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DECEMBER 2002

## KID RESEARCH

### **Tweens and Money: Highlights from The YTV Tween Report, Wave 8, 2002: Special Kidfluence Edition**

Canadian tweens influence roughly \$20 billion in household purchases, but they also spend an impressive \$1.7 billion of their OWN money.



### **Where Do Tweens Get Their Spending Money?**

- 90% of Tweens get money from their last birthday
- 85% receive money as needed
- 66% receive money as a gift on a major holiday
- 52% get an allowance
- 28% receive Back-to-school money
- 24% have a job or get paid for work done

### **A Snapshot of Canadian Tweens' \$1.7 Billion Discretionary Income**

There are approximately 2.5 million tweens (aged 9 to 14) who receive the following averages in discretionary income:

- 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 - higher in Ontario
- Back-to-school money - \$168
- From job or for work done - \$14/week on average per tween

### **Average Weekly Allowance**

Tweens who receive a regular allowance report receiving \$9.20/week on average. This is up from \$7.70 / week in 2001.

**Weekly allowance differs by Region, with Ontario Tweens reporting the highest:**

- Atlantic\* \$7.20 / week
- West \$7.70 / week
- Quebec \$8.50 / week
- Ontario **\$11.30 / week**

*\*Caution very small base for Atlantic Canada.*

### Average Amount Received On Last Birthday

Tweens report receiving an average of \$88 on their last birthday, up slightly from the previous year (\$74).

**This amount differs by Region, with Atlantic Canada and Ontario the highest:**

- Atlantic\* \$99
- West \$72
- Quebec\* \$69
- Ontario **\$102**

*\*Caution very small base for Atlantic & Quebec.*

### So what do Tweens buy with \$1.7 Billion?

Tweens buy a lot more than just candy and soft drinks with their own money. These categories are certainly prevalent, but tweens also buy other items like clothes, shoes, make-up, and entertainment like games and toys.

### Items Tweens Usually Purchase With Their Money

The most prevalent items Tweens buy with their money are:

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

### Items Tweens Usually Purchase With Their Money - Category Differences based on Gender

<b>31%</b>	Video Games	1%
<b>24%</b>	Games/toys (not electronic)	15%
23%	Clothes / shoes	<b>58%</b>
19%	Trading Cards	4%
12%	Sports Equipment	3%
N/a	Hair Accessories	11%
N/a	Make-up	<b>22%</b>



### Parents' Spending Expectation Next 6 Months

As 85% of tweens receive money as needed from their parents, we thought it was important to ask parents what their spending expectations are in the upcoming months:

- **Almost two-thirds (63%) of parents say they expect to be more careful about how they save and spend money in the coming 6 months** - this is higher among households with lower income.
- **3 in 10 say they don't expect to change their spending and saving habits** - higher among households with higher income.
- **Less than 1 in 10 say they expect to be able to spend money more freely** - higher in Quebec.

## KID TRENDS

### TOYS

#### **Barbie gets a makeover!**

A new tween-targeted line called **My Scene Barbie** will hit stores just in time for Christmas. My Scene Barbie and her fashionable friends, Chelsea and Madison, sport stylish, midriff-baring clothes and have large doe-ish eyes and full pouty lips. Next up -- male dolls will be added to the My Scene line this Spring.



#### **Watch for:**

- **Rumble Robots** -- a new line of remote control toys that battle each other. With six directions of movement, these robots can punch, talk and shoot beams.

### FASHION

#### **She's crafty**

What kid doesn't want to have an exclusive clothing item? Corporations are making it easier for kids to achieve those one-of-a-kind pieces. Retailers, like American Eagle Outfitters, offer free "customization stations" where their customers can apply stencil patterns and utilize Dremel tools and pumice stones to fray and wear denim. The grandmother of DIY (Do-it-Yourself), Martha Stewart, has also shown audiences how to achieve unique distressed denim at a low cost, with a



few simple tools.

And kids are not just modifying existing clothing items, they're actually making their own stuff too. Knitting and sewing are definitely becoming a hot after-school activity -- all in an attempt to make personal attire that is unique, cheap, and most importantly, cool. A few phone calls to retailers revealed that sewing machines may be the hit gift this Christmas; for some, sales have risen as much as 64%. At one Toronto store, an eight-year-old girl brought her father along to pick one up. Now that's crafty!

### **Don't mask foot odour!**

This November, Nike and Bionicle debuted a line of footwear based on Lego's Bionicle action figures. These special edition shoes come with character plastic masks worn on the toe and can be removed for 'play' purposes. Extra masks can be purchased separately. These shoes don't make our "it" list, but we are certain that the Bionicle toy property is hot -- watch for a movie in 2004.

## **MUSIC**

### **Idols and Anime-pop**

In Japan, one of the fastest moving trends is "Idols." These celebrities are revered by their fans and tracked voraciously through websites that quote meaningless information like blood type, measurements, favourite colour, etc. What is it that makes them so special? Well, talent isn't a necessary requirement, but good looks are. Many are famous for providing voice talent in videogames or anime shows, or for singing the theme song to an anime series.

J-Pop, a term used for Japanese pop music, is rarely good by most standards, though Japanese fans continue to obsess over these flashes-in-the-pan. In the sub-category of J-Pop is "**Anime-pop**" -- which consists mostly of theme songs from anime shows. Anime soundtracks, like the latest from Yu-Gi-Oh! entitled "Music to Duel By," mostly appeals to die-hard anime fans who are seeking the full anime experience.

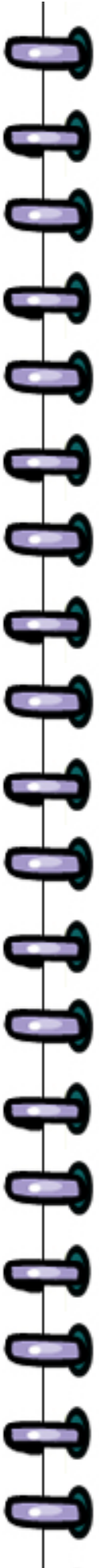
### **Other news:**

- **American Music Awards** nominees have been announced. Ashanti leads the pack with nominations in five categories: Fave New Artist and Fave Album in the Pop/Rock and Hip-Hop/R&B categories, and Fave Female Artist in Hip-Hop/R&B; while Eminem and Nelly compete in four categories (Fave Male Artist and Fave Album in the Pop/Rock and Hip-Hop/R&B categories). The event, which airs January 13th, 2003, will be hosted by the Osbourne family.
- It's officially cool to stay in school -- especially for the one day that **Jay-Z** is your principal. This month he tours America as "Principal for the Day" and follows up each evening with a small concert in each city.

## **TELEVISION**

### **Who wants to be a rockstar?**

Plenty of people -- think of the long cross-country bus trips, the stalking fans, the greasy spoons,



... Umm, well it might be appealing to *some* people. The creators of *Rockstars The Show* are currently seeking submissions in search for the ultimate Canadian band. Groups will compete in various cities across Canada before live audiences and like its predecessor, *American Idol*, celebrity judges will participate in the selection of a new star.

### TV tidbits

- **The Anime Network** is coming to America. Featuring four areas of content: Action, Sci-Fi, Comedy, and Horror/Martial Arts. No word yet on when the network will launch and what carriage it will receive.
- **Garfield** celebrates his 25th anniversary with a CGI-animated special that begins production next year and re-launches the TV series and specials from the Garfield library. Also watch for a live-action film featuring 3D-animation. To be directed by Peter Hewitt (*The Borrowers*, *Bill and Ted's Bogus Journey*).

### VIDEO GAMES & THE NET

- In May 2003, GameCube (GC) players can acquire access to over 1000 handheld titles through a new peripheral called **GameCube Game Boy Player**. This one-inch platform attaches to the bottom of a GC and allows Game Boy, Game Boy Color, and Game Boy Advance games to be displayed on the television screen through the GC console and using the GC controller.
- The big title for PC gamers this holiday is **Age of Mythology** -- the sequel to Microsoft's Age of Empires. Set in ancient civilization, players must build an empire, gather resources, raise armies, and wage war against enemies.

### MOVIES

- **Looney Tunes: Back In Action** -- It's Looney Tunes first feature film in six years, since Space Jam. This one also combines animation with live-action and features Bugs, Daffy, and the gang heading out on an adventure. Expected in theatres November 2003.
- **Where's Waldo** -- John Schultz (Like Mike) directs the Paramount Pictures film which brings to life the elusive Waldo, based on the children's books by Martin Hanford.
- Here he comes to save the day! Action director John Woo directs a new **Mighty Mouse** movie for Nickelodeon/Paramount. Expected in early 2003.
- A little monkey called **Curious George** and the Man in the Yellow Hat will be appear on the big screen in a CGI-animated movie by Universal and Imagine. Gerson and Baird, the writers from Monsters, Inc., will pen the script. No date set for release.
- A live-action adaptation of **Underdog** by Spyglass Entertainment and Disney is now in production.
- Warner Bros will distribute a CGI/live-action movie of Hanna Barbera's **Hong Kong**



**Phooey.**

- **Ozzy Osbourne** is reported to be close to signing a deal with a major film house to develop a biographical movie about his life with wife, Sharon. No word yet on who will play the infamous couple.
- Walden Media and The C.S. Lewis Company have partnered to produce the first live-action feature adaptation of the 1950s classic novel, **The Lion, The Witch and The Wardrobe**, from series, *The Chronicles of Narnia*.

**Coming on DVD:**

- The 1970s comic superheroes -- **Superfriends** -- arrives on DVD April 2003.
- **Strawberry Shortcake** specials are available on DVD in 2003. Also look for a new clothing line and greeting cards.
- Special release box sets of the digitally-remastered **Dragonball Z** series will be available in Japan in 2003.

**BOOKS**

- **Gordon Korman's** new book series for young adults, *Son of the Mob*, features a straight-laced teenage boy with a mobster father and a girlfriend who is the daughter of an FBI agent -- hmm, sounds like **The Sopranos** for kids.
- Now in manga format! Coming March 2003, a 15-volume series of **Digimon** manga (Japanese comic book) will be distributed in trade paperback by US Manga publisher, Tokyopop.

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

**NEWS FROM SALES & CO-MARKETING**

**Girlz TV - A new show & great product placement opportunity**

Airing February 2nd exclusively on YTV, Girlz TV is a magazine series for girls by girls. It is also the real life adventure of two best friends hosting their own TV series. We go behind the scenes to show our audience what it's like to be on this cool adventure.

Freed from the confines of a studio our Girlz are constantly on the go. Hosts, Joy & Sara, do each episode in a new location. Packing luggage, hanging out in a hotel room, getting ready for a night on the town, a day at the beach, or an afternoon on the slopes, the cameras will be there.

The Girlz are also open to innovating & interacting with your brand. They can shop in your store,

wear your label, make-up, hair and, they'd really like to go somewhere for March Break with your brand. So, give your YTV rep a call and we'll set you up with The Girlz.

### **Kids program YTV's Friday line-up in the Zone throughout January**

YTV & Nintendo gave viewers the chance to connect to their favourite shows and their favourite games from Nintendo throughout November, with the "Connect to the Best" promotion . We asked viewers to vote on-line at ytv.com for their favourites among 10 potential programs each week. Four, back-to-back episodes of the winning show were aired each Friday in The Zone. YTV viewers chose *Hamtaro*, *Zoids* and *Beyblade* as their favourites among the shows offered.

The viewer response to the Connect to the Best promotion was terrific! As a result, YTV is planning on taking this concept to the next level letting kids vote for the Friday line-up every week in The Zone starting in January. If you're interesting in sponsoring this or other tailored programming events, call your YTV rep for more information.

### **Back to School-Again**

What better time to establish new habits (or reinforce old ones) than the after Christmas 'back to school' period. Ensure your products & services are top of mind with your consumers. Whether it's a full-blown promotion, web campaign or straight brand sell, your brand will stand out during this low demand/high viewing period. Call your rep now for great exposure opportunities that really break through.

### **Tell Us How We're Doing**

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

### **next newsletter**

Watch out in February for the Spring issue of Take Note for more findings from YTV.



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Strength in numbers

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