

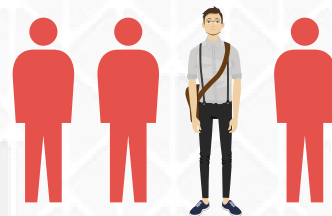
millennials [GEN Y]

the facts about
YOUNG ADULTS
in Grand Erie

Born Digital. Always Connected.

This is the first generation to grow from childhood to adulthood during the new millennium.

Born Between
1981 — 2000



24% of Grand Erie residents are millennials.

73% of adults 25 to 29 have never been married (compared to 26% in 1981)

On average, Canadian students will graduate with \$26,297 in debt and take 6.4 years to pay it off.



51%

of 20 - 29 year olds live with their parent(s)



average age to get married in 2008 (24 in 1972)



53%

have a diploma, degree or trade certificate (over 19)



74%

are active in the workforce
87% of them are employed

Millennials Are Content Creators.

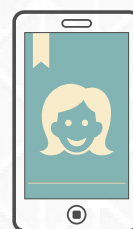
For the first time in human history, tweeting and texting are commonplace and Google and Wikipedia answer questions in seconds. These are not astonishing innovations of the digital era, just parts of everyday life.



94%

use the internet daily.

55% have posted a "selfie"
1 in 5 have posted a video of themselves online



92%

own a mobile device.

facebook



94% have an active profile

You Tube



91% watch videos here

twitter



50% tweet regularly

Millennials seek peer affirmation



Millennials see collaboration as power



94% say that being a parent is one of the most important things to do in their lives.



Millennials strive for a healthy lifestyle



Sources: Statistics Canada | pewsocialtrends.org | canadianmillennials.com | Max Valiquette



Workforce Planning Board of Grand Erie
Commission de planification de la main-d'oeuvre de Grand Erie

www.workforceplanningboard.org

EMPLOYMENT ONTARIO

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The views expressed in this document do not necessarily reflect those of Employment Ontario.