Marketing to Millennials - Canada - February 2017

Report Price: £3174.67 | $3995.00 | €3701.03

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In Canada, 18-34s represent close to one-quarter (23%) of the population. An open-minded segment, they have a strong sense of individuality with an optimistic outlook, of the belief that they have the power to impact change in the world. They feel understood by marketers, though not well represented in ads.
- Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- **18-34s feel understood by marketers but not well represented**
- **Millennials expect more from brand marketing efforts**
- **Feeling too connected doesn't equate to an interest in fully disconnecting**

Being highly connected, online reviews are now weighted on par with personal recommendations. Though connectivity is important, real connections remain rooted in physically spending time with others.

DID YOU KNOW?

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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