



WAVE 10: 2004

TWEEN

REPORT

SPECIAL CO-VIEWING EDITION



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Methodology

- A total of 300 households with children aged 9 -14 were contacted for 600 interviews (one parent and one child per household).
- The survey results are accurate to ± 4.8 percentage points for the universe of parents or kids 9 -14, nineteen times out of twenty.



Kidfluence Parents of Kids Aged 9-14

Kidfluence – Highlights

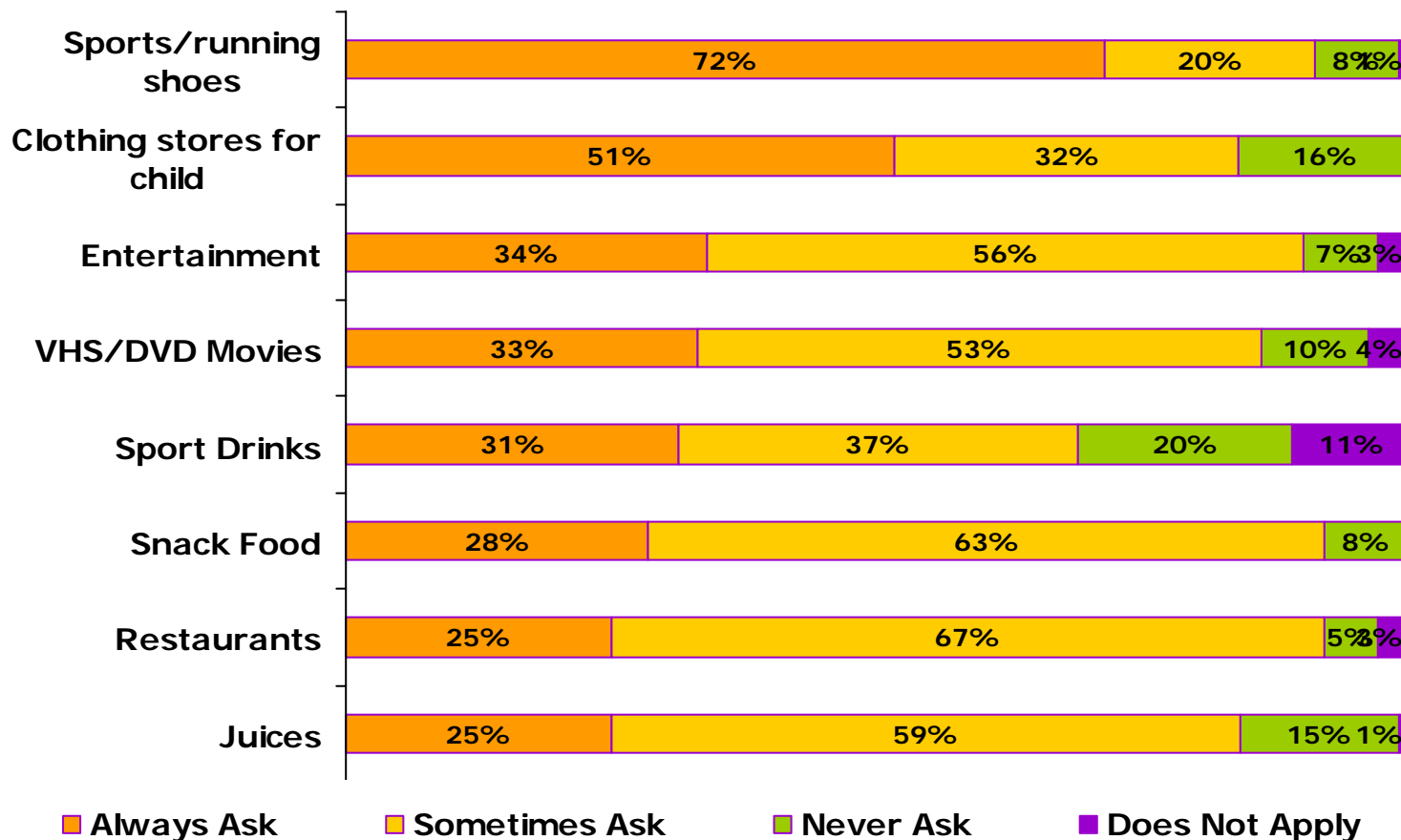
Parents of Kids Aged 9 to 14



- Parents are most likely to ask their child’s opinion about shoes & clothing and family entertainment & movies.
- Parents are more likely to ask boys about their opinions on shoes, and girls about clothes when purchasing items.
- Parents are more likely to ask their daughter’s opinion when purchasing personal care times.
- Nearly 2 in 5 parents (38%) say their kids “often” ask them for products they’ve seen advertised on TV. Younger children (9 to 11) are more likely to ask (46%).
- The majority of parents (58%) say they “often” or “sometimes” buy an item their child has asked for after seeing it advertised on TV.
- 43% of parents say they are “more likely” to buy their child an item when they have co-viewed the commercial with that child.

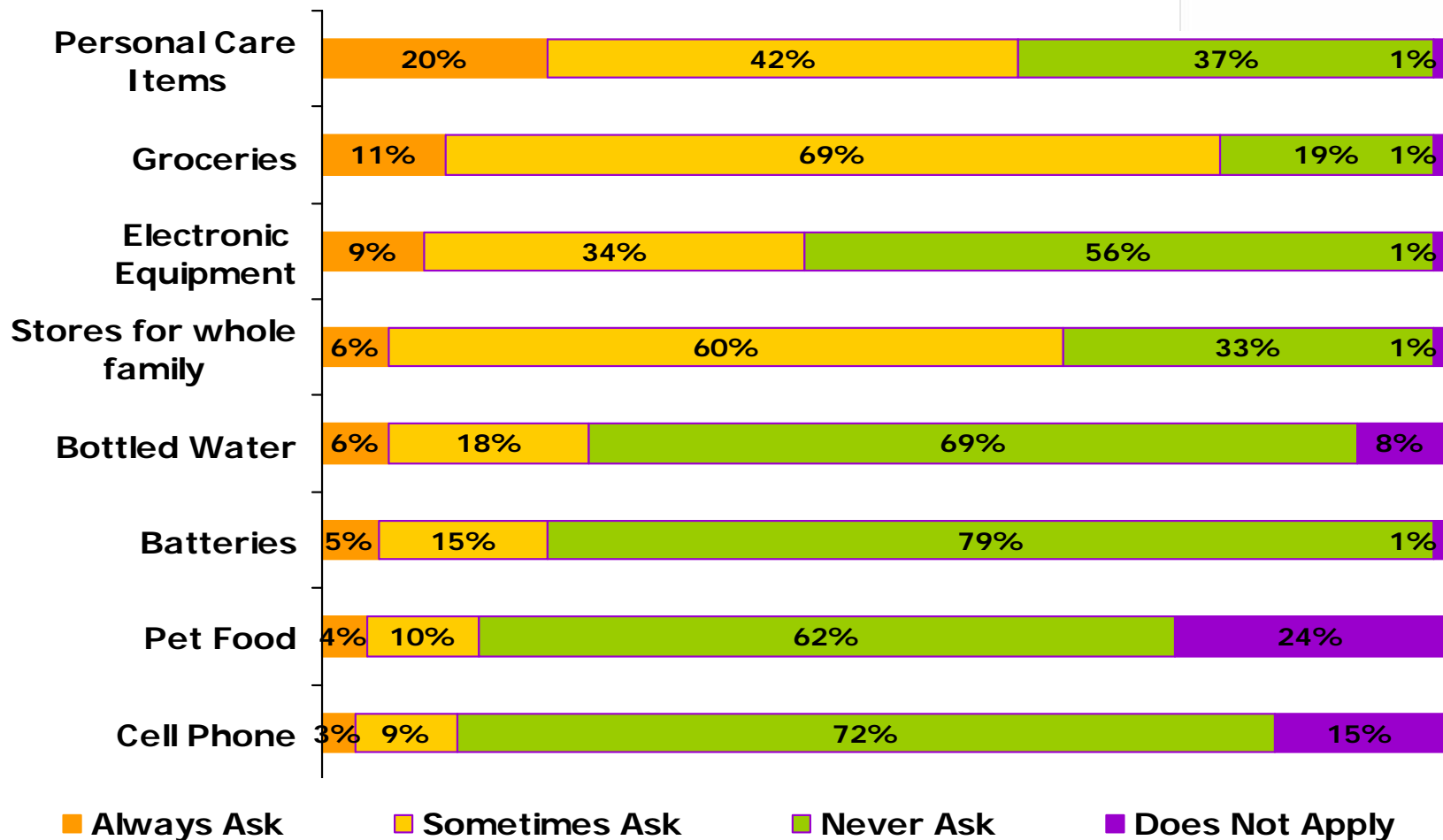
Frequency of Parent Asking Child's Opinion When Purchasing Specific Products

- Parents' Perception -



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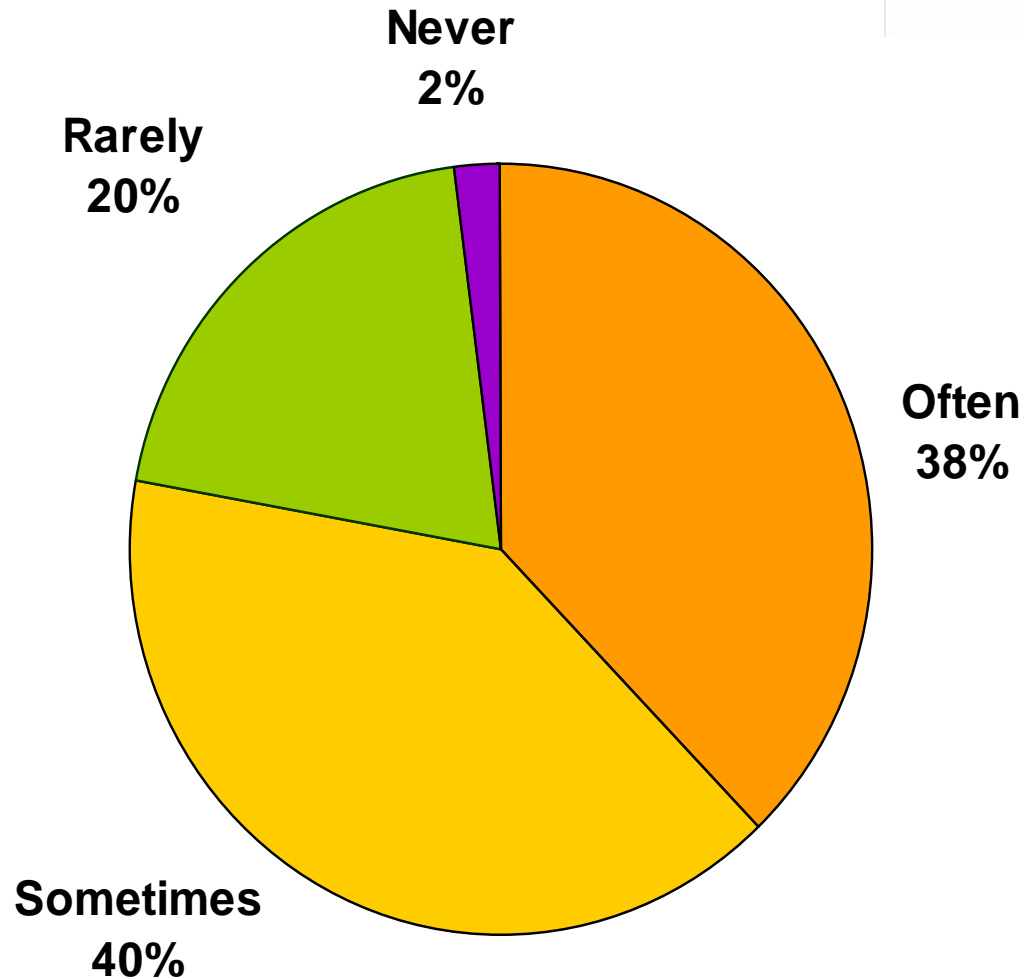
- Parents' Perception -



Always Ask	Total %	Gender of Child		Age of Child	
		Male	Female	9-11	12-14
Sports/running shoes	72	75	68	65	79
Clothing stores for child	51	46	57	40	62
Entertainment	34	34	35	31	38
VHS/DVD movies	33	30	36	32	34
Sports drinks	31	31	31	31	32
Snack food	28	28	28	27	29
Restaurants	25	25	26	26	24
Personal care items	20	17	24	12	28
Groceries	11	9	13	13	9
Electronic equipment	9	8	9	5	12
Stores for whole family	6	5	7	5	7
Bottled water	6	5	7	9	3
Batteries	5	5	6	5	5
Pet food	4	1	6	5	2
Cell phone	3	2	5	1	6

Frequency of Child Asking For Products Seen in Commercials

- Parents' Perception -



Frequency of Child Asking For Products Seen in Commercials

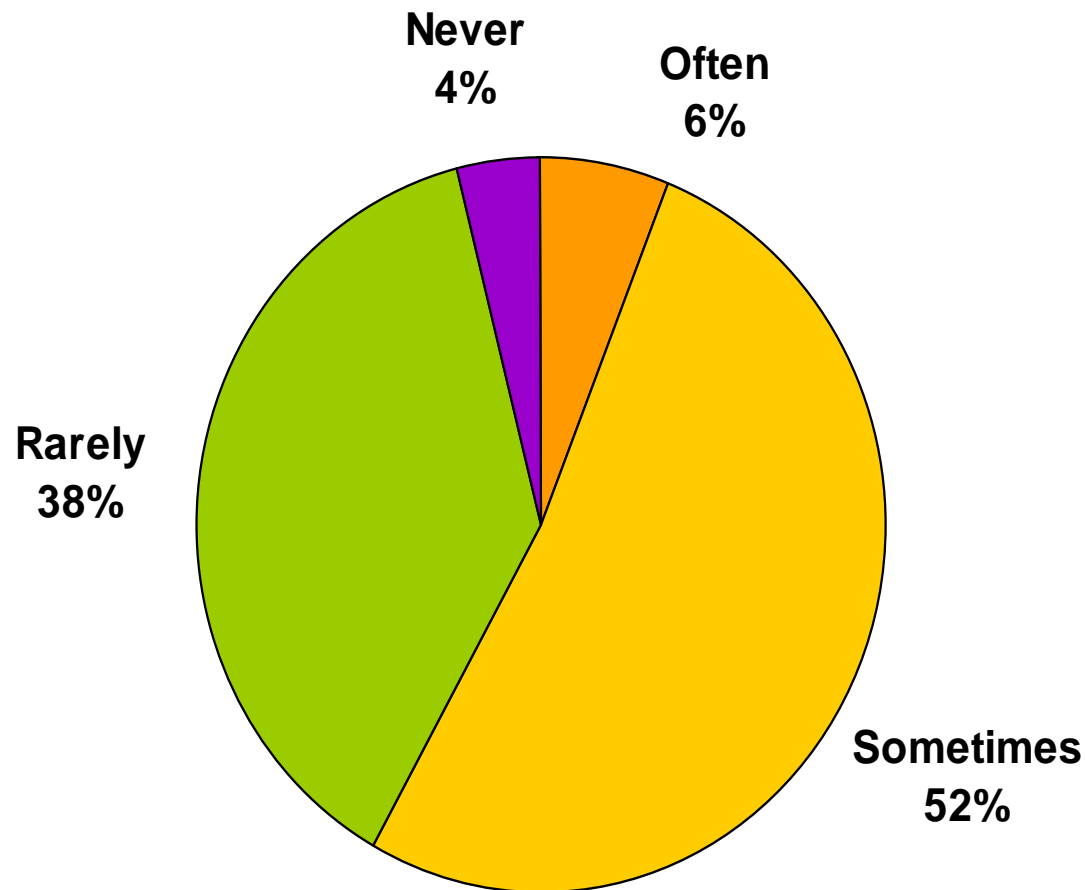
- Parents' Perception -



	Total %	Gender of Child		Age of Child	
		Male	Female	9-11	12-14
Often	38	38	38	46	29
Sometimes	40	38	41	41	39
Rarely	20	22	18	12	28
Never	3	3	3	1	4

Frequency of Parents Purchasing An Item Their Child Asked For After Seeing A Commercial

- Parents' Perception -



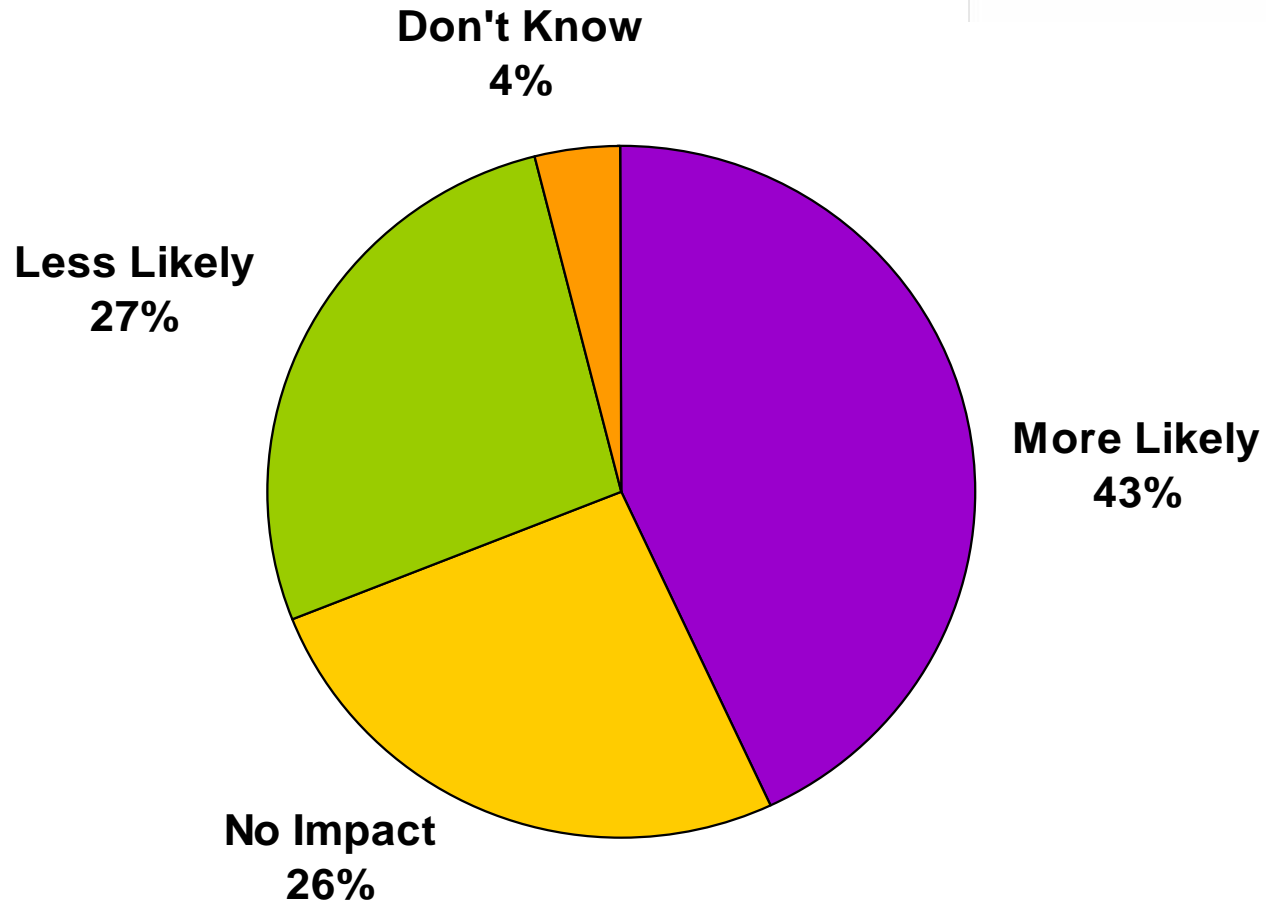
Frequency of Parents Purchasing An Item Their Child Asked For After Seeing A Commercial

- Parents' Perception -



	Total %	Gender of Child		Age of Child	
		Male	Female	9-11	12-14
Often	6	6	6	4	8
Sometimes	52	48	56	52	52
Rarely	38	40	35	39	36
Never	4	6	3	5	4

Impact of Co-viewing on Kidfluence



43% of parents say they are “more likely” to buy their child an item they see in an ad when they have co-viewed the commercial.

Impact of Co-viewing on Kidfluence



	Total %	Gender of Child		Age of Child	
		Male	Female	9-11	12-14
More likely	43	41	46	43	44
Less likely	27	27	27	28	26
No impact	26	26	26	25	26
Don't know	4	7	2	4	5



Kidfluence Kids Aged 9-14

Kidfluence – Highlights

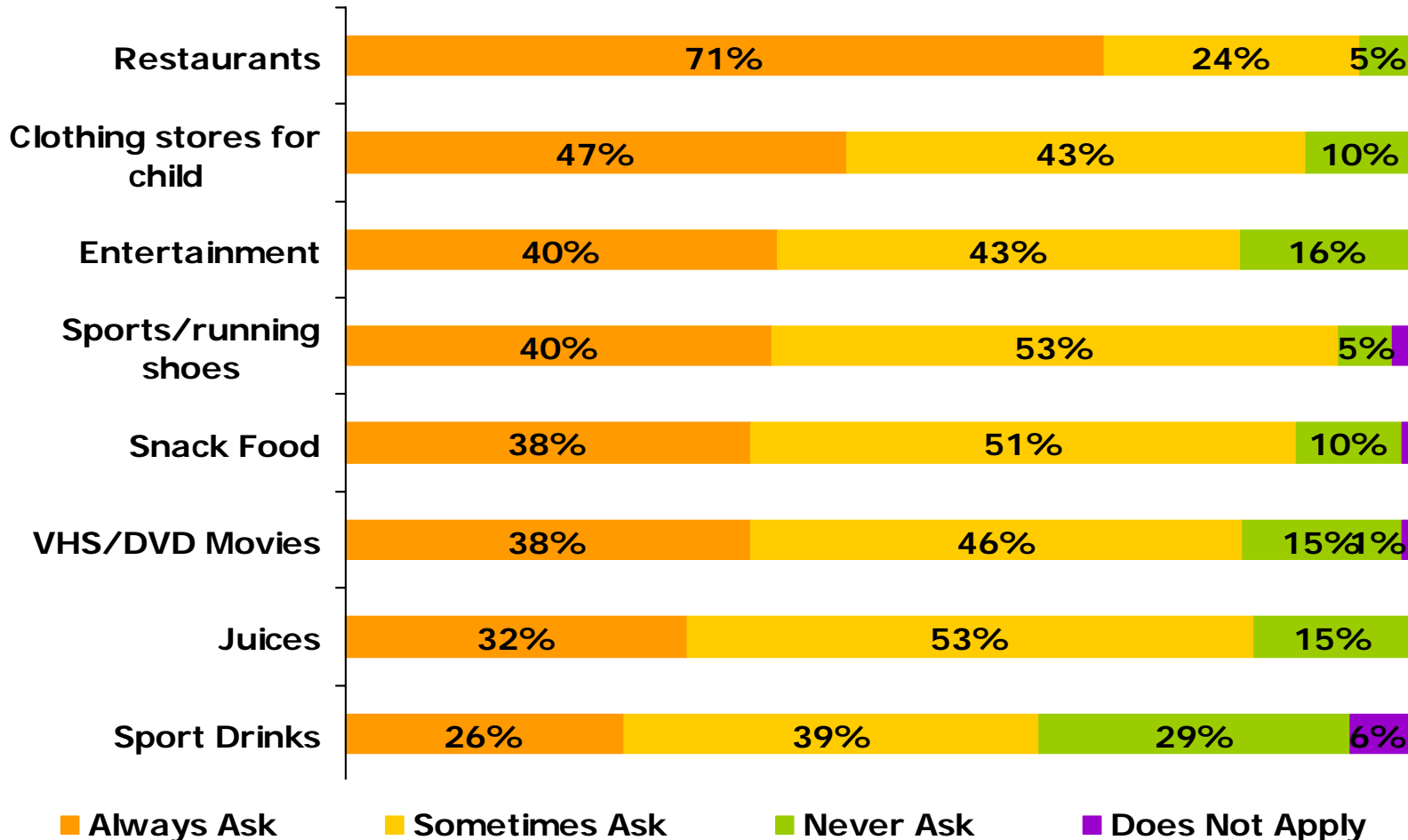
Tweens Aged 9 to 14



- Tweens (9 to 14) are most likely to be asked their opinion by parents about restaurants, clothing, shoes & entertainment.
- In general, older Tweens (12 to 14) are more likely to be asked their opinions on household family purchase decisions than younger Tweens (9 to 11).
- Older Tweens (12 to 14) are more likely to have a say in family grocery purchases than younger Tweens (22% vs. 9%).

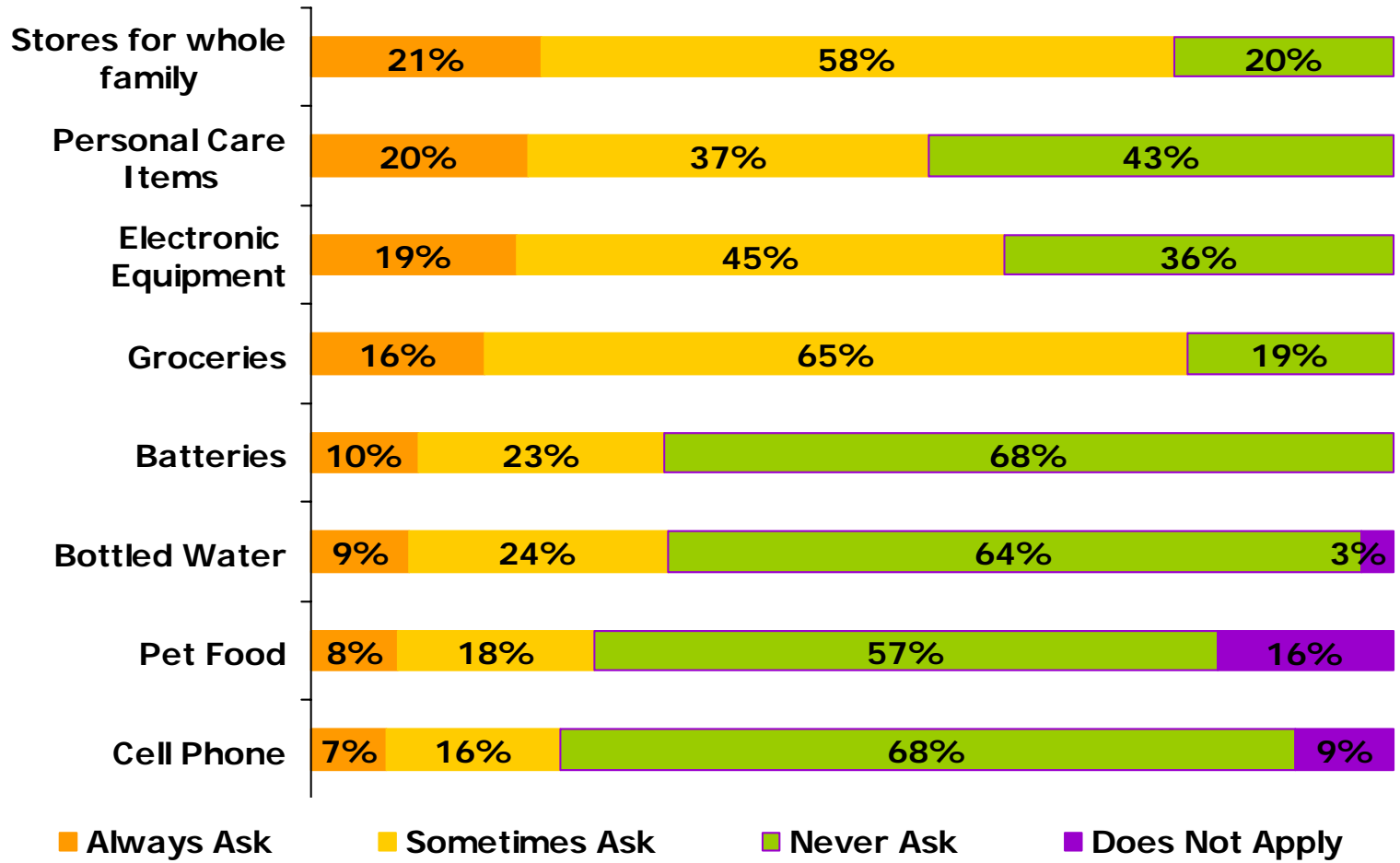
Frequency of Parents Asking Child's Opinion When Purchasing Specific Products

- Tween's Perception -



Frequency of Parents Asking Child's Opinion When Purchasing Specific Products

- Tween's Perception -



Frequency of Parents Asking Child's Opinion When Purchasing Specific Products

- Tween's Perception -



Always Ask	Total %	Gender of Child		Age of Child	
		Male	Female	9-11	12-14
Restaurants	40	37	43	32	48
Clothing stores for child	47	48	46	37	56
Entertainment	40	40	40	34	46
Sports/running shoes	71	70	73	64	79
Snack food	38	37	39	36	40
VHS/DVD movies	38	40	35	33	43
Juices	32	28	36	26	38
Sports Drinks	26	32	20	26	26
Stores for whole family	21	23	19	17	25
Personal care items	20	16	24	17	22
Electronic equipment	19	22	16	19	19
Groceries	16	12	19	9	22
Batteries	10	10	10	11	8
Bottled water	9	10	8	12	6
Pet food	8	6	10	12	4
Cell phone	7	6	8	5	8



Kidfluence Tweens' vs. Parents' Perception

Kidfluence – Highlights

Tweens’ vs. Parents’ vs. Perception



Frequency of Parents Asking Child’s Opinion When Purchasing Specific Products
 (“Always Ask” and “Sometimes Ask”)

Category	Tweens’ Perception	Parents’ Perception
Restaurants	95	92
Clothing Stores for child	90	83
Entertainment	83	*90
Sports / Running Shoes	93	92
Snack Food	89	*91
VHS / DVD Movies	84	*86
Juices	85	84
Sport Drinks	65	*68

* In some cases parents feel that their tweens’ influence is stronger than even the tweens themselves perceive it to be.

Kidfluence – Highlights

Tweens’ vs. Parents’ Perception



Frequency of Parents Asking Child’s Opinion When Purchasing Specific Products
 (“Always Ask” and “Sometimes Ask”)

Category	Tweens’ Perception	Parents’ Perception
Store for whole family	79	66
Personal Care Items	57	*62
Electronic Equipment	64	43
Groceries	81	80
Batteries	33	20
Bottled Water	33	24
Pet Food	26	14
Cell Phone	23	12

* In some cases parents feel that their tweens’ influence is stronger than even the tweens’ themselves perceive it to be.



Kids' Own Money Tweens Aged 9-14

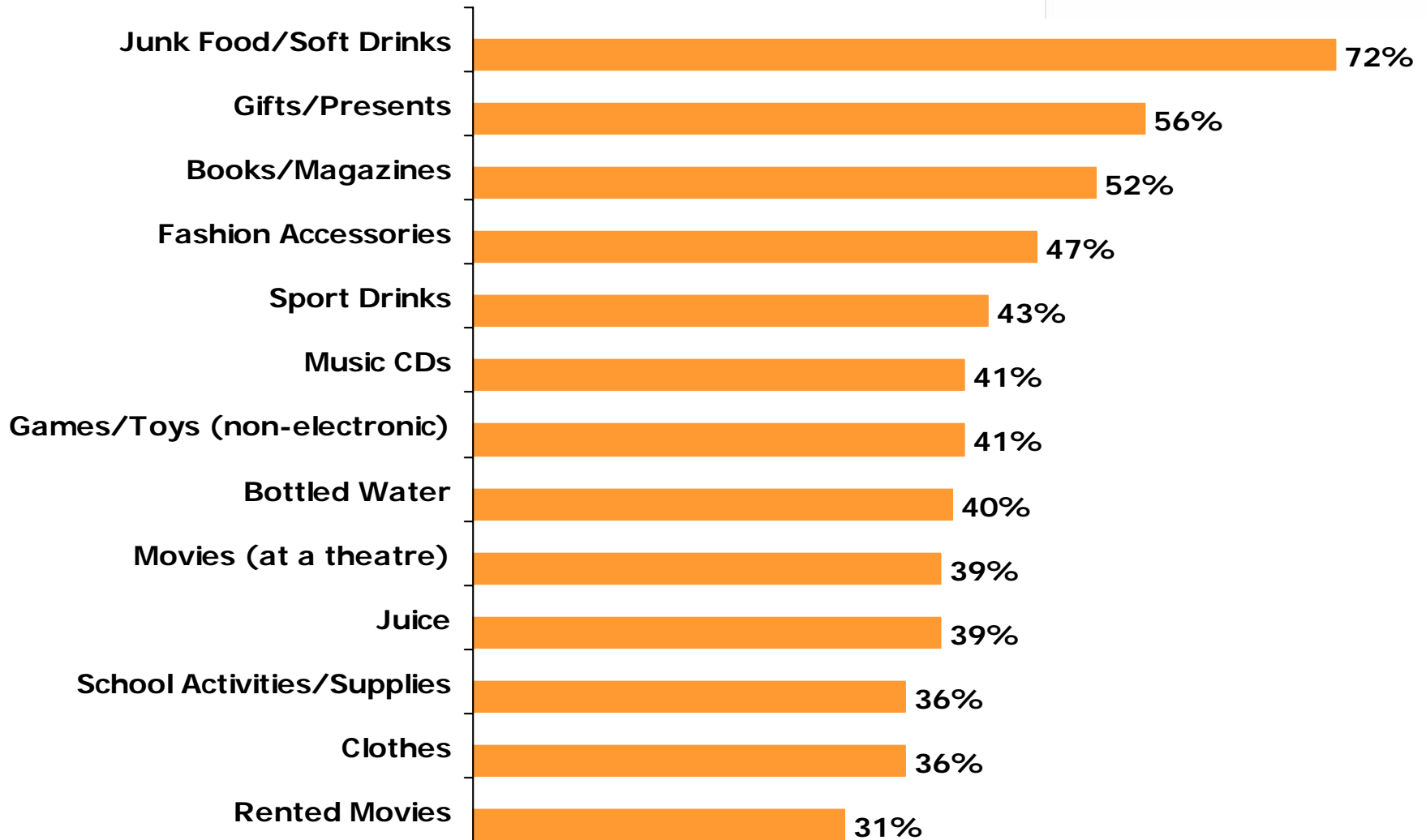
Kids' Own Money – Highlights

Tweens Aged 9 to 14



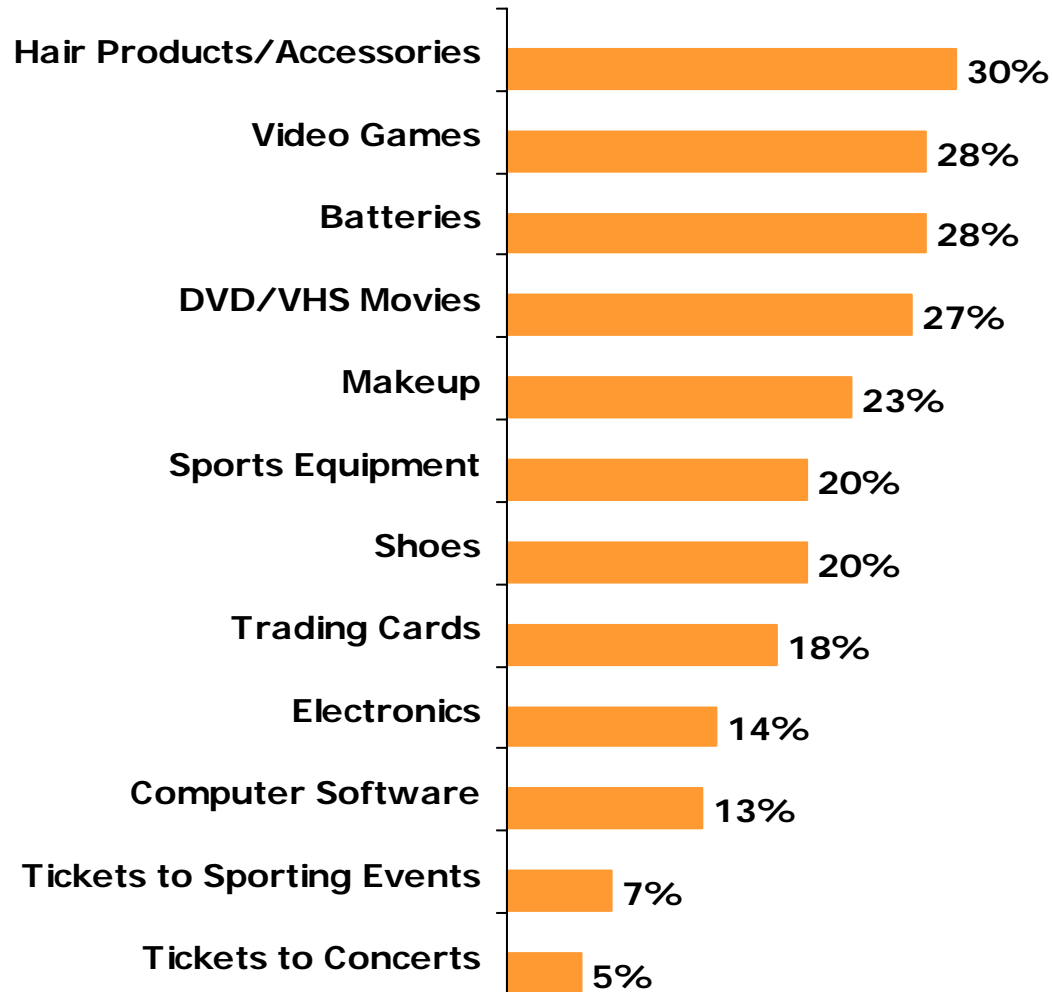
- Almost 3 out of 4 Tweens (72%) use their own money to buy junk food and soft drinks.
- In general, older Tweens (12 to 14) are more likely to use their own money to purchase items than younger Tweens (9 to 11).
- Tweens are least likely to spend their own money on concert tickets (only 5%) and tickets to Sporting events (7%).
- Tween girls are significantly more likely to spend their own money on hair products (45% vs. 15%), while boys are more likely to spend it on video games (50% vs. 6%).

Items Tweens Purchase With Their Own Money





Items Tweens Purchase With Their Own Money



Items Tweens Purchase With Their Own Money



	Total %	Gender of Child		Age of Child	
		Male	Female	9-11	12-14
Junk food/soft drinks	72	70	74	67	77
Gifts/presents	56	50	62	53	59
Books/magazines	52	43	61	43	62
Fashion accessories	47	34	60	38	56
Sports drinks	43	46	39	32	53
Music CDs	41	37	45	32	50
Games/toys (non electronic)	41	42	41	51	31
Bottled water	40	37	42	32	48
Movies (at a theatre)	39	38	39	23	54
Juice	39	39	39	33	46
School activities/supplies	36	34	39	30	43
Clothes	36	28	45	24	48
Rented movies	31	40	23	26	37

Items Tweens Purchase With Their Own Money



	Total %	Gender of Child		Age of Child	
		Male	Female	9-11	12-14
Hair products/accessories	30	15	45	26	34
Video games	28	50	6	28	27
Batteries	28	30	27	27	30
DVD/VHS movies	27	29	24	23	31
Makeup	23	2	44	16	29
Sports equipment	20	28	13	13	28
Shoes	20	19	22	15	26
Trading cards	18	32	5	28	8
Electronics	14	19	8	9	18
Computer software	13	20	7	11	16
Tickets to sporting events	7	9	6	3	11
Tickets to concert	5	5	5	3	7



Conclusion

- Tweens continue to exert huge influence on their parents' purchases; especially in the fashion, entertainment and food categories.
- Kidfluence is both overt and subtle. Even without tweens specifically asking (which they frequently do), most parents buy products they know their tweens like or want.
- Parental perception vs. tweens' perception on Kidfluence is not dissimilar. In fact, in many instances, parents felt their kids' influence was greater than the kids themselves.
- Co-Viewing is powerful. 43% of parents say they are "more likely" to buy their child an item if they have co-viewed the commercial with their child.