

How do teens decide what items to buy?
Word-of-Mouth 36%
Advertising 32%
Online Reviews 29%

Source: The NPD Group, Inc.

How important are brands?
Teens 4%
Average of total market surveyed 3%

Source: The NPD Group, Inc.

How important is price when deciding what item to buy?
Teens 42%
Average of total market surveyed 38%

Source: The NPD Group, Inc.

How do teens typically spend money?
Teens spend their own and parents' money 71%
Teens spend their own money 18%
Teens spend parents' money 11%

Source: The NPD Group, Inc.

Where do teens shop?
Off Price Retailers 32%
Outlet Stores 30%
Department Stores 28%
Specialty Retailers 28%

Source: The NPD Group, Inc.

What product would teens purchase if they had one choice for the rest of the year?
Computers 13%
Cell Phones 12%
Shoes 9%
Books 9%
Music 8%
Jeans 7%
Beauty products 4%

Source: The NPD Group, Inc.