

CANADIAN YOUTH STRONG AND VOCAL ADVOCATES OF SOCIAL CAUSES

How canadian youth get interested, organized, and foster change.

The economic meltdown is causing Canadians to pinch their pennies tighter than ever. Social programs and charities are being pushed to the last in a long line of priorities. As the 161,000 non-profit organizations in Canada are struggling to find support, a commonly overlooked and underestimated segment of the Canadian population is eager to lend a hand.

Teens care about social issues. Unlike their attention strapped parents, they have the time and willingness to get involved in the causes that matter to them. The challenge is to understand how teenagers find out about social issues, with whom they are discussing these issues, which issues are most relevant to them, and what actions they are taking in support of these issues.

Organizations would be wise to earn the support of the 3 million plus teens in Canada.

TOP SOCIAL ISSUES FOR TEENS:

1. Drunk Driving
2. Environment
3. Bullying at school/Cyber bullying
4. Drug/Alcohol Abuse
5. Safe Sex
6. Homelessness



THE SCOOP:

- 90% of teens consider social issues to be of importance.
- 76% of teens are active in their support of social causes.
- 72% of teens learn about social issues from either the internet or their friends.
- 64% of teens discuss these issues more than once a week.
- 59% of teens seek out more information about social issues that matter to them.



“Nothing changes unless you try and make it change”

-Teen Respondent



IMPLICATIONS AND STRATEGIES

Accept The Facts:

Teens have a high sense of emotional intelligence and want to feel as though they are contributing to a greater good.

Teens have the ability to spread information and social messages quickly and to a much broader social circle than ever before.

It is imperative that teenagers receive accurate information in a manner that is easily passed to their peers both verbally and electronically.

Get Inside Their Heads:

Find out how to make your social issue relevant to them.

Tailor your message so that it is delivered in a viral and engaging way.

Partner with teen experts who ensure your message is not only received but acted upon.

Develop Smart Campaigns:

Develop smart strategies that familiarize teens with your cause.

Ensure your campaign's message and placement is teen friendly by providing impactful, short bursts of information that are contagious.

Use seeding in social networking forums to generate viral discussions.

“This world will be a lot better if we all helped people that are less fortunate”

-Teen Respondent

TOP FORMS OF TEEN ACTIVISM:

1. Volunteering their time
2. Giving Donations
3. Fund Raising
4. Attending Rallies/Protests

About the survey

Results are based on a 400 respondent questionnaire-based survey in January 2009:

Key demographics: 42.6% male, 57.4% female

76% aged 13-18, 11% aged 19-23

Want more?

Nexopia is the leading Canadian social networking site for youth. We reach into the minds of young people- tapping into their attitudes and values, lifestyles and trends, media, products and brands. Our exploratory research includes quantitative surveys and in-depth qualitative research (focus groups, observation, teen panels). These reports are distributed to key Canadian advertising and marketing decision makers with the intent to demystify this niche market and assist with developing relevant and effective communication & marketing strategies.

KELLEY HAJAR

email: kelley@connect13.ca

direct: 780 444 1250 ext.200

Connect13.ca

Prepared by: Brand Consultant- Darla Miazdyck

email: darla.miazdyck@gmail.com

804 212 6724 - 647 347 3133