Join the #MRX Journey:
Engaging Millennials to Create Actionable Insights

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The #MRX Journey
FINANCES
79% are concerned about their financial situation

MUSIC
78% are motivated and inspired by music when facing a challenging situation

LIFE
86% say one of their life goals is to travel.

DATING
54% say many online daters misrepresent themselves in their profile

TECH
37% would give up chocolate for 3 months rather than not have their phone for 24 hours.

WORK
After salary/benefits, next most important aspects are ‘getting along with manager’ and ‘company in an industry I like.’
<table>
<thead>
<tr>
<th>Character</th>
<th>Description</th>
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| **All Work And No Pay** | Single, no kids  
Working a low paying job  
Most student loan debt  
Do not own home  
Least likely to have health insurance |
| **Bootstrap**     | Single, with kids  
Not working full time job  
Low income  
Tend to be female, ethnic  
Heavy social media users  
Desire to start own business |
| **Mama’s Boy**    | Single, no kids  
Working full time  
Moderate income  
Active in organized religion  
Desire to start own business  
Receives help from parents |
| **PB&J**          | Single, no kids  
Not working full time job  
Youngest segment  
Moderate income  
Receives help from parents  
Do not own home or car |
| **The American Dream** | Married, with kids  
Highest income  
Own home and car  
Heaviest social media users  
Some student loan debt  
Desire to start own business |
| **The Flintstones** | Married, with kids  
High income  
Oldest, least ethnic segment  
Own home and car  
Lightest social media users  
No desire to start business |
Living Situation: Live With Family

- All Work And No Pay: 14%
- Bootstrap: 13%
- Mama’s Boy: 8%
- PB&J: 46%
- The American Dream: 2%
- The Flintstones: 2%
# Investment

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<th>Bootstrap</th>
<th>Mama’s Boy</th>
<th>PB&amp;J</th>
<th>The American Dream</th>
<th>The Flintstones</th>
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**Legend:**
- □: Above Index
- □: Below Index
- □: Neutral
Buying New Shoes

What is important to you?
Buying A New Pair Of Shoes

**All Work And No Pay**
- Comfort: 71%
- Price: 62%
- Looks: 57%
- Brand: 9%

**Bootstrap**
- Comfort: 61%
- Price: 59%
- Looks: 58%
- Brand: 19%

**PB&J**
- Looks: 63%
- Comfort: 59%
- Price: 58%
- Brand: 15%

**The American Dream**
- Comfort: 66%
- Price: 54%
- Looks: 59%
- Brand: 20%

**Mama’s Boy**
- Looks: 61%
- Price: 53%
- Comfort: 47%
- Brand: 39%

**The Flintstones**
- Comfort: 70%
- Price: 65%
- Looks: 55%
- Brand: 8%
Win $1,000
What would you do with it?
Travel

All Work And No Pay
Pay bills/debt
Savings/Investment
Buy personal/household items
Everyday expenses
Travel $89

Bootstrap
Pay bills/debt
Savings/Investment
Buy personal/household items
Everyday expenses
Travel $88

Mama’s Boy
Pay bills/debt
Buy personal/household items
Savings/Investment
Travel $120
Everyday expenses

PB&J
Pay bills/debt
Savings/Investment
Travel $144
Buy personal/household items
Everyday expenses

The American Dream
Pay bills/debt
Savings/Investment
Travel $135
Buy personal/household items
Everyday expenses

The Flintstones
Pay bills/debt
Savings/Investment
Travel $101
Buy personal/household items
Everyday expenses
Describe Millennials & You

Top 5 Characteristics of Millennials & Top 5 Characteristics that describe you.
Characterization

All Work And No Pay

Top 5 Millennial Characteristics
Tech-savvy
Open-minded
Spoiled
Connected
Innovative

My Top 5 Characteristics
Responsible
Hard-working
Intelligent
Educated

Bootstrap

Top 5 Millennial Characteristics
Tech-savvy
Open-minded
Gamers
Spoiled
Entitled

My Top 5 Characteristics
Responsible
Intelligent
Hard-working
Tech-savvy

The American Dream

Top 5 Millennial Characteristics
Tech-savvy
Open-minded
Educated
Innovative
Responsible

My Top 5 Characteristics
Intelligent
Connected
Hard-working
Educated

The Flintstones

Top 5 Millennial Characteristics
Tech-savvy
Open-minded
Entitled
Spoiled
Lazy

My Top 5 Characteristics
Responsible
Hard-working
Intelligent
Educated

Mama’s Boy

Top 5 Millennial Characteristics
Tech-savvy
Open-minded
Gamers
Innovative
Lazy

My Top 5 Characteristics
Responsible
Hard-working
Educated
Intelligent
The Election

Who will you vote for?
Presidential Vote

**All Work And No Pay**
- Trump: 30%
- Clinton: 20%
- Neither: 50%

**Bootstrap**
- Trump: 40%
- Clinton: 30%
- Neither: 30%

**Mama’s Boy**
- Trump: 20%
- Clinton: 40%
- Neither: 40%

**The American Dream**
- Trump: 40%
- Clinton: 30%
- Neither: 30%

**The Flintstones**
- Trump: 50%
- Clinton: 20%
- Neither: 30%
THANK YOU

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