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This Edition's Focus:
YouthPulse 2010

Our Take On It:
Ready to Spend

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Keeping you connected to today's youth audience

TRENDS & TUDES

Editorial
Our Take On It

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Ready to Spend

Since late 2008, Americans have tightened their belts and cut their expenses dramatically. This economic downturn has caused major concern that the American Dream needs to be re-imagined and re-defined. One of the only ways to bring the country back to a healthy and profitable economy is to significantly revive spending. But should the primary focus of this effort always lie on adults and their American Dream?

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YouthPulse℠ 2010

Since 2000, Harris Interactive's annual YouthPulse report has been peering into the lives of today's youth; exploring nearly every aspect of what it is like to be an 8-24 year old. This year is no different.

The 2010 study reveals that today's youth have incredible purchasing power – spending a projected $239 billion annually! Despite some rough economic times, this is still an increase of $19.5 billion in projected spending since last year. Youth are purchasing a number of items with their pronounced spending power. Regardless of age, candy is one of the top purchases that youth are making with their own money. Toys or games are also popular purchases among tweens, while teens and young adults are also spending their own money on clothing or apparel.

Outside of their sheer personal purchasing power, this population also has a huge impact on family purchases. Four in ten tweens, teens and young adults will purchase or influence the

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What should not be forgotten is that today's youth are not just tomorrow's adult spenders; they are also a population with the power to spend right now. Findings from Harris Interactive's YouthPulse study remind us that American youth are an enormous force influencing our economy – with both their own money and their influence on parents' wallets. And, they just might be back in the market and ready to spend.

According to YouthPulse projections, 8-21 year old spending was at $132.2 in 2007, and experienced a serious decline to $112.8 in 2009. This year, their spending is back on the rise with a projected $123.5 billion – an $11 billion increase from last year that jumps to a $19.5 billion increase when including 22-24 year old spending ($219.7 billion in 2009 to $239.2 in 2010). Could this be the beginning of an upswing back toward the spending of 2007? Only time will tell (or next year's YouthPulse!). For now, marketers take note and keep a keen eye on this powerful segment of the population!

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purchasing of tickets to entertainment or sporting events in the next month. Video game system purchases, either console or hand held, is an area where tweens exert their influence – around three in ten 8-12 year olds will purchase or influence the purchasing of hand held video games or video game systems in the next month.

Percent that will personally buy or influence the purchase by others in the next month

	8-12 year olds	13-17 year olds	18-24 year olds
Tickets to entertainment/sporting events	40%	43%	45%
Hand held video games	35%	20%	17%
Video game system	31%	27%	24%
Cell phone/smart phone	22%	30%	29%
Digital media player	21%	24%	20%
Computer	17%	24%	28%
TV	12%	17%	20%
Camera	10%	20%	18%
Camcorder or video camera	7%	14%	13%
New car/truck/SUV	Not asked	18%	19%

Despite increasing projected spending and market influence, per capita income from paid employment has declined slightly since 2009 for 13-24 year olds. Potentially driven by the rise in unemployment rates, today's teens and young adults are earning slightly less money from paid employment compared to last year. Instead, it looks like youth are now relying on their parents more for spending money – average per capita income among 8-24 year olds from asking parents for money has increased slightly since last year ($310 in 2009 to $324 in 2010), as well as income from doing household chores ($168 in 2009 to $191 today).

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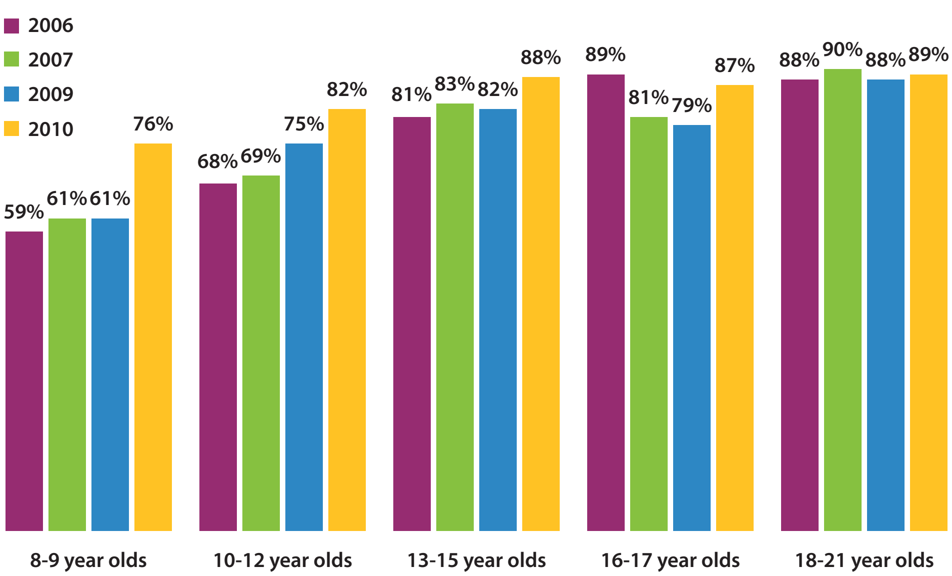
Youth's Online Presence

While their market power is staggering, the influence and presence of today's tweens, teens and young adults extends well beyond their wallets (and their parents' wallets). Today's youth continue to be the Internet gurus and technology and media experts of our time. Youth are spending more and more time online in a typical day (see chart below). In fact, eight in ten (79%) 8-12 year olds, and nine in ten 13-24 year olds (88% of 13-17 year olds, 90% of 18-24 year olds) spend an hour or more on the Internet in a typical day. Not surprisingly, the average number of hours spent online daily increases with age, from 1.9 hours among 8-12 year olds, to 3.5 hours among 13-17 year olds and 4.5 hours spent online daily by 18-24 year olds.

The number of online activities that today's youth participate in is impressive. The majority of teens and young adults used the Internet in the past week to listen to music (70% among both groups), visit social networking sites (65% of 13-17 year olds, 78% of 18-24 year olds) or to watch videos (64% of 13-17 year olds, 66% of 18-24 year olds). While more than half of tweens have also used the Internet in the past week to watch videos (53%), tweens are more likely than their older peers to have played online games in the past week (78% of 8-12 year olds vs. 52% of 13-17 year olds and 46% of 18-24 year olds). In fact, playing games online is the top online activity among tweens.

Social networking continues to be popular among youth. Three-quarters of 8-24 year olds use a social networking site and about two-thirds (68%) of youth spend some time on a social networking site daily. Facebook tops the list of social networking sites being used by youth today. Nearly nine in ten (86%) 18-24 year olds and seven in ten (71%) 13-17 year olds currently use Facebook. And, even around one-quarter (28%) of 8-12 year olds say they use the website.

On the Internet an Hour or More "Yesterday" (Excluding Email)



Media and Technology Beyond the Internet

Even with their extensive Internet usage, tweens, teens and young adults still utilize television as a top media outlet. In a typical day, these young people are spending an average of 2-3 hours watching TV (2.4 hours among 8-12 year olds, 2.8 hours among 13-17 year olds and 2.3 hours among 18-24 year olds). Around six in ten youth, and more males than females, have a television in their bedroom (59% of 8-12 year olds, 63% of 13-15 year olds, 61% of 18-24 year olds).

In addition, cell phones continue to be an important technology device for youth. Overall, seven in ten 8-24 year olds own a cell phone or Smartphone (70%), with almost one in five owning a Smartphone (18%). Over the past

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few years, cell phone ownership has increased among tweens (26% in 2007 to 34% today) and teens (65% in 2007 to 76% today), but has remained relatively consistent among 18-21 year olds (around 90%).

Hopes, Dreams and Fears

Despite everything going on in their daily lives, today's youth still make time to think about and plan for their futures. Being a millionaire tops the list of aspirations for all youth – from 8-12 year olds to 18-24 year olds. Even though they aspire for personal success, today's youth still hope to make a positive impact on society as well. If they could, four in ten 13-24 year olds would cure a disease.

And, their worries and fears are real. Possibly driven by the reality of these tough economic times, over two-thirds of 18-24 year olds, six in ten 13-17 year olds and four in ten 8-12 year olds worry about not having enough money.

In addition, half of teens - the next generation of college students - worry that college will be too expensive for them.

Outside of economic concerns, getting good grades in school or that someone close to them will die, are some of the other top worries for at least half of today's youth. Personal appearance concerns are also top of mind for teens and young adults. Four in ten teens and young adults worry about how they look or about their weight. Female youth, regardless of age, tend to be more worried than their male counterparts about most of these issues.

Clearly, today's tweens, teens and young adults have a huge and influential presence in our world. They are heard through their personal spending power and market influence, as well as their dominating presence in the Internet and technology and media realms. Possibly more intriguing is taking a glimpse into their hopes, fears and plans for the future - Youth have a lot to say, and we're listening.

What do you worry about?

(Top responses for all 8-24 year olds)	8-12 year olds	13-17 year olds	18-24 year olds
Getting good grades in school	55%	60%	46%
That someone close to me will get sick or die	50%	52%	46%
Not having enough money	40%	57%	68%
The environment getting more polluted	29%	38%	33%
How I look	26%	44%	40%
That my parents will lose their jobs	23%	26%	17%
Getting in a car accident	21%	35%	35%
That college will be too expensive for me	20%	50%	36%
Being overweight	20%	34%	35%
Getting along with my parents	20%	28%	17%
My weight	17%	39%	41%
Dying young	17%	36%	33%
Getting cancer	15%	28%	30%
Terrorism	15%	24%	17%
That I won't find a boyfriend/girlfriend	12%	31%	27%
None of these	8%	7%	8%

These are just a few of the many topics explored in this year's YouthPulse report. The full YouthPulse report is available for purchase. For more information on the report please contact us at **877.919.4765** or **info@harrisinteractive.com**.

For More Information
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