

THE CANADIAN MILLENNIALS SOCIAL VALUES STUDY

February 2017



**APATHY
IS BORING.™**
Connect, Educate
and Activate.

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CANADA'S MILLENNIAL GENERATION

WHY ARE YOU SO OBSESSED WITH US?

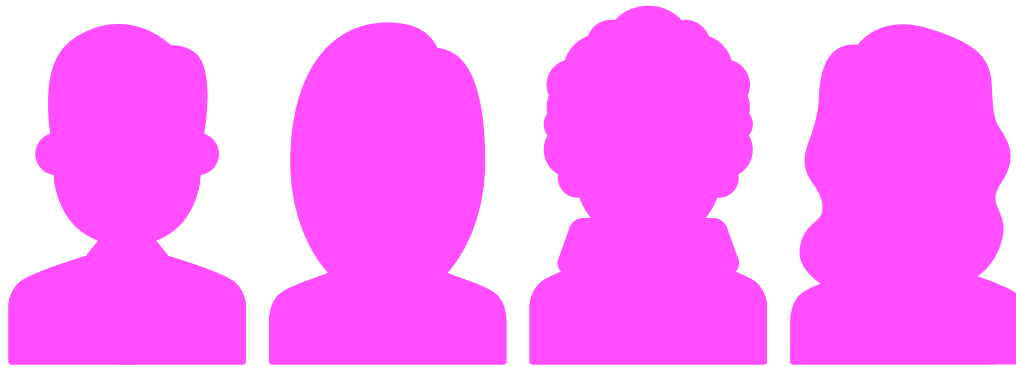
Study after study has been released about Millennials. Marketers, governments, our parents—everyone is always trying to understand us. But we know there is no one-size-fits-all millennial. We've all had different upbringings, different opportunity, and different access. We're all completely unique...right? Right...kind of.

This study is the first of its kind, providing a pan-Canadian and representative assessment of the millennial generation and its social values. The research consisted of an in-depth survey conducted online with a representative sample of 3,072 Canadians aged 21 to 36. See the methodology section for more information.

This research identifies:

- Where there are commonalities across the generation
- Where there are meaningful differences (life-stage, demographics, education level, ethnicity, or social values)
- Notable differences between the millennial generation and previous generations

WHAT EXACTLY IS A MILLENNIAL?



- Millennials make up more than 1/4 of the Canadian population.
- Born between 1980-1995
- One of the largest cohorts in Canadian history, literally representing Canada's future.
- Most diverse generation in our country's history.

Millennials share a common age bracket, but reflect a range of experiences, perspectives, attitudes, and activity when it comes to how we approach life, our careers, and engagement with politics and our community.

SOCIAL VALUES

Social values are beliefs or conceptions about:

- a) desirable modes of conduct and how one should live; and
- b) social ideals and outcomes.

The Environics Research social values methodology incorporates a set of 80 social value trends or “constructs,” based on the research and in-depth multivariate analysis. The individual social value trends are combined in terms of how they relate to one another, and form a structure that portrays higherorder worldviews. This analysis provides distinct social values segments.

Canadian Millennials were organized into six distinct groups and provide the clearest portrait of the diversity encompassing this generation.



ENGAGED IDEALISTS
(17%)



CRITICAL COUNTER-CULTURISTS (4%)



DIVERSE STRIVERS
(20%)



NEW TRADITIONALISTS
(11%)



LONE WOLVES
(16%)



BROS AND BRITTANYS
(32%)

Engaged Idealists (17% of Canadian Millennials) are among the most socially connected and upbeat, already embarked on a meaningful career path and keen to make a contribution to society. They share much in common with a much smaller group, **Critical Counterculturists** (4%), who take a more questioning stance on the status quo, status and authority.

Diverse Strivers (20%) and **New Traditionalists** (11%) are more ethnically-mixed groups, the former are among the most focused on career success but also active in their communities, while the latter are the oldest and most established of the groups, and for whom traditional values and religion are important guideposts.

In sharp contrast, **Lone Wolves** (16%) (about one in six Canadian Millennials) are the group making the least progress in establishing themselves, and playing an active role, in society. Compared with other Millennials, Lone Wolves are more likely to be unemployed or underemployed, have little or no post-secondary education, lack clear lifetime goals and confidence in future success, and are the least engaged in their communities.

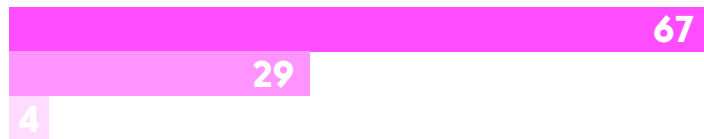
Finally, **Bros & Brittanys** (32%) make up the largest segment of this generation (one in three), and as such tend to define the average in terms of their life experiences, aspirations and priorities. Financial stability is an important life goal and most are employed, but they also put a premium on having a good time and getting along rather than changing the world.

DEFINING A GENERATION

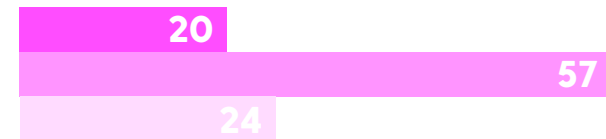
WHAT IT MEANS TO BE AN ADULT, WHAT MAKES US UNIQUE AND WHAT WE WANT OUT OF LIFE.

MARKERS OF ADULTHOOD

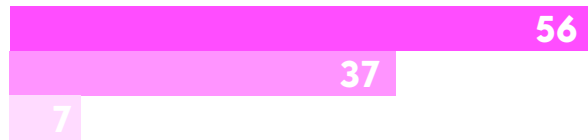
Having a fulltime, steady job



Being engaged in ones community



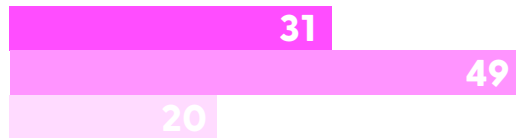
Having good relations with parents and family



Having children



Owning a home



Getting married

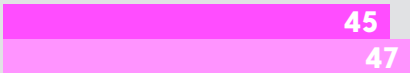


■ Essential ■ Important, not essential ■ Not important

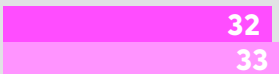
WHAT DO MILLENNIALS WANT OUT OF LIFE?

LIFE GOALS AND ASPIRATIONS

Family / relationships (spend time, marriage, children, love, relationships)



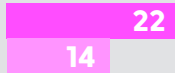
Financial (stability, freedom, retirement, pay off debt)



Career (hold / advance, start business, work in a field I love, be successful / famous)



Vacation / travel



Home ownership / improvement



Be healthy / diet / exercise



Be happy / enjoy life



Get more education



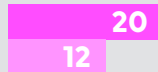
Volunteer / help people



Other goals / aspirations



None / Cannot Say



■ In your lifetime ■ In the next two years

MOST OF US PAY ATTENTION TO NEWS AND CURRENT EVENTS.

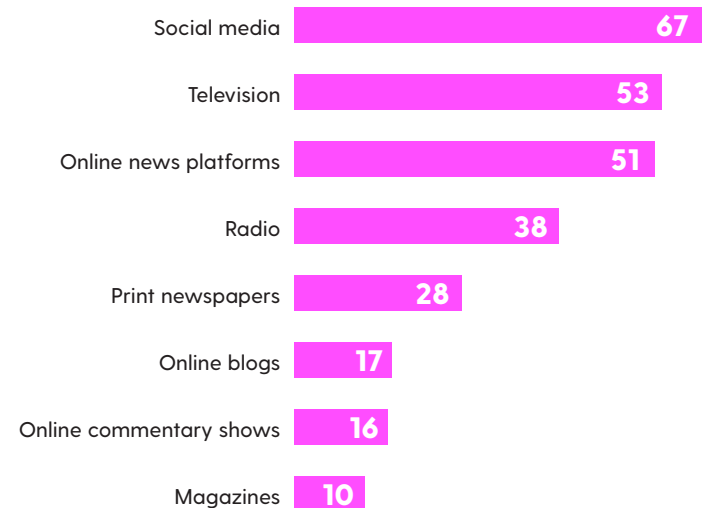
HOW FREQUENTLY DO YOU FOLLOW NEWS AND CURRENT EVENTS?



ISSUES MOST CLOSELY FOLLOWED

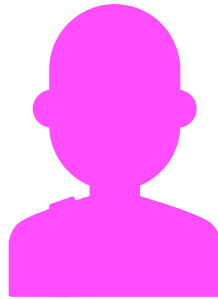


MEDIA USED FOR NEWS AND CURRENT EVENTS



GENERALLY ONLY HALF OF US ARE INTERESTED IN POLITICS.

INTEREST IN POLITICS IS MIXED, AND LARGELY A FUNCTION OF EDUCATIONAL ATTAINMENT AND RELATED SOCIAL VALUES.



MILLENNIALS INTERESTED IN POLITICS

52%

Overall, about half of Millennials say they are very (13%) or somewhat (39%) interested in politics, with the other half indicating they are not very (31%) or not at all (17%) interested.



MILLENNIALS NOT INTERESTED IN POLITICS

48%

Interest (not very/not at all interested) is least evident among Millennials aged 21 to 26, women, Quebecers and those with the lowest incomes.

WHAT ABOUT OUR PARENTS? DO THEY CARE?

No more than you do.

There does not appear to be a large generational gap when it comes to general interest in politics. Millennials are only marginally less apt to be very interested than Gen-Xers, with a somewhat larger gap in comparison with Boomers and Elders.*

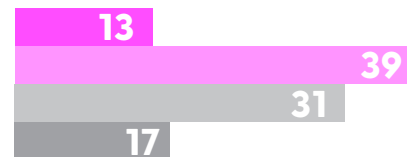
*The benchmark data is sourced from the General Social Survey (2013)

- Very interested
- Somewhat interested
- Not very interested
- Not at all interested

INTEREST IN POLITICS

BY EDUCATIONAL ATTAINMENT

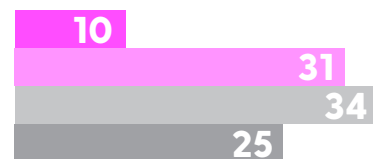
TOTAL



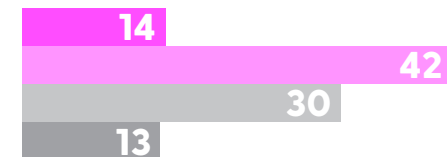
No high school diploma



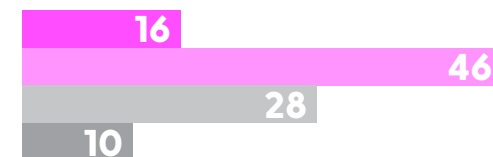
Completed high school



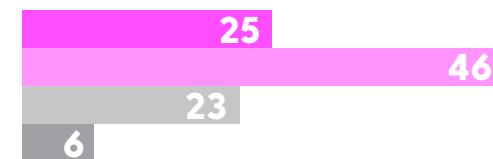
Some post-secondary



Completed post-secondary

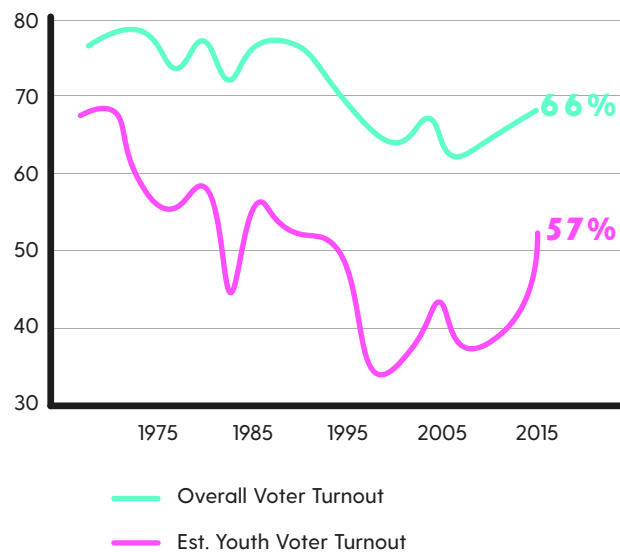


Graduate degree



VOTING BEHAVIOUR

The 2015 federal election saw an important increase in the youth vote. However, for those who didn't vote, they cite two main reasons: motivation and barriers.



* The election data above is sourced from Elections Canada.

REASONS FOR NOT VOTING IN 2015

MOTIVATIONAL REASONS

57%

- Did not trust / like the candidates **15%**
- No interest in voting **11%**
- Uninformed **9%**
- Cynical (nothing changes / doesn't matter) **8%**
- Don't like politicians / don't like to vote **7%**
- Lazy / forgot **5%**
- Couldn't decide who to vote for **4%**

BARRIERS

31%

- No time / too busy **17%**
- Out of town **6%**
- Sick / medical reasons **2%**
- Couldn't get a ride **2%**
- Religious reasons **2%**
- Didn't receive voting card **2%**

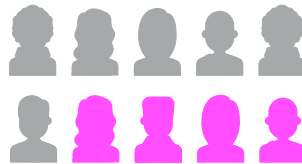
OTHER REASONS

5%

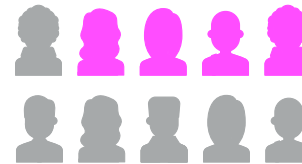
HOW ARE WE DOING AT ENGAGING WITH ISSUES GENERALLY?

One in four (23%) identify one (or more) causes or issues in which they have been actively following or engaged in over the past 12 months. This is most likely to include social justice issues (e.g., animal rights, racism, refugees, Pride), followed by global warming/environmental issues, politics and health care. Three-quarters (77%) do not indicate any issues they are actively following or engaged in.

DOES COLLECTIVE ACTION EVEN DO ANYTHING?



Four in ten (41%) believe that people working together as a group can make **a big difference** solving problems in their community.



A comparable proportion (45%) say collective action can **make some difference**.



One in ten (13%) are more cynical and maintain that group efforts make **little or no difference**.

HOW HAVE YOU BEEN ACTIVELY ENGAGED IN THE PAST 12 MONTHS?

Online communities – as a passive follower

15% Regularly
30% Occasionally
24% Rarely
31% Never

Online communities – as a contributor

8% Regularly
21% Occasionally
27% Rarely
43% Never

In-person – at ongoing events/meetings

5% Regularly
15% Occasionally
26% Rarely
54% Never

In-person – at events around specific issues

4% Regularly
15% Occasionally
25% Rarely
57% Never

MILLENNIALS DO VOLUNTEER, BUT IT IS NOT THE NORM.

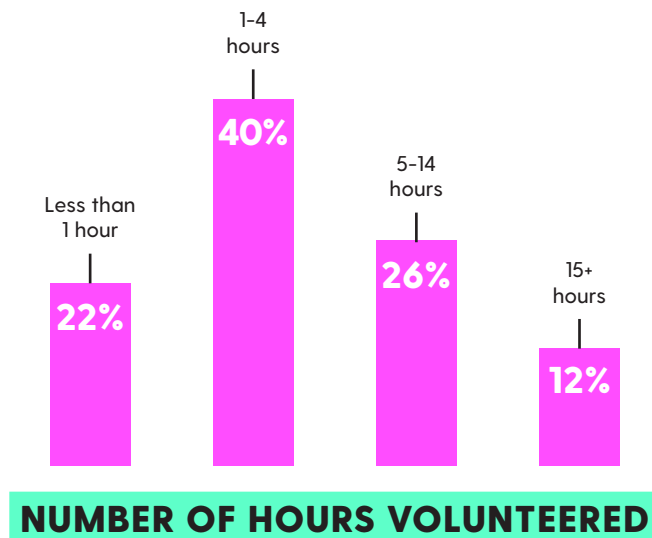
36%
OF MILLENNIALS HAVE VOLUNTEERED IN THE PAST 12 MONTHS

One in three report having done some form of volunteer work in the past year, in most cases putting in fewer than 5 hours per month. When we don't volunteer it's often because we don't really have the time, but also – no one is asking us to and we don't really know how to start getting involved. 53% responded citing a lack of time or availability, 35% don't volunteer because no one has asked them to. Another 23% would, but don't know how to get involved.

64%
OF MILLENNIALS HAVE NOT VOLUNTEERED IN THE PAST 12 MONTHS

With the economic situation the way it is, some of us in my generation are having to volunteer to get the kind of experience we need to get into the careers that we're in school for.

– Female Participant, 31, Ontario



MOST POPULAR TYPES OF VOLUNTEER ACTIVITY

- Organizing activities / events (37%)
- Canvassing / Fundraising (25%)
- Teaching / mentoring (24%)
- Serving on committees / boards (19%)
- Collecting or serving food / other goods (19%)
- Communications (writing / research) (19%)

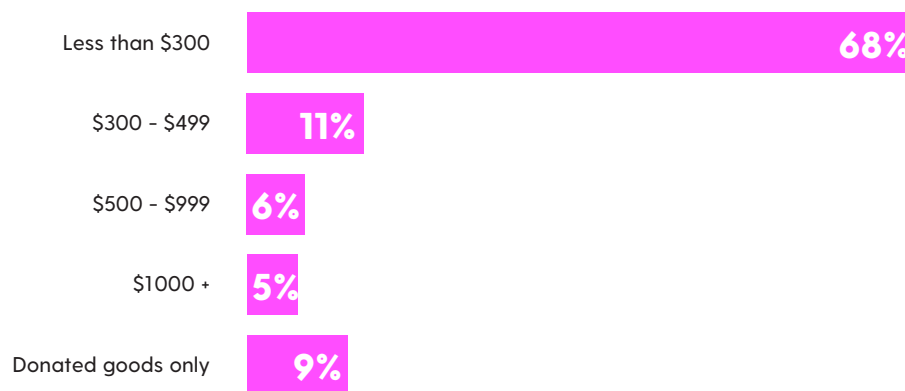
CHARITABLE GIVING – THOSE WHO DON'T DO... GIVE?

68%

OF MILLENNIALS HAVE MADE
CHARITABLE DONATIONS IN
THE PAST 12 MONTHS

Two-thirds of Canadian millennials have donated money or goods in the past year, although relatively few have given more than \$300. Methods of giving vary, and include both online and offline channels.

AMOUNT DONATED IN THE PAST 12 MONTHS



METHODS OF GIVING

Online Channels (54%)
In-Person (26%)
On the street (22%)
At charity events (22%)
By post or over the phone (8%)

GROUP MEMBERSHIP

Less than half of Millennials belong to community groups and if we do, it's a sports league or a professional association.

30%
INVOLVEMENT
IN 1 GROUP

16%
INVOLVEMENT IN
MORE THAN 1 GROUP

Immigrants (**51%**) are somewhat more likely than nativeborn (**46%**) Millennials to belong to at least one group.

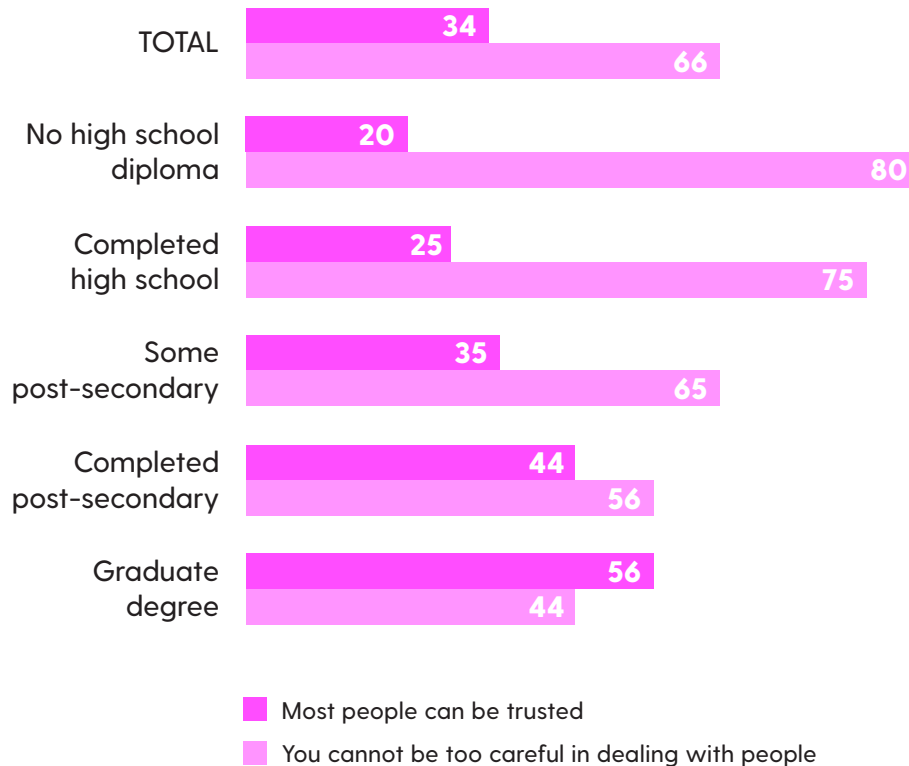
GROUP MEMBERSHIP / PARTICIPATION IN THE PAST 12 MONTHS

Union or political association	18%
Sports or recreational club/league	14%
Religious groups	9%
School groups / neighbourhood / civic / community association	8%
Cultural / education or hobby organization	7%
Arts organization or collective	4%
Political party or group	4%
Youth organization (Big Brother, YMCA)	4%
Other type	3%

SOCIAL TRUST

GENERAL TRUST IN OTHER PEOPLE

BY EDUCATIONAL ATTAINMENT



Beyond involvement in specific activities and organizations, civic engagement also encompasses a broader sense of belonging to one's community and acceptance by others.

34% of Millennials think that "most people can be trusted." **66%** think that "you can never be too careful when dealing with people."

THANKS FOR READING!!

[READ THE FULL STUDY HERE](#)

METHODOLOGY

The Environics Institute for Survey Research partnered with Apathy is Boring, The Counselling Foundation of Canada, Royal Bank of Canada, and The McConnell Family Foundation to conduct a seminal study of Canada's Millennials to understand how members of this generation are taking their place in society through the lens of their social values. The primary focus of this study is in three areas: (1) Life goals and markers of adulthood, (2) Career aspirations and work and (3) Political and civic engagement.

The research consisted of an in-depth online survey conducted with a representative sample of 3072 Canadians aged 21 to 36 across Canada. It was administered between July 6 and August 31 2016. The sample was stratified by age, gender, and region. The survey was supplemented by additional qualitative content collected from a selected sample of survey participants via video; and selected verbatim statements from this material are included in the report.

ABOUT

Apathy is Boring, founded in 2004, is a non-partisan charitable organization that uses art and technology to educate youth about democracy, with the aim of increasing youth voter turnout, increasing youth engagement in the democratic process, and building a sustainable dialogue between youth and decision makers. Apathy is Boring's philosophy is that empowering youth as decision makers can have a significant impact on democracy, that reaching unengaged youth should be a priority, and that facilitating intergenerational partnerships is key to democracy's long-term success.

The Environics Institute for Survey Research sponsors relevant and original public opinion and social research related to issues of public policy and social change. It is through such research that organizations and individuals can better understand Canada today, how it's been changing, and where it may be heading.