

# yconic.

Engaging over 3,000,000 young adults

ABACUS DATA

A horizontal line with a single green dot under the letter 'A' and two green dots under the letters 'S' and 'D'.

Strategic Research+Insights

## 2014 GenY Attitudes study

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# Background

This comprehensive 2014 GenY Attitudes research study is a product of a three-way partnership and collaboration between the Globe and Mail, yconic and Abacus Data Inc.

The study was completed to measure attitudes, perceptions and the behaviours of Canadian Millennials on a wide range of topics which include:

- *The Millennial State of Mind*
- *GenY Financials and Paying for Post-secondary education*
- *Achieving Financial Independence*
- *Home Ownership*
- *Retirement Planning*

The following report is focused on the GenY Financials findings.

# About the Partners

## yconic.

Established in 1998, **yconic** builds digital properties that authentically help youth and partners with organizations and brands that share our passion for supporting young adults.

**yconic** engages with over three million young Canadians through its three properties; StudentAwards.com, Uthink.com and FundYourFuture.ca. StudentAwards.com is Canada's largest student platform with over 2.26 million registered members and over \$87 million in financial opportunities annually.

Uthink.com is Canada's largest youth focused market research panel with over 549,000 teen and young adult panelists. In partnership with Scotiabank, FundYourFuture.ca is a financial education portal that drives over 260,000 annual unique visitors.

## ABACUS DATA

Abacus Data is an innovative, fast growing public opinion and marketing research consultancy. We use the latest technology, sound science, and deep experience to generate top-flight research based advice to our clients. We offer global research capacity with a strong focus on customer service, attention to detail and exceptional value.



# Methodology

The survey was conducted online with 1,531 Millennials aged 15 to 33 randomly selected from yconic's youth online panel of over 549,000 Canadian residents.

The survey was completed between January 30 and February 11, 2014. The margin of error, which measures sample variability, for a survey of 1,474 respondents using a probability sample is comparable to +/- 2.6%, 19 times out of 20. Since the online survey was not a random, probability based sample, a margin of error could not be calculated.



## The Voice of Youth

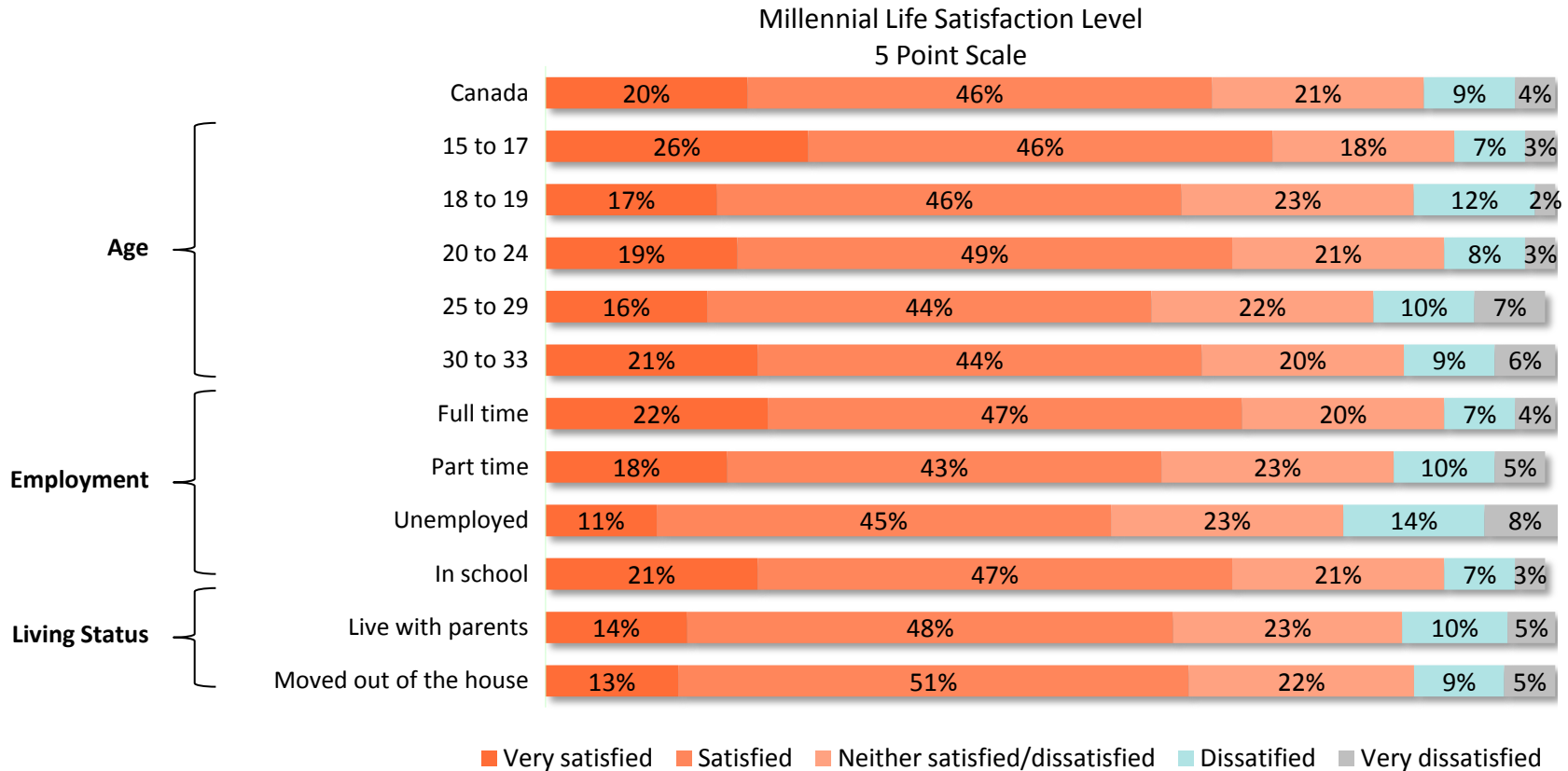
Uthink.com is a youth focused market research panel that empowers young adults to influence the world in which they live, and feel valued. With over 549,000 millennial panelists, Uthink is the largest youth market research panel in Canada.

# GenY Attitudes

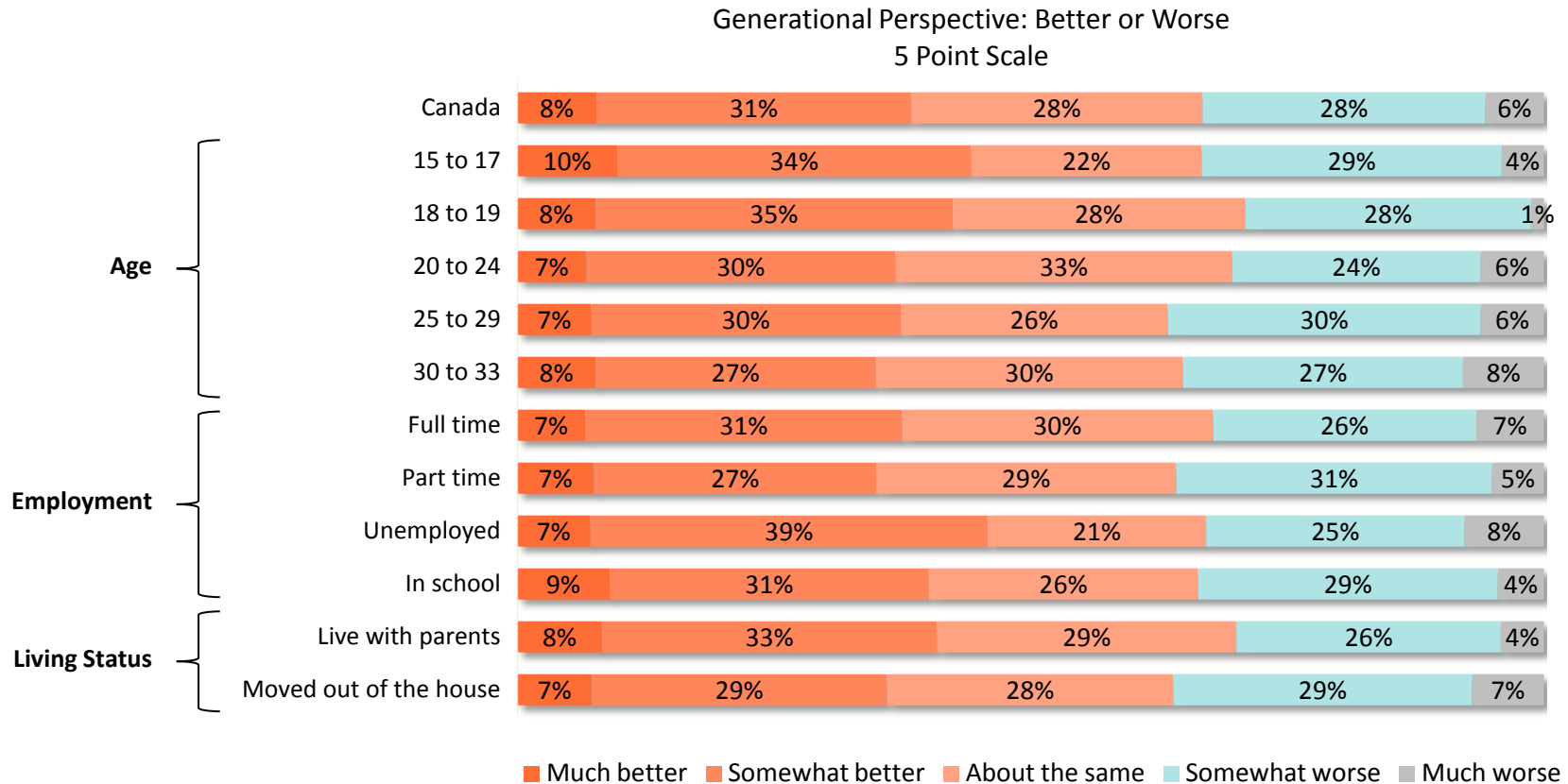
## Select Key Findings

- Despite the challenges GenY, a.k.a Millennials, have faced, including high stress levels, precarious work, and high debt levels, most are generally satisfied with their life as a whole.
- In fact, the generation is polarized on whether they have it better or worse than their parents generation. A third believe they have it worse, and over four out of 10 believe they have it better.
- GenY feel the older generation simply does not get them, and this feeling remains rather consistent as they enter their early 30s.
- Gen Y has no doubt they will be able to achieve their personal and life goals – most optimistic in their late teens and early 20s, waning slightly with experience and age.
- The majority of GenY plan to have kids, with most simply unsure when. However, with age, planning shifts into reality and twice as many late 20s planning to have a child in 5 years than those 20-24 years-old, and a third of early 30s say ‘yes’ they currently have children.
- A car is purchased as GenY takes on more responsibility (working full time), become more independent (move out of their parents home), all of which happens as they age.

# Generally, Millennials are quite satisfied with life



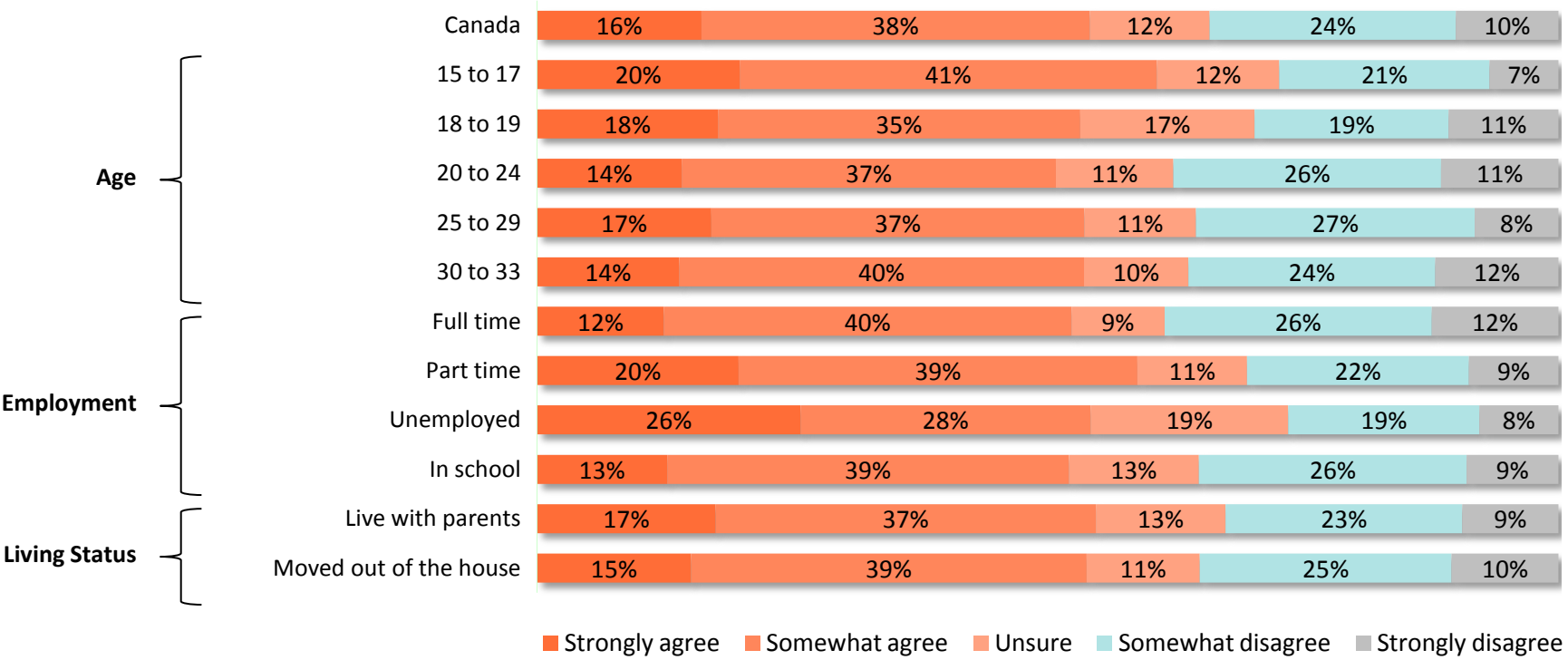
# Millennials are divided, having it better or worse polarized





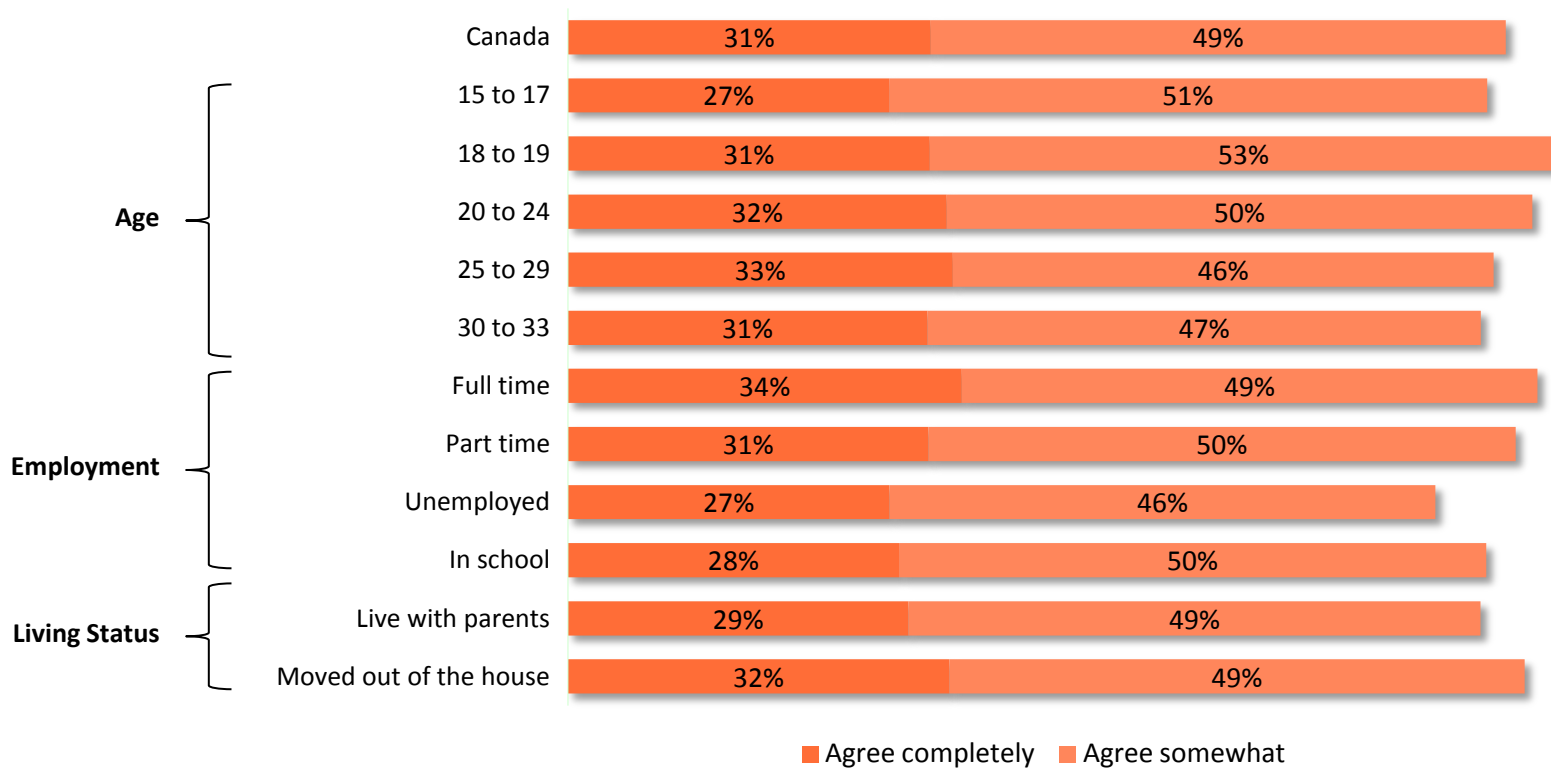
# Millennials agree with common generational disconnect: the older generation doesn't get us

Level of Agreement:  
**Older Canadians do not understand how difficult things are for my generation**



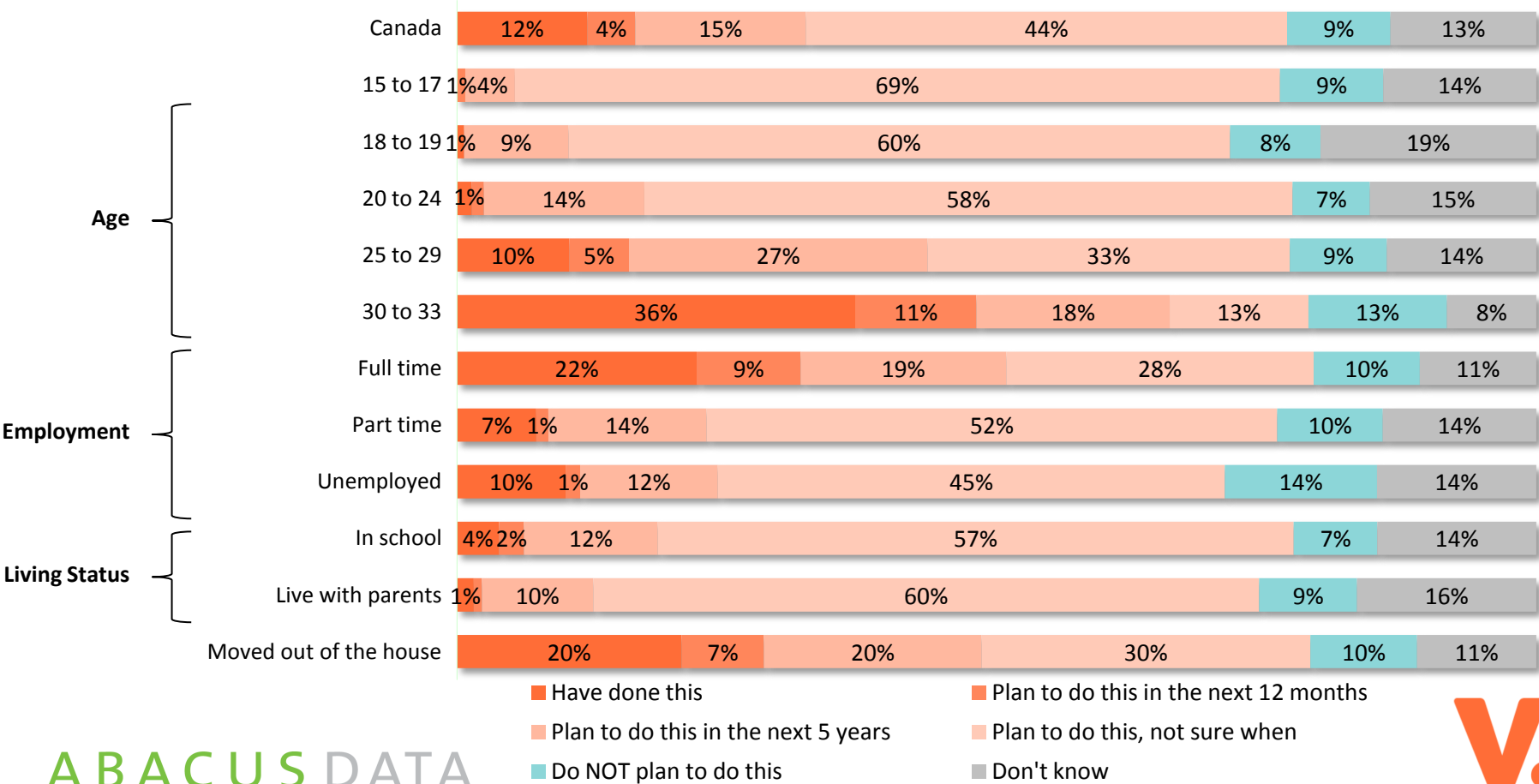
# Few Millennials doubt they will achieve their personal/life goals.

Agree Completely or Somewhat (Rated 4 or 5)  
**I believe that I will be able to achieve my personal/life goals.**



# For Millennials, Children are in the future, most just aren't sure when

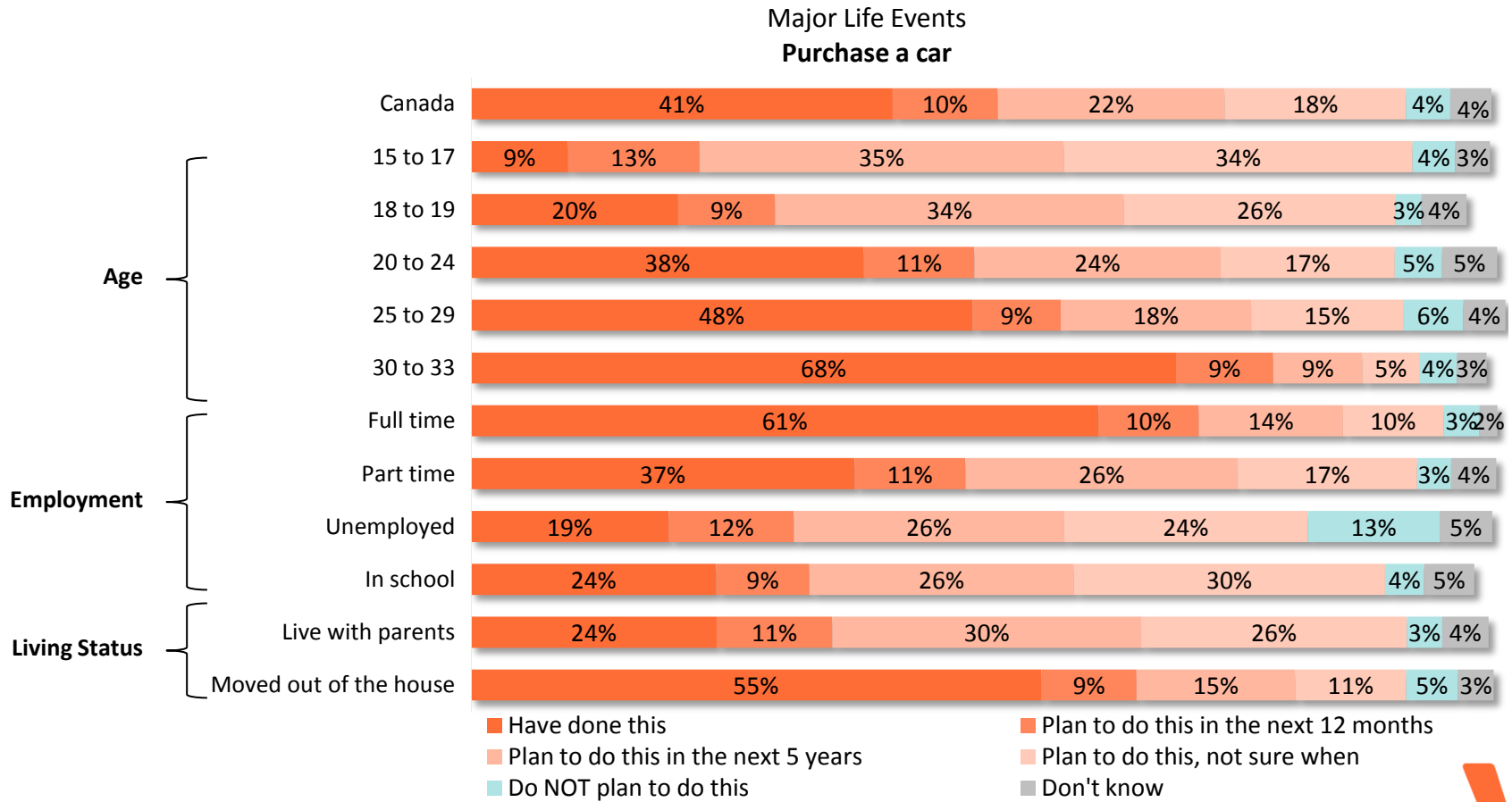
Major Life Events  
Have children of my own



■ Have done this
 ■ Plan to do this in the next 12 months  
■ Plan to do this in the next 5 years
 ■ Plan to do this, not sure when  
■ Do NOT plan to do this
 ■ Don't know



# The need for a car increases with age, responsibility and independence



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