WE’RE NOT ALL THE SAME!
EXPLORING THE DIVERSITY IN MILLENNIALS

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ENVIRONICS
ANALYTICS

VT Tourism Summit
WORLDWIDE MILLENNIALS ARE IN NEED OF SOME PR

“Generation Maybe”

“The Curling Generation”

“nagara-zoku”
the people who are always doing two things at once

“ken lao zu”
the generation that eats the old
I SWEAR, WE’RE NOT ALL THE SAME!!!!
AGENDA

• Introduction

• Demographic Trends

• Millennials – What Makes Them Different?

• Millennials – Thriving vs. Striving
WHO AM I?

• Started at Environics Analytics in 2008

• Spent 4 years in product management and software development

• Began specializing as consultant in Travel and Tourism in 2012

• TTRA Canada President, board member since 2013
OUR FOCUS

Insights

Evaluation

Action
DEMOGRAPHIC TRENDS
Demographic Trends

A GROWING POPULATION
A GROWING POPULATION

Population and Annual Growth Rate, US

Population (millions)  Population Growth Rate (%)

Source: World Bank
A GROWING POPULATION

Population and Annual Growth Rate, US

Source: Statistics Canada, Demographic Estimates
CELEBRATE DIVERSITY.
Demographic Trends

INCREASING DIVERSITY
CHANGING FAMILIES – HOUSEHOLDS BY TYPE

1980

- Couple with children: 31%
- One person: 23%
- Couple without children: 30%
- Lone-parent: 8%
- Other Non-Family: 3%

2015

- One person: 27%
- Couple with children: 31%
- Couple without children: 29%
- Lone-parent: 10%
- Other Non-Family: 6%
- Other Family: 8%

Source: Nielsen Pop-Facts 2015
FAMILIES HAVE CHANGED

1987

2009
Immigrants as a Percentage of Population, USA
Immigrants by Region, USA (%)

In 1950s New York a second-generation Sicilian crime lord transforms from reluctant family outsider to mafia boss.
On Canada’s West Coast (present day), second- and third-generation Indian immigrants compete with rival gangs to demand respect.
CANADA’S NATIONAL PASTIME...
...IS COMPARING OURSELVES TO THE US
PERCENTAGE FOREIGN BORN

13%  20%

VISIBLE MINORITY STATUS

Very Different Ethnic Mix

Demographic Trends

INCOME DISTRIBUTION
AVERAGE HOUSEHOLD INCOME

$77K USD

$95K CAD (70.9K USD)

POPULATION DISTRIBUTION

**INCOME DISTRIBUTION**

- **Others CBSAs (>100K)**: 69%
- **6 Largest CBSAs**: 24%
- **Smaller Urban**: 7%
- **Rural Small Towns**: 1%

**CMAs**

- **6 Largest CMAs**: 45%
- **Other CMAs (>100K)**: 26%
- **Smaller Urban**: 12%
- **Rural Small Towns**: 17%

I...SEE...OLD PEOPLE...
Demographic Trends

AGING POPULATION
AGING POPULATION

Percent of Total Population, USA

Source: World Bank 2017
Aging Population

Percent of Total Population, USA

Source: World Bank 2017
MEDIAN AGE EXPLAINS DIFFERENCES

37.6
YEARS OLD

41.7
YEARS OLD

Source: CIA World Factbook 2015
Median Age

37.6 Years Old
41.7 Years Old
27.3 Years Old

Source: CIA World Factbook 2015
Very Different Demographic Paths

Total Population

USA | Canada | Mexico

Source: World Bank 2015
Very Different Demographic Futures

Projected Population Growth %

- USA
- Canada
- Mexico

Annual Growth (%)

Source: World Bank 2015
CHANGING FAMILY STRUCTURES

Historical Fertility Rates

- USA
- Canada
- Mexico

Source: World Bank 2015
Median Age – Past and Future

Median Age by Year

Source: World Bank 2015
Very Different Generational Classifications

Source: World Bank 2015
Projected Population by Generation, USA

Source: World Bank 2017
CHEER UP, BOOMERS!

Study shows millennials are having less sex

Researchers have found that the so-called 'hookup generation' is anything but.

By GENNA BUCK Metro
Tues., Feb. 14, 2017

Anna is a 23-year-old content specialist who’s never had sex. She works from home for a Toronto start-up. She’s attracted to men,
MILLENIALS:

WHAT MAKES THEM DIFFERENT?
Median Age at First Marriage

MARRIAGE HAS BEEN TRENDING...

Median Age at First Marriage


DANGER ZONE!!!!!!
LOWER LEVELS OF HOME OWNERSHIP

Homeownership, Under Age of 35, United States

%  
'94 37.1  '95 37.7  '96 38.8  '97 38.6  '98 39.0  '99 39.4  '00 40.5  '01 40.4  '02 41.0  '03 41.7  '04 42.3  '05 43.3  '06 42.3  '07 41.7  '08 41.3  '09 39.8  '10 38.9  '11 37.9  '12 36.8  '13 36.8  '14 34.6  '15 34.2  '16

Source: U.S. Census Bureau
FEMALES CONTINUE TO LEAD THE WAY

Educational Attainment – USA

Source: US Census Bureau American Community Survey, 2014
### Percent Female by Occupation – USA

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Boomers (50-69)</th>
<th>Millennials (15-34)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optometrists</td>
<td>21%</td>
<td>68%</td>
</tr>
<tr>
<td>Veterinarians</td>
<td>12%</td>
<td>77%</td>
</tr>
<tr>
<td>Podiatrists</td>
<td>16%</td>
<td>46%</td>
</tr>
<tr>
<td>Dentists</td>
<td>33%</td>
<td>47%</td>
</tr>
<tr>
<td>Photographers</td>
<td>31%</td>
<td>62%</td>
</tr>
<tr>
<td>Jewelers and precious stone and metal workers</td>
<td>35%</td>
<td>60%</td>
</tr>
<tr>
<td>Natural sciences managers</td>
<td>20%</td>
<td>63%</td>
</tr>
<tr>
<td>Environmental scientists and geoscientists</td>
<td>26%</td>
<td>45%</td>
</tr>
<tr>
<td>Physicians and surgeons</td>
<td>18%</td>
<td>50%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>27%</td>
<td>40%</td>
</tr>
<tr>
<td>Morticians, undertakers, and funeral directors</td>
<td>6%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau American Community Survey, 2014
FEMALES CONTINUE TO LEAD THE WAY
MILLENNIALS ARE MORE CULTURALLY DIVERSE

Race/Ethnicity (%), United States, 2014

THE NEW NORMAL
MORE STUDENT DEBT

Percentage of under 40 Households Owing Student Debt
United States

Source: Pew Research Centre, Young Adults, Student Debt and Economic Wellbeing, 2014
BIGGER STUDENT DEBT

Median Student Loan Debt (2014)

NOT A GOOD TIME TO BE A MALE MILLENNIAL...
MILLENNIALS: THRIVING VS. STRIVING
Millennials – Thriving Vs. Striving

BACKGROUND - GEODEMOGRAPHY
Birds of a Feather Flock Together

Yeeaaaaaaaahhh!!!!

And that's the Goosepel Truth
DEMOGRAPHICS

< 35 Years

$72,000

Middle Aged

$82,000
LET’S TAKE A CLOSER LOOK
NOT ALL MILLENNIALS ARE CREATED EQUAL

THRIVING

STRIVING

STRIVING SELFIES

GENERATION WEB

METRO GRADS

STRUGGLING SINGLES

NEW MELTING POT

SMALL-TOWN COLLEGIATES

LOW-SKILL LIVING

SMALL LUXURY

NEW BEGINNINGS

THE COSMOPOLITANS

UP-AND-COMERS

CONNECTED BOHEMIANS

YOUNG & INFLUENTIAL

ASPIRING A-LISTERS
THRIVING MILLENNIALS

THE COSMOPOLITANS
21

UP-AND-COMERS
25

CONNECTED BOHEMIANS
31

YOUNG & INFLUENTIAL
34

ASPIRING A-LISTERS
40
STRIVING MILLENNIALS
Socioeconomic Status: A Major Differentiator

**THRIVING**

- Income: $76K
- Occupation: Finance, Insurance, Professional services, Information, Food Services
- Education: 46% with Associates degree or higher

**STRIVING**

- Income: $52K
- Occupation: Administrative, Food Services, Retail
- Education: 31% with Associates degree or higher

Source: Nielsen PRIZM Premier, Pop-Facts 2015
Very Different Travel Behaviours

**Thriving**

- 45% Booked a flight for personal/vacation Past 12 Months
- 62% Booked a stay at a hotel/motel Past 12 Months

**Striving**

- 30% Booked a flight for personal/vacation Past 12 Months
- 50% Booked a stay at a hotel/motel Past 12 Months

Source: Nielsen PRIZM Premier, Consumer Profiles 2015
VERY DIFFERENT LEISURE BEHAVIOURS

THRIVING

Skiing/Snowboarding
Past 12 Months
7%

Hiking/Backpacking
Past 12 Months
23%

STRIVING

Skiing/Snowboarding
Past 12 Months
2%

Hiking/Backpacking
Past 12 Months
15%

Source: Nielsen PRIZM Premier, Consumer Profiles 2015
VERY DIFFERENT TRAVEL BEHAVIOURS

Domestic Travel
Past 12 Months

- Las Vegas: 11%
- Los Angeles: 8%
- New York City: 11%

International Travel
Past 3 Years

- Canada: 8%
- Europe: 11%
- Caribbean: 13%

Source: Nielsen PRIZM Premier, Consumer Profiles 2015
STRIVING MILLENNIALS: PRIMACY OF THE FAMILY

Source: Nielsen PRIZM Premier, American Values Survey
STRIVING MILLENNIALS:
ADAPTABILITY TO COMPLEXITY

Source: Nielsen PRIZM Premier, American Values Survey
THRIVING MILLENIALS:
CULTURE SAMPLING

Source: Nielsen PRIZM Premier, American Values Survey
THRIVING MILLENNIALS: EFFORT TOWARDS HEALTH

Source: Nielsen PRIZM Premier, American Values Survey
STRIVING AND THRIVING MILLENNIALS:
ANOMIE/AIMLESSNESS

Source: Nielsen PRIZM Premier, American Values Survey
ME IN MY TEENS:
“DON’T TELL ME WHAT TO DO”

ME IN MY 20S:
“PLEASE TELL ME WHAT TO DO”
SO, IN SUMMARY

• Both the US and Canada are changing – more diversity, urbanization, different families

• Millennials are growing up in a world that is different than we’ve ever seen before

• We’re not all the same!!!
THANK YOU!

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