

# MILLENNIALS & TECHNOLOGY

Edmonton Vital Signs is an annual checkup conducted by Edmonton Community Foundation, in partnership with Edmonton Social Planning Council, to measure how the community is doing. Vital Topics are a quick but comprehensive look at issues that are timely and important to Edmonton.

Unless otherwise stated, "Edmonton" refers to Census Metropolitan Area and not solely the City of Edmonton.

## Who are the MILLENNIALS?

### Alpha Generation

The youngest generation, born 2011 to present.

### iGEN (Gen Z)

Post millennials, born between 1997 & 2010.

### Millennial (Gen Y)

Born between 1981 & 1996.

### GENERATION X (Gen X)

Born between 1965 & 1980.

### BABY BOOMER (Boomers)

Born between 1946 & 1964.

### The SILENT Generation

Born in 1945 or earlier.

For the purposes of this document these terms are defined as:

**DIGITAL NATIVE** describes a person who has grown up in the digital age.

**DIGITAL IMMIGRANT** having acquired familiarity with digital systems as an adult.

### WHAT IT MEANS TO BE A DIGITAL NATIVE

- Millennials learned about the world through computers – Google searches instead of encyclopedias, and email instead of Canada Post.
- Millennial children could surf the internet and its wealth of information all on their own but were only a phone call away from parents.

## There's an App for that

According to Statistics Canada (2016), **94% of 15- to 34-year-olds own a Smartphone.** 76% of all Canadians own one.

The top three most popular types of apps:

- Social Networking (69%)
- Messaging (55%)
- Games (42%)

According to the 2017 Mobile App Report, millennials are:

- 3X more likely to be excited about new apps than are older users.
- likely to make an in-app purchase (70% compared to 21% for ages 55+).
- 76% more likely to say their phone is 'useless' without apps.

## Social Media

Millennials were the first generation to embrace social media.

- In 2018, **91% of Canadian millennials** had at least one social media account – almost all millennials spend time on social media daily.

### WHERE WE SPEND OUR TIME:

millennials	Gen X	baby boomers
<b>Facebook (89%)</b>	Facebook (75%)	Facebook (72%)
<b>Instagram (65%)</b>	LinkedIn (51%)	Google Plus (36%)
<b>Snapchat (55%)</b>	Google Plus (43%)	LinkedIn (32%)

**SOCIAL MEDIA INFLUENCERS** are people who have built reputations based on their expertise on a particular topic and who can influence followers to buy products or services by promoting or recommending them on their social media channel(s).

- This is a recognized occupation by Revenue Canada.
- They now surpass friends and family as the primary source of fashion recommendations.

### MILLENNIAL SIDE HUSTLES

Millennials who believe these internet jobs can make them extra income:

- 64% YouTuber**
- 56% Food Influencer on Instagram**
- 54% Fashion Influencer on Instagram**
- 51% E-sports gamer**
- 47% Cryptocurrency investor**

## Getting the job done

Millennials think nothing of using technology to work from anywhere and the work doesn't necessarily shut down at 5 p.m. This work-life balance provides them the flexibility to take care of their families while still getting work done.

# Video Games & E-sports

In 2017 Video games contributed:

**\$3.7 billion** to Canada's GDP and **40,600** direct and indirect full-time jobs.

- 71% of millennial parents played video games with their children.
- More than 80% of those aged 18-38 play video games.
- Canadian gamers spend an average of 52 hours gaming each month.

## E-SPORTS

E-sports are digital competitions between players of electronic games on platforms including PC, Xbox, Playstation, etc.

- In 2016 Toronto hosted the North American Spring Championships for League of Legends – 15,000 tickets were sold out in one day.
- In 2018 Vancouver hosted the world championship for Dota 2 with a prize of more than \$25 million USD.

# Daily Life

## SHOPPING

**Millennials account for 33% of all online purchases in Canada (2019).**

- 73% of millennials are likely to choose an online retailer based on ease of checkout.
- Nearly half are more likely to make a spontaneous purchase because their payment data is stored within an app or online.

## ONLINE DATING

**In 2019, 30% of those online dating were 25-34 years old. The next-highest age cohort are 35-44.**

## HEALTH CARE

According to a 2019 Canadian Medical Association study:

- Almost **60% of millennials** are more likely than boomers to input health data into a program like Google, Alexa, Fitbit, etc., that could monitor their health and report issues to their health-care provider.
- They are less likely to be concerned about who has access to it or if it could be used against them than are Canadians aged 55+.

## FITNESS

**Canadian millennials (36%) are more likely to incorporate digital into their fitness routines than are boomers (11%).**

- In 2019, 1/3 of those using wearable technology (i.e. Fitbit) were 25-34 years of age.

## MOBILE BANKING

- More than half of millennials are using, or plan to use, banking apps as their main banking method.
- 53% of millennials use cash fewer than 4X per month.
- 3 in 5 millennials have used their phone to deposit a cheque.

## DINING

The use of an app (in 2019) to call a meal delivery service, make a reservation, or purchase a meal kit subscription was done by:

- **47% of Canadian millennials**
- 26% of Gen-Xers
- 14% of boomers

According to Restaurants Canada, (2019):

- Millennials and iGens have been responsible for 5 consecutive years of growth in food service.

**71% of millennials order food or beverages from a restaurant at least once a week or more.**

- Millennials prioritize restaurants with free Wi-Fi, online reservations, and social interaction.

# Ups & Downs of Technology

Millennials are more likely than Gen-Xers were (at their age) to be concerned about the social and ethical implications of advancing technology.

## WELL-BEING

- **49% felt anxious when separated from their mobile device.**
- 57% agree that technology helps them take better care of their physical and mental well-being.
- **72% agree it has improved their connection with family and friends.**

## PRIVACY & SHARING OF INFORMATION

- More than half of millennials are **happy to trade data** for personalization – like curated playlists or recommendations.
  - Most millennials are willing to allow stores to hold their financial information for convenience.
- A 2018 Canadian Marketing Association reported that:
- 67% of millennials have **some concern** about their online privacy.
  - 39% of millennials say that, as long as data is not abused, **privacy is less of an issue** than it used to be.

## LESSONS FROM MILLENNIALS

Millennials, as digital natives, are uniquely positioned to adapt to online interactions like video meetings or delivery of household goods.

**Millennials' strong preference to work from home could become the new norm.**

Video calling technology has been useful for connecting with older people who cannot leave their homes or receive visitors.

**Technology, that millennials inherently use, is bringing people together.**

**ECF@Work** A COVID-19 Rapid Relief Fund grant from ECF provided \$100,000 to the Mental Health Foundation for *Text4Hope* – an online tool that sends daily messages to help people identify and adjust the negative thoughts a pandemic might be expected to provoke.

- As of April 29, the app had 45,000 subscribers
- 36.4% were from Edmonton.
- Nearly half of subscribers are 25-44.

# Millennials, COVID-19, & Technology

According to Abacus Data, increased internet use crosses all demographic, regional, and socio-economic groups during the pandemic.

- **41% of Canadians are spending 3 hours or more interacting with a screen.** Of those, 55% are aged 18-29.
- 1 in 5 home internet subscribers in Canada have upgraded their service during the pandemic. Those under the age of 45 were 2X more likely than were those over 45.