

YMA YOUTH MARKETS ALERT

TRACKING CRITICAL TRENDS AMONG YOUNG AUDIENCES SINCE 1988

The Impact Children Have On The Purchases, Preferences, And Shopping Behaviors Of Affluent Families

Interest in sports is a key sign that households include children, says Ipsos Mendelsohn's Donna Sabino. "Excluding Hispanics, no one cares about soccer unless they have children."

This is especially true among affluent families (defined as those with household incomes of \$100,000 or more). Soccer and professional football are followed more closely by affluent families with children under age 18 than by affluent families without children.

As marketers seek out consumers who still

are spending despite the uncertain economic climate, affluent families are an increasingly sought-after target.

Kid Power In Affluent Families

Affluent families only comprise 8% of total U.S. households, but they are responsible for 17% of all consumer expenditures, and 21% of total household income. But the preferences and habits of these 9.3 million households differ from those of middle- and lower-income families, as well as those of affluent households without children.

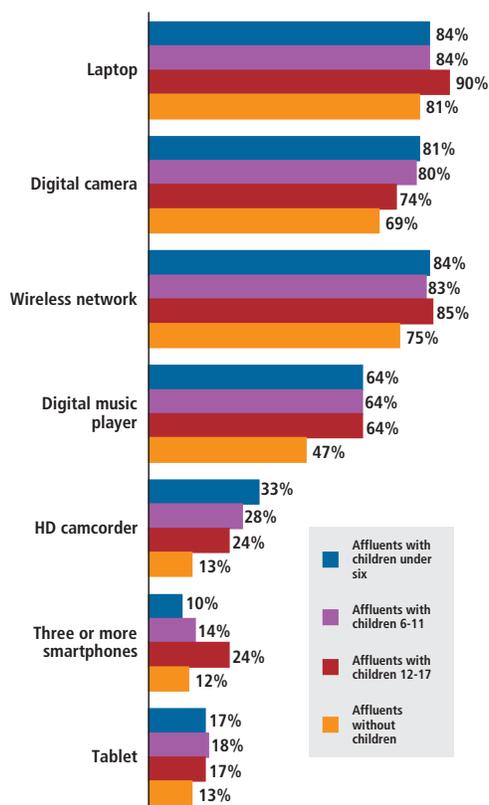
For one, kids dominate their world. Three in four affluent parents (73%) "definitely agree" that their families are their top priority in life, compared to 52% among affluent adults without children under age 18. Nearly three in 10 affluent families with children (28%) say they "almost always" purchase brands their children prefer.

One in two affluent families with children (50%) say the kitchen is the center of their family lives.

Affluent families favor gadgets that help

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DEVICES OWNED BY AFFLUENT FAMILIES, BY PRESENCE AND AGE OF CHILDREN IN HOUSEHOLD



SOURCE: Ipsos Mendelsohn

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49% of moms have knowingly sent a sick child to daycare or school.

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Parents feel that learning to use saving accounts is the most important financial lesson for kids.

KEY INFLUENCERS

Age Of Oldest Child Drives Moms' Purchases And Attitudes

The most important factor influencing moms' buying preferences is the age of their oldest child, according to Teri Thompson, CMO of Purdue University and founding member of the Marketing to Moms Coalition. These buying patterns are particularly evident in fast food and grocery purchases.

Drive-Thru Convenience

Moms of infants are 50% more likely than moms on average to say their fast food visits have increased year-over-year since the

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Affluent Families

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Affluent families with children are also more likely than affluent families without children to have attended religious services during the past year (67% vs. 58%).

enable them to save time and stay connected to their children. Affluent households with kids are more likely than those without children to own DVRs and to “always” use them to fast-forward through commercials. They are also more likely to access the Internet via smartphones, laptops, and/or tablets.

Affluent families with children spare no expense ensuring their homes are entertainment hubs. Seven in 10 (70%) watch TV or movies together as a family several times each week. The majority of these families own a flat LCD or plasma screen TV (76%) that’s larger than 40 inches (72%) and is connected to a game console (73%).

Affluent families also spend time and money on other parts of their homes. One in three (35%) plan on redecorating or remodeling soon, and 53% regularly take on do-it-yourself projects.

Affluent families with children think of themselves as influencers. Nearly half (47%) say they like to offer advice to others, and 62% spend time researching products before making a purchase.

The brand preferences, as well as shopping



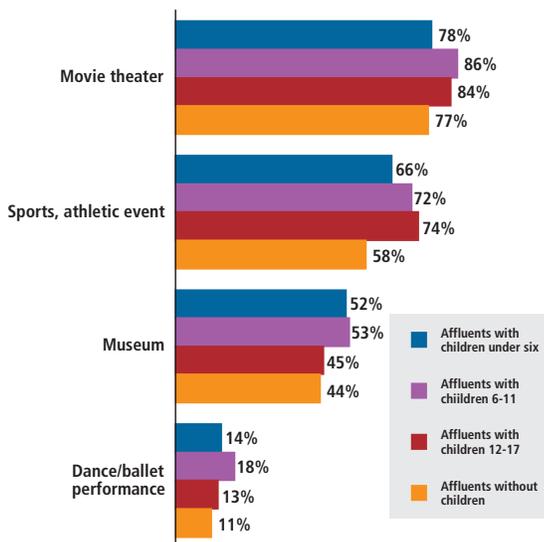
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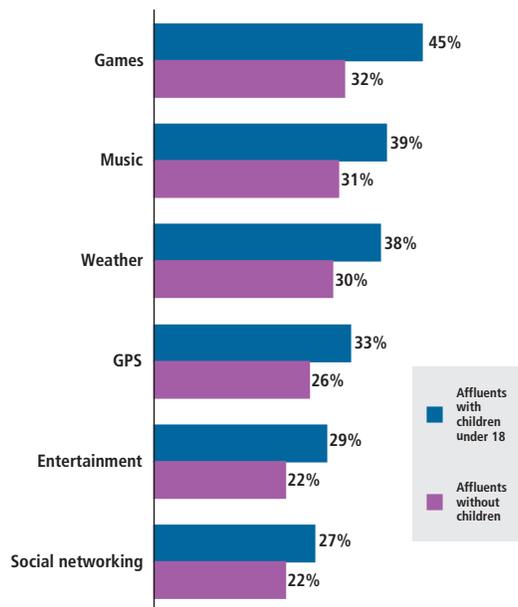
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ACTIVITIES ATTENDED BY AFFLUENT FAMILIES DURING THE PAST YEAR



SOURCE: Ipsos Mendelsohn

SMARTPHONE APPS USED BY AFFLUENT HOUSEHOLDS, WITH VS. THOSE WITHOUT CHILDREN

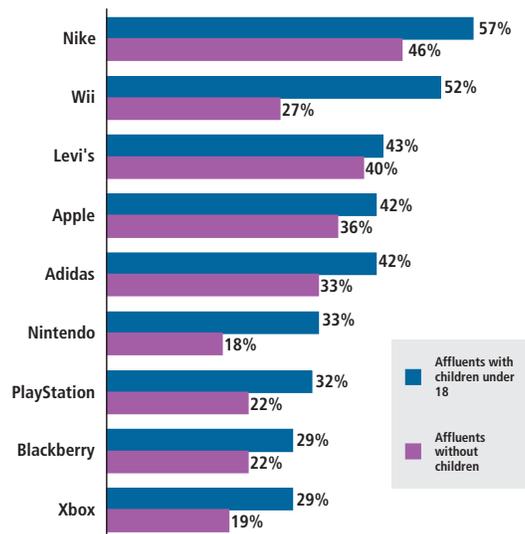


SOURCE: Ipsos Mendelsohn

habits, are dividing affluent households with children compared to those without children.

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BRANDS OWNED BY AFFLUENT HOUSEHOLDS, WITH AND WITHOUT CHILDREN



SOURCE: Ipsos Mendelsohn



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Tweens Show Their Love For Nintendo Wii, Oreo, McDonald's

Nintendo Wii, Oreo, and McDonald's top the list of most-loved brands among 6-12-year-olds, according to marketing agency Smarty Pants' annual "Young Love" report on the 100 most-loved brands among moms and kids ages 6-12. [The report separates well-known brands from the same company, such as Nintendo's DS and Wii, that are strongly identifiable on their own.]

According to the report — which encompasses more than 250 consumer brands across 20 categories — kids in this age group gravitate toward iconic, familiar, inclusive, and parent-approved brands. "i-devices" stole the show this year. iPod and iTouch outperform well-known brands like Toys R Us and the Disney Channel," says Smarty Pants' Wynne Tyree.

There are some brands that make moms' top 50 and not their children's, including Scholastic, Google, Subway, Target, and Campbell's Soup. Moms believe these brands provide some type of enhancement for children, whether it's nutrition, education, or simply being "better" than a competitor, says Tyree.

While brands can't "buy" their way onto the list, there are a few key tactics brands can employ to raise their profile among moms and 6-12-year olds:

MOST LOVED BRANDS, 2011, ACCORDING TO KIDS AGES 6-12 AND MOMS

Kids ages 6-12	Moms
1. Wii	1. Crayola
2. Oreo	2. Reese's
3. McDonald's	3. Disney
4. M&M's	4. M&M's
5. Doritos	5. Scholastic
6. Nintendo DS	6. Goldfish
7. iPod Touch	7. Wii
8. Chips Ahoy!	8. Google
9. Disney	9. Drumstick
10. iPod	10. Oreo
11. Cheetos	11. Subway
12. Toys "R" Us	12. Target
13. Skittles	13. Campbell's
14. Disney Channel	14. Doritos
15. Popsicle	15. Jell-O
16. Capri Sun	16. Quaker
17. Nickelodeon	17. Disney Channel
18. Goldfish	18. Chips Ahoy!
19. Lay's	19. Lego
20. Crayola	20. Pringles

SOURCE: Smarty Pants

Empowerment. It's important to offer a variety of options within your brand. A wide variety of choices appeals to a do-it-yourself mentality.

Focus On Product Design. While child-targeted advertising does enhance brand affinity, it's the products that either delight or fall short.

Don't Chase Cool. Moms and kids don't always agree on what is considered "cool." Moms' frame of reference for cool is fashion. For kids, it's tech. The brands that consistently rank high for both moms and their children don't really change year-to-year and this stability (and familiarity) is a key selling point.

Be Age-Appropriate, But Not Kid-Specific. Kids filter brands based on personal relevance. They will stay away from products or brands that feel babyish.

Make It Accessible. The velvet rope exclusivity tactic may appeal to teens, but 6-12-year-olds like brands they feel they can access. [BRANDS]

SOURCE: Smarty Pants, Wynne Tyree, President, 14 Dove Tree Ln., Jonesborough, TN 37659; 203-847-5766; wtyree@asksmartypants.com; www.asksmartypants.com.

Affluent Families

Continued from page 2

Nike, Nintendo and Sony products are more likely to be found in affluent homes with children than households without. Conversely, affluent households without children are more likely to favor L.L. Bean, Dockers, Liz Claiborne, and Tommy Bahama.

Although affluent shoppers with and without children are equally likely to visit Walmart, Target, and Best Buy, affluent families with children are more likely to shop at Kohl's, The Gap, and Apple. Affluent households without children are more likely to shop at Macy's, Nordstrom, Talbots, and Williams-Sonoma.

Affluent families with children also are more likely to have visited Chili's restaurants, Red Robin, and/or Texas Roadhouse within the past 12 months. It seems that children aren't much of an influencing factor in whether affluent families eat at IHOP (32% with children, 30% without). [CONSUMER SPENDING & ATTITUDES]

SOURCE: Ipsos Mendelsohn, Donna Sabino, SVP Kids and Family Insights, 275 Seventh Ave., New York, NY 10001; 212-524-8242; donna.sabino@ipsos.com; www.ipsos.com.

promotions monitor

FOOD/BEVERAGE

Crunch Pak

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www.crunchpak.com

The provider of prepackaged apple slices adds to its licensed Disney Foodles products with Princess-inspired products. The items feature a carriage-shaped tray and characters Ariel from *The Little Mermaid*, Aurora from *Sleeping Beauty*, Belle from *Beauty and the Beast*, and Tiana from *The Princess and the Frog*. Each package includes apples, grapes, cheese, and pretzels. Crunch Pak launched its Disney line in January with a Mickey Mouse-shaped tray. (*Disney Consumer Products, Nidia Tatalovich, 1101 Flower St., Glendale, CA 91201; 818-567-5389; nidia.tatlovich@disney.com; www.disney.com*)

ENTERTAINMENT/HEALTH & WELLNESS

PBS Kids

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www.pbskids.org

Launches "PBS Kids Eat Smart for a Great Start" multi-platform initiative to encourage health and fitness among today's children. The program includes:

- ▶ Throughout the fall and winter, the TV channel is airing food and fitness-themed episodes of its series including *The Cat in the Hat Knows A Lot About That*, *Curious George*, and *Sid the Science Kid*.
- ▶ The website PBSKids.org features educational games and tips on healthy eating habits. A partnership with All-Recipes.com showcases healthy and nutritious recipes that parents can prepare for their families.
- ▶ Sponsor Produce for Kids, an advocacy group created by Shuman Produce, is featuring PBS Kids characters on its website and is helping promote the program through its various platforms and partners. (*Produce for Kids, Heidi McIntyre, Executive Director, P.O. Box 781655, Orlando, FL 32878; 407-286-2080; heidi@mcintyremarketing.com; www.produceforkids.org*)

Sesame Workshop

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www.sesame.org

As part of its Healthy Habits for Life Initiative, Sesame Workshop teams with UnitedHealthcare for two health campaigns:

- ▶ A is for Asthma is a bilingual education effort featuring Grover and Big Bird to teach families about childhood asthma. The program offers tips, videos, activity sheets, and newsletters at SesameStreet.org/asthma
- ▶ Lead Away is a bilingual program featuring Bert and Ernie that educates families about lead poisoning. The website, www.sesamestreet.org/lead, features videos, activity sheets, and tips about prevention, lead testing, and the various health risks associated with lead. (*United Healthcare, Lynne High, 5901 Lincoln Dr., Edina, MN 55436; 952-992-5708; lynne_m_high@uhc.com; www.uhc.com*)

ENTERTAINMENT/MUSIC

Radio Disney

Kelly Edwards
Executive Director, Music
and Programming
3800 W. Alameda Ave.
Burbank, CA 91505
818-955-6700
www.radiodisney.com

The music division teams with Invisalign Teen for the N.B.T. (Next Big Thing) concert tour running through December 10. The events feature artists from season four of *N.B.T.* as well as former N.B.T. artists. Disney is promoting the tour via Radio Disney, Disney Channel, RadioDisney.com, and Facebook.com/radiodisney. The tour travels to New York City; Boston; St. Louis; Los Angeles; San Francisco; and Celebration, Florida. (*Align Technology, Sheila Tan, VP Marketing/CMO, 2560 Orchard Pkwy., San Jose, CA 95131; 408-470-1000; investorinfo@aligntech.com; www.aligntech.com*)

MEASURING RESULTS

Safeway

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EVP/CMO
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www.safeway.com

The grocery chain launched the "Easy for Mom, Better for Kids" campaign in 2010 to encourage kids to stay active and incorporate fresh fruit and vegetables into their diets. Under the campaign, Safeway and Augustine Ideas set up the LunchboxWinners.com website where visitors can find fun recipe ideas, such as learning how to create a pineapple lantern. Safeway also featured point-of-sale signage and materials supporting this program. Four events were held during the 2010-2011 school year with Olympic athletes Misty May-Treanor, Jason Lesak, Dominique Dawes, and Kristi Yamaguchi, who told motivational stories and provided healthy living tips. In total, the campaign was promoted in 1,500 Safeway stores, and the website has received more than 16,000 visitors. The campaign generated some 60 stories in national trade publications, regional newspapers, and local TV stations, and garnered more than 500,000 impressions.

research and insight

Moms Admit To Some Questionable Parenting Tactics

One in five moms say they have medicated their children to calm them down before traveling and one in 12 medicate their children on an average night in order to receive some downtime, according to a survey conducted by the Parenting Group and the *Today Show*. Almost one in two (49%) have knowingly sent a sick child to daycare or school.

Moms appear to value money over time with their kids. About four in 10 (42%) would prefer to receive a 50% raise at work rather than have 50% more time to spend with their kids. Nearly half (45%) would rather lose 15 pounds than add 15 points to their child's IQ.

Moms of boys have the most desire for a do-over. Of mothers who have ever wished their children were the opposite sex, two in three are moms of boys.

While moms admit to some questionable behaviors themselves, the vast majority (87%) are quick to judge one another. Moms are most critical with weight issues and weaning. One in three thinks negatively of moms of overweight kids and 43% think poorly of those who are still breastfeeding their children as toddlers. [PARENTING]

SOURCES: The Parenting Group, Rachel Fishman Feddersen, Director Digital Content, Strategy, and Design; 2 Park Ave., New York, NY 10016; 212-522-8989; rachel.feddersen@bonniercorp.com; www.parenting.com.

Today Show, Gina Stikes, Director of Marketing, 30 Rockefeller Plz., New York, NY 10112; 212-664-7403; gine.stikes@msnbc.com; www.today.com.

Math Knowledge Determined By First Grade

First graders who understand the number line and how to correctly place numbers on it are more likely to be successful in math as fifth graders, according to research published in the journal *Developmental Psychology*. Researchers monitored students from kindergarten through 10th grade to determine the most critical starting point for math skills. They find that math knowledge is incremental and that students must build upon a basic understanding or they will always struggle.

Being an early math whiz, however, doesn't correlate to other subjects. Researchers find early math skills have no impact on future reading ability. [EDUCATION]

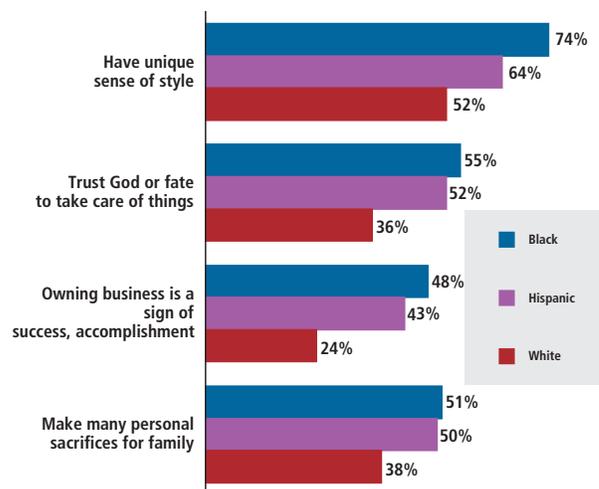
SOURCE: "Cognitive Predictors of Achievement Growth in Mathematics," *Developmental Psychology*, David Geary, University of Missouri, study author, 573-882-6268; gearyd@missouri.edu.

Millennials Maintain Pride With Own Cultures

Millennials are more diverse ethnically and racially than older generations. Ethnic children, for instance, will compose the majority of children under age 18 by 2019, according to the U.S. Census Bureau.

This diversity brings forth more openness and acceptance towards other cultures, according to Yankelovich. More than one in four millennials (27%) consider themselves

MILLENNIAL ATTITUDES AND BELIEFS, BY RACE/ETHNICITY, 2011



SOURCE: Yankelovich

extremely open to and accepting of other cultures, compared to 14% of seniors who feel the same.

Even though Millennials are open to other cultures, they also possess high levels of pride in their own cultures. The majority of Black (85%) and Hispanic (76%) Millennials say they would like to participate in more activities that celebrate their culture and heritage. [EMERGING MAJORITIES]

SOURCE: Yankelovich, Emily Ross, Marketing Director, 400 Meadowmont Village Circle, #431, Chapel Hill, NC 27517; 919-932-8858; emily.ross@thefuturescompany.com; www.yankelovich.com.

Nagging Drives Junk Food Purchases

Moms say packaging, characters, and commercials are the three main forces that compel their children to nag them for junk food, according to research published in the *Journal of Children and Media*. The study examines how kid-oriented junk food ends up in children's homes since they can't actually purchase these products.

While overall media use is not associated with nagging, one's familiarity with TV characters is associated with an increased likelihood of nagging.

Researchers find nagging falls into three categories: juvenile nagging, nagging to test boundaries, and manipulative nagging. Manipulative nagging, in particular, increases as children age.

Moms most commonly deal with nagging by limiting commercial exposure and by explaining their reasoning for not making the purchase. Giving in is cited as one of the least effective strategies. [FOOD/BEVERAGE]

SOURCE: *Journal of Children and Media*, August 2011, Johns Hopkins Bloomberg School of Public Health, Author, 624 Broadway, #745, Baltimore, MD 21205; 410-502-8977; dborzeko@jhsph.edu.

Mom Purchases

Continued from page 1

demands of caring for their infants leaves little time for their own food preparation.

In terms of where moms go, moms of preschoolers overwhelmingly prefer McDonald's, though pizza chains and Dunkin' Donuts also rank high. They are less likely to frequent Subway and Taco Bell because their children "do not readily consume sub-style sandwiches and spicy food," says Thompson.

There are some notable differences between the fast food habits of working and stay-at-home moms of preschoolers. Working moms are twice as likely as stay-at-home moms to visit fast food chains with their children regularly and to say that their preschoolers specifically request the restaurant.

While 49% of moms of preschoolers say their children provide input into the restaurant selection, this percentage increases to 65% among moms of elementary-aged children.

At The Grocery Store

Moms of preschoolers seek convenient, nutritious food choices with portion control. Moms would "rather spend time playing with or reading and singing to their child than fight the battle of perfect nutrition with the high chair occupant," says Thompson.

As with fast food preferences, the food buying habits of moms of preschoolers differs according to whether they work or stay at home. Working moms are less likely than stay-at-home moms to say their children specifically ask for "healthful" foods (11% vs. 18%) and more likely to hear requests for "treats," such as cookies and cupcakes (32% vs. 22%).

Working moms of preschoolers are more likely

than their stay-at-home counterparts to say their children request juice or juice drinks (32% vs. 21%), though they also served their children more fruits and vegetables than stay-at-home moms (51% vs. 41%).

Moms of elementary-aged children have less control over what their children eat. Three in 10 moms of elementary-aged children (30%) say their kids spend their own money on junk food.

While moms strive to make dinner and breakfast healthy and nutritious, they are less stringent about the after-school snack. They typically purchase these snacks at the grocery store, and feel that cookies and crackers are acceptable.

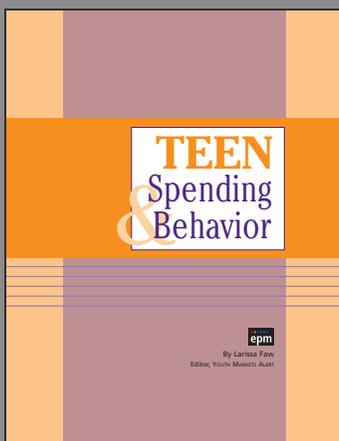
Moms of elementary-school kids seem to fall prey to pester power. Half of these moms (52%) say their children request treats, compared to 46% of moms of preschoolers who say their children ask for these items. Four in 10 moms of elementary-aged children say their children ask for soda, compared to 22% of moms of preschool-aged kids.

The middle school years usher in a shift from a child who nags for specific items to being the teen who takes on responsibility for part of the food shopping. Two in three moms of teens (64%) ask their children to help with chores, compared to 49% of moms of tweens.

In addition to the household food spending teens and tweens influence, they also spend their own money on food and beverages. Teens age 13-17 are four times more likely to spend their own money on soda than 7-12-year-olds (16% vs. 4%). Teens are twice as likely as tweens to spend their own money to purchase candy and gum (31% vs. 15%). [CONSUMER SPENDING & ATTITUDES, FOOD/BEVERAGE]

SOURCE: *Tuning Into Mom*, Teri Lucie Thompson, VP Marketing and Media, Purdue University, West Lafayette, IN 47907; 765-494-2082; tlthompson@purdue.edu; www.marketingtomoms.org.

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- ▶ Teens in households earning \$100,000 a year or more receive the lowest allowances and the least extra cash.
- ▶ Teens are most likely to spend their money eating out and on snacks.
- ▶ The number of 14-17 year olds is projected to increase 11% between 2015 and 2025.
- ▶ Teens spend almost 3 hours a day each on the Internet and watching TV.
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↑ marketers on the move

Urban Outfitters names **Terence Bogan** General Merchandise Manager of women's apparel (212-564-2313).

Brand Central names **Andrew Lelchuk** EVP Business Development and Marketing, overseeing marketing for clients that include Kellogg's, Dr Pepper Snapple Group, and Baja Fresh (310-268-1231). He was with Encore Software.

Online video tech firm Tremor Video names Anthony Flaccavento to the newly created New York Entertainment Sales Director, overseeing advertisements for its online portals (646-723-5300). He was with Athlon Sports.

CEC Entertainment, operator of the Chuck E. Cheese's restaurant chain, names **Scott McDaniel** as EVP/CMO (972-258-5413). McDaniel joins the company from PepsiCo, where he most recently served as a VP and was responsible for Frito-Lay North America's largest customer, Walmart.

CKE Restaurants, parent company of Carl's Jr. and Hardee's, promotes **Brad Haley** to CMO (314-259-6225).

With his appointment as President of Fox Consumer Products, **Jeffrey Godsick** joins the list of marketing executives taking over licensing departments at the Hollywood studios (310-369-0751). According to Fox, current consumer products head **Robert Marick** — a Disney veteran who joined Fox about two years ago as EVP Licensing & Merchandising — will report to Godsick (310-369-1279).

Children's Theatre Company names **Tim Jennings** Managing Director (612-874-0500). He was with the Seattle Children's Theatre.

Clothing retailer Quiksilver (714-889-2200) promotes **Craig Stevenson** from Americas region president to Global Brand President/Chief Operating Officer (craig.stevenson@quiksilver.com). **Rob Colby** is upped from Americas Chief Operating Officer to Americas region president (rob.colby@quiksilver.com).

YMA welcomes news of youth marketing personnel changes. Please send information to Larissa Faw, Editor, Youth Markets Alert, EPM Communications, 19 W. 21st St., 3rd Fl., New York, NY 10010; 212-941-1633, x16; e-mail: lfaw@epmcom.com; fax: 212-941-1622.

CONFERENCE CALENDAR

Kids @ Play Summit. January 10-13, 2012, Las Vegas Convention Center, Las Vegas, NV.
CONTACT: Living in Digital Times, Robin Raskin, Founder, 800-553-2399; summitinfo@kidsatplaysummit.com; www.kidsatplaysummit.com.

National Retail Federation's Retail BIG Show. January 15-17, 2012, Javits Convention Center, New York, NY.
CONTACT: National Retail Federation, Tami Sakell, Director Exhibit Sales, 202-661-3044; sakell@nrf.com; www.nrf.com.

Toy Fair. February 12-15, 2012, Javits Convention Center, New York, NY.
CONTACT: Toy Industry Association, Lindsay Bayliss, Meetings & Events Coordinator, 646-520-4875; lbayliss@toyassociation.org; www.toyassociation.org.

KidScreen Summit. February 15-18, 2012, Hilton New York, New York, NY.
CONTACT: Brunico, Meredith Jordan, Conference Producer, 416-408-2300; mjordan@brunico.com; www.kidscreensummit.com.

Media Summit New York. March 9-10, 2012, Lighthouse Conference Center, New York, NY.
CONTACT: Digital Hollywood, Victor Harwood, Conference Director, 212-352-9720, info@digitalhollywood.com; www.digitalhollywood.com.

Book Expo America. June 5-7, 2012, Javits Convention Center, New York, NY.
CONTACT: Reed Expo, Lance Fensterman, Event Director, 203-840-5507; lfensterman@reedexpo.com; www.bookexpoamerica.com.

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research notes

College Students Seek Healthier On-Campus Meals At Places That Stay Open Later

More than four in 10 college students (44%) say their school's dining program is "somewhat" important in deciding where to enroll, according to Technomic.

While two in three students (62%) eat at on-campus dining facilities at least weekly, only 34% are satisfied with their options. One of their biggest gripes is the lack of healthy offerings. Only 28% are satisfied their school provides enough healthy menu choices. Among other findings:

- ▶ 21% are limiting their meat consumption.
- ▶ 47% say food customization is very important so they can omit or substitute ingredients, up from 43% of students who felt this way in 2009.
- ▶ 48% "strongly agree" that they want on-campus dining facilities to stay open later at night. [FOOD/EDUCATION]

SOURCE: "College and University Consumer Trend Report," Technomic, Sara Monnette, Director Consumer Research, 300 S. Riverside Plz., Chicago, IL 60606; 312-506-3848; smonnette@technomic.com; www.technomic.com.

Half Of College Students Freely Divulge SSI

One third of college students (34%) are victims of identity theft, the single largest demographic falling prey to the crime, according to IdentityHawk.com, a unit of FYI Direct. One in seven data breaches in June 2011 (14%) occurred at educational institutions.

While these students are aware of identity theft, very few believe they will have their identities stolen. Furthermore students often provide their numbers more frequently than others. One in two students (48%) has their grades posted by Social Security number and 50% receive pre-approved credit card offers in the mail daily. [CRIME]

SOURCE: IdentityHawk.com, FYI Direct, Rob Qyse, 212-920-1470; 20 Glover Ave., Norwalk, CT 06850; rob.wyse@fyidirect.com; www.identityhawk.com.

Savings Accounts Are Finance 101 For Kids

Parents say teaching their children the basics of a savings account (81%) is the top financial lesson that children need to know in order to be fiscally responsible, according to online coupon website CouponCabin.com. Three in four (76%) feel imparting wisdom about bargain hunting and saving money is the most critical lesson, 73% think it's about budget creation, and 32% feel it's important to teach them about making investments.

Nearly half of parents (47%) feel it's important to teach their children about being financially savvy so they are properly prepared for the unexpected. A key way nearly half of parents (45%) teach their children money matters is through an allowance. They believe providing an allowance encourages kids to be responsible and to do their chores (78%), teaches them the value of a dollar (73%), and introduces them to the basics of budgeting (68%).

Among topics parents wish they had learned as children

are the fact that credit is not just free money, how to understand student loan issues, and to start saving for retirement at an early age. [FINANCE]

SOURCE: CouponCabin.com, Allison Nawoj, 1319 119th St., 2nd Fl., Whiting, IN 46394; 312-488-6664; anawoj@couponcabin.com; www.couponcabin.com.

Facts About U.S Children

The percentage of teens ages 12-17 enrolled in gifted classes has increased from 21% in 1998 to 27% in 2009, according to the most recent Census figures. Other findings:

- ▶ Youth participation in sports decreased from 41% in 2006 to 36% in 2009.
- ▶ The number of children who eat dinner with a parent seven times a week grew from 69% in 1998 to 72% in 2009.
- ▶ The proportion of children whose parents praised them at least three times a day increased from 48% in 1998 to 57% in 2009.
- ▶ In 2009, 45% of children ages 1-2 were read to at least seven times a week, up from 37% in 1998.
- ▶ In 2009, 5% of children ages 6-11 and 9% of teens ages 12-17 repeated a grade. [DEMOGRAPHICS]

SOURCE: U.S. Census Bureau, Tom Edwards, Public Information Office, 400 Silver Hill Rd., Washington, DC 20233; 301-763-3030; pio@census.gov; www.census.gov.

Middle-Income Military Families More Likely To Cut Back On Gifts, Not Decorations

Seven in 10 military families with household incomes of at least \$50,000 (70%) plan to cut back on their holiday spending this year, according to First Command Financial Services. More than four in 10 (42%) expect to reduce their gift budgets by at least \$400 compared to last year.

Military families are more likely than civilian families to plan on shopping on Black Friday (43% vs. 36%) and to plan to do most or all of their gift-buying during that day (37% vs. 27%) [CONSUMER SPENDING & ATTITUDES/HOLIDAYS]

WAYS MILIARY FAMILIES ARE CUTTING BACK THEIR SPENDING THIS HOLIDAY SEASON

Give fewer gifts per person	32%
Set a maximum amount on gifts	31%
Gives gifts to fewer people	28%
Stay closer to home/reduce travel	26%
Spend less on decorations	21%
Buy gifts from discount stores	20%
Spend less on food	18%
Make gifts themselves	10%

SOURCE: First Command Financial Services

SOURCE: First Command Financial Services, Mark Leach, 1 FirstComm Plz., Fort Worth, TX 76109; 817-569-2419; msleach@firstcommand.com; www.firstcommand.com.