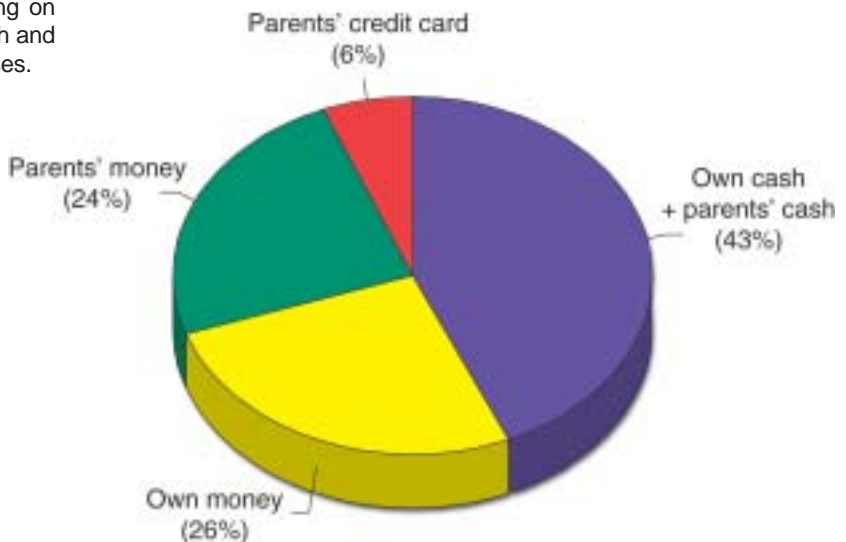


# Teen Market

During the 2001 back-to-school shopping season, how teens shopping on their own paid for their purchases:

Read: In 2001, 43 percent of teens shopping on their own used a combination of their own cash and their parents' cash for back-to-school purchases.



Source: American Express Retail Index, 2001

## 2000 vs. 2001 teen weekly and annual spending:

Read: U.S. teens (age 12-19) spent an average of \$104 per week in 2001, up from \$84 per week in 2000.

Source: Teenage Research Unlimited, 2002

