

# HOW THE MILLENNIALS SPEND: **MONEY AND TIME**

Born between 1981-2000

## 30% OF CANADA'S POPULATION



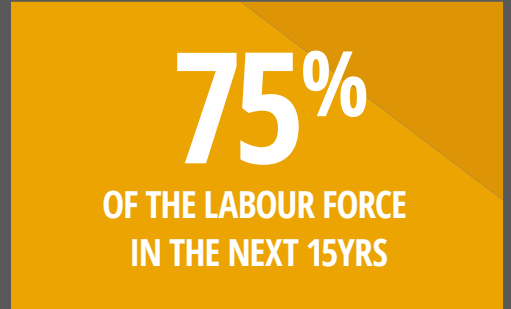
Source Stats Canada, July 2012.



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Source Stats Canada, July 2012.



Source Bank of Montreal Study, Sept, 2013.

### MILLENNIALS ARE STARTING TO BECOME **CARD CUTTERS**



**16%** don't have a credit card  
**UP FROM 8%** in 2005

Source FICO Banking Analytics Blog, Fair Isaac Corporation, 2013.



**50%** only have 1 credit card

Source Compete Credit Card Study for Google, Oct, 2012.

### BUT THEY ARE BIG SPENDERS & **ENJOY LUXURY ITEMS**

% increase in spending 2009-2011

**LUXURY FASHION** ↑ **33%**

**TRAVEL** ↑ **74%**

**FINE DINING** ↑ **102%**

Source American Express Business Insights Canada, June, 2012.

### MILLENNIALS & **AUTO INSURANCE**

They are less price sensitive



**15%** less likely to switch companies because of price **VS 35+**

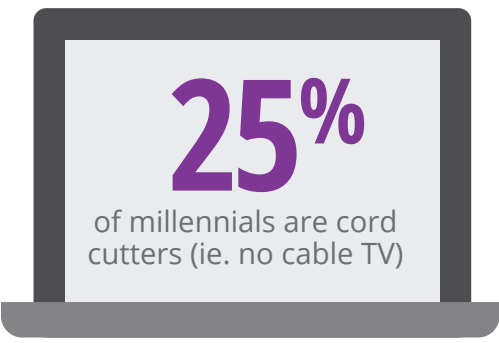
Source Compete Auto Insurance Study for Google, Oct, 2012.

### THEY LIKE TO GET QUOTES **ONLINE**

**61%** vs **42%**  
get quotes online of those 35+

Source Compete Auto Insurance Study for Google, Oct, 2012.

### MILLENNIALS **WATCH ONLINE VIDEO & ARE CORD CUTTERS**



**50%** have taken action after watching ads for products or services on YouTube

Source YouTube Audience Study, July/Aug, 2013. (Canada Results)

**MILLENNIALS WATCH 30%** less TV than all other adults

Source BBM Canada InfoSys TV Sep/Aug, 2012-2013.

**59%** are likely to watch ads if they are short

Source New York Times Study, Oct, 2013.

↑ **160%** from 2010

Source Google/ComScore, July, 2013.

### VS **EVERYONE**

**88%**

of Canadians watch video on the web at least once a week

**25%**

spend more time watching online video than TV programming

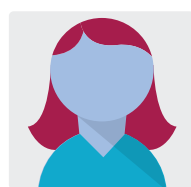
Source Ipsos MediaCT Survey, Commissioned by Google, 2012.

### MILLENNIALS ARE **MOBILE & VERY SOCIAL**



**81%** → **110x**  
are mobile phone users  
they can check their phone up to  
a day, that is 10 times an hour

Source Ipsos and Ipsos OTX, May, 2013.



**88%** → **65%**  
have a social profile  
update it daily

Source Forrester Technologies Q2 2012.