YOUTH
STUDY

CREATED BY **Leger**

THE LARGEST STUDY EVER CONDUCTED AMONG CANADIAN YOUTH.

2019 EDITION

| YOUR FUTURE IS IN THEIR HANDS

The best way to understand youth is to allow them to express themselves. This is what the Youth Study, designed by Leger, is all about: 3,000 millennials and Gen Zers who speak out to express their moods, fears, concerns, purchasing habits and what influences them.

The first edition of the Youth Study, published in 2018, aimed to provide a complete picture of the behaviours and values of the next generations, while at the same time identifying the companies they feel are the COOLEST. We asked ourselves the following questions: who are they, what do they do, what do they buy, what do they admire?

If the 2018 edition intended to understand **how many**, the 2019 edition seeks to understand **why**.

Why are young people so pessimistic about the future, but so optimistic about their personal situation? Why are they dissatisfied with their work and why will they quit in the next year? Why do they think they deserve a promotion and a raise? Why do they say they are so stressed, but at the same time relatively happy? Why, at 30, do they have a greater desire to travel than when they were 20? Why are they willing to share their personal data, even though they feel that companies intrude too much in their private lives? Why do their favourite companies change?

Why do they turn to local purchasing, and under what circumstances do they opt for big-box stores?

In total, 2,000 millennials and 1,000 Gen Zers across Canada were asked more than 50 questions, making this study the largest of its kind. In a detailed report comprised of more than 75 pages, divided into four sections (selfie, work, consumer insights and ranking of companies), millennials and Gen Zers reveal other secrets. It is up to you to pay attention and listen to them.

Following young people means following the trend. This is why at Leger we invest time and energy to understand the behaviours and aspirations of the younger generations. They will dictate where the market goes, and if a company refuses to follow them, it will certainly end up dealing with the consequences. It is therefore essential to define new instruments to understand this new clientele.

And what better tool to understand them than Leger's Youth Study?

Happy reading!

Philippe Léger
Project Manager

Sarah Mottet
Marketing Director

SECTIONS
OF THE STUDY

4 SECTIONS

(1) **Selfie**

Complete portrait of millennials and Generation Z.

(2) **Work**

What are they looking for at work and how can you improve your brand image?

(3) **Consumer insights**

What are the next consumer trends?

(4) **Ranking of companies**

What inspires them? Are you COOL among Generation Z and millennials? Comparative ranking of 163 companies in 18 sectors.

SOME CONCLUSIONS
OF THIS STUDY

5 MAJOR TRENDS

among several others available in the complete report

1 We discovered that within the two generations under review – Generation Z and millennials – there are actually three distinct segments who share behaviours, values, fears, purchasing habits and the same frame of mind: the Carefree (13 to 19 years old), the Turbulent (20 to 29 years old) and the Stable (30 to 37 years old).

2 Millennials and Gen Zers value performance, but at the same time are more anxious and uncertain about their abilities, a reality that every employer should be aware of.

3 The 2019 edition confirms that the first time a young person tries or buys a product or service is between the ages of 17 and 20. To fix your company firmly in their minds when it comes to buying habits and to build long-term loyalty, you need to know when they will do business with you for the first time. We have created a timeline of these "first times" to get a clear picture.

4 Well-being and getting together with friends are high on their list of favourite activities. Where are they when they want to entertain themselves and relax? Consult our report to find out.

5 While data protection worries everyone, we find that a majority of millennials are willing to let a company use their personal data in exchange for free products or discounts on certain services. On the other hand, they believe that companies are too intrusive and that the government should do more to protect their data. There are contradictions to be reconciled.

THE #COOLEST
COMPANIES

THE #COOLEST COMPANIES
TOP IN CANADA

SECTOR

ACCESSORIES/BEAUTY

LUSH
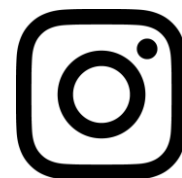FRESH HANDMADE COSMETICS

SPECIALTY STORES

DAVIDsTEA

BANKS

Tangerine

ELECTRONICS

INTERNET/SOCIAL NETWORKS

TELECOMMUNICATIONS

koodo

THE #COOLEST COMPANIES
TOP IN CANADA

SECTOR

E-COMMERCE	amazon
TRANSPORTATION	Uber
BIG BOX STORES	IKEA
FASHION STORES	H&M
SPORTSWEAR	NIKE
SHOE STORES	Foot Locker

THE #COOLEST COMPANIES
TOP IN CANADA

SECTOR

RESTAURANTS

BEVERAGES

STREAMING PLATFORMS

METHODOLOGY

Study Population

Canadians between the ages of 13 and 37 who can speak English or French.

Questionnaire

In total, the questionnaire consists of more than 50 questions divided into four sections: selfie, work, consumer insights and the ranking of companies. Among the COOLEST companies, 163 companies from 18 business sectors were evaluated (see previous pages for a list of the sectors), in order to adequately represent the players in the different business sectors surveyed.

Sample

The sample consisted of 3,003 respondents, including 1,951 millennials and 1,052 Gen Zers. To limit the duration of the questionnaire, the total number of companies grouped by sector was divided into 8 blocks of about 20 companies, with a minimum of 750 respondents per company, for the Canada study.

Data Collection

The study was conducted online. Respondents were randomly selected from Leger's panel of Internet users, i.e., a representative panel of Canada's population, with over 400,000 members in Canada. The survey was accessible through a hyperlink and a unique access code provided in an email that was sent to the panelists targeted for the study.

Collection Period

Data collection took place from August 13 to September 1, 2019.

Weighting and Representativeness

In order to correct imbalances and ensure a representative sample of the entire study population, the study's raw data was weighted according to the actual distribution of the population by gender, age, region, education level, and mother tongue. The results are weighted using data from the 2016 Statistics Canada census (the latest available census).

Margin of Error

For comparison, a probability sample of this size (n=3,003) would have a margin of error of +/- 1.8%, within a confidence interval of 95% (19 times out of 20).

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