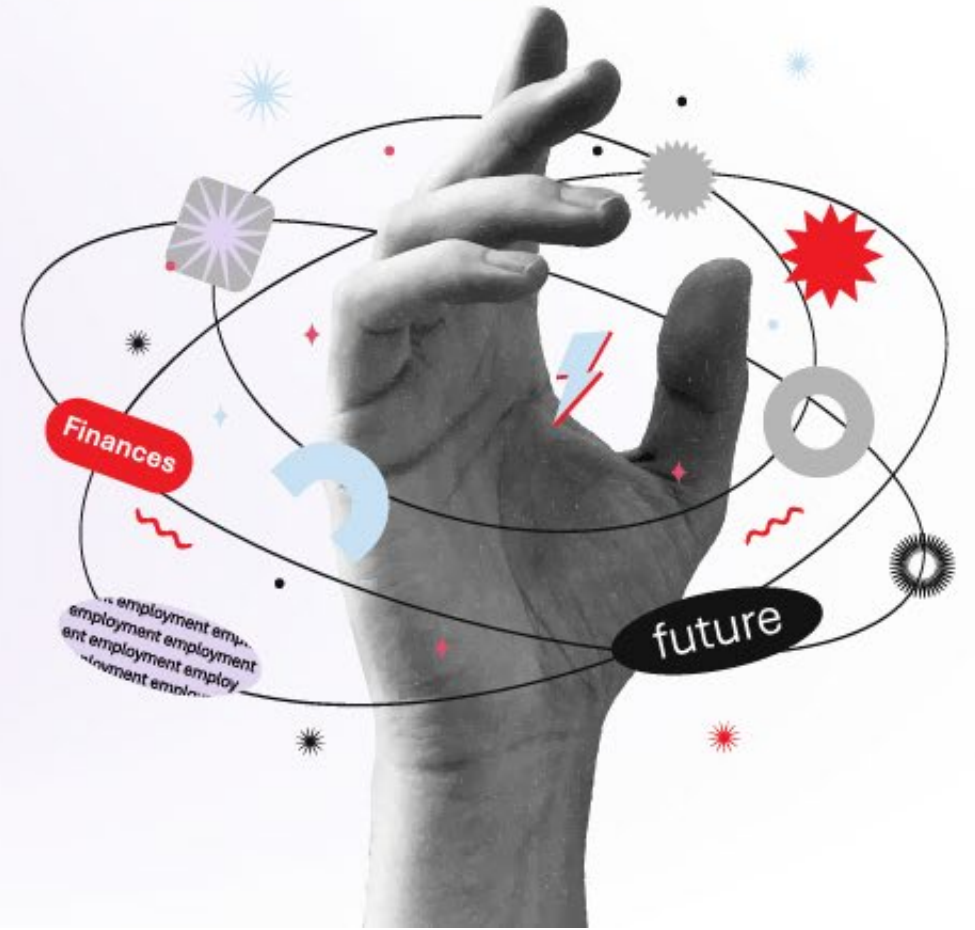


Zillennials

Discover their views on their employment, finances, future, and sources of influence

Report



YOUTH
Created by Leger

Methodology

α 200
Alpha

3,058

Millennials and members
of Generation Z
surveyed across Canada

1,005
Millennials

2,053
Members of
Generation Z

Mother tongue

17% French

70% English

12% Others

School

40% Primary/high school

26% College

33% University

Living situation

37% Owner

36% Renter

25% Live with their
parents

Visible minority

37% Yes

66% No

Key findings

01. Mental Health

Zillennials who have reduced or stopped consuming alcohol altogether say it is for health and wellness.

29% have reduced their alcohol consumption in recent years, and 16% have stopped altogether. Among those who have made this decision, the majority cite health and well-being as the main reasons.

At the same time, we note that Zillennials continue to be affected by mental health issues: 75% have already experienced periods of anxiety and 48% have experienced depression.

These generations are concerned about their mental and physical health and are making concerted efforts to improve them through their lifestyle choices (particularly when it comes to alcohol).

02. Future

Overall, Zillennials want the same things as their parents, with millennials in particular saying having a family is more important than their career.

In general, Zillennials want to live a *traditional* lifestyle, similar to that of their parents. This is seen in their desire to marry, have children and become homeowners.

While they might have these aspirations, they're concerned they might not be able to afford them. Nearly three-quarters of non-homeowners (73%) remain tenants for lack of financial means, and 64% don't think they'll be able to buy a home in the next few years. This applies to having children—more than one-third (38%) of those who don't want children say it's because they can't afford it.

Key findings

03. Finance

64% say the current economic context is making them more aware of the importance of preparing for the future.

The majority (72%) feel that previous generations had a better chance at financial success, which is leading them to have less confidence in their current and future economic situation. Their confidence in their ability to surpass their parents' wealth is gradually declining (-7 points compared to 2023), reflecting a certain pessimism.

In turn, many Zillennials choose to live day by day; 47% use their savings to finance leisure activities, and 34% are unable to cover all their expenses without going further into debt.

Generally speaking, millennials tend to feel they face greater financial responsibilities and economic pressure than Zs, who tend to be more optimistic.

04. Employment

Knowledge and importance of DEI

Although 70% of Zillennials are aware of the concept of DEI, they attach limited importance to it when choosing an employer. In fact, 39% of millennials give it little or no consideration. That said, among those planning to leave their jobs in the coming year, 31% consider a company's DEI policy to be an essential factor in choosing a new employer.

The growing use of artificial intelligence

Artificial intelligence is playing an increasingly important role in the world of work. Currently, one-quarter of Zillennials are using AI to perform professional tasks, an increase of 7 points since 2023.

Key findings

05. Equity

Young Canadians still perceive significant inequalities, both in terms of gender and the rights of visible minorities.

Women, in particular, believe they face higher social expectations and are more often judged on their appearance.

Perceptions of gender stereotypes persist, and women's rights, especially reproductive rights, are a concern for more than half of Zillennials.

06. Identity and sources of influence

Social networks play a key role in the way Zillennials inform themselves and interact.

Instagram (82%) and Youtube (83%) are particularly popular among Gen Zs, while Facebook (85%) dominates among millennials. Meanwhile, messaging apps like Messenger and WhatsApp are widely used by both generations.

That said, the use of these platforms is accompanied by growing concerns about political polarization, trust in news, and the impact of algorithms on content.

In response, Zillennials can be more thoughtful and choosy in the accounts they follow: 74% wouldn't hesitate to unsubscribe from certain accounts, 67% would find out more about certain subjects (instead of just trusting the content they see), and 56% would validate information with other sources.

1

Mental Health

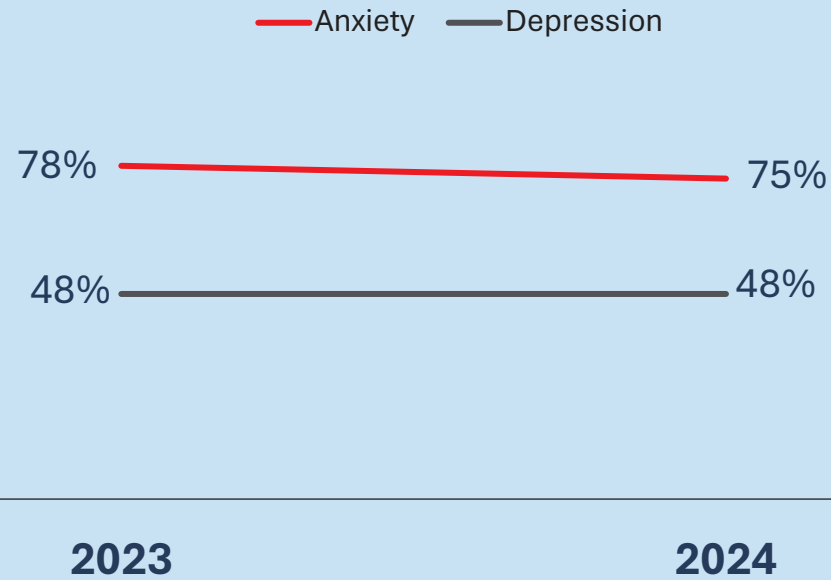




	Alpha
Anxiety	54%
Depression	16%

Mental health

% yes, experienced periods of anxiety or depression



	Z	Millennials
Anxiety	74%↓-6	76%
Depression	44%	51%

	Quebec	ROC
Anxiety	71%	76%
Depression	40%	50%

Have you ever experienced major depression, moments of depression or periods of anxiety?

IF YES, when?

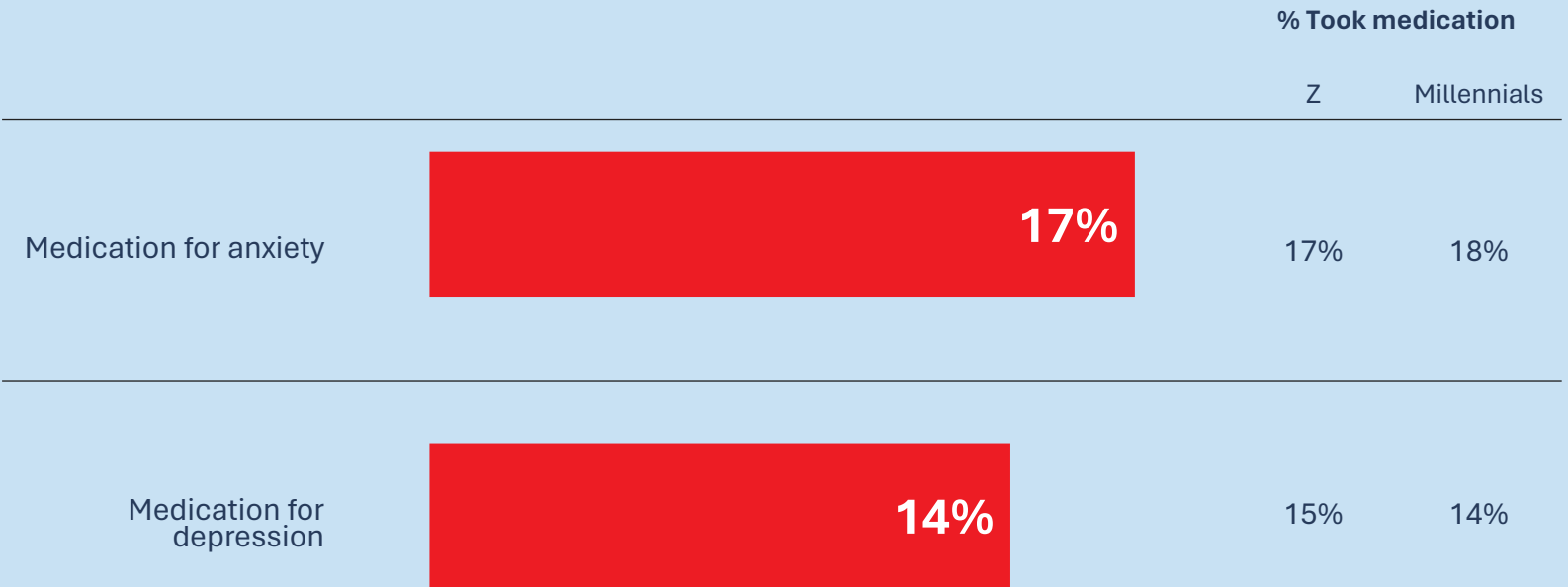
Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053); Alpha (n=201).

An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023). Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).



% took medication	Alpha
Medication for anxiety	10%
Medication for depression	5%

Medication taken in the last 12 months



Have you ever taken prescribed medication for depression or anxiety?

IF YES, when did you take them?

Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053); Alpha (n=201).



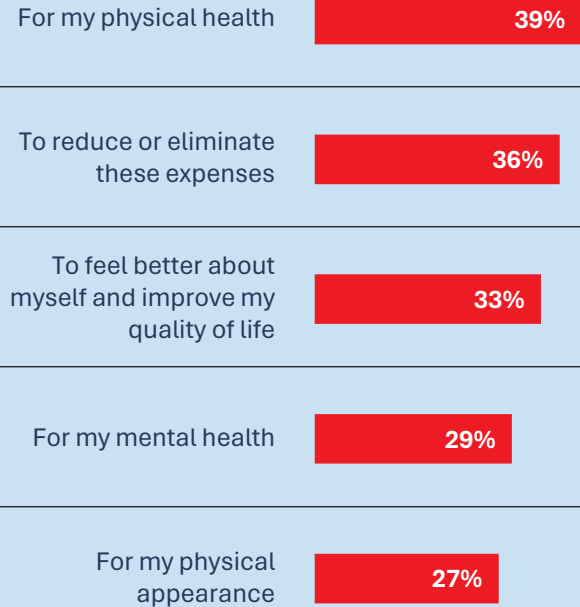
Alcohol consumption

		Z	Millennials
I've been drinking more	6%	4%	7%
My alcohol consumption is stable	30%	28%	32%
I've cut back on drinking alcohol	29%	26%	31%
I don't drink alcohol anymore, but I used to	16%	15%	17%
I've never had alcohol	16%	22%	12%
I prefer not to answer	3%	4%	2%

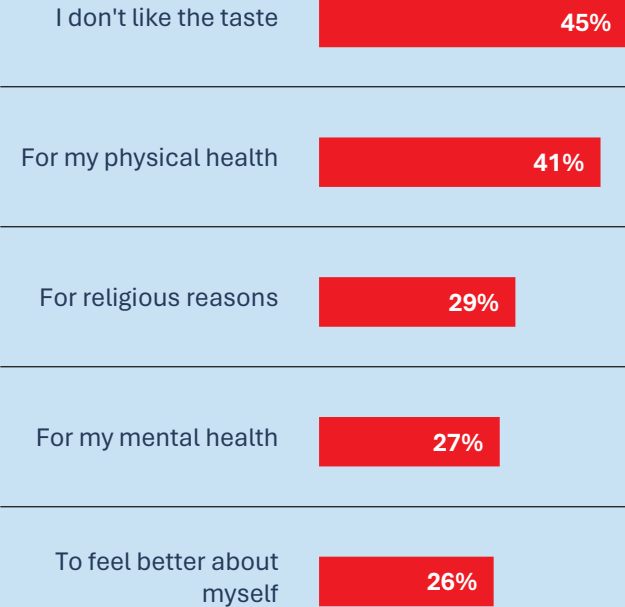


Reasons for reducing or avoiding alcohol consumption

TOP 5 Has reduced or no longer consumes alcohol



TOP 5 Never drank alcohol



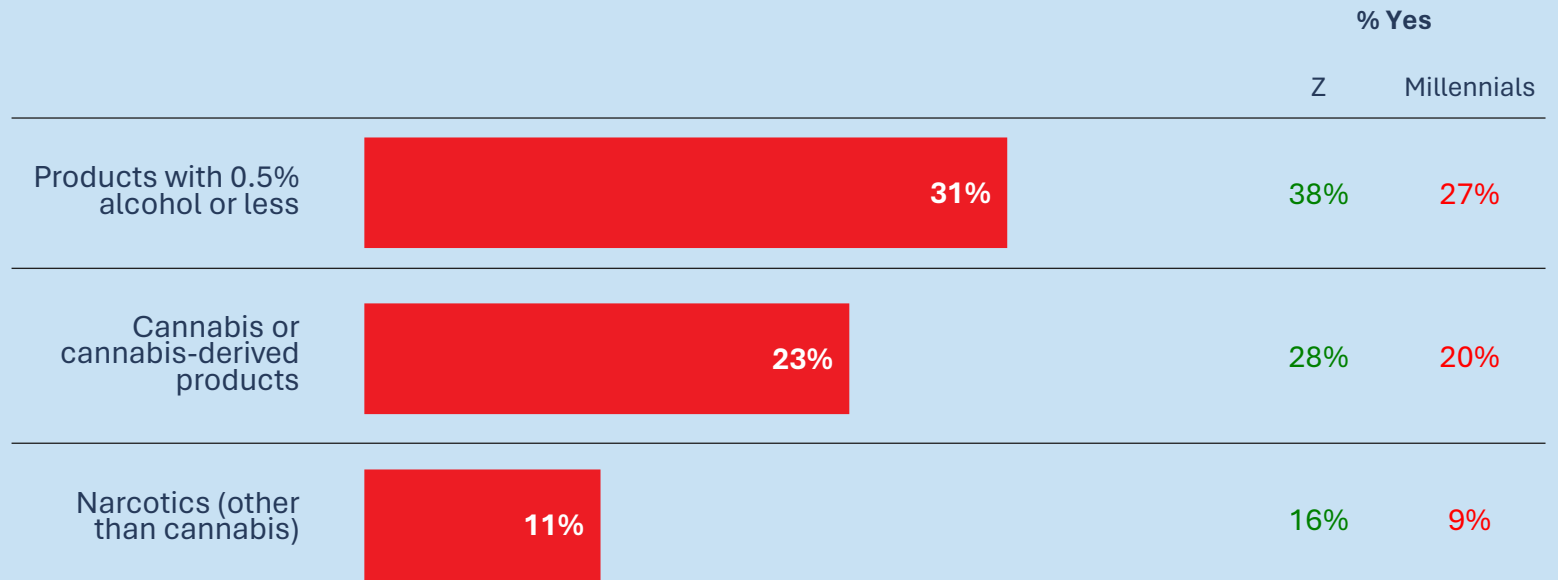
For what reason(s) have you reduced your alcohol consumption/do you not consume alcohol?

Base: Respondents aged 18 and over who have never consumed alcohol (n=379) or who no longer consume or have reduced their alcohol consumption (n=1,098)



Alternatives to alcohol consumption

Since I have reduced or stopped my alcohol consumption, I have started or increased my consumption of...



Do these statements apply to your situation?

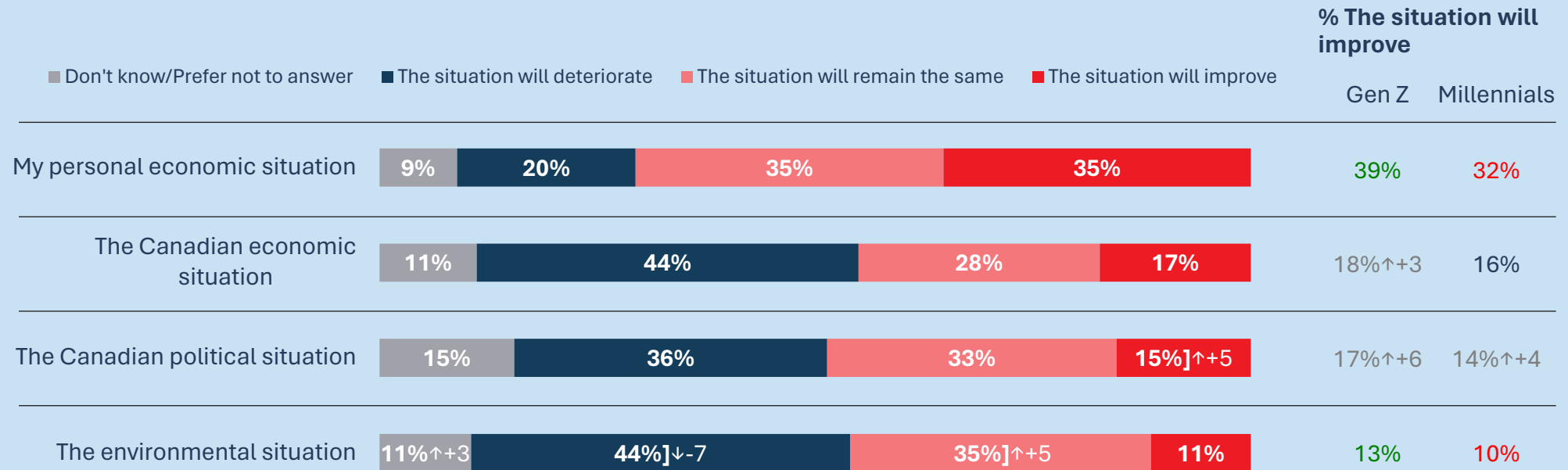
Base: Respondents aged 18 and over who no longer drink or who have reduced their alcohol consumption (n=1,098). Millennials (n=468); Generation Z (n=630).

2

Future

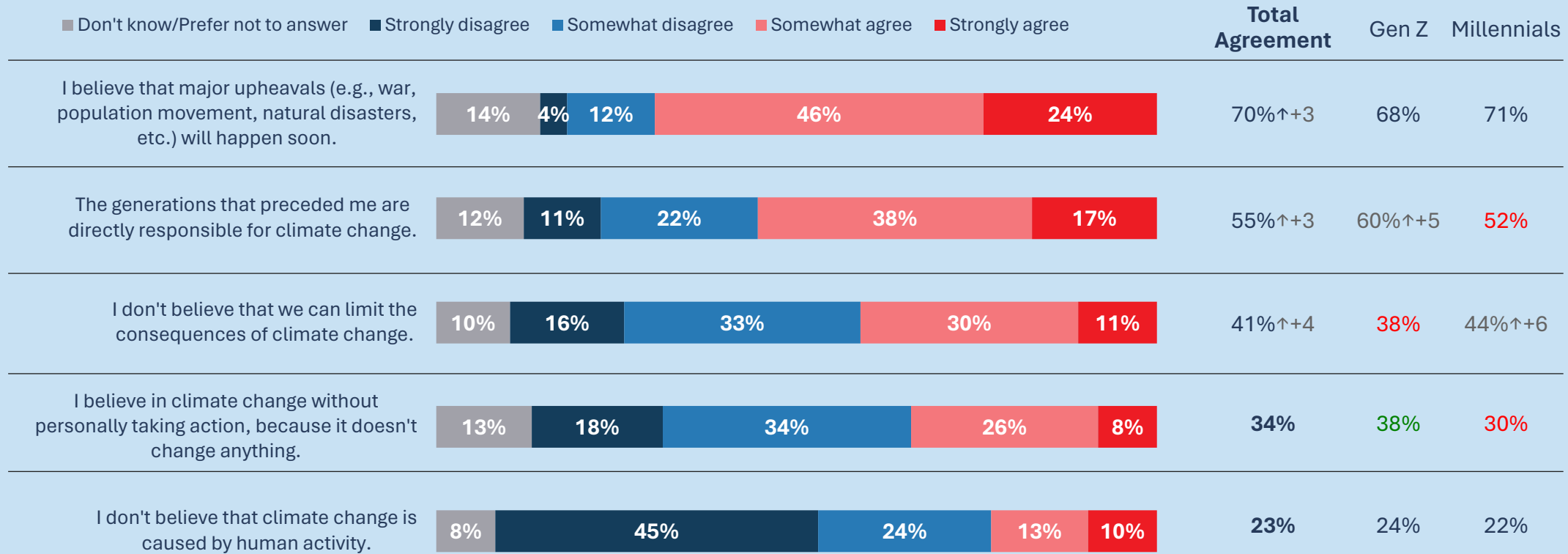


Evolution of major issues



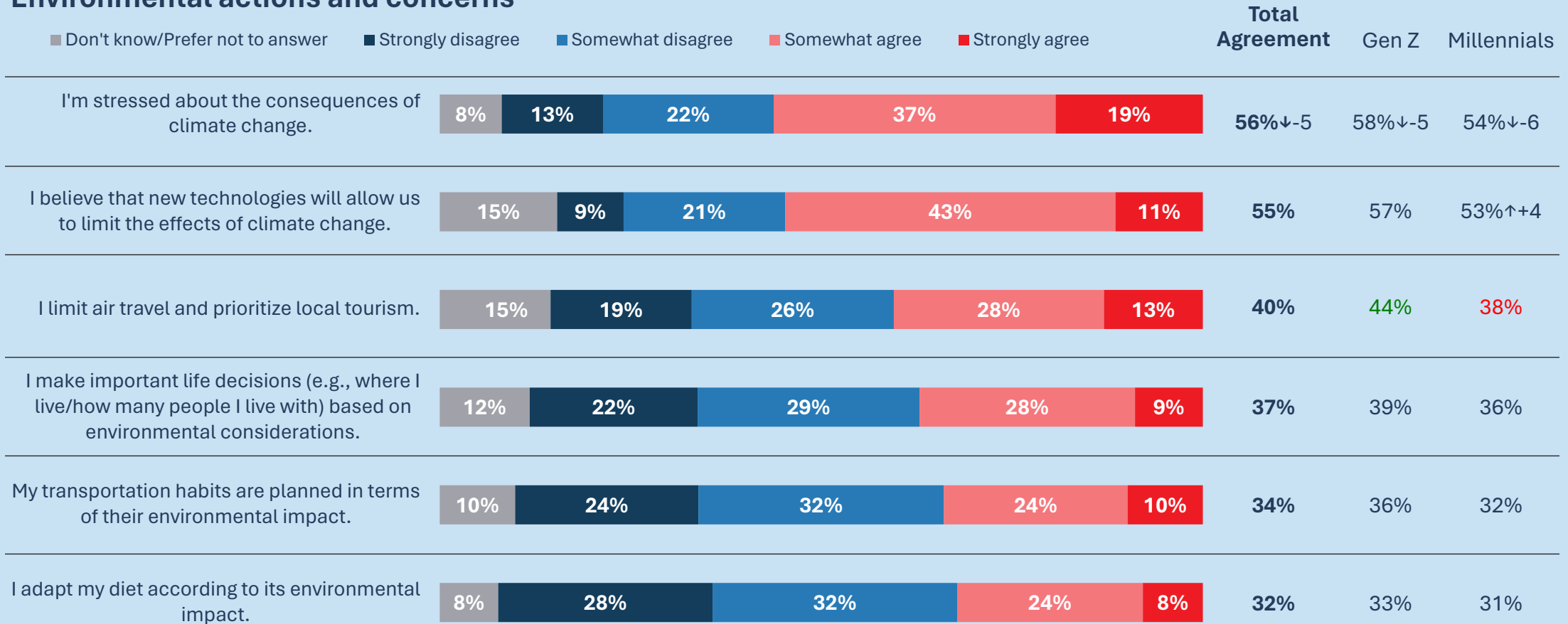
Generally speaking, how do you think (...) will evolve over the next year?
 Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053).
 An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023).
 Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).

Climate concerns and doubts



Do you agree or disagree with the following statements related to climate change...?
 Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053).
 An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023).
 Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).
 Note: Due to a change in response modalities, the comparison should be interpreted with caution.

Environmental actions and concerns



Do you agree or disagree with the following statements about climate change?

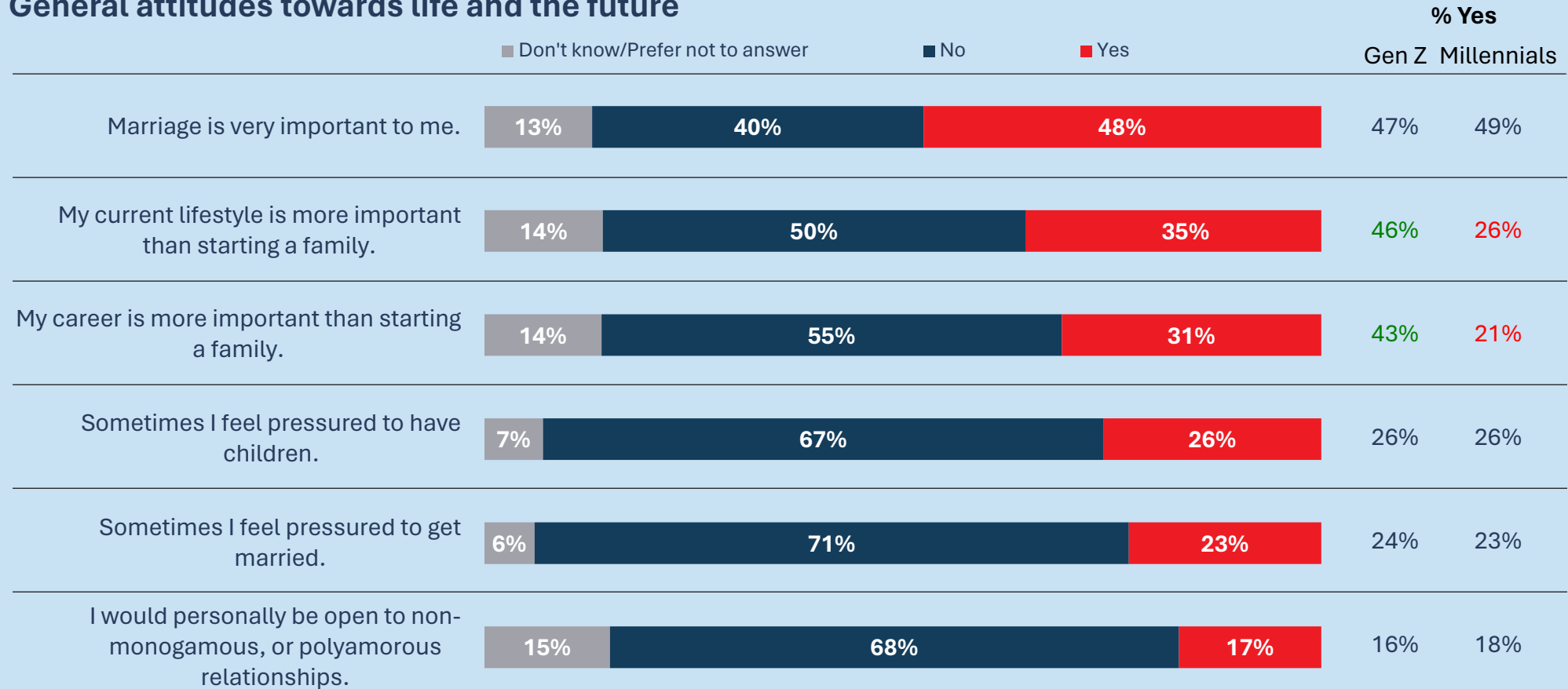
Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053).

An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023).

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General attitudes towards life and the future



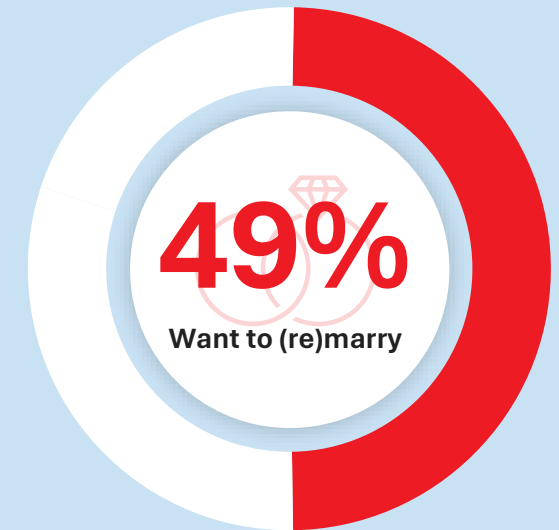
Do you agree with the following statements...?

Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053)

Marital status

		% Yes	
		Gen Z	Millennials
Single	43%	59%	28%
Married	27%	12%	41%
In a relationship	23%	24%	22%
Engaged	2%	2%	2%
Complicated relationship	1%	1%	1%
Separated	1%	<1%	2%
Divorced	1%	<1%	2%
Open relationship	<1%	<1%	<1%
Polyamorous	<1%	<1%	<1%
Widowed	<1%	<1%	0%
I prefer not to answer	1%	1%	1%

Aspiration to (re)marry



Generation

Gen Z (n=1,862)	Millennials (n=677)
54%	43%

Reasons to (re)marry

	Total	Generation	
		Gen Z	Millennials
	n= 1,777	1,170	607
I want to share my life with someone I love and with whom I feel comfortable	68%	67%	68%
I want to start a family with someone	42%	48%	37%
To formalize and strengthen the commitment I have with my partner	38%	36%	40%
For emotional support in difficult times	29%	33%	27%
For the emotional and financial stability that marriage brings	28%	31%	26%
For my cultural values and traditions	17%	18%	17%
For the legal and financial benefits that marriage brings	16%	17%	16%
To live my fairy tale	15%	19%	12%
To improve my social status and recognition in my community	7%	8%	7%
Family pressure	5%	4%	6%
I prefer not to answer	5%	3%	6%

Reasons not to (re)marry

	Total	Generation	
		Gen Z	Millennials
<i>n=</i>	792	520	272
I'm satisfied with my current life and don't feel the need to formalize my relationship through marriage	38%	31%	44%
I don't believe in marriage	28%	21%	34%
I wish to maintain personal and financial independence without being bound to a partner by marriage	25%	27%	25%
I prefer less formal and more flexible commitments than those imposed by marriage	18%	15%	21%
I prefer to focus on my career and other life priorities	18%	27%	10%
Financial insecurity	17%	17%	17%
I prefer non-traditional relationships that don't require marriage	16%	15%	18%
I've had negative experiences in the past	13%	7%	17%
Rejection of social norms	11%	15%	7%
I'm afraid of commitment	10%	13%	8%
I prefer not to answer	7%	13%	2%

% of parents among Zillennials

37% of young Canadians are parents.

Gen Z: 17% Millennials: 54%

	Z	Millennials
Yes, one 14%	7%	20%
Yes, two 15%	6%	22%
Yes, three or more 8%	3%	12%
No, I don't have any children 62%	81%	45%
I prefer not to answer 1%	1%	1%

Wish to have children, among those who don't	Total	Generation	
		Gen Z	Millennials
<i>n=</i>	2,149	1,658	491
Yes	48%	53%	42%
No	23%	17%	33%
I haven't decided yet	27%	30%	23%
I prefer not to answer	1%	1%	2%

Wish to have children, among those who already do	Total	Generation	
		Gen Z	Millennials
<i>n=</i>	878	374	504
Yes	32%	40%	30%
No	54%	42%	57%
I haven't decided yet	13%	14%	13%
I prefer not to answer	1%	3%	0%

Do you have children?
 Would you like to have some (more)?
 Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053).

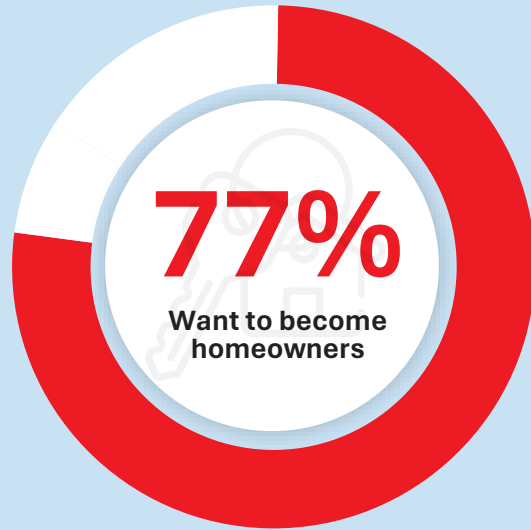
Reasons for wanting children

	Total	Gender	
		Men	Women
	n= 2,158	1,009	1,149
TOTAL AT LEAST ONE REASON	82%	85%	79%
To surround myself, to have my own family	53%	49%	58%
To pass on the love and values I received from my parents	40%	42%	37%
It's an important stage in life	30%	34%	26%
To help create an aware, responsible generation	23%	27%	19%
To leave a legacy, my inheritance	18%	23%	11%
Because it's the right thing to do, it's expected of me	10%	14%	6%
Other reason(s)	5%	4%	6%
<i>Number of reasons (average)</i>	1.9	2.1	1.7
No particular reason: I've always wanted one.	11%	7%	15%
I don't know / I prefer not to answer	7%	8%	6%

Reasons for NOT wanting children

	Total	Generation	
		Gen Z	Millennials
	n= 1,559	952	607
TOTAL AT LEAST ONE REASON	89%	86%	90%
I don't think I have the financial means	38%	37%	39%
I don't want to bring children into the world in today's society	31%	35%	27%
I don't want to bring children into the world in the current climate context	24%	29%	21%
To keep my independence	22%	27%	18%
Fear of not being up to it, I don't think I can raise a child	21%	29%	15%
Lifestyle incompatible with parenthood	19%	22%	17%
I haven't found a suitable partner	15%	23%	9%
My partner doesn't want any	9%	7%	11%
Other reason(s)	21%	11%	27%
<i>Number of reasons (average)</i>	2.0	2.2	1.9
No particular reason: I've never wanted any.	11%	14%	10%

Aspiration for homeownership



Motivations for home ownership



Do you aspire to own your own home one day?
 Base: Non-owner respondents (n=1,548)
 For what main reason(s) would you like to become one?
 Base: Respondents who wish to become homeowners (n=1,424)

Reasons for NOT wanting to own a home



Homeownership issues - % YES

Generation

Gen Z | Millennials

		Gen Z	Millennials
My mortgage takes up too much of my expenses.	45%	43%	45%
My mortgage is too high compared to my salary.	32%	34%	31%
I had to move to another city or neighbourhood to buy property.	24%↓-6	32%	23%↓-5
I have needed help before to pay my mortgage.	18%	24%	17%

Do these statements apply to your situation?

Base: Owners (n=947). Millennials (n=573); Generation Z (n=374); QC (n=505); ROC (n=442)

An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023).

Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).

Note: Due to a change in response modalities, the comparison should be interpreted with caution.

Non-homeowner issues - % YES

		Generation	
		Gen Z	Millennials
I'm renting because I'm unable to buy property.	80%	73%	86%
My rent takes up too much of my expenses.	68%↓-4	62%↓-11	73%
I don't think I'll be able to buy property in the next few years.	66%	64%↓-6	69%
I live with my parents because I'm unable to buy property or pay rent.*	66%	64%	74%
I had to move because of a rent hike.	21%↓-5	22%↓-6	20%

Do these statements apply to your situation?

Bases: Renters (n=1,050) : Millennials (n=374); Generation Z (n=676)

*Those who live with their parents (n=498): Millennials (n=49); Generation Z (n=449)

An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023).

Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).

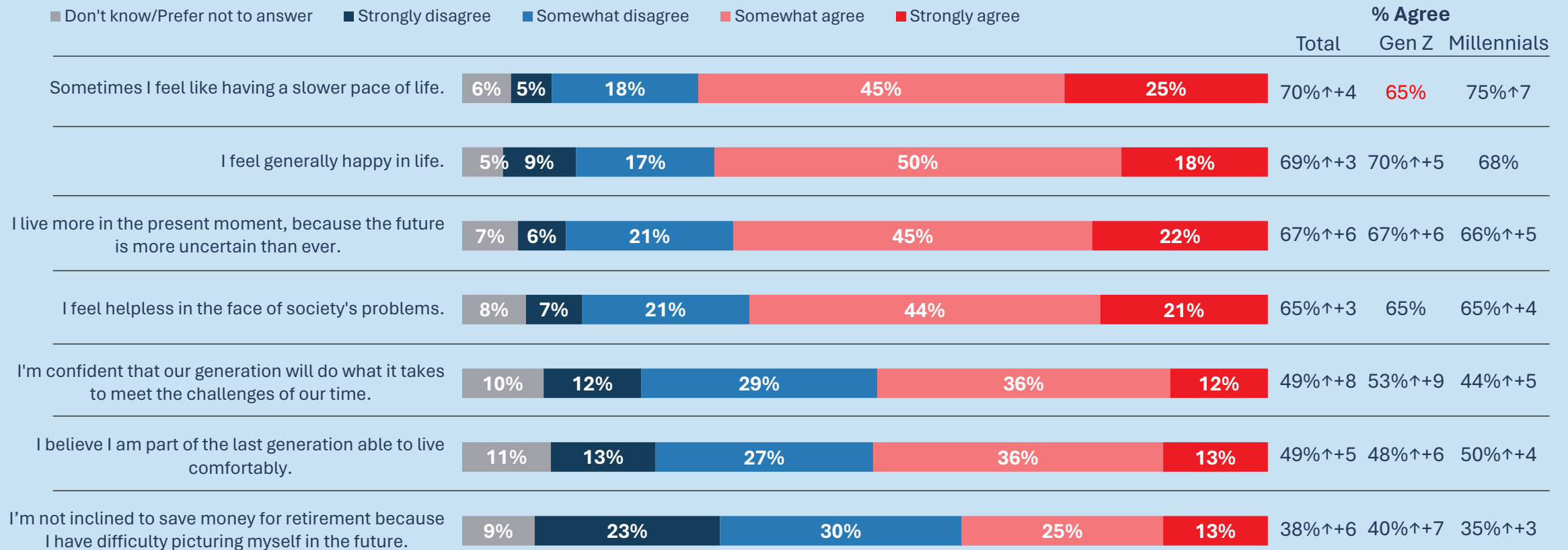
Note: Due to a change in response modalities, the comparison should be interpreted with caution.

3

Finances



General attitudes towards life and the future



Do you agree or disagree with the following statements...?

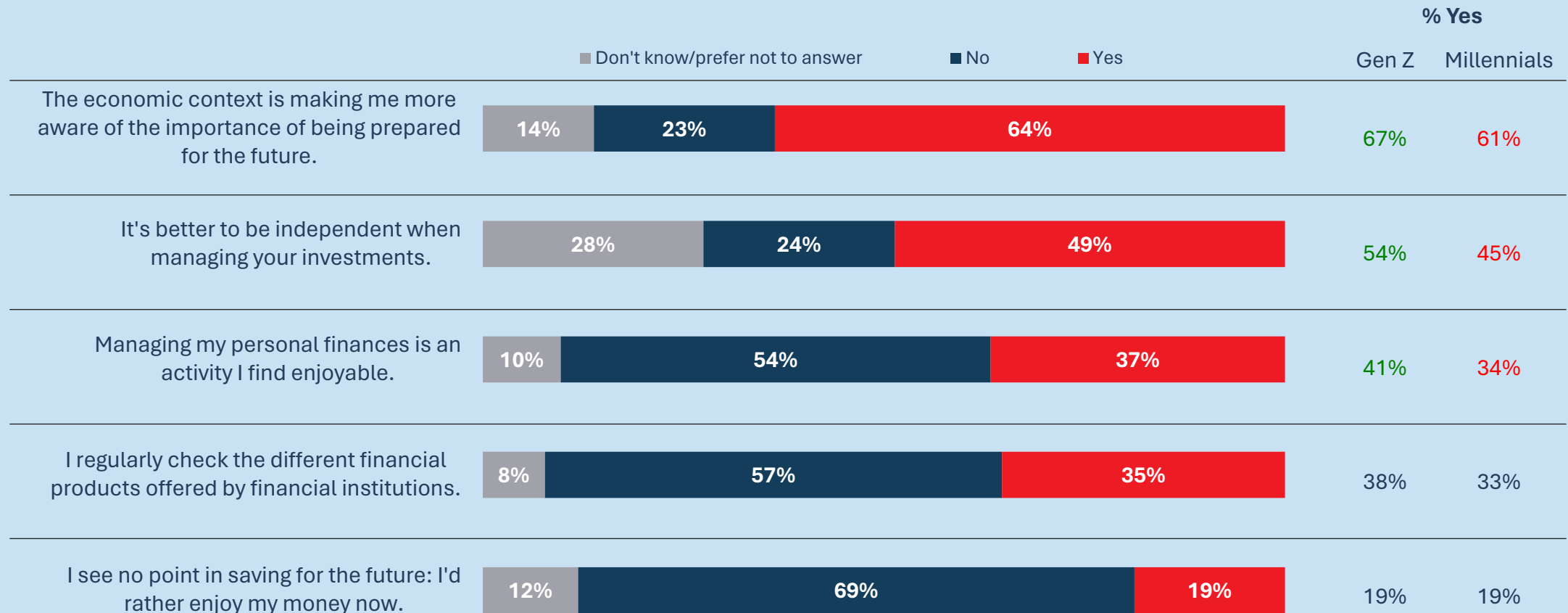
Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053).

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Note: Due to a change in response modalities, the comparison should be interpreted with caution.

Financial behaviour and planning



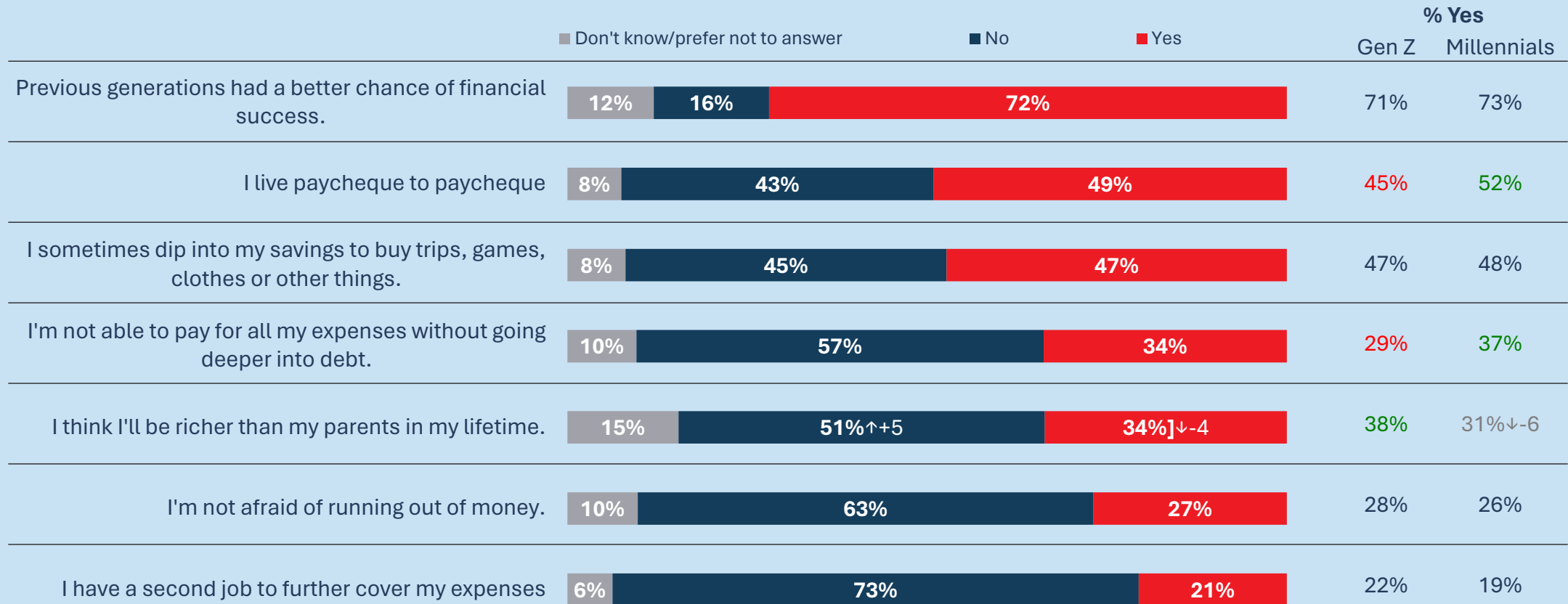
Do you agree with the following statements...?

Base: All respondents aged 18 and over (n=2,526). Millennials (n=1,005); Generation Z (n=1,521).

An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023).

Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).

Financial management and concerns



Do you agree with the following statements...?

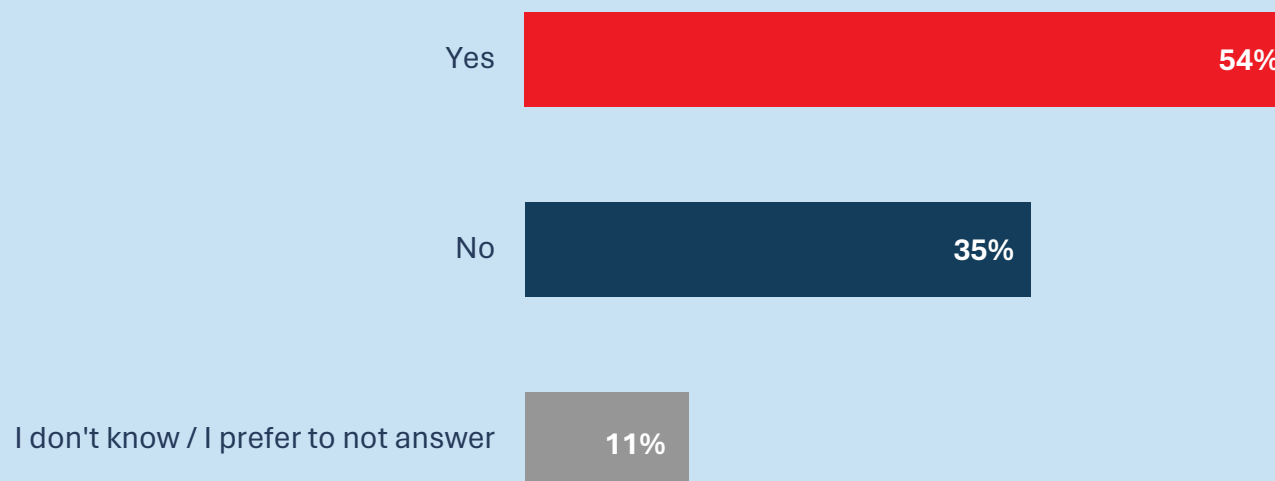
Base: All respondents aged 18 and over (n=2,526). Millennials (n=1,005); Generation Z (n=1,521).

An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023).

Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).



In your opinion, do you have enough financial knowledge to make good decisions about your money?



In your opinion, do you have enough financial knowledge to make good decisions about your money?

Base: Respondents aged 18 and over (n=2,526)

An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023).

Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).



Personal financial situation	Total	Generation	
		Gen Z	Millennials
	<i>n</i> = 2,526	1,521	1,005
TOTAL Normal or Good	66%	68%	65%
My personal finances are in good shape.	21%	21%	21%
My personal finances are in a normal state, but nothing more.	45%	47%	44%
My personal finances are in bad shape.	30%	27%	32%
I don't know/Prefer not to answer	4%	5%	3%

How would you describe your financial situation?

Base: Respondents aged 18 and over

An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023).

Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).



Ways to manage expenses

	Total	Generation		Gender	
		Gen Z	Millennials	Men	Woman
	2,526	1,521	1,005	1,229	1,297
I have a budget that I follow to the letter	18%	19%	17%	21%	15%
I have a budget in mind, but don't follow it strictly	37%	38%	37%	37%	37%
I don't have a budget, but I watch my spending	33%	32%	33%	30%	36%
I don't have a budget and I don't really watch my spending	8%	6%	9%	7%	9%



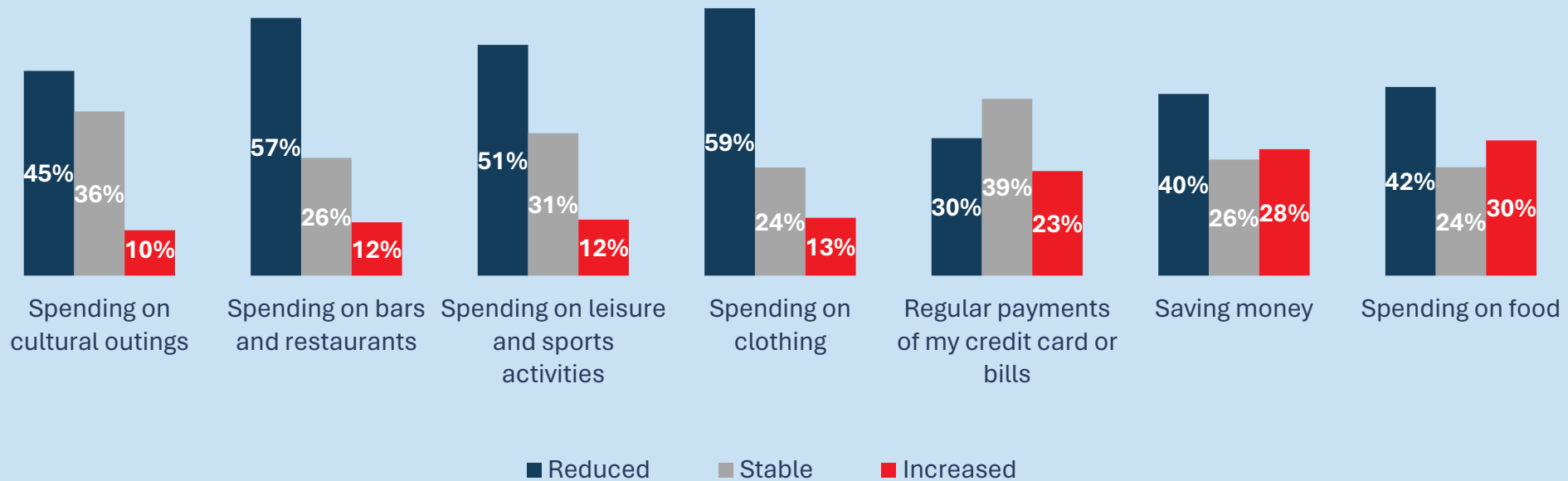
Share of different expenditures in budget

	Total	Generation		Parent	
		Gen Z	Millennials	Yes	No
	2,526	1,521	1,005	745	1,756
Housing	32%	24%	37%	35%	30%
Food	20%	19%	20%	21%	19%
Savings	14%	17%	11%	11%	15%
Transport	9%	9%	9%	9%	9%
Clothing and personal care	5%	6%	4%	4%	5%
Leisure and travel	5%	5%	4%	4%	5%
Health	4%	4%	4%	4%	3%
Education	4%	7%	2%	3%	4%
Tobacco and cannabis products, alcoholic beverages	3%	2%	3%	3%	3%
Other expenses	7%	7%	7%	7%	6%
Total	100%	100%	100%	100%	100%

Changes in spending

Differential: increase - decrease

-35		-45		-39		-46		-7		-12		-12	
Gen Z	Mill.	Gen Z	Mill.	Gen Z	Mill.	Gen Z	Mill.	Gen Z	Mill.	Gen Z	Mill.	Gen Z	Mill.
-51	-40	-36	-50	-32	-42	-38	-52	-5	-8	+9	-25	-12	-12



In the past year, has the rising cost of living caused you to change your habits regarding the following?
 Base: Respondents aged 18 and over (n=2,526). Millennials (n=1,005); Generation Z (n=1,521).
 Top differential is the average per type of expenses.

Savings and investment products

		Gen Z	Millennials
TFSA	50%	45%	53%
RRSP	42%	29%	50%
Stocks or bonds on the stock exchange (that you have traded yourself)	26%	25%	26%
Real estate	19%	12%	24%
Virtual currencies or assets (Bitcoin, NFT, etc.)	10%	11%	10%
Other(s)	11%	9%	12%
I don't have any	22%	27%	19%
I prefer not to answer	4%	4%	5%



Which of the following types of savings, investments and other products do you own?
Base: All respondents aged 18 and over (n=2,526). Millennials (n=1,005); Generation Z (n=1,521).



Reasons for saving, investing and/or investment products

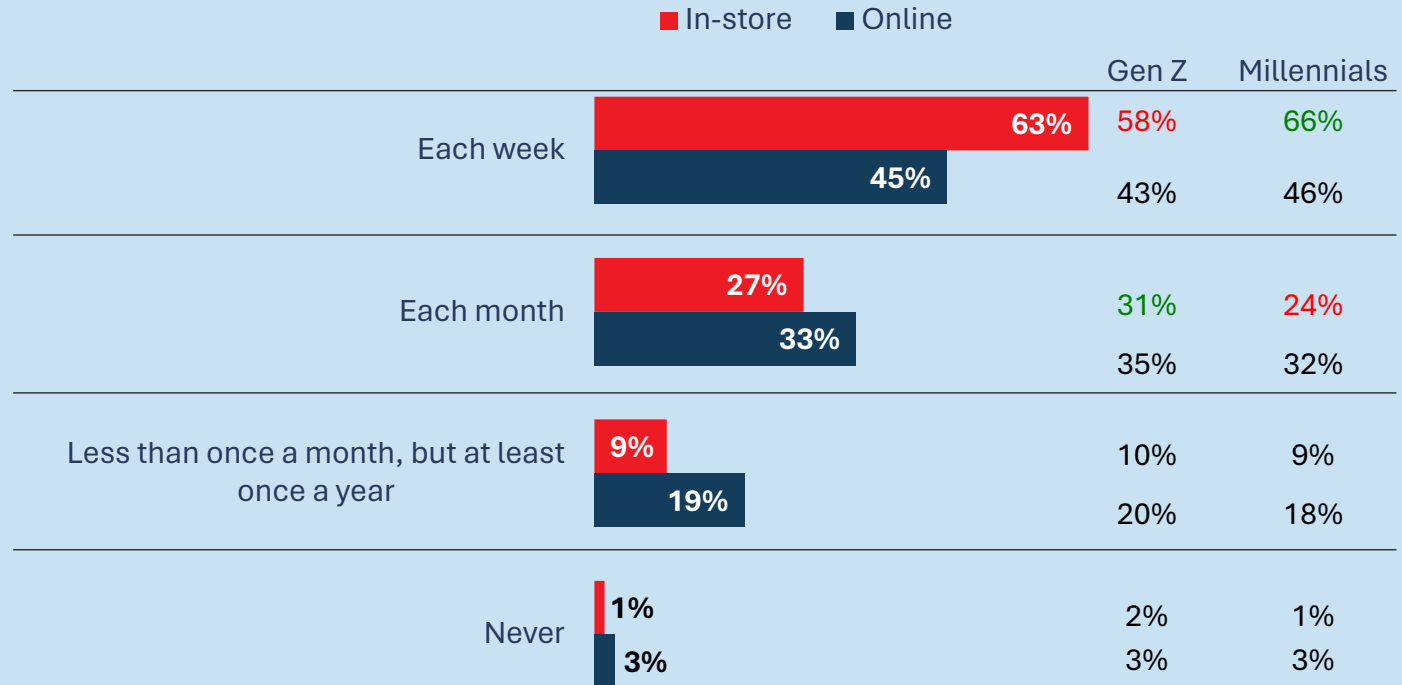
		Gen Z	Millennials
To prepare for my future	65%	61%	68%
For financial security	57%	54%	59%
To have financial freedom	48%	49%	47%
To buy a house	33%	46%	26%
To travel	33%	34%	32%
To start a family	20%	28%	15%
To buy a car	16%	21%	13%
For other projects	15%	14%	16%↓
I prefer not to answer	2%	1%	2%

For what main reason(s) do you save or invest your money?

Base: All respondents aged 18 and over who have savings, investments and/or investment products (n=1,963). Millennials (n=824); Generation Z (n=1,139).

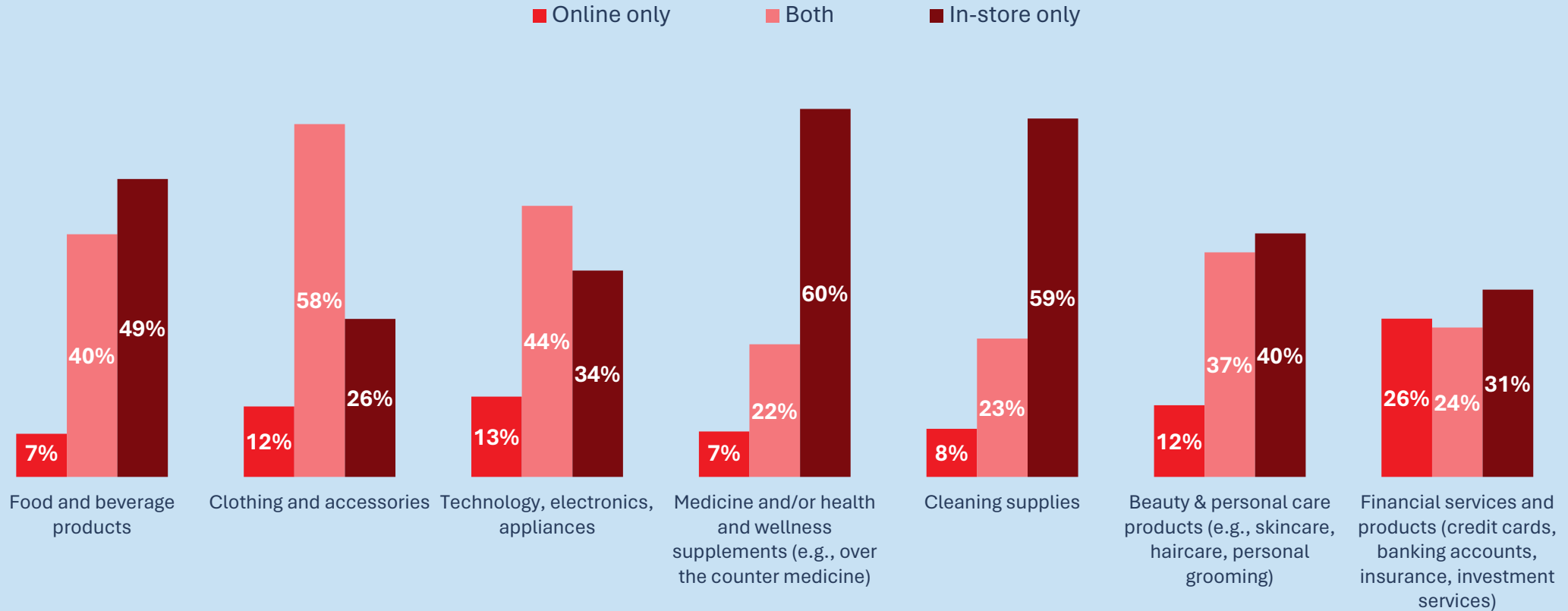


Frequency of in-store and/or online purchases



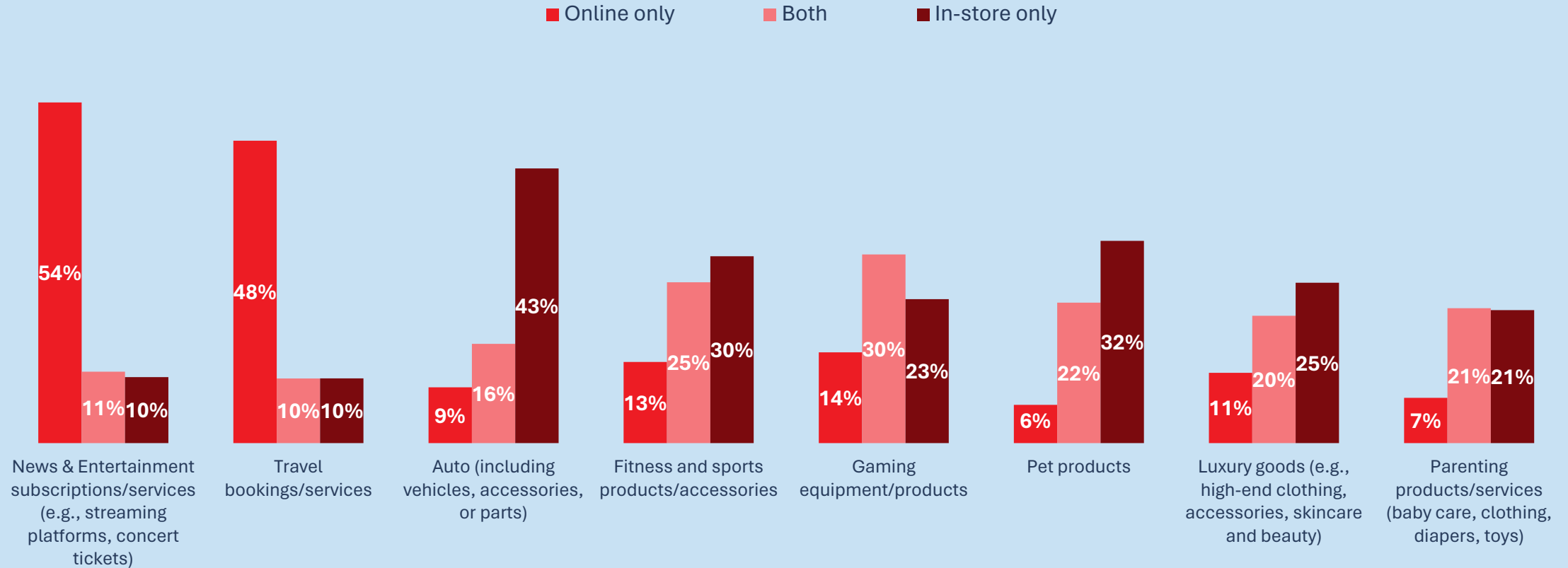
How often do you shop IN STORE/ONLINE? This may include shopping, but not necessarily buying anything.
 Base: Respondents aged 18 and over (n=2,526). Millennials (n=1,005); Generation Z (n=1,521).

Purchase of products and services



Here is a list of product categories. For each category, please indicate whether you have purchased online and/or in-store. If you've never bought anything in this category, please select "I've never bought."
 Base: Respondents aged 18 and over (n=2,526)

Purchase of products and services (continued)



Here is a list of product categories. For each category, please indicate whether you have purchased online and/or in-store. If you've never bought anything in this category, please select "I've never bought."
 Base: Respondents aged 18 and over (n=2,526)

Purchase motivations and behaviour



Please indicate whether you agree or disagree with the following statements about your purchasing behavior, by answering yes or no.

Base: Respondents aged 18 and over (n=2,526)

Sources of influence in purchase behaviour

		Generation	
		Gen Z	Millennials
I rely on recommendations from friends and family before making purchase decisions	58%	64%	55%
I rely on recommendations and ratings from customers before making purchase decisions	56%	59%	54%
I rely on recommendations and ratings from content creators/influencers before making purchase decisions	23%	28%	21%
I look for products and brands that are trending on digital platforms	21%	27%	17%
I rely on recommendations and ratings from celebrities (actors, comedians, singers, personalities, etc) before making purchase decisions	13%	17%	10%

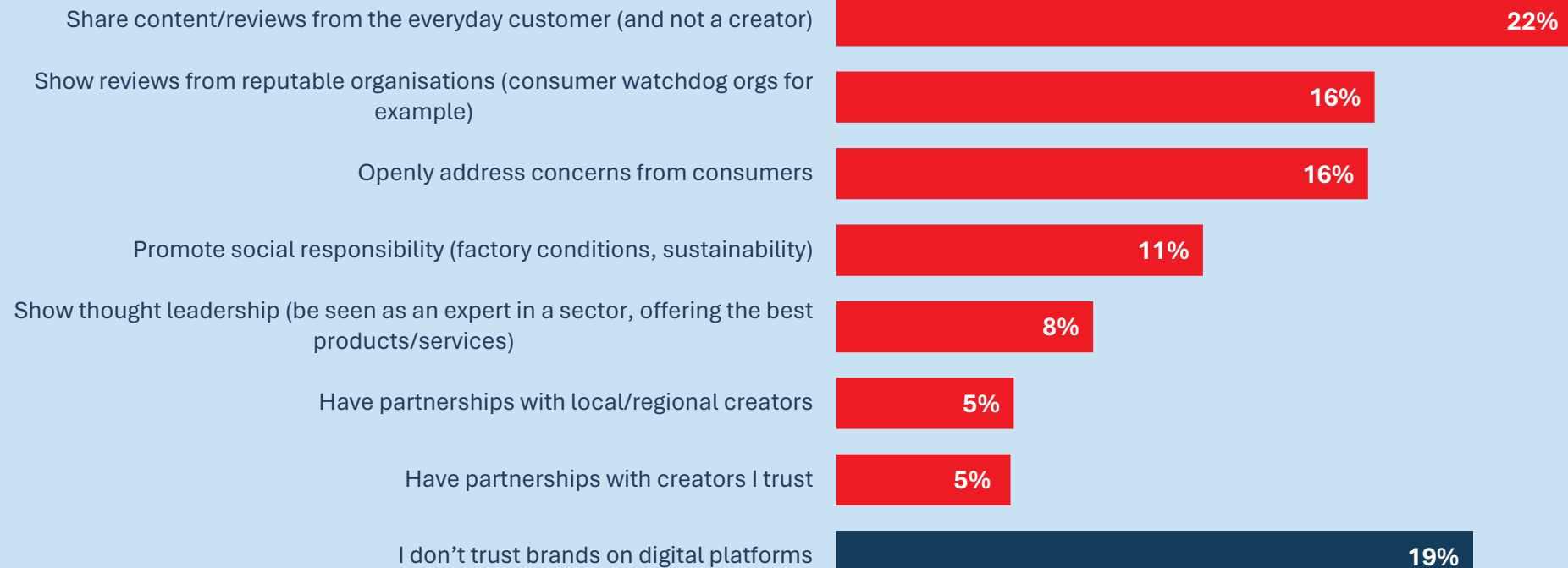
Please indicate whether you agree or disagree with the following statements about your purchasing behavior, by answering yes or no. Base: Respondents aged 18 and over (n=2,526). Millennials (n=1,005); Generation Z (n=1,521); ROC (n=1,247); QC (n=1,279).

Level of trust in brands on digital platforms

Total trustworthy: 75%
 Gen Z: 79% (11% very, 69% somewhat)
 Millennials: 73% (7% very, 66% somewhat)



Factors influencing trust in brands on digital platforms



4

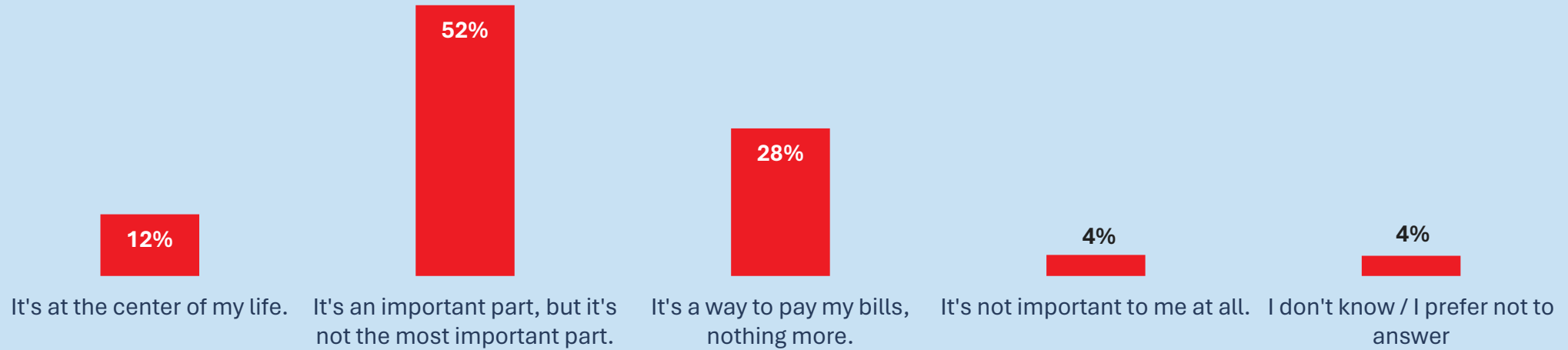
Employment



Importance of work

Important total: 64%

Gen Z: 63% (13% center of my life, 49% an important part)
 Millennials: 65% (10% center of my life, 54% an important part)



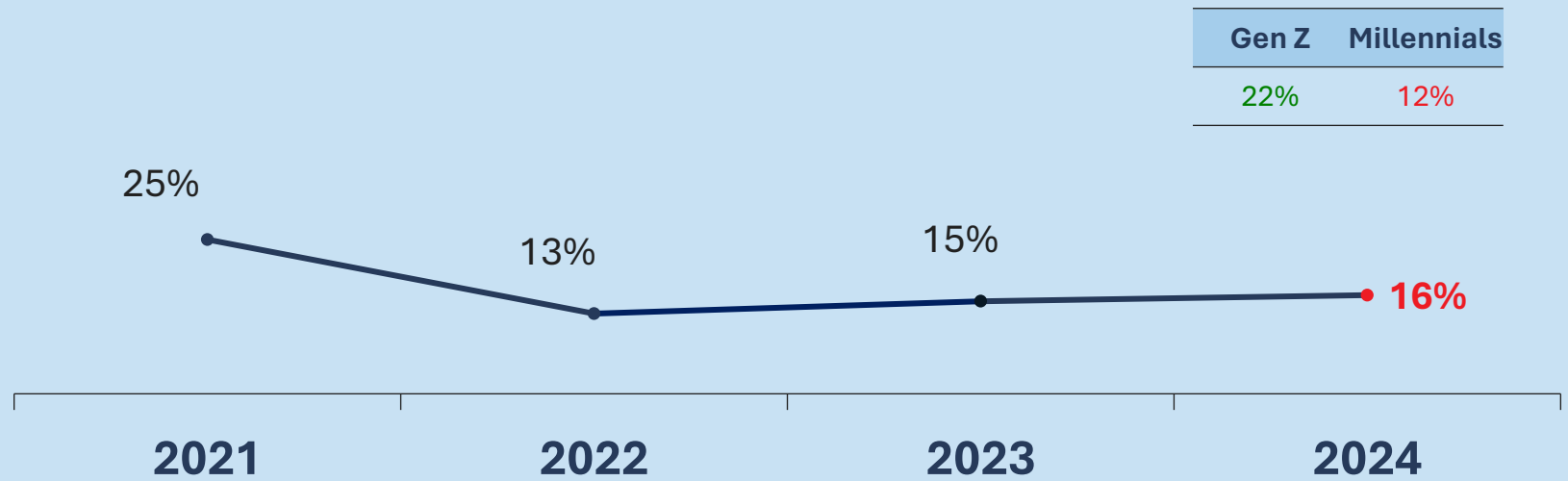
What role does work play in your life?

Base: Employed respondents (n=2,627). Millennials (n=836); Generation Z (n=1,791).

An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023). Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).



Those who intend to change their job in the next 12 months



Do you intend to leave your job in the next year?
 Base: Employed respondents (n=1,861). Millennials (n=811); Generation Z (n=1,050).
 There has been no significant change since 2023.

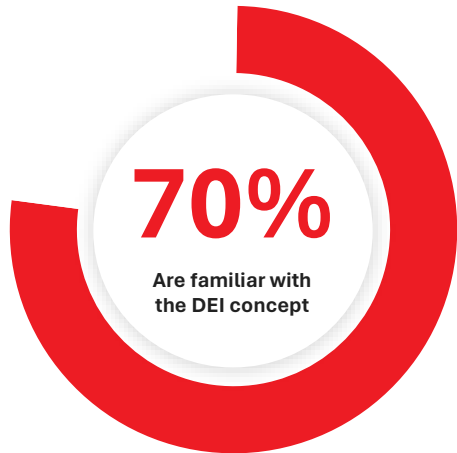
Reasons for quitting

	Total	Generation		Gender	
		Gen Z	Millennials	Men	Woman
<i>n=</i>	308	203	105	188	120
TOTAL JOB-RELATED REASONS	71%	58%	83%	73%	67%
I want to take on new/different challenges	37%	30%	43%	33%	45%
I have no possibility of advancement within the company	35%	25%	45%	38%	29%
I'm bored or find my job unstimulating	29%	23%	34%	28%	31%
TOTAL REASONS LINKED TO EMPLOYMENT CONDITIONS	56%	47%	64%	48%	74%
I would like a salary increase	50%	43%	56%	42%	67%
I don't have enough flexibility (work schedule, work mode, etc.)	23%	13%	32%	19%	30%
The employer's mission doesn't connect with me	20%	16%	24%	18%	25%
I want to change regions	18%	20%	17%	19%	17%
I don't get along well with my direct supervisor	13%	14%	11%	15%	8%
Other reason(s)	10%	8%	12%	10%	10%
I don't know / I prefer not to answer	0%	1%	0%	0%	0%

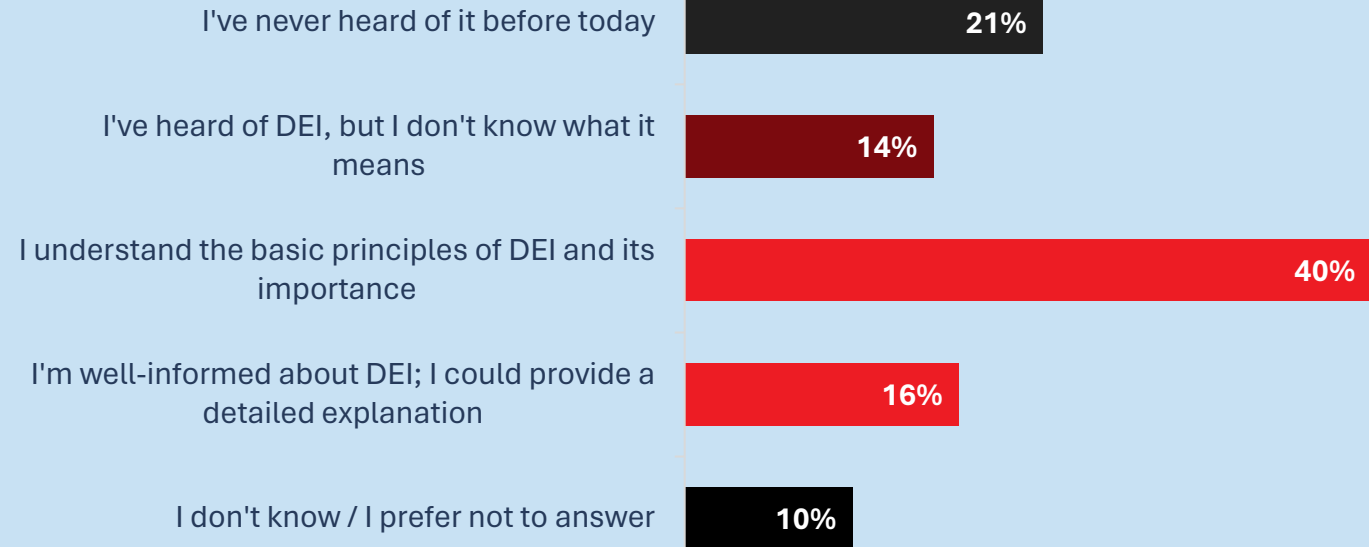
Why do you want to leave your job?

Base: Respondents who have a job and want to leave it in the next year

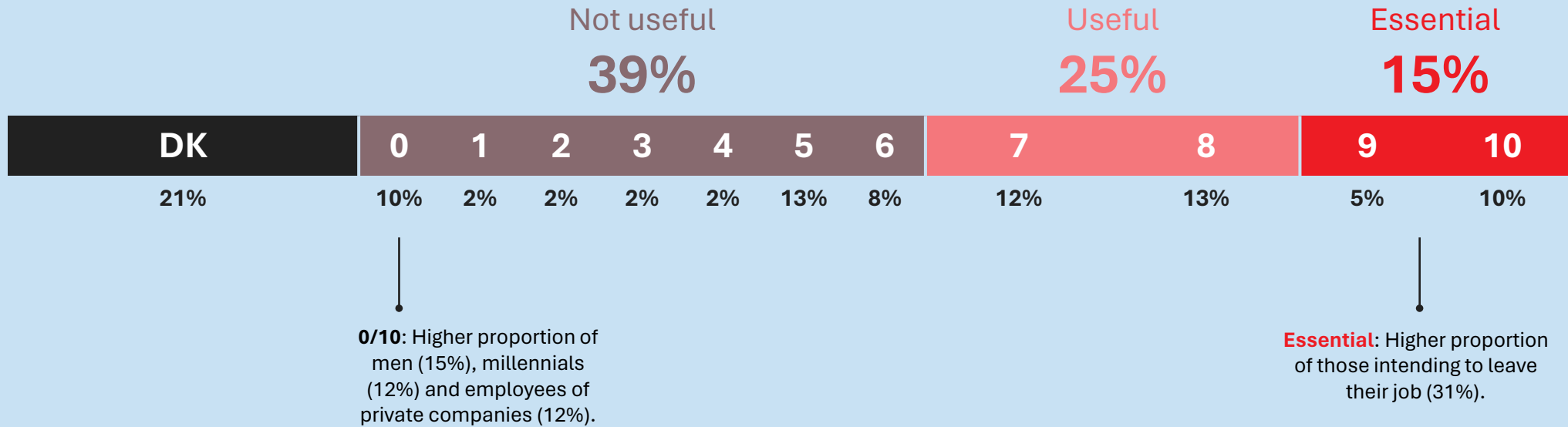
An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023). Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).



Knowledge of DEI



The role of DEI in choosing an employer



On a scale of 0 to 10, where 0 means "completely useless" and 10 means "essential", how important is an employer's DEI approach to you when looking for a job?

Base: All respondents (n=3,058)

Millennials (n=1,005); Generation Z (n=2,053) | The complement to 100% corresponds to non-response (21%).

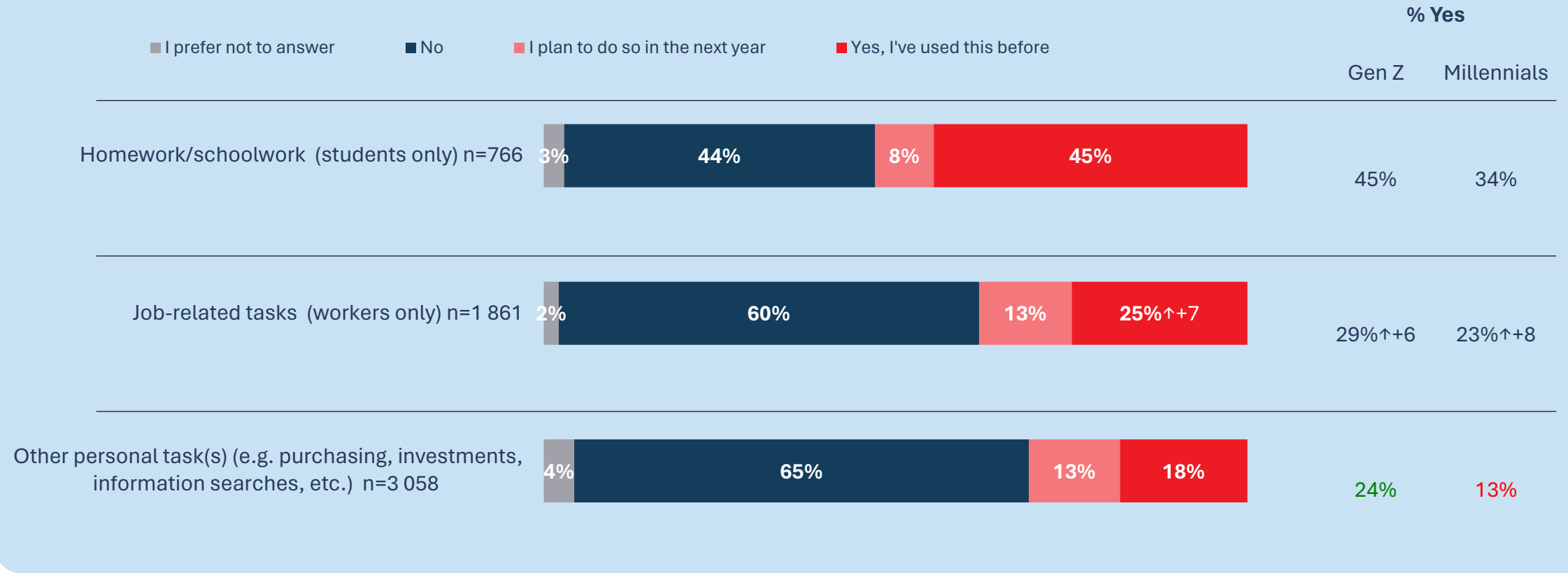
DEI: Key factors candidates seek in an employer

		% Yes		
		Gen Z	Millennials	Intention to change job next 12 months
All these aspects are essential	22%	23%	20%	20%
Pay equity (equal pay for equal roles)	27%	28%	27%	28%
Anti-discrimination policy	19%	21%	18%	25%
Employee diversity (age, gender, sexual orientation, etc.)	16%	17%	15%	16%
Adaptive work environments	15%	15%	14%	21%
Inclusive of minorities	11%	13%	10%	12%
Cultural diversity initiatives	10%	11%	8%	14%
Unconscious bias training	9%	10%	8%	13%
Mentoring programs for minorities	5%	6%	4%	8%
None: I don't attach any importance to DEI within the scope of my work	14%	10%	16%	11%
I don't know / I prefer not to answer	19%	16%	21%	6%

What aspects of DEI are most important to you in an employer?

Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053), intention to quit (n=308).

Usage of artificial intelligence (AI)



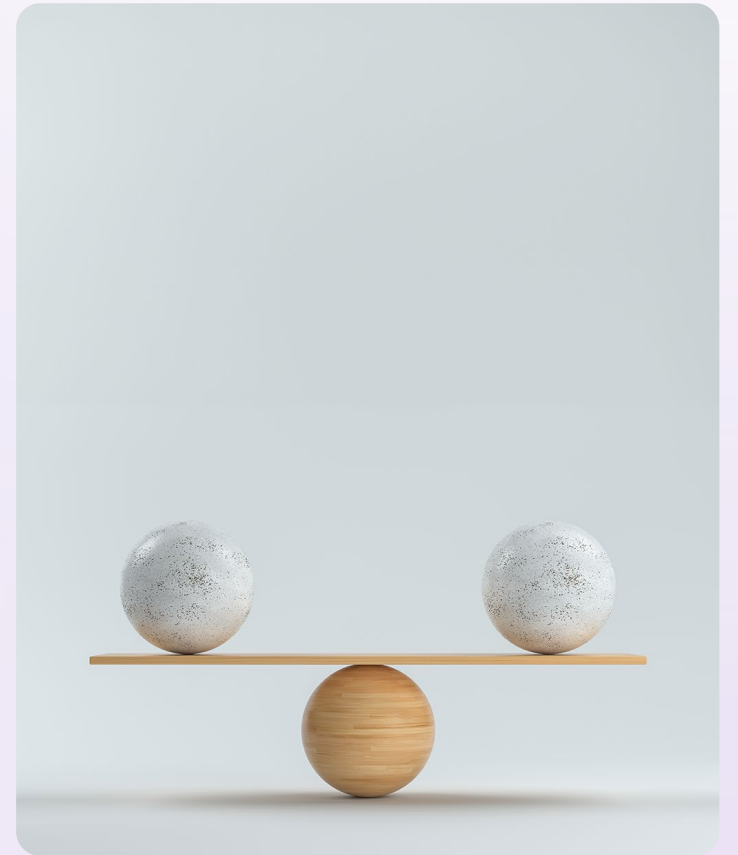
Have you used artificial intelligence (AI)-related technologies to make purchases, investments, schoolwork/job-related tasks, or do you intend to do so in the coming year?

Base: All respondents aged 18 and over (n=3,058). Millennials (n=1,005); Generation Z (n=2,053).

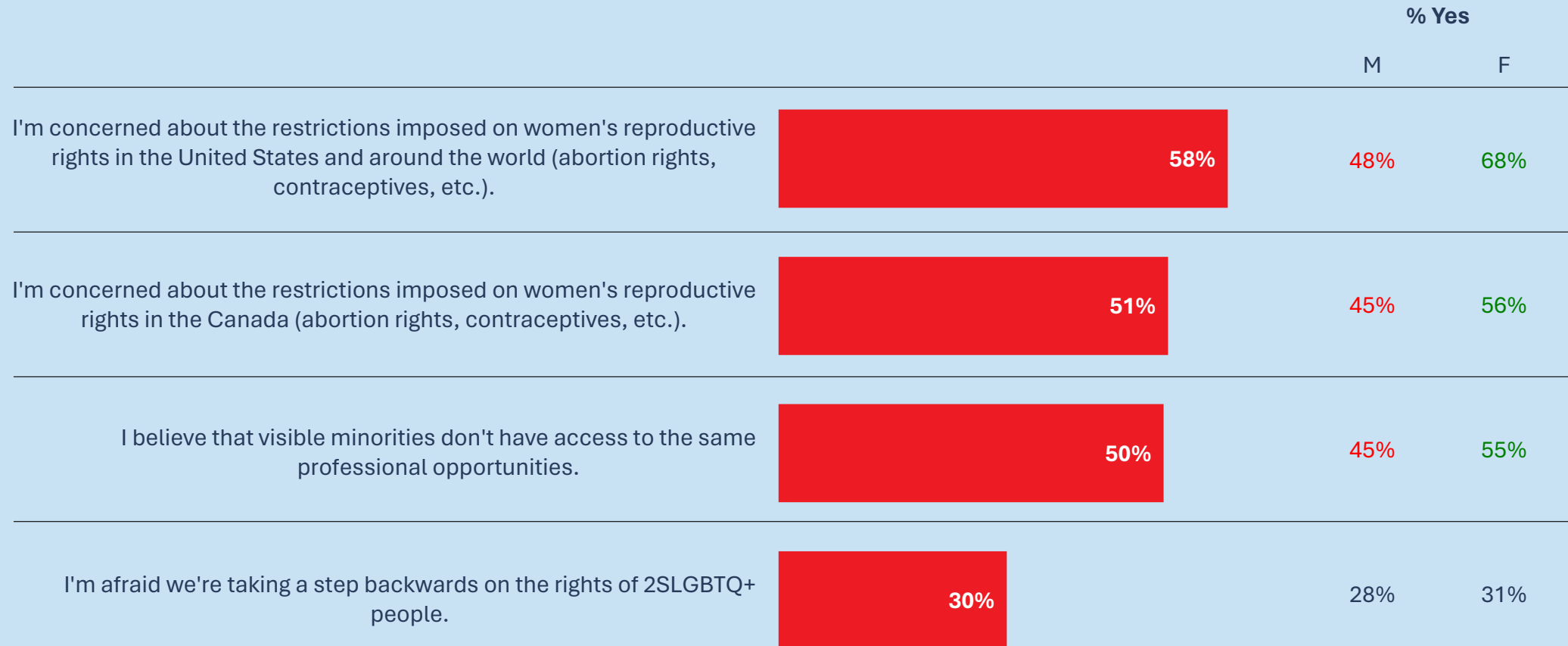
An upward-pointing arrow (↑) indicates a significant increase compared to last year's study (2023). Conversely, a downward-pointing arrow (↓) indicates a significant decrease compared to last year's study (2023).

5

Equity



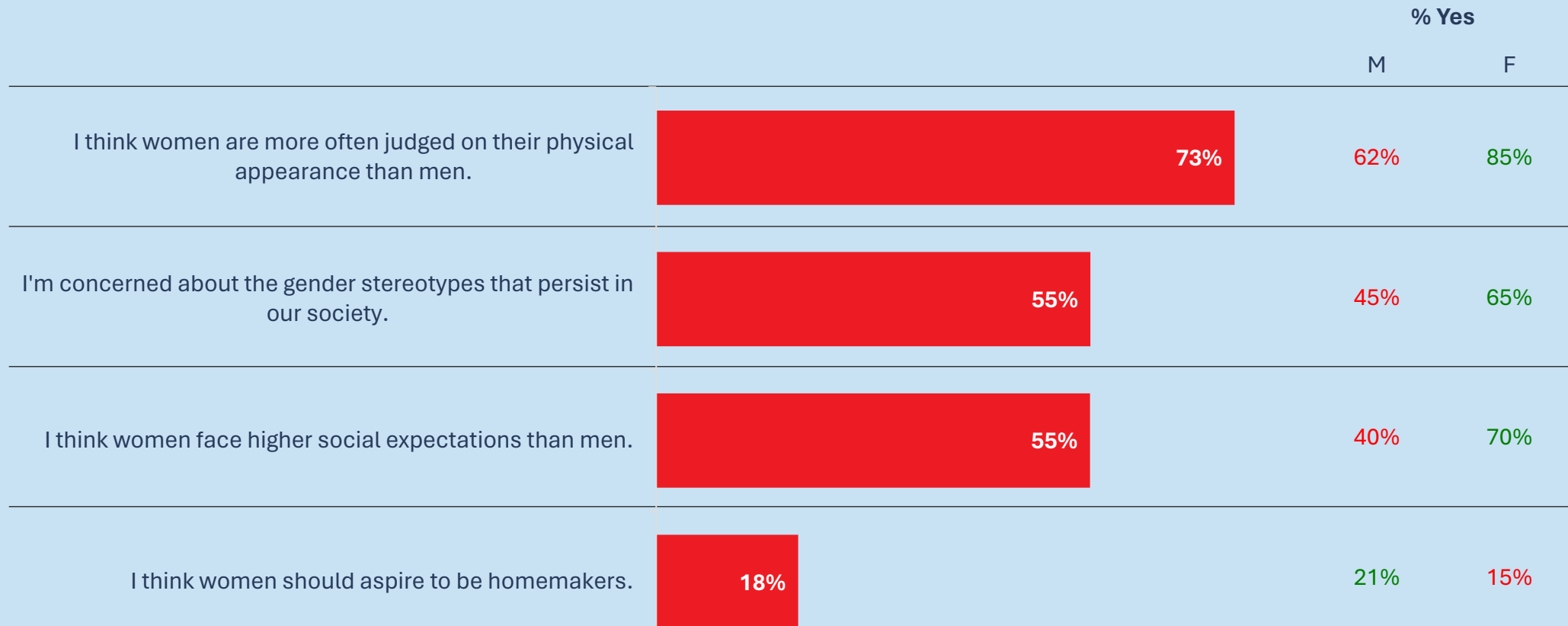
Equity among communities - %YES



Do you agree with the following statements?

Base: All respondents (n=3,058). Men (n=1,378); Women (n=1,680).

Equity among communities - %YES



Do you agree with the following statements?


Base: All respondents (n=3,058). Men (n=1,378); Women (n=1,680).

6

Identity and sources of influence

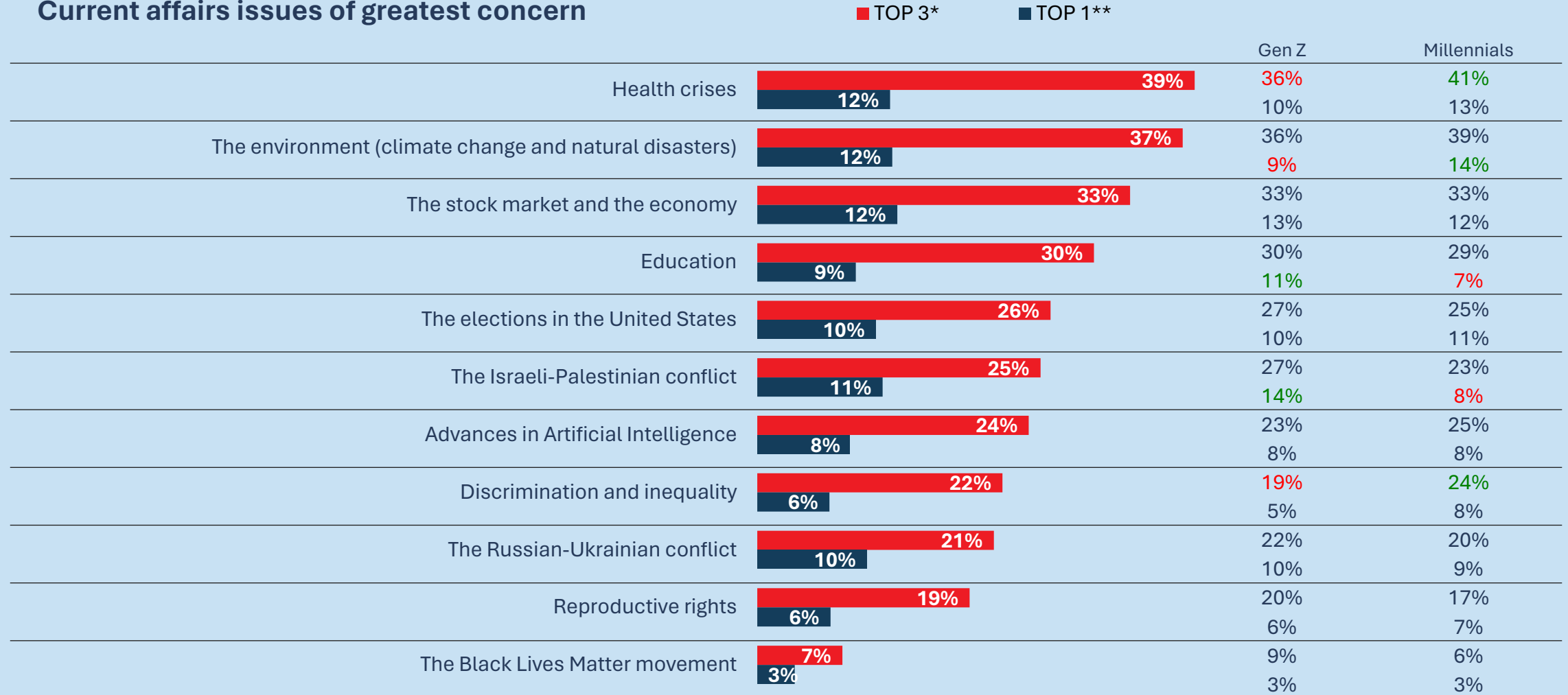


Defining their identity

		Gen Z	Millennials	Generation 
My cultural background	26%	28%	25%	25%
My gender	23%	27%	19%	34%
My nationality	22%	23%	20%	20%
My language	20%	21%	19%	29%
My religion	18%	22%	14%	12%
My race or ethnicity	16%	17%	16%	14%
My generation (Millennial, Gen Z, etc)	16%	17%	15%	23%
The province or territory in which I am from and may or may not currently reside	16%	17%	15%	18%
My sexual identity	10%	12%	9%	11%
Other	4%	3%	4%	3%
My identity isn't important	20%	15%	24%	9%

Which of the following aspects of your identity would you say is MOST important?
 Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053); Alpha (n=201).

Current affairs issues of greatest concern



Which of these hot topics are you most concerned about?

Base: All respondents (n=3,058). Millennials (n=1,005); Generation Z (n=2,053).

*Percentage of respondents who put this in their TOP 3 concerns.

**Percentage of respondents who put this as their TOP concern.



Use of digital platforms and messaging apps

TOTAL SOCIAL NETWORKS

		Gen Z	Millennials	Alpha
TOTAL SOCIAL NETWORKS		97%	96%	90%
Facebook	80%	74%	85%	43%
Instagram	77%	82%	72%	52%
YouTube	77%	83%	71%	66%
Snapchat	48%	61%	37%	56%
TikTok	47%	55%	39%	57%
LinkedIn	44%	41%	46%	5%
Pinterest	41%	44%	40%	21%
Twitter/X	37%	40%	35%	16%
Reddit	33%	38%	29%	7%
Twitch	19%	25%	14%	11%
Threads	15%	17%	13%	6%
Other digital platforms/social media	14%	19%	9%	5%

TOTAL MESSAGING APPS

		Gen Z	Millennials	Alpha
TOTAL MESSAGING APPS		92%	92%	79%
Messenger	76%	72%	79%	60%
WhatsApp	57%	56%	58%	30%
Discord	33%	43%	24%	26%
Other messaging apps	23%	29%	18%	14%



Online actions

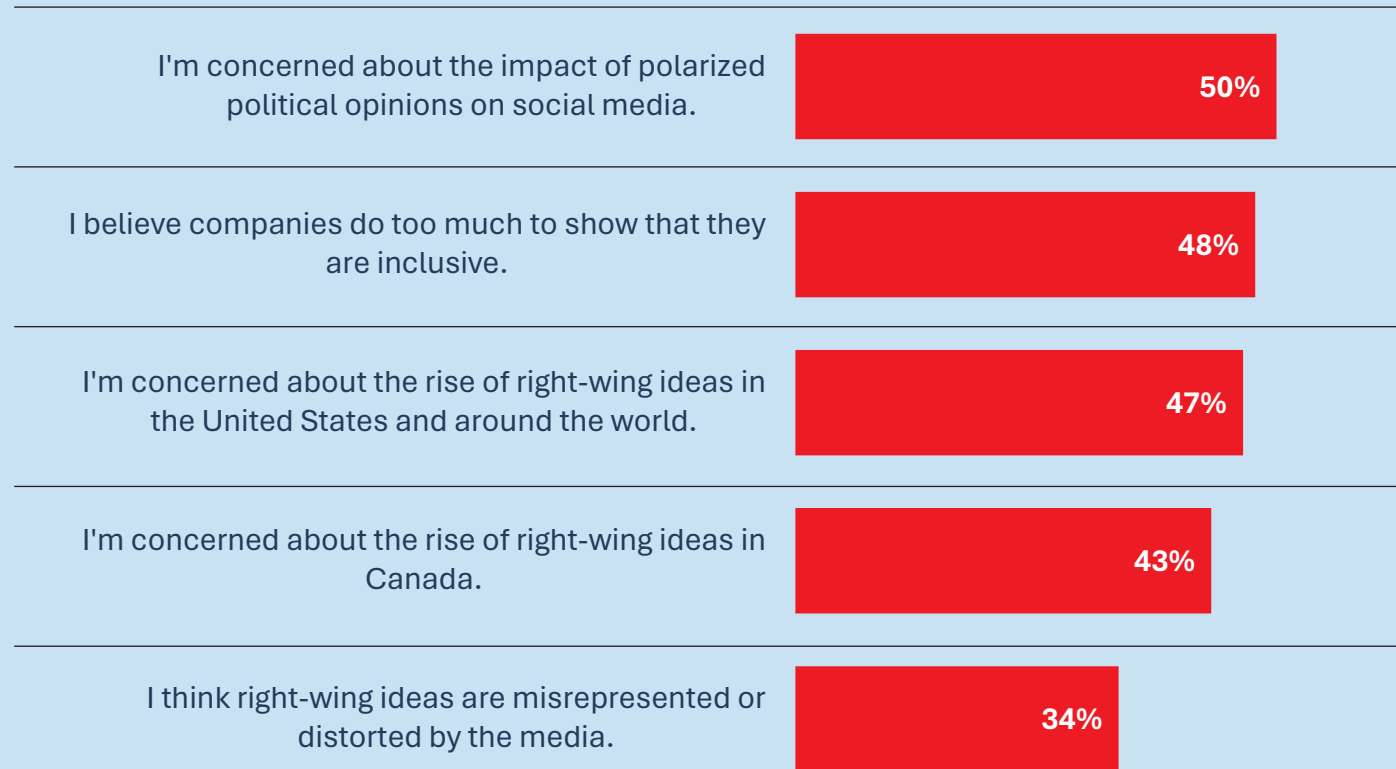
% yes



Unfollow a person or unsubscribe from an account	74%	70%
Learn more about a subject you've heard about on social media, a podcast or TV	67%	68%
Validate the sources of an article, program or video clip	56%	31%
Report content	43%	18%
Report incorrect content	35%	15%
Share news on social media	34%	25%



Political and social concerns - %YES



Topics of discussion and social media- %YES

% yes



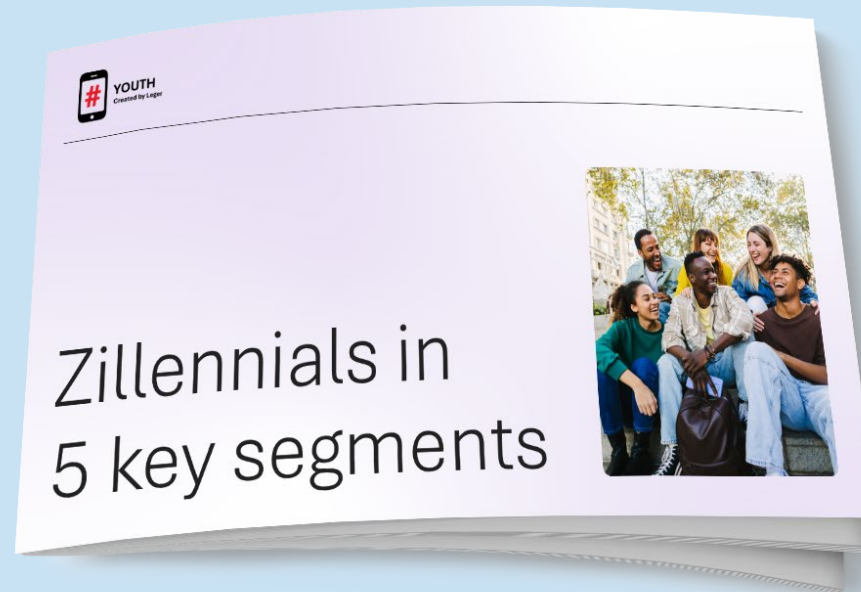
I believe that social media algorithms strongly influence the content I see.	73%	71%
I believe that social media platforms should have options for flagging misleading content.	66%	73%
I sometimes avoid certain topics of discussion with people my own age because I'm afraid of creating conflict.	59%	51%
I sometimes avoid certain topics of discussion with members of my family because I'm afraid of creating conflict.	55%	46%
I'm increasingly coming across content that I find offensive on social media.	42%	45%
I find that there are a lot of people in the media who look like me.	32%	35%

Do you agree with the following statements?

Base: All respondents (n=3,058)

Alpha (n=201)

Looking for deeper insights?
Discover our Zillennials Segmentation Report.



You also have the option to **purchase an additional report** on the **5 youth segments**.

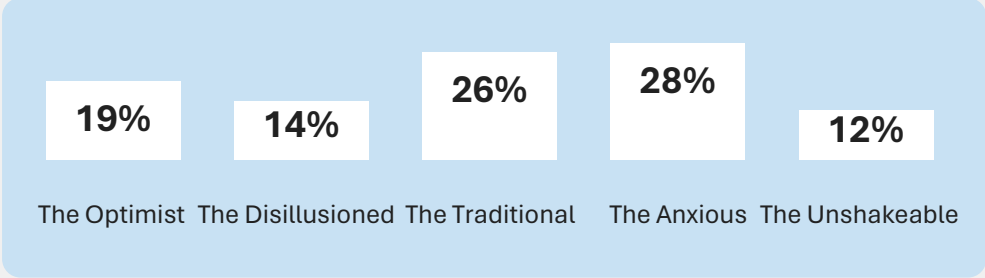
Learn more about the 5 Zillennial segments



Dive deeper than the one-size-fits-all approach

The segmentation report will not only allow you to understand the behaviours of Zillennial subgroups—it will help you target and customize your marketing and products and services. Your segmentation package includes detailed profiles of each segment, and the data analyzed. You can also use these segments and analyses in future studies and research.

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