



How will Canadian Millennials Change the World? Discovering Their Political & Civic Engagement Views

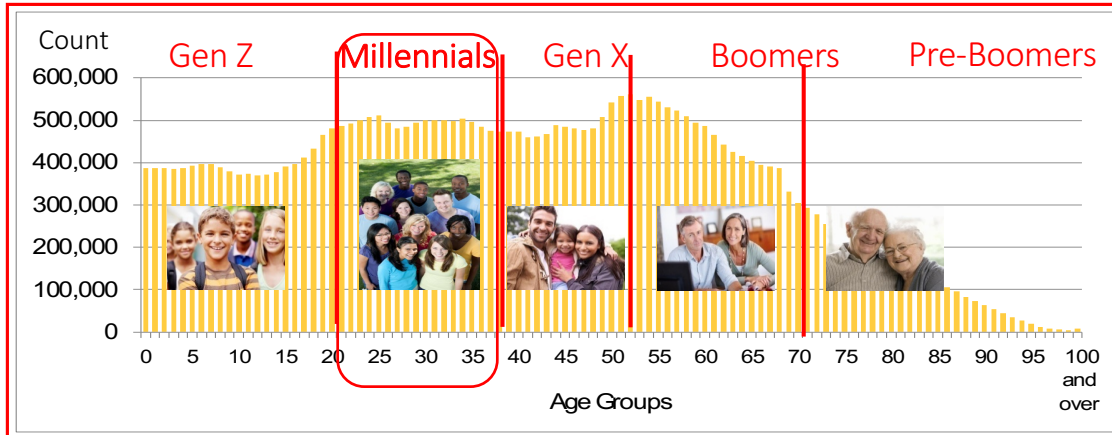
April 21, 2017



Who are Millennials?

Canada's five generations

Population by Age, Canada, 2015



Source: Statistics Canada Demographic Estimates

It's been said that Millennials are ...



Entitled

Tech-savvy

Narcissists

Connected

Entrepreneurial

Lazy

Impatient

Ambitious

Collaborators

Socially-conscious/liberal

What we need to understand about Millennials

- Consumer needs and wants
- 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

In-depth 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

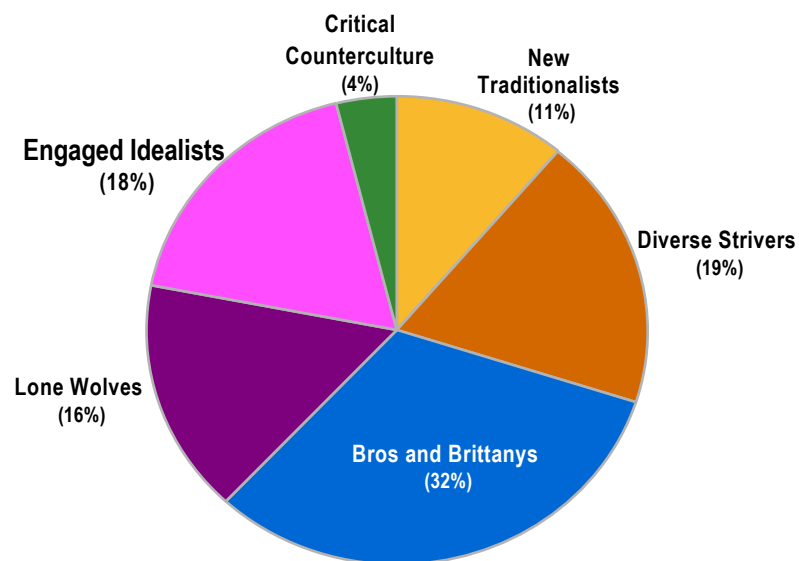
What is common across this generation, and how it varies

- Demographics (socio-economic status, gender, ethnic background)
- Social values – deeper world views and mental postures

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

Canadian Millennials - social values tribes





Bros & Brittanys (32% of Canadian Millennials)

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 (19%)

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 (11%)

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 (18%)

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 (4%)

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 (16%)

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

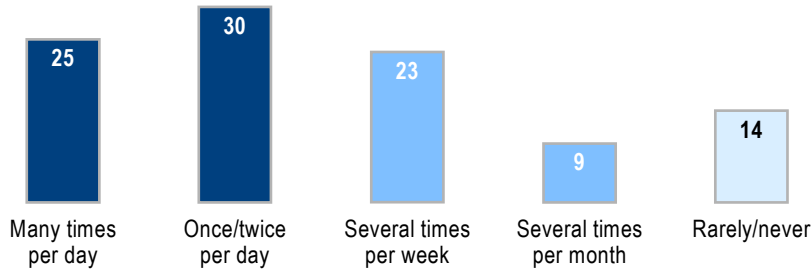
Key values: Doing their own thing, cynicism, keeping things simple, buying things on a whim, laying low



Selected research findings

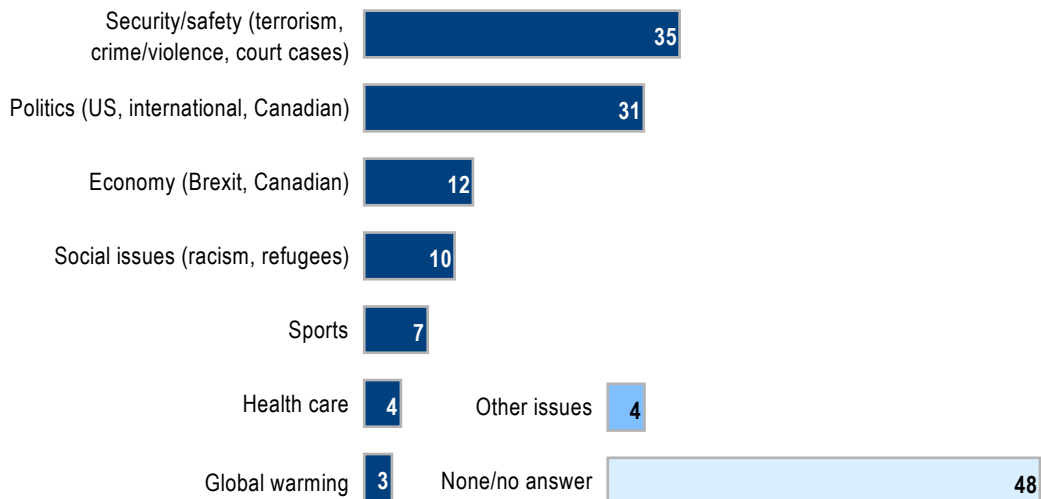
Political engagement

How frequently do you follow news/current events?



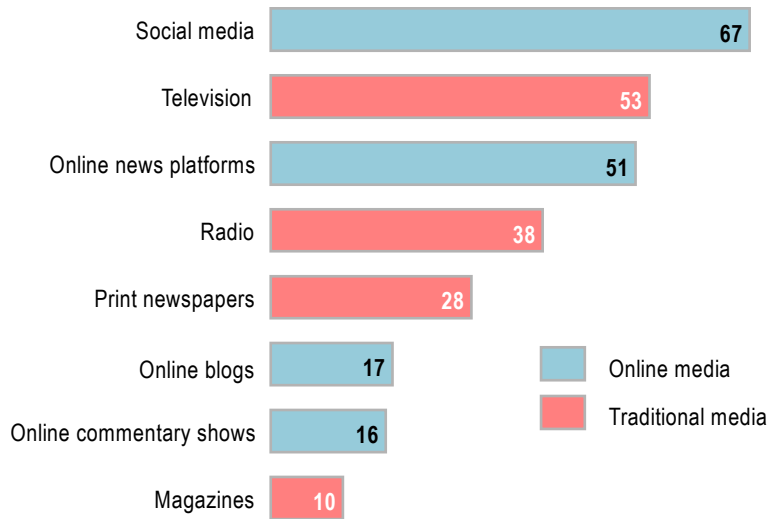
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What issues do you most closely follow?



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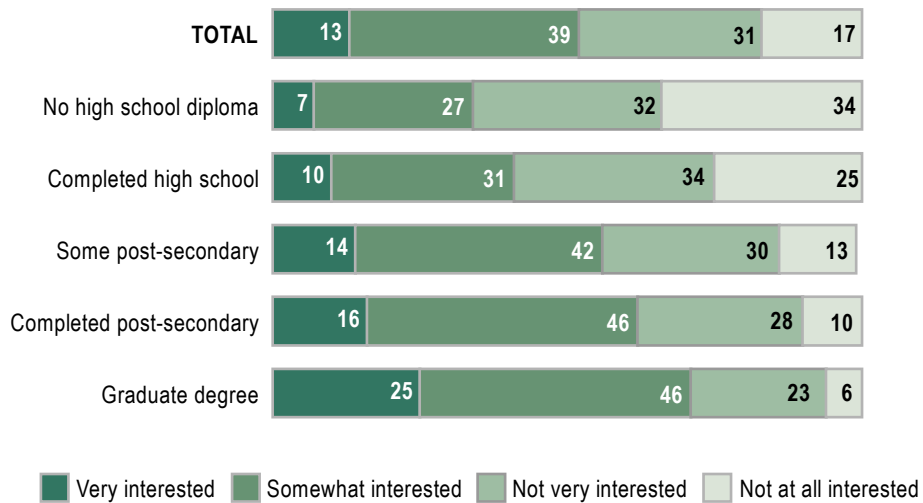
Which media do you use for news/current events?



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Current interest in politics

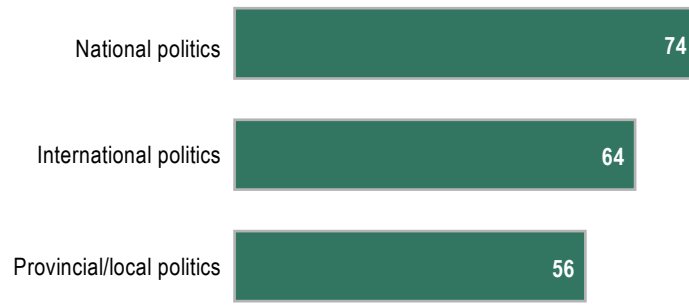
By educational attainment



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Interest in politics is mostly ...

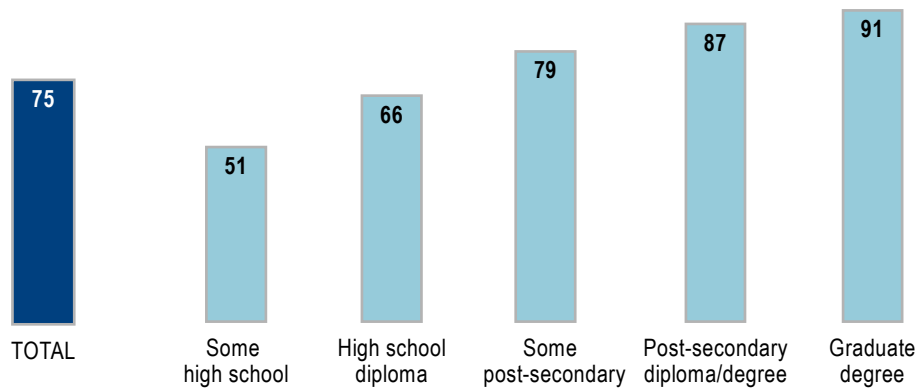
Among those interested in politics



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Voted in 2015 Federal election

Those eligible to vote – by educational attainment



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Reason for not voting

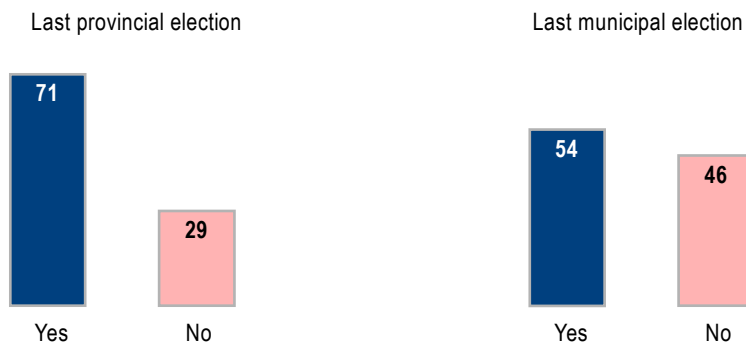
Those eligible to vote but did not do so in 2015

MOTIVATIONAL REASONS	57	BARRIERS	31
Did not trust/like the candidates	15	No time/too busy	17
No interest in voting	11	Out of town	6
Uninformed	9	Sick/medical reasons	2
Cynical (nothing changes/doesn't matter)	8	Couldn't get a ride	2
Don't like politics/don't like to vote	7	Religious reasons	2
Lazy/forgot	5	Didn't receive voting card	2
Couldn't decide who to vote for	4	OTHER REASONS	5

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Voted in previous provincial/municipal elections

Those Eligible to vote



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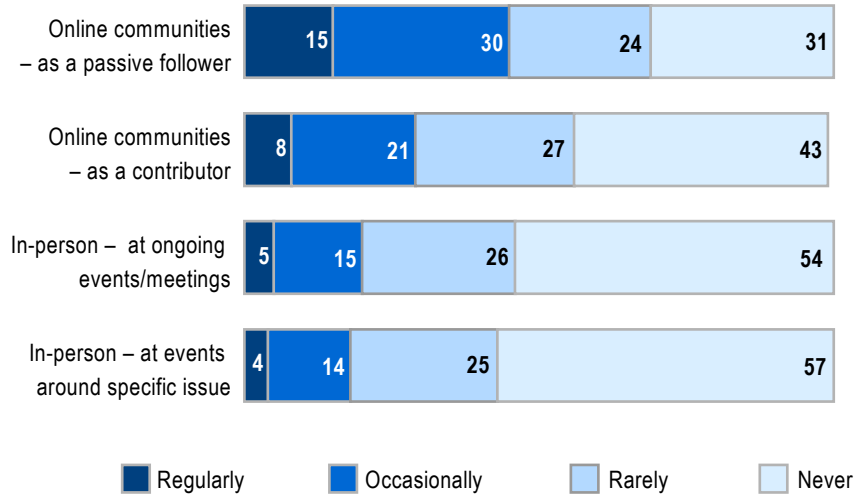
Civic engagement

Actively follow/engage in issues in past 12 months

By social values tribe

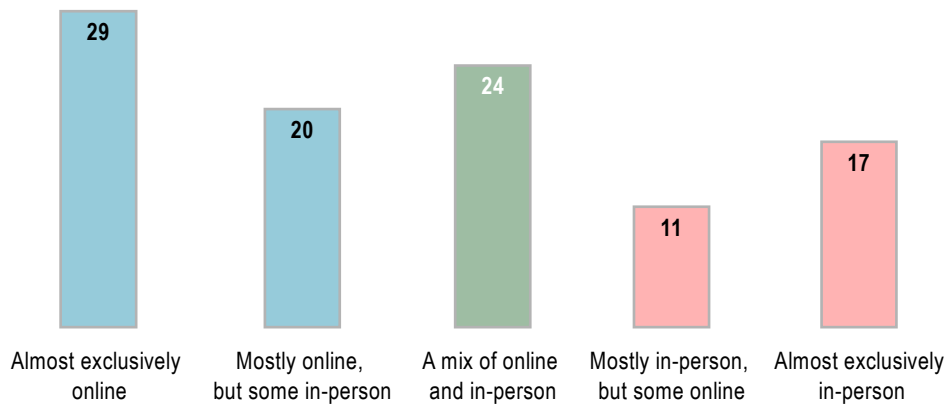
Issue/Cause	TOTAL	Bros and Britnays	Lone Wolves	Engaged Idealists	Diverse Strivers	New Traditionalists	Critical Counterculture
Social/justice	9	5	3	17	10	11	19
Global warming/environment	4	1	1	9	4	4	7
Politics	3	2	2	7	2	4	8
Health care	3	2	1	6	3	4	3
Community planning/development	2	1	1	5	2	3	4
Other	7	4	2	10	5	9	13
None/no answer	77	84	89	60	75	70	63

How have you been actively engaged in past 12 months?



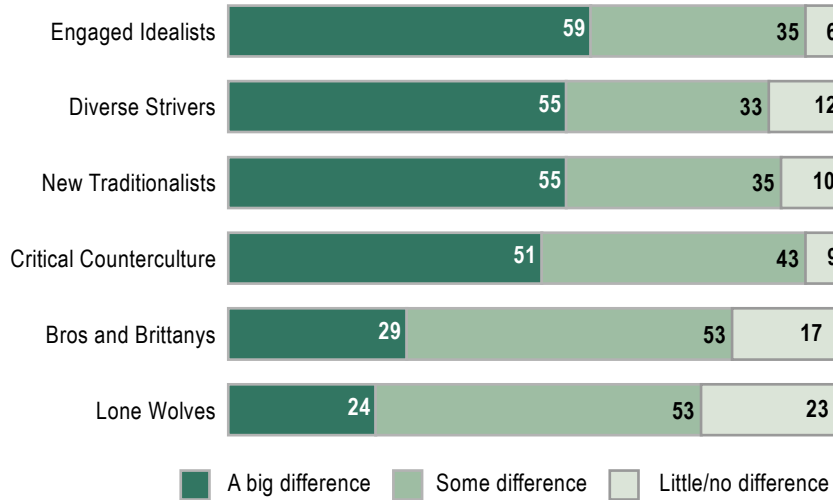
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How do you generally engage with your community & issues?

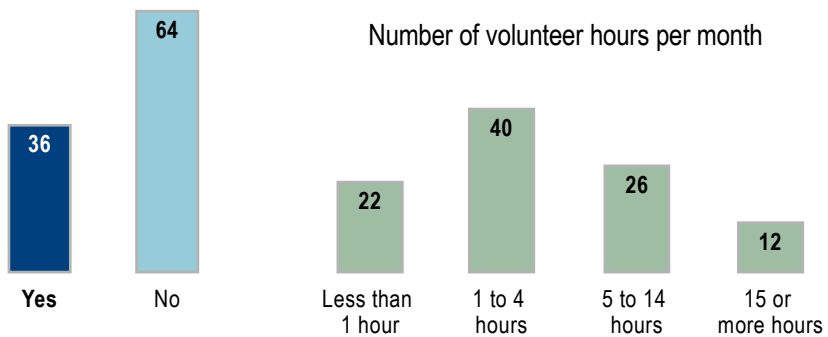


How much difference can people working together make in solving community problems?

By social values tribe

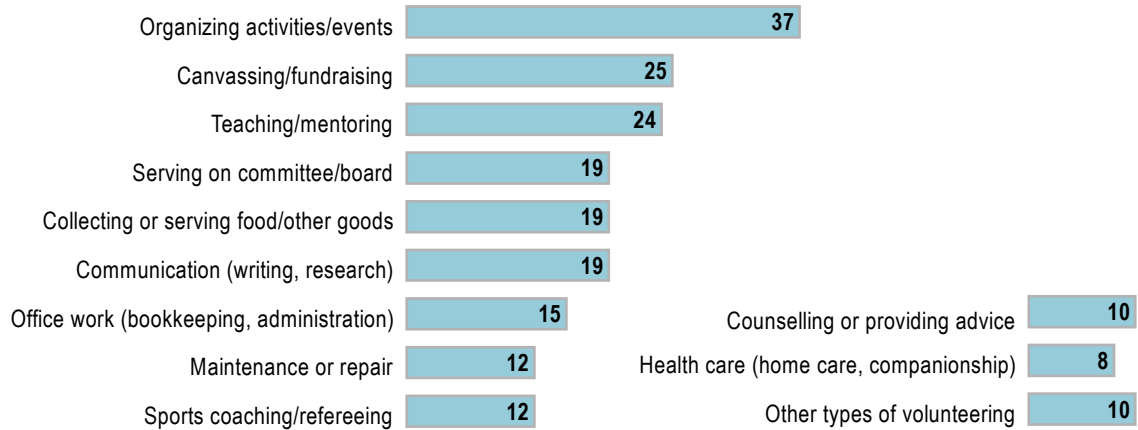


Volunteered your time in past 12 months?



Types of volunteer activity

Those volunteering in past 12 months



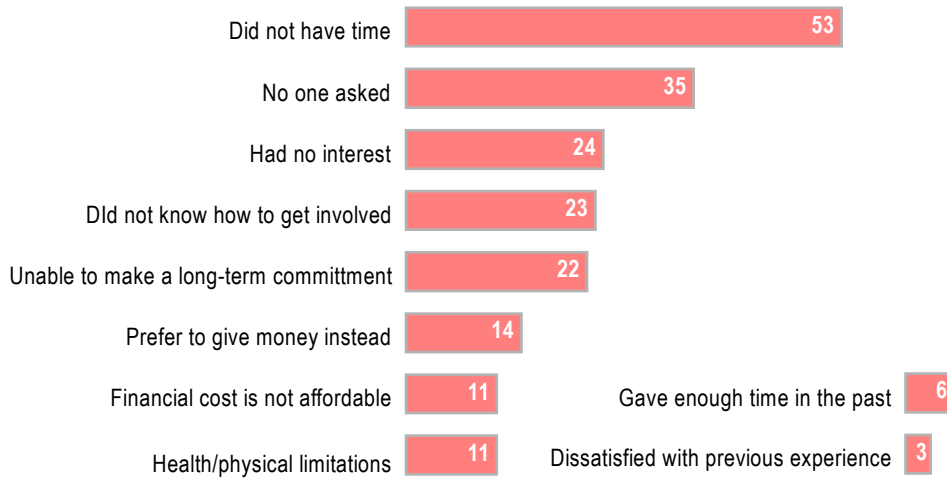
Reasons for volunteering

Those volunteering in past 12 months

MAKE A CONTRIBUTION/SUPPORT A CAUSE		PERSONAL/PROFESSIONAL DEVELOPMENT	
Make a contribution/give back	55	Sense of accomplishment	49
You/someone has been affected by issue/cause (e.g., cancer)	32	Use experiences and skills	41
Asked by friend to volunteer	26	Explore personal strengths	25
Family/friends already volunteer	24	Network/meet people	24
Support a particular cause	24	Improve job opportunities	24
Fulfill religious obligation	11	Improve well-being or health	21

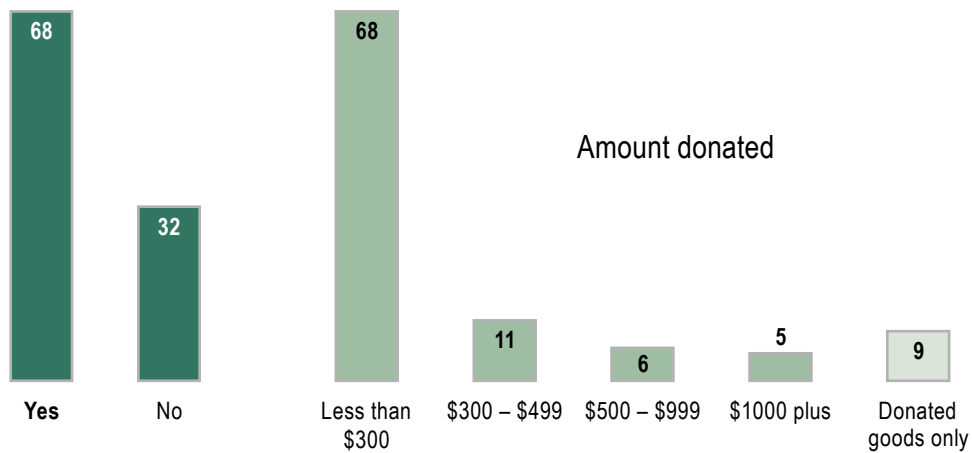
Reasons for not volunteering

Those not volunteering in past 12 months



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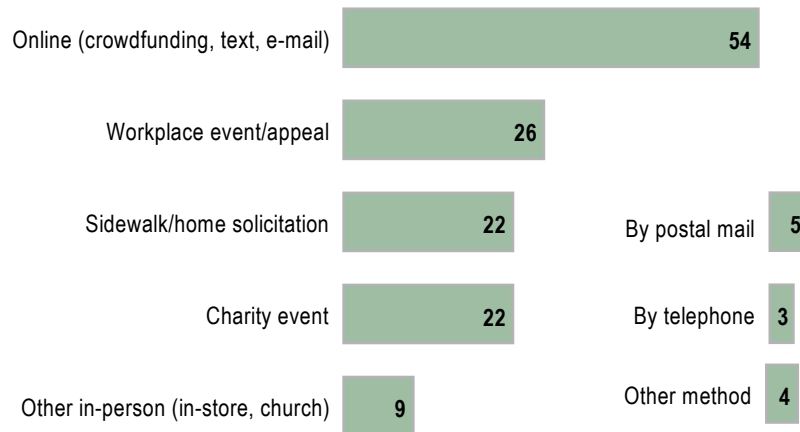
Charitable donations in past 12 months?



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Method of making donation

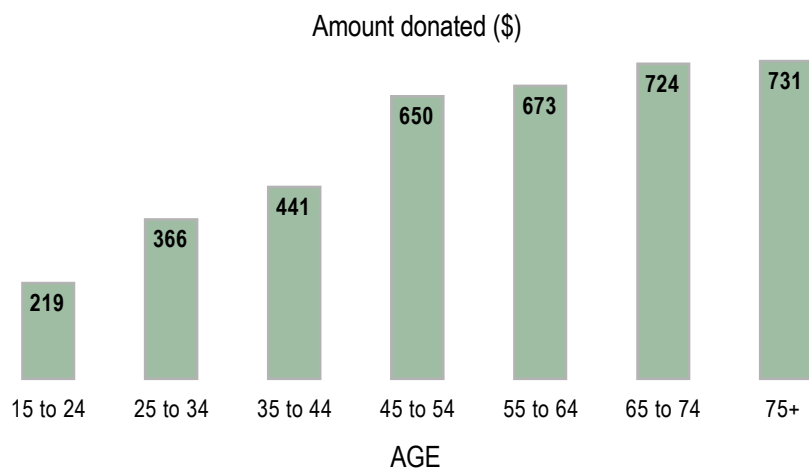
Those donating money/goods in past 12 months



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Average amount donated to charitable causes

All Canadians by age cohort – Those donating money/goods in past 12 months



2013 General Social Survey (Statistics Canada)

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