

# Canadian High School Student Profile – Interests and Activities 2019



## Reviewing the Interests and Activities of over 70,000 High School Students

April 29, 2019

Our mission at the SchoolFinder Group is to help students figure out where to go to school and how to pay for it. To do this we ask questions that are designed to help match them to programs, schools and scholarships.

We help students of all ages. This update is specific to **over 70,000 high school aged students** in the SchoolFinder Group community. **We looked at their interests, extra-curricular activities, heritage and personal circumstances.**

## Interests

On our platform students are asked to indicate what topics are of interest to them. It is no surprise to see Academics and Career in the top three. It is interesting to find that Travel is the second most selected interest which may indicate that students are open to studying abroad.

There is lots of good stuff here and ranked lists are always interesting but it is clear to us that every student will have their own individual portfolio of interests. **One of the takeaways is not how to action on the top x number of interests, but rather how can we better use this information to help each student – hello AI.**

Interests	Students	%
Academics	51,729	74%
Travel	44,582	63%
Career	41,041	58%
Music	40,987	58%
Fun & Games	39,548	56%
Books	37,026	53%
Movies	36,891	53%
Health	34,891	50%
Food & Drink	34,785	50%
Money	34,057	48%
Sports	33,749	48%
Arts & Culture	33,484	48%
Technology	29,271	42%
Campus Life	29,237	42%
High School	28,963	41%
Television	23,206	33%
Love & Relations	22,452	32%
Politics	18,876	27%
Religion	16,509	24%
LGBTTIQQ2SA	10,652	15%

## Extra-curricular Activities

Many scholarships ask for extra-curricular activities as part of the application. These activities are listed below. There is no great surprise to see Volunteer, School or Community Service, and Leadership at the top. In the context of awarding scholarships and recruiting prospective students we are all looking for students who will make a difference.

We did find Soccer at number 10 interesting. And Weightlifting ranking higher than Football and many other activities was interesting.

With 79 activities listed here, there is lots of opportunity to connect with students based on their specific interest(s). Some of the more esoteric activities offer some especially interesting opportunities. **If you have Luge facilities or clubs, you might have a real advantage recruiting the 47 students who indicated an interest in Luge.**

Activities	Students	%
Volunteer	26,394	43%
School or Community Service	19,410	32%
Leadership	16,899	28%
Music	16,695	27%
Extracurricular Activities	14,068	23%
Arts	13,871	23%
Athletics	13,750	22%
Work/Research Experience	11,970	19%
Family Responsibilities	11,440	19%
Soccer	10,057	16%
Sports	9,370	15%
Swimming	9,300	15%
Volleyball	8,168	13%
Basketball	8,104	13%
Dance	7,964	13%
Creative and original thinking	7,853	13%

Photography	7,840	13%
Ski	7,468	12%
Drama	7,040	11%
Badminton	6,862	11%
Musical Ensemble	6,788	11%
Religious Activities	6,529	11%
Track & Field	6,163	10%
Hockey	5,906	10%
Public Service	5,675	9%
Humanitarian projects	4,876	8%
Social Justice	4,775	8%
Performance	4,717	8%
Christian ministry	4,521	7%
Debate	4,374	7%
Cross-Country Running	4,249	7%
Environmental Activism	3,548	6%
Business	3,456	6%
Rugby	3,256	5%
Cycling	3,198	5%
Alpine Skiing	3,194	5%
Weightlifting	3,077	5%
Canoeing	2,514	4%
Football	2,335	4%
Tennis	2,245	4%
Softball	2,147	3%
Baseball	2,107	3%
Golf	1,991	3%
Karate	1,984	3%
Kayaking	1,942	3%
Exchange Program	1,908	3%
Equestrian	1,723	3%
Agricultural Involvement	1,686	3%

Boxing	1,603	3%
Curling	1,563	3%
Gymnastics	1,538	3%
Archery	1,516	2%
Field Hockey	1,493	2%
Figure Skating	1,277	2%
Shooting	1,241	2%
Cross-Country Skiing	1,170	2%
Promoting Heritage	1,084	2%
Waterskiing	977	2%
Racquet Sports	965	2%
Wrestling	871	1%
Sailing	831	1%
Lacrosse	823	1%
Freestyle Skiing	800	1%
Rowing	667	1%
Diving	596	1%
Ringette	494	1%
Judo	401	1%
Water Polo	368	1%
Mapping or Charting	353	1%
Fencing	340	1%
Biathlon	307	1%
Olympic-Level Athletics	286	0%
Rodeo	254	0%
Speed Skating	210	0%
Canadian Western Agribition Exhibitor	90	0%
Vision Impaired Sports	81	0%
Pentathlon	76	0%
KW Rangers qualifies for sports component	49	0%
Luge	47	0%

## Heritage

Heritage speaks to the diversity of the Canada. There are 31 categories currently listed but there is potential for more heritage categories. Is it too early to see scholarships identified for Syrian students?

Heritage	Students	%
Asian	8,957	19.46%
Scottish	6,845	14.87%
Irish	6,412	13.93%
French Canadian	5,354	11.63%
Any Visible Minority	4,729	10.28%
African	4,706	10.23%
Chinese	4,612	10.02%
Italian	3,378	7.34%
Ukrainian	2,856	6.21%
East Indian	2,671	5.80%
African Canadian	2,095	4.55%
Caribbean	2,040	4.43%
Polish	1,999	4.34%
Aboriginal	1,649	3.58%
Sikh	1,384	3.01%
Métis	1,184	2.57%
Jewish	1,179	2.56%
Vietnamese	1,156	2.51%
FirstNation	879	1.91%
Swedish	822	1.79%
Korean	746	1.62%
Greek	647	1.41%
Iranian	557	1.21%
Japanese	489	1.06%

Finnish	418	0.91%
Icelandic	377	0.82%
Belgian	366	0.80%
Serbian	365	0.79%
Inuit	66	0.14%

## Personal Circumstances

Students can identify with 24 personal circumstances. We did find that there may be personal circumstances such as Autism and mental health disorders that were not represented.

Personal Circumstances	Students	%
LGBTTIQQ2SA	4,435	32.38%
Personal Challenges	3,429	25.03%
ADHD	2,194	16.02%
Parent	1,597	11.66%
Single Parent	1,385	10.11%
Developmental/Learning Disability	1,231	8.99%
Vision Impaired	1,025	7.48%
Mature Student	976	7.13%
Other Special Needs	865	6.32%
General Disability	479	3.50%
Physical Disability	327	2.39%
Brain Injury	317	2.31%
Diabetes	314	2.29%
Deaf or Hard-of-hearing	303	2.21%
Refugee	200	1.46%
Rheumatoid arthritis	170	1.24%

Crohn's disease	161	1.18%
Epilepsy	157	1.15%
Foster Child	157	1.15%
Cancer	146	1.07%
Speech Impaired	138	1.01%
Orphan	120	0.88%
Spinal Cord Injury	120	0.88%
Amputee	32	0.23%

In conclusion, it is clear that each student is going to have their own portfolio of interests, extra-curricular activities, heritage and personal circumstances. This is valuable insight that can help school recruiters and scholarship administrators connect with students.

There are also some opportunities to help students whose activities, heritage or circumstances are not represented.

Have questions about any of the data presented here or how you can improve your student recruitment marketing strategy? We're here to help!

Reach out to us at [info@schoolfinder.com](mailto:info@schoolfinder.com) or give us a call at 1-800-211-5577.

