

# The Student Report

2026



# Introduction

Canada's university and college students represent a massive and influential audience that is reshaping how brands need to communicate. With **nearly 70%** falling within Gen Z, they are digitally immersed, highly mobile, and increasingly intentional about the media experiences they engage with.

For Out-of-Home, that creates a distinct opportunity. Students remain highly observant and receptive in the environments where their daily lives unfold, from campuses and transit routes to retail spaces and social settings, while naturally bridging physical exposure with digital action.

**This report explores the daily journey of Canada's**

**~3 million**

modern students, uncovering how brands can connect more authentically through contextually relevant, place-based Out-of-Home media.

Source: Vividata SCC Study of the Canadian Consumer, Spring 2026



# Students **block ads.** But they **don't block life.**

Students are digitally savvy and increasingly selective about the experiences they allow online. But that selectivity doesn't extend to all media. In fact, they notice advertising at higher rates than the general population, reinforcing the strength of contextually relevant, real-world media.

# 37%

Personally use ad blockers

# 69%

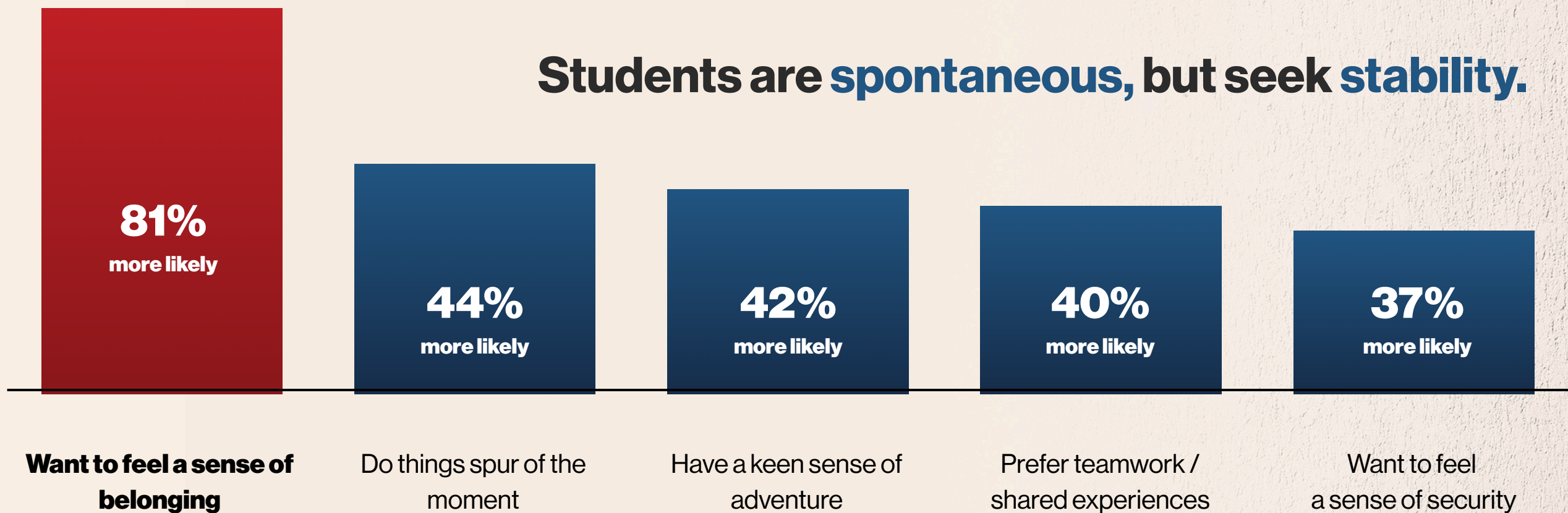
Noticed some form of Out-of-Home advertising in the past week



# What **moves** them?

Driven by belonging, shared experiences, spontaneity, and adventure, this audience is also seeking a sense of security. Messaging that feels authentic, familiar, and naturally embedded in their environment is well positioned to resonate.

Students are **spontaneous**, but seek **stability**.



# OOH Dominates the Student Landscape

University or College Students have noticed Out-of-Home **in the past week** in the following areas:

## The Daily Pillars

*These locations represent the primary pillars of student focus and routine.*

**On Campus:** A key environment where students are over **3x more likely** to notice campus advertising.

**Sport/Fitness Clubs:** Students are **twice as likely** to notice advertising while at the gym or fitness club.

**Residential Elevators:** Everyday elevator rides offer a touchpoint where students are about **2x more likely** to notice residential advertising.

# OOH Dominates the Student Landscape

## The Social & Leisure Hubs

*Student attention to advertising is elevated across a range of social and entertainment settings*

**Cinema:** Capture attention in a setting where students are **84% more likely** to notice advertising.

**Bars, Pubs & Nightclubs:** During social hours, attention to advertising in these settings is **73% higher** than the general population for students.

**Restaurants & Restobars:** Stay visible during key social occasions, with **49% higher advertising noticeability.**

**Washrooms:** Benefit from a captive environment where students are **44% more likely to notice advertising.**



# OOH Dominates the Student Landscape

## The In-Between Moments

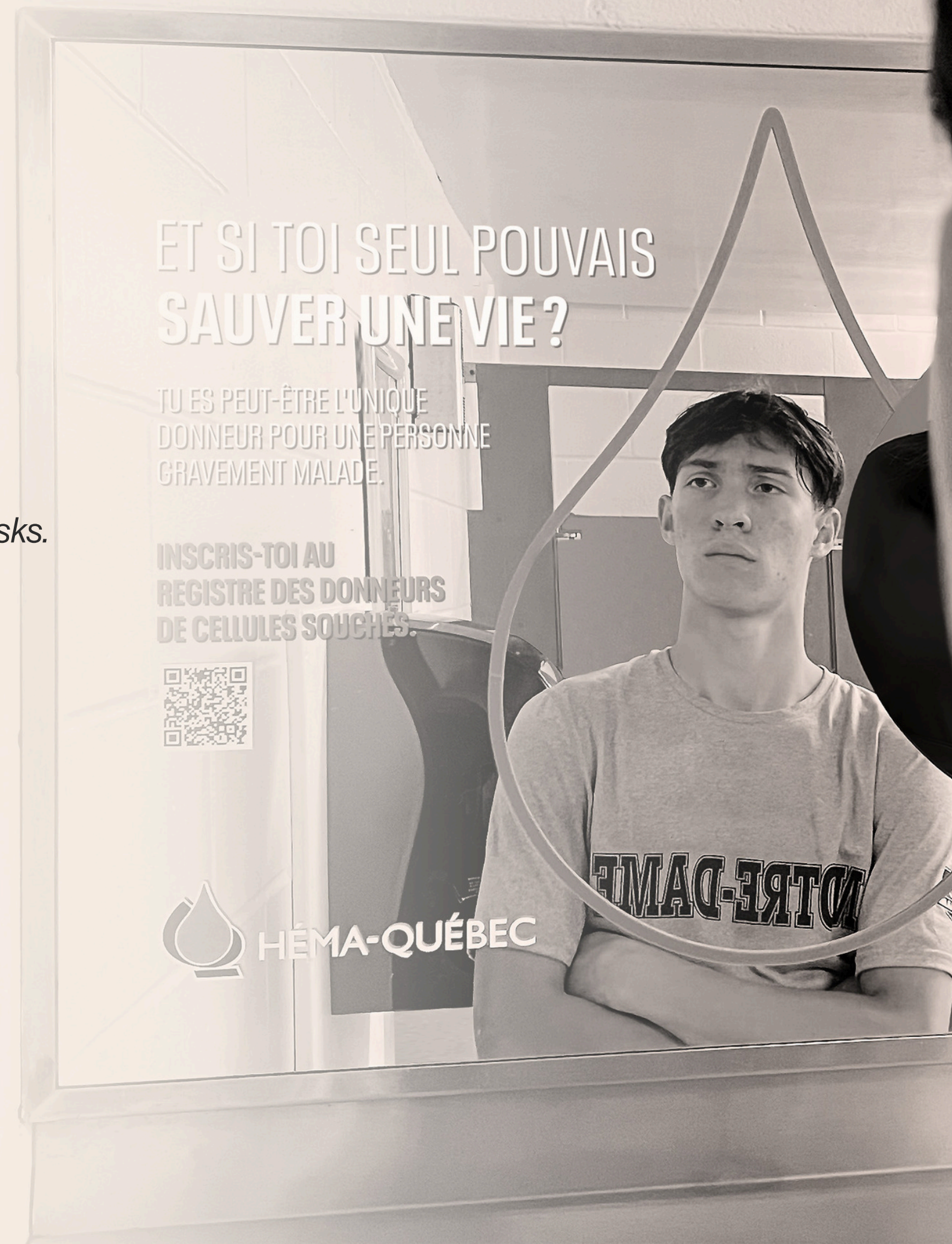
*Intersecting with the hundreds of thousands of students performing necessary daily tasks.*

**Bus Stops & Shelters:** Frequent visibility throughout the transit journey. Students are **71% more likely** to take transit and **22% more likely to notice transit advertising** than the average commuter.

**Gas Stations:** Reaching over **627,000 students** every week, students are **28% more likely** to see gas station advertising.

**Quick Service Restaurants:** A natural fit for students' fast-paced, on-the-go lifestyles, where attention is **21% higher than average**.

**Convenience Stores & Shopping Malls:** Core community shopping environments where visibility is **17% & 16%** higher than average respectively.



**Place-based OOH is a medium that follows the student through every transition of their day.**

**In a world where**

**76%**

**of students noticed some form of advertising yesterday,**

**it is imperative for brands to own the native landscape where their attention is highest.**

# From **wake-up**, to **wind-down**

No two student days are exactly alike, but clear patterns emerge. Based on the report's highest-indexing behaviours, this journey highlights where students are most present, engaged, and receptive to media.

## The Morning Start:

Students are 84% more likely to spend on toiletries and cosmetics - making their morning routine important. Before leaving home, they're already encountering media since they're **2x more likely to notice advertising in residential elevators.**

## The Commute:

Students are **71% more likely than average to use public transit**, increasing everyday exposure to out-of-home media along their journeys.

## The Academic Anchor:

Campus remains a powerful touchpoint. Students **notice place-based media on campus - more than 3x** the rate of the general population.

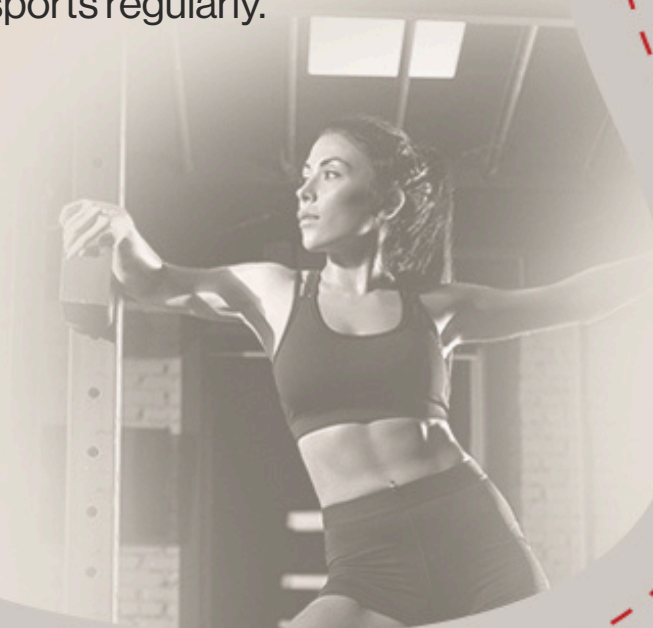
## The Afternoon Routine:

Students are **2.1x more likely to notice ads in sports and fitness clubs** and 55% more likely to participate in sports regularly.

## The Evening Social:

From cinemas (nearly 2x) to bars (1.73x) and restaurants (1.49x), **students are regularly reached in highly engaged social environments.**

Simplifiez-vous la vie. Passez chez Uniprix.



# Status, **Style & Sustainability**

## Lover of Luxury

Students exhibit more impulsive luxury spending, with **39% stating** they tend to spend money without thinking.

- **35%** of students tend to choose premium goods and services over standard ones.
- There is a strong preference for luxury vehicles among students. **37%** agree they prefer driving luxury vehicles.
- Students place high value on designer labels. **35%** generally look for designer labels when shopping for clothes..

# Status, **Style & Sustainability**

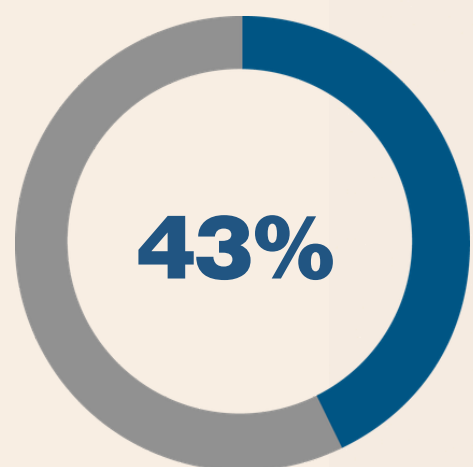
## The Conscious Consumer

- Students are **33% more likely** to purchase eco-friendly clothing and footwear whenever possible.
- **42%** of students agree they only buy products from companies whose ethics they agree with.
- They are **42% more likely** to agree that they are willing to pay more for sustainable clothing.

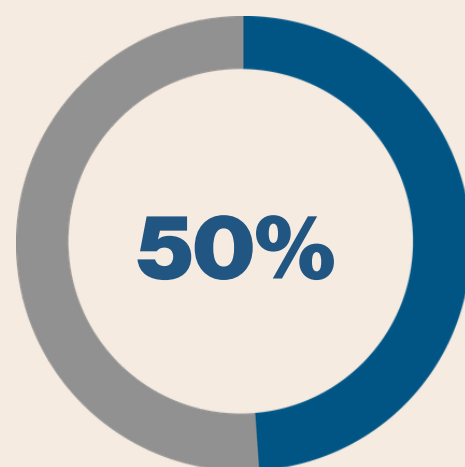
# Students' Relationship with Advertising

Nearly half of students (**49%**) consider advertising a **good thing**.

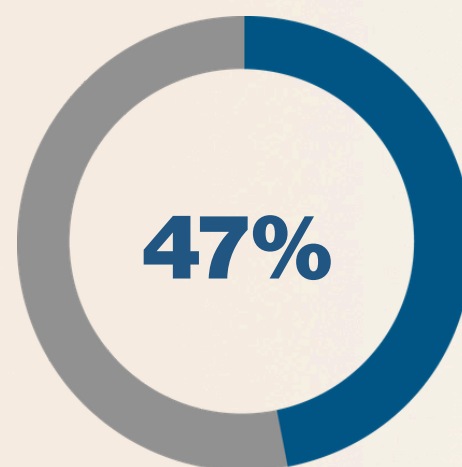
## What students say:



**Advertising influences my purchasing decisions**



**I prefer personalized / contextual advertising**



**Ads help me discover products/services**

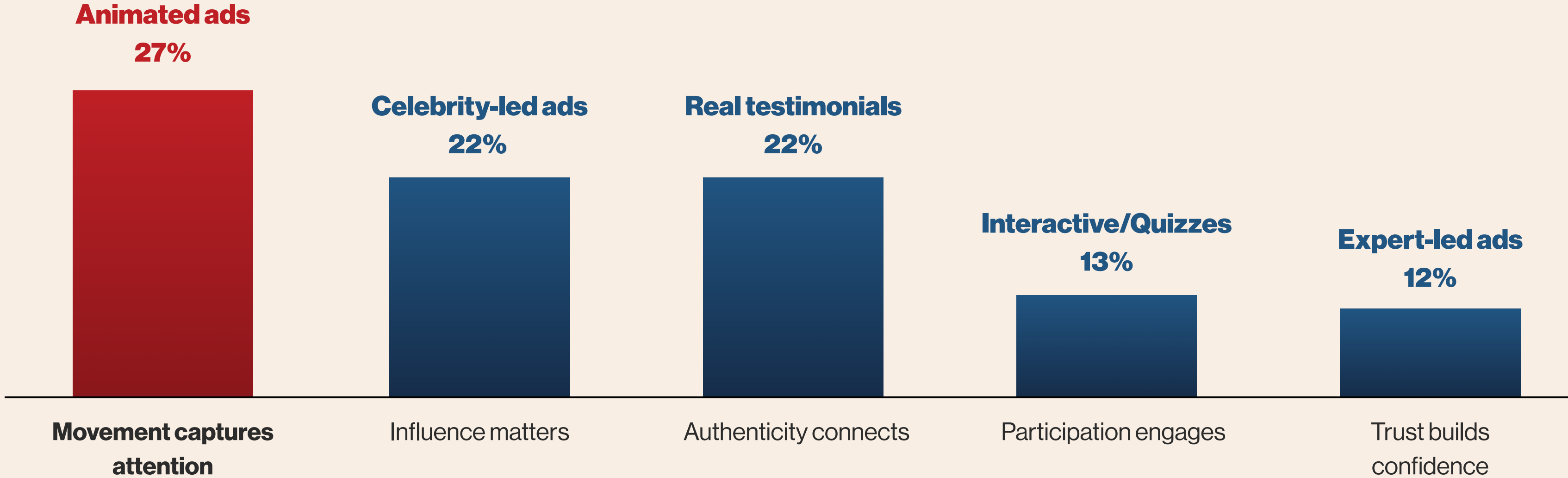
## When OOH earns their attention, they act:

- **36% more likely** to search online for a brand after seeing OOH
- **38% more likely** to make a purchase following exposure
- **31% more likely** to visit a store or restaurant
- **67% more likely** to download a coupon and **64% more likely** to use one
- **62% more likely** to scan an OOH QR code

## From Seen to Shared:

**Students are 84% more likely** to explicitly recommend an advertised product to their peers following OOH exposure.

# What type of creative resonates?




# Attention hasn't vanished. It's become more intentional.

Students are intentional about the media they engage with, but highly receptive to messaging that appears in the environments they naturally move through.


From campus corridors to transit routes, fitness clubs, restaurants, and entertainment spaces, Out-of-Home doesn't interrupt the student journey - it becomes part of it.


For brands looking to connect with this audience, the opportunity isn't simply to be seen. It's to show up in the **right place, with the right message, at the right moment.**

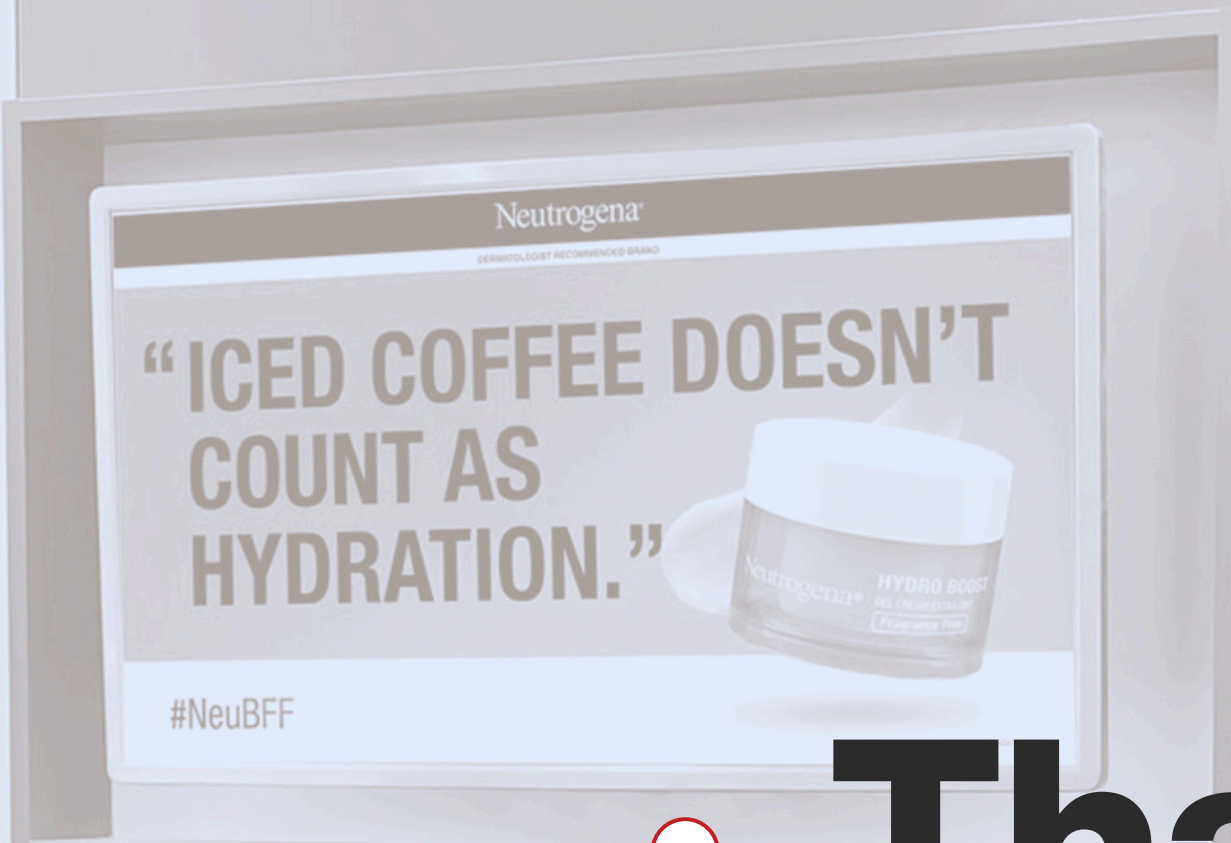


**H7** 

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|---|--------|
| ← CONCORDIA STUDENT UNION<br>UNION DES ETUDIANTS-ES DE CONCORDIA                  | 711.00 |
| THE PEOPLE'S POTATO<br>LA PATATE DU PEUPLE  | 700.00 |
| 700.00-712.00   |        |
|  |        |
| → STUDENT SUCCESS CENTRE<br>CENTRE DE REUSSITE UNIVERSITAIRE                      | 745.00 |
| → CAREER AND PLANNING SERVICES (CAPS)<br>SERVICE DE PLANIFICATION ET DE CARRIERE  | 745.18 |
|   | 745.00 |
| ← WORKSHOP ROOM B<br>SALLE D'ATELIER B  | 771.00 |
| → THE DISH PROJECT<br>731.00-771.00   | 734.00 |





**COMMMB**  
Canadian Out of Home Marketing  
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**Thank you!**

