

VitalSigns®



WHAT IS VITAL SIGNS?



VitalSigns.



Edmonton Vital Signs is an annual check-up conducted by Edmonton Community Foundation, in partnership with Edmonton Social Planning Council, to measure how the community is doing. We also focus on individual issues, Vital Topics, that are timely and important to Edmonton. This year our topic is millennials.

Each of these topics appear in an issue of Legacy in Action throughout 2020, and are also presented here – the full issue of Vital Signs.

WHO ARE THE MILLENNIALS?

ALPHA GENERATION

The youngest generation, born 2011 to present.

iGEN (Gen Z)

Post millennials, born between 1997 & 2010.

Millennial (Gen Y)

Born between 1981 & 1996.

GENERATION X (Gen X)

Born between 1965 & 1980.

BABY BOOMER (Boomers)

Born between 1946 & 1964.

THE SILENT GENERATION

Born in 1945 or earlier.

Most play **video games**
Survive on a **gig economy**
Everyday changemakers. They make change with their **actions.**

Highest-educated generation to date
More open to **multiculturalism** and **gender equality** than previous generations

Support causes not organizations
digital natives

TIME IS A COMMODITY

Largest voting cohort in Canada

Work can be done **anywhere** and at **any time** and **still get the job done.**

Find it difficult to afford a home

Carry far more **student debt** than previous generations.

Changing the way the world WORKS.

MILLENNIAL (Gen Y)
Born between 1981 & 1996.

Unless otherwise stated, "Edmonton" refers to Census Metropolitan Area and not solely the City of Edmonton.

1 in 4 EDMONTONIANS ARE MILLENNIALS

STEERING COMMITTEE

TOM NDEKEZI
Edmonton Social Planning Council

NNEKA OTOGBLOU
Edmonton Community Foundation

RON LAGINSKI
Community Member

LISA PRUDEN
Edmonton Community Foundation

KEVIN STEVENSON
Community Member

SIÂN SVENDSEN
Neighbourhood Services – City of Edmonton

ELIZABETH BONKINK
Edmonton Community Foundation

SANDRA NGO
Edmonton Social Planning Council

COMMITTEE MEMBERS

CARLOS RAMIREZ
YMCA

ALYNNE OFSTEDAHL
MacEwan Student

MARNI PANAS
Community Member

SUSAN MORRISSEY
Edmonton Social Planning Council

NATALIE SCHMITT
Edmonton Social Planning Council

PETER KEITH
Meuwly's Ltd/
High School Culinary Challenge

FAWANDA MITHRUSH
LitFest

CHIZOBAM IWE
Social Work Student

NICK DIAZ
Edmonton Community Foundation - Grants

BRIAN MCBRIDE
Hallway Café

EDMONTON COMMUNITY FOUNDATION
9910 103 Street NW, Edmonton, AB T5K 2V7
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EDMONTON SOCIAL PLANNING COUNCIL
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FINANCIAL REALITY

for MILLENNIALS in Edmonton

CANADIAN MILLENNIALS ARE:

- The most highly-educated generation in Canadian history. **70% HOLD A POST-SECONDARY CERTIFICATE, diploma or degree.**
- **"Digital Natives."** They are the first generation to have grown up with digital technology. **96% OWN A MOBILE PHONE.**
- **ECONOMICALLY PRECARIOUS** due to a highly competitive labour market, corporate downsizing, and a "gig economy."
- **HAVING CHILDREN LATER IN LIFE.** The average age of a first-time mother in Canada in 2016 was 30.8, the first time it surpassed women in their 20s.
- **More ethnoculturally diverse and inclusive** than previous generations. Millennials are more likely to have gone to school with others who are culturally different and been exposed to messages of diversity and inclusion.



INCOME

ECONOMIC WELL-BEING refers to the ability of households to meet their needs, to accumulate assets and build wealth.

MEDIAN AFTER-TAX HOUSEHOLD INCOME

At a similar point in each generation's life, adjusted for inflation (2016 dollars).

Millennials (in 2016)	Gen Xers (in 1999)	Boomers (in 1984)
\$44,093	\$33,276	\$33,350

What is a Gig Economy?

- Part-time or contract jobs that are needed to make ends meet.
- Millennials are often affected as they have less work experience for the jobs available.



MULTIPLE JOBS

In the decade prior to 2018, the number of Canadian workers who **held more than one job at the same time** increased from 704,100 to more than **1 million people**.

- 65.7% of multiple-job holders work full-time in their main job.
- Those with lower weekly earnings are more likely to hold multiple jobs.
- Multiple-job holding is most common in the female-dominated sectors of healthcare, social assistance, and educational services.
- 6.5% of multiple-job holders are age 25 to 29, second only to those age 20 to 24.

HOUSING

According to Abacusdata among Canadian millennials in 2019:



Top 2 reasons millennials are living with their parents:

- FINANCIAL** – low wages, looking for stable employment, and saving for a house.
CULTURAL – it is expected of them or to help with family obligations.

HOUSING AFFORDABILITY

According to the Canada Mortgage and Housing Corporation (CMHC) *affordability* means not spending more than 30% of pre-tax earnings on housing.

In order for the average home in Edmonton to be 'affordable':

- Average home prices would need to fall by one-fifth (\$76,000) or typical full-time earnings would need to increase 25% (\$72,000/yr).
- It takes a typical millennial 9 years to save a 20% down payment for average-priced home in Edmonton.
- In 1976 it took 5 years to save a 20% down payment.

A GENERATIONAL COMPARISON OF HOMEOWNERS AND MORTGAGE DEBT:

	Millennials (2016)	Gen Xers (1999)	Boomers (1984)
Major household earner between age 30-34			
Home-owner percentage	51%	51%	55%
Median mortgage compared to after-tax income	2.5X	1.89X	1X

IN A 2020 LEGER SURVEY

62% of Edmonton millennials (compared to only 59% of all Edmontonians) rated their quality of life as very good/excellent.

MILLENNIAL WORKFORCE CHARACTERISTICS

- 87% believe that the success of a business should be more than just its financial performance.
- They experience a greater amount of job and organization changes than previous generations.
- 64% of millennials would work from home and 66% would alter working hours.
- 90% of millennials want more feedback from their boss to make sure they're on track.
- Millennials indicate a strong preference for work/life balance.
- Half of millennial employees want to work for a business that has ethical business practices.

Student Loan DEBT

Percentage of student loan debt among the one million Canadian Credit Karma members:



According to a 2019 Credit Karma report, the average **student loan debt** in Alberta is **\$14,472**.

POST-SECONDARY EDUCATION COSTS

- The average cost of tuition in Canada (before books, supplies, travel) is **\$6,500 per year**. Some programs could cost up to **\$22,000 per year**.
- **Tuition fees increased 3.1%** for undergraduate programs in 2017/2018.
- As of Jan. 1, 2020, Alberta post-secondaries will be allowed to raise tuition in individual programs by **30% over the next 3 years**.

STUDENT AID

- As of March 31, 2018, approximately **38% needed to access** Alberta's Repayment Assistance Plan (RAP).
- On average, Alberta student loan borrowers repay their loans within nine years.
- According to a 2017 survey of Alberta student loan borrowers, **4% of their monthly income** is used for Alberta student loan payments.

Public Spending

SINCE 1976 Government investment per person has **grown 4.2 times faster for seniors** than for those under the age of 45.

- Social spending for seniors grew 6% faster than economic growth, but for those under age 45 grew 29% slower than economic growth.



NET WORTH

Millennials have the **highest debt to after-tax income ratio** among the generations measured at any point in their life, at 216%. This is more than 1.7 times young Gen Xers and 2.7 times more than young Boomers.

- While millennials were relatively more indebted, their assets yielded a stronger outcome in overall net worth.
- Millennials who enter the housing market have much higher levels of wealth, as do those with a university education.

According to a Manulife Bank of Canada poll of Canadians with a household income of \$40,000 or more:

60% of Baby Boomers are better off financially than their parents were at the same age, only **49% for Millennials**.

46% of Millennials say their spending is increasing faster than their income.



42% of Millennials are worried they'll **never be debt-free**.

Millennial Spending Habits

- Time is a commodity.
- 43 fewer trips to the store per year than the average Canadian household.
- More trips to restaurants than other age cohorts.
- Buy more easily prepared foods than Boomers.
- 22% look online to make purchasing decisions, compared to 6% of Boomers.
- 20% more likely to consider socially responsible or environmentally friendly products and 30% more likely to consider organic than the average shopper.

Child Care

According to a Canadian Centre for Policy Alternatives, Edmonton's median monthly childcare costs (2018):

\$835/pre-school age **\$975/infant**



It's not about Avocado Toast

Millennials have been widely criticized for spending their money on things like lattes and avocado toast. Cutting out a latte will not change the fact that costs are increasing, and jobs are not only difficult to find, but are often short-term or contract.

Generally, this cohort;

- is working and studying more to have less.
- has a higher education, but also higher student debt.
- is squeezed by stagnant incomes and difficulty finding good jobs.
- struggles with high costs for things like housing and childcare.
- spends too little time at home.
- faces mounting debt.

MILLENNIALS **ACTIVISM** & **ENGAGEMENT** in Edmonton

Definitions

For the purposes of this document these terms are defined as:

ADVOCACY – Support of an issue including actions taken to further the cause such as raising awareness, voting, and other actions of support.

ENGAGEMENT – Involvement in society, community, and beyond that helps shape what you want to see in the world.

ACTIVISM – Actively working to change a system, prejudice, or injustice.

POLITICAL ACTIVISM

According to Environics Survey of Canadian Millennial Social Values:

- **More than half** of millennials follow news and current events daily online.
- **One in five** millennials participated in ongoing events or meetings about a cause/issue in the past 12 months.
- **One in four** millennials actively engages with issues and causes, most often online.

VOTING POWER

According to the latest municipal census, **MORE THAN 1 IN 4 EDMONTONIANS ARE MILLENNIALS.**

They carry more political voting power in Edmonton than the baby boomers and the silent generation combined.

More millennials are now eligible to vote in Canada than baby boomers. Canadian youth have typically voted in lower numbers than other age groups. But, in the 2015 federal election, a record 57% of all eligible youth voters turned out.

BARRIERS TO VOTING

According to the **2015 National Youth Survey** of those aged 18-34 (millennials at the time of the survey), **two major barriers that prevented youth from voting are motivation and access.**

Compared to older voters, **Canadian youth:**

- are less interested in Canadian politics
- feel less strongly that voting will make a difference and believe that the government does not care what they think
- tend to see voting as a choice rather than a duty

They also discovered that **millennials:**

- were less likely to receive a voter information card
- were less aware of the ways to register and vote
- perceived the voting process as too difficult (e.g., getting to the polls, proving their identity)

Do millennials get involved with CAUSES?

According to the Case Foundation's Millennial Impact Project:

Millennials value all ways of giving back as equal whether it is volunteering, a donation, or signing a petition.

Issues that matter to millennials

Commonly cited issues for millennials are:

- Housing.
- Affordability and making ends meet.
- Healthcare.
- Climate change and the environment.

How millennials engage with causes

- Millennials are digital natives who look to technology first to connect.
- They want to improve the lives of those needing help. The organization is secondary to the cause.
- Authenticity in causes – they want to know who, what, why, and how you're doing it.
- They are looking for gratitude and an interpersonal connection with causes they support.

PHILANTHROPY

Canadian millennials contributed 15% of all money donated in 2017. The same percentage as in 2013.

Historically, most donors are people middle-aged or older. For millennials, the demands of building a career and raising a family often leave little disposable income for philanthropy.

	MILLENNIALS	Gen X	Boomers	Silent Generation
TOP 3 GIVING PRIORITIES BY GENERATIONS	1 Health	Worship*	Worship*	Worship*
	2 Animals	Animals	Health	Health
	3 Worship*	Health	Children	Arts

* PLACES OF WORSHIP

What motivates millennials to give:

AUTHENTICITY – Millennials value meaningful connections and are more likely to give to a cause (not a specific organization) when moved by an authentic story.

TRANSPARENCY – Millennials like to see where their money goes and how their contribution makes a difference.

SHARING – Millennials value their friends' opinions. They also want to share the impact so others will become inspired by their cause.

Volunteering

IN A 2020 LEGER SURVEY
49% of Edmonton millennials said that they volunteered in the past 12 months.

According to a report from Volunteer Connect:

The typical volunteer in Edmonton would be:

- early-30s, big-city dweller, born in Canada (or very recently immigrated to Canada),
- volunteers about three times per month, involved with a couple of specific causes they connected with online,
- interested in using and building their skills.
- **71% of volunteers** want flexible volunteer activities on their own schedule.
- Edmonton (and other urban) volunteers report the number one barrier to volunteering is they could not find interesting opportunities.

How millennials give

67%

of millennials donate by website, app or text compared to only **48% of Gen Xers.**

Millennials prefer:
– monthly giving
– charitable gifts in lieu of gifts.

...full of social values!

According to Millennial Impact Report, millennials believe they will change the world by working together, making small, thoughtful decisions, and speaking out for what they believe in.

Millennials are everyday changemakers. They believe all actions matter – big and small. They exhibit social good in small acts they perform every day individually. When several of the cohort make the act it results in change.

Millennials believe in activism. 71% consider voting as activism.

Self-identified activists are more likely to contact their representatives and/or take part in marches/rallies than to use social media for cause support.

81% are confident that whatever actions they take will lead to improvements.

Millennials care about social issues.

Millennials see themselves in the shoes of others who don't look like them, speak the same language, have the same education, or come from the same background – perhaps because of their high level of diversity.

Millennials are passionate about issues, not institutions or politicians.

Millennials express little trust in the governments' ability to address key issues and are impatient with politics, but they still willingly contact their political representatives and vote.

Millennials value collective action and networks and are often influenced by their peers.

Millennials are far more likely to become involved if their peers are already there. With their collective voice, they address social ills.



MILLENNIALS & TECHNOLOGY

in Edmonton



Social Media

Millennials were the first generation to embrace social media.

In 2018, **91% of Canadian millennials** had at least one social media account – almost all millennials spend time on social media daily.

WHERE WE SPEND OUR TIME:

Millennials	Gen X	Baby Boomers
Facebook (89%)	Facebook (75%)	Facebook (72%)
Instagram (65%)	LinkedIn (51%)	Google Plus (36%)
Snapchat (55%)	Google Plus (43%)	LinkedIn (32%)

For the purposes of this document these terms are defined as:

DIGITAL NATIVE describes a person who has grown up in the digital age.

DIGITAL IMMIGRANT having acquired familiarity with digital systems as an adult.

WHAT IT MEANS TO BE A DIGITAL NATIVE

Millennials learned about the world through computers – Google searches instead of encyclopedias, and email instead of Canada Post.

Millennial children could surf the internet and its wealth of information all on their own but were only a phone call away from parents.

There's an App for that

According to Statistics Canada (2016), **94% of 15- to 34-year-olds own a Smartphone.** 76% of all Canadians own one.

The top three most popular types of apps:

SOCIAL NETWORKING (69%)

MESSAGING (55%)

GAMES (42%)

According to the 2017 Mobile App Report, millennials are:

- 3X more likely to be excited about new apps than are older users.
- likely to make an in-app purchase (70% compared to 21% for ages 55+).
- 76% more likely to say their phone is 'useless' without apps.



Getting the job done

Millennials think nothing of using technology to work from anywhere and the work doesn't necessarily shut down at 5 p.m. This work-life balance provides them the flexibility to take care of their families while still getting work done.

MILLENNIAL SIDE HUSTLES

Millennials who believe these internet jobs can make them extra income:

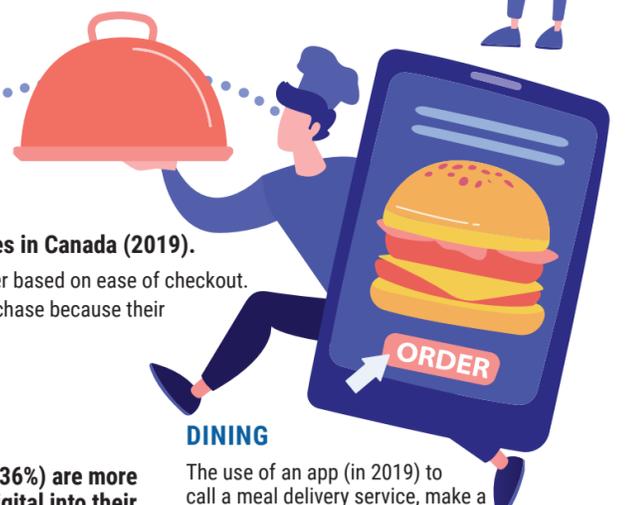
64% YouTuber

56% Food Influencer on Instagram

54% Fashion Influencer on Instagram

51% E-sports gamer

47% Cryptocurrency Investor



Daily Life

SHOPPING

Millennials account for **33% of all online purchases in Canada (2019).**

- 73% of millennials are likely to choose an online retailer based on ease of checkout.
- Nearly half are more likely to make a spontaneous purchase because their payment data is stored within an app or online.

ONLINE DATING

In 2019, **30% of those online dating were 25-34 years old. The next-highest age cohort are 35-44.**

FITNESS

Canadian millennials (36%) are more likely to incorporate digital into their fitness routines than are boomers (11%).

- In 2019, 1/3 of those using wearable technology (i.e. Fitbit) were 25-34 years of age.

DINING

The use of an app (in 2019) to call a meal delivery service, make a reservation, or purchase a meal kit subscription was done by:

- **47% of Canadian millennials**
- 26% of Gen-Xers
- 14% of boomers

According to Restaurants Canada, (2019):

- Millennials and iGens have been responsible for 5 consecutive years of growth in food service.

71% of millennials order food or beverages from a restaurant at least once a week or more.

- Millennials prioritize restaurants with free Wi-Fi, online reservations, and social interaction.

Video Games & E-sports

In 2017 Video games contributed: **\$3.7 billion to Canada's GDP and 40,600 direct and indirect full-time jobs.**

- 71% of millennial parents played video games with their children.
- More than 80% of those aged 18-38 play video games.
- Canadian gamers spend an average of 52 hours gaming each month.

E-SPORTS are digital competitions between players of electronic games on platforms including PC, Xbox, Playstation, etc.

- In 2016 Toronto hosted the North American Spring Championships for League of Legends – **15,000 tickets were sold out** in one day.
- In 2018 Vancouver hosted the world championship for Dota 2 with a prize of more than **\$25 million USD.**

HEALTH CARE

According to a 2019 Canadian Medical Association study:

- Almost **60% of millennials** are more likely than boomers to input health data into a program like Google, Alexa, Fitbit, etc., that could monitor their health and report issues to their health-care provider.
- They are less likely to be concerned about who has access to it or if it could be used against them than are Canadians aged 55+.

MOBILE BANKING

More than half of millennials are using, or plan to use, banking apps as their main banking method.

- 53% of millennials use cash fewer than 4X per month.
- 3 in 5 millennials have used their phone to deposit a cheque.

Ups & Downs of Technology

Millennials are more likely than Gen-Xers were (at their age) to be concerned about the social and ethical implications of advancing technology.

WELL-BEING

49% felt anxious when separated from their mobile device.

57% AGREE that technology helps them take better care of their physical and mental well-being.

72% AGREE it has improved their connection with family and friends.

PRIVACY & SHARING OF INFORMATION

- More than half of millennials are **happy to trade data** for personalization – like curated playlists or recommendations.
- Most millennials are willing to allow stores to hold their financial information for convenience.

A 2018 Canadian Marketing Association reported that:

- **67% of millennials have some concern** about their online privacy.
- 39% of millennials say that, as long as data is not abused, **privacy is less of an issue** than it used to be.



LESSONS FROM MILLENNIALS

Millennials, as digital natives, are uniquely positioned to adapt to online interactions like video meetings or delivery of household goods.

Millennials' strong preference to work from home could become the new norm.

Video calling technology has been useful for connecting with older people who cannot leave their homes or receive visitors.

Technology, that millennials inherently use, is bringing people together.

ECF@Work A COVID-19 Rapid Relief Fund grant from ECF provided \$100,000 to the Mental Health Foundation for *Text4Hope* – an online tool that sends daily messages to help people identify and adjust the negative thoughts a pandemic might be expected to provoke.

- As of April 29, the app had 45,000 subscribers.
- 36.4% were from Edmonton. **Nearly half of subscribers are 25-44.**

Millennials, COVID-19, & Technology

According to Abacus Data, increased internet use crosses all demographic, regional, and socio-economic groups during the pandemic.

41% of Canadians are spending 3 hours or more interacting with a screen. Of those, 55% are aged 18-29.

1 in 5 home internet subscribers in Canada have upgraded their service during the pandemic. Those under the age of 45 were 2X more likely than were those over 45.



MILLENNIAL

TRENDS in Edmonton

Millennials make up ¼ of the population and are changing the way the world works.

Characteristics

- **Digital natives** – smartphones and computers are second nature.
- **Egalitarian attitudes** (raised in a very ethno-diverse time, after the legalization of same-sex marriage.)
- **Economically challenged** (high rates of debt – tuition, housing costs, childcare – and unstable economy.)
- **Time is a commodity** – they want convenience and will spend money to save time.
- **Sharing is important** whether on social media or sharing experiences with other millennials.

Behaviours

- Willing to skimp on some things in order to splurge on a unique experience.
- Digital natives that prefer to order by app or online rather than shop or phone.
- Want customization (one size does not fit all.)
- Seek unique experiences.
- Lean towards ethical (green) choices.



Travel

Millennials are seeking authentic experiences and are willing to travel economically in order to splurge on an experience. They value travel as an essential part of their lives but cannot afford large, expensive trips.

- They like to order online and do their research for the best choices.
- Canadian millennial travellers prefer micro-trips – several smaller trips per year.

SPLURGETTING Budgeting for bucket-list trips and trading comfort for experiences. Canadian millennials are embracing this travel style and finding creative ways to fund their travel dreams.

CAMPING 56% of the 1 million campers in Canada are millennials.

GLAMPING A word combining “glamorous” and “camping”.

- 48% of North American millennials tried glamping in 2018.
- Couples with children represent close to half of all glampers.
- 63% of glampers want services and amenities that aren't available with traditional camping.
- 56% of glampers are looking for unique accommodations such as treehouses, yurts, teepees or covered wagons during a vacation.

Economics Share Economy

The share economy thrives when goods and services are expensive, but incomes are low. Sharing a car, home, or other goods and services is being embraced by millennials.

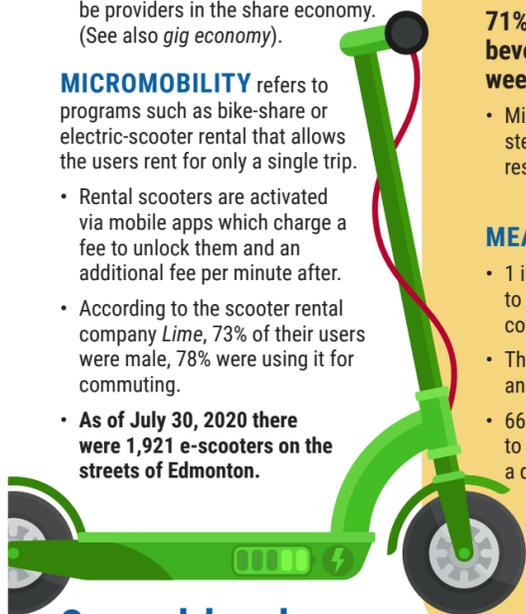
It is usually facilitated by digital platforms (Uber, AirBnB, SkillShare).

Global revenues from the share economy are expected to reach \$335B by 2025.

- Millennials are also more likely to be providers in the share economy. (See also *gig economy*).

MICROMOBILITY refers to programs such as bike-share or electric-scooter rental that allows the users rent for only a single trip.

- Rental scooters are activated via mobile apps which charge a fee to unlock them and an additional fee per minute after.
- According to the scooter rental company *Lime*, 73% of their users were male, 78% were using it for commuting.
- **As of July 30, 2020 there were 1,921 e-scooters on the streets of Edmonton.**



Second-hand Economy

- 88% of those under 45 years of age participate in the second-hand economy.
- **In 2018 the second-hand economy was worth \$27.3B.**
- 84% of Albertans participate.
- Clothing, shoes, and accessories account for 30% of the second-hand economy in Canada.

Gig Economy

The gig economy – freelance work or side hustles – is common among millennials due to the lack of well paying, consistent work. **The gig economy is made up largely of millennials trying to make ends meet or pursue their dreams. Often these jobs are virtual** (Instagram, Youtube, Etsy, etc.)



Shopping Habits

Millennials shop online for convenience and value. This trend is changing the landscape for brick and mortar business.

In 2018:

- **More than 80% of Canadians shopped online.**
- **95% of internet users 25 to 34 years shopped online, while only 64% of internet users 65 years of age or older did so.**

Dining

Millennials want unique experiences (*food as an event*), but also want convenience and value. When they take time to ‘dine’ it needs to include others or be social. They prioritize local (ethical) over fast food.

- Millennials are the largest category of food service spenders in Canada.
- They are driving third-party delivery and mobile payments.
- More than 40% of Canadians based their restaurant decision on whether there is free Wi-Fi.

71% of millennials order food or beverages from a restaurant once a week or more.

- Millennials prioritize environmental stewardship and social responsibility in their restaurant choices.

MEAL KITS

- 1 in 5 Canadian millennials have subscribed to a meal kit because they are affordable, convenient, healthy, and customizable.
- The kits offer Instagram-worthy food photos, and a step-by-step guide to prepare food.
- 66% of millennials are open to switching brands if offered a discount of 30% or more.

Food Delivery Services

- According to Abacus Data, **60% of millennials have used third-party food delivery apps** such as Uber Eats and Skip the Dishes to order meals each month.

- In 2018, food-service orders made online, through websites and mobile apps, totaled more than \$4.3 billion in 2018 (a 44% increase from 2017).

FOOD CHOICES

Those age 18 to 29 are:

- Three times more likely to identify as a vegetarian, compared to those 45+.
- Twice as likely as Boomers or the Silent Generation to identify as a vegan.

FROZEN FOODS

Gourmet frozen foods are on the rise with millennials for quick, affordable meals for families.

- **43% of millennials shop frozen food** and spend 9% more per shopping trip for frozen foods than other cohorts.
- **In Canada, frozen food is now valued at \$4.9B and growing.**
- Family-size portions are outpacing single-serve portions.

Beverages

Alcohol

Millennials treat alcohol as an experience. They want to know the story behind the drink, find unique flavours, support local, and have something to share. Overall, they are drinking less than their older counterparts.

LOCAL, CRAFT BEERS

- According to Statista, those aged 18 to 34 consume 38.7% of the beer in Alberta.
- 120 Independent craft breweries in Alberta are licensed, a jump from 18 in 2014.
- Local Alberta beer currently has a 10% market share.

SPIRITS

- **Craft distilling has grown at an annual rate of 30%**, driven by millennials entering their prime earning years.
- Millennials are increasingly supporting the local market and smaller distillers in search of unique experiences.
- Interesting cocktails and unique flavours that provide shareable moments are the trend.

COFFEE

Millennials love coffee and they are willing to pay more for gourmet products.

- 70% of coffee consumed by millennials is considered gourmet – cold brew, iced, or flavoured – and ethically sourced.
- 34% of millennials factor in the cost of coffee to their decision-making process.
- And they like their loyalty programs and mobile apps. The Coffee Association of Canada reported **16% of coffee drinkers used a loyalty card in 2018, while 7% of respondents ordered coffee through an app.**

SELTZERS & CARBONATED WATER

Many millennials have turned to seltzers and flavoured sparkling waters as a healthy alternative to sugary carbonated drinks.

- The primary market for carbonated water is 25-40-year-olds.
- Millennials prefer gourmet flavours.
- Carbonated bottled water sales has grown 21%.



Houseplants

Houseplants are big with millennials who are delaying having children until they have some financial stability. They allow them to travel and still have something to nurture.

- **Garden-tainment:** Millennials are finding new, social ways to enjoy the garden with friends and family by transforming outdoor spaces into entertaining spaces.
- **Portable Gardening:** Millennials want to be able to garden where ever they live, no matter how small the space or how long they'll be there.

Overall plant sales increased by eight per cent to \$1.5B from 2013 to 2018.

Living in Edmonton



City of Edmonton

According to the municipal census, the population in 2019 was 972,223, increasing by 72,776 since 2016.

Edmonton's median age of 36.3 years makes it the youngest city in Canada.

EDMONTON CENSUS METROPOLITAN AREA (CMA)

- HAS A POPULATION OF 1,321,425.
- IS THE FIFTH-LARGEST URBAN CENTRE IN THE COUNTRY.
- IS THE THIRD-FASTEST IN POPULATION GROWTH OVER THE LAST 20 YEARS.
- POPULATION HAS GROWN BY 13.6% BETWEEN 2011 AND 2016, SECOND ONLY TO CALGARY (14.6%).

Where each generation lives in Edmonton

Alpha Generation (Age 0-9)

- 11.8%** Ward 2 North West Edmonton/ Calder
- 10.9% Ward 12 South East Edmonton/ Meadows/Ellerslie
- 9.2% Ward 4 North East Edmonton/ McConachie

Generation X (Age 40-54)

- 12.6%** Ward 9 South Central Edmonton/ Riverbend/ Terwillegar
- 12.2% Ward 12 South East Edmonton/Meadows
- 8.7% Ward 5 South West Edmonton/Hamptons



Boomers (Age 55-69)

- 6.2%** Ward 9 South Central Edmonton/ Riverbend/ Terwillegar
- 5.7% Ward 10 Central South Edmonton/Malmo/ Duggan
- 5.6% Ward 11 East South Edmonton/Ritchie/ Millwoods



What is the difference?

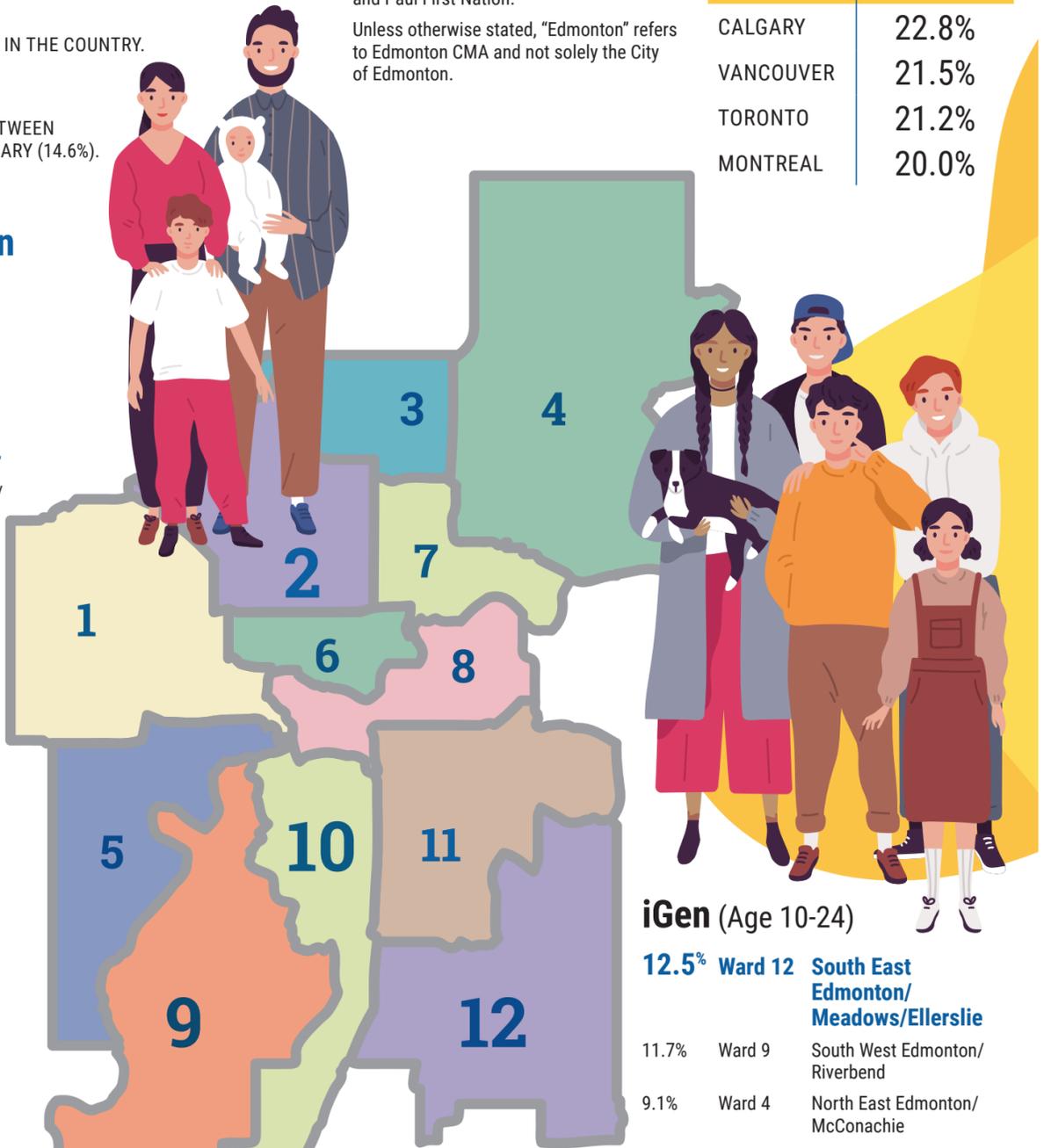
The **City of Edmonton** includes only those within the boundaries of Edmonton.

Edmonton CMA includes Strathcona County, Leduc County, Parkland County, and Sturgeon County and cities and towns in them as well as Alexander First Nation, and Paul First Nation.

Unless otherwise stated, "Edmonton" refers to Edmonton CMA and not solely the City of Edmonton.

Edmonton has the highest proportion of millennials of any major urban centre.

Location	Millennials as a percentage of total population
CANADA	19.5%
EDMONTON	23.7%
CALGARY	22.8%
VANCOUVER	21.5%
TORONTO	21.2%
MONTREAL	20.0%



iGen (Age 10-24)

- 12.5%** Ward 12 South East Edmonton/ Meadows/Ellerslie
- 11.7% Ward 9 South West Edmonton/ Riverbend
- 9.1% Ward 4 North East Edmonton/ McConachie



Millennials (Age 25-39)

- 13.5%** Ward 12 South East Edmonton/Meadows/ Ellerslie
- 11.7% Ward 9 South West Edmonton/ Riverbend/Terwillegar
- 9.3% Ward 6 Central Edmonton/Oliver

Silent Generation (Age 70-84)

- 4.1%** Ward 10 Central South Edmonton/Malmo/ Duggan
- 3.24% Ward 1 West Edmonton/ Lewis Farms/Crestwood
- 3.23% Ward 9 South Central Edmonton/ Riverbend/Terwillegar

Education

Three-year high school completion rate

Edmonton Catholic School Board **2019 - 86.5%**

Edmonton Public School Board **2019 - 75.1%**

Provincial completion rate was 79.1%.

Post-Secondary Institutions

- In 2018-2019 there were approximately 101,962 students enrolled in Edmonton-based post-secondary institutions.
- Average tuition fees in Alberta for a Canadian undergraduate student - 2019/2020 school year were \$5,714. The national average of \$6,463.
 - Alberta is the only province or territory which saw its average tuition costs decrease between the 2015- 2020, **falling from \$5,739 to \$5,714.**
 - This is likely to change following the lifting of tuition freezes and decreased provincial funding for post-secondary institutions.

Newcomers

Immigration is a large reason why Edmonton is Canada's youngest, and also one of the fastest-growing cities.

- Immigrants make up more than a quarter of Edmonton's workforce.
- The majority of immigrants to Edmonton are Asian-born (55.1%), followed by Europe (21.3%), Africa (12.1%), and the Americas (10.2%).

LANGUAGE

- As of 2016, Edmontonians spoke more than 177 mother-tongues, including 34 Aboriginal languages.
- After English, Tagalog is the language most often spoken at home in Edmonton.

CANADA'S OFFICIAL LANGUAGES

- 95,160 Edmontonians speak both English and French.
- 1,765 speak only French.
- 20,650 Edmontonians speak neither English nor French.

“ IN A 2020 LEGER SURVEY ”

84% of Edmontonians agree that Edmonton is a culturally diverse city.

LIVING In Edmonton



Food

IN 2019 EDMONTON'S FOODBANK

- Distributed \$24,065,599 worth of goods.
- Supported 70 schools and 68 food depots.

The food hamper program served 62,323 unique individuals and an average of 21,385 individuals per month (an increase from 13,899 individuals per month in 2014).

COMMUNITY GARDENS & FARMER'S MARKETS

- Reduce the distance to fresh-foods from 1.76 km to 1.44 km.
- Approximately 72% more Edmontonians have access to fresh-foods than would otherwise be the case.
- Edmonton has more than 90 community gardens (61 community gardens in 2014).

TRANSIT TRANSPORTATION

ETS FARES FROM 2005-2020:

Transfer Type	Cost (2005)	2005 fares adjusted for inflation to 2020 dollars	2020 cost
90 min. transfer (adult)	\$2	\$2.56	\$3.50
Adult monthly pass	\$59	\$75.58	\$97.00
Seniors monthly pass	\$11	\$14.09	\$34.00
Youth monthly pass	\$42	\$53.08	\$72.50

IN A 2020 LEGER SURVEY

The main mode of transportation for Edmontonians is:

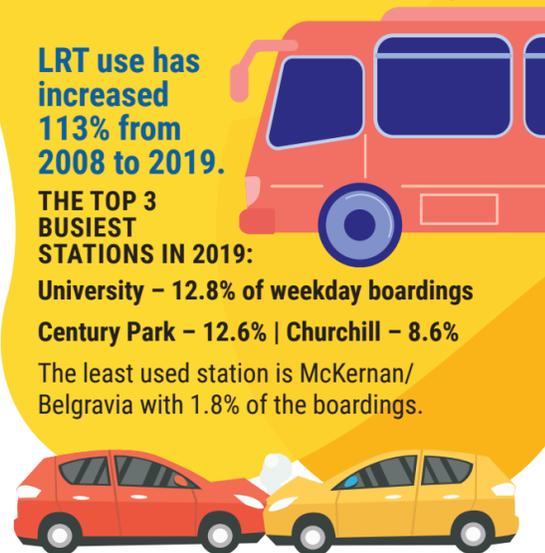
74% car as driver or passenger
17% transit | 5% walk | 4% bicycle

LRT use has increased 113% from 2008 to 2019.

THE TOP 3 BUSIEST STATIONS IN 2019:

University – 12.8% of weekday boardings
Century Park – 12.6% | Churchill – 8.6%

The least used station is McKernan/Belgravia with 1.8% of the boardings.



TRAFFIC COLLISIONS

In 2015, The City of Edmonton committed to *Vision Zero* with the goal of reaching zero traffic-related fatalities or serious injuries.

- Edmonton is currently on track to reach that goal by 2032.
- Since 2015 there has been a 56% decrease in traffic related fatalities and a 30% decrease in serious injuries.

The top causes for collisions (2019)

- tailgating,
- turning left across the path of another vehicle,
- failing to yield to a pedestrian,
- not observing traffic signals, and
- losing control of the vehicle.

Economy

Economic Outlook

EMPLOYMENT

- Edmonton's unemployment rate climbed to **15% in July 2020** (down from 15.7% in June 2020) significantly higher than July 2019 at 7.5%.
- As of July 2020, Alberta's unemployment rate of 12.8% was the second-highest in the country, after Newfoundland and Labrador at 15.6%.



LOW-INCOME IN EDMONTON

	2017	2018
Number of persons in low-income	170,220	175,880
Couple families in low-income	65,730	67,770
Lone-parent families in low-income	51,230	52,000
Single adults in low-income	53,260	56,100

The prevalence of low-income in Edmonton from 2017 to 2018 has remained virtually unchanged. While the total number of people in poverty has risen by more than 5,000, this growth is proportional to the growth in population of the city. Low-income continues to be a problem, especially for lone-parent families.

THE COVID-19 EFFECT

- April 2020 saw Edmonton's largest loss in employment since the data became available in 2001, and Canada's largest loss since 1976.
- Edmonton also lost 114,100 jobs in that same time period.
- **74,900 individuals left the labour force** entirely, buffering an even sharper increase in unemployment.

ALBERTA JOBS BY SECTOR 2019

The total number of jobs in Alberta for 2019 was **2,343,000**.

INDUSTRY	% OF TOTAL
WHOLESALE & RETAIL TRADE	14.4%
HEALTH CARE & SOCIAL ASSISTANCE	12.5%
CONSTRUCTION	10.1%
PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	7.9%
EDUCATIONAL SERVICES	6.7%
ACCOMMODATION & FOOD SERVICES	6.2%
FORESTRY, FISHING, MINING, QUARRYING, OIL & GAS	6.2%
TRANSPORTATION & WAREHOUSING	5.9%
MANUFACTURING	5.8%
Other services (except public administration)	4.9%

INFLATION

Inflation in Edmonton increased by **1.7% in 2019**.

- In light of falling oil prices and the COVID-19 pandemic, inflation is not expected to exceed 2% for several years.

LIVING WAGE

The living wage is defined as "the hourly wage that a primary income earner must make to provide for themselves, their families, and reach basic financial security."

The 2019 living wage was **\$16.51/hour**.

- A slight increase from \$16.48/hour in 2018.
- Alberta's current minimum wage is \$15/hr and \$13/hr for workers under the age of 18.

EDMONTON HAS THE THIRD HIGHEST LIVING WAGE IN ALBERTA.

Housing

Affordable Housing

- As of 2017, only 200 of the 1,000 affordable housing units that were called for in the 2009 Plan to End and Prevent Homelessness had been built.
- The City of Edmonton estimates that an additional 50,000 affordable housing units are needed to meet the city's demands.
- It is likely that those efforts will only be further complicated by the fallout from COVID-19 and plummeting oil prices.

RENTING

- Average rent for a two-bedroom apartment in 2019:
 - **EDMONTON - \$1,377**
 - National average at \$1,577
- 2019 vacancy rates – 4.9% (5.3% in 2018.)

INCREASED DEMAND

- 2019 saw 2,009 units added to Edmonton's overall rental universe, but due to strong population growth, demand still outstripped supply.
- Tenant turnover rate decreased to 29.4% in October 2019 (32% October 2018.)
- Family-sized rentals (3 or more bedrooms) increased by 1.6%
 - more than any other unit type
 - and had the lowest vacancy rates at 3.9%.

HOME OWNERSHIP

- The average residential home price in Edmonton - \$385,756 (2019).
- 8,605 housing starts in 2019 (a 7.4% increase from 2018).

AFFORDABILITY

Edmonton is the most affordable of the major cities for homeownership. Edmonton's homeownership rate is 69.6%, which is second only Calgary at 73%.

Proportion of household income needed to cover homeownership costs

Canada	50.7%
Edmonton	33.5%
Vancouver	77.3%
Calgary	38.6%
Toronto	65.6%
Ottawa	41.3%
Montreal	44.4%

Homelessness

Did you know? In 2009, the City of Edmonton announced *Edmonton's 10 Year Plan to End Homelessness*. At the time, the number of people living in homelessness had been steadily increasing for a decade, reaching a peak of 3,079 individuals in 2008.

July 2020 - approximately 1,933 Edmontonians experiencing homelessness.

- 58% male and 41% female.
- 73% are either provisionally accommodated or living in shelters.
- 27% living outdoors.
- Indigenous people remain overrepresented at 62% of the homeless population.

- Since 2008 the homeless population has decreased by 37%, despite the city's population increasing by more than 200,000 people in the same time period.

The COVID-19 Effect

The pandemic has not significantly affected the number experiencing homelessness.

- **1,835 HOMELESS IN FEBRUARY 2020**
- **1,874 IN AUGUST 2020.**
- **PEAKING AT 1,941 HOMELESS IN MAY 2020.**



LIVING in Edmonton

In 2018/2019, the Canada Mental Health Association's Edmonton office recorded:

- 16,693 calls to its distress line,
- 354 online crisis chat conversations,
- 868 senior's abuse helpline calls,
- 266 bullying helpline calls.

THE TOP FIVE CALLER CONCERNS WERE:

- MENTAL HEALTH
- DOMESTIC OR SENIORS' ABUSE
- LONELINESS
- BEREAVEMENT OR LOSS
- RELATIONSHIPS

- As of March 2019, Alberta Health Services had 2,772 beds/spaces dedicated to mental health and addictions, a 2.4% increase from March 2018.
- The Edmonton Zone Mental Health Day Hospital opened in January 2019. The day hospital allows acutely-ill mental health patients to receive treatment seven days a week, while still being able to remain in their homes and not be hospitalized.

Mental Health

IN A 2020 LEGER SURVEY

Only 37% of Edmontonians trust the government (refers to all levels of government).



Prejudice & Discrimination

IN A 2020 LEGER SURVEY

69% of Edmontonians agree Indigenous people often face discrimination.

60% agree visible minorities face discrimination, and 57% agree refugees often face discrimination in Edmonton.

ALBERTA HUMAN RIGHTS COMMISSION

In 2018/19 there were 2,339 open complaints.

The top five grounds cited in complaints were

- PHYSICAL DISABILITY (29%),
- MENTAL DISABILITY (20%),
- GENDER (17%),
- RACE/COLOUR (8%),
- ANCESTRY/ORIGIN (7%).

80% of these were in the area of employment practices.

Crime & Policing

IN A 2020 LEGER SURVEY

87% of Edmontonians feel safe in their home. 79% feel safe in their community and 73% feel safe in Edmonton.

The Crime Severity Index is a measure weighing the volume of criminal incidents and the relative severity of those incidents.

According to EPS, Edmonton ended 2018 with a crime severity index of 128.6.

The national crime severity index in 2018 was 75.

Among Canada's largest 25 cities, Edmonton had the third highest crime severity index.

Rank	Location	Crime Severity Index (2018)
1	SASKATOON, SK	133.1
2	REGINA, SK	132.5
3	EDMONTON, AB	128.6
4	WINNIPEG, MB	125.2
5	WINDSOR, ON	115.9

EPS TARGETS

Crime (from 2018)

- 2.2% decrease in the crime severity index.
 - 1.2% decrease in violent crime victimizations.
 - 2.4 per 1,000 population for traffic injury collisions. Below target but still part of a decreasing trend.
 - 3.1% decrease in outstanding criminals warrants.
- Hiring
- 682 total EPS applicants, 1.2% increase from 2018.
 - Percent of sworn female applicants and hires:
 - 151 of the sworn recruit applicants in 2019 were female.
 - 31% of sworn hires in 2019 were female (a 20.7% increase from 2013).
 - 26.2% of sworn hires were from Indigenous or racialized communities.

Complaints

- 44 of 232 investigations completed by EPS's Professional Standards Branch were proven to involve police misconduct.
- 2.4 complaints per 100 officers, which is a 47% reduction from 2018.

Drug Use

OPIOIDS

68% of opioid-related deaths in Edmonton in 2019 occurred at the individual's home address.

Neighbourhoods in Edmonton with the highest rates of opioid-related deaths (including fentanyl) in 2019:

- Eastwood (44 deaths),
- Bonnie Doon (17 deaths), and
- Woodcroft East (11 deaths).

Supervised consumption sites (SCS) offer community members a safe, clean environment where they can use drugs while being monitored. They also receive access to addiction services, housing supports, opioid treatment resources, and overdose intervention at these sites. SCS reduce overdose deaths and disease transmission.

There were a total of 92,804 SCS visits in Edmonton in 2018 and 2019, 15.5% of the provincial total.

- 120,950 visits in Calgary over the same time period.
- Lethbridge saw the most visits at 375,207 visits over the two years.
- Edmonton averaged 576 unique visitors per month in 2019, 2.5x more than in 2018

FENTANYL

178 accidental fentanyl poisoning deaths in Edmonton in 2019 (12.5 per 100,000 people).

- 214 in Calgary (12.6 per 100,000 people)
- 523 in Alberta as a whole (11.9 per 100,000).

CANNABIS

- From October 2018 (when legalized) to September 2019, total retail sales at Alberta cannabis stores totaled \$195.74M.
- As of July 2020, Alberta had 176 cannabis retail stores.
- That means the average Albertan lives within 13km of a cannabis retail store.

Where Your Tax Dollars Go

The City of Edmonton's total expenditures in 2019 totaled \$3.32B.

According to the 2019 City of Edmonton Annual Report, for every \$100 of tax dollars:

CITY GOVERNANCE	\$1
VALLEY LINE LRT	\$1.2
CORPORATE EXPENDITURES	\$3.6
OPERATIONAL SUPPORT	\$4.7
TRANSFER FOR CAPITAL PURCHASES	\$4.7
NEIGHBOURHOOD RENEWAL	\$5.5
ROADS & TRAFFIC MANAGEMENT	\$5.9
CORPORATE SUPPORT	\$6
PLANNING & HOUSING	\$6.4
FIRE RESCUE SERVICES	\$7.4
COMMUNITY SERVICES & ATTRACTIONS	\$16.4
POLICE SERVICE	\$14.9
PUBLIC TRANSIT	\$12.3
DEBT REPAYMENT	\$10

WASTE

Edmonton residents pay \$48.26/month towards waste management services.

\$2.28	ECO STATIONS
\$0.25	REUSE CENTRE
\$16.98	COLLECTIONS
\$1.02	WASTE EDUCATION PROGRAMS
\$10.75	ORGANICS PROCESSING
\$10.28	LANDFILL MANAGEMENT
\$3.26	MATERIALS RECOVERY FACILITY
\$2.63	REFUSE DERIVED FUEL FACILITY
\$0.81	DROP-OFF

EDMONTON PUBLIC LIBRARY

According to the 2019 Edmonton Public Library Annual Report

- 292,528 Edmontonians used their library card 6% more than 2018
- 14.2 Million in-person and virtual visits
- 11.4 Million items borrowed
- 16% increase in the e-content usage

Did you know? As of July 2020, there were 6,122 active registered non-profits based in Edmonton alone.

MOST POPULAR BABY NAMES IN ALBERTA

Noah and Liam were in the top 2 every year from 2017 - 2019. Olivia and Charlotte were in the top 3 names every year from 2017 to 2019. Emma also had top billing.

FUN STUFF

MOST POPULAR DOG BREEDS

EDMONTON	CALGARY	CANADA
Labrador Retriever	Labrador Retriever	Mixed breed
Mixed breed	Mixed breed	Labrador Retriever
German Shepherd	Golden Retriever	Golden Retriever

WEIRD & WONDERFUL EDMONTON quiz

- How many public buildings are pyramids?
7 - 2 at City Hall, 4 at Muttart, 1 at WEM.
- What park features poetry in English, French, Ukrainian, Chinese, Michif, and Cree?
Louise McKinney along the river walkway.
- Where is PacMan used to assist traffic?
Groat Road heading towards 107 Street from the River Valley.
- What does our River Valley have in common with Central Park in NYC?
Frederick Gage Todd developed a plan for the River Valley focusing on preserving and enhancing the natural state. Todd apprenticed with the firm Olmstead, Olmstead, and Eliot who designed Central Park.
If you'd like to find several interesting spots in Edmonton - many I'll bet you have not heard of - check out: yegsecrets.ca.
- Where is the best place to experience "Purple City"?
Visit the legislature at night and you can experience purple city. Place your face about 2 feet from one of the orange lights that point upwards towards the ledge, and stare into it for 20-30 seconds. (Not recommended for those with sensitive eyes). When you look up, the city looks as if you are viewing it through purple glasses.