



# Reconnecting with Youth

## Introduction



Ipsos Reid is pleased to offer Reconnecting with Youth, an unparalleled syndicated study aimed at better understanding Canada's youth. Over time, *Reconnecting with Youth* has evolved into Canada's most comprehensive public opinion monitor of young Canadian's views regarding everything from the most important issues of the day to the different ways youth spend their days.

The Reconnecting with Youth syndicated study will track findings from studies that Ipsos Reid has undertaken since 1997, while incorporating fresh questions to explore new issues.

## Subject Areas

While each subscriber finds unique ways to utilize this study, Reconnecting with Youth examines youth public opinion in a wide variety of areas. Specific study areas will include but are not limited to:

- **Education and careers.** Young people increasingly face a workforce shaped by advancing technologies, an aging working-age population and an increasing reliance on immigration as a source of labour growth. Do Canadian youth feel prepared to enter this brave new workforce? What type or training or education are they looking for? What are they looking for in terms of career options?
- **Society, Governments and Governance.** Our research tells us Canadian youth have social issues on their minds. Will economic upheavals of late be contributing to a convergence of youth and adult economic policy priorities? What other issues are on youth's radar? How do youth rate government performance? Are youth optimistic about the future? To what extent and how are youth engaged with government and politics?
- **Preferred Communications and Media Consumption.** Today's youth are bombarded with information and images that flow from every direction. What is the best medium to communicate with youth? What are they tuning into and tuning out?

*Canada's most significant  
Public Opinion Study of Canadian Youth*

- **Internet Usage.** No other generation has been influenced and shaped by the Internet as much as today's youth. We continue to monitor youth Internet usage patterns, profiling how many are online, who they are and what they do.
- **Youth and Diversity.** More than any other generation, Canadian youth are coming of age in a world of diversity. What are young Canadians perceptions pertaining to diversity? What are youth's views on immigration?
- **Subscriber Input.** All subscribers have the opportunity to purchase their own proprietary questions. All Associate level subscribers are invited to provide input to the core questionnaire and will receive five client specific questions designed in partnership with Ipsos Reid.

## New! Qualitative Component

Ipsos Reid syndicated studies have an established reputation of looking "beyond the numbers," providing clients with strategic insights that not only address key issues, but bring an understanding of the broader implications of the findings.

As such, Reconnecting with Youth will offer each Associate level subscription the opportunity to attend a focus group discussion with Canadian youth that aims at delving deeply into areas of interest gleaned from key survey findings. In our experience, qualitative research can allow for a more thorough exploration of the issues often leading to new or unique insights. The results of the focus group discussion will be summarized and synthesized in a full-length report and offered to Associate level subscribers at no extra cost.

Marc Beaudoin, Study Director for Reconnecting with Youth will moderate the focus groups. Proposed focus group locations include major centres across Canada.

\*Please note that a minimum of three Associate level partners will be needed in order to conduct the qualitative component.



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**Research Team**

The study team for Reconnecting with Youth will consist of senior researchers from Ipsos Reid’s Ottawa Public Affairs Division. This study will be directed by Marc Beaudoin, Vice President, Ipsos Reid. Marc has more than twelve years experience in all facets of public and private sector communications and research.

**Cost and Deliverables**

Reconnecting with Youth is available to clients at two subscription levels: Limited and Associate.

**Limited subscriptions** are available for \$27,500 (plus applicable taxes) and includes the following deliverables:

- A full set of detailed tables;
- A data diskette in SPSS format for individual client use; and
- Full-length final report.

**Associate level subscriptions** are available for \$37,500 (plus applicable taxes) and includes all of the deliverables listed above, plus the following:

- Input into the design of the core questionnaire;
- Five client-specific closed questions designed in partnership with Ipsos Reid;
- Full length report summarizing qualitative findings; and
- An oral presentation, in either official language, from senior research staff in Ottawa.

**Need to know more? Ask Your Own Questions:** Additional (client-specific) questions will be charged at \$2,000 for each close-ended question and \$3,500 for each open-ended item of the full sample. Questions asked of only half the sample (e.g. under 21 years of age) will be charged at \$1,000 for each close-ended question and \$2,000 for each open-ended item.

Please note: The questionnaire, focus group guides and all resulting survey findings including reports remain the intellectual property of Ipsos Reid, and, according to the rules guiding syndicated studies, the above stated cannot be shared with any party outside of the supplier-client relationship.

**Methodology and Sample Plan**

Reconnecting with Youth surveys over 2,000 Canadians between the ages of 12 and 30. A total of 2,000 young Canadians will be surveyed as part of this study.

The proposed regional breakdown for the sample is:

Province	Sample Size	Margin of Error (19 times out of 20)
Atlantic Canada	200	6.9%
Quebec	600	4.0%
Ontario	550	4.2%
Saskatchewan/Manitoba	150	8.0%
Alberta	200	6.9%
British Columbia	300	5.7%
Total	2,000	2.2%

The proposed breakdown between the age groups is:

Province	Sample Size	Margin of Error (19 times out of 20)
12–16	500	4.4%
17–21	500	4.4%
22–26	500	4.4%
27–30	500	4.4%

**Contact Information**

To participate in this research, or for more information, please contact:

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