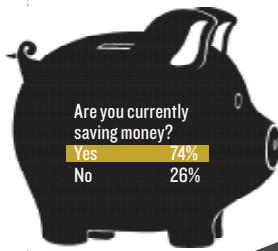


# LAST QUESTION

## What (and where) are Canadian students buying?

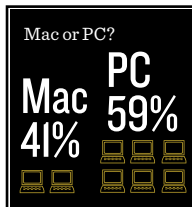
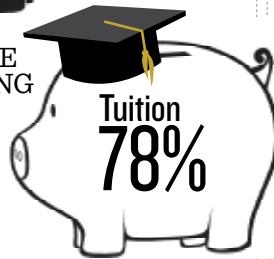
By Doug Picklyk

Canada's high school, college and university students live frugally but conveniently. Brands that tap into their preferences and patterns will not only appeal to them now, but build relationships for a more affluent future as well. In collaboration with Toronto-based youth marketing and market research firm **StudentAwards Inc.** (StudentAwardsInc.com), *Marketing* surveyed 1,195 students 16 – 24 about their spending habits, brand affiliations and future earning ambitions. Look out for some high-rolling moneymakers in the years to come as projected peak earning power indicates lots of disposable income.



### WHAT ARE YOU SAVING FOR?

Travel	39%
Car	23%
Clothes	22%
Computer	20%



### WHO PAYS YOUR CELLPHONE BILL?

Me	48%
Parent	41%
Other	3%
Don't own a cellphone	8%

### DO YOU HAVE A CREDIT CARD?

Yes	53%
No	47%

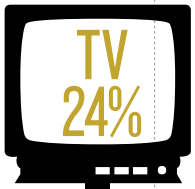
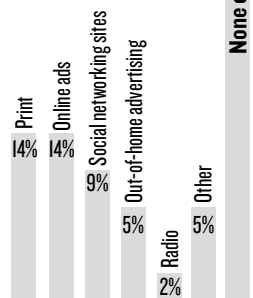
### EMPLOYMENT STATUS

Employed full time	3%
Employed part time	40%
Seasonally employed	13%
Not employed	42%
Other	1%

### EARNINGS (HOURLY WAGE)

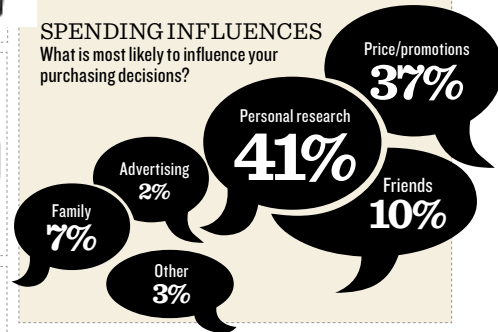
< \$10/hr	22%
\$10 – \$15/hr	64%
\$15 – \$20/hr	11%
> \$20/hr	3%

### WHAT MEDIA MOST INFLUENCES YOUR PURCHASING DECISIONS?

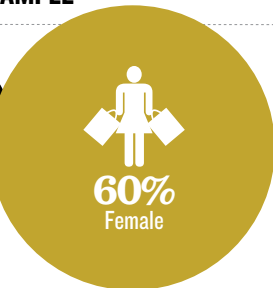


### SPENDING INFLUENCES

What is most likely to influence your purchasing decisions?



### THE STUDENT SAMPLE



HIGH SCHOOL 35%  
POST-SECONDARY 65%



### HOW MUCH MONEY DO YOU SPEND ANNUALLY IN EACH OF THE FOLLOWING CATEGORIES?

Category	High school	Post-secondary
Groceries (including snack food, etc.)	\$791.96	\$1,810.64
Dining out (restaurant, fast food, etc.)	\$566.80	\$880.36
Coffee (not including homemade coffee)	\$133.12	\$289.64
Bars (pubs, night clubs, etc.)	n/a	\$433.68
Clothing/apparel	\$662.48	\$654.16
Personal care items (soap, shampoo, toothpaste, etc.)	\$327.08	\$462.80
Entertainment (movies, sporting events, concerts)	\$407.16	\$376.48
Alcohol (not including bars/restaurants)	n/a	\$334.36
Tobacco (cigarettes, chewing tobacco, etc.)	n/a	\$149.76
Books/magazines (including online books)	\$210.08	\$318.76
Music (song downloads, CD's, etc.)	\$105.04	\$50.96
Video games	\$136.76	\$96.20
Apps (iPhone, Android, etc.)	\$53.56	\$36.40



### FAVOURITE BRAND (mentions)

APPLE	110
Nike	48
American Eagle	40
Guess	40
Lululemon	40
Adidas	31
Hollister	23
Sony	20
Aeropostale	17
Bench	17

### FAVOURITE FOODSERVICE (top 10 by mentions)

SUBWAY	134
Tim Hortons	106
McDonald's	93
Wendy's	40
Boston Pizza	39
Starbucks	38
A & W	26
Moxie's	19
Burger King	17
The Keg	15
Harvey's	15
Don't have one	55