

3<sup>rd</sup> edition

THE ONLY ONE  
OF ITS KIND  
IN CANADA



# YOUTH

## STUDY

CREATED BY **Leger**

Access the largest study of young Canadians. Discover a complete portrait of **millennials (25-39 years of age)** and **Generation Z (13-24 years of age)**, including a section that explores the personal finances and economic mood of young Canadians in detail.

A REPORT BASED ON THE RESULTS OF THE STUDY  
WITH IN-DEPTH ANALYSIS AND RECOMMENDATIONS

OFFERED  
FREE OF CHARGE

### ● **Personal Finances** The State of Their Wallet

**\$4,000**

How did the COVID-19 pandemic impact young Canadians' finances? How are they preparing for their post-pandemic future? What are their perceptions of financial institutions?

### **25** QUESTIONS TO UNDERSTAND THE STATE OF YOUNG CANADIANS' FINANCES

**Their Situation:** *What is their financial situation? Have they experienced any financial difficulties in the last year?*

**Their Frustrations:** *What types of products or services do they feel they are paying too much for?*

**Their Advisor:** *Who do they turn to if they have financial decisions to make? Are the financial institutions there to answer their questions?*

**Their Support System:** *If they need to borrow money, who do they turn to: relatives, friends, financial institutions? For what types of products or services have they borrowed money?*

**Their Opinions:** *What are their opinions on financial institutions? Do they plan to switch financial institutions? Which institutions do they intend to switch to?*

**Their Assessments:** *Which financial institutions are best suited to new technologies and the needs of young people their age? Which ones have the most attractive brand image?*

### ● **Self Portrait** Their State of Mind

What are their aspirations, dreams, and fears? What do they really care about?

### ● **Digital Well-Being** The State of Their Health

We have given the floor to young people to share their online habits and the sources of their anxiety.

### ● **Influence** The State of Influencer Marketing

The first case study of content creators (aka influencers)!

... AND MANY OTHER  
QUESTIONS TO UNDERSTAND  
THE PRESENT AND FUTURE  
OF YOUNG CANADIANS!

**3,000**

young people aged 13 to 39  
surveyed across the country

**2,000**  
Millennials

25 to 39 years old

**1,000**  
Generation Z

13 to 24 years old