

STRUGGLING MILLENNIALS

Food, Eating and Health + Wellness Among Low-Income Consumers

Low income disproportionately affects certain groups in society. An individual's low-income situation is, of course, unique. The Recession meant Millennials got a "slow start" to adulthood. Those born in the 1980s have 34% lower net worth compared to previous generations during the same life stage. The Hartman Group's **The Business of Thrift: Understanding Low-Income and Value-Oriented Consumers** report reveals that struggling Millennials, more than others, seem to feel like they are missing out when it comes to eating, health and wellness and living a satisfying life. Here's a look at some key data points to help you understand this important group of consumers.

With \$100 More Per Week, I Would... (% ranking item in top 5)



- 43% Buy more food from the store (124)*
- 33% Buy things for the kids (163)
- 31% Buy higher-quality food from the store (120)
- 20% Eat out more (90)

"I'm worried that good, healthy food is going to become way too expensive and that we will be forced to buy foods that aren't as good for us, that are super processed, and that there will be nothing but caged farms and non-free-roaming animals."

— Millennial, Male, SNAP Recipient

Barriers to Eating the Way I'd Like... Over-indexed items in bold (≥120)

PRICE: Too expensive, Sometimes run out of money	66%
PREFERENCE: Afraid I won't like it; Not a high priority for me; Other household members want something different	60%
TIME: Lack of time to plan meals/snacks; Lack of time to shop; Lack time to cook way I'd like; Schedule is unpredictable	52%
ENERGY: Lack energy to plan meals/snacks; Lack energy to shop; Lack energy to cook way I'd like; Cleaning up too much of a hassle	47%
ACCESS: Don't have ingredients/tools I need; Don't have space/appliances for cooking; Health issues/physical limitations prevent eating/cooking way I'd like; Not enough interesting restaurants nearby; Nearby stores have poor selection	39%
KNOWLEDGE: Don't know how to cook well enough; Don't know how to make/buy; Don't know where to find inspiration or recipes	36%

HARTMAN POV: HEALTH & WELLNESS

Struggling Millennials consider themselves slightly less healthy than other Americans. They over-index on wanting to improve almost all aspects of their health and wellness, with the biggest differences around self-esteem, balance and being able to relax and enjoy themselves. Price, energy, frustration and lack of access to health and wellness resources and health care point to many unmet health and wellness needs. **Get the full report, contact: blaine@hartman-group.com**

*Index scores reflect a comparison to general U.S. population