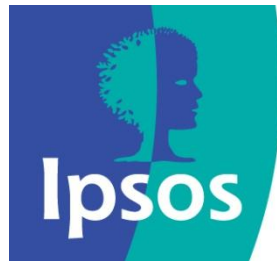


Majority (57%) of Teens Believe Their Quality of Life as an Adult Will be Better Than Their Parents, But Two in Three (66%) Feel Highly Pressured About Life After School
Most (91%) Believe Young People Have Much to Offer to Influence Positive Change, But Four in Ten (42%) Think Teens Can't Make a Difference Because No One Listens to Them

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Ipsos Reid

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Toronto, ON – Although a majority of Canadian teens, aged 16 to 19, believe that their quality of life will be better than their parents, they still deal with adversity and feel pressures about their future after school, according to a new Ipsos Reid survey conducted on behalf of Big Brothers Big Sisters of Canada and MasterCard.

Three in five (57%) believe their quality of life as an adult will be 'better' (13% much/44% somewhat) than that of their parents. One in three (32%) believe their quality of life as an adult will be about the same as their parents, while only one in ten (11%) believe their quality of life will be 'worse' (11% somewhat) than their parents.

Attitudinal statements provided to teens and their resoundingly positive responses only further highlight their positive outlook on the future, although a sizeable portion have a glaring negativity when it comes to surmounting pressures after school and the lack of influence they see themselves having. Two in three (66%) teens 'agree' (22% strongly/45% somewhat) that **'they feel highly pressured and stressed about life after high school'**, while one in three (34%) 'disagree' (5% strongly/29% somewhat).

Teens believe they have a lot to offer Canada when it comes to making positive changes, but many believe they can't make these changes because no one listens to them. Nine in ten (91%) 'agree' (35% strongly/56% somewhat) that **'young people have much to offer in terms of influencing positive change'**, while less one in ten (9%) 'disagree' (9% somewhat). Two in five (42%) 'agree' (9% strongly/33% somewhat) that **'teenagers can't make a difference because no one listens to them'**, although a majority (58%) 'disagree' (18% strongly/40% somewhat) with this sentiment. The following table outlines a diverse array of Canadian teen attitudes when it comes to the future and influencing positive change:

<u>Attitude</u>	<u>Agree</u>	<u>Disagree</u>
Individuals have the power to shape the future if they choose to get involved	93%	7%
Influencing positive change in communities should be a priority for Canadians of all ages, including teenagers	92%	8%
Giving back to the community and social engagement is important to improving our quality of life	91%	9%
Young people have much to offer in terms of influencing positive change	91%	9%
Teenagers with a parent or adult mentor who sets a strong example of community service are more likely than those without a strong role model to have the self-confidence and motivation to become socially engaged	89%	11%
I am confident in my capacity to face whatever challenges the future brings	84%	16%
I have had role models that have proven that individuals can make a difference through their actions	84%	16%
Not enough people care about the welfare of others or giving back to their community	83%	17%



I have faith in my ability and the ability of others to influence positive change	82%	18%
I am committed to giving back to my community both now and in the future	80%	20%
Most Canadians care about making their community and their country a better place	72%	28%
I feel highly pressured and stressed about life after high school	66%	34%
Teenagers can't make a difference because no one listens to us	42%	58%

Half (51%) of older Canadian teens are 'optimistic' (12% very/40% somewhat) about Canada's future, while one in three (35% are neutral and only one in ten (14%) are 'pessimistic' (3% very/11% somewhat). In fact, two in five (41%) teens are also 'optimistic' (10% very/32% somewhat) when it comes to their own ability to influence Canada's future, while a similar proportion (39%) are neutral and only one in five (19%) are 'pessimistic' (4% very/15% somewhat) on their ability to influence Canada's future.

Despite their belief that they can and will have a positive impact on Canada's future, Canadian teens don't believe they're most responsible for building a better future for Canadians. Those teens believe are most responsible are governments (90%), educators (90%), and corporations and business leaders (85%). Four in five cite either ordinary people (81%) or themselves (78%) as being responsible for building this better future. The following table outlines in full who Canadian teens cite as being responsible for building a better future for Canadians.

<u>Entity</u>	<u>% Responsible</u>
Governments	90%
Educators	90%
Corporations/Business Leaders	85%
Ordinary People	81%
Not-for-Profit Organizations	80%
Myself	78%
Social media organizations such as Facebook/Google/Twitter	56%

These are some of the findings of an Ipsos Reid survey conducted between March 5th to March 11th, 2013, on behalf of Big Brothers Big Sisters of Canada and MasterCard. For this survey, a sample of 502 Canadian teenagers, aged 16-19, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the survey is accurate to within +/- 5 percentage points had all Canadians teenagers, aged 16-19, been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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