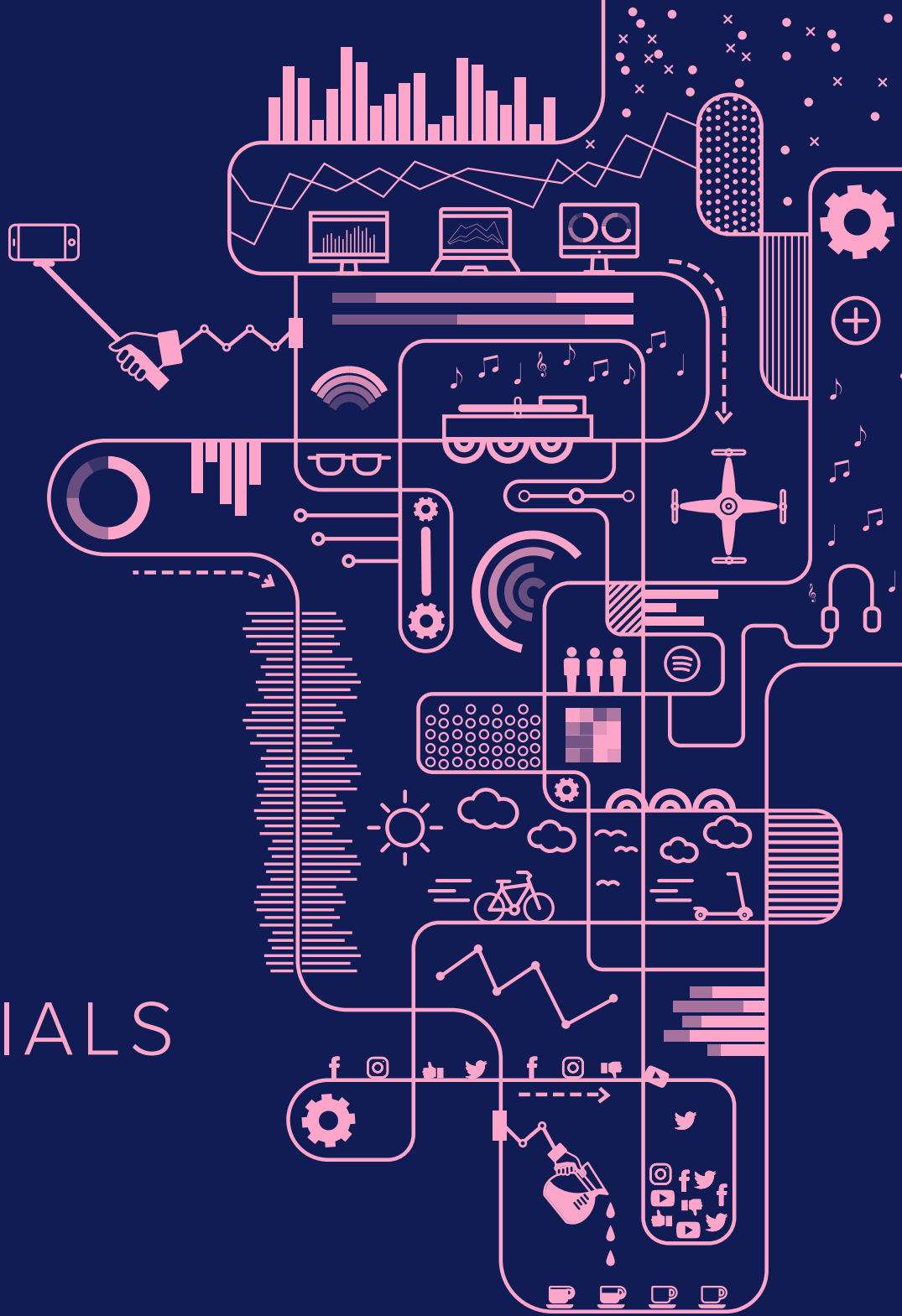


# WHAT MILLENNIALS EXPECT FROM YOUR BRAND

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How the values and ethics of America's most sought-after generation shape their consumer choices



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## WHAT DO MILLENNIALS THINK ABOUT YOUR BRAND?

### THE MORNING CONSULT BRAND TOOLBOX

This report is the first in a series that seeks to give decision-makers  
a better set of tools for dealing with essential brand decisions  
- from managing a crisis to deepening consumer loyalty.

To make sure you receive these reports, sign-up [here](http://mncnslt.com/sub) (mncnslt.com/sub).

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A LETTER FROM OUR CEO

# INTRODUCTION

Much ink has been spilled dissecting the shopping habits of millennials and their unprecedented generational buying power.

What do we already know? Coming of age amidst the Great Recession, millennials were instilled with a deep sense of financial caution. Access is more important to this generation than ownership, giving rise to an exploding sharing economy. Millennials prefer distinctive shopping opportunities, and derive value from the experiential. Accustomed to perfectly tailored social media feeds, they expect retailers to meet their needs with precision.

Crucially, **millennials expect more from brands**. From the shoes they wear to the coffee they Instagram, brand choices are increasingly used to project values in public and online, elevating the need for brands themselves to be value-conscious.

In this report, we get at the heart of that trend by exploring the question, **how will the values and ethics of America's most sought-after generation shape their consumer choices?** We approached this from a number of angles that I believe you will find to be both fascinating and instructive.

Thank you for taking the time to read this report. You can find contact information on the last page, and I encourage you to send along any questions or feedback you may have.

SINCERELY,



**Michael Ramlet**  
*Morning Consult Co-Founder and CEO*

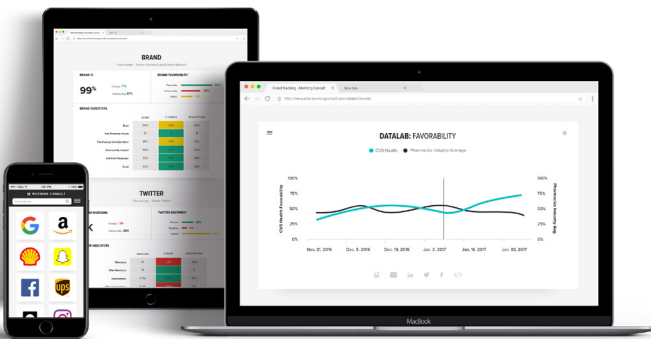
## ABOUT MORNING CONSULT

# INTELLIGENT DATA, INTELLIGENT DECISIONS

Morning Consult is a technology company revolutionizing ways to collect, organize, and share survey research data to transform how decisions are made. Our survey research technology produces results at **unprecedented scale, speed, and accuracy.**

## OUR FLAGSHIP PRODUCT

Currently tracking over 1,800 brands and products, with 200 interviews per day per brand.



 **MORNING CONSULT** Intelligence

### **What Consumers THINK**

*Collecting over 3 million market research interviews*

### **What Consumers SAY**

*Evaluating over 100 million social media posts*

### **What Consumers SEE**

*Analyzing over 85,000 news media outlets*

[REQUEST A DEMO HERE](#)

## USE CASES



### **DAILY MONITORING**

Track brand perception in real-time with the Brand Intelligence dashboard in your inbox.



### **STRATEGIC PLANNING**

Identify demographic targets and geographic trends to customize communications & marketing campaigns.



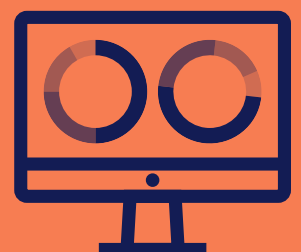
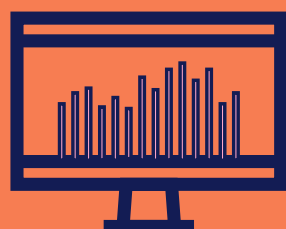
### **CRISIS RESPONSE**

Evaluate the magnitude of a crisis and track the effectiveness of your response.

# VALUES & POLITICS

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Personal Values  
Business Ethics  
Political Positions



VALUES AND POLITICS

# PERSONAL VALUES

We tested 22 different values, from integrity to spirituality, and asked millennials how important each was in their personal lives. The results provide a glimpse into what matters most to this generation, and crucially it shows areas where they differ from other generations.

**THE MOST IMPORTANT VALUES TO MILLENNIALS:**

 **Honesty**  
(77% say important)

 **Reliability**  
(74%)

 **Helping family**  
(74%)

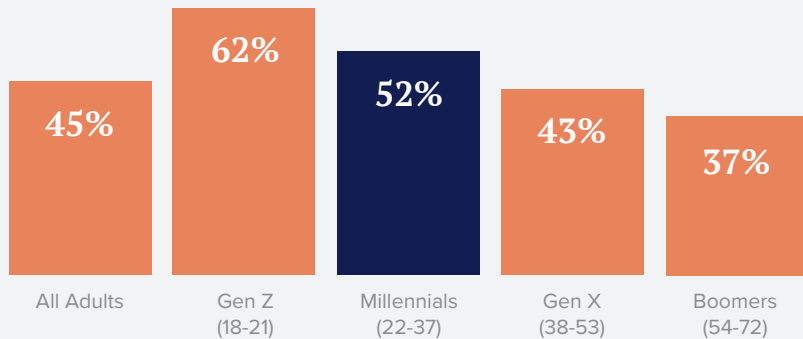
 **Compassion**  
(72%)

 **Commitment**  
(72%)

## How millennials differ most from other generations...

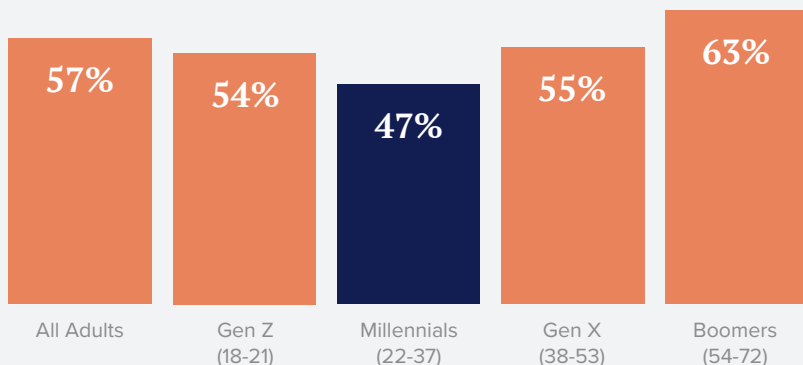
They care more about **helping the people of the world** than older generations:

*To the right are the share of each generation that says helping the people of the world is a very important value in their life*



**Respect for authority** is less important to this generation than any other:

*To the right are the share of each generation that says respect for authority is a very important value in their life*



# BUSINESS ETHICS

## KEY TRENDS

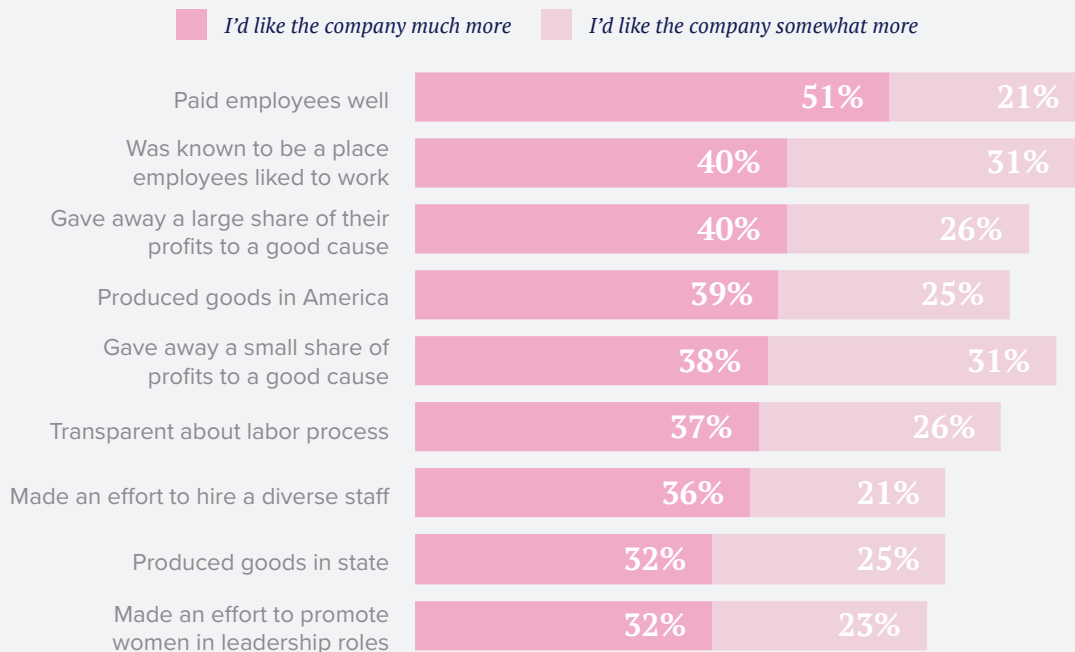
Just 25% of millennials say they buy goods or services from companies even though they are aware the company has **labor practices they don't support**.

**Treating employees well is key** for millennials. Fifty-one percent say that they would like a company more if they paid employees well and 40 percent say they would like a company more if it was known to be a place people liked to work.

**Millennials like the idea of sharing profits with a good cause.** It doesn't appear to matter how much. Thirty-eight percent millennials say a company giving away a small share of their profits to a good cause would make them like the company. When asked if they gave away a significant share, that only rises to 40%.

**Millennials are much less likely than their parents to care about goods being made in America.** While 58% of Boomers say they'd like a company much more if their goods were made domestically, just 39% of millennials say the same.

If you found out a company did each of the following, would it make you like them more or less?



VALUES AND POLITICS

# POLITICAL POSITIONS

## Will taking the wrong political position hurt your brand with millennials?

While there is certainly a cohort of millennials that actively pay attention to these issues - and are willing to hold companies accountable - the average millennial does not, according to this survey:

 **15%**

*of millennials say they pay a great deal of attention to ethical and political matters relating to companies they buy good and services from. An additional 38% pay some attention.*

 **29%**

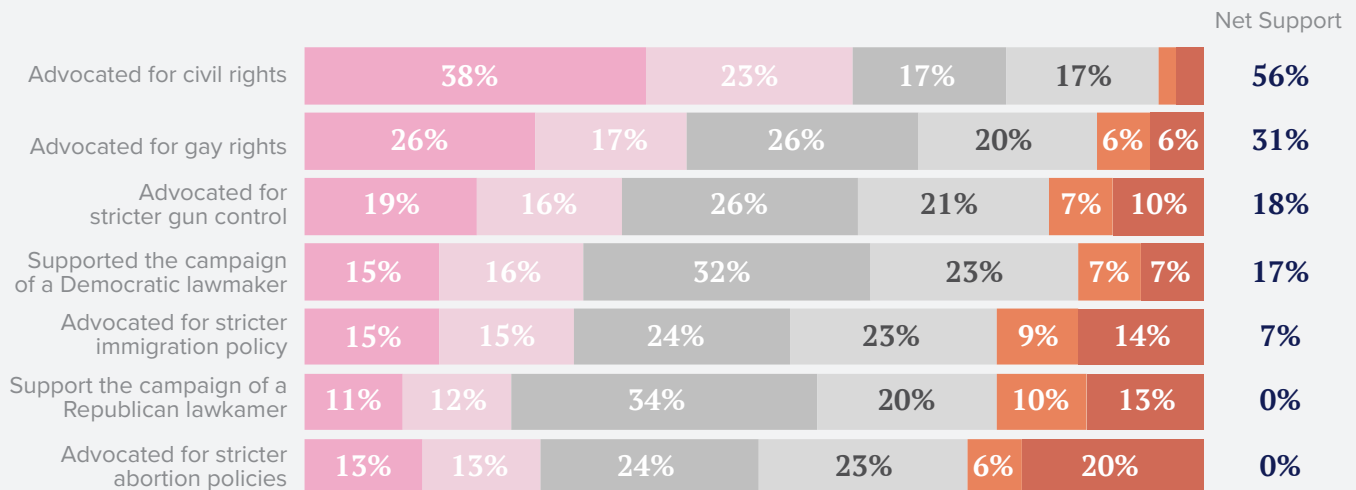
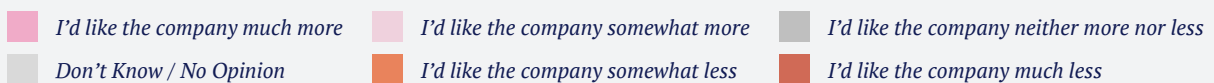
*of millennials say they will NOT buy goods or services from companies if they are aware the company has political positions different from their own.*

 **24%**

*of millennials say they've boycotted a company in the last year. Of that group of boycotters, just 26% say the boycott was politically-motivated.*

## Support for civil and gay rights are the least controversial political positions brands can take. Abortion remains deeply divisive.

If you found out a company did each of the following, would it make you like them more or less?

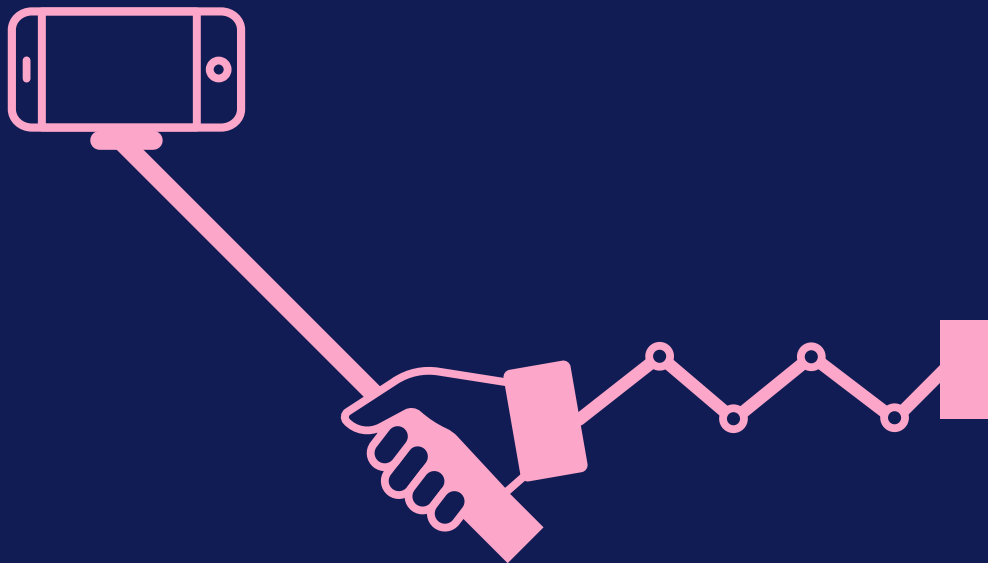




# BRAND LOYALTY

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Building Brand Loyalty  
Maintaining Brand Loyalty



BRAND LOYALTY

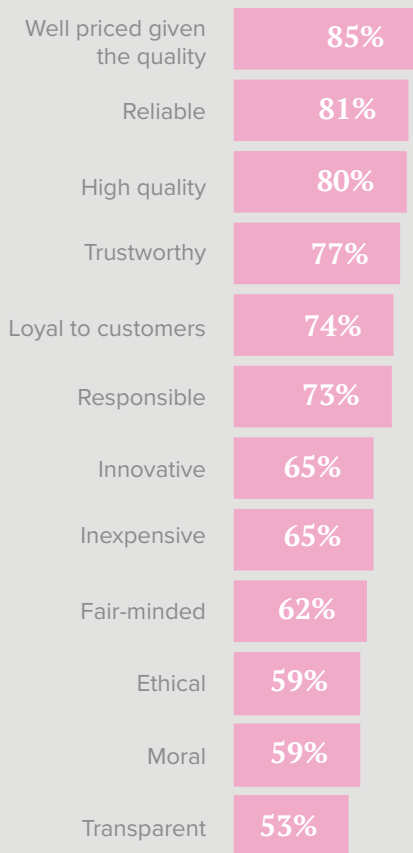
# BUILDING BRAND LOYALTY

There isn't any kind of secret sauce to building brand loyalty.

**Millennials, like older generations, just want reliable, well-priced goods.** Factors like ethical standards or transparency are important to some, but don't rank atop the most significant contributing factors.

## The words millennials associate with brands they're loyal to

*Each number represents the share of millennials who say they associate the following words with any of the brands they are loyal to*



## Important contributing factors to brand loyalty

*Below are the share of millennials who say each of the following factors are very important in contributing to their loyalty to a company*

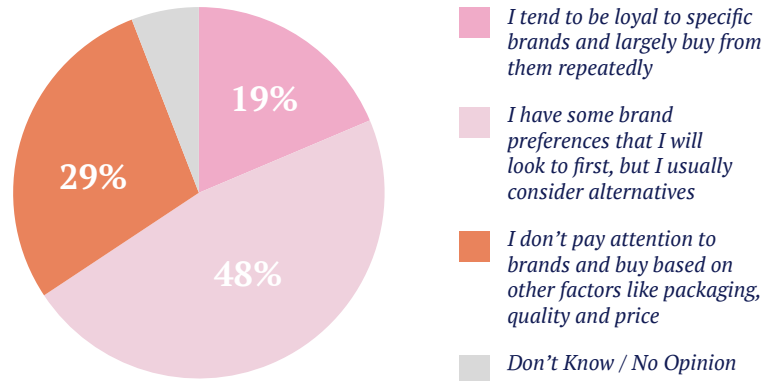


BRAND LOYALTY

# MAINTAINING BRAND LOYALTY

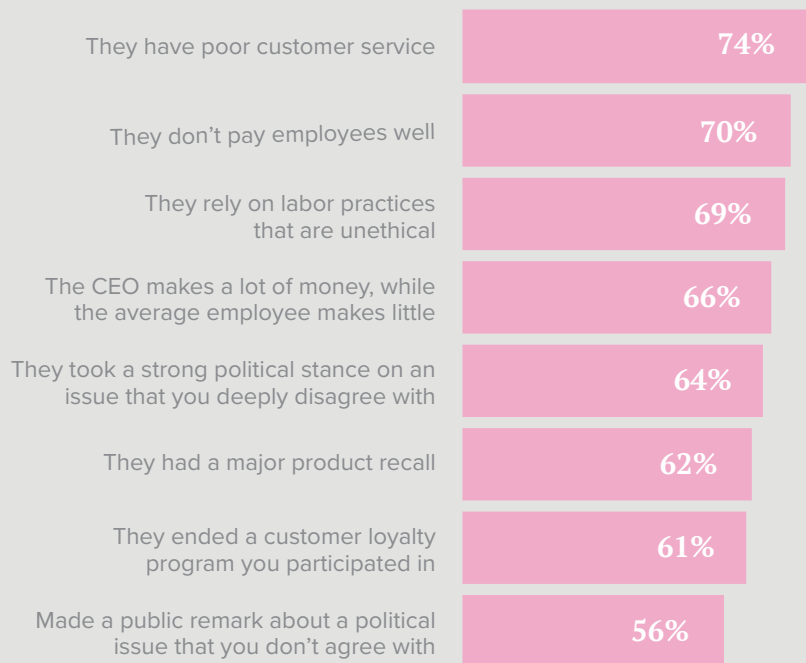
Most (68%) millennials say they have at least some brands they look to buy from first.

Which of the following best describes you?



Poor customer service is easiest way to lose brand loyalty.

Think of a company from which you often buy products or are loyal to. If you found out they did each of the following, how much less likely would you be to purchase products from them as often as you do now?



# LEARN FROM THE BEST

An in-depth look at the brands young adults admire the most, and how those brands have cemented their position with this generation.



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LEARN FROM THE BEST

# THE 25 MOST LOVED BRANDS BY YOUNG ADULTS

Tech giants dominate among 18-29 year-olds, as Google and its subsidiary Youtube nab the top two spots. Brands are ordered by net favorability (favorability minus unfavorability).<sup>1</sup>

1	YOUTUBE	82%
2	GOOGLE	81%
3	NETFLIX	80%
4	AMAZON.COM	74%
5	SONY	72%
6	PIXAR	71%
6	HERSHEY	71%
8	UPS	69%
8	DOLLAR TREE	69%
10	COLGATE	68%
11	KELLOGG	67%
11	NIKE	67%
11	WARNER BROS ENTERTAINMENT	67%
11	MICROSOFT	67%
11	HOME DEPOT	67%
11	TARGET	67%
17	SAMSUNG ELECTRONICS	66%
17	PILLSBURY	66%
19	TOSTITOS	65%
19	FEDEX	65%
21	DOVE	64%
21	VISA	64%
21	LEGO	64%
21	SUBWAY	64%
21	WALT DISNEY	64%

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<sup>1</sup> Between 2,500 and 50,000 adults rated each of the over 1,000 companies from January through March 2018. The average company was surveyed over 12,000 times. The maximum margin of error for a given brand is plus or minus 2%. Unlike the rest of this survey, which looks at 22-37 year-olds, this section looks at 18-29 year-olds.

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**LEARN FROM THE BEST**

# THE 10 STANDOUT BRANDS AMONG YOUNG ADULTS

These are the brands that young adults most like relative to the general population. It is calculated by subtracting the net favorability of the general population from the net favorability of just 18-29 year-olds.<sup>2</sup>

COMPANY	NET FAVORABILITY AMONG YOUNG ADULTS	DIFFERENCE FROM ALL ADULTS
RED BULL	19	+21
SNAPCHAT	37	+19
SPOTIFY	49	+16
INSTAGRAM	47	+16
MONSTER BEVERAGE	11	+14
STARBUCKS	48	+14
PHILIP MORRIS	3	+13
SOUNDCLOUD	31	+13
MTV	23	+12
WELLS FARGO	13	+10

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<sup>2</sup>Between 2,500 and 50,000 adults rated each of the over 1,000 companies from January through March 2018. The average company was surveyed over 12,000 times. The maximum margin of error for a given brand is plus or minus 2%. Unlike the rest of this survey, which looks at 22-37 year-olds, this section looks at 18-29 year-olds.

LEARN FROM THE BEST

# WHAT DO MILLENNIALS THINK ABOUT THE VALUES OF BRANDS THEY LOVE?

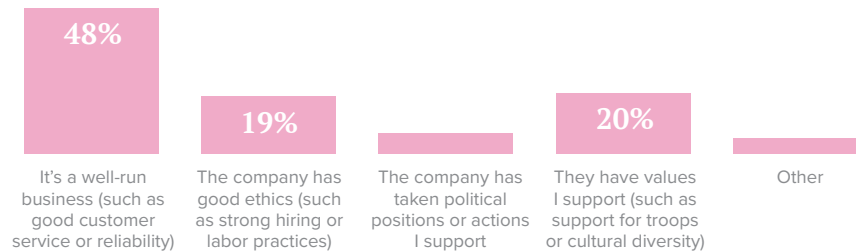
We tested it with four of the brands mentioned in this section, asking whether they think each brand has strong values and if so, why?



Putting aside whether you would buy goods or services from Nike, please indicate whether or not you think they have strong, positive values



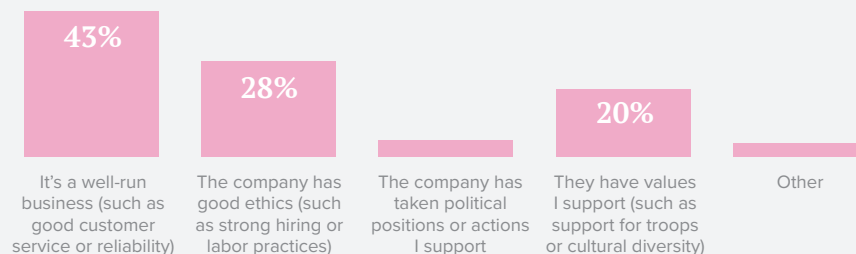
Why did you primarily say Nike has strong, positive values?



Putting aside whether you would buy goods or services from Home Depot, please indicate whether or not you think they have strong, positive values



Why did you primarily say Home Depot has strong, positive values?



LEARN FROM THE BEST

# WHAT DO MILLENNIALS THINK ABOUT THE VALUES OF BRANDS THEY LOVE?

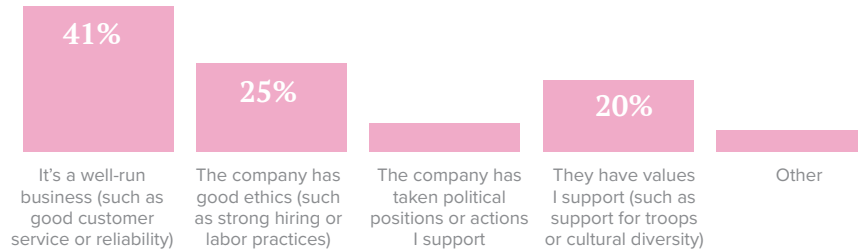
We tested it with four of the brands mentioned in this section, asking whether they think each brand has strong values and if so, why?



Putting aside whether you would buy goods or services from Starbucks, please indicate whether or not you think they have strong, positive values



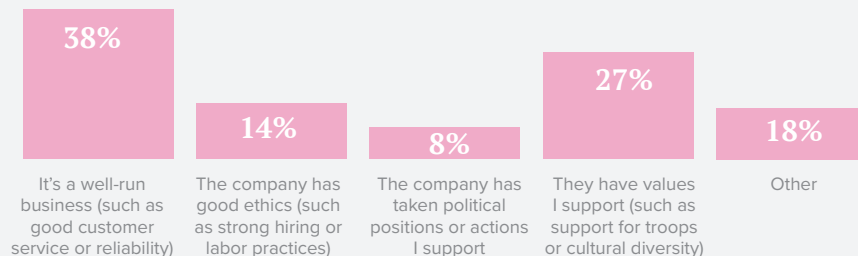
Why did you primarily say Starbucks has strong, positive values?



Putting aside whether you would buy goods or services from Dove, please indicate whether or not you think they have strong, positive values



Why did you primarily say Dove has strong, positive values?





# WHAT DO MILLENNIALS THINK ABOUT YOUR BRAND?

FIND OUT HERE



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# METHODOLOGY

This poll was conducted from June 12-14, 2018, among a national sample of 2,202 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# CONTACT

## QUESTIONS ABOUT THE REPORT?

[BD@morningconsult.com](mailto:BD@morningconsult.com)

## PRESS INQUIRIES?

[press@morningconsult.com](mailto:press@morningconsult.com)

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