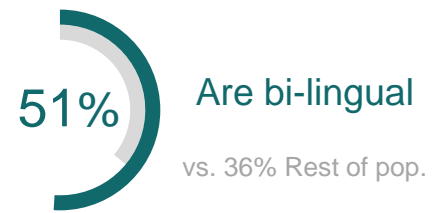
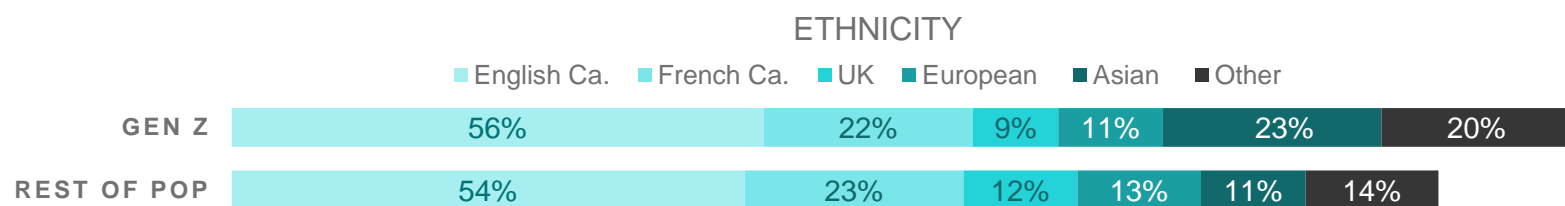
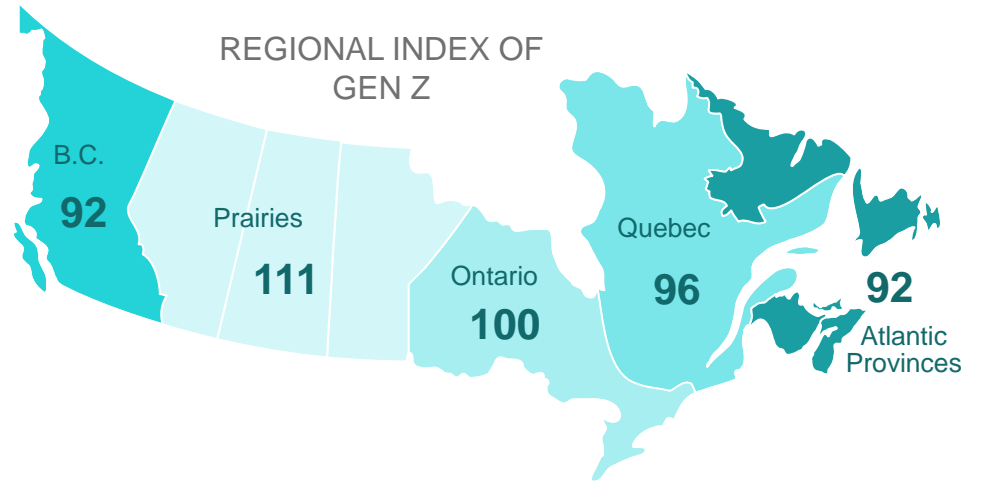


# GEN Z

## A QUICK REFERENCE ON TODAY'S CANADIAN YOUTH

### JUST THE FACTS

	GEN Z	MILLENNIALS	XERS	BOOMERS	MATURES
Ages in 2019	0-22	23-40	41-54	55-73	74+
Population*	9,198,915	8,266,280	6,840,175	8,056,605	2,789,795
% of total	26%	24%	19%	23%	8%

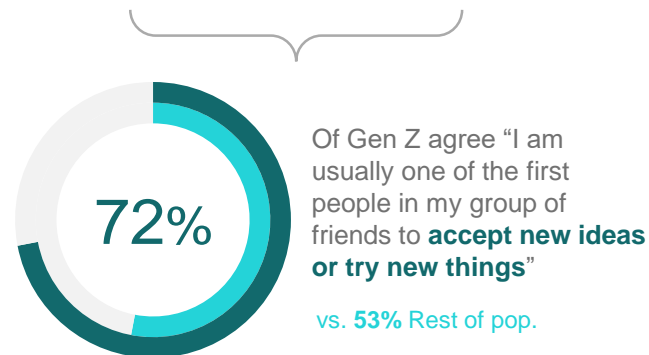


### CORE VALUES



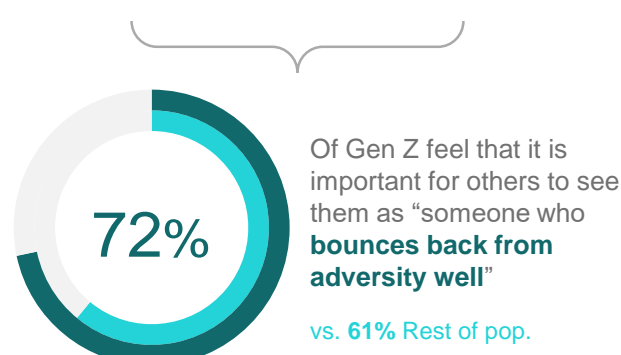
#### OPEN

Mirroring the ideals of global youth, Canadian Gen Z seek inspiration and ideas from a variety of sources, embracing the differences that make individuals unique.



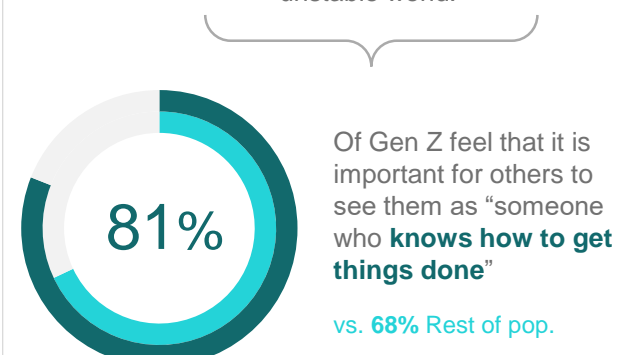
#### RESILIENT

Like their American counterparts, Canadian Gen Z recognize grit as a key to success and pick themselves up when things don't go as planned.



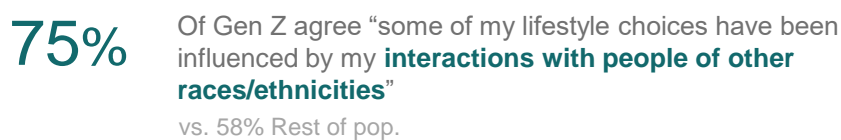
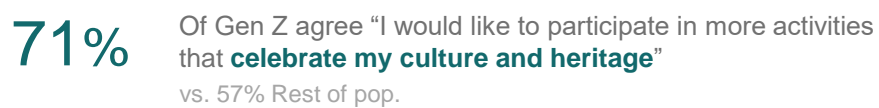
#### RESOURCEFUL

Akin to their global cohort, Canadian Gen Z are taking the future into their own hands by developing the skills needed to give them a sense of stability in an increasingly unstable world.



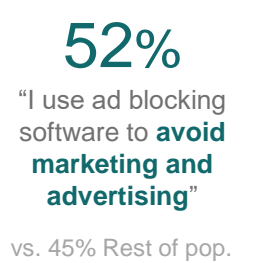
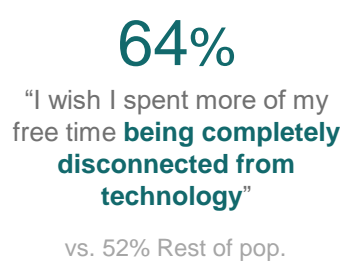
### CULTURE & HERITAGE

Growing up amidst a rich cultural heritage, Canadian Gen Z are particularly interested in exploring their own ethnic background, as well as experiencing the richness of other cultures.



### TECHNOLOGY & MEDIA

Canadian Gen Z, like all Global youth, are experiencing a tension when it comes to technology and are adjusting their level of connection to digital on an ongoing basis. They are open to brands, but on their own terms.



### CANADIAN VS. U.S.

Despite belonging to a global generation that shares similar lifestage and worldly attitudes, Canadian Gen Z differ from U.S. Gen Z in some ways, including...



**IN FINANCES...** Where they are more likely to adopt credit and debit cards at an earlier age

**68% OF CANADIAN GEN Z** Are likely to use **debit cards** as a regular form of payment vs. 51% of U.S. Gen Z

**46% OF CANADIAN GEN Z** Are likely to use **credit cards** as a regular form of payment vs. 26% of U.S. Gen Z



**IN FOOD...** Where they are more likely to incorporate new ideas and themes into their cooking & eating

**60% OF CANADIAN GEN Z** "I prioritize **buying high quality food** over other spending areas in my life" vs. 54% of U.S. Gen Z

**76% OF CANADIAN GEN Z** "I like to **experiment in the kitchen**" vs. 66% of U.S. Gen Z

\*among those who are at least somewhat involved with social media