

RAB Instant Background Report For Teen Market

Who Buys

One out of every three teens age 12-19 belongs to a minority racial or ethnic group, according to Interep Research. Some 15% of the 12-19-year-old population are African American/Black, 15% are Hispanic/Latino, and 4% are Asian American. The remaining two-thirds are Caucasian.

Based on a survey by The NPD Group, where teen boys (ages 12-17) shop during a typical month (multiple answers): Shopping malls/centers, 48.6%; convenience stores, 42.5%; electronics stores, 37.5%; discount stores, 37.1%; grocery stores, 32.0%; drugstores, 30.9%; apparel stores, 30.1%; department stores, 23.4%.

Using Census 2000 figures, the percentage of the following ethnic categories whose population is under 18 years of age: White (non-Hispanic), 22.6%; African American, 31.4%; Hispanic, 35.0%; Asian, 24.1%; American Indian or Alaskan native, 33.9%.

Census 2000 statistics show that there were 20.528 million 10-to-14-year-olds in the U.S. in 2000, representing 7.3% of the total population. In addition, there were 20.220 million 15-to-19-year-olds, accounting for 7.2% of America's population. Overall, 25.7% of U.S. residents were under the age of 18 in 2000.

According to U.S. Census data, there were approximately 31.6 million shoppers between the ages of 12 and 19 at the end of 2002. This demographic is expected to peak in 2008 at 33.9 million.

According to a survey by the Cotton Incorporated Lifestyle Monitor, 83% of 16-19-year-old teen girls say that they are the primary shopper for their clothing.

According to a survey by Bernstein Research, who makes the decision about a teenager's mobile phone service: Child picked plan, 29%; parents chose plan, 61%; combined decision (both child and parent), 10%.

A 2002 survey by Kohl's Department Stores found that the average age of young people who take part in volunteer activities is 13.5 years.

According to U.S. Census Bureau figures, just 68% of teens ages 12-19 live with both of their parents.

Source

Interep, 2004

The NPD Group, 2004

U.S. Census Bureau, 2003

U.S. Census Bureau, 2003

DSN Retailing Today, 2002

Cotton Incorporated Lifestyle Monitor, 2002

Investor's Business Daily, 2002

Causes & Effects, 2002

Forecast, 2002

When They Buy

A study by BuzzBack determined that teen girls (ages 13 to 19) spend 16.6 hours per week surfing the Internet and writing e-mails, compared to 16.2 hours per week for teenage boys.

When teenage (13-17) customers shop at convenience stores (more than one answer possible): 6 AM-9 AM, 22%; 9 AM-11 AM, 7%; 11 AM-1 PM, 14%; 1 PM-4 PM, 37%; 4 PM-7 PM, 56%; 7 PM-10 PM, 35%; later than 10 PM, 16%.

A survey conducted by BuzzBack found that teenage girls (age 13-19) eat an average of 4.2 separate times per day, while teen boys eat an average of 4.6 times each day.

A report by KidzEyes.com found that when young people ages 6-14 decide they want to buy something with their own money, 53.9% rush out and get it, while 46.1% wait until they find the item on sale.

A 2002 study by Interep showed that 90% of young people ages 12-19 listen

Source

American Demographics, 2003

Convenience Store News, 2003

American Demographics, 2003

Youth Markets Alert, 2002

Research Alert,

to Radio during Monday-Friday drive times, and 70% do so from 7-11 p.m.	2002
A 2002 study by Opinion Research Corporation showed that teens (age 12-17) watch an average of only 11 hours of television per week, compared to an average of 17 hours for adults (age 18+).	Opinion Research Corp., 2002
According to a 2002 survey conducted by Teenage Research Unlimited, 60% of teens spend at least four hours a week "cruising" in a car.	Teenage Research Unlimited, 2002
According to a 2002 survey of teens conducted by Beats Per Minute, which holidays they look forward to the most (multiple answers): Christmas, 86%; their birthday, 76%; Halloween, 55%; New Year's, 52%; Thanksgiving, 43%; 4th of July, 35%.	Beats Per Minute, 2002
Why They Buy	Source
A survey done by The NPD Group found that 80% of teens (ages 13-17) were currently saving some of their money for future use. The number one reason for both boys and girls was college. Other reasons for putting money aside among teen girls were to buy clothing, clothing accessories, shoes/sneakers, music/CDs, jewelry, and cosmetics/perfume. For the teen boys, other frequently-mentioned reasons for saving were to buy electronics, computer games and computer hardware.	The NPD Group, 2004
According to a 2004 survey conducted by AOL and Digital Marketing Services, the most popular online activity among teens (ages 13-19) is sending email (82%), followed by instant messaging (72%); doing homework or research for school (71%) and playing online games (65%). The study also found that 84% of teens listen to music online, and 22% listen to online music every time they go online.	Youth Markets Alert, 2004
A 2004 survey of teens (ages 13-17) found that three out of four teens shop at retailers that have the lowest prices, and 73% say they look for sales.	The NPD Group, 2004
According to a survey by BuzzBack, how teens make food choices (more than one answer possible): Fresh, 74%; easy/fast to prepare, 71%; good to eat "on the go," 61%; provides extra energy, 58%; good source of vitamins, 56%.	Research Alert, 2004
According to a Roper ASW study, percentage of children ages 8-17 who say they have an influence in the following family purchases: Food, 78%; DVDs/videos, 71%; music, 67%; books, 58%; electronics, 37%; magazines and newspapers, 35%; home decor, 25%; cable and satellite TV service, 22%.	Youth Markets Alert, 2003
Forty percent of teens feel that having the right clothes is important when making a first impression, according to a survey by Teenage Research Unlimited.	Teenage Research Unlimited, 2003
A study by Beats Per Minute found that parents have a significant impact on teens' purchasing decisions, particularly involving wireless products (40%) or food and beverages (30%). However, 44% of teens turn to a friend for advice on clothing purchases, while 30% ask friends' opinions regarding health and beauty aids.	Youth Markets Alert, 2002
According to a study by Digital Marketing Services, most popular recreational online activities for teens (multiple answers): Play games, 70%; listen and download music, 55%; download celebrity or music news and gossip, 40%; participate in online chats, 35%; access sports information, 25%.	Youth Markets Alert, 2002
Sources of clothing ideas for 16-19-year-old females (multiple answers): Already own and like the item, 80%; store displays or window shopping,	Cotton Incorporated

64%; fashion magazines, 54%; people they see regularly, 52%; catalogs, 45%; commercials and ads, 43%; celebrities, 37%; family members, 33%; salespeople in stores, 24%. Lifestyle Monitor, 2002

As part of a survey dealing with advertising content, conducted by NeoPets, a youth-oriented Web Site, 89% of teens (13-to-18) said they liked TV advertising that's funny. Forty-three percent cited ads featuring music stars, while 36% mentioned ads with movie stars, and 26% preferred ads with famous athletes. Advertising Age, 2002

How They Buy

Source

According to figures released by Teenage Research Unlimited, teen consumers (ages 12-19) spent an average of \$103 per week in 2003, compared to \$101 per week in 2002, \$104 per week in 2001 and \$84 a week in 2000. This spending total combines teens' own discretionary spending and any spending they do on their parents' behalf, whether for personal or household purchases. Teenage Research Unlimited, 2004

Based on a study by Circle 1 Network, parents of 85% of teens (ages 13-18) say their kids have participated in online purchases in one way or another. Most often, this is by making a request that their parents buy something for them, similar to the way they do in stores. However, 31% of teens make online purchases with the assistance of a family member. Research Alert, 2004

Research by The NPD Group found that teens ages 14-17 spend an average of \$46.80 per mall visit. They visit malls more frequently than any other age group, averaging one trip a week, and also spend the most time per visit. The NPD Group, 2004

Research by MRI Teenmark showed that 5.3% of teens (ages 12-17) had access to a credit card (either their own or one in their parents' name) in 2003, while 37.2% had a savings/checking account established in their own name. Magazine Publishers of America, 2004

According to a study by Teen Research Unlimited, an average of 85% of teen spending is discretionary, and 80% of teens have more than one income stream, including allowance, gifts and part-time jobs. Teenage Research Unlimited, 2003

Average amount spent by teens (age 13-17) on merchandise and foodservice per convenience store trip: \$1-\$2, 20%; \$3-\$5, 45%; \$6-\$10, 18%; more than \$10, 15%; none, 2%. Convenience Store News, 2003

According to a 2003 study by Synergistics Research, 78% of teens (ages 12-17) have some form of income (full or part-time jobs, odd jobs, allowances, etc.). By amount: None, 13%; \$1-\$24, 18%; \$25-\$99, 33%; \$100+, 27%; don't know, 9%. Synergistics Research, 2003

Based on a 2003 survey by Beats Per Minute, how much money high school boys are willing to spend on their prom night: Under \$50, 13%; \$50-\$99, 12%; \$100-\$149, 14%; \$150-\$199, 11%; \$200-\$249, 9%; \$250-\$299, 6%; over \$300, 13%; don't know, 22%. Youth Markets Alert, 2003

How much high school girls are willing to spend: Under \$50, 8%; \$50-\$99, 8%; \$100-\$149, 18%; \$150-\$199, 24%; \$200-\$249, 17%; \$250-\$299, 2%; over \$300, 15%; don't know, 8%.

A pre-Christmas 2003 survey by Junior Achievement determined that teens planned to spend an average of \$125 on holiday gifts, \$25 more than the previous year. Junior Achievement, 2003

Whom teenage girls shop with: Parent(s), 52%; a friend, 23%; a group of friends, 10%; by themselves, 8%; somebody else, 6%. Whom teenage boys Teenage Research

shop with: Parent(s), 60%; a friend, 14%; by themselves, 10%; a group of friends, 9%; somebody else, 5%.	Unlimited, 2002
According to a Harris Interactive survey, of those teens (age 13-17) who receive an allowance, the average amount is \$15.07.	The Wall Street Journal, 2002
A study by the National Consumers League found that 68% of teens believe it's safer to pay for goods bought online with a check or money order than by giving a credit card number.	Youth Markets Alert, 2002
How much teen girls spend on beauty products per month: Less than \$10, 37%; \$10-\$20, 37%; \$21-\$40, 21%; \$41-\$75, 5%; \$75+, 1%.	Women's Wear Daily, 2002
Percent of young people who receive an allowance, by age bracket: Under 12 years old, 64%; 13-14 years old, 51%; 15-16 years old, 40%; 17 years old, 31%.	Junior Achievement, 2002
A study by Sports Illustrated for Kids discovered that 86% of young people ages 8-15 prefer to order from the adult menu at a family restaurant, rather than the kids' menu.	Restaurant Hospitality, 2002

What They Buy

Source

Based on a study by The NPD Group, 67% of teens (ages 13-17) indicated they had spent money on clothing during the previous three-month period, while 62% said they had spent money on entertainment, such as the movies, restaurants, sporting events, etc. Buying shoes/sneakers (50%) ranked third among the teens.	The NPD Group, 2004
Based on a report by NOPWorld, the top 10 items that teen girls (ages 13-17) plan to purchase with their own money: Clothes, 48%; shoes, 21%; CDs or recorded music, 18%; jewelry, 16%; food, 10%; soda or soft drinks, 9%; lunch, 7%; car or car parts, 6%; candy, 6%; video games, 6%; magazines, 3%. The top 10 items that teen boys plan to buy with their own money: Clothes, 24%; video games, 21%; shoes, 19%; CDs or recorded music, 19%; food, 10%; car or car parts, 10%; jewelry, 7%; soda or soft drinks, 7%; candy, 6%; magazines, 6%; lunch, 4%.	Magazine Publishers of America, 2004
A 2004 study by Jupiter Research found that teen girls spend 15% more on music than do teen boys. The report showed that 78% of girls had bought music in the past three months, spending an average of \$31, compared to 69% of teen boys who had purchased music in that time, spending an average of \$27.	Research Alert, 2004
From 2002 to 2003, sales of videogames rose 12% among teens age 13-17, while music sales declined 15%, according to The NPD Group.	Youth Markets Alert, 2004
According to the American Society of Plastic Surgeons, almost 336,000 teens 18 or younger had some kind of cosmetic surgery or procedure in 2003, a 50% increase over 2002. The most popular procedures were chemical peel, microdermabrasion, nose reshaping, laser hair removal and ear surgery.	USA Today, 2004
According to a study by Teenage Research Unlimited, teens drink an average of 11 soft drinks per week.	Teenage Research Unlimited, 2004
Types of non-alcoholic packaged beverages purchased by teens at convenience stores during 2003 (multiple answers): Bottled/canned soda, 60%; bottled water, 38%; sport drinks, 38%; 100% juice/juice drinks, 31%; iced tea, 14%.	Convenience Store News, 2004
According to a study by EPM Communications, 51% of teens read and 34% purchased at least one Christian book other than the Bible in 2002.	Youth Markets Alert, 2004

A study by Grunwald Associates showed that 44% of teens (ages 13-17) have or plan to build personal Web sites.	Youth Markets Alert, 2004
Most popular magazines among teenage girls in 2003: 1. YM; 2. Seventeen; 3. Teen People; 4. Allure; 5. Vibe; 6. (tie) In Style and Glamour; 8. Marie Claire; 9. (tie) Vogue and Source.	Magazine Publishers of America, 2004
Most popular magazines among teenage boys in 2003: 1. Dirt Rider; 2. Four Wheeler; 3. WWE Magazine; 4. 4 Wheel & Off Road; 5. Motorcyclist; 6. Sport Truck; 7. Popular Hot Rodding; 8. Car Craft; 9. (tie) Street Rodder and Truckin'.	Magazine Publishers of America, 2004
According to The NPD Group, 82% of teen boys (ages 12-17) use some type of fragrance. The main characteristic they look for when choosing a fragrance is that it's liked by girls (52%), followed by being able to wear the fragrance every day and for every occasion (44%).	The NPD Group, 2004
According to Teenage Research Unlimited, 20% of teens ages 16-19 had new cars in 2003, up from 6% in 1999.	Teenage Research Unlimited, 2003
Based on research by Circle 1 Network, the most commonly bought items online by teens age 13-18, with the assistance of another family member: Clothing; music; video games; books; videos/CDs.	Research Alert, 2003
Research by The NPD Group showed that teen girls (ages 13-17) devoted 40% of the money they spent on clothing to private label brands in 2002.	Research Alert, 2003
According to a 2003 NeoPets Youth Study, percentage of teens (ages 13-18) who have the following financial products or services: Bank account, 28%; bonds, 11%; insurance policy, 8%; stocks, 7%; mutual fund account, 6%; certificate of deposit, 6%; money market account, 3%.	Advertising Age, 2003
Based on dollar volume for the 12-month period ending September 2003, the leading fashion shoe brands among teen shoppers (ages 13-17): 1. Vans; 2. Timberland; 3. Skechers; 4. Payless Shoes private label; 5. Nike; 6. Dr. Martens; 7. American Eagle; 8. Converse; 9. Wal-Mart private label; 10. Steve Madden.	The NPD Group, 2003
A 2003 study by the Archives of Pediatrics and Adolescent Medicine found that 28.1% of female and 6.9% of male non-Hispanic white adolescents age 13-19 have used a tanning booth three or more times, putting them into the category of indoor tanning users.	The Wall Street Journal, 2003
Teens are among the most avid consumers of teeth-whitening products, an industry that grew approximately 55% in 2003.	The Wall Street Journal, 2003
Major sources of teens' spending money: Part-time jobs, 26%; directly from parents with no strings attached, 25%; allowance awarded to teens by parents, 22%; gifts, payment for household chores, babysitting, 27%.	Teenage Research Unlimited, 2002
A study by the Sporting Goods Manufacturers Association concluded that young people 11-17 account for 23% of all money spent on athletic footwear.	Youth Markets Alert, 2002
Young Internet users say they notice clothing ads (45%) and entertainment ads (40%) the most when surfing the Web.	Beats Per Minute, 2002
Kansas State University researchers determined that teenagers do about 20% of major grocery shopping in the U.S., a percentage that is expected to grow to 37% in the next few years.	Dallas Morning News, 2002
A 2002 study by Wharf Research indicated that young people ages 10-13	Youth Markets

would rather eat a snack made by a well-known company than one made by a smaller, lesser-known company. Virtually the same percentage would rather drink a beverage produced by a more well-known company.	Alert, 2002
According to a study by Interep, categories in which teens say that they "sometimes" or "often" decide which brands their households will buy: Cereal, 64%; toothpaste, 58%; CD player, 57%; vacations, 52%. Items that teens say they have a "strong" influence in the buying decision: Shampoo, 42%; soft drinks, 39%; candy, 36%; fast food, 36%.	Interep, 2002
Types of shows teens (age 12-17) watch most on TV: Sitcoms, 20%; movies, 18%; cartoons, 18%; sports, 13%; reality shows, 8%; drama, 7%; TV news, 3%; talk shows, 3%; game shows, 2%; soap operas, 2%; other, 6%.	Opinion Research Corp., 2002
A 2002 survey by Opinion Research Corporation asked teens age 15-17 to name their favorite beverage: Bottled water, 37%; sports drink, 17%; iced tea, 14%; lemonade, 13%; soda or soft drink, 12%; fruit punch, 3%; orange juice, 2%; other, 1%.	Youth Markets Alert, 2002
According to a survey by BuzzBack, teens' favorite snack foods: 1. Chips; 2. Cookies; 3. Fruit; 4. Candy bar; 5. Cereal bar or granola bar; 6. Popcorn or pretzels; 7. Crackers.	Youth Markets Alert, 2002
A survey by Women's Wear Daily of teen girls ages 14-18 found lip gloss to be their must-have beauty item, followed by lip balm, mascara and lipstick.	Marketing to Women, 2002
A 2002 survey conducted by Convenience Store News found that 84% of 13-14-year-olds, and 77% of 15-17-year-olds, purchased either candy or gum at a convenience store during the previous month.	Convenience Store News, 2002
Based on a survey by BuzzBack, types of beverages consumed by teens during an average week: Fruit juice, 74%; all carbonated soft drinks, 64%; bottled water, 63%; milk, 63%; tap water, 56%; lemonade, 41%; iced tea, 39%; sports drinks, 31%; energy soda (jolt, etc.), 29%; smoothies, 23%; cold coffee drink, 19%; new age drinks (Sobe, etc.), 16%; hot coffee, 16%; hot tea, 12%.	Youth Markets Alert, 2002
A 2002 study by Promar International found that teens influence family snack purchases over 70% of the time.	National Petroleum News, 2002
Based on a 2002 survey by InsightExpress, categories of consumer electronics in which teen and young adult students most often make the decision themselves on what to buy (as opposed to parents making the purchase decision or students/parents combined): Software, 76%; MP3 player, 74%; PDA, 71%; digital camera, 58%; Internet access, 53%; cell phone, 53%; computer, 52%.	Research Alert, 2002

Where They Buy

Source

According to a survey by The NPD Group, where teen girls (ages 12-17) shop during a typical month, by retail category (multiple answers): Shopping malls/centers, 67.4%; apparel stores, 53.7%; discount stores, 52.6%; grocery stores, 48.5%; convenience stores, 45.7%; drugstores, 43.8%; department stores, 41.8%; electronics stores, 29.1%.	The NPD Group, 2004
A 2004 study conducted by America Online, in conjunction with Digital Marketing Services, found that 53% of teens age 13-19 go online every day, and 73% go online five or more days per week.	Youth Markets Alert, 2004
A 2004 survey of approximately 2,000 teenage girls asked the respondents	Teenage

to list their favorite places to shop: 1. Old Navy; 2. (tie) Hot Topic and American Eagle; 3. (tie) Abercrombie & Fitch and Aeropostale; 4. (tie) Forever 21, the Gap and Rave; 5. (tie) Express and Victoria's Secret.	Research Unlimited, 2004
Based on a study by America Online, cities with the highest percentage of teens (ages 12-17) who are online between five and seven days per week: 1. Boston, 87.1%; 2. Tampa/St. Petersburg, 83.0%; 3. New York City, 82.5%; 4. San Francisco, 82.0%; 5. Miami/Ft. Lauderdale, 81.2%; 6. Philadelphia, 78.3%; 7. Dallas/Fort Worth, 78.2%; 8. Detroit, 77.2%; 9. Washington, DC, 75.0%; 10. Atlanta, 74.1%.	America Online, 2004
Percentage of residents under the age of 18 in the largest U.S. metropolitan areas, according to the 2000 Census: New York, 24.4%; Los Angeles-Long Beach, 28.0%; Chicago, 26.9%; Dallas-Fort Worth, 28.0%; Philadelphia, 25.4%; Washington, DC, 25.3%; Detroit, 26.5%; Houston, 29.2%; Atlanta, 26.6%; Miami-Ft. Lauderdale, 24.3%; Boston, 22.5%; Phoenix-Mesa, 26.8%.	U.S. Census Bureau, 2003
Based on the 2000 Census, states with the greatest percentage of residents under the age of 18: Utah, 32.2%; Alaska, 30.4%; Idaho, 28.5%; Texas, 28.2%; New Mexico, 28.0%; California, 27.3%; Louisiana, 27.3%; Mississippi, 27.3%; South Dakota, 26.8%; Arizona, 26.6%.	U.S. Census Bureau, 2003
Metro areas with the largest percentage of residents in the 10-19 age category: Salt Lake City/Ogden (UT), 17.4%; Grand Rapids-Muskegon-Holland (MI), 15.9%; San Antonio, 15.8%; Houston-Galveston-Brazoria, 15.6%; New Orleans, 15.4%; Memphis, 15.3%; Sacramento, 15.2%; Los Angeles-Riverside-Orange County, 15.1%; Norfolk-Virginia Beach-Newport News (VA), 15.0%; Rochester (NY), 15.0%; Oklahoma City, 15.0%.	U.S. Census Bureau, 2003
According to a survey of teen boys and girls conducted by Teenage Research Unlimited, specialty stores in which they spend the most money: 1. Hollister; 2. Urban Outfitters; 3. Hot Topic; 4. PacSun; 5. Abercrombie & Fitch.	Teenage Research Unlimited, 2003
According to a study by Circle 1 Network, although few teens (ages 13-18) make online purchases by themselves, 31% of teens buy products online with the assistance of another family member.	Research Alert, 2003
According to a survey by U.S. Bancorp Piper Jaffray, stores that are considered "cool" by teenage shoppers: 1. Steve Madden; 2. bebe; 3. Express; 4. Guess; 5. (tie) Target and Forever 21.	Shopping Center World, 2003
Number of times that teens shopped the following retail venues in the past 30 days: Supermarket, 5.3; convenience store, 4.7; shopping mall, 4.3; discount chain, 4.3; specialty apparel store, 3.0; department store, 2.5; video store, 2.5; music store, 1.9; drugstore, 1.7; electronics store, 1.4; sporting goods store, 1.3; athletic shoe store, 1.2; accessory store, 1.1; bookstore, 1.0; bath & body store, 0.9; toy store, 0.7; thrift store, 0.6; computer store, 0.4.	Teenage Research Unlimited, 2002
Sixty-seven percent of girls ages 13 to 17 bought clothing the last time they visited a shopping mall, according to a 2002 Roper survey.	DSN Retailing Today, 2002
According to a survey of young people ages 10-13 who eat out with family or friends at least three times a week, the tweens say they have a say in the location 25% of the time; 15% of the time they are the sole decision makers.	Wharf Research, 2002
A 2002 study by Katz Media Group, utilizing Arbitron data, calculated the most popular Radio formats among 12-17-year-old listeners: 1. Rhythmic CHR; 2. CHR; 3. Urban Contemporary; 4. Alternative/Modern; 5. Christian AC; 6. Rhythmic AC; 7. Modern AC; 8. AOR; 9. Hot AC; 10. Hispanic (FM);	Radio Business Report, 2002

11. Urban AC; 12. Country (FM); 13. Gospel; 14. Adult Alternative; 15. Rhythmic Oldies.

Where young people ages 10-13 purchase their own snacks: Grocery store, 85%; convenience store, 12%; vending machine, 2%; restaurant, 1%. Wharf Research, 2002

A study by Beats Per Minute determined that 51% of teens go to a movie theater more than twice a month. Youth Markets Alert, 2002

According to a study by Women's Wear Daily, where teen girls ages 14-18 shop for beauty products (more than one answer possible): Drugstores, 64%; mass merchants, 61%; specialty stores, 54%; department stores, 43%; beauty supply stores, 35%; grocery stores, 28%; salons, 17%. Marketing to Women, 2002

Where teenage girls shop for beauty products (more than one answer possible): Drugstores, 64%; mass merchants, 61%; specialty stores, 54%; department stores, 43%; beauty supply stores, 35%; grocery stores, 28%; salons, 17%. Marketing to Women, 2002

The two most popular places of part-time employment for teens are 1) eating & drinking places and 2) grocery stores. U.S. Department of Labor, 2002

Business Trends

Statistics compiled by Teenage Research Unlimited show that U.S. teens (ages 12 to 19) spent approximately \$175 billion in 2003, compared to \$170 billion in 2002 and \$172 billion in 2001. Source: Teenage Research Unlimited, 2004

According to an early-2004 survey by Teenage Research Unlimited, 45% of teens (12-19) expected to spend more money over the coming year, while 34% thought they would spend the same as the previous year, and 21% anticipated spending less. Source: Teenage Research Unlimited, 2004

According to research by the Center for Labor Market Studies at Northeastern University, the percentage of teens (ages 16-19) with summer jobs dropped from 45% in 2000 to 37% in 2003. USA Today, 2004

Teens age 13-17 (67%) are more likely than children age 8-12 (54%) to watch TV in their own rooms, and are also more likely to listen to the radio either alone (25% vs. 11%) or with friends (21% vs. 11%). Thirty percent of teen girls listen to the radio alone, compared to 18% of teen boys, according to an Arbitron study. Research Alert, 2003

Research by Harris Interactive YouthPulse calculates that one in three consumer dollars spent in the U.S. is either spent by or influenced by someone under 18. Harris Interactive, 2002

Twenty-seven percent of teens work while attending school. Forecast, 2002

A 2002 study by Junior Achievement showed that 51% of teens hold down jobs during the school year. In addition, 39% of teens who work also receive some sort of allowance. Youth Markets Alert, 2002

Misc

As part of a 2004 Yankelovich study, 62% of 12-17-year-olds describe themselves as having above-average intelligence. Source: Research Alert, 2004

A study by TNS Market Development found both Hispanic teens and general market teens claim to watch close to 15 hours of English-language TV a week, although Hispanics say they watch an additional seven hours of Spanish-language TV. Youth Markets Alert, 2004

A 2004 survey by The American Bible Society concluded that 86% of USA Today, 2004

teenagers (ages 12-17) pray, and 91% believe that their prayers are answered.

A 2004 survey conducted by NetDay determined that 79% of students in grades 7-12 have their own email accounts, and 70% of them have 1-3 instant messaging screen names. USA Today, 2004

According to a Junior Achievement study, 79% of teens (ages 13-18) indicated they would rather not follow the career path of either of their parents. USA Today, 2004

According to a survey of 7th-12th graders, conducted by Junior Achievement, the most popular career choices among the young people were businessperson (12.8%), doctor (6.5%), teacher (5.4%), computer professional (4.9%) and lawyer (4.9%). Junior Achievement, 2004

A 2004 study by Mediamark Research found that teen girls are 40% more likely than boys their age to experience stress on a regular basis. The main sources of stress for both teen boys and girls are 1) a lot of schoolwork and 2) not getting enough sleep. Mediamark Research, 2004

Reasons that teens (ages 13-17) download music from the Internet without paying for it (multiple answers): They only like one or two songs on a CD, 59%; they want to get to music quickly, 48%; they believe music is too expensive to buy, 46%; they want to get music for free, 44%; they want songs that are not available for sale, 40%; they believe that music should be shared, 38%. Harris Interactive, 2003

A nationwide study of 4,200 teens, administered by the Simmons College School of Management, found that 73% of girls said the desire to help others would guide their career choices, while 70% of boys cited making money as the most important factor. The New York Times, 2003

A 2003 study by the Blue Cross and Blue Shield Association found that almost 1.1 million young people between the ages of 12 and 17 have taken "potentially dangerous performance enhancing supplements and drugs." In 2003, 7% of kids claimed to know someone using ephedra, compared to none in 2001. Youth Markets Alert, 2003

According to a 2003 survey by Beats Per Minute, 49% of high school kids will attend their proms. Youth Markets Alert, 2003

According to a study by BuzzBack Market Research, the average number of hours a week teen boys and girls spend on the following activities: Surfing the Internet/writing email -- boys, 16 hours; girls, 17 hours; working at a job -- boys, 10 hours; girls, 8 hours; doing homework -- boys, 8 hours; girls, 10 hours; exercising -- boys, 7 hours; girls, 6 hours; volunteering -- boys, 3 hours; girls, 4 hours. USA Today, 2003

A 2003 study by Terra Lycos found that a third of teens say they don't have any political beliefs. Youth Markets Alert, 2003

Most popular summer jobs for teens: Odd jobs, such as mowing lawns, house-sitting or housecleaning, 18%; working in a retail store, 13%; babysitting, 10%; waiter/waitress/host/hostess in a restaurant, 10%. Beats Per Minute, 2002