



# Leger

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POLLING, MARKET RESEARCH  
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CREATED BY **Leger**

BEING A **YOUNG** PERSON  
IN 2023



# SUMMARY

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This is the fifth edition of Leger's Youth Study. This annual study helps organizations reflect on and refine their relationships with the younger generations. Based on a survey of **3,007 Canadians aged 15 to 39**, the *Youth Study* profiles Generation Z and millennials. Through three sections, **finances, the future and employment**, this edition of the *Youth Study* aims to answer the question, *what does it mean to be a young person in 2023?*

**Young Canadians express real fears about the future.** *Whether realistic or cynical, they are nervous about the future and prefer to live in the moment. They do not trust traditional institutions to make things better; rather, they prefer to embody change locally.*

**Young Canadians are well aware of the unfavourable economic situation.** *Quite pessimistic about the state of the financial markets and their access to property, young people adapt their behaviour according to soaring inflation. Faced with these uncertainties about their future, we are seeing a return to financial prudence for many of them.*

**Young Canadian workers have a different relationship with employment than previous generations.** *While important, employment is not necessarily central to Generation Z and millennials' lives. Favoured by the labour shortage, they have the luxury of choosing a job that offers them work-life balance and exciting career challenges. If 2021 was the year of job mobility, 2022 may well be the year of stability, with a decreasing number of young workers saying they want to leave their company in the next year.*

*In this **fifth edition** of the Youth Study, you will discover key insights about who Generation Z and millennials are. Year after year, the Youth Study acts as a voice for their concerns, values and aspirations. Listen carefully, we hope you enjoy reading it!*

# METHODOLOGY



## MOTHER TONGUE

**19%** French  
**66%** English  
**15%** Other

## EDUCATION

**36%** Prim./Sec.  
**33%** College  
**29%** University

## HOUSING SITUATION

**36%** Homeowner  
**34%** Tenant  
**28%** Live with their parents

## VISIBLE MINORITY

**23%** Yes  
**70%** No

# TABLE OF CONTENTS

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## FUTURE

This section analyzes young Canadians' perceptions of their future and explores how they feel about the challenges of their time. The *Youth Study* also identifies some key findings about young people's distrust of institutions, their mental health and their desire to start a family. Finally, this section shows the extent to which environmental issues shape young people's attitudes toward the future while marking a break with the generations that preceded them.

2

## FINANCES

This section explores how inflation has impacted the younger generations' lifestyle habits and capacity to save, which has greatly decreased. Young people want to take control of their personal finances, even if their knowledge seems limited. This section confirms that Generation Z and millennials are very interested in more financial services and advice. Finally, this section shows that young people's financial situations vary greatly, but access to property remains a widespread challenge.

3

## EMPLOYMENT

Although work is an important part of young people's lives, it is not central for most of them. Generation Z and millennials do not hesitate to assert their needs, limits and aspirations to their employer in the context of the labour shortage. This section also shows the importance of the immediate supervisor in happiness at work and offers solutions for employers to promote employee retention.



#1

THE FUTURE

1

# THE FUTURE CRISIS

2

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The situation is getting worse every year. The younger generations, whether Generation Z or millennials, **lack confidence in the future**. After a pandemic-tinged 2022, marked by the invasion of Ukraine, economic instability and increasing climate disruptions, the younger generations don't feel that 2023 will necessarily be brighter. A **growing agitation among young people at the idea of projecting themselves into the future**, combined with their desire to enjoy the present moment, is what emerges from this survey. Generation Z and millennials reject individual accountability. Change, they say, comes from local communities and governments. Whether they are being **realistic** or **cynical**, they are disappointed that governments are not doing enough to **meet the challenges of their time**. Organizations will need to find the right tone when reaching out to young workers.

## THE FUTURE

In general, do you think that (...) will change in the next year?

74% ↑

do not believe that Canada's economic situation will improve in 2023  
2021: 66%

73% ↓

do not believe that Canada's political situation will improve in 2023  
2021 : 77%

78%

do not believe that the environmental situation will improve in 2023  
2021: 79%

### Less optimism about their personal finances

34% of Gen Zers and millennials believe their personal finances will improve in the next year, compared to 58% who do not. Respondents are significantly less optimistic this year than they were in 2021, when 38% believed the situation would improve. Millennials aged 30-39 are more likely to be pessimistic about their personal economic situation.

### Young Quebecers are the most worried

Gen Z and millennial Quebecers are significantly more worried about the future than those in other Canadian provinces. 80% of Gen Z and millennial Quebecers do not believe the economic situation will improve, vs. 72% of those across the country. For the political situation, the numbers are 81% vs. 71%, and for the environmental situation, 82% vs. 77%.

Concerning their personal finances, the opposite is true; Gen Z and millennial Quebecers are the most optimistic: 41% think their situation will improve compared to 32% of those from other provinces and territories.

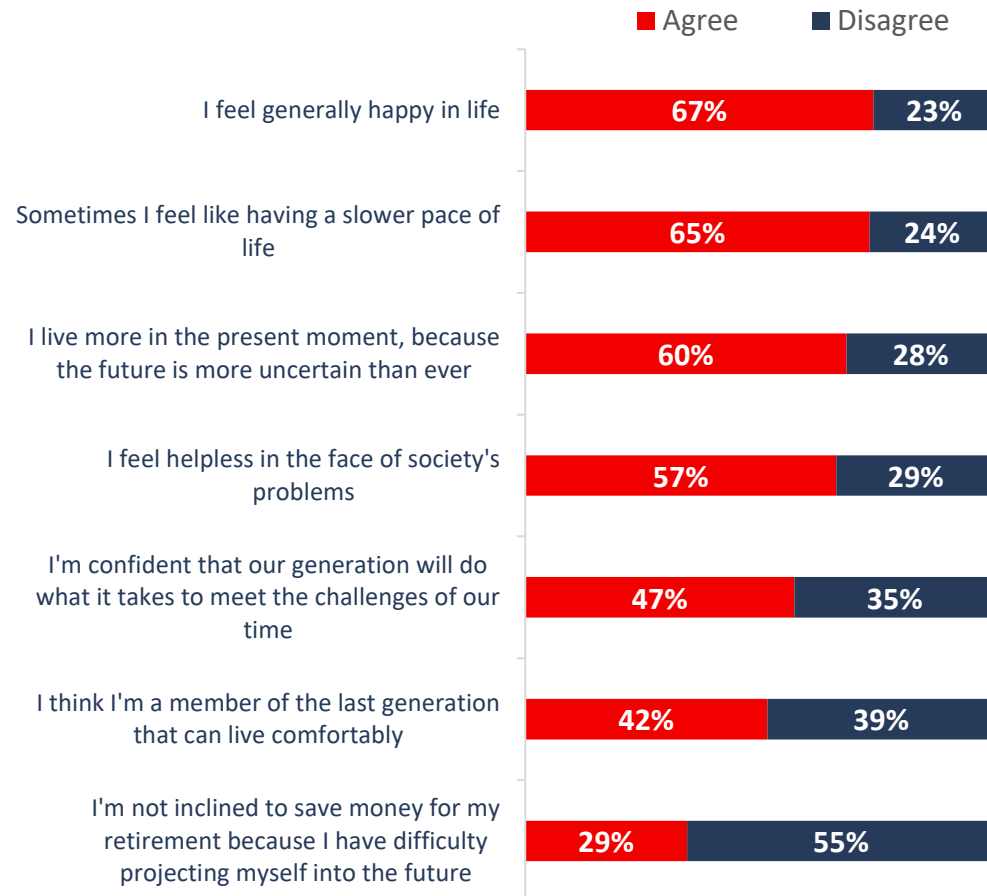
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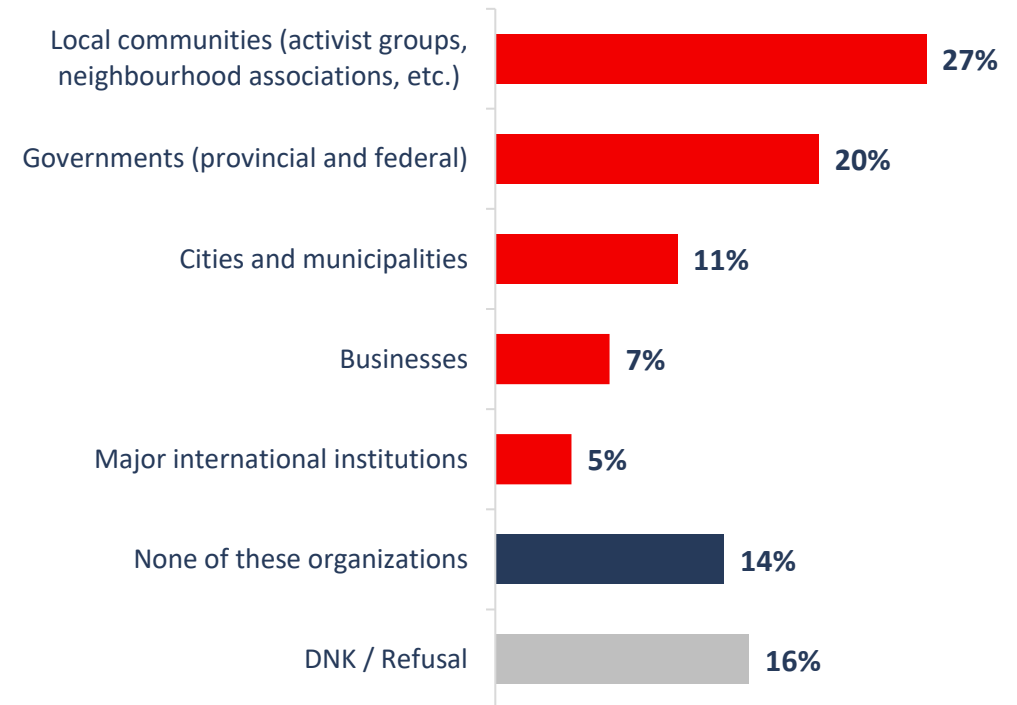
# THE FUTURE

## Present and Future State of Mind



## Agents of Change

*Which organization do you think is most effective in positively improving society?*



Base: All respondents (n=3,007)  
The complement to 100% corresponds to the response, "I don't know / I prefer not to answer."



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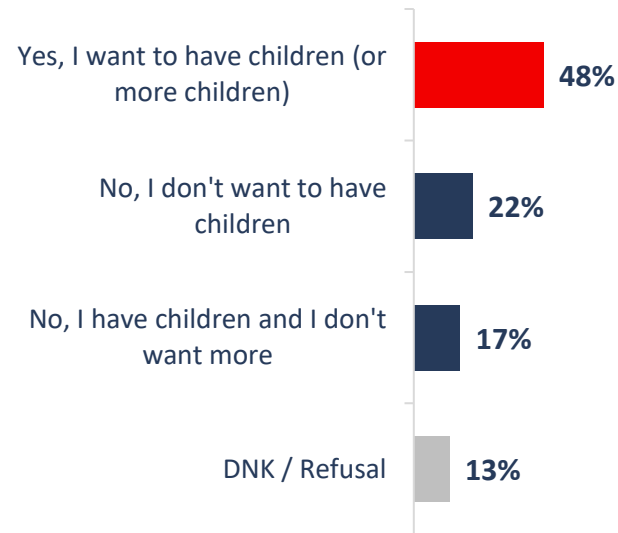
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# THE FUTURE

## Bringing Children into the World

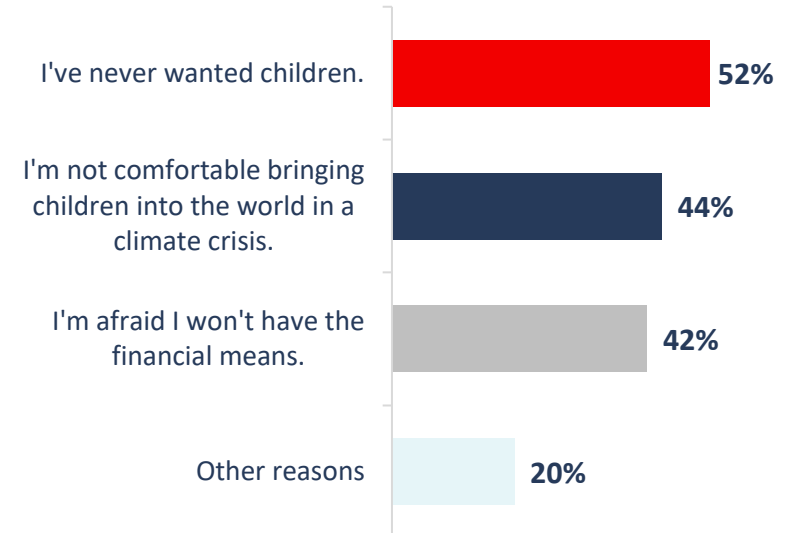
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*Do you want to have children later on?*



“

*Why don't you want to have children in the future?*



One-quarter of Gen Zers (**25%**) say they do not want children at all, compared to nearly two-in-ten millennials (**19%**). Among the reasons given by these respondents, **44%** are worried about climate uncertainty, followed by **42%** who are worried about economic uncertainty.

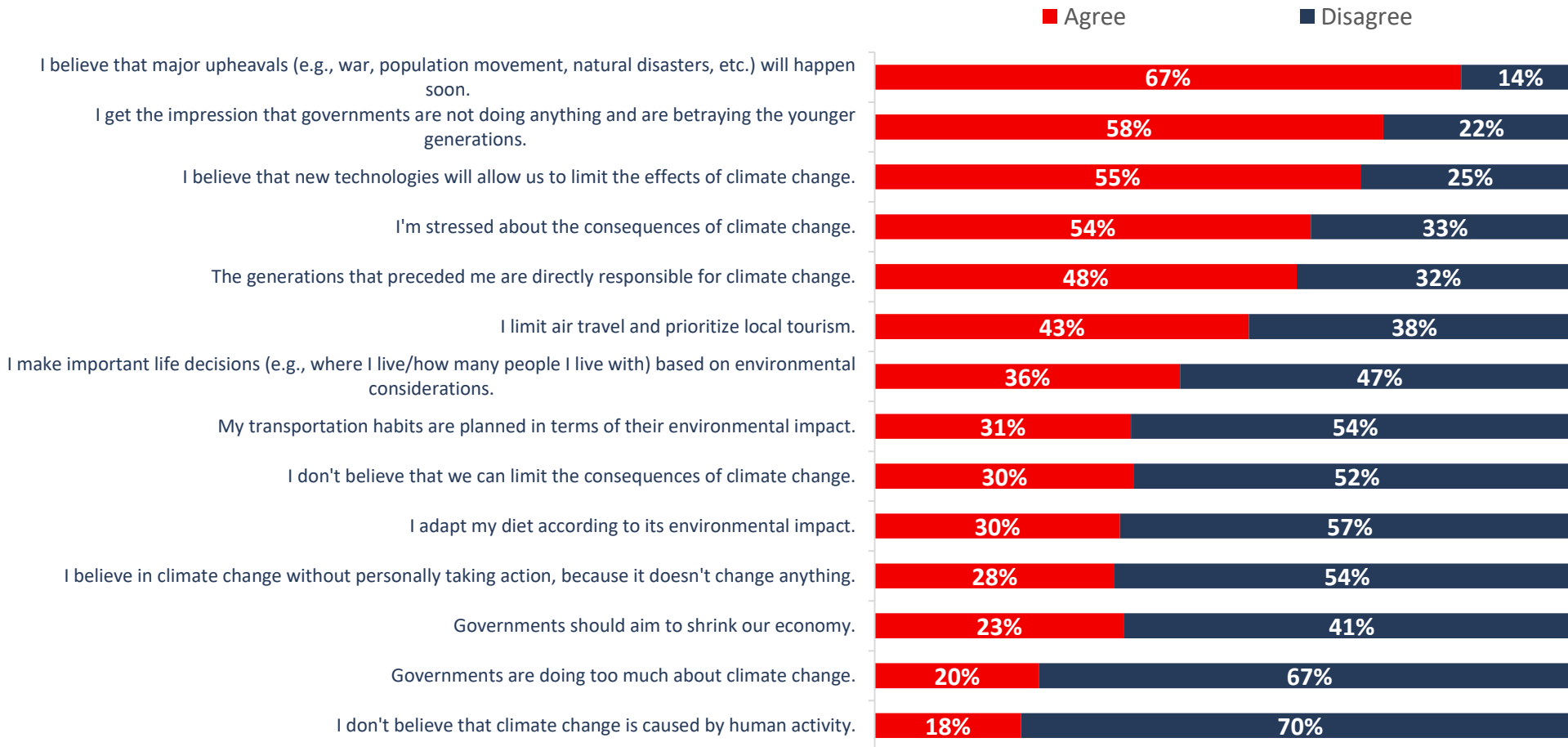
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# THE FUTURE

## *Position on Climate Change Issues*



Base: All respondents (n=3,007)

The complement to 100% corresponds to the response, "I don't know / I prefer not to answer."

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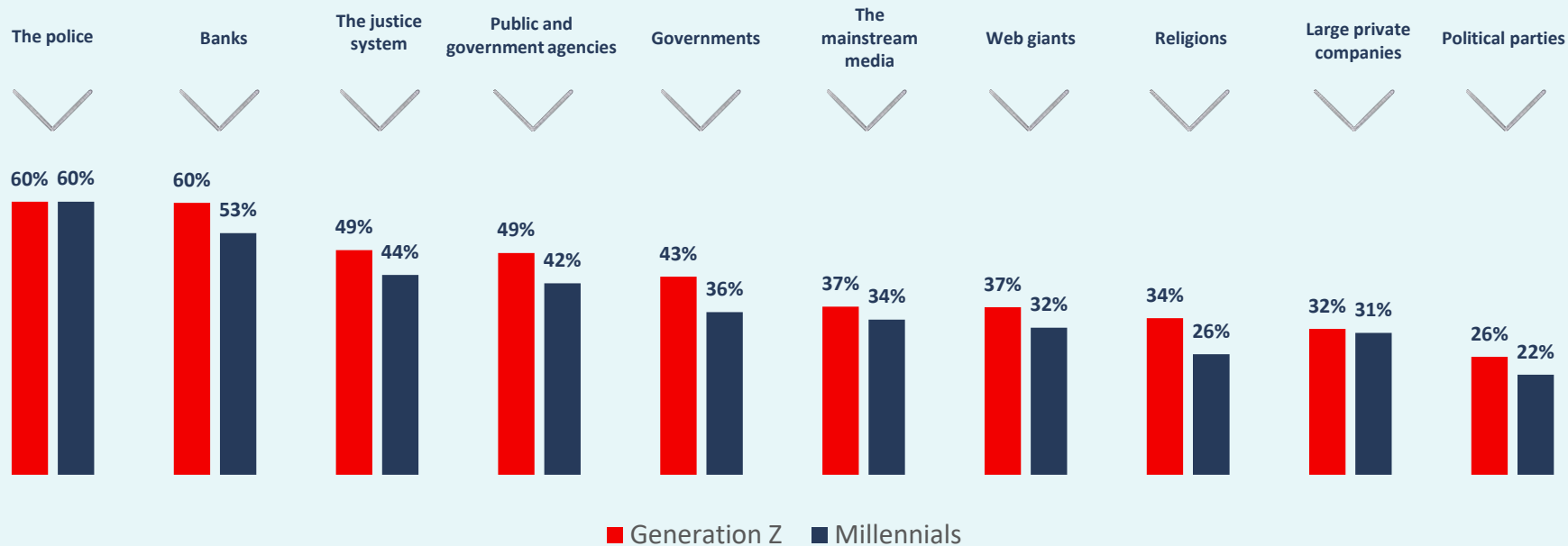
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# THE FUTURE

## Confidence in Institutions

In general, do you have confidence in the following institutions?



Compared to last year, overall confidence in **governments, political parties, the justice system and public and government agencies** has decreased significantly.

Aside from confidence in web giants, which has increased this year, confidence in the remaining institutions has remained stable.

Base: All respondents (n=3,007)

The % of "Complete confidence" + "Some confidence" is presented for each generation

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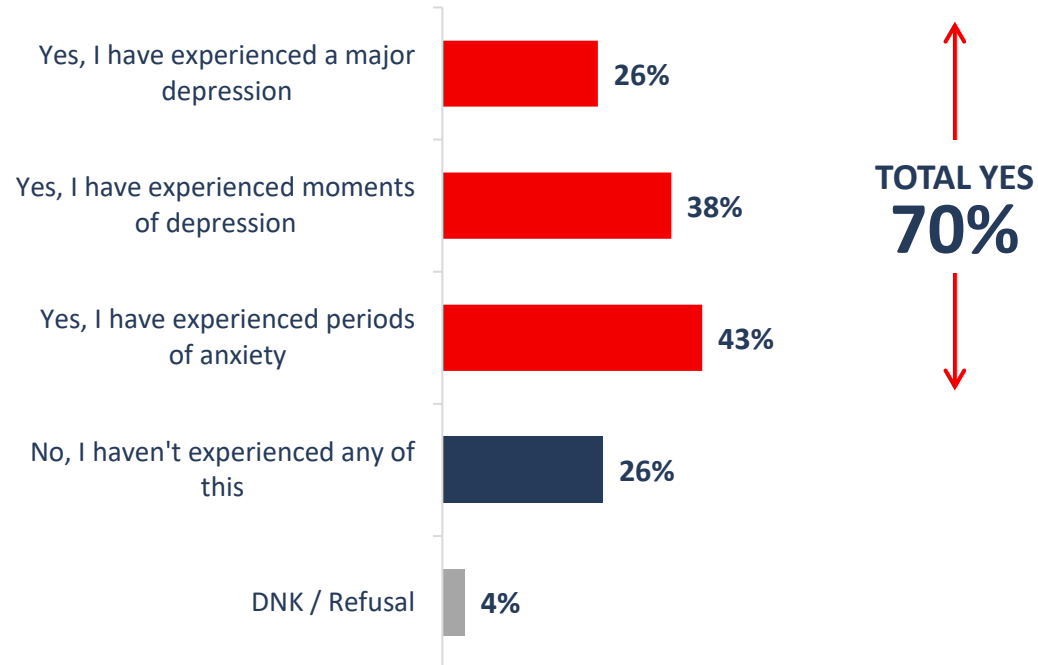
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# THE FUTURE

## Mental Health

*Have you ever experienced major depression, moments of depression or periods of anxiety?*



Women are more likely to report suffering from mental health difficulties (**78%**). Specifically, **52%** of women say they have experienced anxiety, compared to **32%** of men. In addition, Gen Zers and millennials are more likely to have experienced mental health difficulties between the ages of 20 and 29.

In 2022, significantly more respondents report having experienced significant depression (**26%**) than in 2021 (**21%**). Overall, the percentage of Generation Z and millennials who have experienced periods of anxiety or depression is stable.





#2

## FINANCES

# THE DIFFERENT PROFILES

#1

THE INFORMED  
AND INTERESTED

33%



Men  
Millennials



Working full time



University



Homeowner

He has a **fair amount of confidence in banks**. He is **inclined to put money aside** and feels that his **personal finances** are **normal, nothing more**. When seeking financial advice, he mostly consults his **financial advisor**.

#2

THE WORRIED AND  
FORWARD-THINKING

33%

Women  
Gen Z

Student

University

Live with parents  
or tenants

She has a **fair amount of confidence in banks**. Managing her finances is **not considered a pleasant activity**, but she is **inclined to put money aside**. She considers her **personal finances** to be in a **normal state, nothing more**. When she needs financial advice, she turns to **her parents**.

#3

THE  
DISINTERESTED

8%

Women  
Gen Z

Student, homemaker  
or unemployed

High school: general  
or vocational training

Live with parents

She has a **fair amount of confidence in banks**. Managing her finances is **not considered a pleasant activity**, which is why **she does not make financial decisions**. She judges her **personal finances** to be in a **normal state, nothing more**.

#4

THE WORRIED  
AND SUSPICIOUS

17%

Women and Men  
Millennials

Self-employed/  
freelance work

College: general pre-university  
or technical programs

Renters

They have **little or no confidence in banks**. Managing their finances is **not considered a pleasant activity**, and they are **not inclined to put money aside**. They judge their **personal finances** to be in **poor shape**, and when needed, they **seek financial advice** from their **parents, life partners** and **financial advisors**.

#5

THE CONFIDENT  
AND ENTHUSIASTIC

8%

Men  
Gen Z

Mostly working  
full time

College or higher

Homeowner

He has **complete confidence in banks**. He considers **managing his finances** to be an **enjoyable activity**. He judges his **personal finances** to be in **good shape**. He also feels that he **has enough financial knowledge**, and if needed, he **seeks advice** from his **parents** and his **life partner**.

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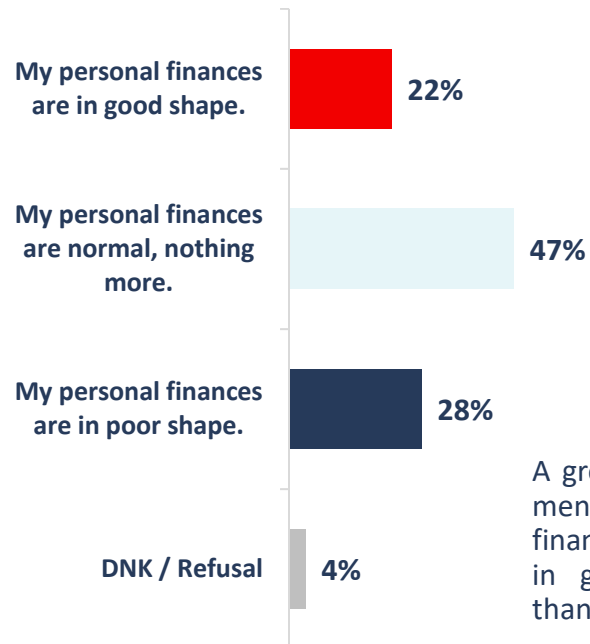
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# FINANCES

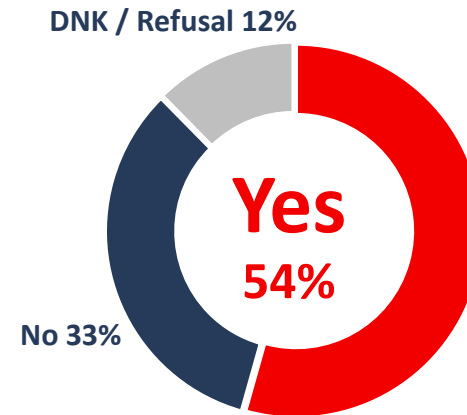
Less than one-quarter of young people (22%) consider their personal finances to be in good shape.

*How would you describe your financial situation?*



A greater proportion of men consider their financial situation to be in good shape (25%) than women (18%).

*Do you think you have enough financial knowledge to make good decisions about your money?*



Millennials (58%) are more likely than Gen Zers (49%) to trust their financial knowledge to make good decisions.

In addition, respondents whose personal finances are in poor shape do not see their situation improving any time soon: 36% consider themselves financially literate, compared to 49% who think the opposite.

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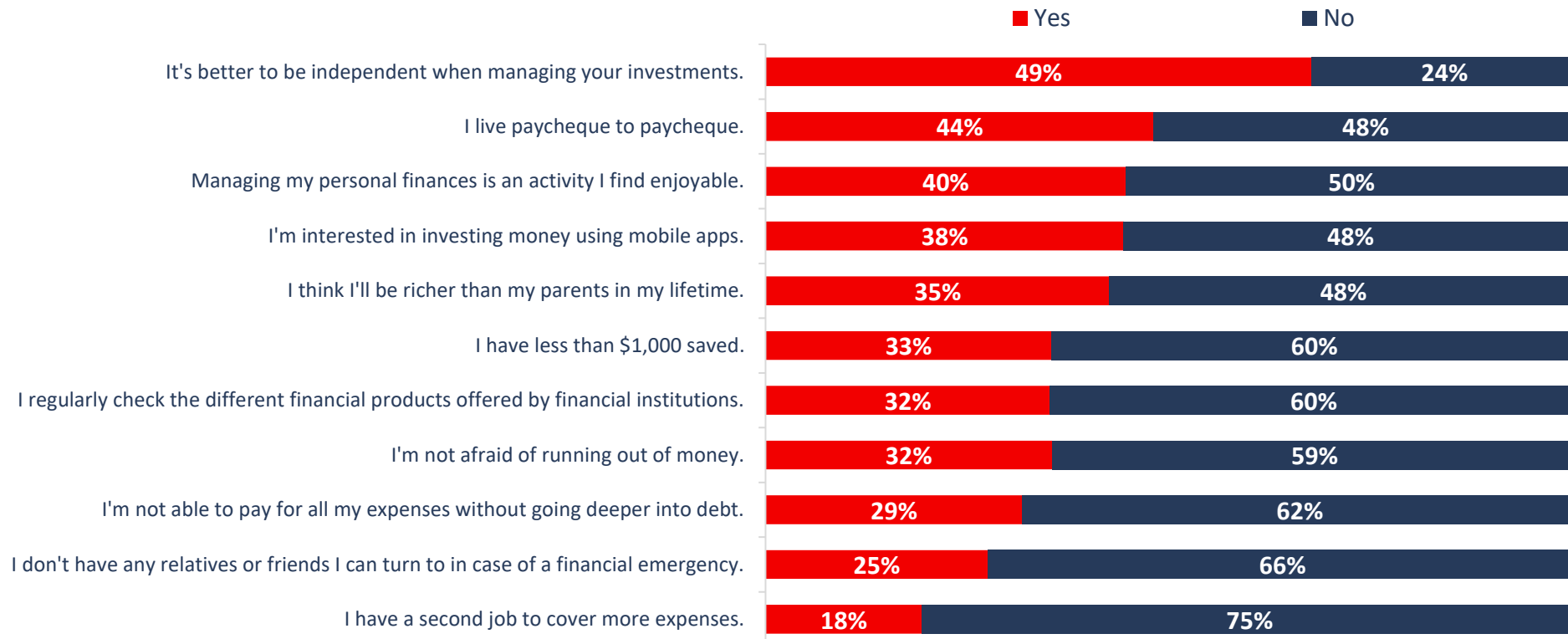
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# FINANCES

## Current Situation and Opinion

*Do the following statements apply to you?*



Base: Respondents aged 18 and over (n=2,834)

The complement to 100% corresponds to the response, "I don't know / I prefer not to answer."



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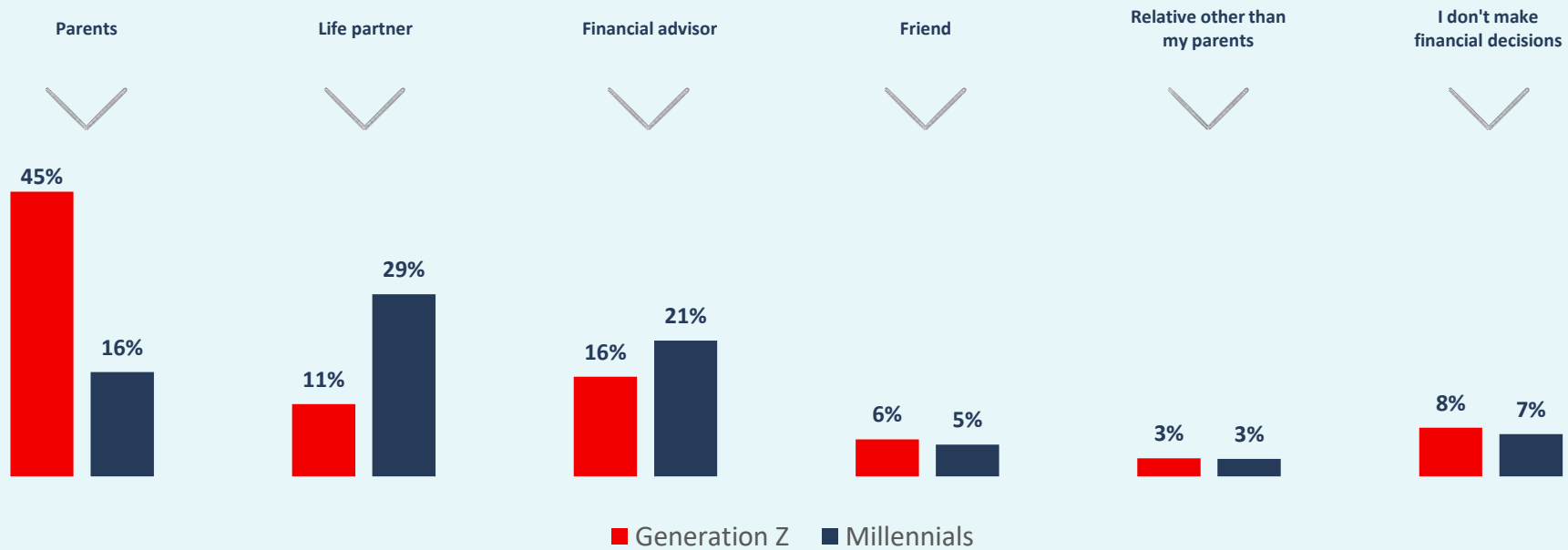
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# FINANCES

## Financial Advice

### Who primarily advises you when making a financial decision?



Base: Respondents aged 18 and over (n=2,834)

The complement to 100% corresponds to the response, "I don't know / I prefer not to answer."

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# FINANCES

## Financial Institution Services

*Do you feel that the financial institution you deal with could do more on the following aspects?*



Base: Respondents aged 18 and over (n=2,834)

The complement to 100% corresponds to the response, "I don't know / I prefer not to answer."

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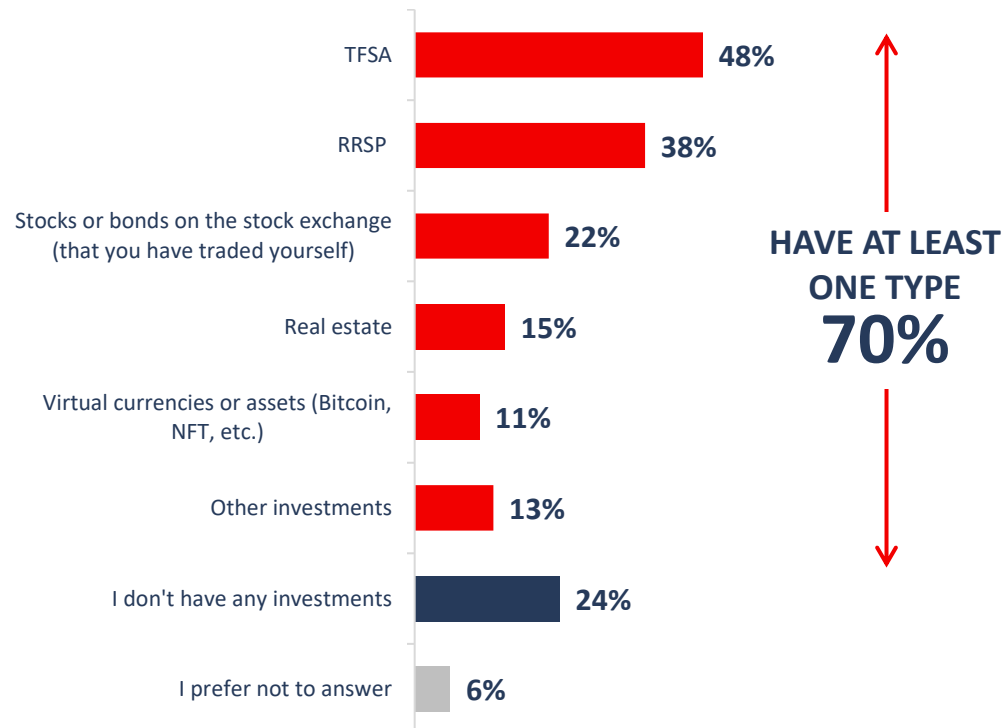
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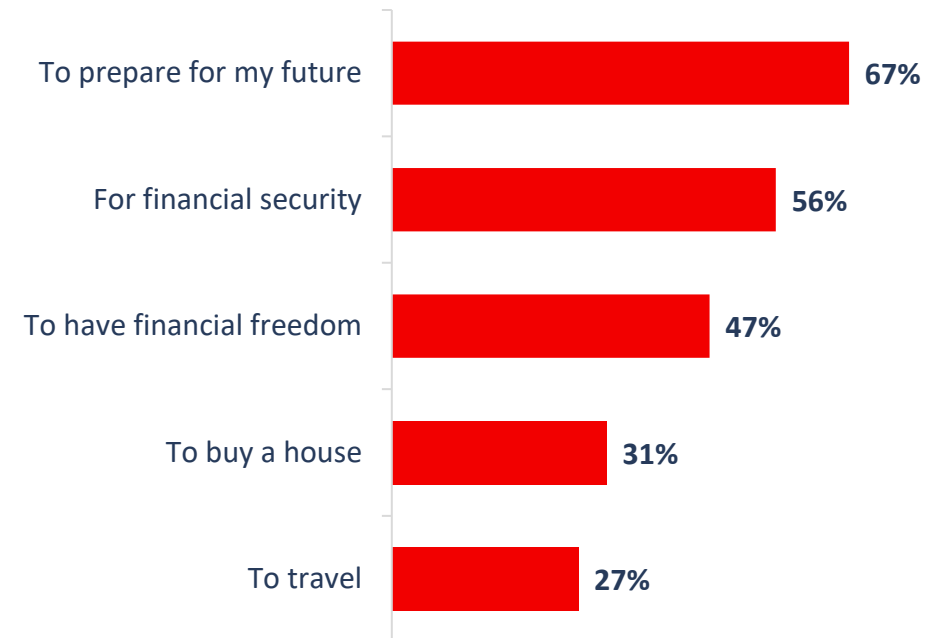
# FINANCES

## Savings and Investments

*Which of the following types of savings, investments and investment products do you have?*



*For what main reason(s) do you save or invest your money?*



Personal projects (19%), starting a family (16%) and buying a car (15%) are the other reasons mentioned.

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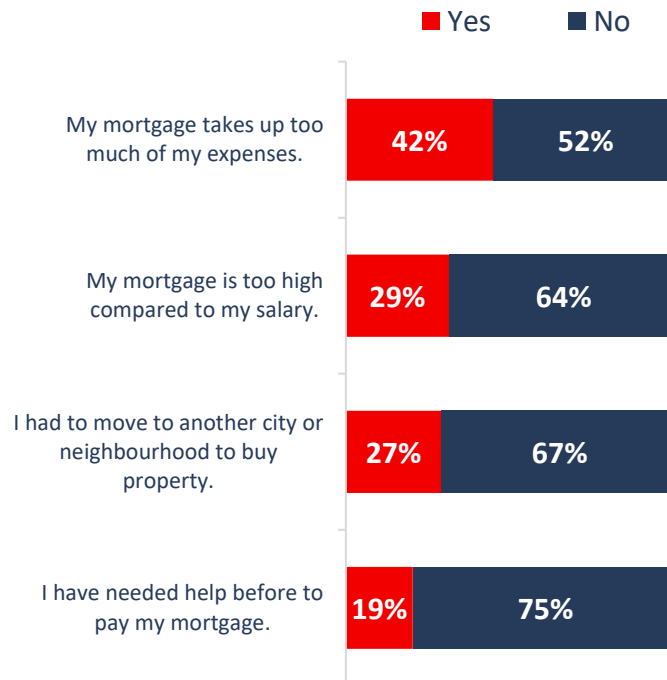
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# FINANCES

## Housing

*Do these statements apply to your situation?*

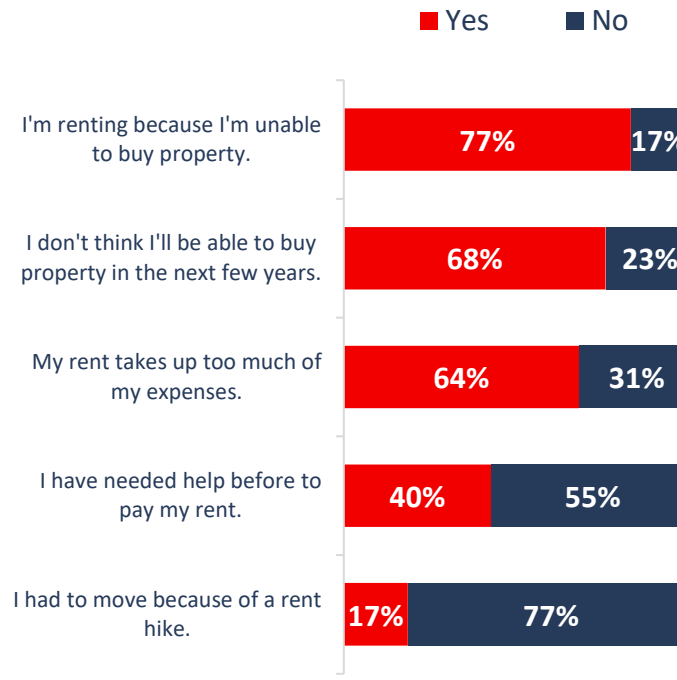
### Homeowners



Base: Homeowners aged 18 and older (n=1,241)

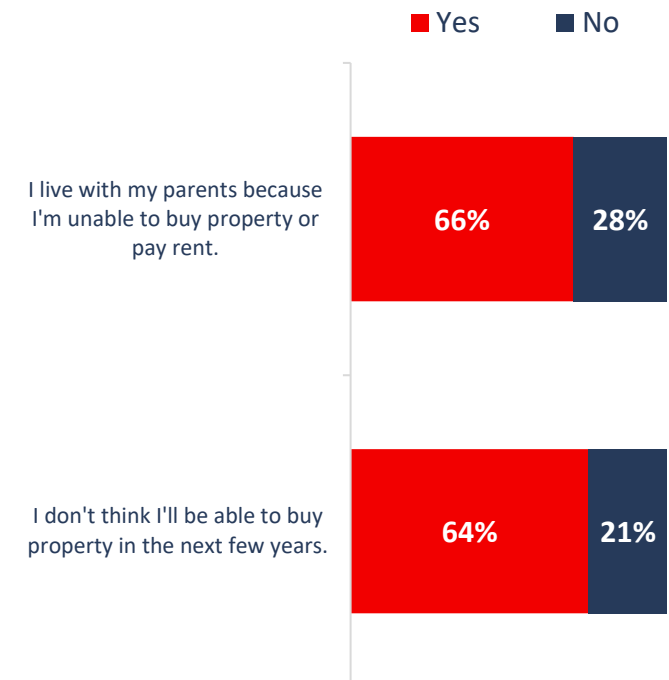
The complement to 100% corresponds to the response, "I don't know / I prefer not to answer."

### Tenants



Base: Tenants aged 18 and over (n=1,099)

### Young People Living with Their Parents



Base: Respondents who live with their parents aged 18 and over (n=456)



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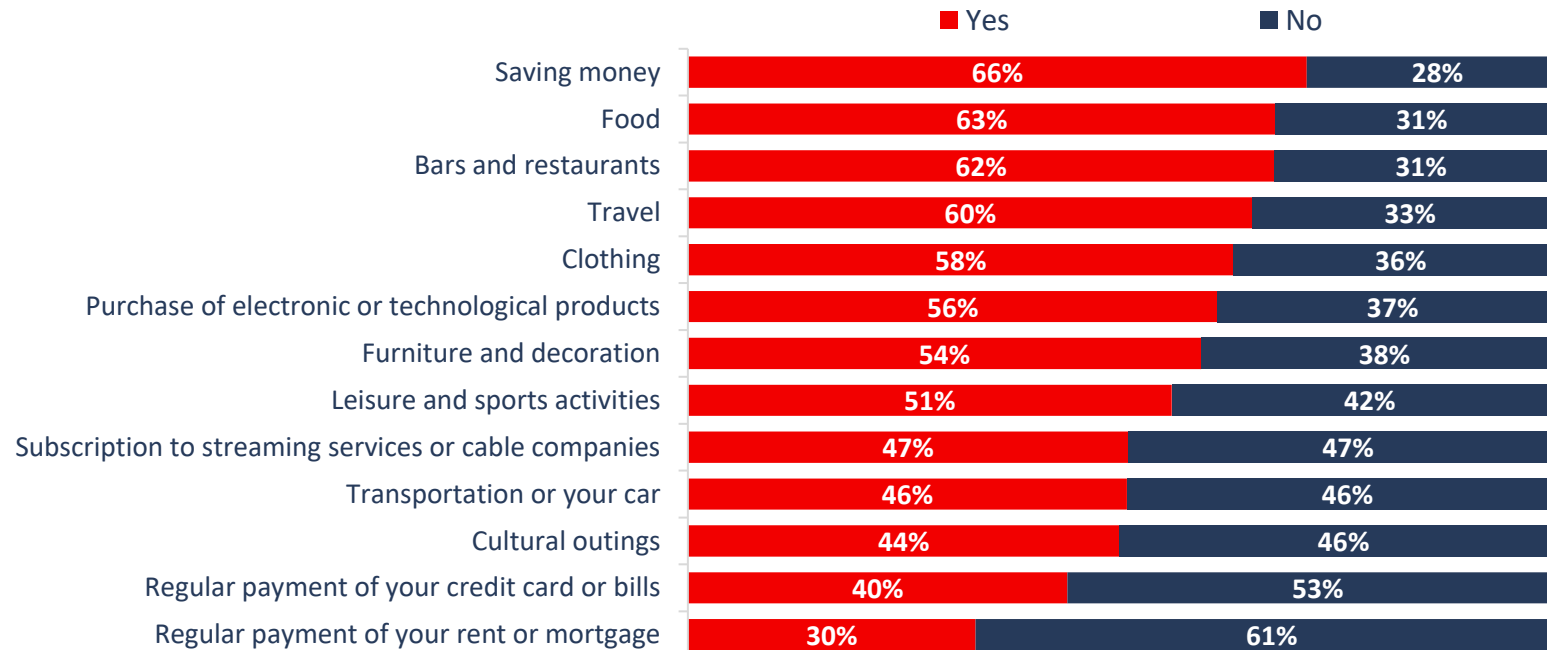
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# FINANCES

## Cost of Living

*“Has the increase in the cost of living made you change your habits with respect to the following?”*



For the vast majority of the aspects listed, **women, millennials and respondents from English Canada** are more likely to have changed their habits because of the rising cost of living.



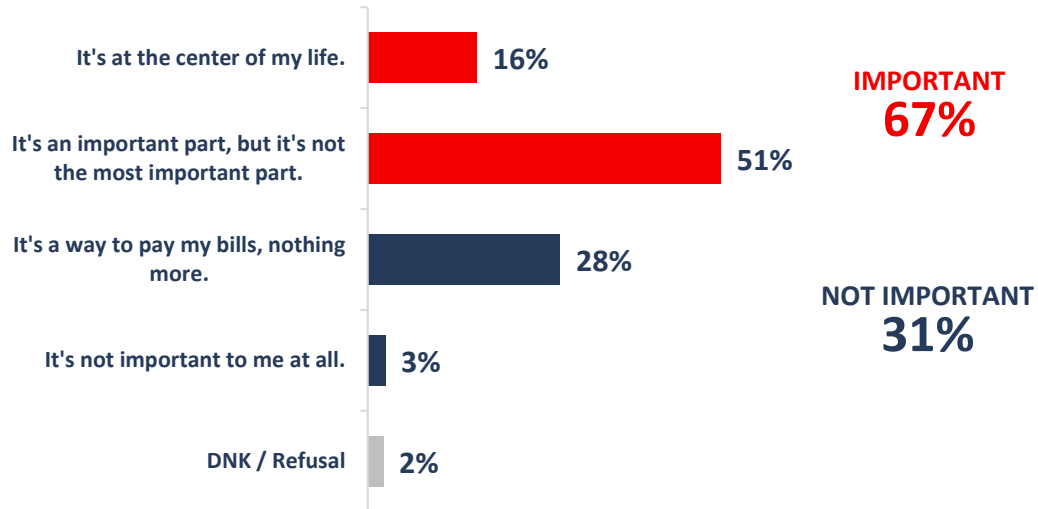
#3

EMPLOYMENT

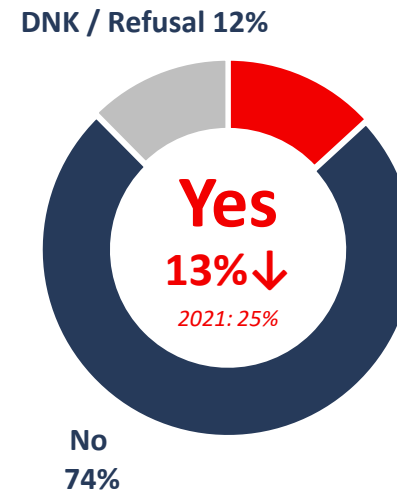
# EMPLOYMENT

Two out of three young workers (**67%**) consider their work to be very or somewhat important in their lives.

*How much of your life is about work?*



*Do you intend to quit your job in the next year?*



Compared to the 2021 study, Generation Z and millennials are more likely to stay at their current jobs in the short term, while the proportion of respondents who say they want to change jobs in the next year dropped by almost half (**13% vs. 25%**).

Older millennials (aged 35 to 39) are less likely to change jobs in the next year (**9%**) than younger respondents.

Base: Workers (n=2,194)

An upward-pointing arrow (↑) indicates a proportion significantly higher than last year's study (2021). Conversely, a downward-pointing arrow (↓) indicates a proportion significantly lower than last year. Absence of an arrow means that the proportions are statistically identical.

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# EMPLOYMENT

## Reasons for Leaving and Employee Retention

*For what reason(s) do you want to quit your job?*



*What could your current employer do to convince you to stay?*



Other employer actions to convince employees to stay are providing a healthy work environment (14%), providing a better work atmosphere (13%), being more responsive to their needs (9%) and changing their direct supervisor (9%).

The vast majority of respondents (88%) mentioned at least one thing that could convince them to stay. On the other hand, 10% said that their employer can't do anything to convince them.

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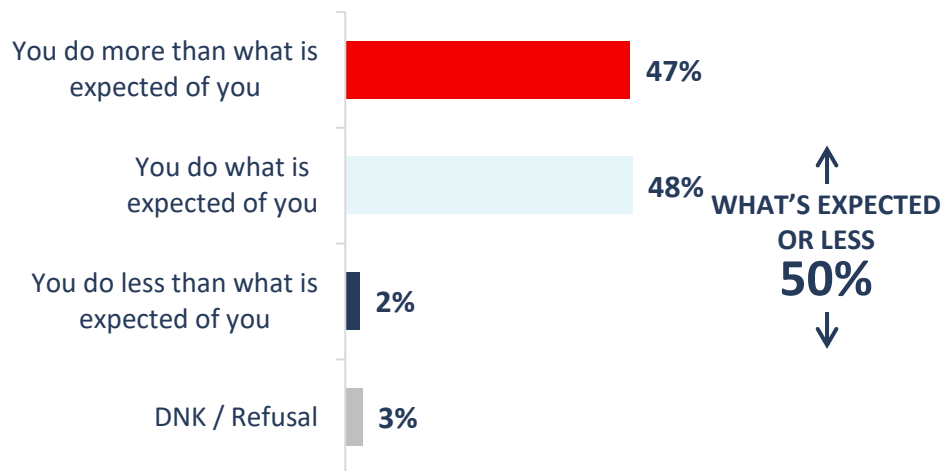
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# EMPLOYMENT

Half of workers (**50%**) do what's expected of them or less at work.

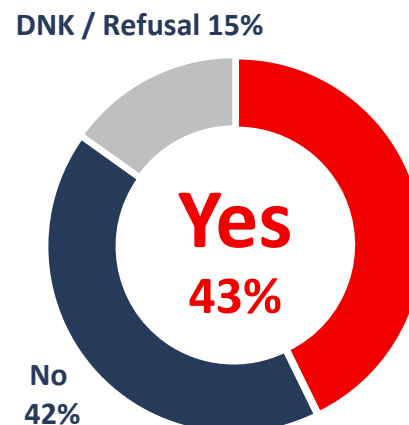
*At your job, do you consider that...*



Women (**51%**) are more likely than men (**44%**) to say they do more than what's expected of them at work.

Not surprisingly, those for whom work is a central part of their lives (**55%**) are more likely to say they do more at work than those for whom work is not important (**33%**).

*Are you interested in managing employees in your lifetime?*



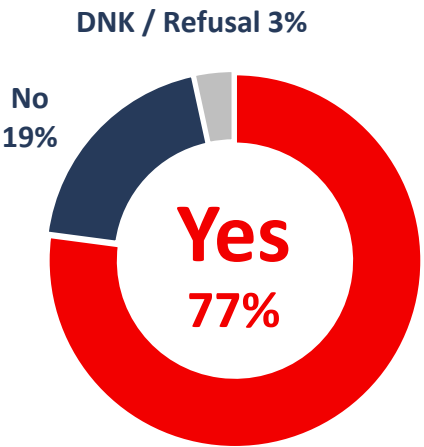
The sub-groups of Generation Z and millennials most interested in managing employees are:

- Workers who intend to leave their jobs in the next year (**61%**)
- Workers for whom work is a central part of their lives (**55%**)
- University students/graduates (**52%**)
- Those whose mother tongue is neither French nor English (**50%**)
- Men (**49%**)

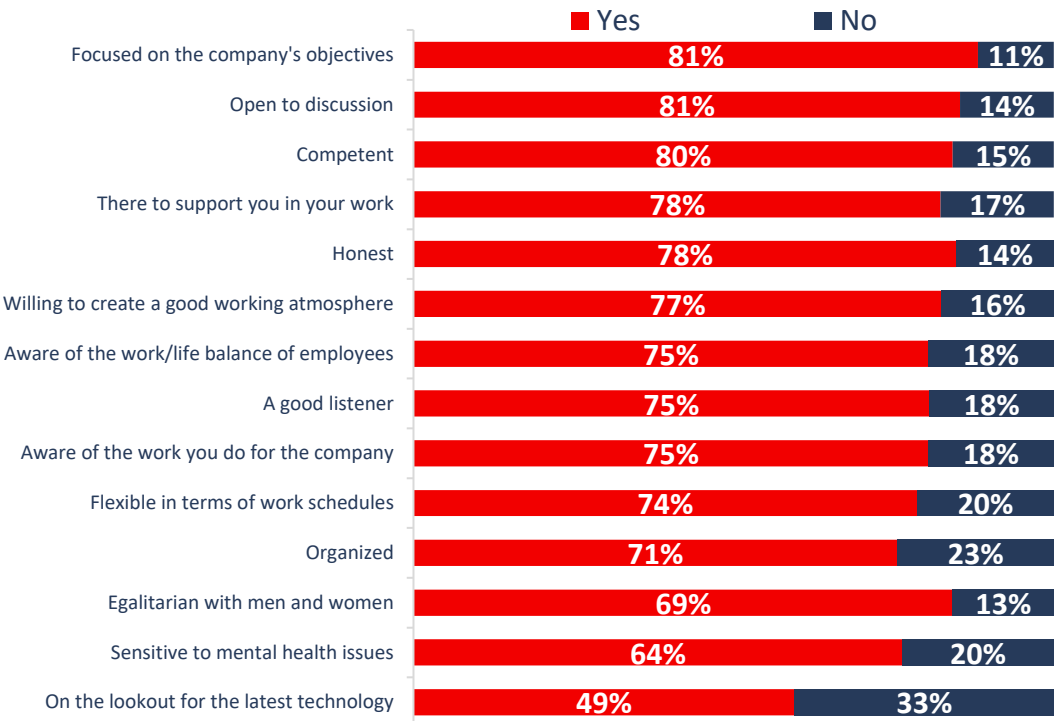
# EMPLOYMENT

## Direct Supervisor

*Do you have a direct supervisor?*



*Is your direct supervisor sufficiently...*



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# EMPLOYMENT

## Preferred Managerial Qualities

“What are the most important things you look for in a manager?”



**The other main qualities that Generation Z and millennials look for in a manager are:**

- Encourages employees (**23%**)
- Stands up for me in the workplace (**22%**)
- Is organized (**21%**)
- Sets the right priorities (**20%**)

**Other qualities mentioned less often include:**

aware of my personal life (**13%**) and inspiring (**9%**).



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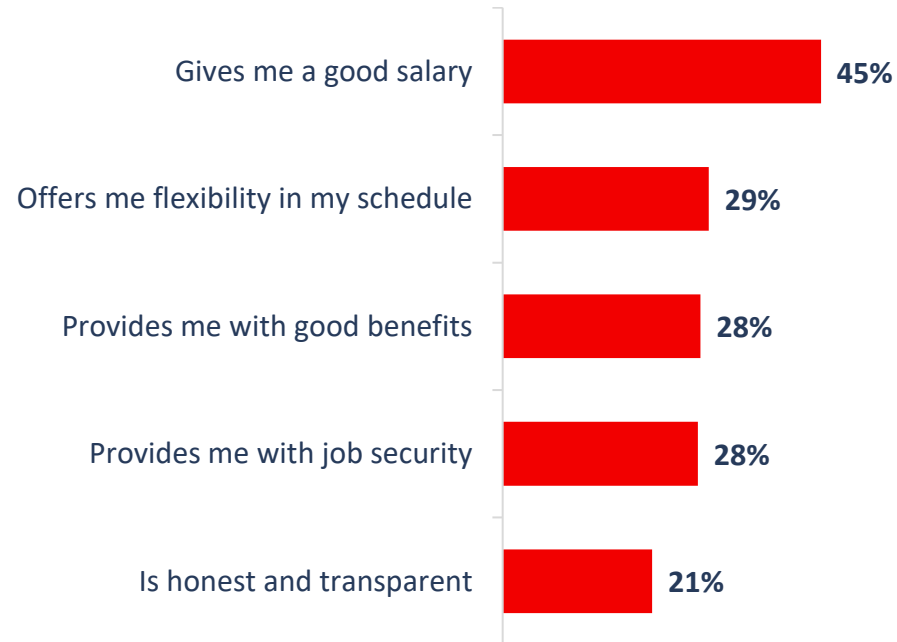
# EMPLOYMENT

## Preferred Corporate Qualities

“

*As an employee, ideally, what would be the most important qualities sought in a company?*

”



**The other main qualities that Generation Z and millennials look for in a company are:**

- Allows me to develop as a worker (**16%**)
- Contributes to my well-being (**15%**)
- Values that are similar to mine (**12%**)
- Has a good reputation (**11%**)
- Respects my privacy (**10%**)

**Other qualities mentioned less often include:**

allows me to progress rapidly through the ranks (**9%**), contributes to the well-being of society (**8%**), allows me to carry out professional projects that are important to me (**8%**), egalitarian and open to all (**8%**), cares about the environment (**6%**), is agile and has a flat hierarchy (**3%**) and offers activities to do with employees (**3%**).

# Leger

DO YOU HAVE ANY COMMENTS  
OR QUESTIONS ABOUT THE STUDY?

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