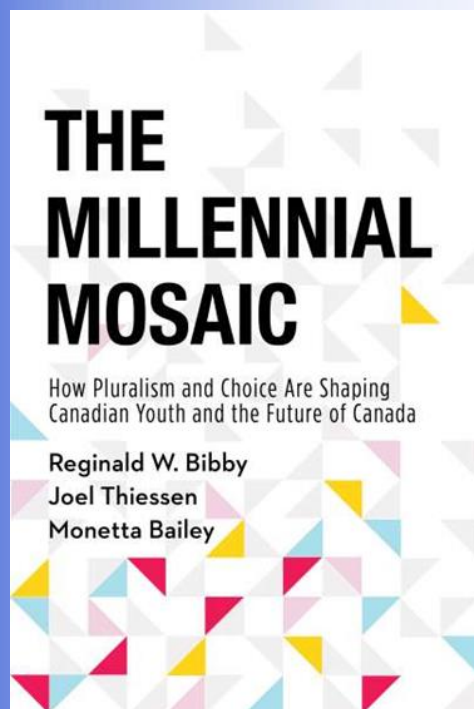
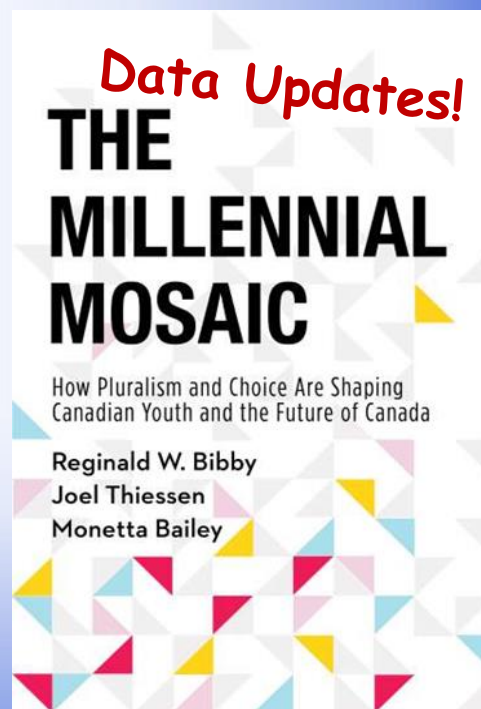


THE MILLENNIAL MOSAIC

Some Finding Updates



June 2019



January 2021

Background

PROJECT CANADA 2020

latest in national surveys spanning 1975-2020

- **New data on Millennials & other adults**
- **Representative sample c. 1,500 – 425 Millennials**
- **Online, mid-December 2020**
- **Maru/Blue, Toronto**



Values

Goals

Table 1.1 Valued Goals of Millennials and Other Adults
% Viewing as “Very Important”

	ALL	Millennials 1986–plus (18–29)	Xers 1966–1985 (30–49)	Boomers 1946–1965 (50–69)	Pre-Boomers Pre-1946 (70-plus)
Freedom	77	66	70	83	85
Family life	75	63	74	78	85
Being loved	63	63	59	65	70
Friendship	62	61	55	64	76
Self-reliance	61	59	58	62	73
A comfortable life	51	56	53	48	48
Success	46	52	43	44	50

2020

ALL Millennials
1986-plus
(18-34)

75	69
69	58
---	---
62	57
---	---
53	56
42	48

Interpersonal Life

Table 1.2 Valued Interpersonal Characteristics of Millennials and Other Adults
% Viewing as "Very Important"

	ALL	Millennials 1986-plus (18-29)	Xers 1966-1985 (30-49)	Boomers 1946-1965 (50-69)	Pre-Boomers Pre-1946 (70-plus)
Honesty	84	75	80	90	93
Politeness	68	62	65	74	77
Cleanliness	58	47	54	63	73
Forgiveness	56	49	52	60	63
Humour	57	54	53	60	63
Concern for others	55	49	49	61	66

2020

ALL Millennials
1986-plus
(18-34)

83	76
69	58
---	---
46	37
62	56
54	48

Enjoyment

Table 1.3 Social Sources of Enjoyment for Millennials and Other Adults

% Indicating Receive "A Great Deal" or "Quite a Bit" of Enjoyment

	ALL	Millennials 1986–plus (18–29)	Xers 1966–1985 (30–49)	Boomers 1946–1965 (50–69)	Pre-Boomers Pre-1946 (70–plus)
Family life generally	87	80	87	88	94
Friends	81	82	77	82	89
Marriage/ relationship	65	46	67	69	71
Your child/children	59	20	59	70	86
Your pets	48	47	51	49	33
Your job	39	39	46	38	22

2020

**ALL Millennials
1986-plus
(18-34)**

72 70

58 64

56 50

48 27

46 48

26 33

Table 1.4 Other Sources of Enjoyment for Millennials and Other Adults

% Indicating Receive “A Great Deal” or “Quite a Bit” of Enjoyment

	ALL	Millennials 1986–plus (18–29)	Xers 1966–1985 (30–49)	Boomers 1946–1965 (50–69)	Pre-Boomers Pre-1946 (70–plus)
Your house/ apartment	76	63	74	81	90
Music	74	82	72	71	71
Being by yourself	68	73	70	64	66
Reading	67	62	63	70	74
Internet generally	65	79	66	57	66
Television	59	54	61	60	62
Sports	36	40	40	32	33

2020

ALL Millennials
1986-plus
(18-34)

66	63
67	72
---	---
---	---
67	72
65	56
26	31

Concerns

Primary Social Concerns

Major Social Concerns of Millennials and Other Adults: 2020 % Viewing As “Very Serious”

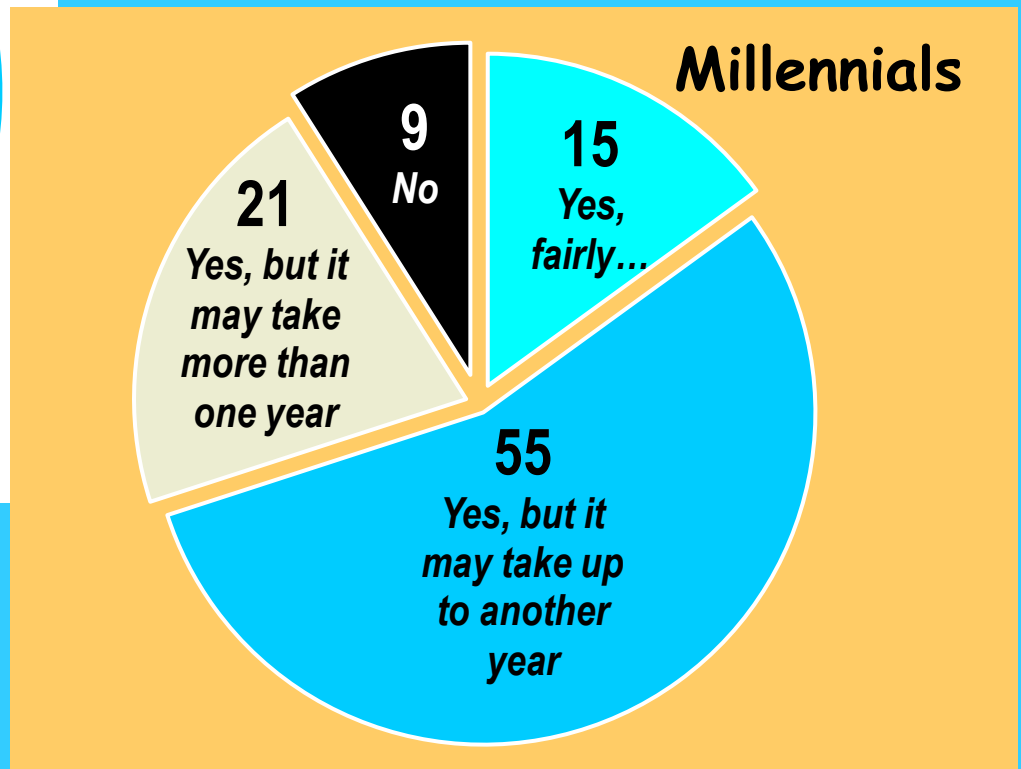
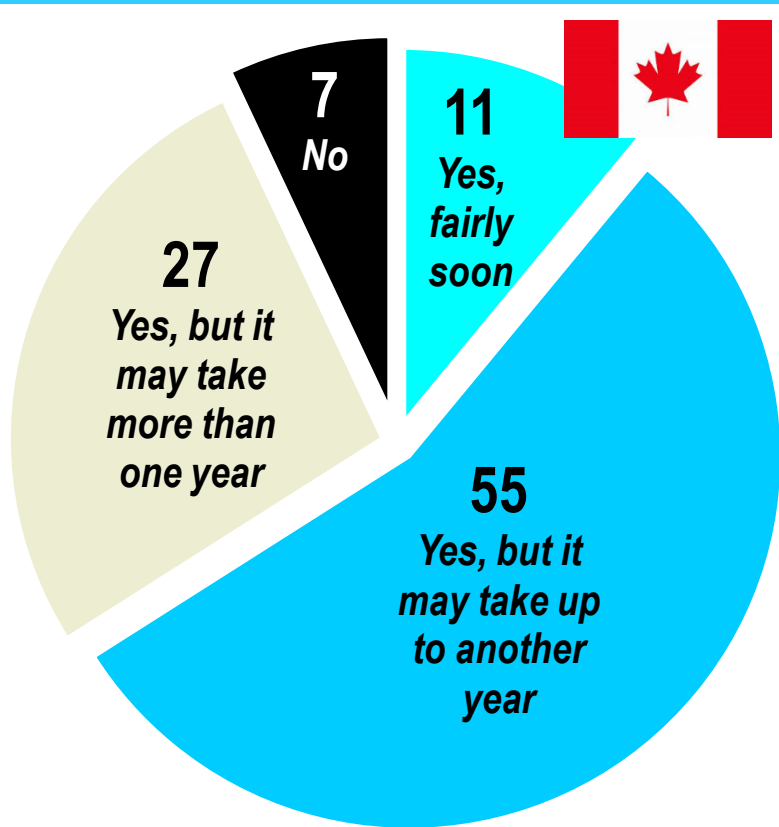
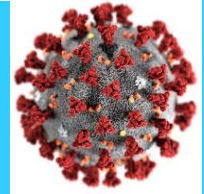
	ALL	Millennials 1986-plus (18-34)	Xers 1966-1985 (35-54)	Boomers 1946-1965 (55-74)	Pre-Boomers Pre-1946 (75-plus)
COVID-19	70	66	64	78	76
The Economy	61	54	65	64	53
Mental Health	54	60	56	47	47
Unemployment	45	41	46	48	38
Drugs	43	31	45	49	62
The Environment	42	50	40	39	39
Poverty	42	41	45	42	40
Anxiety c. Future	39	41	42	35	27
Child Abuse	39	37	41	39	40
Crime	34	27	35	38	43
Racism	30	35	28	28	31
Indigenous-White Relations	29	32	28	26	27

2015

ALL **Millennials**
1986-plus
(18-29)

---	---
41	33
---	---
32	31
36	24
35	44
38	37
---	---
39	32
29	21
21	25
24	37

“Do you believe we are going to get past the COVID-19 pandemic?” (%)



Major Personal Concerns

Table 2.1 Major Personal Concerns of Millennials and Other Adults
% Indicating Areas Concern Them Personally “A Great Deal” or “Quite a Bit”

	ALL	Millennials 1986-plus (18-29)	Xers 1966-1985 (30-49)	Boomers 1946-1965 (50-69)	Pre-Boomers Pre-1946 (70-plus)
The future	55	71	54	49	53
Health	48	43	49	49	47
Lack of money	47	64	54	40	28
Never seem to have enough time	44	63	53	31	25

2020

ALL Millennials
1986-plus
(18-34)

40 51

36 36

35 49

30 47

Moderate Personal Concerns

Table 2.2 Moderate Personal Concerns of Millennials and Other Adults

% Indicating Areas Concern Them Personally "A Great Deal" or "Quite a Bit"

	ALL	Millennials 1986-plus (18-29)	Xers 1966-1985 (30-49)	Boomers 1946-1965 (50-69)	Pre-Boomers Pre-1946 (70-plus)
Getting older	36	37	35	37	31
Your height or weight	35	40	37	32	29
The purpose of life	33	44	35	27	28
Concerns your children	33	12	35	37	47
Your looks	32	46	33	25	25
So many things changing	32	42	34	27	29
Loneliness	28	45	28	23	19
Depression	28	36	34	24	15
Your sexual life	28	31	36	23	16
Boredom	25	35	25	21	20
Inferiority feelings	24	37	28	18	10
Your marriage/ relationship	19	18	22	17	16

2020

ALL Millennials
1986-plus
(18-29)

31 36

--- ---

23 33

21 17

22 32

--- ---

24 35

--- ---

22 30

20 29

20 31

9 14

- **Why the high levels of personal concerns?**
worth revisiting with the declining levels...

The fact Millennials appear to be more concerned than older Canadians about almost everything could be related to at least three possibilities.

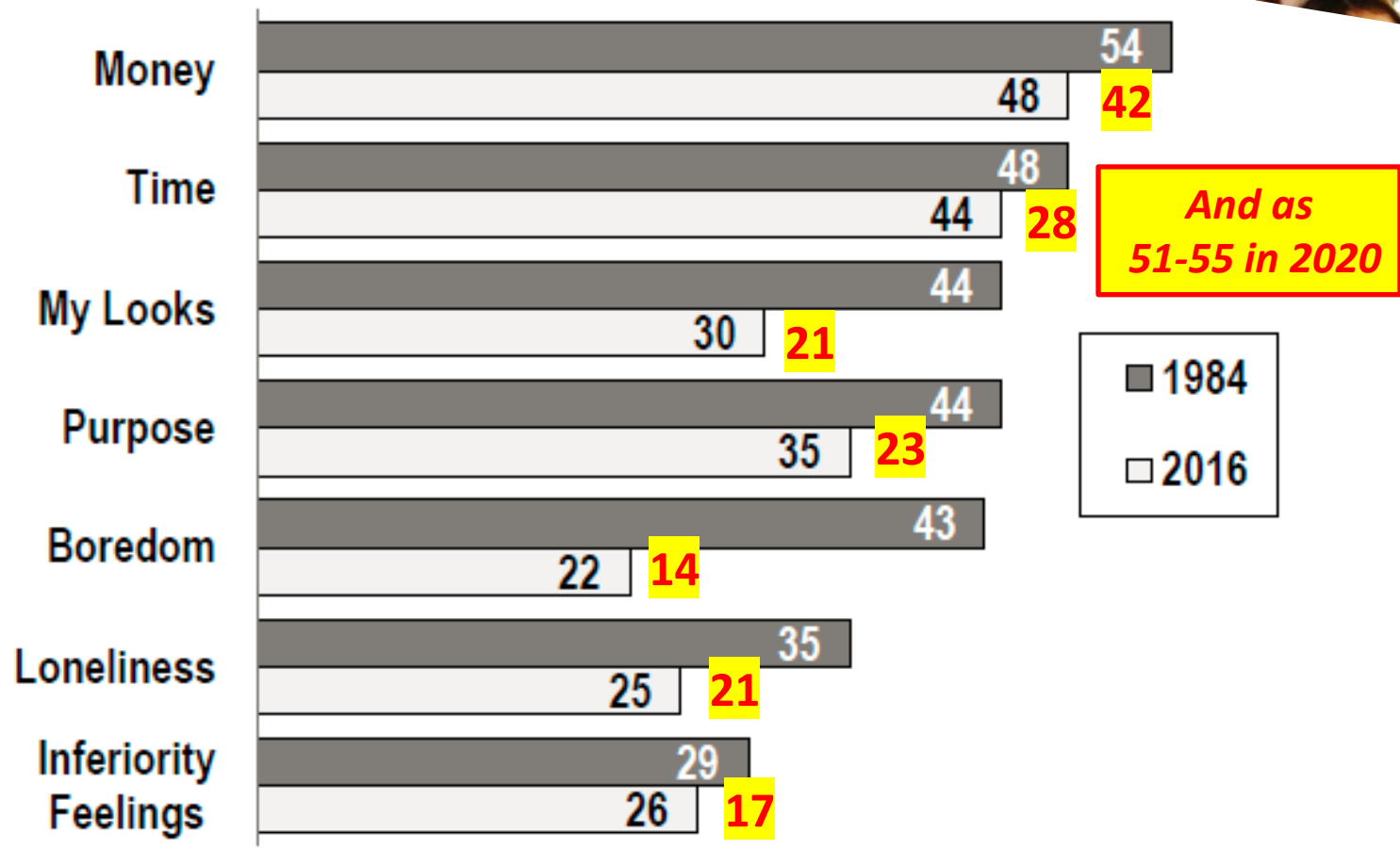
First, it may simply reflect the fact that most of them have the prospect of having more years ahead of them than everyone else, and aren't at all sure how things are going to turn out – what we might call an *“unknown times”* argument.

Second, as many observers these days adamantly emphasize, it could be because, objectively, they are facing conditions that are making life extremely difficult, and are not sure things are going to get much better – a *“tough times”* view.

Third, maybe much of the apparent consternation is largely because our information-laden society is drawing an unprecedented amount of attention to personal issues of every kind – an *“informed times”* explanation.

Select Personal Concerns as Teens Got Older

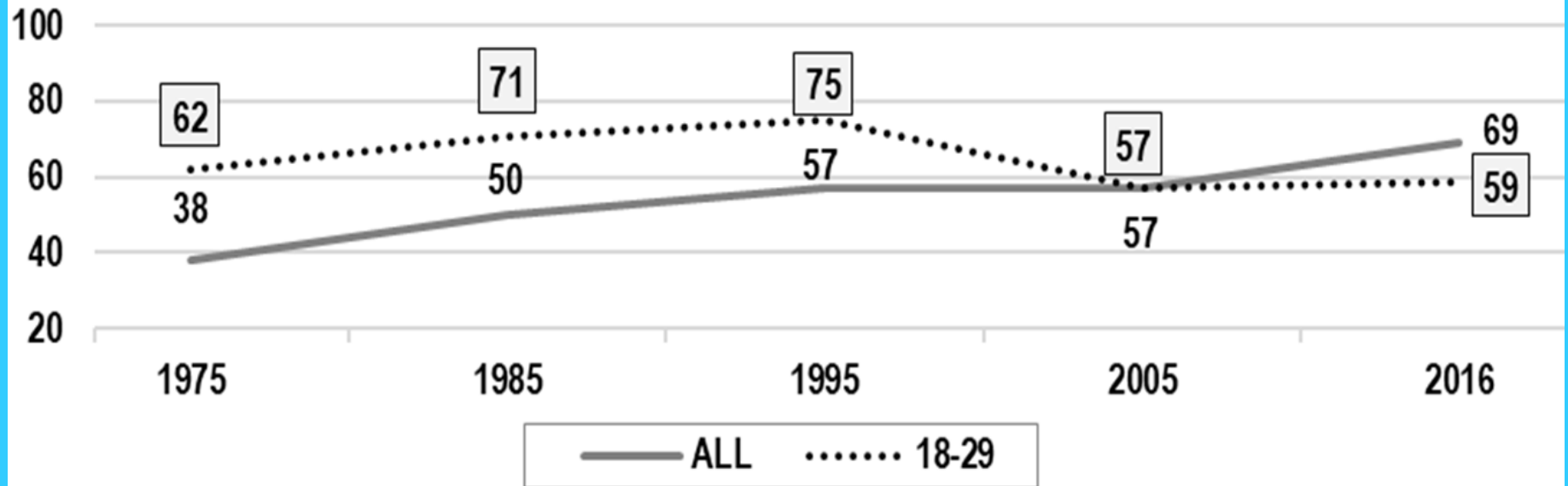
Figure 2.2. Select Personal Concerns:
Teens 15-19 in 1984 as Adults 47-51 in 2016
% Indicating Concerned "A Great Deal" or "Quite a Bit"



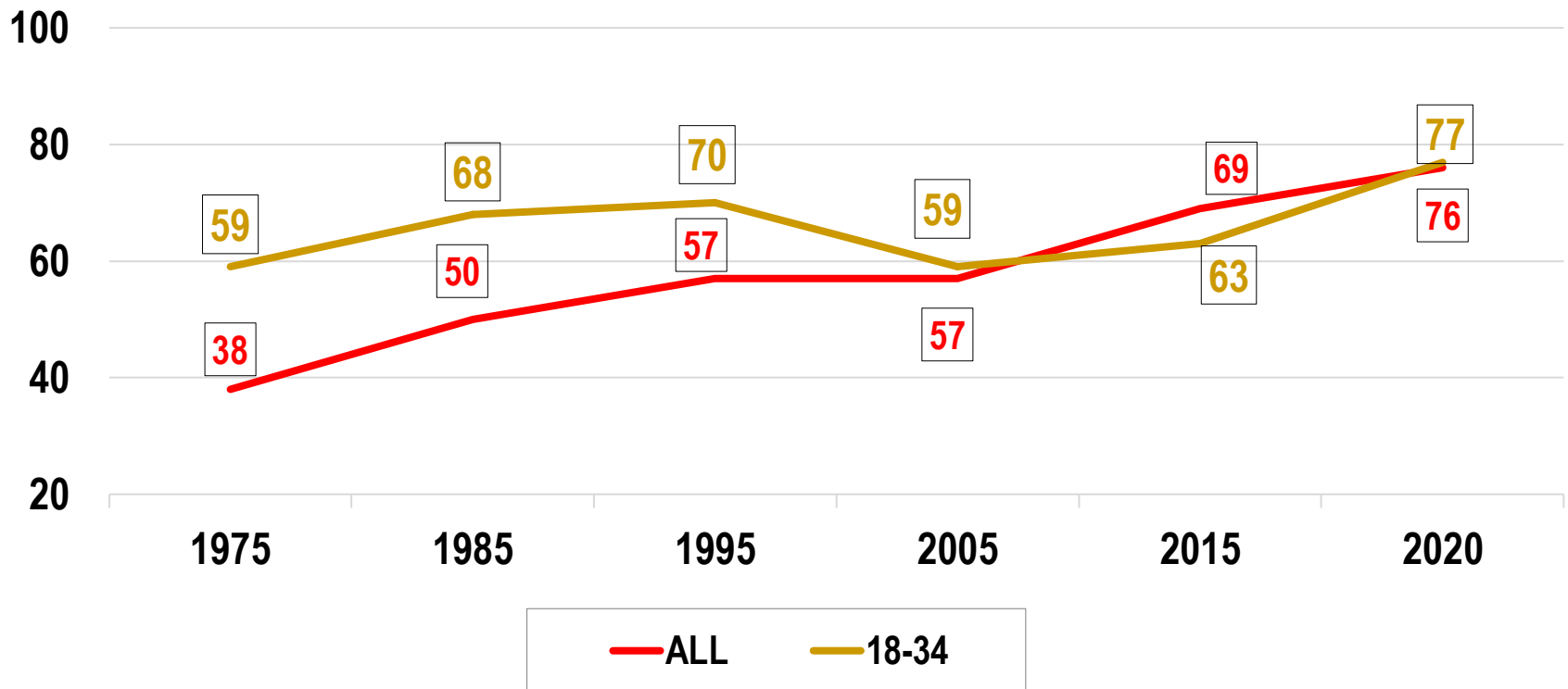
Sexualities

Sexual Attitudes and Behaviour

Figure 4.1. Belief that Premarital Sex is "Not Wrong at All" (1975-2016): %

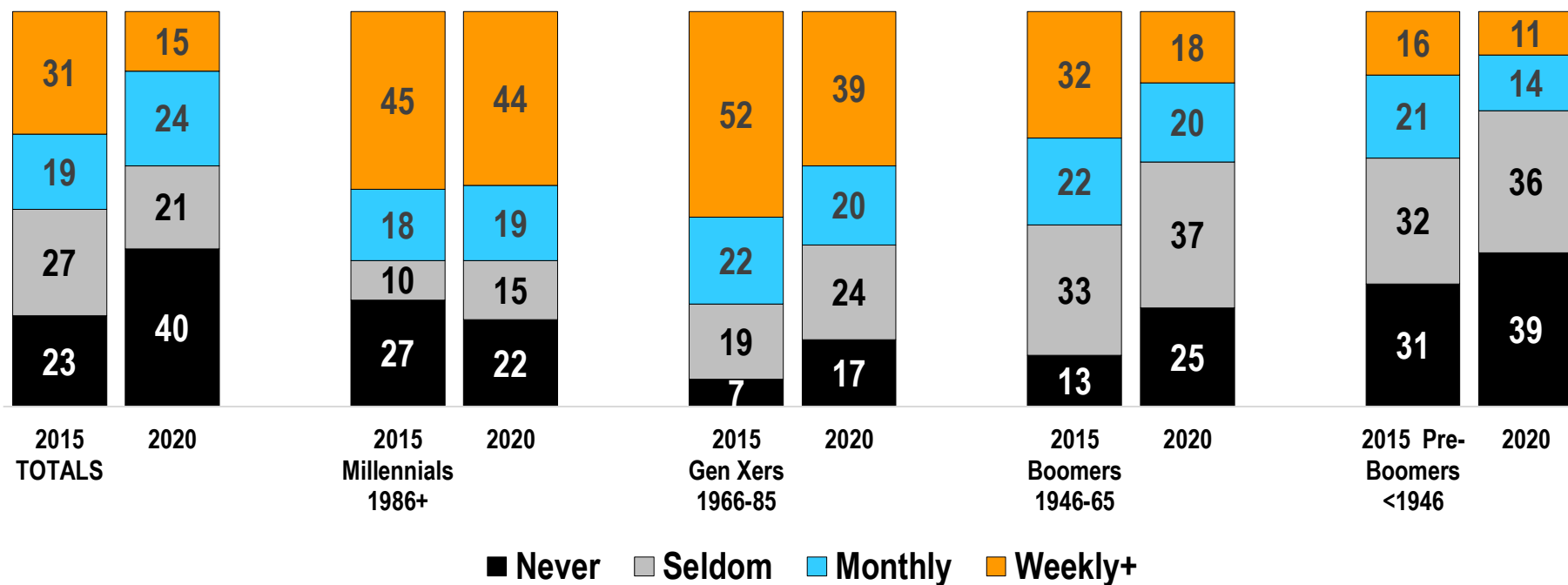


Belief That Premarital Sex is “Not Wrong at All”: 1975-2020 (%)



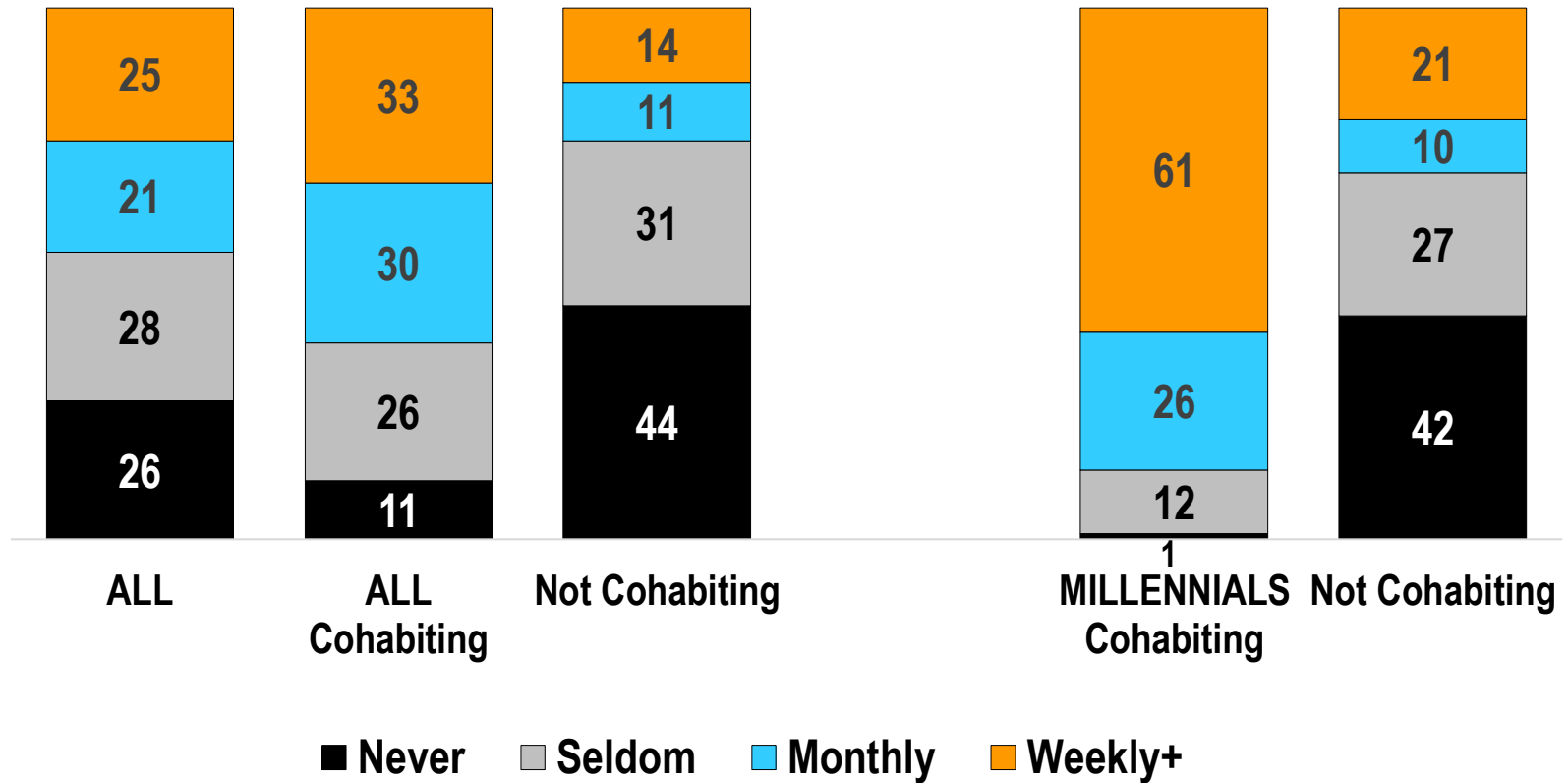
- The 1995-2015 blip of young adults not unequivocally approving of premarital sex is over
- They now – as a whole – are just as likely as older adults to give it the green light

Sexual Activity by Age Cohort: 2015 & 2020 (%)



**During the pandemic,
social distancing has included sexual distancing –
*but not among Millennials***

Millennial Sexual Activity: Cohabiting & Living Alone (%)



That said, the key is cohabitation vs. living alone – especially in the case of Millennials

Families

The Importance of Family

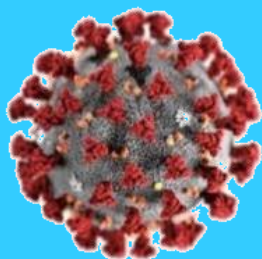
Table 5.1 Salience of Family: Millennials and Other Adults

	ALL	Millennials 1986-plus (18-29)	Xers 1966-1985 (30-49)	Boomers 1946-1965 (50-69)	Pre-Boomers Pre-1946 (70-plus)
"Very important"	75%	63	74	78	85
Receive "a great deal" or "quite a bit" of enjoyment	87	80	87	88	94

2020

	ALL	Millennials 1986-plus (18-34)	Xers 1966-1985 (35-54)	Boomers 1946-1965 (55-74)	Pre-Boomers Pre-1946 (75-plus)
Very important"	69	58	68	78	84
Receive "a great deal or "quite a bit" of enjoyment"	76	71	75	81	86

Parenthesis: The Pandemic Context



Project Canada 2020: Enjoyment

- Enjoyment of *family generally* and *partners* and *children* specifically is still high but has been slipping
- Enjoyment of *friends* has taken a very big hit
- *Music* & one's *house/apt.* have remained positives but even here joy seems to wane a bit after awhile

"How much enjoyment do you receive from the following?"

% Indicating "A Great Deal" or "Quite a Bit"

	2020		2015
Your family life generally	72%	←	87
Music	67	←	74
The Internet	67		65
Your house or apartment	66	←	76
Television	65		59
Your friends	58	←	81
Your marriage/relationship	56	←	65
Your child/children	48	←	59
Your pet(s)	46		48
Your job	26	←	39
Sports	26	←	36

- The *Internet* and *television* are solid enjoyment pluses
- Seemingly steady *pets* are getting a strain exemption
- Not surprisingly, joy from *jobs* and *sports* has dipped

The Gods

Select Beliefs

Belief in God, 1985, 2000, 2020

"Do you believe that God exists?"

	1985	2000	2020
Yes, I definitely do	61%	49	32
Yes, I think so	23	32	27
No, I don't think so	10	13	26
No, I definitely do not	6	6	15
Total	100	100	100

Belief in God, 1975 and 2020: The Details

"Which of the following comes closest to what you believe about God?"

	1975	2020
I know God exists, and I have no doubt about it	48%	26
While I have doubts, I feel that I do believe in God	22	14
I find myself believing in God some of the time, but not at other times	4	8
I don't believe in a personal God, but I do believe in a higher power of some kind	17	21
I don't know whether there is a God, and I don't believe there is any way to find out	6	13
I don't believe in God	2	16
Other	1	2
Totals	100	100

Belief in God, 2020: The Details

“Which of the following comes closest to what you believe about God?”

	ALL	MILLENNIALS
I know God exists, and I have no doubt about it	26%	23
While I have doubts, I feel that I do believe in God	14	12
I find myself believing in God some of the time, but not at other times	8	6
I don't believe in a personal God, but I do believe in a higher power of some kind	21	18
I don't know whether there is a God, and I don't believe there is any way to find out	13	16
I don't believe in God	16	22
Other	2	3
Totals	100	100

This item has a sample of 3,030 cases, including 853 Millennials.

Identification & Select Practices

Table 6.3 Religious Identification and Select Practices of Millennials and Other Adults

	ALL	Millennials 1986–plus (18–29)	Xers 1966–1985 (30–49)	Boomers 1946–1965 (50–69)	Pre-Boomers Pre-1946 (70-plus)
Identification					
Identify with a religion	79%	72	76	83	88
Weekly-plus					
Service attendance	14	18	12	11	25
Private prayer	38	33	33	41	47
Table grace	19	24	17	16	22
Scripture reading	13	18	12	11	16

2020

ALL **Millennials**
1986-plus
(18-34)

72 **59**

Weekly-plus

13 **16**

Very Often/Sometimes

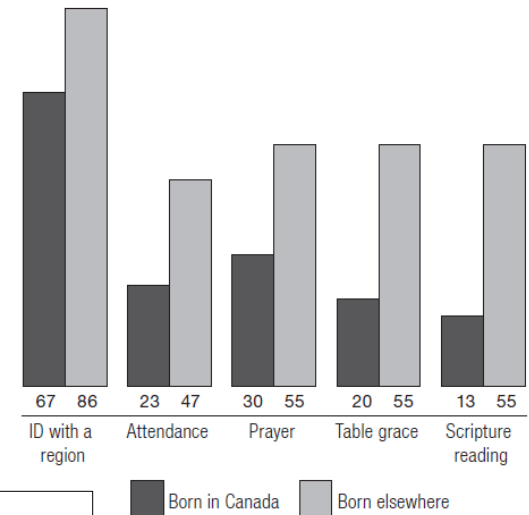
46 **40**

27 **28**

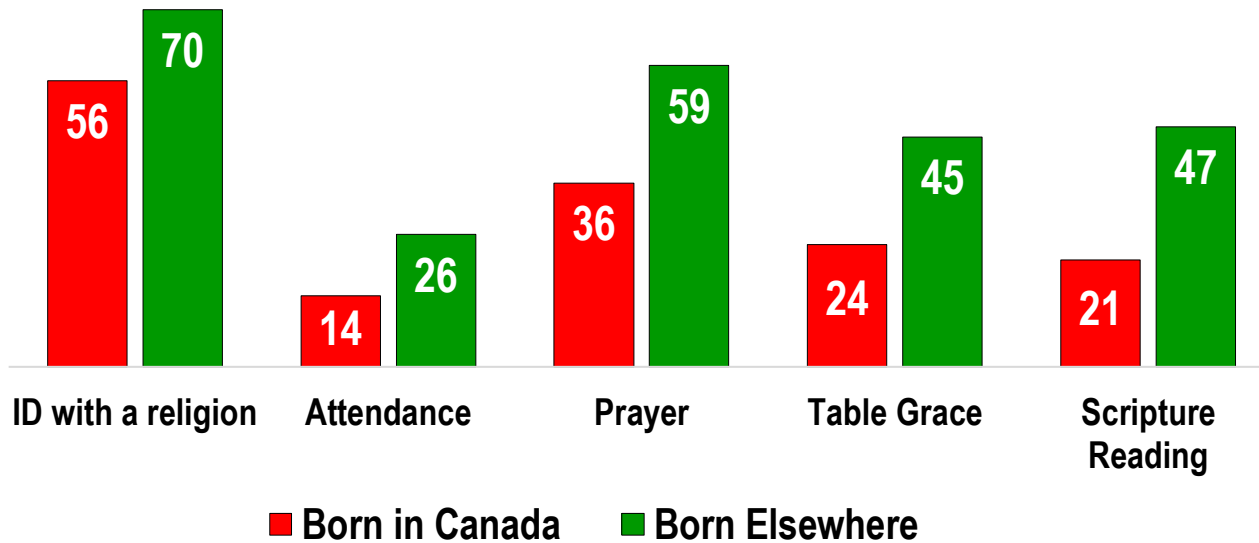
23 **26**

Religion & Birthplace

Figure 6.2 Millennial Practices by Birthplace (%)



Millennial Practices by Birthplace, 2020 (%)

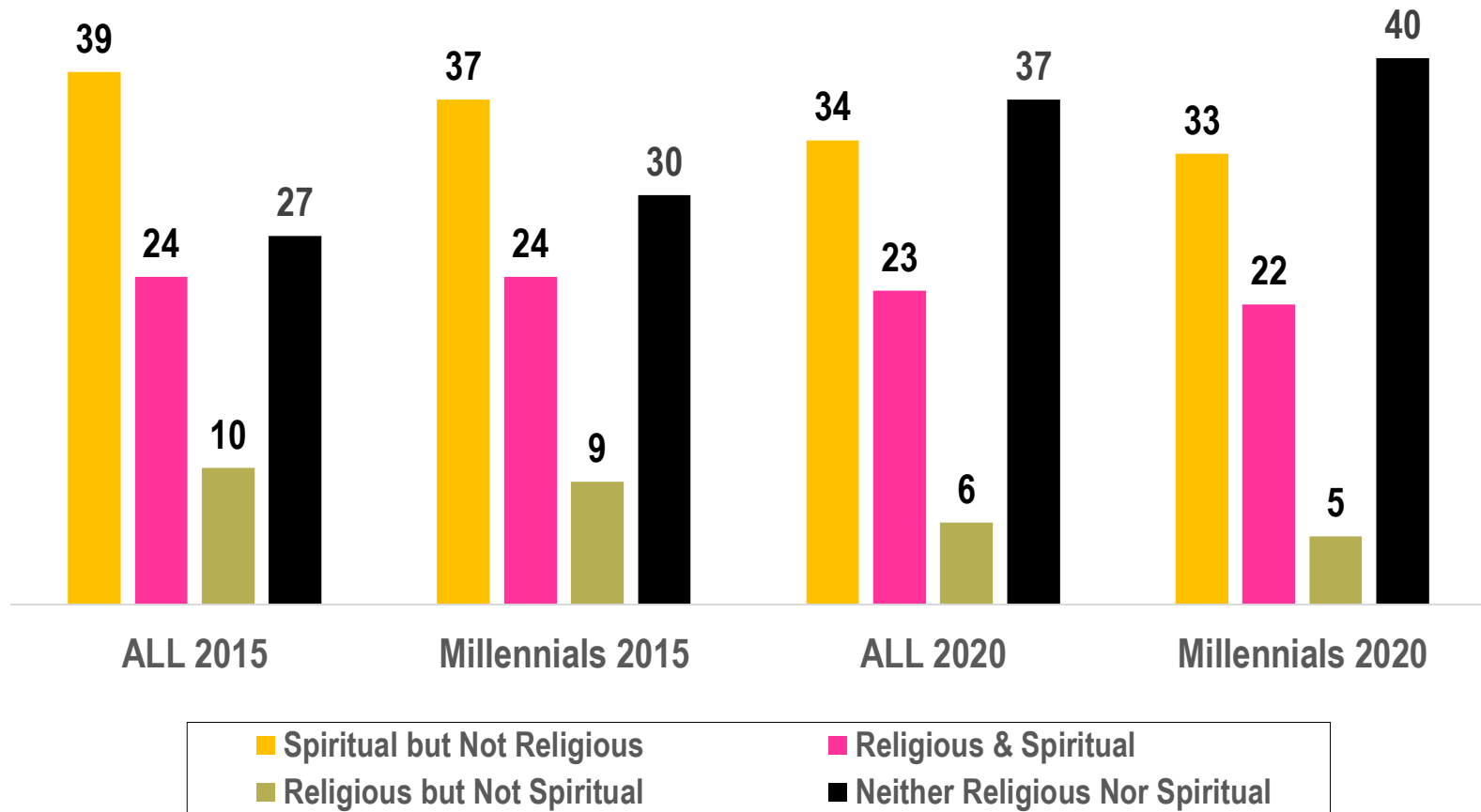


Spiritual Needs

“Do you believe you have spiritual needs?”

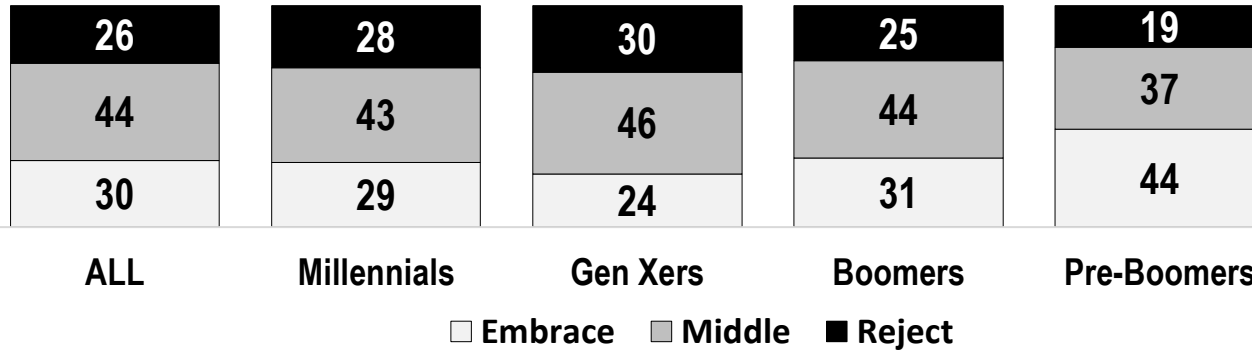
	ALL	Millennials 1986-plus (18-34)	Xers 1966-1985 (35-54)	Boomers 1946-1965 (55-74)	Pre-Boomers Pre-1946 (75-plus)
2020	53%	52	53	54	57
2015	67	60	69	68	74

Figure 6.5. Religion & Spirituality Self-Descriptions of Millennials and Other Adults (%)



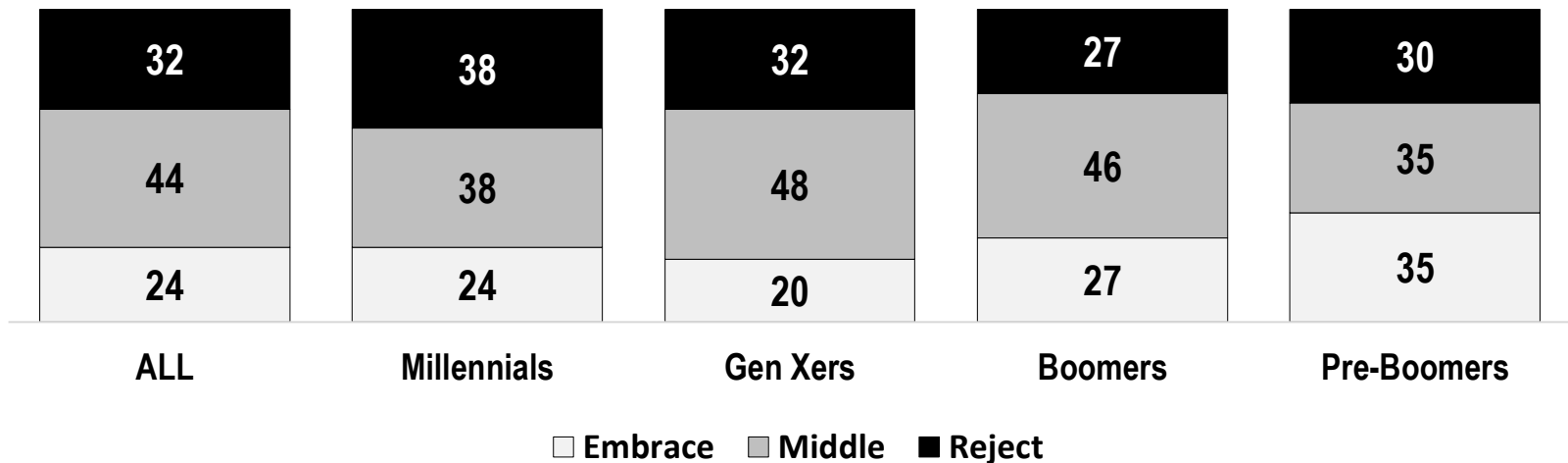
Religious Inclinations of Millennials and Other Adults: 2015

"I am inclined to...1 - embrace religion, 2 - reject religion, 3 - am somewhere in between" (%)



Religious Inclinations of Millennials and Other Adults: 2020

"I am inclined to...1 - embrace religion, 2 - reject religion, 3 - am somewhere in between" (%)



Outlook

***Finances have flattened for most & got worse for 1 in 4;
but that is a pre-covid level***

***“During 2020”... earlier “During the last few years”*
would you say your financial situation has:***

	2020	2015	2000	1975
Stayed about the same	64%	50	43	37
Got worse	25	28	24	10
Got better	11	22	33	53

Personal Financial Situation During 2020 vs. 2015

	ALL	Millennials 1986-plus (18-34)	Xers 1966-1985 (35-54)	Boomers 1946-1965 (55-74)	Pre-Boomers Pre-1946 (75-plus)
Stayed about same					
2020	64	57	62	67	82
2015	50	46	45	58	58
Got Better					
2020	11	16	9	10	6
2015	22	32	22	14	9
Got Worse					
2020	25	27	29	23	13
2015	28	22	33	28	33

Happiness

Taking all things together, would you say you are:

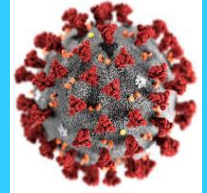
	2020	2015	2000	1975
Very happy	16%	22	21	23
Pretty happy	65	66	70	65
Not too happy	19	12	9	12

% “Very Happy” or “Pretty Happy”

	ALL	Millennials 1986-plus (18-34)	Xers 1966-1985 (35-54)	Boomers 1946-1965 (55-74)	Pre-Boomers Pre-1946 (75-plus)
2020	81%	81	76	86	87
2015	88	83	86	89	97

Conclusion: Millennials

“Do you believe we are going to get past the COVID-19 pandemic?” (%)



Millennials

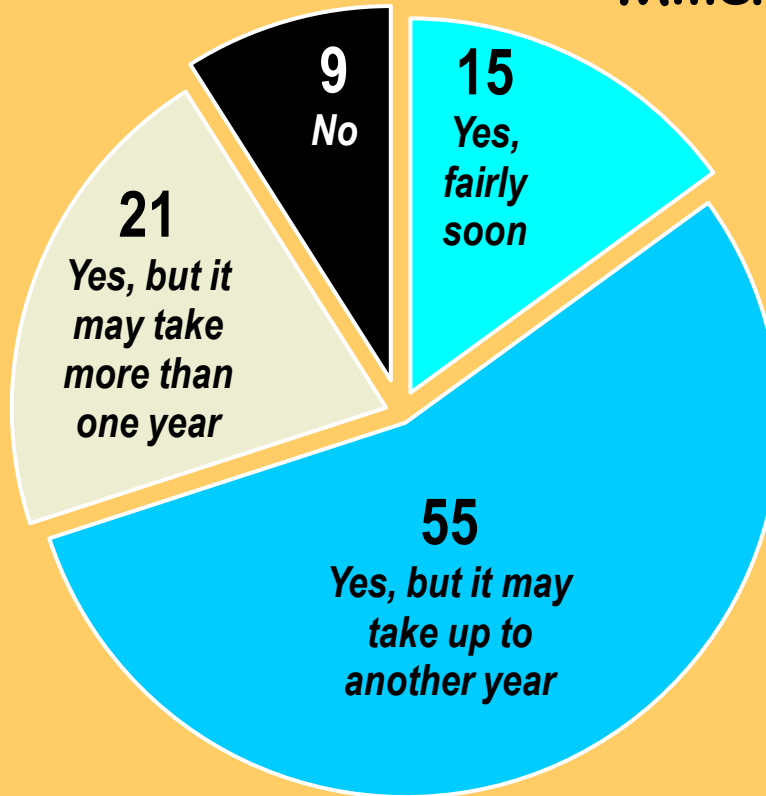


Table 2.1 Major Personal Concerns of Millennials and Other Adults

% Indicating Areas Concern Them Personally “A Great Deal” or “Quite a Bit”

	ALL	Millennials 1986–plus (18–29)	Xers 1966–1985 (30–49)	Boomers 1946–1965 (50–69)	Pre-Boomers Pre-1946 (70-plus)
2015					
The future	55	71	54	49	53
2020	40	51	42	32	25

For all the problems associated with the pandemic, Canadians as a whole are NOT expressing grave concern about the future. That said, the highest levels of concern – as in the past – are expressed by young adults.