



What Do Canadian Millennials Want? Understanding Their Career & Life Aspirations

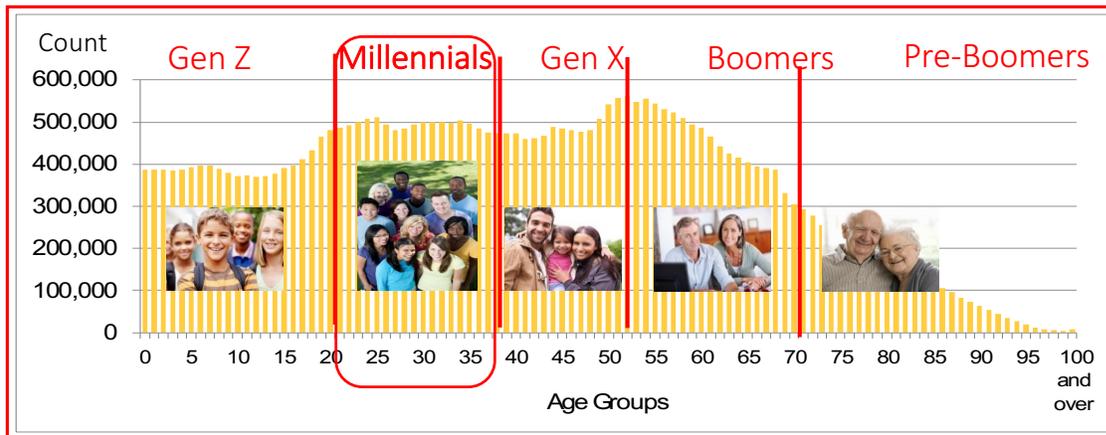
April 20, 2017



Who are Millennials?

Canada's five generations

Population by Age, Canada, 2015



Source: Statistics Canada Demographic Estimates

It's been said that Millennials are ...



Entitled

Tech-savvy

Narcissists

Connected

Entrepreneurial

Lazy

Impatient

Ambitious

Collaborators

Socially-conscious/liberal

What we need to understand about Millennials

- Consumer needs and wants
- Supporting their goals and aspirations - what's needed to help them succeed
- Public policy implications – education, employment, housing, health
- How we understand our society – the stories we tell ourselves

Canadian Millennials social values study

In-depth look at Millennials – how this generation is taking its place in society:

- Life goals and markers of adulthood
- Career aspirations and work experience
- Political and civic engagement

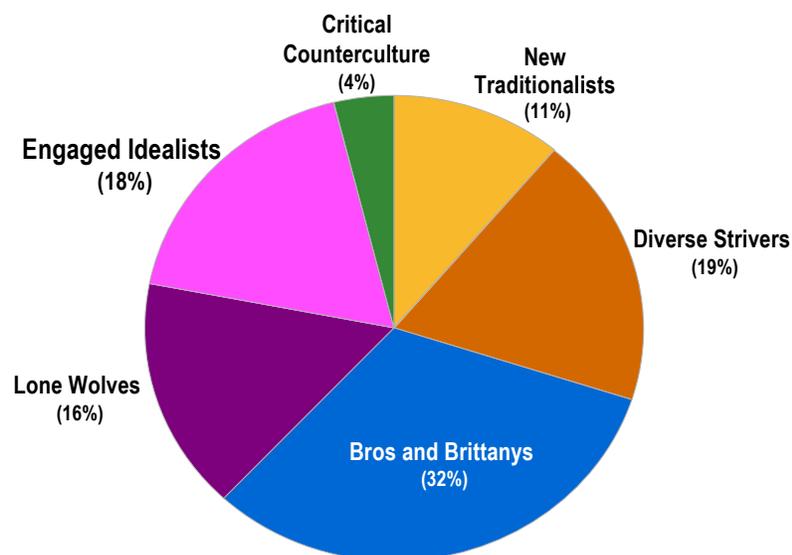
What is common across this generation, and how it varies

- Demographics (socio-economic status, gender, ethnic background)
- Social values – deeper world views and mental postures

What are social values?

- Underlying mental postures and worldviews by which one navigates life, and interacts with oneself and with others
- Deeper and more stable than attitudes and beliefs
- Formed early in life, usually set by mid-teen years; evolve over time through education and experience
- Shaped by upbringing, family life, schooling, community and culture; impacted by major societal trends

Canadian Millennials - social values tribes





Bros & Brittanys (32% of Canadian Millennials)

Largest group that defines the “mainstream.” Avid risk takers but not looking to change the world. They start their day with a cup of Tim’s and end it with a beer. They are enthusiastic users of technology.

Demographics: Male, older, native born and white but also Chinese; average income and slightly less education

Key values: clear gender roles, being respected, looking good, taking some risks, blowing off steam, getting paid



Diverse Strivers (19%)

Making it in life and doing things that bring new and intense experiences are top priorities. They crave success and pursue personal challenges. Diverse Strivers work to inspire respect, to look good and push forward in their goals.

Demographics: Most multicultural of all groups, born in another country, more male, younger and live in GTA, average employment and income

Key values: Connection to community, thrills and excitement, buying things, status & respect, duty to others, pushing yourself





New Traditionalists (11%)

Most religious and spiritual, believe in staying true to the values with which they were brought up. Respect authority figures more so than their peers, report a stronger sense of duty, and a greater sense of identification with their family roots and ancestors.

Demographics: oldest and most settled, more likely female and married with children, High proportion of immigrants and broad ethnic mix. Highest income group, but also more apt to be out of workforce (stay at home moms)

Key values: religion & spirituality, family, doing your duty, legacy



Engaged Idealists (18%)

Millennials on steroids: sociable, energetic, focused on personal growth. Believe in contributing to relationships, careers and community, that their actions matter and they can make a difference. Want meaningful life and careers, and express creativity.

Demographics: mostly Canadian-born and white, most female of groups, younger, Ontario and west. High education and income

Key values: being in control of destiny, learning from others, being open-minded, meaningful career, creativity, spontaneity





Critical Counterculturists (4%)

Share progressive values with Engaged Idealists, but reject status and authority they see as illegitimate or superficial. More clear-eyed rationalists, they will lead when they can add value, but would hate to be judged by their jeans or smartphone.

Demographics: Smallest group, middle age range, B.C., least family-oriented; by far the most educated, but incomes below average, high proportion of immigrants but white.

Key values: political & social engagement, learning from others, control of destiny, autonomous action & thought, practicality versus impulse, authentic understatement



Lone Wolves (16%)

Deeply skeptical of authority. Resemble stereotypic Gen-Xer: cool and standoffish. Like to keep life simple and avoid connections to community and society, but not angry or hostile.

Demographics: Equally male & female, older, Quebec, native-born and white. Lowest interest in family and children, least apt to be employed or in school; lowest education and income

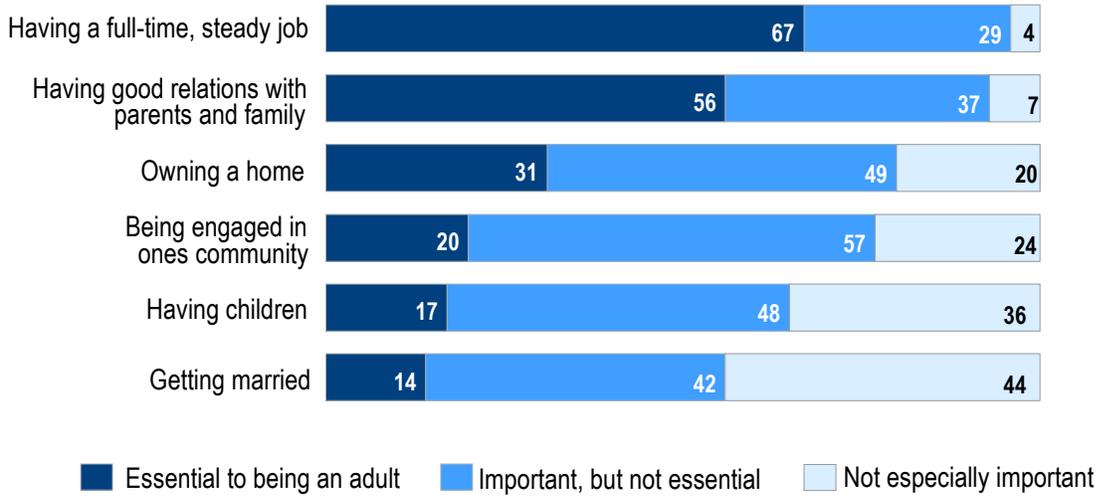
Key values: Doing their own thing, cynicism, keeping things simple, buying things on a whim, laying low



Selected research findings

Life goals

Markers of adulthood

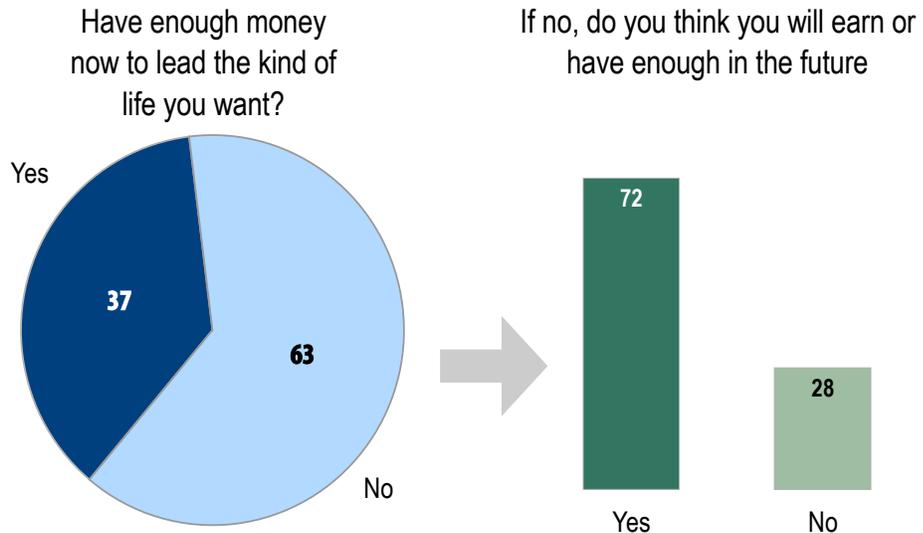


Essential markers of adulthood

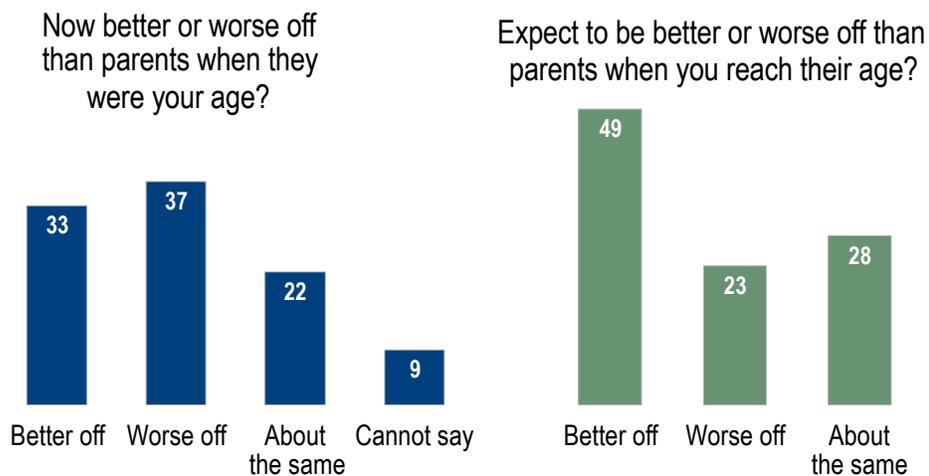
By social values tribe

	Bros and Britnays	Lone Wolves	Engaged Idealists	Diverse Strivers	New Traditionalists	Critical Counterculture
Having a full-time, steady job	75	61	51	78	65	47
Having good relations with parents and family	56	42	53	67	70	36
Owning a home	35	22	19	47	30	15
Being engaged in ones community	10	5	29	35	30	27
Having children	18	10	7	30	20	5
Getting married	13	8	5	26	21	3

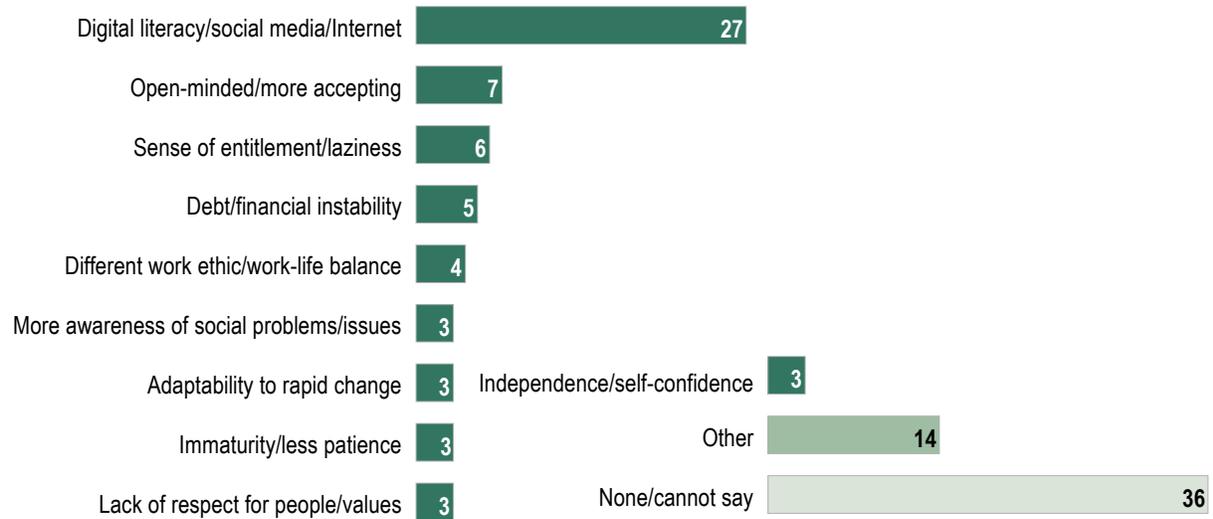
Have enough money to live as you would like



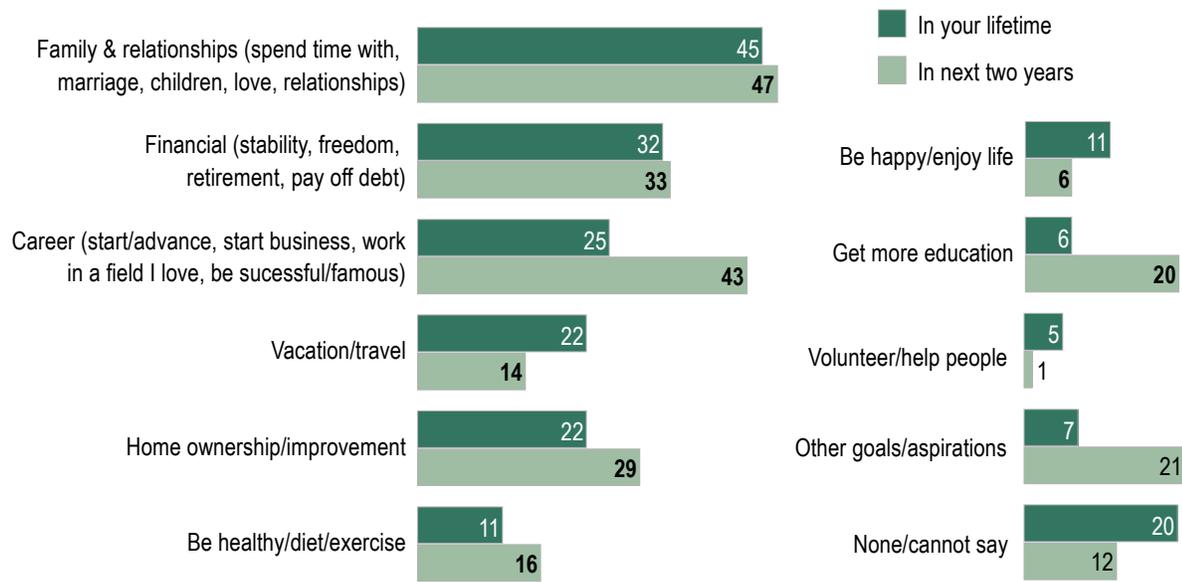
Financial prospects compared with parents



What makes the millennial generation unique?



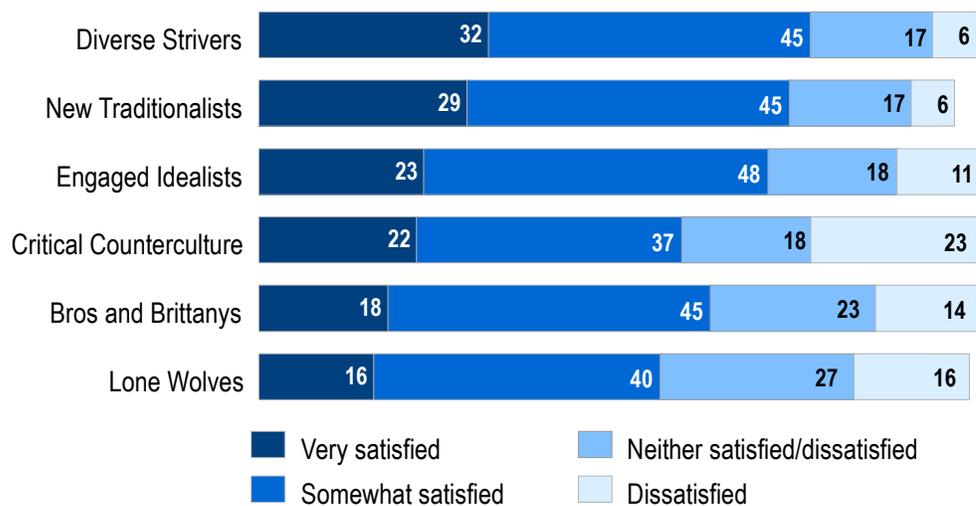
Life goals and aspirations



Work/career experience and aspirations

Current job satisfaction

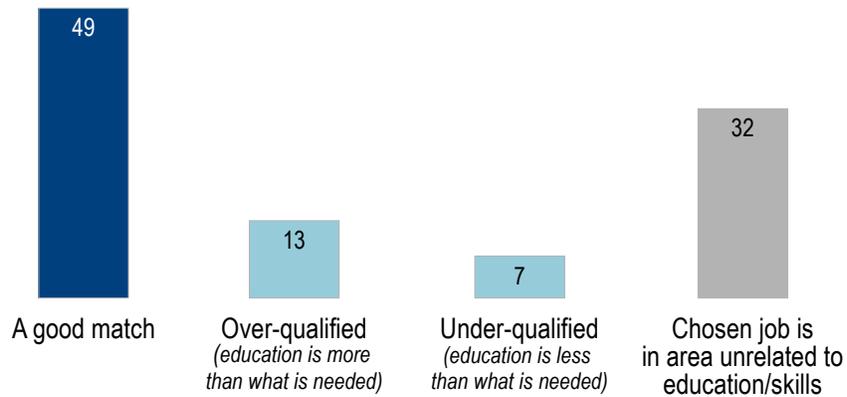
By social values tribe



Matching education with/skills with current job

Those currently employed

How well does your education, training and skills match with your current job?



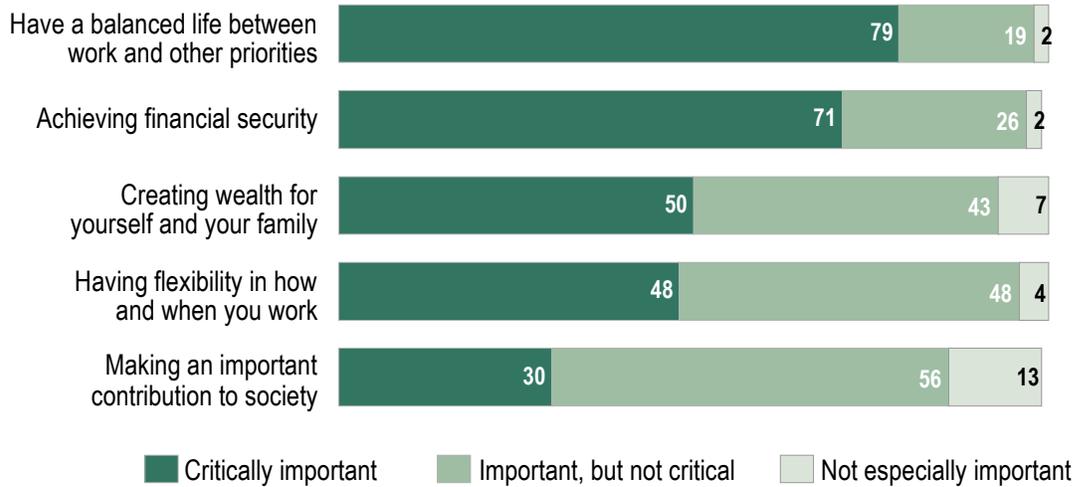
Matching income with current job

Those currently employed

How well does your current income match with education, training and skills?

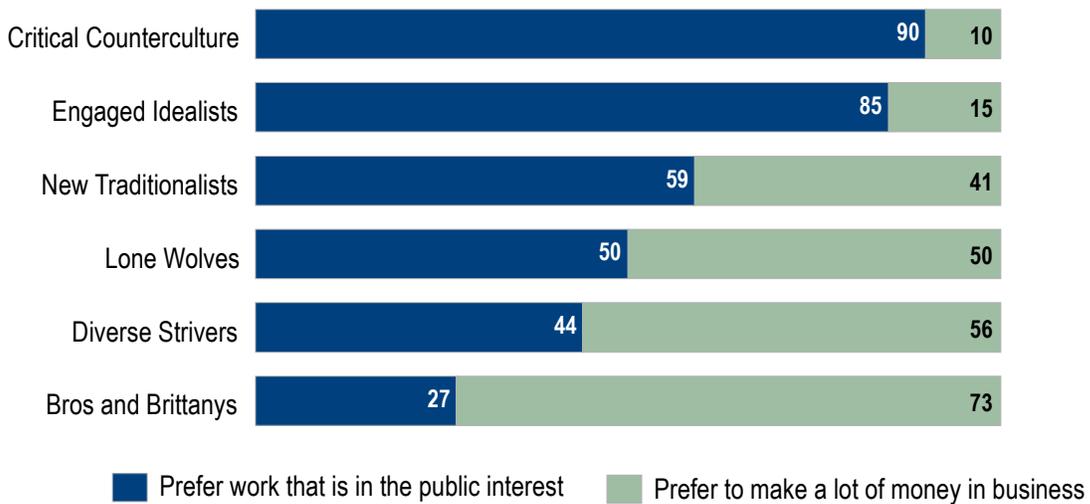


Important work and career goals



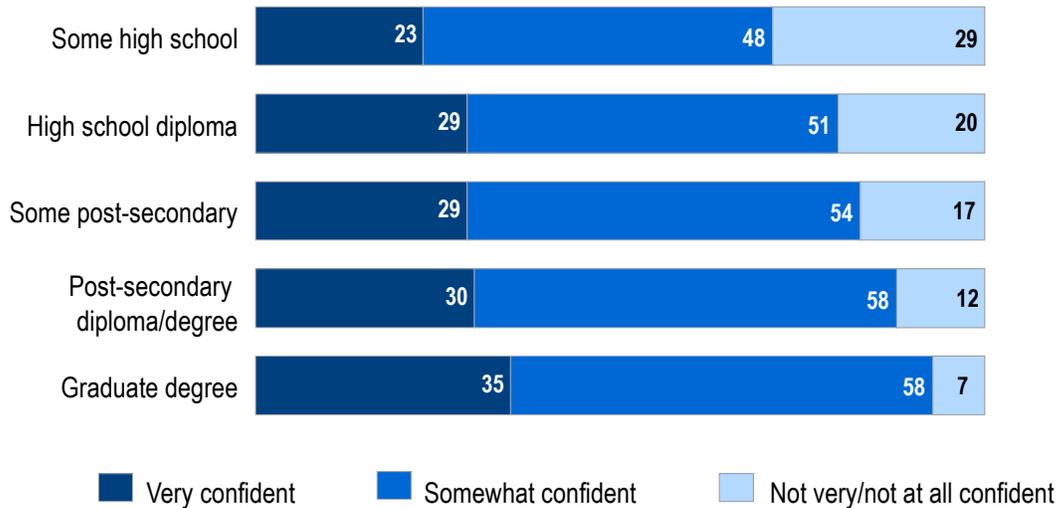
Preferred type of work

By social values tribe

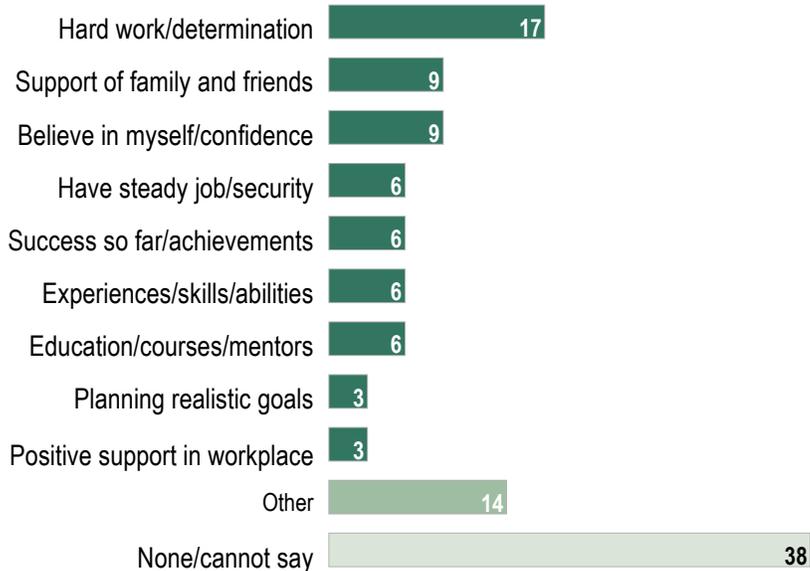


Confidence in attaining career goals

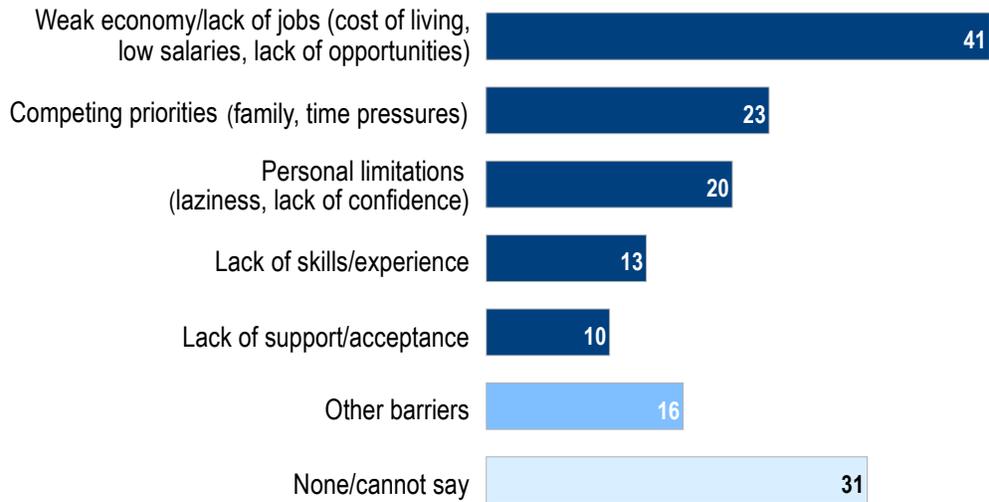
By educational attainment



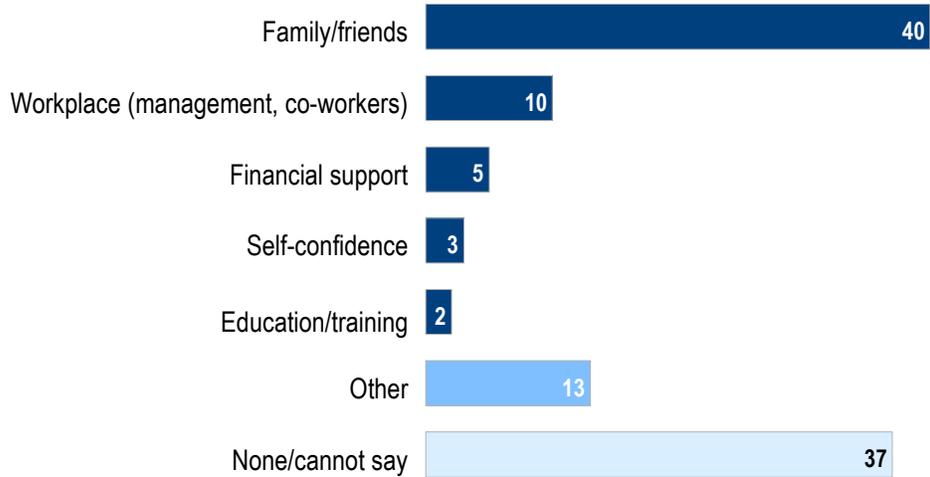
What gives you confidence in attaining career goals?



Biggest challenges facing work/career goals

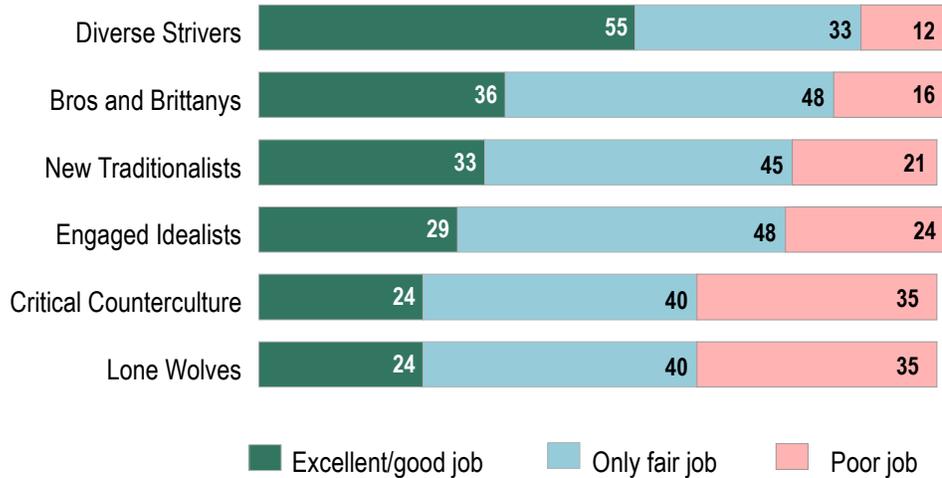


Most important support in work/career



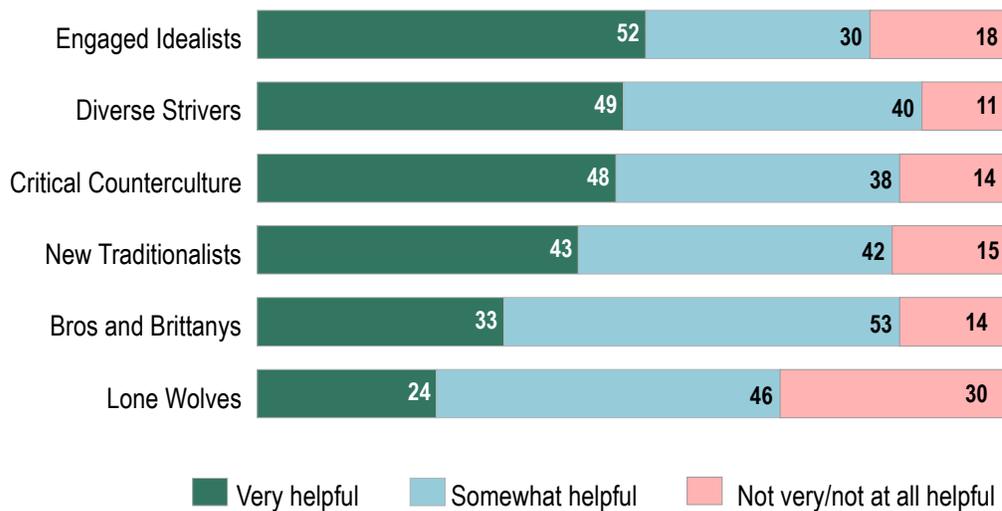
How well are major institutions supporting millennials?

By social values tribe



How helpful has your post-secondary degree been?

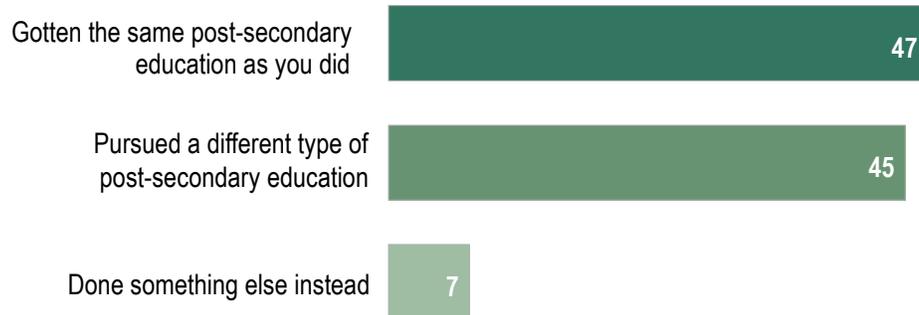
Those with post-secondary degree - by social values tribe



Was your post-secondary degree the right choice?

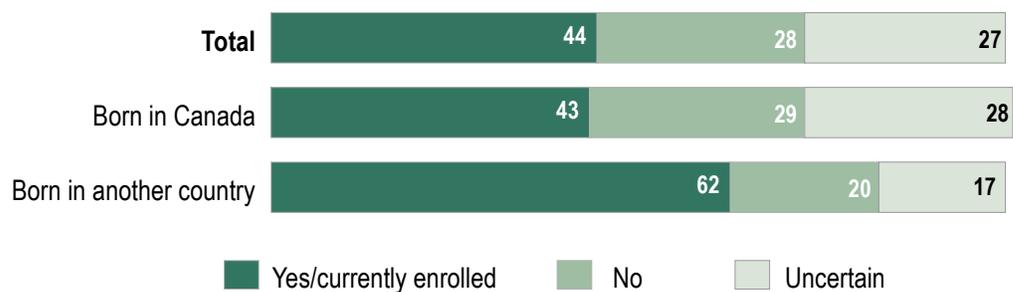
Those with a post-secondary degree

*If you could do it over again,
would you ... ?*



Plan to pursue further post-secondary education?

Those without post-secondary degree – by place of birth





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