

Top 3 Things We've Learned From Our Millennial Segmentation Research

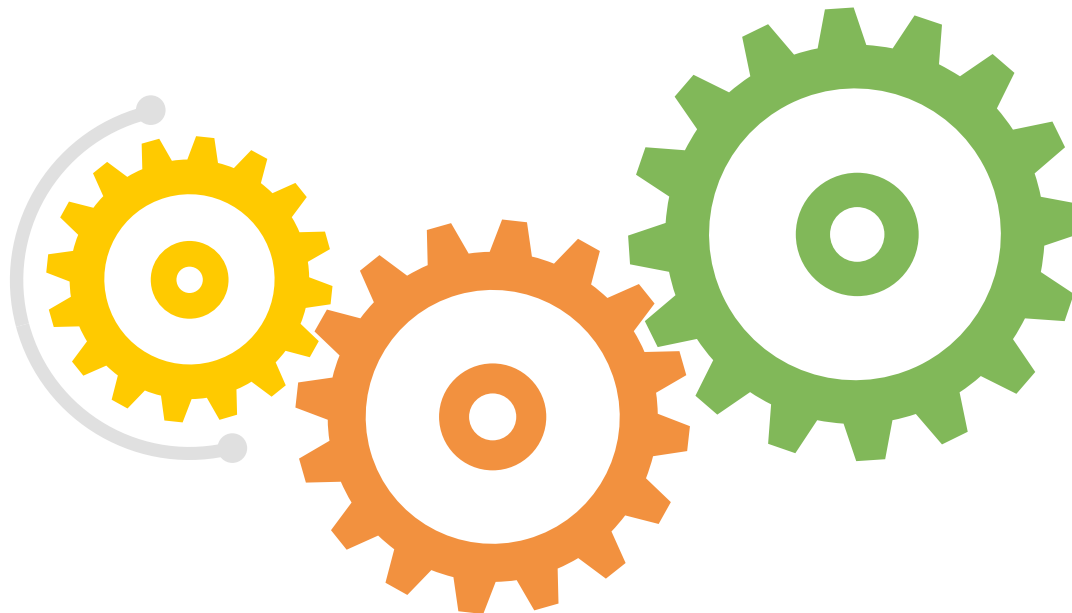


Zeldis Research recently partnered with MarketCube to conduct online, quantitative research with 1,000 Millennials (along with 100 Gen-Xers and 100 Boomers, for purposes of comparison).

This proprietary research focused on insurance, work/employment, attitudes toward the future, investing, and healthcare topics. We learned much from this research, including:

Millennials Truly Differ In Their Values

Different segments of Millennials have different core values, attitudes, and beliefs – not to mention purchasing behaviors with respect to healthcare and insurance. Targeting Millennials based on their differences will likely lead to a stronger relationship with the products and services you offer.



Leading and Trailing Millennials Are Different, Too

The oldest Millennials, in particular, hold attitudes toward their careers, their future, and other important factors which are similar to those held by Gen-Xers and Boomers. Sometimes a traditional approach to marketing can cross generational barriers in an impactful fashion.

Millennials Are More Positive Than You'd Think

Millennials are no more pessimistic about their personal lives or the state of the world, relative to older generations. This optimistic worldview is often misunderstood by companies, but should be considered as organizations consider how they market to Millennials.