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The Me, Me, Me Generation:
Understanding Millennials from a Millennial Perspective



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

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WHO ARE THE MILLENNIALS?



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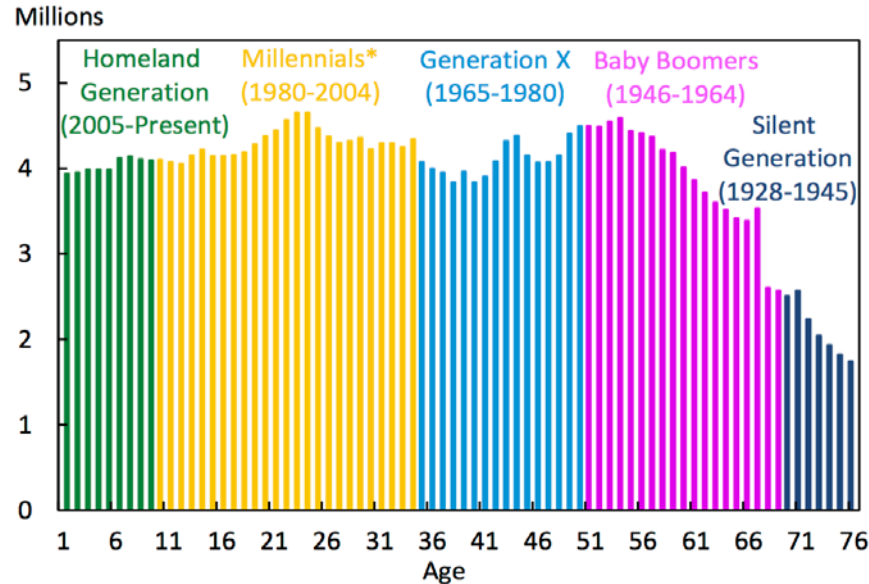
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WHO ARE THE MILLENNIALS?

Figure 1: US Population Distribution by Age, 2013



Source: Census Bureau.

- AKA “Gen Y”
- Born early 1980s – early 2000s

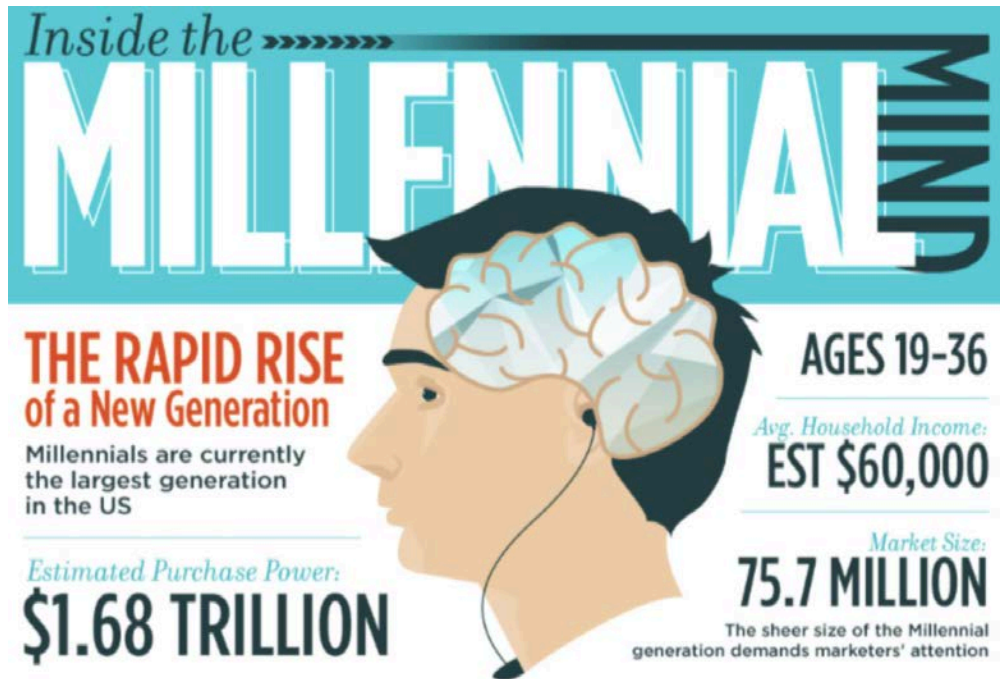




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ECONOMIC IMPACT



Source: Forbes

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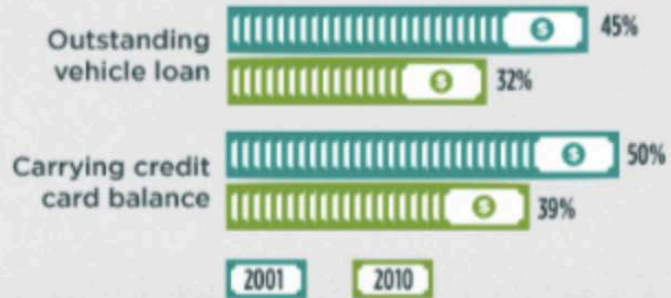
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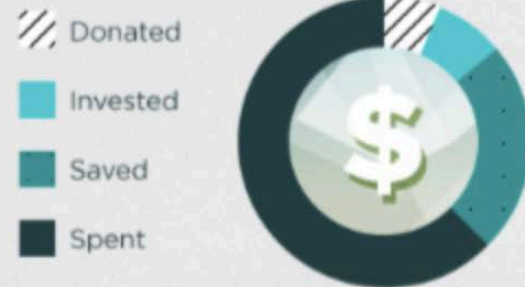
ECONOMIC IMPACT

Millennials are focused on amassing life experiences rather than tangible objects, forgoing large financial commitments in order to pay down debt and increase their savings.

CONSUMER DEBT FOR MILLENNIALS



AVERAGE USE OF MONTHLY INCOME



Source: Forbes

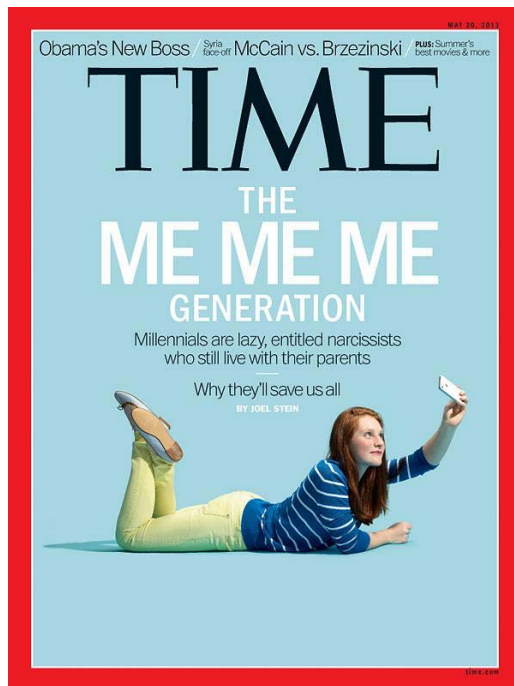




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IT'S ALL ABOUT ME



May 20, 2013
Joel Stein

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IT'S ALL ABOUT ME



**COME ON NOW! HOW
COULD YOU BE ME AND
WANT TO BE SOMEONE
ELSE?**

-Guardian, 2005



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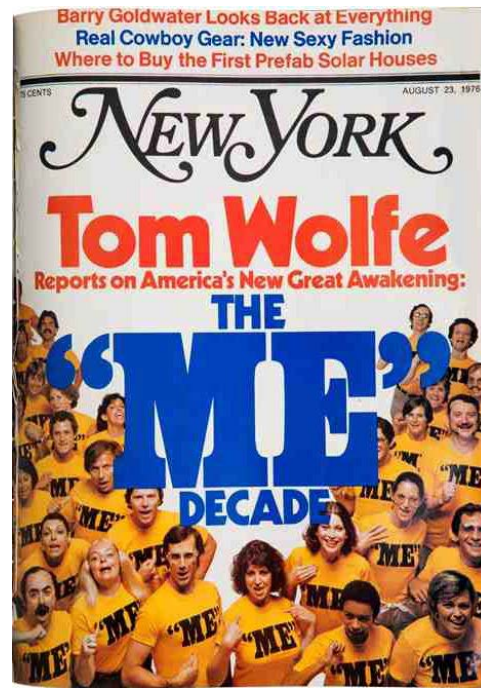
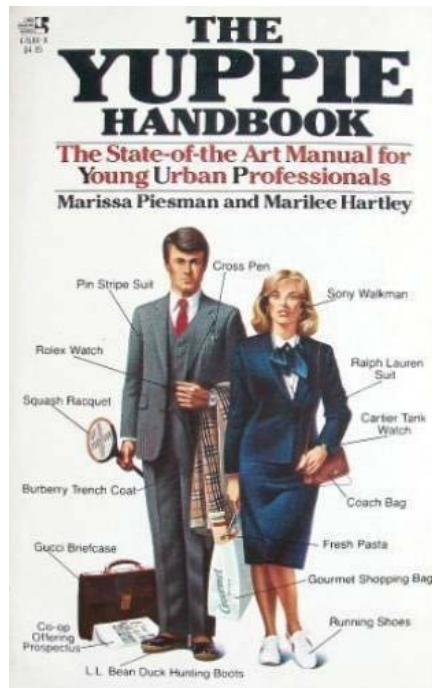
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WHERE DID WE COME FROM?



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WHERE DID WE COME FROM?



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WHERE ARE WE GOING?

Millennials are seeking happiness. Even in these hard times, they have retained their trademark buoyancy.

According to Pew, 9 out of 10 still fully expect to reach their goals by the time of retirement. The secret appears to be in adjusting the goals.

- Wall Street Journal



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WHERE DO WE FIT?

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WHERE DO WE FIT?



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WHERE DO WE FIT?



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WHERE DO WE FIT?

Millennials & The Internet

On average,
18-33 year olds
each send out

3,853

texts every month.



As a whole,
millennials upload

72

hours of video
to YouTube
every minute.



As a whole,
millennials
account for

2 million

hits on Google
every month.



As a whole,
millennials share

3,600

photos
on Instagram
every minute.



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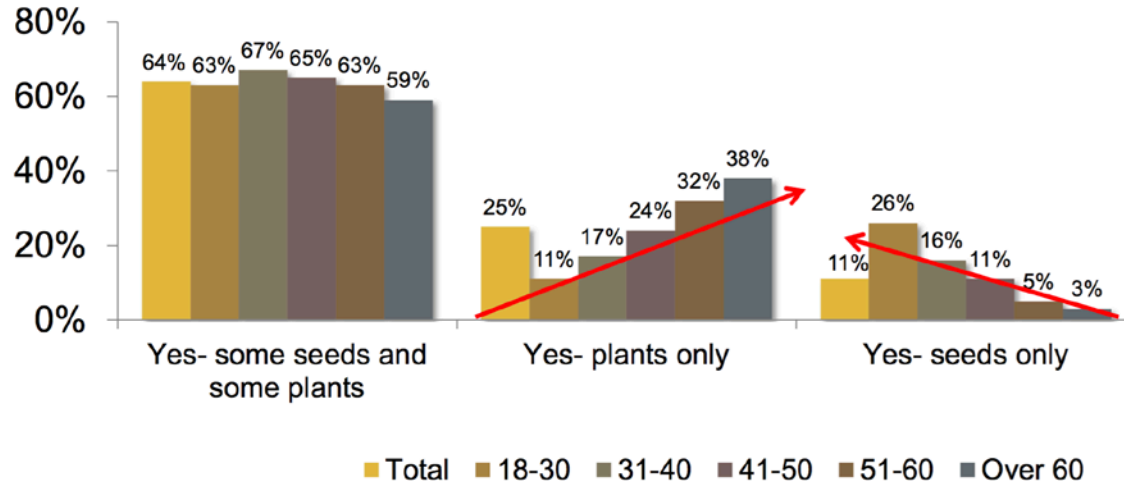
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Do you purchase vegetables to grow?



Insight: Older consumers skew towards plants while younger consumers skew towards seeds.



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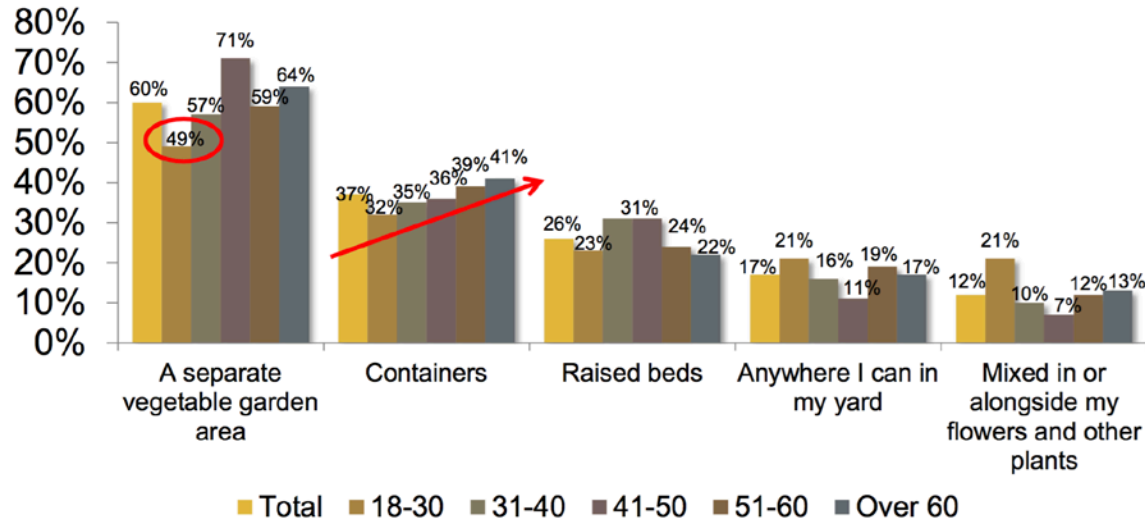
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Where do you garden with vegetables?



Insight: Older consumers are slightly more likely to vegetable garden in containers while younger consumers are more likely to plant all their plants together rather than having a separate area for vegetables.



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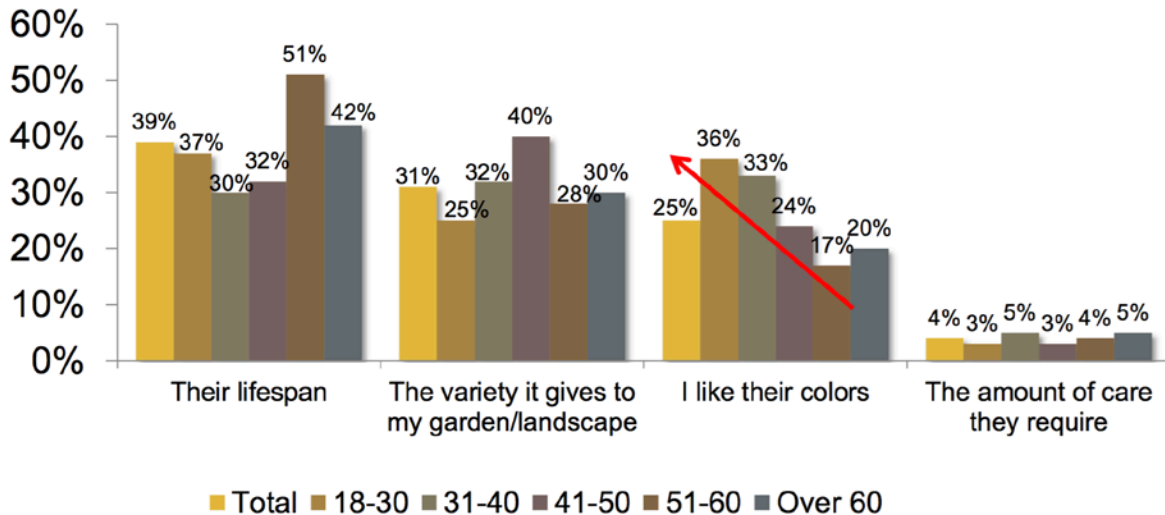
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Why do you purchase perennials?



Insight: Consumers over 50 are the most likely to purchase annuals for their lifespan while younger consumers over-index for purchasing due to color indicating that perennial purchasing might be impulsive for younger consumers who aren't familiar with their benefits.



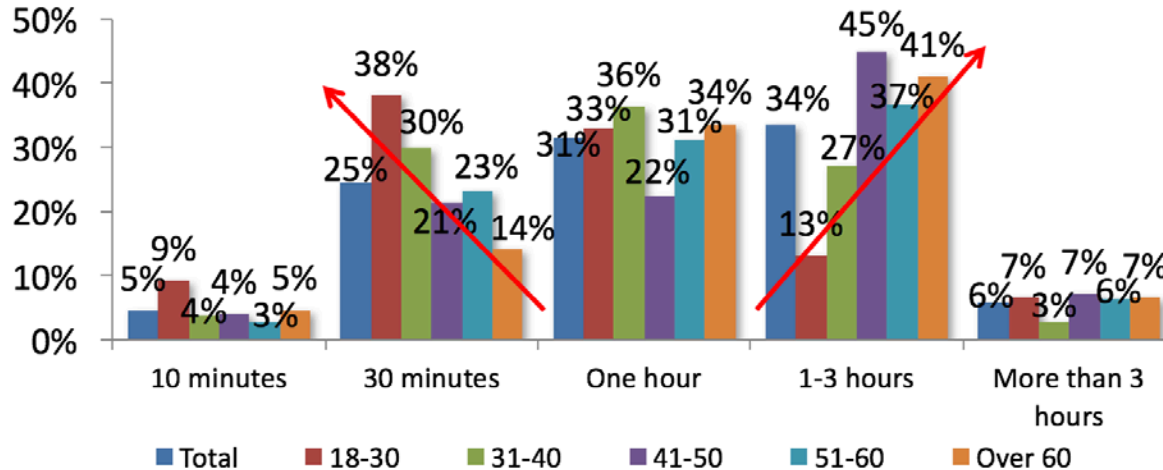
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When working in your garden what is the average length of time you spend in your garden?



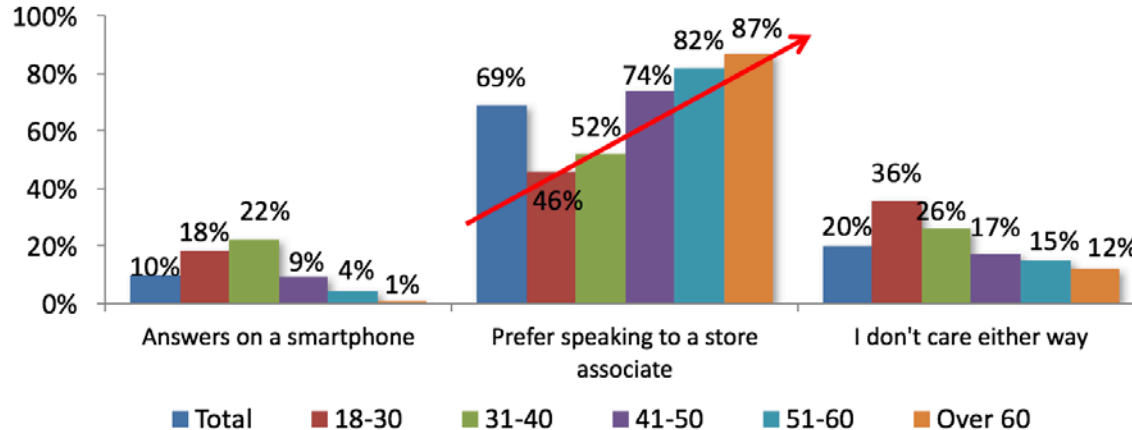
Insight: Younger consumers are more likely to work on their gardens for shorter periods of time at once while the majority of their older counterparts are in the garden for one hour or more at a time.





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When you have questions while shopping in a garden center would you be able to find answers on a smartphone (online or with an app) or would you rather have an informed store associate to speak with?



Insight: Preference for speaking with an informed associate increases with age though nearly half of the youngest group still prefers a live person for help.



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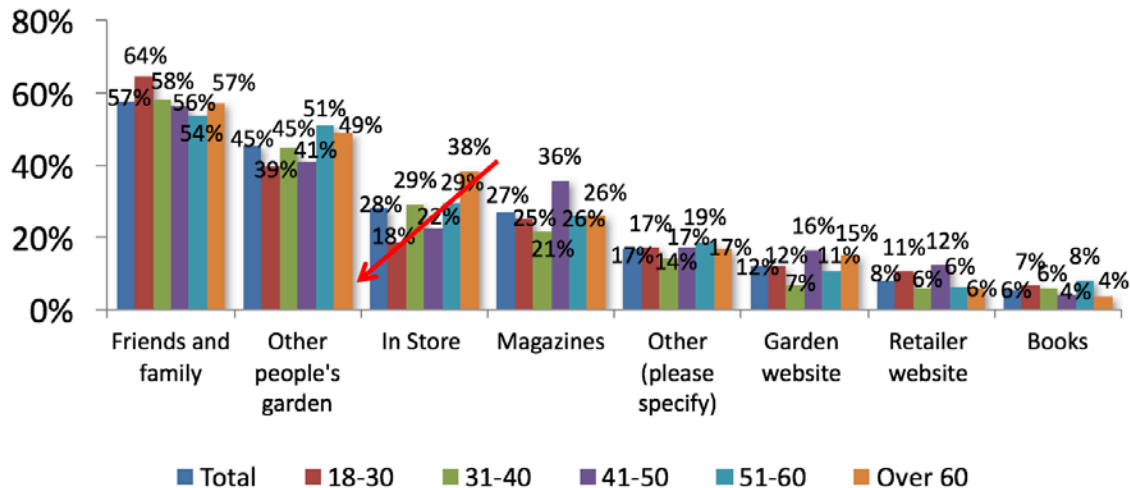
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Where do you go for inspiration on gardening? (select all that apply)



Insight: Friends and family are the top inspirational sources for gardeners of all ages with other people's gardens #2 for each bracket as well.

→ Younger consumers score particularly low for in-store; retail must adapt to 21st century expectations for the shopping experience.



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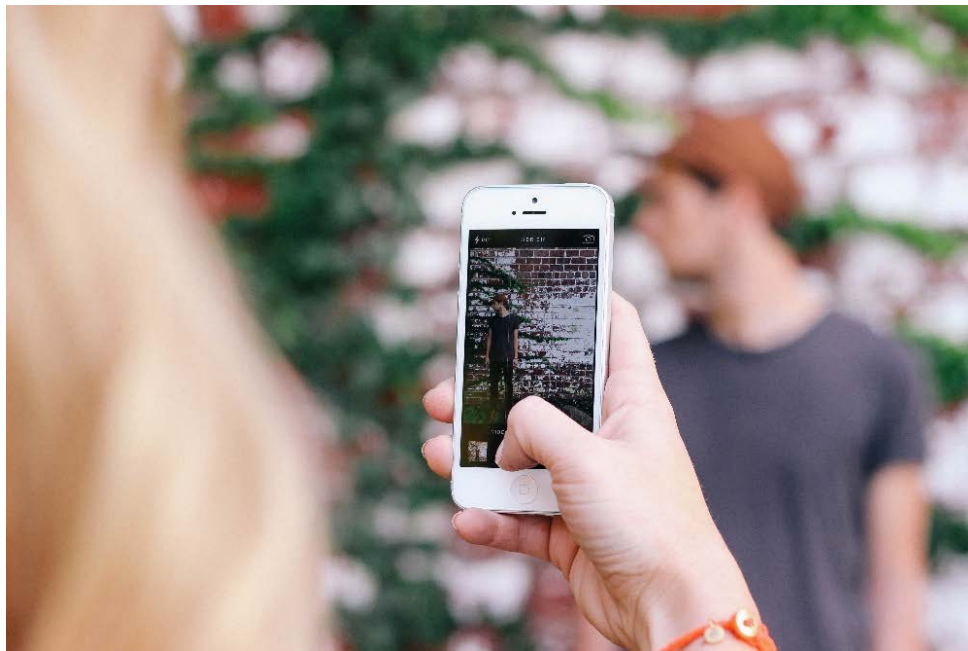




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