DISRUPTION AND GENERATIONAL CHANGE
UNDERSTANDING THE FUTURE THROUGH THE EYES OF A MILLENNIAL.

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ABACUS DATA

OCTOBER 2017
WHAT’S THE POINT
Three things to take away from my talk today.
THE MILLENNIALS 101
BORN BETWEEN 1980 & 2000
Are we the MOST SELFISH generation in history?
Estimated Canadian Millennial Population: 9.6 Million

% of Canadian Population: 25.6%

% of working age Canadian adults by 2020: 43%
LOCAL POPULATION

QUINTE WEST/ BELLVILLE

% of Population: 25.0%
Estimated Millennial Population: 27,700

PRINCE EDWARD COUNTY

% of Population: 17.0%
Estimated Millennial Population: 4,300
LOCAL POPULATION

NORTHUMBERLAND

% of Population: 19.6%
Estimated Millennial Population: 16,800

KAWARTHA LAKES

% of Population: 20.4%
Estimated Millennial Population: 15,500
THE CHANGING CANADIAN ELECTORATE


Silent

Boomers

Gen X

Millennials
RAISED BY BABY BOOMERS.

SHARED VALUES EXPRESSED DIFFERENTLY
Agree/Disagree:
Growing up, many people told me that I could achieve anything I wanted.

85%

Source: Abacus Data, Oct 2012, n=1,004
"No, you weren't downloaded. Your were born."
If a major news event occurred, where would you most likely hear about it first?

- **Millennials**
  - Facebook: 37%
  - TV: 10%
  - News website: 14%
  - Radio: 7%
  - Word of mouth: 8%

- **36+**
  - Facebook: 29%
  - TV: 17%
  - News website: 33%
  - Radio: 3%
  - Word of mouth: 14%
Social Media Use (18 to 29 years old)
% who use at least once a day

85% (Facebook)
43% (Instagram)
34% (Snapchat)
25% (Twitter)
7% (LinkedIn)
THINGS WE ALL SHOULD KNOW ABOUT MILLENNIALS
On average, Millennials have 5.5 devices connected to the Internet in their homes.
90% of Canadian Millennials own a smart phone.
48% of Millennials say they rely most on their mobile phone to access the Internet.
42% of Millennial men are now the primary cooks in their family.
50% of Canadians aged 18 to 29 would give up their CAR before giving up the INTERNET.
% WHO USE THE FOLLOWING FREQUENTLY

- **Millennials**
  - Amazon: 60%
  - Uber: 10%
  - Netflix: 62%

- **Gen X**
  - Amazon: 53%
  - Uber: 3%
  - Netflix: 44%

- **Boomers**
  - Amazon: 34%
  - Uber: 1%
  - Netflix: 29%
A FINAL DIMENSION...
PERCENTAGE OF MILLENNIALS WHO HAVE

- Moved out: 63%
- Financial independence: 60%
- Finished education: 50%
- Full time job: 46%
- Bought first home: 40%
- Have children: 23%
PERCENTAGE OF MILLENNIALS WHO HAVE DONE ALL?

30-35: 19%
DELAYED...

FAMILIES

HOMEOWNERSHIP

FINANCIAL INDEPENDENCE
5 WAYS THAT WE NEED TO THINK ABOUT WORK IN THE MILLENNIAL AGE
THE FUNDAMENTALS STILL MATTER
#2
GIVE US THE TOOLS
WE NEED TO SUCEED
#3
COMMUNICATE OPENLY AND FREQUENTLY
#4 COLLABORATION AND VARIETY
#5
START TELLING YOUR STORY
ONE MORE POINT
PERSONAL LIVES

COLLABORATIVE
PEER REVIEWED
ON DEMAND
INSTANT GRATIFICATION

WORK LIVES

EMAIL
PROCESSES
UNCOLLABORATIVE
FINAL THOUGHTS

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