

# DISRUPTION AND GENERATIONAL CHANGE

UNDERSTANDING THE FUTURE THROUGH THE  
EYES OF A MILLENNIAL.

DAVID COLETTI, CEO



OCTOBER 2017

# WHAT'S THE POINT

*Three things to take away from  
my talk today.*



# **THE MILLENNIALS 101**

## **BORN BETWEEN 1980 & 2000**

MAY 20, 2013  
Obama's New Boss / Syria face-off McCain vs. Brzezinski / PLUS: Summer's best movies & more

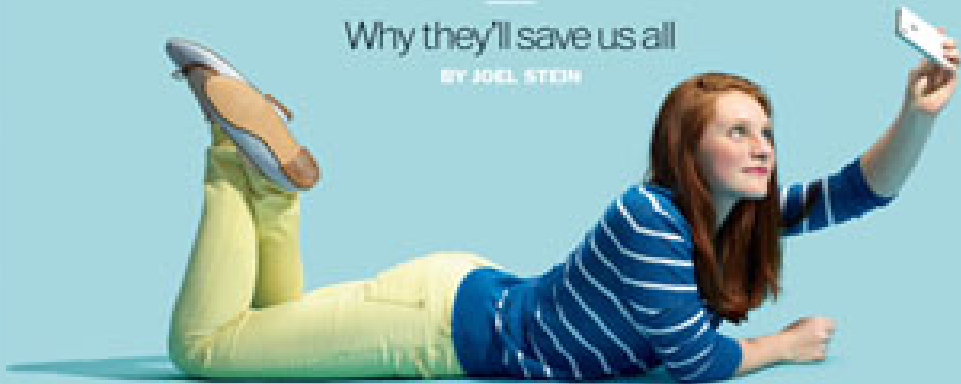
# TIME

## THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists  
who still live with their parents

Why they'll save us all

BY JOEL STEIN



Are we the  
**MOST SELFISH**  
generation in  
history?

ABACUS DATA



**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

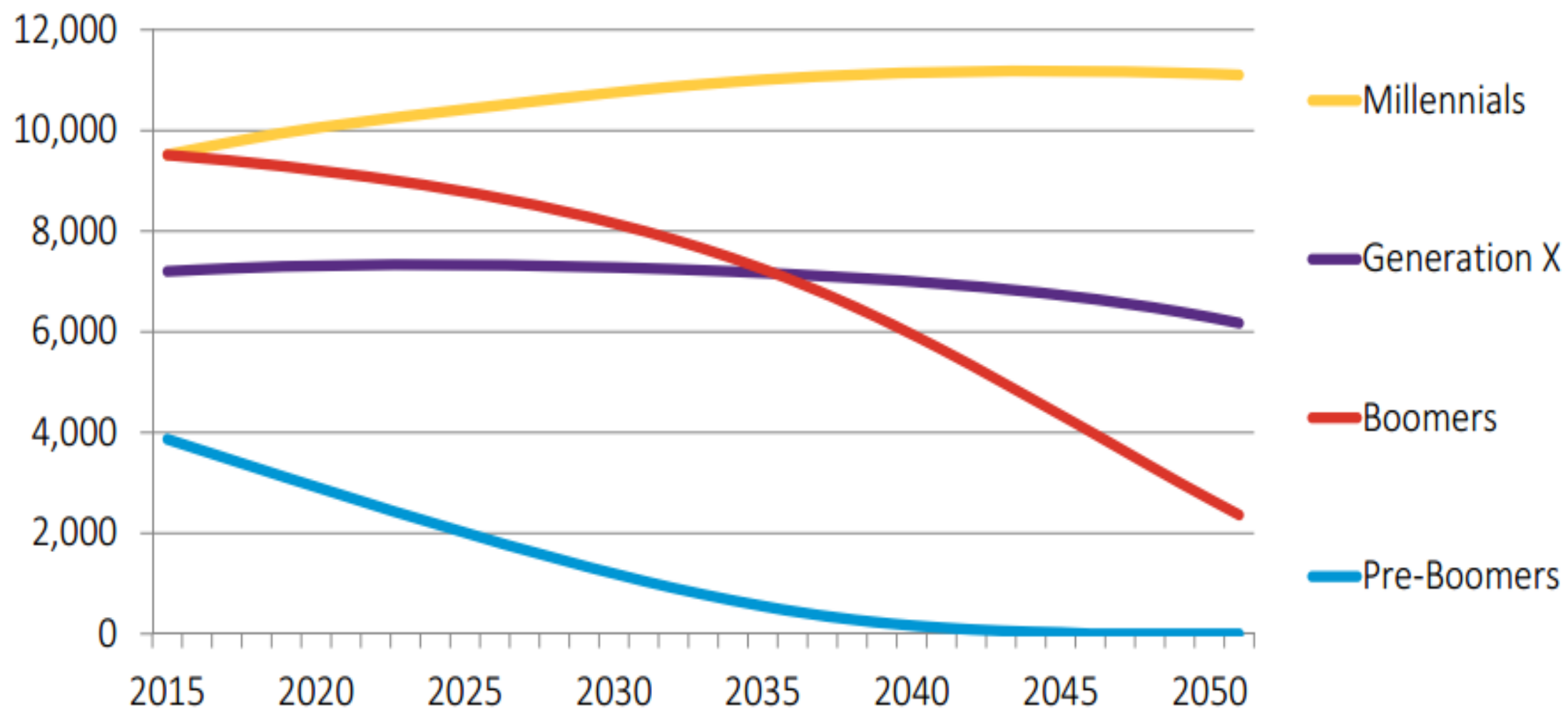
% of Population:

**20.4%**

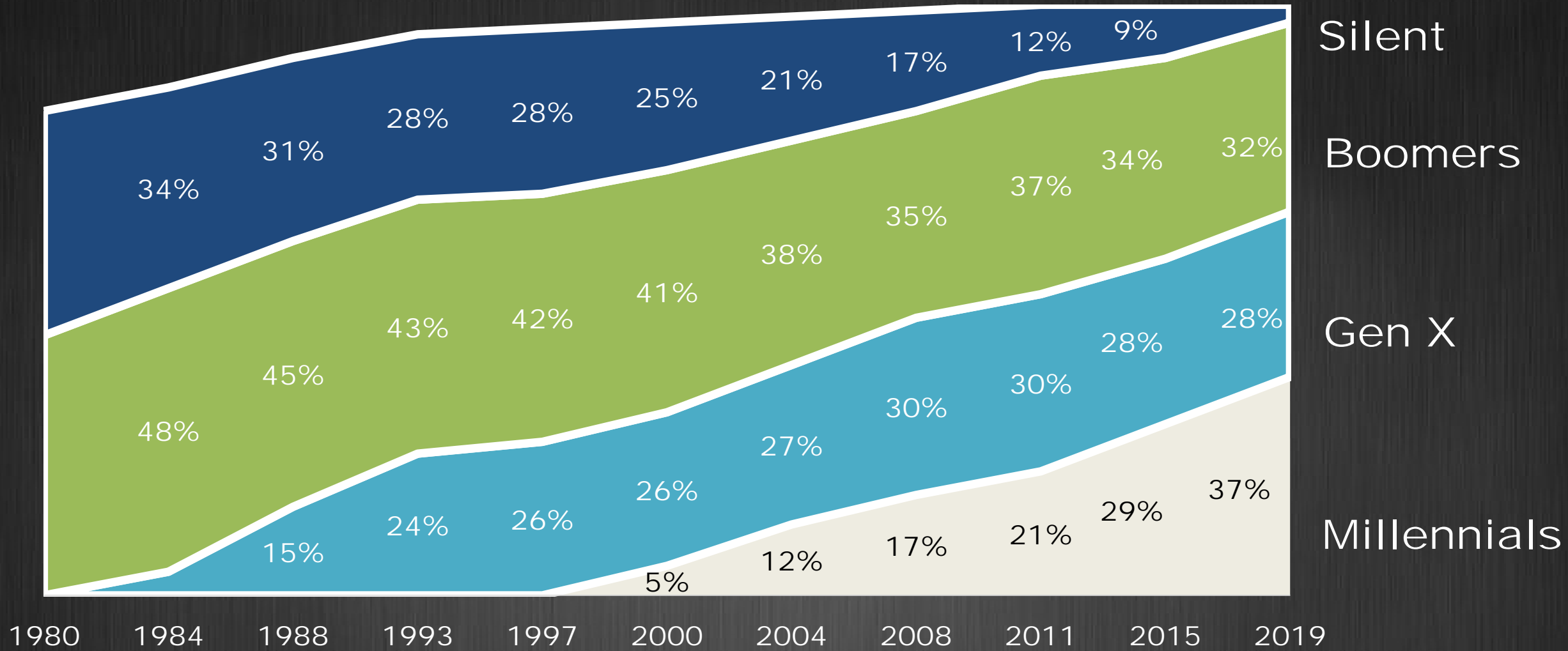
Estimated Millennial  
Population

**15,500**

Projected Population by Generation (thousands), Canada



# THE **CHANGING** CANADIAN ELECTORATE



**RAISED BY BABY BOOMERS.**

**SHARED VALUES  
EXPRESSED DIFFERENTLY**



# UPBRINGING







**Agree/Disagree:**  
**Growing up, many people told  
me that I could achieve  
anything I wanted.**

**85%**

Source: Abacus Data, Oct 2012, n=1,004

# TECHNOLOGY



*"No, you weren't downloaded.  
Your were born."*

**Instant Reaction**

**Referrals / Reviews**

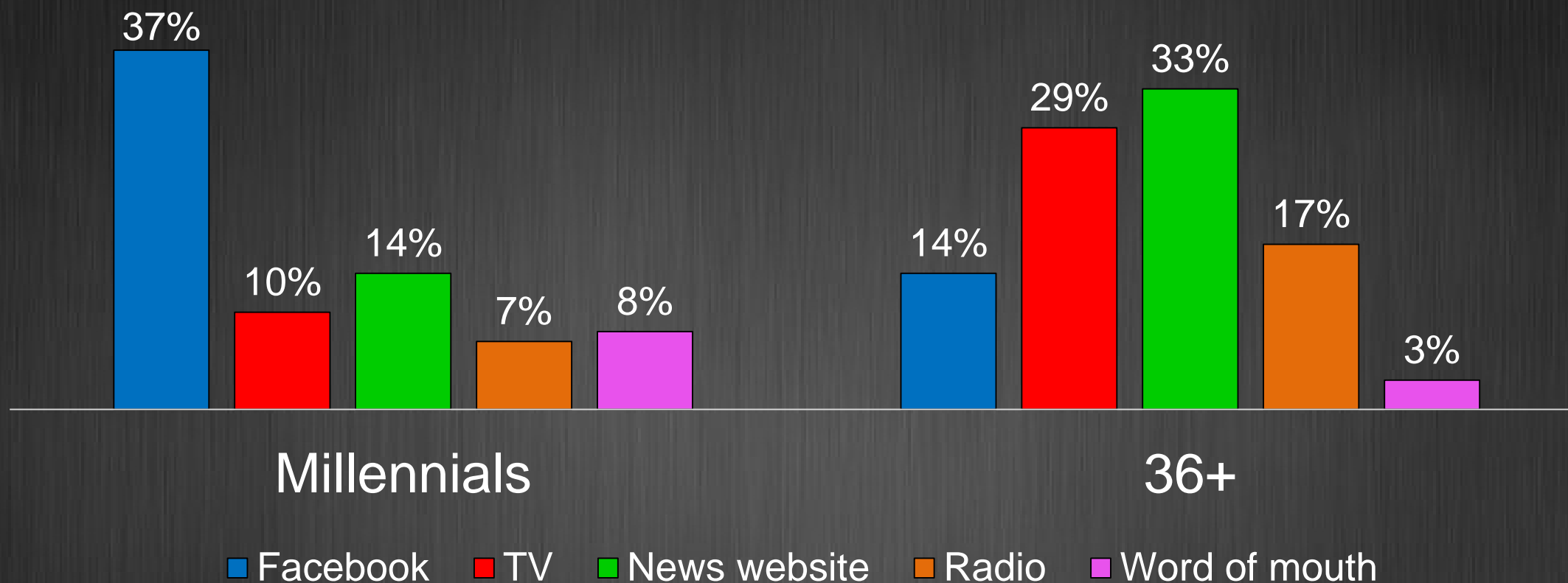
**Sharing  
Economy**



**Amplification**

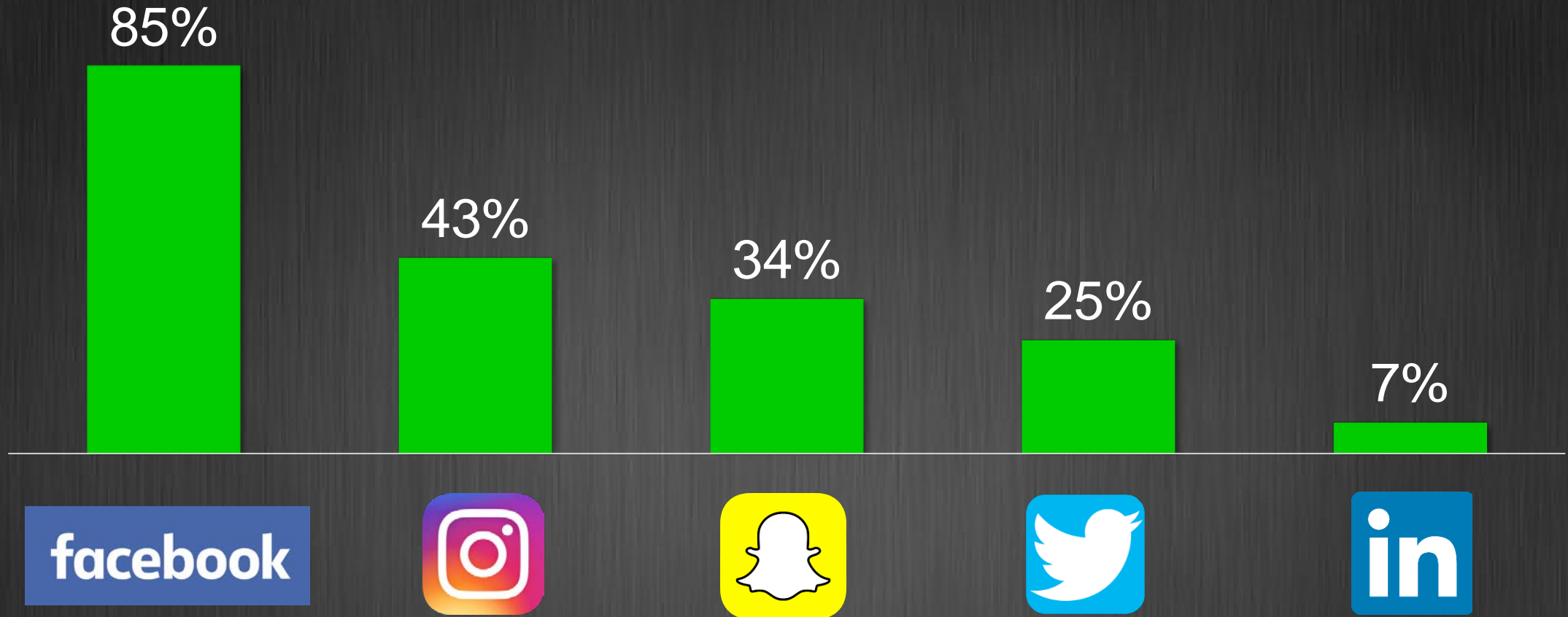
**Declining Deference**

# If a major news event occurred, where would you most likely hear about it first?



# Social Media Use (18 to 29 years old)

## % who use at least once a day



# THINGS WE ALL SHOULD KNOW ABOUT MILLENNIALS



**On average, Millennials have 5.5 devices connected to the Internet in their homes.**





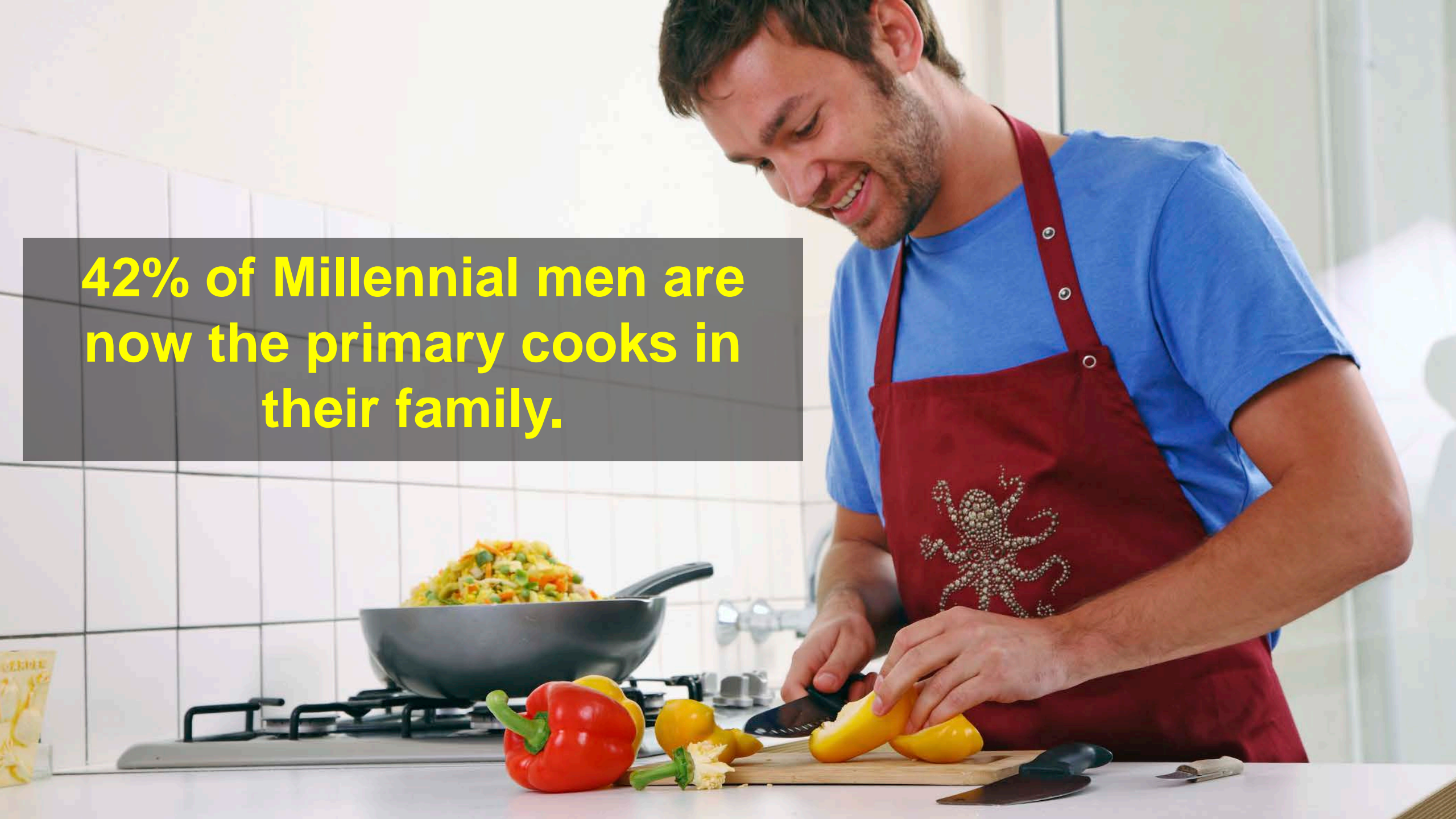
**90% of Canadian Millennials  
own a smart phone.**


A close-up photograph of three people's hands holding white smartphones. The person on the left is holding a phone with a black screen. The person in the middle is holding a phone with a white screen. The person on the right is holding a phone with a white screen. The background is blurred, showing the faces of the three people.

**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.**

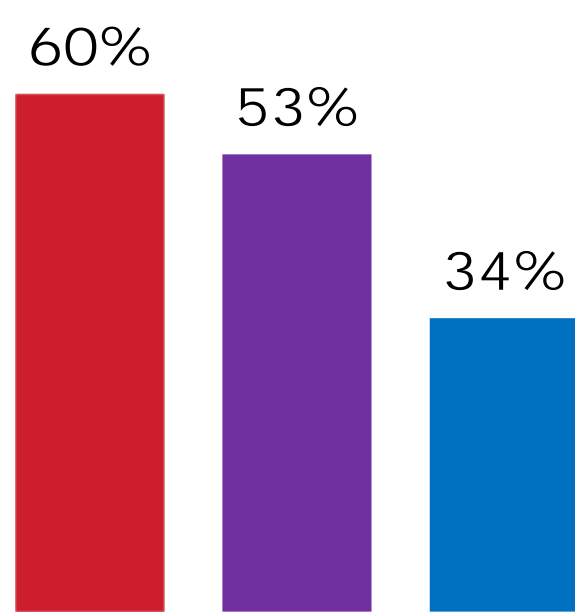


A photograph taken from the passenger side of a car, looking towards the driver. A woman with blonde hair, wearing a green knit beanie and white-rimmed sunglasses, is smiling at the camera. She is wearing a dark blue jacket. In the background, a man with a beard and sunglasses is also smiling. The car has a sunroof, and the interior is visible. Outside the car, there are trees with autumn foliage and a clear blue sky. A text overlay is present in the lower-left corner.

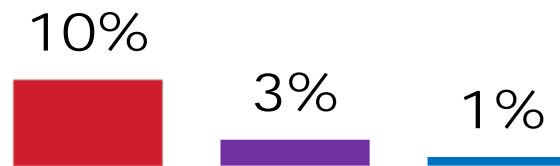
**50% of Canadians aged  
18 to 29 would give up  
their CAR before giving  
up the INTERNET.**

# % WHO USE THE FOLLOWING FREQUENTLY

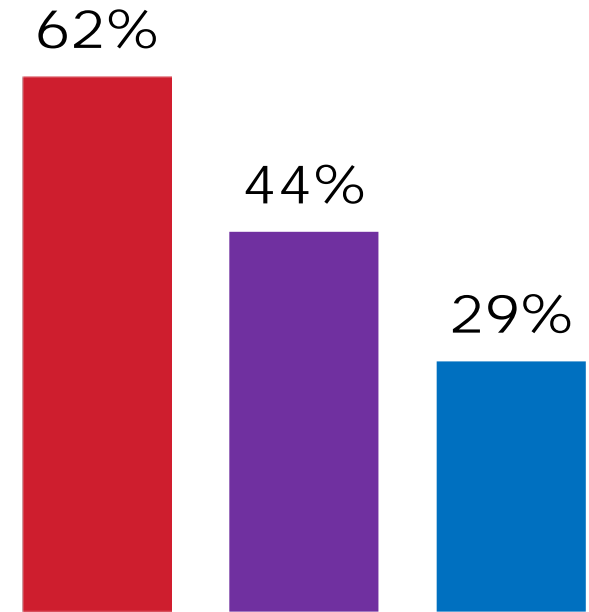
■ Millennials ■ Gen X ■ Boomers



**amazon**



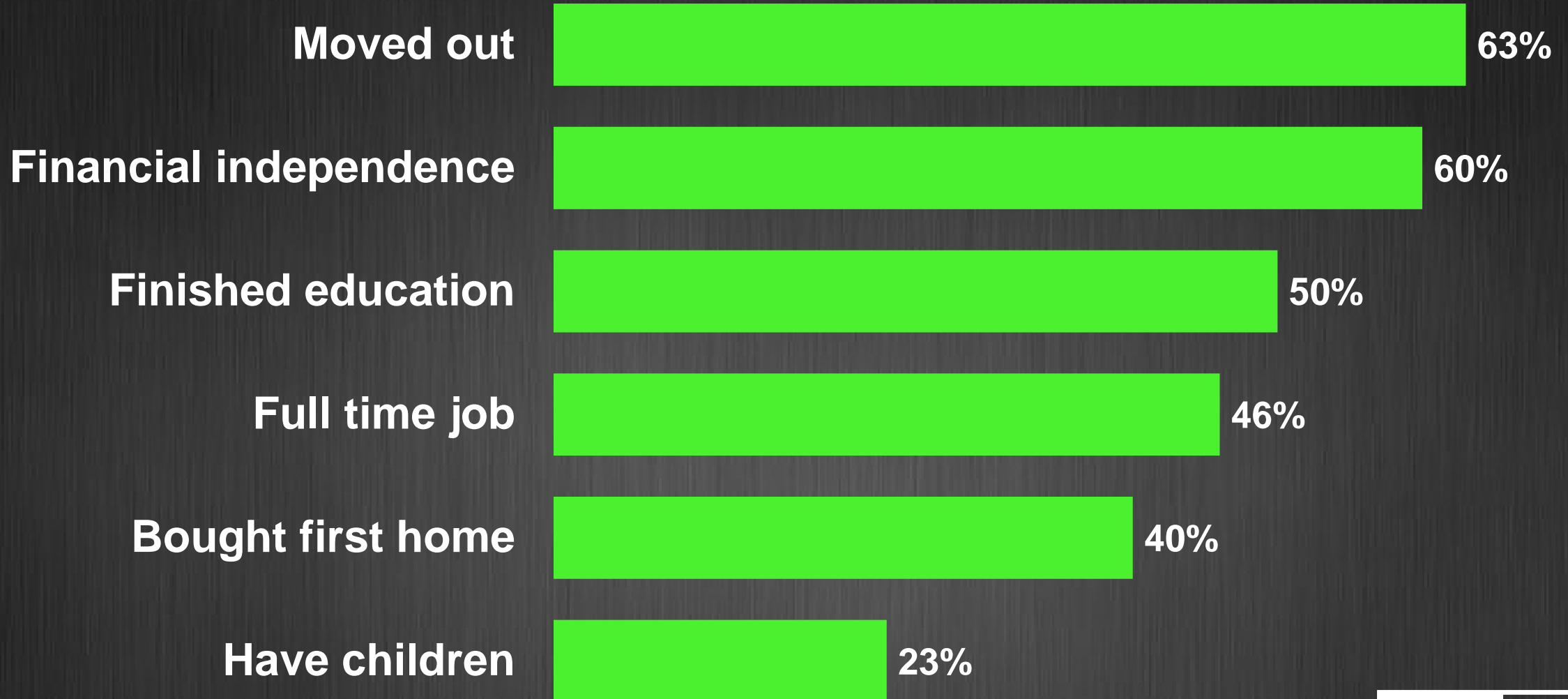
**UBER**



**NETFLIX**

# A FINAL DIMENSION...

# PERCENTAGE OF MILLENNIALS WHO HAVE





# 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**

# #1

# THE FUNDAMENTALS STILL MATTER

# #2

**GIVE US THE TOOLS  
WE NEED TO SUCCEED**



# #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

**david@abacusdata.ca**  
**@ColettoD**  
**canadianmillennials.ca**



*Thank  
You*