

Flash Report 4

The disruptive mindset of millennials around the globe

Five values segments that will shape and change the world



Executive summary:

Millennial consumers around the world are more than 2 billion strong. They are the first generation that was raised in the internet age. There is no question that the millennials, born between 1980 and 2000 will shape, colour and change the world we live in profoundly. This report presents the largest cross-cultural in-depth survey of millennial values. The Glocalities survey is unique in directly comparing the values of 18.066 millennials from 19 countries with older generations.

Interestingly enough, most millennial stereotypes that go around have a Western bias. Attempts to fit a whole generation in one box often lead to oversimplified analysis and stereotypes. This report goes two steps further. It takes an integrated view on the values of millennials, based on an empirical analysis of international survey data. For a deeper understanding we focus on five massive consumer segments of millennials who differ profoundly in their basic value orientations.

The **five most important take-aways** from the report are:

1. Competitive, globally oriented, imaginative and worried

Compared to older generations millennials are: more cosmopolitan, consumption oriented, competitive, networking, self-oriented, open-minded, flexible, culturally active, imaginative, but also worried about the future. Several, but certainly not all of the stereotypes described in Western reflections on the millennial generation are present in global data.

2. Divide between global and local millennials

Within the millennial generation there is a clear division between millennials who are globalized and those who have a predominantly local or national orientation. The globally oriented millennials are most active in consumer, cultural and online behaviour. The other types of millennials experience more difficulties navigating through modern life and are strongly rooted in different lifestyle patterns and cultures.

3. Millennials in upcoming economies are fundamentally different

The openminded, active and postmodern type of millennial often presented by trendwatchers from the West (the millennial segment of Creatives from the survey), is fundamentally different from the achievement oriented millennials in upcoming economies like China and Russia. This segment of Achievers is better described as family, community, status and career oriented and has a significant purchasing power. They embrace brands such as Heineken and Samsung.

4. Challengers form a massive market potential

The largest market potential among the millennials lies with the values segment of Challengers. This type of millennial represents one in three millennials in the West and two out of five in Asia. These are competitive workers in the lower and middle classes with a fascination for money, risks and adventure. They don't have much money to spend, but embrace new technologies. With more online platforms and technologies set to lower the costs for goods and services this competitive and status minded segment forms an increasingly important market potential.

5. Ready to disrupt current financial sector models

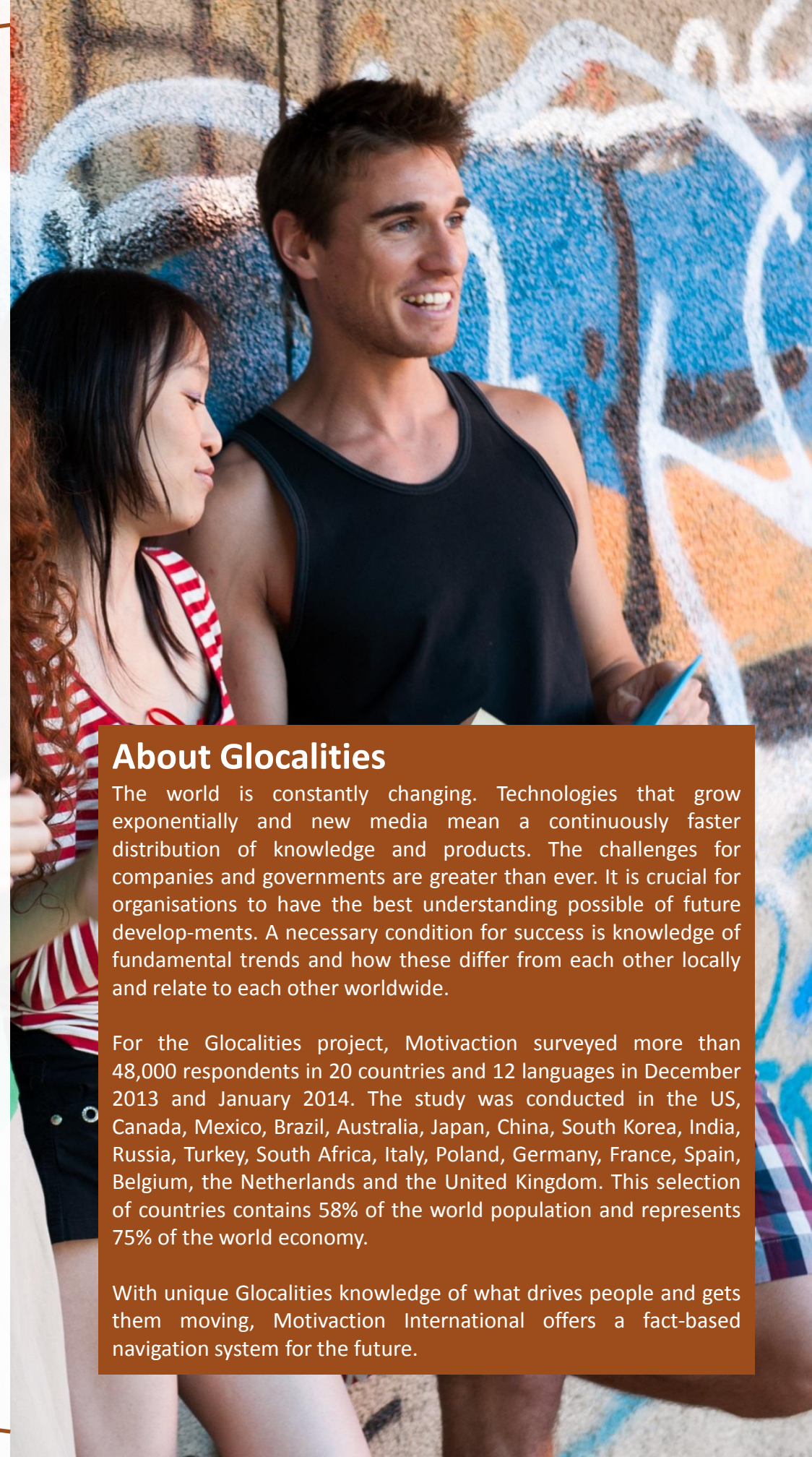
The receptiveness for disruptive new technologies among millennials is much higher than among older generations. Particularly the segments of Achievers and Challengers are open to new products and technologies that will revolutionize industries, as has happened before in the music industry, the world of photography, the media industry, and in the fields of shopping and trading. As millennials have a strong fascination for money, the financial sector is a strong candidate to be next in line of industries to be disrupted. The Glocalities survey shows that millennials are more open to peer-to-peer finance than older generations and would consider using large non-financial companies (for example Google) for basic financial services. Millennials are likely to disrupt current financial sector models in the years to come.

About Glocalities

The world is constantly changing. Technologies that grow exponentially and new media mean a continuously faster distribution of knowledge and products. The challenges for companies and governments are greater than ever. It is crucial for organisations to have the best understanding possible of future developments. A necessary condition for success is knowledge of fundamental trends and how these differ from each other locally and relate to each other worldwide.

For the Glocalities project, Motivaction surveyed more than 48,000 respondents in 20 countries and 12 languages in December 2013 and January 2014. The study was conducted in the US, Canada, Mexico, Brazil, Australia, Japan, China, South Korea, India, Russia, Turkey, South Africa, Italy, Poland, Germany, France, Spain, Belgium, the Netherlands and the United Kingdom. This selection of countries contains 58% of the world population and represents 75% of the world economy.

With unique Glocalities knowledge of what drives people and gets them moving, Motivaction International offers a fact-based navigation system for the future.



Millennials: 2 billion people worldwide. Moving beyond the hype and stereotype

Recently, an article in the New York Times questioned the validity of stereotypes about the millennials generation 'whom researchers and marketers insist are bound by common values'¹. Such researches in the last years have claimed that millennials are more civic minded², more narcissistic³, passionate about causes not institutions⁴ and less religious⁵. The writers of the New York Times article wondered if such generalisations were not beside the point and whether millennials are not much more heterogeneous. The New York Times has a valid point from a global perspective. Most research about millennials suffer from two flaws. The first is an overgeneralisation: by lumping together all millennials these studies ignore the differences within this generation. The second is omission: most research focusses exclusively on millennials in the West, where only 12% of the 2 billion millennials in the world live⁶. With rapidly upcoming new economies and an unprecedented level of interconnectedness in the world (which counts especially for the millennial generation), these are two shortcomings to reckon with.

This report aims to take two steps further. It focusses on data about five types of millennials, to see how they think, feel,

consume, adapt to new technologies and entertain themselves. This is done by taking an in depth look at the value systems of different types of millennials, to better understand the drivers of their behaviour. Secondly, this reports takes on a global perspective. It derives data from an international online survey in which 18.066 millennials participated (see methodology section for more information). Following the New York Times article, the main question guiding our analysis of millennials is whether they are indeed the most globalised connected generation ever (with similar values and behaviour around the world), or whether the picture is more fractured (diverging values and behaviour)? The results of this survey are relevant for strategists, marketers, policymakers, communications professionals and HR managers who are interested in this young generation of consumers, civilians, employees and entrepreneurs. The findings also offer a glimpse in the world of tomorrow, because millennials are becoming more and more important as decisionmakers in the way business, technology and policies are being developed. In the last section this report zooms in on the question how this generation can be expected to shape and possibly disrupt current business practices and models.

Let's get started.

1. <http://www.nytimes.com/2013/12/22/fashion/Millennials-Millennials-Generation-Y.html>
2. William Strauss, Neil Howe (2000), Millennials Rising: The Next Great Generation
3. Jean M. Twenge (2006), Generation Me: Why Today's Young Americans Are More Confident, Assertive, Entitled--and More Miserable Than Ever Before.
4. <http://www.themillennialimpact.com/2013RESEARCH>
5. <http://www.pewresearch.org/fact-tank/2014/03/07/6-new-findings-about-millennials/>
6. Estimation based on statistics from the UN Population Division, West defined as Europe + North America, <http://esa.un.org/unpd/wpp/Excel-Data/population.htm>.





Methodology: International study of values of millennials and older generations

Motivaction International, a Dutch based professional research company conducted, on its own initiative, an in-depth study into the values, motivations, lifestyle and behaviour of more than 48,000 consumers (18-65 years old) in 20 large economies. The survey was conducted in 12 languages in December 2013 and January 2014. The study was held in the US, Canada, Mexico, Brazil, Australia, Japan, China, South Korea, India, Russia, Turkey, South Africa, Italy, Poland, Germany, France, Spain, Belgium, the Netherlands and the United Kingdom. This selection of countries contains 58% of the world population and represents 75% of the world economy.

The study was conducted through the online research panels of SSI, an agency that is specialised in international fieldwork. In the Netherlands the fieldwork was conducted by Motivaction and in Belgium by Ivox.

In the analysis for this report all countries from the Glocalities study were included except for India, because of the very low online penetration in this country (only 12%) compared to the other 19 countries. In these 19 countries 45.710 people participated in the survey, among which 18.066 millennials. The millennials from our study were born between 1980 and 1995 (as the youngest participants in the Glocalities survey were 18 years old in december 2013).

The other generations from the study are: the post second world war generation (in the West often referred to as baby boomers, born between 1945 and 1964, 13.245 respondents), which will be called the post-war generation in the rest of this Flash Report and generation X (born between 1965 and 1979, 14.399 respondents from the survey).

On average these 19 countries that were analysed for this report have an internet penetration of 69%, differing from 38% in Mexico to 93% in the Netherlands. Among millennials the internet penetration is higher than in the general populations.

Each country was equally represented in the sample that was used for the analysis, so no corrections were made for the number of inhabitants of these countries. The survey samples in all 19 individual countries were weighted according to national census data regarding education, age, gender and region and are representative for the populations from 18 to 65 years.

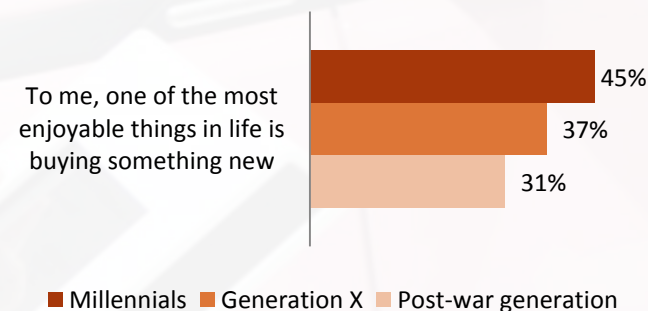
Global trends: how millennials differ from older generations

Before going into a more layered analysis, we will first take a look at the profile of millennials worldwide. This is necessary to see how millennials differ from older generations, not only from a Western point of view but on an international scale. The following paragraph takes a look at the major trends and developments that have shaped the lives of millennials globally and that set them apart from older generations. We have compared these three generations in their current attitude and values in four domains of life: work and finance, social life, culture and politics and their mindset.

Work and finance: consumption-oriented, competitive, looking up the ladder

Millennials have a consumption oriented attitude and are not ashamed of it. From Thatcherism in Europe, Reaganomics in the US, Perestroika in the Soviet Union and Open-Door-Politics in China, all over the world millennials have grown up with the free market economy as the unrivalled norm. This is very much reflected in their orientation towards work and finance. “To me, one of the most enjoyable things in life is buying something new” is a statement that 45% of millennials agree with (compared to 31% of the post-war generation and 37% of generation X). Similarly, 41% of the millennials feel “most happy when I can spend money” (compared to 27% of the post-war generation and 33% of generation X). Consumption and spending are central drivers for millennials. When a new product is introduced in the market, millennials are twice as likely as the post-war generation in wanting to buy it.

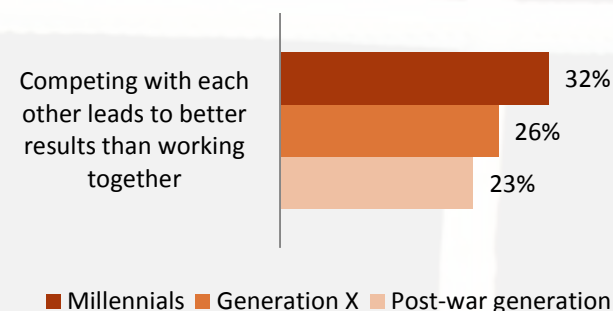
Basic values (% agree)





Millennials also take a competitive view of life. The statement “competing with each other leads to better results than working together” finds support from 32% of millennials (post-war generation: 23%, generation X: 26%). More than older generations, millennials are career driven and ambitious. This can partially be explained by their life stage, as the millennials are currently in the building stage of their careers, and partially by the demands of the free market economy in which it is hard to survive without a competitive mindset. According to almost half of millennials their happiness depends very much on their career and four in ten are setting themselves constantly higher goals to achieve in life. Older generations score significantly lower on these values. While millennials are ambitious and competitive, they are also looking up to those higher on the social ladder. ‘I think that it is important to show respect for people in higher positions’ is agreed by almost half (49%) of millennials, compared to 43% of the post-war generation.

Basic values (% agree)



Social life: diverse, active and yearning to be noticed

Has modern technology and increased global interconnectivity led to a decline of traditional values? When asked, half of all millennials find there is too little emphasis on traditional values in their country. This sounds like a generation that embraces conservatism, but compared to older generations millennials are less focused on traditional values. Of the post-war generation 60% finds there is too little emphasis on traditional values, in comparison to 56% of generation X. As we will see later, there are large variations within the millennial generation in how different groups adhere to conservative values.

When we zoom in on social relations, millennials are also more diverse in their social life, than a focus on just family and friends. ‘A broad social network is important to me’, say 47% of millennials (compared to 39% of the post-war generation and 43% of Generation X). This is one of the explanations for the huge success of social media that make it easier to manage a large and diverse social network. In addition 41% of millennials claim to have a large social network of people with very different backgrounds (compared to 30% of the post-war generation and 37% of generation X).

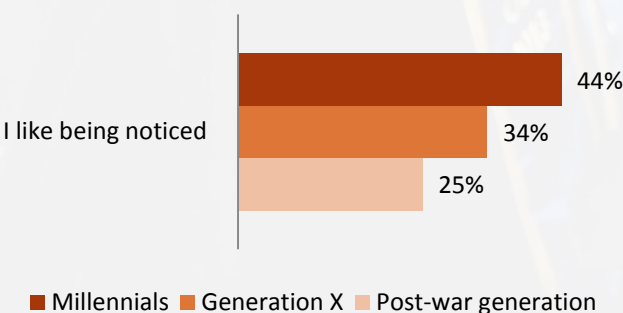
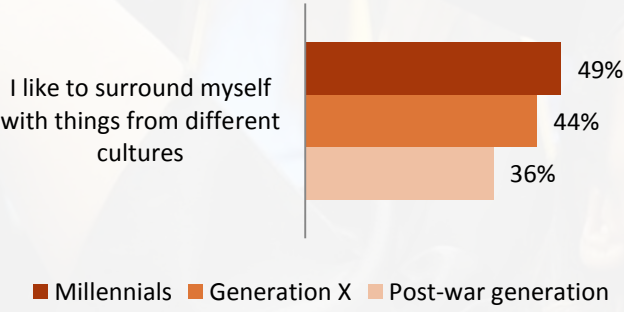
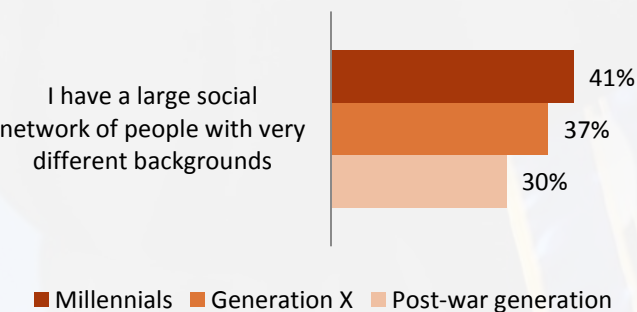
Millennials spend more time online than previous generations. More than older generations they make use of different kinds of social media. The time they spend online is crowding out the amount of time they are using for other media, especially TV and newspapers.

The often cited finding about narcissism among millennials, described as a generation that wants to stand out also finds support in our international survey. The differences between generations are profound. Nearly half of millennials ‘likes being noticed’, almost twice as much as the post-war generation. Millennials want to be seen and respected. Again, the possibilities of social media perfectly fit in with their social orientations and needs.

**Culture and politics:
open-minded, culturally
active, adventurous and
less politically engaged**

The increased global interconnectedness and exposure to other ways of living (for example in online and offline media) that millennials experienced in their formative period, has resulted in a more open-minded attitude compared to older generations. Nearly half (49%) of millennials likes to surround themselves with things from different cultures and 26% are curious to discover what other religions can offer them (compared to respectively 21% of generation X and 18% of the post-war generation).

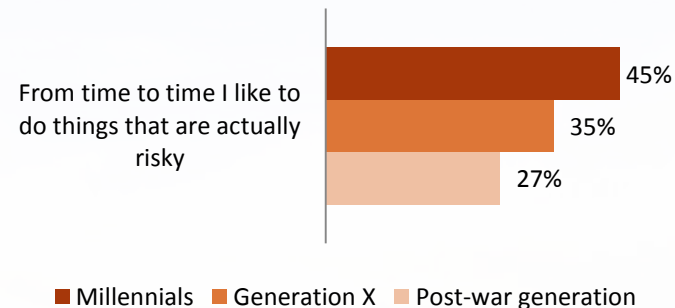
Basic values (% agree)





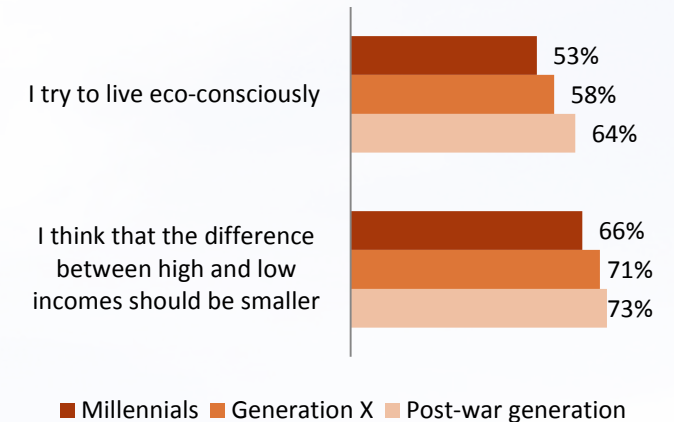
Millennials are more artistically oriented than older generations. According to 40% art is ‘an important part of my life’ (compared to 32% of the post-war generation and 34% of generation X). Apart from this, millennials want to experience new things and thrills. 45% of millennials from time to time like to do things that are actually risky (35% for generation X and 27% for the post-war generation). They have a preference for exciting and adventurous hobbies (53% versus 30% of the post-war generation).

Basic values (% agree)



At the same time, the self-orientation of millennials goes along with an -on average- lower level of political engagement than older generations. Only 33% is interested in politics (40% of the post-war generation), while 59% think it is important to know how political decisions come about (compared to 66% in the post-war generation). This can be partially explained by a less ideological worldview that has taken root in the world after the end of the Cold War. It also translates in other -on average- less ideological views on political issues than older generations, as is shown in the graph depicted below.

Basic values (% agree)



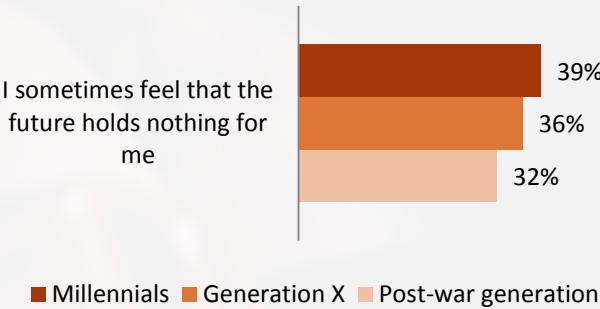
Apart from being less ideological, millennials that have been raised in a time of ever increasing possibilities, are also more aware of possible negative side effects of living in a world with fading limitations and borders. 53% agree to ‘if you give people too much freedom they will abuse it’. The post-war generation (47%) and generation X (49%) take a less sceptical stance about this. Perhaps this is partially a consequence of the fight against terrorism (9/11) that has impacted the mindset of millennials worldwide during their coming of age.

Mindset: imaginative, but at times worried

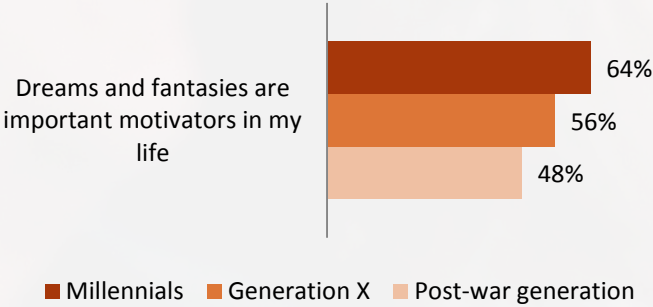
Millennials are a very imaginative generation with high scores on statements about dreaming and imagination. ‘Dreams and fantasies are important motivators in my life’ say 64% of millennials (compared to 48% of the post-war generation and 56% of generation X). This might have to do with the fact that the identities of millennials are increasingly shaped online and through popular movies and videos that are increasingly realistic (3D effects, YouTube, advanced filming and editing technologies). In comparison to older generations millennials don’t think that reality is an objective state that cannot be influenced, but have -on average- a more fluid perception of what is real. 53% believe that ‘our dreams and imaginations create the reality we live in’ (against 44% of the post-war generation and 49% of generation X). A popular and iconic movie in the formative period of millennials was for example The Matrix, in which the heroes are convinced that reality is an illusion. Millennials grew up in a period of accelerating change where creativity and technology are increasingly blending into new products that help them navigate through modern life and stay connected. The smartphone is one of these new devices, and in the future the Glass will probably even lead to a further increase in blending reality and fiction.

There is a shadow side to the experience and world view of millennials as well. 39% of millennials sometimes feel that ‘the future holds nothing for me’ (against 32% of the post-war generation and 36% of generation X). Additionally, millennials more often feel let down by society. They live in a demanding and competitive world, which is especially challenging to those millennials who do not have the skills and competences to navigate through the everyday requirements modern life.

Basic values (% agree)



Basic values (% agree)



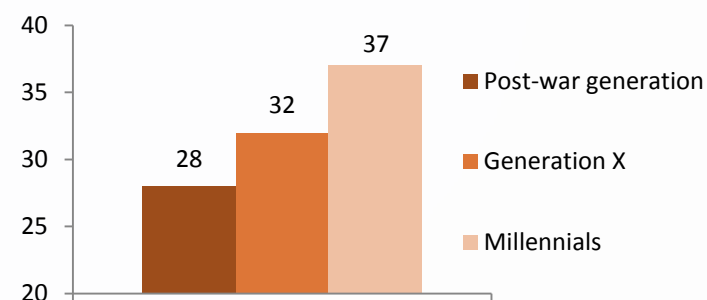
I AM A
CITIZEN
OF THE
WORLD...

A globalised or a fractured generation?

The global differences between millennials and older generations described in the earlier paragraphs poses the question whether millennials are more globalised in their attitudes than generation X and the post-war generation, as they were raised in a period of increasing global interconnectedness and during the advent of the internet. To check this globalisation thesis we asked all respondents if they agree with the statement 'I consider myself more a world citizen than a citizen of the country I live in'. The answer to this question gives a general idea whether millennials are indeed more globalised than older generations.

Identification as 'world citizen'

'I consider myself more a world citizen than a citizen of the country I live in'. (% agree)



The results confirm the thesis about a globalised generation. Indeed millennials see themselves as world citizens more often than the other generations. But the question remains if this is true regarding all millennials? When we look within the millennials generation, based on five different segments that share certain basic values, a more fractured picture arises. Let us first introduce 5 values based segments in the populations surveyed.

Five global values segments

To come to a more nuanced view of the millennial generation that goes one level deeper than the trends described before, we have used the Glocalities segmentation model that Motivaction has developed from the survey.

This model is based on the premise that people's behaviour and opinions are shaped by value orientations that are deeply embedded within persons and society. Where behaviours and opinions tend to be capricious and change over time, value orientations tend to be more stable during the lives of people.

The Glocalities segmentation model consists of 5 values segments which are based on cluster analysis (latent class analysis) on a set of values statements from the survey. The five segments are plotted on two axes. The horizontal axis shows the extent to which people are open for change and innovation, while the vertical axis shows the extent to which people value freedom and independence. Clockwise the following segments are identified:

Creatives: Open minded idealists who value personal development and culture

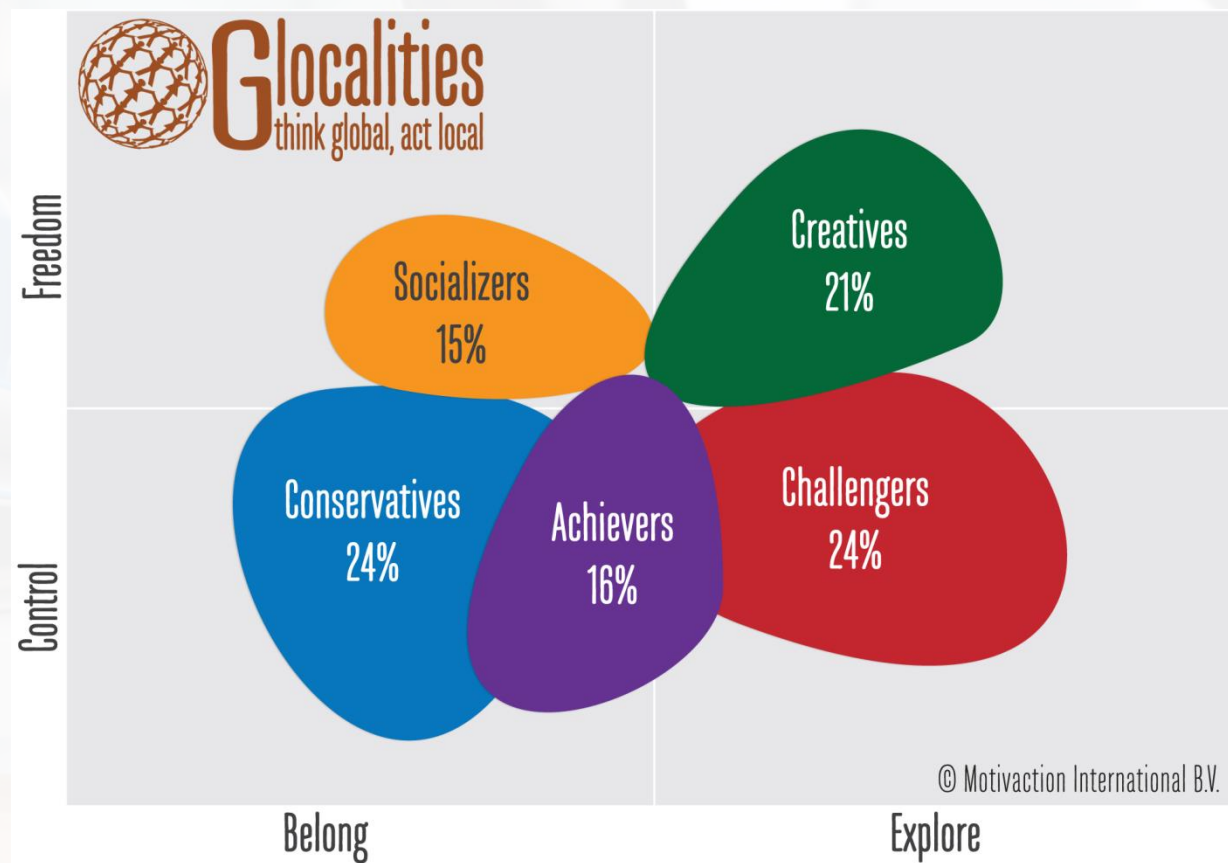
Challengers: Competitive workers with a fascination for money, risk and adventure

Achievers: Entrepreneurial networkers who value family and community

Conservatives: Family people who value tradition, etiquette and structure

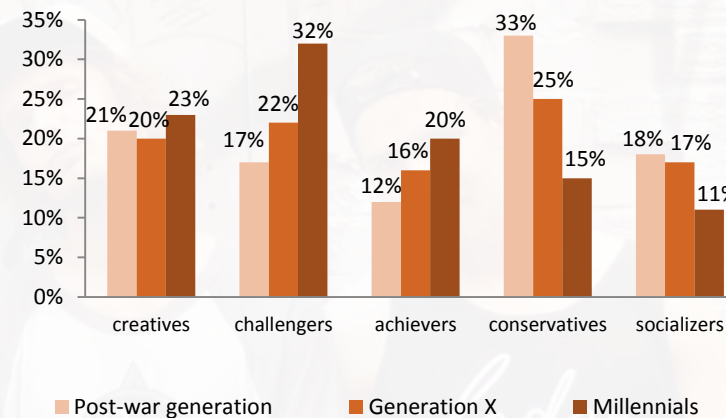
Socializers: Structure seekers who enjoy entertainment, freedom and family values

The Glocalities segmentation model
Based on the population of 18-65 years old





Using this model, five types of millennials can be identified. Before going deeper into each of these types of millennials, let's compare how millennials differ from older generations when we take this segmented value perspective:

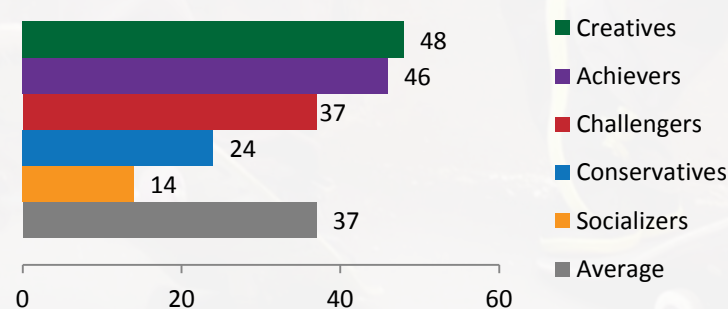


Conservatives, although a substantial group of 15% of millennials, are less than half the size as the same group among the post-war generation. Millennials are less traditional than older generations. Similarly, Socializers are almost one third smaller among millennials than among older generations. Segments that are overrepresented and largest among millennials are the Challengers, Achievers and Creatives. The Challengers form the largest segment representing 32%. The Creatives represent 23% of all millennials from the survey and the Achievers 20%.

Now let us go back to the question on world citizenship, divided by the 5 types of millennials.

Identification as 'world citizen' by different values segments of millennials

'I consider myself more a world citizen than a citizen of the country I live in'. (% agree)



The segmentation makes clear that within the millennial generation the value segments Creatives and Achievers and to a lesser extent Challengers identify as world citizen, while Socializers and Conservatives identify stronger with the country they live in. Interestingly enough these three segments are the most globalised and largest segments among millennials. This could be an indication of shifting value orientations. However plausible, because the millennials were raised in an age of increasing globalization and identify more as a world citizen than older generations, this hypothesis still has to be tested in research over time.

In the next paragraph we will further explain and give colour to these five types of millennials. We will go deeper into the consumer behaviour of each of these types to see how companies and marketers can better understand and tailor to brand preferences, internet and social media use of millennials.

Creatives: Open minded idealists who value personal development and culture

In the high right-end part of the glocalities model stand the Creatives. Creatives form 21% of the total group of millennials. Generally they are higher educated. They more often live together without being married or prefer to stay single. They are cosmopolitans who travel a lot and enjoy cultural activities. This group is also the most idealistic and in this group one finds the most (political) activists.

They often have the urge to experience something new. This is in many ways the postmodern part of the millennial generation, who value personal development rather than material goods. This is the group who has embraced the share-economy and are oftentimes regarded as the Western prototype of the millennial. They are overrepresented in the Westernized world (Europe 29%, US 23%, Canada 28%, Australia 29%) and in Middle and South America (24%). Creatives are

underrepresented (smaller than 16%) in the upcoming economies in Asia, Russia, Turkey and South Africa.

Also with regards to their consumer behaviour they have a clear profile. They most often own Apple devices and are frequent users of Google and Amazon. They purchase A-brands such as Heineken and L’Oreal. In terms of social media, they are very active. They spend a lot of time on the internet and are frequent users of all kind of social media platforms, such as Facebook, Twitter, LinkedIn, Instagram, Pinterest and Youtube. Creatives are strikingly absent from Google+. They do a lot of things online, like reading the news, watching TedX movies, looking for recipes and cultural events, shopping and internet banking. On the other hand they are not the earliest adopters of mobile banking and upload movies to social network sites less often than average.

Achievers: entrepreneurial networkers who value family and community

In the low left end corner of the Glocalities model stand the Achievers, at the right side from the Conservatives. They form a substantive group in the West, but are especially large in Asia. This group is interesting for marketers and policy makers, because Achievers are quite a large group among millennials (20%), and less so in older generations (12% of the post-war generation and 16% of generation X).

On a number of variables Achievers show similarities with Creatives. They are often higher educated and have a similar urge to experience new things. But where Creatives are open-minded and driven by post-materialist and post-modern values, Achievers are more materialistic, family oriented and career driven. Achievers combine a cosmopolitan lifestyle with a more conservative and status oriented perspective on life. For example, they find that a father should be head of the household more often. Also community and religion are important.

Achievers are more frequently married and often live together with multiple people in one house. They are very career driven and competitive and enjoy the fruits of their labour. An important aim in life for them is to enjoy themselves and have fun. They enjoy spending their money, but also like to know the original story behind a brand. They like buying something new and are the first to adopt new products.

In terms of consumer behaviour, Achievers like similar brands as Creatives, but have a broader brand preference. Material status and standing out with the brands one uses is very important for Achievers. They have enthusiastically embraced Coca-cola, McDonalds, Nike and BMW (products much less used by Creatives) and next to Apple they also use Samsung and Nokia (especially the last one is not popular among Creatives). They like Nescafé and embrace Heineken as well. Similar to Creatives they are very active on social media, but Achievers regard Google+ an attractive platform. Weibo (the Chinese twitter), VKontakte (the Russian Facebook) and RenRen (the Chinese Facebook) are frequented by Achievers. Online they are as active as Creatives, but they look less frequently for cultural events and more often search for information about health and diseases. More than Creatives they are the early adopters of new technologies. For example, they more frequently use mobile banking, upload movies to social media and use voice search in google.





Challengers: competitive workers with a fascination for money, risk and adventure

The Challengers can be found in the low right part of the Glocalities model. They form 1 in 3 of all millennials. This group is overrepresented in Asia (41%) and Middle and South America (35%), and substantive in the US (30%), Europe (27%) and Canada (31%). In many societies this group stands for a hard working lower and middle class.

Challengers are more often lower educated and often have little money to spend. They are more frequently single and their happiness very much depends on their career, but they are also struggling to make ends meet and often feel let down by society. They are outspoken competitive, and often believe that competition leads to better results than cooperation. With their hard earned money, they enjoy buying something new. Whenever they hear about a new product, they would like to have it immediately. On the downside they can often not afford to behave on this impulse. Because of this they show a lot of aspirational behaviour. For them an important aim in life is to enjoy yourself and have fun.

Because of their limited budget Challengers generally score low on brand usage, but this does not tell the whole story. For Challengers BMW is an aspirational brand. They more frequently use internet to visit dating and lottery sites. Internet is also used – and this shows their aspirational behaviour again – to watch TedX movies. Challengers are more absent from social media, but are for example more frequent users of Weibo, the Chinese Twitter.

Conservatives: Family people who value tradition, etiquette and structure

In the low left side of the Glocalities model we find the Conservatives. Conservatives form 15% of the millennials. They are underrepresented in the West, and they are overrepresented in socially conservative countries such as Russia, Turkey and South Africa. 15% is still a substantial group of millennials, but Conservatives are much bigger among older generations (post-war generation 33% and generation X 25%). The conservative millennials are more often married, middle educated and tend to live in larger households. They are outspokenly traditional in their perspective on life and are in many aspects the least switched on with modern technology. They more often feel let down by society. When marketeers from the West talk about millennials, this group is often overlooked as they are in many respects the opposite of the Creatives, to which many marketeers from the West belong themselves.

Conservatives are overrepresented as users of Samsung and Nokia, while Apple is the example of a brand that is hardly used by this group of millennials. Also Nescafé is a brand that Conservatives use more frequently than other segments. Online Conservatives look more often for recipes, news and information about health. They are much less users of social media, and average users of Facebook. For example they make use of VKontakte (the Russian Facebook). They use the internet more frequently for shopping and banking but much less so in comparison to other types of millennials.

Socializers: structure seekers who like entertainment, freedom and family values

Socializers can be found on the high left end corner of the Glocalities model. Only 11% of the millennials are Socializers, but they form a substantial segment of the millennial population in the West (13% in the US, 16% in Europe, 14% in Canada and 20% in Australia). However in most of the rest of the world this group is nearly absent (only 3% in Asia). In the West this group represents a convenience oriented consumer segment that oftentimes belongs to the lower and middle class.

The most important aim of many Socializers is to enjoy themselves and have fun. Their local local community, family and friends are important points of reference. Socializers are not much engaged in cultural and political life. They like to take things easy, look for security and are least inclined to experience something new. In the economic crisis the Socializers have suffered and they more frequently indicate that they don't have enough money to get by. At the same time they are not very career driven or competitive in their orientations. The brands that Socializers use, reflect their convenience mentality. For example they are more frequent users of McDonalds and Disney. On the web Socializers especially are active as online shoppers, looking for the weather forecast and with online banking. In comparison with other millennial types, they spend more time watching TV and listening to the radio. They spend an average amount of time on the internet. On social media they are mainly active on Facebook, and are mostly absent from other social media platforms.

What to expect: the generation of disruptive change

The revolution that has shaped the life of millennials is technological in nature. Especially the rise of the internet, communication technology and the surge of new industries based on this have profoundly changed the conditions of life for people around the world. For millennials these changes and new technology however are not the luxuries as they are experienced by older generations, but are regarded as the new norm⁷. We are talking about huge changes here that affect all generations, but are mostly embraced by millennials : massive downloading of movies and music, gamification as a mindset, easily starting your own webshop, the rise of the smartphone that combines many features in one where before you needed separate devices and tools for, the rise of digital photography, sharing experiences online, selfdiagnosis via internet, cloud computing, the use of google translate, the internet of things etc etc. And the rate of change and impact is still accelerating..

According to Peter Diamandis, writer of New York bestseller 'Abundance: the future is better than you think', the technological innovations that we have witnessed in the last two decades are just the beginning of technological breakthrough that will revolutionize our current way of life. According to Diamandis the technological innovations of the future will change human progress from a linear process to a disruptive process of exponential change. Diamandis regards this as a very positive development that will make a world of

7. <http://www.forbes.com/sites/micahsolomon/2014/04/21/millennials-the-biggest-generation-of-customers-ever-dont-care-about-the-internet/>

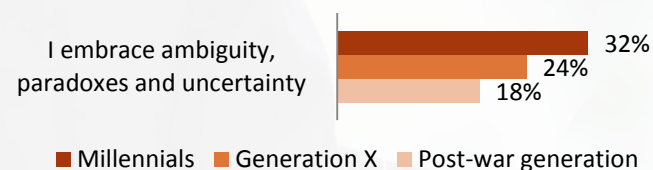




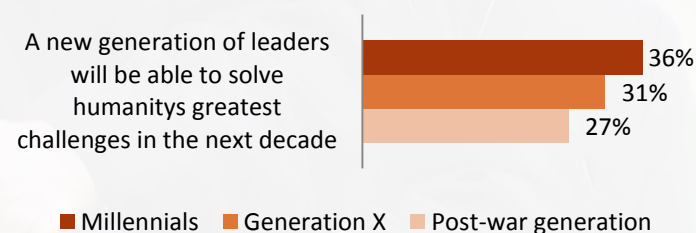
abundance and raising living standards possible, especially in developing and underdeveloped countries.

When we look at the receptiveness among millennials for technological progress and other ideas that Diamandis is advocating, we indeed do observe that they are more receptive than older generations. 44% of millennials agree that 'new technologies will make a world of abundance possible for all of humanity'. This is 9% higher than for the post-war generation and 4% higher than for generation X. Millennials also are optimistic about progress in leadership: 36% agrees that 'a new generation of leaders will be able to solve humanity's greatest challenges in the next decade' (compared to 27% of the post-war generation and 31% of generation X). Older generations are more cynical about the leadership potential in the next decade. Millennials seem most capable of dealing with the disruptive nature of exponential change. 32% say that they embrace ambiguity, paradoxes and uncertainty, a lot more than under the post-war generation (18%) and among generation X (24%). In other words: Millennials are best capable to surf the waves of disruptive change that is happening now and can be expected in the years to come.

Basic values (% agree)



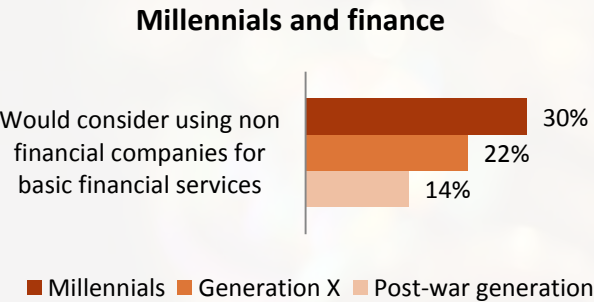
Millennials and leadership



In many areas of their life millennials have actively participated in disruptive technologies and platforms in the last decade. A cosmopolitan lifestyle has been facilitated by cheap airline tickets, the use of airbnb, couchsurfing and tripadvisor. The threshold for cultural participation has been lowered by the mass availability of music and movies online, on which Spotify, Itunes and Piratebay have surged. Dating sites have changed the relationship market and social media have changed the way they make friends and maintain friendships. Goods are increasingly bought online via Ebay, Amazon and Alibaba. In the working domain jobsites have partially taken over the role of recruitment agencies. Internet startups around the concept of the share-economy are set to revolutionize new markets, such as Uber is doing in the taxibranch.

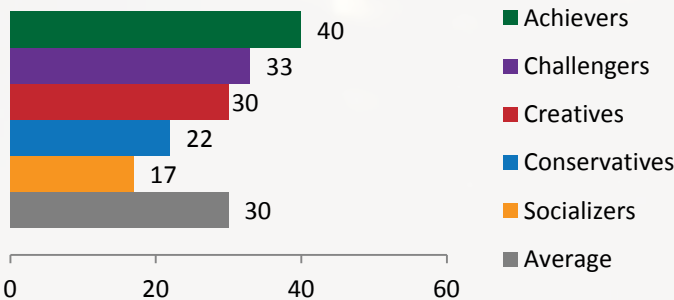
Given our findings that millennials are very much money driven we have looked at their potential to accelerate change in an industry that might be next in line: the financial sector. We have listed two examples from the field of personal finance: peer-to-peer financing platforms and basic financial services delivered by non-traditional players in the field of finance (for example Google). The findings are presented in the graphs on the following page. The first conclusion is that millennials are more open to participate in disruptive platforms in the field of personal finance than older generations. The Glocalities values segments among millennials show important differences. The percentages vary from lowest 14% (receptiveness of Socializers to peer-to-peer financing) to a significant proportion of 40% of Achievers who would consider using non-financial companies (e.g. Amazon or Google) for basic financial services.

A closer look shows another interesting result. The Creatives, the group which is associated closely with the stereotype of the Western millennial as presented in many trend publications, has a medium willingness to adopt disruptive platforms in the field of finance. Instead the ambitious Achievers show the highest willingness to adopt new platforms and technologies.

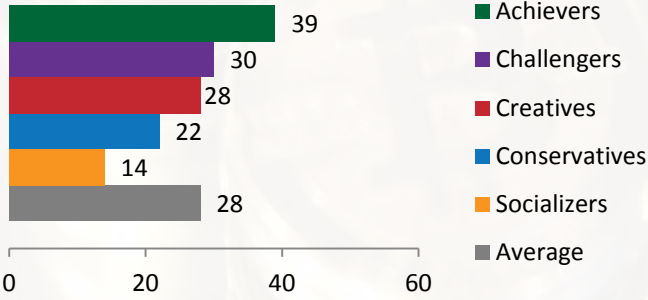


This finding might surprise some, but it is actually more logical than at first glance. Innovation is most appealing to Achievers because of their competitive and tech savvy lifestyle. They are overrepresented in upcoming economies, where they are experiencing the benefits of technological progress on a daily basis. The Chinese online shopping website Alibaba has more market value than that of Ebay and Amazon combined. Chinese millennials for example have literally seen their cities grow from absolute poverty to advanced metropolis. The increasing international exchange and global interconnectedness highly effects upcoming economies. As a consequence the trust in progress and the promise of technological innovation is much higher among millennials in upcoming economies, compared to the West. Especially the differences between Asia and Europe are striking. 58% of Asian millennials believe that technological progress will make a world of abundance possible for all of humanity. Among European millennials who have been hit hard by the economic crisis only 32% is of this opinion, in the US 48%. In Middle and South America it is 52%, in Turkey 55% and in South Africa 61%. This shows the disruptive breakthrough potential among millennials in upcoming economies. A too often overlooked group who given their size and growing influence will shape and change the world profoundly.

Millennials: Would consider using non-financial companies for basic financial services (% agree)



Millennials: Would consider using peer to peer finance platform (% agree)





Understanding Glocalities segments

The Glocalities survey contains data from many markets. In the charts next to this paragraph a selection of the behaviour and preferences of millennials from all five Glocalities values segments is presented.

Creatives: Open minded idealists who value personal development and culture

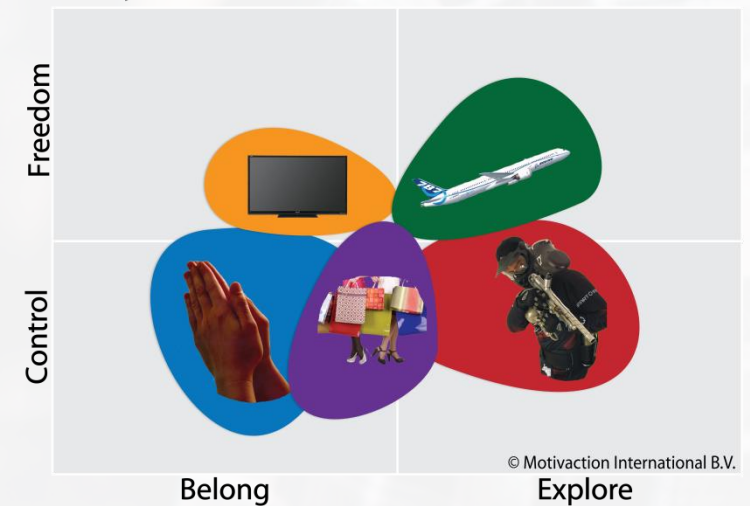
Challengers: Competitive workers with a fascination for money, risk and adventure

Achievers: Entrepreneurial networkers who value family and community

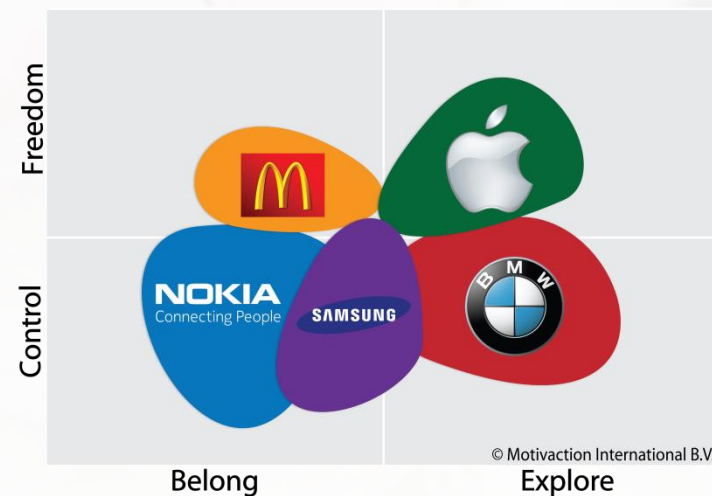
Conservatives: Family people who value tradition, etiquette and structure

Socializers: Structure seekers who enjoy entertainment, freedom and family values

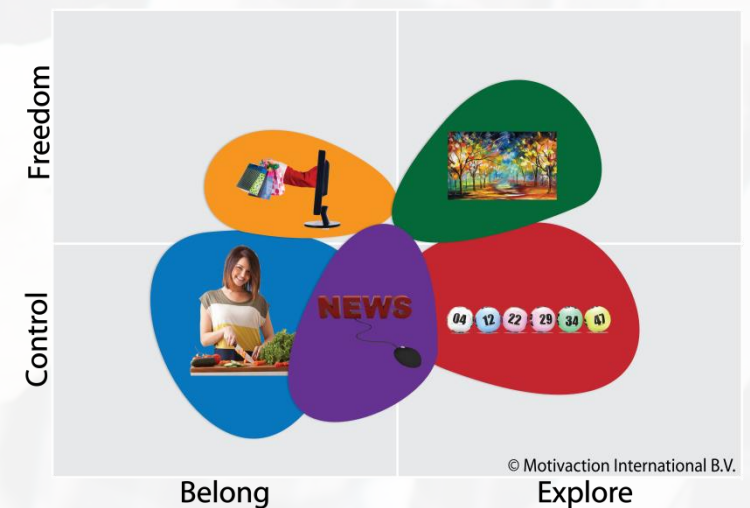
Hobby's



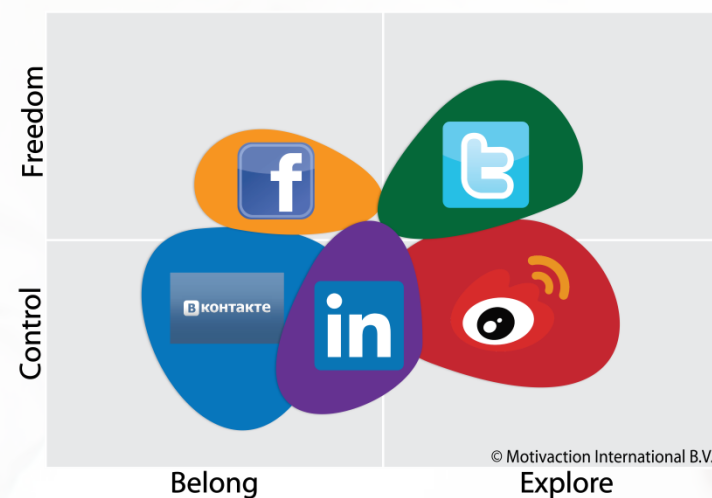
Brand use



Internet use



Social media



Appealing personalities



Conclusions

When we are looking at the data presented in this Flash Report the question arises: are we looking at a globalised or a fractured generation of millennials? The findings make clear that it is both at the same time.

The last two decades have seen huge changes that have impacted millennials in their formative years and which have in many ways globalised their minds: the rise of the internet, social media, technological innovation, economic and social liberalisation. Millennials are -on average- more cosmopolitan, consumption oriented, competitive, social, self-oriented, open-minded, flexible, culturally active, imaginative and worried compared with older generations.

At the same time the picture becomes more fractured when we look at the different values segments of millennials around the world. There is a cosmopolitan group of millennials who have money to spend, easily adapt to change and who form the new global vanguard of social, cultural and economic life. In the West this type of millennial is often regarded as fulfilling the stereotype of the kind of millennial that fits the 'creative' segment. The segment of Achievers are similar in many aspects of their behaviour to the Creatives but differ substantially in their values. In opposition to Creatives they are: highly competitive, materialistic, family oriented, religious and status sensitive. While Creatives are often slow to adapt technological innovation and for example suspicious about the intentions of multinationals, Achievers are early adopters of new technology and business minded and are more present in upcoming economies.

While Creatives and Achievers increasingly form a new and globalised generation, this is only part of the picture of the millennial

generation. Conservatives and Socializers are much more nationally and locally oriented. These groups are in all their varieties too easily ignored by only focusing on global trends on which the current hype of the stereotypical millennial is build.

Apple is an example of a successful brand that has capitalised upon the wishes and consumer behaviour of millennials who fit the description of Creatives and Achievers. But this is only one strategy for multinational companies to be successful among millennials. Samsung and Nokia are examples of brands that have proven very successful among Conservatives as well. It is detrimental for companies to position their brands with a view on all the different market segments of millennials, not just the globalised, connected and modern ones that oftentimes fit the profile of the marketers and strategists involved.

This becomes especially apparent when looking at the potential for adoption of disruptive technology by different type of millennials. The Creatives are not among the earliest adaptor of new products and technologies. Apart from Achievers, Challengers are also in many ways more open for disruptive business practices. Because Challengers often form part of the lower and middle class of society they have little money to spend. But given that disruptive technologies often become so successful because they are way cheaper than current business practices, Challengers could well be one of the most interesting target groups for unleashing new products and should be at the forefront of thinking by strategists and marketers. These often overlooked Challengers offer an enormous potential given their market size: one in every three millennials in the West, two in five in Asia.





Glocalities

think global, act local

Interested in Glocalities?

This flash report only gives a glimpse of the data and knowledge that is available. The full Glocalities data-set consists of hundreds of variables, throughout 20 countries and covering all continents. In a tailor made presentation or report it is possible to zoom in on specific issues, segments or countries and to build a comprehensive profile of target groups and trends. Hereby you could think about socio-demographic background, attitudes towards political and social issues, media use, brand use, activities, cultural values, competitive analysis, etc.

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