

MONEYSKILLS 101: STUDENTS AND THEIR MONEY

Understanding how young Canadians manage their finances and their outlook towards banking and credit is critical to growing your client base. Young adults between the ages of 17 and 28 years of age are early in the cycle of financial service product ownership. As they mature, their attitudes and behaviours will change to satisfy the increasing complexity of their lives. It is important for providers to actively cement relationships with these young consumers now to subsequently be in a position to meet their evolving needs.

MarketSense and StudentAwards have partnered to develop MoneySkills 101: Students and their Money, a comprehensive study created for financial services providers who need to understand the unique attitudes and behaviours of students. Our content encompasses product ownership, usage patterns and motivations among the student/youth market in Canada.

Method

An online survey conducted in both official languages among 2,500 post secondary students across Canada. Respondents will be drawn from StudentAwards' online database comprised of over 500,000 students. All survey participants will be at least 17 years of age and either currently, or enrolled to be a student in a Canadian post secondary education institution.

As this research program is currently under development, the launch and timing of the project will be dependent on a minimum number of subscribers being reached.

Please contact us for additional information including costs.

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