

2<sup>nd</sup> edition

ONLY ONE  
OF ITS KIND  
IN CANADA



# YOUTH

STUDY

CREATED BY **Leger**

Access the largest study ever conducted among Canadian youth that provides a comprehensive portrait of Canada's generations of young people: **millennials** (23-to-37-year-olds) and **Generation Z** (13-to-22-year-olds). Setting aside myths, cliches and contradictory information, we dissect their reality to learn who millennials really are and discover Generation Z.

## 50 questions

### Complete analysis of their:

- motivations
- influences
- moods
- behaviours
- purchasing habits
- values

## 4 sections

- 1 Selfie**  
Complete portrait of Generation Z and millennials.
- 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 influencers and companies**  
What inspires them? Are you COOL among Generation Z and millennials?  
Comparative ranking of 163 companies in 18 sectors.

## 3000

millennials and  
Generation Z members  
surveyed across Canada

## 2000

**Millennials**

23 to 37 years old  
born between 1981 and 1996

## 1000

**Generation Z**

13 to 22 years old  
born 1997 or later