

## Teens

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### General Information

#### *Demographics*

- Age 13-19
- Evenly split between male and female
- 9% are employed
- 45% live in a city

#### *Technology and Media*

- 71% online
- 30% listen to iPod/MP3
- 27% listen to iTunes on a computer
- 20% watch music videos online
- 23% play video/computer games
- At least half have cell phones
- At least half text message on their cell phones
- They are considered “tech savvy”

#### *Household and Family*

- More than half (52%) are being raised by a single parent
- 22% are already parents
- Only 3% are single parents
- 55% are very stressed by school and 40% by their parents

#### *Business and Finance*

- 69% believe that they will own their own business someday
- They are impetuous in spending – heavy spenders on clothing
- They are brand conscious – highest percent (24%) that buy for brand
- They spend more at hairdressers than any other segment

#### *Attitudes on Race*

- A larger percentage than average (53%) prefer to describe themselves as “African American”
- Associates are predominantly but not exclusively Black – about 58% report having all or mostly Black friends, they report that about two-thirds of the people they regularly interact with are Black
- Teens are less likely than average to think that Black children should have Black role models
- They are more likely than average to report “acting more Black” when among Black friends (30% agree) and more likely to accept the use of Black slang/street talk as a way of maintaining Black identity (30% agree)
- 84% say it is important to preserve Black cultural traditions – but this segment is also the most likely to say that too much focus is put on the oppression of Blacks
- They don’t want to dwell on oppression – 52% say too much focus is put on the oppression of Blacks

## *Religious Beliefs*

- Only 7% completely agree that they trust God to take care of things
- 21% are not Christian
- Largest group (42%) who go to worship less often than monthly