

Marketing to Millennials - Canada - January 2018

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"As Millennials grow up, they report a good level of confidence in their ability to take care of themselves, their families and in their parenting skills."
- Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- **Optimistic about personal opportunities, a lack of financial knowhow may be limiting**
- **Dependency on social media is real, but it's a love/hate relationship**
- **Changing media consumption habits has broader implications**

Canadian Millennials are highly optimistic about their personal opportunities, yet may lack the financial knowhow to move them forward and attain their financial goals. Their media consumption habits reflect a reliance on social media platforms and preferences for entertainment that are shifting towards on-demand subscription services. Notably, dependency on social networking is not without uncertainty. There is an expectation of increased personalization that impacts all parts of the shopping process, regardless of the category. This Report examines the attitudes and behaviours of Canadian consumers aged 23-40 in 2017.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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