NOVEMBER 2015

GLOBAL GENERATIONAL LIFESTYLES

How We Live, Eat, Play, Work and Save for Our Futures

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

LIFESTYLES OF THE YOUNG AND THE AGING

How much does our age influence how we think, where and what we eat or how we save and spend?

Depending on our age, our approach to something as simple as getting up-to-date news or eating out can be drastically different. But today's consumers are bucking yesterday's preconceived generational notions. In fact, many older people are embracing a more technology-driven world, and sizeable numbers of younger people are turning to more traditional values. Yet for all of our differences, in many ways, it's remarkable how similar we are no matter the age.

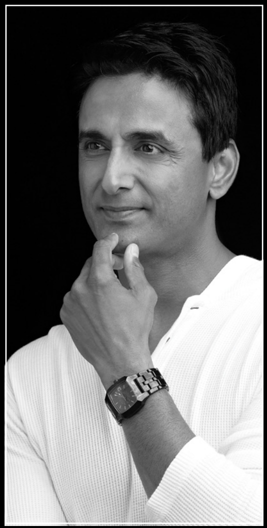
The Nielsen Global Generational Lifestyles Survey polled 30,000 online respondents in 60 countries to better understand how global consumer sentiment differs across life stage. The findings break some myths and reaffirm others.

For the purposes of this study, respondents are segmented into five life-stage classifications:

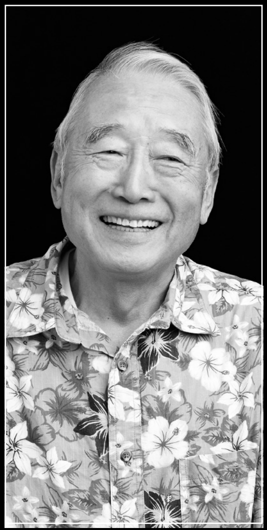
Generation Z (15-20)

Millennials (21-34)

Generation X (35-49)



Boomers (50-64)



Silent Generation (65+)

The results reveal insights about how consumers around the world live, eat, play, work and save.

LIFESTYLES OF THE YOUNG AND THE AGING

OLD MYTHS AND NEW REALITIES

- **WHEN IT COMES TO GETTING THE NEWS,** TV and search engine sites have broad appeal for the young and old alike. Not surprisingly, older respondents prefer traditional sources like print and radio.
- **TRADITIONAL VALUES,** such as getting married, having children and buying a house are still relevant for many Generation Z and Millennial respondents—even if they aren't top priorities.
- **YOUNG PEOPLE ARE HIGHLY CONNECTED,** but they're not the only ones distracted by technology. In fact, Baby Boomers are the most likely to admit that their mealtimes are not technology free.
- **IT'S NOT OLDER CONSUMERS** (who often have more time and money) eating out most often. Millennials are the most avid out-of-home diners. Nearly six-in-10 eat out at least once a week, and almost one-third say they eat out three times per week or more.
- **TV REMAINS A FAVORITE LEISURE-TIME ACTIVITY** among respondents of all ages, but reading is also a top activity—even among Generation Z and Millennial respondents. In fact, more younger respondents selected reading over playing online video games and reviewing social media as a top spare-time activity.
- **JOB LOYALTY MAY BE A THING OF THE PAST.** Millennials are roughly two times more likely to leave a job after two years, 1.5 times more likely after five years and half as likely to stay after 10 years, compared to Generation X and Baby Boomer respondents.
- **DEBT IS A FACT OF LIFE** for more than four-in-10 respondents of all ages, including more than half of Generation X and Baby Boomer respondents. Older consumers carefully monitor spending and limit purchases, while younger respondents take a longer-term approach.

About the
GLOBAL SURVEY METHODOLOGY

The findings in this survey are based on respondents with online access in 60 countries (unless otherwise noted). While an online survey methodology allows for tremendous scale and global reach, it provides a perspective only on the habits of existing Internet users, not total populations. In developing markets where online penetration is still growing, audiences may be younger and more affluent than the general population of that country. In addition, survey responses are based on claimed behavior rather than actual metered data. Cultural differences in reporting sentiment are likely factors in the measurement outlook across countries. The reported results do not attempt to control or correct for these differences, therefore, caution should be exercised when comparing across countries and regions, particularly across regional boundaries.

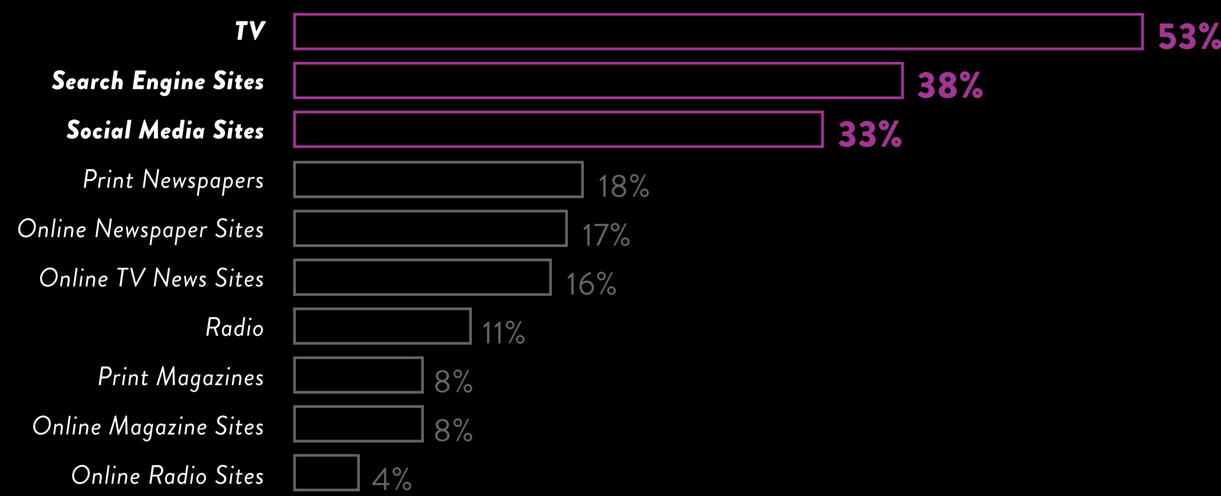
LIVE

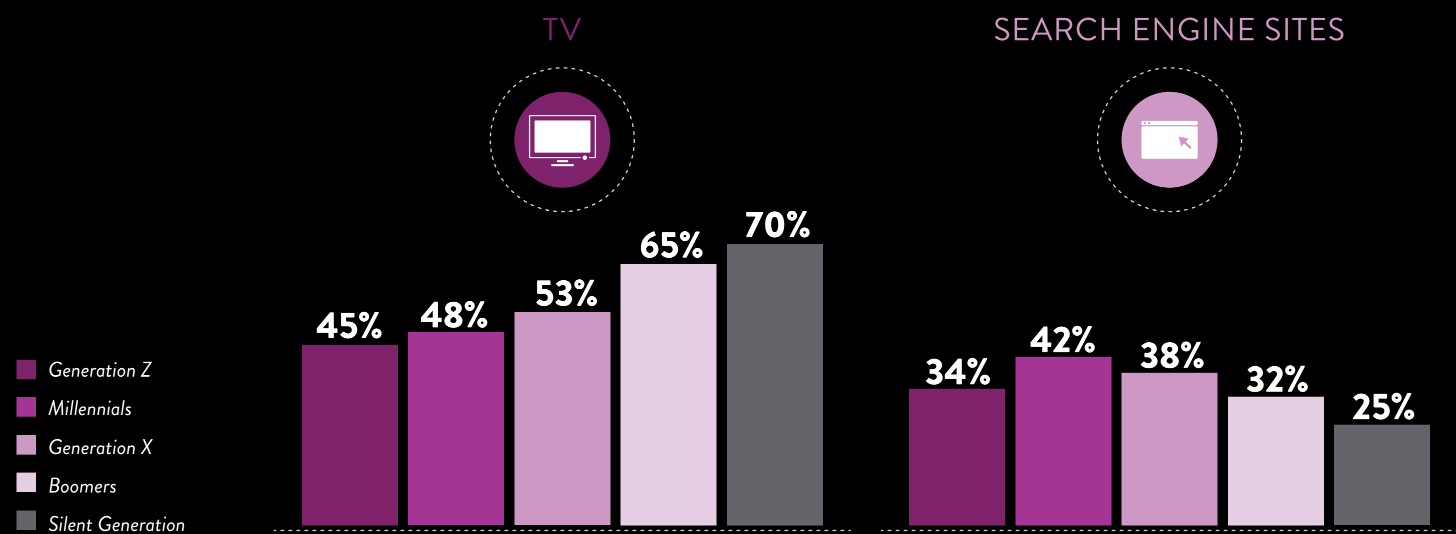
TV IS STILL TOPS FOR GETTING THE NEWS - EVEN AMONG MILLENNIALS

Global respondents may rely on a mix of traditional and digital sources to get up-to-date news, but the age skew on some sources is not what you may think. It's probably no surprise that the majority of those over age 35 turn to TV to get the news, but the medium still holds sway for nearly half of Millennial (48%) and Generation Z (45%) respondents as well. Similarly, more Millennials prefer search engine sites than other generations, but they're also among the top three news sources among respondents of all ages—even those 65+.

Looking beyond the sources that are universally preferred, the use of traditional sources to get the news is not surprisingly higher among older respondents, while younger generations are more reliant on digital ones.

PREFERRED NEWS SOURCES *Global Average*





Source: Nielsen Generational Lifestyle Survey, Q1 2015

LIVE

TRADITIONAL VALUES ARE CHANGING, BUT NOT AS MUCH AS YOU MAY THINK

Big city/urban lifestyles have big appeal for younger respondents. More than half of Generation Z and Millennial respondents (52% and 54%, respectively) want to live in a big city or urban neighborhood. But young adults aren't entirely shunning the suburbs in favor of metropolitan settings. More than one-quarter of Generation Z and Millennial respondents think the suburbs are the ideal place to live.

And while marriage and birth rates are declining in many countries around the world, not all younger respondents are opposed to these traditional aspirations. Buying a home, getting married and having children remain important goals for many young adults. In fact, about one-fifth of Generation Z and Millennial respondents consider buying a house (21% and 22%, respectively) or getting married (19% and 17%, respectively), and about 10% (11% and 13%, respectively) consider having a baby as one of their top three aspirations for the future.

26% of Millennials want to live in the suburbs

HOMEOWNERSHIP is a top priority for **22%**

getting married is important for **17%**

having children is a goal for **13%**

Source: Nielsen Generational Lifestyle Survey, Q1 2015

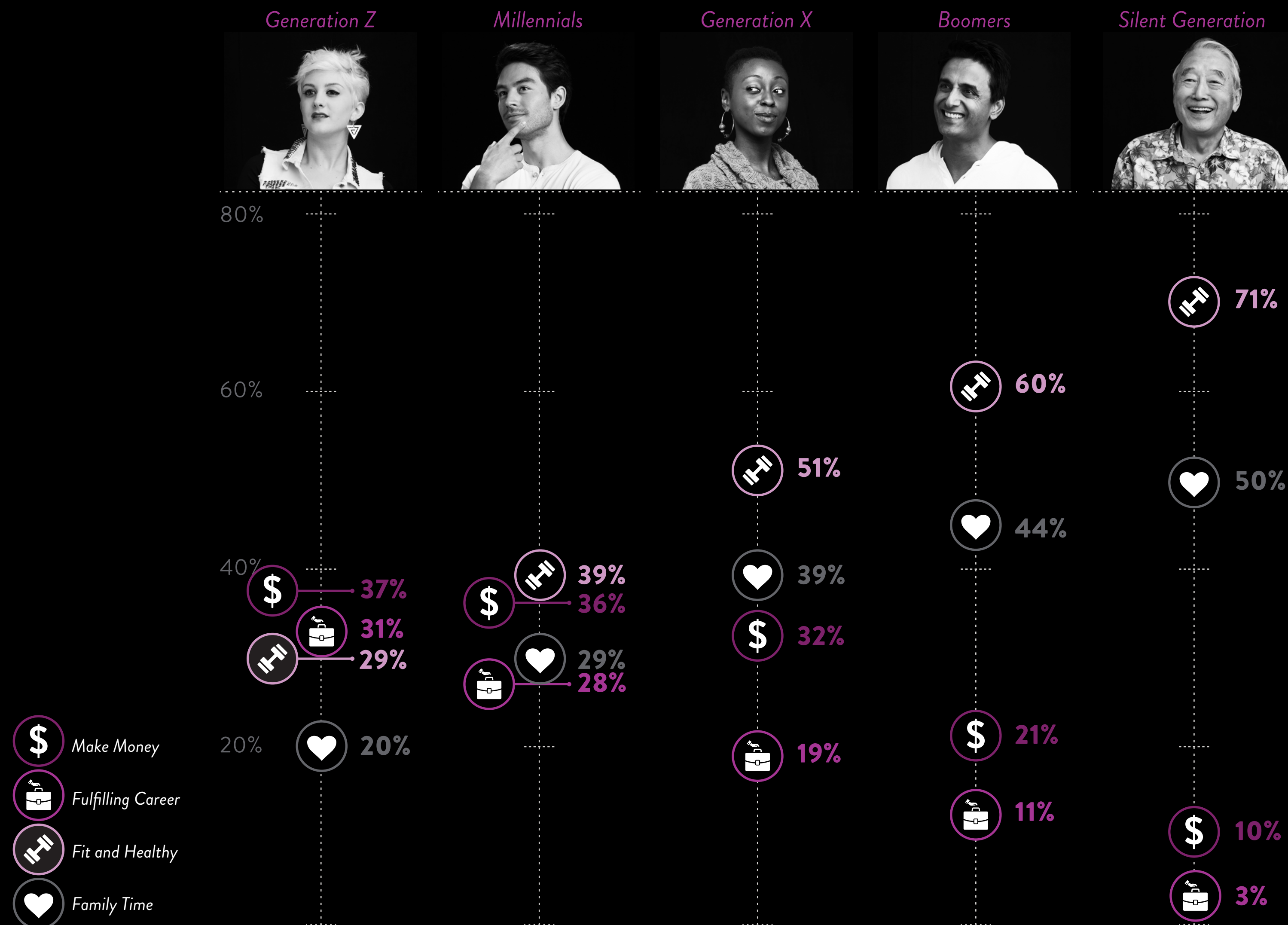
LIVE

SHIFTING PRIORITIES

As we age, our focus shifts from wealth to health. Making money and working in a fulfilling career are top priorities among the highest percentages of younger respondents, while staying fit and healthy and spending time with family are most important among the highest percentages of older respondents.

FUTURE ASPIRATIONS

Percentage Who Selected Option as One of Their Top Three Aspirations

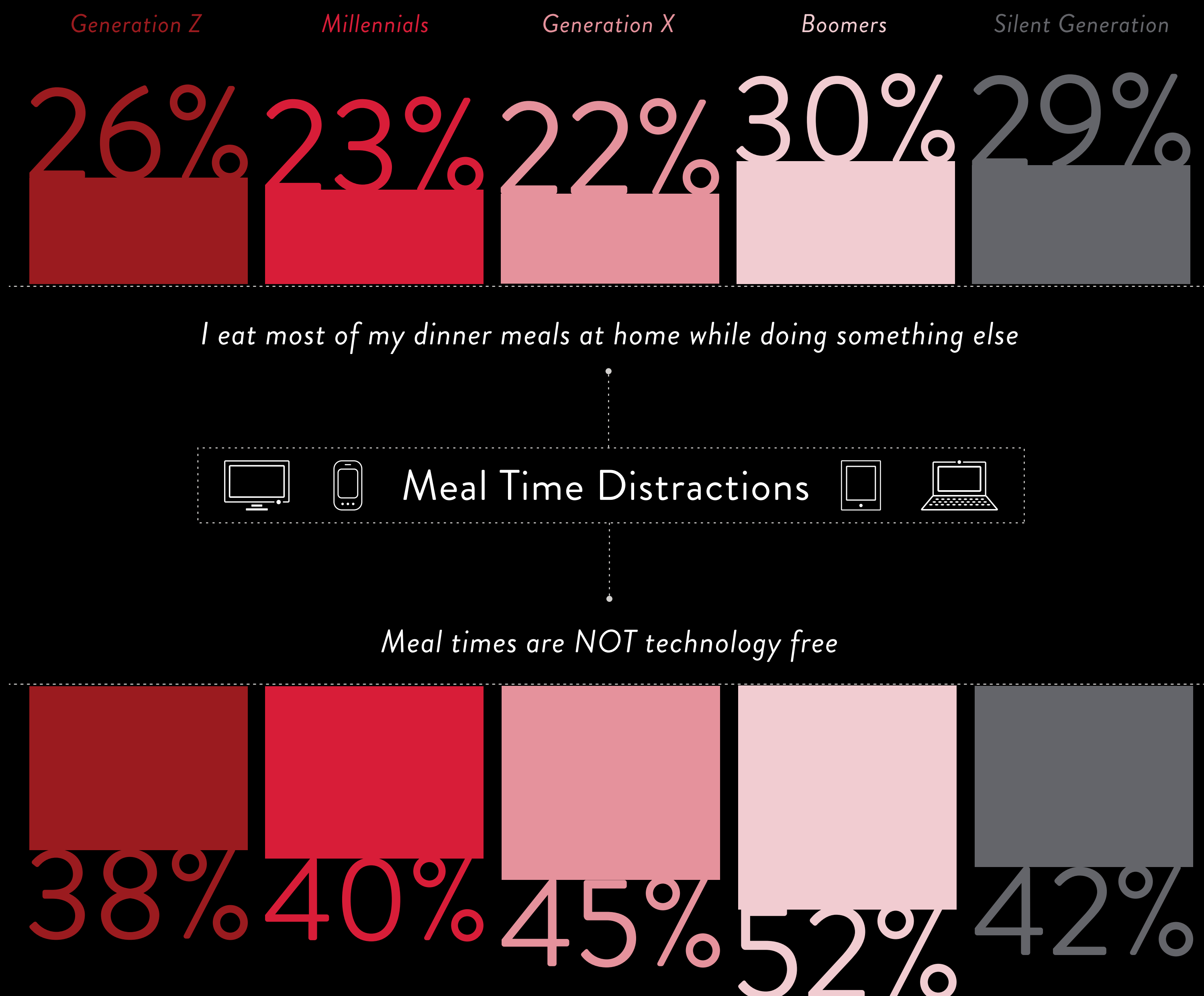


Source: Nielsen Generational Lifestyle Survey, Q1 2015

EAT

MILLENNIALS ARE DISTRACTED, BUT THEY'RE NOT THE ONLY ONES

Millennials often have a bad reputation for being constantly connected to their electronic devices, but it turns out that larger percentages of older respondents are more distracted than their younger counterparts during mealtime.

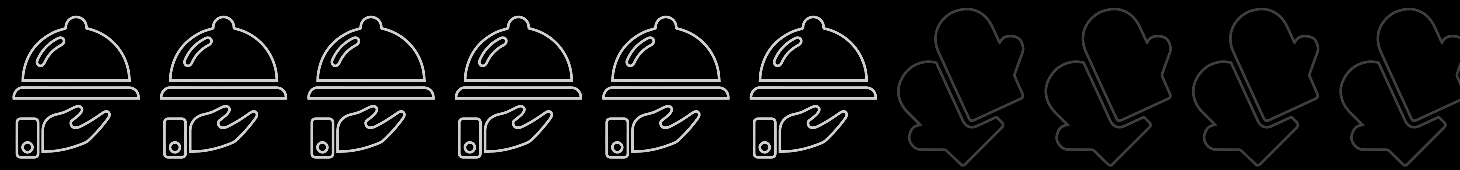


Source: Nielsen Generational Lifestyle Survey, Q1 2015

EAT

TIME AND MONEY MAY BE IN SHORT SUPPLY, BUT YOUNGER CONSUMERS EAT OUT MORE OFTEN

Nearly six-in-10 Millennials (58%) say they eat out at least once a week, twice the percentage of Baby Boomers (29%). And 30% of Millennials eat out three or more times per week.

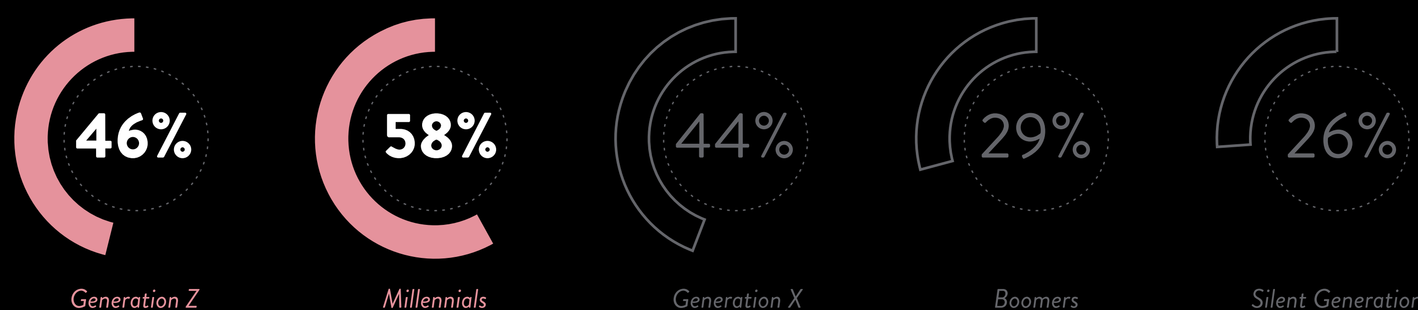


6-in-10

Millennials say they eat out at least **ONCE A WEEK,** twice the percentage of Boomers

Time and money may be in short supply, but younger consumers

EAT OUT MORE OFTEN*



*Those who eat out at least once a week

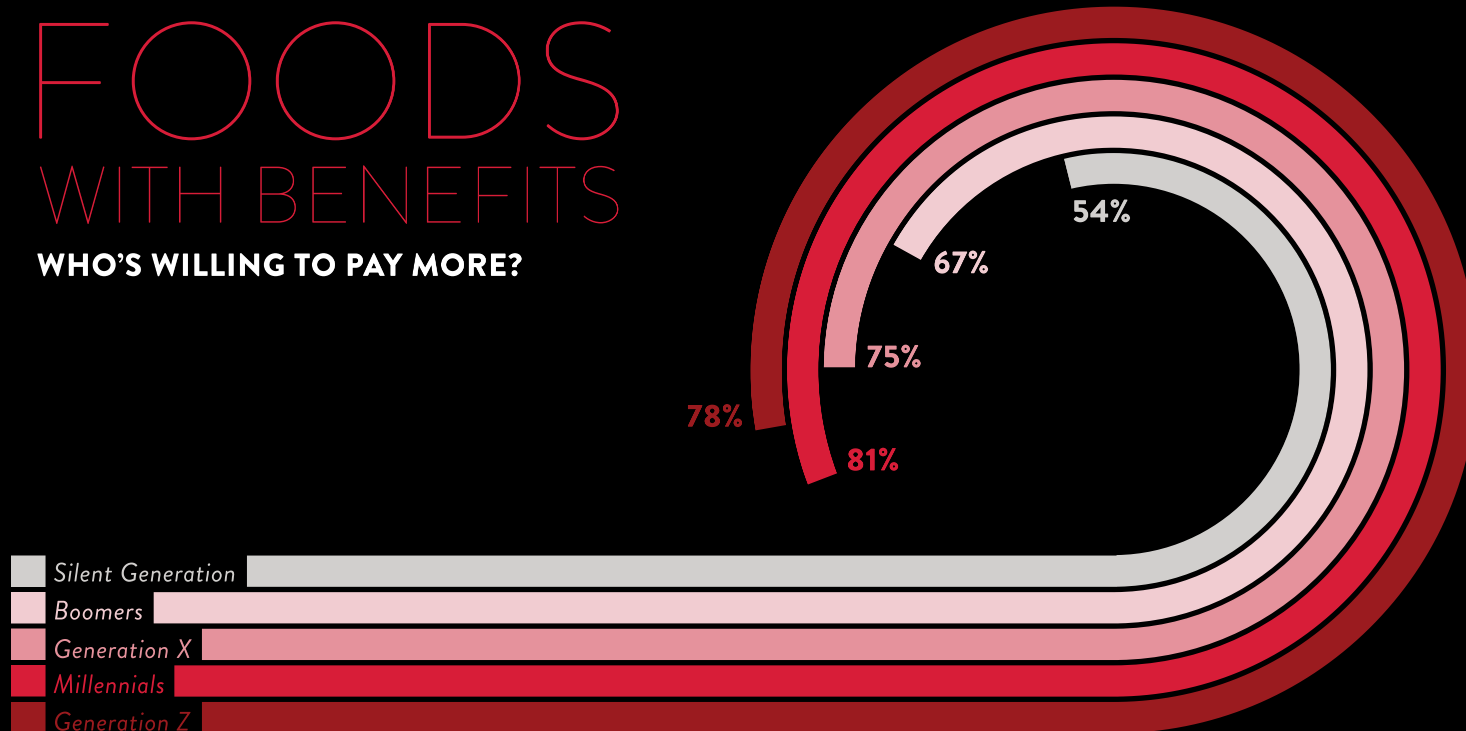
Source: Nielsen Out-of-Home Dining Habits Survey, Q3 2015

HEALTH IS A PRIORITY, BUT THE FOOD ATTRIBUTES WE SEEK DIFFER

Consumers of all ages are striving to lead healthier lives, and many are doing so by making healthier food choices. More than half of global respondents from every generation say they're willing to pay a premium for foods with health benefits, and younger respondents lead the way. But while certain health attributes like low sodium and low sugar appeal to older consumers, attributes such as organic, gluten free and high protein appeal more to younger respondents.

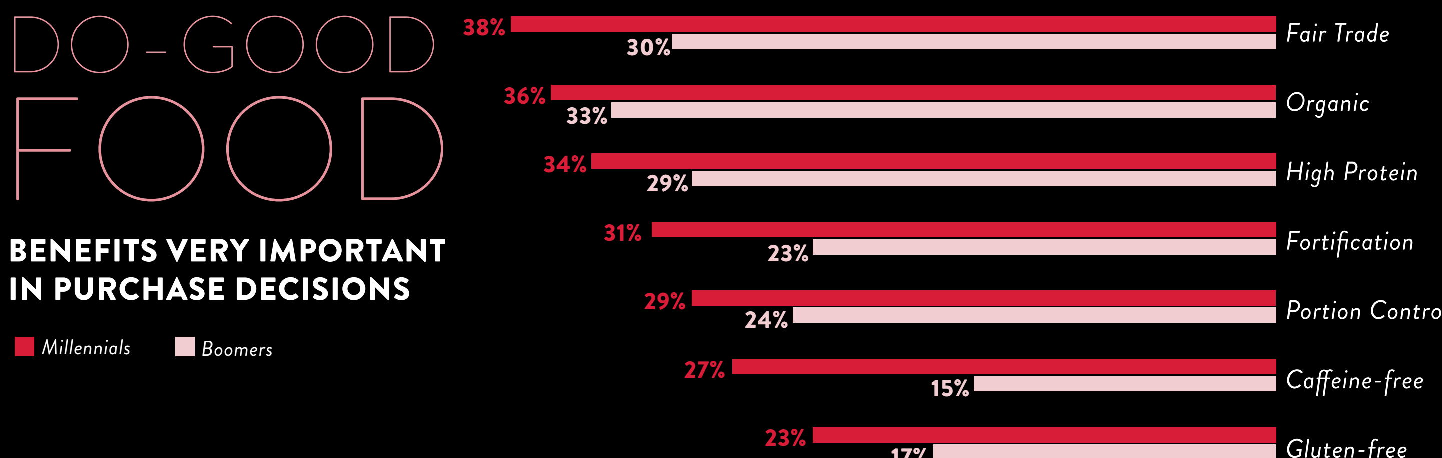
FOODS WITH BENEFITS

WHO'S WILLING TO PAY MORE?



DO-GOOD FOOD

BENEFITS VERY IMPORTANT IN PURCHASE DECISIONS



Source: Nielsen Global Health & Wellness Survey, Q3 2014

PLAY

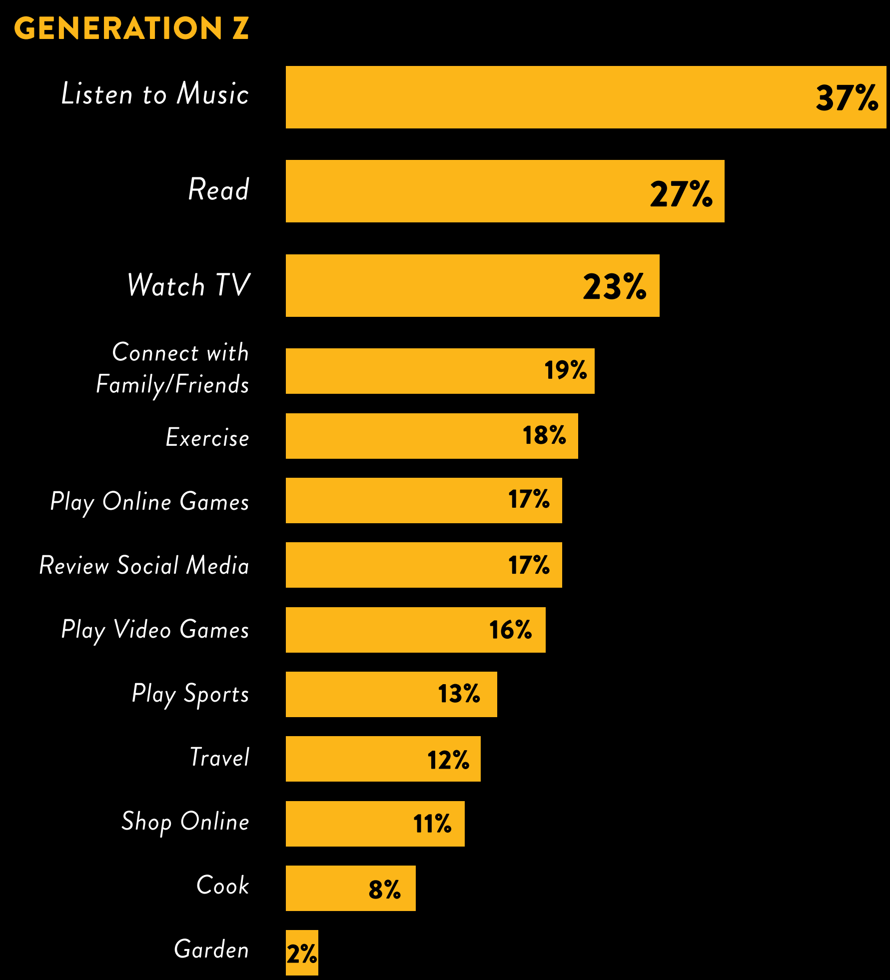
GENERATION Z PICKS READING AS A TOP SPARE-TIME ACTIVITY

TV may have universal appeal as a favorite spare-time activity among all generations, but among Generation Z, more respondents selected reading as a favorite activity than watching TV. In fact, a higher percentage enjoys reading than playing video and online games or reviewing social media.

Other activities, however, have particular younger or older age skews. Younger respondents are more likely to listen to music and play video and online games, while older respondents are more likely to enjoy traveling and gardening.

TOP SPARE-TIME ACTIVITIES

Percentage Who Selected Activity as One of Their Top Three



MILLENNIALS

Watch TV	31%
Connect with Friends/Family	28%
Listen to Music	27%
Read	20%
Travel	18%

GENERATION X

Watch TV	38%
Connect with Friends/Family	30%
Read	24%
Travel	22%
Listen to Music	21%

BOOMERS

Watch TV	42%
Read	29%
Connect with Friends/Family	28%
Travel	22%
Listen to Music	19%

SILENT GENERATION

Read	42%
Watch TV	40%
Connect with Friends/Family	29%
Travel	25%
Garden	22%

Source: Nielsen Generational Lifestyle Survey, Q1 2015

WORK

WORK LIFE WAYS AND WOES

Perhaps our worth is never worthy enough. More than half across Millennials, Generation X and Baby Boomer generations are satisfied with their occupations, work environment, co-workers, work/life balance and boss—and sentiment mostly increases with age. But less than half are satisfied with income and other medical, retirement and savings-plan benefits—and sentiment largely declines with age.

Thinking about your current job, how SATISFIED* *are you with the following:*

	Millennials	Generation X	Boomers
Occupation *(Field of work)*	68%	69%	74%
Camaraderie of Co-workers	66%	65%	65%
Work Environment / Setting	59%	60%	65%
Expectations of Boss / Manager / Supervisor	56%	52%	55%
Work / Life Balance	55%	56%	62%
Income / Pay	49%	45%	47%
Corporate Social Responsibility / Sustainability Actions of Employer	49%	44%	44%
Health Care / Medical Benefits	47%	44%	44%
Savings Plan Benefits	44%	34%	29%
Retirement Benefits *(Pension)*	38%	33%	35%

**Percent completely/somewhat satisfied*

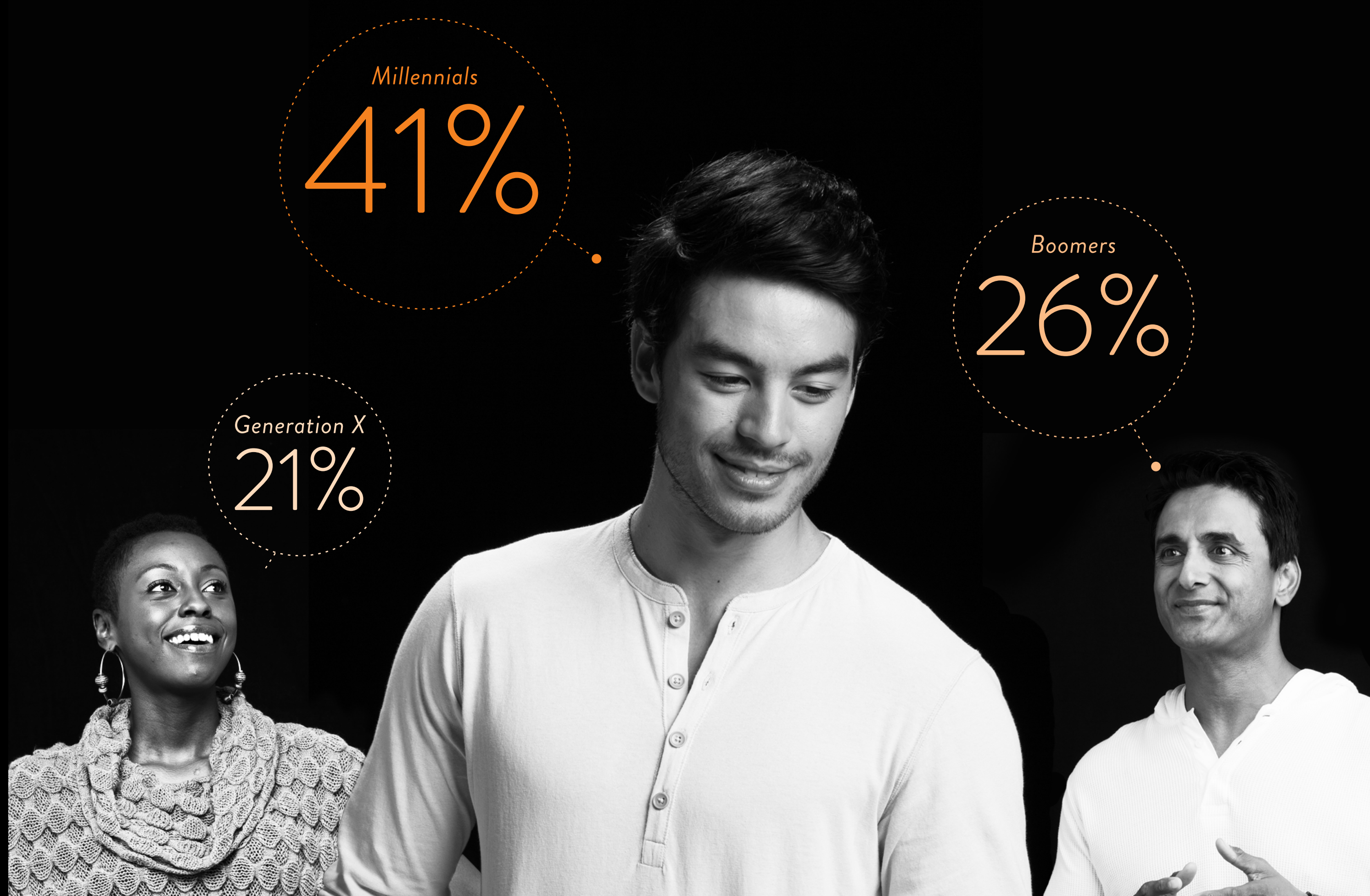
Source: Nielsen Generational Lifestyle Survey, Q1 2015

WORK

IS JOB LOYALTY A THING OF THE PAST?

The days of employees spending their entire career with the same company are likely over. Millennials are roughly two times more likely to leave a job after two years, 1.5 times more likely after five years and half as likely to stay after 10 years, compared to Gen X and Baby Boomer respondents.

Millennials are 2X more likely to leave their current jobs after 2 years compared to Generation X



Source: Nielsen Generational Lifestyle Survey, Q1 2015

WORK

DREAM JOBS ALIGN WITH STATE OF MIND

When considering dream job aspirations, it turns out that intentions largely align with generational state of minds. Among the oldest respondents (Silent Generation), health-science professions are tops, while among those still in the school-age years (Generation Z), jobs in science, technology, engineering and math (STEM) are most wanted. For Baby Boomers, education and training careers are highest, while among those in their prime working years (Millennials and Generation X), professions in information technology are most preferred.

*What field of work**

WOULD YOU PURSUE

if you could?

Generation Z	Millennials	Generation X	Boomers	Silent Generation
Science Technology Engineering Mathematics	Information Technology	Information Technology	Education & Training	Health Science

Generation Z — Millennials — Generation X — Boomers — Silent Generation

*Career choice with the highest percentage for each generation

Source: Nielsen Generational Lifestyle Survey, Q1 2015

SAVE

ARE WE "SAVING AND SOUND" OR "INVESTING, BUT INSECURE"?

One-third of Generation Z (32%) and Millennial (34%) respondents are wise beyond their years when it comes to saving for their financial futures, but about half need some help figuring out what to do with their money, as they are not confident in their savings strategies.

Older consumers could use some help, too. Half of Generation X respondents, and about four-in-10 Baby Boomers (41%) and Silent Generation (38%) respondents are saving some money, but they are not confident in their financial futures.

And just over one-third of Baby Boomers and Silent Generation respondents do not save at all for their futures.

SAVING FOR THE FUTURE

	*I save enough money each month, and **I'm confident** in my financial future*	*I save some money each month, but **I'm not confident** in my financial future*	***I don't save** any money each month for my financial future*
Generation Z	32%	47%	21%
Millennials	34%	48%	18%
Generation X	23%	50%	27%
Boomers	23%	41%	36%
Silent Generation	28%	38%	34%

Source: Nielsen Generational Lifestyle Survey, Q1 2015

SAVE

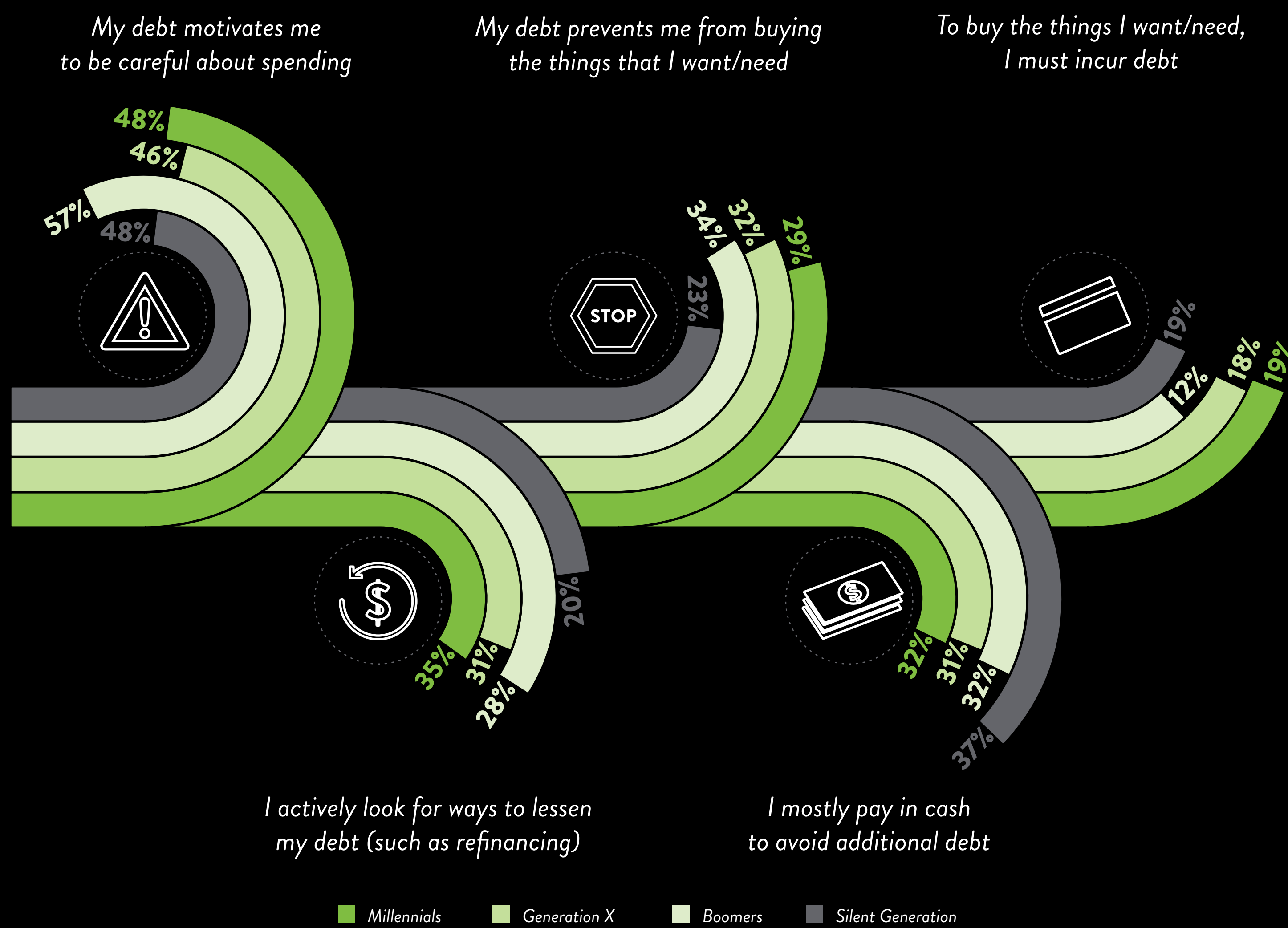
THE RACE TO RETIREMENT

Debt is a fact of life for more than half of Generation X (58%) and Baby Boomer (55%) respondents and four-in-10 Millennials and Silent Generation respondents (44%)—and many are worried about how they'll pay the money owed.

While spending strategies for those with debt varies, nearly half of all respondents across the four generations say debt motivates them to be careful about spending. As we get older, and presumably closer to the retirement finish line, we get more serious about eliminating debt. Baby Boomers are the most likely to be careful about spending and take a shorter-term spending strategy by foregoing the things they want and need to keep debt down.

Conversely, younger Millennial respondents are more likely to take a longer-term view of their debt situation. They're the most likely to refinance to lessen debt. They are also among the most likely to feel like they must incur debt to buy the things they want and need.

DEBT ON THE MIND AFFECTS HOW WE SPEND



Source: Nielsen Generational Lifestyle Survey, Q1 2015

COUNTRIES IN THE STUDY

Internet Penetration

Asia-Pacific

AUSTRALIA	94%
CHINA	47%
HONG KONG	81%
INDIA	20%
INDONESIA	28%
JAPAN	86%
MALAYSIA	67%
NEW ZEALAND	95%
PHILIPPINES	41%
SINGAPORE	80%
SOUTH KOREA	92%
TAIWAN	80%
THAILAND	30%
VIETNAM	44%

Latin America

ARGENTINA	75%
BRAZIL	54%
CHILE	67%
COLOMBIA	62%
MEXICO	49%
PERU	42%
VENEZUELA	50%

Europe

AUSTRIA	87%
BELGIUM	90%
BULGARIA	59%
CROATIA	71%
CZECH REPUBLIC	78%
DENMARK	97%
ESTONIA	83%
FINLAND	97%
FRANCE	83%
GERMANY	87%
GREECE	60%
HUNGARY	75%
IRELAND	79%
ISRAEL	76%
ITALY	59%
LATVIA	75%
LITHUANIA	69%
NETHERLANDS	96%
NORWAY	95%
POLAND	67%
PORTUGAL	65%
ROMANIA	51%
RUSSIA	61%
SERBIA	65%
SLOVAKIA	82%
SLOVENIA	76%
SPAIN	75%
SWEDEN	95%
SWITZERLAND	89%
TURKEY	57%
UNITED KINGDOM	90%
UKRAINE	42%

North America

CANADA	95%
UNITED STATES	87%

Middle East / Africa

EGYPT	53%
PAKISTAN	15%
SAUDI ARABIA	67%
SOUTH AFRICA	52%
UNITED ARAB EMIRATES	96%

Source: Internet World Stats, June 30, 2014

ABOUT THE NIELSEN GLOBAL SURVEY

The Nielsen Global Survey of Generational Attitudes was conducted Feb. 23 - March 13, 2015 and polled more than 30,000 online consumers in 60 countries throughout Asia-Pacific, Europe, Latin America, the Middle East/Africa and North America. The sample includes Internet users who agreed to participate in this survey and has quotas based on age and sex for each country. It is weighted to be representative of Internet consumers by country. Because the sample is based on those who agreed to participate, no estimates of theoretical sampling error can be calculated. However, a probability sample of equivalent size would have a margin of error of ±0.6% at the global level. This Nielsen survey is based only on the behavior of respondents with online access. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60% Internet penetration or an online population of 10 million for survey inclusion.

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content—video, audio and text—is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement, as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population. For more information, visit www.nielsen.com.

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