

# BCG

## Millennials

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THE BOSTON CONSULTING GROUP

# Belgian population divided in 5 generations

2016 data

## Generation Z



0-17 years old

## Millennials



18-35 years old

## Generation X



36-50 years old

## Boomers



51-69 years old

## Silents



70-... years old

# Personality, values and attitudes of Millennials differ compared to the other generations (I/II)

**Millennial personality and value traits remain consistent with 2013, though with slightly greater propensity for change and risk-taking, coupled with anxiety for the future**

**Millennials place greater importance on professional success and status, seek out adventure, excitement, and change more than other generations**

- Craftsmanship now more important for Millennials than non-Millennials; change and risk-taking similarly more attributable to Millennials
- Among Millennials, men are more focused on professional status, wealth, and luxury; women place greater importance on education and personal accomplishment
- Acculturated Hispanics (particularly men) similarly place more significance on status and professional accomplishment than non-Hispanics

**Anxiousness is a major reality for Millennials, particularly with future financial security**

- 67% of Millennials report feeling anxious about the future, 13 percentage points greater than national average
- Millennials on avg. 11 percentage points more worried about retirement finances and 4 percentage points more worried about the next recession than non-Millennials

**Millennials more than twice as likely to use mobile devices and social media to engage with product information and branding**

# Personality, values and attitudes of Millennials differ compared to the other generations (II/II)

**Gen Xers share generational values with Boomers in education, hard working, responsible, realistic, health conscious, successful and purpose-driven**

**In 2015, Gen Xers are valuing even more looking younger (life stage), education (likely on behalf of their children); multi-tasking, hard work and personal accomplishment; and luxury**

- Gen X men share similar values now with Millennial men, except they more value professional success
- For Gen X women, looking younger and beauty as well as spirituality (shared with Millennial women) and religion are more important now

**For acculturated Hispanics overall, professional success, beauty, glamour, as well as status are more important now**

- "Beauty", "wellness", and "personal accomplishment" resonate more with acculturated Hispanic women...
- ... while "luxury", "status", "wealth" and "craftsmanship" resonate more with acculturated Hispanic men

# Characteristics of Millennials specifically related to telecom & entertainment (I/II)

**Online connectivity (fixed internet/Wi-Fi & mobile internet) is essential for Millennials as it helps them to get closer to what matters to them: social media, interactivity, content, etc.**

**In terms of screen, their smartphone is their lifeline and they're addicted to it (cf. Nomophobia<sup>1</sup>):**

- Majority would have negative feelings being without smartphone for several days<sup>2</sup>

**Fixed voice has no more place in their mobile way of living and they don't want to pay for something they don't use. In 2015 in Belgium, 41% of 20-36yo still have fixed line in bundles vs. 57% on total population**

**They're still using mobile voice as complementary channel to online voice platforms (cf. FaceTime, What'sApp, Viber, etc.) which they're not connected to 24/7 given high mobile data price**

**Content is key in their life. The TV screen remains important in their home but it is not the 1st screen as it is for most 55+**

- Millennials are interested in many topics and it goes beyond the obvious news, sport, soap. This makes a reduced channels offer irrelevant to them (cf. FOMO<sup>3</sup> syndrome)
  - Regarding « on demand » content, they want everything “right now” meaning novelties, short delay of publication, close to what they can find (for free) online, through torrents platforms for example
- Millennials watch a lot of content (binge watching). They watch it on various screens (TV, laptop , smartphone). They're often doing something else on another screen while watching TV. Their search for convenience and quality time make them fans of dTV features as it allows to watch what you want, when it suits you: Pause, PVR/Recording, Replay Overall they're are highly demanding in terms of quality and especially regarding telecom (network, content, user experience, servicing)

1. Fear of being out of mobile phone contact 2. CMI survey 3. Fear Of Missing Out  
Source: Quanti survey "Never without my smartphone" 02/2016 – CMI/Profacts; TUC S2/2015; iMinds 2015

# Characteristics of Millennials specifically related to telecom & entertainment (II/II)

## **Convenience & peace of mind are key as they want to maximize their quality time**

- They are raised with the best online experiences (e.g. Zalando, Amazon, AirBnB) and these experiences became the overall benchmark for them
- Everything has to be instant/quick, easy/smooth & interactive (e.g. Average duration of Millennial visit on PXS website is half the time of 35+ yo. visitors)
- Therefore the feeling of un-limitedness is a must for them (internet/Wi-Fi, data and content)

## **Younger generations' typical use of telecom gives us clear indication of where our business is going**

- It is not just about mobile voice and texting moving to OTT/data
- It is also about the lack of need for fixed voice and the move of all content consumption (TV, films, music, gaming...) to Wi-Fi and mobile data on multiple screens. Older generations are already catching up on the 'all data' trend, starting with mobile

# Some misconceptions about Millennials to break

- 1 Most are NOT budget seeker but rather **top quality seekers** (40%). They are concerned by comfort and peace of mind more than price, at least for telco and content
- 2 Most are **NOT (yet) mobile onlies** (~10%) but smartphone is their 1<sup>st</sup> screen
- 3 All will search information online and many will buy stuff online but most will **go in a shop to purchase their (fixed) telecom products** (SOPO: Search Online Purchase Off-line)
- 4 Most are **NOT geeks**. They have a very good practical mindset (how to use) but if it's too "techy", like older generations, they will ask advice to a "geek" relative
- 5 They're not always out, they also like the **coziness of their home** too (where the TV screen still play an important role - e.g. binge watching)
- 6 Most are NOT « Tanguy<sup>1</sup> » but they are increasingly **flat sharing** given the high costs of rentals, especially in big cities
- 7 **Socio-demographic characteristics are still relevant** for them as they evolve in their life (students => nest leavers => family with kids)

1. Reference to the movie "Tanguy"