



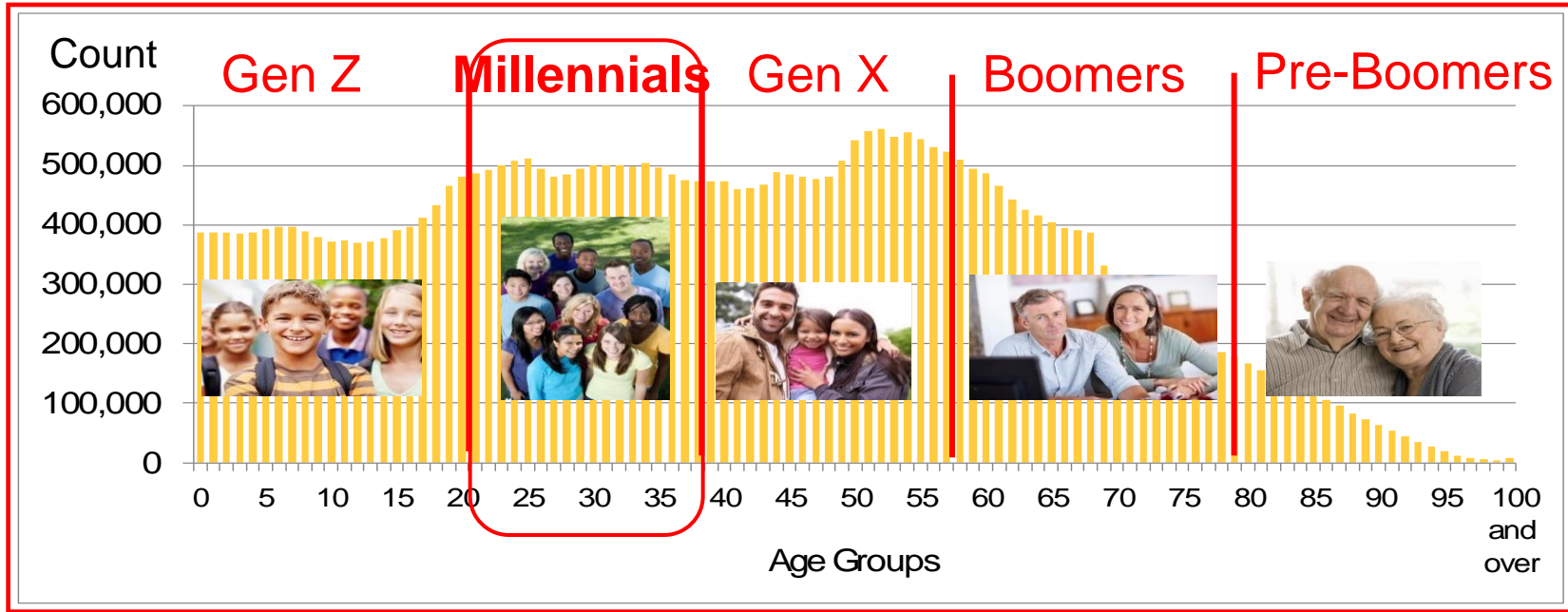
What Millennials want out of life and career: A portrait of six tribes

Cannexus 17 January 25, 2017

Who are Millennials?

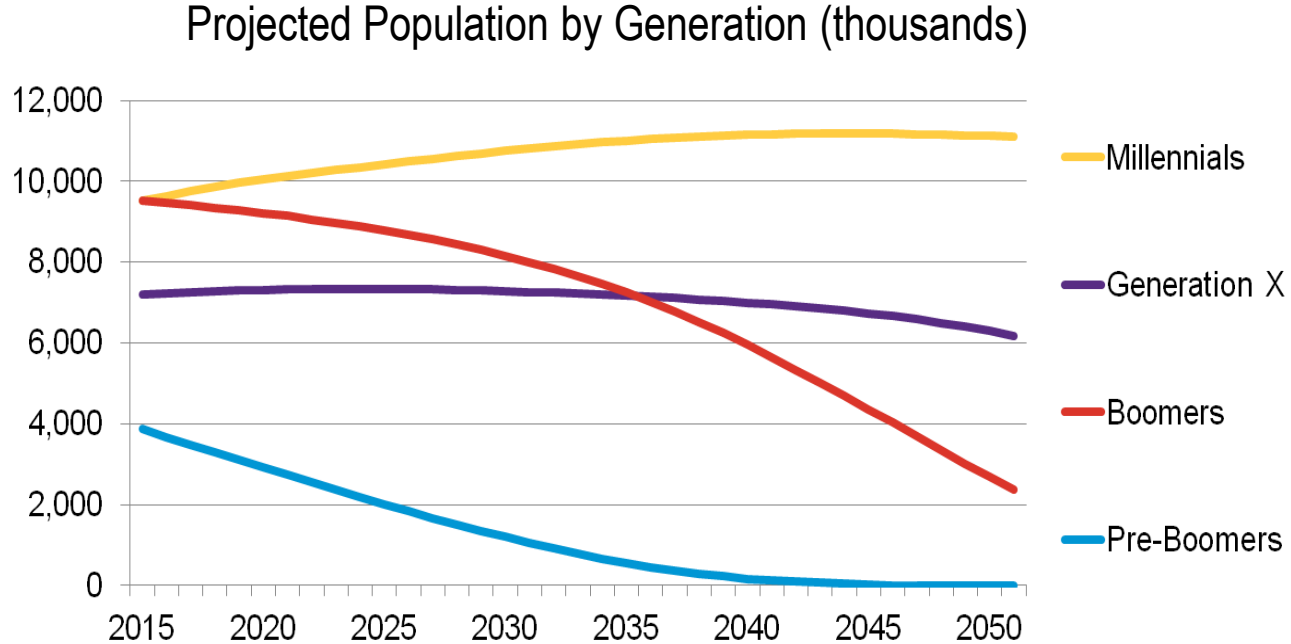
Canada's five generations

Population by Age, Canada, 2015



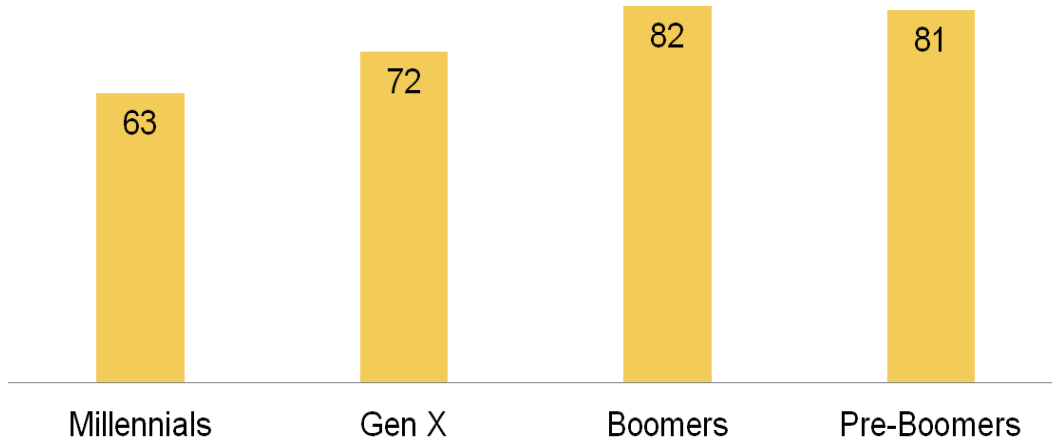
Source: Statistics Canada Demographic Estimates

Millennial generation will grow as Boomers decline in numbers



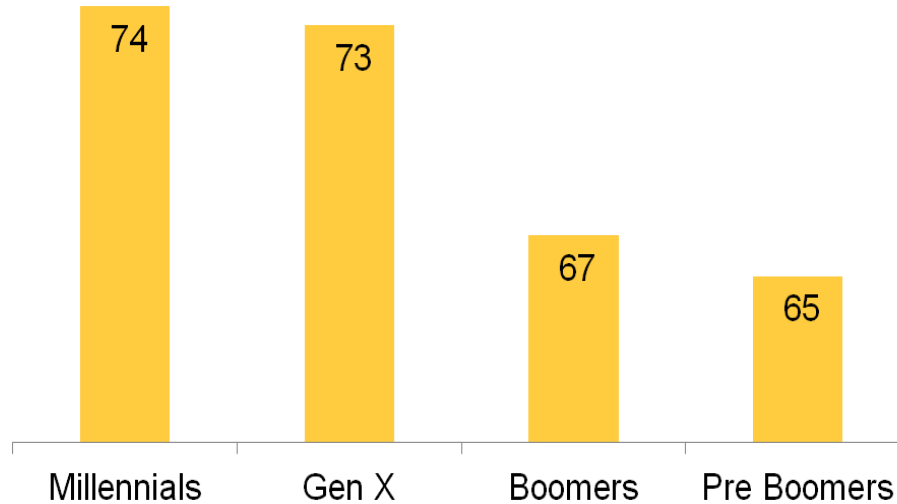
Most likely to grow up in one parent households

Percentage lived with both birth parents until age 15



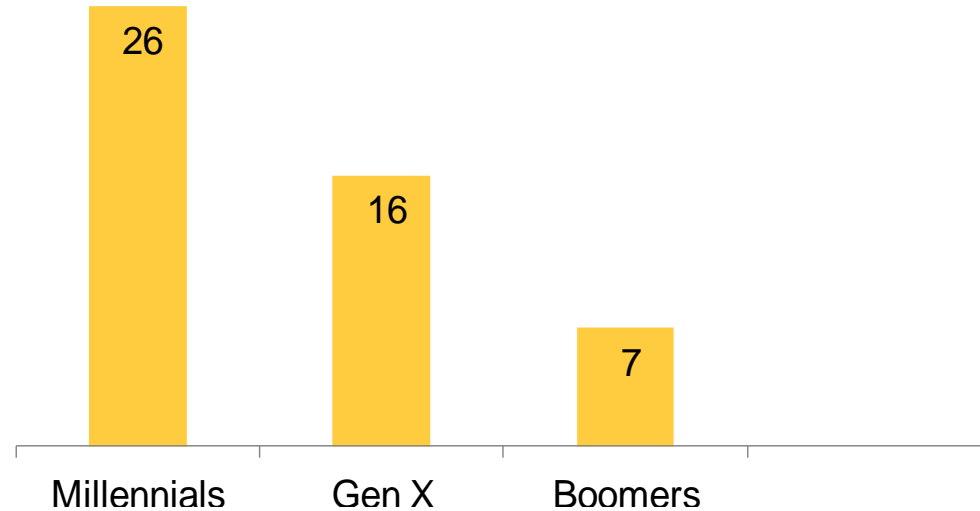
Most likely to live in urban areas

Percent of population living in large urban areas (100,000+), 2015

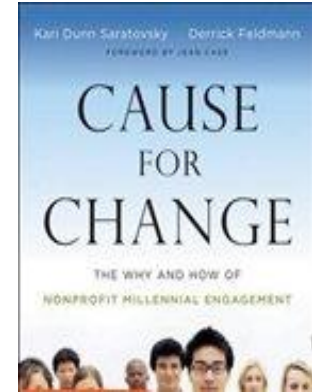
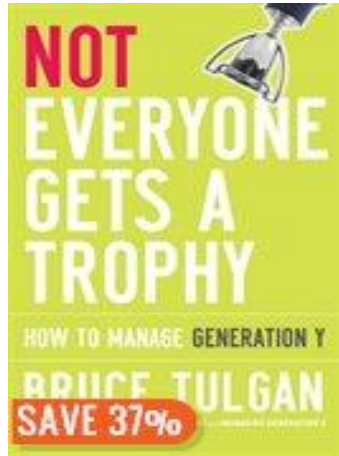


Most ethnically diverse generation of Canadians

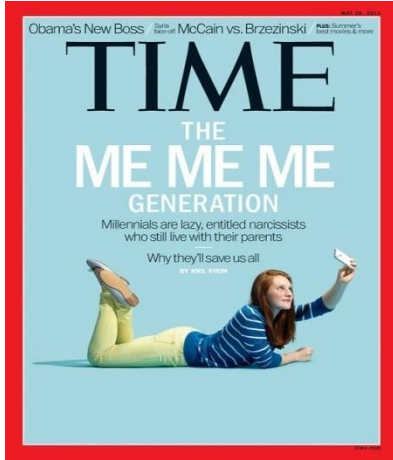
% Visible minority population (when cohort was 15 – 34 years of age)



Millennials - what people are talking about



It's been said that Millennials are ...



Entitled

Tech-savvy

Narcissists

Connected

Entrepreneurial

Lazy

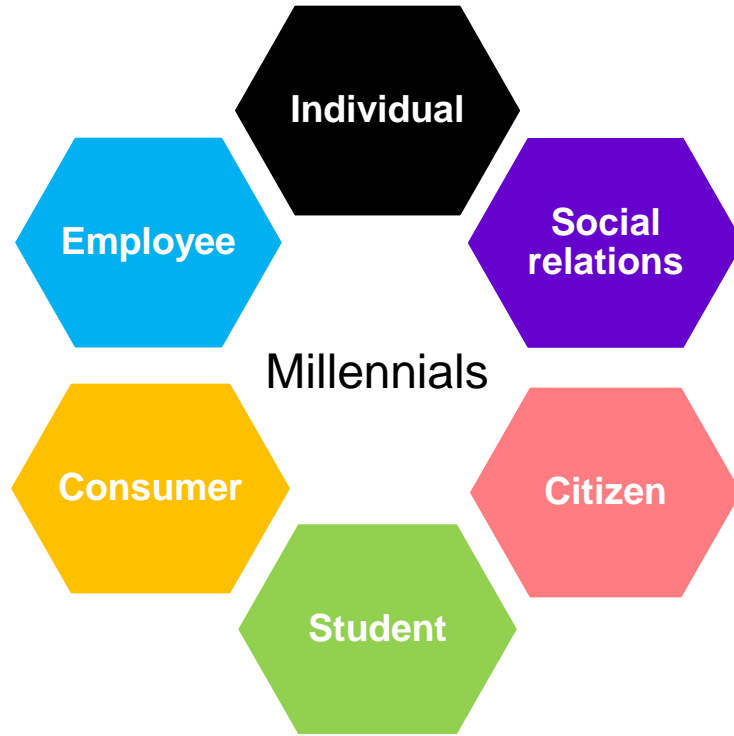
Impatient

Ambitious

Collaborators

Socially-conscious/liberal

No group, no individual, is just one thing



What we need to understand about Millennials

- Consumer needs and wants – *already well researched*
- 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

Comprehensive 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

In the past you could understand person by their demographics and social class . . .



. . . but today demographics are no longer destiny



Social values are the emerging paradigm

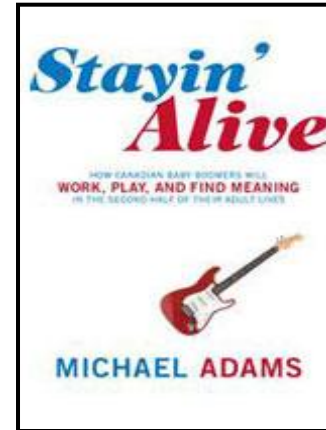
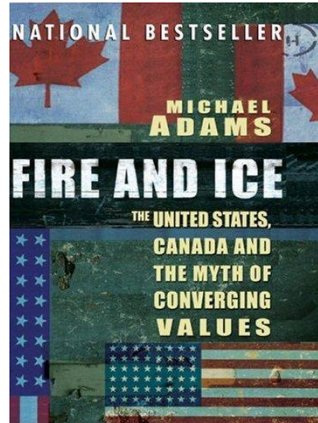
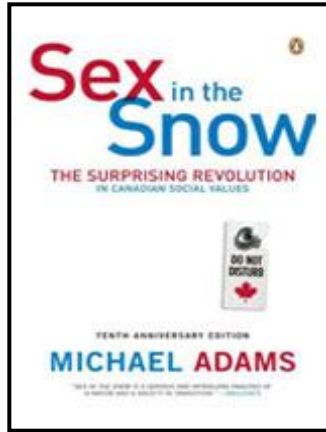
Introduction to social values



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

As popularized in books by Michael Adams



Social value: Religiosity

Placing great importance on religion as a construct which guides one's life.

Also, placing great significance on having an affiliation with an organized religious faith.

Tendency to consider that religion represents the essential values.



Agree with the following:

- *My religious beliefs are important to me.*
- *I consider myself to be a member of a religious faith.*
- *I would like to have a religious service at my funeral.*
- *It is important for children to receive a religious upbringing.*

Social value: Personal challenge

Setting difficult goals, even just to prove to themselves that they can do it. People strong on this trend finish what they start, persevering until their self-assigned task is completed to their satisfaction.



Agree with the following:

- *I often do something simply to prove to myself that I am able.*
- *When I really want to do something, I almost always do it.*
- *Once I start something, I stick with it until I am satisfied with the results.*

Social value: Acceptance of violence

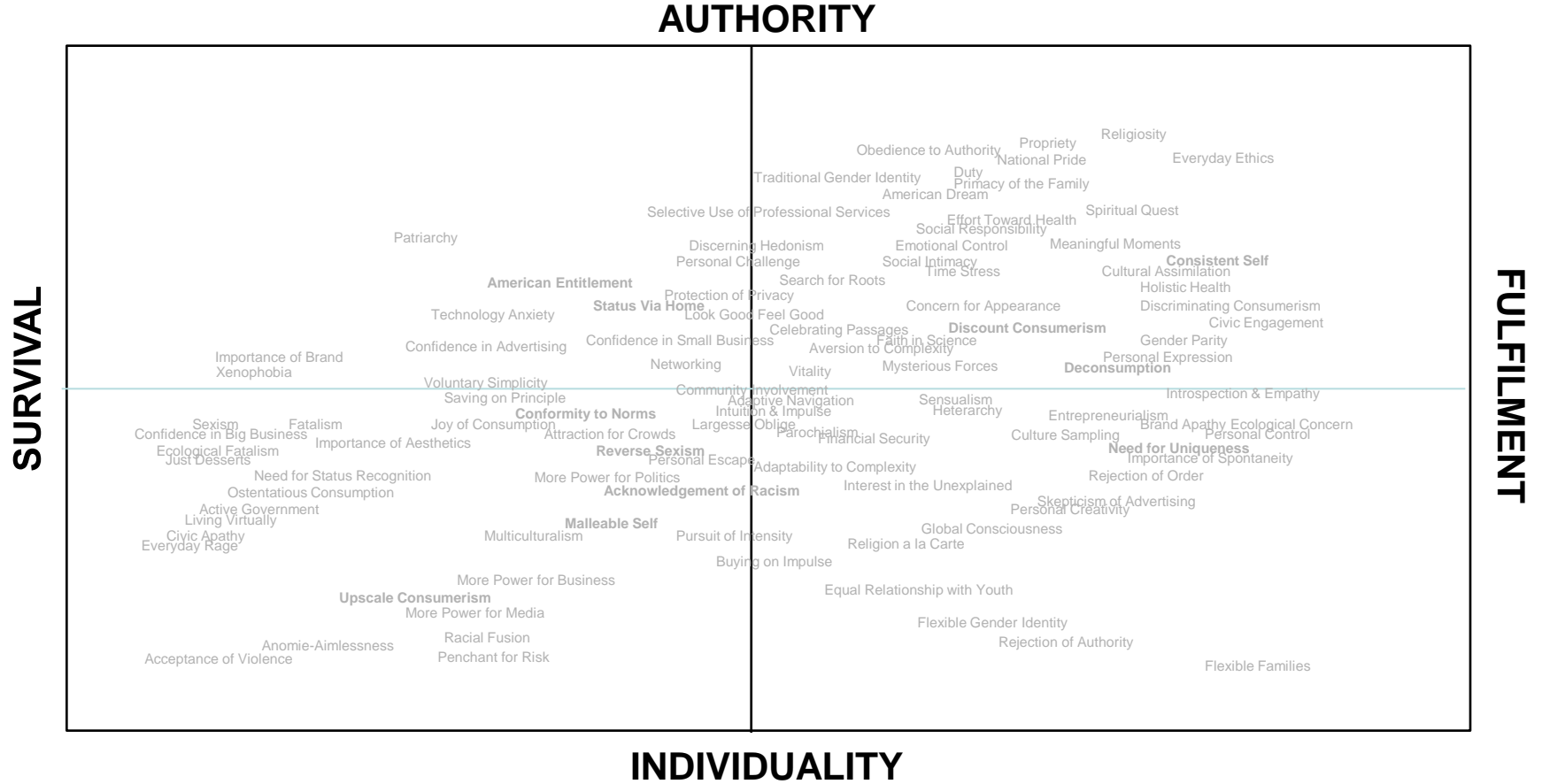
People highest on this trend believe that violence is an inevitable fact of life that must be accepted with a certain degree of indifference. Belief that violence can be both cathartic and persuasive.



Agree with the following:

- *Violence can sometimes be exciting.*
- *When a person can't take it anymore and feels like he/she is about to explode, a little violent behavior can relieve the tension.*
- *Violence is a part of life. It's no big deal.*
- *It's acceptable to use physical force to get something you really want. The important thing is to get what you want.*

Social values map



Social values map – Four quadrants

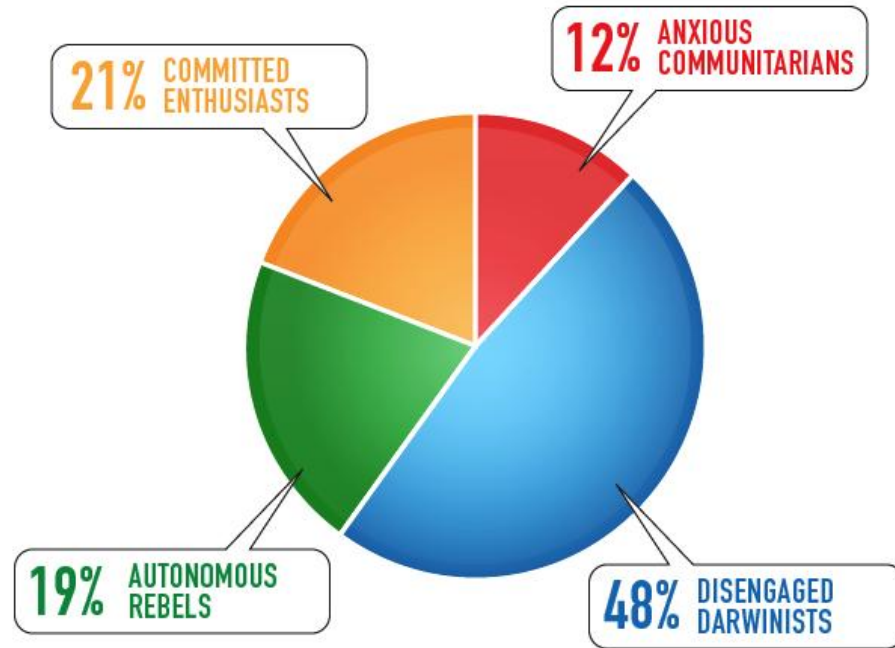
AUTHORITY



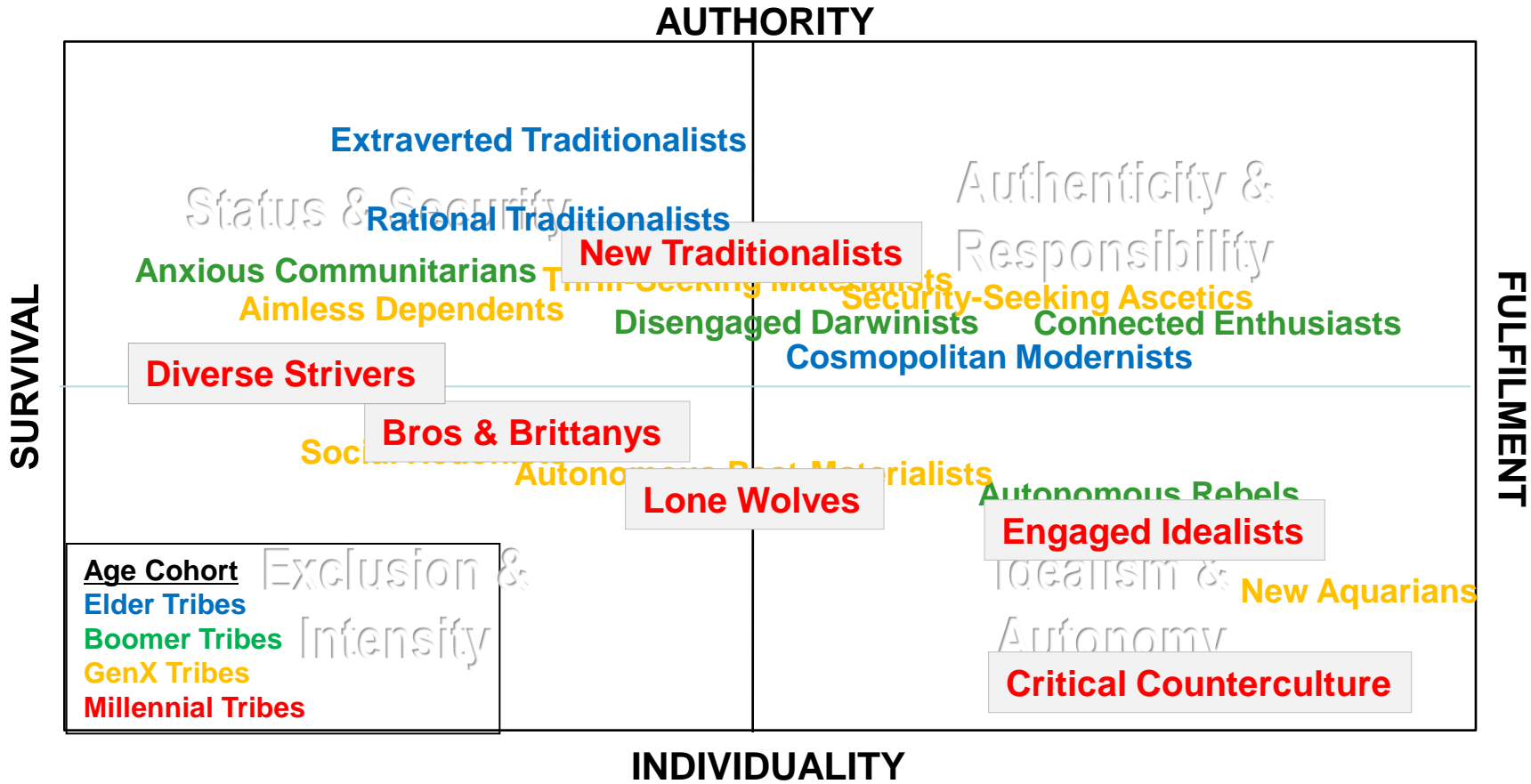
FULFILLMENT

INDIVIDUALITY

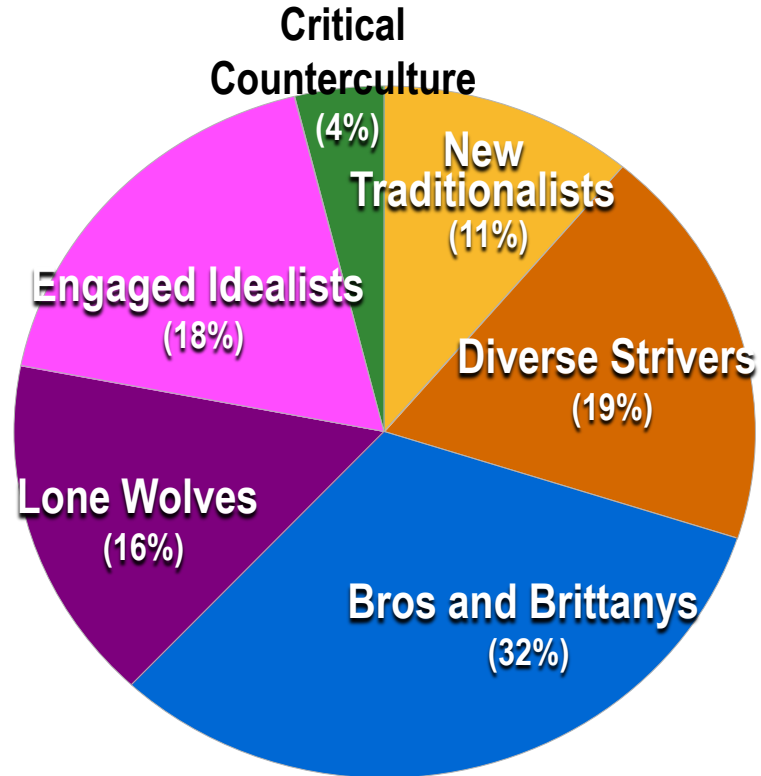
Canadian Baby Boomers – social values tribes



Social values map – Social values tribes by generation



Canadian Millennials - social values tribes





Bros & Brittanys

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

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





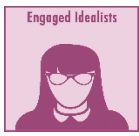
New Traditionalists

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

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

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

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



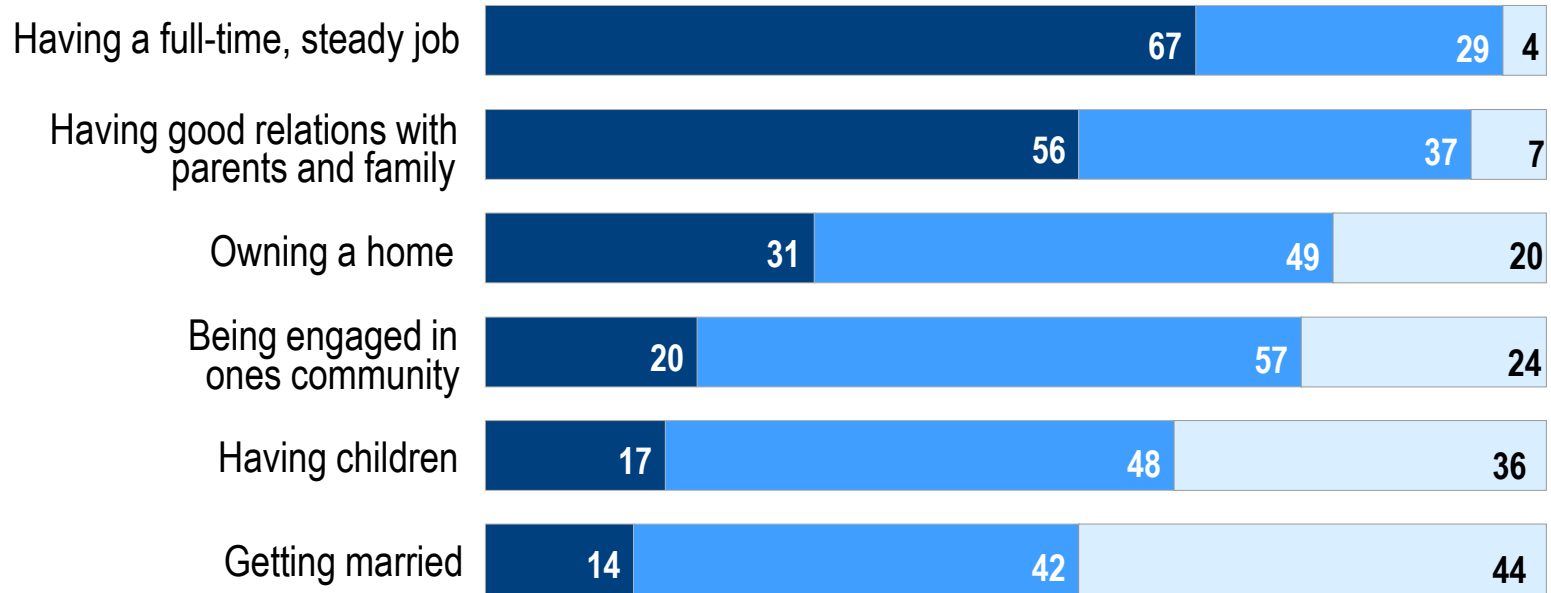
The research

Research methods

- Survey conducted online with representative sample of 3,072 Millennials across Canada (born 1980 – 1995)
- Sample stratified by age, gender and region
- Survey conducted July 6 – August 31, 2016
- Additional qualitative content from selected participants - via video response to follow-up questions

Defining the generation

Markers of adulthood



■ Essential to being an adult ■ Important, but not essential ■ Not especially important

Essential markers of adulthood

By social values tribe

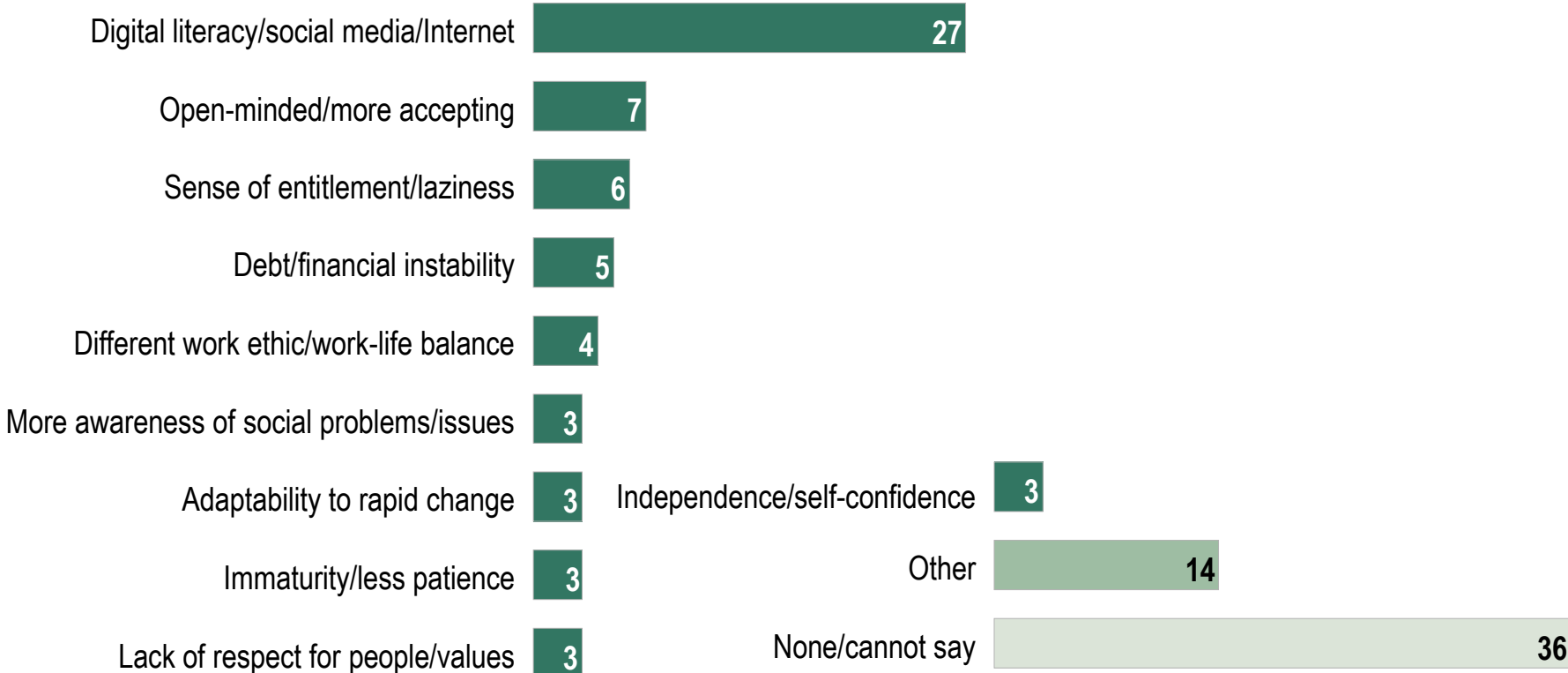
	Bros and Brittneys	Lone Wolves	Engaged Idealists	Diverse Strivers	New Traditionalists	Critical Counterculture
Having a full-time, steady job	75	61	51	78	65	47
Having good relations with parents and family	56	42	53	67	70	36
Owning a home	35	22	19	47	30	15
Being engaged in ones community	10	5	29	35	30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





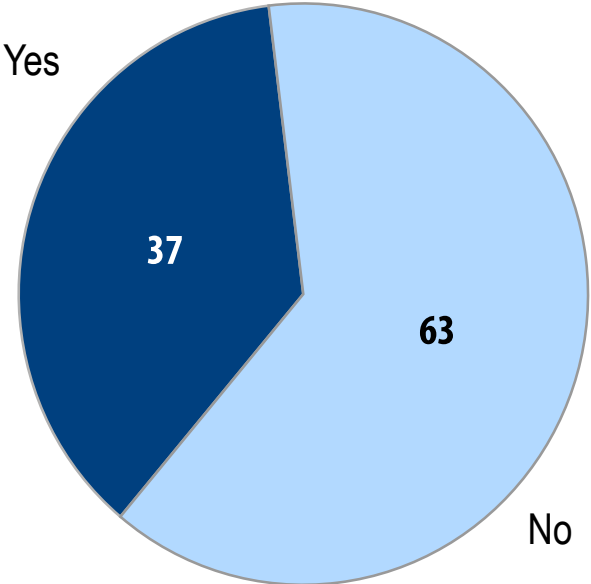


What makes the millennial generation unique?

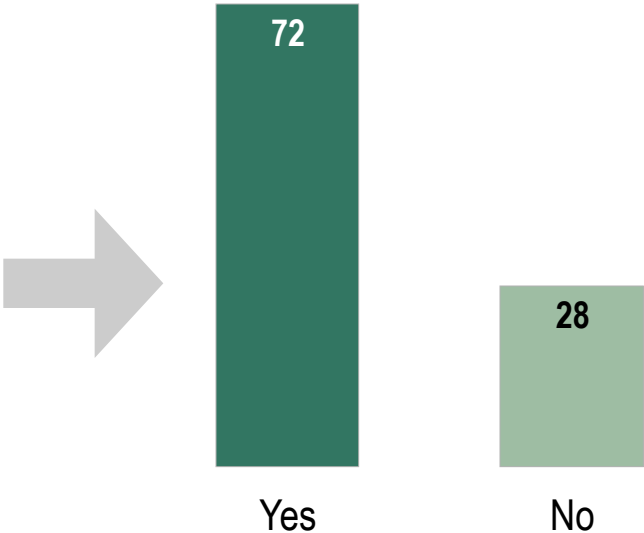


Have enough money to live as you would like

Have enough money now to lead the kind of life you want?

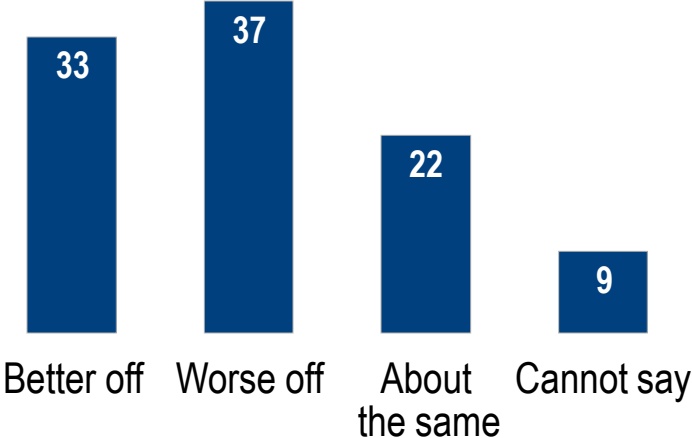


If no, do you think you will earn or have enough in the future

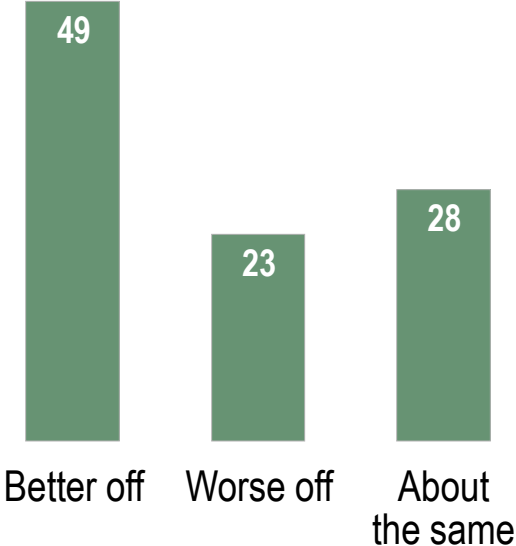


Financial prospects compared with parents

Now better or worse off than parents when they were your age?

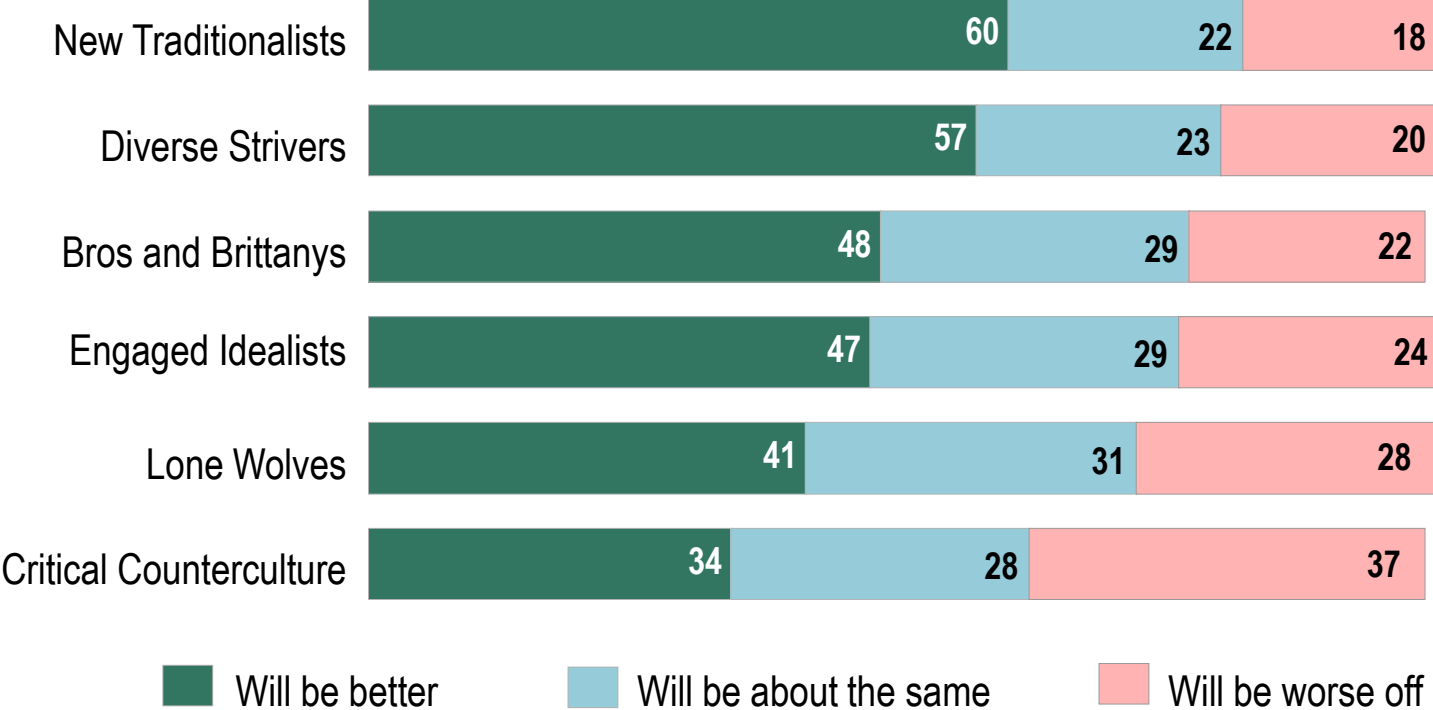


Expect to be better or worse off than parents when you reach their age?



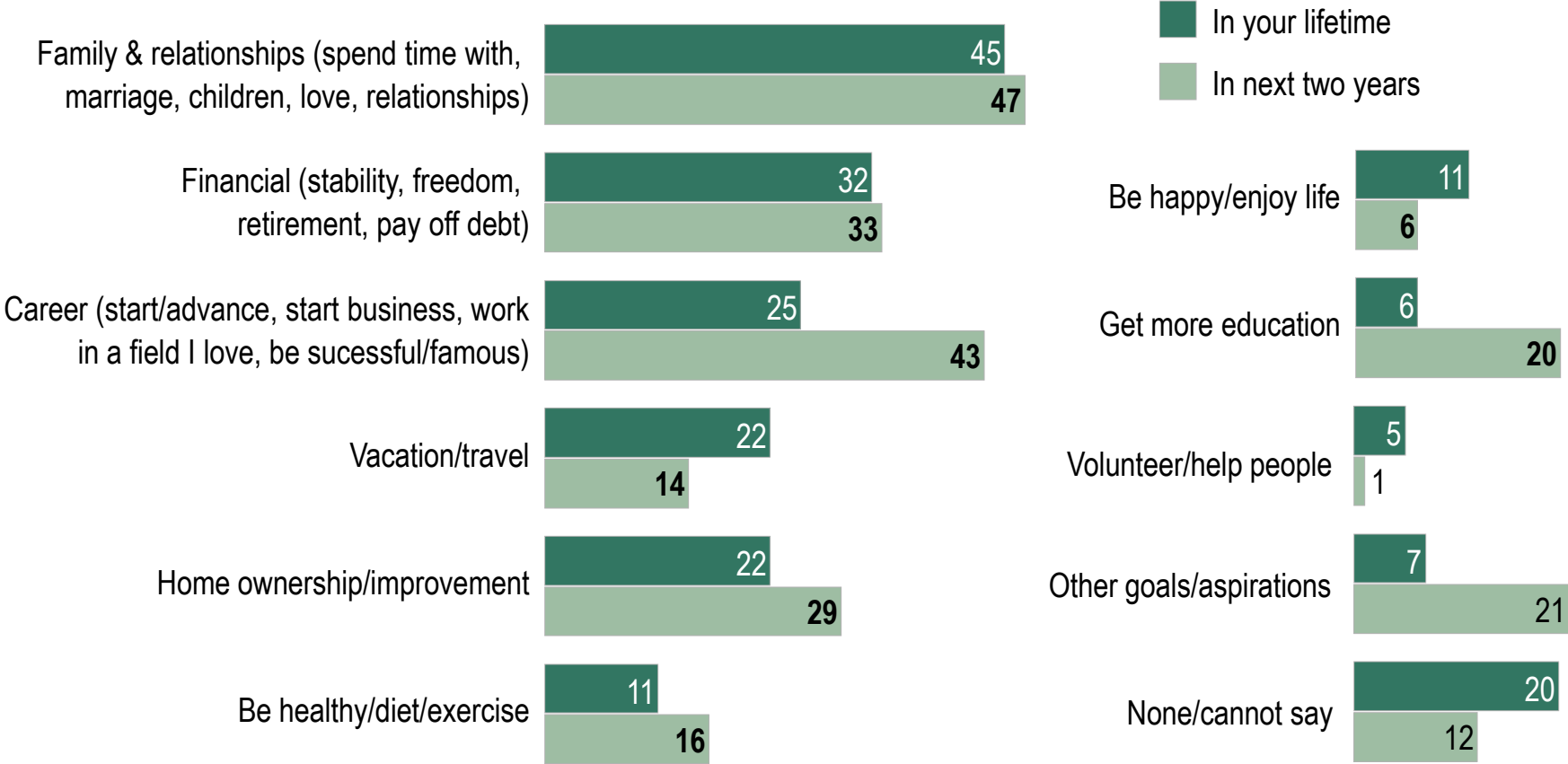
Future financial prospects compared with parents

By social values tribe



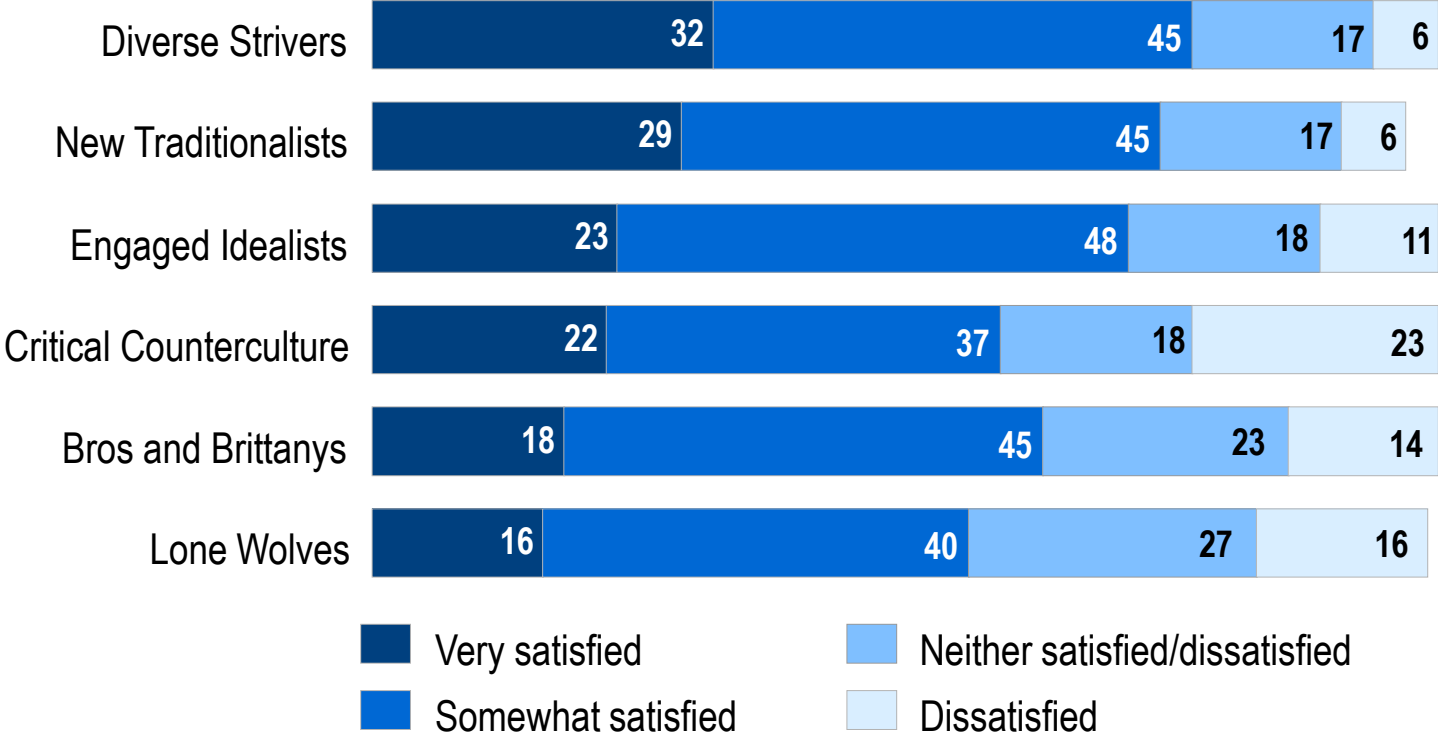
Work/career experience
and aspirations

Life goals and aspirations



Current job satisfaction

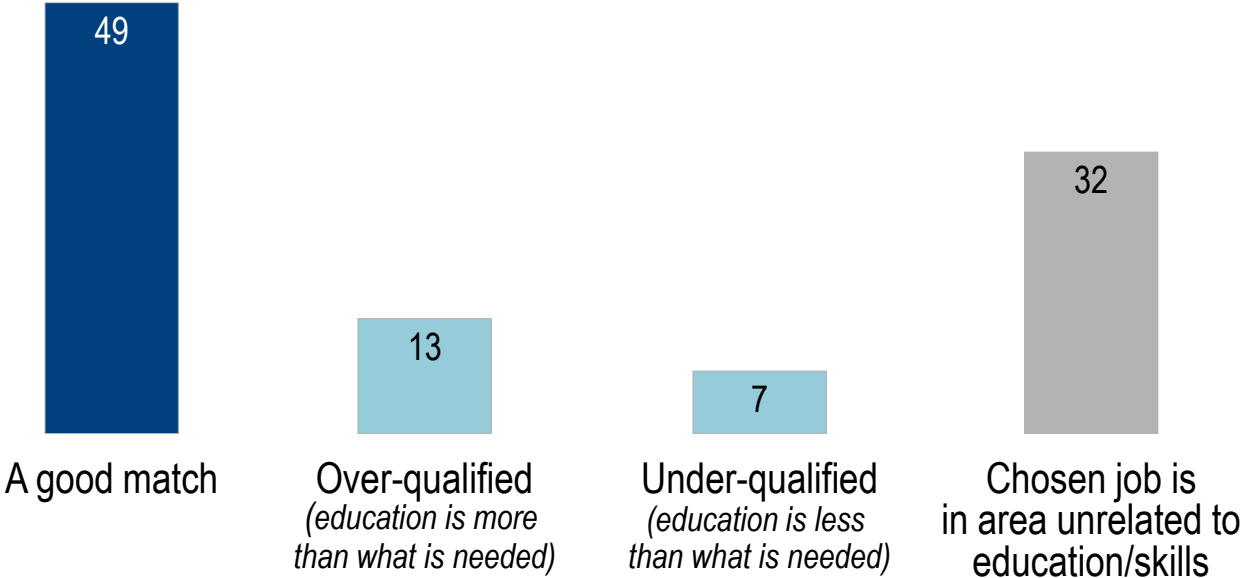
By social values tribe



Matching education with/skills with current job

Those currently employed

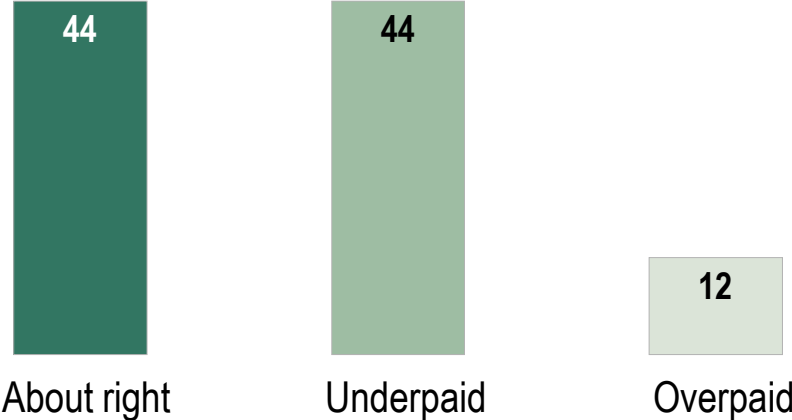
How well does your education, training and skills match with your current job?



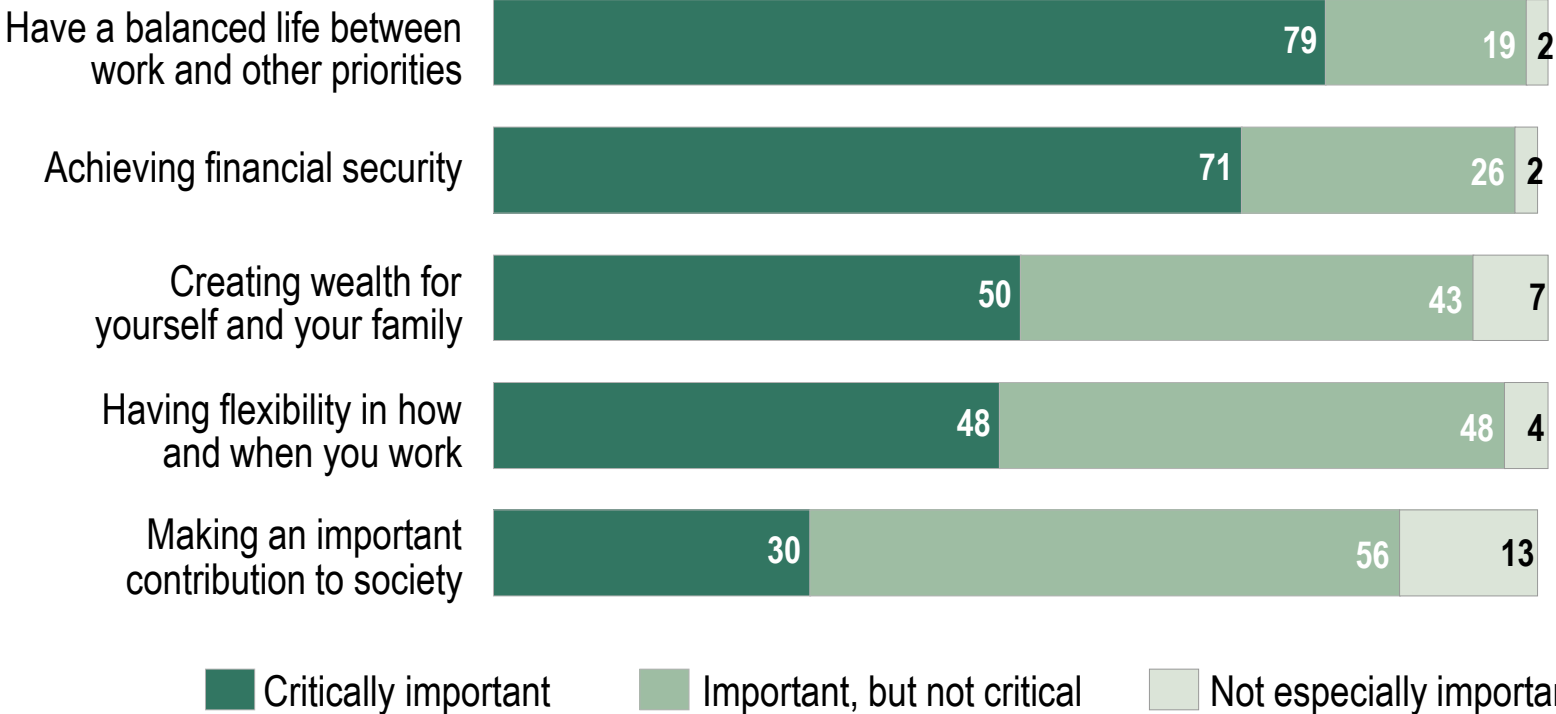
Matching income with current job

Those currently employed

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

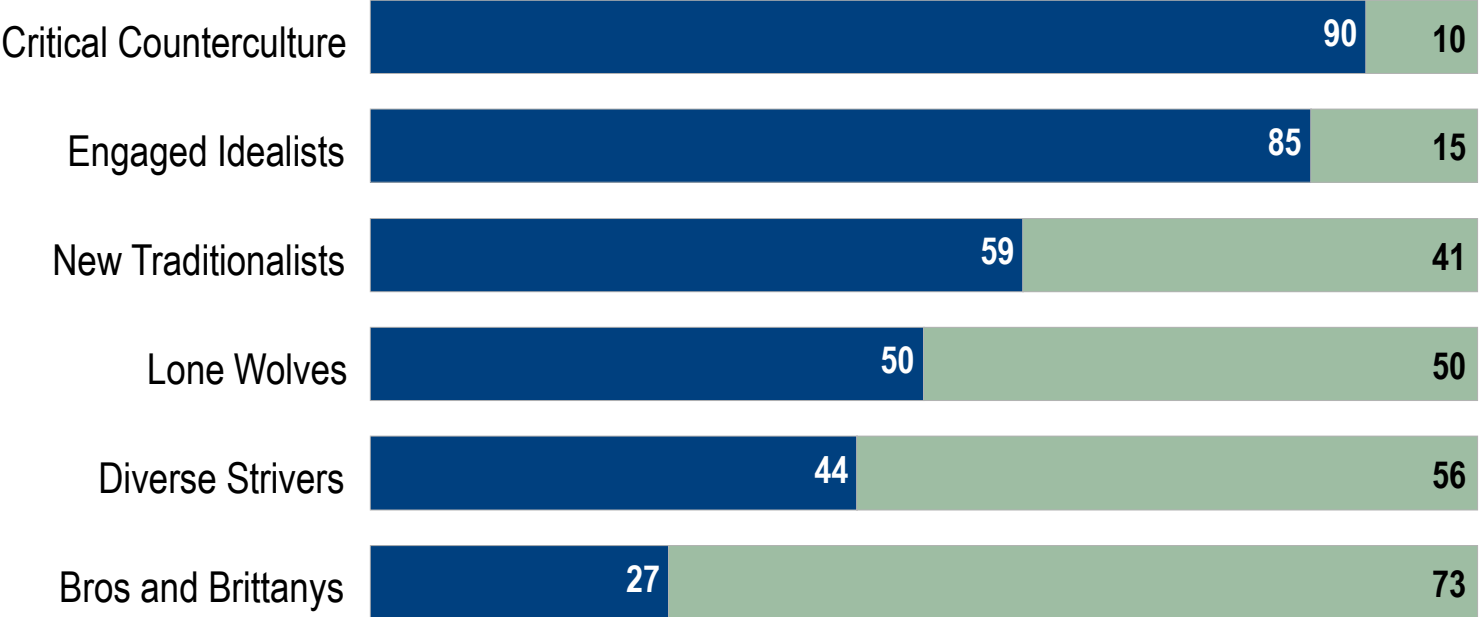


Important work and career goals

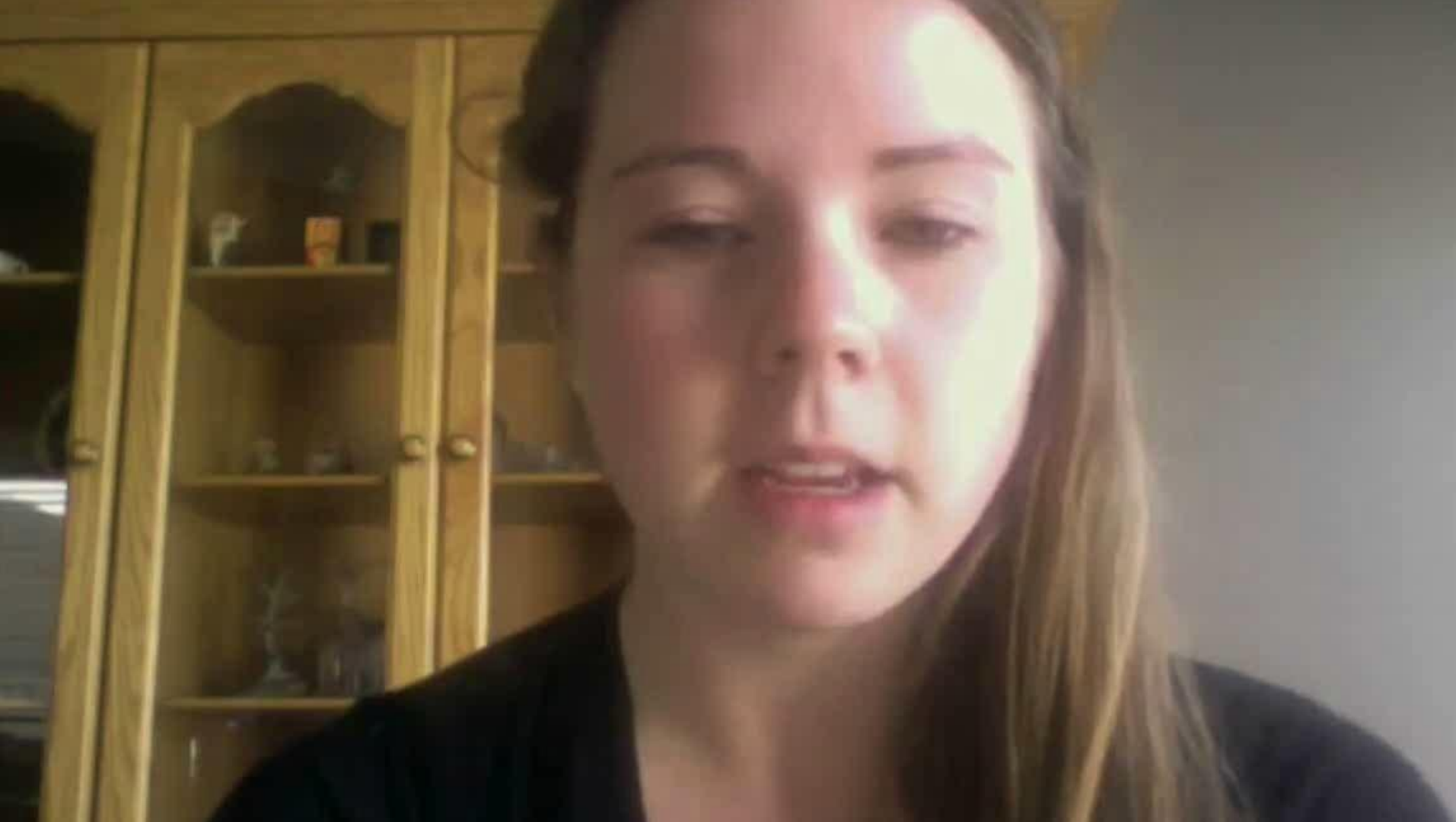


Preferred type of work

By social values tribe



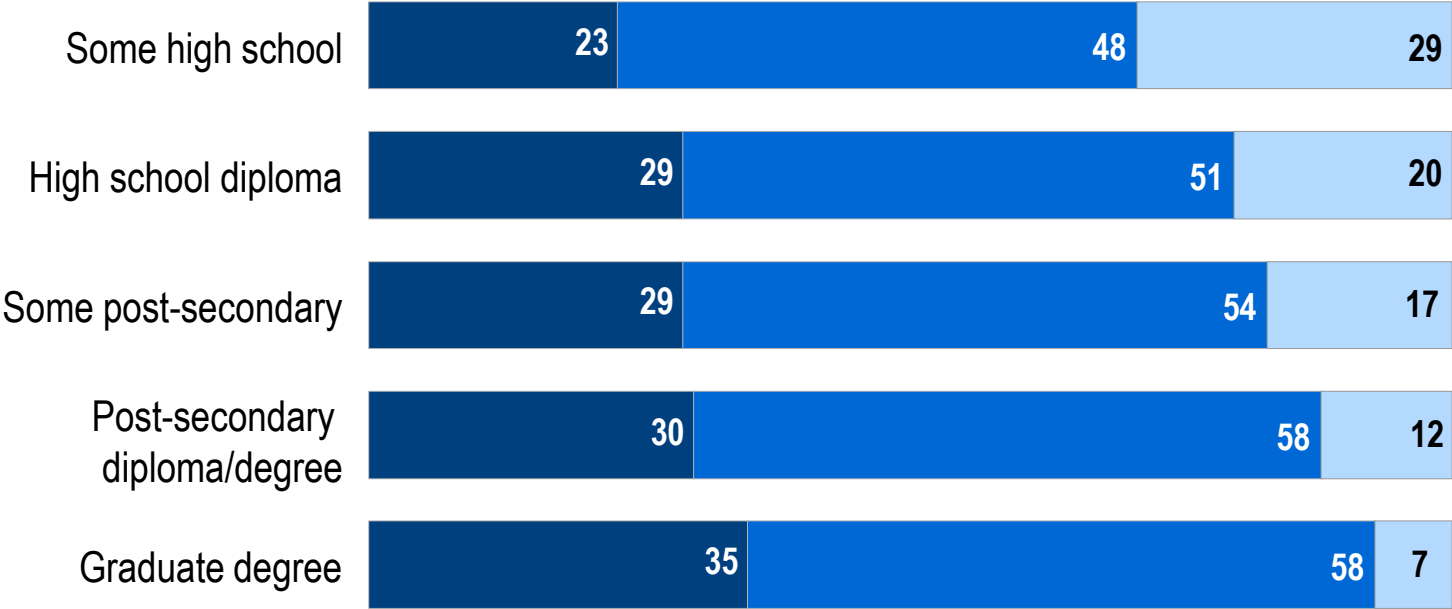
■ Prefer work that is in the public interest ■ Prefer to make a lot of money in business





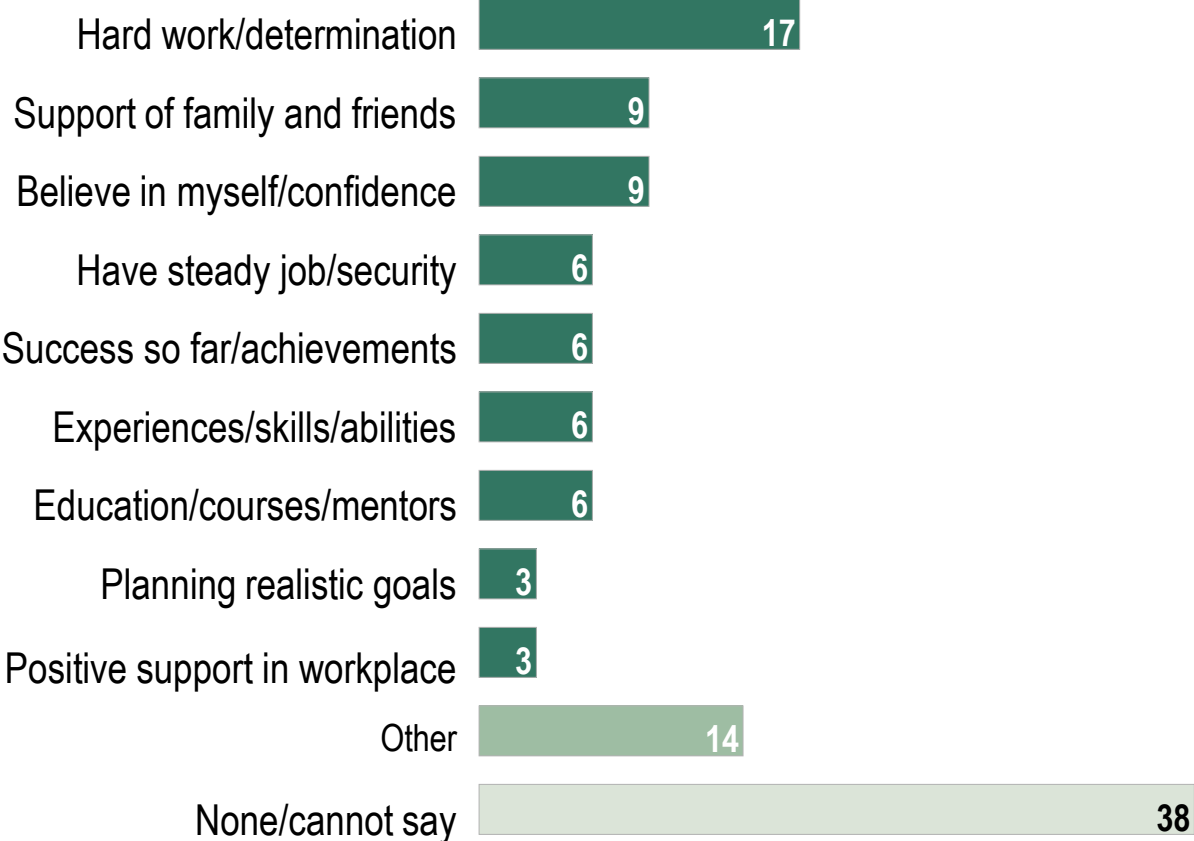
Confidence in attaining career goals

By educational attainment

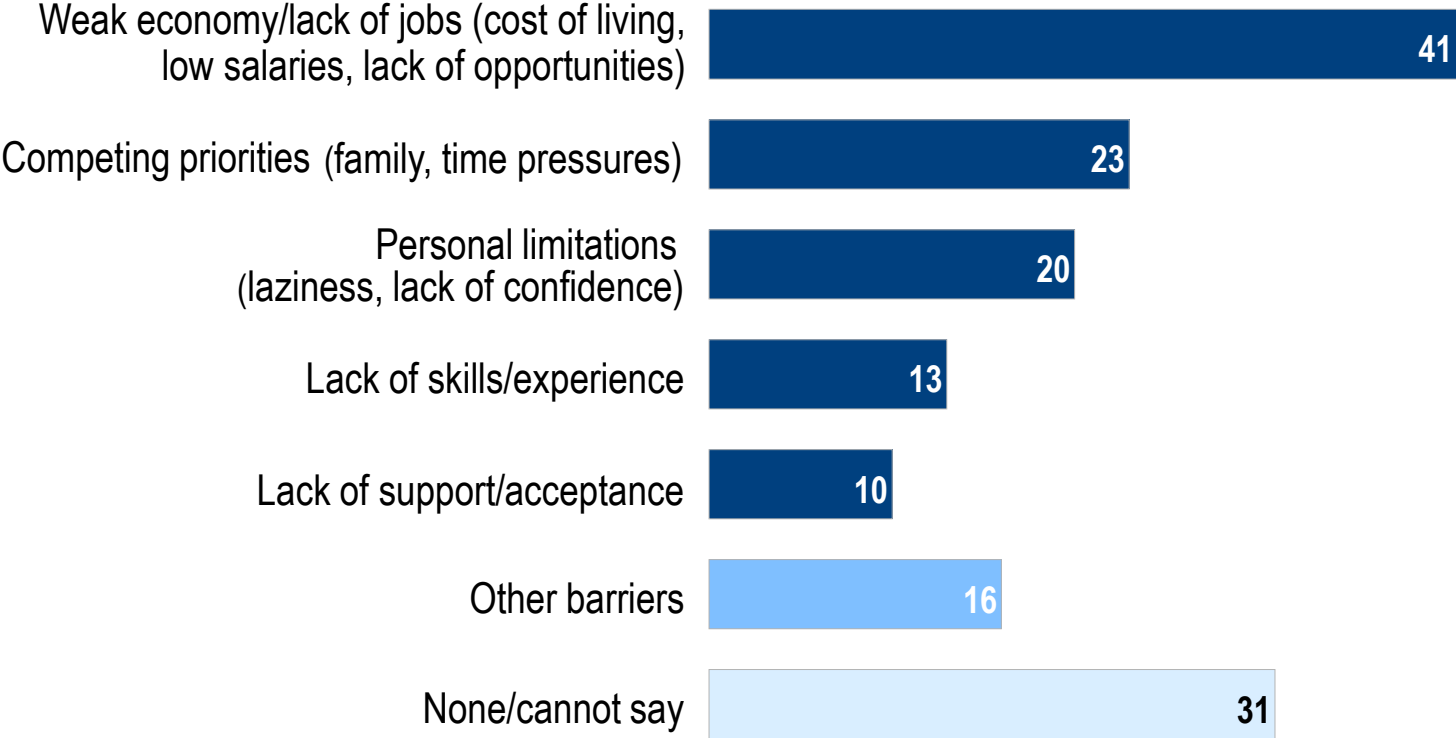


Very confident Somewhat confident Not very/not at all confident

What gives you confidence in attaining career goals?

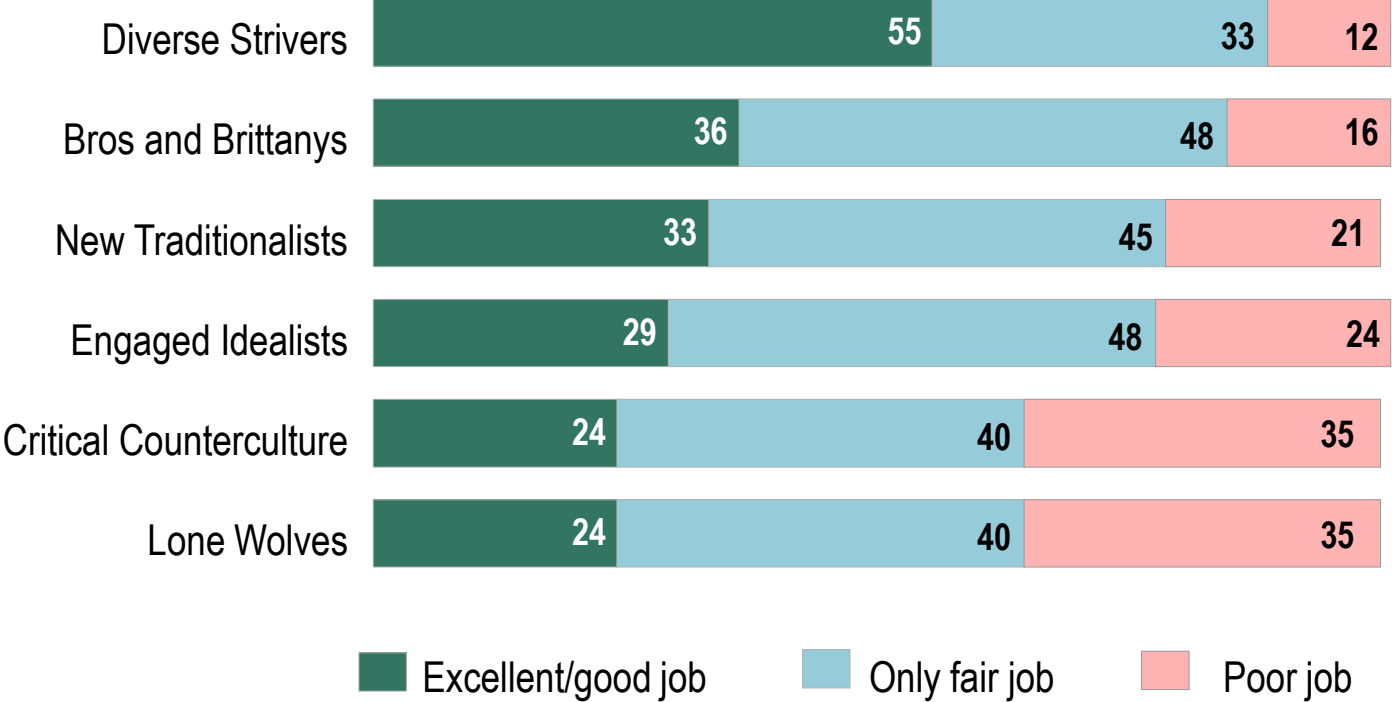


Biggest challenges facing work/career goals



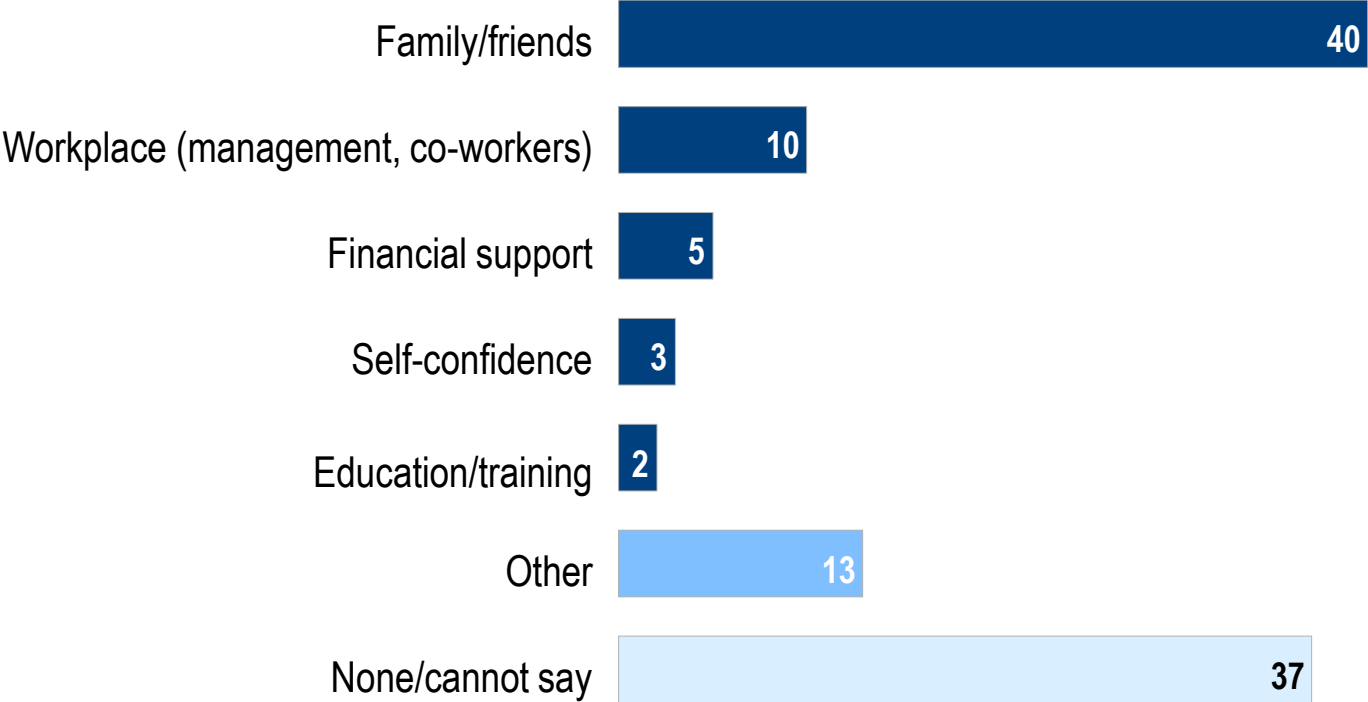
How well are major institutions supporting millennials?

By social values tribe

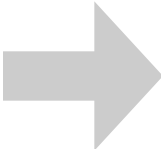
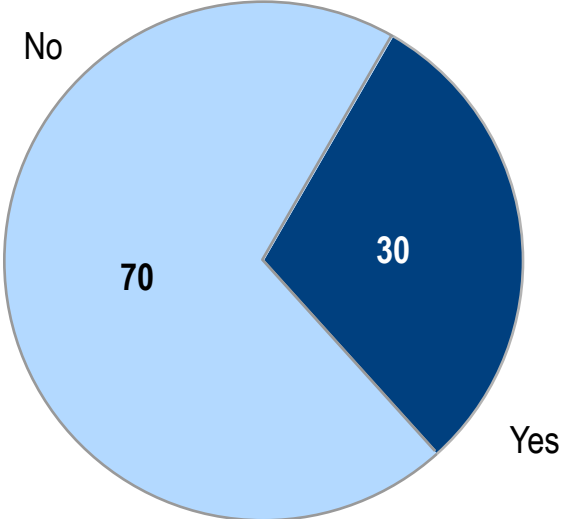




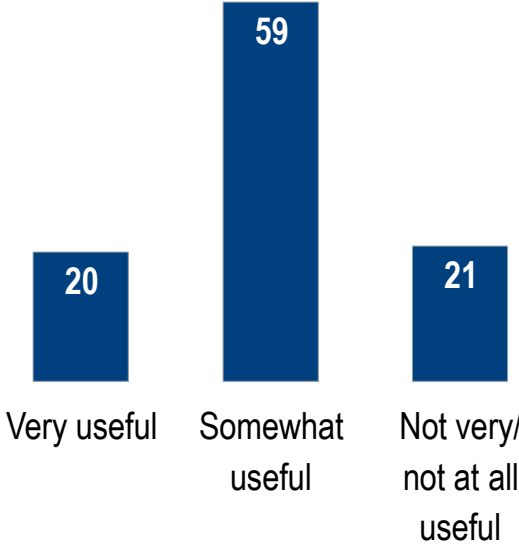
Most important support in work/career



Use of occupational trends/labour market data



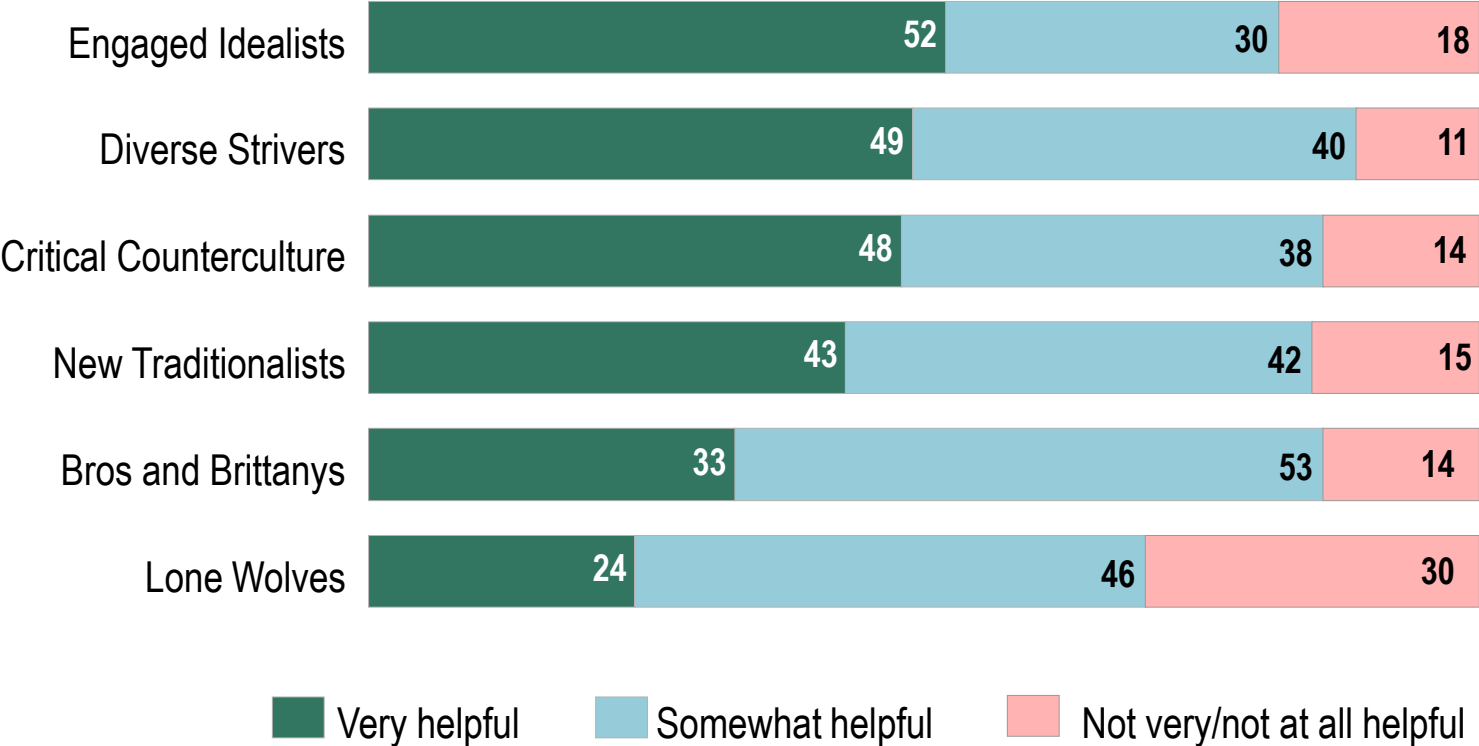
If yes, how useful was it?



Value of post-secondary education

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 ... ?*

Got the same post-secondary
education as you did

47

Pursued a different type of
post-secondary education

45

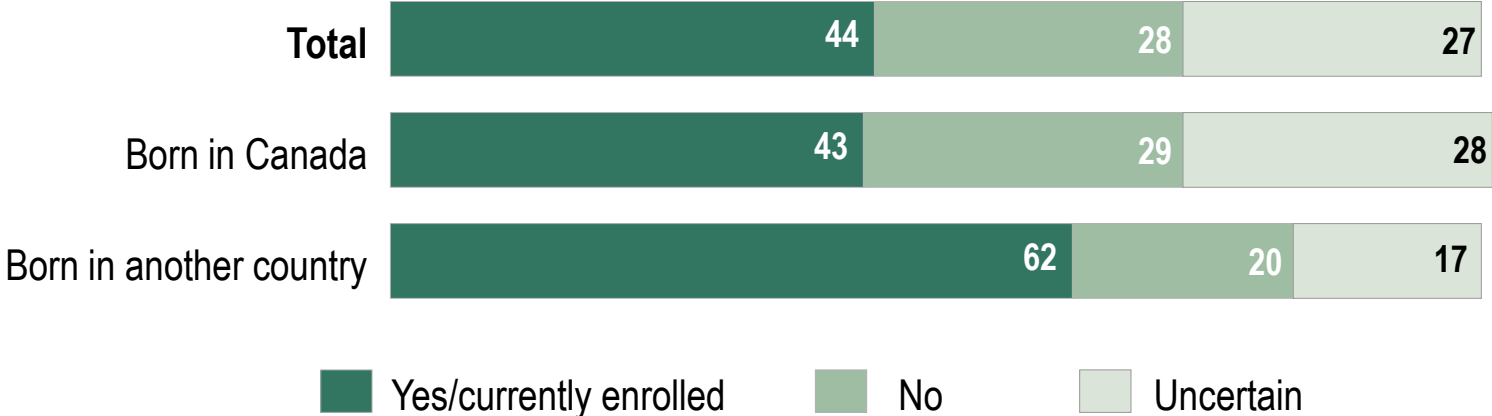
Done something else instead

7



Plan to pursue further post-secondary education?

Those without post-secondary degree – by place of birth



**What this means for
career development**



Bros & Brittanys

Largest group, making it an important target audience

Already motivated to find a well-paying job, but will need guidance in figuring out how to make it happen



Diverse Strivers

Highly motivated, so its about supporting their drive to succeed

Immigrants may need more supports in terms of language, culture and networking



New Traditionalists

Oldest and most established group – so many already have careers or are at home with children

May be the group least in need of guidance and support



Engaged Idealists

These are likely to be your stars

Won't need a lot of support, but will most appreciate encouragement and recognition



Critical Counterculturists

Already the most highly educated and well-skilled

Low confidence suggests they may need help
aligning their social and ethical norms with the
realities of the job market



Lone Wolves

By far the most challenging group to reach and help

Key may be to find that one thing that will capture their interest

A defining value for all Millennials . . .



Adaptability to complexity:

Tendency to adapt easily to the uncertainties of modern life, and not to feel threatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunity



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