

5

NUMBERS EVERY  
EMPLOYER NEEDS  
TO KNOW ABOUT  
MILLENNIALS.



David Coletto, CEO  
Abacus Data Inc.  
@ColettoD  
david@abacusdata.ca



# THE MILLENNIALS

## BORN BETWEEN 1980 & 2000



#1

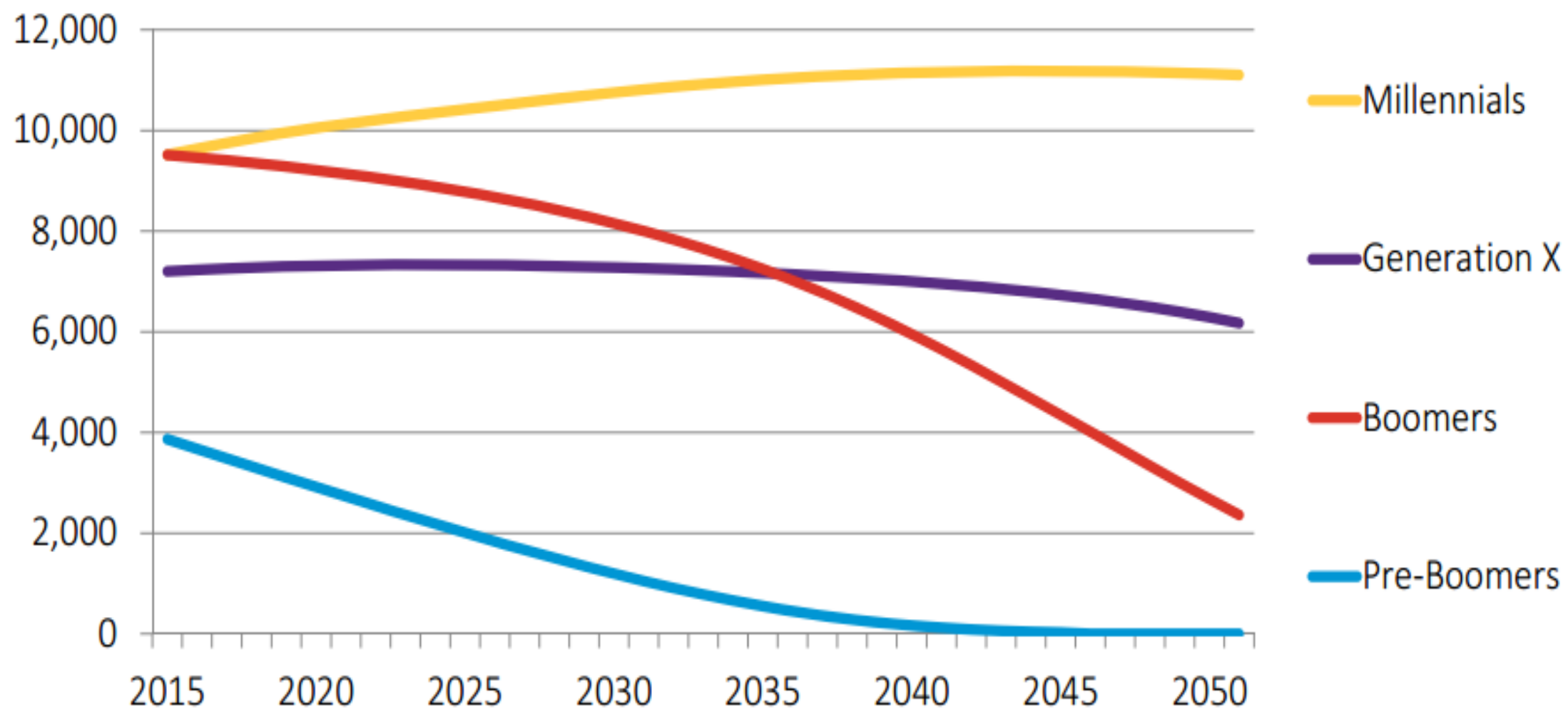
10,000,000

**Estimated Canadian  
Millennial Population:  
10.1 Million**

**% of Canadian  
Population:  
25.6%**

**% of working age  
Canadian adults by  
2020:  
43%**

Projected Population by Generation (thousands), Canada



#2

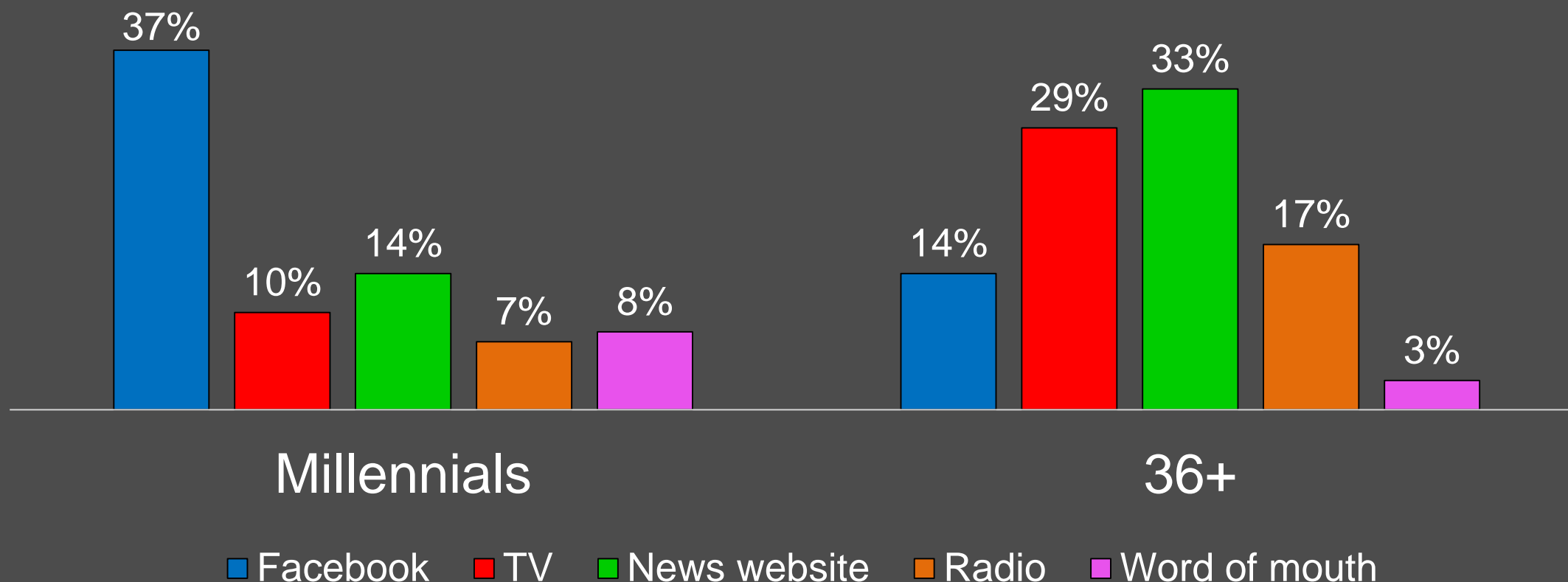
85%



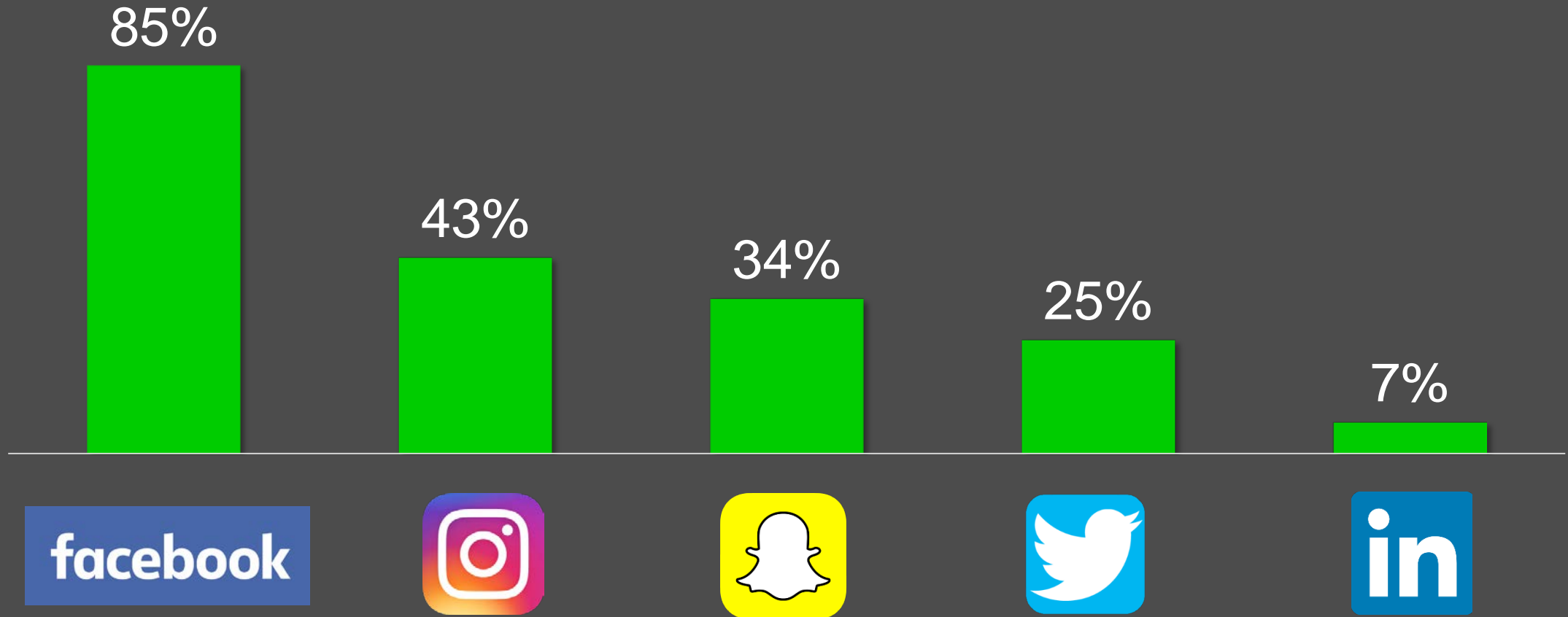
#3

37%

**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



Instant Reaction

Referrals / Reviews

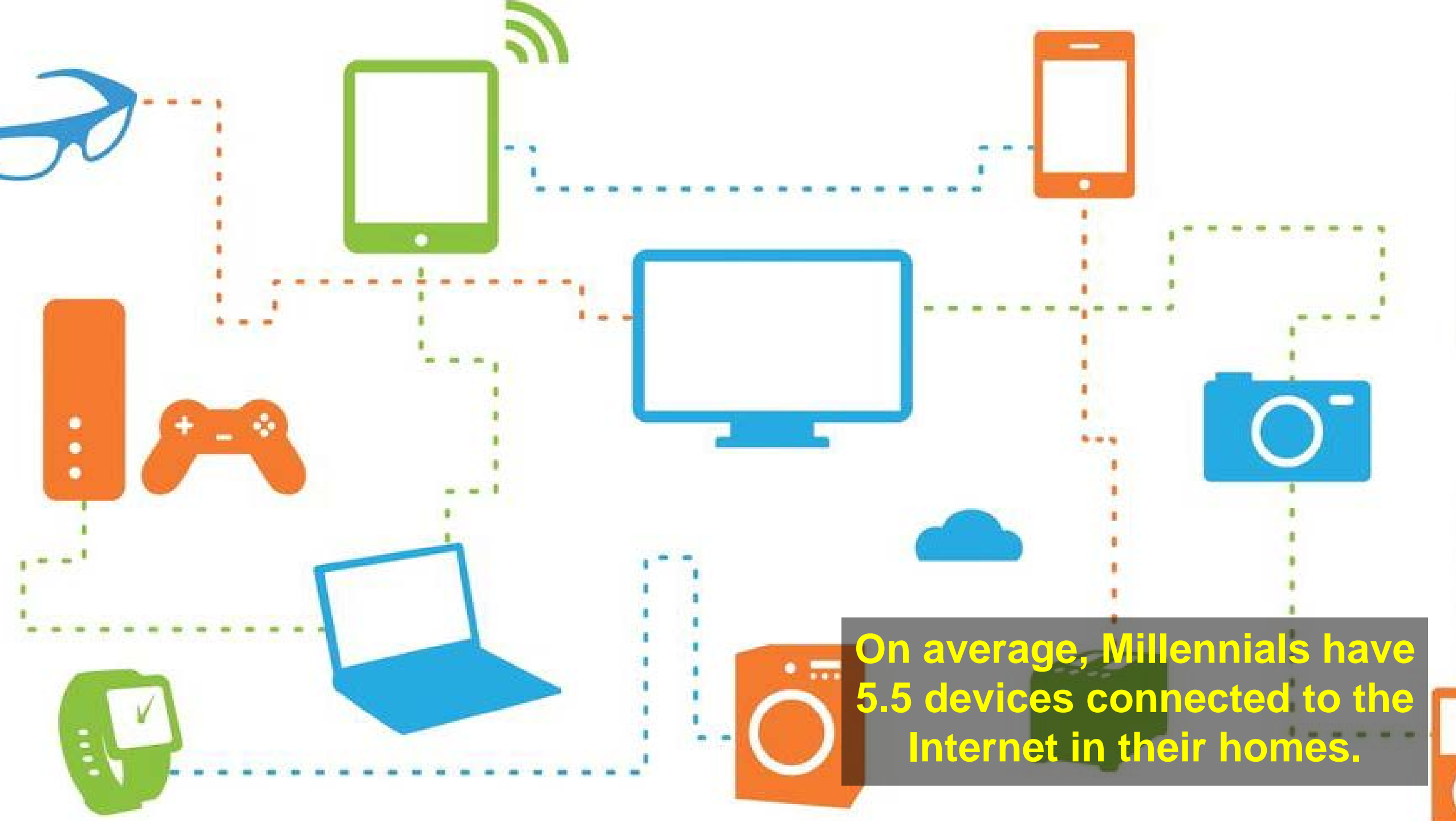
Sharing  
Economy



Amplification

Declining Deference

**SOME THINGS MOST ARE  
SURPRISED TO LEARN  
ABOUT MILLENNIALS.**



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

A close-up photograph of three people's hands holding white smartphones. The person in the center is a woman with long dark hair, looking down at her phone. The person on the right has blonde hair. The person on the left is partially visible. The background is blurred, suggesting an indoor setting with other 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.**




**THINGS WE ALL SHOULD  
KNOW ABOUT MILLENNIALS  
THAT ARE WORTH REPEATING.**



**85% of Canadian Millennials  
own a smart phone.**

A photograph taken from the driver's perspective inside a car. A woman with blonde hair, wearing a green knit beanie and white-rimmed sunglasses, is driving and smiling at the camera. A man with a beard and sunglasses is sitting in the passenger seat, also smiling. The car has a sunroof, and the background shows a road with other vehicles and trees with autumn foliage.

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

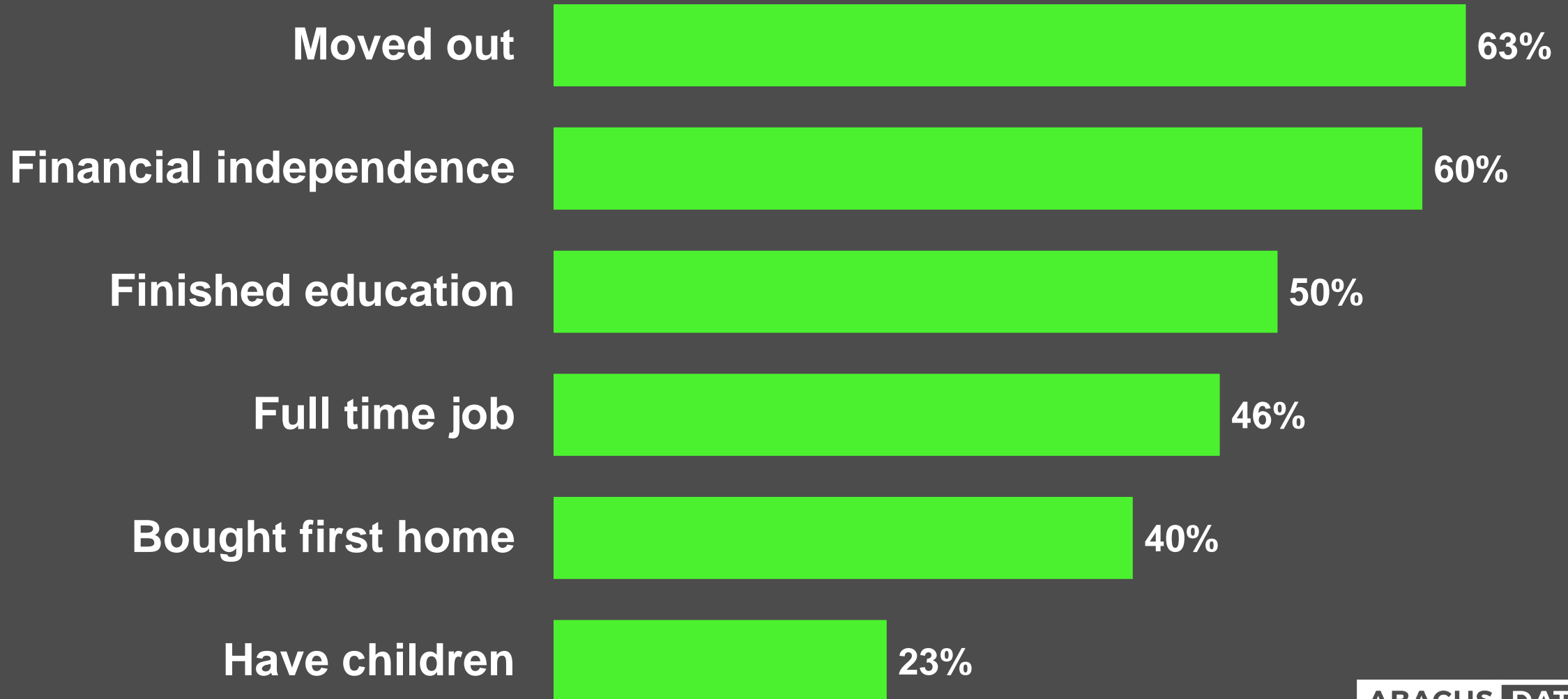
A man with dark, wavy hair and a beard is sitting on a couch, wearing large white over-ear headphones. He is holding a black smartphone in his hands and looking down at the screen. He is wearing a blue polo shirt. The background is a bright, out-of-focus interior space with a window and a door.

**Over 1 in 4 Canadians  
aged 18 to 29 DO NOT  
subscribe to cable or  
satellite.**

#4

20%

# PERCENTAGE OF MILLENNIALS WHO HAVE



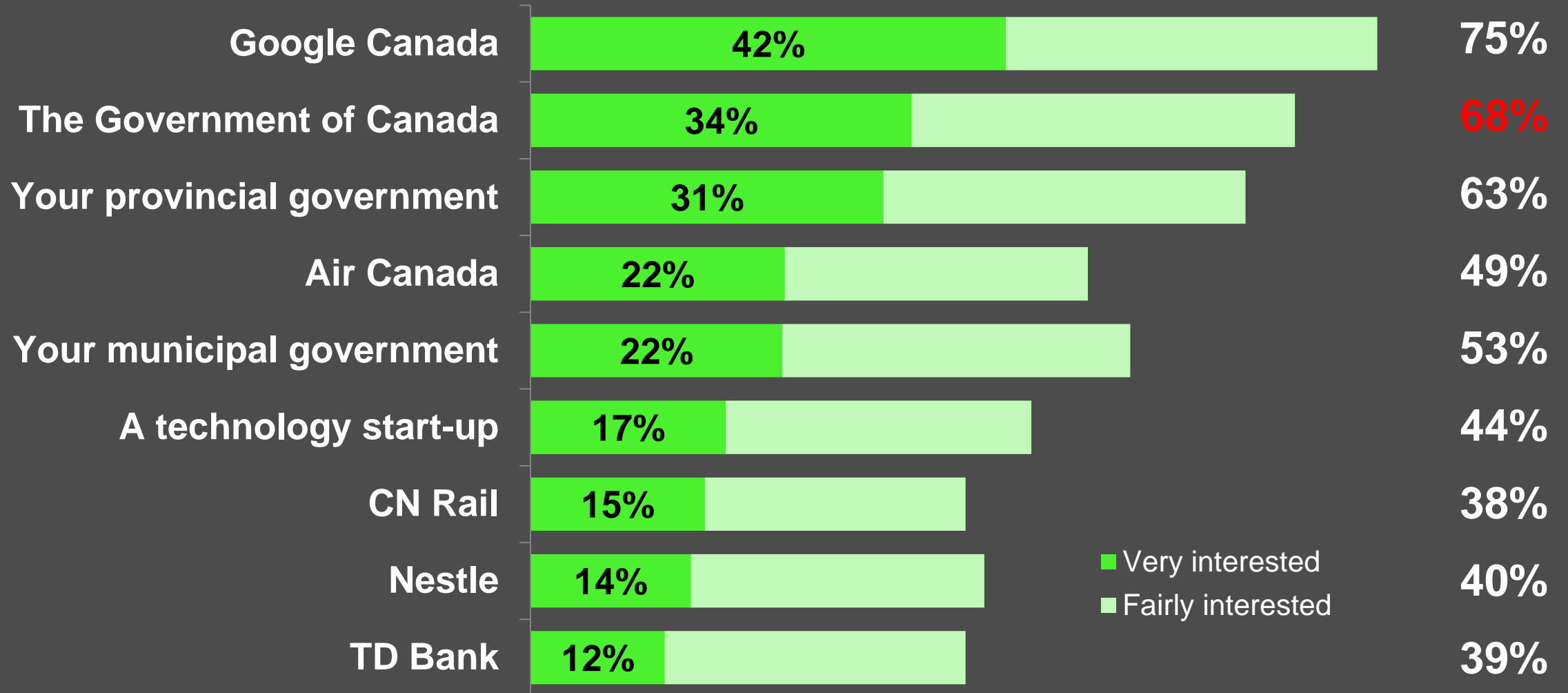
**DELAYED...**

**FAMILIES  
HOMEOWNERSHIP  
FINANCIAL INDEPENDENCE**

#5

26,000

# INTEREST IN WORKING FOR...



**ARE YOU A  
MILLENNIAL FRIENDLY  
EMPLOYER?**

**GROWTH**

**FLEX**

**IMPACT**

**FAIRNESS**

**FEEDBACK**

**SPEED**

**OPPORTUNITY**

# A FEW MORE POINTS

## PERSONAL LIVES

**COLLABORATIVE**

**PEER REVIEWED**

**ON DEMAND**

**INSTANT GRATIFICATION**



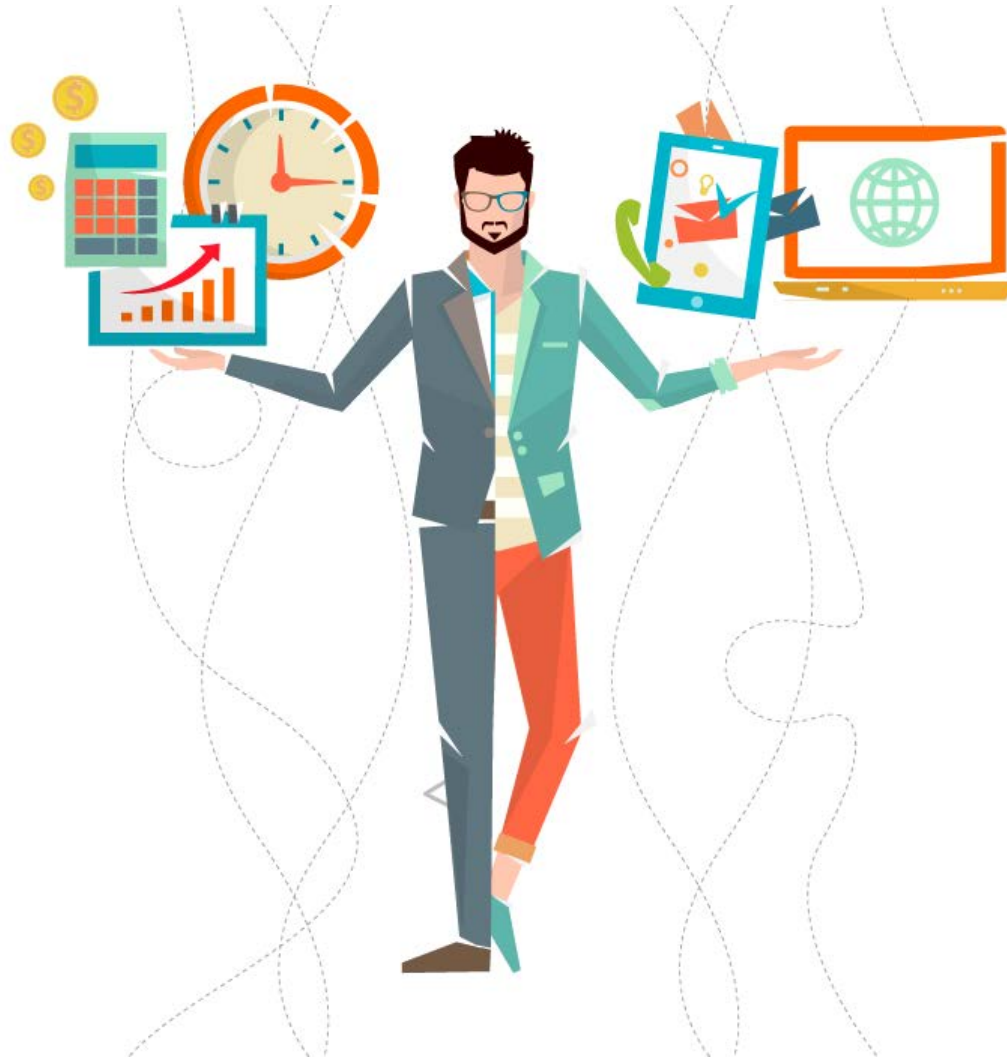
## WORK LIVES

**EMAIL**

**PROCESSES**

**UNCOLLABORATIVE**





# I WANT SOME CONTROL



# FINAL THOUGHTS

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



*Thank  
You*