

## Adventures in Eating: Millennials vs. Older Consumers



Having been born into a world of infinite choice, Millennials are accustomed to making snap decisions grounded in more unique and creative food and beverage choices. On a quest for new taste experiences, Millennials are apt to be more adventurous than older consumers when it comes to trying new foods and dining out.



When it comes to eating and drinking, Millennials are more likely than older consumers to:

**Prefer to dine with others**—They're less likely to feel "comfortable eating a meal at home alone"

**45% Millennials vs. 54% older consumers**

**Eat impulsively**—to not "really think about it too much...just eat whatever I want when I feel like it"

**39% Millennials vs. 30% older consumers**

**Skip home-cooked meals**—They're less likely to have home-cooked meals

**39% Millennials vs. 51% older consumers**

**Believe they can compensate for eating poorly**—"I can effectively undo any unhealthy eating or overindulging with a few solid healthy meals"

**17% Millennials vs. 9% older consumers**

**Try new kinds of ethnic cuisine**

**40% Millennials vs. 32% older consumers**

Source: *Culture of Millennials* 2011 report, The Hartman Group, Inc.