

The YTV Take Note newsletter covers the latest on kid research, trends and more. Click here to [SUBSCRIBE](#) or [UNSUBSCRIBE](#).



September 2006

This issue of Take Note has the latest on what's cool for back-to-school plus insights from our latest survey on YTV.com.

Kid Research

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Back-to-School Survey

It's that time of year again - time to go Back-to-School (BTS). Approximately 1,000 girls and boys aged 6 to 14 responded to the BTS survey on YTV.com conducted in August 2006. The survey asked kids what they think is cool for BTS in fashion, technology and food. Below are some highlights.

Back to School Blues

We asked kids why they most like going back-to-school and the number one answer for kids of all ages was 'to see their friends'. Almost half (43%) of the kids said they weren't actually excited to go back-to-school at all. Boys (30%) were least excited to go back to school compared to girls (13%).

I most like going back-to-school because I (Pick one):

	Boys	Girls
Get to see my friends	50%	54%
I'm not excited to go BTS	30%	13%
Get new BTS clothes	3%	19%
Will have a new teacher	6%	7%
Get to play on a sports team	11%	7%

Note: Younger kids aged 6 to 8 are most likely to be excited "to have a new teacher" (13%), compared to older kids 9 to 11 (7%) and 12 to 14 (5%).

What's Cool for Back-to-School

Cell phones topped the "cool list" for both boys and girls (aged 6 to 14) followed by team jerseys for boys (55%) and flips flops for girls (48%).

Which of these items are COOL? (Check all that apply)

	Boys	Girls
a. Cell Phone	94%	71%
b. Team Jerseys	55%	21%
c. Retro Sneakers	32%	22%
d. Blazers	27%	13%
e. Straight leg jeans	20%	25%
f. Crocs	18%	14%
g. Flip flops	15%	48%
h. Anything vintage	14%	15%
i. Bermuda shorts / Capri's	12%	36%
j. Cowboy boots	9%	10%
k. Bubble or pleated skirts	6%	23%
l. Cropped leggings	5%	8%
m. Printed or patterned tights	3%	8%

Kids Shopping With Mom & Dad

Kids 6 to 14 aren't just shopping with mom for back-to-school; 38% said they shop with either Mom or Dad.

Who do you USUALLY shop with for your back-to-school clothes & supplies? (Pick one)

Only Mom	45%
Either Mom or Dad	38%
Friend(s)	6%
My sister or brother	4%
By myself	4%
Only Dad	3%

Electronics Help Define Kids' Personal Style

The majority of kids, (72% of boys and 66% of girls) agree / strongly agree that electronics like cell phones and iPods help to define their personal style.

**How do you feel about the following statement:
"Electronics, like a cell phone or iPod help to define my personal style".**

	Boys	Girls
I strongly agree	39%	49%
Agree	27%	23%
Undecided	21%	15%
Disagree	8%	6%
I strongly disagree	6%	7%

Must Have BTS Gadget

Both girls and boys said the item they MOST want to go BTS was a laptop computer.

Which gadget would you most want to go back-to-school with? (Pick one)

	Boys	Girls
A laptop computer	42%	43%
A cell phone	31%	15%
A PSP	4%	23%
An iPod	19%	14%
A portable DVD player	4%	4%

Bagged lunches Top Most Popular List

The majority (56%) of kids surveyed say they are most likely to eat a bagged lunch; only a small percentage (10%) say they mostly eat Fast Food.

What are you most likely to eat for lunch when you are back at school?

A bagged lunch from home	56%
Prepackaged lunch kits (e.g. Lunchables or Lunchmates)	12%
I go home for lunch	12%
Nearby Fast Food (e.g. McDonalds, Burger King etc)	10%
School Cafeteria food	9%

Note: Only 7% of the kids surveyed between the ages of 6 to 8 go home for lunch. And more boys (13%) than girls (8%) said they were most likely to eat fast food for lunch.

Source: This information was obtained from the BTS survey on YTV.com conducted in August 2006. A total of 974 respondents (aged 6 to14) participated in the survey; split evenly by gender (50% boys & 50% girls).

KID TRENDS

Fashion

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Refuel for School

When it comes time for back to school the usual new items are necessary—backpack, binders, lunch bag, etc. And as far as clothes are concerned new jeans and runners are still sought, but the “need” for new electronics like computers, digital cameras and cell phones are being implied everywhere you turn. Luckily these items keep coming down in price and with stores like Wal-Mart and Best Buy targeting mom harder than any other retailer. It won't be long before most kid will refuse to be caught dead with last year's laptop.

It's not Déjà vu

Just as the Trend Team predicted, the few 80's fashion fads that began their comeback in 2004 have gained crazy momentum and will be in full force by the end of 2006! With so many 80's trends now in the mainstream, can the Bananarama-era styles be considered "old school" anymore? Some of the most recent comebacks include: "skinny" jeans, K-way jackets, headbands, leggings, jelly bracelets, sailor stripes and even polka dots!

Converse and Vans are still amongst the most popular sneakers for both boys and girls, but one brand that took summer by storm this year is CROCS. You're sure to have seen these on the street already and we're here to tell you it's no "croc"...kids and adults alike are jumping on the croc-wagon, and pronouncing their newfound loyalty to the bright rubber-esque slip-ons because of their durable quality and most of all, their comfort. Look out for the new CROC Prima "ballet" flats.

How Unique

As summer eases into fall, kids will be adding more layers to their traditional summer duds—pairing a skirt or shorts with footless leggings for the first few months of school and as it gets colder, adding legwarmers, or tights. Adding a big belt to this layered look and a pair of flats will ensure that she looks totally different, just like everyone else.

Music

Back to school albums we're pumped about...

Justin Timberlake (Future Sex/Love Sounds)

How long have we been waiting for JT's new album? Too long! The fierce singer is set to release his new album in September after a four year hiatus. His first single "Sexy Back" shows an entirely different side to Justin, some love it, some hate it, but everyone is listening to it; showing that Justin is and will always be a key player in the music scene.

Dashboard Confessional (Dusk and Summer)

The fourth album for this U.S. group is proving to be their best. With six years behind them as a group, "Dusk and Summer" is heating up the charts and finally proving that this all-boy group can attract a wide fan base. We love their beautifully written ballads and we rock out to their edgier songs!

Technology

For you Technofiles...

Online geeks get your typing fingers ready... Your cherished world of music, photos, and online socializing is now portable and mobile with Sony's back-to-school release of **Mylo**. Short for **My Life Online**, this personal communicator thingamajig lets you have, well, your life online wherever you go. And particularly for all you chat-aholics, it's a dream come true. You can connect wirelessly from any hotspot to browse the web and chat on GoogleTalk or Yahoo Messenger for as long as your battery or sore fingers will let you. With a pretty cool extendable QWERTY keyboard, it lets you type like you would at home, albeit on a very, very small scale.

Music fans should be pretty excited too – it's furnished with iTunes and lets you stream your favourite music with other Mylo buddies in the area, and vice versa. Who knows? Maybe kids can find some new, obscure bands to brag about at school the next day! Another big bonus is that it's also a Skype phone. Talk to your Skype buddies for free or make calls at super cheap rates!

But the big, big downfall, especially for all you techno nerds, is that this is NOT a cell phone and there is no gaming function [insert collective gasp here]... But perhaps with a successful run and excessive finger-crossing on your part, this toy may soon function the way you want it, allowing you to truly say that it's Your Life Online...

Entertainment

Book Report

According to a Scholastic **"Kids and Family Reading"** Report, 4 in 10 kids now use a technology device to read (mostly computers, but also iPods and other handheld devices). The study looked at kids aged 5-12 and the conclusion was that kids who use technology devices to read or listen to books are more frequent and engaged readers. Amongst other findings is the fact that kids say the main reason they aren't reading more is that they have trouble finding good books. Enter this little innovation...

Read All About It

HarperCollins is the first publisher to offer an online sampling of books with their **"Browse Inside"** program. Now readers of all ages can "try before they buy". Just a few books are available right now (and they're not necessarily kid titles), but the plan is to have this application to all books globally in the next year. HarperCollins has also launched a **Digital Media Café** that will provide rich audio and video content, free and paid, for sampling, streaming and download to portable digital players.

TV This Fall

Stop, Collaborate and Listen...

Now that most hit reality shows have been copied at least twice, it's time for something new...sort of... to hit the airwaves. Like in music, popular television shows are now being crossed (aka "mashed up"). The best example in the coming season is *Celebrity Duets*, a new show (exec. Produced by Simon Cowell) coming to FOX that is a mash up of American Idol and Dancing With the Stars, -- this reality show pairs celebrities with singing stars. Celebrities will be coached by the singers and together they will perform duets as viewers vote for their favorites.

[Click here](#) to see the complete YTV Kid Trend Report

NEWS FROM SALES & CO-MARKETING

Programming News



Here are some great sponsorship opportunities this Fall on YTV.

Friday September 29th will be an **ICKY Day in The Zone**. The Zone will be gross out central with back-to-back ICKY episodes leading up to the sneak peek of our brand new show *Grossology* – the animated series that invites kids to join in crime-solving adventures featuring fascinating science facts, vile villains and loads of gross-out humour.



Halloween starts early this year on YTV on Friday the 13th with the launch of *Ruby Gloom* – The Happiest Girl in The World. Plus lots of new Halloween specials.

And don't forget about the great movie premieres in ZAPX and 3 *Harry Thumbs Up* including *New York Minute*, *Cart Racer* and *Yu-Gi-Oh! The Movie*.



For more info on Fall Sponsorship packages contact your Account Manager or visit YTVmedia.com.

Latest Research on Co-Viewing

Did you know? **Parents watching television with their kids increases ad effectiveness!** Topline results from YTV's second phase of our Co-View study indicate that parents who watch television with their children are up to 3 times more likely to recall an ad (depending on the category) and have a more positive perception of the advertised brand versus non co-viewing parents. These results cross virtually every category and include travel & tourism, home electronics, dairy products, fast food, snack food & clothing.

For more info on Co-Viewing contact your Account Manager or visit YTVmedia.com

Tell Us How We're Doing

Do you enjoy receiving the Take Note newsletter? We'd love to hear your **suggestions** on how to make this newsletter more useful to kid marketers.

Next Newsletter

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