

# Youth by the numbers

Strategy enlisted the help of Toronto-based research and marketing consultancy Conversion and student discount card provider SPC Card to get a better understanding of youth today - who do they love and why? They polled more than 500 teens and young adults, ages 14 to 24, across Canada. Here are the findings, rendered in everyone's favourite infographic style by designer Sandra Tavares.



## BRANDS YOUTH LOVE

Canadian brands

AMERICAN EAGLE OUTFITTERS

Bench.

H&M

FOREVER 21

lululemon

athletica

GARAGE

TNAY

Artzia

## MUSIC YOUTH LOVE

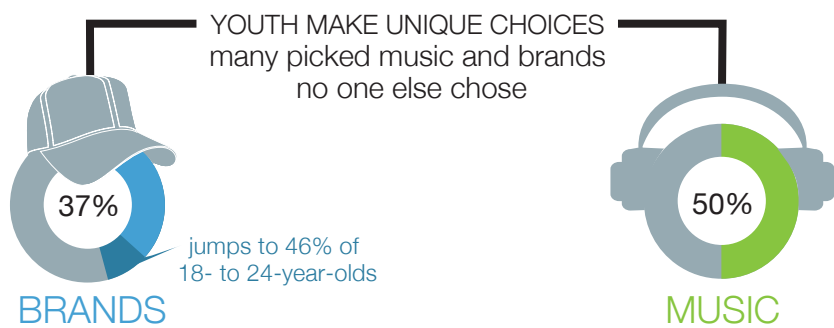
Adele

Taylor Swift

Rihanna

Goldplay

Eminem



## HOW YOUTH DESCRIBE THEIR FAVOURITES

BRANDS

Comfortable

Fashionable Stylish High quality Fun Athletic Active

MUSIC

Awesome! Amazing! Rock Fun Good Great Unique

“ The top attributes associated with brands are, I’ll just say it, **bo-o-o-ring**. So pragmatic. ‘**Comfortable**’ is number one? **WTF!** [Youth] are playing it safe. This is an opportunity [for brands] to change things up. Brands need to look to the music. Are you **awesome** or **amazing**? Are you **unique** or **inspirational**?”

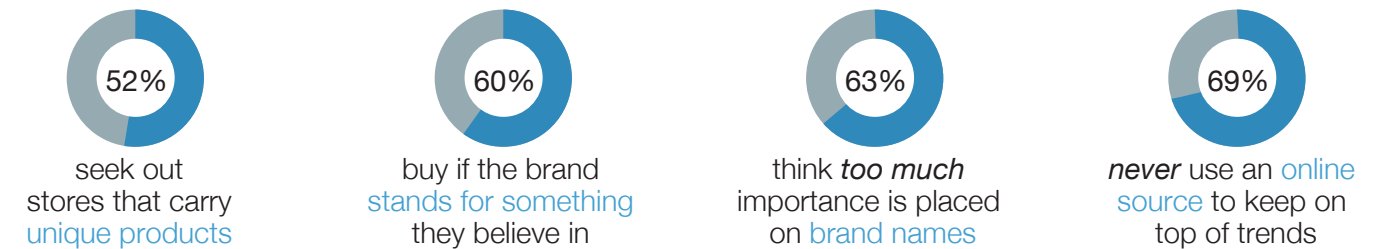
Mike Farrell, SVP research and insight, Conversion

## HOW YOUTH BUY

“ I like to follow trends ”

66% **disagreed** with this statement

almost half of youth are **loyal to their favourite brand**



## WHAT YOUTH HATE

