

Marketing to Millennials: Incl Impact of COVID-19 - Canada - September 2020

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“On the whole, Millennials are unified in their less positive outlook on life and their more fluid notion of adulthood.

While the pandemic has added mental and emotional weight for all segments, Millennials entered into the pandemic already ‘low’ – feeling less stable and content as they’re less established, yet have been around long enough to have lost their ‘youthful optimism’.”

– Carol Wong-Li, Associate Director, Lifestyles

This report looks at the following areas:

- How Millennials define their personal identities
- Millennial outlook on life
- Sources of emotional support and activities used to manage stress

Millennials have fully embraced today’s more fluid notion of adulthood where one’s identity is defined by their skills and priorities. As success in life activities is so strongly connected to success as a person, the cohort holds a less positive outlook on life compared to other generations – true even before the pandemic hit. The COVID-19 outbreak amplifies the disconnect Millennials are experiencing as the mandated preventative measures hinder so many aspects of life, including the activities that define them and their resources for emotional support and stress relief. This leaves them more vulnerable to mental health issues than before, meaning that supporting the mental wellness of Millennials has never been more important.

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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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