1.30%
Neither Important Nor Unimportant	9.40%	12.10%	6.70%
Somewhat Important	41.50%	40.00%	42.90%
Very Important	46.70%	44.70%	48.70%
Total	1551	777	774

c. This store has the best selection of products

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	0.60%	0.80%	0.40%
Somewhat Unimportant	1.60%	2.30%	0.90%
Neither Important Nor Unimportant	11.00%	12.30%	9.60%
Somewhat Important	43.50%	42.00%	44.90%
Very Important	43.30%	42.50%	44.20%
Total	1548	778	770

d. This store is a convenient place to shop

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	0.50%	0.60%	0.30%
Somewhat Unimportant	1.40%	1.80%	1.00%
Neither Important Nor Unimportant	10.30%	12.20%	8.40%
Somewhat Important	44.00%	42.20%	45.80%
Very Important	43.80%	43.10%	44.50%
Total	1550	779	771

e. This store has a good selection of store brand products

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	1.70%	2.10%	1.30%
Somewhat Unimportant	4.10%	4.40%	3.80%
Neither Important Nor Unimportant	20.10%	20.90%	19.30%
Somewhat Important	43.00%	41.20%	44.80%
Very Important	31.20%	31.50%	30.80%
Total	1552	780	772

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



f. This store has products that are affordable

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	0.30%	0.30%	0.40%
Somewhat Unimportant	2.00%	2.60%	1.40%
Neither Important Nor Unimportant	8.00%	9.60%	6.30%
Somewhat Important	33.70%	32.40%	35.00%
Very Important	56.00%	55.20%	56.90%
Total	1553	781	772

g. This store has the latest technology to enhance my shopping experience

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	6.10%	7.20%	5.00%
Somewhat Unimportant	15.10%	15.00%	15.20%
Neither Important Nor Unimportant	35.20%	34.10%	36.30%
Somewhat Important	27.70%	28.20%	27.30%
Very Important	15.80%	15.50%	16.10%
Total	1554	780	774

h. This store is a fun place to shop

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	3.20%	3.60%	2.90%
Somewhat Unimportant	8.20%	8.90%	7.60%
Neither Important Nor Unimportant	32.90%	32.70%	33.00%
Somewhat Important	35.50%	34.00%	36.90%
Very Important	20.20%	20.70%	19.60%
Total	1542	776	766

i. This store has new products for me to try

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	2.00%	2.70%	1.30%
Somewhat Unimportant	6.90%	6.20%	7.60%
Neither Important Nor Unimportant	28.90%	30.30%	27.60%
Somewhat Important	42.90%	43.40%	42.50%
Very Important	19.20%	17.50%	21.00%
Total	1551	779	772

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



j. This store represents the values of my generation

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	5.20%	6.40%	4.00%
Somewhat Unimportant	8.60%	7.80%	9.30%
Neither Important Nor Unimportant	36.50%	35.90%	37.00%
Somewhat Important	32.20%	32.90%	31.50%
Very Important	17.50%	16.90%	18.10%
Total	1551	779	772

k. This store is the most popular store in my community

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	13.10%	13.40%	12.80%
Somewhat Unimportant	19.00%	18.10%	19.80%
Neither Important Nor Unimportant	36.60%	36.20%	36.90%
Somewhat Important	20.00%	20.40%	19.60%
Very Important	11.40%	11.80%	10.90%
Total	1550	778	772

l. This store is well-known to me

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	1.00%	1.20%	0.80%
Somewhat Unimportant	3.60%	4.40%	2.70%
Neither Important Nor Unimportant	18.90%	19.60%	18.10%
Somewhat Important	49.50%	47.70%	51.20%
Very Important	27.20%	27.20%	27.20%
Total	1549	780	769

m. This store offers frequent sales and discounts

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	0.70%	0.80%	0.60%
Somewhat Unimportant	1.20%	1.70%	0.80%
Neither Important Nor Unimportant	12.10%	13.80%	10.40%
Somewhat Important	41.60%	39.90%	43.30%
Very Important	44.40%	43.80%	44.90%
Total	1553	781	772

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



14. How important are the following factors when choosing to buy a grocery product that you have never purchased before?

a. Recommendation from family or friend

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	2.10%	2.10%	2.10%
Somewhat Unimportant	3.20%	3.60%	2.70%
Neither Important Nor Unimportant	18.20%	20.60%	15.70%
Somewhat Important	44.90%	42.60%	47.30%
Very Important	31.70%	31.20%	32.20%
Total	1551	780	771

b. Endorsement/recommendation on social media (e.g. Facebook, Twitter, etc.)

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	14.10%	13.50%	14.80%
Somewhat Unimportant	17.60%	17.20%	18.00%
Neither Important Nor Unimportant	34.70%	35.00%	34.40%
Somewhat Important	24.40%	25.30%	23.50%
Very Important	9.20%	9.00%	9.30%
Total	1550	779	771

c. Endorsement of a celebrity

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	35.10%	33.90%	36.30%
Somewhat Unimportant	19.10%	18.20%	20.00%
Neither Important Nor Unimportant	25.70%	27.00%	24.40%
Somewhat Important	13.00%	13.00%	12.90%
Very Important	7.10%	7.90%	6.40%
Total	1544	775	769

d. Review of the product online (on an independent website)

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	5.70%	6.50%	4.90%
Somewhat Unimportant	9.10%	8.50%	9.70%
Neither Important Nor Unimportant	32.10%	31.30%	33.00%
Somewhat Important	37.40%	37.40%	37.40%
Very Important	15.60%	16.30%	14.90%
Total	1550	780	770

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



e. Review of the product online (on the store's website)

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	6.80%	8.00%	5.70%
Somewhat Unimportant	11.10%	11.60%	10.60%
Neither Important Nor Unimportant	33.80%	33.20%	34.50%
Somewhat Important	33.70%	32.30%	35.10%
Very Important	14.50%	15.00%	14.00%
Total	1549	778	771

f. Newspaper or magazine advertisement or article

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	9.80%	10.30%	9.40%
Somewhat Unimportant	12.40%	11.20%	13.70%
Neither Important Nor Unimportant	35.90%	36.30%	35.60%
Somewhat Important	31.10%	30.60%	31.60%
Very Important	10.70%	11.70%	9.70%
Total	1555	780	775

g. Online advertising

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	9.70%	9.50%	9.90%
Somewhat Unimportant	13.70%	13.20%	14.30%
Neither Important Nor Unimportant	39.30%	40.40%	38.20%
Somewhat Important	26.50%	25.50%	27.40%
Very Important	10.80%	11.40%	10.30%
Total	1550	780	770

h. Coupon

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	2.10%	2.20%	2.10%
Somewhat Unimportant	3.50%	4.10%	2.90%
Neither Important Nor Unimportant	17.00%	18.50%	15.60%
Somewhat Important	44.20%	43.40%	45.00%
Very Important	33.20%	31.80%	34.50%
Total	1550	779	771

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



i. In-store advertising, free samples or product demonstrations

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	2.60%	2.40%	2.70%
Somewhat Unimportant	5.20%	5.30%	5.20%
Neither Important Nor Unimportant	22.70%	23.60%	21.70%
Somewhat Important	46.50%	45.10%	47.80%
Very Important	23.10%	23.60%	22.60%
Total	1550	779	771

j. Emailed notice of a sale or discount

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	6.30%	7.60%	4.90%
Somewhat Unimportant	8.30%	8.70%	7.90%
Neither Important Nor Unimportant	28.30%	28.90%	27.70%
Somewhat Important	39.20%	36.60%	41.80%
Very Important	17.90%	18.10%	17.70%
Total	1548	778	770

15. How often do you eat meals at home?

Answer	Total	Group A (18-25)	Group B (26-33)
Less than once a week	1.50%	1.20%	1.90%
1-2 times per week	5.80%	6.50%	5.00%
3-4 times per week	25.80%	30.30%	21.30%
5 or more times per week	66.30%	61.30%	71.40%
I rarely or never eat meals at home	0.60%	0.80%	0.40%
Total	1555	780	775

16. Compared to one year ago, are you ...

Answer	Total	Group A (18-25)	Group B (26-33)
Eating out less	47.60%	47.00%	48.30%
Eating out more	17.50%	22.20%	12.60%
Eating out the same	34.90%	30.70%	39.10%
Total	1553	778	775

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



17. How often do you follow instructions or look at the ingredients on the label of the following types of products?

a. Fresh produce

	Answer	Total	Group A (18-25)	Group B (26-33)
	Never	13.70%	12.40%	15.10%
	Rarely	14.70%	15.40%	14.00%
	Sometimes	24.30%	26.80%	21.80%
	Frequently	24.50%	23.20%	25.80%
	Always	22.80%	22.30%	23.20%
	Total	1547	777	770

b. Fresh meat

	Answer	Total	Group A (18-25)	Group B (26-33)
	Never	8.50%	8.90%	8.10%
	Rarely	11.90%	10.80%	13.00%
	Sometimes	24.40%	25.70%	23.00%
	Frequently	28.20%	28.00%	28.30%
	Always	27.10%	26.60%	27.50%
	Total	1552	778	774

c. Packaged food items

	Answer	Total	Group A (18-25)	Group B (26-33)
	Never	3.00%	3.50%	2.50%
	Rarely	7.00%	7.50%	6.50%
	Sometimes	26.60%	27.20%	25.90%
	Frequently	37.80%	35.70%	39.90%
	Always	25.70%	26.20%	25.30%
	Total	1548	776	772

d. Frozen food items

	Answer	Total	Group A (18-25)	Group B (26-33)
	Never	2.90%	3.50%	2.30%
	Rarely	8.40%	8.80%	7.90%
	Sometimes	24.40%	24.60%	24.20%
	Frequently	35.50%	32.20%	38.90%
	Always	28.80%	30.90%	26.60%
	Total	1553	780	773

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



e. Refrigerated items

	Answer	Total	Group A (18-25)	Group B (26-33)
	Never	2.90%	3.90%	1.90%
	Rarely	7.40%	6.80%	8.10%
	Sometimes	25.90%	26.80%	25.10%
	Frequently	37.70%	35.80%	39.60%
	Always	26.10%	26.80%	25.30%
	Total	1547	777	770

f. Beverages

	Answer	Total	Group A (18-25)	Group B (26-33)
	Never	6.50%	6.60%	6.50%
	Rarely	14.30%	13.60%	14.90%
	Sometimes	28.10%	29.30%	26.90%
	Frequently	29.90%	28.30%	31.50%
	Always	21.20%	22.20%	20.20%
	Total	1550	778	772

g. Over the counter medications

	Answer	Total	Group A (18-25)	Group B (26-33)
	Never	4.10%	4.70%	3.50%
	Rarely	9.10%	9.90%	8.30%
	Sometimes	23.30%	24.00%	22.50%
	Frequently	29.10%	27.20%	31.10%
	Always	34.40%	34.10%	34.60%
	Total	1551	779	772

h. Personal care items

	Answer	Total	Group A (18-25)	Group B (26-33)
	Never	6.00%	6.40%	5.60%
	Rarely	12.60%	12.50%	12.80%
	Sometimes	31.60%	28.80%	34.40%
	Frequently	29.80%	30.10%	29.50%
	Always	20.00%	22.20%	17.70%
	Total	1551	778	773

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



i. Household cleaning supplies

Answer	Total	Group A (18-25)	Group B (26-33)
Never	5.50%	6.30%	4.70%
Rarely	15.00%	15.80%	14.20%
Sometimes	33.20%	31.70%	34.60%
Frequently	27.80%	26.30%	29.30%
Always	18.50%	19.80%	17.20%
Total	1550	778	772

18. Please tell us the extent to which you (agree, disagree, etc.) with the following statements.

a. I use fewer national brand products than they did

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	4.10%	3.80%	4.40%
Disagree	18.50%	18.50%	18.50%
Neither Agree Nor Disagree	40.40%	42.00%	38.80%
Agree	26.60%	25.00%	28.20%
Strongly Agree	10.30%	10.60%	10.00%
Total	1475	728	747

b. I use more store brand products

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	3.80%	3.70%	3.90%
Disagree	14.00%	13.10%	15.00%
Neither Agree Nor Disagree	34.60%	35.20%	33.90%
Agree	32.80%	33.80%	31.80%
Strongly Agree	14.80%	14.20%	15.50%
Total	1498	749	749

c. I watch less TV

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	11.30%	11.50%	11.10%
Disagree	24.50%	22.80%	26.20%
Neither Agree Nor Disagree	24.40%	23.90%	24.90%
Agree	25.90%	26.60%	25.10%
Strongly Agree	13.90%	15.10%	12.70%
Total	1530	766	764

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



d. I earn less at the same age

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	8.10%	6.30%	9.90%
Disagree	18.80%	15.40%	22.00%
Neither Agree Nor Disagree	30.60%	36.00%	25.30%
Agree	26.40%	26.40%	26.40%
Strongly Agree	16.10%	15.90%	16.40%
Total	1530	766	764

e. I eat out less often

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	6.20%	5.60%	6.80%
Disagree	22.20%	22.40%	21.90%
Neither Agree Nor Disagree	26.00%	26.80%	25.20%
Agree	27.70%	28.00%	27.50%
Strongly Agree	17.90%	17.20%	18.50%
Total	1523	762	761

f. I eat healthier food products

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	2.50%	2.90%	2.10%
Disagree	11.50%	12.30%	10.80%
Neither Agree Nor Disagree	26.60%	27.30%	26.00%
Agree	37.50%	37.20%	37.90%
Strongly Agree	21.80%	20.30%	23.20%
Total	1524	758	766

g. I use more organic products

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	8.40%	8.30%	8.50%
Disagree	14.40%	15.40%	13.50%
Neither Agree Nor Disagree	28.00%	29.90%	26.10%
Agree	32.30%	31.80%	32.80%
Strongly Agree	16.80%	14.60%	19.00%
Total	1517	755	762

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



h. I shop for groceries in a wider variety of stores

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	3.80%	4.60%	2.90%
Disagree	13.70%	14.10%	13.30%
Neither Agree Nor Disagree	26.30%	27.90%	24.70%
Agree	37.00%	36.40%	37.60%
Strongly Agree	19.30%	17.00%	21.60%
Total	1520	759	761

19. As a customer, how loyal to the following retailers and brands do you consider yourself to be?

a. Leading national brands of groceries e.g. Coke, Advil, Tide, Tostitos

Answer	Total	Group A (18-25)	Group B (26-33)
Not At All Loyal	12.20%	12.80%	11.50%
Somewhat Loyal	51.30%	49.80%	52.70%
Very Loyal	33.50%	33.70%	33.30%
Don't Know/No Opinion	3.10%	3.70%	2.50%
Total	1553	781	772

b. Supermarkets e.g. Safeway, Kroger, Whole Foods

Answer	Total	Group A (18-25)	Group B (26-33)
Not At All Loyal	15.20%	16.20%	14.20%
Somewhat Loyal	53.20%	50.90%	55.60%
Very Loyal	28.20%	28.80%	27.70%
Don't Know/No Opinion	3.40%	4.10%	2.60%
Total	1552	782	770

c. Drug stores e.g. Walgreens, CVS, Rite Aid

Answer	Total	Group A (18-25)	Group B (26-33)
Not At All Loyal	24.30%	23.70%	24.90%
Somewhat Loyal	46.10%	43.80%	48.50%
Very Loyal	25.80%	28.10%	23.50%
Don't Know/No Opinion	3.80%	4.40%	3.10%
Total	1546	779	767

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



d. Discount stores e.g. Wal-Mart, Costco, Target

Answer	Total	Group A (18-25)	Group B (26-33)
Not At All Loyal	15.20%	13.90%	16.60%
Somewhat Loyal	43.50%	42.90%	44.20%
Very Loyal	38.40%	39.10%	37.70%
Don't Know/No Opinion	2.80%	4.10%	1.60%
Total	1548	778	770

e. Well-known electronic and sports brands e.g. Apple, Nike

Answer	Total	Group A (18-25)	Group B (26-33)
Not At All Loyal	19.90%	20.50%	19.30%
Somewhat Loyal	44.90%	42.60%	47.30%
Very Loyal	31.50%	33.10%	30.00%
Don't Know/No Opinion	3.60%	3.80%	3.40%
Total	1551	780	771

f. Social network sites e.g. Facebook, Twitter

Answer	Total	Group A (18-25)	Group B (26-33)
Not At All Loyal	21.20%	20.20%	22.20%
Somewhat Loyal	40.50%	40.20%	40.90%
Very Loyal	34.70%	35.90%	33.40%
Don't Know/No Opinion	3.60%	3.70%	3.50%
Total	1554	782	772

g. Online stores e.g. Amazon

Answer	Total	Group A (18-25)	Group B (26-33)
Not At All Loyal	10.40%	11.10%	9.60%
Somewhat Loyal	41.60%	42.50%	40.80%
Very Loyal	45.10%	43.00%	47.30%
Don't Know/No Opinion	2.80%	3.30%	2.30%
Total	1549	781	768

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



20. When it comes to choosing a particular grocery product how important are the following factors?

a. Price

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	0.50%	0.40%	0.50%
Somewhat Unimportant	1.20%	1.70%	0.80%
Neither Important Nor Unimportant	9.70%	11.00%	8.30%
Somewhat Important	31.20%	28.80%	33.80%
Very Important	57.40%	58.20%	56.60%
Total	1549	779	770

b. Natural or organic ingredients

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	6.70%	7.30%	6.10%
Somewhat Unimportant	9.70%	9.00%	10.40%
Neither Important Nor Unimportant	29.50%	30.50%	28.50%
Somewhat Important	34.50%	33.20%	35.90%
Very Important	19.60%	20.10%	19.00%
Total	1549	781	768

c. Availability of store brand version of the product

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	4.10%	3.80%	4.40%
Somewhat Unimportant	7.70%	8.20%	7.20%
Neither Important Nor Unimportant	32.20%	31.70%	32.80%
Somewhat Important	38.90%	37.40%	40.30%
Very Important	17.10%	18.80%	15.20%
Total	1554	780	774

d. Coupons

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	2.10%	1.70%	2.60%
Somewhat Unimportant	4.40%	4.90%	3.90%
Neither Important Nor Unimportant	19.40%	23.00%	15.60%
Somewhat Important	43.70%	41.40%	46.10%
Very Important	30.40%	29.10%	31.80%
Total	1549	781	768

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



e. Product information from online or smart phone app

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	12.80%	11.40%	14.20%
Somewhat Unimportant	14.60%	16.30%	12.90%
Neither Important Nor Unimportant	36.00%	36.60%	35.30%
Somewhat Important	26.70%	25.50%	27.90%
Very Important	9.90%	10.10%	9.70%
Total	1549	779	770

f. Shopper loyalty card discounts at checkout

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	4.80%	4.90%	4.70%
Somewhat Unimportant	6.90%	8.20%	5.70%
Neither Important Nor Unimportant	27.10%	28.60%	25.50%
Somewhat Important	40.20%	37.90%	42.60%
Very Important	21.00%	20.50%	21.60%
Total	1556	782	774

g. Signs or displays in the store

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	6.60%	5.30%	7.90%
Somewhat Unimportant	11.60%	10.70%	12.50%
Neither Important Nor Unimportant	35.60%	38.00%	33.20%
Somewhat Important	34.50%	33.40%	35.50%
Very Important	11.70%	12.60%	10.90%
Total	1552	778	774

h. Package design

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	9.30%	9.00%	9.60%
Somewhat Unimportant	14.40%	13.00%	15.80%
Neither Important Nor Unimportant	37.80%	39.20%	36.50%
Somewhat Important	29.30%	28.20%	30.30%
Very Important	9.20%	10.70%	7.80%
Total	1551	779	772

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



i. Product sampling and in store demonstrations

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	5.50%	4.60%	6.50%
Somewhat Unimportant	10.10%	9.90%	10.30%
Neither Important Nor Unimportant	31.00%	30.90%	31.00%
Somewhat Important	39.20%	38.70%	39.70%
Very Important	14.20%	15.90%	12.40%
Total	1553	780	773

j. A recommendation from friends on social media (e.g. Facebook, Twitter, etc.)

Answer	Total	Group A (18-25)	Group B (26-33)
Not at All Important	10.90%	9.80%	11.90%
Somewhat Unimportant	13.80%	16.20%	11.20%
Neither Important Nor Unimportant	32.60%	31.30%	33.90%
Somewhat Important	31.70%	31.20%	32.30%
Very Important	11.10%	11.40%	10.70%
Total	1551	779	772

21. Are you aware of store brand products?

Answer	Total	Group A (18-25)	Group B (26-33)
Yes	95.70%	94.80%	96.60%
No	2.80%	3.70%	1.80%
Not sure	1.50%	1.50%	1.50%
Total	1557	781	776

22. Have you ever bought a store brand product?

Answer	Total	Group A (18-25)	Group B (26-33)
Yes	95.30%	94.20%	96.50%
No	2.90%	3.90%	2.00%
Not sure	1.70%	1.90%	1.60%
Total	543	774	769

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



23. When you shop for groceries, how often, if at all, do you buy a store brand product?

Answer	Total	Group A (18-25)	Group B (26-33)
Frequently	35.80%	34.80%	36.90%
Occasionally	52.90%	52.40%	53.40%
Rarely	9.90%	10.60%	9.10%
Never	1.40%	2.20%	0.50%
Total	1537	771	766

24. When you shop for health and beauty products, such as over the counter medications, vitamins, and personal care items, how often, if at all, do you buy store brand products?

Answer	Total	Group A (18-25)	Group B (26-33)
Frequently	21.10%	19.90%	22.30%
Occasionally	49.70%	48.70%	50.80%
Rarely	23.30%	23.50%	23.00%
Never	5.90%	8.00%	3.90%
Total	1552	779	773

25. What are the main reasons why you purchase the store brand product as opposed to a national brand?

Answer	Total	Group A (18-25)	Group B (26-33)
Taste	15.10%	15.90%	14.40%
Quality	28.30%	29.30%	27.30%
Value for the money	70.70%	69.60%	71.80%
Attractiveness of the packaging	4.40%	3.80%	5.00%
Freshness of the products	10.40%	11.00%	9.80%
Variety of package sizes available	13.60%	15.10%	12.10%
Sales and coupons	43.10%	44.40%	41.80%
Advertising and promotion	8.50%	7.70%	9.40%
Trust and confidence in the retailer	24.00%	23.80%	24.20%
None of the above	3.80%	4.70%	2.80%
Total	1558	782	776

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



26. To what extent do you agree or disagree with the following statements.

a. The store brands that I buy are just as good, if not better than, national brands

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	1.50%	1.70%	1.30%
Disagree	7.10%	7.00%	7.30%
Neither Agree Nor Disagree	27.80%	30.00%	25.60%
Agree	45.00%	41.20%	48.80%
Strongly Agree	17.40%	18.60%	16.20%
Don't Know	1.20%	1.50%	0.80%
Total	1553	781	772

b. Store brands perform as well as national brands

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	1.70%	1.80%	1.70%
Disagree	7.40%	7.80%	6.90%
Neither Agree Nor Disagree	27.00%	28.10%	25.90%
Agree	44.60%	40.40%	48.80%
Strongly Agree	17.80%	19.30%	16.30%
Don't Know	1.50%	2.60%	0.40%
Total	1547	779	768

c. The store which I use for my household's main grocery shopping has better store brand products than other chains

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	0.90%	0.80%	1.00%
Disagree	6.20%	7.00%	5.40%
Neither Agree Nor Disagree	33.10%	33.80%	32.40%
Agree	40.50%	40.70%	40.30%
Strongly Agree	17.30%	15.40%	19.20%
Don't Know	2.00%	2.30%	1.70%
Total	1553	781	772

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



d. The packaging of store brand products is as good as that for national brands

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	4.00%	4.00%	4.00%
Disagree	15.40%	13.50%	17.20%
Neither Agree Nor Disagree	28.90%	29.70%	28.00%
Agree	35.80%	36.90%	34.60%
Strongly Agree	14.80%	13.90%	15.60%
Don't Know	1.20%	1.90%	0.50%
Total	1549	775	774

e. The taste of store brand products is as good as that of national brands

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	1.80%	1.80%	1.80%
Disagree	8.30%	7.80%	8.70%
Neither Agree Nor Disagree	28.90%	30.40%	27.40%
Agree	43.60%	43.00%	44.20%
Strongly Agree	16.50%	15.70%	17.40%
Don't Know	0.90%	1.30%	0.50%
Total	1549	779	770

f. Stores should offer a wider variety of store brand products than they do now

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	1.20%	1.00%	1.30%
Disagree	5.90%	6.10%	5.70%
Neither Agree Nor Disagree	33.20%	33.50%	32.90%
Agree	40.90%	40.50%	41.40%
Strongly Agree	17.50%	17.00%	17.90%
Don't Know	1.30%	1.80%	0.80%
Total	1556	781	775



g. The promotion of store brand products is as good as that for national brands

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	4.80%	6.40%	3.10%
Disagree	18.80%	17.20%	20.30%
Neither Agree Nor Disagree	27.70%	28.50%	26.90%
Agree	34.30%	32.30%	36.40%
Strongly Agree	13.40%	14.10%	12.70%
Don't Know	1.00%	1.40%	0.60%
Total	1552	779	773

27. In 2014, which of the following factors are likely to encourage you to buy more store brand products?

Answer	Total	Group A (18-25)	Group B (26-33)
My overall satisfaction with store brands in the past	44.70%	45.30%	44.10%
More variety of store brands	38.00%	38.50%	37.60%
Better quality of store brands	52.60%	52.90%	52.40%
New and innovative store brand products	30.80%	29.50%	32.10%
More advertising and promotion of store brands	20.30%	20.10%	20.60%
Better packaging of store brands	19.80%	21.80%	17.70%
Greater variety of store brand package sizes	29.90%	29.40%	30.40%
More trial packs of store brands	25.30%	22.80%	27.70%
More store brand organic products	25.90%	25.30%	26.50%
More ready meals that I can heat and serve at home	17.20%	17.90%	16.40%
Total	1548	775	773

28. Have you ever purchased any of the following online?

Answer	Total	Group A (18-25)	Group B (26-33)
Books, DVDs or Music	80.90%	76.60%	85.10%
Clothing or shoes	81.20%	78.30%	84.20%
Groceries	25.10%	21.10%	29.10%
Health and beauty products	53.90%	48.70%	59.10%
Travel services	41.00%	28.80%	53.20%
None of the above	3.80%	5.30%	2.30%
Total	1546	774	772

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



29. Before entering the store, have you ever used the Internet to get more information, look up recipes, or check or compare the price of a grocery item?

	Answer	Total	Group A (18-25)	Group B (26-33)
	Often	26.50%	25.50%	27.60%
	Sometimes	51.10%	50.40%	51.80%
	Rarely	14.80%	14.70%	14.90%
	Never	7.60%	9.40%	5.80%
	Total	1539	774	765

30. While shopping inside the store, have you ever used a mobile phone or similar device to get more information, look up recipes, or check or compare the price of an item?

	Answer	Total	Group A (18-25)	Group B (26-33)
	Often	17.50%	19.00%	16.00%
	Sometimes	41.00%	39.00%	43.10%
	Rarely	21.50%	21.30%	21.70%
	Never	20.00%	20.80%	19.10%
	Total	1553	780	773

31. Have you ever used a smart phone for the following?

	Answer	Total	Group A (18-25)	Group B (26-33)
	Conduct banking transactions	42.20%	37.30%	47.10%
	Get information, compare price on a grocery product	34.90%	33.90%	35.90%
	Scan bar codes for product information	36.30%	35.90%	36.80%
	Use GPS services in travel	53.70%	50.70%	56.70%
	Download digital coupons	46.50%	42.40%	50.60%
	Compare prices on products	47.30%	44.30%	50.40%
	Load airline boarding passes	17.30%	16.00%	18.70%
	Make parking payments	10.40%	9.70%	11.20%
	Scan a QR code for product information	35.30%	33.00%	37.50%
	None of the above	10.00%	12.30%	7.70%
	Total	1390	700	690
	I do not own a smart phone	10.60%	10.30%	11.00%
	Total	165	80	85

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



32. Do you use any of the following social networking websites?

Answer	Total	Group A (18-25)	Group B (26-33)
Facebook	89.70%	88.90%	90.40%
Twitter	46.10%	45.90%	46.30%
Pinterest	30.80%	26.70%	35.00%
Other (e.g. Instagram, LinkedIn etc.)	26.20%	29.30%	23.10%
I do not use any social networking websites	5.00%	4.90%	5.20%
Total	1547	776	771

33. How often do you use Facebook, Twitter or other social sites?

Answer	Total	Group A (18-25)	Group B (26-33)
Several times a day	49.10%	46.90%	51.40%
Daily	36.00%	36.90%	35.10%
Weekly	11.90%	13.20%	10.70%
Monthly	1.00%	1.10%	0.80%
Less than monthly	1.70%	1.60%	1.80%
Never	0.30%	0.30%	0.30%
Total	1465	735	730

34. Are you aware of advertising that appears on Facebook, Twitter or other social sites?

Answer	Total	Group A (18-25)	Group B (26-33)
Yes	82.80%	80.30%	85.20%
No	17.20%	19.70%	14.80%
Total	1538	773	765

35. Do you consider these ads to be:

Answer	Total	Group A (18-25)	Group B (26-33)
Not At All Helpful	15.70%	15.80%	15.70%
Not Very Helpful	30.10%	27.50%	32.50%
Somewhat Helpful	36.40%	39.80%	33.10%
Very Helpful	11.80%	11.10%	12.50%
No Opinion	6.00%	5.70%	6.20%
Total	1286	628	658

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



36. Over the next five years, do you expect to purchase more or fewer of the following online?

a. Books, DVDs or Music

	Answer	Total	Group A (18-25)	Group B (26-33)
	More	33.10%	31.70%	34.40%
	Same	52.50%	51.50%	53.50%
	Fewer	9.70%	9.60%	9.80%
	I do not expect to purchase	4.80%	7.20%	2.30%
	Total	1546	779	767

b. Clothing or shoes

	Answer	Total	Group A (18-25)	Group B (26-33)
	More	37.20%	37.60%	36.70%
	Same	52.00%	49.80%	54.30%
	Fewer	6.40%	7.20%	5.60%
	I do not expect to purchase	4.40%	5.40%	3.40%
	Total	1545	779	766

c. Groceries

	Answer	Total	Group A (18-25)	Group B (26-33)
	More	18.80%	16.60%	20.90%
	Same	43.90%	42.30%	45.50%
	Fewer	6.90%	8.10%	5.60%
	I do not expect to purchase	30.50%	32.90%	28.00%
	Total	1540	775	765

d. Health and beauty products

	Answer	Total	Group A (18-25)	Group B (26-33)
	More	23.80%	22.70%	24.90%
	Same	55.80%	53.40%	58.20%
	Fewer	7.20%	7.60%	6.90%
	I do not expect to purchase	13.20%	16.40%	10.00%
	Total	1546	776	770

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



e. Travel services

	Answer	Total	Group A (18-25)	Group B (26-33)
	More	23.60%	21.30%	25.90%
	Same	48.40%	44.60%	52.30%
	Fewer	8.90%	9.50%	8.20%
	I do not expect to purchase	19.10%	24.60%	13.50%
Total		1544	776	768

37. How do you feel about your own future?

	Answer	Total	Group A (18-25)	Group B (26-33)
	Very Pessimistic	2.30%	2.80%	1.70%
	Pessimistic	7.80%	8.60%	7.00%
	Neutral	22.30%	22.20%	22.40%
	Optimistic	45.60%	43.40%	47.90%
	Very Optimistic	22.00%	22.90%	21.10%
Total		1545	776	769

38. Do you feel your generation is different from previous generations?

	Answer	Total	Group A (18-25)	Group B (26-33)
	Yes	78.20%	78.60%	77.80%
	No	11.90%	11.50%	12.30%
	Not sure	9.90%	9.90%	9.90%
Total		1552	781	771

39. Do you feel your generation is financially better or less well off than previous generations?

	Answer	Total	Group A (18-25)	Group B (26-33)
	Better off	17.20%	15.50%	18.90%
	About the same	28.10%	28.40%	27.70%
	Less well off	49.40%	49.90%	48.80%
	Not Sure	5.40%	6.10%	4.70%
Total		1554	781	773

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



40. Do you believe your life is better or worse than your parents' lives?

Answer	Total	Group A (18-25)	Group B (26-33)
Better	38.60%	39.90%	37.30%
The same	32.90%	33.10%	32.70%
Worse	19.90%	17.70%	22.10%
Not Sure	8.60%	9.40%	7.90%
Total	1554	781	773

41. Looking into the future, to what extent do you agree or disagree with the following statements?

a. People will shop online more for groceries

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	2.90%	3.00%	2.90%
Disagree	9.50%	11.50%	7.60%
Neither Agree Nor Disagree	25.50%	27.90%	23.10%
Agree	45.70%	42.60%	48.90%
Strongly Agree	16.30%	15.10%	17.50%
Total	1540	775	765

b. Cars will be powered by alternative fuels, such as electric, solar, etc.

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	1.10%	1.40%	0.80%
Disagree	4.40%	4.50%	4.30%
Neither Agree Nor Disagree	21.80%	24.60%	18.90%
Agree	51.60%	47.70%	55.50%
Strongly Agree	21.20%	21.90%	20.50%
Total	1549	778	771

c. The environment will be cleaner

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	9.80%	10.20%	9.30%
Disagree	27.40%	26.20%	28.70%
Neither Agree Nor Disagree	32.80%	32.60%	33.10%
Agree	22.40%	23.20%	21.60%
Strongly Agree	7.60%	7.80%	7.40%
Total	557	783	774

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



d. Life expectancies of Americans will extend beyond 100 years

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	8.40%	10.10%	6.70%
Disagree	22.70%	21.50%	23.80%
Neither Agree Nor Disagree	31.20%	32.90%	29.50%
Agree	27.20%	25.00%	29.50%
Strongly Agree	10.50%	10.50%	10.40%
Total	1557	781	776

e. All wars will have been eliminated

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	37.60%	36.50%	38.60%
Disagree	26.70%	26.00%	27.40%
Neither Agree Nor Disagree	18.40%	20.40%	16.40%
Agree	11.60%	11.30%	12.00%
Strongly Agree	5.70%	5.80%	5.60%
Total	1554	780	774

f. Many of today's well-known national brands will no longer be around

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	6.60%	6.40%	6.90%
Disagree	27.10%	26.10%	28.10%
Neither Agree Nor Disagree	35.60%	37.30%	33.90%
Agree	23.10%	22.40%	23.70%
Strongly Agree	7.60%	7.80%	7.40%
Total	1553	781	772

g. Supermarkets, food stores, drug stores and discount stores will look nothing like they do now

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	2.10%	2.30%	1.90%
Disagree	15.20%	16.00%	14.30%
Neither Agree Nor Disagree	40.30%	39.40%	41.20%
Agree	32.50%	31.70%	33.40%
Strongly Agree	9.90%	10.60%	9.20%
Total	1555	780	775

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



h. Obesity will still be a public health issue

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	0.80%	0.60%	1.00%
Disagree	2.90%	3.60%	2.20%
Neither Agree Nor Disagree	17.50%	19.80%	15.20%
Agree	49.50%	47.60%	51.50%
Strongly Agree	29.20%	28.40%	30.10%
Total	1554	779	775

i. Life on other planets will have been discovered

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	8.40%	7.80%	9.00%
Disagree	14.80%	14.20%	15.50%
Neither Agree Nor Disagree	34.70%	35.20%	34.30%
Agree	30.60%	31.50%	29.80%
Strongly Agree	11.40%	11.40%	11.40%
Total	1557	782	775

j. Scientists will have cured cancer

Answer	Total	Group A (18-25)	Group B (26-33)
Strongly Disagree	6.10%	5.40%	6.70%
Disagree	16.40%	16.80%	15.90%
Neither Agree Nor Disagree	36.00%	36.30%	35.60%
Agree	30.70%	30.90%	30.40%
Strongly Agree	10.90%	10.50%	11.30%
Total	1551	779	772

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



SURVEY DEMOGRAPHICS

A. Are you ...?

	Answer	Total	Group A (18-25)	Group B (26-33)
	Male	48.30%	47.00%	49.60%
	Female	51.70%	53.00%	50.40%
	Total	1559	783	776

B. In what year were you born?

	Answer	Total	Group A (18-25)	Group B (26-33)
	1980	1.40%		2.80%
	1981	7.80%		15.60%
	1982	6.90%		13.90%
	1983	6.70%		13.50%
	1984	6.70%		13.40%
	1985	6.90%		13.80%
	1986	7.10%		14.30%
	1987	6.30%		12.60%
	1988	2.10%	4.10%	
	1989	8.40%	16.70%	
	1990	10.90%	21.70%	
	1991	8.10%	16.10%	
	1992	7.00%	13.90%	
	1993	5.20%	10.30%	
	1994	4.60%	9.10%	
	1995	4.00%	8.00%	
	Total	1559	783	776

C. What is your current employment status?

	Answer	Total	Group A (18-25)	Group B (26-33)
	I have a full time job	43.90%	28.10%	59.90%
	I have a part time job	20.50%	28.40%	12.50%
	I have more than one job	2.10%	2.30%	1.90%
	I am unemployed	18.10%	15.70%	20.50%
	I am a full time student	20.10%	36.30%	3.90%
	I am a part time student	4.30%	5.60%	3.00%
	I am looking for a job	10.50%	14.20%	6.70%
	Total	1559	783	776

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



D. How many people live in your household (including children)?

Answer	Total	Group A (18-25)	Group B (26-33)
1	14.60%	16.70%	12.40%
2	23.20%	21.50%	24.90%
3	24.60%	24.00%	25.10%
4	23.50%	23.40%	23.60%
5	9.30%	9.60%	9.00%
6 or more	4.90%	4.90%	5.00%
Total	1559	783	776

E. How much of your household's grocery shopping do you do?

Answer	Total	Group A (18-25)	Group B (26-33)
I am the primary grocery shopper in my household	77.10%	68.60%	85.70%
I share primary grocery shopping with another adult	22.90%	31.40%	14.30%
I am not involved in the household grocery shopping	0.00%	0.00%	0.00%
Total	1559	783	776

F. In all, how many different full time jobs have you held since age 18?

Answer	Total	Group A (18-25)	Group B (26-33)
0	18.10%	31.70%	4.40%
1	20.80%	26.30%	15.20%
2	24.60%	24.80%	24.40%
3	19.10%	12.70%	25.50%
4	9.20%	3.10%	15.30%
5	3.50%	0.40%	6.60%
6 or more	4.80%	0.90%	8.70%
Total	1521	763	758

G. What is the longest period of time you have held the same full time job since age 18?

Answer	Total	Group A (18-25)	Group B (26-33)
Less than 1 year	13.00%	23.70%	5.20%
Between 1 and 3 years	40.10%	59.60%	25.80%
More than 3 years	46.90%	16.60%	69.00%
Total	1521	763	758

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



H. At this stage in your life, do you believe you know in what field your career is likely to be?

Answer	Total	Group A (18-25)	Group B (26-33)
Yes	65.50%	63.80%	67.20%
No	16.00%	16.70%	15.20%
Not sure	18.60%	19.50%	17.60%
Total	1547	778	769

I. Have you ever started your own business?

Answer	Total	Group A (18-25)	Group B (26-33)
Yes	13.80%	10.90%	16.70%
No	44.10%	44.80%	43.30%
No, but I would like to	36.00%	37.30%	34.80%
No, I have no interest	6.20%	7.00%	5.30%
Total	1555	781	774

J. Day to day, what is your main method of transportation?

Answer	Total	Group A (18-25)	Group B (26-33)
I drive my own car	78.40%	70.00%	86.90%
I rent or share a car	4.30%	6.30%	2.30%
I participate in a car pool	1.30%	1.90%	0.80%
I take a taxi or car service	0.50%	0.60%	0.40%
I use public transportation	7.20%	10.30%	4.10%
I use a bicycle	1.40%	2.00%	0.80%
I walk	4.70%	6.00%	3.40%
Other	2.10%	2.80%	1.40%
Total	559	783	776

K. What level of formal education have you achieved?

Answer	Total	Group A (18-25)	Group B (26-33)
Some High School	2.70%	3.80%	1.50%
High School graduate	18.60%	23.20%	14.10%
Some college	35.80%	44.80%	26.70%
College Graduate	27.70%	19.30%	36.10%
Some graduate work	4.30%	4.10%	4.50%
Graduate degree	10.50%	4.10%	17.00%
Prefer not to say	0.30%	0.60%	0.00%
Total	1556	781	775

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



L. If you have outstanding education loans, what is the approximate amount you currently owe?

Answer	Total	Group A (18-25)	Group B (26-33)
Less than \$25,000	26.70%	29.90%	23.50%
\$25,000 - \$50,000	26.90%	26.20%	27.60%
More than \$50,000	14.20%	9.90%	18.60%
I have no outstanding education loans	29.20%	29.70%	28.70%
Prefer not to say	3.00%	4.20%	1.70%
Total	1554	778	776

M. With whom do you now live?

Answer	Total	Group A (18-25)	Group B (26-33)
I live alone	15.20%	16.60%	13.80%
With my spouse	35.90%	18.30%	53.70%
With a significant other	11.90%	12.50%	11.20%
At home with my parents or a parent	23.50%	35.70%	11.20%
With adult friends or other family	9.30%	12.70%	5.90%
I am in the military	0.20%	0.40%	0.00%
Other	3.00%	2.80%	3.20%
Total	1555	781	774

N. How many children do you (or your partner) have?

Answer	Total	Group A (18-25)	Group B (26-33)
0	59.60%	73.80%	45.30%
1	18.80%	14.70%	22.80%
2	12.80%	6.10%	19.50%
3	5.20%	2.70%	7.70%
4	1.70%	0.50%	3.00%
5 or more	0.80%	0.50%	1.00%
Prefer not to say	1.20%	1.70%	0.80%
Total	1552	781	771

O. Growing up, would you say you were primarily raised by:

Answer	Total	Group A (18-25)	Group B (26-33)
2 parents	73.50%	70.00%	77.10%
A single parent	21.60%	24.90%	18.30%
Other immediate family members	2.60%	2.80%	2.30%
Others outside your immediate family	0.40%	0.10%	0.60%
Prefer not to say	1.90%	2.20%	1.70%
Total	1556	780	776

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



P. Growing up, how many languages were spoken in your home?

	Answer	Total	Group A (18-25)	Group B (26-33)
1		74.30%	70.40%	78.30%
2		22.30%	26.50%	18.10%
3 or more		3.00%	2.60%	3.40%
Prefer not to say		0.40%	0.50%	0.30%
Total		1545	776	769

Q. Were either of your parents immigrants to the U.S.?

	Answer	Total	Group A (18-25)	Group B (26-33)
Yes		18.70%	23.40%	14.00%
No		79.50%	74.40%	84.60%
Prefer not to say		1.80%	2.20%	1.40%
Total		1556	782	774

R. Do you hold a U.S. passport?

	Answer	Total	Group A (18-25)	Group B (26-33)
Yes		52.70%	52.30%	53.10%
No		44.70%	44.30%	45.10%
Prefer not to say		2.60%	3.40%	1.80%
Total		1550	776	774

S. What is your primary source for world, national and local news?

	Answer	Total	Group A (18-25)	Group B (26-33)
Computer		57.90%	56.10%	59.70%
Tablet		3.80%	4.20%	3.40%
Smart phone		13.50%	15.70%	11.20%
Printed newspaper		0.80%	0.90%	0.80%
TV		21.80%	20.20%	23.40%
Radio		0.70%	0.50%	0.90%
Other		0.40%	0.50%	0.30%
None of above		1.10%	1.80%	0.40%
Total		1557	782	775

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



T. How often do you read a printed newspaper?

Answer	Total	Group A (18-25)	Group B (26-33)
Daily	10.10%	8.10%	12.20%
A few times per week	14.90%	14.60%	15.10%
Weekly	17.60%	16.00%	19.10%
Less than weekly	17.10%	17.50%	16.60%
Less than monthly	38.20%	40.30%	36.00%
Prefer not to say	2.30%	3.50%	1.00%
Total	1554	781	773

U. Approximately, what is the total annual income of your entire household??

Answer	Total	Group A (18-25)	Group B (26-33)
Less than \$25,000	18.50%	25.10%	11.90%
\$25,000 - \$49,999	33.80%	33.00%	34.50%
\$50,000 - \$99,999	33.40%	27.70%	39.20%
\$100,000 or more	9.50%	7.40%	11.60%
Prefer not to say	4.80%	6.80%	2.80%
Total	1558	782	776

THE MILLENNIALS ARE COMING

PLMA CONSUMER RESEARCH



Publication Credits

Editor	Dane Twining
Executive Summary	Joe Azzinaro
Production Director	Alisa Svider
Art Director	Fernando Mendez
Graphic Design	Amy Chow
Research Director	Tom Prendergast

PLMA gratefully acknowledges the cooperation of Surveylab Limited, Wimbledon, London, United Kingdom in development and execution of the survey and processing of survey results.



PRIVATE LABEL MANUFACTURERS ASSOCIATION

630 Third Avenue, New York, NY 10017

Telephone (212) 972-3131 • Fax (212) 983-1382 • www.plma.com

© Copyright 2014