*** SUMMARY ***

October 2002

Table of Contents

	Page
❖ Background	3
❖ Methodology	4
❖ Section 1: Learning What To Ask For	5
❖ Section 2: Mom, please get me a --	10
❖ Section 3: Tween Favourites	35
❖ Section 4: Nagging and Other Tween Strategies ...	42
❖ Section 5: "Kidfluence"	49
❖ Section 6: Tweens and Groceries	55
❖ Section 7: Off on Vacation.....	65
❖ Section 8: Money & Back-to-School Spending	69
❖ Section 9: Internet: Logged-on & Connected	83
❖ Section 10: Keeping in Touch	91

Background

- This is the eighth annual YTV study among Canadian "tweens" aged 9 to 14. (Although "kids" aged 6 to 8 were included, as an additional sample, in the 1999 through 2001 waves, this was not the case in the current study).
- The 2002 study continues to monitor some of the issues, involving tweens and their parents, that have been assessed in past years. However, much of the previous content was set aside this year in order that the current study could have added emphasis on 'kidfluence', the items that tweens ask their parents to get, and on the extent to which tween 'nagging' may influence household purchasing behaviour.
- The YTV 2002 Tween study was conducted and analyzed by Ifop-Canada Market Research.

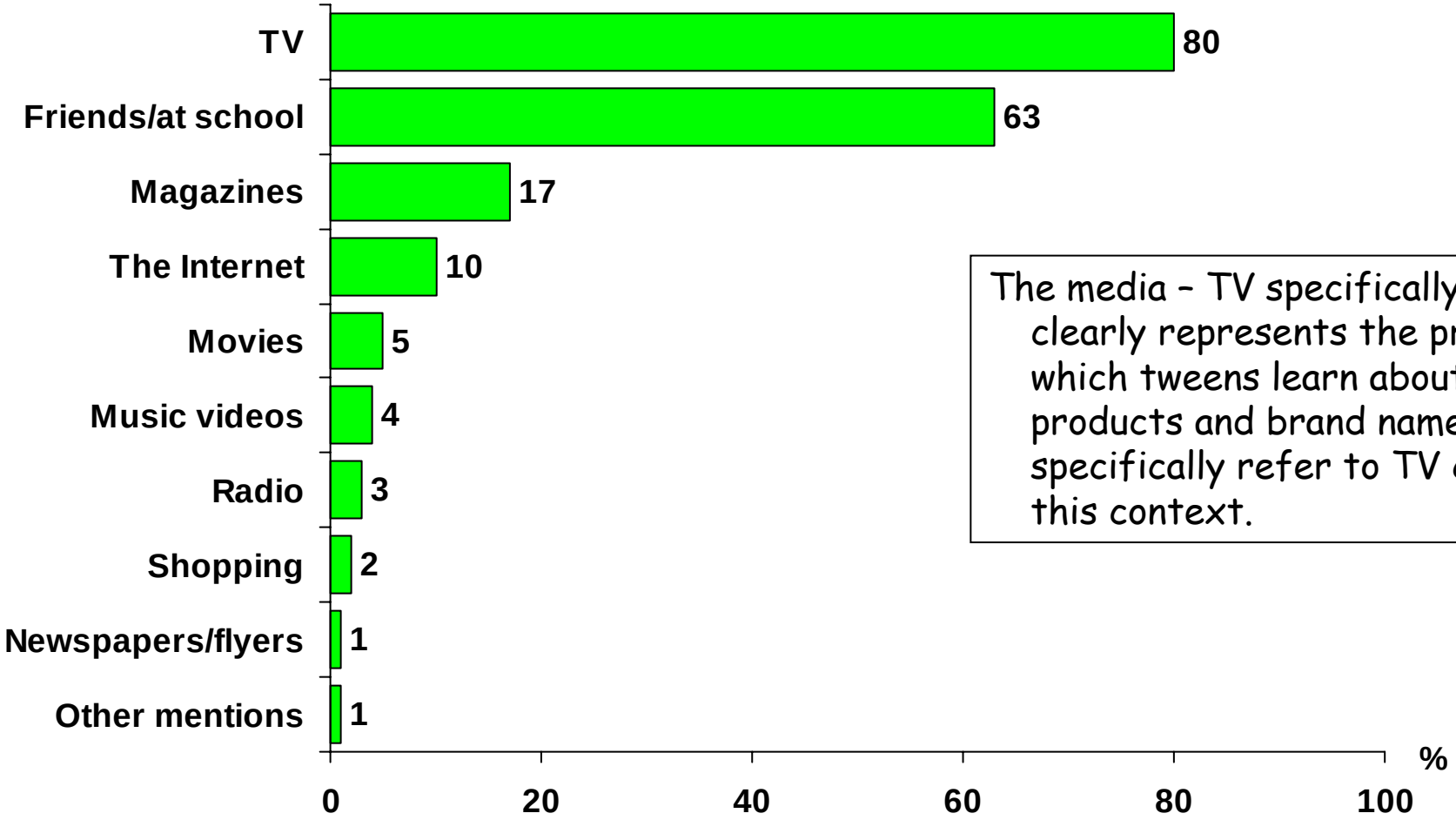
Methodology

- The method of contact was personal in-home interviews,commonly referred to as door-to-door interviews.
- A total of 401 interviews were completed across Canada in large and mid-size communities among tweens between the ages of 9 and 14.
- Interviews in Québec were restricted to Montreal Anglophone respondents (on the grounds that Francophones do not access YTV).
- Age and gender quotas were applied within each city — 50/50 split between boys and girls, and even divisions in each age group (9–10, 11–12 and 13–14).
- The sample was weighted according to the distribution of the population by region.
- Tweens — the average length of the interview was 30 minutes
- Parents — the parent answered a self-completion question during part of the time that his/her tween was being interviewed.
- Field dates — June 5th to July 7th, 2002.

Section 1:
Learning What to Ask For

How Tweens Usually Hear About Cool New Products And Brand Names

Base: Total Tweens



The media – TV specifically (80%) – clearly represents the primary way in which tweens learn about "cool" new products and brand names. Two thirds specifically refer to TV commercials in this context.

(Q.8a, T.28)

How Tweens Usually Hear About Cool New Products And Brand Names – YTV Mentions

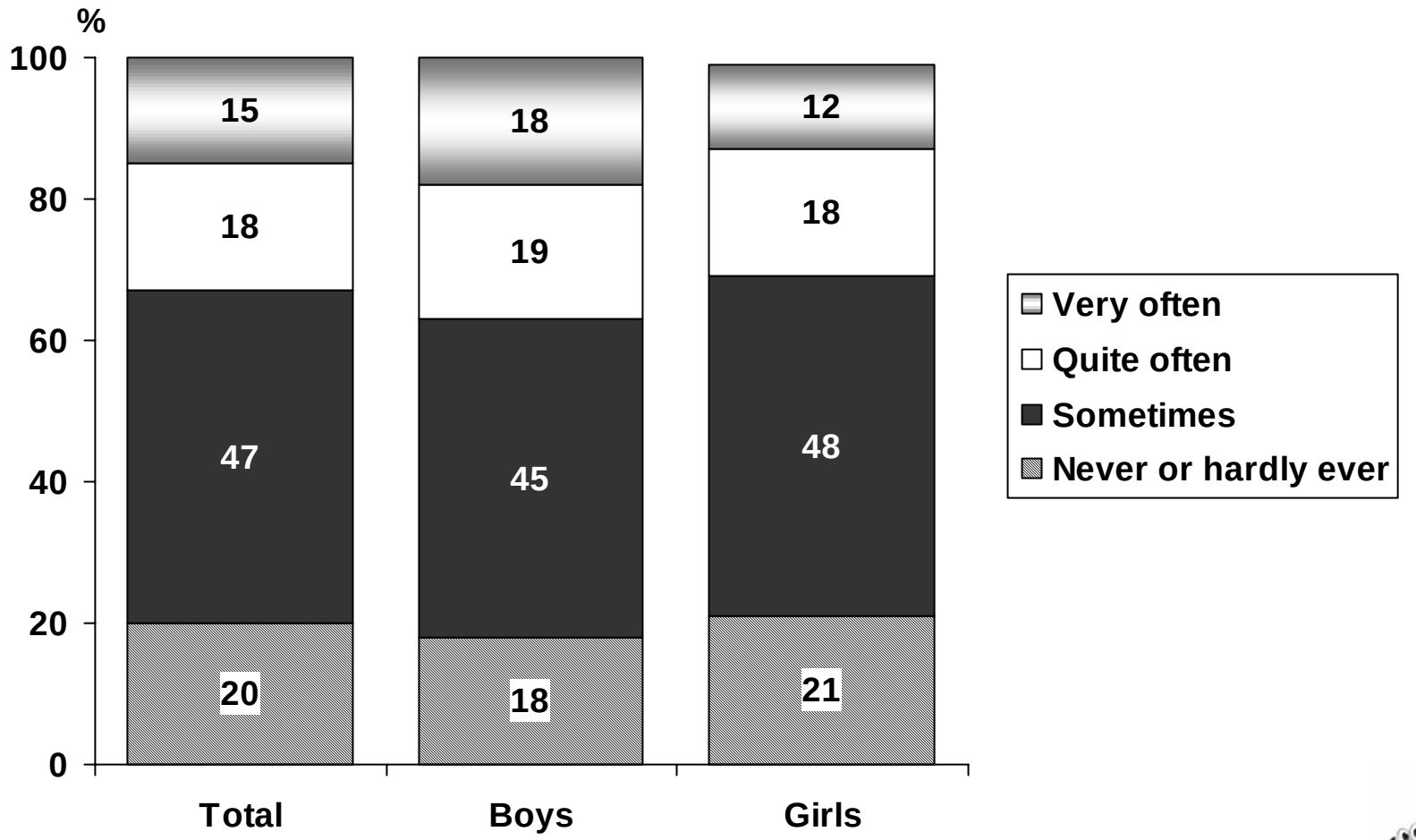
Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401) %	(135) %	(135) %	(130) %	(203) %	(198) %
YTV commercials mentioned unaided	27	30	31	22	22	33
YTV commercials – prompted total	50	52	46	53	54	47
* "Often" from YTV commercials	15	22	8	15	14	16
* "Sometimes" from YTV commercials	35	0	38	38	40	31
Total (unaided/prompted) from YTV commercials	77	81	77	74	76	79

(Q.8a, 8b, T.29)

I Asked For It Because I Saw It Advertised On TV –Tweens

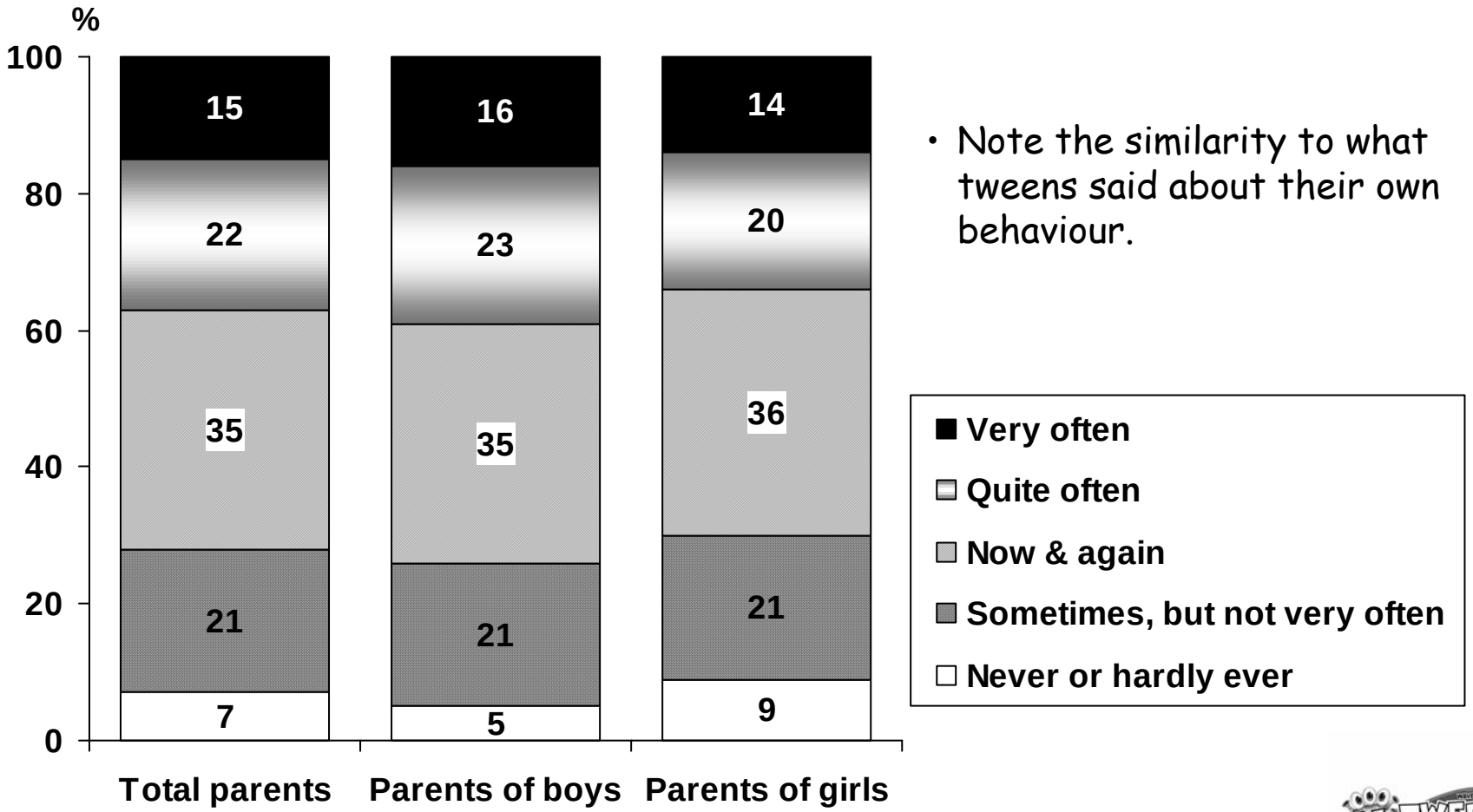
Base: Total Tweens



(Q.9, T.30)

My Tween Asked For It Because They Saw It Advertised On TV – Parents

Base: Total Parents of Tweens



- Note the similarity to what tweens said about their own behaviour.

(P.19, T.74)

Section 2:
"Mom, please get me a **"
(What tweens ask their parents to get for them)

Specific Items That Tween Has Asked For In The Past 6 Months

Base: Total Tweens (401)

	%
Fast food restaurants	89
Own clothing	82
Own sports/running shoes	76
Potato or Corn chips	76
Chocolate bars	75
Stores to buy clothing for tweens	71
Theme parks for family trips/vacations	65
Chocolate chip cookies	64
Pizza Pockets, Pizza Pops, or Chef Boyardee	64
Other candies	64
Games & toys	59
Hot dogs or luncheon meat	55
Soups	55
Places to go on vacation	55
Condiments (ketchup, mustard, relish etc.)	50
Yogurt	48
Popcorn	43
Batteries	42
Cheese	41
Lunch kits (i.e. Lunchables)	41
Crackers	36
Cell phones	30
Film for cameras	28
Skincare products	24
TV sets	22
Cameras	18
Hotels/motels for family vacations	14

Games & Toys – 39% among girls, but 79% among boys! → Games & toys

(Q.10a, T.31)

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Lunch Kits:						
Total asked for this item	**41**	**50**	**46**	**26**	**40**	**42**
- Lunchables*	31	39	35	18	**30**	**31**
- Schneiders	1	2	1	1	**1**	**2**
- Other brands	1	1	2	2	**2**	**1**
- Did not specify a brand	8	8	8	5	**7**	**8**

* This category was introduced as *"Lunch kits such as Lunchables"*

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Chocolate Bars:						
Total asked for this item	**75**	**76**	**73**	**74**	**75**	**74**
- Mars	14	11	14	17	**12**	**16**
- Snickers	8	9	6	9	**8**	**8**
- Kit Kat	7	7	9	5	**6**	**7**
- Crunchie	6	4	9	6	**6**	**7**
- Aero	6	8	6	4	**6**	**6**
- Mr. Big	4	4	5	5	**1**	**8**
- Caramilk	4	8	4	1	**5**	**4**
- Oh Henry	4	5	2	5	**4**	**4**
- Coffee Crisp	3	4	1	5	**2**	**4**
- Eatmore	2	2	2	2	**2**	**2**
- Crispy Crunch	2	1	2	3	**2**	**2**
- Twix	2	2	1	2	**1**	**2**
- Reese (unspecified)	2	2	-	3	**1**	**2**
- Other brands	12	13	10	13	**14**	**11**
- Did not specify a brand	7	6	11	5	**9**	**6**

(Q.10a,10b, T.32)

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Other Candies:						
Total asked for this item	**64**	**72**	**65**	**54**	**62**	**65**
- Jolly Ranchers	18	20	15	19	**16**	**19**
- Skittles	4	4	5	4	**4**	**4**
- Gum (brand unspecified)	3	3	4	4	**3**	**4**
- Sour Candy (brand unspecified)	3	4	3	3	**2**	**4**
- Smarties	2	3	2	1	**2**	**2**
- Sour Keys	1	2	2	1	**1**	**2**
- Ring Pops	1	2	1	-	**1**	**1**
- M&M's	1	1	1	1	**2**	**1**
- Push Pops	1	1	1	1	**2**	**-**
- Baby Bottles	1	2	-	-	**1**	**-**
- Other brands	5	4	5	6	**6**	**5**
- Did not specify a brand	24	26	26	14	**22**	**23**

(Q.10a,10b, T.32)

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Cheese:						
Total asked for this item	**41**	**44**	**46**	**34**	**41**	**42**
- Cheese Strings	18	26	18	10	**20**	**17**
- Cheddar (brand unspecified)	2	3	2	2	**3**	**2**
- Mozzarella (brand unspecified)	2	2	3	2	**3**	**2**
- Kraft	2	3	1	2	**2**	**2**
- Cheese Whiz	2	1	2	2	**1**	**2**
- Marble (brand unspecified)	2	-	3	2	**2**	**2**
- Black Diamond	1	1	2	1	**-**	**3**
- Other brands	1	-	3	-	**1**	**2**
- Did not specify a brand	9	5	11	10	**11**	**7**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Yogurt:						
Total asked for this item	**48**	**49**	**51**	**42**	**53**	**42**
- Mini-Go	11	8	15	11	**14**	**8**
- Danone/Petite Danone	5	4	7	5	**5**	**6**
- Yoplait	4	5	4	4	**5**	**4**
- Astro	3	1	5	4	**4**	**2**
- Frozen yogurt tubes (brand unspecified)	3	5	3	1	**3**	
- Silhouette	1	1	-	1	**1**	**-**
- Other brands	3	2	4	2	**1**	**4**
- Did not specify a brand	14	19	13	11	**17**	**12**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Chocolate Chip Cookies:						
Total asked for this item	64	64	66	63	**59**	**70**
- Mr. Christie's	27	23	32	25	**3**	**30**
- President's Choice	9	11	5	13	**8**	**11**
- Chips Ahoy	8	8	5	11	**9**	**7**
- Dad's	2	3	1	1	**2**	**1**
- Other brands	4	4	7	1	**2**	**6**
- Did not specify brand	16	20	15	12	**16**	**16**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Crackers:						
Total asked for this item	**36**	**42**	**35**	**31**	**40**	**33**
- Saltines (brand unspecified)	12	13	9	12	**4**	**9**
- Ritz	8	8	9	6	**7**	**8**
- Bretons	2	3	4	1	**3**	**1**
- Triscuits	1	1	-	2	**-**	**2**
- Wheat Thins	1	1	-	2	**-**	**2**
- Gold Fish	1	2	-	-	**1**	**1**
- Other brands	4	4	5	2	**4**	**3**
- Did not specify a brand	8	11	7	6	**8**	**8**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Soups:						
Total asked for this item	55	59	58	**48**	**57**	**53**
- Campbell's	21	22	23	19	**23**	**19**
- Lipton's Chicken Noodle	14	18	12	4	**15**	**14**
- Mr. Noodles	12	13	12	10	**11**	**13**
- Lipton"s	5	5	6	3	**5**	**5**
- Tomato (brand unspecified)	1	2	-	2	**2**	**1**
- Other brands	2	2	2	1	**<1**	
- Did not specify brand	4	3	6	3	**5**	**3**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	**(203)**	(198)
	%	%	%	%	**%**	%
Pizza Pockets, Pizza Pops, Chef Boyardee:						
Total asked for this item	**64**	**57**	**62**	**74**	**59**	**70**
- Pizza Pockets	38	32	39	43	**35**	**41**
- Pizza Pops	22	19	21	26	**20**	**24**
- Chef Boyardee	2	2	1	4	**1**	**4**
- Bagel Bites	1	2	1	1	**1**	**2**
- McCains	1	-	-	3	**1**	**1**
- Pilsbury	1	-	1	1	**1**	**1**
- Other brands	1	1	1	-	**-**	**1**
- Did not specify a brand	4	2	4	6	**5**	**4**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Hot dogs or luncheon meats:						
Total asked for this item	55	**66**	48	51	**49**	**61**
- Schneider's	20	25	16	20	**17**	**24**
- Shopsy's	3	2	2	3	**3**	**3**
- No Name	2	3	1	2	**1**	**3**
- Maple Leaf	2	2	2	1	**2**	**1**
- Other brands	5	4	6	4	**4**	**5**
- Did not specify brand	23	30	21	21	**22**	**25**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Condiments (i.e. ketchup, mustard, relish):						
Total asked for this item	**50**	**48**	**55**	**46**	**50**	**50**
- Heinz	37	36	42	34	**36**	**39**
- French's	7	5	9	8	**7**	**7**
- Miricle Whip	5	4	5	5	**6**	**4**
- No Name	1	1	-	1	**-**	**1**
- Hellmann's	<1	-	1	-	**1**	**-**
- Other brands	1	1	1	2	**1**	**1**
- Did not specify a brand	5	5	7	3	**7**	**4**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Fast Food Restaurants:						
Total asked for this item	89	93	86	87	**87**	**90**
- McDonald's	61	62	62	59	**63**	**59**
- Kentucky Fried Chicken (KFC)	16	13	17	19	**14**	**19**
- Wendy's	14	12	13	18	**18**	**10**
- Burger King	12	14	9	12	**11**	**12**
- Swiss Chalet	3	3	3	3	**3**	**3**
- A&W	2	2	2	2	**2**	**3**
- Dairy Queen	1	1	1	2	**1**	**2**
- Other brands	16	15	16	16	**14**	**18**
- Did not specify brand	1	2	1	1	**2**	**1**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Theme Parks to visit on Family Vacation:						
Total asked for this item	**65**	**68**	**64**	**64**	**66**	**65**
- Canada's Wonderland	24	22	26	24	**22**	**27**
- Disneyland/Disney World	23	29	19	21	**27**	**19**
- Ontario Place	5	5	7	3	**4**	**6**
- La Ronde	3	2	4	3	**3**	**3**
- Playland	2	2	2	1	**2**	**2**
- Calaway Park	1	1	-	3	**2**	**1**
- Pacific National Exhibition	1	1	2	1	**1**	**1**
- Other theme parks	11	15	9	9	**10**	**12**
- Did not specify a brand	2	1	2	4	**3**	**2**

Canada's Wonderland: Ontario 48%, Quebec 10%, Atlantic 5%, West 3%.

Disney Land/ Disney World: West 30%, Atlantic 25%, Ontario 20%, Quebec 7%.

La Ronde – 23% in Quebec, zero elsewhere.

Ontario Place: Ontario 8%, West 3% and zero elsewhere.

(Q.10a,10b, T.32)

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Skincare Products:						
Total asked for this item	**24**	**9**	**30**	**34**	**36**	**13**
- Oxy	7	1	10	10	**11**	**3**
- Neutrogena	2	-	2	4	**3**	**1**
- Bioré	1	-	-	3	**1**	**1**
- Noxema	1	-	1	1	**1**	**-**
- Other brands	9	3	11	2	**14**	**4**
- Did not specify a brand	4	3	5	2	**3**	**4**

(Q.10a,10b, T.32)

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Own Clothing:						
Total asked for this item	**82**	**77**	**84**	**84**	**86**	**78**
- Gap	14	14	12	15	**17**	**11**
- Old Navy	8	4	12	9	**10**	**6**
- Wal-Mart	7	12	5	5	**7**	**8**
- Stitches	7	3	8	10	**8**	**6**
- Zellers	5	6	6	2	**6**	**4**
- Nike	4	3	6	3	**-**	**8**
- Le Château	1	1	2	1	**3**	**-**
- Jacob Jr.	1	1	3	-	**2**	**-**
- Northern Getaway	1	1	1	-	**1**	**-**
- Bootlegger	1	1	-	1	**1**	**-**
- Other brands	26	14	29	36	**24**	**28**
- Did not specify a brand	19	24	16	16	**21**	**16**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Stores at which to buy Clothing:						
Total asked for this item	**71**	**63**	**73**	**78**	**78**	**65**
- Gap	13	12	16	13	**17**	**10**
- Wal-Mart	12	19	11	5	**12**	**12**
- Old Navy	9	6	10	12	**11**	**8**
- Zellers	9	12	10	6	**10**	**8**
- Stitches	8	-	9	16	**8**	**8**
- Sears	3	2	3	5	**4**	**3**
- Randy River	3	-	3	5	**-**	**6**
- Bootlegger	2	1	3	2	**4**	**-**
- Club Monaco	2	-	2	3	**2**	**1**
- Northern Getaway	1	2	2	-	**2**	**1**
- Suzy Shier	1	-	1	2	**2**	**-**
- Banana Republic	1	2	-	1	**2**	**-**
- Thrifty's	1	-	-	2	**1**	**-**
- American Eagle Outfitters	1	-	-	1	**1**	**-**
- Other brands	26	16	30	33	**30**	**22**
- Did not specify a brand	6	7	6	5	**6**	**6**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Running/ Sports Shoes for You:						
Total asked for this item	**76**	**70**	**80**	**79**	**71**	**81**
- Nike	**33**	28	35	37	**29**	**38**
- Adidas	10	10	9	13	**11**	**10**
- Wal-Mart	3	6	2	2	**4**	**3**
- Other brands	24	20	26	26	**20**	**28**
- Did not specify a brand	12	10	16	9	**15**	**8**

(Q.10a,10b, T.32)

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Games & Toys:						
Total asked for this item	**59**	**69**	**59**	**48**	**39**	**79**
- Nintendo	23	27	22	21	**12**	**35**
- Playstation	21	19	23	20	**10**	**31**
- Game Boy/Advance	3	5	2	2	**2**	**4**
- Other brands	3	3	4	2	**1**	**5**
- Odid not specify a brand	6	7	9	3	**8**	**4**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Batteries:						
Total asked for this item	**42**	**39**	**42**	**45**	**35**	**50**
- Energizer	19	13	27	17	**14**	**24**
- Duracell	14	12	10	19	**11**	**16**
- Store brand	1	-	2	2	**2**	**1**
- Other brands	1	2	-	2	**-**	**2**
- Did not specify a brand	9	13	7	7	**8**	**10**

(Q.10a,10b, T.32)

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
TV Sets:						
Total asked for this item	**22**	**22**	**20**	**23**	**19**	**24**
- Panasonic	5	5	2	8	**3**	**7**
- Sony	4	3	2	7	**3**	**5**
- RCA	1	1	1	2	**2**	**1**
- Other brands	3	2	4	2	**1**	**4**
- Did not specify a brand	8	10	10	4	**9**	**7**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Cameras:						
Total asked for this item	**18**	**18**	**21**	**14**	**20**	**16**
- Canon	3	2	4	3	**2**	**3**
- Disposable (brand unspecified)	2	2	2	1	**2**	**2**
- Other brands	6	5	7	6	**6**	**6**
- Did not specify a brand	7	9	6	5	**9**	**4**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Film for cameras:						
Total asked for this item	**28**	**19**	**29**	**36**	**35**	**21**
- Kodak	17	10	16	25	**22**	**12**
- Black's	3	2	4	3	**3**	**3**
- Other brands	3	1	3	4	**3**	**3**
- Did not specify a brand	6	5	6	6	**8**	**4**

Brands Tweens Ask For Specifically – continued

(Unaided brand mentions)

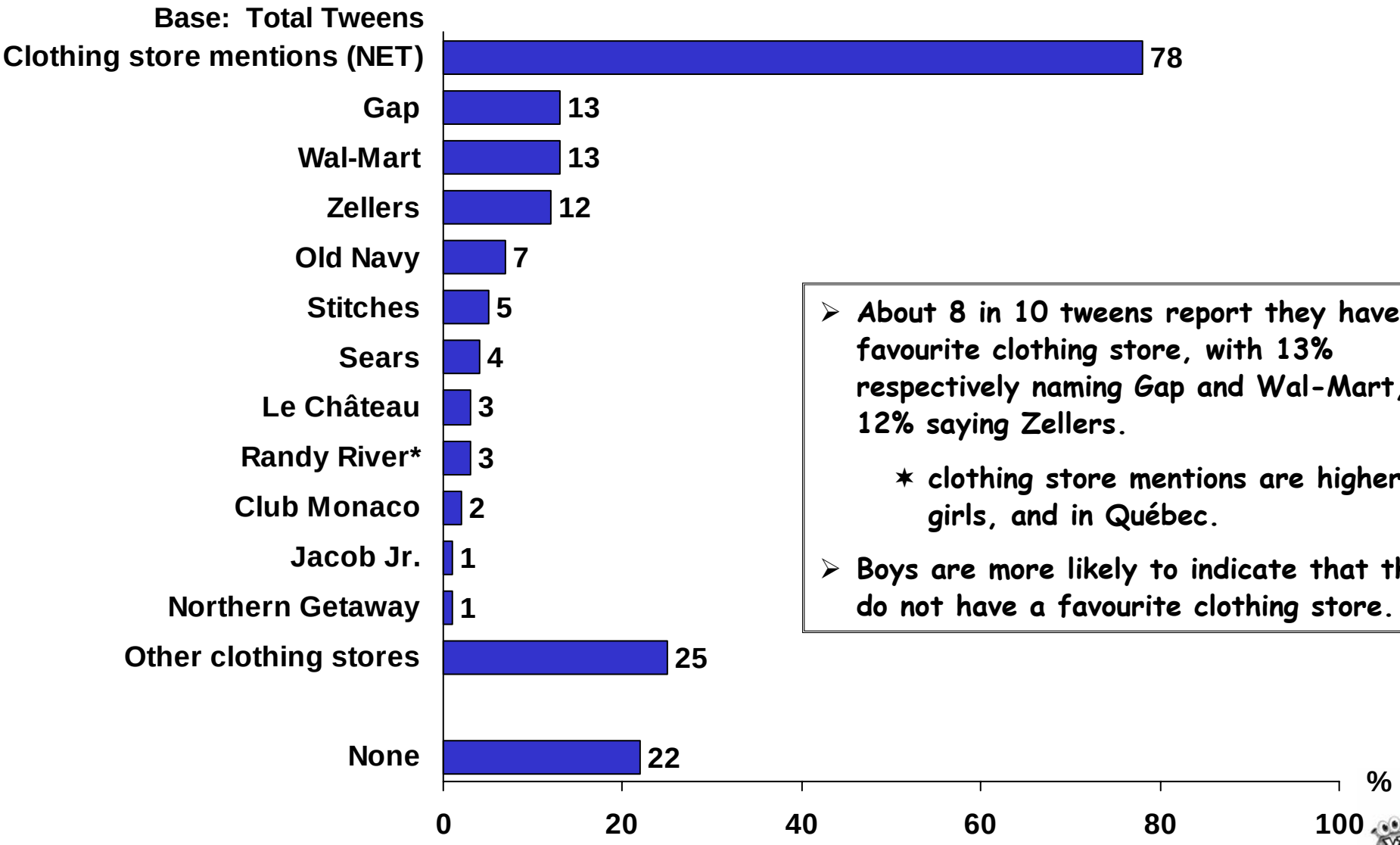
Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Cell Phones:						
Total asked for this item	**30**	**20**	**35**	**35**	**30**	**30**
- Nokia	9	6	11	10	**8**	**11**
- Motorola	6	2	6	9	**5**	**7**
- Fido	5	4	5	7	**6**	**4**
- Mitsubishi	1	1	-	2	**2**	**-**
- Other brands	<1	-	-	1	**1**	**-**
- Did not specify a brand	9	8	12	7	**9**	**9**

(Q.10a,10b, T.32)

Section 3:
Tween Favourites

Favourite Clothing Store - Unaided



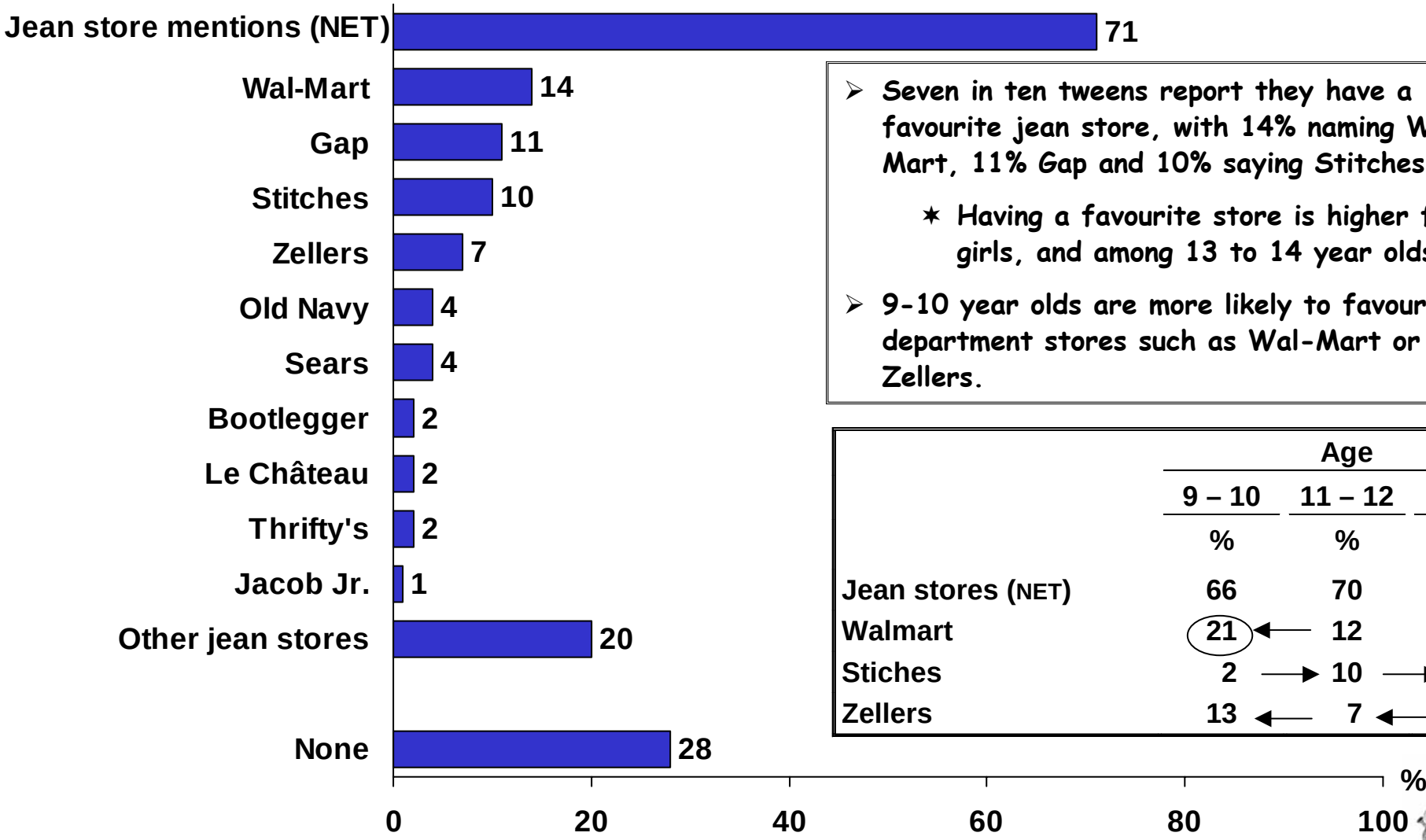
- About 8 in 10 tweens report they have a favourite clothing store, with 13% respectively naming Gap and Wal-Mart, and 12% saying Zellers.
  - ✶ clothing store mentions are higher for girls, and in Québec.
- Boys are more likely to indicate that they do not have a favourite clothing store.

(Q.13d, T.41)

* Boys only.

Favourite Jean Store - Unaided

Base: Total Tweens



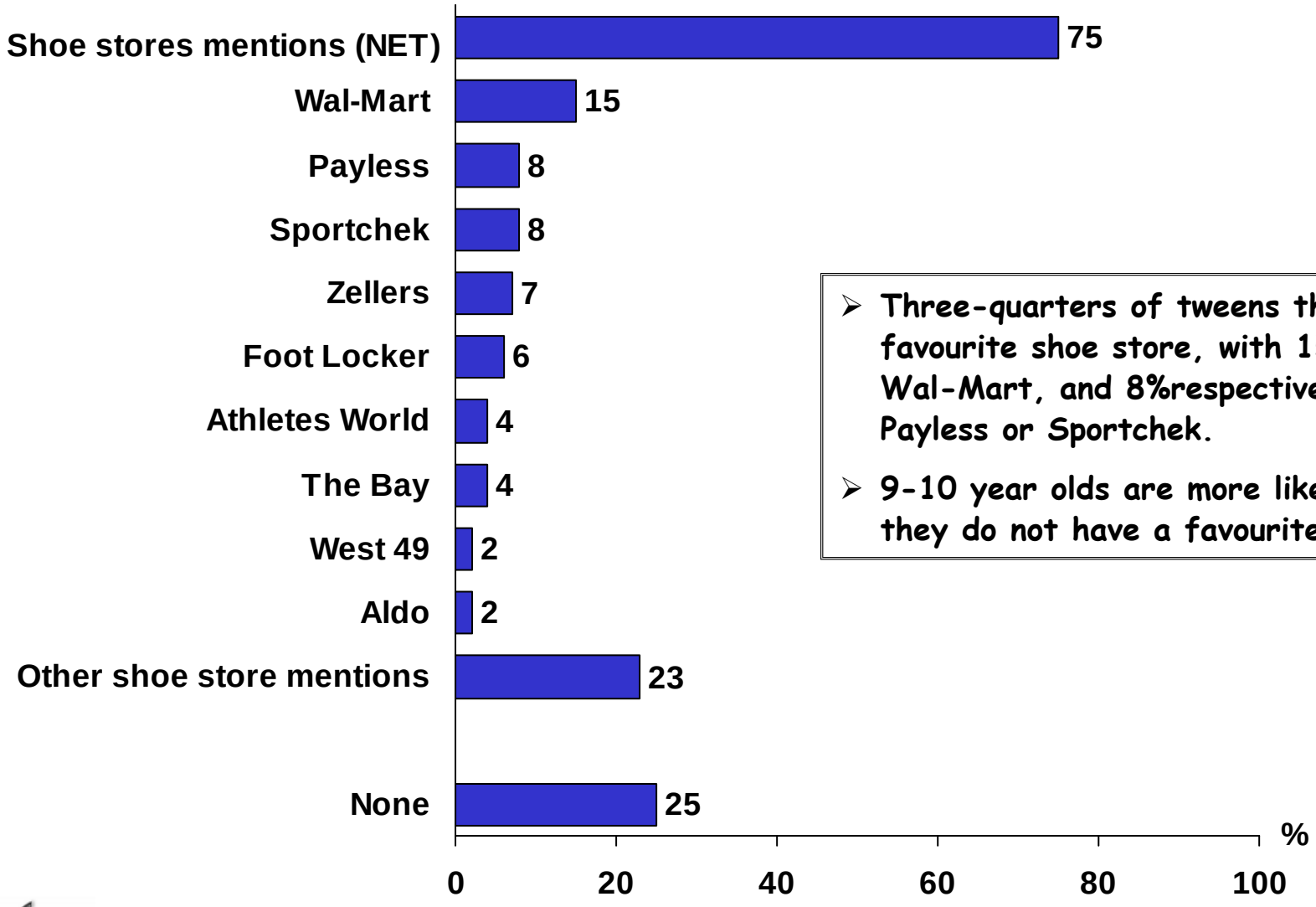
- Seven in ten tweens report they have a favourite jean store, with 14% naming Wal-Mart, 11% Gap and 10% saying Stitches.
  - ✶ Having a favourite store is higher for girls, and among 13 to 14 year olds.
- 9-10 year olds are more likely to favour large department stores such as Wal-Mart or Zellers.

	Age		
	9 – 10	11 – 12	13 – 14
	%	%	%
Jean stores (NET)	66	70	78
Walmart	21 ←	12	9
Stiches	2 →	10 →	17
Zellers	13 ←	7 ←	1

(Q.13c, T.40)

Favourite Shoe Store - Unaided

Base: Total Tweens

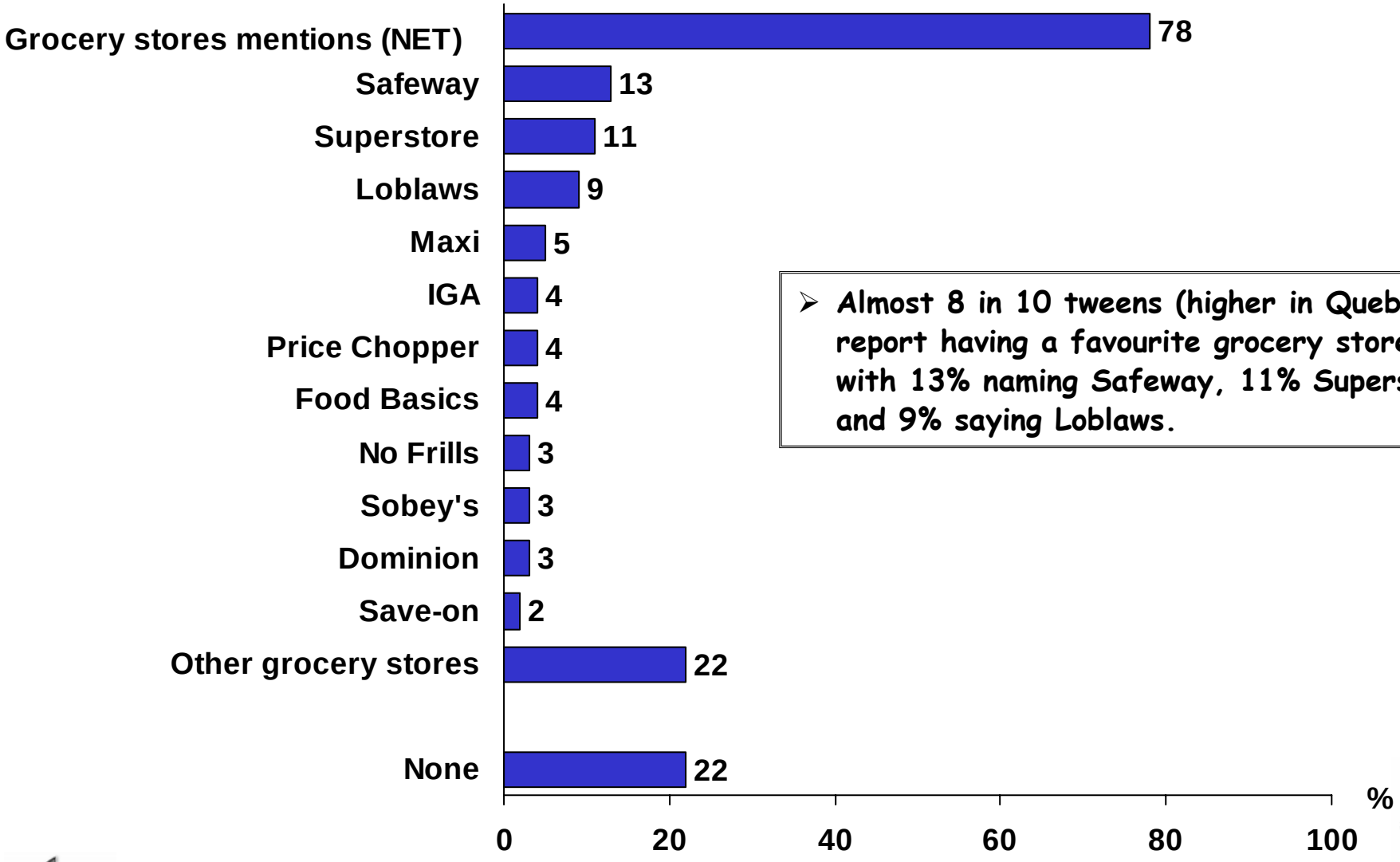


- Three-quarters of tweens they have a favourite shoe store, with 15% naming Wal-Mart, and 8%respectively saying Payless or Sportchek.
- 9-10 year olds are more likely to indicate they do not have a favourite shoe store.

(Q.13b, T.39)

Favourite Grocery Store - Unaided

Base: Total Tweens

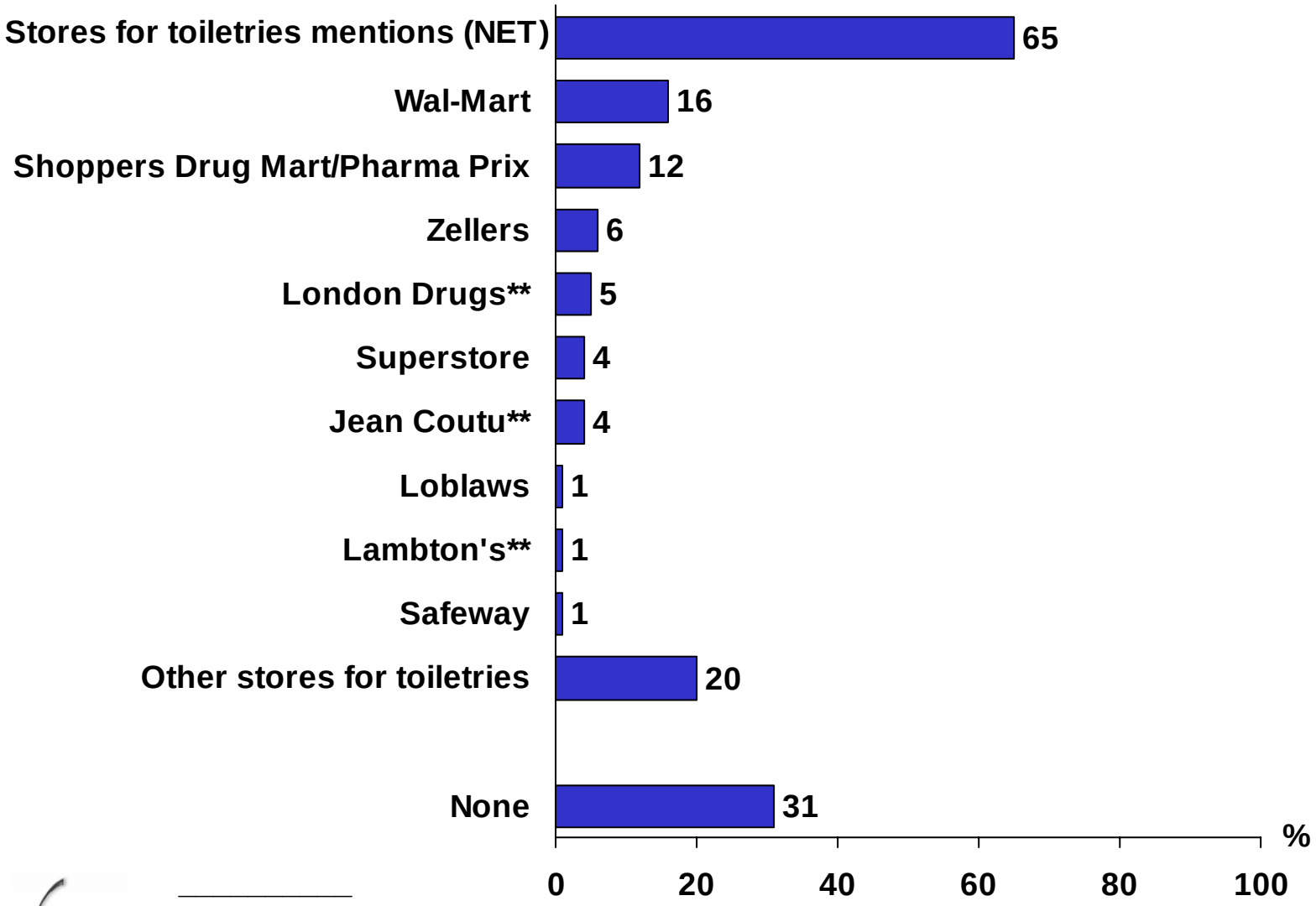


- Almost 8 in 10 tweens (higher in Quebec) report having a favourite grocery store, with 13% naming Safeway, 11% Superstore and 9% saying Loblaws.

(Q.13a, T.38)

Favourite Store for Toiletries*
-Shampoo & Skincare Items- Unaided

Base: Girls only (n= 203)



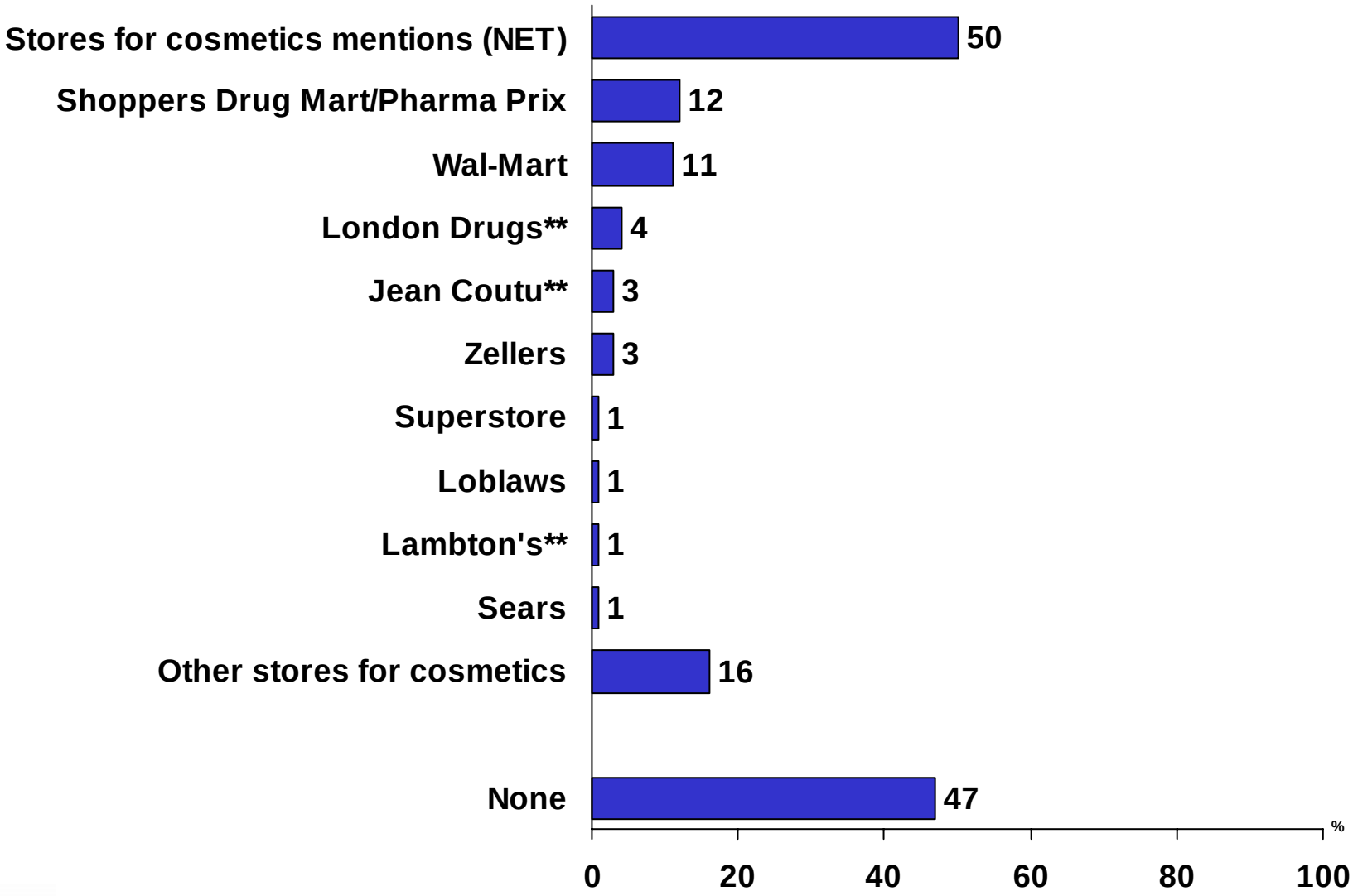
* **Girls only**

** Regionally based stores

(Q.13e, T.42)

Favourite Store for Cosmetics* - Unaided

Base: Girls only (n= 203)



*** Girls only**

** Regionally based stores

(Q. Q.13f T.43)

Section 4: 'Nagging' and Other Tween Strategies

Tween 'Nagging" and other strategies
- Highlights-

- Tweens admit that they 'nag' when they want something. Forty-three percent (with little variation by gender or age) report that they "keep asking and asking". A similar proportion (42%) admit to asking again after a first parental refusal, but then give up and don't keep asking.

- In order to try to influence them to buy something that they have expressed unwillingness to buy, parents report that tweens adopt a variety of strategies – offering to pay part of the cost (65%), doing extra chores (64%) as well as more aggressive tactics – keep on asking and asking (77%) and 'begging' (73%).

- While over half (57%) of tweens are reported as using "doing better at school" as leverage to persuade their parents to buy something the parents are reluctant to buy, this emerged as the nagging strategy that parents say works best (30% of parents saying it is effective all or most times).

- Chipping in (or offering to contribute to the cost) was reported to work most of the time by 25% of parents, and the tween claiming the item is needed for school also emerges as quite an effective nagging method (21%).

Tween "Nagging" Strategies
- Parents -

Base: Total Parents of tweens

"If there is something that your tween really wants you to buy for him/her, but you are not willing to buy it, which of the following does he/she do to try to persuade you to get it?"

	Total Parents	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401)	(135)	(135)	(130)	(203)	(198)
	%	%	%	%	%	%
Keeps on asking and asking	77	79	79	72	73	81
Begs you	73	77	74	69	73	74
Says all his/her friends have one	68	68	74	63	63	74
Tells you it is not very expensive	66	63	66	68	66	65
Chips in/pays part of the cost	65	62	62	70	64	65
Does (extra) household chores	64	57	66	70	63	65
Sulks, pouts or cries	59	73	56	47	54	63
Gets good marks/does better in school	57	56	51	63	54	59
Says item is needed for school	55	50	56	59	57	54

Effective Tween "Nagging" Strategies
- Parents -

Base: Total Parents of tweens

- **Proportion of Parents who say that their tween uses this strategy <u>and</u> that it is effective "all or most times".**

	Total Parents	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401) %	(135) %	(135) %	(130) %	(203) %	(198) %
Gets good marks/does better in school	30	30	25	35	31	29
Chips in/pays part of the cost	25	19	27	30	27	24
Says item is needed for school	21	19	22	22	22	20
Does (extra) household chores	17	13	18	18	14	19
Tells you it is not very expensive	8	8	8	9	8	8
Says all his/her friends have one	5	4	4	8	5	6
Begs you	5	6	3	5	4	5
Keeps on asking and asking	3	3	4	2	2	3
Sulks, pouts or cries	3	5	2	2	2	4

Effective Tween "Nagging" Strategies
- Parents -

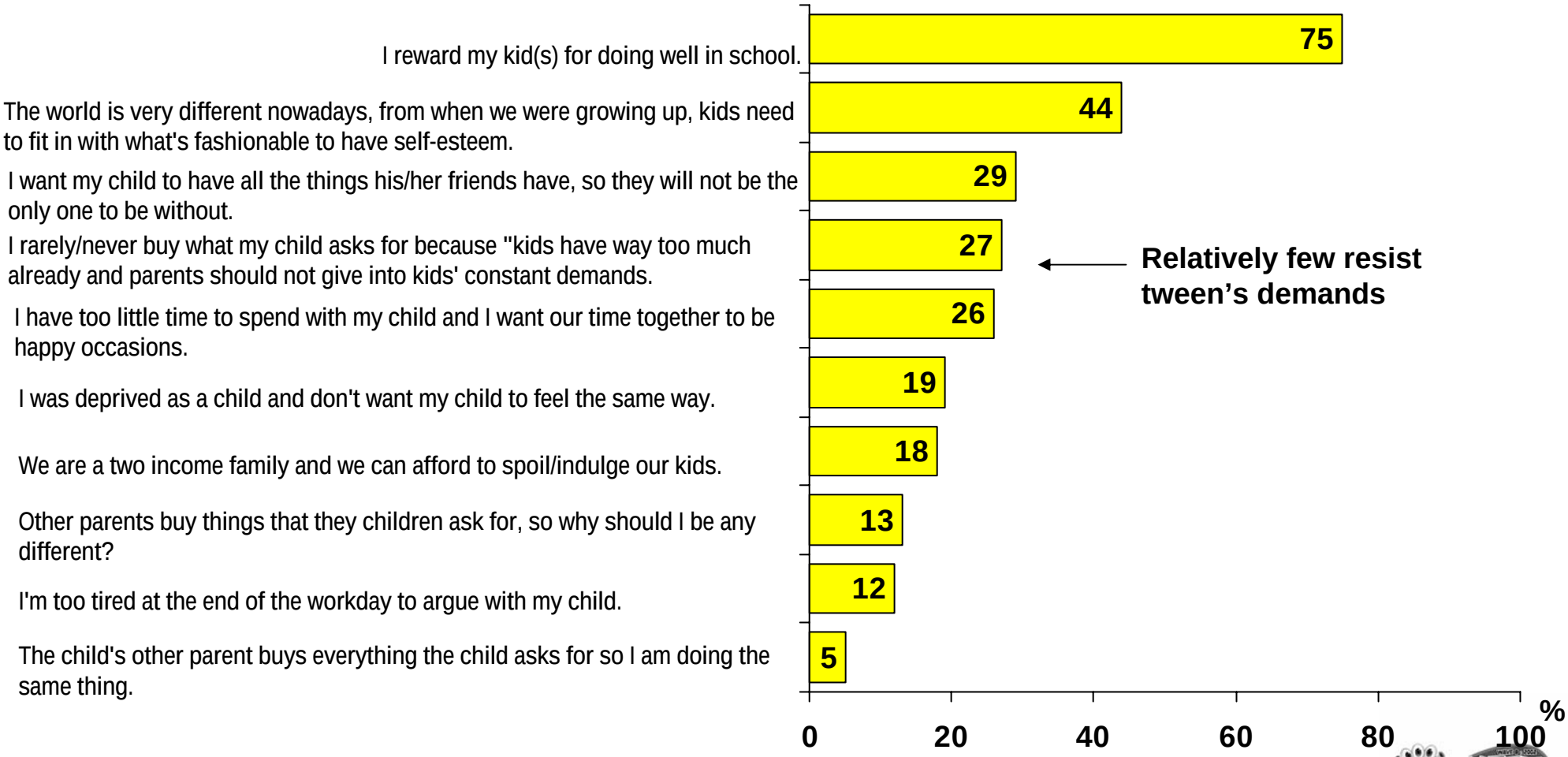
Base: Total Parents of tweens

- **Parent says this strategy is effective (in persuading them to buy what the tween wants) at least some of the time:**

	Total Parents	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401) %	(135) %	(135) %	(130) %	(203) %	(198) %
Chips in/pays part of the cost	62	60	59	67	62	61
Does (extra) household chores	60	55	60	67	59	62
Gets good marks/does better in school	52	52	47	58	52	53
Tells you it is not very expensive	51	46	52	56	52	51
Keeps on asking and asking	50	52	49	48	47	52
Says item is needed for school	49	45	50	52	51	47
Begs you	44	51	41	40	45	43
Says all his/her friends have one	41	37	48	38	39	43
Sulks, pouts or cries	26	32	24	22	28	24

Parental Justifications For Succumbing To Tweens' Requests

Base: Total Parents of tweens



(P.25, T.89)

Whether Parents Buy Tween's Favorites Without Being Asked

Base: Total Tweens

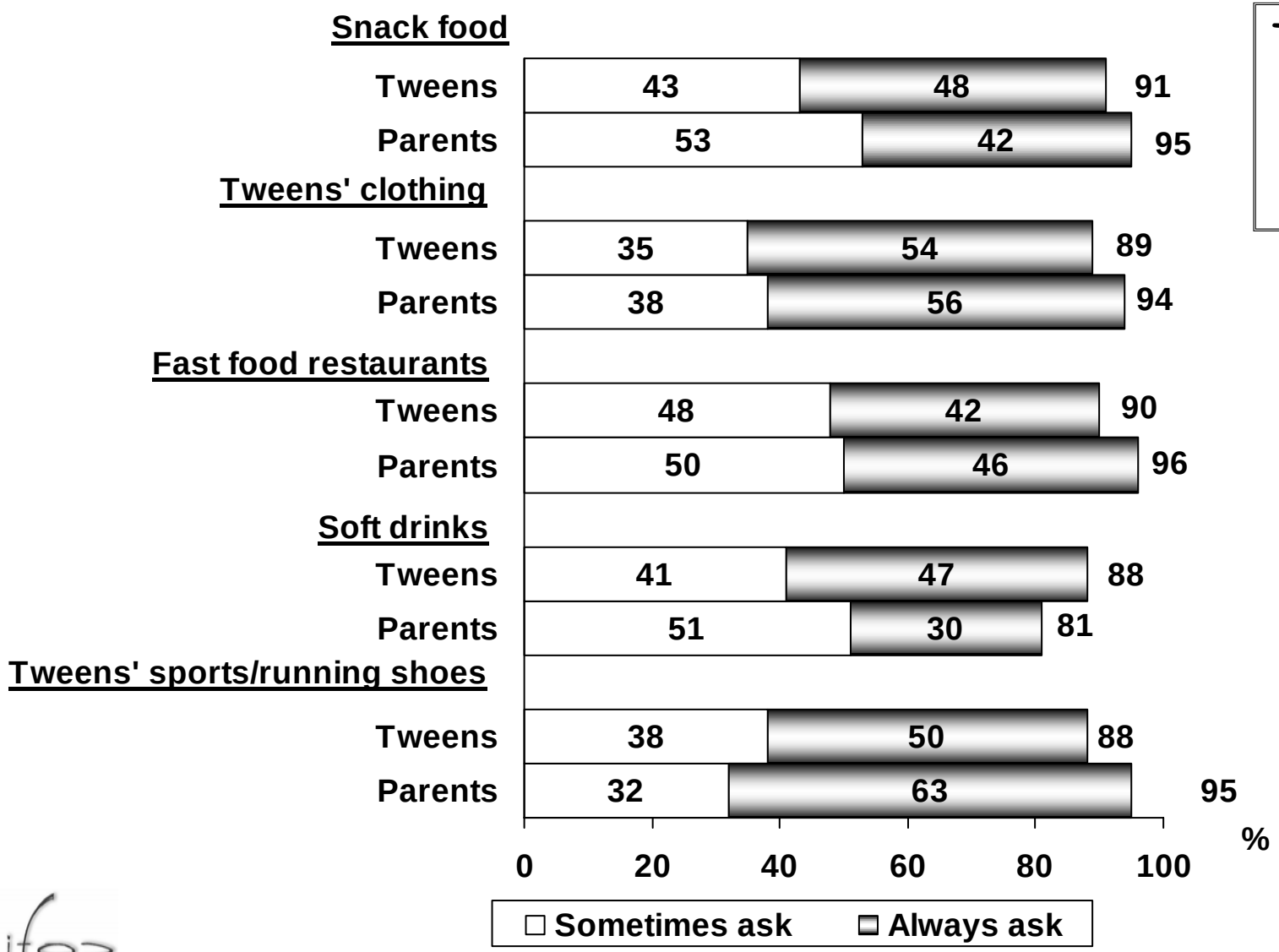
"If your parents know what specific products you like, do they usually buy these products even if you have not actually asked them to?"

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401) %	(135) %	(135) %	(130) %	(203) %	(198) %
Yes, they usually buy what they know I like	45	44	42	49	48	42
They sometimes buy the things they know I like	46	45	46	46	41	51
They know what I like, but they hardly ever or never buy them	7	9	10	4	9	6
They do not know the things that I like	1	2	1	1	2	1
Don't know	1	-	1	-	1	1

Section 5:
"Kidfluence"

"Kidfluence" In Household Purchases
— Tweens' Vs. Parents' Perception —

Base: Total Tweens/Tween Households

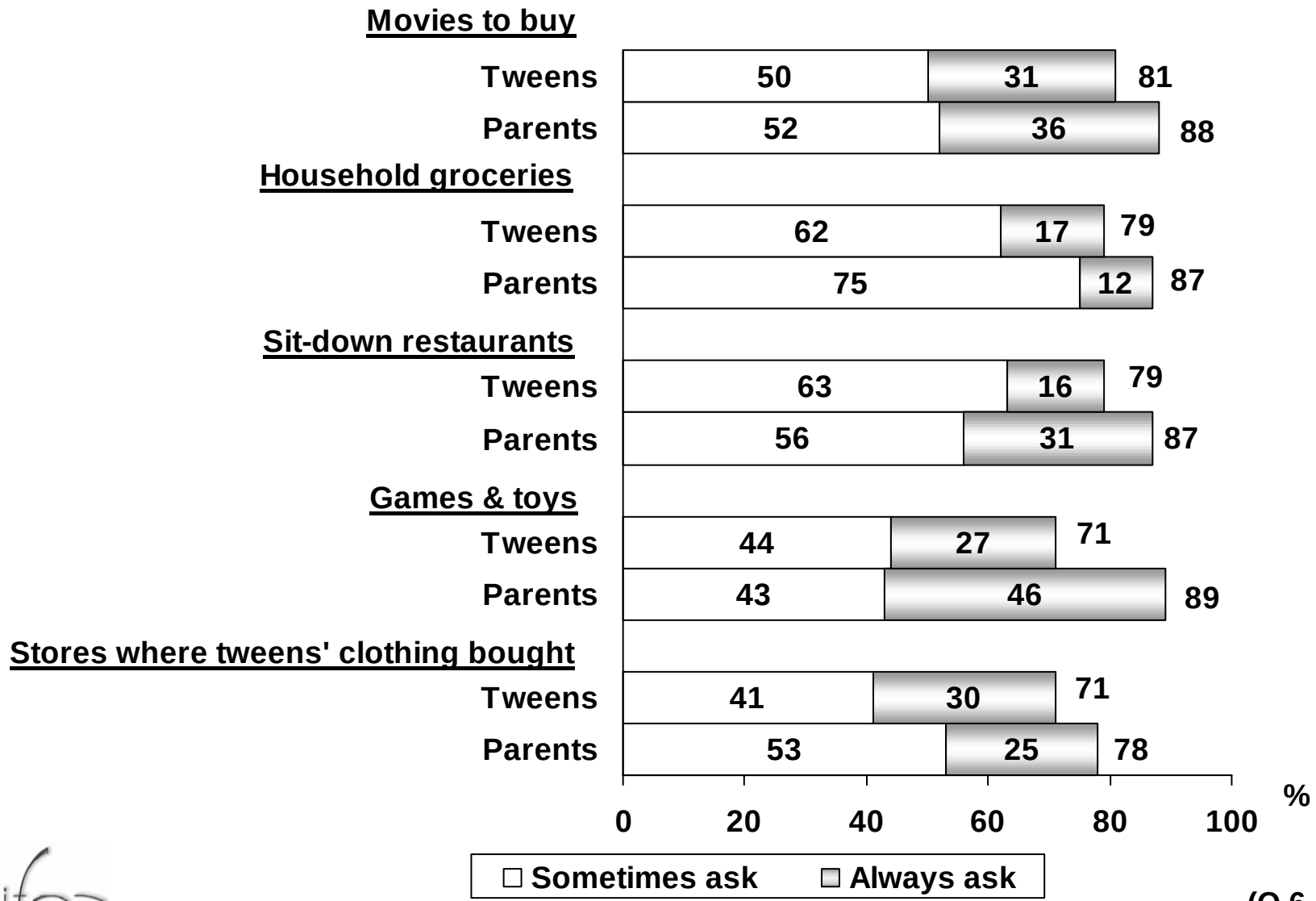


Tweens' and parents' responses on "Kidfluence" in certain areas are very similar.

(Q.6, P18, T. 25, 73)

"Kidfluence" In Household Purchases
— Tweens' Vs. Parents' Perception (cont'd) —

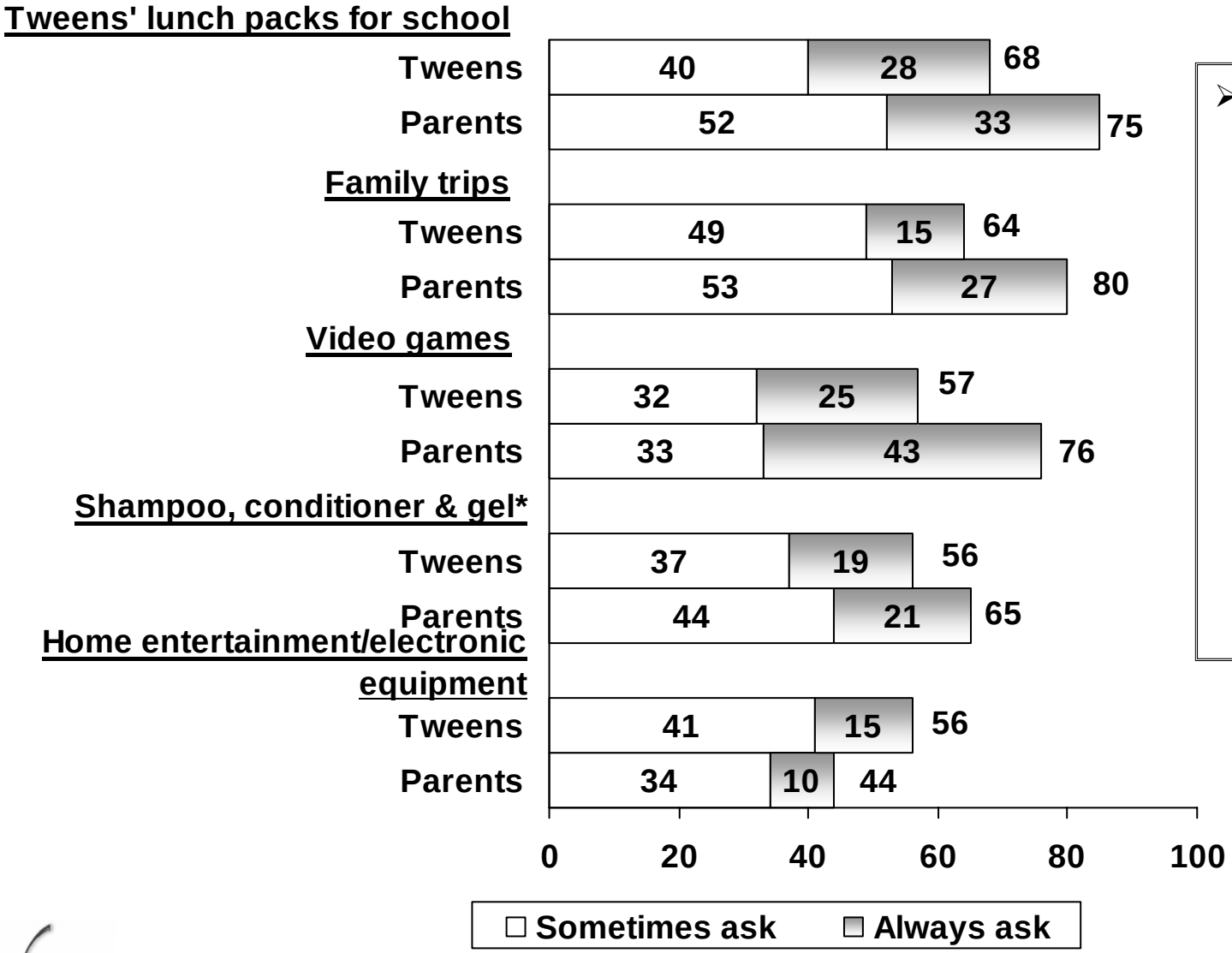
Base: Total Tweens/Tween Households



(Q.6, P18, T. 25, 73)

"Kidfluence" In Household Purchases
— Tweens' Vs. Parents' Perception (cont'd) —

Base: Total Tweens/Tween Households



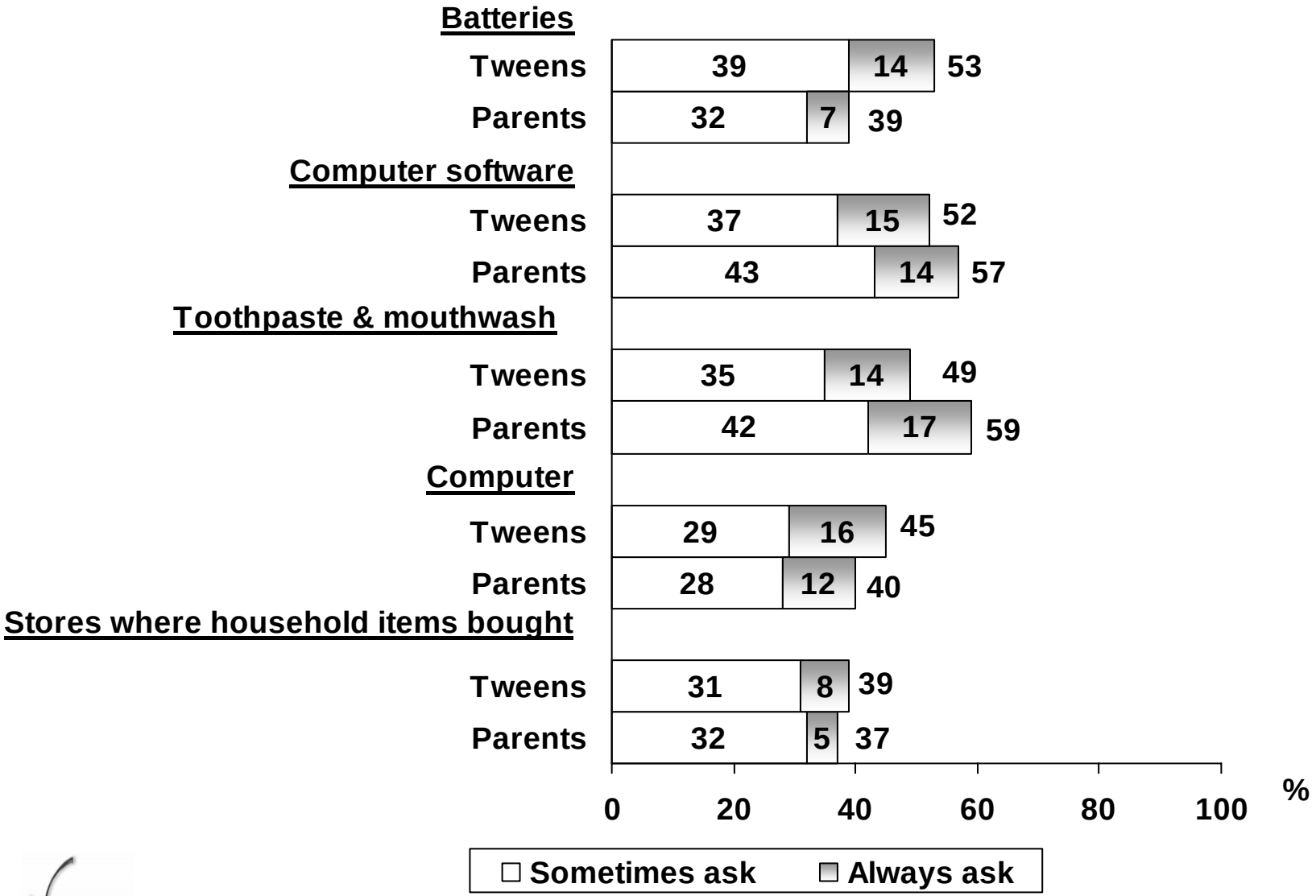
- In some areas, the tweens' responses differ from those of their parents:
  - ✶ games & toys
  - ✶ tween's lunch bags for school
  - ✶ family trips
  - ✶ video games
  - ✶ Home entertainment
  - ✶ batteries

(Q.6, P18, T. 25, 73)

* Girls only.

"Kidfluence" In Household Purchases
— Tweens' Vs. Parents' Perception (cont'd) —

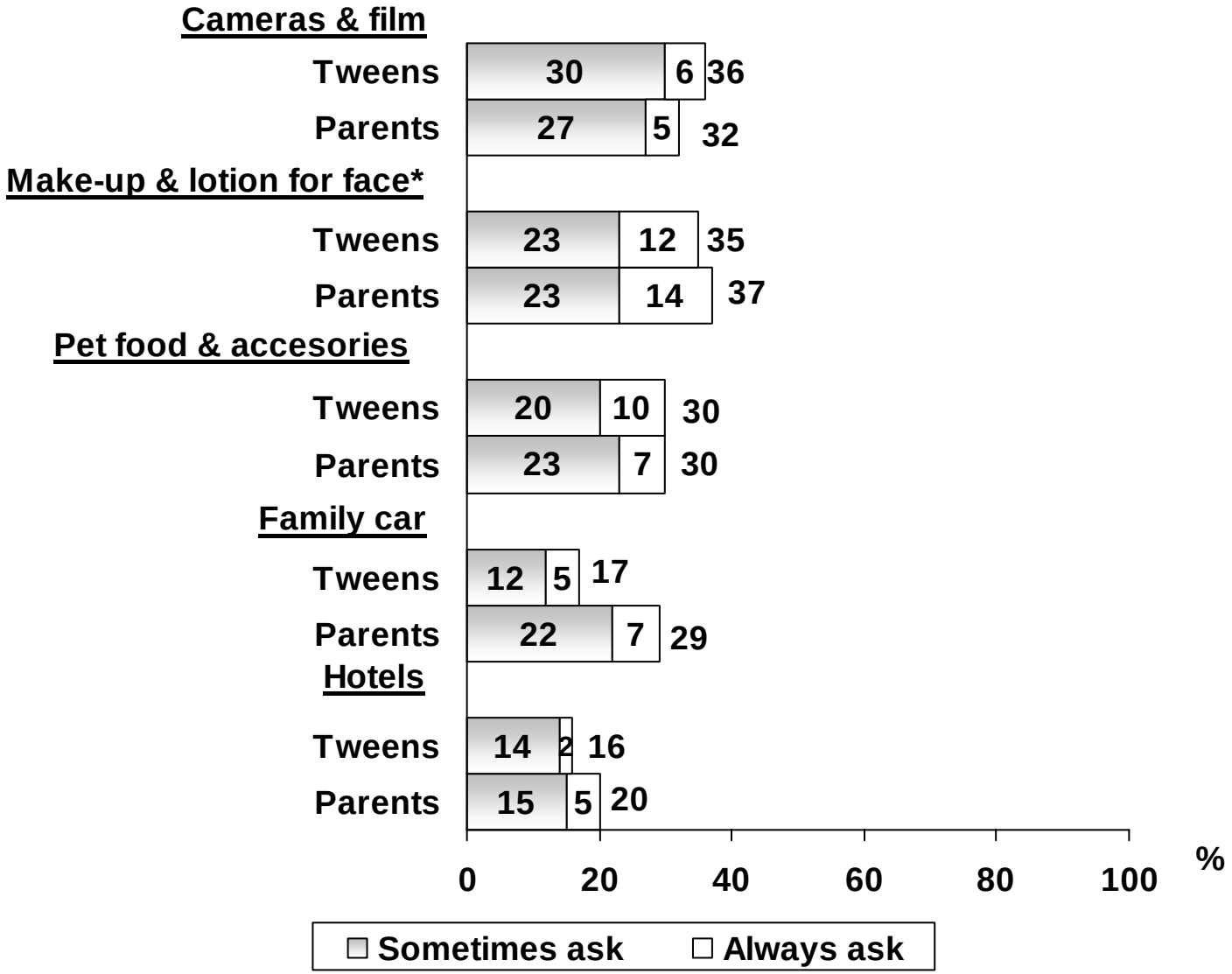
Base: Total Tweens/Tween Households



(Q.6, P18, T. 25, 73)

"Kidfluence" In Household Purchases
— Tweens' Vs. Parents' Perception (cont'd) —

Base: Total Tweens/Tween Households



(Q.6, P18, T. 25, 73)

Section 6: Grocery Shopping

- Interaction Between Tweens and Parents -

Whether Tweens Go Grocery Shopping With Their Parents

Base: Total Tweens

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401) %	(135) %	(135) %	(130) %	(203) %	(198) %
Yes, goes grocery shopping with parents	58	72	53	50	64	52
Hardly ever or never goes grocery shopping with parents	41	27	46	49	35	46
Don't know/not stated	1	1	1	1	1	2

Grocery Items Asked For When Tween Goes Shopping With Parent(s)

Base: Total Tweens

	"Always" ask	Always + Sometimes ask	Never ask
	%	%	%
Ice cream	28	51	7
Soft drinks	24	47	11
Pizza	23	50	8
Chocolate bars & candy bars	21	48	10
Potato Chips	19	49	9
Breakfast cereal	19	49	9
Cookies	19	48	10
Chewy candy	18	46	12
Fruit roll-ups & other fruit snacks	16	43	15
Fruit juice	15	43	15
Stuffed Pockets (i.e. Pizza Pockets, Hot Stuffs)	14	35	23

- The 'Always + Sometimes ask' number plus the 'Never ask' number always adds to 58% because 42% of tweens indicated that they tend not to go grocery shopping with their parents.

(Q.11b, T.34)

Grocery Items Asked For When Tween Goes Shopping With Parent(s) - continued -

Base: Total Tweens

	"Always" ask	Always + Sometimes ask	Never ask
	%	%	%
Snacks that need to be heated in microwave	13	41	17
Yogurt	13	35	23
Hard candies or mints	13	36	22
Granola & Cereal Bars	12	42	16
Pudding/Jello	12	40	18
Canned pasta (I.e. Spaghetti-O's)	11	30	28
Popcorn	10	36	22
Ready to serve soup	10	33	25
Corn chips or Tortilla chips	7	30	28
Crackers	6	29	29
Rice Cakes	3	16	42

- The 'Always + Sometimes ask' number plus the 'Never ask' number always adds to 58% because 42% of tweens indicated that they tend not to go grocery shopping with their parents.

(Q.11b, T.34)

Tweens Asking For Stuff When They Do Not Accompany Parent Grocery Shopping – Tweens Response -

Base: Total Tweens

If tween not going grocery shopping with parent(s):	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(401) %	(135) %	(135) %	(130) %	(203) %	(198) %
Tween usually tells them what he/she wants	32	27	36	32	33	31
Tween sometimes tell them	51	53	50	50	50	50
Does not usually tell them	18	20	15	18	17	18
Does Parent purchase the grocery items pre-requested by tween?						
Yes, parents usually do buy it/them	30	20	35	35	28	32
Sometimes buy it/them	48	54	48	43	51	46
Do **not** usually buy it/them	4	5	2	4	4	4
Tween does not pre-request anything when not accompanying parent for grocery shopping	18	20	15	18	17	18

(Q.12a, 12b, T.36, 37)

Parental Attitudes To Tweens' Grocery Shopping Preferences

- When the tween does accompany their parents on grocery shopping trips, most parents (92%) say that the tween at least sometimes asks them to buy something when they are in the store (51% saying that this 'usually' occurs).
- Tweens' in-store requests for grocery items are by no means always brand specific. Only a third (34%) of parents say that their tween 'usually' requests specific brands when in the grocery store, although a further 49% say that this 'sometimes' occurs.
- Another example of parental susceptibility to tween requests is that 16% of parents admit that they 'usually' buy a tween-requested item even if it is 'more expensive'. A further 59% say that they 'sometimes' buy a more expensive item if their tween has specifically requested it.
- When asked what one factor has the strongest influence on their tween when he/she requests a specific grocery item, past experience (33%) emerges as somewhat less of a factor than the combination of peer pressure and TV (His/her friends had said it was good 29%, and Tween saw it on TV 21%).

Tweens And Specific Grocery Preferences
– Parents Response –

Base: Total Parents

	Total Parents	Age			Gender	
Parent reaction if specifically requested item is more expensive:		9-10	11-12	13-14	Girls	Boys
	(401) %	(135) %	(135) %	(130) %	(203) %	(198) %
Usually buy it even if more expensive	**16**	**15**	**18**	**16**	**17**	**16**
Sometimes, even if more expensive	**59**	**59**	**61**	**58**	**59**	**59**
Does not buy if more expensive	**8**	**9**	**10**	**5**	**7**	**8**
Tween does not ask for specific grocery items	**17**	**17**	**12**	**21**	**16**	**17**
Main factor thought to influence tween to request Specific Grocery item(s)*:						
You had already bought it before and your child liked it and wanted it again	**33**	**29**	**37**	**33**	**35**	**31**
His/her friends had said it was good	**29**	**32**	**30**	**26**	**28**	**31**
Tween saw it on TV	**21**	**23**	**21**	**20**	**20**	**22**
Other mentions	**<1**	**-**	**1**	**-**	**1**	**-**
Tween doesn't make specific requests	**17**	**7**	**12**	**21**	**16**	**17**

(P.21c, 21d, T.80, 81)

* Unaided

Tween Requests For Clothes & Footwear

- Three quarters of parents report that their tween ever asks for specific labels/brands of clothes or footwear (35% 'usually' and 40% 'sometimes'). The incidence of 'usually' asking rises from 22% among those aged 9-10, through 38% for those aged 11-12, and up to 45% in the 13-14 age group.

- Seven in ten parents acknowledge that they buy a specifically requested brand/label even if it is more expensive – 15% 'usually' and a further 54% 'sometimes'. Thus, only 7% claim that they do not buy a more expensive item of clothing or footwear even if their tween has specifically asked for it.

- Parents tend to see peer pressure as a major reason why their tween will ask for a specific brand or label of clothing/footwear (Friends already have it, 46%). This perception applies almost equally to boys as to girls, but is least pronounced among those whose tween is aged 9-10.

  The tween having seen it on TV was cited as the strongest influence underlying tweens requesting specific brands/labels by 17%, while 12% cited advertising in magazines or other media.

Tweens And Specific Requests For Clothes & Footwear – Parents

Base: Total Parents

	Total Parents	Age			Gender	
Tween ever asks for specific labels/brands of clothes or footwear:		9-10	11-12	13-14	Girls	Boys
	(401) %	(135) %	(135) %	(130) %	(203) %	(198) %
Usually makes specific request	**35**	**22**	**38**	**45**	**34**	**37**
Sometimes makes specific request	**40**	**42**	**42**	**36**	**42**	**38**
Does not ask for specific brands	**25**	**36**	**20**	**18**	**24**	**25**
Parent reaction if specifically requested item is more expensive:						
Usually buy even if more expensive	**15**	**11**	**14**	**18**	**13**	**17**
Sometimes, even if more expensive	**54**	**44**	**61**	**56**	**56**	**51**
Don't buy if more expensive	**7**	**9**	**4**	**7**	**7**	**7**
Des not ask for specific brands	**25**	**36**	**20**	**18**	**24**	**25**
Main factor thought to influence tween to request Specific brands of clothing or footwear*:						
Friends already have it	**46**	**36**	**49**	**54**	**48**	**45**
Saw it on TV	**17**	**23**	**17**	**11**	**15**	**19**
In magazine or other advertising	**12**	**5**	**14**	**16**	**13**	**11**

(P.22a, 22b, 22c, T.82, 83, 84)

* Unaided

Tween Retailer Preferences

- Tweens were asked if they specify a particular shop or store when they ask their parents to buy something for them (with no limitation in this question on the type of products being requested by the tween). Four in ten tweens (43%) say that they do not specify the store, whereas 18% say that they 'usually' do, with the remaining 39% mostly being tweens who 'sometimes' specify the store.

- Tweens tend to believe that parents do their bidding when the tween specifies a particular retailer for an item that the tween wants the parents to buy.

- From the parents' perspective, tween specification of the store(s) at which the parent should buy items requested by the tween is somewhat higher – 71% of parents say that their tween at least sometimes specifies the retailer.

- Just over two thirds of parents (68%) claim that not only does their tween ever specify the store at which the parent should shop for a requested item, but that they (the parents) at least sometimes do go to those designated stores. A fifth (21%) say that they 'usually' go to the retailer that their tween has specified.

Section 7: Off On Vacation

Off on Vacation

Tweens' Influence On Vacation Planning

-Highlights-

- Overall, 86% of tweens claim to go on Family Vacations/Trips, while 87% of Parents report that their tween accompanies them on such trips or vacations.
- Tweens tend to feel that they have limited influence on the mode of vacation travel with only 6% claiming that they have 'a lot' of influence on this (although 59% claim to have a little influence on it). There is a similar pattern in relation to the choice of hotel/motel – only 2% saying that they have 'a lot' of influence, but 59% claim to have a little.
- Four in ten tweens who go on family vacations claim to have some influence on the choice of destination, with 23% saying that they have 'a lot' of influence and 18% saying that they have a little.
- Tweens do, however, feel that they have an influence on planning activities that will be undertaken at the vacation destination – 39% claim to have 'a lot' of input on this, with a further 14% saying that they have a little.

Do Tweens Influence Decisions On Family Vacations/Trips?
- Tweens Response -

Base: Tweens who go on family trips (n=342)

Parents listen to me…	Deciding on destination	Choosing hotel/ motel	Planning activities/what will do when get there	Choosing the mode of travel
	%	%	%	%
A lot	23	2	39	6
A little	18	59	14	59
Not at all	57	21	43	22
Does not apply to our vacations/trips	*2*	*18*	*1*	*13*

(Q.16b, T.49)

Tween Choices Between Vacation Destinations

Base: Tweens who go on family trips (n=343)

"If your parents gave you the choice of one of the following vacation spots, which one would you choose for a family vacation?"

		Disney World, Florida	A cruise	P.E.I.	Ottawa, ON.	Vancouver, B.C.	Washington, D.C.	Don't know
	(Base)	%	%	%	%	%	%	%
Total*	(343)	59	16	6	5	4	3	7
Girls	(163)	63	16	7	4	4	-	7
Boys	(180)	56	17	6	5	4	6	7
Aged 9-10	(117)	**73**	8	7	2	2	2	7
Aged 11-12	(118)	51	18	9	7	3	3	8
Aged 13-14	(107)	54	22	3	5	6	4	6
Atlantic	(33)	63	22	6	-	3	6	-
Quebec	(38)	**46**	13	**18**	5	4	15	-
Ontario	(156)	65	13	5	3	5	2	8
West	(116)	55	20	5	8	3	-	9

* Tweens who go on family vacations/trips

Section 8: Money and Back-to-School spending

Money and Back-to-School spending — Highlights —

- Where tweens get their spending money:
  - ✶ Last birthday (90%)
  - ✶ Received as needed (85%)
  - ✶ Earn allowance through chores (76%)
  - ✶ Major holiday (66%)
  - ✶ Regular allowance (52%)
  - ✶ Back-to-school money (28%)
  - ✶ Have job or get paid for work done (24%) - rises sharply with age

- Average $ received:
  - ✶ Last birthday: $88 - higher in the Atlantic & Ontario
  - ✶ Regular allowance – $9.20/week - higher in Ontario and among 13 to 14 year olds
  - ✶ Last major holiday – $80 - more Ontario
  - ✶ Back-to-school money – $168
  - ✶ From job or for work done - $14/week

  } Amounts rise with age

- About 3 in 5 tweens have their own personal bank account – higher in Ontario.

Money and Back-to-School spending — Highlights —

- Parents spent on average $320 on their tweens' back-to-school clothes/supplies this past year, down slightly from the previous year. This average amount rises with age, and is much higher in Ontario, but lower in the Atlantic.

- Tweens who have a job worked an average of 4.7 hours/week (versus 6.9 last year). Tweens say their average weekly wage is $14.08.

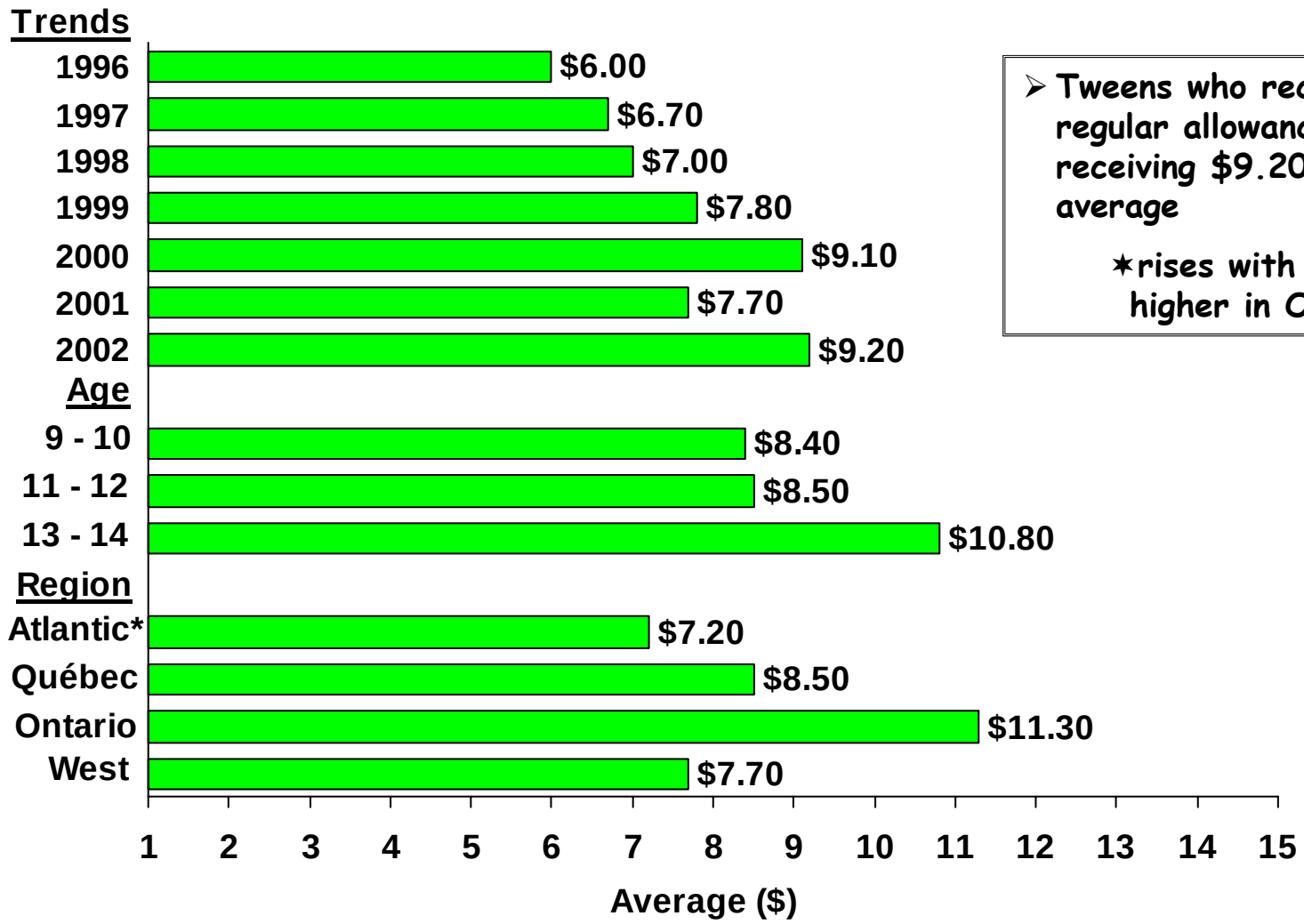
- As for getting money "as needed", they mainly use it for:
  - ✶ Snacks/candy (61%) – decreases as age rises; higher in Atlantic and West.
  - ✶ Entertainment (33%) – lower among 9 – 10 year olds.
  - ✶ Clothing/shoes (27%) - higher for girls; increases with age.

- About 2/3 report getting money once a week or more often, up significantly from the previous year.

- What tweens usually buy with all this money:
  - ✶ candy (50%) – lower for 13-14 year olds
  - ✶ clothes/shoes (36%) - rises with age; higher among girls aged 13-14
  - ✶ non-electronic games/toys (19%) – highest among boys aged 9–10.

Average Weekly Allowance

Base: Tweens Who Receive Regular Allowance



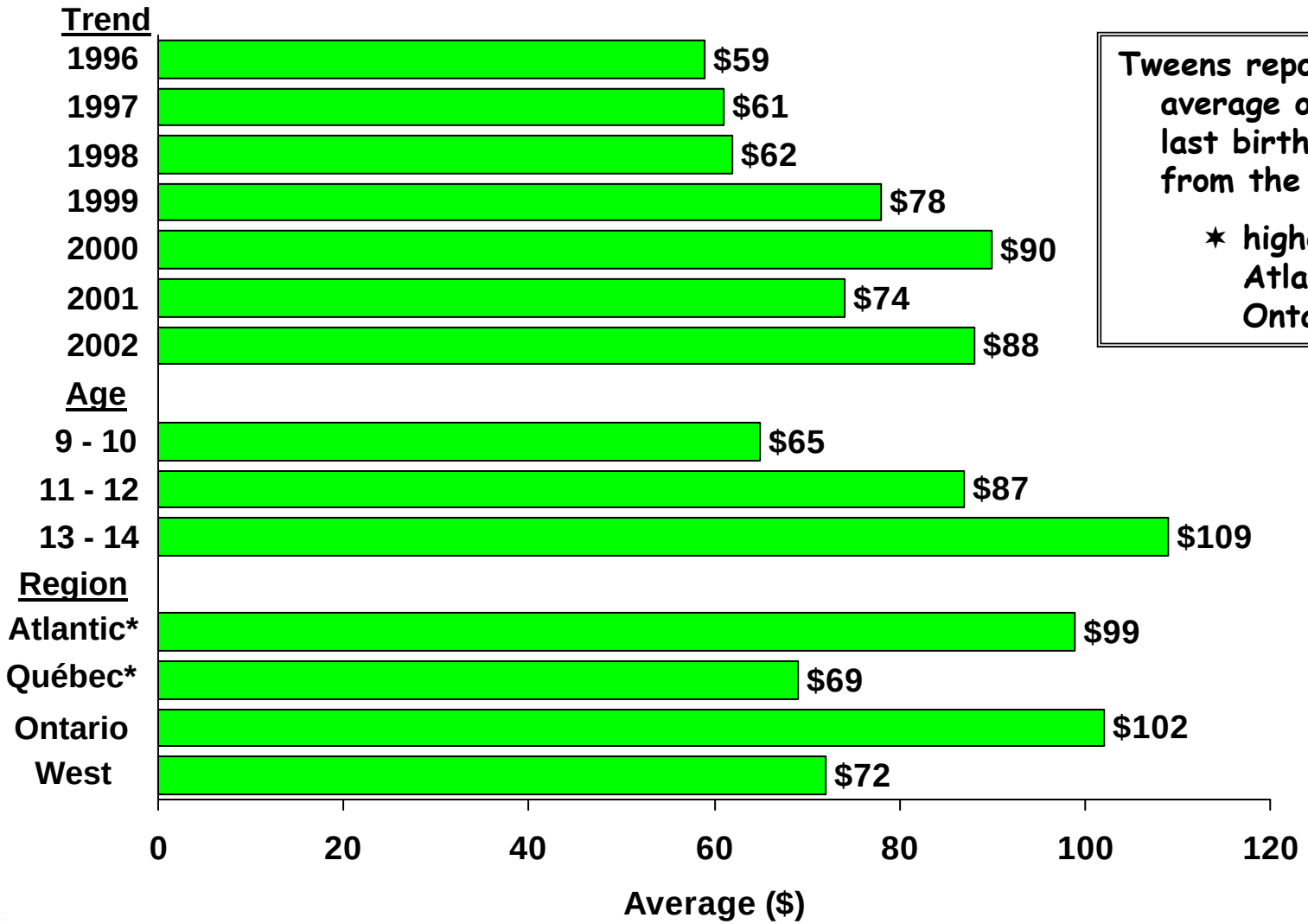
- Tweens who receive a regular allowance report receiving $9.20/week on average
  - ✶rises with age and higher in Ontario.

(Q.4b, T.10)

* Caution: very small base size.

Average Amount On Last Birthday

Base: Tweens Who Received Money On Last Birthday (n =363)



Tweens report receiving an average of $88 on their last birthday, up slightly from the previous year.

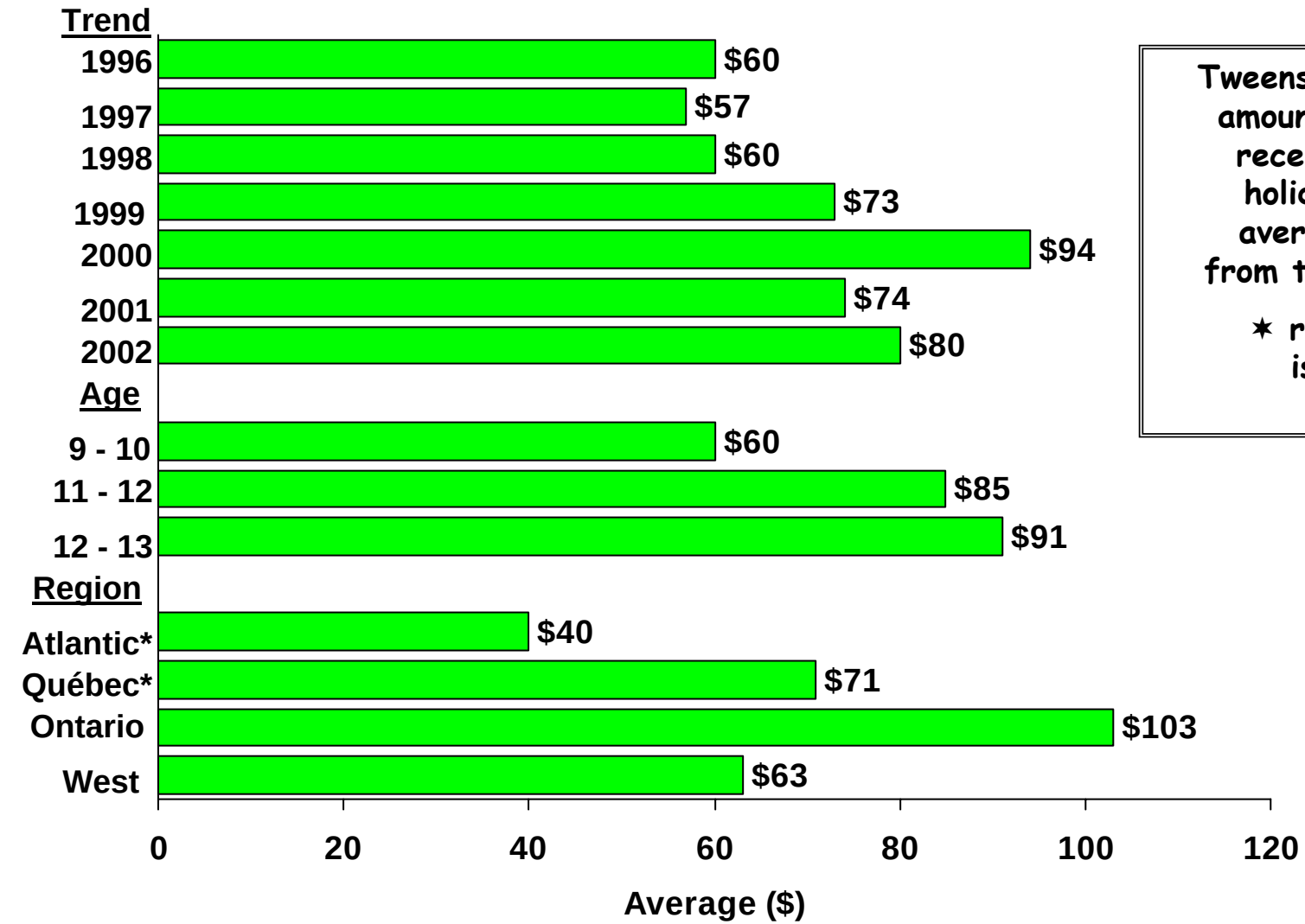
✶ higher in the Atlantic and Ontario.

(Q.4j, T.17)

* Caution: very small base size.

Average Amount On Last Major Holiday

Base: Tweens Who Receive Money On Major Holiday (n = 262)



Tweens who report an amount of money they received on a major holiday say $80 on average, up slightly from the previous year.

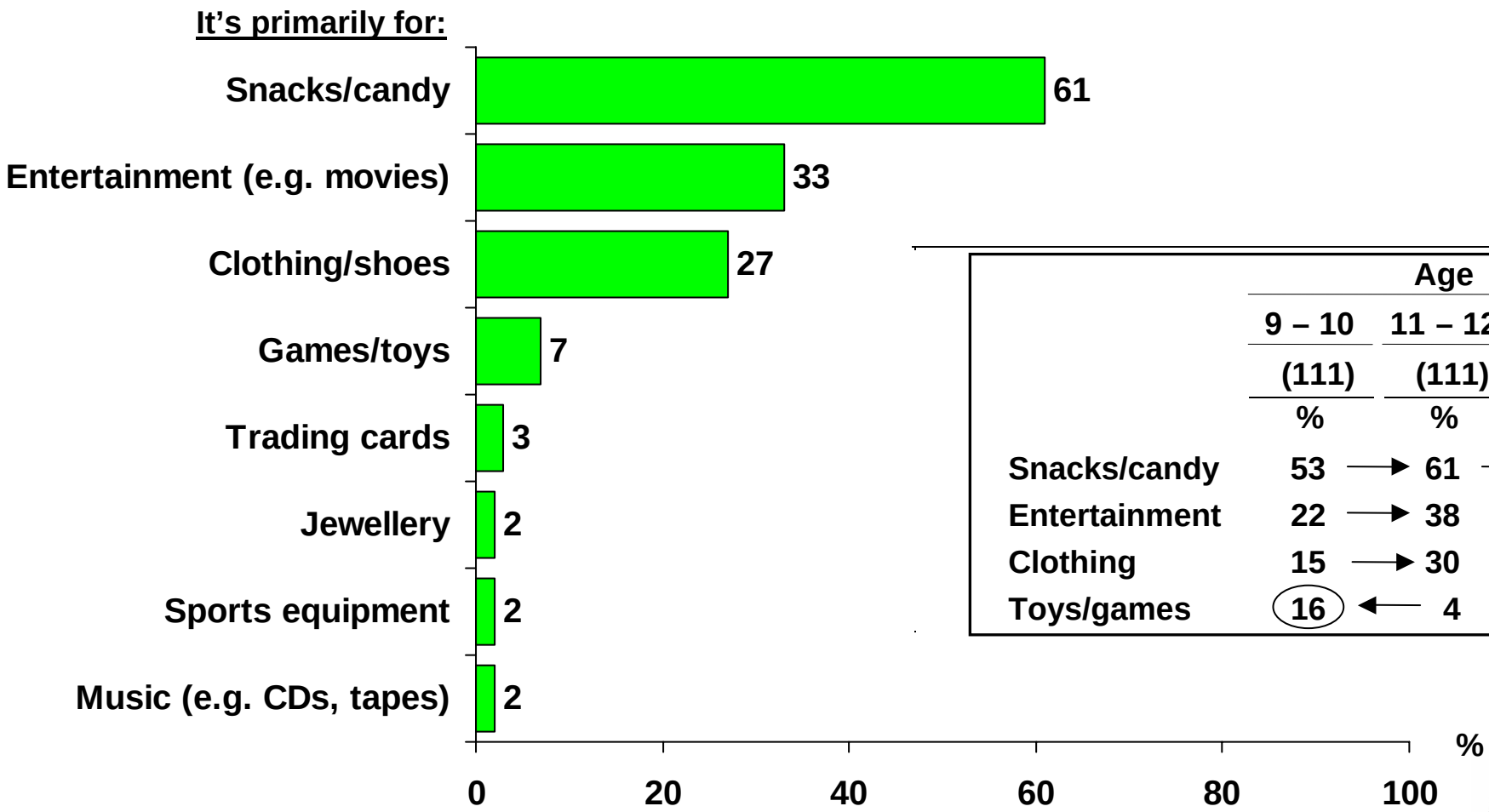
✶ rises with age and is more in Québec and Ontario.

* Caution: very small base size.

(Q.4l, T.19)14

When It Comes To Getting Money As I Need It* …

Base: Tweens Who Get Money As Needed (n = 341)



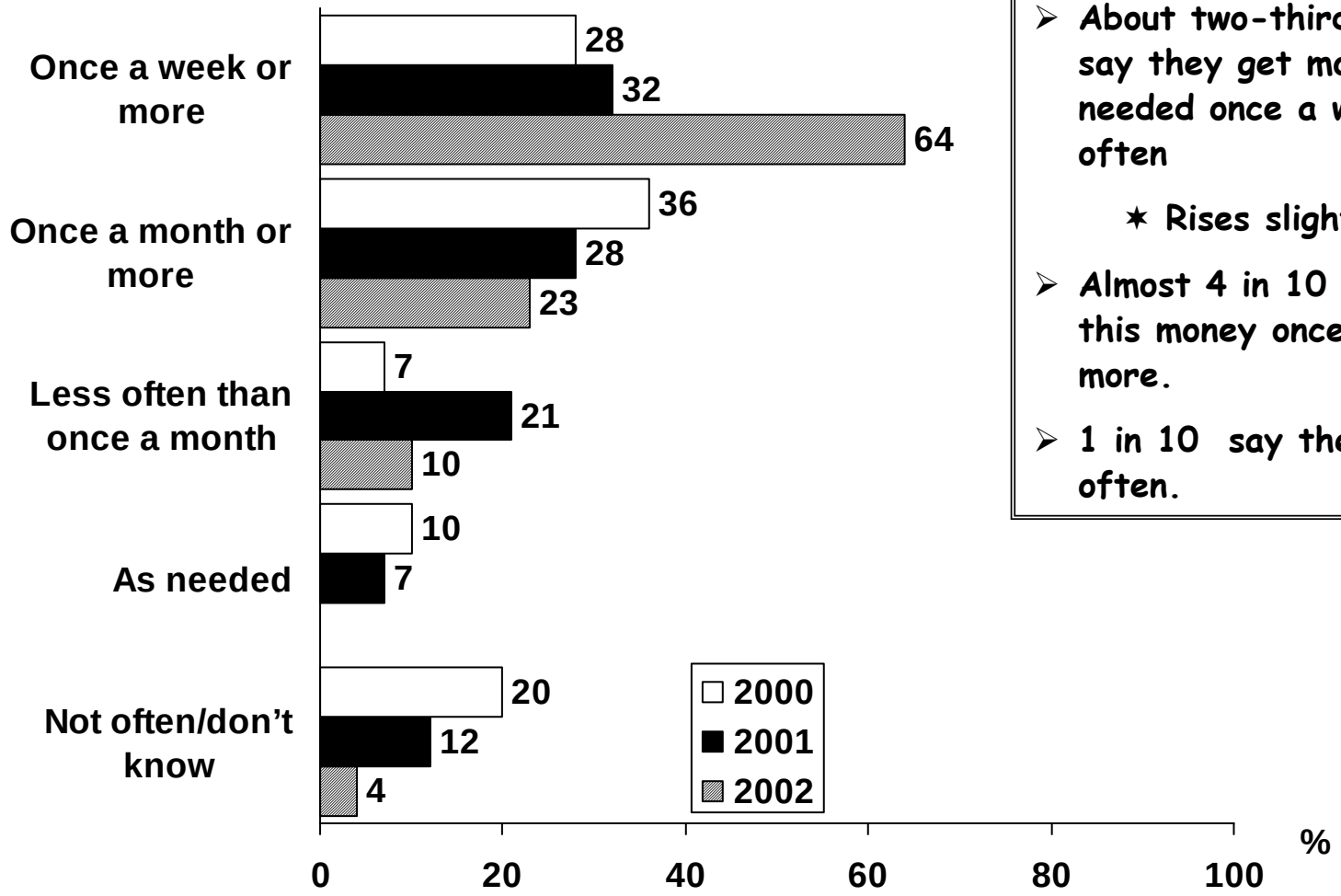
	Age		
	9 – 10	11 – 12	13 – 14
	(111)	(111)	(118)
	%	%	%
Snacks/candy	53 →	61 →	69
Entertainment	22 →	38	40
Clothing	15 →	30	34
Toys/games	(16) ←	4	2

(Q.4h, T.15)

* Aside from regular allowance.

Frequency Of Getting Money As Needed* …

Base: Tweens Who Get Money As Needed (n = 341)



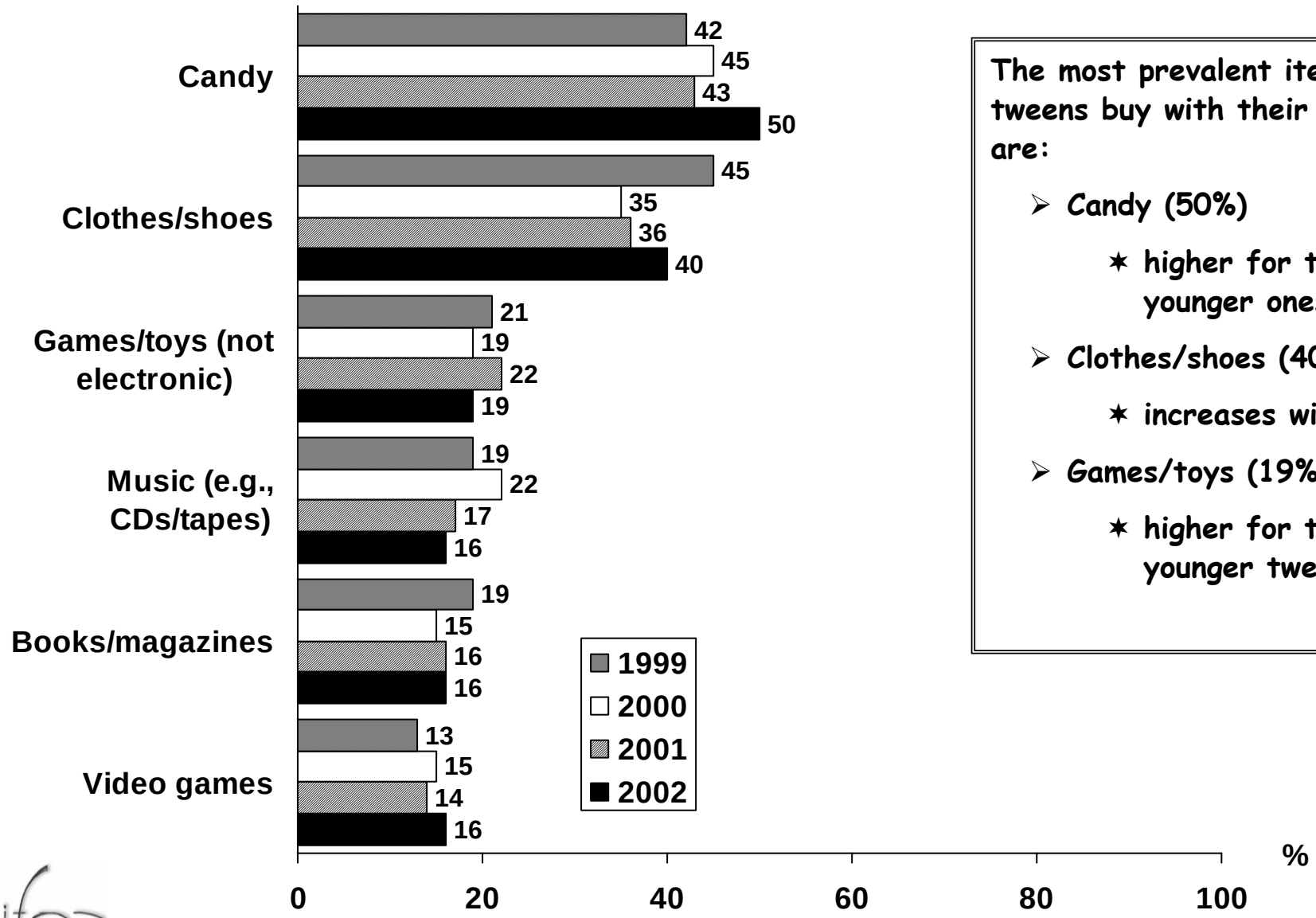
- About two-thirds of tweens say they get money as needed once a week or more often
  - ✶ Rises slightly with age.
- Almost 4 in 10 say they get this money once a month or more.
- 1 in 10 say they get it less often.

(Q.4g, T.14)

* Aside from regular allowance.

Items Tweens Usually Purchase With Their Money

Base: Total Tweens



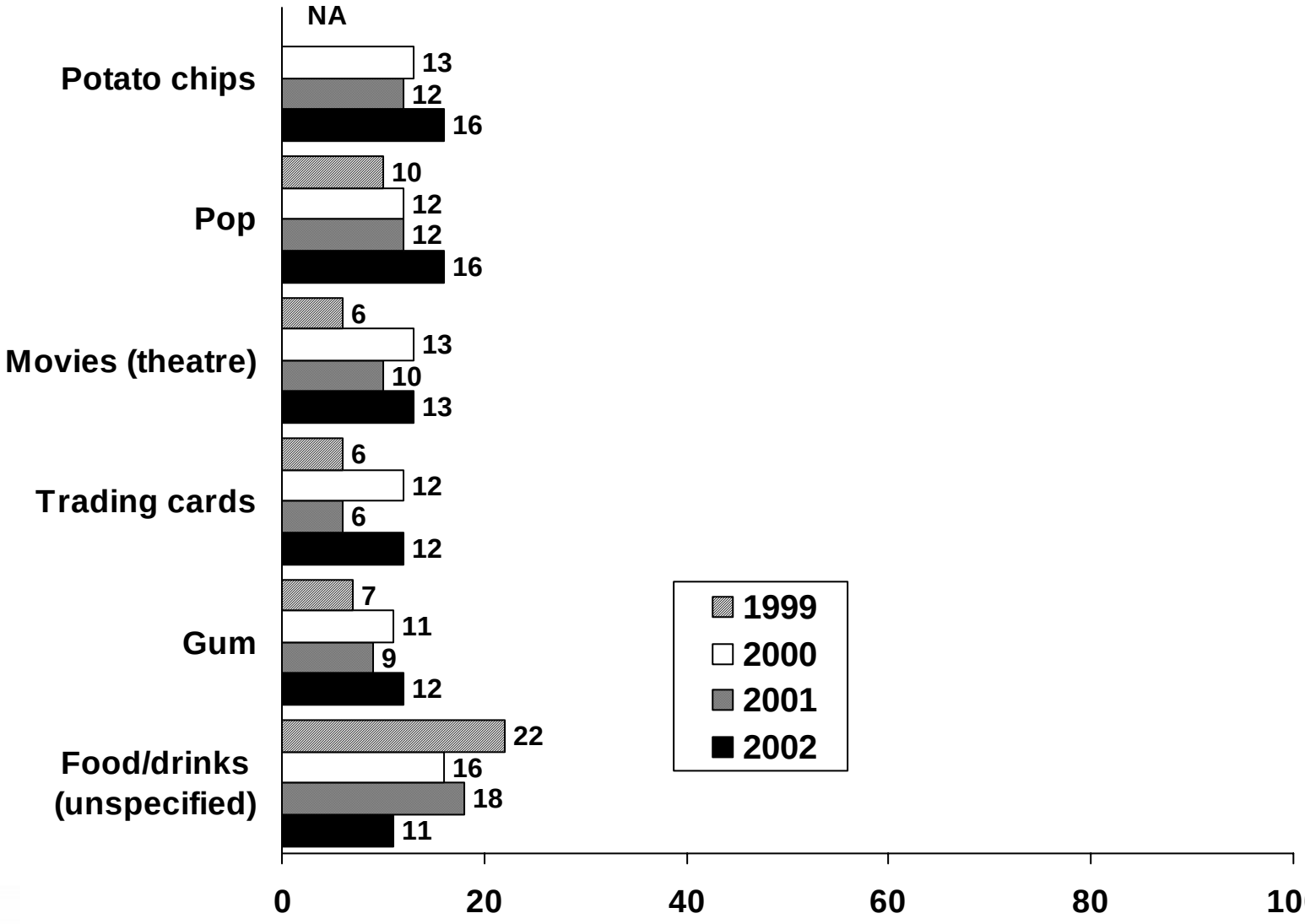
The most prevalent items tweens buy with their money are:

- Candy (50%)
  - higher for the younger ones
- Clothes/shoes (40%)
  - increases with age
- Games/toys (19%)
  - higher for the younger tweens

(Q.5, T. 24)

Items Tweens Usually Purchase With Their Money (Cont'd)

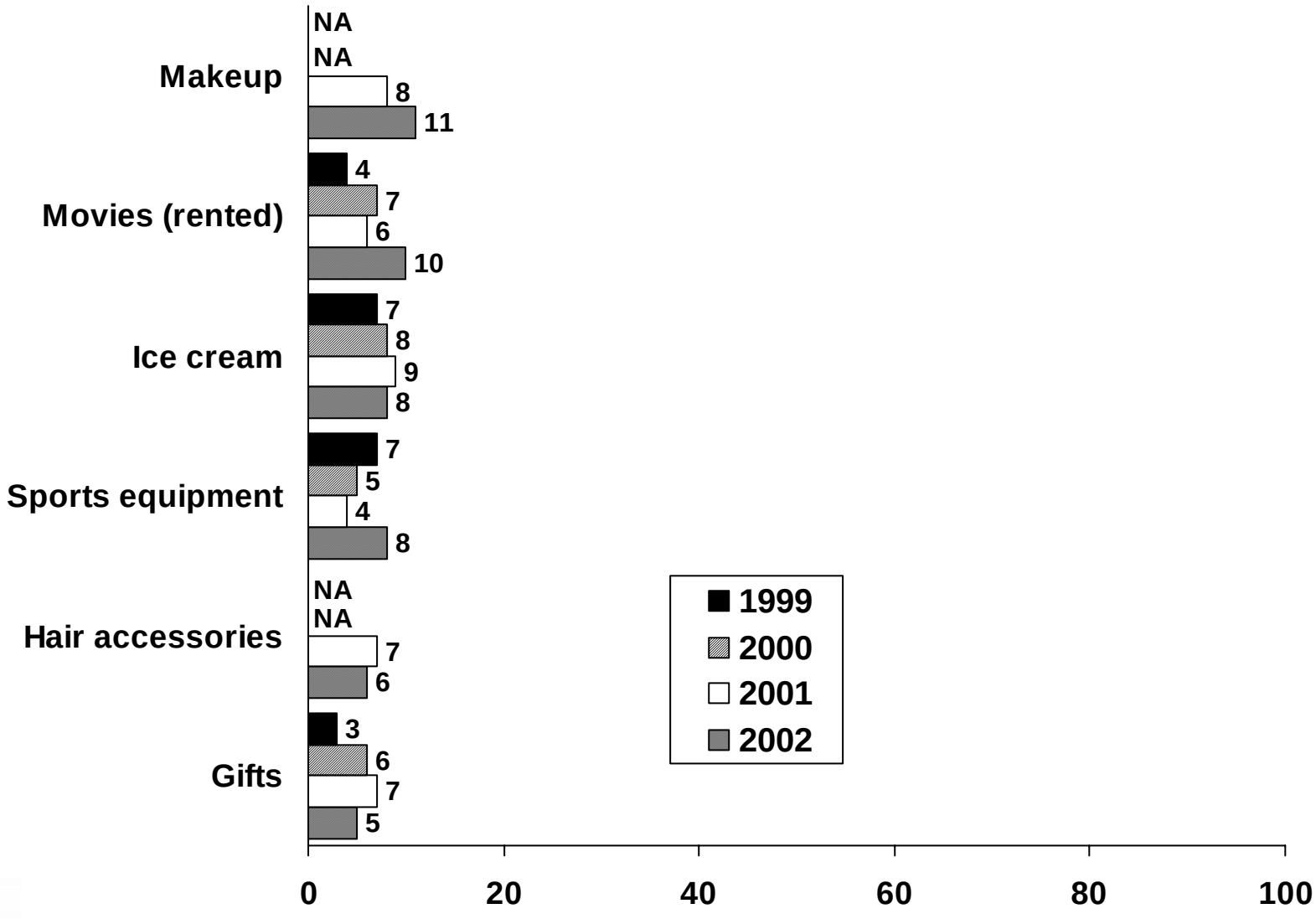
Base: Total Tweens



(Q.5, T. 24)

Items Tweens Usually Purchase With Their Money (Cont'd)

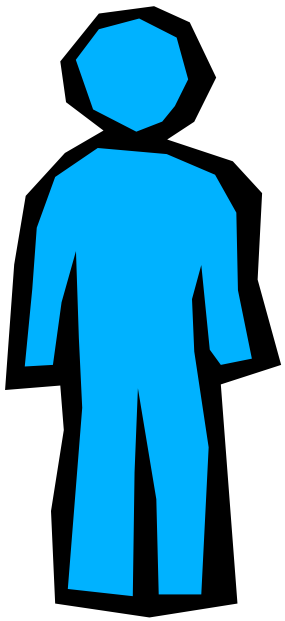
Base: Total Tweens



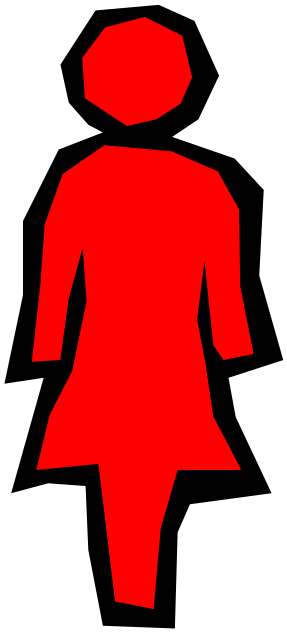
(Q.5, T. 24)

Items Tweens Usually Purchase With Their Money — By Gender

Base: Total Tweens



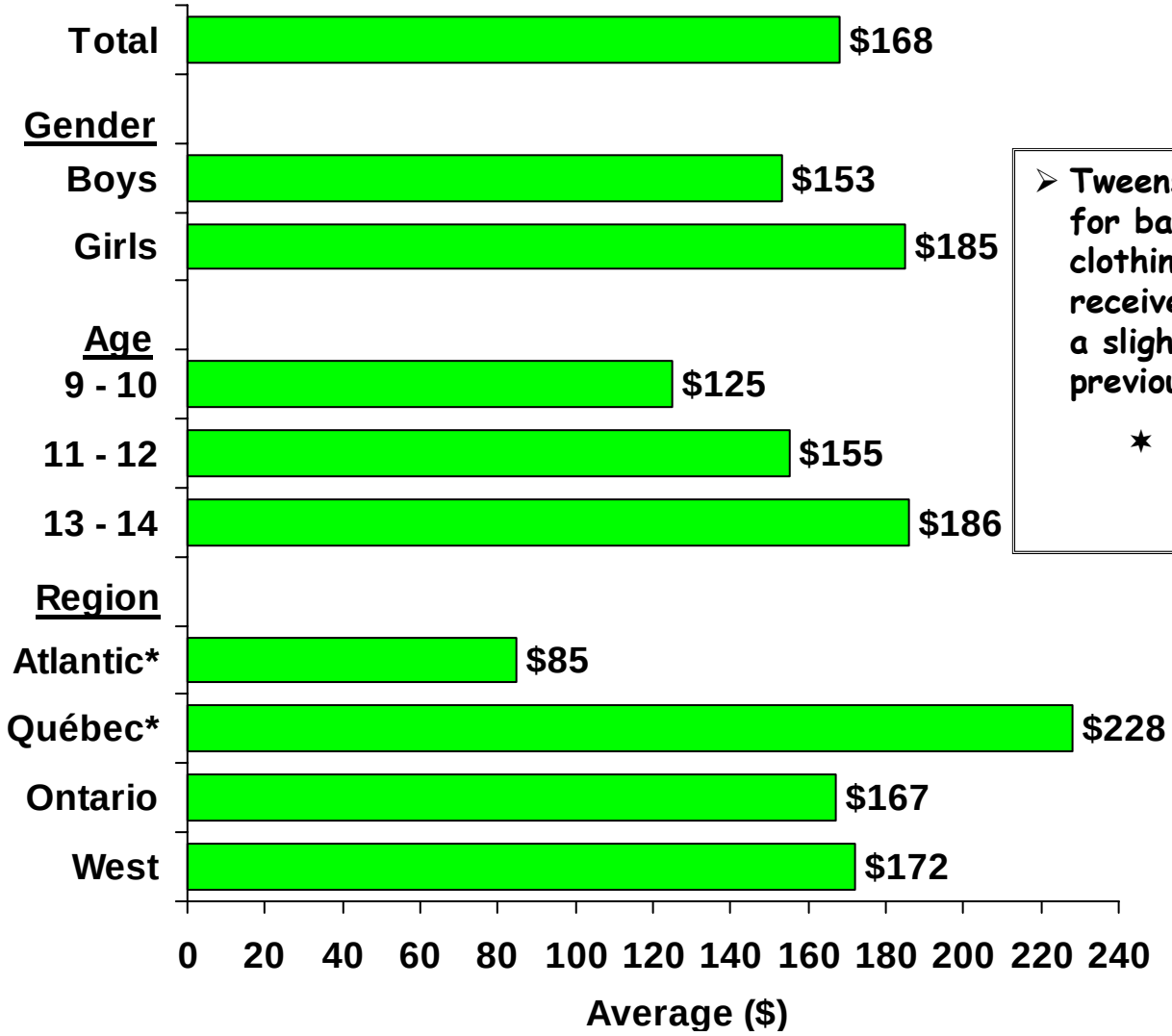
31%	Video games	1%
24%	Games/toys (not electronic)	15%
23%	Clothes/shoes	58%
19%	Trading cards	4%
12%	Sports equipment	3%
n/a	Hair Accessories	11%
n/a	Makeup	22%



(Q.5, T.24)

Average Amount For Back-To-School Clothes/Supplies

Base: Tweens Who Receive Money For Back-To-School Clothes/Supplies (n = 112)



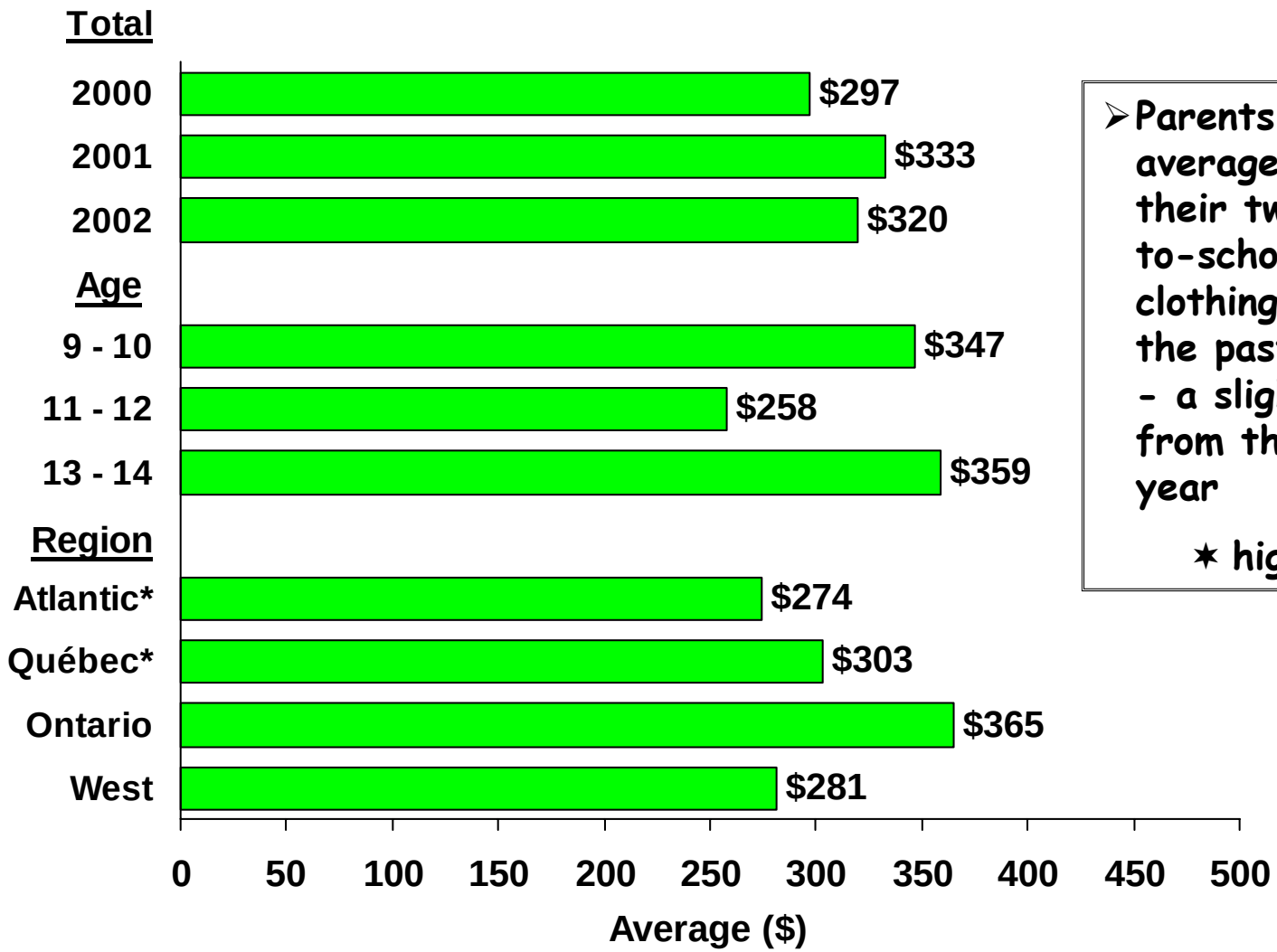
- Tweens who receive money for back-to-school clothing/supplies say they receive $168 on average; a slight decrease from the previous year.
  - Slightly higher for girls and increases with age.

(Q.4e, T. 13)

* Caution: very small base size.

Average Amount Spent On Back-To-School Clothes/Supplies This Past Year

Base: Total Tween Households



- Parents spent on average $320 on their tweens' back-to-school clothing/supplies in the past year - a slight decrease from the previous year
  - ✶ higher in Ontario

(Q.P28a, T.94)

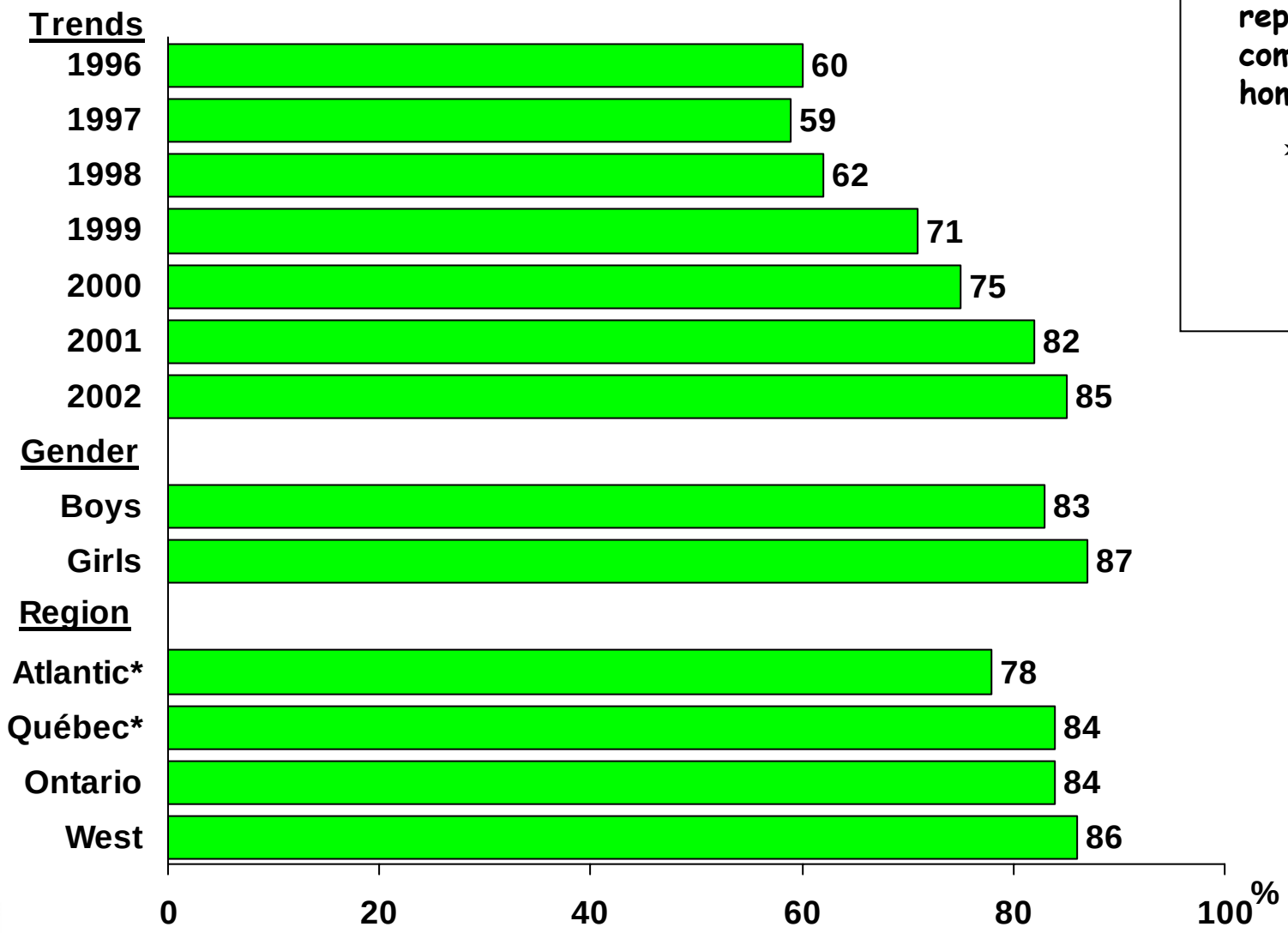
* Caution: very small base size.

Section 9:
www.tween.com

- Logged-on and Connected -

Computers In The Home

Base: Total Tweens



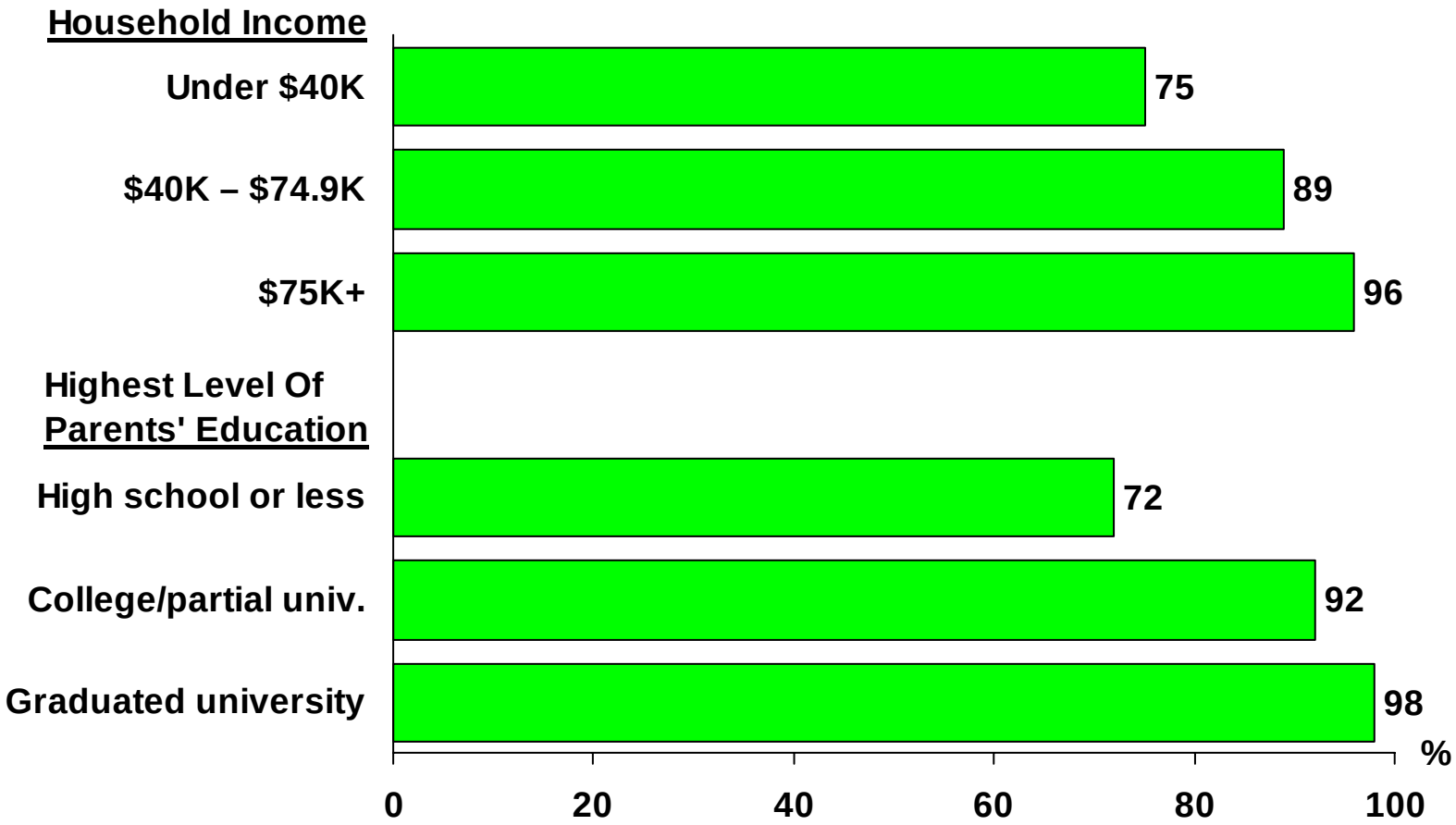
- About 8 in 10 report having a computer in the home
  - ✶ incidence rises with household income and parents' education.

(Q.3a T.5)

* Caution: very small base size.

Computers In The Home (Cont'd)

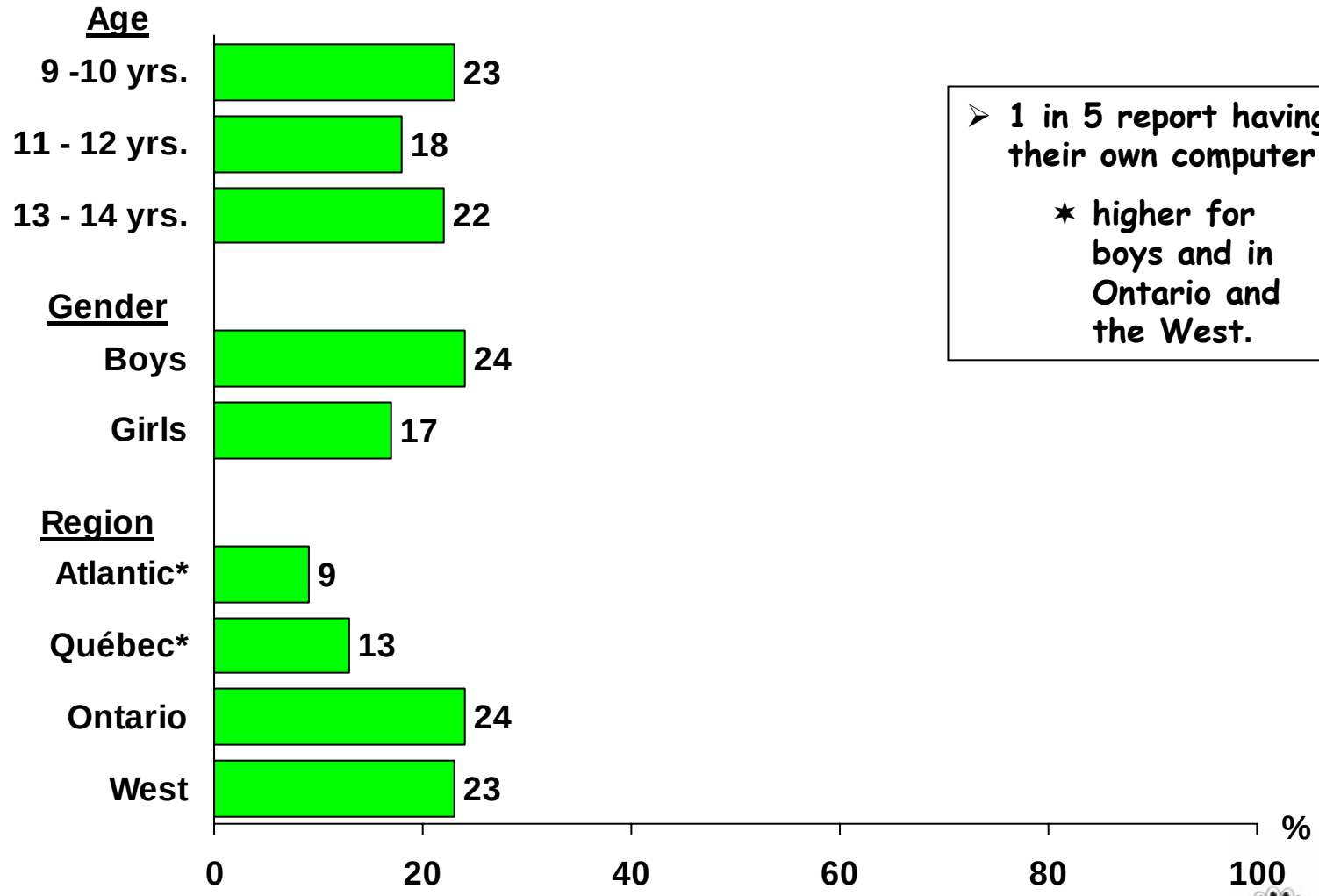
Base: Total Tweens



(Q.P5, T.59)

Incidence Of Tweens Having Their Own Computer

Base: Tweens who report having a computer in the home (n=339)



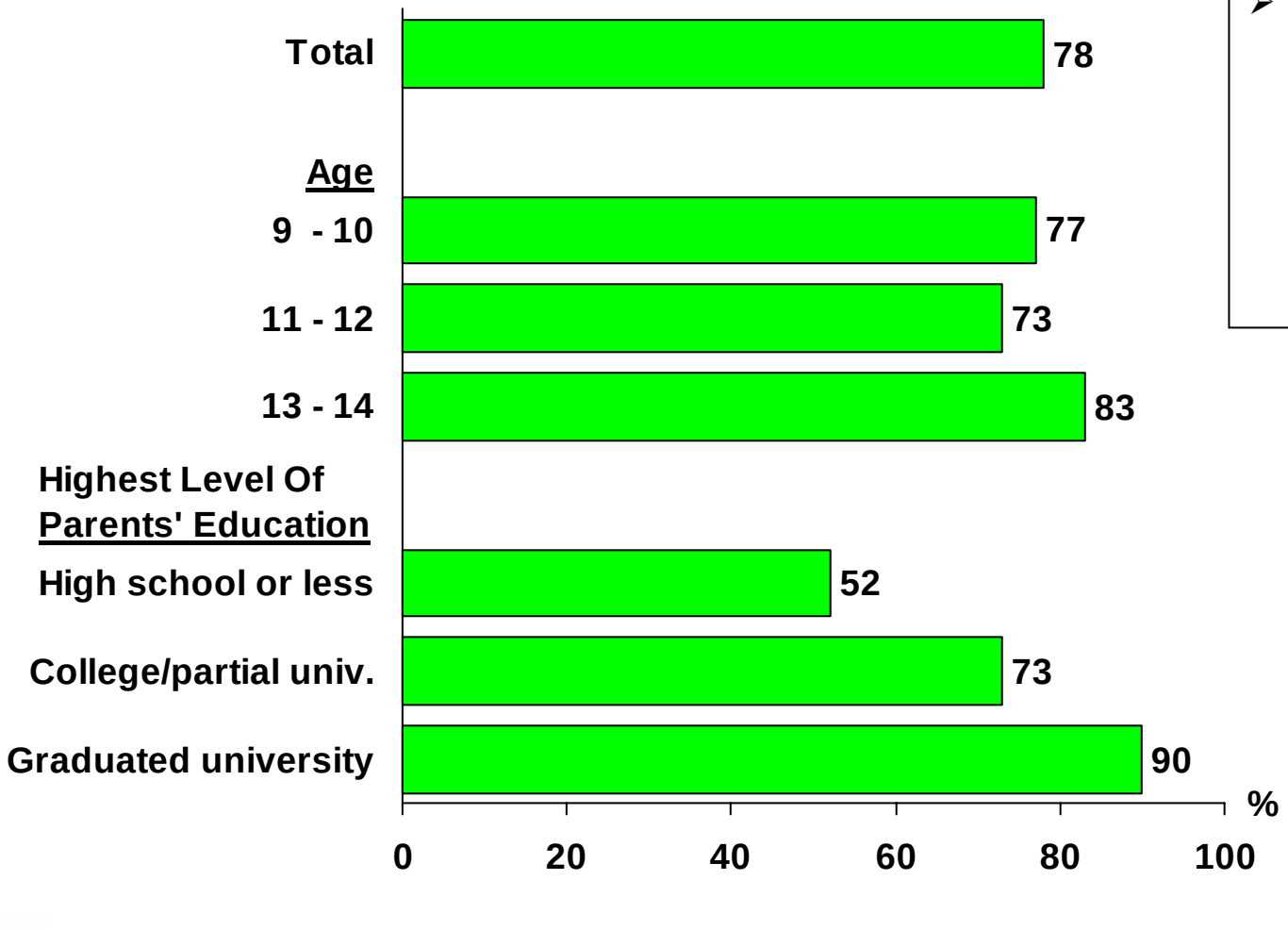
- 1 in 5 report having their own computer.
  - ✶ higher for boys and in Ontario and the West.

(Q.3b T.206)

* Caution: very small base size.

Internet Access At Home
-Parents' Response-

Base: Tween Households With Computer At Home (n = 338)

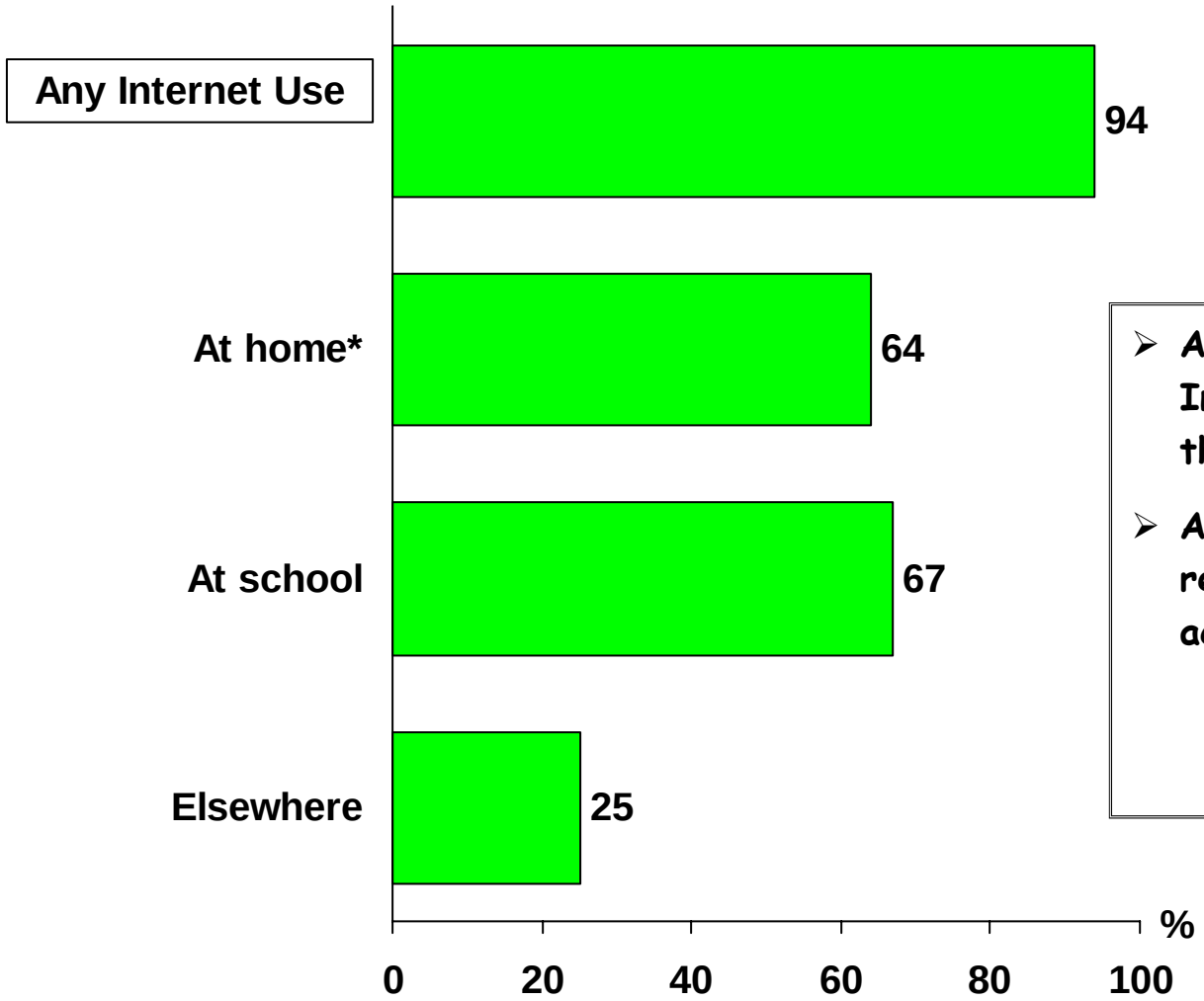


- About 8 in 10 parents who have computers at home report having Internet access
  - ✶ increases with parents' education
  - ✶ lower in West.

(Q.P10, T.265, 65)

Internet Use

Base: Total Tweens



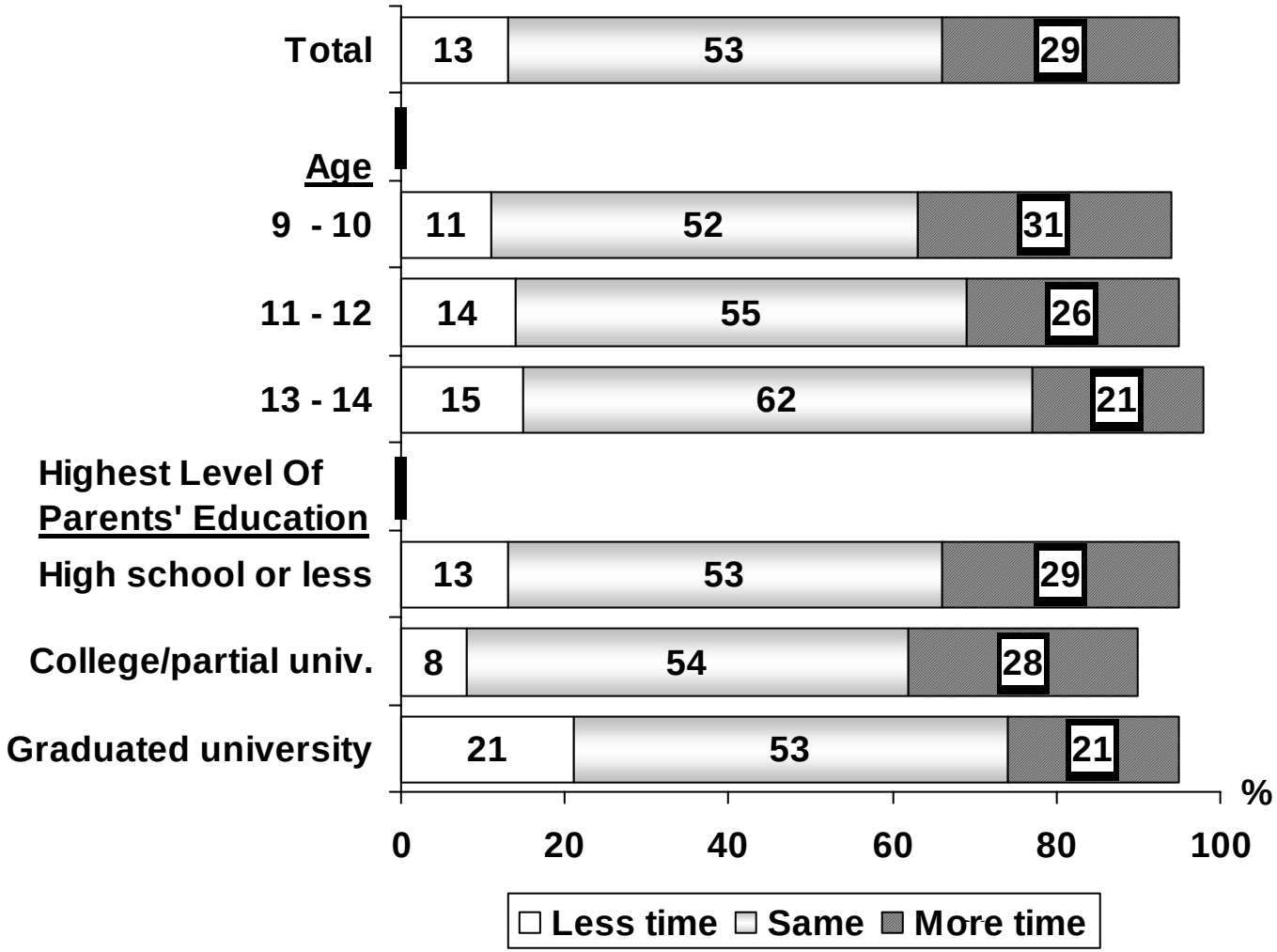
- As might be expected, Internet use increases with the age of the tween.
- About 9 in 10 tweens report having any Internet access.
  - 6 in 10 at home*
  - 7 in 10 at school.

(Q.3e, T.8)

* Among those with computer at home.

Internet Use Versus Last Year
-Parents' Response-

Base: Tween Households Where Parents Claim Child Has Internet Access at Home (n = 263)

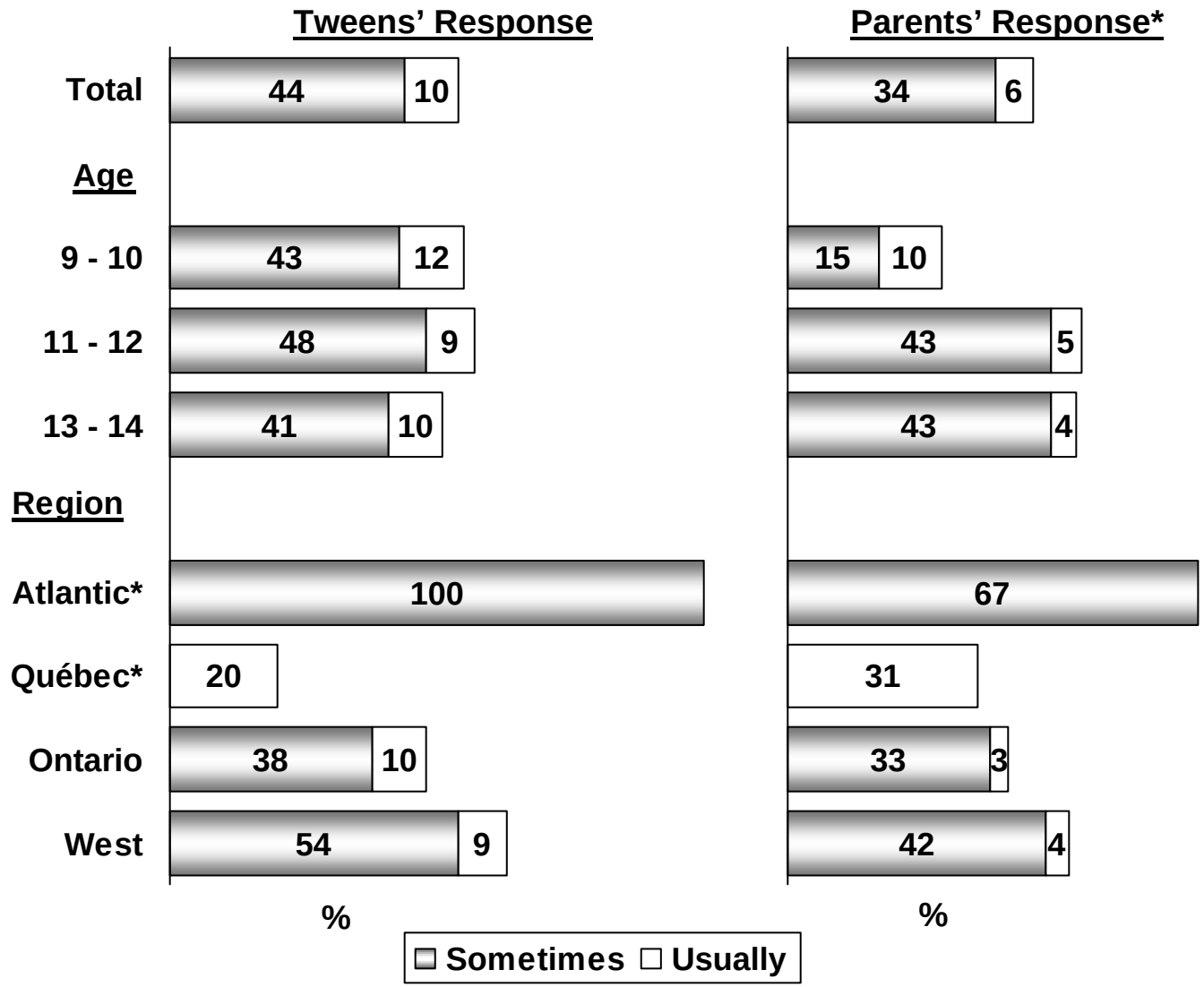


- On average, almost three in ten parents indicate their tween spends more time on the Internet than the previous year.
- Parents whose income is $75k or greater are more likely to indicate that their tween spends more time on the internet than in the previous year.

(Q.P12, T. 67)

Watch TV While Online At Home

Base: Tweens Who Report Having Their Own Computer in the Home (n = 71)



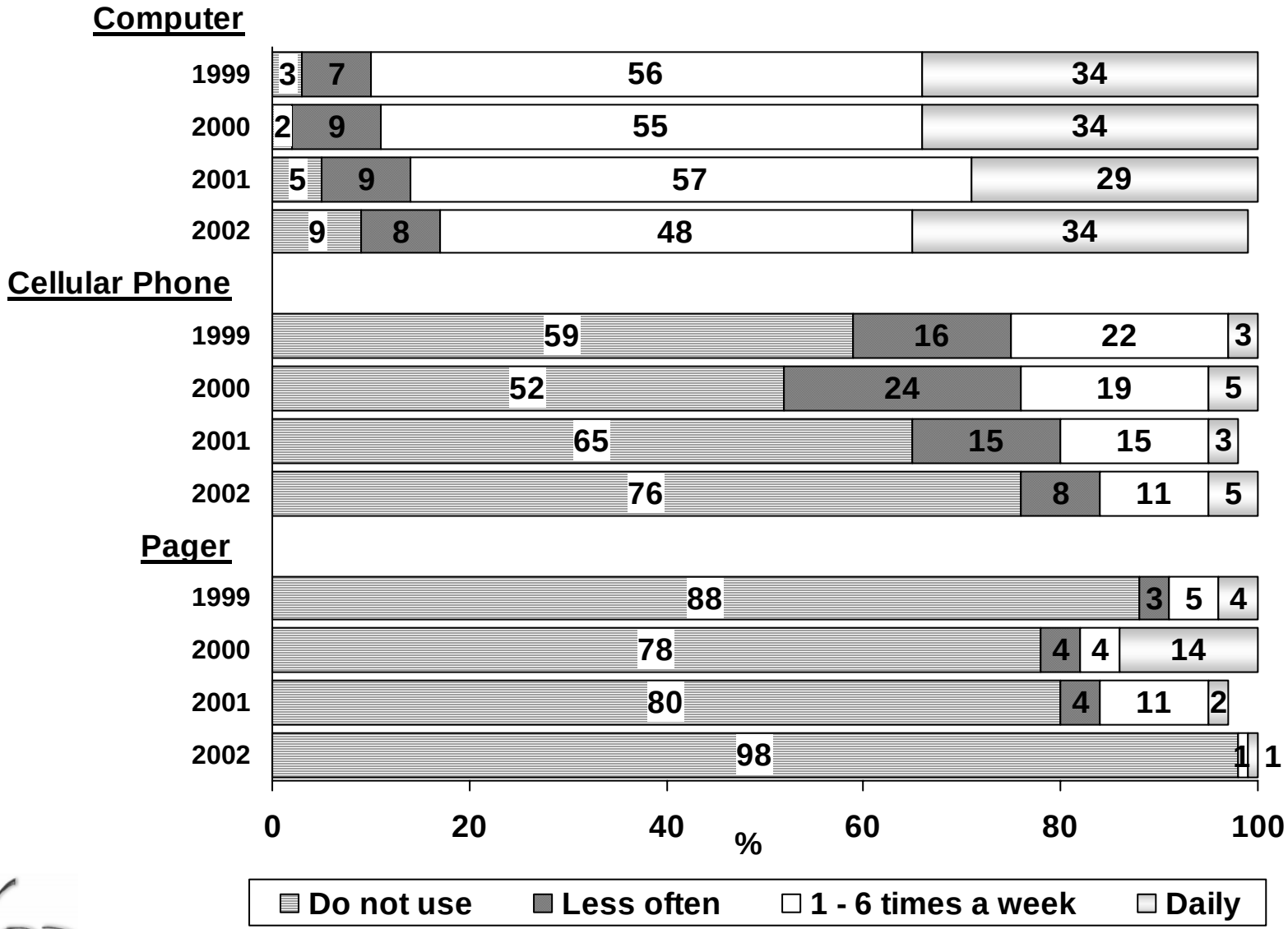
(Q.3c, Q.P8, T. 7, 359)

*** Percentaged on those responding.**

Section 10:
Keeping in Touch

Frequency Of Tweens Using Electronic Equipment In Average Week

Base: Tween Households Having Each Item



(Q.P9a, T.61)