



## ***Mosaic Minds of Canada's Millennials***

**Canada's Millennials are the most diverse young generation in Canadian history. Never before have we seen such racial and lifestyle variations among Canadian youth. And a major new research project has found that their diversity is having a profound impact on how they see and live life.**

In a newly-released book entitled, *The Millennial Mosaic*, three Alberta sociologists, Reginald Bibby of the University of Lethbridge and colleagues Joel Thiessen and Monetta Bailey of Calgary's Ambrose University draw on a massive number of national surveys, present and past, to examine young people today compared to older Canadians both today and yesterday.

**Millennials – young adults born since 1985 – personify diversity.** Close to 30% are members of what Statistics Canada refers to as “visible minorities,” double the figure just two decades ago and three times that of Pre-Boomers who are 70 and over. In cities like Toronto, Montreal, and Vancouver, the Millennial figure exceeds 50%.

**Beyond demographics, what Bibby, Thiessen, and Bailey find is that Millennials have mosaic minds. In addition to being personally diverse, they have grown up with multiculturalism and the Charter, and an emphasis on pluralism and choice. As a result, to an extent never before seen in Canada, Millennials not only exude differences but energetically advocate them. These days, the monocultural known to many of their grandparents and parents is dead.**

- So it is that they see ***interracial relationships and marriage*** as normative.
- ***Sexual orientation*** and ***gender*** are both viewed as variables.
- ***Sexual behaviour*** is largely a personal issue.
- ***Family arrangements*** are seen as a matter of choice – with the marriage, parenthood, and sexual orientation permutations pretty much unlimited.
- ***Entertainment options*** have exploded. The Internet and social media have made seemingly endless choices available when it comes to what can be seen and heard and enjoyed. Culturally-speaking, we have never been more *Americanized*. But we also have never been more *globalized*. In the process, entertainment has never been so *individualized*.
- Even an area like ***religion*** has become more diversified. People can choose between being pro-religious, low religious, or no religious. Should they opt for religion, they have an ever-expanding smorgasbord of choices, including a plateful of spirituality, without religion on the side.

**And Millennials, say Bibby, Thiessen, and Bailey, are well aware of their endorsement of diversity.** Some 44% say that their “appreciation for people different from me” has increased in recent years – considerably higher than the levels reported by older Canadians. Moreover, virtually the same proportion say their “concern for other people” has been on the increase, again well above the levels of Boomers, Xers, and Pre-Boomers.

Such a mosaic outlook seems to speak well not only for Millennials but for the future of life in Canada.

