

THE KIDS ARE IN CHARGE

UNDERSTANDING PUBLIC AFFAIRS THROUGH THE EYES OF A “TRUDEAU VOTER”

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ABACUS DATA



JUNE 2017





**Liberal**
Government

Leading / Elected LIB 53 CON 19 NDP 5 GRN 0 BLQ 0

BREAKING NEWS

**Global
NEWS**
Globalnews.ca

WHAT'S THE POINT

*Three things to take away
from my talk today.*

THE MILLENNIALS 101

**BORN BETWEEN
1980 & 2000**

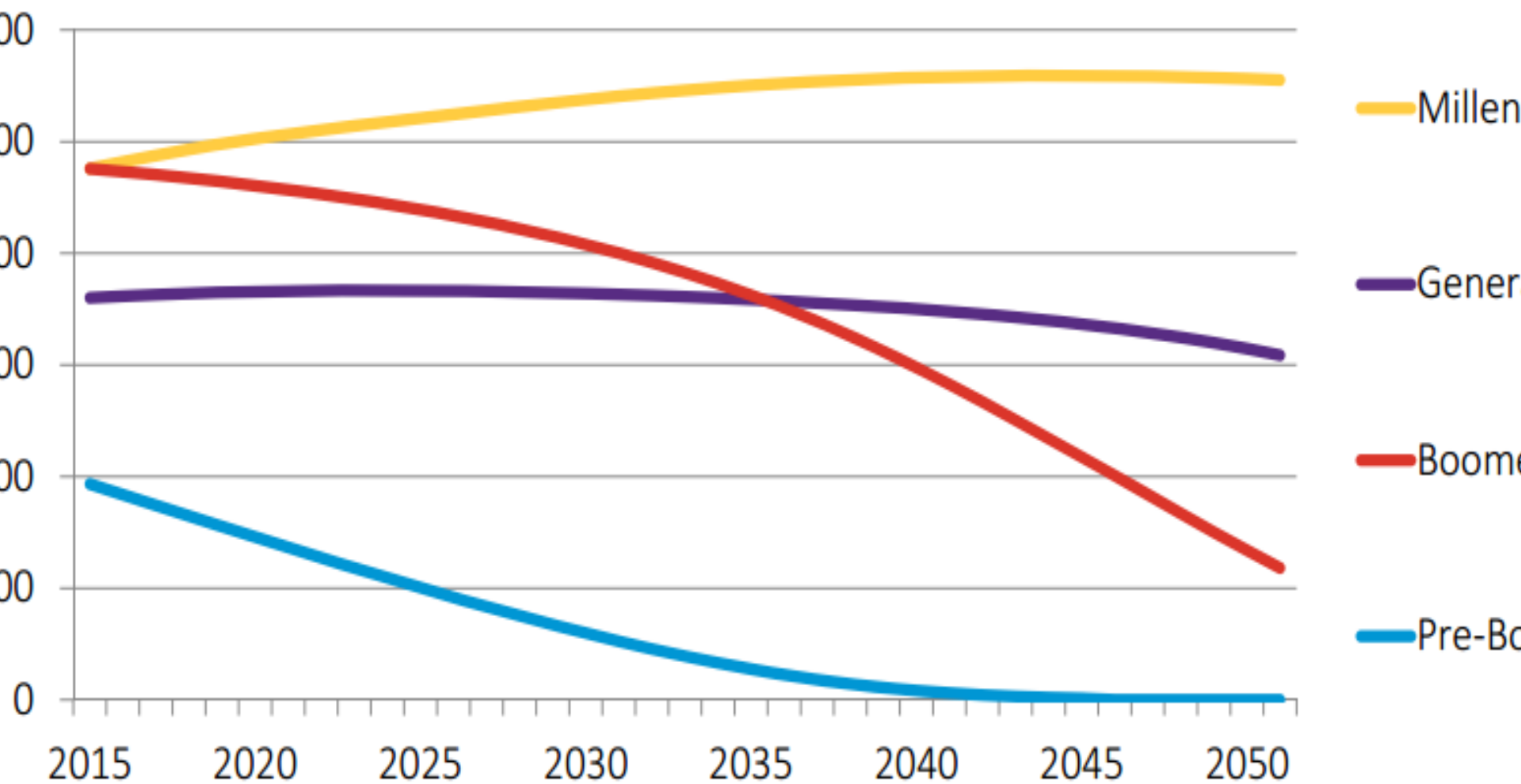


**Estimated Canadian
Millennial Population:
9.3 Million**

**% of Canadian
Population:
25.6%**

**% of working age
Canadian adults by
2020:
43%**

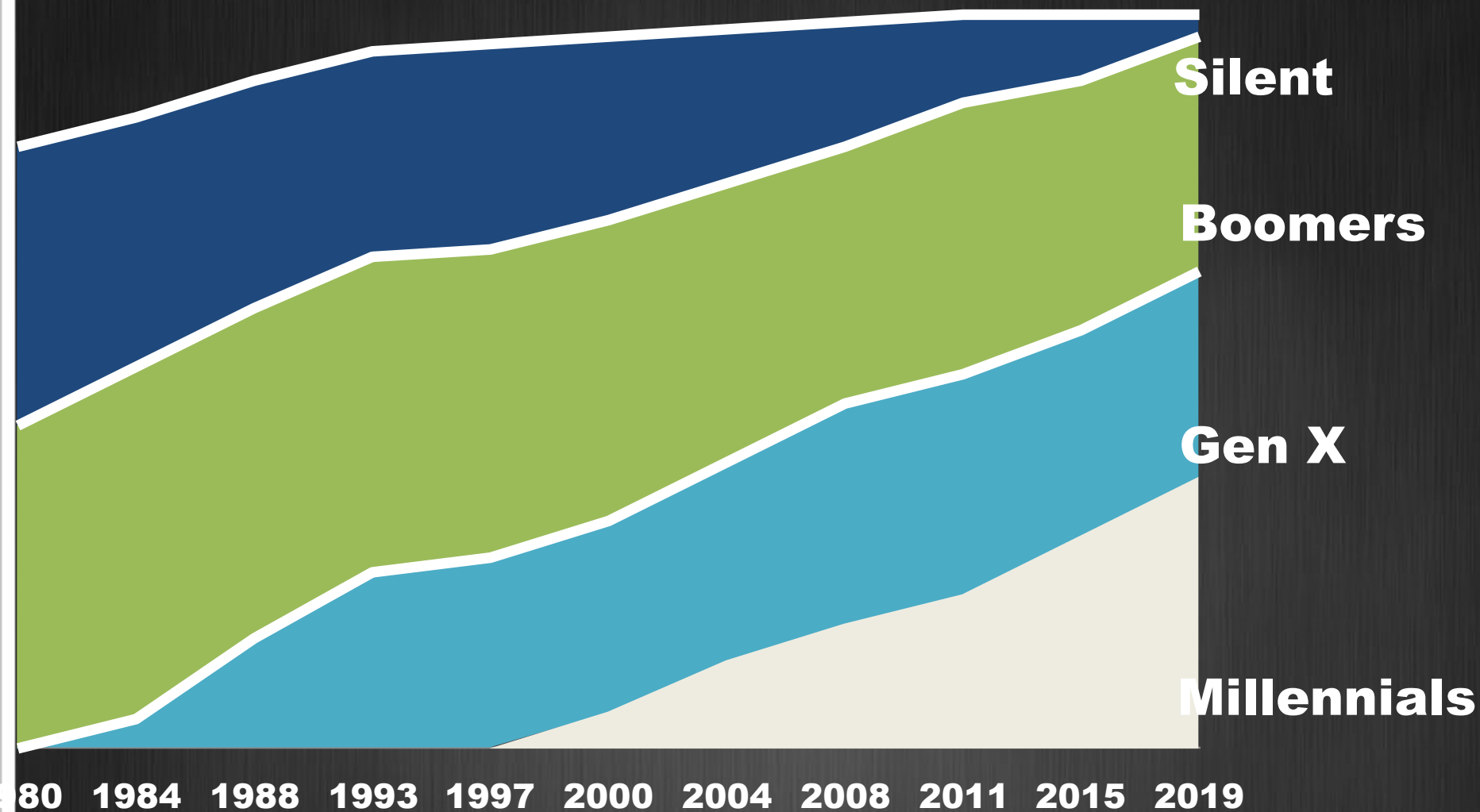
ted Population by Generation (thousands), Canada



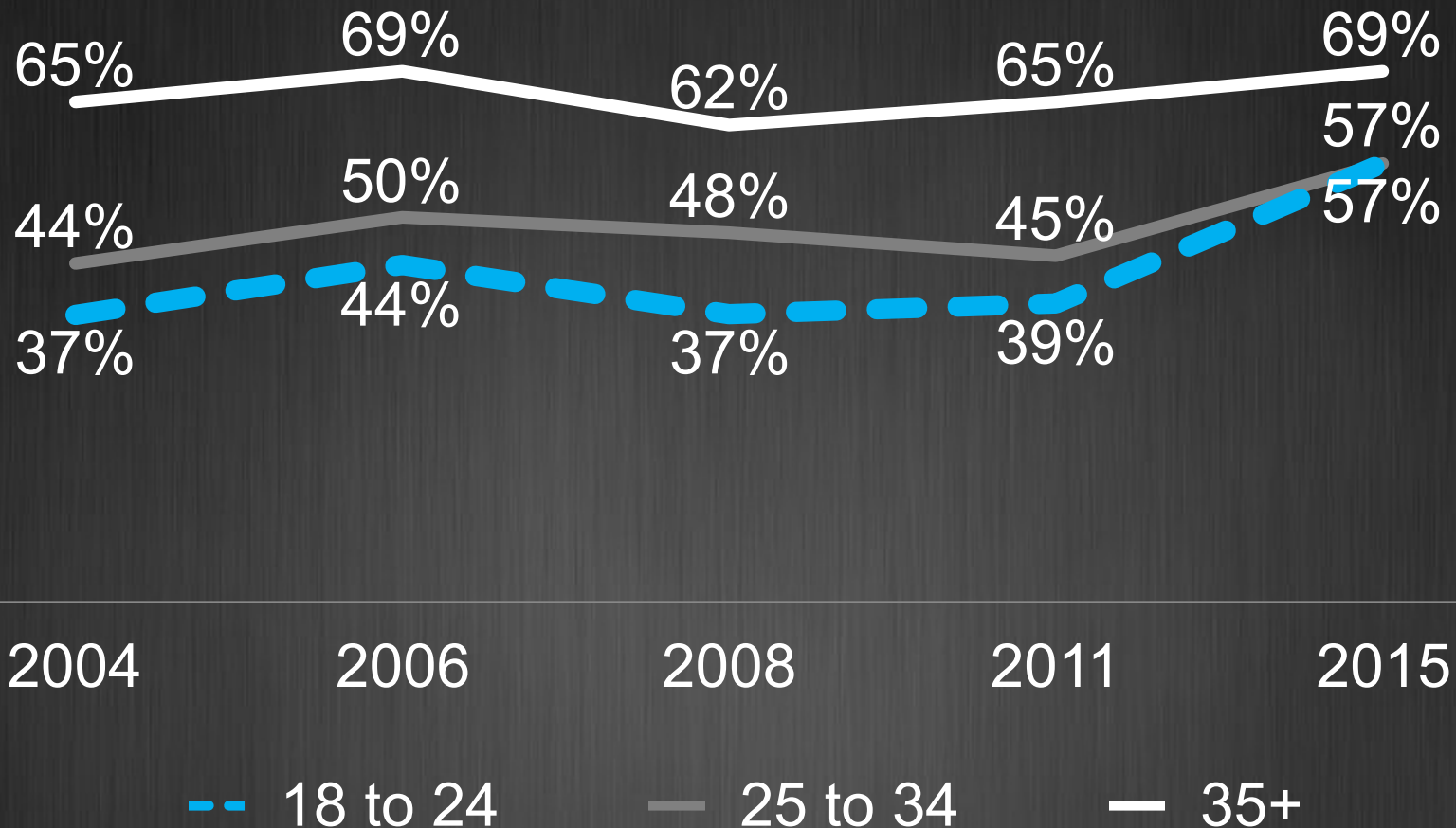
MILLENNIALS

**A GROWING ELECTORAL
POWERHOUSE**

THE CHANGING CANADIAN ELECTORATE



VOTER TURNOUT



2011 TO 2015 VOTE SHIFTS

	18 to 29 years olds			30 to 44 years olds		
	2011	2015	Change	2011	2015	Change
Liberal	15%	45%	+30	14%	45%	+31
Conservative	33%	19%	-14	39%	21%	-18
NDP	37%	26%	-11	34%	23%	-11

2011 TO 2015 VOTE SHIFTS

	45 to 59 years old			60+ years old		
	2011	2015	Change	2011	2015	Change
Liberal	20%	38%	+18	23%	36%	+13
Conservative	36%	35%	-1	45%	37%	-8
NDP	33%	20%	-13	25%	17%	-8

ALTERNATIVE REALITIES

SEAT PROJECTION

	LPC	CPC	NDP	GPC	BQ
Actual	184	99	44	1	10
If only 45+ voted	154	129	44	1	10
If only Under 44 voted	222	46	56	1	13

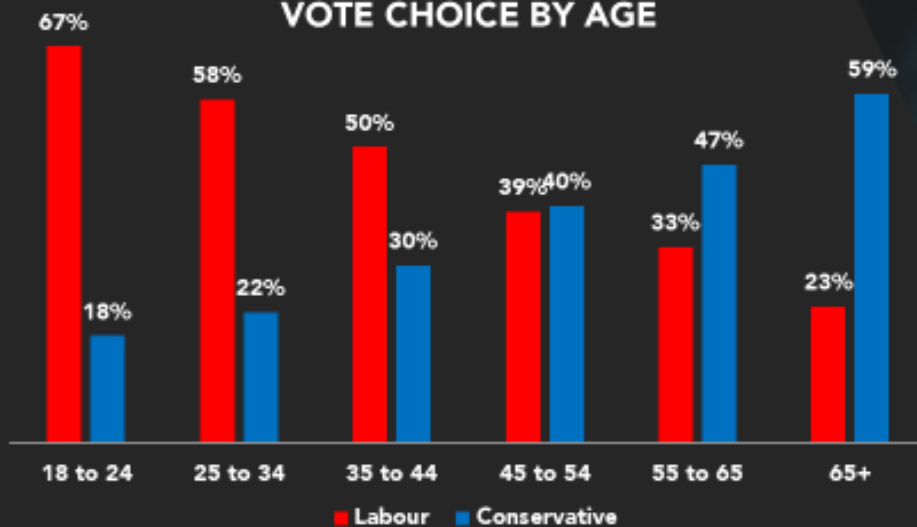


THE PRIME MINISTER'S YOUTH COUNCIL



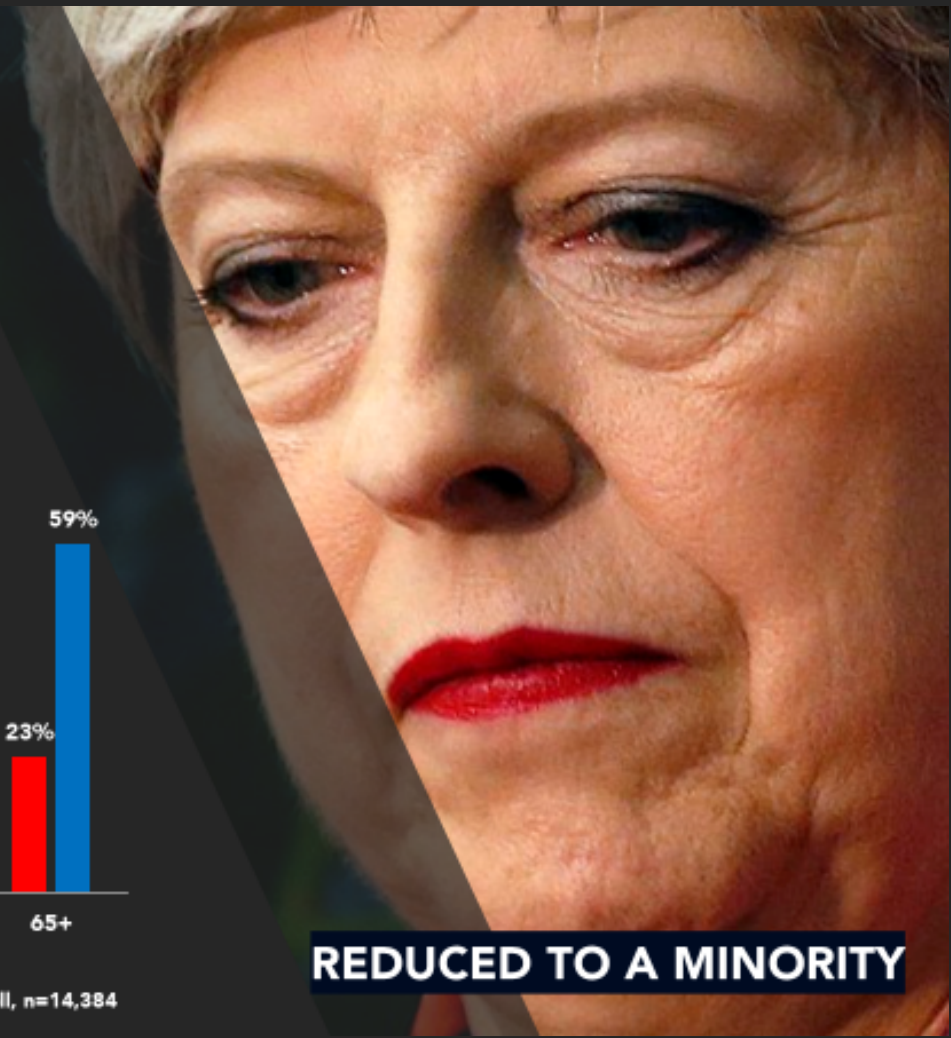
POWER OF MILLENNIALS IN THE UK

VOTE CHOICE BY AGE



Source: Lord Ashcroft Exit Poll, n=14,384

REDUCED TO A MINORITY



THE AGENDA IN OTTAWA

MANDATE LETTER TO HEALTH MINISTER

Promote public health by: increasing vaccination rates; introducing new restrictions on the commercial marketing of unhealthy food and beverages to children, similar to those now in place in Quebec; bringing in tougher regulations to eliminate trans fats and to reduce salt in processed foods, similar to those in the United States; and improving food labels to give more information on added sugars and artificial dyes in processed foods.





HEALTH ADVOCATES

**The kids
are not alright.**

How the food and beverage
industry is marketing our
children and youth to death.

2017 Report on the Health of Canadians.



37 MILLENNIAL MPs



MILLENNIAL MINISTERS



KATRINA GOULD
DEMOCRATIC REFORM
AGE: 29



BARDISH CHAGGER
HOUSE LEADER, SMALL BIZ
AGE: 36



MARYAM MONSEF
STATUS OF WOMEN
AGE: 32

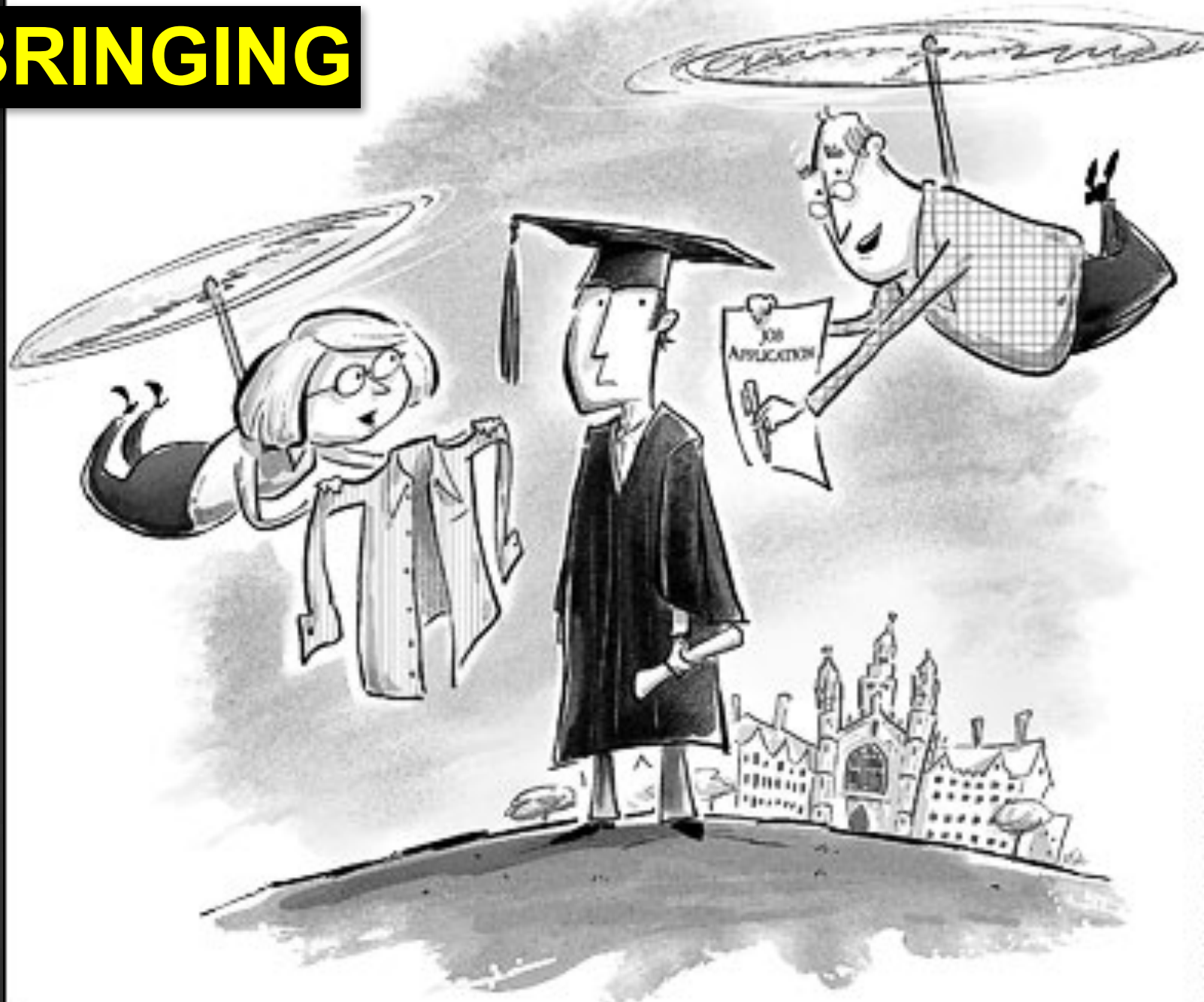
**WHAT MAKES
MILLENNIALS
SO DIFFERENT?**

RAISED BY BABY BOOMERS.

**SHARED VALUES
EXPRESSED DIFFERENTLY**



UPBRINGING





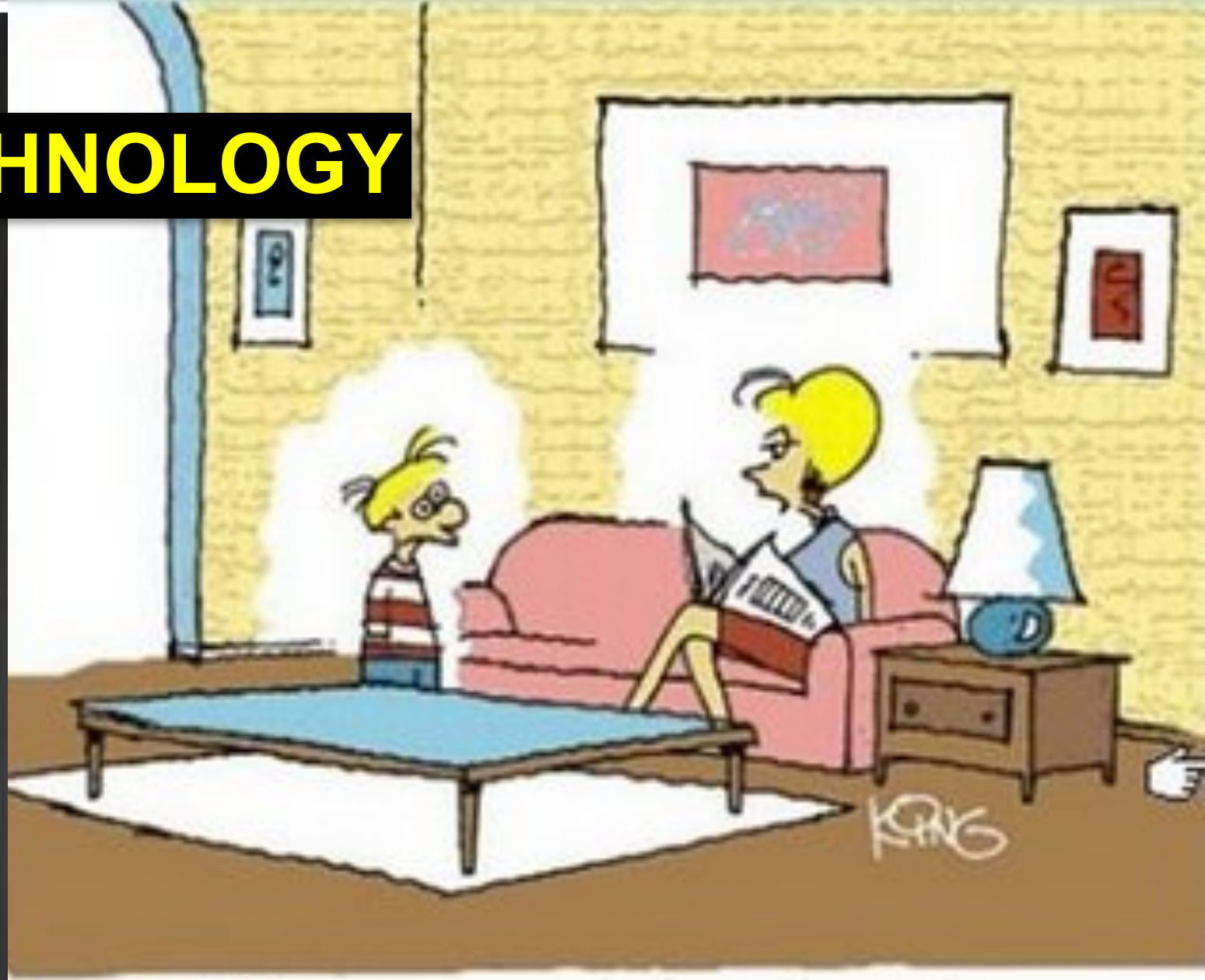
BABY
on
BOARD

Agree/Disagree:
**Growing up, many people told
me that I could achieve
anything I wanted.**

85%

Source: Abacus Data, Oct 2012, n=1,004

TECHNOLOGY



*"No, you weren't downloaded.
You were born."*

Instant Reaction

Referrals / Reviews

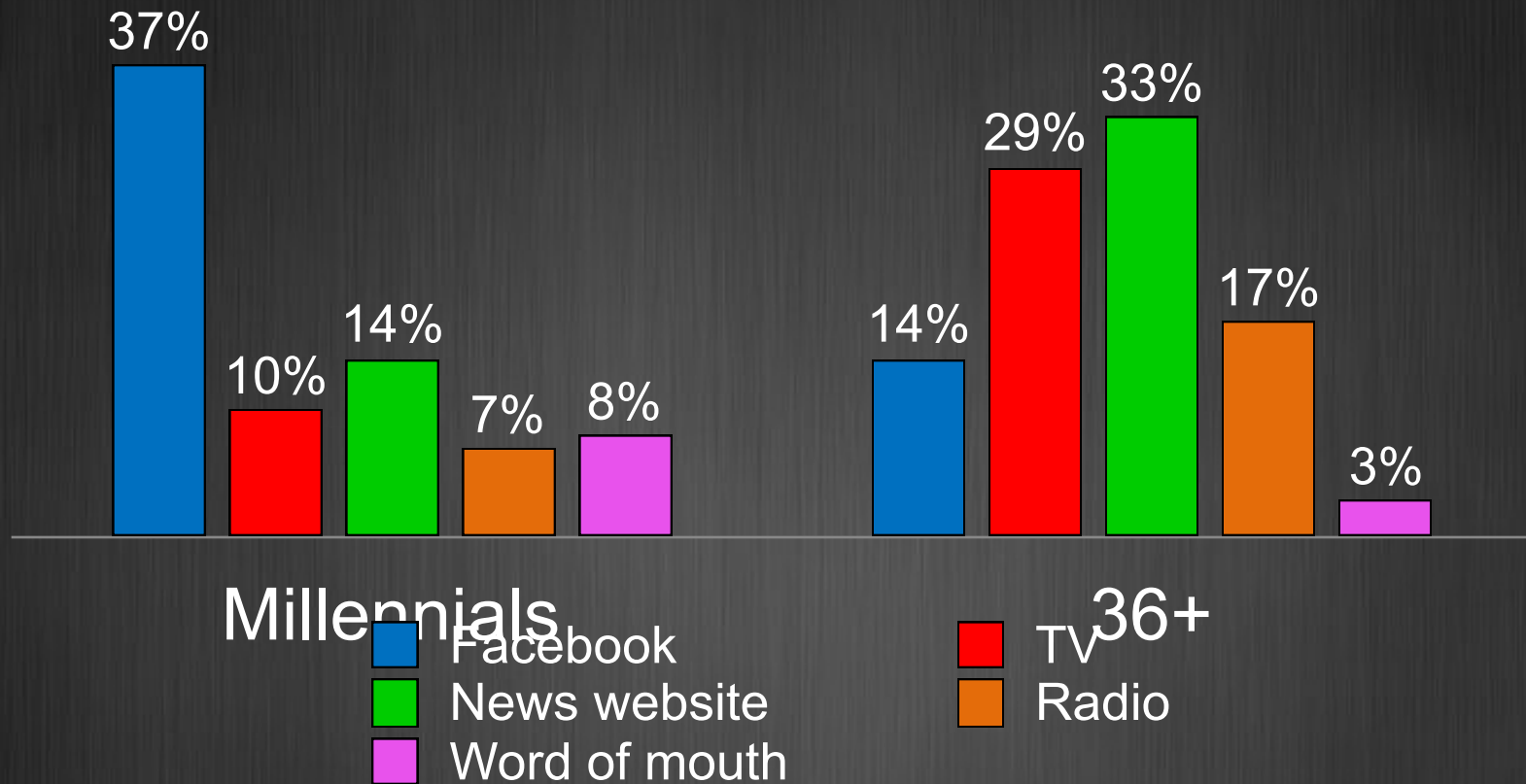


**Sharing
Economy**

Amplification

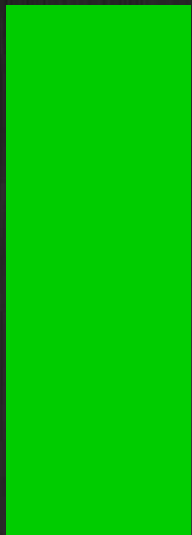
Declining Deference

If a major news event occurred, where would you most likely hear about it first?



Social Media Use (18 to 29 years old) % who use at least once a day

85%



43%



34%



25%



7%



facebook



% WHO WATCH TV NEWS DAILY

18 - 29

30%

30 - 44

44%

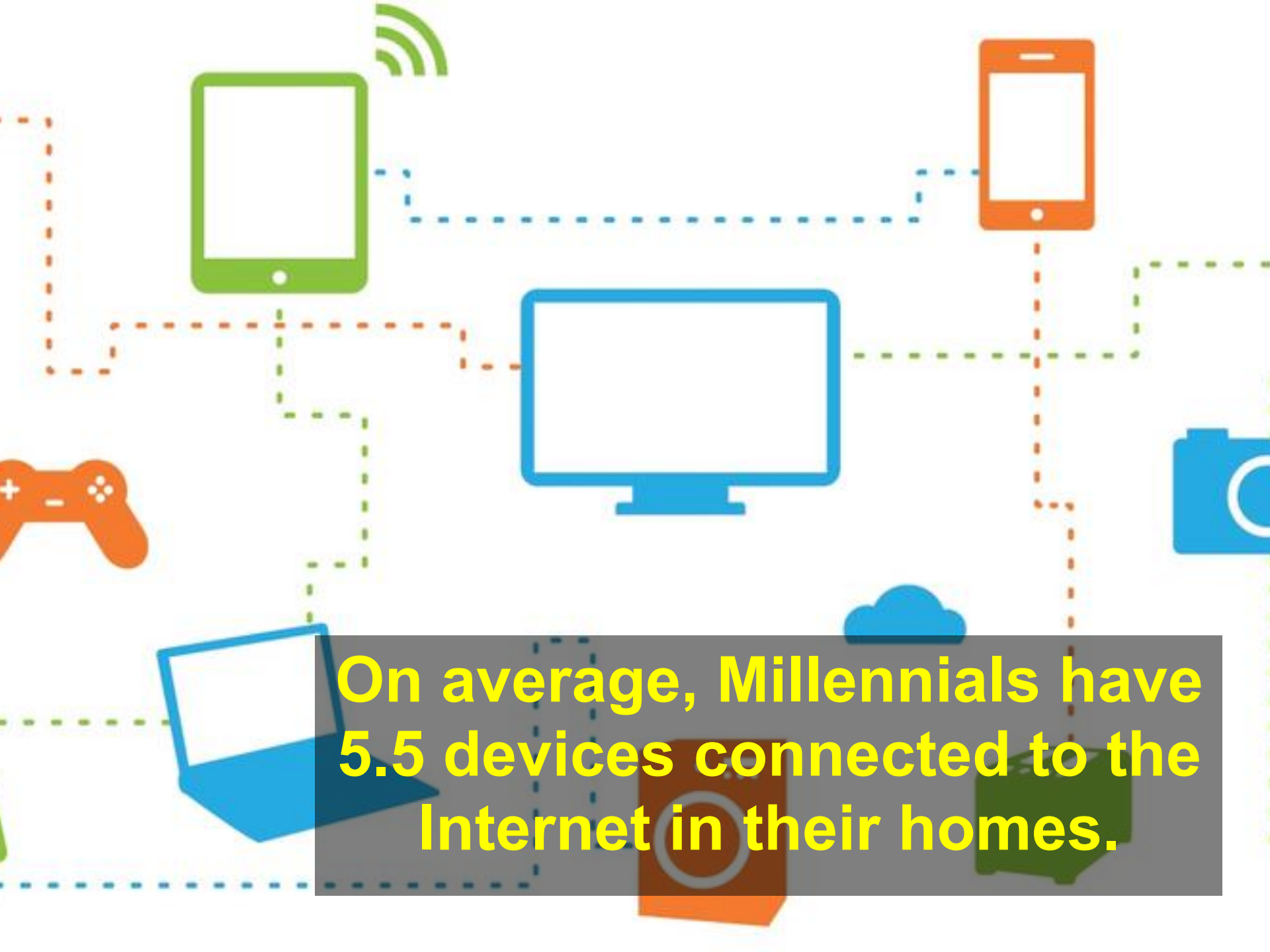
45 - 59

64%

60+

82%

**SOME THINGS MOST ARE
SURPRISED TO LEARN
ABOUT MILLENNIALS.**



On average, Millennials have 5.5 devices connected to the Internet in their homes.

A close-up photograph of several people's hands holding their smartphones. The phones are held in a way that they are slightly overlapping. The background is blurred, showing the faces of people. A semi-transparent dark grey box is overlaid on the bottom half of the image, containing yellow text.

**48% of Millennials say they
rely most on their mobile
phone to access the Internet.**

42% of Millennial men are now the primary cooks in their family.



**THINGS WE ALL KNOW
ABOUT MILLENNIALS THAT
ARE WORTH REPEATING.**



**85% of Canadian Millennials
own a smart phone.**



50% of Canadians aged 18 to 29 would give up their CAR before giving up the INTERNET.

**Over 1 in 4 Canadians
aged 18 to 29 DO NOT
subscribe to cable or
satellite.**



**WHAT DOES THIS ALL
MEAN FOR
CONVENIENCE STORES?**

3 WAYS
MILLENNIALS WILL IMPACT
CONVENIENCE STORES

#1

**CHANGING CONSUMER
BEHAVIOUR**

#2

**THE RISE OF
MILLENNIAL PARENTS**

#3

**DEMAND FOR CONTROL AND
GOVERNMENT REGULATION.**

WHERE DOES MY FOOD COME FROM?





WHAT SHOULD YOU DO?

FINAL THOUGHTS

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*Thank
You*