Attitudes towards Tech: Gen Z vs Millennials - Canada - 2022

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This report looks at the following areas:

- **How Gen Z and Millennial consumers acquire their tech.**
- **Gen Zs' and Millennials' knowledge and participation levels regarding the metaverse.**
- **Barriers to purchasing and upgrade technology on a regular basis.**
- **Devices Millennials and Gen Zs prefer to do some common activities on.**
- **General attitudes towards tech and media from Gen Z and Millennials.**

Some 43% of the Canadian population is either a Gen Z or Millennial consumer. Millennials are the most numerous generation, comprising a full quarter of the population, while Gen Z is larger than Gen X, but smaller than Baby Boomers, comprising only 17% of the population. Millennials are a split generation, with half being parents, half being homeowners and half being married, making these consumers particularly difficult to market to as a group, because their life situations are so vastly different from one another. Gen Z are more homogenous. They are more likely to be students, rent or live at home with parents, be childless and single. As a result of the split generation, however, younger Millennials are often similar to Gen Z in their behaviours and habits, and can be marketed to similarly.

Gen Z are digital natives. They have developed lifelong behavioural habits during their teenage years that include navigating today's complex digital landscape. This means that they have an easier time interfacing with much of today's technologies than older generations, including older Millennials. This does not mean, however, that brands can just release technology with complex barriers to entry or steeper learning curves and expect Gen Z to figure it out. New concepts, interfaces and devices absolutely need to be accompanied with methods of education, or these products may be passed over by younger generations (see Spotlight On: The metaverse).

Millennial consumers, especially older ones, are more comfortable interfacing with static tech, like PCs, TVs and desktops than Gen Z. The inverse is true for

"Both Millennials and Gen Z are heavily plugged-in generations, but there are a few differences between them when it comes to their approach to technology. Factors like adaption and lifestage affect the types of tech each demographic is willing to invest time and money into."
– **Michael Lloy, Senior Tech & Media Analyst**

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Gen Z and, to some extent, younger Millennials, who are more likely to interface on mobile devices for a wide range of activities, from gaming, to working and studying, to streaming content. In fact, Gen Z is more likely to exhibit a preference for these types of multipurpose tech devices, likely because they do not have the funds or space to invest in big-ticket, single-purpose tech items like Smart TVs or massive home entertainment set-ups (although they do show an interest in owning them).

Some of the biggest barriers to upgrading and new tech purchases for Millennials and Gen Z include the cost and value of the items they are buying or upgrading to, and so it is paramount for brands to communicate the value of their tech in marketing materials in order to justify its cost, but different generations and genders value different things. Young women value camera quality and editing capabilities built in to devices, while young men are more concerned with memory and warranties. Therefore, it is important to target each group with messaging about what matters to them.

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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ATTITUDES TOWARDS TECH: MILLENNIALS VS GEN Z – FAST FACTS

BASIC ATTITUDES TOWARDS TECH

NEW TECH OWNERSHIP AND PURCHASE HABITS

STREAMING HABITS

WORK AND PLAY

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