



MBGenhance

Meet the Mindful Millennial  
**Executive Summary**

# Meet The Mindful Millennial

Millennials, the generation that ushered in a new era of digital connectivity, are now behind a radical reconfiguration of priorities in response to the very technology that defines their era. Bombarded by a never-ending stream of tweets, text messages and emails, Millennials are exhausted by what once seemed to be a utopian ideal of constant connectivity. In short, technology has become more of a problem than a solution.

The antidote to this mayhem? Mindfulness.

At MindBodyGreen, we're seeing the shift toward mindfulness firsthand. If sex, drugs and rock and roll were the holy trinity of the Boomer era, health, happiness and mindfulness is becoming the trademark of the Millennial generation. This consumer cohort is restructuring their beliefs and behaviors, placing these values at the center of everything they do.

As Mindful Millennials become an increasingly large and valuable cohort, there are substantial opportunities for marketers to engage this affluent, brand-conscious consumer.

## About This Study

This study is the product of qualitative, quantitative and desk research conducted throughout the year.

Specifically for this report, in November 2014 we surveyed 6,734 people across multiple platforms who actively practice mindfulness.

## Meet The Mindful Millennial

Thoughtful, social, collaborative and purpose-driven, the Mindful Millennial is fundamentally changing the world of business and the practice of branding. Mindful Millennials are savvy, educated, affluent individuals who, in response to external change, are placing health, happiness and purpose at the center of everything they do and what they believe.

### Some Stats

*\*Source: Boston Consulting Group, January '14*



Born between  
1980 - 1995



The largest living  
generation



\*Annual U.S. spending  
power: \$1.3 trillion

To get the full report - and learn what the rise of the  
Mindful Millennial means for your brand, contact  
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# Topline findings

## A Shift From Wealth To WELLth

If sex, drugs and rock and roll were the holy trinity of the Boomer era, health, happiness and well-being is becoming the trademark of the Millennial generation. This cohort's growing appreciation of balance, well-being and healthy living is driving a radical shift in behaviors, where physical fitness, good nutrition and meaningful personal and professional relationships are the ultimate objectives. Being healthy is increasingly understood as the primary way of being wealthy.

## Stress Levels Mounting

It's a tough life for Millennials: Constant connectivity, hyper-competitiveness, job instability, ever-increasing living costs and ongoing financial troubles are taking their toll, ratcheting up stress levels to an unprecedented degree.

- 95% of Millennials are increasingly focused on managing or minimizing stress

## Overwhelmed By Constant Connectivity

For the Mindful Millennial, constant connectivity and social media are major culprits in driving stress levels. People are bombarded with never-ending streams of texts, tweets, Facebook messages and emails, contributing to a feeling of being overwhelmed and out of control.

- 84% of Millennials sometimes feel overwhelmed by social media

## Balance Is The New Achievement

With so many stressors, the world seems increasingly out of sync. Overwhelmed by all of this, Mindful Millennials are making a big push toward finding control and establishing precious equilibrium. Today, balance is the new achievement.

- 91% of Millennials are looking for ways to re-establish control of their life and their surroundings
- 99% of Millennials agree with the statement, "more and more, I'm trying to find balance in my life"

## Mindfulness Goes Mainstream

As more people seek to re-establish control and find balance, they're turning to mindfulness. Once a practice of the spiritual set, mindfulness, or the art of being more present and in the moment, has reached the mainstream. For the Mindful Millennial, mindfulness is a core part of their lives.

- Almost 8 in 10 Millennials meditate at least once a month

### ***Top Reasons for Mindfulness among Millennials***

- *It helps me function better (98%)*
- *It makes me happier (98%)*
- *It is a vital antidote to the stresses of everyday life (98%)*

## **Mindfulness Is The New Religion**

With religiosity on the decline, Mindful Millennials are taking a different approach, describing themselves as more spiritual than religious. As the mental, physical and emotional benefits of mindfulness become clearer, it will be embraced as an entirely acceptable form of spiritual enlightenment.

- 90% of Millennials say they are more spiritual than religious
- 87% of Millennials feel that, these days, it's less about being religious and more about being spiritual

## **A Shift From Profit To Purpose**

For the Mindful Millennial, success is finding purpose, rather than just profit. More than simply finding happiness, they seek emotional and intellectual satisfaction: a sense of meaning to provide motivation. Whether through social change, professional growth or healthy relationships, this cohort seeks to feel fulfilled in everything they do.

- 99% of Millennials aspire to live with purpose
- 98% of Millennials say finding happiness is one of their most important goals in life

## **Looking To Live The Simple Life**

As Millennials move from money and material success to meaning and mindfulness, they're placing more and more emphasis on enjoyable experiences over material items.

From car-buying to entertainment consumption, Millennials prefer access to ownership, cutting out clutter in the process. And, thanks to the Internet, they can get whatever they want on-demand, in an instant.

- 94% of Millennials place more and more value on simplicity
- 86% of Millennials subscribe to the philosophy that less is more

## **A Complicated Relationship With Technology**

Mindful Millennials have a complex and somewhat contradictory attitude toward technology. On the one hand, they can't live without it (the majority say they couldn't live without their smartphone), but, on the other hand, they're fed up with its distracting omnipresence.

More than 9 in 10 Millennials own a smartphone but they have a love/hate relationship with tech

- 88% of Millennials frequently find themselves distracted by technology
- 79% of Millennials wish there were more ways to minimize technology's presence in their lives

## **Mindful Mobile Users**

It's not all bad news for mobile-wielding Mindful Millennials. Increasingly, they're harnessing the power of the smartphone for good, turning it into a tool to help them be more mindful.

- 57% of Millennials use smartphone apps to help them be more mindful

### **The “CO” Generation**

In the social media era, Mindful Millennials are constantly connected to the wider world, quickly able to communicate and collaborate with people across cultures and countries. The ability to correspond in real time with like-minded people around the globe has forged a literal community, engendered a belief in large-scale collaboration and fostered collective consciousness: a feeling of connection that prompts a “we” mentality (rather than a “me” mentality).

- 97% of Millennials want to Connect with like-minded people
- 84% of Millennials say their Community is very important to them

### **Citizens For The Greater Good**

Mindful Millennials’ sense of connectedness has made them more aware of the wider world and, despite comments to the contrary, the Mindful Millennial cares deeply about the world and has a passion for social change.

- 95% of Millennials say living in a sustainable manner is important to them
- 88% of Millennials are increasingly concerned with the environmental impact of their actions

### **Brands As Friends**

Mindful Millennials are open to brands participating in their lives in a meaningful way. The Mindful Millennial views brands as potential partners to help them be more mindful.

- 83% of Millennials would be open to recommendations from brands on how to be more mindful
- 79% of Millennials wish there were more products and services that could help them be more mindful

### **But With High Expectations Of Brands**

The Mindful Millennial holds high expectations of brands. Because Mindful Millennials vote with their wallet and will purchase products from companies that share their beliefs, brands should have personality, purpose and a commitment to driving positive social and environmental change.

- 96% of Millennials feel brands need to think about the long-term social and environmental consequences of their actions
- 86% of Millennials prefer to purchase products from brands that share their beliefs
- 87% of Millennials will pay more for products that are environmentally sustainable
- 79% of Millennials will pay more for products that are locally sourced

### **About MBGEnhance**

Enhance is MindBodyGreen's in-house consulting practice that helps brands understand and respond to rapidly changing attitudes toward health, happiness and well-being. With our community of over 2,500 influencers and a readership of more than 15 million worldwide, we are uniquely attuned to shifts in culture and consumer mindset. We pull out the signals from the noise, and translate this into intelligence and insights that can be harnessed to drive business gain.

### **About MindBodyGreen**

MindBodyGreen is the world's leading destination for Millennials who want to discover and share content about health, happiness and well-being. With our community of 15 million monthly unique readers, we are at the forefront of a fundamental shift in the way people lead their lives.

To get the full report - and learn what the rise of the Mindful Millennial means for your brand, contact Will Palley, MBG's Head of Strategy and Insights  
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