

2015

RBC Youth Optimism Survey



Welcome to the 2015 RBC Youth Optimism Survey

When we launched the RBC Kids Pledge in 2013, we knew it was ambitious: never before had a Canadian company pledged \$100 million to help kids. We also said we'd improve the wellbeing of a million kids, and we'd do it over five years. We've now spent a few years thinking about this concept of wellbeing.

In the autumn of 2014, we conducted our first ever survey of 2,400 Canadian youth, to gauge how optimistic this generation is about their future. We found that the young Canadians who will shape this country's future are reaching adulthood in an emotional slump—worried about job prospects and fearful that life will pass them by.

In the summer 2015, we repeated our survey with 1,200 youth, and added 1,600 parents to the mix. We asked what excites them and what worries them—today and for the future. The message we heard in 2014 remains resoundingly clear in 2015: Canadian youth score very high in the 'optimism' department, at least until they turn 18, when hope, happiness and satisfaction nosedive.

We intended to use the information from these surveys to help guide our funding and program decisions. But we also wanted to share freely everything we learned with people and organizations that share our interest in the wellbeing of youth.

So we're pleased to provide the full results of our 2015 survey here. Our sincere hope is that what we've heard from youth and parents in 2015 will be useful for parents, educators, community organizations, policy makers and anyone else interested in the wellbeing of Canada's kids, youth and young adults.

You are welcome to refer to, reprint or redistribute any information found in this document. We only ask that you attribute the source as the "2015 RBC Youth Optimism Survey."

Executive Summary

All things considered, most Canadian youth are happy, excited, optimistic and positive people. In general they're satisfied and think they have a good life, say it's easy to have fun, and are most excited for their own personal growth as they age. Drivers of happiness include: being a positive person, expecting to have a good day, the feeling that they have a good life, excitement in the future, and a family that makes them feel good.

However, the main trend outlined last year – that there is a significant decline in most positive sentiments among those aged 18 to 21 – has been confirmed once again in this year's poll. On happiness, and the key drivers of happiness, there is sharp decline between 14 to 17 year olds and 18 to 21 year olds:

- Happiness (down 26 points for males; down 16 points for females)
- Positivity (down 15 points for males; down 13 points for females)
- Expecting to have a good day (down 10 points for males; down 22 points for females)
- Feeling of a good life (down 22 points for males; down 15 points for females)
- Excitement in the future (down 24 points for males; down 22 points for females)
- Family makes them feel good (down 25 points for males; down 18 points for females)

Executive Summary *continued...*

Parents of youth largely seem to be unaware of this and think their children are doing better than youth in their late teenage years report.

Parents of youth aged 18 to 21 under-estimate the degree to which their kids worry about school when they first wake up in the morning. Thinking ahead to the future, parents also under-estimate the degree to which their kids worry about their financial security.

Parents of males aged 18 to 21 grossly over-estimate the degree to which their children are happy (by an average of 20 points!), although many parents of other ages do so as well.

Parents over-estimate the degree to which their kids are excited about the future, particularly for those aged 18 to 21 (21 points).

Parents are also more likely than their kids to agree that their family makes their child feel good (10 points), that their child can achieve anything they want (14 points) and that their child is lucky (8 points). More children report being bullied than parents who think so (gap of 10 points).

Executive Summary *continued...*

- Despite not always being in tune with the feelings of their youth, parents are actually harsher graders of themselves as parents than youth are. In fact, six in ten (58%) youth give their parents an A grade.
- Parents remember being more excited for the future and more optimistic than youth currently report being. Moreover, at present day, parents appear happier and more optimistic than youth are today. The fact that youth are less happy and excited than their parent used to be at their age could be a function of the fact that parents believe, on balance, that it's harder for youth today than it was when they were growing up. In fact, two in ten (17%) parents believe that when their child reaches the present age of the parent, they will actually be worse off than the parent is today. A similar proportion (15%) says that their child is falling short of their expectations.
- Attitudes towards their household while growing up appear to be strongly linked with whether someone is an optimistic or pessimistic person, and 88% agree that the people in their household had/have a big impact on the type of person they are today. For example pessimistic people are much less likely to say that their household is/was encouraging, that the people were/are optimistic and in a good mood, or that they often did/do things together as a family.
- Spending time with others also appears to be linked with positive outcomes, as people who are not satisfied with their life, pessimistic, worried about the future or describe themselves as negative are also much more likely to spend most of their time alone.
- Most (64%) youth are active on social media, led by those aged 18 to 21. Interestingly, pessimistic and worried people are more likely to be very active on social media. Social media is so important to some youth, that they feel anxious when not connected to social media (20%).

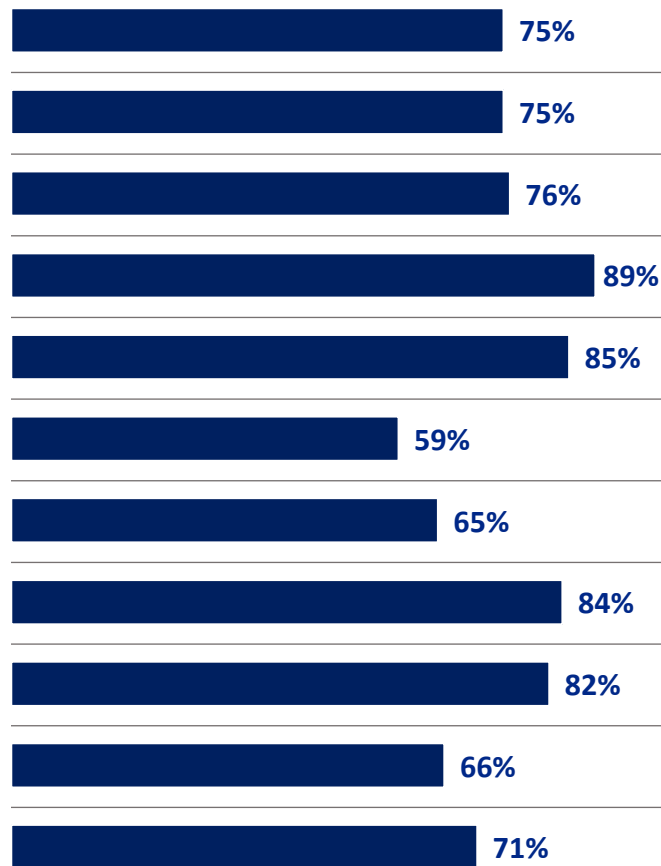


Youth's Current
State

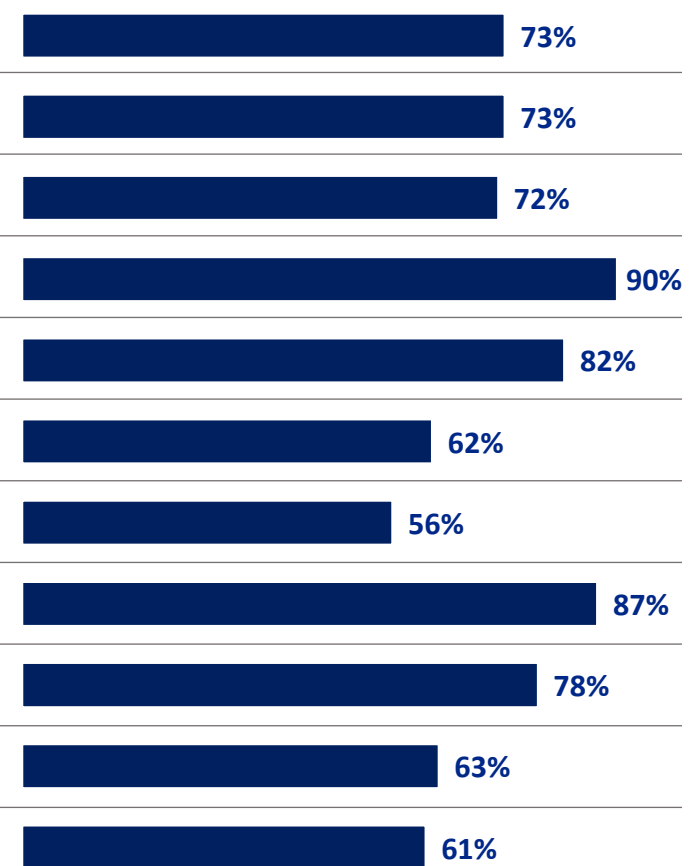
How Youth Feel Today Compared to How They Usually Feel

While 65% of men aged 22 to 25 usually feel happy, only 56% of them feel happy “today”. A similar finding is revealed among women aged 22 to 25, where 71% are usually happy, but 61% are happy “today”. In other words, those aged 22 to 25 appear most likely to have been affected by what’s happening “today”.

USUALLY FEEL HAPPY



FEEL HAPPY TODAY



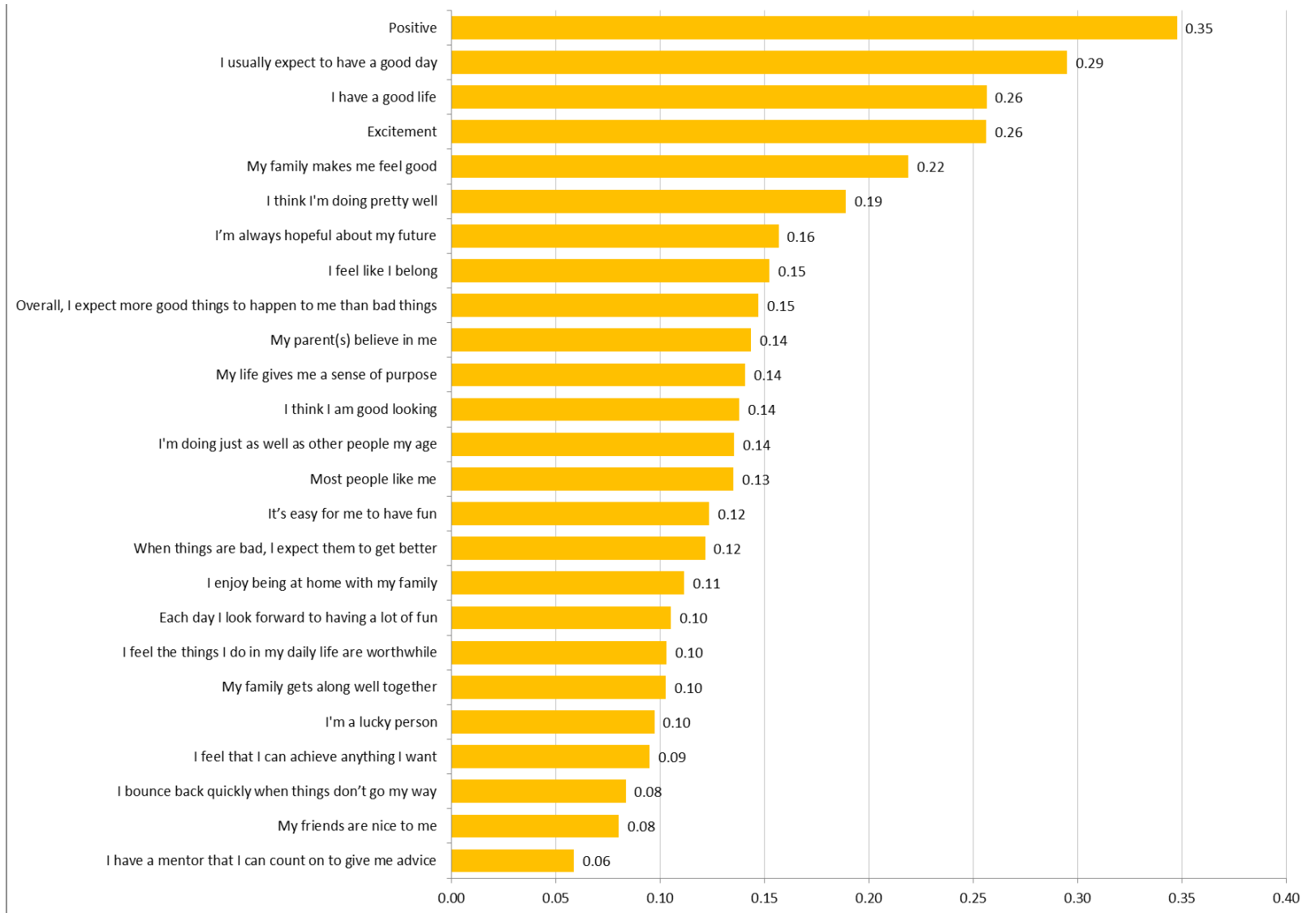
Youth - Q5. Using the scale below, where 1 is very sad and 7 is very happy, please show how you usually feel:

Base: All Answering 2015 (n=1260); 2014 (n=2360)

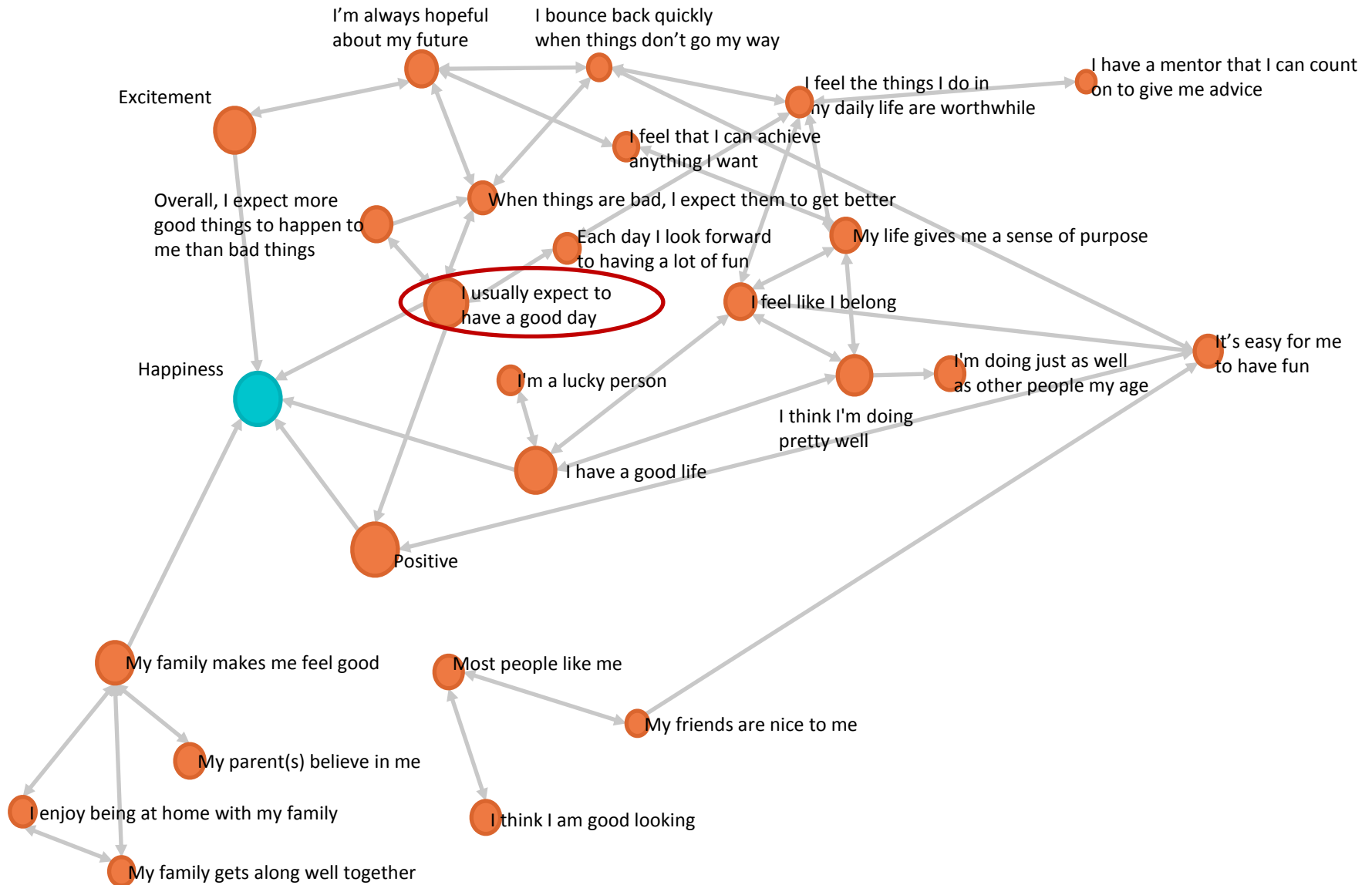
Youth - Q6. How do you feel today? Base: All Answering 2015 (n=1260); 2014:(n=2368)

Drivers of Happiness

- Being a positive person, expecting to have a good day, feeling like you have a good life, being excited in the future, and having a family that makes you feel good are the most significant drivers of happiness in Canadian youth.



Map – Drivers of Happiness

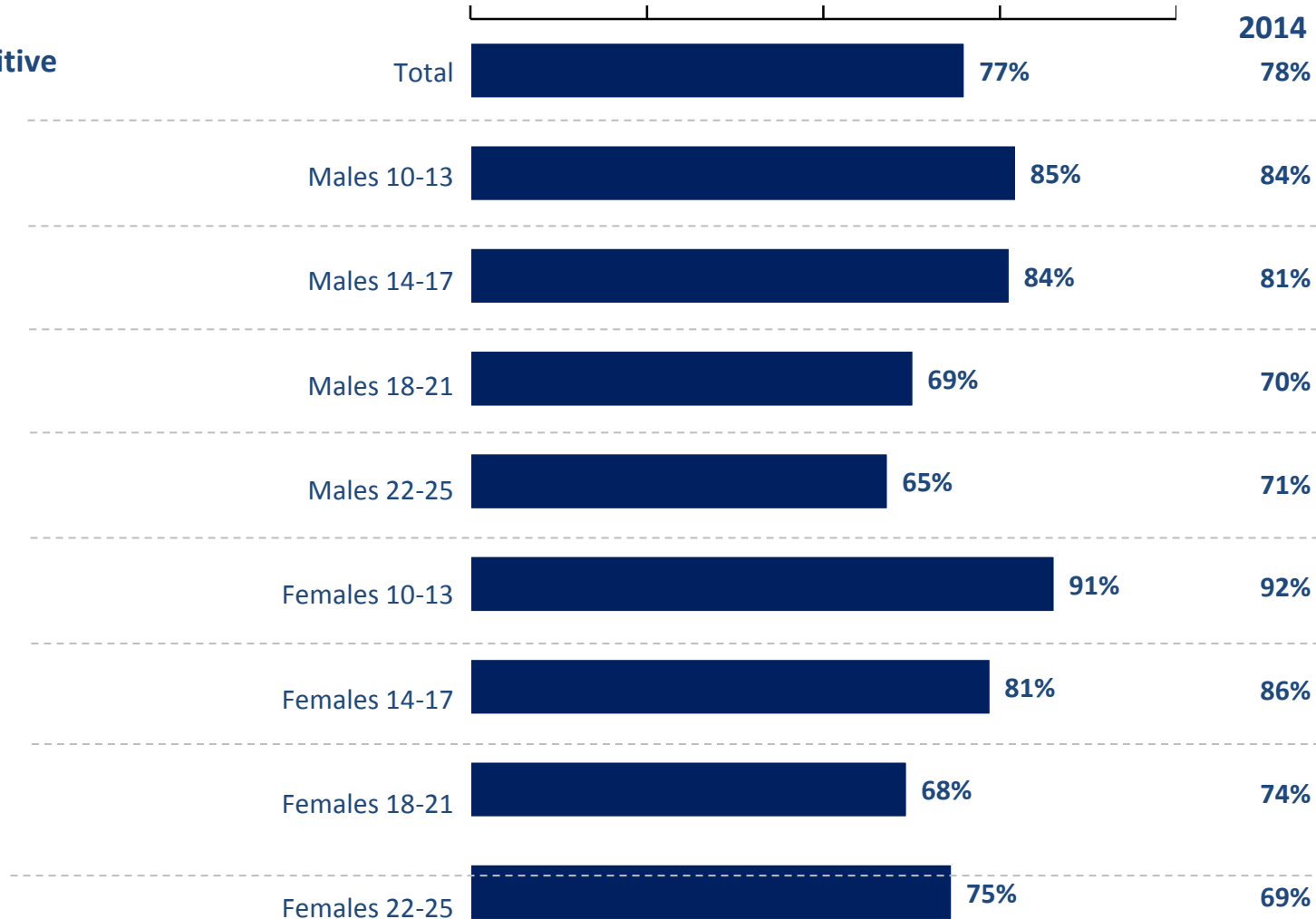


Positivity of Youth

- While most (77%) youth characterize themselves as a positive person, males become less and less positive as they get older. After the age of 13, the proportion of females that **is** positive drops significantly, with females between the ages of 18-21 having the lowest score amongst the entire female group before rebounding among 22 to 25 year olds, which is slightly different than last year's findings.

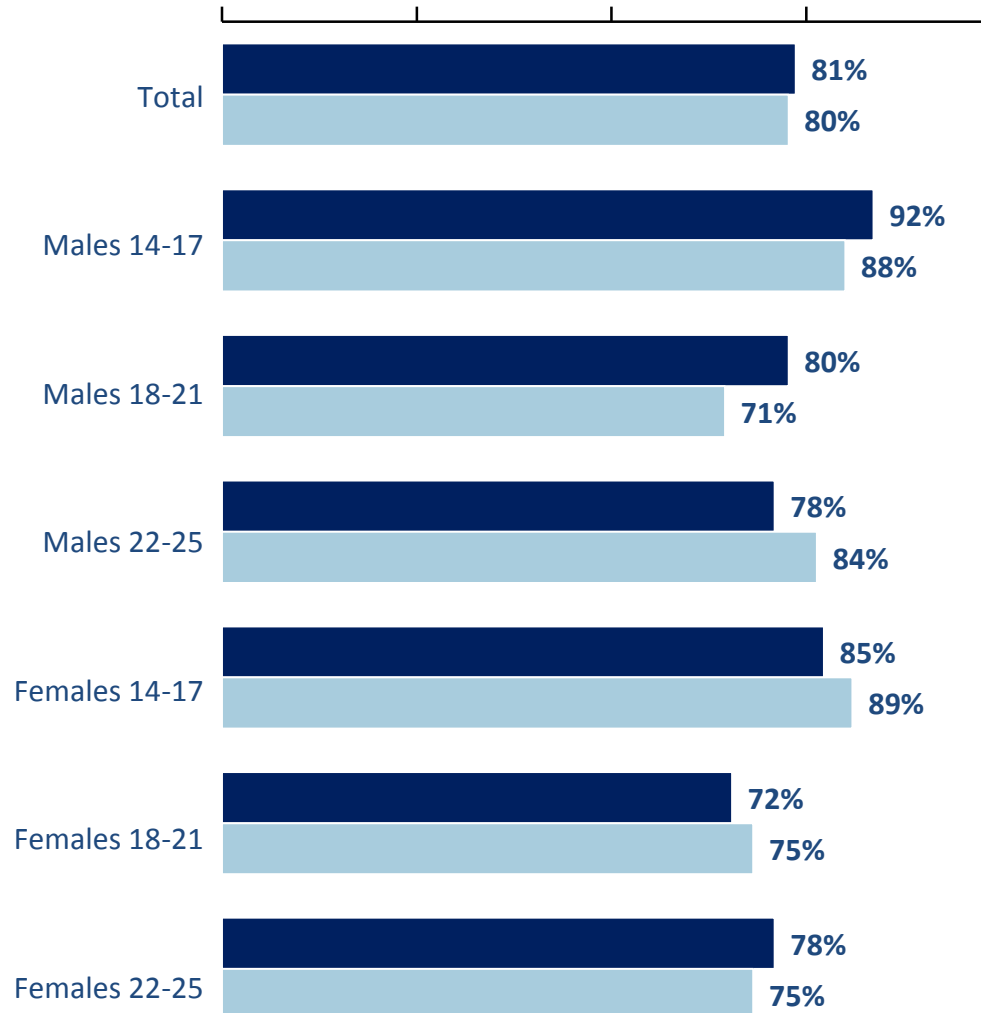


Positive



Optimism of Youth (14+)

- Males 18-21 show an increase in the proportion that are optimistic since 2014, while males 22-25 see a slight decrease and are now the least optimistic of males. The optimism of women has held relatively steady, but those aged 18 to 21 are now the least optimistic of any group.

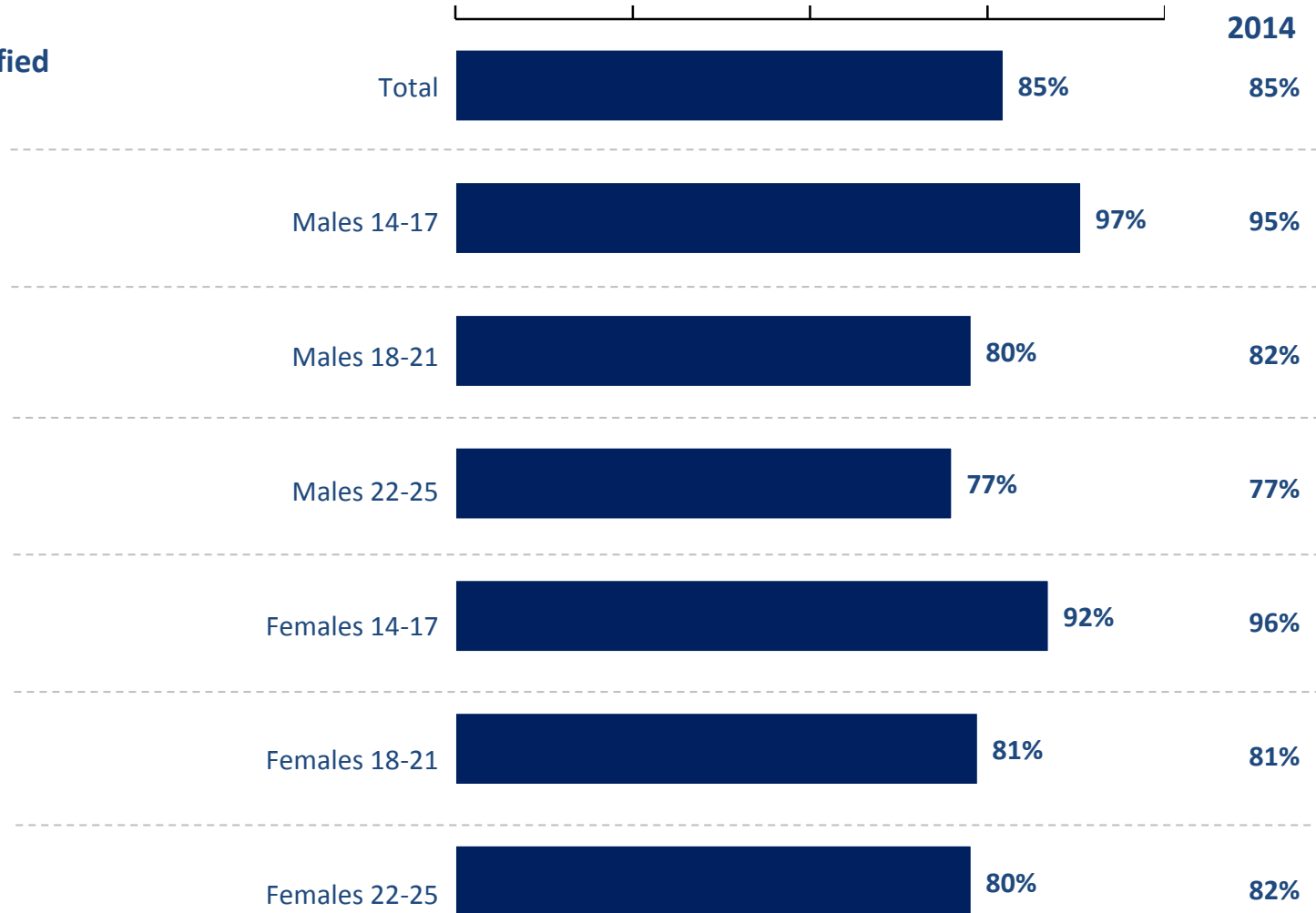


Overall Life Satisfaction (14+)

- Youth become less satisfied with their life as they get older, with the biggest drop among 18 to 21 year olds. Males experience a larger drop in life satisfaction as they grow older than females.

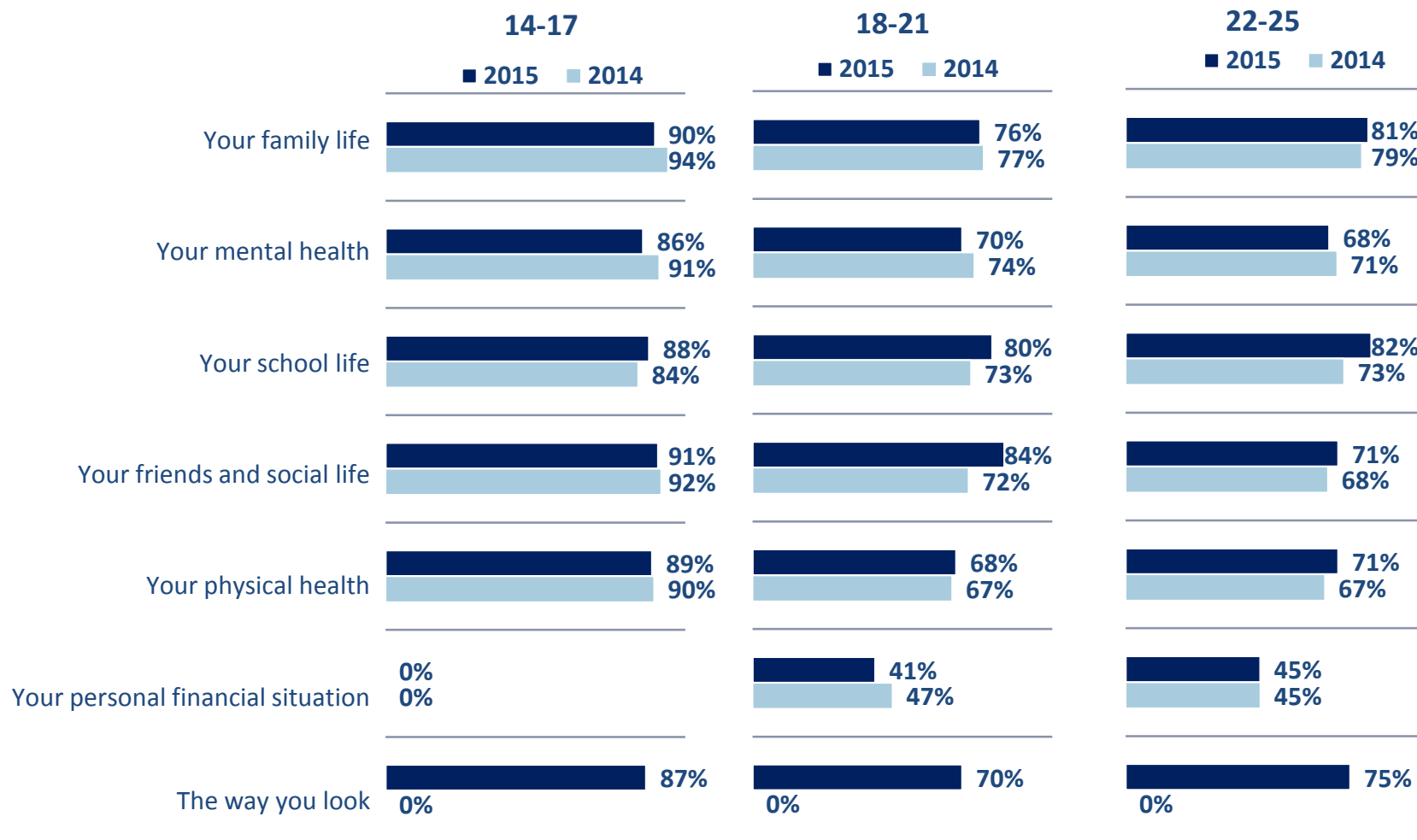


Satisfied



Specific Aspects of Life Satisfaction (14+)

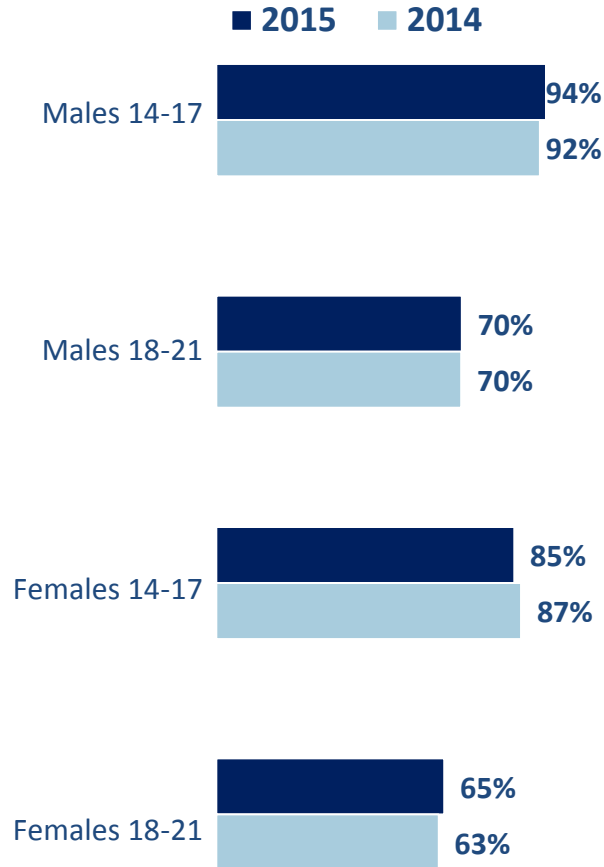
- The 2015 survey was conducted in June/July, compared to the 2014 survey, conducted in the fall. Likely reflecting some degree of seasonality, those aged 18 to 21 are more satisfied with their social life than before, and those aged 22 to 25 are more satisfied with their school life (likely because these students would be in the middle of their summer holidays). The personal financial situation of 18 to 21 year olds is worse in 2015, however.



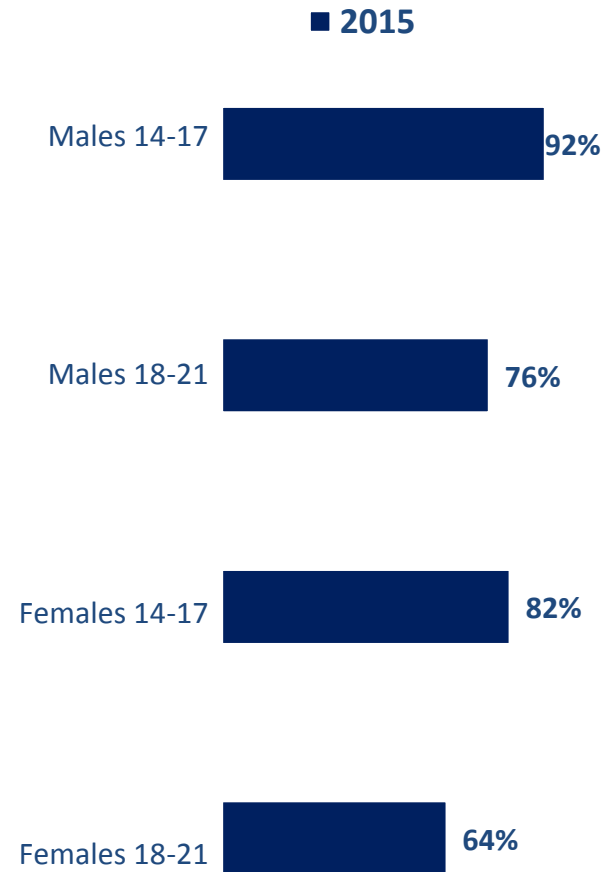
Satisfaction with Physical Health & Appearance (14+)

- Once again, 18-21 year olds are much less satisfied with their physical health, consistent with last year. The trend holds true with satisfaction about the way they look, particularly for females.

Physical Health



The Way You Look



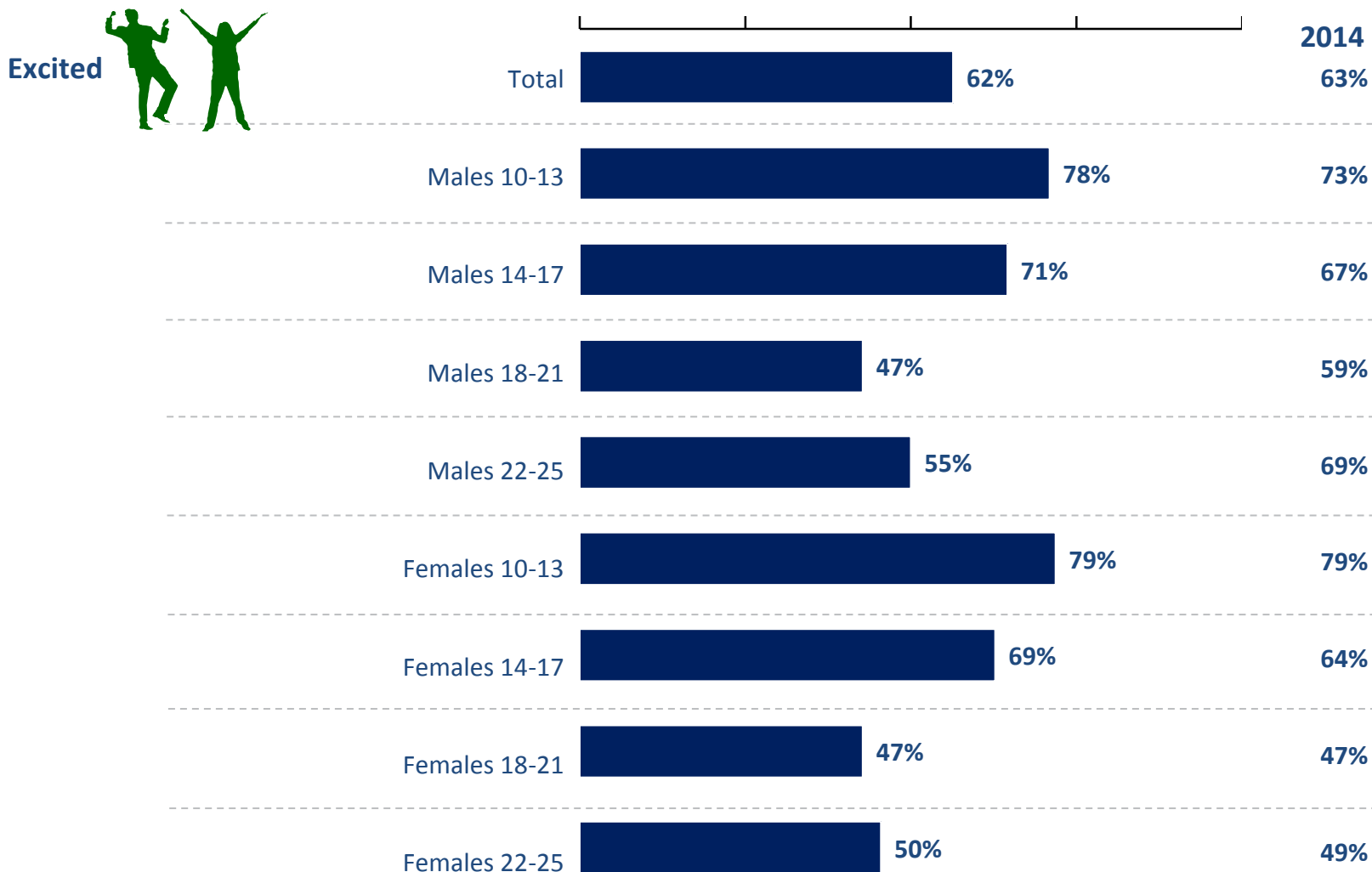
*Not asked in 2014



Youth Excitement
for the Future

Excitement for the Future

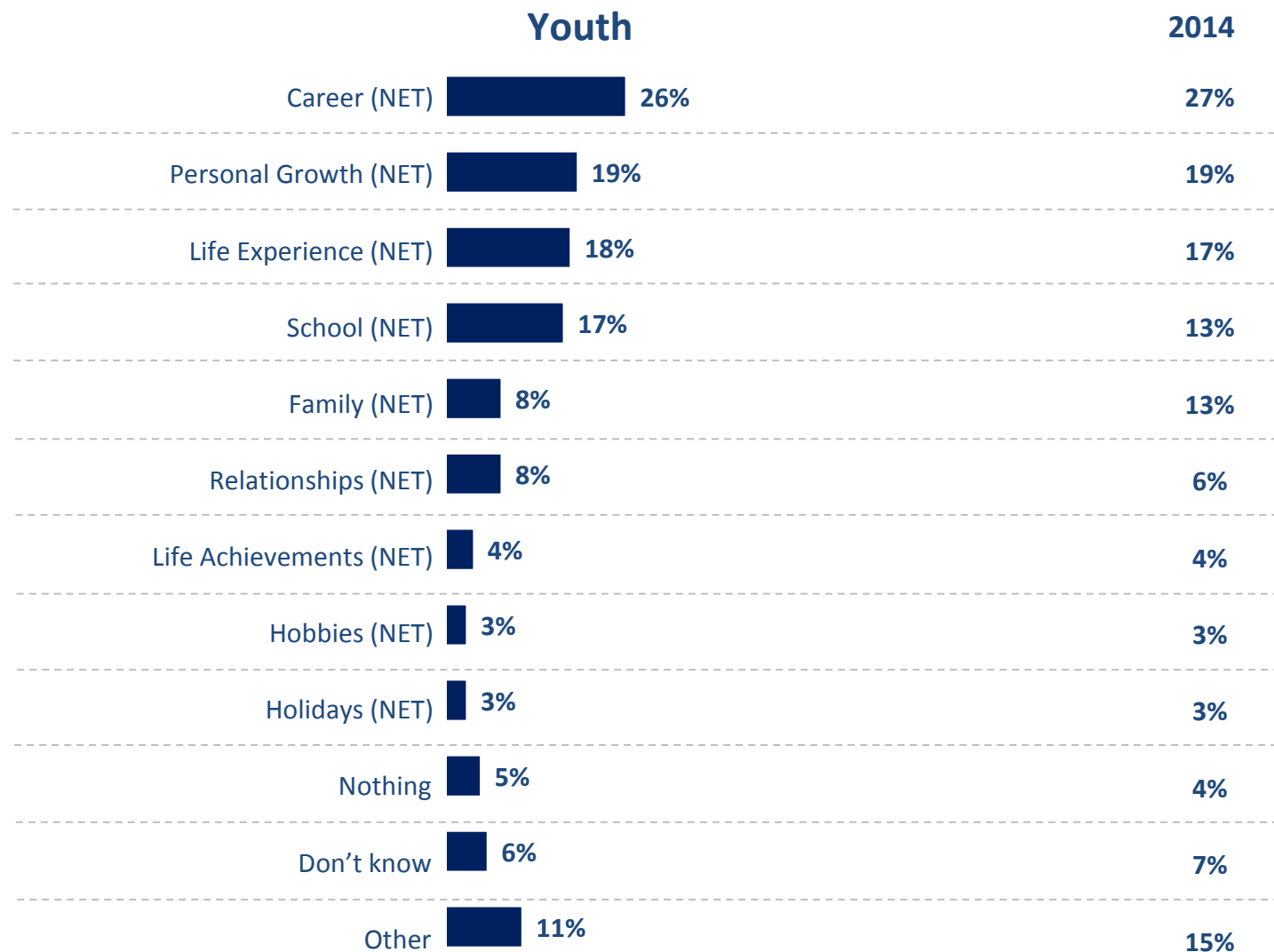
- While the total proportion of youth excited for the future has remained generally unchanged, males aged 18 to 21 (down 12 points) and males 22 to 25 (down 14 points) are considerably less excited than they were last year. For both males and females, excitement drops off at age 18-21.



Youth - Q7. Using the scale below, where 1 is very worried about the future and 7 is very excited about the future, please show how you feel:
 Base: All Answering. Total (n=1263)

What Youth Are Excited About For Their Future

- Youth are most excited about their future career, personal growth, life experience and school, all of which are quite consistent with last year, except that mentions of school (the end of school year) are up slightly overall.



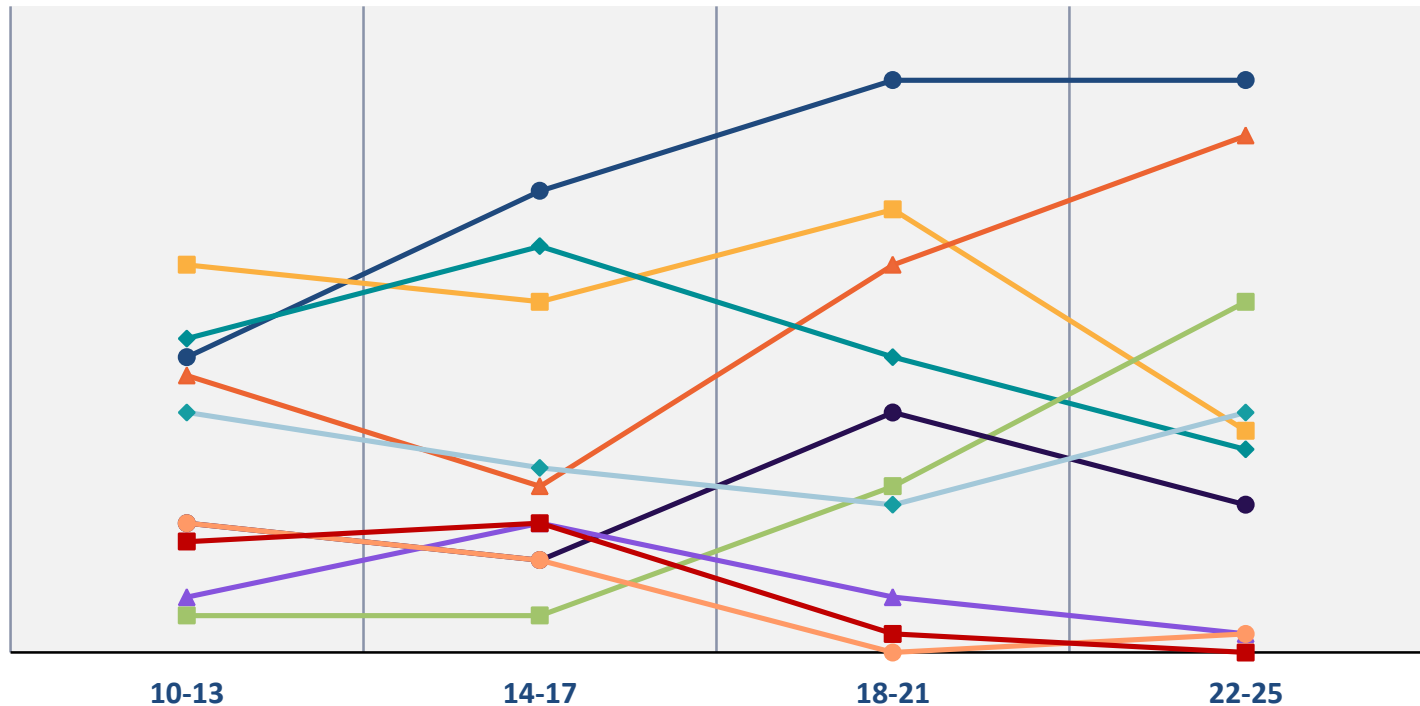
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Youth - Q9. What are you excited about for your future?

Base: All Answering 2015 (n=1248); 2014 (n=2331)

What Youth Are Excited About For Their Future

- What youth are excited about ebbs and flows as they age.



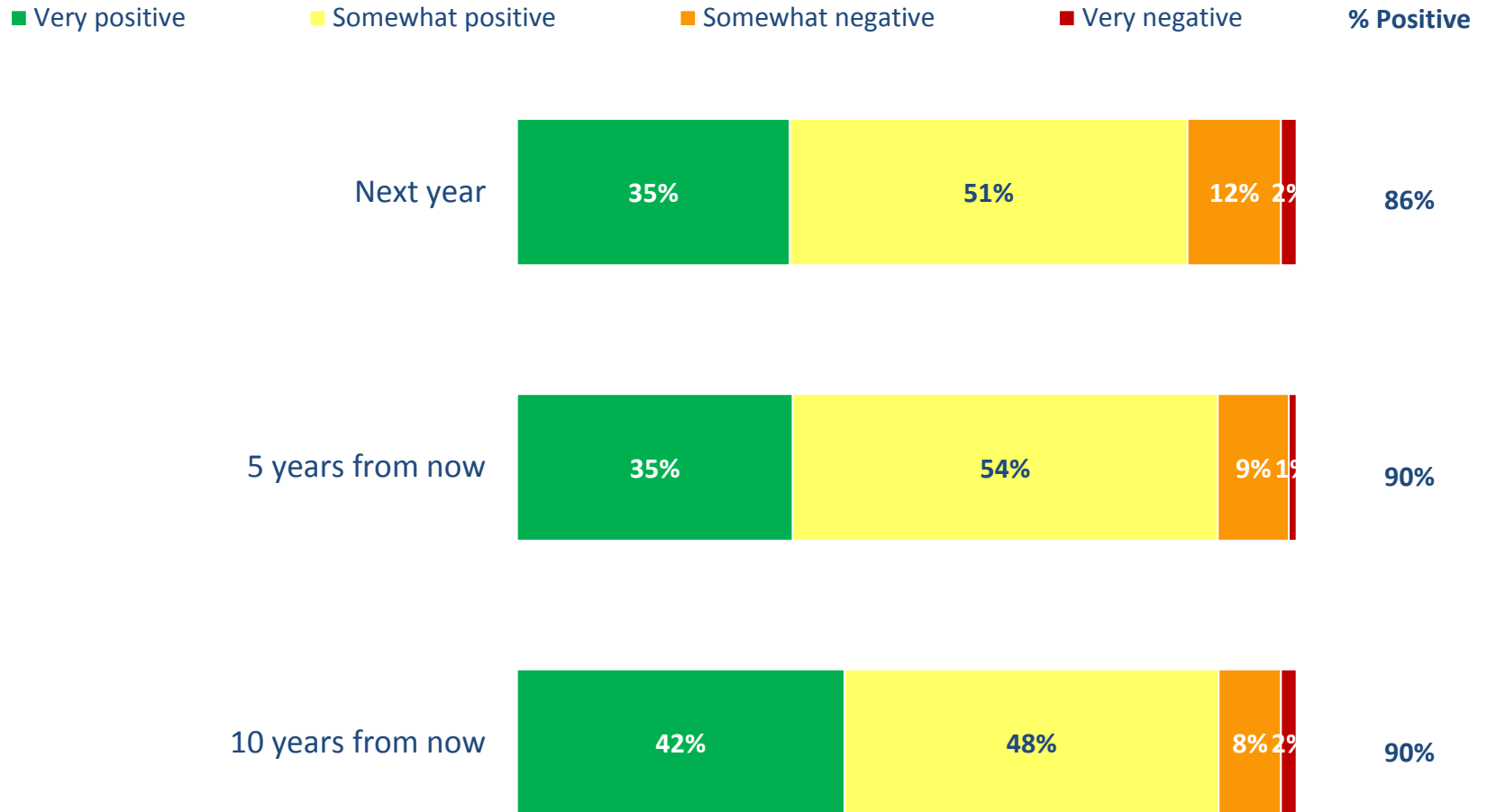
● Career (NET)	16%	25%	31%	31%
■ Personal Growth (NET)	21%	19%	24%	12%
▲ Life Experience (NET)	15%	9%	21%	28%
◆ School (NET)	17%	22%	16%	11%
■ Family (NET)	2%	2%	9%	19%
● Relationships (NET)	7%	5%	13%	8%
▲ Life Achievements (NET)	3%	7%	3%	1%
○ Hobbies (NET)	7%	5%	0%	1%
■ Holidays (NET)	6%	7%	1%	0%
◆ Other	13%	10%	8%	13%

Youth - Q9. What are you excited about for your future?

Base: All Answering, 2015 :Total (n=1248) Age 10-13-(n=309); Age 14-17 (n=319); Age 18-21 (n=316); Age 22-25 (n=304) 2014 (n=2331) Age 10-13-(n=581); Age 14-17 (n=574); Age 18-21 (n=588); Age 22-25 (n=588)

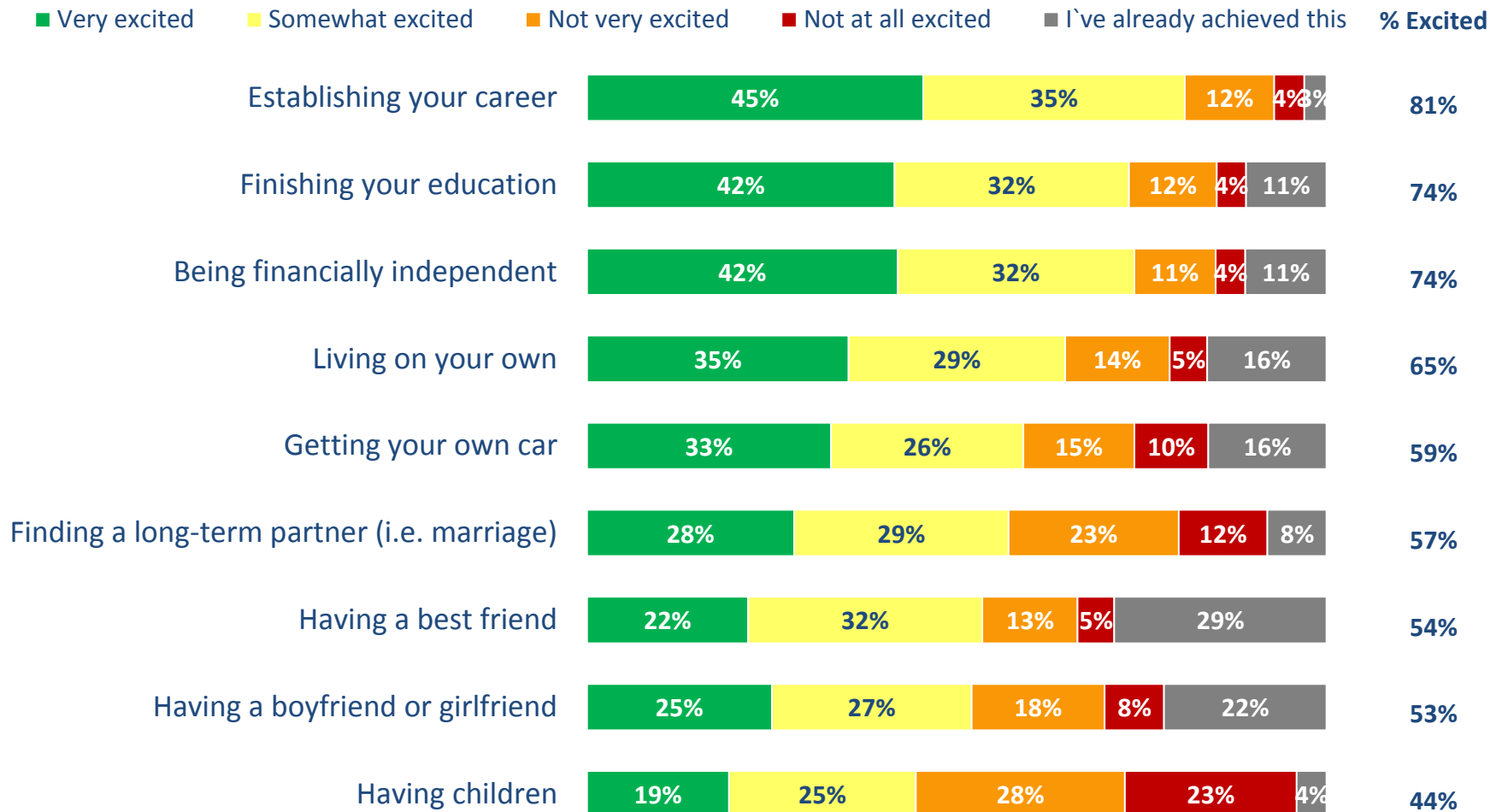
Outlook on the Future (14+)

- Outlook for the future is generally more positive when looking further ahead as opposed to closer times, but a very positive outlook for the year ahead is up since 2014.



Excitement for Life Goals (14+)

- Youth are most excited about things related to their personal growth: their career, followed closely by education and being financially independent. Interestingly, only 44% are excited about having children.



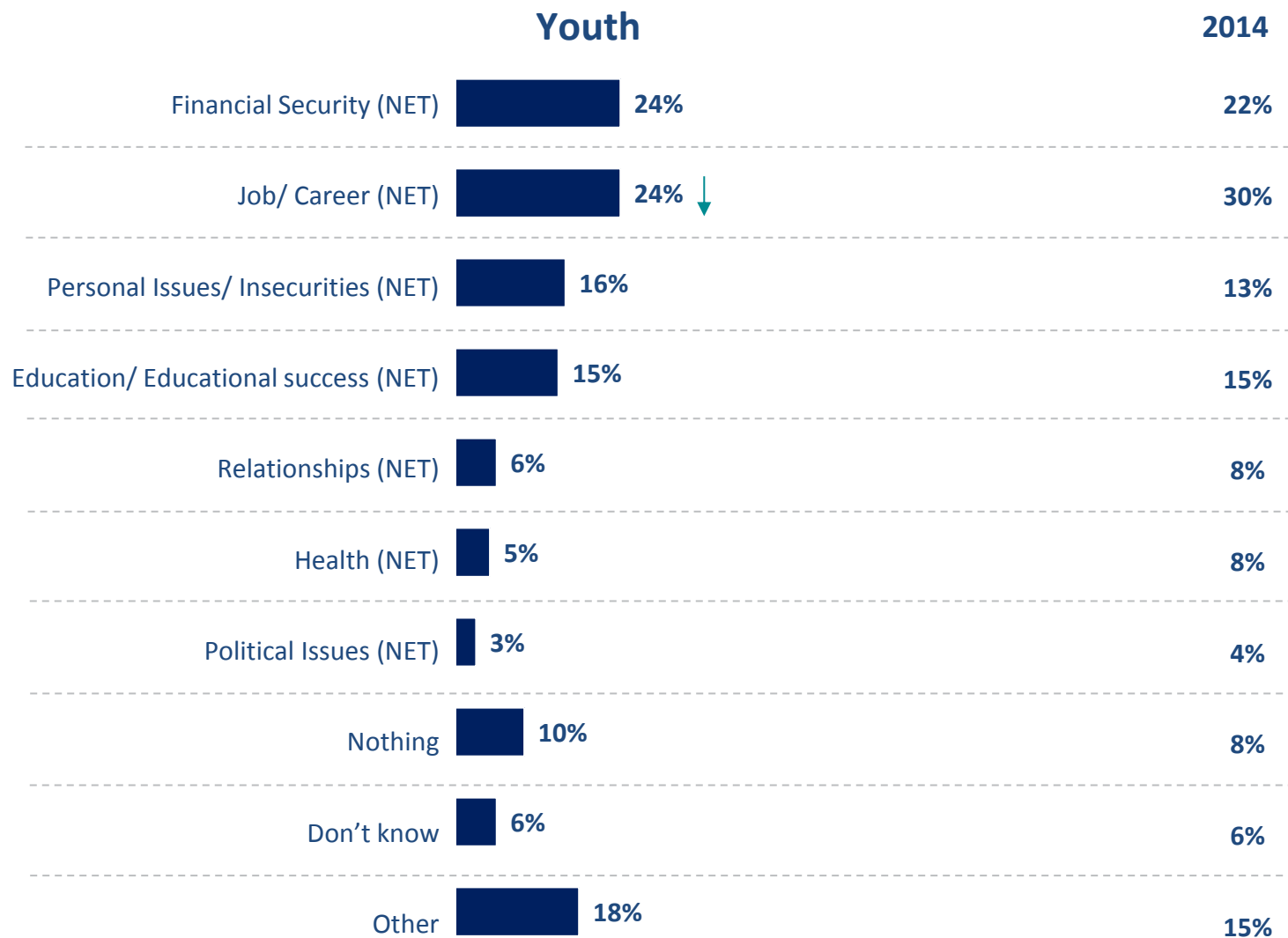


What Worries Youth



What Youth Worry About For Their Future

- Youth worry most about financial security, job/career, personal issues/insecurities and education/educational success, fairly consistent with last year. Job/career worries are down slightly.



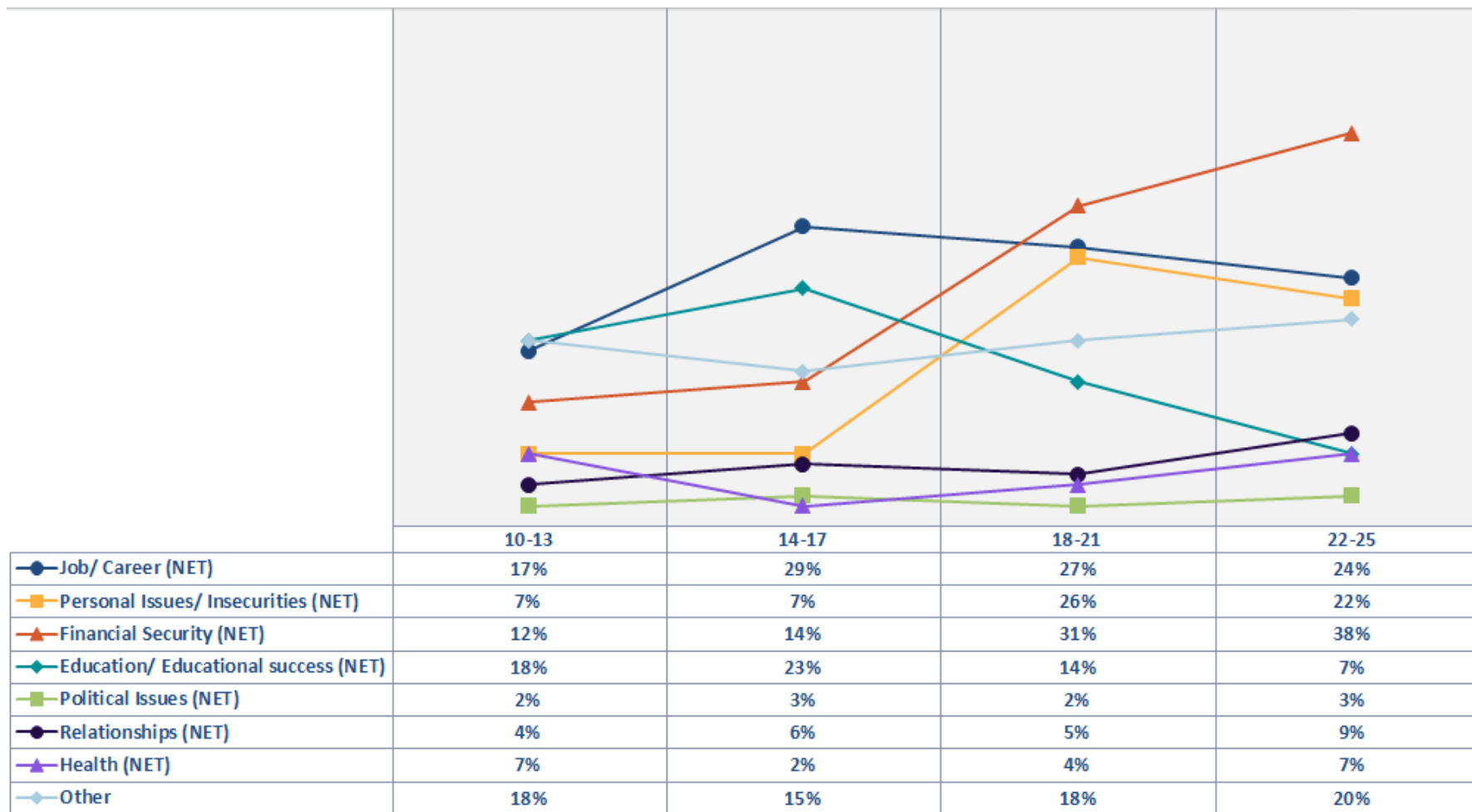
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Youth - Q8. What do you worry about for your future?

Base: All Answering: 2015: Total (n=1242)

What Youth Worry About For Their Future

- In general, tracking has held steady with last year, although youth aged 14 to 21 appear less worried about jobs and careers than they were last year.

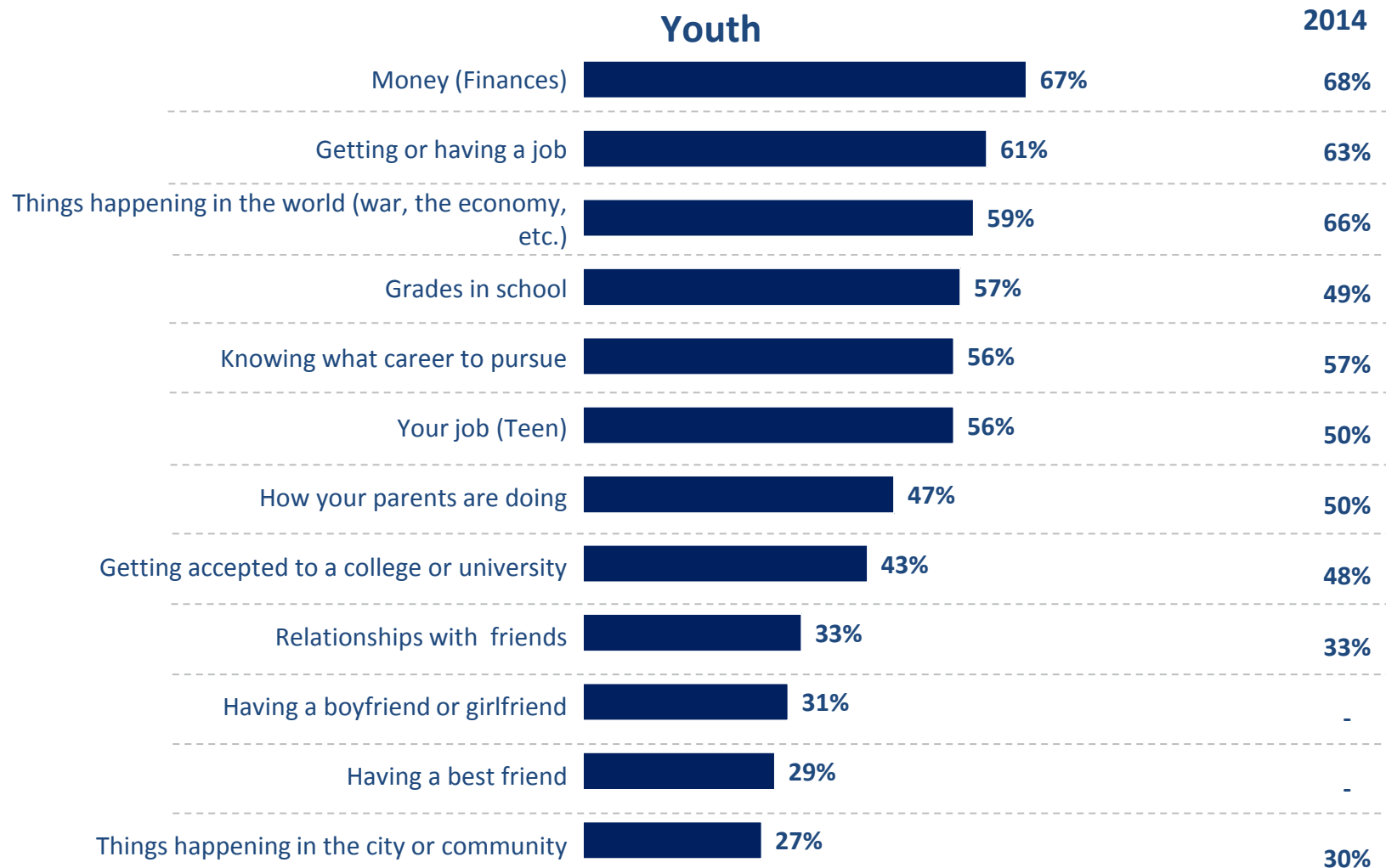


Youth - Q8. What do you worry about for your future?

Base: All Answering. 2015 (n=1242) Age 10-13-(n=305); Age 14-17 (n=317); Age 18-21 (n=315); Age 22-25 (n=305); 2014 (n=2325) Age 10-13-(n=591); Age 14-17 (n=587); Age 18-21 (n=586); Age 22-25 (n=585)

What Youth (14+) are Worried About (Aided List)

- Money and jobs are the most common worries that youth have, on an aided basis, both holding steady with last year. Worry about things happening in the world is down (7 points), while worry about one's grades in school is up (8 points), likely a function of the 2015 survey being conducted near end-of-year report card season.

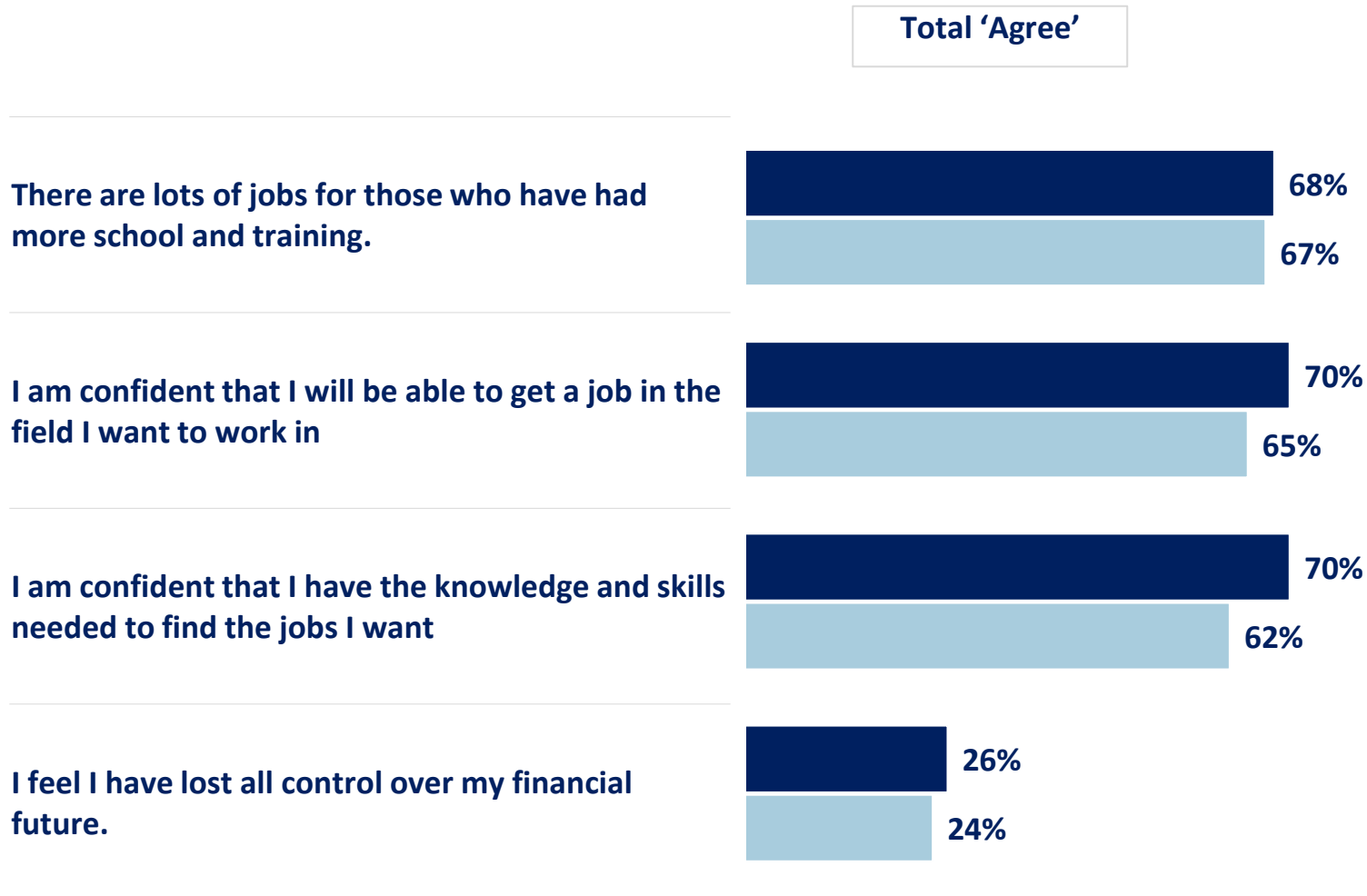


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Youth - Q19. How worried are you about the following things.
Base: All Respondents (n=1272)

Thoughts on Canada, Opportunities, and the Future (14+)

- At the end of the school year, more (+8 points) say that they are confident that they have the knowledge and skills needed to find the job they want. However, feelings about their financial stability are not improving.

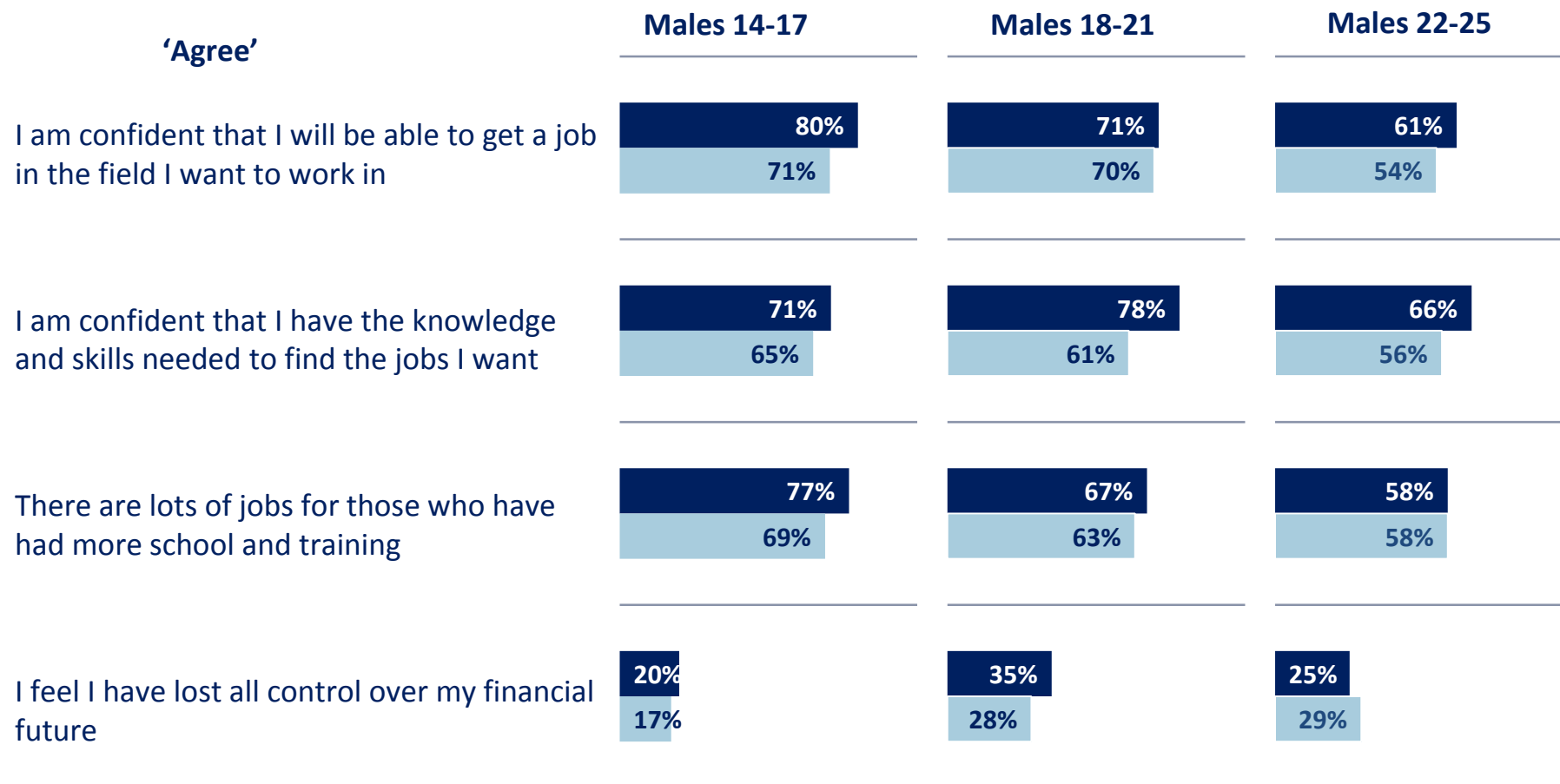


Youth - Q27. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:

Base: All Answering (floating) 2015 (n=948); 2014 (n=1780)

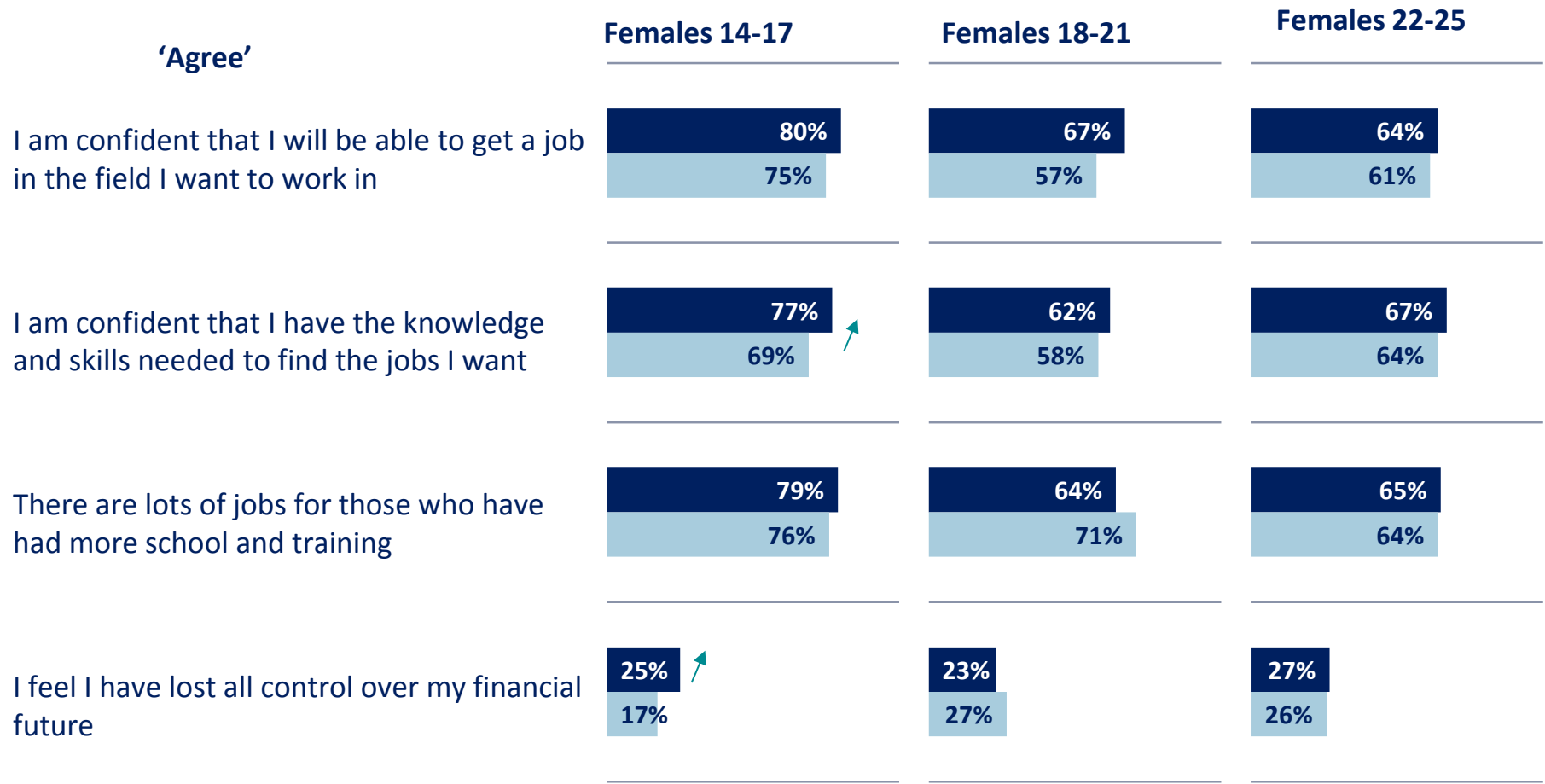
Thoughts on Canada, Opportunities, and the Future – Males (14+)

- Confidence in Canada being a good place to work and the ability to get a job in their desired field decreases as males age. Although those ages 18-21 are most confident that they have the skills needed to find the job they want, they are also most likely to feel they've lost all control over their financial future, and both these views are up from 2014.



Thoughts on Canada, Opportunities, and the Future – Females (14+)

- Confidence in Canada being a good place to work and the ability to get a job in their desired field drops off at ages 18-21, while confidence that they have the skills to get the job they want also drops off at this age, it increases slightly for females ages 22-25.





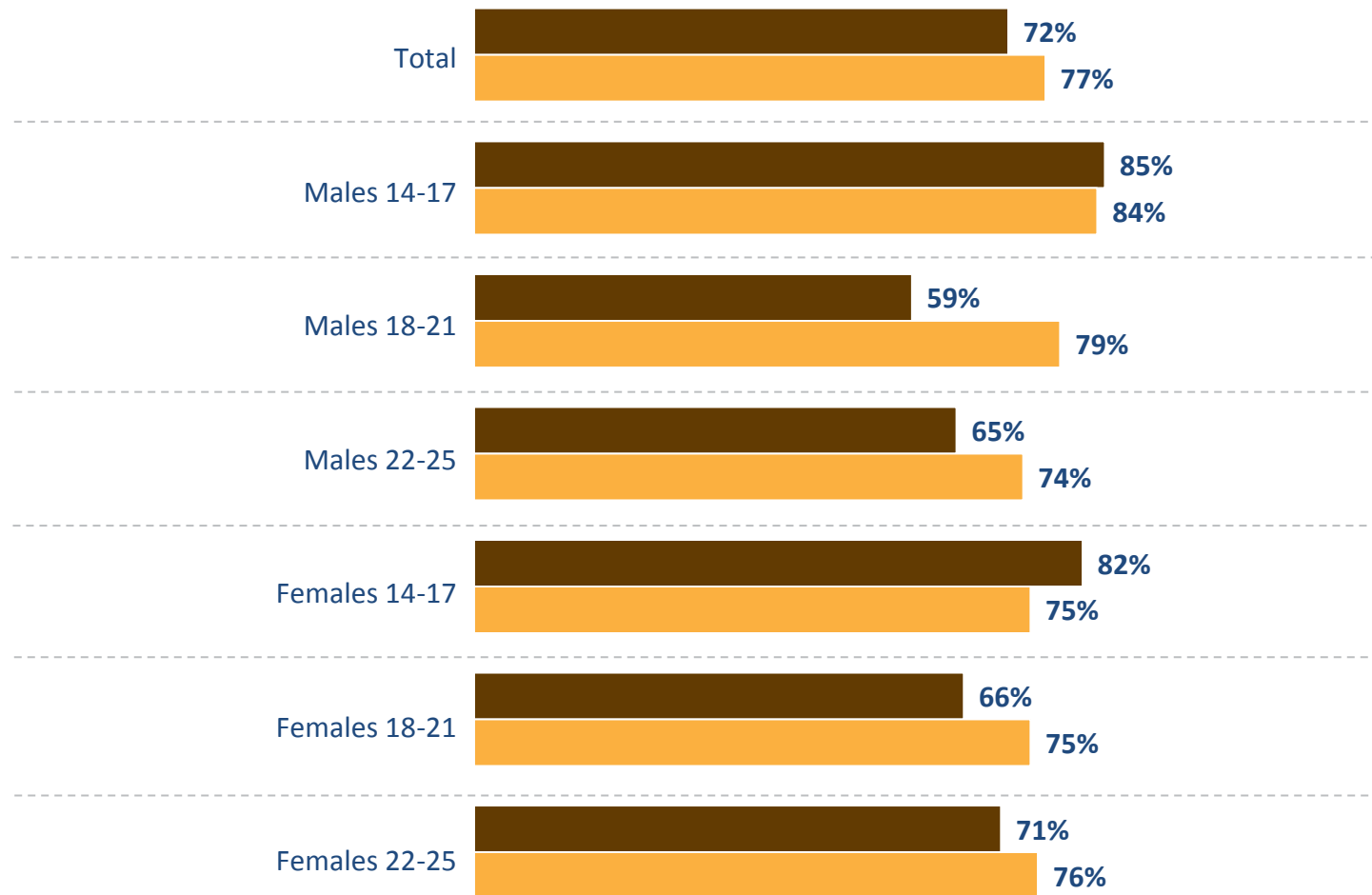
How Youth Feel
vs. What Parents
Think They Feel

Happiness of Youth, and Parents' Perceptions of their Happiness

- Parents of males 18-21 in particular grossly over-estimate the degree to which these youth are happy. The trend continues for males 22-25, and females 18-21, although the gap isn't as pronounced.



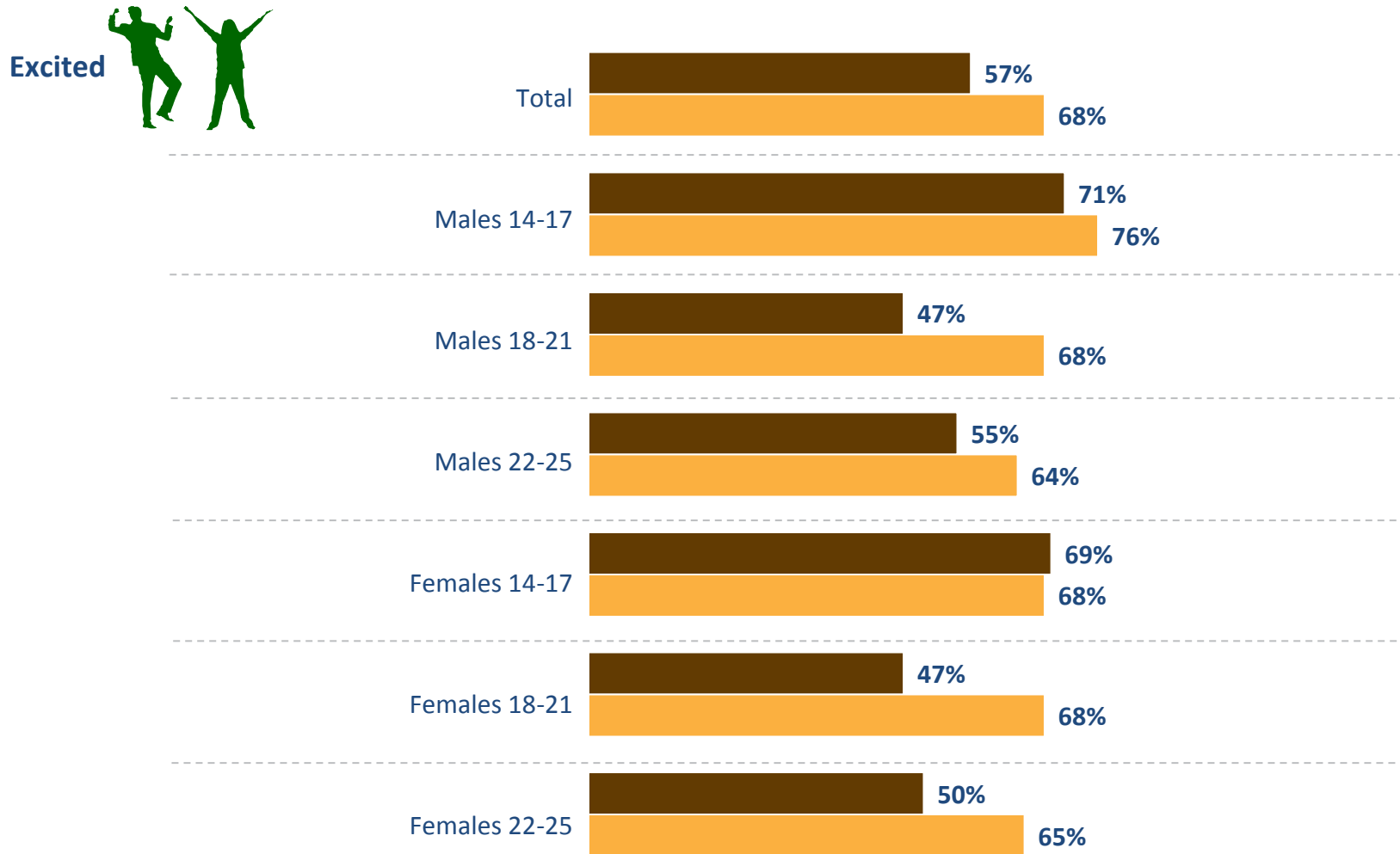
Happy



Youth - Q5. Using the scale below, where 1 is very sad and 7 is very happy, please show how you usually feel:
Base: All Answering 2015 (n=1260); 2014:(n=2360) Parent – Q19. Using the scale below, where 1 is very sad and 7 is very happy, please show how you think your child usually feels. Base: All Respondents (n=1605)

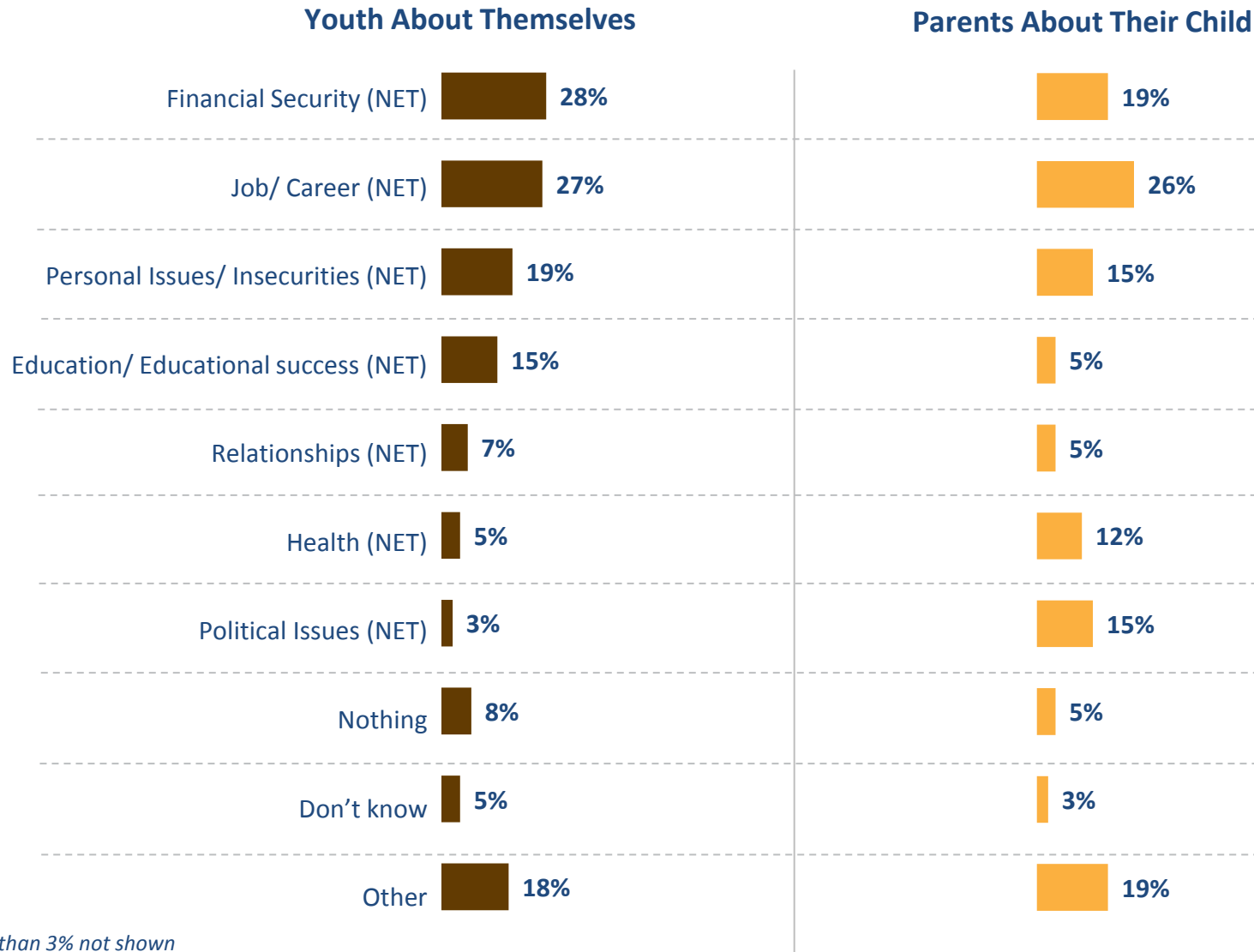
Excitement of Youth, and Parents' Perceptions of their Excitement

- The overall gap between parents and youth is larger for excitement than it was for happiness, and is most pronounced for both males and females aged 18 to 21, but also for females aged 22 to 25.



Youth - Q7. Using the scale below, where 1 is very worried about the future and 7 is very excited about the future, please show how you feel: Base: All Answering. Total (n=1263) Parents – Q4. Using the scale below, where 1 is very worried about the future and 7 is very excited about the future please show how you feel: / Q20. Using the scale below, where 1 is very worried about the future and 7 is very excited about the future, please show how you think your child usually feels: Base: All Answering (n=1605)

What Youth Worry About For Their Future, and What Parents Think They Worry About



Youth - Q8. What do you worry about for your future?

Base: All Answering: 2015: Total (n=1242)

Parent - Q2. What is your greatest worry or concern for your child's future?

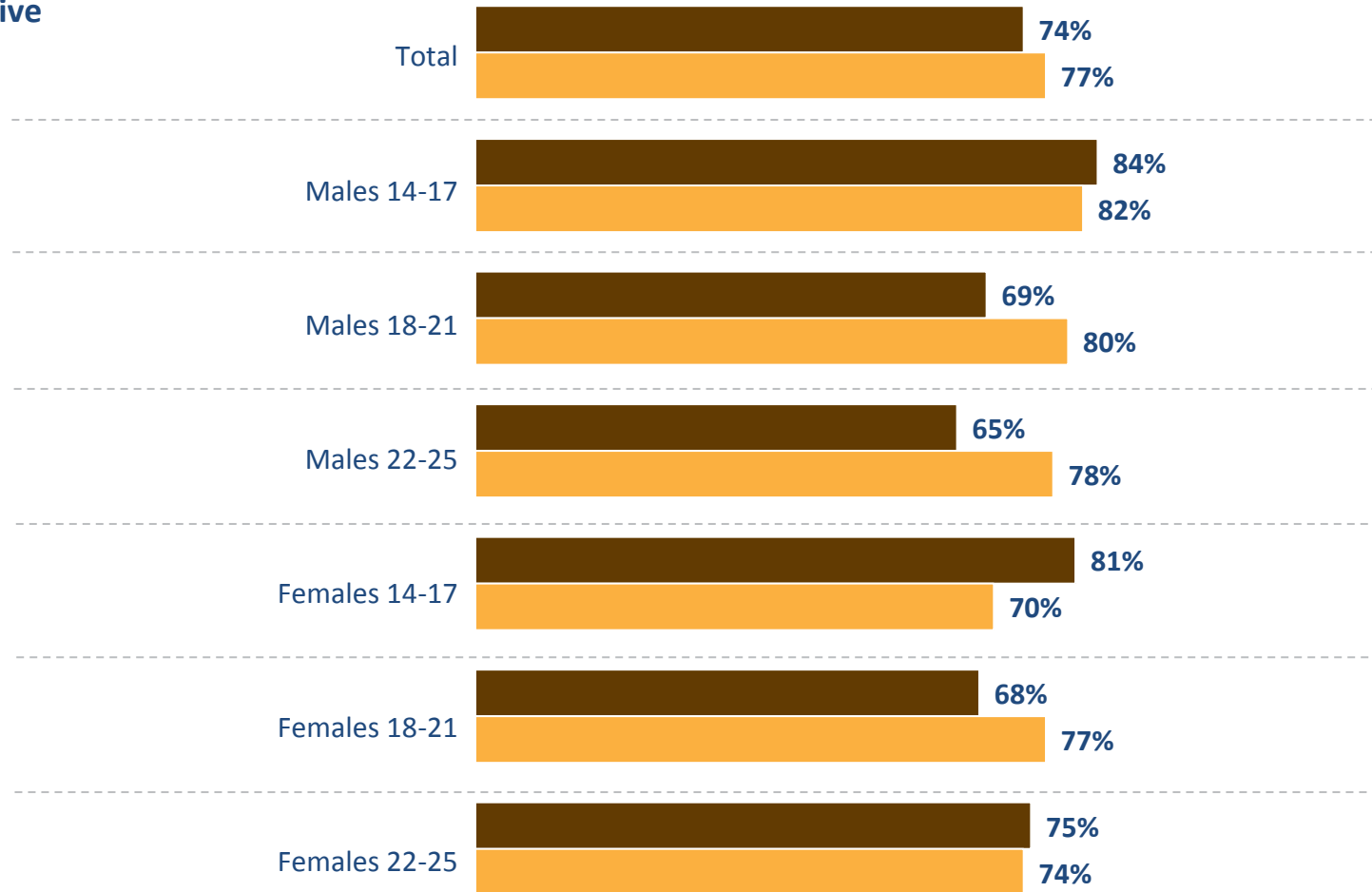
Base: All Respondents (n=1605)

Positivity of Youth, and Parents' Perception of Youth's Positivity

- Parents of males aged 18+ are most inclined to over-state the positivity of youth. Interestingly, parents of females 14 to 17 underestimate the degree to which youth this age describe themselves as positive.



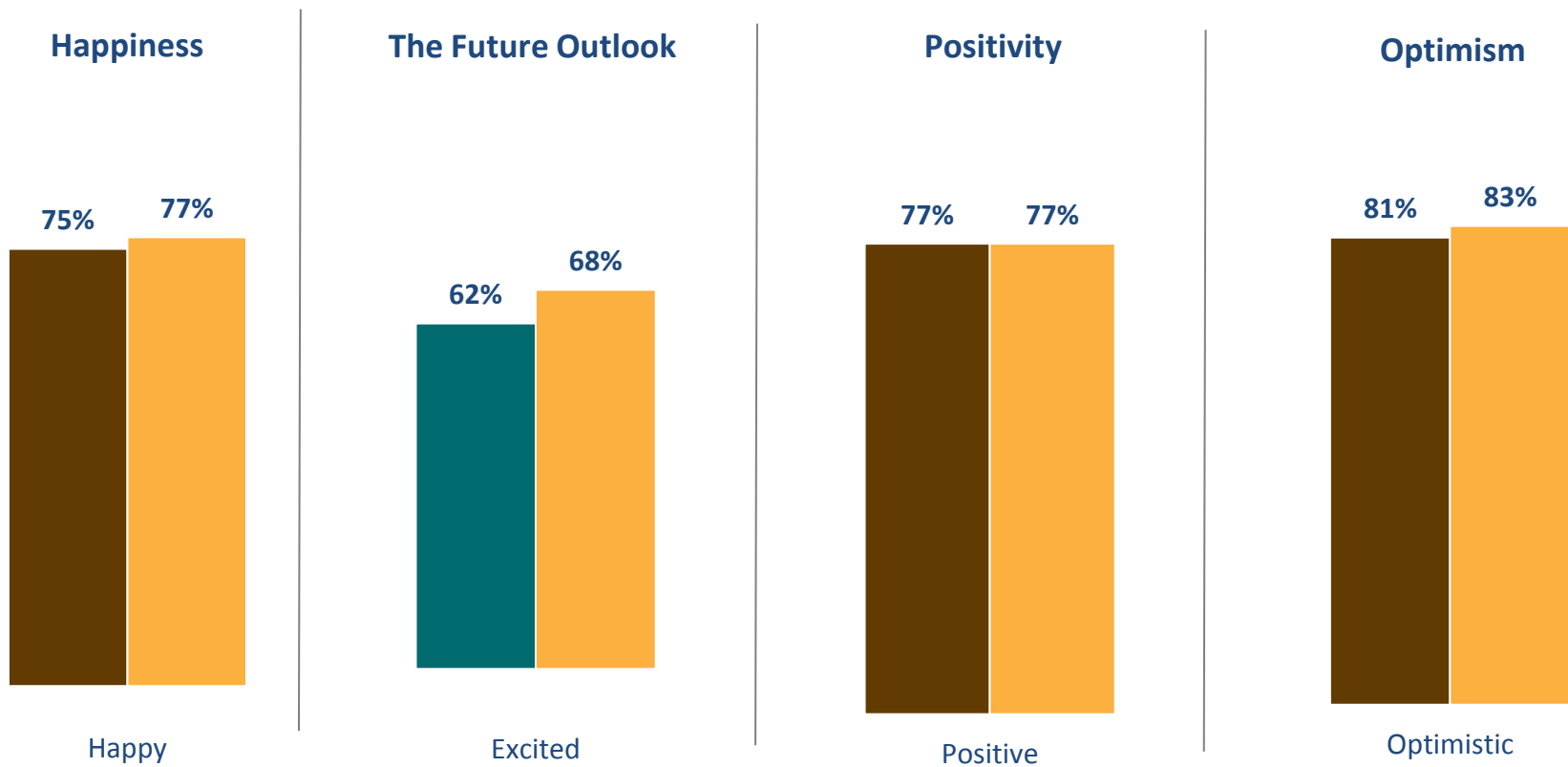
Positive



Youth - Q10. Using the scale below, where 1 is very negative and 7 is very positive, please show whether you describe yourself as a positive or negative person? Base: All Answering 2015 (n=1263); 2014:(n=2370)
 Parent – Q21. Using the scale below, where 1 is very negative and 7 is very positive, please show whether you describe your child as a positive or negative person? Base: All Respondents (n=1605)

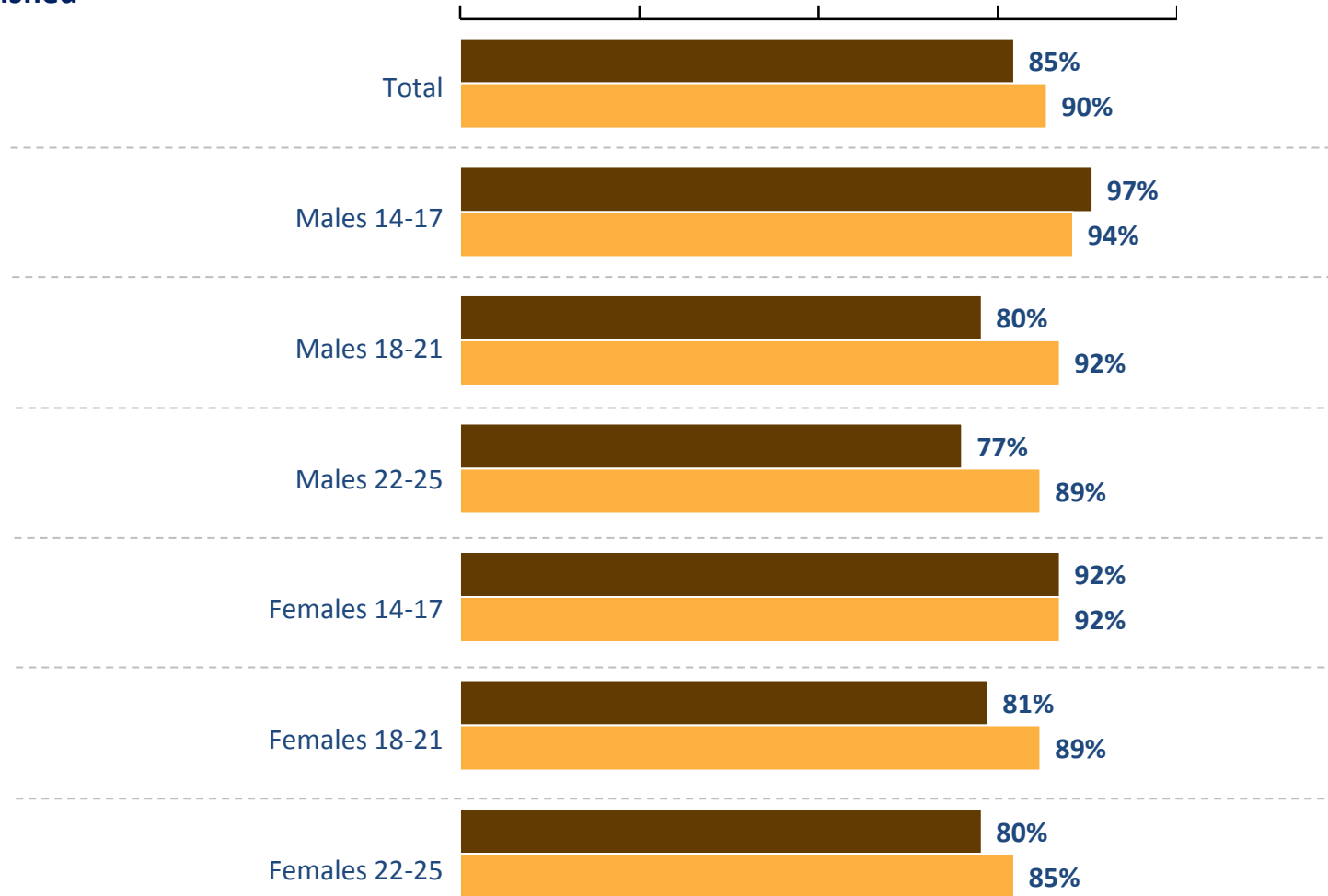
Comparing How Child Usually Feels to What Parents Think They Usually Feel

- Thinking about the child specifically, parents over-estimate the degree to which youth are excited about the future in particular, but have a pretty accurate assessment of happiness, positivity and optimism.



Youth (14+) Satisfaction, and Parents' Perception of Youth's Satisfaction

- Parents are more likely to over-estimate the satisfaction of their sons 18-25, than their daughters of the same age.



Youth: Q14. How satisfied are you with your life, overall?

Base: All Answering 2015 (n=945); 2014 (n=1780)

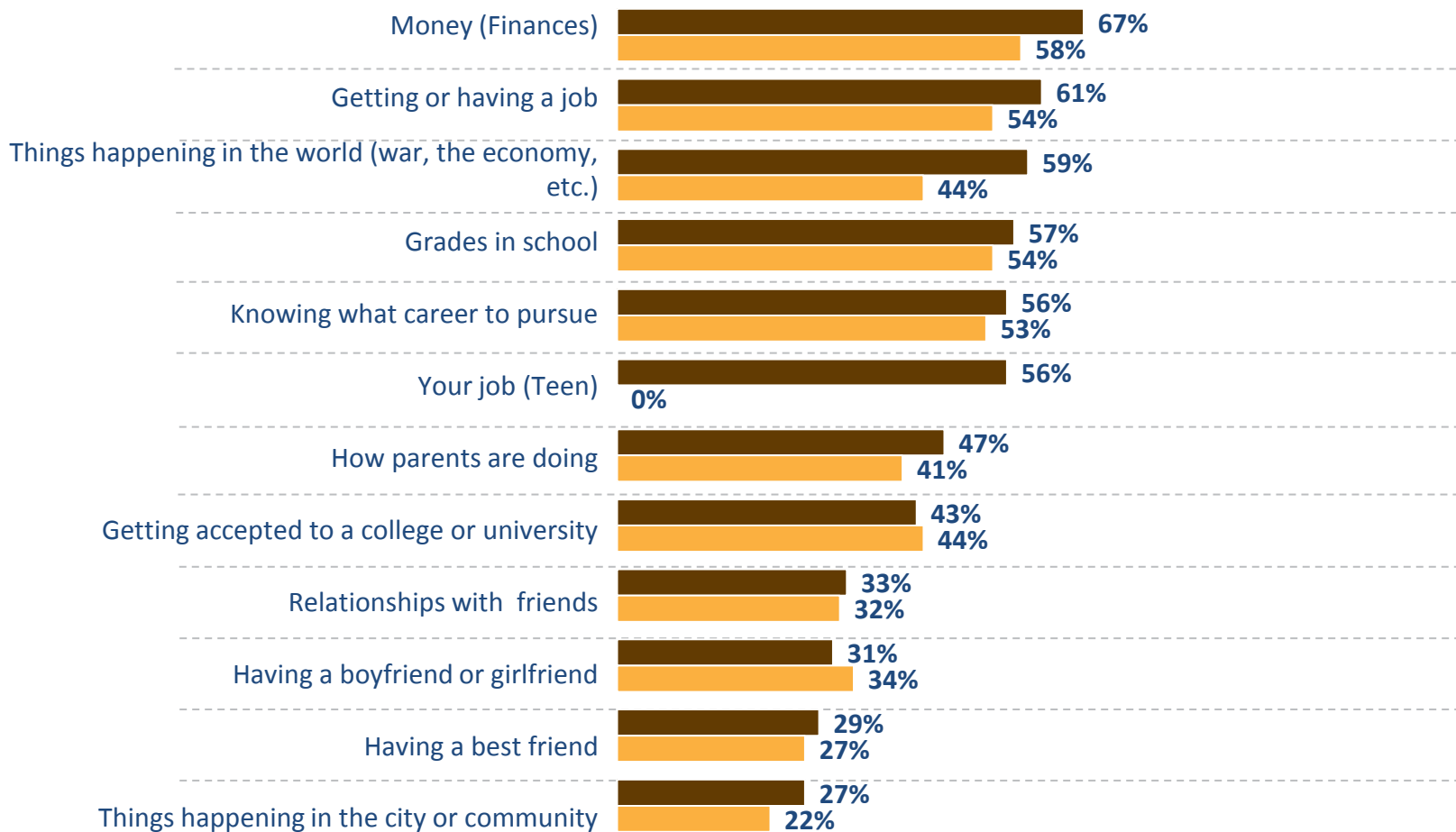
Parents: Q24. How satisfied do you think your child is with their life, overall?

Base: All Answering 2015 (n=1605)

Male and Females age 10-13 not asked

What Youth (14+) are Worried About, and What Parents Think Youth are Worried About

- Parents and youth are generally in sync when it comes to degree of worry youth have about specific issues, with youth being slightly more worried about most things.
- However, parents are considerably less inclined to think youth worry about world affairs or their finances.



Youth - Q19. How worried are you about the following things.

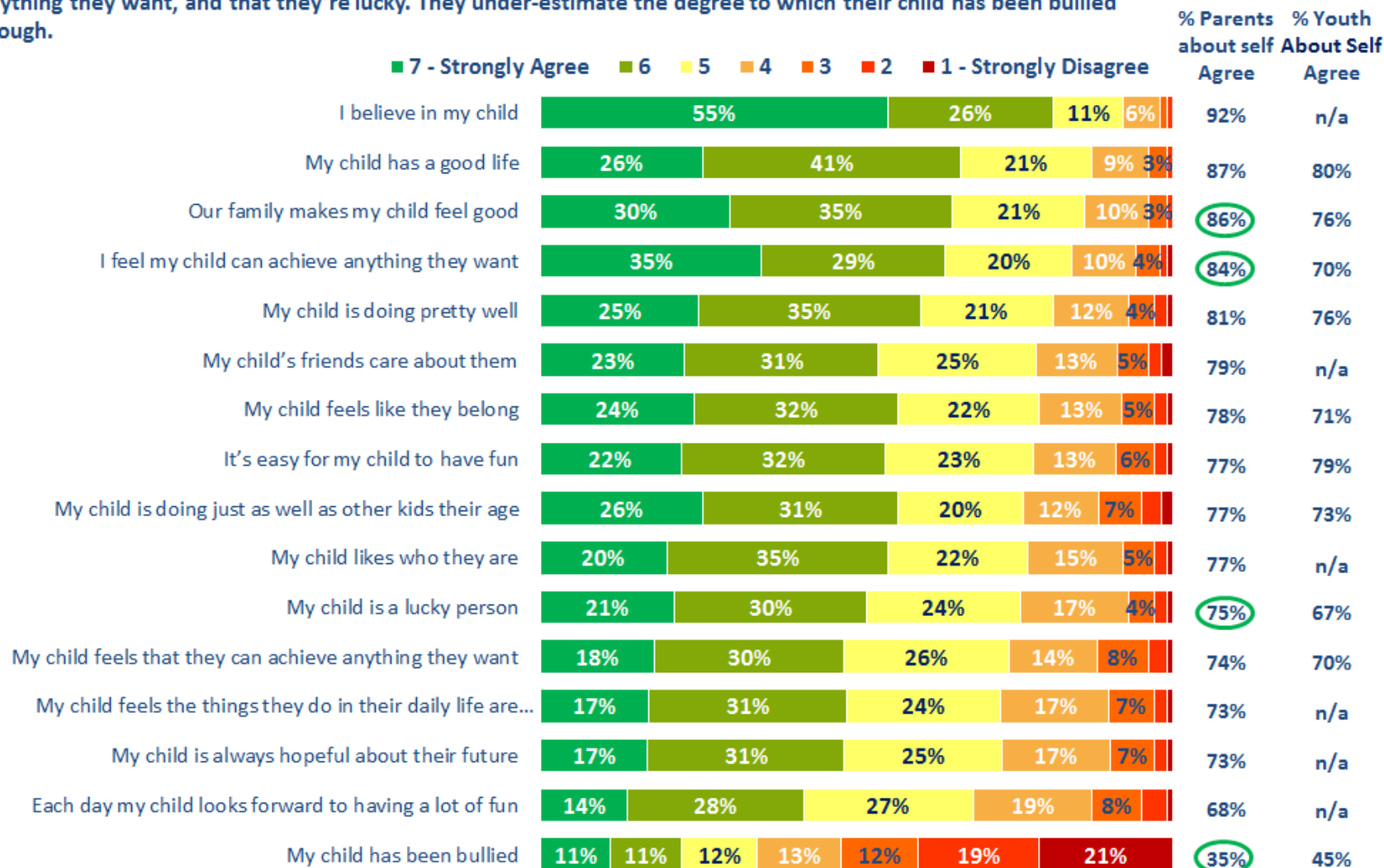
Base: All Respondents (n=1272)

Parent - Q25. How worried do you think your child is about the following things.

Base: All Respondents (n=1605)

Parents' Attitudes Towards their Kids, and What Youth Actually Believe

- Parents over-estimate the degree to which their kids' family makes them feel good, that they can achieve anything they want, and that they're lucky. They under-estimate the degree to which their child has been bullied though.



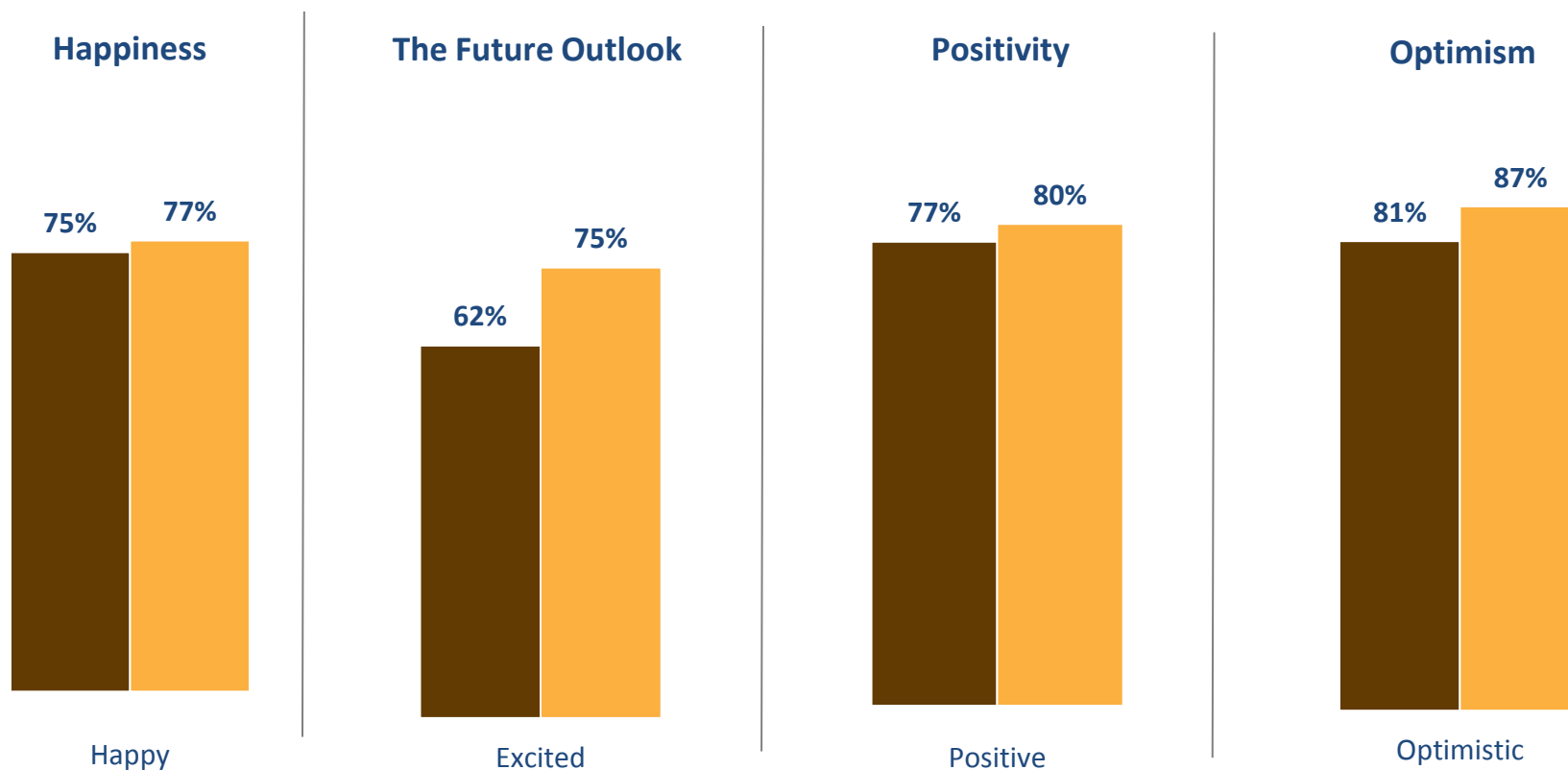
Parent - Q23. Thinking about your child, using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following.
Base: All Respondents (n=1605)



Parents
Thinking Back
To Their Youth

Parents Thinking Back to When They Were Their Child's Age, Compared to How Youth Presently Feel

- Thinking back to when they were their child's age, more parents recall being excited for the future and calling themselves optimists than current youth report. Happiness and positivity are very close though.

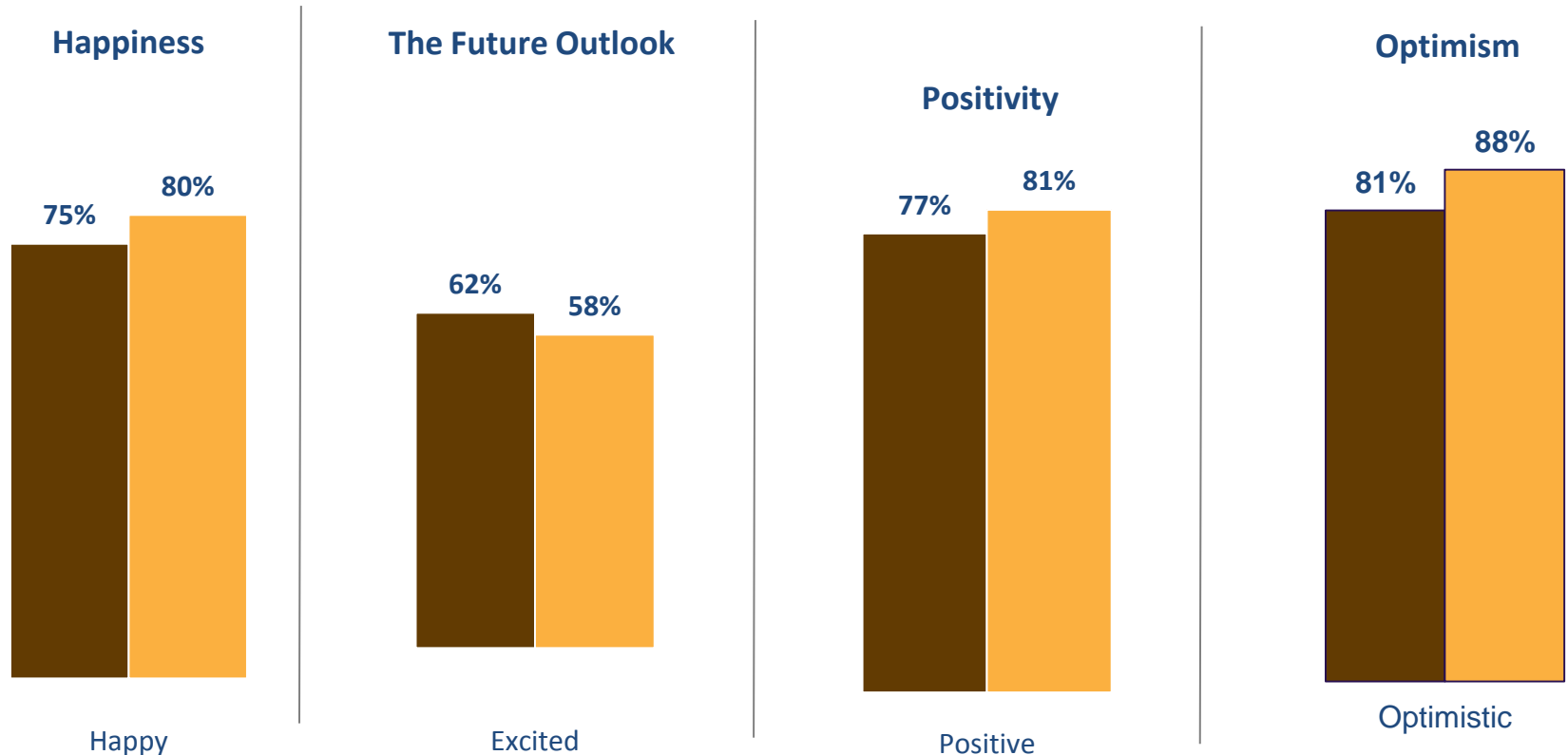


Parent - Q7. As a reminder, please think about child. Thinking back to when you were your child's age, please show how you usually felt at that time in your life, where 1 was very sad and 7 was very happy./ Q8. Continuing to think back to when you were your child's age, how worried or excited for the future were you, where 1 was very worried about the future and 7 was very excited about the future./ Q9. When you were your child's age, would you have described yourself as a negative or positive person, where 1 was very negative and 7 was very positive./ Q10. When you were your child's age, would you have described yourself as a person who is optimistic or pessimistic?

Base: All Respondents (n=1605)

Comparing How Parents Usually Feel Today with How Youth Usually Feel

- In general, parents are slightly happier, and more positive and optimistic than youth report being. But the term excitement resonates a little more with youth than parents (but as the previous slide shows, youth are less excited than their parents remember being).

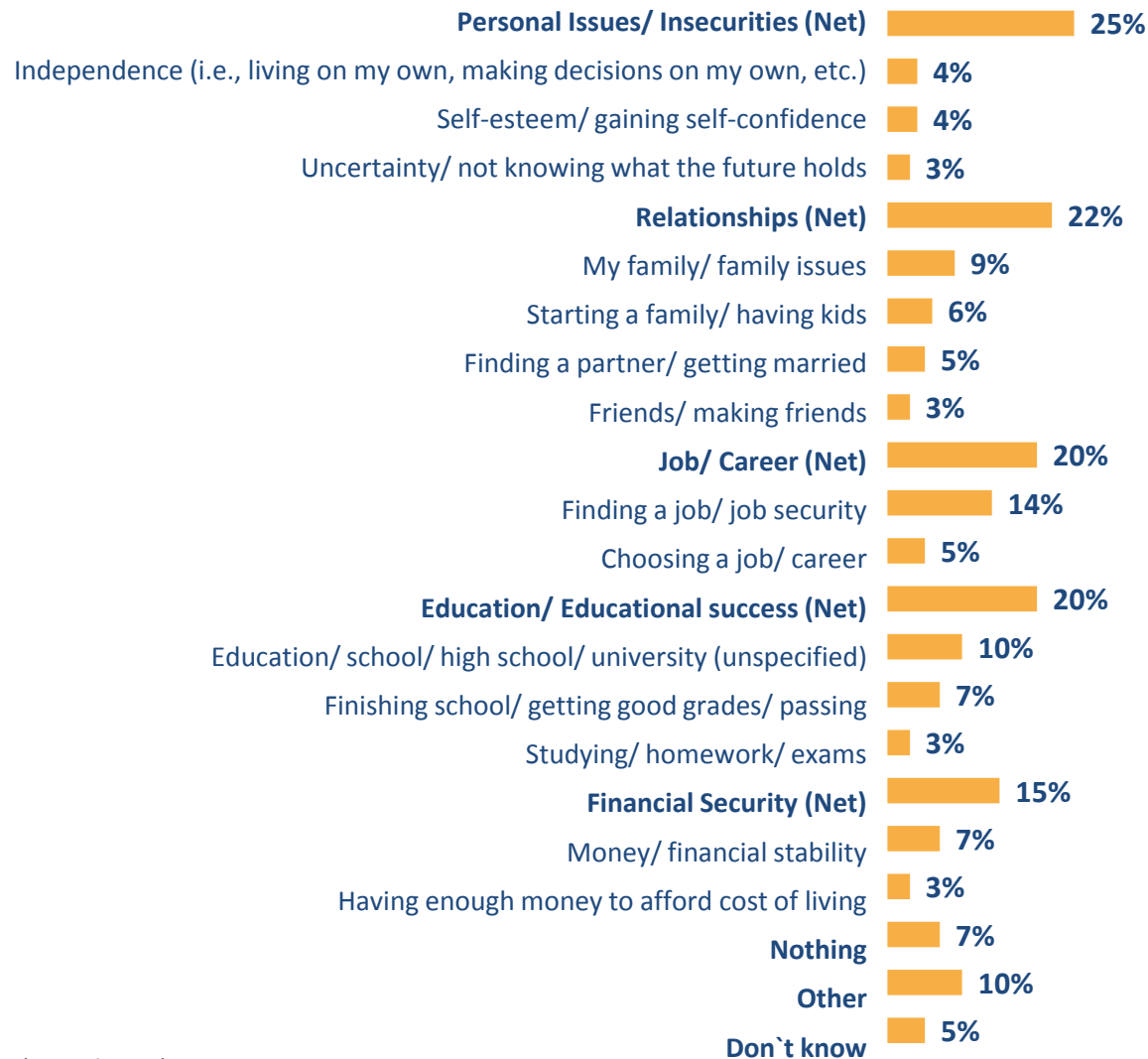


Youth - Q16. Would you describe yourself as a person who is optimistic or pessimistic?/ Q5. Using the scale below, where 1 is very sad and 7 is very happy, please show how you usually feel. Base: All Answering (n=945)/Q7. Using the scale below, where 1 is very worried about the future and 7 is very excited about the future, please show how you feel. Base: All Answering (n=1263)/ Q10. Using the scale below, where 1 is very negative and 7 is very positive, please show whether you describe yourself as a positive or negative person? Base: All Answering (n=1263)

Parent - Q3. Using the scale below, where 1 is very sad and 7 is very happy, please show how you usually feel./ Q4. Using the scale below, where 1 is very worried about the future and 7 is very excited about the future, please show how you feel./ Parent - Q5. Using the scale below, where 1 is very negative and 7 is very positive, please show whether you describe yourself as a positive or negative person?/Q6. Would you currently describe yourself as a person who is optimistic or pessimistic?

Base: All Respondents (n=1605)

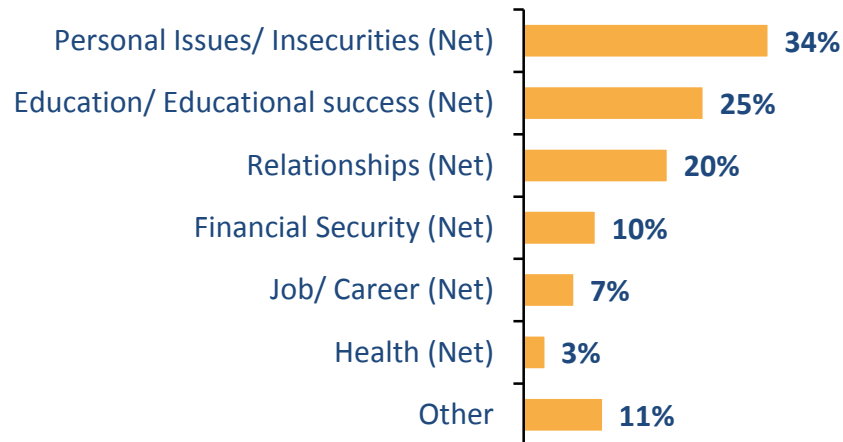
What Parents Remember Being Challenges When They Were Their Child's Age



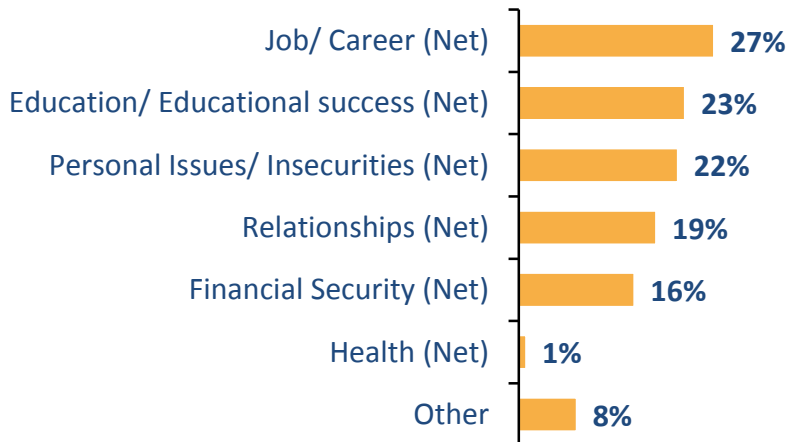
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What Parents Remember Being Challenges For Them At their Child's Age

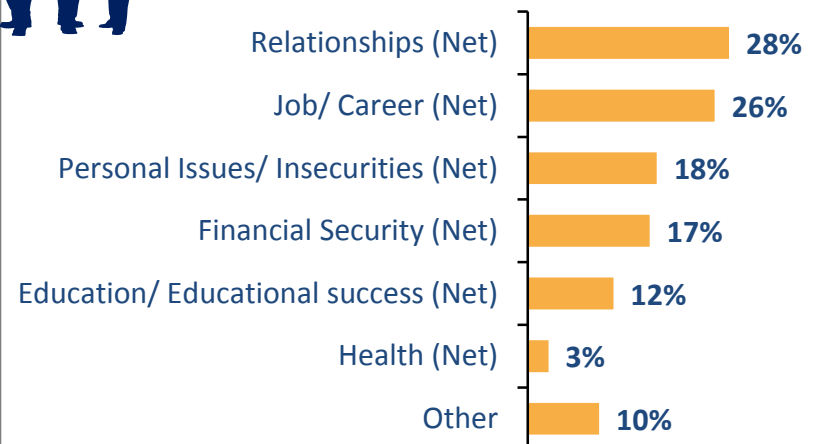
Parents of Youth 14 to 17



Parents of Youth 18 to 21

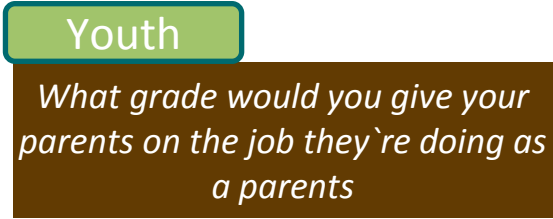
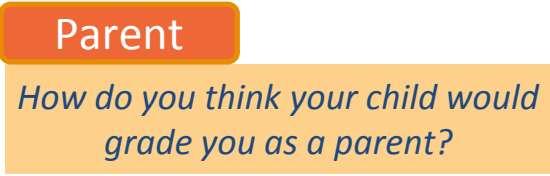


Parents of Youth 22 to 25



Parent - Q14. What were the biggest challenges you faced when you were your child's age?
 Base: All Parents (n=1605); Parents of youth 14-17 (n=556); Parents of youth 18-21 (n=550); Parents of youth 22-25 (n=499)

Grading Parents on their Performance: Parents Perceptions of Themselves vs. What Grade They Think Their Child Would Give vs. Grade that Youth Actually Give



Youth - Q13E. What grade would you give your parents on the job they're doing as a parents, overall?

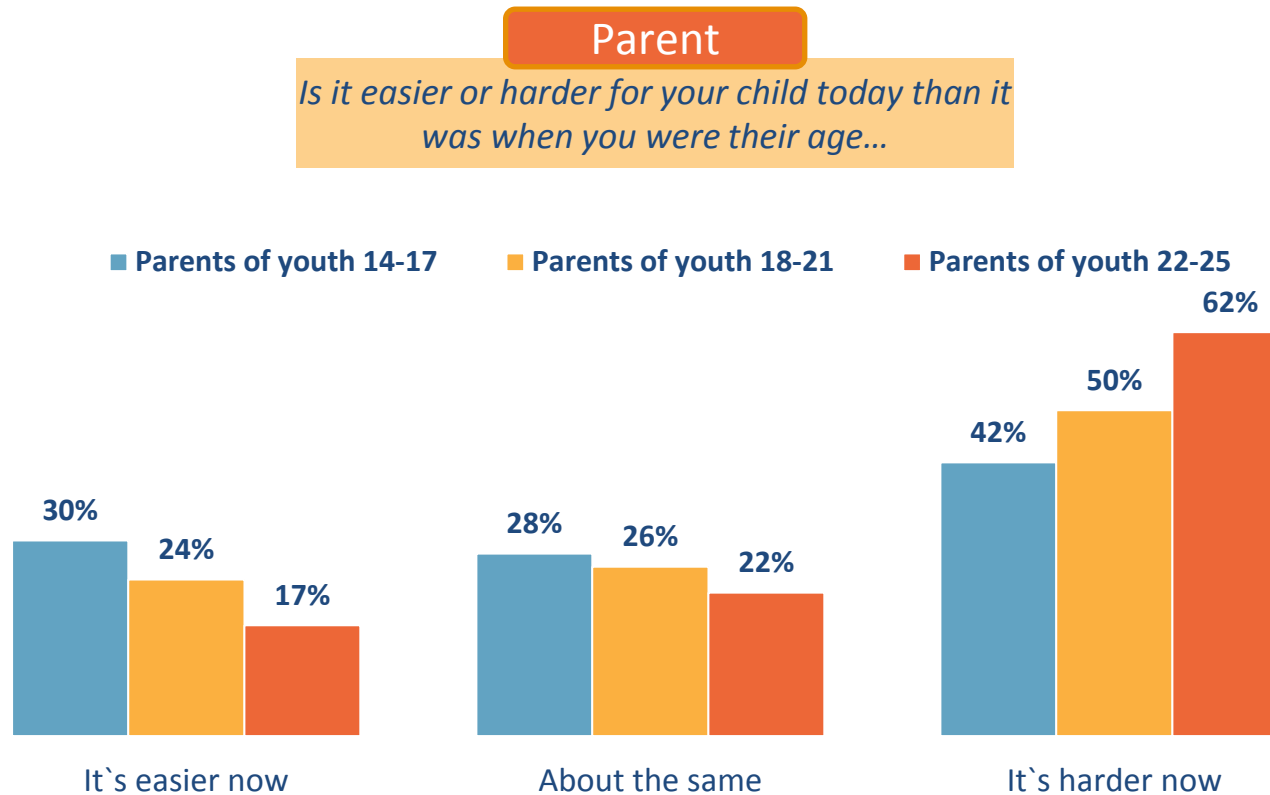
Base: All Answering (n=1263)

Parent - Q11. All things considered, how would you grade yourself in the job you're doing as a parent? /Q12. And how do you think your child would grade you as a parent?/ Q12. And how do you think your child would grade you as a parent?

Base: All Respondents (n=1605)

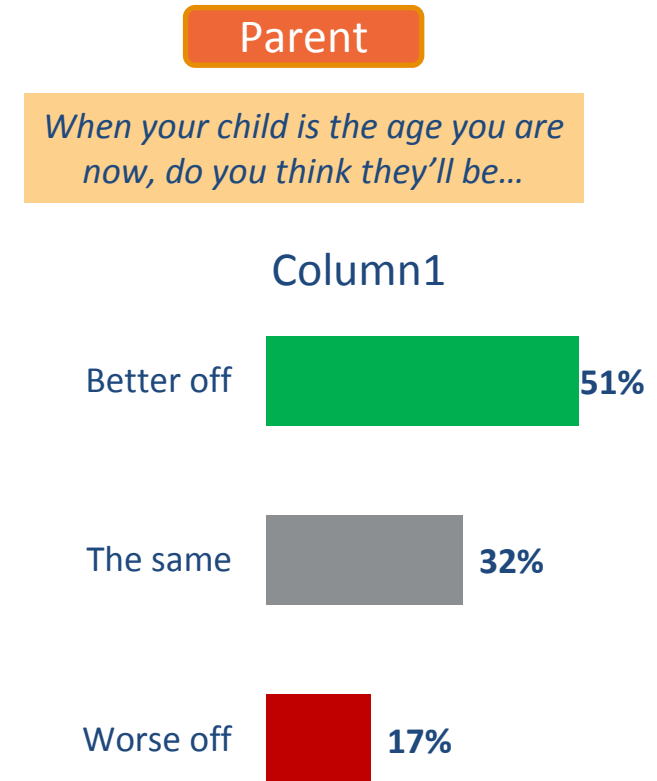
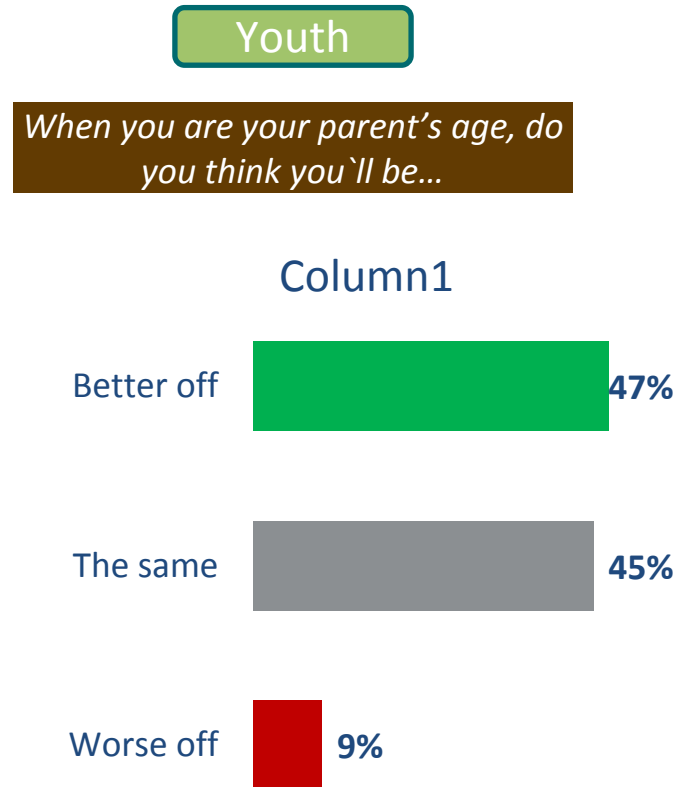
Is it Easier or Harder for Children Today?

- Most parents believe it's harder, nor easier, for kids these days than when they were their kids' age. This is particularly true for 22 to 25 year olds.



Expectations For A Better Life for Youth Than Their Parents

- Youth aren't sure that they'll be better off than their parents are at their age. Parents though, are much more polarized on the issue, with more believing their kids will be better off, but also more believing they'll be worse off.



Youth - Q13H. In the future, when you are your parent's age, do you think you'll be better off, worse off, or about the same as they are today?

Base: All Answering (n=1261) Parent - Q29. In the future, when your child is the age you are now, do you think they'll be better off, worse off, or about the same as you are today?

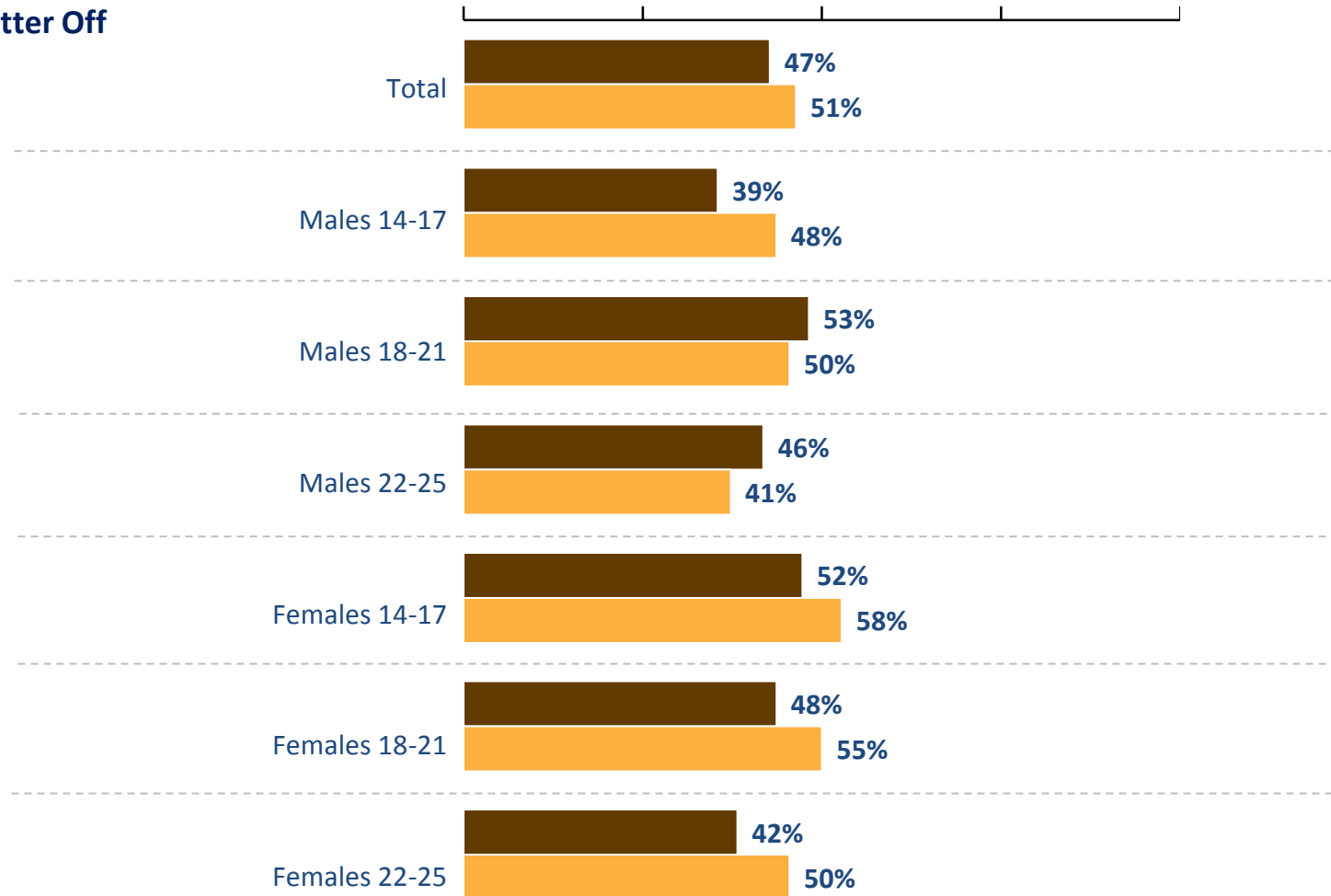
Base: All Respondents (n=1605)

Expectations For A Better Life Than Their Parents (By Age of Child)

- Overall, fewer youth than parents think they will exceed their parents when they are their age. In general males 18+ are more optimistic than their parents are, while for females of all ages their parents are more optimistic than they are.



% Better Off



Youth - Q13H. In the future, when you are your parent's age, do you think you'll be better off, worse off, or about the same as they are today?

Base: All Answering (n=1261)

Parent - Q29. In the future, when your child is the age you are now, do you think they'll be better off, worse off, or about the same as you are today?

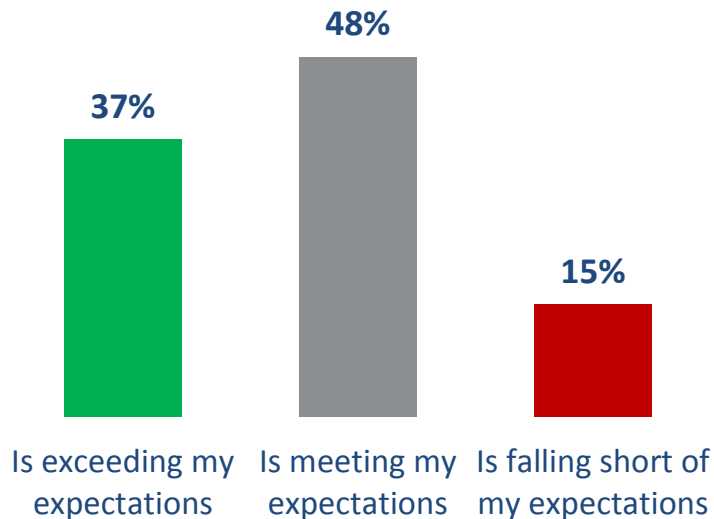
Base: All Respondents (n=1605)

Are Youth Living Up To Expectations?

- Only four in ten (37%) parents say their child is exceeding their expectations, while 15% say their child is falling short. In fact, one in ten (8%) aren't confident their child will be successful in life.

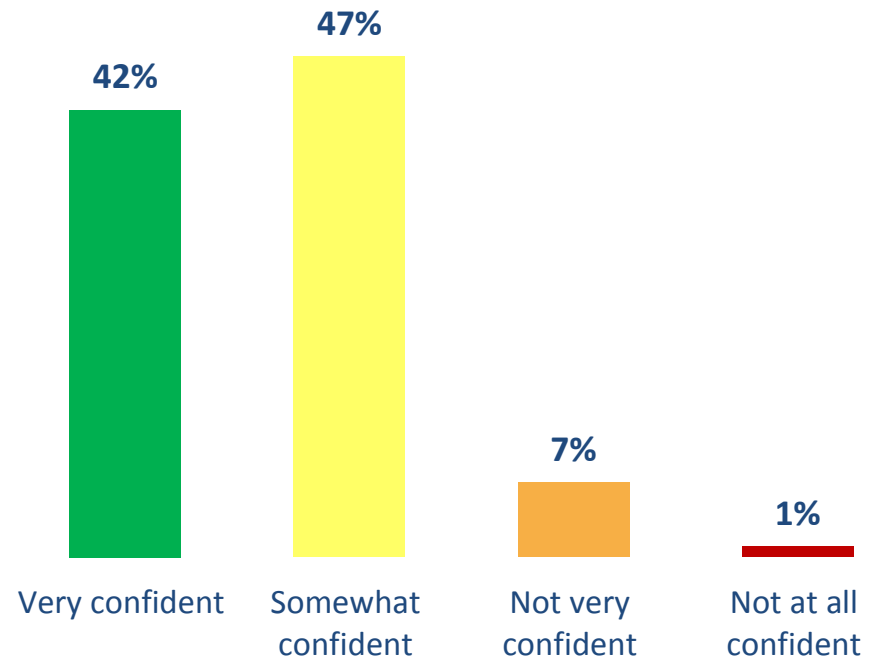
Parent

Is your child living up to your expectations?



Parent

How confident are you that your child will be successful in life, according to the expectations that you have for them?



Parent - Q30. Is your child living up to your expectations?

Parent - Q33. How confident are you that your child will be successful in life, according to the expectations that you have for them?

Base: All Respondents (n=1605)

2015 RBC Youth Optimism Survey

Parents' Assessment of their Own Success in Life

- Two in ten (21%) parents believe that they currently fall short of their parents' expectations, and one in three (32%) thought this way when they were their child's age.

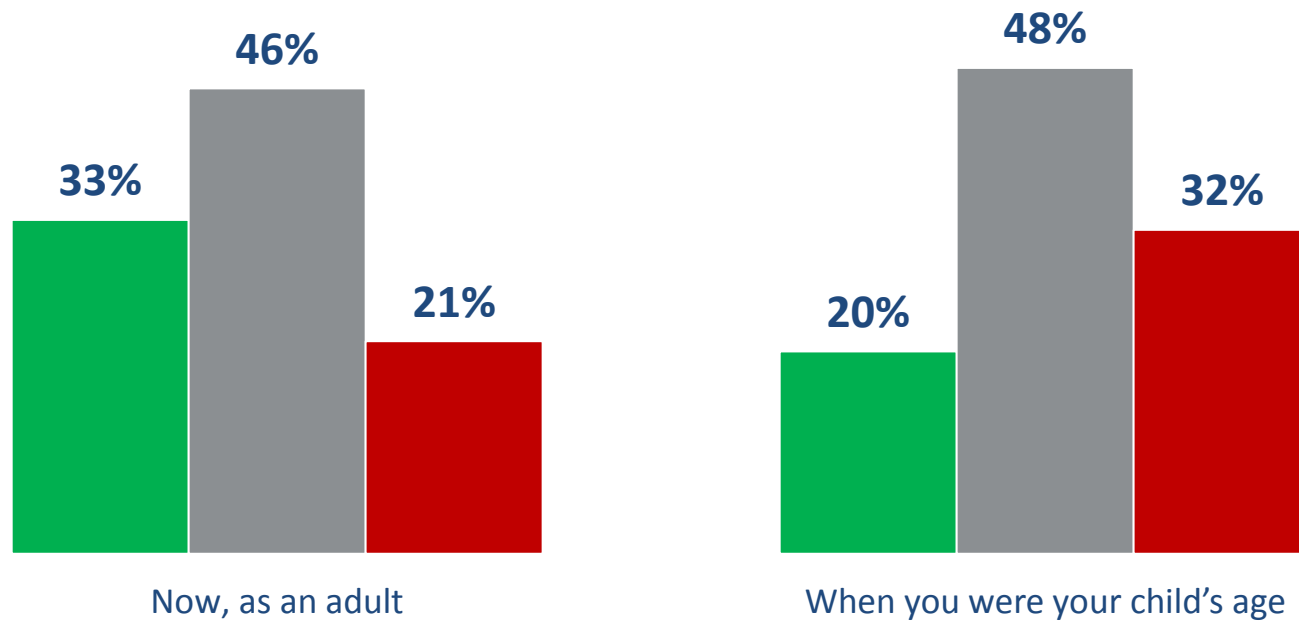
Parent

Do you feel that you're living up to the expectations that your parents had for you...

■ I feel I exceeded their expectations

■ I feel I met their expectations

■ I feel I fell short of their expectations

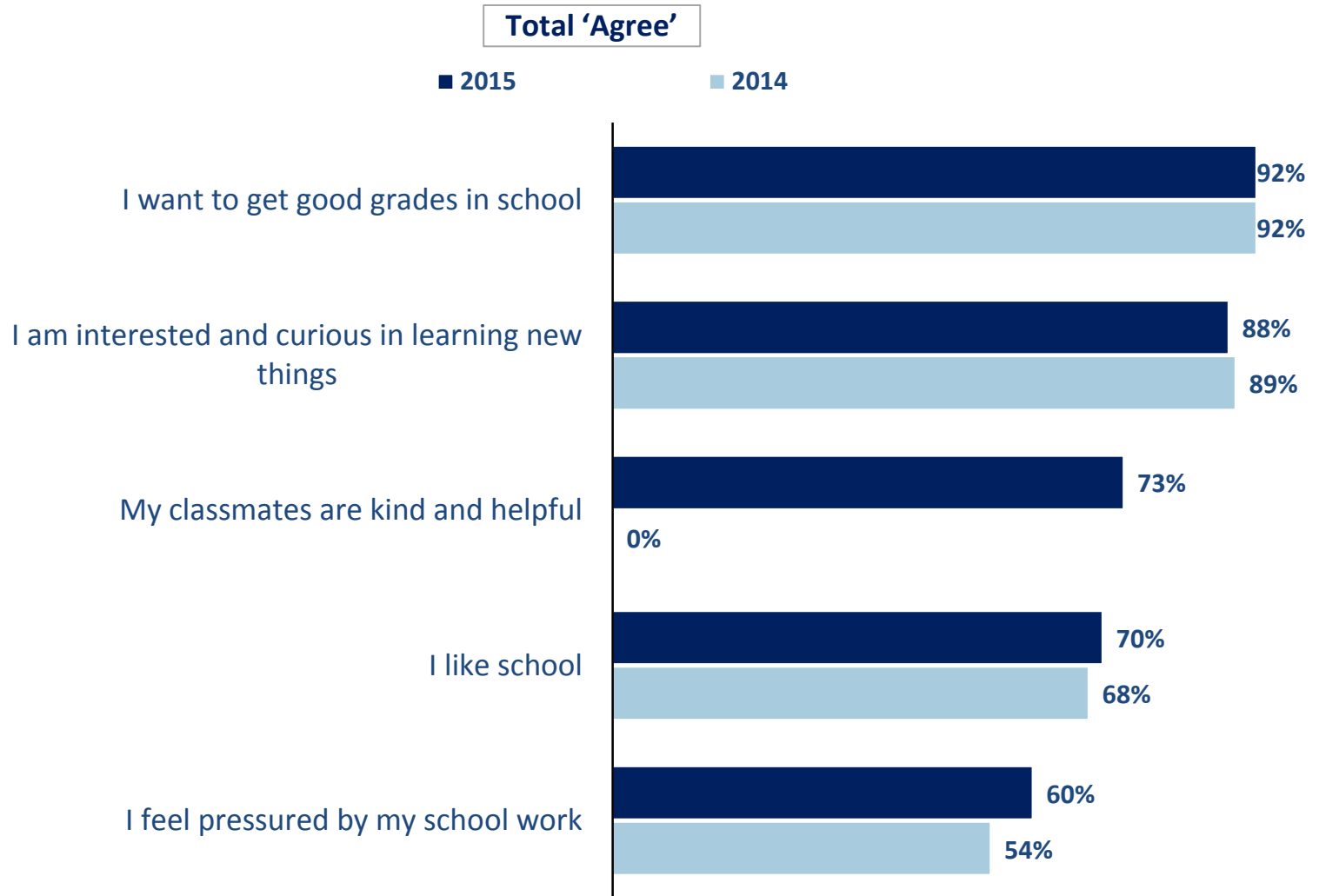




Youth Attitudes Towards Life, School and Friends

Attitudes Towards School

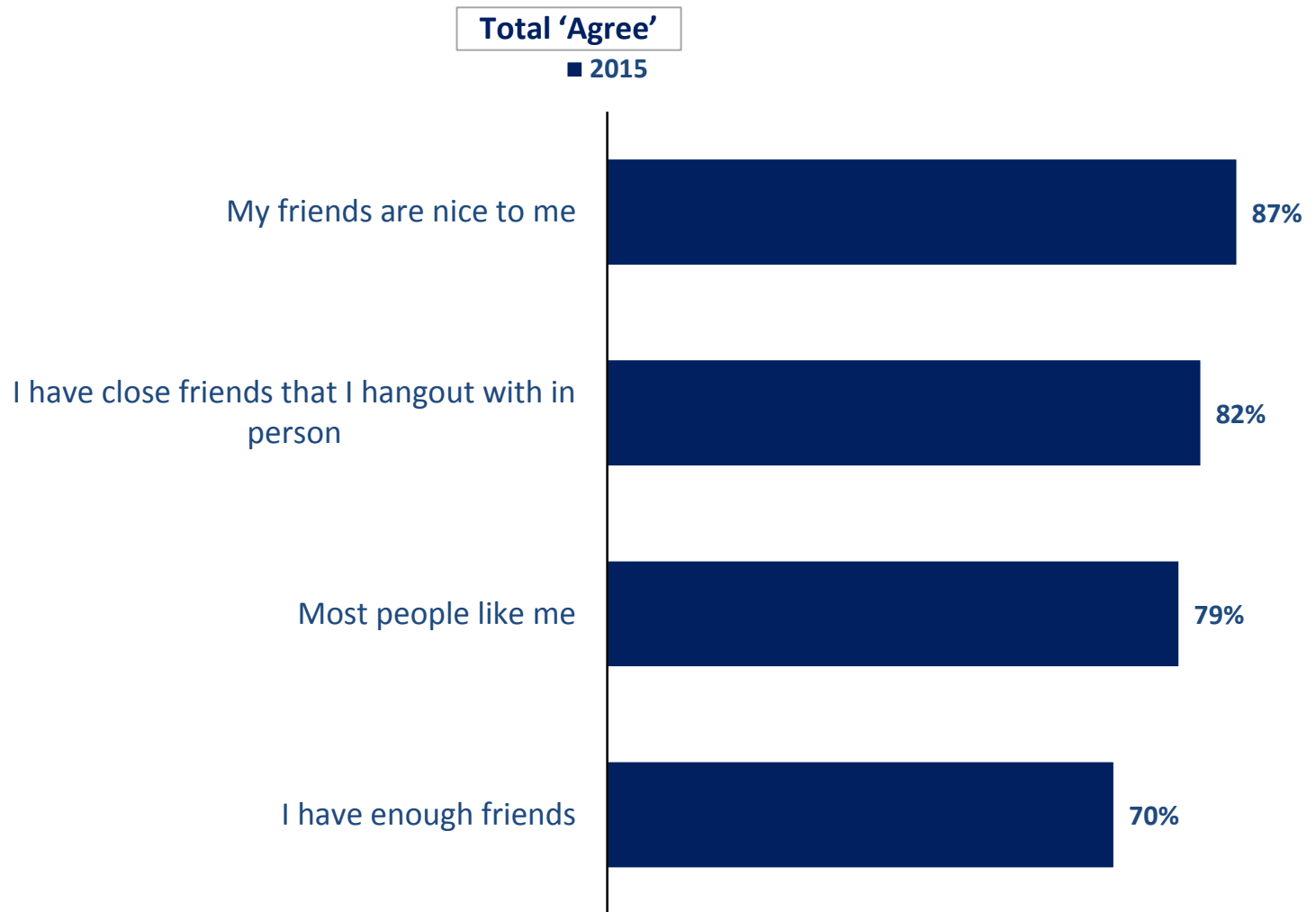
- Attitudes towards school are fairly consistent amongst youth in 2015 as in 2014. Youth agree most that they want to get good grades in school and are interesting in learning new things. However, more (60%) now than before say they feel pressured by their school work.



Youth - Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering (Floating) 2015 M10-13 (238), M14-17 (237), M18-21 (59), M22-25 (116), F10-13 (86), F14-17 (88), F18-21 (259), F21-25 (189)

Attitudes Towards Friends

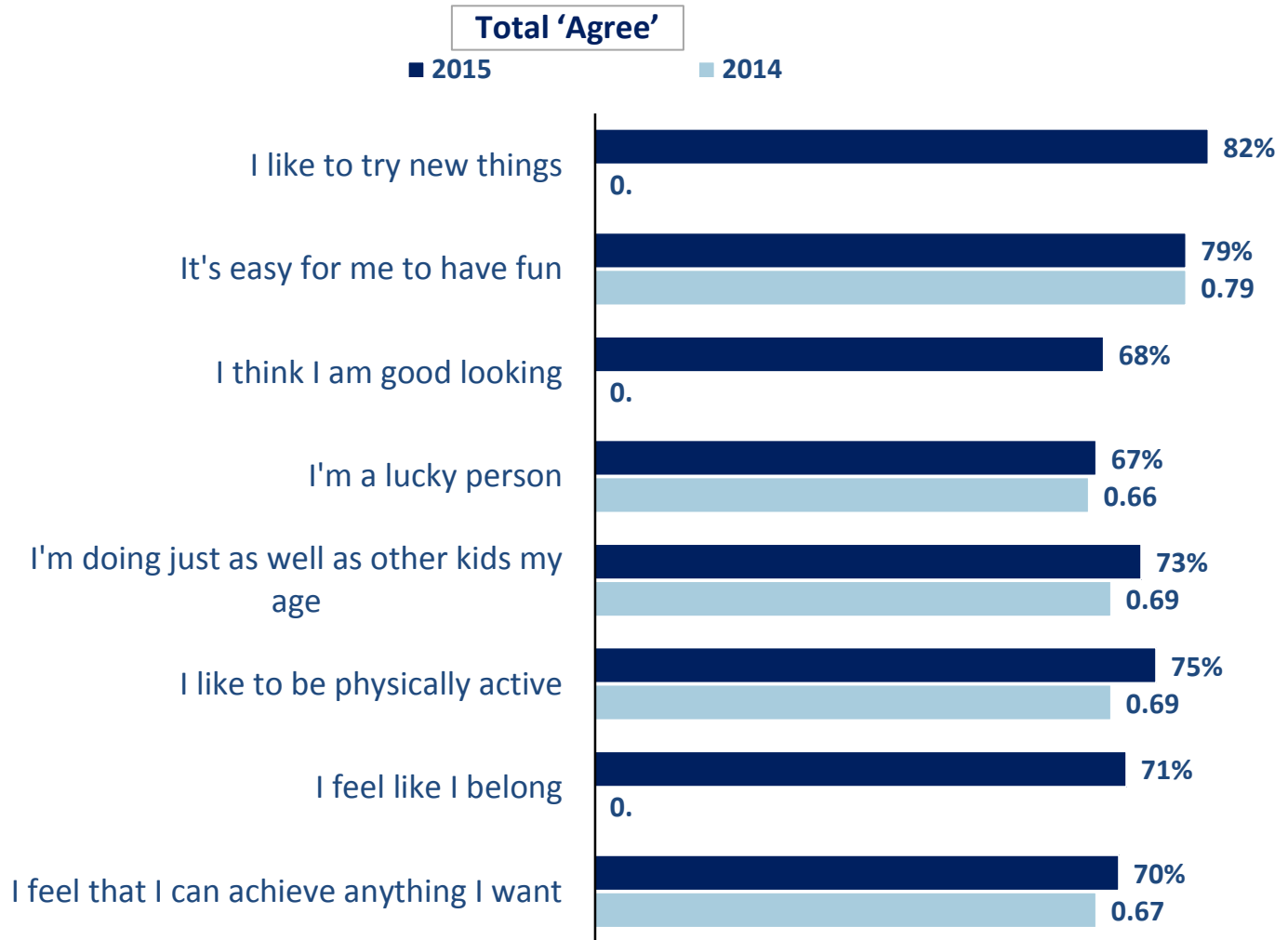
- Nine in ten youth say they 'agree' their friends are nice to them while eight in ten 'agree' they have close friends they hang out with in person and that most people like them, meaning that two in ten don't.



Youth - Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering (Floating) 2015 M10-13 (238), M14-17 (237), M18-21 (59), M22-25 (116), F10-13 (86), F14-17 (88), F18-21 (259), F21-25 (189)

Attitudes Towards Life

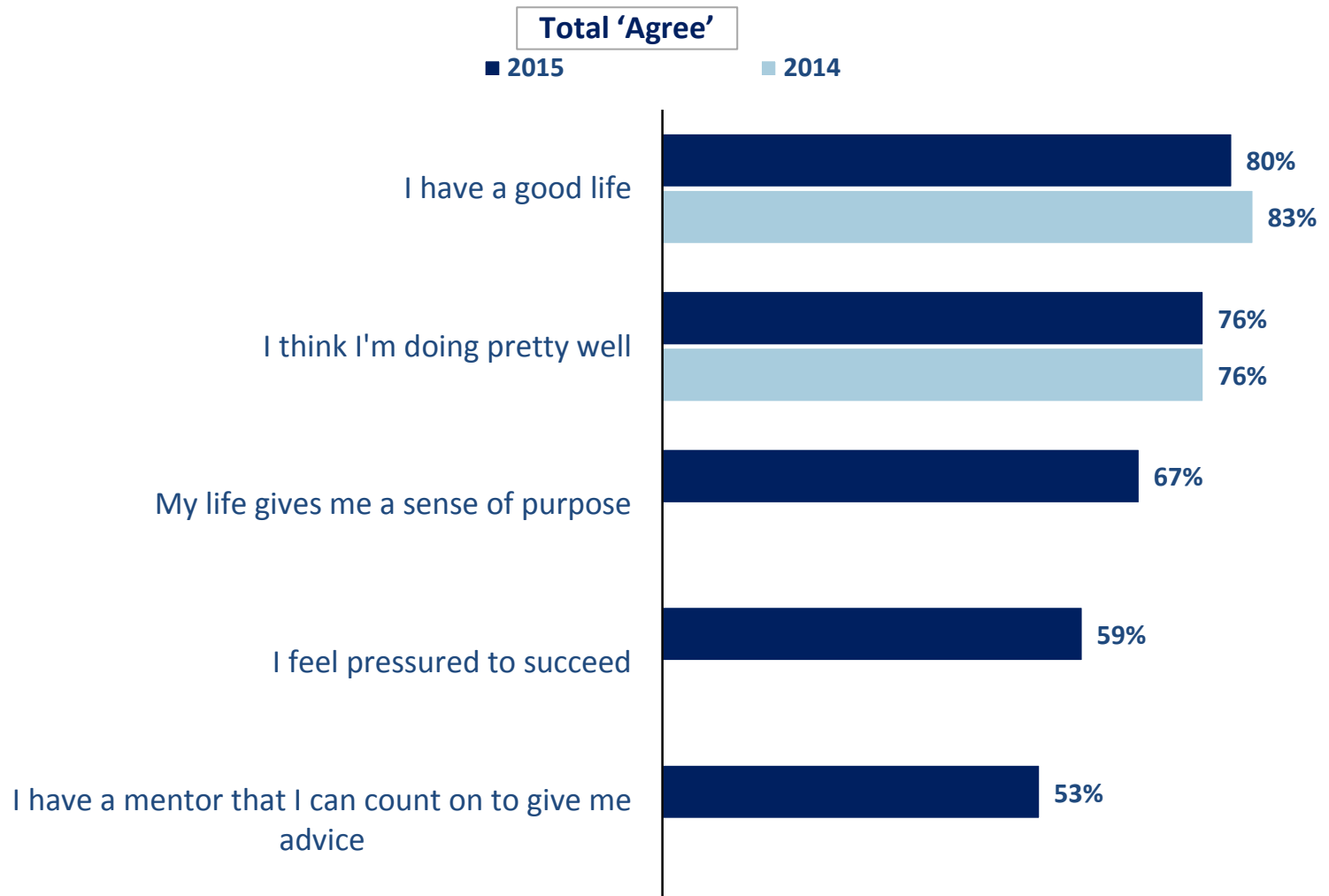
- Eight in ten youth 'agree' they like to try new things and that it is easy for them to have fun. Three in ten do not agree that they have a sense of belonging, or that they can achieve anything they want. The proportion who likes to be physically active is up 6 points, but likely a function of the 2015 survey being conducted in early summer.



Youth - Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering (Floating) 2015 M10-13 (238), M14-17 (237), M18-21 (59), M22-25 (116), F10-13 (86), F14-17 (88), F18-21 (259), F21-25 (189)

Attitudes Towards Life (2)

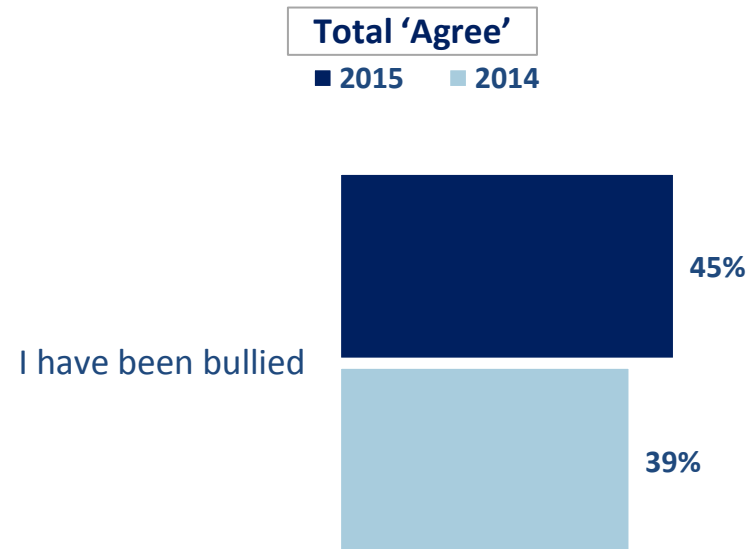
- One in three youth do not agree that their life gives them a sense of purpose. Moreover, six in ten (59%) feel pressured to succeed.



Youth - Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering (Floating) 2015 M10-13 (238), M14-17 (237), M18-21 (59), M22-25 (116), F10-13 (86), F14-17 (88), F18-21 (259), F21-25 (189)

Attitudes Towards Bullying

- Five in ten youth 'agree' that they have been bullied, which is six percentage points higher than in 2014.

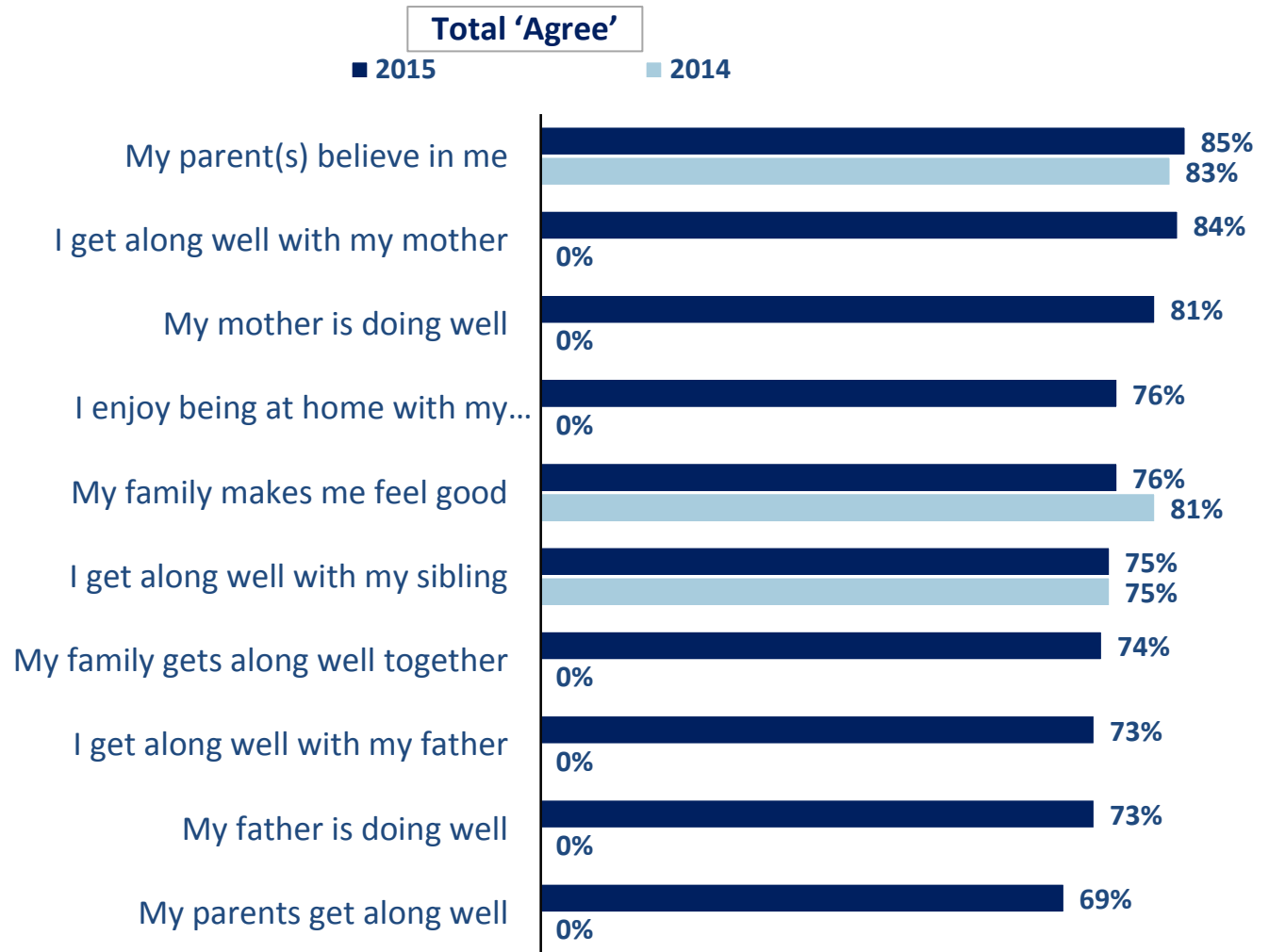




Youth Attitudes
Towards Family

Attitudes Towards Family

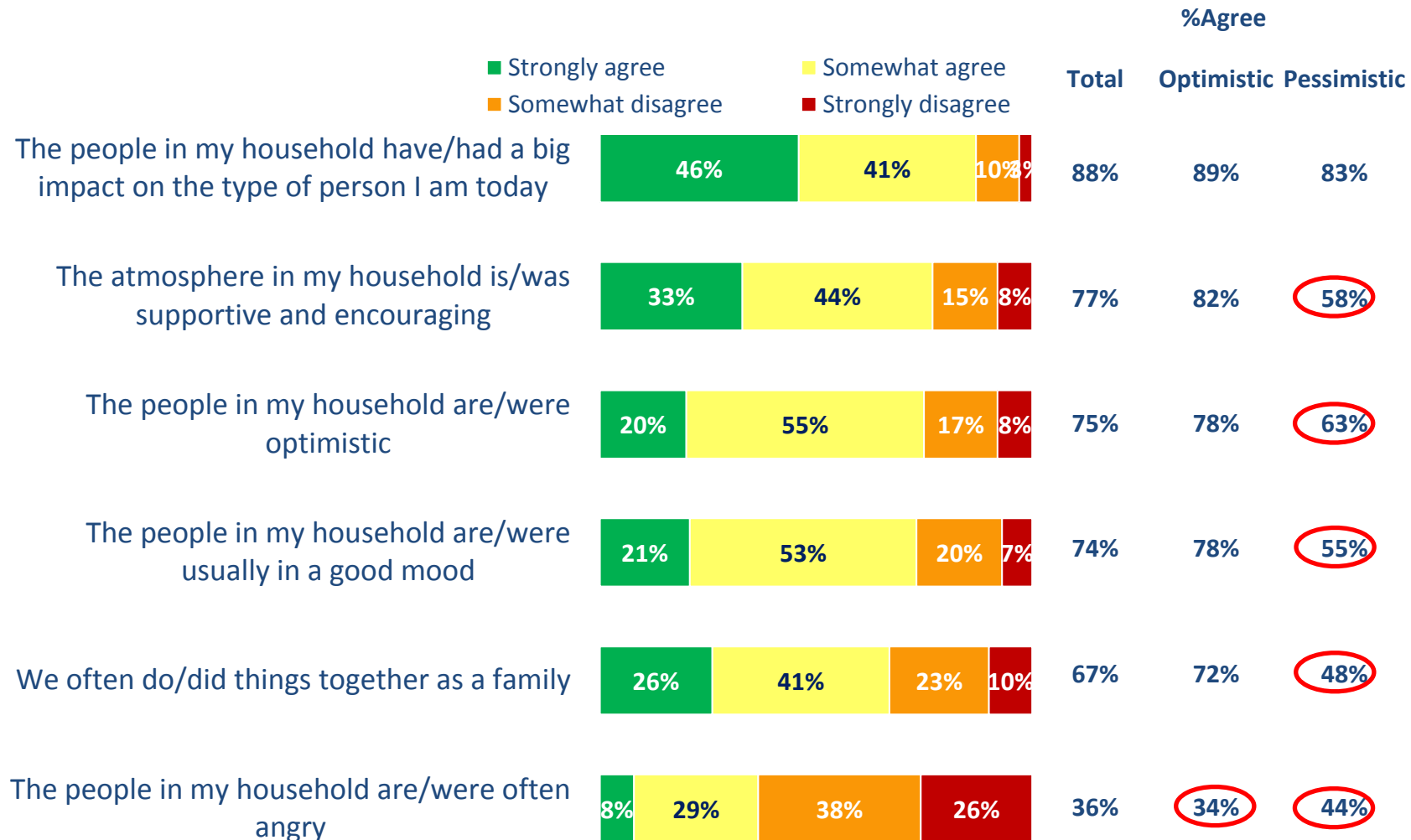
- A large majority of youth have positive attitudes towards their family, which is consistent with 2014 attitudes towards family. However, three in ten youth say their parents do not get along well.



Youth - Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering (Floating) 2015 M10-13 (238), M14-17 (237), M18-21 (59), M22-25 (116), F10-13 (86), F14-17 (88), F18-21 (259), F21-25 (189)

How Youth (14+) Describe Their Household

- Optimistic and pessimistic youth have different opinions on living at home with parents. Optimistic youth are more likely to agree to positive statements about living at home with parents, whereas pessimists are only more likely to agree to the one negative statement that “people in my household are/were often angry”.



Youth – Q27C. To what extent do agree or disagree about the following statements about living at home with your parents?

Base: All Answering (Floating) (n=940)



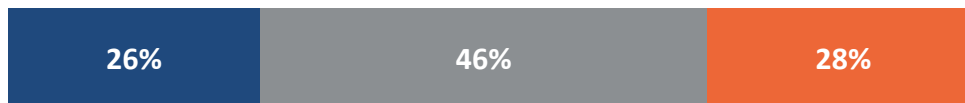
Habits and Tendencies of Youth

How Youth Spend Their Time

- Those who spend more time alone include people who are not satisfied with their life, pessimistic, worried and negative. People who are excited about the future tend to spend the most time with other people.

■ Alone ■ About the same ■ With other people

Do you spend most of your spare time alone or with other people?

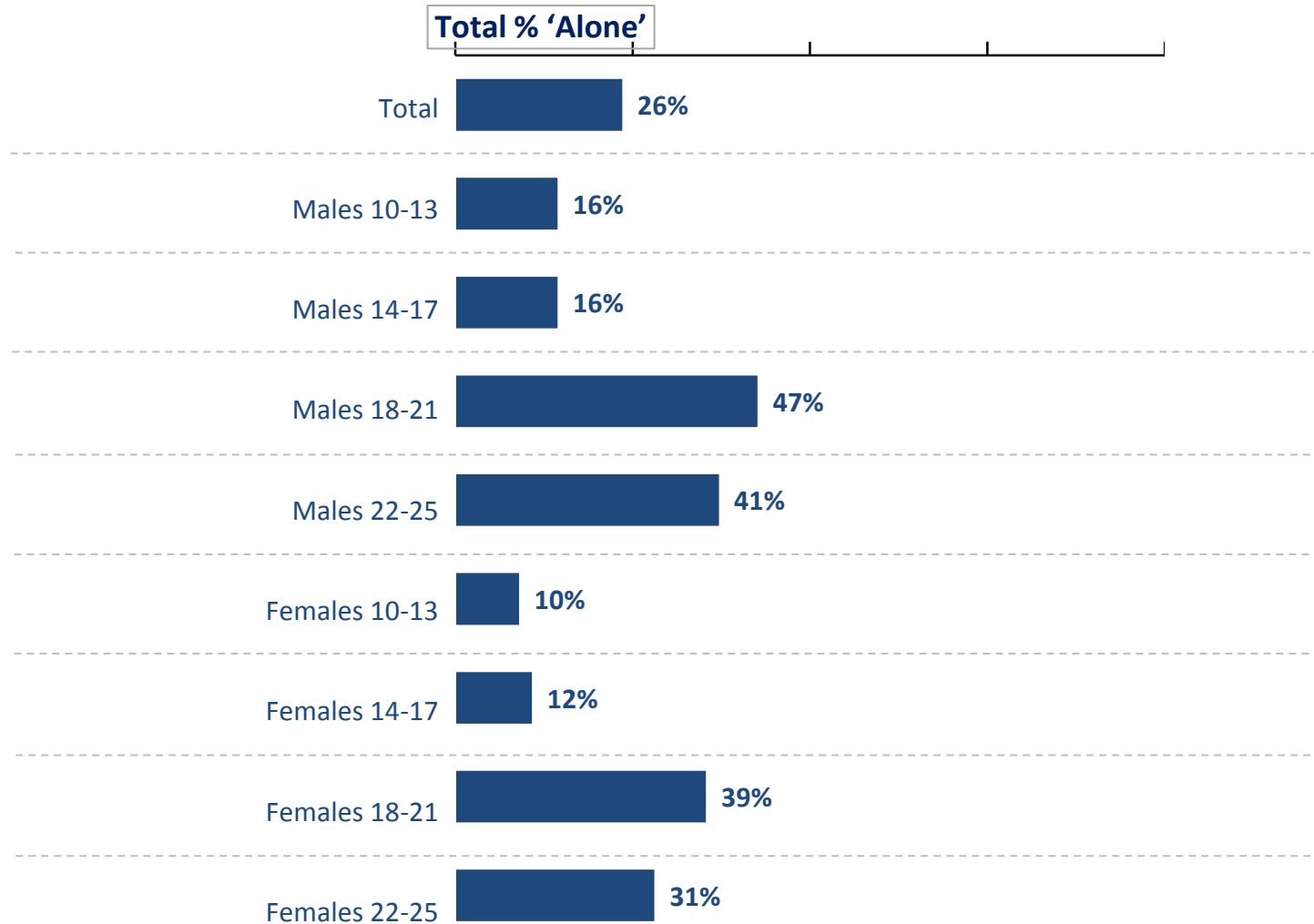


	Total	Life Satisfaction		Personal Outlook		Thoughts on the Future			Personal Description of Self			I usually expect to have a good day	
		Satisfied	Not Satisfied	Optimistic	Pessimistic	Excited	Neither Excited nor Worried	Worried	Positive	Neither Positive nor Negative	Negative	Agree	Disagree
Alone	26%	26%	55%	26%	50%	18%	29%	51%	21%	42%	55%	19%	50%
About the same	46%	47%	34%	46%	37%	48%	52%	35%	47%	49%	28%	48%	39%
With other people	28%	27%	11%	27%	13%	35%	18%	14%	32%	9%	18%	33%	11%

Under 3% not labeled

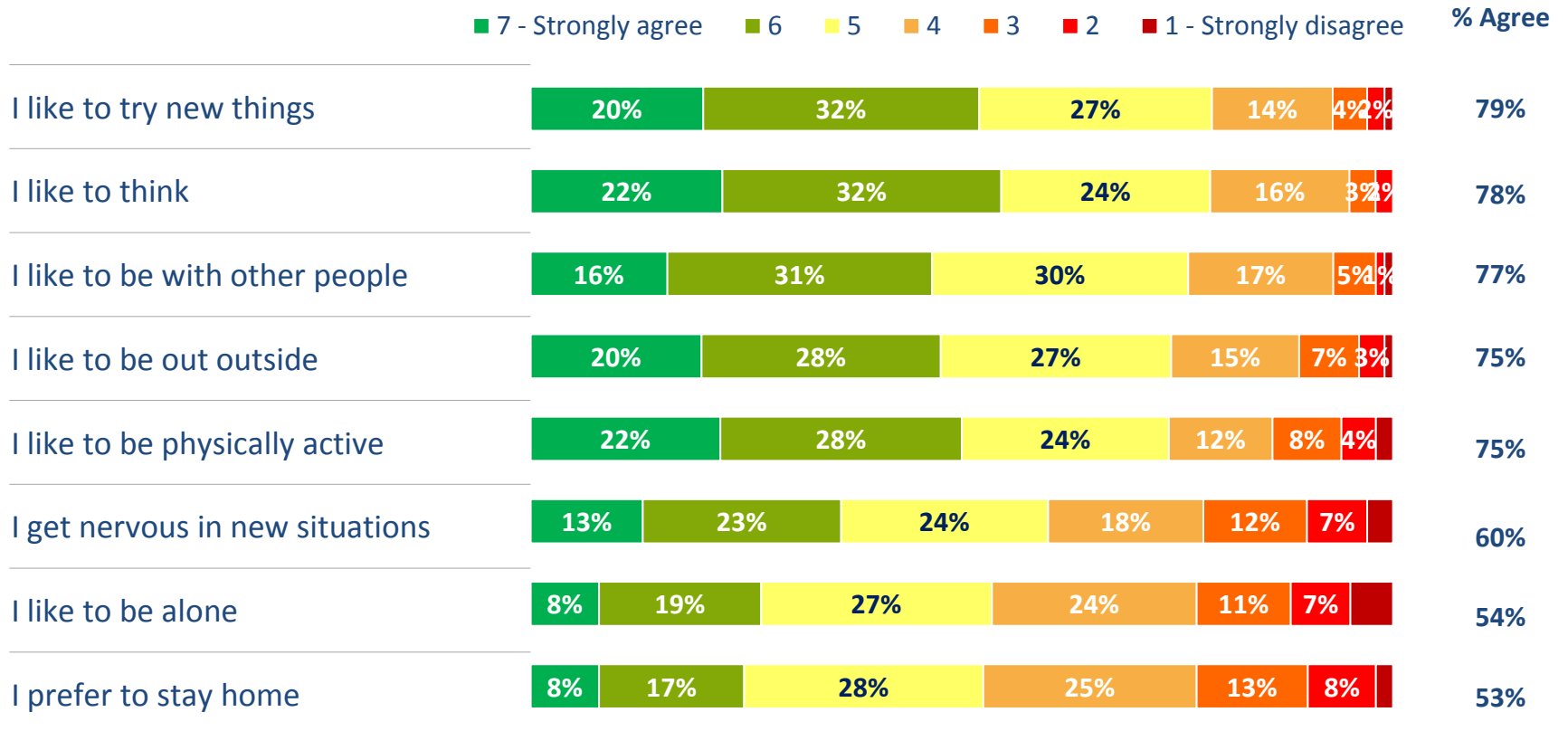
Those Who Spend Most of their Time Alone (by Age)

- Those most likely to spend time alone are males 18-21 and males 22-25, which can be a result of these groups being the least happy or vice-versa. Females in the same age brackets are not far behind.



Habits of Youth

- Youth are mixed on whether they prefer to be alone or stay home, and whether they get nervous in new situations. Most say they like to think, and that they like to try new things.



Under 3% not labeled

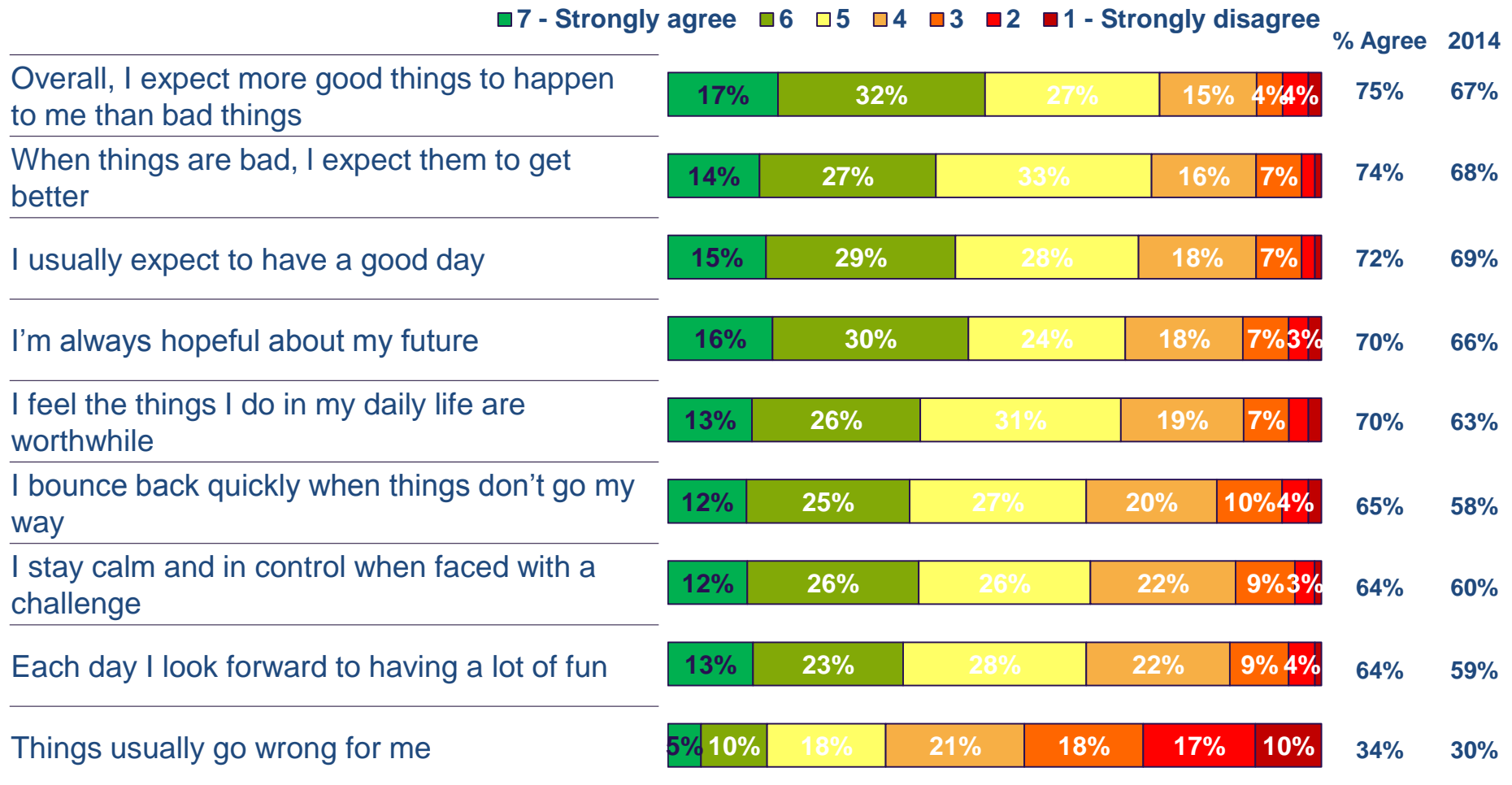
Habits of Youth (by Age)

- As youth become older they are less likely to 'agree' that they like to be with other people. Youth 18-21 are most likely to get nervous in new situations with females being more likely to agree than males.
- Females 18-25 are more likely than males 18-25 to 'agree' they like to be alone.

% Agree	Total	Age/Gender of Youth							
		Males 10-13	Males 14-17	Males 18-21	Males 22-25	Females 10-13	Females 14-17	Females 18-21	Females 22-25
I like to try new things	79%	81%	81%	84%	79%	77%	76%	76%	80%
I like to think	78%	72%	73%	85%	85%	72%	65%	88%	85%
I like to be with other people	77%	85%	81%	73%	68%	88%	81%	72%	69%
I like to be out outside	75%	78%	74%	76%	74%	77%	68%	75%	76%
I like to be physically active	75%	83%	81%	72%	81%	79%	73%	65%	64%
I get nervous in new situations	60%	54%	47%	64%	52%	58%	65%	74%	65%
I like to be alone	54%	41%	43%	66%	56%	40%	47%	70%	67%
I prefer to stay home	53%	50%	55%	69%	46%	42%	38%	64%	59%

Tendencies of Youth

- Only 64% of youth say they look forward to having a lot of fun, and one in three agree that things usually go wrong for them.



Under 3% not labeled

Youth - Q13B. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:

Base: All Respondents (n=1244)

Tendencies of Youth (By Age)

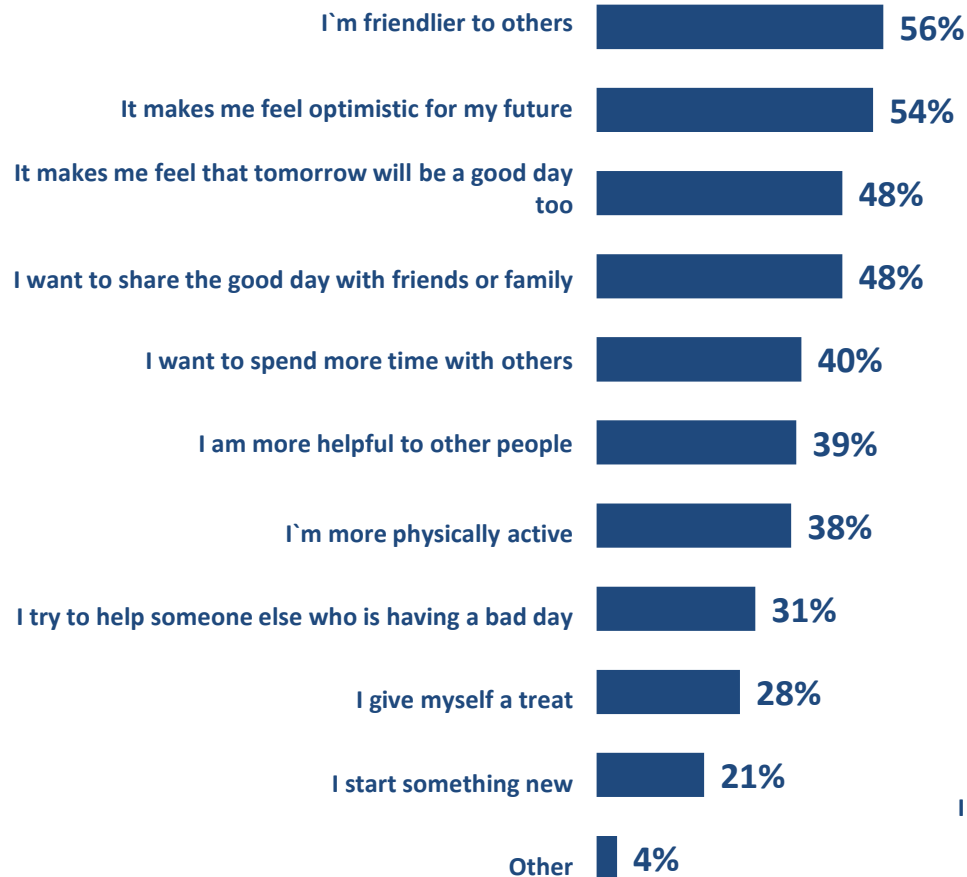
- Youth 18-21 are the least likely to expect more good things to happen than bad things, with females being more likely than males.
Youth 18-25 are most likely to 'agree' that things usually go wrong for them.

% Agree	Total	Age/Gender of Youth							
		Males 10-13	Males 14-17	Males 18-21	Males 22-25	Females 10-13	Females 14-17	Females 18-21	Females 22-25
Overall, I expect more good things to happen to me than bad things	75%	87%	88%	64%	67%	90%	77%	57%	70%
When things are bad, I expect them to get better	74%	83%	85%	70%	69%	82%	72%	63%	72%
I usually expect to have a good day	72%	89%	81%	71%	57%	87%	75%	53%	64%
I'm always hopeful about my future	70%	80%	78%	56%	68%	86%	73%	58%	63%
I feel the things I do in my daily life are worthwhile	70%	80%	79%	56%	61%	82%	80%	59%	61%
I bounce back quickly when things don't go my way	65%	70%	73%	63%	57%	76%	66%	58%	53%
I stay calm and in control when faced with a challenge	64%	61%	68%	75%	70%	66%	58%	61%	56%
Each day I look forward to having a lot of fun	64%	82%	71%	49%	52%	87%	70%	52%	51%
Things usually go wrong for me	34%	30%	26%	36%	40%	26%	32%	42%	38%

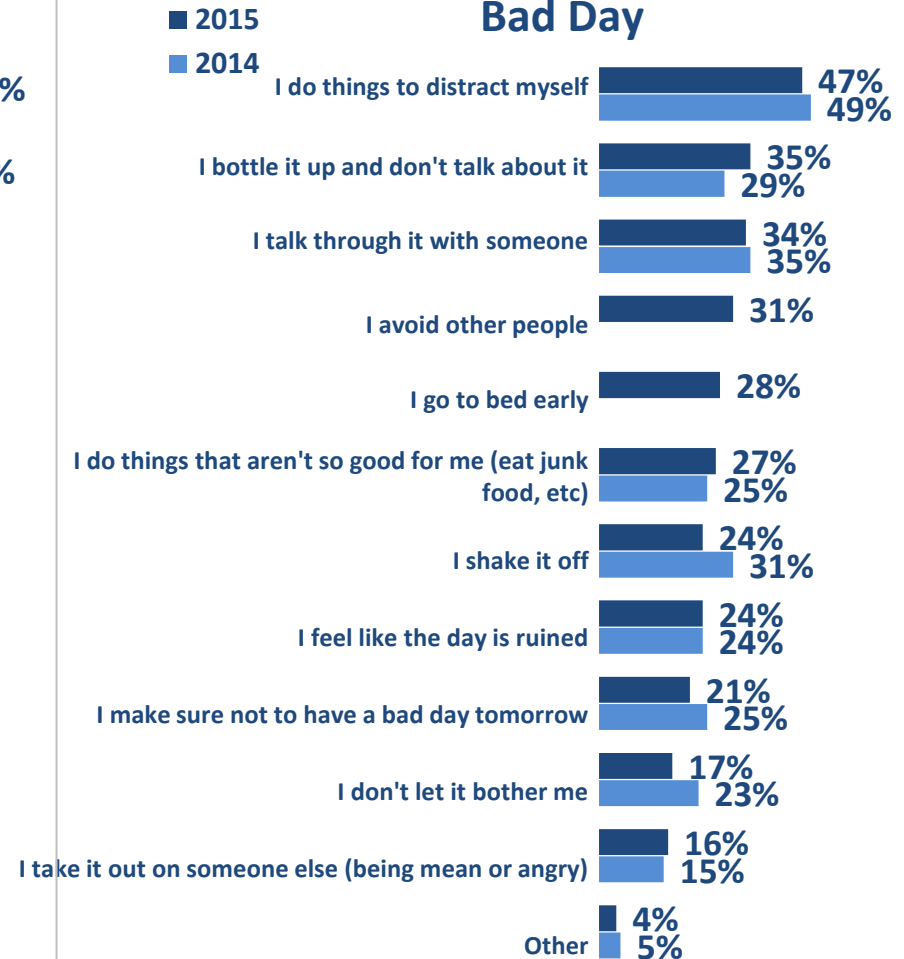
How Youth (14+) React to a Good or Bad Day

- When people have a good day, they're friendlier to others and they feel optimistic for their future.
- When people have a bad day, they distract themselves, and are equally as likely to bottle it up as talk about it with someone.

Good Day



Bad Day





Youth and Social Media

Social Media Use

- One quarter of youth are very active, and four in ten are fairly active on social media. Pessimistic and worried people are more likely to be very active on social media. Interestingly, those who say they're excited about the future and a positive person are more likely to not have any social media accounts.

■ I am very active on social media

■ I am fairly active on social media

■ I have social media accounts but I'm not really active

■ I don't have any social media accounts

Social media usage



	Total	Life Satisfaction		Personal Outlook		Thoughts on the Future			Personal Description of Self			I usually expect to have a good day	
		Satisfied	Not Satisfied	Optimistic	Pessimistic	Excited	Neither Excited nor Worried	Worried	Positive	Neither Positive nor Negative	Negative	Agree	Disagree
I am very active on social media	24%	27%	28%	26%	31%	23%	23%	29%	24%	22%	24%	23%	29%
I am fairly active on social media	40%	43%	47%	43%	42%	38%	46%	41%	37%	47%	48%	40%	45%
I have social media accounts but I'm not really active	23%	24%	20%	24%	23%	22%	23%	24%	23%	22%	22%	23%	20%
I don't have any social media accounts	14%	7%	6%	7%	5%	17%	8%	6%	15%	8%	6%	15%	6%

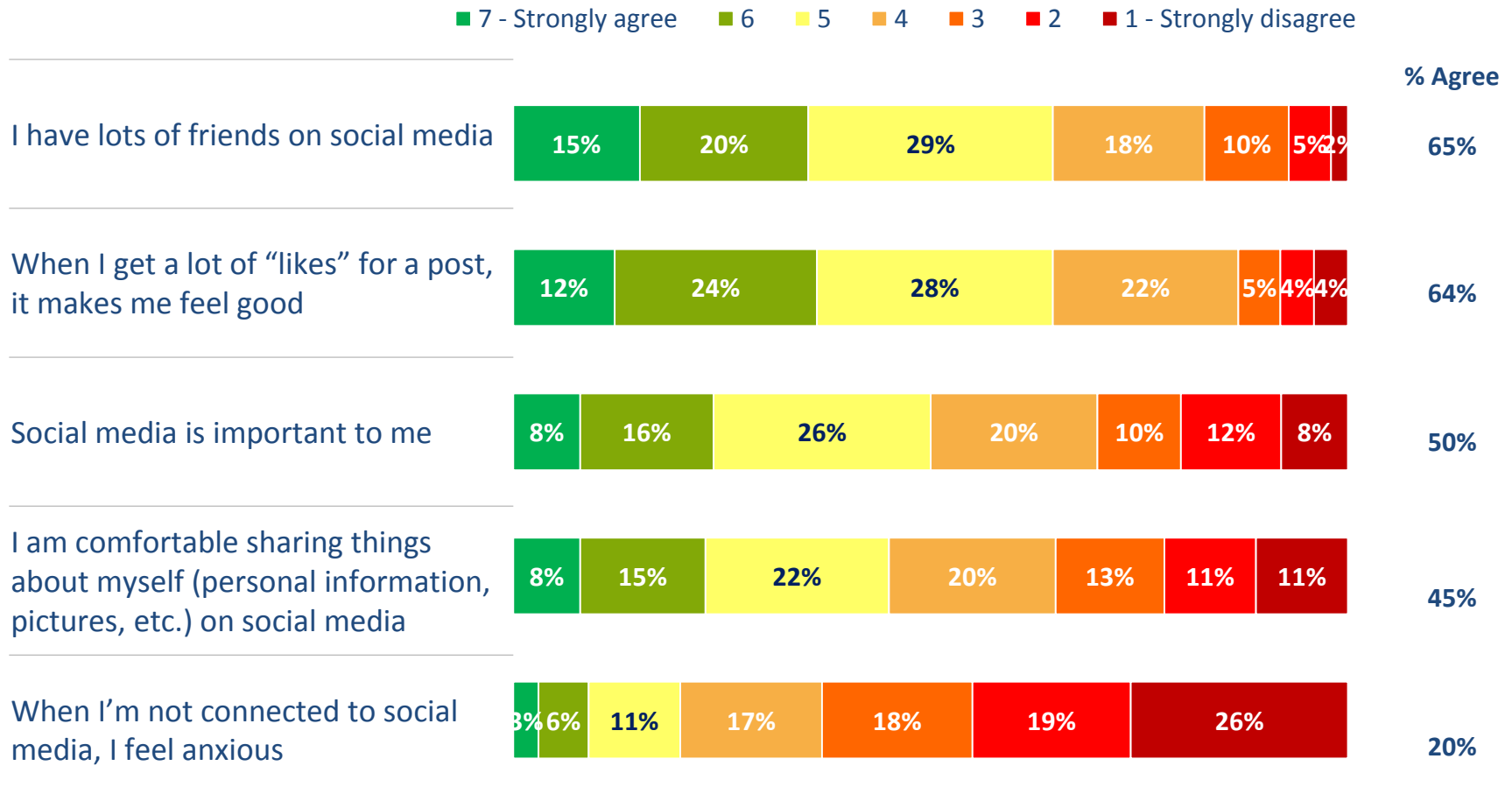
Under 3% not labeled

Youth - Q13c. Which of the following best describes your social media usage, for example Facebook, twitter, Instagram, etc.

Base: All Answering (n=1268)

Thoughts on Social Media

- Two in ten (20%) youth get anxious when not connected to social media. Half (45%) are comfortable sharing things about themselves on social media, and half (50%) say social media is important to them.



Under 3% not labeled

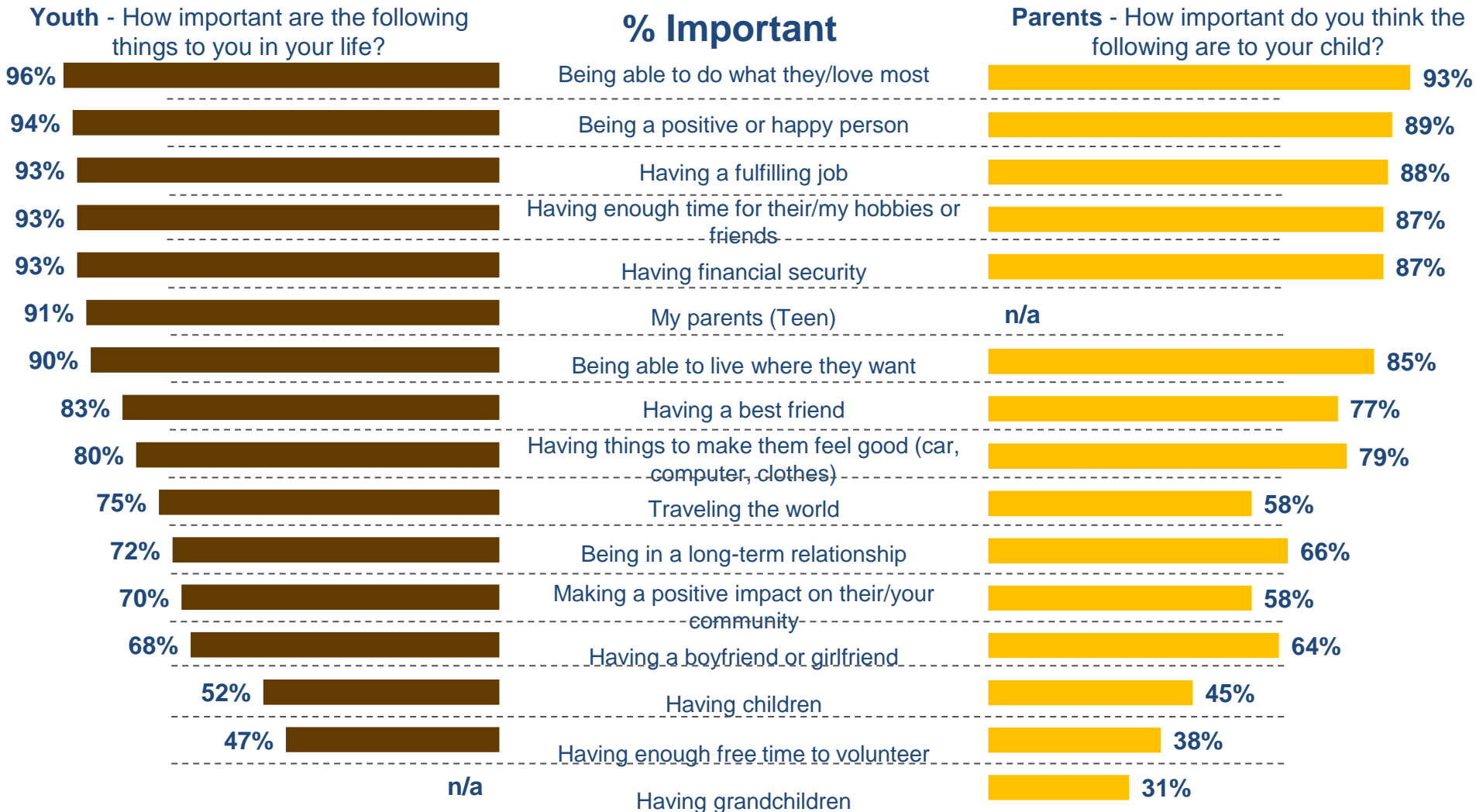
Youth - Q13D. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Respondents (n=1272)



**Values and
Influences**

Items of Importance to Youth (14+), and What Parents Think are Important to their Children

- In most areas, parents express similar views to youth as to the importance of specific areas, but parents are considerably less likely to think youth perceive world travel and making a positive impact on their community as important.



Youth - Q22. How important are the following things to you in your life?

Base: All Respondents (n=938)

Parent - Q26. How important do you think the following are to your child?

Base: All Respondents (n=1605)

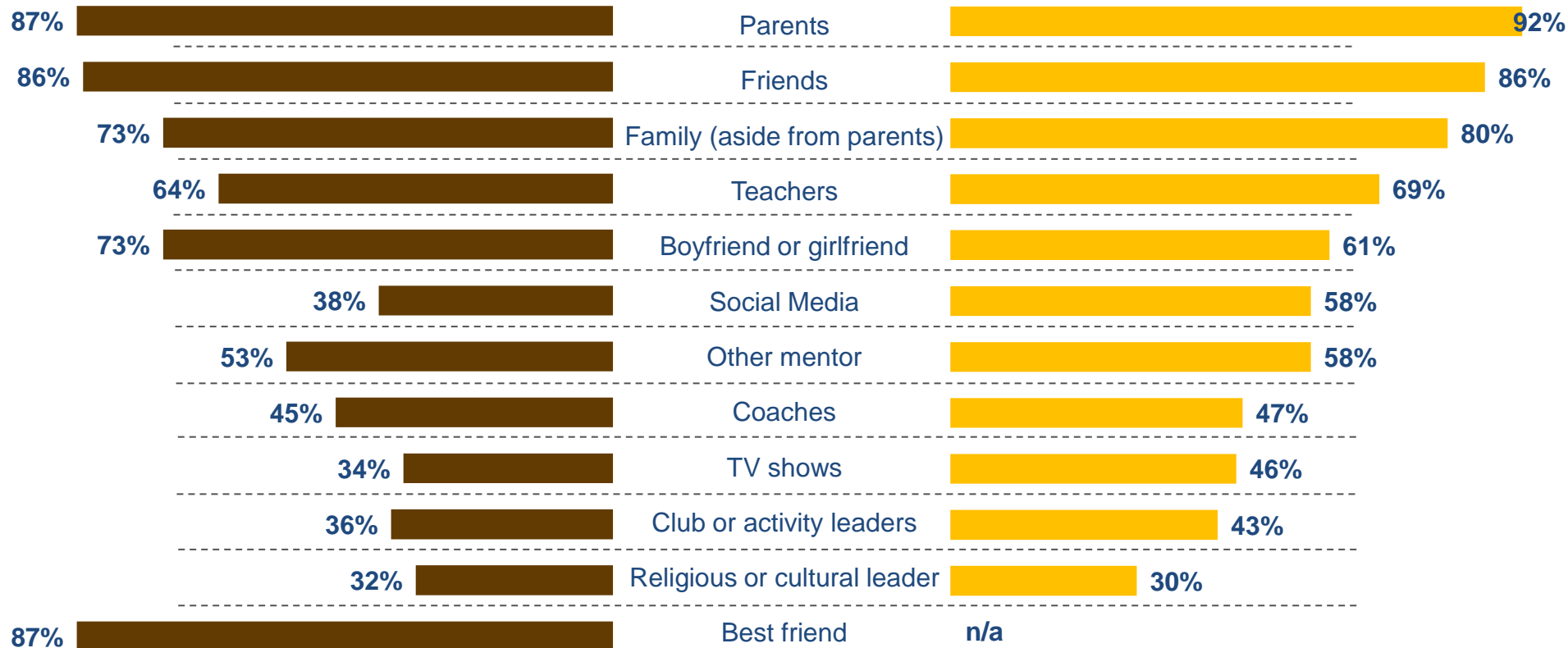
Influencers of Youth (14+), and Who/What Parents Think Influences Their Children

- Both parents and youth believe that family and friends are the most important influencers on how youth feel, think and behave.
- Parents are considerably more likely to believe that social media and TV shows are important influencers for youth, while youth are more likely to see their boyfriend/girlfriend as an important influencer.

Youth - How important are the opinions of the following on how you feel, think and behave?

% Important

Parents - To what extent do you believe the following are important influencers on how your child feels, thinks and behaves:



Youth - Q24. How important are the opinions of the following on how you feel, think and behave?

Base: All Respondents (n=935)

Parent - Q27. To what extent do you believe the following are important influencers on how your child feels, thinks and behaves: Base: All Respondents (n=1605)



Methodology

Methodology

- In advancement of its leadership position in the field of youth engagement, RBC commissioned Ipsos Reid Public Affairs to conduct a survey of Canadian youth aged 10 to 25 to gauge their opinions on current and future levels of optimism, satisfaction in all aspects of their life, support systems, influences and general attitudes and tendencies. This is the second wave of research. Ipsos also spoke with parents of youth aged 14 to 25 for the first time.
- Data was collected from June 17 to July 6th, 2015
- For the youth survey, a national sample of **n=1,262 youth and young adults, ages 10-25**, was surveyed online via the Ipsos I-Say panel. Quotas were set to achieve a target of at least n=300 completes for each of the following age groups (10-13, 14-17, 18-21, and 22-25), and a total sample of at least 200 youth per region was interviewed (which was then weighted to national population specs). Respondents ages 10-17 were targeted through their parents and no respondent was obligated to answer any questions.
- For the parent survey, a national sample of **n=1,605 parents of children aged 14 to 25** was surveyed online via the Ipsos I-Say panel. Quotas were set to achieve a minimum target of approximately 500 interviews across parent groups (parents of youth aged 14 to 17, 18 to 21, 22 to 25), and approximately 200 interviews per region (400 in Quebec and Ontario). The data were then weighted.
- The precision of Ipsos online surveys is measured using a Bayesian credibility interval. In this case, the overall sample of youth is accurate to within +/- 3.1 percentage points, 19 times out of 20, and the overall sample of parents is accurate to within +/- 2.8 percentage points. Other credibility interval ranges are as follows:
 - ⇒ n = 200 (i.e. regional analysis): +/- 7.9 percentage points
 - ⇒ n = 300 (i.e. age range analysis): +/- 6.5 percentage points
 - ⇒ n = 400: +/- 5.6 percentage points
 - ⇒ n = 500: +/- 5.0 percentage points