



# Ipsos Reid



## Inter@ctive Teens



### A Special Feature of the Ipsos Inter@ctive Reid Report

The *Ipsos Inter@ctive Reid Report* is staying in touch with the latest Internet activities among teens in Canada with *Online Teens: What's the Next Generation Doing Now*. The *Ipsos Inter@ctive Reid Report* first measured how younger Canadians are incorporating the Internet into their lives in 2004, and again in 2007, and is proud to provide an update in this ever changing arena.

Like never before, youth of today are digital consumers. They are increasingly online for entertainment purposes and are staying in touch with their friends through electronic means, incorporating the Internet into a wide variety of aspects in their lives. Our *Inter@ctive Teens* report provides you with the insight to better understand this emerging group of new consumers. In addition, the *Inter@ctive Teens* report looks at the sociological impact of the high adoption of the Internet by youth of today and what this means for technology acceptance in the future.

Our *Inter@ctive Teens* report is truly unique. There's nothing like it in Canada. Order your copy today to get in touch with the attitudes, opinions, and online activities of today's Canadian youth!

### Inter@ctive Teens: The Impact of the Internet on Canada's Next Generation

For the purposes of this report, a sample of more than 324 online interviews were completed among Canadian youth aged 12–17. Results are considered accurate to within  $\pm 5.44\%$ , 19 times out of 20, to what the results would be if the entire population of Internet users in Canada had been interviewed.

### What's Inside

Here are just some of the issues this report looks into:

- The activities in which Canadian youth are taking part online.
- Online shopping behaviours among Canadian teens, as well as an investigation of the barriers to shopping online
- Online Social Networking – how Teens today are employing the Internet to socialize with others and the trend for the future
- The extent to which Canadian youth are using the Internet as a component of their education

- How Canadian youth are using the Internet as an entertainment medium including downloading of MP3 files and playing games online
- The attitudes of Canadian youth towards technology and the implications of this on the future of the Internet and Internet applications in Canada

Plus much more!

### About The Ipsos Canadian Inter@ctive Reid Report

The *Ipsos Canadian Inter@ctive Reid Report* was developed by Ipsos Reid to monitor Canadian Internet behaviours and attitudes in order to provide subscribers with the most authoritative, comprehensive and up-to-date information about the Web that is available. Our study is not simple measurement figures. Rather, it is the who, what, why, where, when and how of Canadians and the Internet. Whether you are in the high-tech sector, a traditional consumer company, or a social marketer, the information provided in this report will keep you up to date on what Canadians are doing online and why.

To obtain further information on the full version of this report, please visit: [www.ipsos-reid.com/IREID.cfm](http://www.ipsos-reid.com/IREID.cfm)



# Ipsos Reid

## Order Form

### Online Teens: What's the Next Generation Doing Now

To order this Special Feature of the *Ipsos Inter@ctive Reid Report*, simply fill out the form and fax back to Ipsos Reid, or complete it online at: [www.ipsos-reid.com/inside/cirr.cfm](http://www.ipsos-reid.com/inside/cirr.cfm)

The Special Feature is available now for the price of \$1,000 per hardcopy. If you wish to purchase multiple copies to distribute within your organization, we will provide five hardcopies and an electronic (PDF) version for the price of \$2,000.

## Order Options

- # \_\_\_\_\_ individual *Inter@ctive Teens* hard copies @ \$1,500 each.
- Five hard copies of *Inter@ctive Teens* and an electronic (PDF) version for unlimited internal distribution for \$2,000.

## Ipsos Reid

Attention: **Mark Laver**  
Associate Vice President  
Fax: 403.294.1535  
Tel: 403.294.7393  
Email: [mark.laver@ipsos.com](mailto:mark.laver@ipsos.com)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Country: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Approval Signature: \_\_\_\_\_

The contents of this study constitute the sole and exclusive property of Ipsos Reid Corporation and Ipsos Reid retains all rights, title and interests in connection with this study. The contents of this study and its deliverables may be used only for internal use and may not be delivered or disclosed to any third party nor published in the public domain without prior written consent of Ipsos Reid Corporation.