

Marketing to Millennials - Canada - August 2019

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"At 25-42, most Millennials have aged out of the stereotypical early 20's lazy and entitled image that has defined them for so long. Millennials are financially minded and transitioning into adulthood with more than half now responsible for others as spouses and parents."
- Carol Wong-Li, Associate Director - Lifestyles & Leisure

This report looks at the following areas:

- Millennials are responsible and feeling the burden of responsibility
- The struggle is real: experiences vs finances – don't shame them for lifestyle choices
- The relationship with brands is more personal for Millennials than older generations

This Report explores where the generation is at currently in terms of lifestage, how the generation sees their current lifestage, their worries, how they most enjoy spending their time, the impact tech is having on interactions, their values and their relationship with brands.

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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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Today's Millennial Lifestage

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