

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
Facebook (89%)	Facebook (75%)	Facebook (72%)
Instagram (65%)	LinkedIn (51%)	Google Plus (36%)
Snapchat (55%)	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.

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.

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.