Understanding the new Female Consumer

MILLENIALS

WOMEN 2020

meredith
Women 2020, Meredith’s new proprietary study, is designed to help marketers understand the **buying behavior** and **decision-making process** of women through the **lenses of life stage** under the **influence of technology**. The study looks deeper into the categories of food, beauty and home.
2020: A PIVOTAL YEAR FOR MILLENNIALS

As this generation rises to the largest ever, they will embark upon key life moments — getting married, starting families and buying a home — and Meredith brands will be there every step of the way. Women 2020: Millennials focuses on this up-and-coming female consumer and explores her mindset, specifically as it relates to key facets of her life including beauty, home, food and media. Highlights from the study follow.

METHODOLOGY

Meredith commissioned Insights in Marketing to administer an online survey of 2,629 women. The nationally representative sample included Millennials, GenX and Boomers; 78% read Meredith titles/visited sites, and 16% were of Hispanic descent.

MILLENNIAL MINDSET

> Looking forward...
  Five years from now, Millennials feel they will be happier (75%), more fortunate (73%) and have more opportunities (71%)

> ...but thinking about now
  Their most pressing issues? Weight Acceptance (27%) and Wage Equality (25%)

> Madame President?
  83% of Millennials are ready for a female president
> **Every Media for Itself**

Millennials turn to different media for different reasons. Print provides “tech disconnect” and “me time;” digital media satisfies her information needs; and TV delivers entertainment and escape.

> **Millennials go Mobile**

They rely most on laptops (81%) and smartphones (80%) for internet access – more than any other generation – and are less likely to use desktop computers.

> **All Social, All the Time**

Millennials dominate Facebook, Instagram and Pinterest, visiting at least once a week – more so than their older counterparts – while Trailing Millennials are leading the charge on Snapchat, Tumblr and Vine.

> **I’m Authentic – Are You?**

They think they are authentic and accurately represent their lives on social media, but are less trusting of friends and family doing the same.
> **Food on the Brain**
A majority of Millennial women (62%) consider themselves “foodies” and nearly 8 in 10 like to experiment with food and cooking as a creative outlet.

> **Meal & Dealer**
While 70% say they stick to brands they trust, 78% will try new products when based on a recommendation. Coupons (64%) and price (63%) also motivate them to purchase.

> **It Takes a Mix of Media to Fill Her Basket**
In addition to seeking out coupons and entertaining food ads, Millennials find print magazines provide inspiration to make cooking “less of a chore.” Digital sites offer recipes, reviews, and promotions—which they engage with both before and during shopping. Food/magazine sites online, specifically, are the most influential when it comes to food purchases.

> **Talk Soup**
Love it or hate it, Millennial women will share it, with nearly half (48%) discussing food products with friends and family, and 1 in 4 posting about it on Facebook.
Beauty is More Than Skin Deep
75% of Millennial women say that looking beautiful is important to them, and nearly 2/3 don’t mind spending more on beauty products that fit their needs.

No Beauty Secrets Here
The majority of Millennial women (73%) will try a product based on a recommendation and more than half (55%) frequently recommend products to others. Their top purchase influencers? Beauty professionals, followed by friends and family.

Catching Her Eye
Print magazines are cited for giving Millennial women ideas for changing beauty products seasonally and influencing them to spend more on products that fit their needs. They turn to digital sites throughout the purchase process: researching products, obtaining pricing information and searching for coupons and reviews.
> **Feeling at Home**

Nearly 8 out of 10 Millennial women see their home as a reflection of themselves, and want it to be a gathering place for family and friends.

> **Ready to Roll**

A majority enjoy decorating and home improvement projects (75%), while more than half (52%) admit to changing their decor seasonally.

> **Homing In**

Millennial women are avid researchers of home purchases, and two-thirds tend to utilize brands that have earned their trust.

> **House Hunting**

Millennials turn to both print magazines and digital sites for ways to update their home’s look as well as seasonal décor ideas. Magazines are also cited for interesting ad content and enticement to spend more money, while digital sites allow for research, reviews, and product pricing. Their most influential source when it comes to purchase? Pinterest followed by friends and family.
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