

Are you average? Take the test and see

OTTAWA CUP

Cindy and Terrence live away from home. They each own a television, a ten speed bike, a 35mm camera and probably a credit card. They go out for fast food twice a week and eat a lot of pasta and peanut butter when they cook at home. They consider themselves quite sophisticated.

Cindy and Terrence are average students, according to Campus Facts 1985, a market survey of buying habits, lifestyles and attitudes of student from 57 post-secondary institutions across Canada. Campus Plus, a national advertising co-operative owned and run by Canadian University Press, sponsored the survey.

Anne Waring, executive director of Campus Plus, said the university and college market is important to advertisers because students are beginning to choose "brand loyalties" — Lee or Levis, Coke or Pepsi, Labatt's or Molson.

The more than 400,000 students represented by the survey have a total annual income of \$2.399 billion.

The survey shows the average student spends about \$500 a year on clothes. While only 28 per cent consider it important to keep up with new fashions and styles, many more think dressing smartly is an important part of their life.

Forty-six per cent of students shop around a lot to find bargains, while 29 per cent often buy on impulse. Almost all students like to try new and different things, but few enjoy being extravagant and fewer still think advertising presents a true picture of products of well-known companies.

Eighty per cent of those surveyed do not buy T.V. dinners; 50 per cent did not buy lottery tickets. Thirty-six per cent did buy a lottery ticket once a month and six per cent think it is fairly likely they will buy a personal computer in the



Graphic: Jim Moore

next 12 months.

Many students travel long distances each year. Forty per cent took more than one plane flight a year to a place other than their par-

ent's home. Also, students said they would rather go on an adventurous trip than a peaceful one.

Beer and liquor companies like students as 60 per cent drink beer

and alcohol weekly, and 34 per cent drink imported wine at least once a month. As for lifestyle, only nine per cent would rather than spend a quiet evening at home than go out to a party.

Students watch half as much television (an average of ten hours per week) as non-students of the same age. Seventy per cent of the students surveyed read the daily newspaper and 63 per cent read their campus newspaper.

Smokers are open to advertisers' persuasion because 65 per cent of them have smoked their brand for less than two years.

Many students do not claim to be confused about their future. Eighty per cent knew what field they wanted to get into and 40 per cent knew which company they wanted to join. Seventy-five per cent of those surveyed think it's important for women to have a career outside the home.

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