

CANADIAN YOUTH CAMPUS INVASION

A look at Canadian teens' perceptions, preferences and consumption of fast food.

Nearly one million Canadian teens are in their final year of high school studies and 89% of them say that a university or college education is important to their future career plans. A study conducted in April 2009 of 12,000 Canadian teens revealed that while some are opting to take a year or two off to either work or travel before continuing their education, 63% of Canadian teens plan to go to university directly after their high school graduation.

Almost three quarters of Canadian teens fully intend to stay in Canada for their post secondary studies and educational institutions strive to have these young minds fill their prestigious halls. 72% of Canadian teens will select a university or college strictly on the courses that they offer. Secondary factors in their selection process include proximity to their home and schools that are attended by their existing social circle. 97% of teens surveyed do still find researching potential universities or colleges important but how they access this information has changed. Studies show teens will first seek out information on the internet, followed by more traditional methods such as speaking with teachers/guidance counselors or taking part in a University/College orientation.

Reported tuition fees at Canadian universities in 2008-09 were reported as high as \$20,500USD. This does not include the cost of books and supplies, room and board, transportation and other expenses which amount to many thousands of dollars more. Still, over half of the teens polled said that they have yet to start saving for university or college. These teens and their parents will be looking to Canadian financial institutions to ensure that the necessary costs are covered.

“I’ve picked my college for the courses that I need to get into the career I want.”

-Teen Respondent

Top 5 areas of post-secondary study:

- 1. Arts**
- 2. Sciences**
- 3. Computers**
- 4. Law Enforcement**
- 5. Child Care**



IMPLICATIONS AND STRATEGIES

Accept The Facts:

Teens have a great interest in their future and want to feel as though they are in control of their educational career.

Teens have access to information and social messages like never before. It is imperative that they receive accurate information in a manner that is easily passed to their peers both verbally and electronically.

Get Inside Their Heads:

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

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

Develop Smart Campaigns:

Develop smart strategies that familiarize teens with your brand.

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

Use seeding in social networking forums to generate viral discussions.

“Finding the right school was the easy part. Paying for it is going to be painful”

-Teen Respondent

Top University/College Financing choices:

1. **Parents**
2. **Student Loan**
3. **Part-time job**
4. **Scholarships**
5. **Military**



About the survey

Results are based on a questionnaire-based study of 12,000 Canadian teens in April 2009
Key demographics: 41.8% male, 58.2% female, 91% aged 16-19

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.

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