

MILLENNIALS

THE Y2K GENERATION SEGMENTATION

Using Social Values to understand the needs, values and motivations of Millennials

ENVIRONICS
RESEARCH



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Introduction

Who Are Millennials?

Despite the headwinds their generation faced early in life, notably their emergence into a tough job market following the 2008 financial crisis, Millennials – also known as Generation Y – are an optimistic group on average. They feel capable of navigating change and complexity and feel good about their personal prospects for the future. Born between 1980 and 1995, these young Canadians have been able to express themselves online for almost as long as they can remember – and their values register a strong attraction to creativity and self-expression.

At this time in their lives, Millennials are at various stages of settling down and for the most part, they have established a career, developed solid friendships, and found a community. Relationships are especially important to them, expressed through the significant amount of time and energy they devote to nurturing important connections.

While they are often well into their careers and enjoy what they do, they are quick to point out that they do not want to “live to work” and are happiest when striving for a balance in life. One way they express themselves is with the things they buy, own and wear. They connect deeply to brands, especially brands they believe are genuine and have a strong identity or an interesting story. When they find a product or company they believe in, they’re not shy about promoting it to friends.



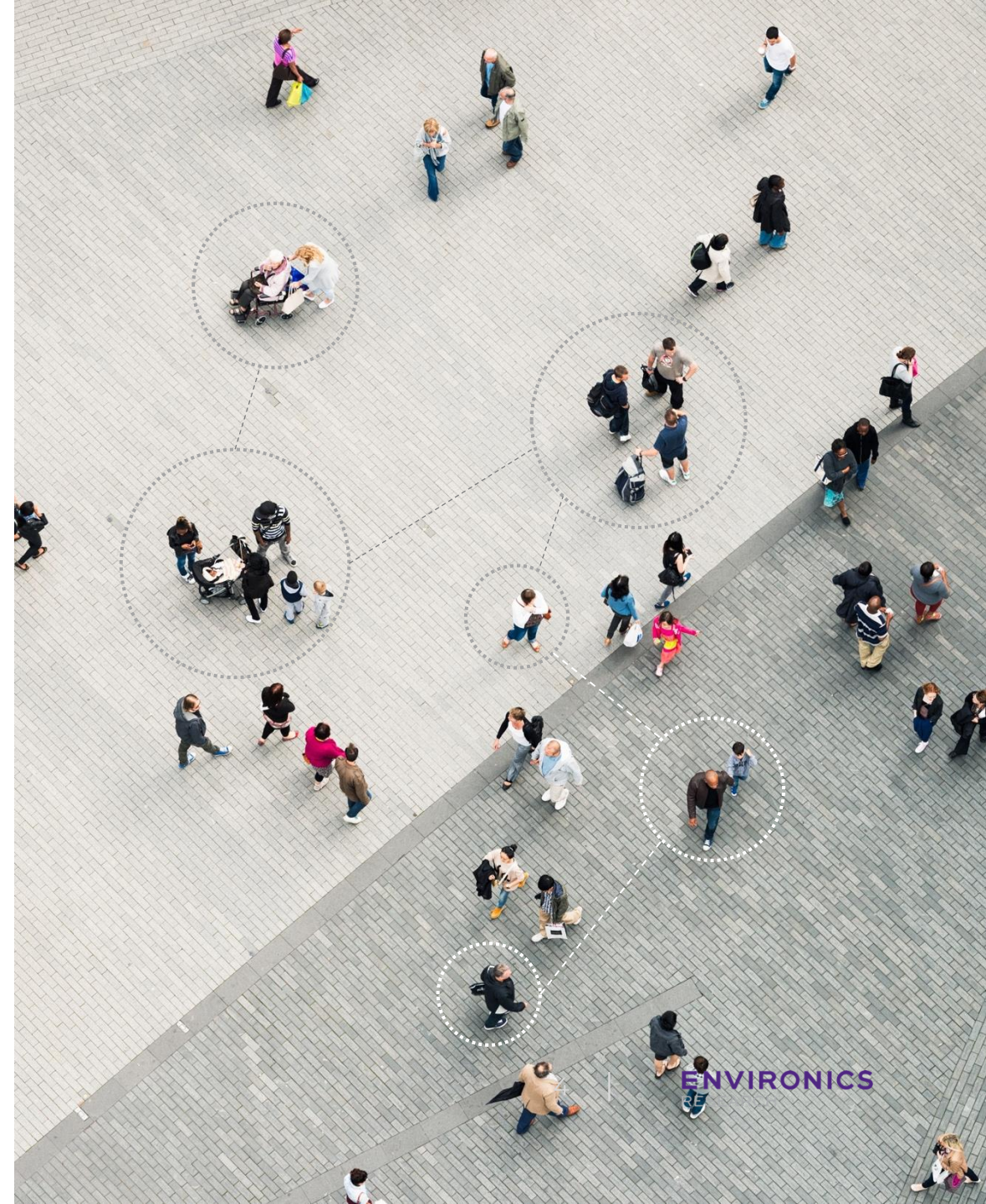
Introduction

What Are Social Values?

Social Values are key concepts – such as duty, patriarchy or creativity – that a person either embraces or rejects. The Environics Research Social Values measurement system identifies the prevalence of different Social Values in society and monitors changes in people's values over time.

Values represent a person's priorities and motivations, as well as their most strongly held beliefs. Together, Social Values establish a person's orientation to life and their way of being in the world. Values shape lifestyle choices and aspirations for the future. And they set the context for people's reactions to situations, people, events, opportunities and challenges in their roles as consumers, employees, investors and citizens.

Environics Research has been measuring Social Values since 1983, steadily compiling the largest database of Social Values constructs and trends in North America. Our annual surveys of more than 10,000 Canadians and Americans allow us to precisely track changes in Social Values over time. Drawing on our total data set also lets us gain deeper insight into specific topics and into the motivations and worldviews of particular groups.



Introduction

Applying Social Values

In 1995, Environics conducted its first segmentation of generational cohorts based on Social Values. At the time, we segmented Elders, Boomers and Generation X, and have since developed segmentations for Millennials and Gen Z.

Our longitudinal approach to this research has allowed us to study generational differences in Social Values for decades. In particular, we have been able to examine the main mechanism for values change and socio-cultural evolution in societies: generational replacement.

As they come of age, members of each new cohort bring two things to the wider culture – one temporary, and the other more lasting. First, they bring “youth values.” These values – often including mental orientations like an appetite for risk and attraction to novelty – are associated with early life stages, and they tend to recur with each generation. Whether we surveyed in 1990, 2000 or 2010, we would expect 20-year-olds to score higher on, say, thrill-seeking values than 60-year-olds would. Second, as each cohort matures, its values tend to settle into a distinctive generational outlook, no longer distinguished mainly by “youth values.” Cohort members express Social Values particular to their generation and shaped by the economic and socio-cultural context in which they grew up.



Introduction

Generational Segmentation

Environics defines each generational cohort by their years of birth:

COHORT NAME	YEARS OF BIRTH	NUMBER OF SEGMENTS	2021 ESTIMATED POPULATION
Elders	Before 1945	3	2,406,660
Boomers	1946 - 1965	4	8,803,205
Gen X	1966 - 1979	6	4,333,590
Millennials	1980 - 1995	6	7,962,380
Gen Z	1996 - 2012	7	7,295,890

** Figures based on Statistics Canada 2021 medium growth estimate.*



Methodology

Segmenting Millennials

The development of this segmentation began with Canadian Millennials answering our annual quantitative survey in 2009, 2011 and 2013. Qualitative interviews followed this to generate hypotheses about what Millennials find important, what they aspire to and what new outlooks and motivations they may bring to society – and in 2023 we re-engaged Millennials through a series of qualitative research discussions. These Qualitative interviews were used to validate a variety of segments: that is, we tested the patterns we observed in the quantitative data by having live conversations with members of the cohort.

Ultimately, we validated six distinct segments of Millennials – groups that differ, sometimes drastically, sometimes subtly, in their worldviews, attitudes, interests, motivations and beliefs. As was true for prior cohorts, Millennials cannot be understood as a monolith; they're internally diverse, with some segments resembling past cohorts and others breaking new ground.

As a complement to our segmentation analysis, we developed a brief battery of Social Values questions that will allow the young public to discover, with high accuracy, which segment they belong to.



Methodology

The Social Values Frameworks

The Social Values framework plots trends (individual values constructs) in four quadrants Exclusion and Intensity (EI), Status and Security (SS), Authenticity and Responsibility (AR) and Idealism and Autonomy (IA). Where each individual Social Value construct lies in this quadrant structure gives us an understanding of the type of person that would most strongly hold that viewpoint and helps us recognize and group the type of individual whose values might co-relate.

In the top left quadrant, we find Exclusion and Intensity. Individuals whose values place them here live on the edge and take risks for thrill or personal gain. They flaunt their success and crave attention, excitement and distraction while displaying anti-conformist behaviour. In the top right quadrant, we find Idealism and Autonomy. Those who score high on the values in this quadrant are self-reliant and idealistic. They are open-minded and reject what they believe are “outdated” institutions and norms. In the bottom left quadrant, Status and Security dominate. People in this quadrant follow accepted rules and norms. They tend to have a strong work ethic, strive to achieve material success and value social standing (respecting others who have high status and working to boost their own). In the bottom right quadrant, Authenticity and Responsibility are the guiding values. Individuals here have a strong sense of duty and responsibility to others. They care deeply about ethics and fair-mindedness and take care of mind, body and spirituality in the face of daily challenges.

EI
EXCLUSION AND
INTENSITY

IA
IDEALISM AND
AUTONOMY

SS
STATUS AND
SECURITY

AR
AUTHENTICITY AND
RESPONSIBILITY

Methodology

The Social Values Frameworks

The Environics Research Social Values framework situates individuals with similar values close together. Based on their distinct Social Values, the segments for Millennials are plotted as shown on the facing panel. The below Millennial segment size breakdowns are estimates based on population data in 2022.

New Traditionalists		8% of Millennials		Status & Security
Diverse Strivers		12% of Millennials		Status & Security
Mainstream A-Listers		31% of Millennials		Exclusion & Intensity
Stoic Independents		30% of Millennials		Idealism & Autonomy
Engaged Idealists		15% of Millennials		Idealism & Autonomy
Critical Counterculture		4% of Millennials		Idealism & Autonomy

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INSIGHTS CREDIT: ENVIRONICS RESEARCH



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MEET THE MILLENNIALS

NEW TRADITIONALISTS

Believe in staying true to
more traditional values
and ways of living.

About **New Traditionalists**

As their name suggests, New Traditionalists hold many values that would not be out of place in the 1950s - but their outlook also reflects some distinctly 21st century concerns, including environmental issues and divisive politics. They are concerned with the direction the world is heading and the future their children will inherit.

These Millennials are more religious and spiritual than others. Religion is an important part of their lives and central to their identity. They believe in staying true to more traditional value sets and ways of living, particularly regarding conservative family values and gender roles.

Family is their top priority in life and a source of happiness and fulfillment. They also have a deep-rooted sense of responsibility to give back to their communities. They place great value on supporting others and making real personal connections through face-to-face interactions. Concerned about the drawbacks of technology, they believe online communication lacks a personal touch and that devices are mainly a distraction.

New Traditionalists affirm that working hard is the way to get ahead in life. They are the oldest and most established of the Millennial groups, and more likely than average to be female and to be married (but not common-law). They have higher than average levels of education, and the highest household incomes of any group.



Social Values

New Traditionalists



RELIGIOSITY

Placing great importance on religion as a construct which guides one's life. Also, placing great significance on having an affiliation with an organized religious faith. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation.



TRADITIONAL FAMILIES

Defining "family" in traditional terms as a man and a woman, married with children. Unwilling to expand the traditional concept of "family" beyond the legal formality of a marriage license to include same sex couples or unmarried couples.



SPIRITUAL QUEST

A desire for an intense spiritual life, contemplating questions of existence and meaning.



PATRIARCHY

Belief that "the father of the family must be the master in his own home".



PERSONAL CREATIVITY

Desire to use one's imagination and creative talents in daily life, both at work and at play.

Verbatim New Traditionalists



With communicating, the only convenience that technology offers me is speed. It creates a barrier that makes it harder for me to empathize with that person or resonate with them as an individual. Even in a lot of written communication, so much of the emotional concerns cannot be conveyed. It activates me in a very different way sitting across from someone face-to-face or hearing them on the phone. It just lands differently with me, but I didn't grow up with these technologies. So maybe that's a big part of it too.

VERBATIM SOURCE: NEW TRADITIONALIST, QUALITATIVE RESEARCH



Key Demographics

New Traditionalists



ORIGIN

Second least likely of the Millennial segments to have been born in Canada



HOUSEHOLD

Most likely to live with children under the age of 18 and be living with 4+ people



COMMUNITY

More likely to live in suburbs or small towns or in Alberta



WORKFORCE

Most likely to be staying at home full time



RELIGION

Most likely to have a religion or faith (a plurality are Protestant)



POLITICAL PARTY

Most likely to have voted for the Conservative Party of Canada

DIVERSE STRIVERS

Prioritize 'making it' in life,
and doing things that bring
new and intense experiences.

About **Diverse Strivers**

The opposite of 'gate keepers,' Diverse Strivers cannot wait to tell their friends and colleagues about a new exercise class they tried, a time-consuming recipe they conquered or a movie that brought tears to their eyes. In fact, divulging the 'secret' to a perfected Beef Bourguignon makes Diverse Strivers feel they are not only connecting more deeply with people, but with life itself.

Always in pursuit of intensity and connection, Diverse Strivers feel most empowered when they're actively engaged with people, animals and the environment around them. As Millennials, Diverse Strivers visualize themselves as a bridge between two extremes. While they are deeply proud of their progressing careers, they strive for a work-life balance that they didn't see their parents attain. And even as they embrace modern technology as a means to connect and be entertained, they avoid the overconsumption they've observed in younger people.

Diverse Strivers are deep believers in community and the power that comes from connecting with people from different cultures and walks of life; they manifest these beliefs at work and in their social circles, acting as natural connectors. Although open and friendly, Diverse Strivers are not afraid to play devil's advocate or ask hard questions; it's worth it if they can walk away from an encounter with a new insight.



Social Values

Diverse Strivers



PURSUIT OF INTENSITY

Desire to live intensely. Also, a tendency to be guided less by reason and ideology than by one's own emotions, feelings and intuition. A need to constantly experience new sensations.



BRAND GENUINENESS

Tendency to value authenticity and to look for a deeper level of brand experience. They want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story



PURSUIT OF NOVELTY

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new everyday.



NEED FOR STATUS RECOGNITION

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".



OSTENTATIOUS CONSUMPTION

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Verbatim

Diverse Strivers



Kids should be playing outside to develop their understanding of other human beings. Now, I notice that kids stay inside playing games with other people who have the same interests as them. For example, they only play with someone who likes the same game as them. Personally, I don't think it's a good way to live because everyone should learn other opinions and something new.

VERBATIM SOURCE: DIVERSE STRIVER, QUALITATIVE RESEARCH



Key Demographics

Diverse Strivers



ORIGIN

Least likely of the Millennial segments to have been born in Canada



HOUSEHOLD

More likely to live with children under 18



COMMUNITY

More likely to live in urban areas



WORKFORCE

Most likely to be working full time



RELIGION

More likely to be Catholic



POLITICAL PARTY

Most likely to vote Liberal

MAINSTREAM A-LISTERS

Work hard to get paid and have
the lifestyle they want.

About Mainstream A-Listers

Avid risk-takers who pursue thrills and excitement, Mainstream A-Listers are Millennials who work hard to get paid and have the lifestyle they want. They are the largest segment of their generation and very enthusiastic consumers with an acute desire for financial stability. These Millennials embrace technology and appreciate social connectivity. They understand there are down-sides to society's reliance on tech but are more apt to see its benefits.

Looking good and being respected are important to them, and they make sure to keep up with the latest trends. That said, relationships with friends and family give them the most fulfillment in life, and they value the time they spend connecting with others. These Millennials are highly focused on getting the most out of experiences and doing what makes them happy. While they may enjoy quiet time at home, they're also attracted to in-person activities like trying new restaurants and meeting new people.

These Millennials are not looking to change the world; in fact, they don't always feel like they have much control over how their own lives are unfolding. They look for escape – through beer and HD sports in the man cave, a girls' night out or a concert with the whole gang – as an important form of relief. Community for this segment is about local connection and proximity, and they identify strongly with their personal circle – less so as Canadians or as citizens of the world.

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INSIGHTS CREDIT: ENVIRONICS RESEARCH, IMAGE CREDIT: GETTY IMAGES



Social Values

Mainstream A-Listers



NEED FOR STATUS RECOGNITION

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".



OSTENTATIOUS CONSUMPTION

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.



ACCEPTANCE OF VIOLENCE

People highest on this construct believe that violence is an inevitable fact of life that must be accepted with a certain degree of indifference. Belief that violence can be both cathartic and persuasive



PURSUIT OF NOVELTY

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new everyday.



CONFIDENCE IN ADVERTISING

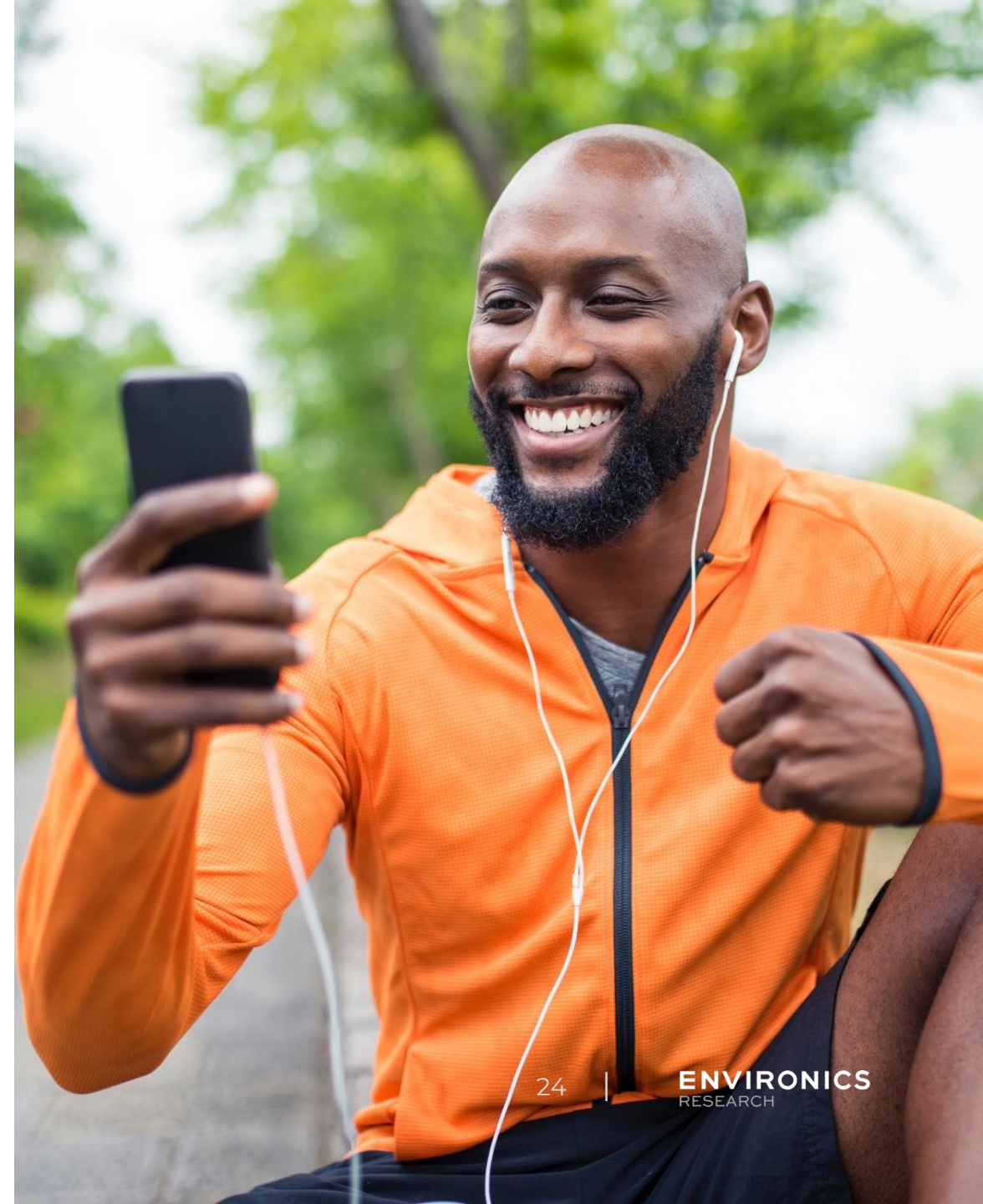
Tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society.

Verbatim Mainstream A-Listers



Right out of school, my career was very central, and I had all my eggs in that one basket. I think gradually, I've learned the value of diversifying a bit more... I think my whole life's philosophy is when I think about being on my deathbed, I'd like to look back and see a variety and a mosaic of experiences and people and things, rather than necessarily having had one rigid lifestyle the entire time.

VERBATIM SOURCE: MAINSTREAM A-LISTER, QUALITATIVE RESEARCH



Key Demographics

Mainstream A-Listeners



AGE

Youngest of the Millennial segments



COMMUNITY

More likely to live in Quebec



RELIGION

Most likely to be Catholic



RELATIONSHIP STATUS

More likely to be single



EDUCATION

Most likely to have a high-school level of education or less



POLITICAL PARTY

National average in terms of left-right spectrum of political ideology

STOIC INDEPENDENTS

Favour keeping life simple and straightforward, tending toward solitude.

About Stoic Independents

Often skeptical of authority and selective when it comes to forming social connections, these Millennials are solitary, and favour keeping life simple and straightforward.

Stoic Independents are hard-working, relaxed and dependable. They strive to achieve financial security and have a healthy work-life balance. However, achieving this 'balance' is often challenging for this cohort because they're in search of a fulfilling career but also one that's not all-consuming. They want free time that they can spend re-charging by staying physically active or being outdoors in nature. Another central priority is time with family and close-friends – taking care of people who need it, helping a friend with a project or simply spending time together.

Despite generosity to those close to them, Stoic Independents have little interest in community events, express low civic engagement and don't feel strongly connected to what's going on in society at large. These orientations are grounded in an individualistic worldview, with little room for collective life. Still, whereas some people who feel disconnected from society feel angry or hostile to others, they are low-key: they are not xenophobic or sexist, for instance. If disaffected Gen Xers' motto was "Whatever," perhaps the Stoic Independents' words to live by are "I'm not hurting anyone. Just let me be."



Social Values

Stoic Independents



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SOCIAL VALUES

PAROCHIALISM

Feeling of connectedness, one's town, city, region or country. A disregard for what is happening in other countries, and a preference for seeing symbols of home, such as a McDonalds restaurant, when traveling abroad.



ENVIRONICS
SOCIAL VALUES

ANOMIE AND AIMLESSNESS

The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.



ENVIRONICS
SOCIAL VALUES

SKEPTICISM TOWARD SMALL BUSINESS

A lack of confidence in the commitment of small business-owners to the provision of quality goods and services and skepticism toward their motives and ethics. The belief that there is a conflict of interest between the public and business, and that companies are only profit-driven.



ENVIRONICS
SOCIAL VALUES

EMOTIONAL CONTROL

A propensity to give priority to reason as the principal way of understanding life. A desire to keep one's emotional life "on an even keel", to use logic and reason to control one's feelings and emotions and to base day-to-day decisions on reason and logic. A reluctance to experience or express emotions.



ENVIRONICS
SOCIAL VALUES

NEED FOR ESCAPE

The desire to regularly escape the stress and responsibilities of everyday life.

Verbatim **Stoic Independents**



The meaning of life is to exist, to be, not think too much about the past or the future. In a way our lives are a series of moments. Being distracted, thinking about things beyond our control, is to not to live. To me, it's about being in the present moment and actually being here for our own lives.

VERBATIM SOURCE: STOIC INDEPENDENT, QUALITATIVE RESEARCH



Key Demographics

Stoic Independents



AGE

Second oldest of all Millennial segments



HOUSEHOLD

More likely to be living on their own



EDUCATION

Most likely to have completed a college / vocational / trade school degree or a high school degree



ORIGIN

More likely to have had both parents born in Canada



COMMUNITY

Most likely to live in Quebec



POLITICAL PARTY

Least likely to have voted

ENGAGED IDEALISTS

Believe that their actions matter, shaping their lives and the world around them.

About **Engaged Idealists**

Engaged Idealists are stereotypical Millennials: engaged, sociable, energetic, experience-seeking and idealistic. They believe in contributing as much as possible to their relationships, careers and communities - and the reward is their own personal growth and development. They find self-fulfillment by challenging themselves to be the best they can be and constantly bettering themselves through learning. This drive to push themselves is evident in both their professional and personal lives.

These Millennials believe that their actions matter, shaping their lives and the world around them. They recognize that their environment is complex but feel confident in their ability to navigate it. They want interesting, meaningful careers that let them express themselves and use the creativity that is central to their identity. Money is nice, but the quality of their work experiences is a higher priority.

They also try to make time for spontaneous fun, which they see as an important part of a happy, balanced life. While their hardworking nature can make work-life balance elusive, this group tries to be mindful of downtime – especially with people they care about. Relationships are key to these Millennials, who value genuine connection and meaningful social interactions.



Social Values

Engaged Idealists



PERSONAL CREATIVITY

Desire to use one's imagination and creative talents in daily life, both at work and at play.



SOCIAL LEARNING

Attraction to and interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you (other backgrounds and places). Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts.



ECOLOGICAL CONCERN

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. These people feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection.



BRAND GENUINENESS

Tendency to value authenticity and to look for a deeper level of brand experience. They want brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. Attracted to brands that not only provide the functionality but also feed their imaginations by telling a true and compelling story.



FINANCIAL SECURITY

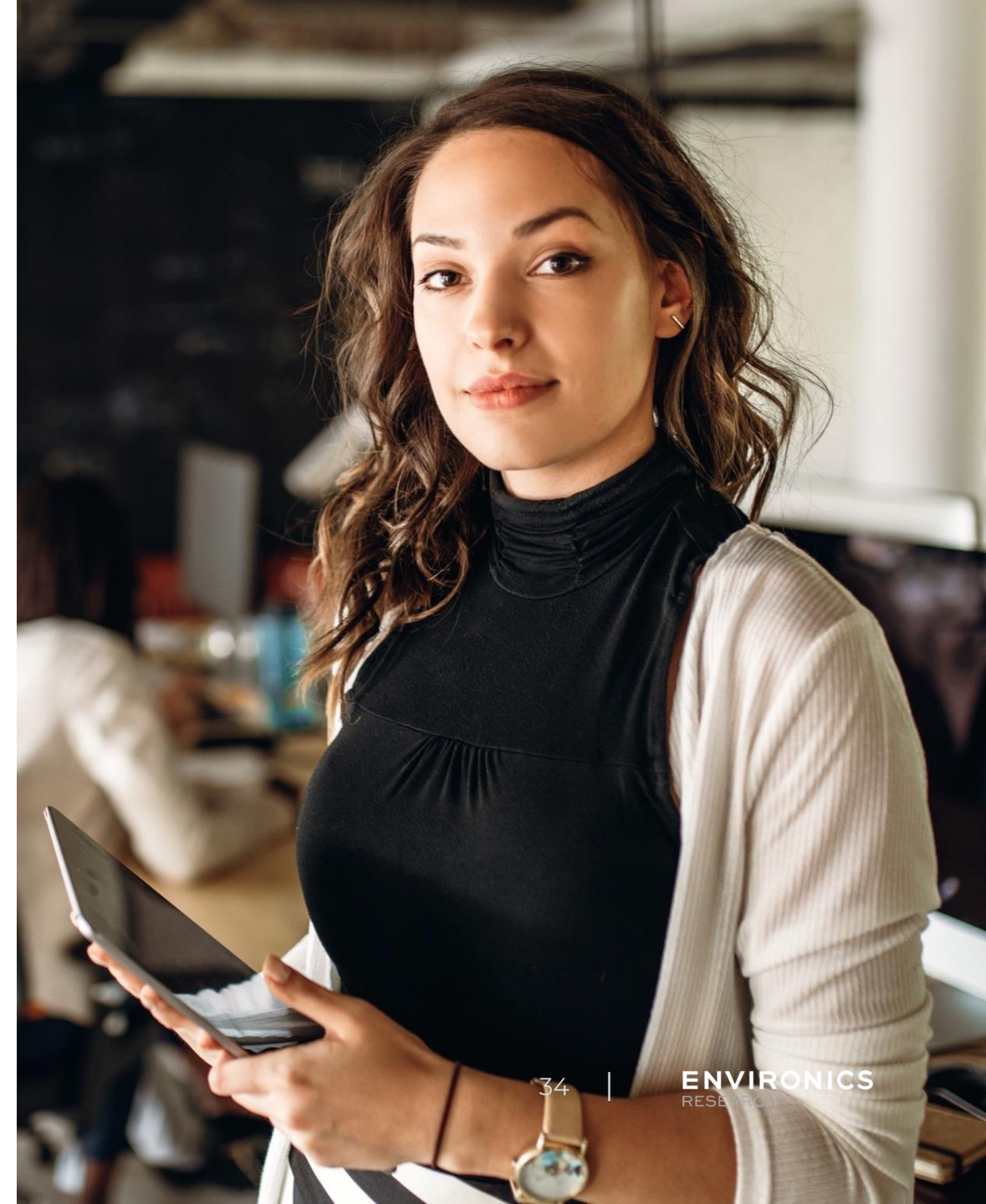
A feeling of security and optimism about one's financial future. A sense of being personally responsible for and in control of one's financial situation.

Verbatim Engaged Idealists



Relationships are really important – those with family, as well as within the business community, and [your] romantic relationships. I also think, to an extent, that your financial situation is important because it allows you to live a certain lifestyle and gives you free time to do things that you love. [Through that] you are always evolving and learning. I feel like if I'm not doing that, I'm not really in a super happy place, so I always try to do that - whether it's taking an online course or reading a book or maybe going out and doing something in the community, to keep [up with] new experiences.

VERBATIM SOURCE: ENGAGED IDEALIST, QUALITATIVE RESEARCH



Key Demographics

Engaged Idealists



ORIGIN

More likely to have had both parents born in Canada



GENDER

Most likely of the segments to be female



COMMUNITY

Concentrated in British Columbia and Ontario



HOUSEHOLD

More likely to be living with a partner or spouse



POLITICAL PARTY

Second most likely to have voted NDP, Green or Liberal



EDUCATION

Second most educated of the Millennial segments

CRITICAL COUNTERCULTURE

The gold standard for these
Millennials is clear-eyed rationality.

About Critical Counterculture

Millennials in the Critical Counterculture segment are the engaged, critical young people of the kind sometimes featured in news stories about 30-somethings building businesses, pursuing ground-breaking online activism, and otherwise shaking up the world.

They share many of the same progressive values as the Engaged Idealists: they believe and support gender equality, are at ease with diversity of all kinds and strongly reject discrimination and injustice. The gold standard for Critical Counterculture is clear-eyed rationality – they are curious and reflective; knowing the direction they want their life to take and what the meaning of life is (i.e., finding happiness and being present). However, they are especially worried about climate change, systemic racism and polarized politics. They struggle to take pride in being Canadian knowing the history of systemic oppression and inequality in the country and instead feel more connected to their local community.

They reject status and authority they see as illegitimate or superficial; they don't mind leading when they can add value to a project but would hate for someone to judge them by their jeans or smartphone. They know what's important to them and take time to engage in creative hobbies that bring them internal fulfillment such as cooking, collaging, dancing and designing/decorating their homes.



Social Values

Critical Counterculture



EQUAL RELATIONSHIP WITH YOUTH

Breaking down traditional hierarchical and patriarchal relationships by giving the youth equal freedoms as those of adults. Discipline, as that issued by adults over young people, is therefore replaced by freedom and increased individualism.



SEXUAL PERMISSIVENESS

A tendency to be sexually permissive regarding oneself and others. Fidelity within marriage or between partners and the prohibition of premarital sex are of little importance.



REJECTION OF AUTHORITY

A belief in not playing by the rules. The belief that persons or organizations in positions of authority should not be deferred to at all times. There are rules in society but everyone shouldn't necessarily follow them. Feeling that young people in particular should be taught to question authority rather than obeying it.



SKEPTICISM TOWARDS ADVERTISING

Distrust that advertising messages are truthful or even helpful for making purchasing decisions.



POST-MATERIALIST MINDSETS

Openness to and acceptance of new forms of social living, lifestyles, ideas, hedonisms, sexual orientations, etc. brought into being by diverse social groups and by youth. Change oriented. People strong on this construct have experientially rather than materially oriented values and mental postures.

Verbatim Critical Counterculture



When I went away to University, I got involved in the student union that was queer-led, queer focused, dealing with a lot of like anti-racism and systemic issues. And so, I learned a lot about those sorts of topics and then once you see that, it is prevalent everywhere, then it's hard to unsee it. [How do you learn about / follow it?] I would say more self-research and having friends and community members that are activists. When you read the newspaper, or when you watch a movie systemic analysis is now always being applied and cannot be taken off, so then I'm seeing the connections of everything more and more.

VERBATIM SOURCE: CRITICAL COUNTERCULTURALIST, QUALITATIVE RESEARCH



Key Demographics

Critical Counterculture



ORIGIN

More likely to have been born in Canada



HOUSEHOLD

More likely to be living on their own



COMMUNITY

Most likely to live in urban areas



EDUCATION

Most likely to have a post-secondary level of education



RELIGION

Most likely to not have religion



POLITICAL PARTY

Most likely to have voted NDP or Green

CONCLUSION

Conclusion

Millennial Segmentation

We've spent decades studying the Social Values of Canadians through our annual Social Values survey and have amassed a database of research – and well-honed analytical tools – that provides us with an accurate understanding of this Canadian generation.

Building on our original Social Values Quiz, which enabled Canadians of all generations to find their segment, we developed a segmentation and quiz exclusively for Millennials. We also teamed up with our partners in the IRIS Network to embark on a global comparison of Millennials with an international survey that spanned 26 countries.

Millennials are firm believers in living their lives to the fullest - this involves carving out their own path and doing what brings them happiness and fulfillment. They greatly value experiences and strive to be open to unexpected events and life changes. Millennials want to grow as people by learning and challenging themselves to improve. Ultimately, they value forming meaningful connections with others and sharing experiences – by always being present in the moment.

Every stage of this work has confirmed that Millennials are far from the homogenous cohort they have sometimes been described as. To this end, Canadian Millennials fall into six discrete segments, each displaying distinctive motivations and attitudes.



Conclusion

About The Study

By looking at values through the lens of generational cohorts, we're able to track trends as they evolve over time. Understanding the generational values that drive these shifts equips us to understand the motivations and beliefs that are shaping current events and develop sound hypotheses about future reactions.

Generational Segmentation analysis helps organizations identify the groups whose values best align with their products, services and brands. The Social Values team and industry specialists at Environics Research helps clients to:

- Go beyond demographics to personify segments by uncovering their values and motivations
- Identify communications messages and strategies that resonate with segments' core beliefs
- Stimulate the development of new concepts, products and service innovations
- Coach front-line staff on how to recognize and appeal to segments they encounter in their day-to-day activities
- Guide long-term strategic planning to help organizations shift and anticipate the markets of tomorrow.





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