



Project Teen Canada 2008 & Mastering the Media

Reginald W. Bibby

Edmonton – October 29, 2009

- Thank you...



- Reflect with you on
some of the key findings of
Project Teen Canada 2008



- Reflect on some of my
**conscious efforts to
engage** the media



Background: The Project Canada Surveys

* 7 Adult...1975 → 2005: >10,000

* 4 Teen...1984 – 1992 – 2000 – 2008: > 15,000



■ Comprehensive readings of

* Pre-Boomers * Boomers * Post-Boomers

* Teens 80s 90s 00s Now

- Together: lots of information on how we have changed & not changed since 1960s

Conventional Dissemination

- * Students in **classes**...7,000+
- * **Presentations** at professional Meetings
- * Journal **articles**
- * Numerous **reports**
- * Public **presentations**
- * A dozen **books**



But I have consciously tried to do more.

On a Personal Note...

- Grew up in **Edmonton**
- **Early**: interested in ideas...reflection...evidence
- **Sociology**: an opportunity to look at **old things**...**new ways**
- **Life!** Privilege to study it...**share findings**...
- **Not interested** in living in an **academic ghetto**...*Bellah*



- From an early age: fascinated with **the media**



- Slow to catch on to potential link between **ideas** & **the media**

The First Survey

- In 1975...a one-shot survey...“Project Canada”

- Shoe-string \$



- Toronto Star



- Tom Harpur



No Joy...

- Often recalled...



"Scared rabbits"



- Awe & anxiety → Exasperation & Irritation

- Learned an important lesson



*If I wanted to disseminate my work widely,
the media could play an invaluable...indispensable...role*



Through the Early 90s...

- Fed material to Harpur

- ✓ *Exclusive*

- ✓ *Toronto*



- Nurtured additional media ties

- ✓ Newspapers



- & other dailies*

- ✓ Radio, TV



- ✓ Magazines

- ✓ Some marginal media



Through the Present...

- Importance of Key Contacts

- ✓ *Exclusive*
- ✓ *Nationally: Toronto*
- ✓ *Provincially: Edm & Cal*



- Additional Media Ties



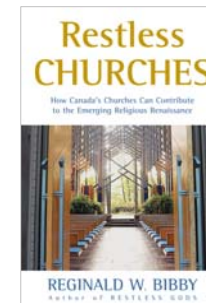
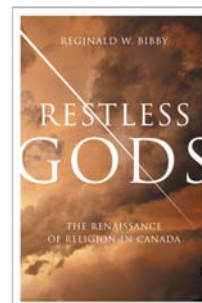
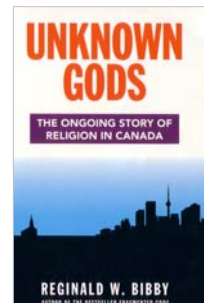
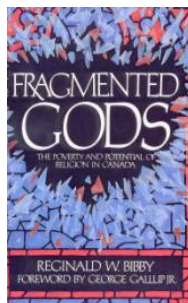
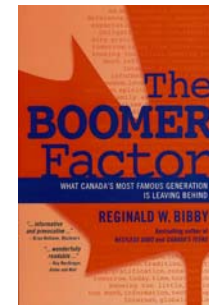
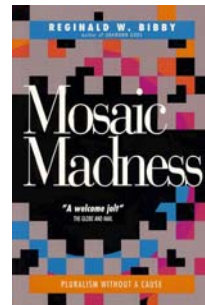
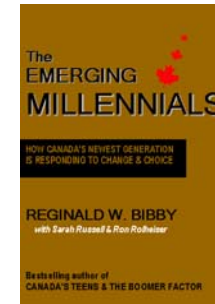
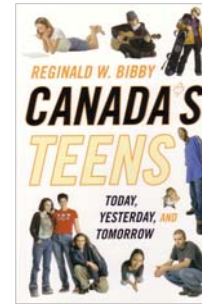
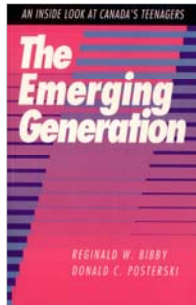
Dissemination

1. The Books

Goals:

1. Academically sound.
2. Readable.
3. Enjoyable!

Friendly Looking...



Beyond “looks,” the surveys deal with varied topics of interest to large numbers of Canadians.

Initial emphases in adult surveys:

1. Social issues
2. Intergroup relations
3. Religion and values

Subtitle of the first survey in 1975:

A Study of Deviance, Diversity, and Devotion

The range of topics can be seen in the new book that examines the findings of the latest youth survey.

THE EMERGING MILLENNIALS

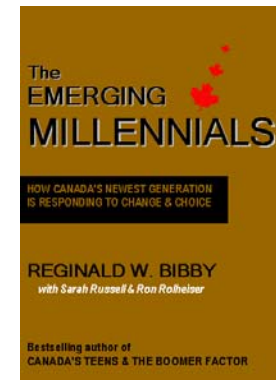
*How Canada's Newest Generation
Is Responding to Change & Choice*

OUTLINE

Introduction

- 1 **Everything's Relative** –
So what do teens value?
- 2 **Friendship is Everything** –
So how is it being experienced?
- 3 **Sexuality is a Personal Matter** –
So what are teens thinking and doing?
- 4 **Life is Sometimes Difficult** –
So what troubles teens most?
- 5 **There's Never Been So Much Information** –
So what are they doing with it all?
- 6 **We All Want to Live in a Good Country** –
So what do teens think of Canada?
- 7 **The Globe Has Been Shrinking** –
So what has it meant for teenagers?
- 8 **We Have All Kinds of Families** –
So what kind of families do teens want?
- 9 **The Gods and the Groups Are Optional** –
So who is opting for what?
- 10 **The Sky is the Limit** –
So what do teens want out of life?

Conclusion



Beyond “books,” a specific strategy has been used to ensure media interest and use of the material.

This takes us to the dissemination timeline of Project Teen Canada 2008 specifically

1. *Maclean's*: made aware of survey in June 2008, through an existing contact – same procedure that was followed in 2001 and 2006.
 - ❖ exclusive offered; meeting held two months before book's publication
 - ❖ pre-publication draft discussed, along with possible “angles”; shortly after = a go



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- ❖ involves both wins and losses; everyone wants the exclusive

3. *General media response*: stimulated by #1 & #2; the book & a 2-page summary are provided

- ❖ additional mailings made to media



THE EMERGING MILLENNIALS

How Canada's Newest Generation Is Responding to Change & Choice

Reginald W. Bibby

Lethbridge: Project Canada Books, 2009. Softcover, 233 pp, ISBN 9780981061405.

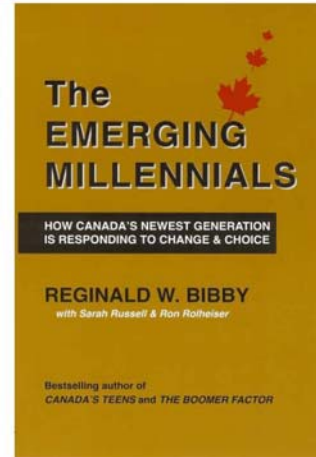
From Reginald Bibby, one of the country's foremost trend trackers and social trends analysts, a landmark look at today's youth – and today's Canada.



The companion volume to Bibby's 2006 book, *The Boomer Factor: What Canada's Most Famous Generation is Leaving Behind*. A comprehensive examination of the impact of Baby Boomers and their themes of freedom, diversity, and choice, along with their information and technology, on our latest generation. Based on his major new survey of more than 5,500 teenagers, including a special sample of Aboriginal youth.

A portrait of everything worth knowing about teenagers...

- ✓ their *values*, their *loves and likes*,
- ✓ what they are thinking and doing *sexually*,
- ✓ their *self-images*, *anxieties* and *fears*,
- ✓ what they are doing with all that *technology*,
- ✓ their awareness of what is happening in *the world*,
- ✓ their *family* experiences,
- ✓ their *beliefs and spirituality*,
- ✓ their *hopes and expectations* as they look to the future.



A unique look at *today's teens*; a unique look at *the legacy of the Boomer generation as seen in their grandchildren and children*.

With chapter commentaries on the meaning and implications of the findings by



Ron Rotheiser

bestselling author and
columnist, educator,
and priest.

&

Sarah Russell,

author, educator,
and RCMP community
relations officer.



Available: **bookstores everywhere** & *projectcanadabooks.com *woodlakebooks.com *novalis.ca

Reginald W. Bibby, PhD, holds the Board of Governors Research Chair in Sociology at the University of Lethbridge. The author of eleven bestselling books, including *Fragmented Gods*, *Mosaic Madness*, and *Canada's Teens*, he also has become familiar to Canadians through his extensive media appearances and presentations from coast to coast. In 2006, the Governor General appointed him an Officer of the Order of Canada.

Media Contacts

Reginald Bibby (403) 381-0151

bibby@uleth.ca - www.reginaldbibby.com

Bob Cooney, Communications Office, University of Lethbridge
(403) 382-7173 or cell (403) 330-4609

robert.cooney@uleth.ca

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10 Areas, 10 Questions, 10 Answers

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Key Conclusions

[10] & ff = book page number

- Today's teens are looking better than any Canadian teen cohort to date.**
 - values such as honesty, concern for others, politeness solidly endorsed [10]; living out multiculturalism [36]
 - fewer smoking [76], doing drugs [75], using alcohol [76]
 - no increase in sexual activity [52,58]; birth control extensive [53]
 - decline in school attacks, suicide attempts, abuse, gang violence [73]; try to stay out of trouble [77]
 - Today's teens are knowing better ties with their parents than any cohort in the past 30 years.**
 - enjoyment of mothers [79%] now [27] vs. 70% in 90s & 2000; fathers [73%] now [27] vs <65% in 90s & 2000
 - influence of parents up since 1980s : mothers 80% to 89%, fathers 73% to 82% [30]
 - concern about not being understood by parents down : now 39% [154] vs 45% in 2000 and 58% in 1992
 - weekly-plus arguments with parents : 42% now vs 52% in 2000
 - On balance, most are positive about the present, enthusiastic about the future.**
 - positive self-images [70] & outlooks [81]
 - expect to get the jobs they want, to own their own homes [195], stay with the same partners for life [199]
 - Utopia is still a distance away [208]. Key concerns** (a) sources of *values* – what will take religion's place?
(b) *deference to discernment* - highly critical of indivs & orgs (c) *obligation to gratification* – growing pragmatism
- WHY THE UPGRADES?** (i) **Boomer legacy** [211] (ii) **Our collective attention to youth** [211] (iii) **Choices** [212]
-Overall pattern: "back to the future – with edits and add-ons" [212]
- The Final, Bottom Line:** "My numbers and nerve-endings tell me that they are going to be more than just OK" [213]

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- ❖ additional mailings made to media

4. *Press releases through a contact: exclusives*

- ❖ to date = four, all via Misty Harris & CanWest; posted on my website for others to use
- ❖ pluses & minuses; *everyone wants the exclusive*

Press Releases

1. May 12, 2009: Teens' Enjoyment of Moms...and Dads
2. August 7: Major Decrease in Teenage Interest in Pro Sports
3. August 26: Teens' Enjoyment of School on the Rise
4. August 31: Women Remain Largely Indifferent to Pro Sports

*NB: These are journalistic releases, easy to work with –
typically requiring rewriting and comments from me...others.*



Project Teen Canada Press Release #1

University of Lethbridge

Tuesday, May 12, 2009

Post-Mothers Day, May 10, 2009

Teens' Enjoyment of Moms...and Dads

by Reginald W. Bibby



Ties between teens and their parents on the upswing

Positive relations today the highest in three decades

A major new national survey has found that young people today are experiencing better ties with their mothers and fathers than any teen cohort in the past thirty years.

The survey of some 5,500 Canadian teenagers carried out by sociologist Reginald Bibby of the University of Lethbridge has found that close to 80% say they are receiving high levels of *enjoyment from their mothers* – up from around 70% in 1992 and 2000 and similar to what teens reported in the early 1980s. In the case of *dads*, the enjoyment level has also jumped about ten percentage points to a current level of some 75%.

That enjoyment of parents is correlated with a number of important characteristics, including the influence of moms and dads, as well as the extent to which teens feel they can turn to parents when they are facing serious problems. Some 89% of teens maintain that their *mothers* have a *high level of influence* on their lives, while 82% say the same thing about their *dads* – in both cases up about ten percentage points since the 1980s. The level for friends is 86%.

What's more, the evidence points to an *improved level of understanding* between young people and their parents. In 1992, 58% of teens said they were troubled about not being understood by their parents; today the figure has fallen to 39%.

And even the weekly-plus *arguments* are down – from 52% a decade ago to 42% now.

Why are parents and teenagers getting along better? One basic reason seems to stand out: moms and dads are doing a much better job of finding a balance between careers and family life. Between 1960 and 2000, the percentage of mothers employed outside the home jumped from about 30% to 60%. It was a major social change that put new and unanticipated pressures on Boomer parents and teens alike.

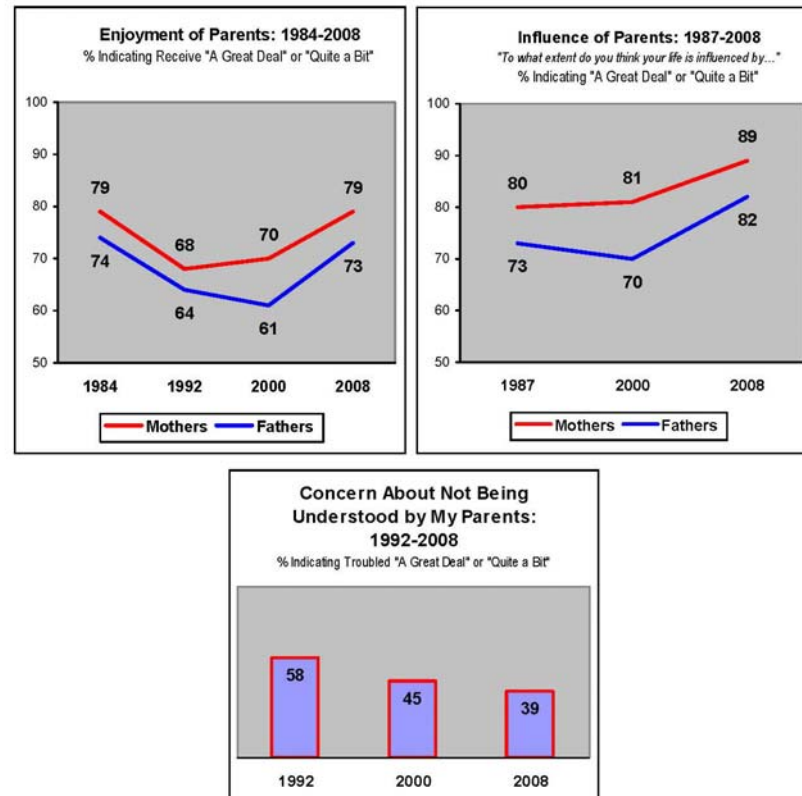
The good news is that, as they shared in this transformation, those same teenagers learned a lot about what they wanted – and didn't want – from their own careers and family lives.

So it is that, today, as younger Boomer and post-Boomer moms and dads, they seem determined to do a better job than their parents did of balancing the attention they are giving to their careers and the attention they are giving to their kids.

And the improved balancing act is having positive results. Bibby's overall findings, just released in his new book, *The Emerging Millennials*, point to Canada's current crop of teenagers looking better than their parents and grandparents looked when they were the same age. The vast majority are endorsing values such as honesty and concern for others, are sexually responsible, are doing less drugs and engaging in less violence. They also are far more accepting of diversity, and are highly optimistic about their futures.

The positive picture seems to be starting with the mothers and fathers of today's young people outdoing their own Boomer parents in focusing on their teenage daughters and sons. Everyone is benefiting from these intergenerational, career-family adjustments.

Ties between Canadian teens and their parents today are far from perfect. But it's clear that, for all the hand-wringing and publicity given to problems, things are actually moving forward in homes across the country.



Source: Reginald W. Bibby, *Project Canada Survey Series*.

Reginald Bibby holds the Board of Governors Research Chair in Sociology at the University of Lethbridge. He has been monitoring Canadian social trends since the mid-1970s, making his findings available through a large number of media and personal appearances and eleven best-selling books. His most recent book is *The Emerging Millennials: How Canada's Newest Generation is Responding to Change and Choice*. Details on Bibby and his work can be found at "reginaldbibby.com".

Media contacts: Reginald Bibby, Project Teen Canada 2008 Director
Professor & Board of Governors Research Chair, Sociology, University of Lethbridge
(403) 381-0151 bibby@uleth.ca

James Penner, Project Teen Canada 2008 Associate Director
Adjunct Professor, Sociology, University of Lethbridge
cell (403) 315-3357 or (403) 328-1858 pennja@uleth.ca



Teenage Interest in Pro Sports by Reginald W. Bibby

Major Decline in Teenage Interest in Pro Sports *Every league – including the NHL – suffering a drop in market share*

Canada is supposedly a hockey-mad country with an insatiable appetite for the National Hockey League.

But surprising new research findings reveal that Canadian interest in the NHL has actually declined over the past two decades. What's more, the proportion of teenagers who follow the NHL is lower in Toronto than in any of Canada's six NHL cities.

The research, carried out by sociologist Reginald Bibby of the University of Lethbridge and published in his new book, *The Emerging Millennials*, shows that since about 1990, teenage interest in the NHL has dropped from 45% to 35%. Among adults, the percentage of fans has slipped from about 35% to 30%.

The teenage decline in interest extends to all other major sports as well.

- During the glory days of the Blue Jays in the early 1990s, 33% of teenagers said they were following *Major League Baseball*. Today that figure stands at only 10%.
- Despite the presence of the Raptors, interest in the *NBA* among teens is actually lower today (21%) than it was in the early 90s before the league expanded to Canada (27%).
- For all the exposure the *NFL* has been receiving, teenage interest has fallen from 26% to 19% over the past two decades.
- In the case of the *CFL*, just 14% of teens say they are currently following the league, down from 22% in the early 1990s.

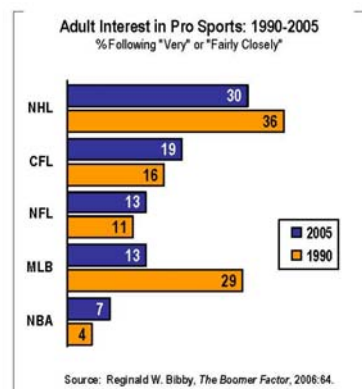
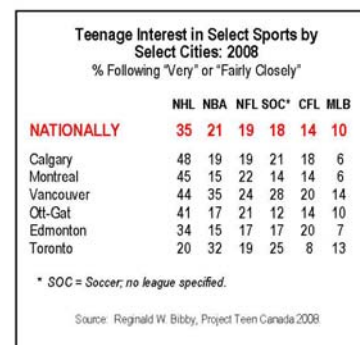
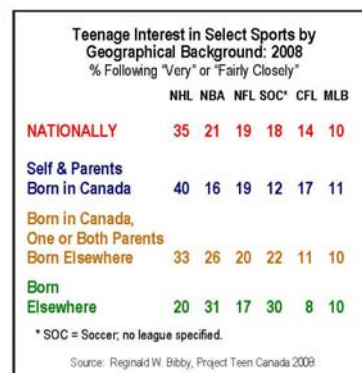
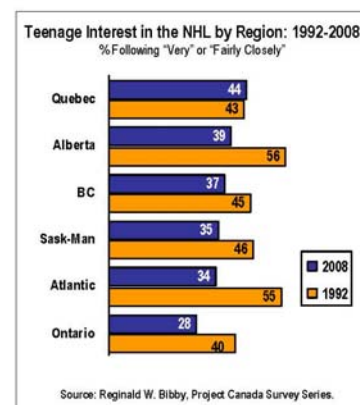
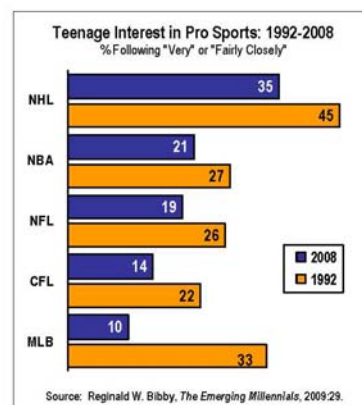
What these findings point to is the fact that the entertainment choices of young people and the rest of us have exploded. In addition, growing numbers of teens have come to Canada from countries where their sports choices have been led by soccer and basketball, rather than hockey, baseball, or football. And then there has been the ineptitude of the Maple Leafs. The result is that, in Ontario alone, the proportion of teenagers who closely follow the NHL has dropped from 40% in 1992 to 28% in 2008.

- Such patterns reflect in large part what some observers of social trends refer to as the "death of the monoculture" – where diverse consumer options are resulting in ever-increasing individual choices. It's true of music, fashion, lifestyle – and pretty much everything else.
- The latest youth survey has found that "the monocultural casualties" extend to things like drinking, smoking, and sex. Even "vices" have to compete for teenage attention (Bibby, *EM*, 2009:212).

So it is that interest in the National Hockey League has taken a serious hit. To the extent that's the case, forget the rhetoric about the NHL needing to add teams in Canada because the country *is in love with hockey*. These findings suggest the NHL needs to add teams in Canada in order that more Canadians – starting with young people – *will fall in love with hockey*. As a key part of their attractiveness, of course, those new teams need to be competitive and entertaining – shortcomings that have been particularly blatant in the case of the Maple Leafs.

The research also indicates that as teens move into their 20s and 30s and beyond, their following of any given league or sport will come and go in keeping with what they consider to be of interest and value. For example, in the past two decades, teen interest in the *NBA* has waned as they have aged, while their interest in the *CFL* has increased. Obviously the sports one follows as a single teenager are not necessarily the sports one follows as a married parent.

The research message? Canadians' interest in hockey is hardly innate. The *NHL*, like every other sport, is going to have to work harder to retain and expand its market share. More Canadian teams, more accessible and affordable tickets, and a winning team in Toronto might be good places to start.



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Reginald Bibby has been monitoring Canadian social trends since the mid-1970s, making his findings available through eleven best-selling books. His most recent book is *The Emerging Millennials: How Canada's Newest Generation is Responding to Change and Choice* (for details see "reginaldbibby.com"). The current Project Teen Canada survey was concluded in late 2008, and consists of a highly representative sample of more than 5,500 teenagers. Results are accurate within about plus or minus 3 percentage points, 19 times in 20.

It is important to note that we do not include a control for a firm's size, since the data we have is not at the individual firm level, and so we cannot distinguish, for example,

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...and he was offered

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Creating Awareness

April 13 - Cover story, *Maclean's*

April 07 - *National Post*...front page; Radio Canada International

April 07 - *Charles Adler*, Corus Network: Tor, Wpg, Edm, Cal, Van

April 08 - CanWest news chain: *Ottawa Citizen*...plus...

April 11 - CTV National News

April 13 - CBC stations (live): Tor, Wind, Hal, Win, Reg

April 15 - ACCESS TV, provincial-wide, Alberta

May 12 - CanWest news chain: *National Post*-plus

May 14 - *New York Times*

May 15 - Adler again

May 26 - *Globe & Mail*

June 02 - CBC Wild Rose, province-wide, phone-in

June 06 - *Calgary Herald*, feature article

June 10 – *Toronto Star*, Carol Goar

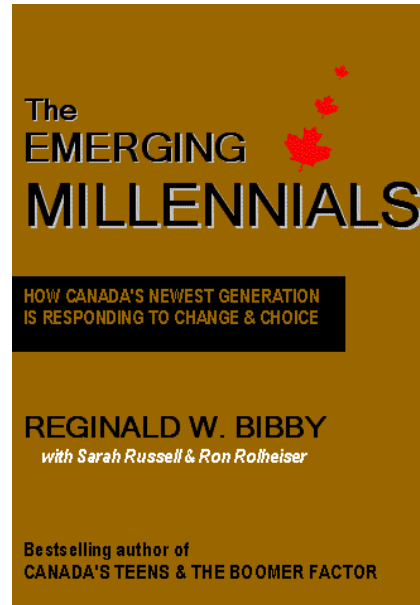
and much more...see reginaldbibby.com.

More Releases to Come

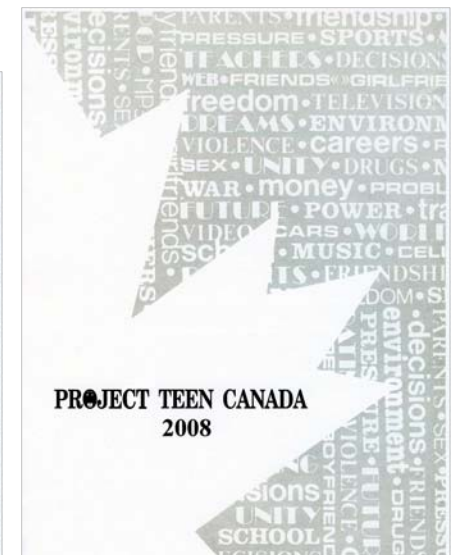
- ✓ Tie to breaking news events
- ✓ Cognizance of over-saturation

Project Teen Canada 2008

The major findings appear in *The Emerging Millennials*



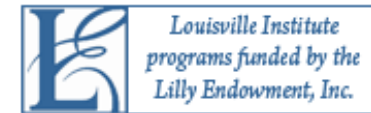
- * Special Aboriginal supplement
800 more; > 40 schools



Funding Sources



- ✓ Alberta Centre for Child, Family & Community Research
- ✓ Lilly Endowment – Louisville Institute
- ✓ Project Canada Research Program
- ✓ Total: c. \$100,000



*Project Canada
Research Program*

Sampling Design

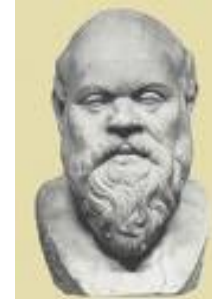
NATIONAL SAMPLE 4,600	AB Oversample 232 → 763 (vs. 531)
National Aboriginal Oversample 500	Alberta Aboriginal Oversample 318 → 420 (vs. 102)

Aboriginals
Off-Reserve Schools
141

Aboriginals
Total Unweighted
959

Age-old Anxiety/Angst About Young People

- “Children today are tyrants.
They contradict their parents,
gobble their food,
and terrorize their teachers.”



c.400 BC/BCE

- “I have a pretty fair idea of history over the past
twenty-five centuries and I cannot recall a time
when the old were fully satisfied with the young.”

-historian Anthony Kerr

The Headline Story...

Today's teens are looking very good

1. They are **decent** people.
2. They love their **friends** and **music**.
3. Their **tech** toys are new means to old ends.
4. They've said goodbye to the **monoculture**.
5. Their ties with **parents** are the best in decades.
6. They enjoy **school** – strain and all.
7. Their quality of life is a solid **upgrade** from previous versions.
8. They're into relationships more than **sex**.
9. They're **morally flexible**, but some things are no-no's
10. They're **post-religious** and **pre-spiritual**.

*...And are they ever buoyant about the **future**!*

The Headline Story...

Today's teens are looking very good

*Probably better than their Boomer parents
when they were the same age*

Overall the message: considerable progress has taken place

- ❖ Is there still a good distance to go with future cohorts? **Of course.**
- ❖ Are there still areas of need? **Definitely.**
- ❖ Are some teenagers at risk? **Most certainly.**
- ❖ **The findings point to difficulties & challenges that need to be addressed.**
- ❖ **Some are more serious in specific regions & communities than others.**

Appropriate Response of Teachers, Other Leaders?



- *Give some credit!*
- *Take some credit!*



- *And keep moving forward!*

The Headline Story...

Today's teens are looking very good

*Probably better than their Boomer parents & grandparents
looked when they were the same age*

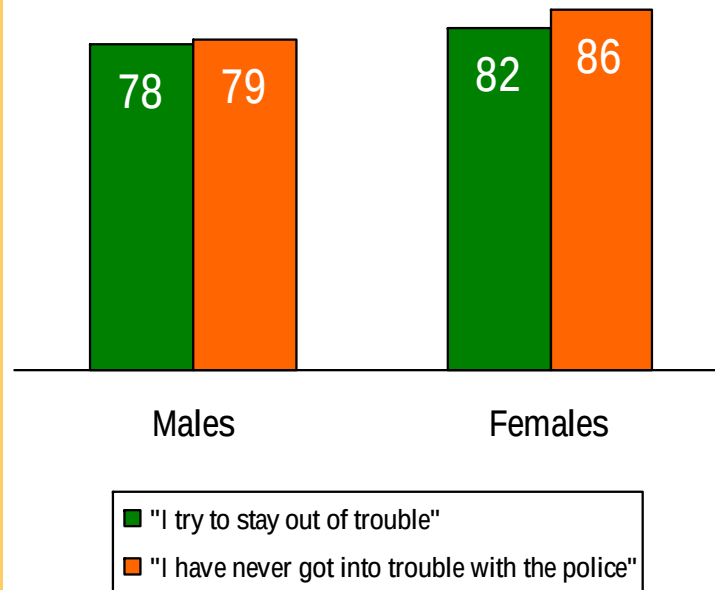
1.They're **decent** people.

Valued Interpersonal Characteristics of Teenagers

% Viewing as "Very Important"

	Nationally	Males	Females
Trust	84%	76	92
Honesty	81	74	88
Humour	75	76	73
Concern for others	64	51	73
Politeness	64	57	71
Forgiveness	60	52	65
Working hard	54	53	55
Intelligence	52	54	49
Creativity	50	49	49
Patience	44	40	47

Teens and the Law



The Headline Story...

Today's teens are looking very good

1. They're **decent** people.
2. They love their **friends** and their **music**.

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Use of Select Means of Communication

% Using or Accessing Daily

	ALL	Males	Females
Cell phone	54%	48	60
Text messaging	44	37	51
Facebook	43	37	49
E-mail	42	38	46

Favourite Website Topics

	Nationally	Males	Females
Relational	42	24	58
Facebook	36	20	50
Nexopia	1	<1	2
Other social nets, chat	5	4	6

Sports	9	16	2
YouTube	8	11	6
Computer games	7	12	2
Music	5	6	3
E-mail	4	3	5
Entertainment generally	4	3	5
Education	3	2	3
Blogs	2	<1	2
Google	2	2	2
Pornography	2	5	<1
News	1	2	<1
Cars	1	2	<1
Movies	1	1	1
Fashion	1	<1	2
Animation	1	2	1
Other	7	9	7
Totals	100	100	100

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Figure 2.2. Favourite Singer/Group:
1992-2008 (%)

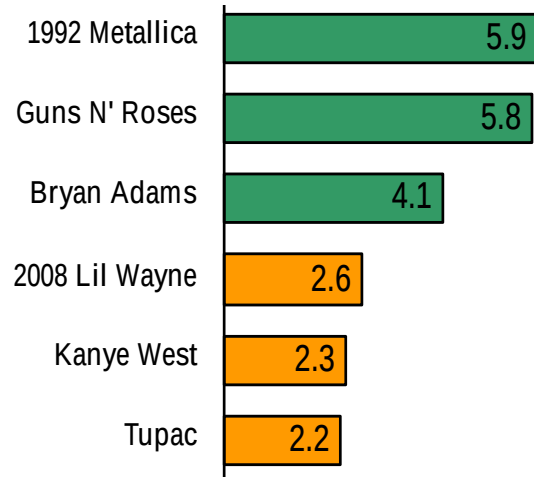
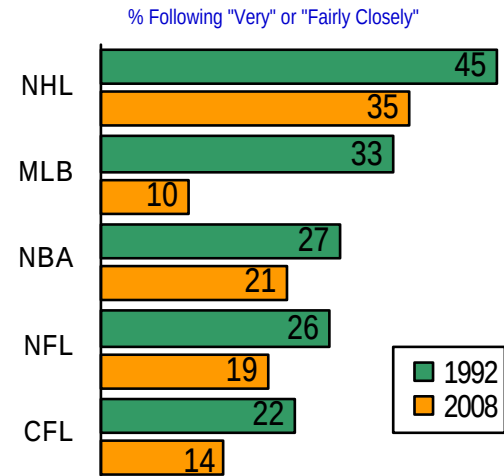


Figure 2.3. Pro Sports Interest:
1992-2008



The Headline Story...

Today's teens are looking very good

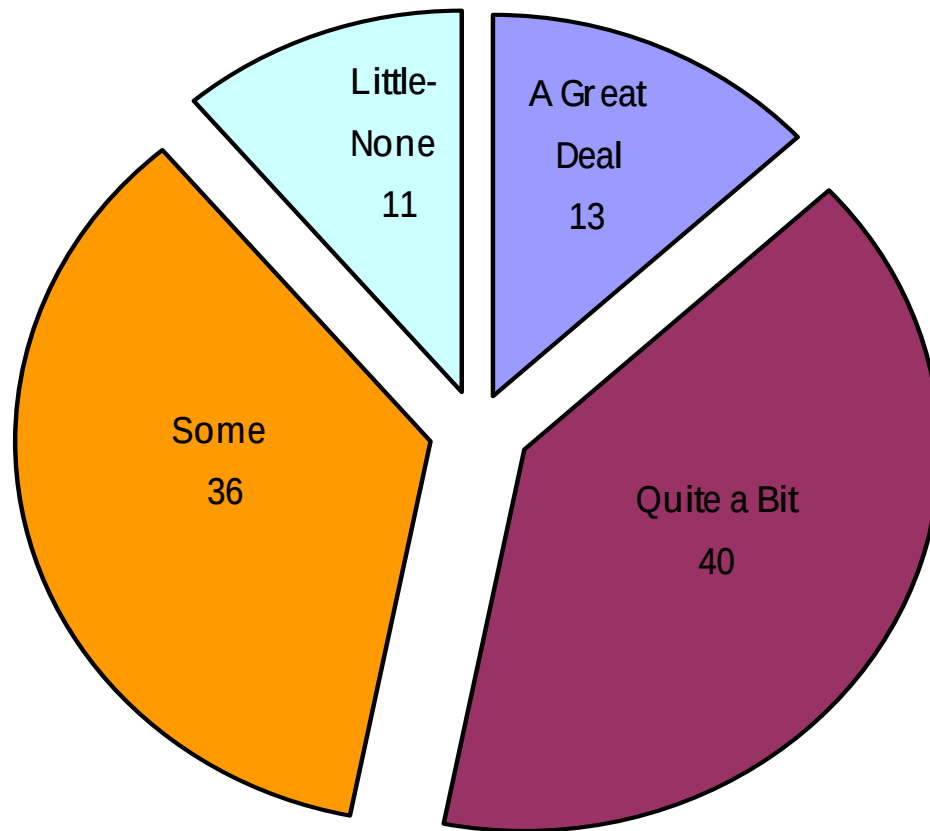
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Enjoyment Received from School (%)



Source: Reginald W. Bibby, *The Emerging Millennials* and Project Teen Canada 2008.

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Smoking, Drinking, and Other Drug Use: 2000-2008

	2000	2008
Smoking	38%	23
Drinking... <i>beer, wine, other</i>	76	71
Marijuana or hashish	37	32
Other illegal drugs	14	12

Extent to Which Problems Have Been Experienced by a Close Friend: 1992-2008

	1992	2000	2008
Has an alcohol or drug problem	60%	46	52
Has been bullied at school	***	***	49
Has been severely depressed	***	48	47
Physically attacked at school	45	32	33
Has attempted suicide	58	41	32
Physically abused at home	42	37	28
Has been sexually abused	38	32	25
A victim of gang violence	35	21	18

PROJECT TEEN CANADA MOSAIC MIRROR

	Pressure Do Well School	Safe at School	Drug Use: Marijuana	Trouble With Police
Nationally	75%	84	32	17
Self: foreign-born	84	79	20	14
Parents foreign-born	77	83	30	17
Parents born in Canada	72	87	35	18

In general, teens who are immigrants or the children of immigrants are somewhat more likely than others to feel pressure to do well at school, not feel quite as safe at school, to be less inclined to use marijuana, and be less likely than others to have been in trouble with the police.

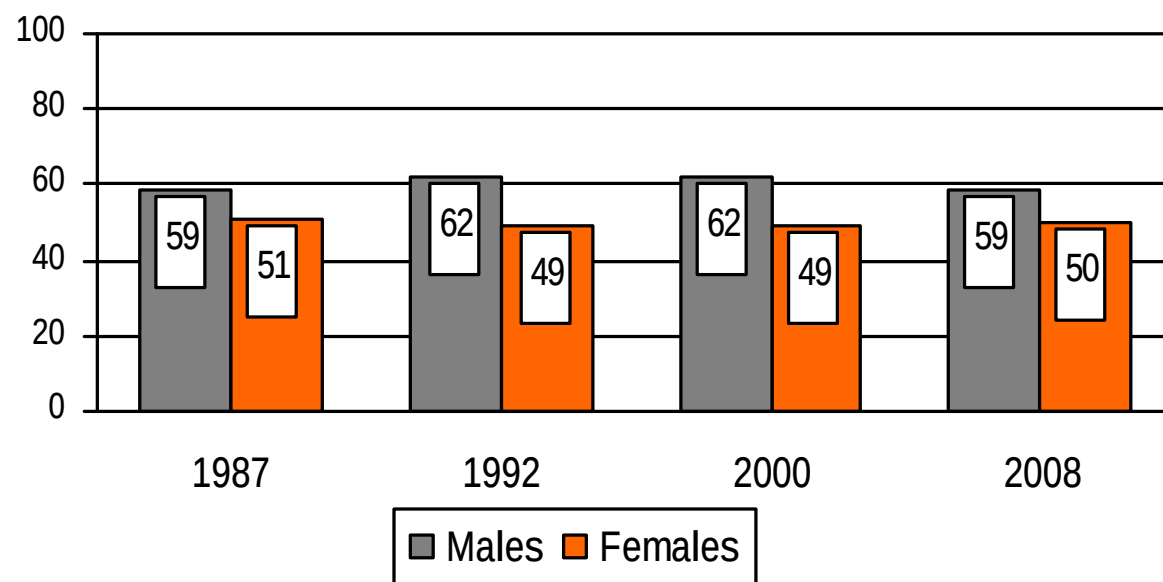
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Sexual Activity, 1987-2008

% Indicating They Have Been Sexually Involved



Premarital Sexual Attitudes: 2008

	Approve & Accept	Disapprove But Accept	Disapprove & Do Not Accept	Totals
when people LOVE each other	72%	19	9	100
when people LIKE each other	38	37	25	100

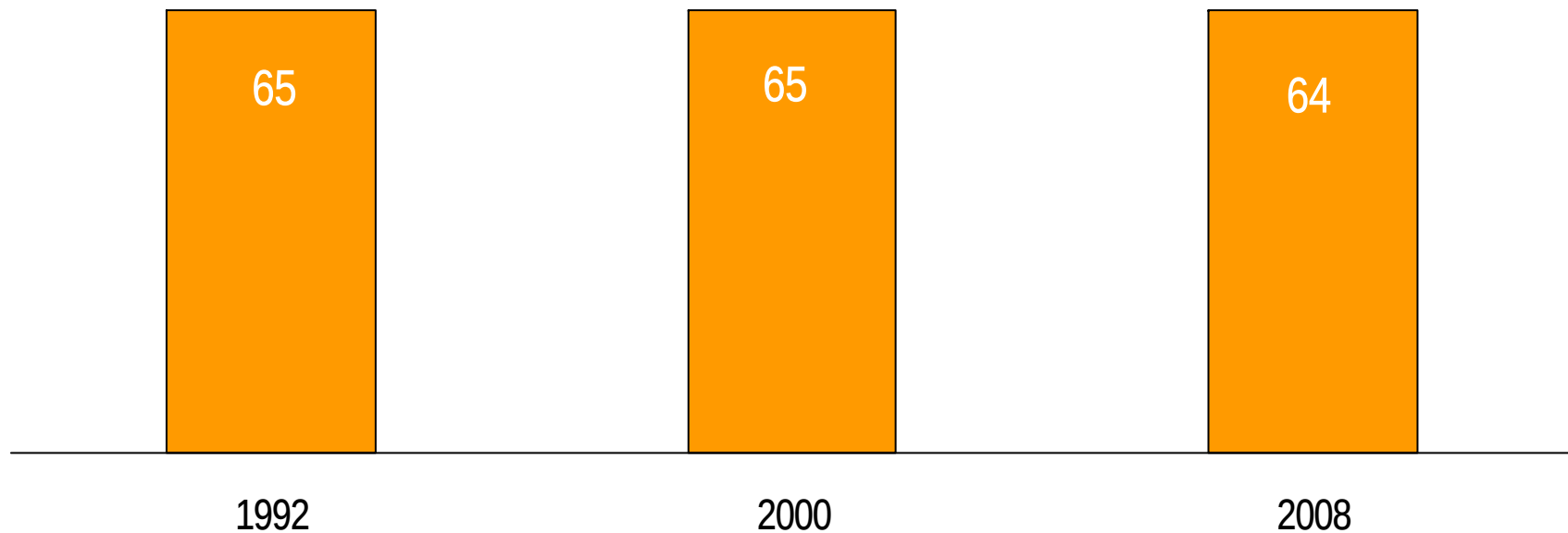
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Endorsement of Relativism

"What's right or wrong is a matter of personal opinion"



Teenage Attitudes: Cohabitation, Parenting, Homosexuality

	Approve & Accept	Disapprove But Accept	Disapprove & Do Not Accept	Totals
Unmarried couples living together	77%	16	7	100
Unmarried couples having children	53	32	15	100
Sexual relations between two people of the same sex	44%	28	28	100

Issues Viewed as “Very Serious” in Canada Today

Child abuse	51%
Racial discrimination	45
Violence against women	39
Bullying	34
Inequality of women	34
Terrorism	30
Unity	19

Teenage Attitudes: Cohabitation, Parenting, Homosexuality

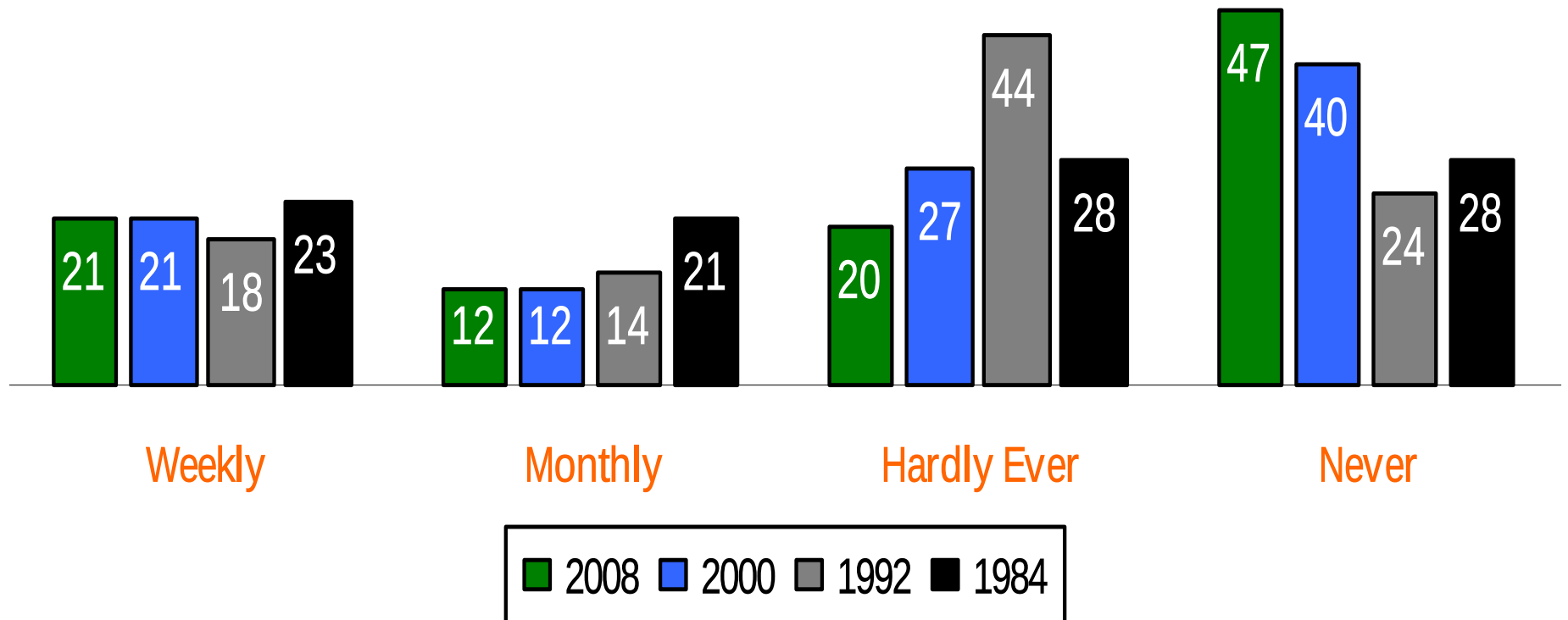
	Approve & Accept	Disapprove But Accept	Disapprove & Do Not Accept	Totals
Extramarital sex	5%	17	78	100
Couples getting a divorce	40%	47	13	100

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Service Attendance 1984-2008



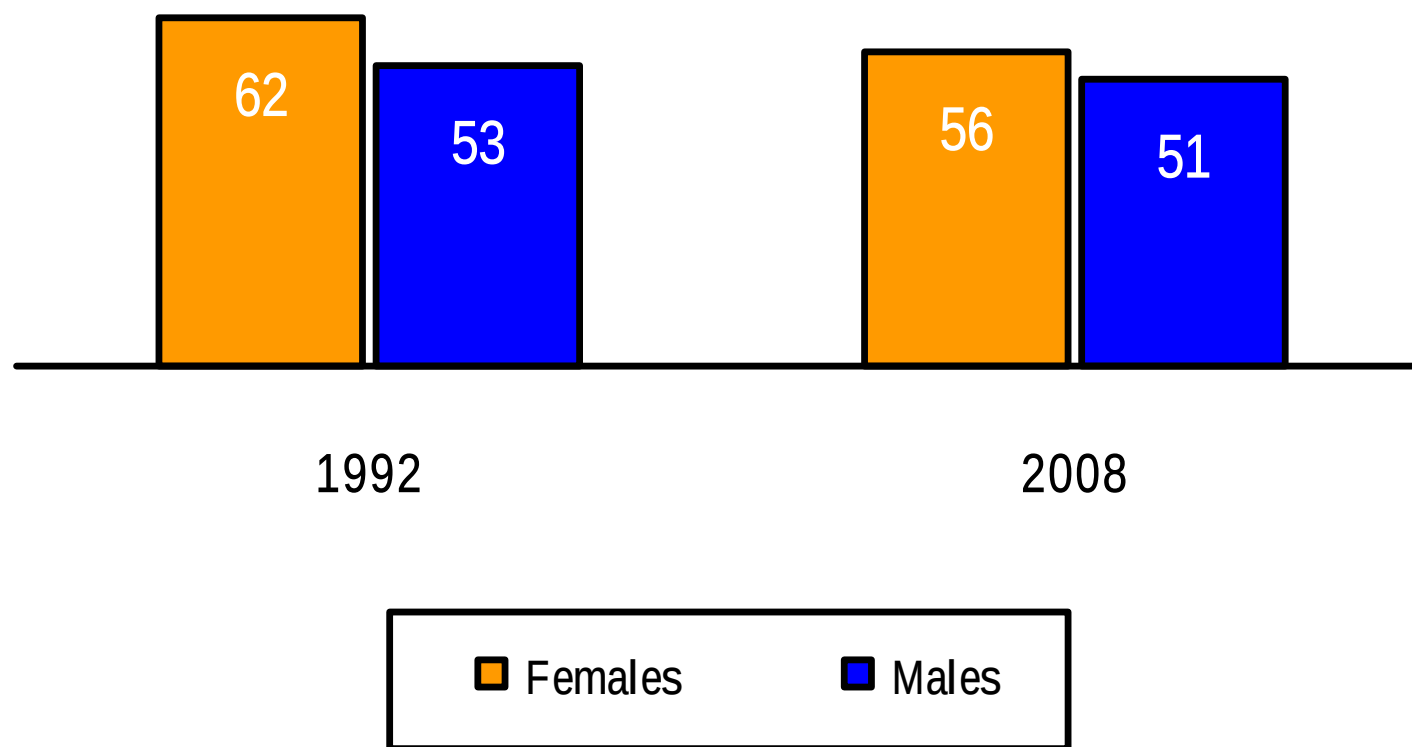
Belief in God or a Higher Power: Adults & Teenagers, 1980s & Now (%)

	ADULTS		TEENS	
	1985	2005	1984	2008
Yes, I definitely do	61	49	54	37
Yes, I think so	23	33	31	31
No, I don't think so	10	11	9	16
No, I definitely do not	6	7	6	16

Desire for Religious Rites of Passage in the Future: 1987-2008

	1987	2000	2008
Wedding ceremony	94%	89	84
Funeral	93	86	83
Birth-related	85	70	65

Figure 9.7. Acknowledged Spiritual Needs by Gender:
1992 & 2008 (%)



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*...And are they ever buoyant about the **future**!*

Expectations of Teenagers: 1992-2008

“Do you expect to...”

% Indicating “Yes”

1992

2008

Career

Pursue a career	96%	95
Get the job you want when you graduate	84	86

Family

Get married	85	91
Stay with the same partner for life	86	88
Have children	84	95

Success

Own your own home	96	96
Be more financially comfortable than your parents	77	80

PROJECT TEEN CANADA MOSAIC MIRROR

	Anyone Works Hard Can Rise to Top	Expect Get Job I Want	More \$ Comf Than Parents	Will Grad from University	Will Marry
Nationally	74%	87	81	68	91
Upper class	76	88	76	77	90
Upper middle class	75	87	77	75	93
Middle class	73	87	84	63	89
Lower class	63	78	87	59	75
Born outside Canada	78	93	88	80	91
Parents Born Elsewhere	73	84	82	72	91
Born in Canada	73	86	77	62	90
Aboriginal: <i>Off Reserve</i>	76	81	79	51	82
<i>On Reserve</i>	89	84	80	39	81

Expectations of Canadian teenagers vary little regardless of their social class, birthplace, or race. One exception that underlines some ongoing differences in hope and dreams: the expectation of one day receiving a university degree.

The Headline Story...

Today's teens are looking very good

*Probably better than their Boomer parents
when they were the same age*

Overall the message: considerable progress has taken place

- ❖ Is there still a good distance to go with future cohorts? **Of course.**
- ❖ Are there still areas of need? **Definitely.**
- ❖ Are some teenagers at risk? **Most certainly.**
- ❖ **The findings point to difficulties & challenges that need to be addressed.**
- ❖ **Some are more serious in specific regions & communities than others.**

Appropriate Response of Teachers, Other Leaders?



- *Give some credit!*

- *Take some credit!*



- *And keep moving forward!*