

The background features a light gray gradient with decorative elements. On the left and right sides, there are complex network graphs consisting of numerous small circles (nodes) connected by thin, curved lines. In the bottom right corner, there is a stylized bar chart with several vertical bars of varying heights.

Quid[®]

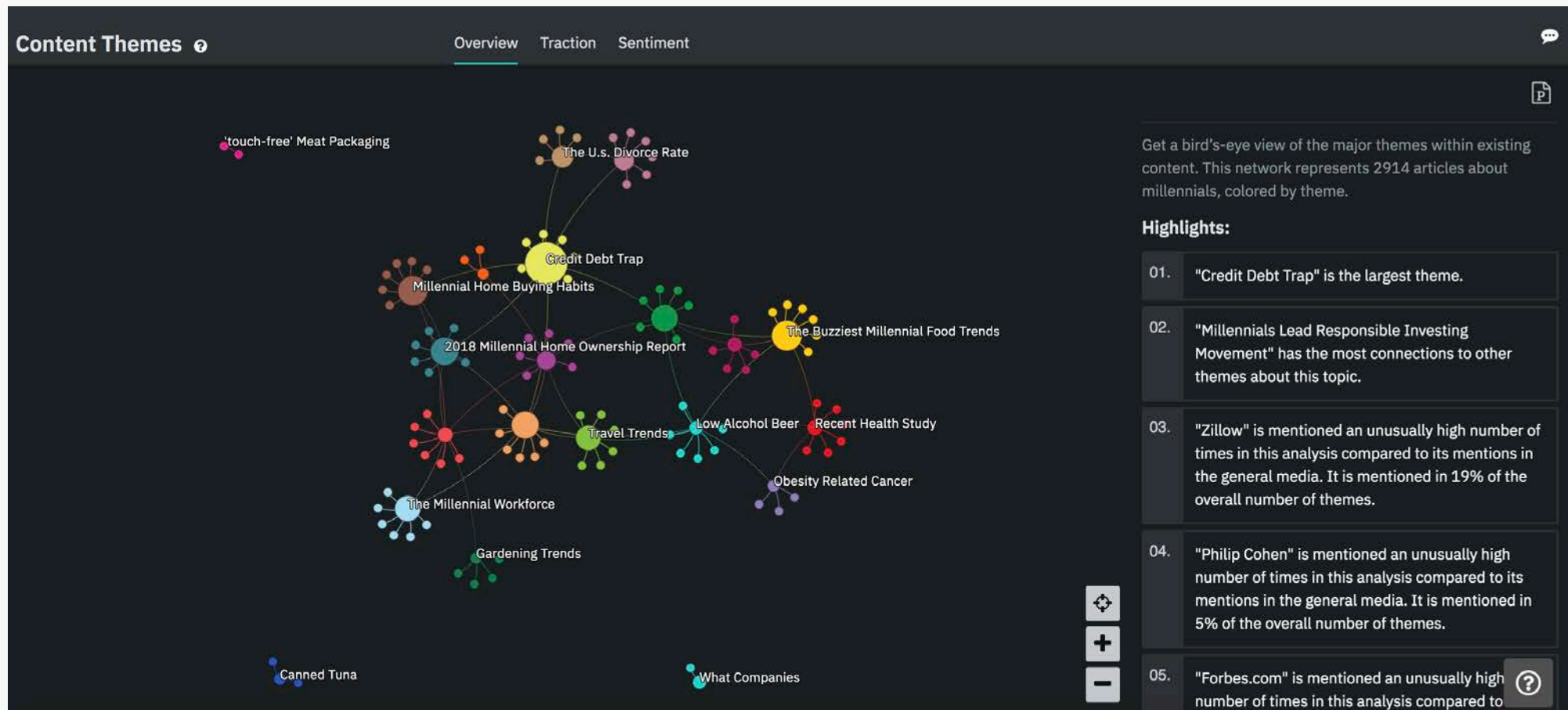
CONTENT STRATEGY APP: MILLENNIAL TRENDS

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The Content Strategy app analyzed 2,914 articles on millennial trends to understand what's being written about the interests and behaviors of this key demographic.

According to the media, millennials buck the trend on finances, spending, and family.

Larger revealed that millennials are “alarming late” on car payments, spend large sums of money on pets they view as family, and are driving down divorce rates.



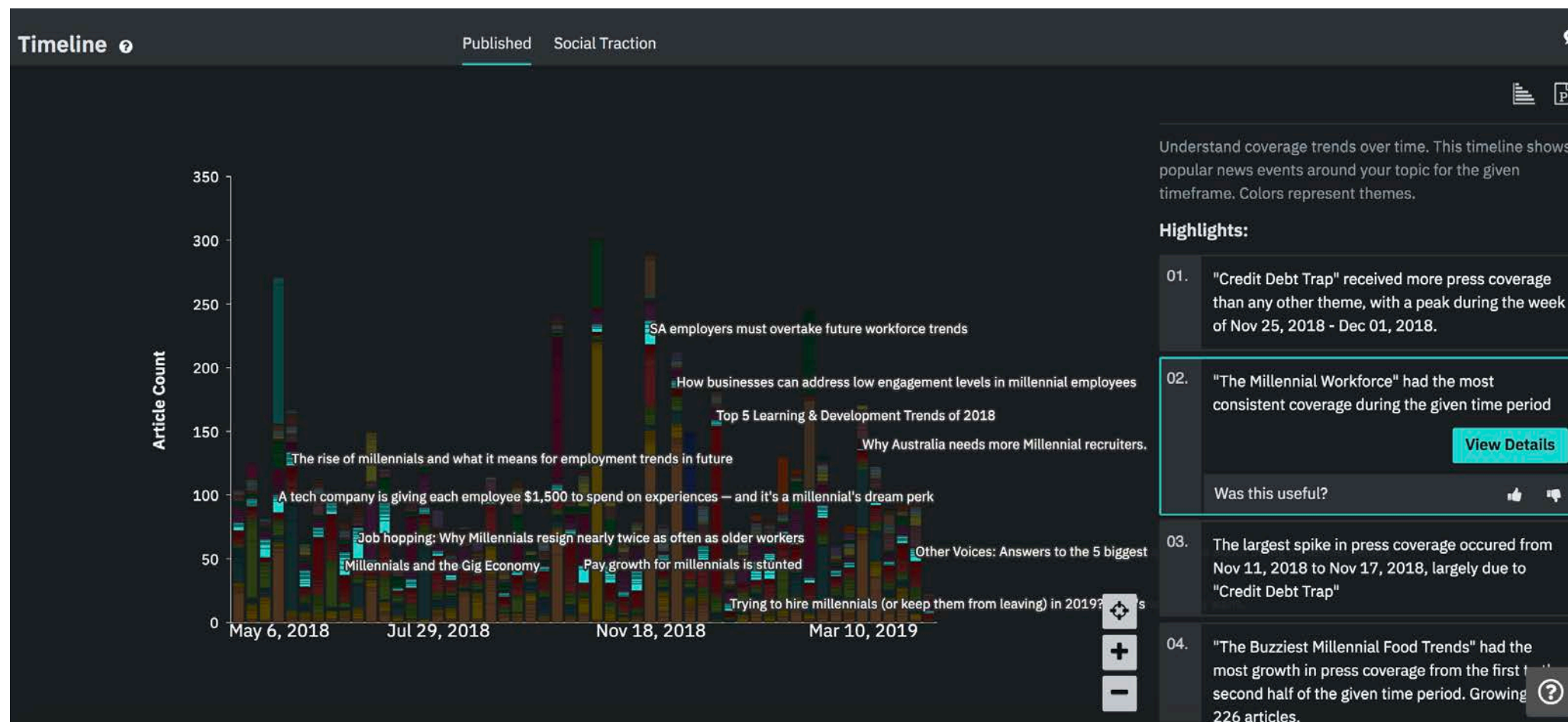
Food consumption habits and good and services for aging millennials are budding trends.

News that a UK grocer had developed “touch-free” packaging for millennials with an aversion to handling raw meat got the highest online social traction, followed by news of a falling demand for canned tuna in favor of higher quality goods.



Among all topics, Quid found steady coverage around millennial workers during the last year, with a rising interest in food trends.

During the year, media outlets reported on millennial office and culture preferences, interest in diversity of experience, and high resignation rates. More recent coverage also focuses on millennial's desire to reduce their carbon footprints through food.





APPENDIX



QUID APPS

Get **immediate insights** with a **streamlined workflow** that uses data science built specifically for each use case

Quid Apps harness **custom data science** to focus your **analysis**, so you can:

- Get to answers easily with a structured set of views
- Understand what matters most with machine intelligence-generated highlights
- Easily repeat your analysis





APPS ROADMAP



AVAILABLE NOW

COMPETITOR BRIEFING

Understand how companies and their competitors are being covered in the media.



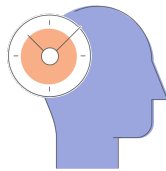
CONTENT STRATEGY

Identify topics and themes that can inspire your content.



KEY OPINION LEADERS

Identify and rank Key Opinion Leaders (KOLs) within a given topic area



COMING SOON

TOPIC TRACKER

Get briefed on the latest news across any industry or topic.