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SEPTEMBER 2003

KID RESEARCH

PARENTS SPEND OVER \$900 MILLION ON BACK-TO-SCHOOL CLOTHES AND SUPPLIES - A SIGNIFICANT INCREASE OVER LAST YEAR

With school just around the corner, Canadian children and their families are heading to the mall for some serious back-to-school shopping. According to early findings released from the *YTV Tween Report 2003, Wave 9**, Canadian parents with children aged 9 to 14 are spending over \$900 million on back-to-school clothing and supplies this year- up from \$800 million last year. This figure represents an average of \$391 per child.

Close to 40% of tween parents are spending more on their kids this year, while just over half of tween parents are spending about the same amount as they were in 2003. Parents' explanation for spending more than in previous years was that their children were outgrowing their clothes, their tastes were changing and that there is some pressure among their peers to wear the latest styles.

Also, this year more tweens are shopping for their own gear with 1 in 3 tweens receiving money from their parents to purchase back-to-school items on their own, up from just over a quarter of tweens last year.

**This is the ninth consecutive year for the YTV Tween Report, a national survey that tracks the lifestyles, attitudes and opinions of kids aged 9 to 14. Telephone interviews were conducted in June and July 2003 with over 1,000 youth and their parents. YTV commissioned ComQUEST Research to oversee the development of the questionnaire and conduct the survey.*

HIGHLIGHTS FROM THE RECENT GROCERY SURVEY ON YTV.COM

In July 2003, ytv.com conducted an online survey of Canadian kids aged 5 to 15 and asked them questions about items that can be purchased at the grocery store, from soup to batteries to suntan lotion. 2,429 kids (equally divided by gender) participated in this 1-week poll. Here are some highlights of the survey results.



KIDS AGREE THAT SOUP IS GOOD FOOD

When we asked kids, "**How often do you eat soup?**" almost 1 in 3 said they eat it at least a few times per week or more.

- 9% said "Almost everyday"
- 20% said "A few times per week"
- 42% said "A few times per month"
- 29% said "Rarely to never"

Total respondents = 2,328

CHICKEN NOODLE SOUP IS THE CLEAR FAVOURITE WITH KIDS

Kids like a variety of soup flavours but not surprisingly the clear favourite is still good old chicken noodle. When we asked, "**What is your favourite kind of soup?**"...

- 42% said "Chicken noodle"
- 8% said "Tomato"
- 7% said "Vegetable"
- 7% said "Mushroom"
- 5% said "Clam chowder"
- 4% said "Beef & vegetables"
- 1% said "Minestrone"
- 11% said "Other"
- 15% said, "I don't have a favourite"

Total respondents = 2,308

MOST KIDS WEAR SUNSCREEN

When we asked, "**Do you wear sunscreen when outside?**" the majority of kids (72%) said they did, at least "sometimes" if not more frequently.

- 12% said "Always"
- 25% said "Usually"
- 35% said "Sometimes"
- 17% said "Rarely"
- 11% said "Never"

Total respondents = 2,295


And when we asked, "**WHY do you wear sunscreen?**" kids were evenly divided, with...

- 50% saying "I think it's important to avoid getting a sunburn". And the other
- 50% saying "My parents make me wear it".

Total respondents = 2,254

NO CLEAR FAVOURITE BRAND OF SUNCARE FOR KIDS

There are several suncare products on the market made especially for kids, but when we asked, "**What is your favourite brand of suncare?**" 2 out of 5 kids said they didn't have a favourite.



19% said their favourite brand was Coppertone.

- 19% said "Coppertone"
- 13% said "Other"
- 12% said "Hawaiian Tropic"
- 10% said "Banana Boat"
- 5% said "Ombrelle"
- 1% said "Ban de Soleil"
- 40% said "I don't have a favourite"

Total respondents = 2,239

DURACELL AND ENERGIZER: THE BRANDS KID ARE REQUESTING

Kids influence a lot more than just toy and cookie purchases. Kids are even brand savvy when it comes to products that are not specifically targeting them. Almost 50% of kids ask their parents to buy a specific brand of batteries. When we asked, "**What brand of batteries do you ask for?**" the majority of kids (67%) said either Duracell or Energizer.

- 35% said "Duracell"
- 32% said "Energizer"
- 26% said "Other"
- 5% said "Radio Shack"
- 2% said "Ever Ready"

Total respondents = 2,183

KIDS THINK THE BATTERY THAT LASTS LONGER IS...

Energizer and Duracell are the top performers when it comes to kids. When we asked, "**Which battery do you think lasts longer?**" 88% of kids picked these two brands.

- 46% said "Energizer"
- 42% said "Duracell"
- 8% said "Radio Shack"
- 4% said "Ever Ready"

Total respondents = 2,180


KID TRENDS

FALL BACK-TO-SCHOOL STYLE

Whether you're a skater, punk, prep or goth (or a combination of all four), there is usually a celebrity "role model" inspiring it - be it an athlete, musician or actor. Here are some hot fashion trends hitting the school yard this fall...

THE PUNK/GOTH LOOK

These days, it's cool to relish the darker side of things and be surly (cutesy is out). Most parents



may not allow their kids to wear black makeup and pierce their bodies, but the younger set has found another way to express their version of the punk/goth style with branded clothing featuring off-beat characters such as Emily the Strange, Ruby Gloom and Happy Bunny. Bands like Evanescence and AFI are the trendsetters for this back-to-school trend.

80'S PUNK STYLE-TO THE MAX!!

Style from the 80's is in full swing, especially the new wave post-punk part of it (think Siouxsie & the Banshees). Older girls are all over plastic jewelry, off the shoulder shirts, leg warmers and fishnets. The younger girls often mix classic punk with something girly for a "pretty punk" look. Stars such as Good Charlotte and Kelly Osbourne are key influencers for this rad, mainstream punk resurgence.

Other popular 80's items include jelly bracelets, chunky charm necklaces, jeans with zippers everywhere and slouchy boots...we predict that stirrup pants and penny loafers will be next to make the 80's kid comeback list. It seems that if you make fun of something long enough it comes back in style (eg. the mullet).

SNOW, SURF AND TURF

Any form of clothing that goes with board sports - surf wear, skater punk and snowboarder gear is a sure hit, especially with boys. Avril Lavigne and the overall popularity of surfing these days has really influenced this trend.

THE ATHLETIC LOOK - NOT JUST FOR JOCKS

Many kids who may not be able to give you one team stat, are wearing sports inspired clothing. Athletic uniform based looks are bigger than ever for boys and girls - team jerseys, tracksuits (velour, 70's polyester, terry cloth), terrycloth sweatbands - basically anything sporty casual. This look has a lot to do with kids' love of sports and pro athletes, but also the urban music culture. Stars such as Eminem, J.Lo and Missy Elliott are often seen sporting tracksuits and throwback jerseys.

THE URBAN SOPHISTICATE

Anything urban inspired is cool. Khaki greens and browns are the colours of choice and denim and fatigues are key fabrics this fall. Poorboy hats and undershirt-style tanks are everywhere (as the weather gets colder these tanks will get layered under warmer gear). Belts with grommets, studs and domes as well as simple chains will adorn plenty of cargo pants this fall. Eve and J.Lo are at the forefront of the urban craze.

DIY (DO IT YOURSELF)

While it's always important to fit in, kids like to add a little personal flare to their stuff, which is why DIY, popular last fall, is still really hot. Kids love to personalize their backpacks with patches, pins, charms and other forms of "art" (be it graffiti, beading, drawings, etc.). Taking scissors to clothing like jeans and t-shirts and transforming them into one of a kind pieces is a popular way to reflect ones personal style these days. Iron-ons are also "in" again; just another way to make that shirt or backpack exclusively yours.



RETRO RUNNERS

Platform sneakers are out with retro sneaks taking centre stage. Almost every brand of sneaker is releasing their old skool, retro styles; such as Roos (runners with the pockets in them), Pumas, Asics Onitsuka Tigers, Converse and Vans (especially the slide-ons with the black and white checkers). High tops have also made a comeback, especially boxer boots.

GIRLIE GLAM

Glam will never go out with stars like Hilary Duff, Reese Witherspoon and Mary-Kate and Ashley Olsen in the spotlight. Their classy, mainstream looks are a hit with kids and parents alike. Pink is still the hot colour of the moment and argyle is still getting 'rocked' on everything from sweater vests to knee socks. Monogrammed clothing (especially if done in sequins or glitter) gets a big 'shout-out'. Other hot items include: ballet slipper shoes, miniskirts, faux-fur jackets and basically anything with a designer label.

BOYS AND BAGGY PANTS

Nothing much changes with your basic boy. Cargos and jeans are still the number one pant of choice and plaid shirts, hoodies and vintage style graphic T's are among their favourite tops. We'd also like to report that (unfortunately) they will continue to wear their pants baggy with the waist hanging down...waaay down. And as long as 'celebs' like 50 Cent and Allen Iverson keeps 'representn' this look, moms have little say in the matter.

DISCLAIMER: Trends listed here are determined by the buzz from the street, the net, and various publications. YTV does not guarantee that all of the trend information in this report will actualize, but we have our ear to the ground and will keep you updated on what's hot.

NEWS FROM SALES & CO-MARKETING

SCARY TEEN HALLOWEEN PROGRAMMING PACKAGE AVAILABLE

YTV is the #1 teen specialty network and we know that teens love to be scared silly. So we've created a VEEERY SCARY teen package for Halloween which includes:

- **1 x 30-second brandsell**
- **1 x 10-second closed captioning**
- **2 x 5-second open & close billboards**

To be aired during the following Teen Halloween specials:

Sat. Oct. 18, 10p-12m

Tremors

Sat. Oct. 18, 12m-2a

Tremors II: Aftershocks

Mon. Oct. 27 - Thur. Oct. 30, 8-8:30p

Freaky Stories

Mon. Oct. 27 - Thur. Oct. 30, 8:30-9p

Grizzly Tales for Gruesome Kids

Mon. Oct. 27 - Thurs. Oct. 30, 9-9:30p

Goosebumps

Mon. Oct. 27 - Thurs. Oct. 30, 9:30-10p Nightmare Room (back-to-back)
Mon. Oct. 27 - Thurs. Oct. 30, 10-10:30p Scary But True
Fri. Oct. 31, 8-10p (4 eps.) Mystery Hunters
Fri. Oct. 31, 10p-2am (4 eps.) Fear

Contact your YTV sales representative or visit ytvmedia.com for more details on this sponsorship opportunity.

PROMOTIONAL OPPORTUNITIES ON TREEHOUSE AND YTV.COM

Fully integrated promotions are almost completely sold out this Fall on YTV, however there are still lots of opportunities available on Treehouse and YTV.com.

Treehouse Opportunities

Canada's #1 network for pre-schoolers has a better-than-ever fall programming line up with great new shows and promotional opportunities to link in with these amazing programs:



- **Rubber Dubbers** - By the creators of Bob the Builder, this happy program brings tub toys to life.
- **The Wiggles** - The show based on the successful Australian kids' band. We dare you not to dance along!
- Plus **Barney** (yes that big purple dinosaur is back with all new episodes), **Thomas the Tank Engine** and **Bob The Builder**.

For more information, please contact Joanne Godel-Blatt at (416) 530-5134 or jgodel@corusent.com or visit <http://www.coruskids.com/>.

Opportunities on YTV.com

The perfect complement to Canada's #1 kids' network, YTV.com will have an exciting new look this fall. YTV.com is the best place to reach over 5,000 Canadian kids per week online, and get their opinions about your products via online surveys or polls.

And now advertisers will have access to specific gender and age demographics, for all of their YTV.com promotions. Online opportunities range from small contests to in-depth mini-sites which can include a variety of elements such as:

- Custom developed web game with product integration
- Product information page(s)
- Turnkey contest entry mechanism

For more information contact your YTV sales representative or visit ytvmedia.com.

IT'S GETTING VERY FESTIVE AT YTV

Summer holidays may just be winding down, but YTV is already gearing up for the Christmas holidays.



YTV is *the* destination for holiday programming with 250 kid and family Christmas specials including the exclusive premiere of the CGI feature *Barbie of Swan Lake* and the new Jimmy Neutron Christmas special, *Holly Jolly Jimmy*.

New live action movies include *Call Me Claus* and *All I Want for Christmas*. New to YTV is the family classic, *A Year Without Santa Claus* plus returning favourites such as *Charlie Brown Christmas*, *A Flintstone Christmas*, and *Rudolph the Red Nose Reindeer*. Plus we'll have several more *very* special programs under the tree, but it's too soon to unwrap.



For more information contact your YTV sales representative or visit ytvmedia.com for more details about advertising opportunities throughout the holidays.

YTV: THE KID-MARKETING SOLUTIONS PROVIDER

YTV has grown into a full service kid marketing solutions provider, with many affordable options. Leverage our kid expertise to help grow your business.

We can help in the following areas:

- Full creative services specializing in kid targeted TV commercials, print advertising & web production
- Product placement and / or branded content within YTV produced programs
- Customized on-air & online promotions
- Sampling opportunities within the YTV environment (Weird on Wheels)
- Licensing opportunities

Contact your YTV sales representative or visit ytvmedia.com for details on how to get us working for you.

Tell Us How We're Doing

Do you enjoy receiving the Take Note newsletter? Are you finding the information useful? We'd love to hear your suggestions on how to make this newsletter more useful to kid marketers. [YTV Take Note Feedback](#)

next newsletter

Watch out in October for the next issue of Take Note for more findings from YTV.



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