

Consumer Insight

Shedding light on key prospects.....

Targeting Teens

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Targeting Teens

Introduction

The teen market still thrives with diverse interests and immense buying power. Despite less enthusiastic spending in 2004 and 2005, teens rebounded and spent a record \$179 billion in 2006. Much of the increase [in 2006] was driven by teen girls, whose weekly spending outpaced guys throughout the year. Girls also received more income, in the forms of gifts and money from parents, than boys. Though teens seem to relish spending money, they have become careful surveyors of their product radar screens. Being “frugal” does not carry the same social stigma for teens that it might have in the past. Now teens believe that being smart is cool. This belief extends to being savvy consumers. When teens are spending more money, they shop for values and purchase wisely. They still want what’s new – camera phones, iPods and expensive jeans. But they are smart about what they buy, and will they will drive hard bargains to find real value for their money. So, teens still command the attention and respect of marketers. And advertisers will continue developing campaigns focused on teens. After all, teens (12-17) who say they will spend *more* money in the next 12 months, greatly outpace who said they will spend *less* money.

Introduction continued...

Newspapers still have an opportunity to better understand teens in hopes of increasing their readership and delivering this audience to advertisers. Teens do read newspapers. Fifty-three percent of them spent time reading a newspaper in the past week. It remains important for newspapers to create more value for teens in their product. Thus, it would be helpful for newspapers to gain insight into the attributes among teens that likely shape their attitudes about what they read as well as what they buy. The more newspapers know about teens, the better prepared they will be to create content that attracts them.

The types of communities teens live in, their leisure activities, their financial status, their involvement with the Internet, their shopping habits, their fads, and even their social concerns, all offer insights on how to target them. The information contained herein provides an overview of these attributes.

Highlights For Teens 12-17

- ❑ Fifty-three percent of teens spend any number of hours reading a newspaper in a given week.
- ❑ Ninety-five percent of teens plan to enter college in the future.
- ❑ Most teens (60%) obtain money from their parents as a source of income.
- ❑ Fifty-six percent of teens have a savings account.
- ❑ Teens spend an average of \$107 dollars per week; which includes their own and other people's money.
- ❑ Eighty-five percent of teens have a computer at home.
- ❑ Seventy-five percent of teens have access to the Internet at home.
- ❑ Forty-one percent of teens have purchased something online.

I. Teen Profiles

Composition of Teens

Teens	Composition of Teens 12-17
	%
Males	51
Females	49
Age 12-14	48
Age 15-17	42

Where They Live

While cities are more densely populated, the largest proportions of teens today live in rural/small towns. Often the types of communities teens live in reflect their lifestyles and concerns.

Type Of Community Lived In	Teens 12-17	Males	Fe- males	12- 14	15- 17
	%	%	%	%	%
Large/medium city	29	25	33	29	29
Suburb	25	29	22	26	25
Rural/small town	45	45	45	45	45

College Bound

The vast majority of teens today will be better-educated consumers and media users in the future. Ninety-five percent of teens plan to go to college.

Teens 12-17	Plan To Enter College
	%
Total	95
Males	94
Females	97
Age 12-14	96
Age 15-17	95

II. Teen Leisure Activities

Leisure Activities Engaged in Past 7 Days

Sixty-eight percent of teens spent one or more hours going out to eat in the past 7 days, balanced with 62% who spent one or more hours exercising. More teens prefer watching rented videos (54%) than actually going to the movies (46%). Girls greatly outpace boys (75% vs. 54%) when it comes to going to the mall.

Spent One or More Hours Past 7 Days	Teens 12-17	Males	Fe-males	12-14	15-17
	%	%	%	%	%
Reading a book	55	46	65	56	55
Watching rented videos	54	50	58	53	55
Going to movie theatres	46	44	48	45	47
Exercising	62	65	59	57	66
Going to the mall	64	54	75	61	68
Downloading music	46	46	46	43	49
Playing video games at an arcade	10	12	9	12	9
Going to library	27	23	30	28	25
Going out to eat	68	66	71	65	71

III. Teen Financial Matters

Sources of Income

Overall, teens spent \$179 billion dollars on products and services in 2006. This kind of buying power suggests various ways of earning or obtaining money. While 27% of teens earn money from odd jobs, most teens (60%) receive money from their parents when they need it. Female teens are more likely than male teens to receive gifts (52% vs. 45%), and money from parents (69% vs. 52%). Male teens are more likely than female teens to have odd jobs job (31% vs. 22%).

Sources of Income	Teens 12-17	Males	Fe- males	12- 14	15- 17
	%	%	%	%	%
Money from parents	60	52	69	59	62
Through odd jobs	27	31	22	24	30
Have a part-time job	18	19	17	7*	29
Gifts	49	45	52	53	45
Regular allowance	24	25	22	26	21
Other sources	25	23	28	31	21

*Projected from small base

Banking and Investing

In addition to having various sources of income, teens are also saving and investing their money. Fifty-six percent of teens have their own savings account, and 13% own stocks or bonds.

Type Of Investment	Teens 12-17	Males	Fe- males	12- 14	15- 17
	%	%	%	%	%
Savings account	56	57	55	56	56
Checking account	10	9	11	5*	15
CD	5	5*	5*	5*	5*
Stock or bonds	13	13	13	13	13

*Projected from small base

Spending Habits

Teens planning to spend more money in the next 12 months greatly outpace those that will spend less money. Older teens are more likely than younger teens to increase their spending in the next 12 months.

Spending More or Less	Teens 12-17	Males	Fe- males	12- 14	15- 17
	%	%	%	%	%
Will spend more money next 12 months	39	40	37	35	42
Will spend less money next 12 months	19	18	20	20	18
Will spend about the same amount of money next 12 months	39	38	39	41	36

Weekly Expenditures

Twenty-nine percent of teens spend \$100 dollars or more of their own and other people's money on a weekly basis. On average, teens spend \$107 in a given week. Older teens spend more money per week than younger teens. Females outpace males slightly in average weekly spending.

Own & Other People's Money Spent Past Seven Days	Teens 12-17	Males	Fe- males	12- 14	15- 17
	%	%	%	%	%
\$1 - \$14 dollars	12	14	11	15	10
\$15 - \$24 dollars	12	11	12	13	10
\$25 - \$34 dollars	12	12	12	13	11
\$35 - \$49 dollars	9	10	8	9	8
\$50 - \$74 dollars	10	9	12	10	11
\$75 - \$99 dollars	8	8	9	8	9
\$100 or more dollars	29	28	30	22	35
Average Amount Spent Past 7 Days	\$107	\$104	\$109	\$90	\$121

Credit Cards

Though most teens do not have credit cards in their names, 7% of them have access to their parent's credit cards. Eighteen-percent of teens would like to get a credit card in their own name.

Credit Card Status	Teens 12-17	Males	Fe- Males	12- 14	15- 17
	%	%	%	%	%
Access to credit card in parent's name	7	6*	8	5*	9
Would like to get credit card in own name	18	16	21	16	20

*Projected from small base

IV. Teens On-line

Computers, Internet Access & Communication

Eighty-five percent of teens have computers in their homes and 75% have access to the Internet. More than half of teens (58%) go online at school in a normal week.

Computers, Internet Access & Communication	Teens 12-17	Males	Fe- Males	12- 14	15- 17
	%	%	%	%	%
Have computer in home	85	83	87	84	86
Have access to Internet at home	75	74	77	73	77
Have fast or high-speed Internet at home	47	48	46	44	50
Go online at school in a normal week	58	58	57	52	63

On-line Purchasing

Forty-one percent of teens have purchased something on-line. Teens spent an average of \$81 dollars on their last on-line purchase. Males, on average, spend more money on-line than females.

On-line Purchasing	Teens 12-17	Males	Fe- males	12- 14	15- 17
	%	%	%	%	%
Ever bought anything On-line	41	44	37	33	48
Average amount spent on last on-line purchase	\$81	\$91	\$68	\$72	\$87

On-line Activities

Teens engage in a variety of activities on-line, showing diverse interests in cyberspace. Most teens (65%) send e-mail on-line. Instant-messaging, listening to music clips, and setting up/visiting home pages are also popular on-line activities among teens.

Activities Done On-line Past 30 Days	Teens 12-17	Males	Fe- Males	12- 14	15- 17
	%	%	%	%	%
Played games on-line	52	58	45	60	45
Forwarded links to friends	28	22	33	25	30
Researched for school	50	42	59	47	54
Listened to music clips	58	55	61	58	57
Set up/visited personal home page	52	43	61	42	61
Made a purchase	16	17	15	15	18
Looked for stuff on-line to buy	41	40	41	36	45
Accessed daily information (weather, horoscope)	32	24	41	28	36
Surfed for hobbies or interests	43	44	42	37	48
Visited an online news site	27	27	27	21	33
Sent an e-mail	65	57	74	57	72
Sent and instant message	55	49	60	48	61

V. Teens and Newspaper Readership

Teen Readership

Newspaper readership is healthy among teens. Fifty-three percent of teens read a newspaper in the past 7 days. Older teens (15-17) outpace younger teens (12-14) with newspaper reading – 60% vs. 45%.

Teens 12-17	Any Newspaper Reading Past 7 Days
	%
Total	53
Males	53
Females	52
Teens 12-14	45
Teens 15-17	60

Section Readership

The newspaper offers teens various sections that appeal to their individual interests. Teens are more likely to read the comics section of the newspaper. Females are more likely than males to read the advertising sections in the newspaper. Males are much more likely than females to read the sports section.

Newspaper Section Read Last 7 Days	Teens 12-17	Males	Fe-Males	12-14	15-17
	%	%	%	%	%
Advertising (food, clothing, etc.)	33	25	42	31	35
Classified (jobs, used cars, etc.)	21	20	21	12	29
Comics	46	45	46	51	41
Entertainment	40	37	44	41	40
Grocery ads	10	7	13	9	11
Horoscopes	29	15	43	27	31
Local & community news	33	30	36	28	37
National news	21	23	20	18	24
Sports	42	53	30	41	43
TV and Radio listings	18	18	18	19	17

Planned Purchases And Newspaper Readership

The newspaper provides teens with a portable mall, reaching them every day when they're in the market for various products and services. Newspaper readership is healthy among teens planning their next purchases.

Top Items Teens 12-17 Plan to Purchase in The Next 12 Months	Any Newspaper Reading Past 7 Days
	%
MP3 Player/iPod	59
Used Car	65
Cell phone	63
Digital Camera	59
Contact Lenses	60
Video Camera	58
Web Cam	59
New Car	55
Electronic Organizer	56
Sunglasses	54

“What’s In” and Newspaper Readership

Mostly technology and some fashion are hot items among teens. More than half of teens citing the top “what’s in” products read a newspaper during the week.

Top “What’s In” Products Among Teens 12-17	Any Newspaper Reading Past 7 Days
	%
Cell phones	53
DVD’s	53
MP3 players	53
Digital cameras	54
Hooded sweatshirts	55
Plasma TV’s	54
Home video games	53
HDTV	54
Graphic t-shirts	56
Athletic shoes	57

Social Concerns and Newspaper Readership

Newspaper readership is strong among teens citing their major concerns in society. So, as newspapers strive to build the teen audience, their editorial content should cover issues that teens care strongly about.

Top Issues Among Teens 12-17	Any Newspaper Reading Past 7 Days
	%
Child abuse	52
Drinking and driving	53
AIDS	57
Abortion	60
War	55
Education	53
Sexual assault	51
Drug abuse	49
Racism	55
Terrorism	52

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