



***Expenditures + Influence = Power:
Understanding the Economic Power of Teens***

Teens are a powerful consumer group and researchers are constantly trying to calculate how many billions of dollars they will spend each year. Such spending power has garnered the attention of virtually any brand you can name. Despite the attention, important questions remain. Whose money are teens actually spending – is it theirs, their parents' or both? How much influence do teens have over others' purchases?

National Research Network (NRN) conducted a study of over 700 teenagers between 13 and 17 years of age to explore these questions across a variety of categories including food and beverage, apparel, and electronics and found:

- Teens spend as much of their own earnings as they do the allowances and “hand-outs” they receive from their parents. Working and/or receiving an allowance does not preclude teens from asking their parents for extra money.
- A high percentage of teens influence the purchasing of many household goods and services including food and beverages, electronics, apparel and décor and technology services. Yet the influence of teens is not attributable to their paying for any of the goods or services directly since very few of them do so.
- Teens spend almost \$1,180 a year on online purchases. Yet the data also show that teens help their parents shop online and assist them with spending the same amount of money as they (the teens) do.

Clearly, the research community needs to shift how it defines teen spending. We must not only focus on the money that comes directly out of teens' pockets, but recognize that their influence over their parents' money is just as significant.

The Complete study with all findings is available for \$300. For more information contact NRN, a National Research Network - Rick Kronenburger at rick.kronenburger@ggp.com. Or call (312) 960-5158 or visit www.nationalresearchnetwork.com.

NRN is a full service consumer research company focusing on the design, execution, and analysis of consumer research studies. Through our exclusive relationship with General Growth Properties, a shopping center leader with over 200 shopping malls in 44 states, as well as, NRN's 150,000 plus member On-line Opinion Club, we have direct access to one of the largest shopper-centric resources of its kind. Coupled with our industry leading analysts and innovative research techniques comprised of Custom Research, In-person Mall Intercept Surveys, The NRN On-line Opinion Club, Consumer Value Trend Reports, and The Concept Store, NRN is able to deliver research that's quick, qualified and value driven.