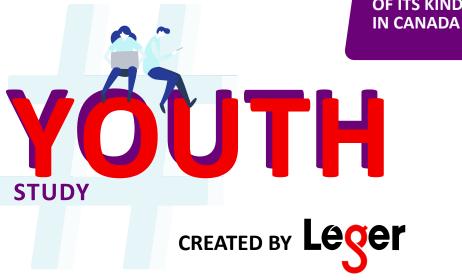
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THE ONLY ONE
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Access the largest study of young Canadians. Discover a complete portrait of millennials (25-39 years of age) and Generation Z (13-24 years of age), including a section that explores 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



### **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?

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### **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

1,000 Generation Z

25 to 39 years old

13 to 24 years old