The Teen Consumer
A Field Guide for Brands

New research on Gen Z shopping habits:

How teens become consumers, make choices, and build relationships with brands

teenvoice™

Executive Summary

Shopping has always been how teens declare who they are. What's different now is the environment: raised in a digital world, they're hit with endless options and nonstop information. Instead of being overwhelmed, they've adapted, becoming disciplined, research-driven shoppers who know how to cut through the noise and buy with confidence.

This matters because teens punch above their weight. **They help shape family purchases and act as early signals of what's next in consumer culture. And they're redefining influence and loyalty in ways that ripple far beyond their own wallets.**

Based on five nationally representative surveys of U.S. teens, this report gives brands a blueprint for the new consumer reality: one where influence flows in all directions, every brand action is tested for credibility, and the path to purchase is anything but linear.

Brands often see teens as followers. The truth: they're gatekeepers—filtering out hype, demanding proof, and rewarding brands that stay consistent from promise to product.

Executive Summary Continued →

Big Picture Insights

Teens are power players at home: They help guide many household purchases. Parents lean on their digital fluency and trend-savviness, making them trusted voices in family spending.

INSIGHT IN ACTION: Speak to teens as household partners. Winning their approval can unlock both the family wallet today and their loyalty tomorrow.

Emotional trade-offs shape every decision: When cash runs short, teens often skip social experiences, missing hangouts or group activities to protect purchases that signal identity.

INSIGHT IN ACTION: Make participation affordable. Whether through entry-level products, student pricing, or share-friendly options, brands that help teens stay included without overspending will earn lasting relevance.

Authenticity is the filter for everything: For teens, authenticity is logic. Does this brand make sense across product, price, and behavior? When a brand claims to support sustainability but prices eco-friendly options out of reach, teens see the contradiction.

INSIGHT IN ACTION: Don't just state your values—prove them in your products, pricing, and experience.

Values bump up against affordability: Teens aspire to shop responsibly—93% say they'd pay more for values-aligned products. But nearly all admit that when money is tight, affordability wins. This isn't apathy. It reflects the daily friction between what they want to do and what they can afford.

INSIGHT IN ACTION: Responsibility can't come at a premium. The future belongs to brands that make the "right choice" easy, affordable, and widely available.

Self-pressure is the new peer pressure: Conventional wisdom says peer pressure drives teen shopping. The data says otherwise. Thirty-six percent of teens feel the most pressure from themselves—more than from friends (29%), social media (29%), or influencers (27%). They hold themselves to an impossible double standard: 42% feel pressure to both spend less and look like they can afford cool things. Shopping is less about keeping up and more about living up to their own expectations.

INSIGHT IN ACTION: Help teens look the part without overspending. Trust is earned by easing their self-imposed pressure not by chasing peer influence.

Honesty earns more loyalty than perfection: Only 7% of teens cut ties with a brand immediately after a misstep; most will give a second chance if a brand owns up and shows change.

INSIGHT IN ACTION: Owning mistakes can earn more loyalty than never making them at all.

The funnel is now a spiral: Teens move in loops across platforms—discovering on TikTok, validating on Reddit and brand sites, and often buying elsewhere entirely. They research exhaustively—75% read comments and 72% check reviews—and only 10–18% buy where they first encounter a product. What may look like indecision is actually systematic confidence-building.

INSIGHT IN ACTION: Confidence is built across platforms you don't control. Meet teens where they validate, not just discover.

Gen Alpha is hitting fast-forward: Younger teens (13 and 14) already shop differently: they compress research, buy more directly on-platform, and care less about brand values. For them, immediacy and trend participation matter more than careful validation.

INSIGHT IN ACTION: Be ready for speed. If Gen Z checks and double-checks, Gen Alpha may skip straight to "buy now."

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Our Methodology

This report draws from five proprietary online surveys conducted among U.S. teens to deliver robust, representative, and actionable insights on their consumer behaviors. Each study's final sample is nationally representative by gender, age, race/ethnicity, and geographic region, aligned with the latest U.S. Census benchmarks.

Surveys were conducted between February and June of 2025 across studies:

- *Survey 1: May/June 2025; Sample N=2,019*
- *Survey 2: May/June 2025; Sample N=2,007*
- *Survey 3: May/June 2025; Sample N=2,014*
- *Survey 4: June 2025; Sample N=500*
- *Survey 5: Feb 2025; Sample N=1,000*

TeenVoice's expertise ensures survey questions are optimized for clarity, engagement, and accuracy, yielding high-confidence insights into teen behaviors and mindsets. Data is reviewed for quality and weighted as necessary to maintain national representativeness. This report synthesizes findings across multiple studies to provide deep, trend-backed intelligence for executives and brand strategists, education professionals and thought leaders, product and program developers, and other professionals who want to be informed with the very latest understanding of youth audiences and the adults of tomorrow.

Introduction

Every day, teens make dozens of decisions that reveal who they are and who they're becoming.

Skip the latte to save for new sneakers. Choose the dupe over the original. Wear the sparkly shoes—or stick with what feels safe. These aren't just shopping choices. They're identity choices made under pressure.

Teens today live in a world of contradictions. They have infinite options, but limited resources. And they want to live authentically, but both their budgets and world around them get in the way.

This complexity often gets overlooked. Instead, brands see teens as trendsetters with disposable income or as naive consumers swayed by the right influencer. The reality is more nuanced. Today's teens are strategic, skeptical, and surprisingly sophisticated.

This report follows the full journey of how teens become consumers, make choices, and build relationships with brands. Based on five nationally representative surveys of U.S. teens, it starts with how teens exert control: influencing family purchases, managing tight budgets through hard trade-offs, and using what they buy (or don't) to express identity. It then explores what drives connection and trust—what makes teens loyal to a brand or walk away. And it follows them through discovery and decision-making: how they find products, evaluate options, choose where and how to buy, and reflect on those choices after the fact.

For brands, the payoff is clear: Teens are building a lifelong framework for how to spend, what to believe, and who to support. Understand how they think today, and you'll be better equipped to earn not just their attention, but their trust and loyalty for years to come.

Section 1
The Currency of Control

Whether teens are sending a link to a parent, splurging on skincare, or skipping a hangout to save money, their spending choices are rarely just about stuff—they're about identity, agency, and belonging. Across these chapters, we'll see teens exert control in three key ways: by steering family purchases, expressing themselves through what they buy, and making thoughtful trade-offs about what to skip or stretch for. Their financial power extends far beyond what's in their wallets—and brands that recognize that can earn not just relevance today, but loyalty that lasts.

Chapter One

The Power Behind the Purchase

Teens may not control the family budget, but they influence which brands make it into the cart

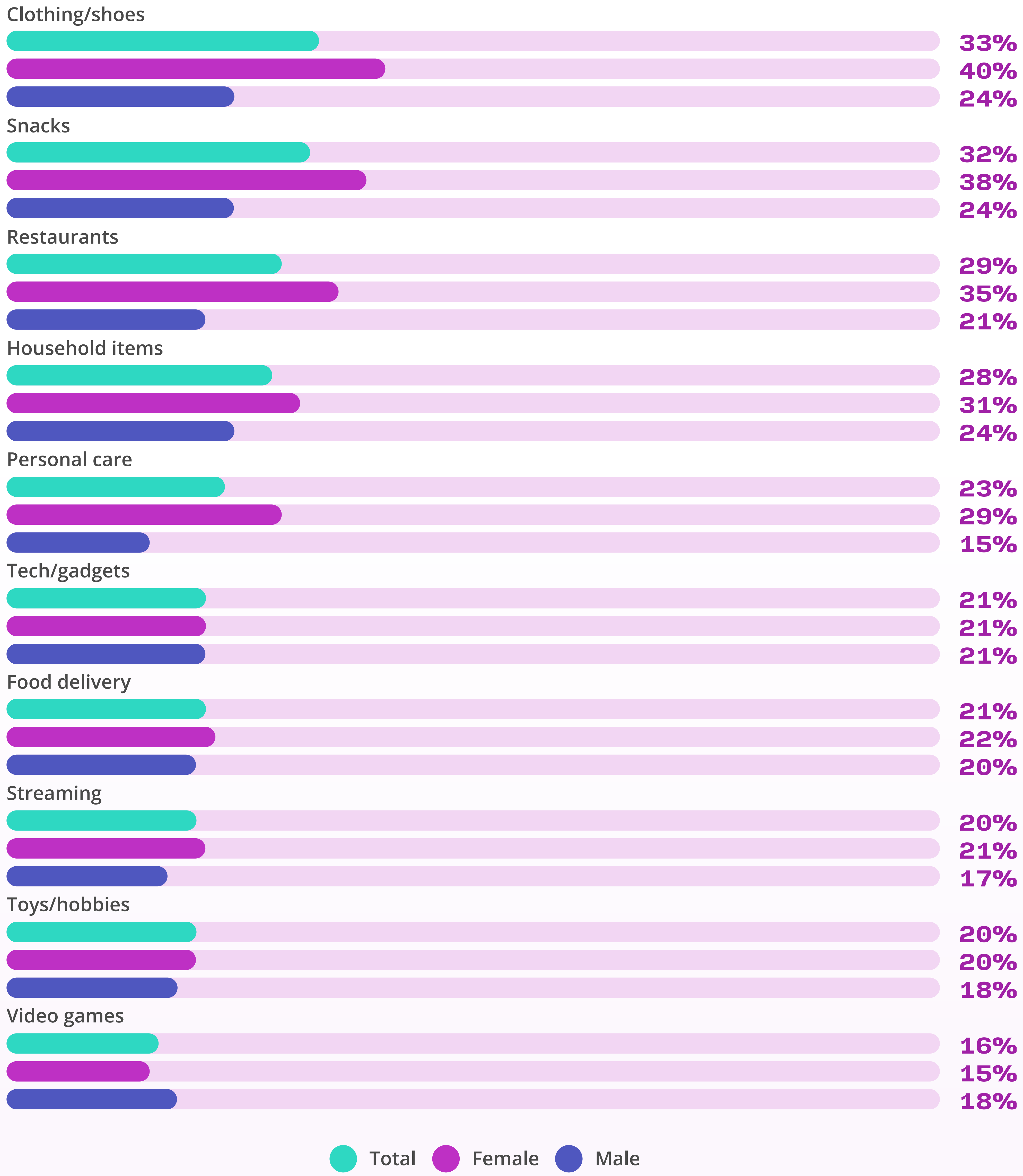
A 16-year-old sends her mom a link to a pair of sneakers, drops hints over dinner, and points them out in-store. By the time the purchase happens, it's a shared decision—one she clearly led. These quiet negotiations play out in homes every day. Whether it's food, tech, clothing, or entertainment, teens don't just join family spending decisions—they often steer them. Brands that show up in the moments when teens and parents decide together can win loyalty from both generations.

Where Teens Wield Influence

Even when they aren't paying, teens help steer the brand, style, or timing of a family purchase. Sometimes it's subtle—a wishlist item or a screenshot. Sometimes it's direct: "We should get this one." Their influence peaks in categories tied to their daily lives—snacks, clothing, restaurants, and household basics. Luxury or high-cost items remain mostly adult territory, though teens still weigh in.

Interestingly, the pattern of influence varies by gender. Female teens help decide on more purchase categories than males despite being more likely to have limited personal spending money. This reveals a key insight: **decision-making power isn't tied to wallet size.**

Where Teens Have the Most Say

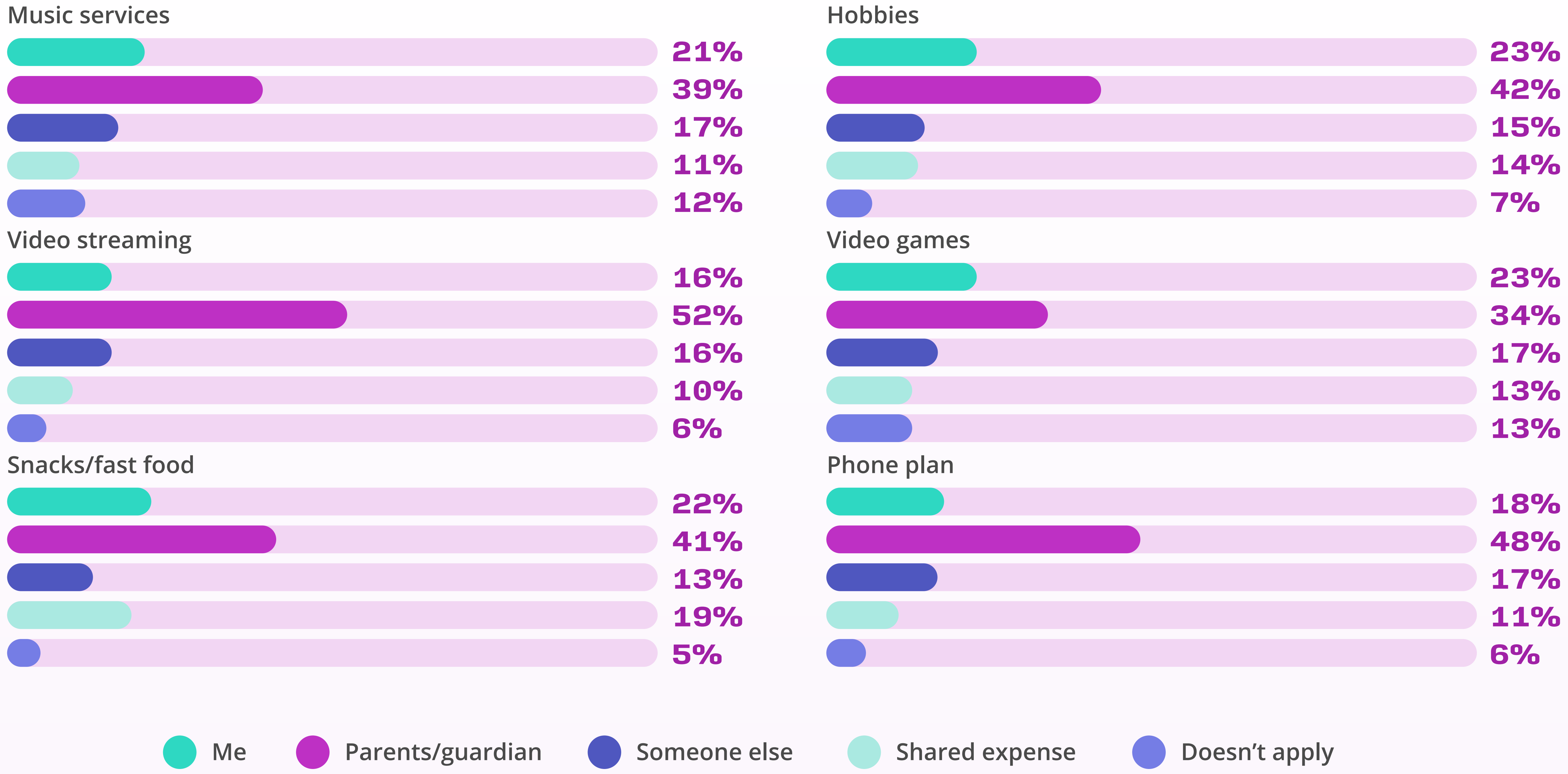


The Negotiation of Spending Power

Teens don't need to be constantly consulted to sway a purchase—only 13% say adults "very often" ask their opinion before buying something. But most are asked sometimes, and once they're in the conversation, they can steer the choice.

As for who pays, that's just as fluid. Teens switch between covering personal picks themselves, splitting the cost, asking for help, or promising to pay back later. Only 8% almost always pay on their own, compared to 12% that say their family members pay as often.

Teens Pay for Personal Picks, Parents Cover Shared Essentials

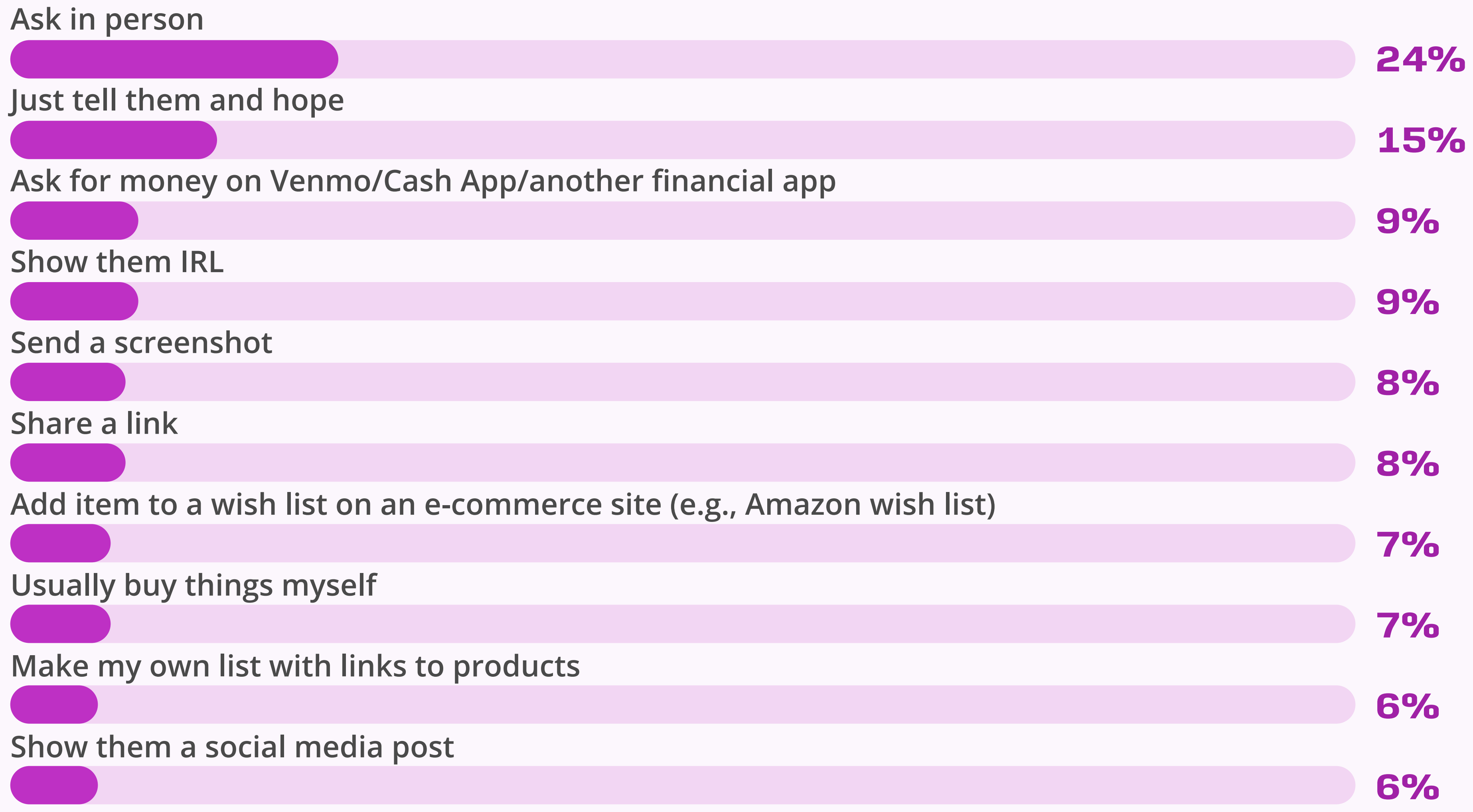


The Ways Teens Ask (and Hint)

The "ask" is part of the influence process. Younger teens lean on digital cues—sending links, screenshots, or tagging parents in social posts. Older teens favor direct requests or, when possible, skip the ask and buy it themselves.

Knowing which method your audience uses helps determine where brand visibility should land. A social post can spark a screenshot share; an in-store display might prompt an in-person pitch.

How Teens Drop Hints and Make Asks



The Emotional Economics of Influence

Money talk at home can be emotional. Seven in ten teens notice rising prices, two-thirds feel bad asking for things, and more than half have pitched in their own money for family purchases.

Female and non-binary teens are most likely to feel guilty asking for things; teens of color are more likely to contribute financially. This awareness may even sharpen their influence. When they do advocate for a purchase, it could be because they believe it's truly worth the investment.

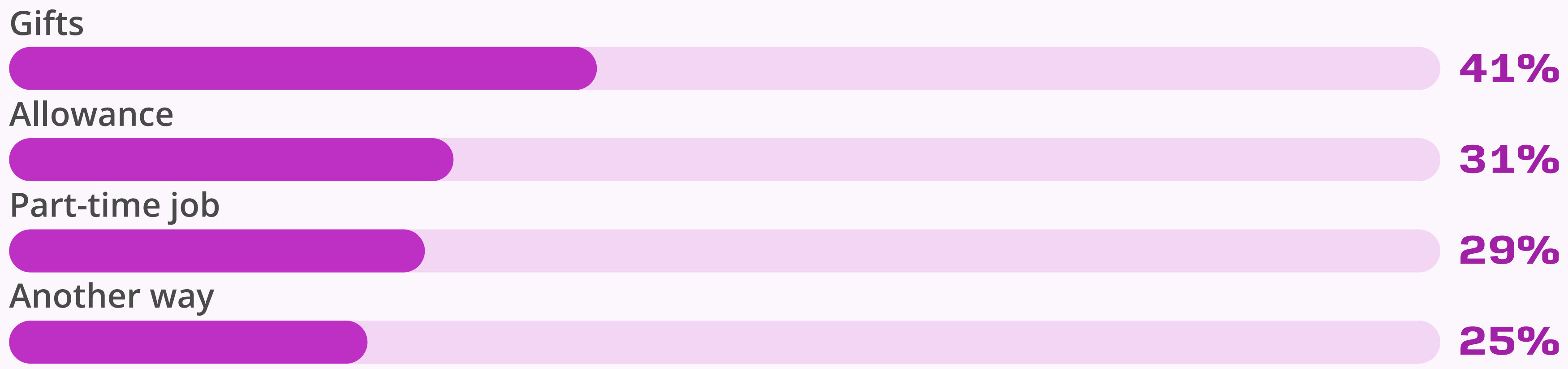
Family Money Stress Is a Reality for Many Teens

Teens are aware of—and influenced by—family financial pressures.

Where Their Money Comes From

That awareness of money pressure is shaped in part by where their own money comes from. For most, it isn't a steady paycheck. Allowances, gifts, and occasional part-time earnings dominate.

Teen Spending Relies More on Gifts Than Jobs

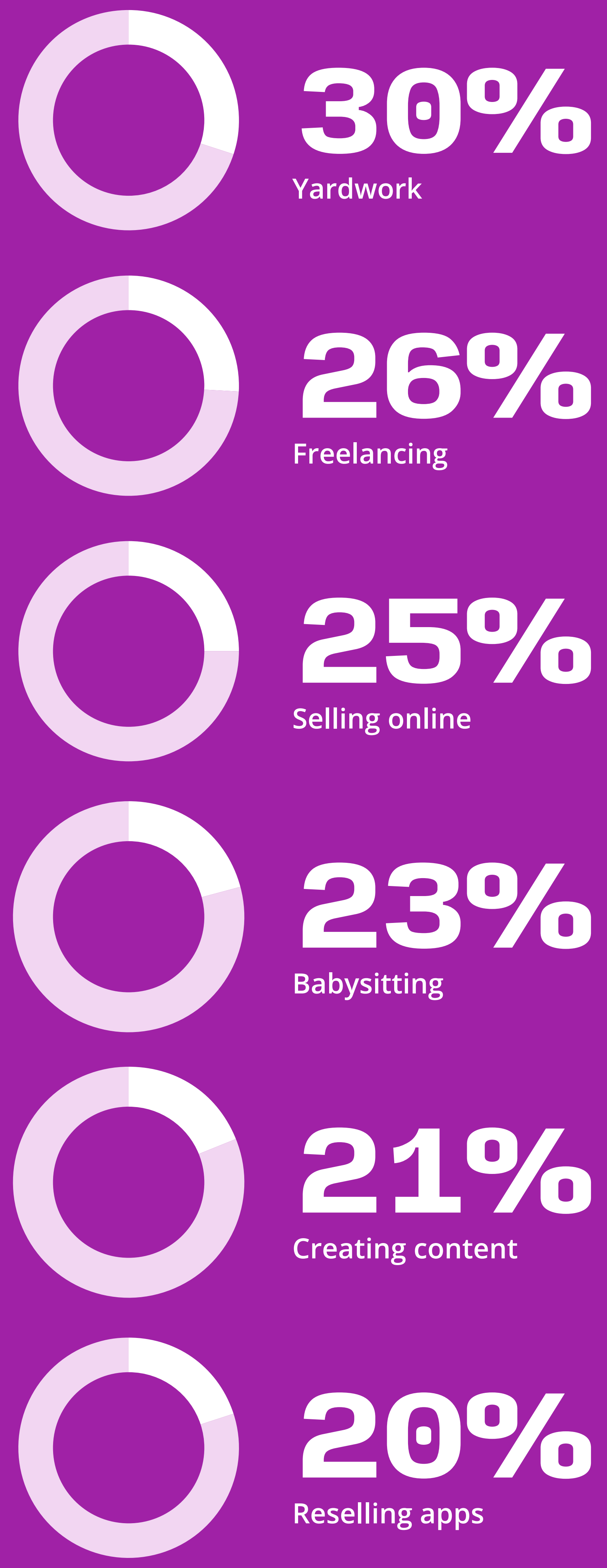


Most teen spending money is gifted, not earned.

Just under a third of teens work part-time, but many hustle informally—mowing lawns, freelancing, selling online, babysitting, creating content, or flipping products through resale apps.

Older teens are more likely to work, but also face greater expenses. In fact, many still operate with $100 or less each month.

Teens Are Hustling, But Informally



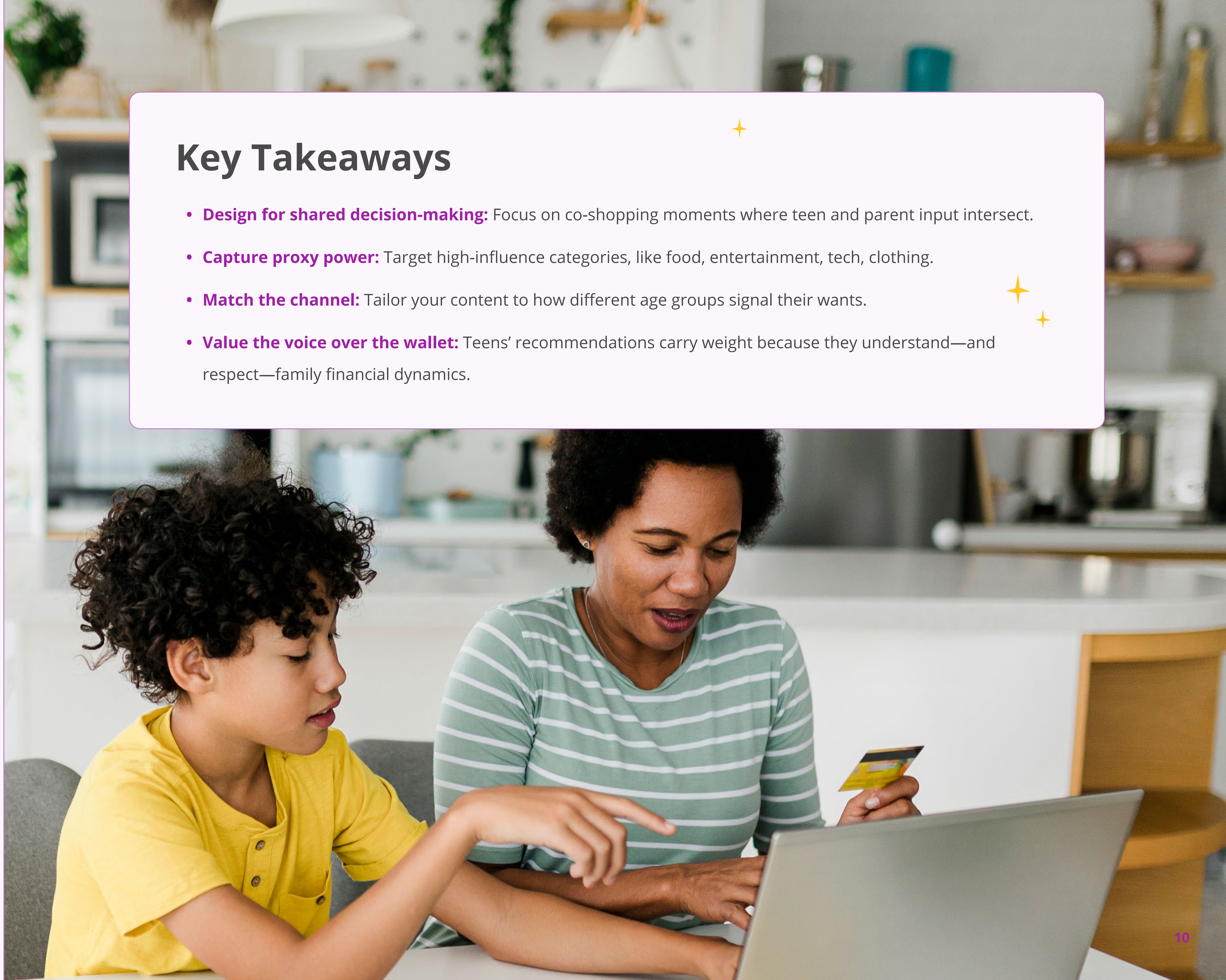
AlphaWatch

Gen Alpha teens (ages 13–14) are less likely than older teens to pay for purchases themselves or influence household decisions outright, but they excel at digital nudging: sending screenshots, tagging parents, or building wishlists online.

Unlike older teens, Gen Alpha doesn't feel as weighed down by money stress or economic pressure. Fewer feel bad asking for things, and more often than not, they buy what they want when they want it.

As they age into more spending and more autonomy, their digital-first habits and broad spending interests could make them highly persuasive consumers—especially in families where shopping happens collaboratively.

(For a detailed breakdown of the data, see tables 1.A-1.Z, pages 47-59)



Key Takeaways

- **Design for shared decision-making:** Focus on co-shopping moments where teen and parent input intersect.
- **Capture proxy power:** Target high-influence categories, like food, entertainment, tech, clothing.
- **Match the channel:** Tailor your content to how different age groups signal their wants.
- **Value the voice over the wallet:** Teens' recommendations carry weight because they understand—and respect—family financial dynamics.

Chapter Two

Shopping as Signal

Every purchase is a broadcast—blending style, values, and belonging into a constantly updated identity feed

Each purchase a teen makes becomes part of a live, evolving profile: a mix of style choices, value statements, and subtle cues to friends, peers, and followers. Teens are skilled curators who know which signals to amplify, which to mute, and when to remix. For brands, relevance isn't just about being trendy—it's about being tunable, able to adapt to teens' evolving identities across moments, moods, and social settings without losing credibility.

The Mindset Behind Every Purchase

How teens approach shopping reveals how strategic these "broadcasts" can be. Just over half see shopping as self-expression, while the rest treat it as more of a chore. Yet only 14% of teens say their shopping is driven by need alone while 42% try to strike a balance between want and need. In other words, in practice, even a "practical" purchase can be part of a bigger style or social signal.

Is Shopping About Want or Need?

Calculated Cool

Every teen wants to be "cool," but defining it is an exercise in precision. **Too trendy risks being "basic." Too unique risks sticking out in the wrong way. The sweet spot? Looking effortless while signaling individuality.**

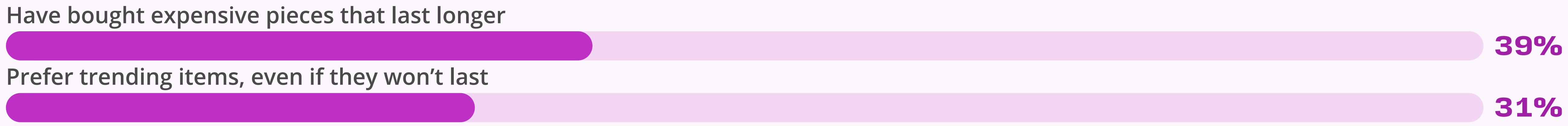
Nearly half (48%) say they shop equally for unique and trendy items, and 42% believe the coolest style is a mix of vintage and trending. Think trending sneakers with a thrifted jacket, or a popular brand styled in an unexpected way—it's calculated authenticity.

What Makes a Style Cool?

Cool also comes with a value lens. While 31% go for trendy items even if they won't last, more (39%) have invested in a pricier piece they believe will hold up. As one 17-year-old female from California put it:

"One designer bag or belt that has quality is a better use of my money than multiple that won't last."

Teens Weigh Trendy vs. Longevity



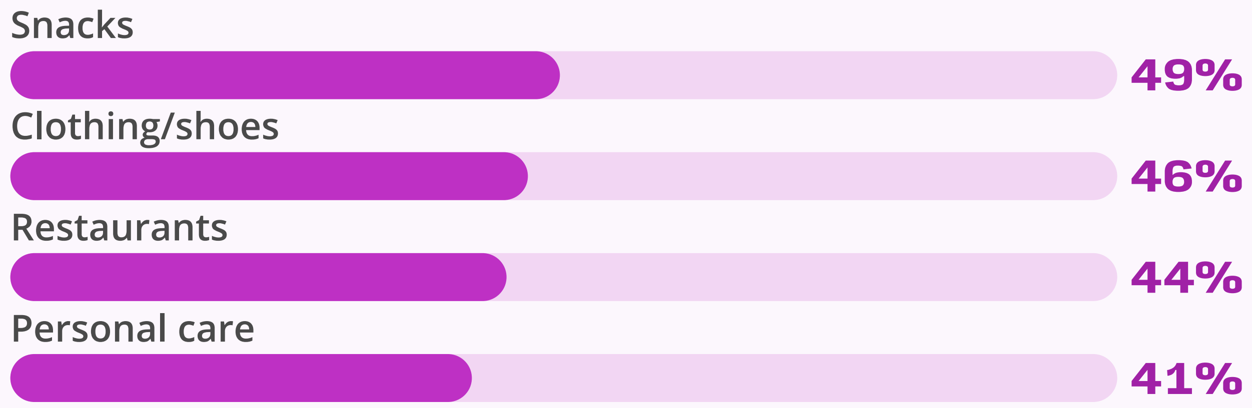
What Teens Spend Their Money On

Teen spending patterns point directly to where identity and daily life intersect. Clothing and shoes lead because they're high-visibility identity markers. Personal care, such as skincare products, serves as both a social signal and a self-care ritual. Food, from snacks to restaurant meals, doubles as social currency.

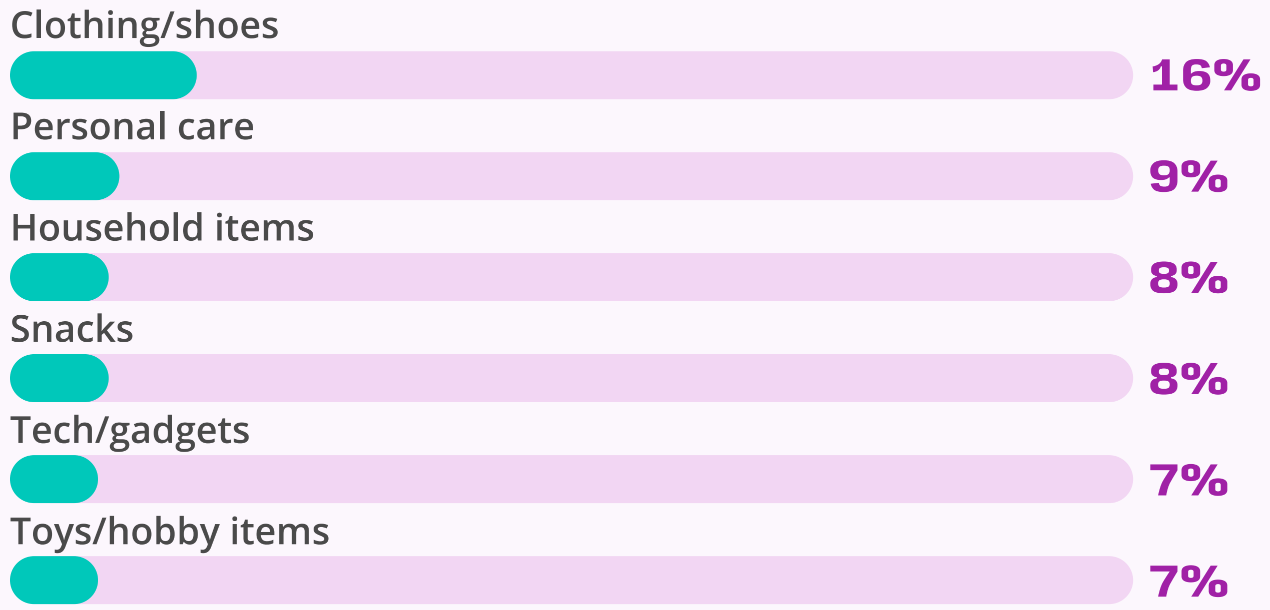
Even in a hypothetical spending scenario with no restrictions, teens' choices mirror how they use their actual budgets—suggesting these aren't just constrained decisions, they're core priorities.

What They Actually Spend On

(% using half or more of budget)



How They Would Spend a Hypothetical $100

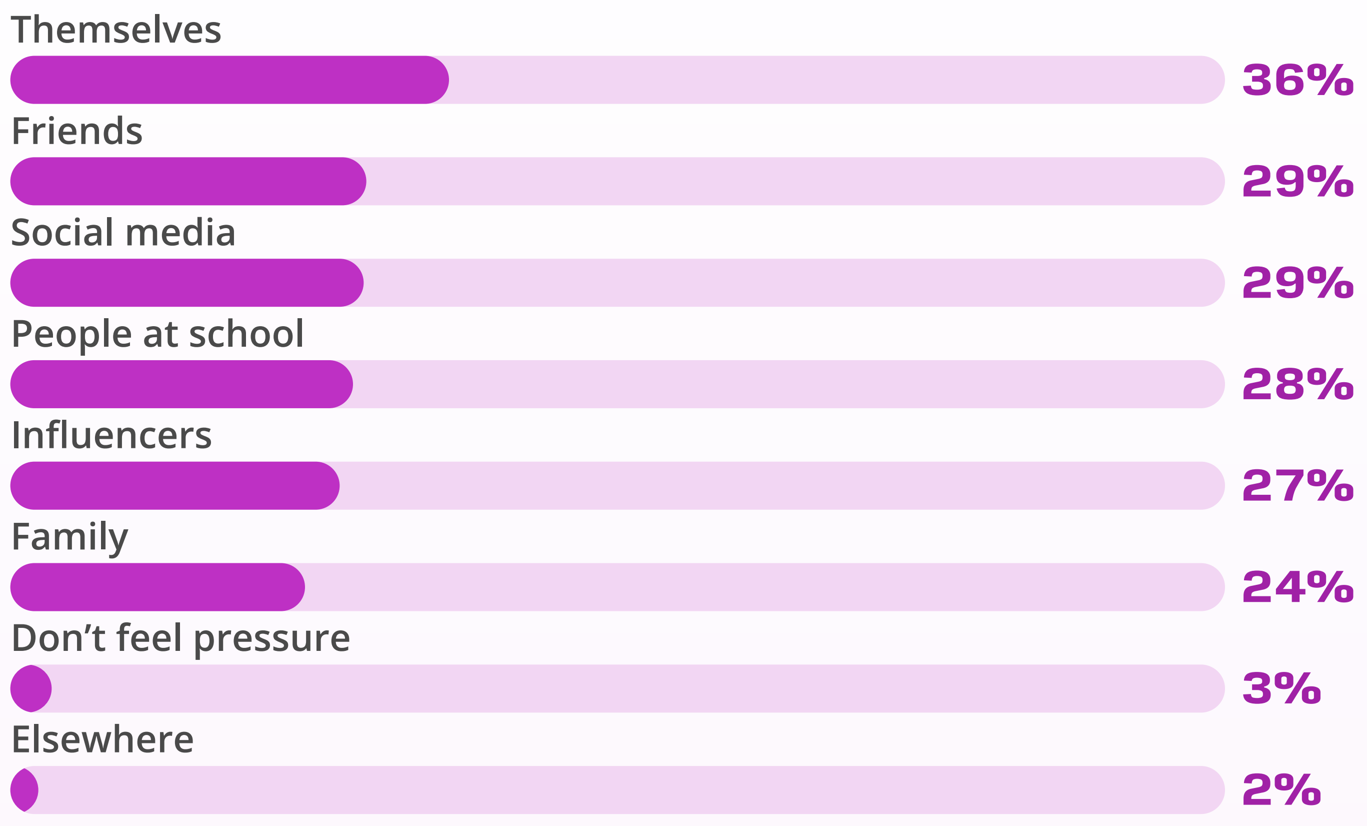


Self-Expression Comes with Pressure

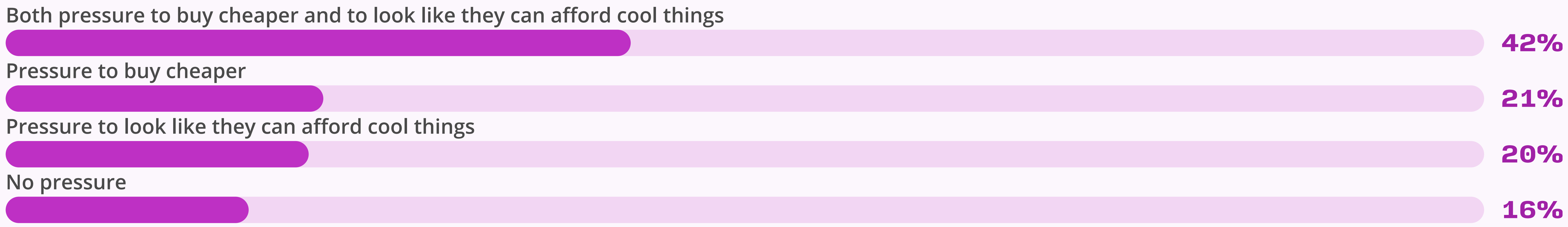
The most powerful pressure point in teen shopping isn't peers or influencers—it's themselves.

Thirty-six percent say they feel pressure from within, more than any other source. This often means holding themselves to an impossible double standard: **42% feel pressure to both spend less and look like they can afford cool things.** It's the constant calibration of looking effortless while managing real budget constraints.

Teens Feel Pressure from...



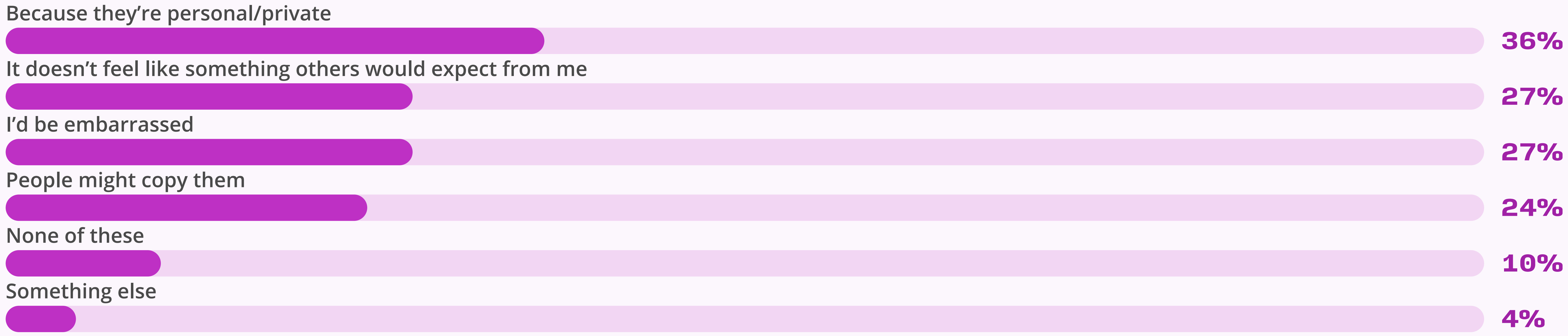
Teens Are Pulled in Opposite Directions



Expression Doesn't Always Mean Exposure

Curation is as much about what you don't show as what you put on display. More than a third of teens (36%) keep certain purchases private—not because they're unimportant, but because they're too personal to share. Some worry about being judged; others want to protect their individuality or avoid having their style copied. This selective privacy reflects a growing sophistication in how teens manage their personal "brand." Even in a hyper-visible world, they recognize the power of keeping certain identity markers just for themselves.

Why Teens Keep Purchases Private



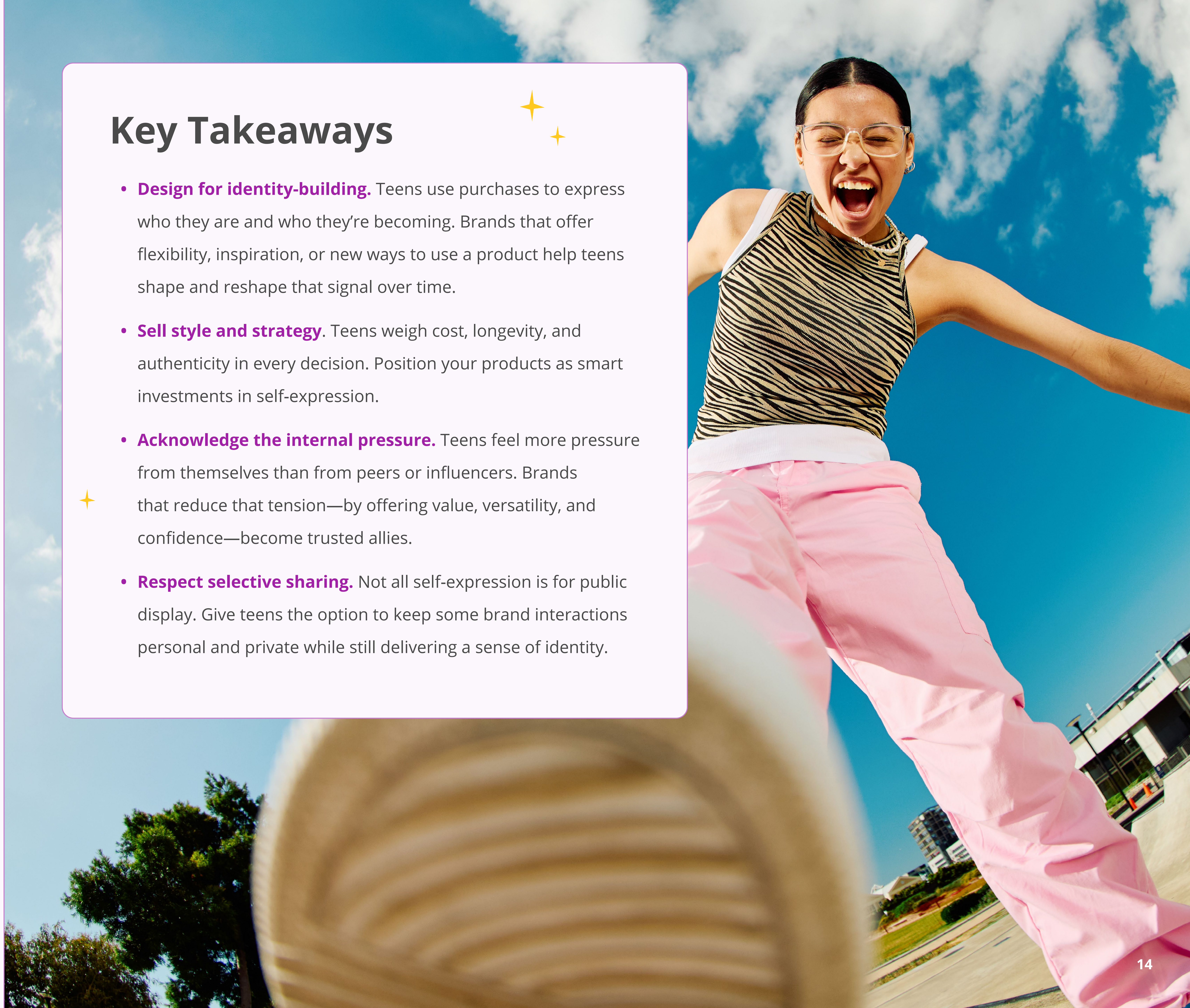
AlphaWatch

For Gen Alpha, shopping is less about expressing who they are and more about showing they're in the know. Compared to older teens, they're less likely to view shopping as self-expression and more likely to chase trends, follow prestige brands, and define "cool" by what's popular now, not what's unique.

They also feel more judged by peers and more pressure to look like they can afford the latest styles, even if those pieces don't last.

Right now, their shopping habits may reflect aspiration more than authenticity. But the brands that make trend participation feel safe, inclusive, and low-stakes for this age group aren't just helping them fit in today—they're building relevance, trust, and loyalty that could last well into the future.

(For a detailed breakdown of the data, see tables 2.A-2.V, pages 59-70)



Key Takeaways

- **Design for identity-building.** Teens use purchases to express who they are and who they're becoming. Brands that offer flexibility, inspiration, or new ways to use a product help teens shape and reshape that signal over time.
- **Sell style and strategy**. Teens weigh cost, longevity, and authenticity in every decision. Position your products as smart investments in self-expression.
- **Acknowledge the internal pressure.** Teens feel more pressure from themselves than from peers or influencers. Brands that reduce that tension—by offering value, versatility, and confidence—become trusted allies.
- **Respect selective sharing.** Not all self-expression is for public display. Give teens the option to keep some brand interactions personal and private while still delivering a sense of identity.

Chapter Three

The Emotional Math of Spending

Behind every smart spending decision is a quiet sacrifice

For most teens, shopping is routine: 72% spend money at least once a week, and 1 in 7 shops nearly every day. That pace means constant choices—and compromises—about what's worth their money. But price tags tell only part of the story. Saying "no" often means giving up a sense of belonging. Missing a coffee run, skipping a trip, or turning down an activity isn't just saving cash—it's stepping out of the frame.

"Sometimes I have to give up hangouts with my friends," says a 16-year-old female from Iowa. "If we plan to get ice cream but I don't have money, I would rather not go because I would be the only one without ice cream."

When Money Gets Emotional

Every money move shapes who they spend time with and how they're seen. For some, not being able to afford something comes with frustration, sadness, or embarrassment. For others, it sparks determination to earn more or save differently. Either way, the choice carries weight beyond the item itself.

How Teens Feel When They Can't Afford Something

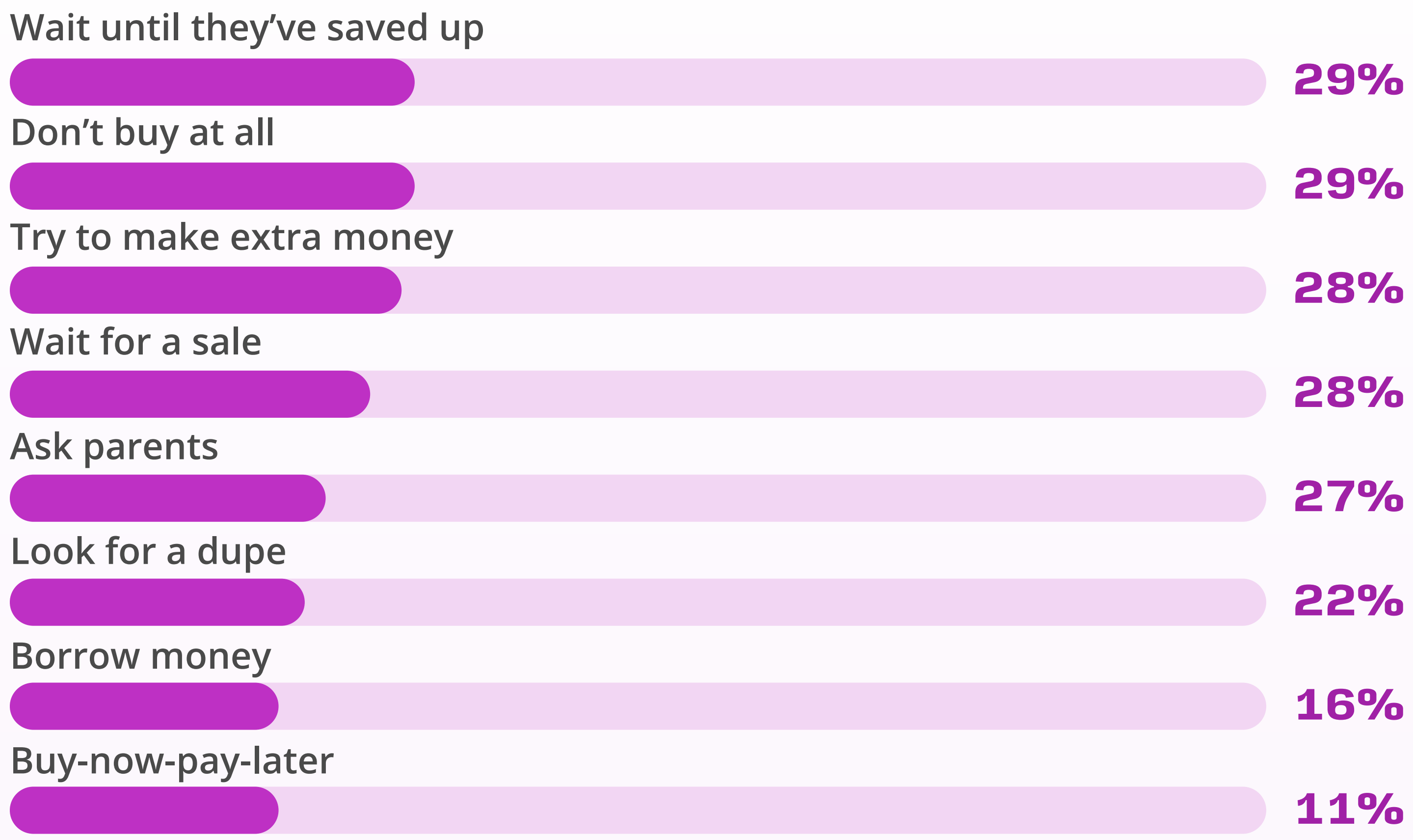
How Teens Cut Back

Teens get creative to stay within their limits. One in three has recently cut back or given something up entirely, often starting with small luxuries—snacks, fast food, or impulse buys. Bigger sacrifices, like missing out on a school trip or skipping a group activity, come with a heavier social toll.

To make it work, teens get scrappy—saving up, walking away, asking for help, or finding cheaper alternatives. Some even try to earn extra money, though that depends on having the time, tools, or opportunity to pull it off.

But even with saving and savvy substitutions, some teens still come up short. Sixteen percent borrow money to cover purchases they want, while 11% use buy-now-pay-later services—a newer option that lets them split costs over time. Fewer teens take these routes likely because most would rather avoid debt.

How Teens Adapt When a Purchase Feels Out of Reach



Smarter Spending: Sales and Substitutes

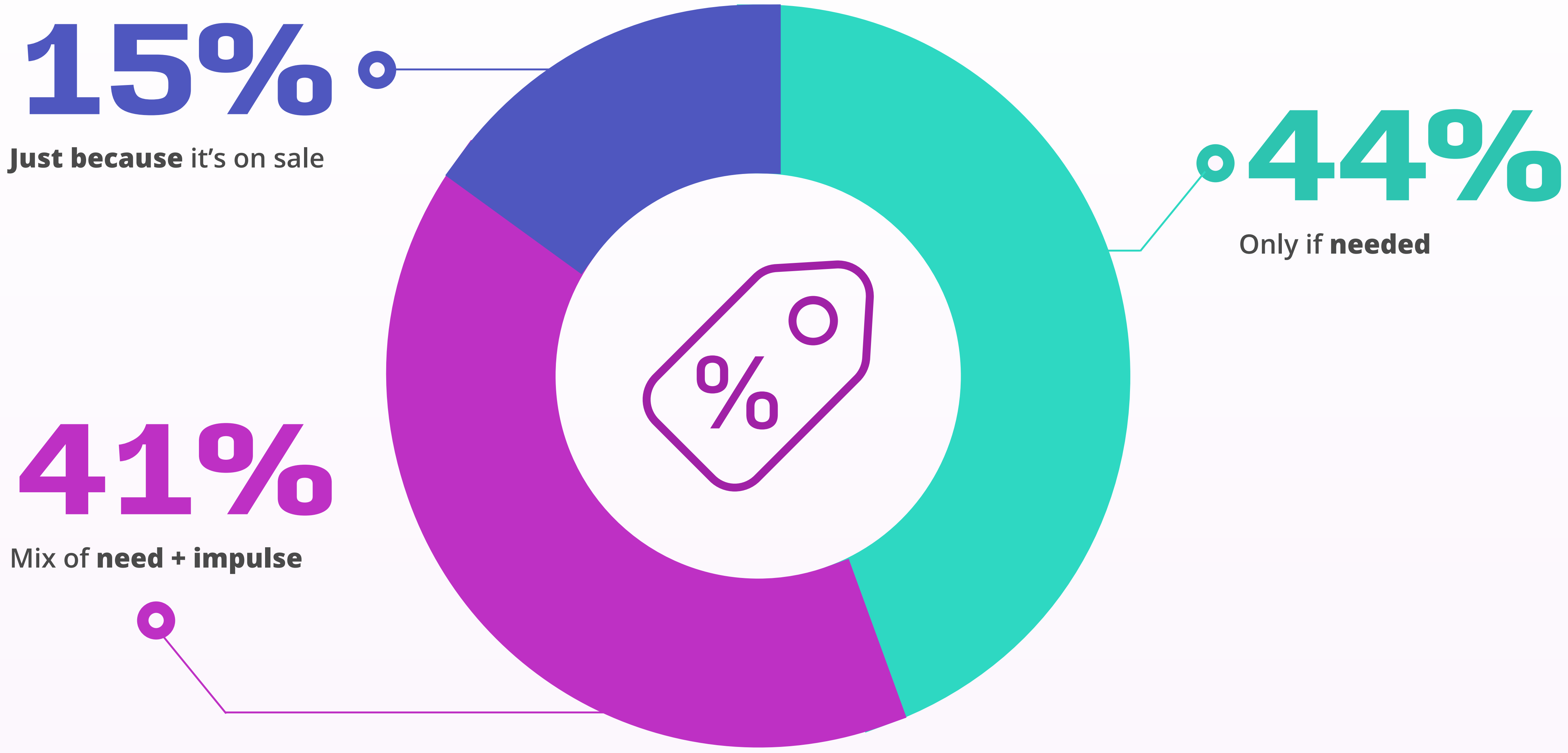
Stretching their dollars takes discipline and cleverness—and teens have developed a playbook. Two of their go-to strategies: waiting for sales and finding cheaper alternatives.

Sales

Strategic, Not Just Spontaneous

Sales help ease the pressure—but teens use them intentionally, not impulsively. Nearly half say they only buy something on sale if they truly need it. Another 41% mix strategy with spontaneity. Only 15% buy just because something is discounted.

How Teens Shop Sales



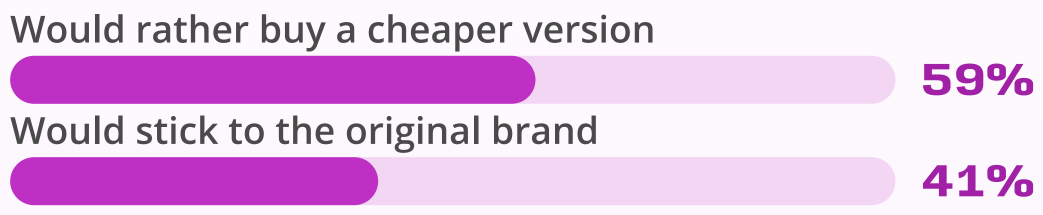
Dupes

Strategy Over Status

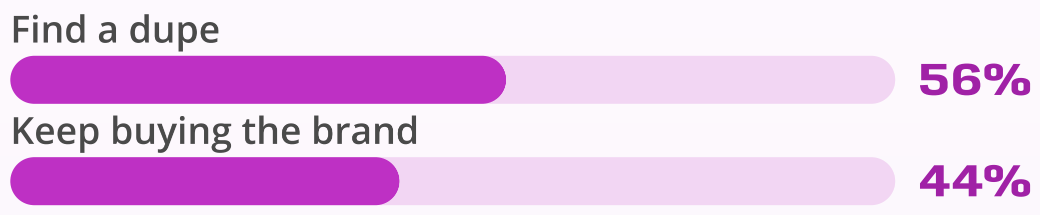
Dupes—cheaper versions of brand-name products—let teens stretch their budget without sacrificing style. More than half say they'd prefer a cheaper version of something they want. And if a favorite brand raises prices? Fifty-six percent say they'd find a dupe before giving it up entirely.

That doesn't mean teens feel great about it. Some express concern about the ethics of buying dupes—whether it's copied designs or shady labor practices. The fact that most still make the purchase is proof that when budget and values collide, affordability often wins. (See Special Section: The Ethics Gap, pages 24-25, for more on balancing values and budget.

Would You Buy a Cheaper Version of What You Want?



If the Price Goes Up, Teens Will...



The Must-Haves

Still, not everything is up for negotiation. When money's tight, some purchases rise to the top—essentials teens are willing to sacrifice elsewhere to keep.

Clothing tops the list—unsurprising, given its dual role as both a basic need and a tool for self-expression, as we saw in Chapter 2. "Good quality clothes last longer," says an 18-year-old female from California. "I give up eating outside of the house for these things."

Skincare holds special significance, particularly for teens managing skin issues or simply investing in routines that help them feel confident. "I have acne and sensitive skin," says a 19-year-old female from Georgia. "When I find a product that works, I'm gonna keep using it."

Technology represents connection and social participation. For many teens, phones, headphones, and key subscriptions are lifelines. "Expensive technology like Apple is good quality," says a 13-year-old male from Massachusetts. "I'd give up some personal wants for a while to keep it."

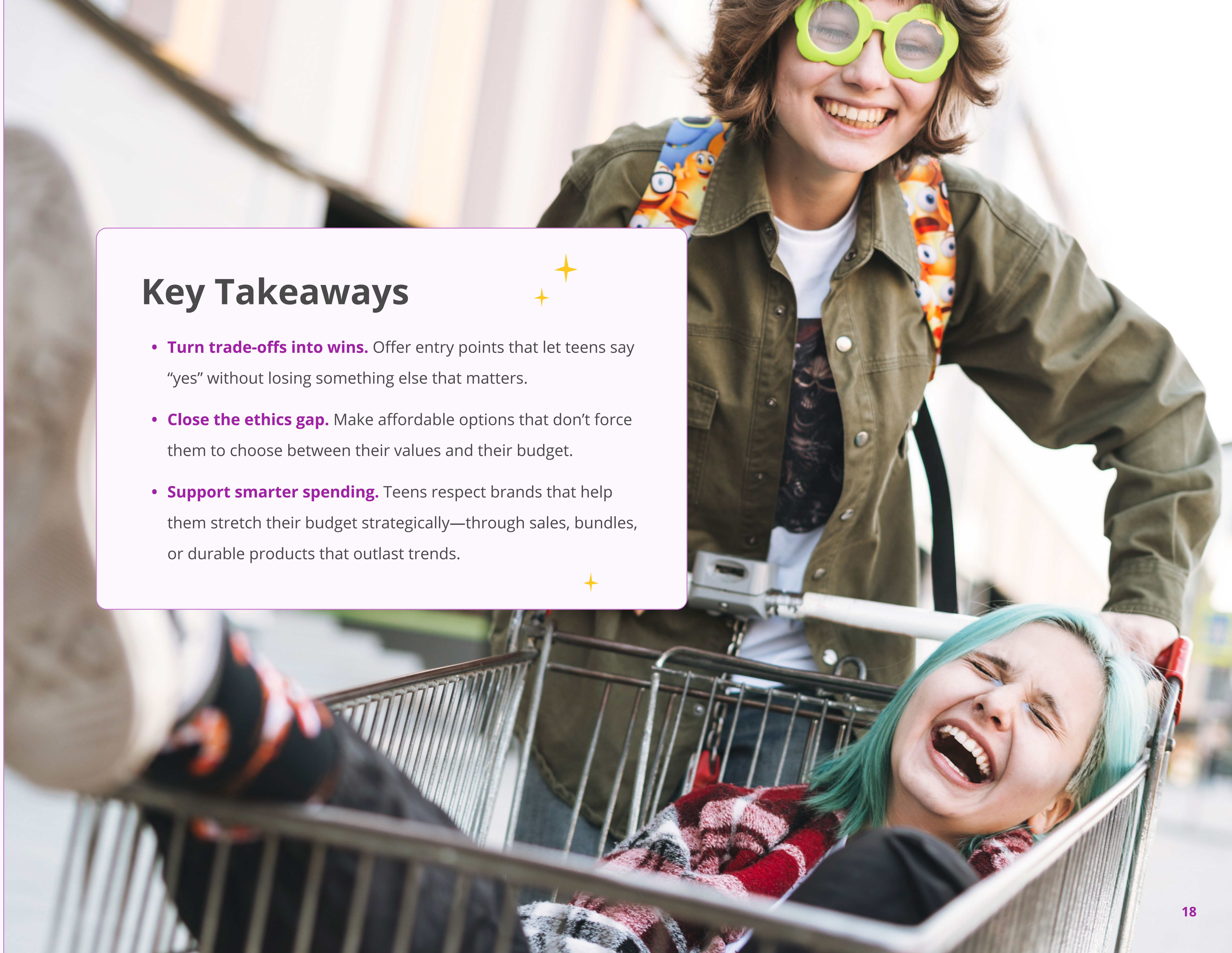
AlphaWatch

For Gen Alpha, trade-offs aren't second nature.

They're less likely than older teens to wait for sales, search for dupes, or skip something they want—because many haven't had to. With gift-based spending and parent-funded purchases still the norm, they're used to instant gratification, not emotional negotiation.

Their relationship to money is still forming, which means brands have a powerful window to influence it. The brands that help them navigate spending trade-offs and offer budget-smart choices that feel aspirational, not like settling, can shape how these future consumers define value.

(For a detailed breakdown of the data, see tables 3.A-3.I, pages 70-74)



Key Takeaways

- **Turn trade-offs into wins.** Offer entry points that let teens say "yes" without losing something else that matters.
- **Close the ethics gap.** Make affordable options that don't force them to choose between their values and their budget.
- **Support smarter spending.** Teens respect brands that help them stretch their budget strategically—through sales, bundles, or durable products that outlast trends.

Section 2
Building (and Breaking) Brand Trust and Loyalty

Teens want real connection—and they know the difference between showing up and showing off. Brand trust isn't built in a single moment. For teens, it's a relationship that deepens—or dissolves—over time. This section maps that journey across three chapters: how brands earn teen loyalty, what makes that loyalty crack, and how brands can communicate in ways that actually break through.

Chapter Four

How to Win Brand Loyalty from Teens

Quality gets you in the door. Authenticity, inclusion, and respect keep you there

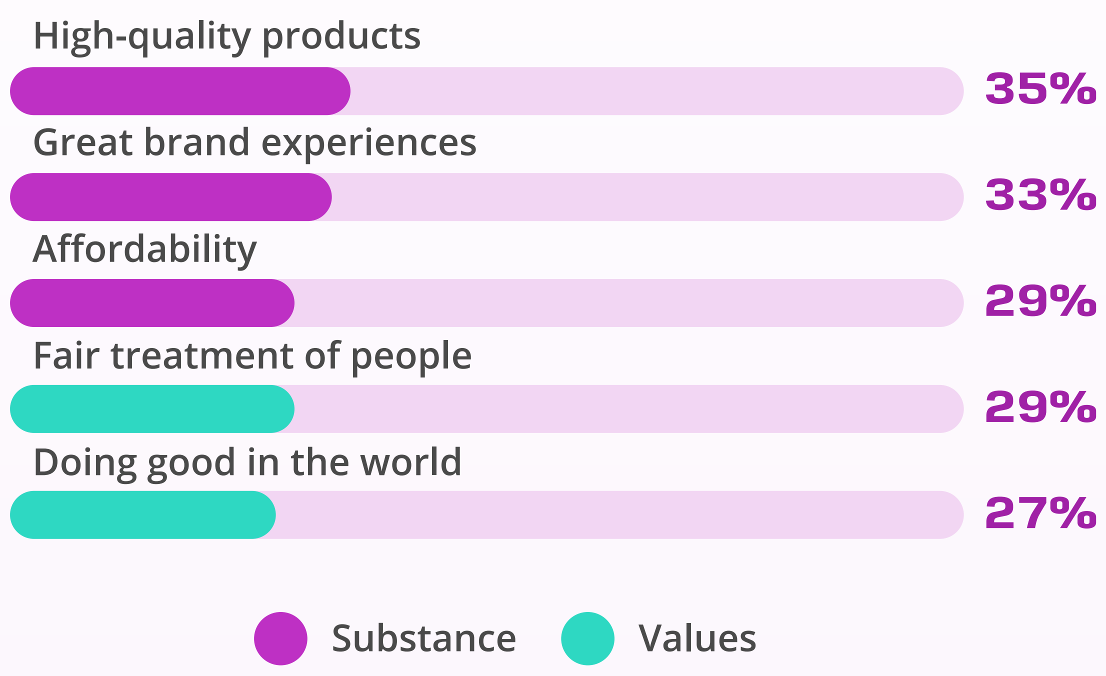
Being loyal to a brand is like being in a relationship: it starts with a spark but only lasts if the brand keeps showing up in the right ways. First impressions matter, but long-term loyalty takes consistency, understanding, and genuine care. For brands, that loyalty grows in four key stages, as laid out in this chapter.

Stage 1

Earn: Loyalty Starts with Substance

Every loyal teen-brand relationship begins with proof. Brands earn the right to that relationship by leading with what matters most: quality, standout experiences, and fair pricing. Teens aren't chasing the cheapest option—they're looking for fairness. Premium pricing is acceptable, but only if the product delivers. And while values like treating employees well and social impact matter, they only come into play once the fundamentals are in place. If the product doesn't hold up, loyalty never has a chance to take root.

Top Drivers of Teen Brand Loyalty



Stage 2

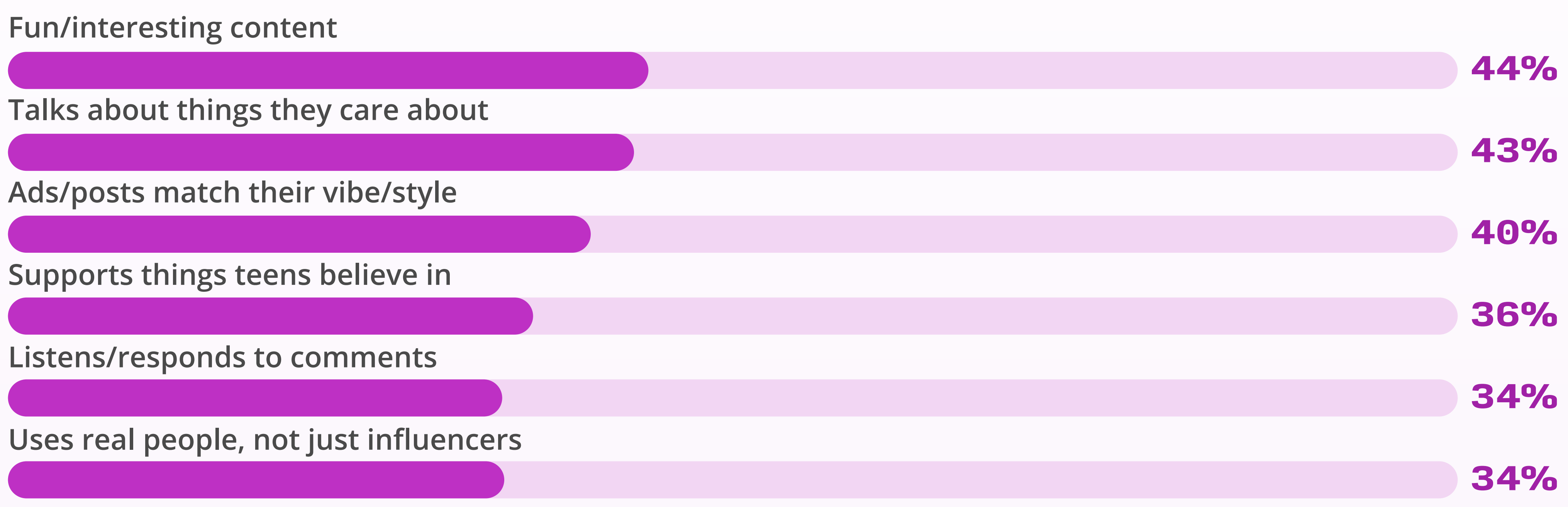
Connect: Prove You Understand Them

Good products and experiences open the door; connection makes teens step inside. They want to feel seen, understood, and respected—not just marketed to.

Brands earn that connection by showing they get teens: their interests, values, and personal style. Content that's fun and engaging, messaging that speaks to what they care about, and a vibe that reflects their world—these are the early signs a brand is worth sticking with.

And while many teens care deeply about values, that doesn't mean brands can ignore the aesthetic. When asked whether "looking good" or "doing good" matters more, teens were almost evenly split—a reminder that in the loyalty equation, substance and style both count.

What Makes Teens Feel Understood by Brands



Stage 3

Engage: Keep Delivering

Once trust is earned, brands have to keep earning it. Teens are quick to drift when a brand fakes its values, shifts tone, or lets quality slip. At this stage, it's about **sustained behavior**, not big moments.

Many loyal teens won't post publicly about the brands they love—but they'll buy again, recommend to friends, wear the brand, follow along, and keep interacting over time. These are **quiet signals**, but they're the strongest proof that trust has taken hold.

How Teens Show Brand Loyalty

Stage 4

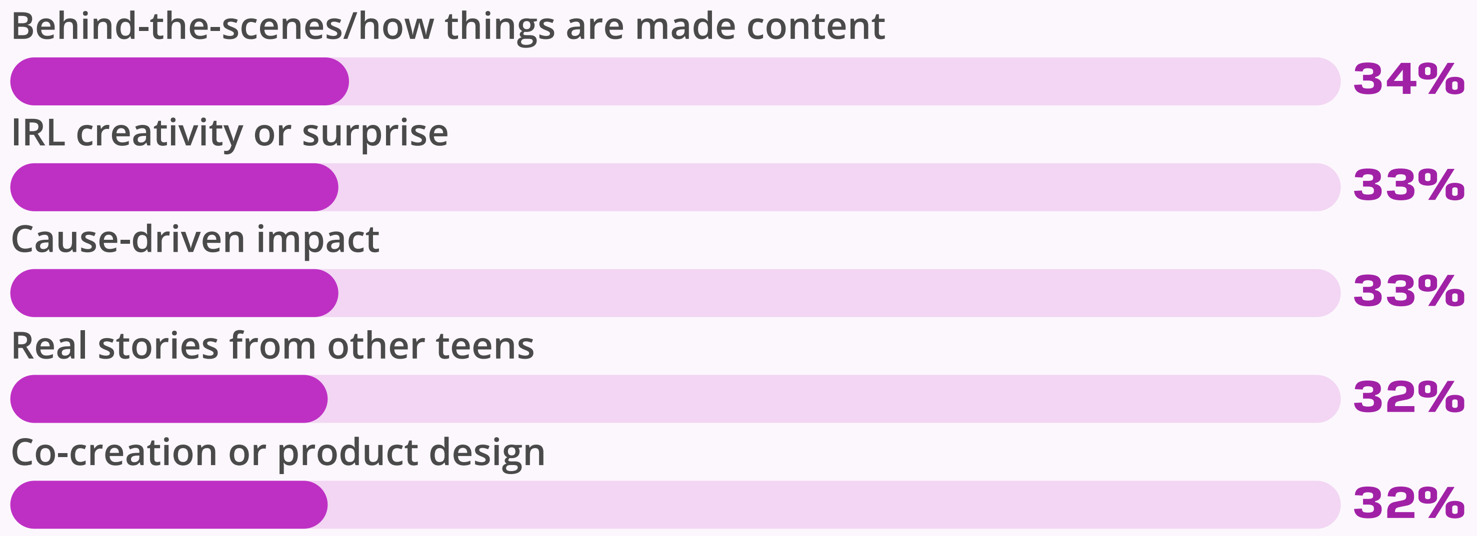
Co-Create: Deepen the Relationship

The strongest loyalty doesn't just live in transactions—it lives in participation. Teens want to help shape the brands they care about.

What excites them most? Behind-the-scenes access, creative real-life experiences, cause-driven impact, real stories from other teens, and chances to co-create or design products. Whether through product testing, partnering with teen creators, or quick polls with real rewards, involvement makes them feel ownership—and that belonging turns them into brand advocates.

How Teens Want to Deepen the Relationship with Brands

What Increases Long-Term Interest



How Teens Want to Be Involved

Pop-Ups: Small Reach, Big Impact: Pop-ups aren't at the top of most teens' excitement lists—only 13% say they're a major draw—but for those who show up, the effect is lasting. More than a quarter leave feeling more connected to the brand, more likely to buy again, and some make a purchase on the spot. For niche audiences, these experiences can turn casual shoppers into loyal fans.

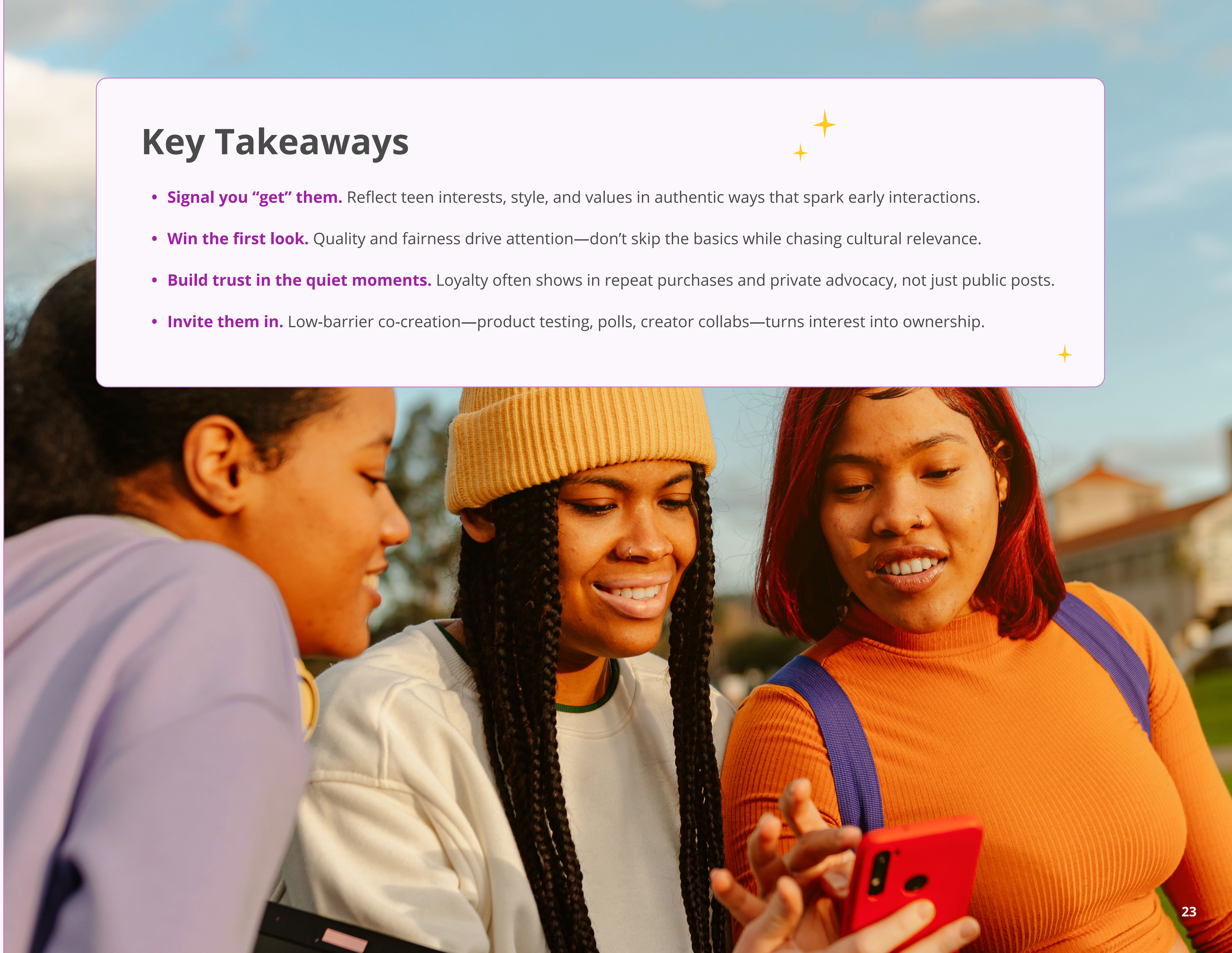
Loyalty in Action

Stage	Brand Action	Teen Response	Strategic Entry Point
Earn	Lead with substance—quality products, standout experiences, and fair pricing.	Trusts the basics enough to see what comes next.	Win where other brands fall short on quality, fairness, or experience.
Connect	Match their interests, values, and style.	Feels understood and signals interest through early interactions—liking posts, following, mentioning to friends.	Tailor creative to subcultures and micro-audiences.
Engage	Stay consistent in quality, tone, and values.	Commits through consistent behaviors—buying again, recommending, wearing, and integrating the brand into their routines.	Track and nurture loyalty signals beyond public posting.
Co-Create	Involve them in testing, design, and storytelling.	Feels ownership and belonging—acting as an informal brand ambassador.	Offer low-barrier, high-reward involvement touchpoints.

AlphaWatch

Gen Alpha's brand connections are still forming, and right now they're more likely to engage passively than commit deeply.

Compared to older teens, they're less likely to show active support for brands and fewer say brand behavior influences their loyalty. They're more tuned into what's trending than what fits with their identity, so brands must meet them there while also finding ways to connect to their emerging values and sense of self.



Key Takeaways

- **Signal you "get" them.** Reflect teen interests, style, and values in authentic ways that spark early interactions.
- **Win the first look.** Quality and fairness drive attention—don't skip the basics while chasing cultural relevance.
- **Build trust in the quiet moments.** Loyalty often shows in repeat purchases and private advocacy, not just public posts.
- **Invite them in.** Low-barrier co-creation—product testing, polls, creator collabs—turns interest into ownership.

(For a detailed breakdown of the data, see tables 4.A-4.Z, pages 75-88)

Spotlight

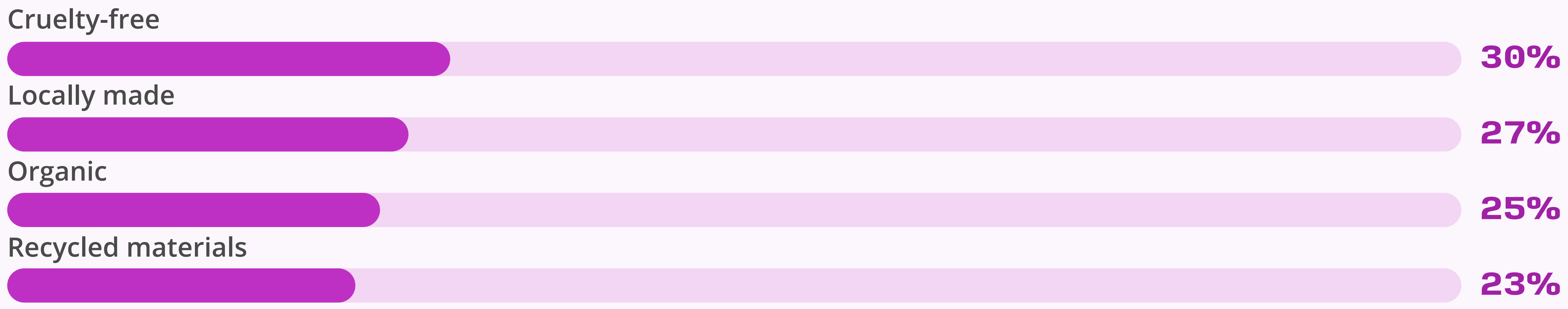
The Ethics Gap

Teens want to make ethical choices. But real-life constraints—limited budgets, overwhelming options, and competing priorities—pull them in a different direction. This gap between intention and action isn't apathy. It's a reflection of the trade-offs teens face every day.

What Teens Intend vs. What They Do

Most teens (93%) say they'd be willing to pay more—at least sometimes—for products that reflect their values. But nearly all (97%) admit they've bought something they consider "irresponsible."

Say They'd Pay More For



What They've Done

When Eco-Friendliness Counts (And When It Doesn't)

Some purchases prompt ethical thinking, others less so. When identity is on the line—like with skincare or style—eco credentials matter more. But when it's about fun or function, sustainability often takes a back seat.

Categories In Which Teens Consider Eco-Friendliness

(on a scale of 1-5)

3.00	Cosmetics / Personal Care	2.81	Tech / Gadgets
2.98	Household Items	2.77	Toys / Games / Hobbies
2.95	Clothing / Shoes	2.71	Video Games / Gaming Platforms

Thrifting: Where Ideals and Actions Sync Up

58% of teens shop on resale platforms like Depop, Poshmark, or ThredUp

For teens, thrifting checks every box—it reflects their values, respects their budgets, and lets them stand out without standing apart.

Why They Thrift

What's The Gap Mean?

The ethics gap doesn't mean teens don't care. It highlights the daily friction between what teens want to do and what they're able to do. The gap reveals three key truths:

- **Financial constraints are real.** When you only have $20 to spend, values often lose out to cost.
- **Too many issues, not enough clarity.** Teens care—but climate, labor, and politics compete for attention. Convenience often wins.
- **Not all purchases carry the same weight.** When something reflects identity, like skincare or style, ethics matter more. With tech, snacks, or games, they tend to fall away.

Chapter Five

Losing Teen Trust and Earning It Back

When trust breaks, teens react—but they're surprisingly forgiving if you own it

A loyal teen isn't a passive one. They're constantly evaluating the relationship. Even when teens love a brand, they notice when something's off—when tone shifts, values drift, or inclusion falls short. The result? A slow fade. The good news: most teens aren't out for blood. They'll give second chances—if a brand owns the mistake and shows it's changing. Stay silent, and that's usually the final straw.

When Teens Pull Away

Teen loyalty has limits, and they're not shy about walking away. Over half (54%) have changed their opinion of a brand or stopped purchasing from them after something the brand posted or did. Before cutting ties, most teens notice warning signs.

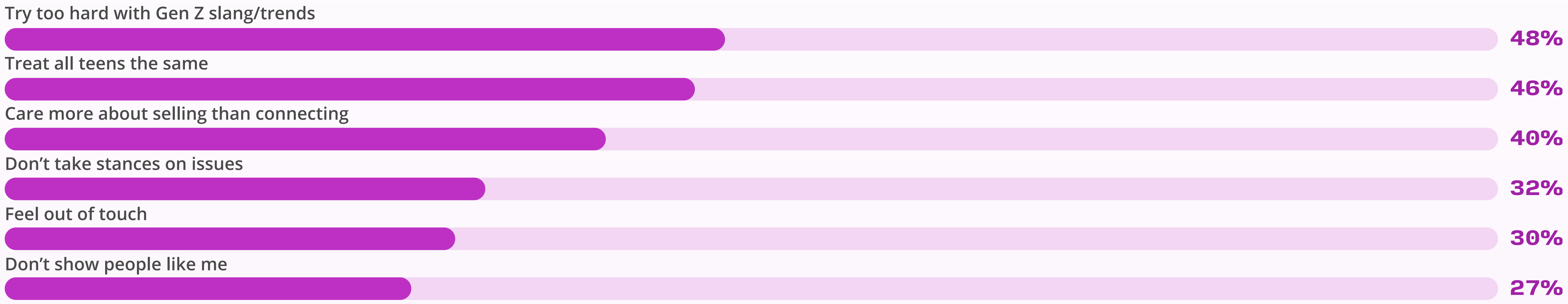
1. **Trying Too Hard to Be Relatable** Nearly half (48%) say brands mess up when they overuse Gen Z slang or try to be "in the know." "I wish they'd stop pretending like they are one of us when really they are adults acting like children," says a 13-year-old female from Ohio.

2. **Stereotyping or Oversimplifying Teens** Forty-six percent say brands lose them by flattening teens into clichés. "They should stop using outdated stereotypes such as clueless gamer, angsty rebel, etc.," says a 17-year-old male from California.

3. **Prioritizing Sales Over Connection** Forty percent of teens say brands seem more focused on sales than connection. "I wish they would stop acting like we are walking wallets," says a 16-year-old female from Georgia.

4. **Lack of Representation** Sizing, identity, and inclusion gaps push teens away. "I had to stop buying from Aeropostale because they didn't have any plus sizes," says a 15-year-old male from California.

Top Turnoffs: What Makes Teens Pull Back from Brands



When Missteps Become Dealbreakers

But not all trust issues are created equal. Some missteps don't just spark annoyance—they spark action. A few of the issues teens care about include:

- **Labor/Environment:** "I stopped getting clothes from Shein. They are one of the many brands that contribute to child labor in China and environmental waste," says an 18-year-old female from South Carolina.

- **Worker Treatment:** "Duolingo started using AI and replacing many of their workers, which I don't think is very morally right," says a 16-year-old nonbinary teen from Iowa.

- **Animal Welfare:** "I stopped using a brand one time because they did animal testing on their products," says a 14-year-old female from Oklahoma.

- **Politics & Values:** "I boycotted McDonald's and Starbucks briefly because they were not supportive of employees voicing support for the Palestinian movement," says a 19-year-old female from California.

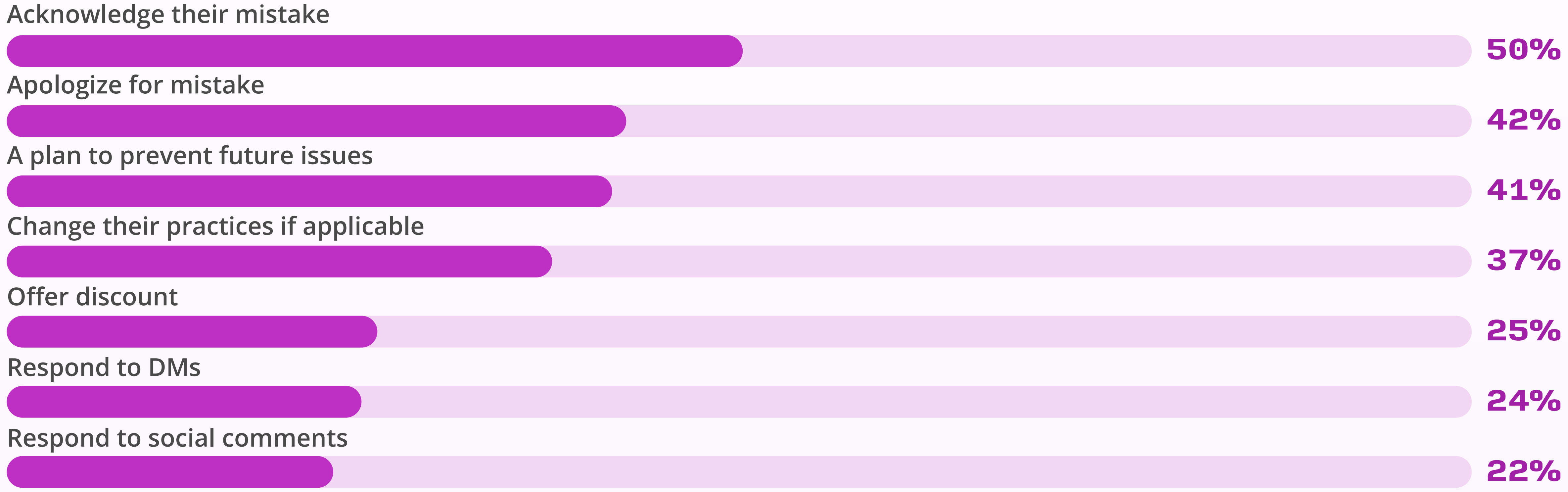
- **Identity & Inclusion:** One 16-year-old female from Maine says she broke up with a brand for its transphobic views, while a 15-year-old male from Louisiana mentions "Target, getting rid of DEI" as a reason for ending a brand relationship.

The Forgiveness Factor

Despite the headlines, most teens aren't itching to cancel brands. Only 7% cut ties immediately. For the rest, there's still a path back—if brands are willing to take responsibility.

Most Teens Give Brands a Second Chance

What Teens Need to See Before They Forgive



AlphaWatch

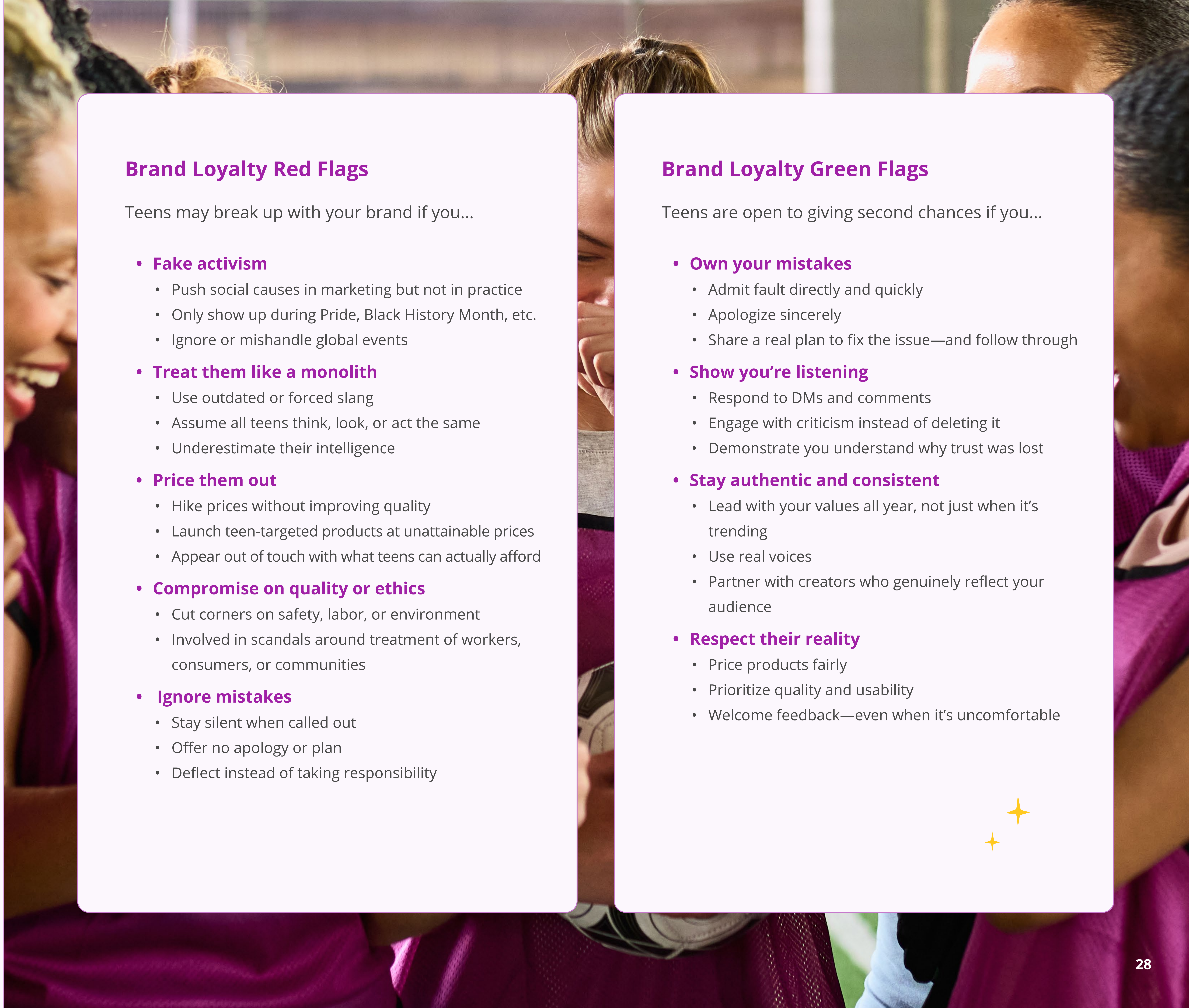
Younger teens are more likely than older teens to keep buying from brands even after those brands make mistakes.

They're also less concerned about whether brands align with their personal values when making purchase decisions.

This forgiveness might stem from their still-developing relationship with brand identity. Since fewer Gen Alpha teens see brands as extensions of themselves, missteps feel less personal. They're more focused on whether something is trending and meets their immediate needs than on a brand's track record or values alignment.

Their tolerance gives brands room to recover—but also means that loyalty is shallow. If something better comes along, they'll switch. That may change as brand relationships deepen with age.

(For a detailed breakdown of the data, see tables 5.5-5.D, pages 89-90)



Brand Loyalty Red Flags

Teens may break up with your brand if you...

- **Fake activism**
  - Push social causes in marketing but not in practice
  - Only show up during Pride, Black History Month, etc.
  - Ignore or mishandle global events
- **Treat them like a monolith**
  - Use outdated or forced slang
  - Assume all teens think, look, or act the same
  - Underestimate their intelligence
- **Price them out**
  - Hike prices without improving quality
  - Launch teen-targeted products at unattainable prices
  - Appear out of touch with what teens can actually afford
- **Compromise on quality or ethics**
  - Cut corners on safety, labor, or environment
  - Involved in scandals around treatment of workers, consumers, or communities
- **Ignore mistakes**
  - Stay silent when called out
  - Offer no apology or plan
  - Deflect instead of taking responsibility

Brand Loyalty Green Flags

Teens are open to giving second chances if you...

- **Own your mistakes**
  - Admit fault directly and quickly
  - Apologize sincerely
  - Share a real plan to fix the issue—and follow through
- **Show you're listening**
  - Respond to DMs and comments
  - Engage with criticism instead of deleting it
  - Demonstrate you understand why trust was lost
- **Stay authentic and consistent**
  - Lead with your values all year, not just when it's trending
  - Use real voices
  - Partner with creators who genuinely reflect your audience
- **Respect their reality**
  - Price products fairly
  - Prioritize quality and usability
  - Welcome feedback—even when it's uncomfortable

Key Takeaways

- **Lead with values before the crisis hits.** Teens expect brands to show inclusion and ethics by default, not just when something goes wrong.
- **Catch the fade before it breaks.** Tone missteps and stereotypes are early signs of trouble. Act before they escalate.
- **Apologize early and often.** Teens forgive quickly when brands acknowledge mistakes, show progress, and follow through.
- **Don't confuse silence with loyalty.** Especially with younger teens, quiet disengagement often means you're no longer even a consideration.

Chapter Six

How to Actually Reach Teens

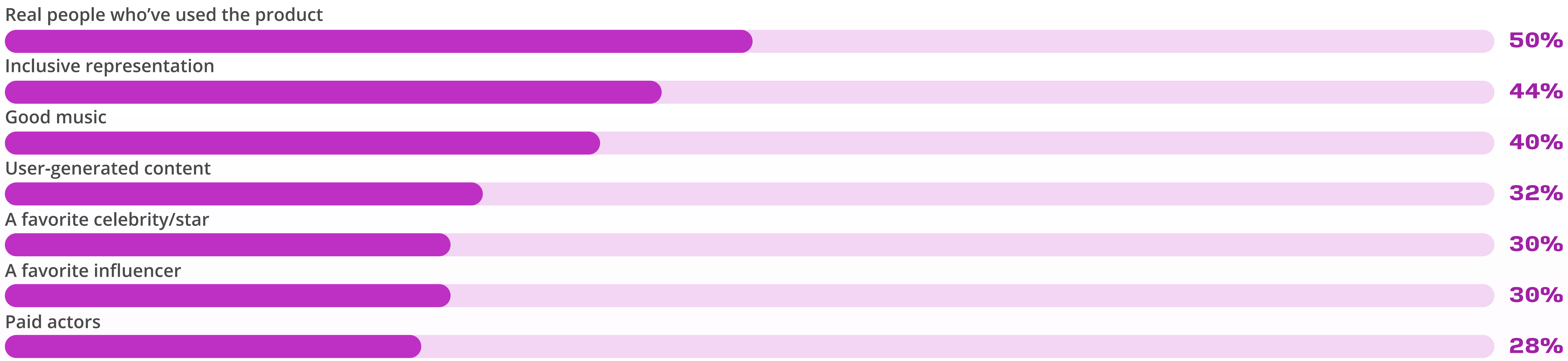
Real people, clear info, and authentic content stop their scroll

Teens aren't anti-advertising—they're anti-irrelevance. With endless content competing for their attention, they've developed sharp filters for anything that feels fake, forced, or trying too hard. But here's the catch: teens still want to hear from brands—they just want to hear something real.

They Want Real, Not Famous

Forget star power. What teens really want to see are people like themselves. **Half of teens say it's important to see real people who actually use the product in ads—significantly more than those who care about celebrities (30%) or influencers (30%).** This isn't a backlash against fame so much as a demand for credibility. Real people feel more authentic, more relevant, and more reflective of teens' own lives. For marketers, this means **user testimonials, real-life creators, and behind-the-scenes stories** can do more to drive affinity than polished celebrity campaigns.

Ad Elements Teens Actually Want to See



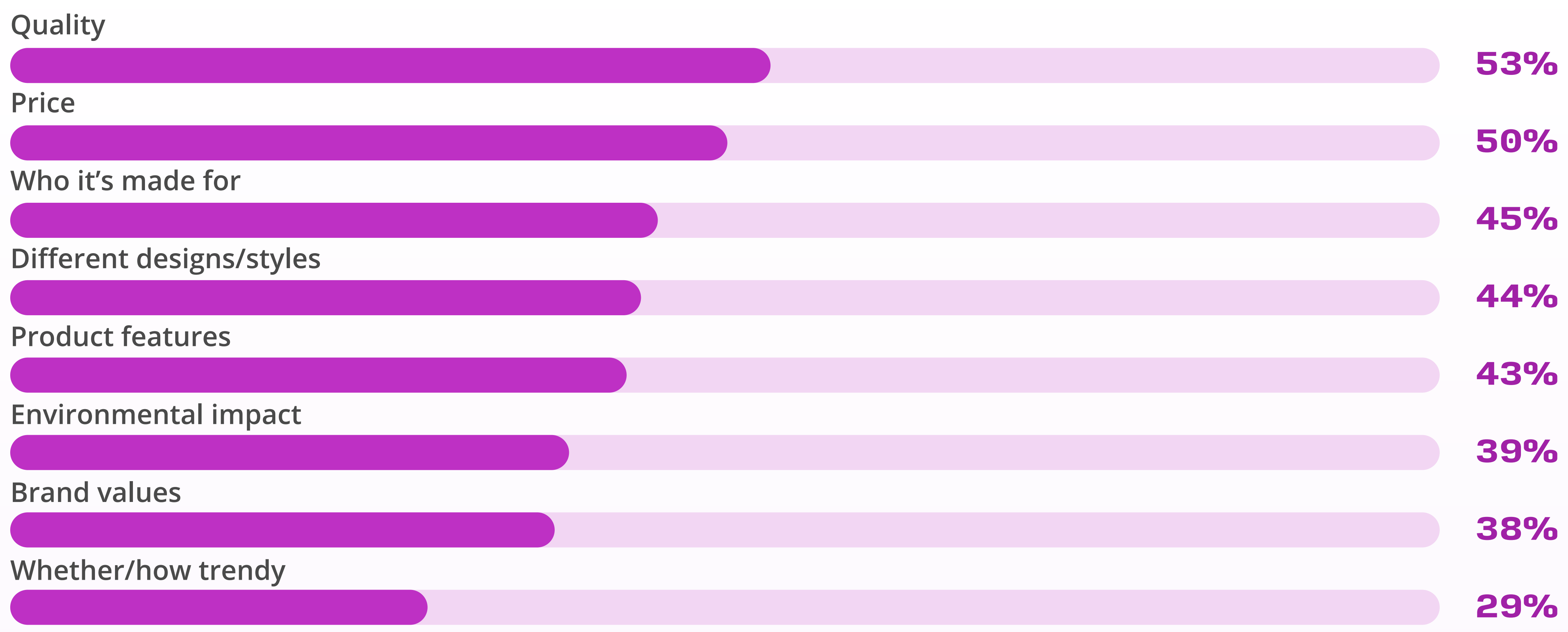
Teens of color and older teens are more likely to prioritize real users over celebrity endorsements.

They Want Facts, Not Fluff

Seeing themselves reflected is step one. But once a brand grabs their attention, teens want **substance.** They're looking for clear, useful information that helps them decide whether to engage further—especially when money's tight.

Information about the product's **quality** tops the list (53%), followed closely by **price** (50%) and **fit or purpose** (45%). These priorities echo the loyalty drivers we saw in Chapter 4—substance fuels stickiness.

What Teens Want to Learn from Ads



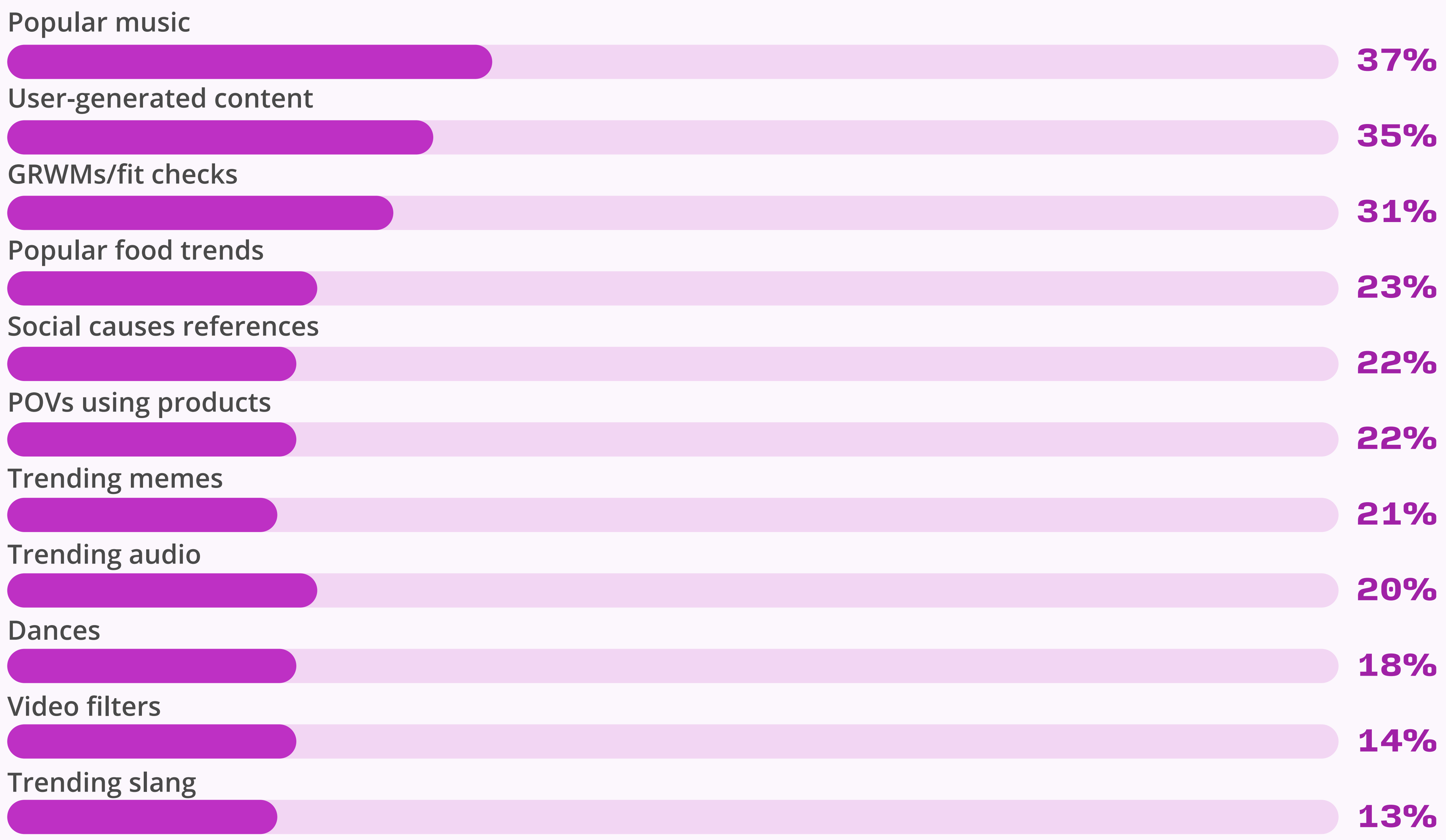
Female and nonbinary teens want more context and detail across the board, while male teens are more focused on function. Still, everyone agrees on one thing: **"cool" doesn't close the sale.** Being trendy ranks lowest, even though it's often the default focus in youth marketing.

Don't Sell—Connect

Teens respond to how an ad feels, not just who makes it. The best ads don't feel like ads—they feel like content teens would choose to watch: casual, creative, and seamlessly native to their feed. GRWMs (Get Ready with Me) and POVs might technically be branded, but they borrow the tone and texture of user-generated content, so they pass the vibe check.

Music, personal storytelling, and showing real products in use help ads or marketing content to blend naturally into feeds. Forced attempts to "go viral" through memes, slang, or filters backfire.

Ad Features or Formats That Resonate with Teens



Access Must Be Earned

Reaching teens isn't just about social content. Brands want access to their inboxes, texts, and home screens. But teens guard that access carefully, only inviting in the brands that offer something truly worthwhile. Most sign up for just 1–5 brand emails, texts, or apps. Earning that kind of access is a privilege, not a given.

How Many Brands Earn Access

34% sign up for 1-5 brands via mail

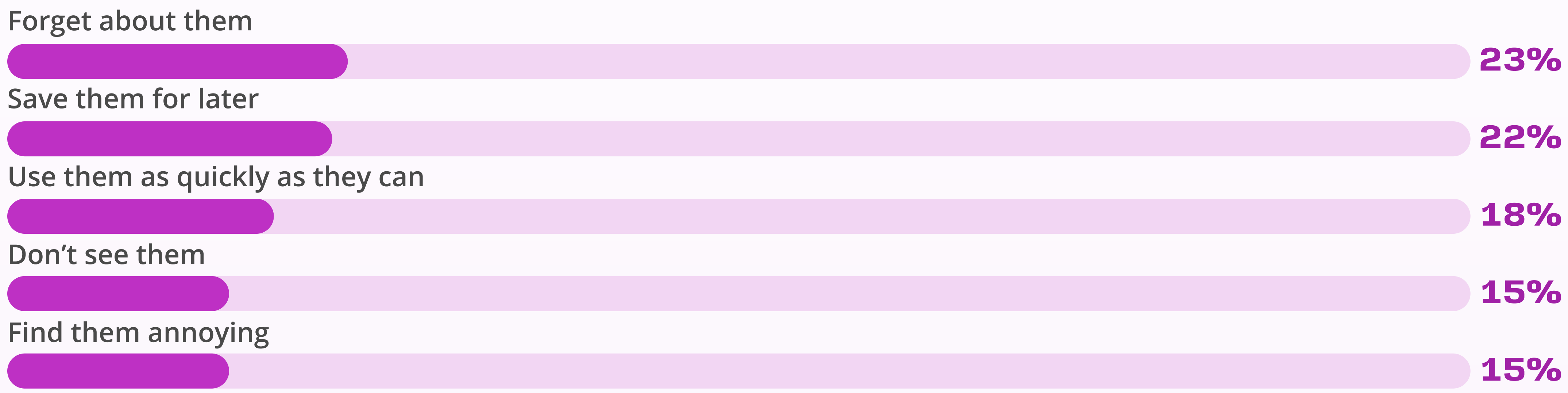
34% sign up for 1-5 brands via text

39% use 1-5 brand apps

What drives signups? Utility. Brands that offer real benefits—especially in top categories like clothing, beauty, and food—are more likely to break through.

Brand Categories Teens Sign Up For

What Teens Do with Discount Offers



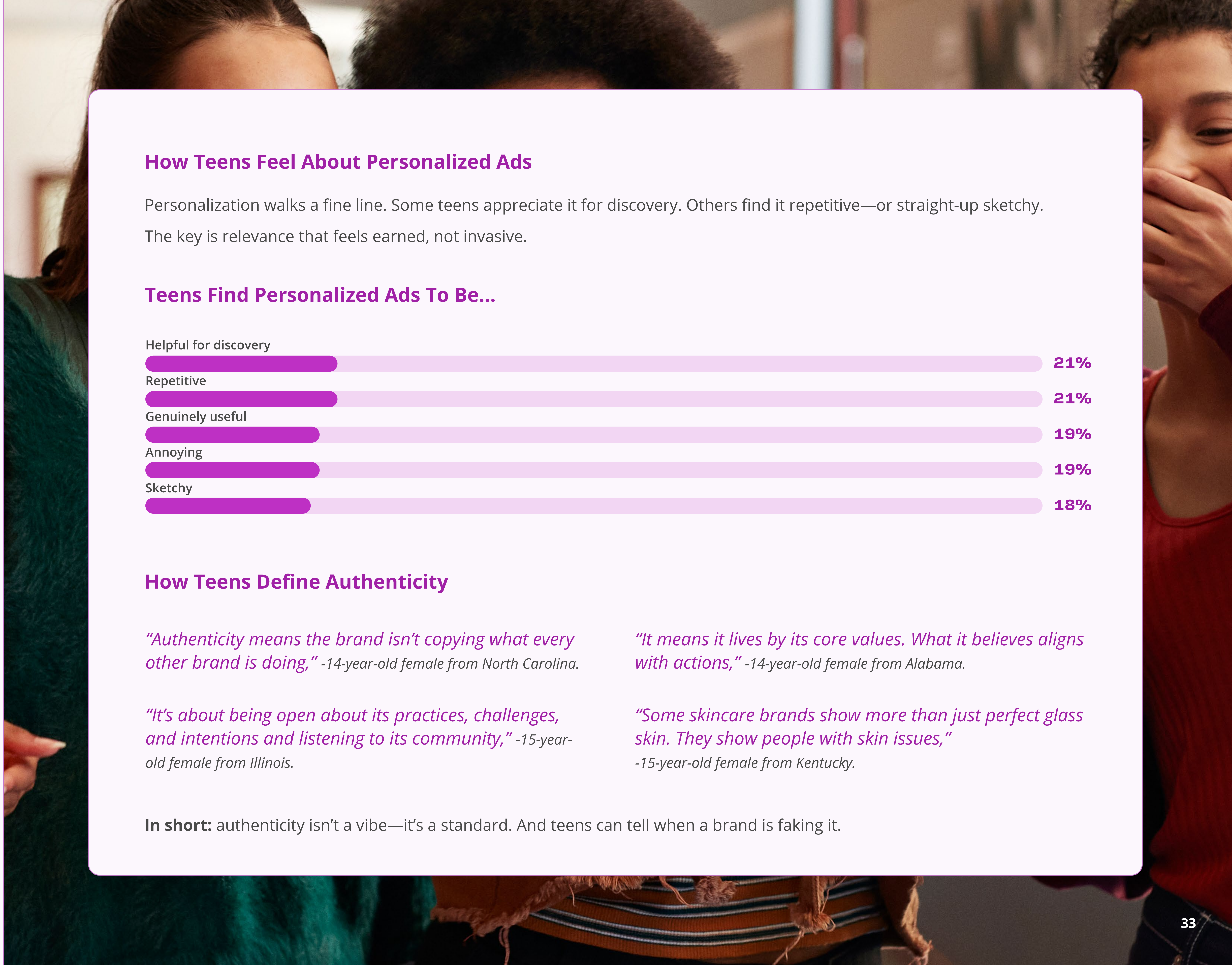
AlphaWatch

Compared to older teens, Gen Alpha is less likely to insist on seeing real users, inclusive casting, or strong brand values in ads.

They're more open to traditional formats—but only if it fits with their interests fast. That openness makes them easier to reach, but not easier to retain. Once content feels off, boring, or irrelevant, they scroll away without a second thought.

And while they're more likely to sign up for emails, texts, or apps, it's for immediate value rather than a show of loyalty. Brands that want to earn trust with this next wave of shoppers need to move past novelty and start showing they understand what Gen Alpha actually values: ease and feeling in the know.

(For a detailed breakdown of the data, see tables 6.A-6.W, pages 91-102)



How Teens Feel About Personalized Ads

Personalization walks a fine line. Some teens appreciate it for discovery. Others find it repetitive—or straight-up sketchy. The key is relevance that feels earned, not invasive.

Teens Find Personalized Ads To Be...

Helpful for discovery	21%
Repetitive	21%
Genuinely useful	19%
Annoying	19%
Sketchy	18%

How Teens Define Authenticity

"Authenticity means the brand isn't copying what every other brand is doing," -14-year-old female from North Carolina.

"It's about being open about its practices, challenges, and intentions and listening to its community," -15-year-old female from Illinois.

"It means it lives by its core values. What it believes aligns with actions," -14-year-old female from Alabama.

"Some skincare brands show more than just perfect glass skin. They show people with skin issues," -15-year-old female from Kentucky.

In short: authenticity isn't a vibe—it's a standard. And teens can tell when a brand is faking it.

Key Takeaways

- **Real beats famous.** Teens prefer relatable users over celebrities or influencers and can spot forced authenticity a mile away.
- **Clarity is the hook.** First, they want straightforward info about quality, price, and who the product is for, then they'll care about your values.
- **Make it feel native.** Music, real people, and everyday formats like GRWMs or fit checks perform better than memes or filters.
- **Access must be earned.** Teens limit brand sign-ups to a few select players—usually those offering something of real value.
- **Don't just target—resonate.** Personalization only works when it feels natural and relevant, not pushy or performative.

Section 3
Power in the Purchase

Teens don't move linearly from want to buy. They spiral with intent, collecting signals that build confidence, trust, and excitement. For brands, every touchpoint in that spiral—from discovery to validation to checkout—is an opportunity to earn the click and the comeback.

Chapter Seven

Spiral with Intent

What looks like chaos is actually a decentralized funnel

A hoodie shows up in a GRWM video on TikTok and catches a teen's eye. But what follows isn't an immediate add to cart. First comes the cross-platform research, maybe even a trip to the mall. And the purchase? That might not happen for days or even weeks—and almost never on the same site where the product first appeared.

From the outside, it might look chaotic. But **teens aren't aimlessly bouncing between apps or wandering store aisles. They're scanning for signals—of trust, value, and social proof.** With tight budgets and carefully curated identities, shopping isn't a casual scroll-to-buy moment. It's a decision with emotional and social weight.

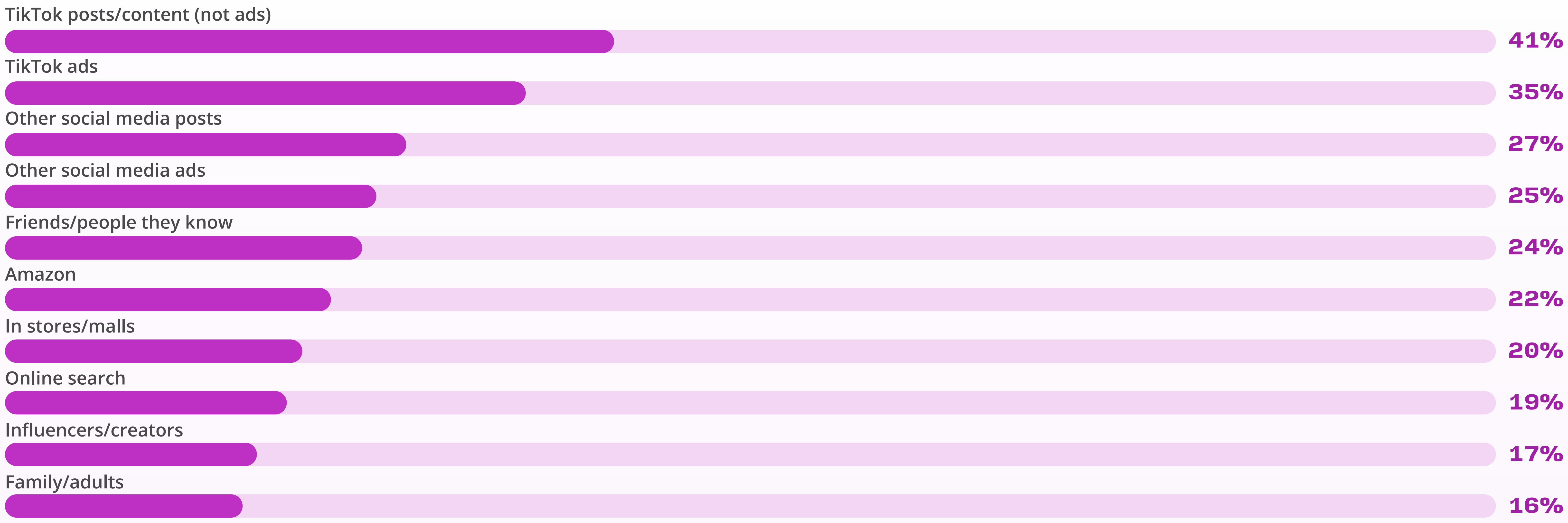
Discovery That Feels Accidental—By Design

Brands engineer discovery. Teens prefer to stumble into it.

Across platforms, teens gravitate toward content that feels real, even if it's algorithmically optimized behind the scenes. That's why a product spotted in an organic video hits differently than a paid ad.

TikTok leads the way. While 41% of teens discover new products through organic TikTok content, only 35% do so through TikTok ads—a clear signal that real content beats promotion. The same pattern repeats across platforms. And when discovery feels genuine, it sticks. Nearly half of teens (49%) say they've bought something they "just happened to come across," compared to only 13% who bought because an algorithm recommended it.

How Teens Discover New Products



One Scroll, Multiple Mindsets

Teens scroll with intent, but that intent shifts between looking to buy and looking for inspiration from moment to moment and by product category. A hoodie might spark research. A snack might get bought on impulse. Within a single session, teens toggle between browsing, comparing, and sharing—testing out how a product fits into their lives and their feeds.

And the mindset depends on what they're shopping for:

- **Food** is fast. More than twice as many teens are looking to buy snacks immediately than are scrolling for inspiration.
- **Clothing** is both a need and a statement, which may explain why scrolling for inspiration and opening an app with the intention to buy are both strong.
- **Tech** and cosmetics often drive research before teens commit.

For brands, this means platform alone doesn't predict intent. The loop can start anywhere. What matters is how teens move through it.

Why Teens Shop on Social Media

Category	Inspiration	Purpose	Both	Don't Engage
Food/snacks	16%	38% *(Widest purchase gap)*	33%	13%
Clothing/shoes	22%	34%	34%	10%
Tech/gadgets	21%	36%	30%	13%
Cosmetics	22%	33%	32%	14%
Toys/hobby items	23%	30%	33%	14%
Household items	21%	33%	31%	15%

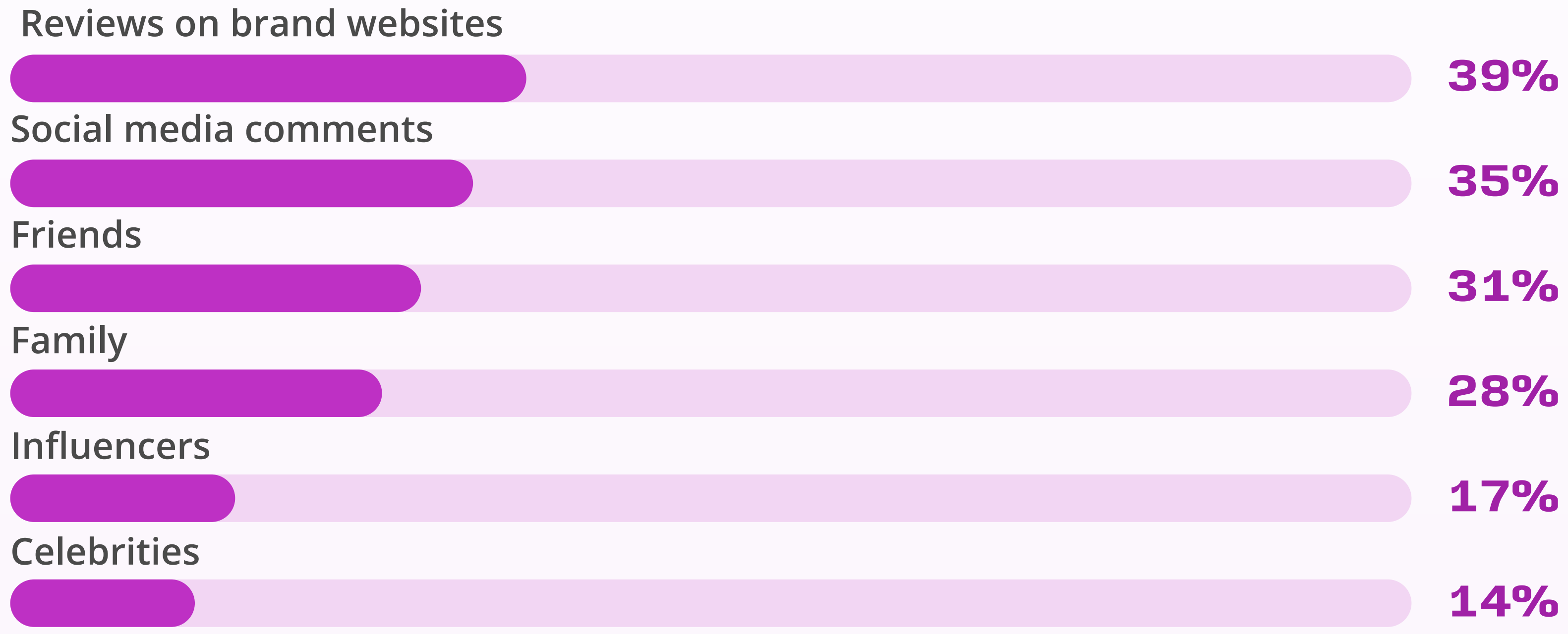
Research That Feels Relatable

Today's teen buyer is a researcher. They jump from TikTok comments to Reddit threads to brand websites—not just to compare prices, but to make sure the product is real, reliable, and worth the risk.

Top Three Ways Teens Research Products

They value what feels authentic over what looks polished. Teens trust user reviews more than influencer posts and a stranger's comment can carry more weight than a celebrity endorsement.

What Influences Teens' Buying Decisions



This isn't research for comparison's sake. It's reassurance. Especially for teens stretching limited dollars, researching is how they feel smart, strategic, and safe from buyer's remorse.

Discovery Happens on TikTok. Buying Happens Somewhere Else

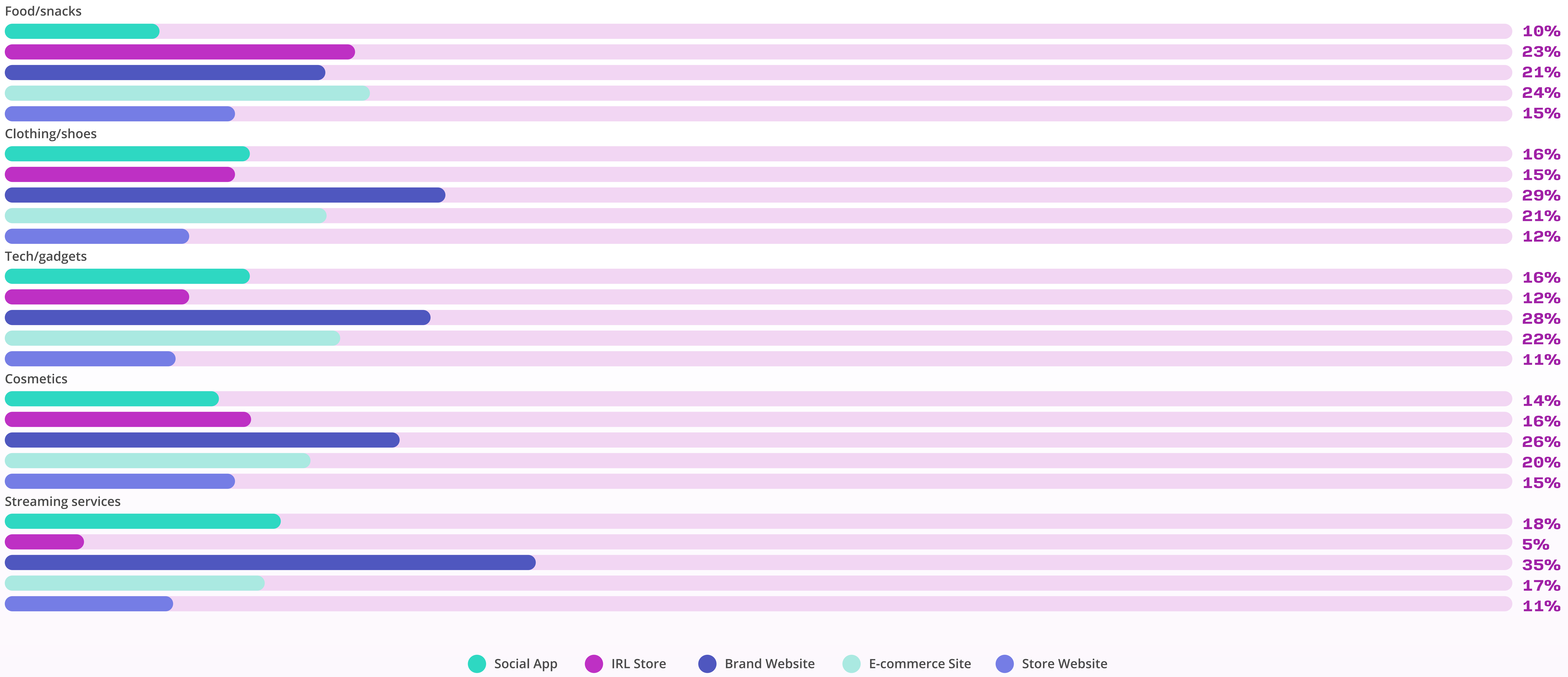
Very few teens buy where they discover. Even TikTok—king of product discovery—struggles with conversion. That's not a failure. It's just the loop at work. Teens separate inspiration from action.

Teens are platform jumpers, and the final stop depends on the category.

- **Streaming** services are bought at the source.
- **Food** is often picked up IRL.
- **Clothing, tech, and cosmetics** lean toward brand websites—they feel more official, more detailed, more trustworthy.

Only 10–18% of teens buy directly on the platform where they discovered a product.

Where Teens Make Purchases After Social Media Discovery



teenvoice

The In-Store Visit Is the Final Test

Physical retail isn't dead. Teens still go to stores, but not to browse. They show up with a plan. For many, the store is the last stop, not the first. Forty-three percent of teens visit stores already knowing what they're looking for.

They've done the research. Now they want to see if the product feels right. Does it look like it did online? Does it fit? Is the quality there? And for a category like beauty, how is the texture, shade, scent? Trying something on (40%) is a major driver, but so is getting it faster, avoiding shipping fees, and walking away with something in hand.

Top Reasons Teens Buy In Person

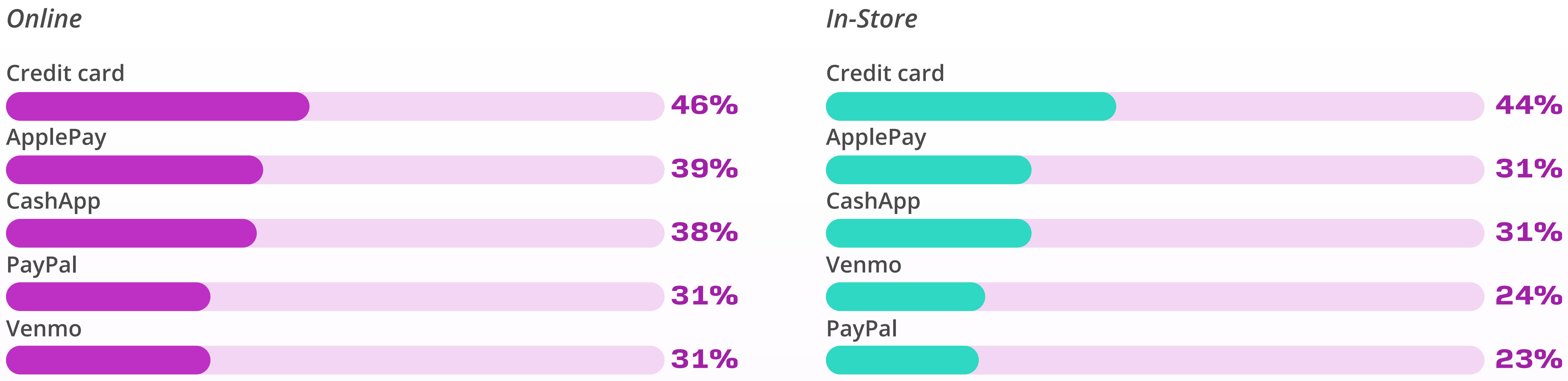
The in-store experience is about confirmation, not discovery. Brands that treat stores as the final checkpoint—offering seamless transitions from digital research to physical validation—win teens' trust.

Confidence Earned Can Still Be Lost

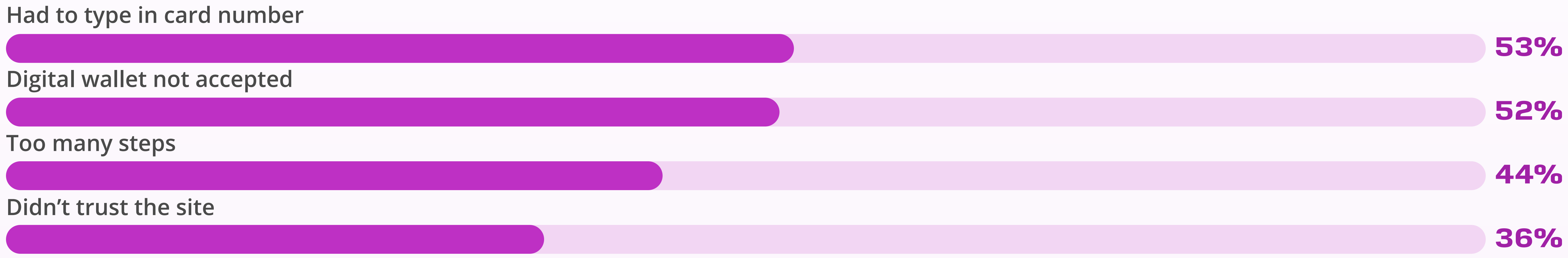
When it's time to pay, teens want the process to feel as smooth and self-directed as the rest of their journey. Mobile payment options like Apple Pay, Venmo, and CashApp aren't just convenient—they're confidence tools. They let teens make purchases on their own terms, without borrowing a parent's card or handing over sensitive information.

But control only counts if the system works. If a site doesn't accept a digital wallet—or forces teens to manually enter card details—the friction feels more than annoying. It feels like a failure to respect their time.

Most-Used Payment Methods



Payment Issues that Annoy Teens



AlphaWatch

For Gen Alpha, the line between content and commerce is paper-thin.

They're growing up in an era where watching creators, clicking "add to cart," and making purchases all happen in the same scroll. Compared to older teens, they're more comfortable with seamless, on-platform shopping and less likely to distinguish between a creator's recommendation and an ad.

That doesn't mean they're less discerning—just faster. Their shopping loop is shorter, more reactive, and heavily shaped by trend exposure, peer validation, and ease of access. If a product doesn't match their price point, vibe, or what's popular now, they'll bounce fast. But when the timing, trend, and tone all align, they're ready to buy.

(For a detailed breakdown of the data, see tables 7.A-7.QQ, pages 103-122)

Where Brands Lose the Loop

The teen shopping journey isn't chaotic—it's a decentralized funnel, with influence points at every step. But when a brand fumbles the experience, confidence unravels fast. Here's where brands lose the loop:

- **Discovery Feels Fake** Trying too hard to "sound Gen Z" or go viral with memes, slang, or trends backfires. Teens want relevance, not impersonation.
- **Dead-End Journeys** Missing or broken links, awkward transitions from TikTok to brand pages, or content that doesn't match expectations lead to fast drop-off.
- **Product Pages Don't Deliver** Too polished, too vague, or too sparse. No reviews, unclear sizing, and generic imagery don't build trust.
- **Checkout Undermines Control** Half get annoyed when they can't use a digital wallet to pay for something or when their buying information doesn't auto-fill.
- **Personalization Feels Presumptuous** Teens want to explore, not be watched. Only 18% want apps to learn their preferences. Most opt for autonomy over algorithmic accuracy.
- **Values Don't Match** When your pricing, casting, or sizing contradict your stated values, teens notice and walk. Disconnection kills credibility.

Where Brands Win the Loop

Winning the loop isn't about sealing the deal at checkout. It's about supporting teens' confidence, identity, and autonomy at every turn. These strategies go beyond removing friction to building lasting affinity.

- **Discovery That Feels Real** Use formats teens already love—like GRWMs, POVs, and creator collabs. Skip the try-hard memes.
- **Research That Builds Confidence** Equip teens with everything they need to feel smart: real-user reviews, peer comments, detailed product info, and photos that reflect reality.
- **Values That Show, Not Just Tell** Teens don't need grand statements. They need evidence—in your pricing, representation, sizing, and tone—that you mean what you say.
- **Personalization That Respects Control** Let teens guide their own journey. Offer opt-in discovery and helpful recommendations without being invasive.
- **Product Pages That Feel Trustworthy** Balance clarity and relatability. Explain what the product is, who it's for, and how it works in a way that feels like a friend, not a pitch.
- **Checkout That Reinforces Independence** Teens equate mobile payment with autonomy. Offer Apple Pay and Venmo, reduce friction, and treat smooth checkout like a loyalty builder.
- **Stores That Confirm, Not Confuse** IRL retail should be the final trust check. Prioritize try-ons, instant pickup, and consistency with what they saw online.

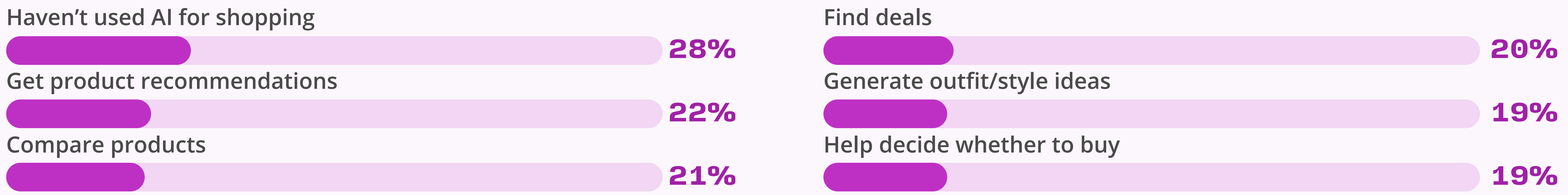
AI: The Shortcut Teens Don't Fully Trust

AI is starting to show up in the shopping loop, but most teens aren't ready to let it drive.

Roughly 1 in 5 have experimented with using AI to find deals, compare products, or get outfit ideas. For some, it's a helpful shortcut—especially when time is tight or decisions feel low-stakes. "It was quick and personalized," said a 13-year-old female from New Jersey, who used AI to help compare products. But even she added a caveat: "The recommendations felt a little off or repetitive, like it didn't fully get my taste yet."

That sense of mismatch is common. A 19-year-old female from California put it simply: "AI doesn't know me or my style." Even when AI tools save time, they rarely earn trust—and trust is the currency teens spend the most carefully.

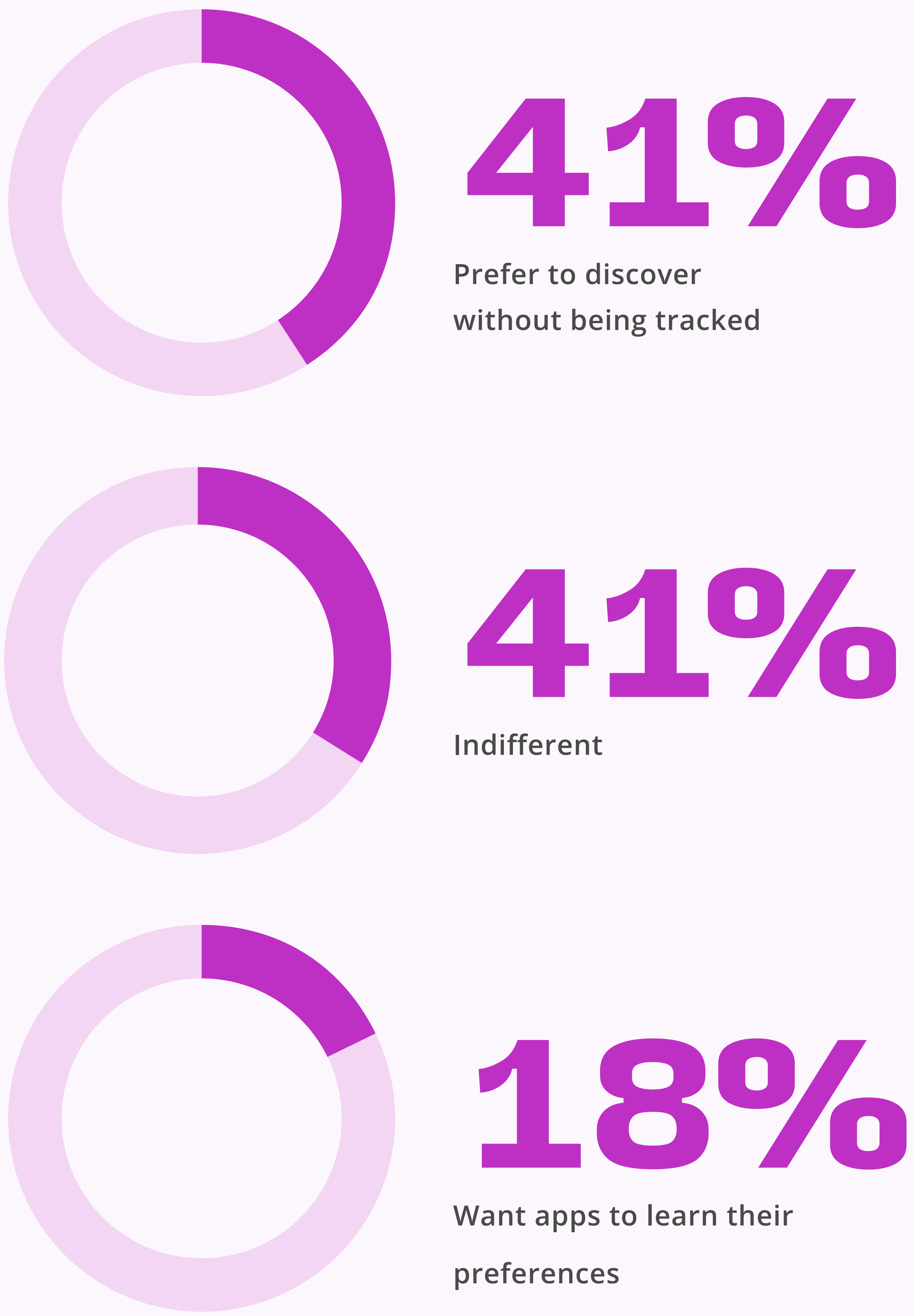
How Teens Use AI for Shopping



Personalization, in particular, raises flags. Only 18% of teens want shopping apps to learn their preferences over time. The rest are either indifferent (41%) or actively prefer to discover without being tracked (41%).

Bottom line: AI hasn't cracked the loop. For now, it's a tool teens test—but not one they rely on to make decisions.

How Teens Feel About AI Personalization



Key Takeaways

- **Show up in real content, not just ads.** Teens respond to products they discover “organically” through creator recs and peer content, not obvious promotion.
- **Tailor tactics to the category.** Food is more transactional; clothing and cosmetics require more inspiration, exploration, and validation.
- **Map your presence by platform.** Teens discover on social, validate on brand sites, and sometimes buy in-store. Don’t expect one channel to do it all.
- **Support their research spiral.** Make reviews, comments, and user content easy to find and credible. It’s how teens build purchase confidence.
- **Treat stores as the final checkpoint.** Most teens walk in already knowing what they want. Prioritize try-ons, fast access, and consistency with what they saw online.
- **Give them control at checkout.** Mobile wallets and quick, secure options help teens feel independent and respected in the final step.
- **Use AI as a tool, not a driver.** Teens might dabble with AI for recs, but they still want to explore on their own. Avoid over-personalization.

Appendix A

Gen Alpha vs Gen Z

Contrasting spending, shopping, and brand relationships across teen cohorts

Gen Alpha Shopper (Ages 13-14)

Financial Behavior

- Limited personal spending power. Relies on parents for most purchases
- Uses digital payment methods more (Venmo, PayPal, buy-now-pay-later)
- Less influenced by economic pressures or money stress
- Comfortable asking parents for things without guilt

Shopping Mindset

- Shopping is about staying current, not self-expression
- Instant gratification: buys what they want when they want it
- Avoids trade-offs. Won't wait for sales or search for dupes
- Prefers trending items even if they won't last as long
- More about buying wants than needs

Brand Relationship

- Drawn to prestige and trendy/viral brands
- Passive engagement. Less likely to show brand loyalty publicly
- Forgiving when brands make mistakes
- Values what's popular/trending over brand fit
- Trust and values matter less in purchase decisions

Digital Behavior

- Digital-first communication (screenshots, wishlists, social posts)
- Social media exploration focused on purchasing, not inspiration
- Comfortable with on-platform shopping
- Signs up for brand communications for immediate value
- More open to AI shopping tools

Gen Z Shopper (Ages 15-19)

Financial Behavior

- More personal spending power. Pays for more of their own purchases
- More traditional payment methods (debit/credit cards)
- Feels economic pressures and money stress
- More conscious of household financial constraints

Shopping Mindset

- Shopping as self-expression and identity building
- Strategic about purchases. Waits for sales, seeks deals
- Embraces trade-offs and budget-conscious decisions
- Values unique items that reflect personal style
- Balances wants with practical needs

Brand Relationship

- Seeks brands that "get them" and match their aesthetics
- Active brand advocacy. Shows support publicly
- More discerning about brand missteps
- Values brand alignment with personal values
- Trust and authenticity are key purchase drivers

Digital Behavior

- Mix of digital and in-person communication
- Social media used for inspiration and discovery
- Hybrid shopping approach (online research + in-store)
- More selective about brand communications
- Cautious about AI and tracking

Appendix B

Category Cheat Sheet

A quick-reference guide to help brands translate insights into action across key categories

CPG / Food & Beverage

Emotional driver: Belonging

Key behaviors:

- Snacks are one of the most common teen purchases—**49% use at least half their budget on snacks,** and **32% help decide which snacks get bought at home.**
- Food doubles as social currency. Skipping a group hangout or snack run can mean missing out socially.
- Teens are more likely to shop for snacks with **immediate intent** than any other category.

What works:

- Show up in peer-driven moments: hangouts, after-school outings, social food trends.
- Use content that feels organic—like snack hauls or GRWMs with food cameos.
- Make purchasing easy and low-stakes (e.g., affordable, shareable, impulse-friendly).

Retail / Apparel

Emotional driver: Self-expression

Key behaviors:

- **46% of teens use at least half their budget on clothing/shoes,** and it's the **#1 category where they influence family purchases (33%).**
- Teens build identity through style: 55% say shopping is self-expression, and 42% think the coolest style is a mix of vintage and trendy.
- Style is also strategic, many skip outings with friends to afford clothes that signal who they are.

What works:

- Offer pieces that can be styled in multiple ways across moods, moments, and subcultures.
- Show diverse interpretations of the same product to support personalization.
- Balance trend and originality. Teens want to look intentional, not basic.

Beauty / Skincare

Emotional driver: Confidence & control

Key behaviors:

- Skincare is one of the top categories teens prioritize, even under financial pressure—**41% use at least half their budget on personal care.**
- For some teens, especially those with skin issues, it is a non-negotiable. A 19-year-old said: "When I find a product that works, I'm gonna keep using it."
- Eco-friendliness matters more here than in almost any other category, according to sustainability rankings in Chapter 5.

What works:

- Use real people and relatable routines—not aspirational perfection.
- Back up product quality and ethical claims with transparency—teens are watching.

Tech / Electronics

Emotional driver: Autonomy & influence

Key behaviors:

- **21% of teens say they help decide which tech or gadgets the household buys**—putting tech in the top tier of categories where teens hold sway.
- Teens research these purchases carefully: **74% visit brand websites, 72% read product reviews, 75% scan social comments.**
- Their influence spans devices, apps, subscriptions, and upgrades—even when they're not the one paying.

What works:

- Speak to the teen as the recommender, not just the user. Equip them with tools to make the case to parents.
- Offer comparison content, testimonials, and side-by-side breakdowns that help them advocate for your brand.
- Focus on clarity, trust, and long-term value, not gimmicks or hype.

Appendix C

Chapter Takeaways

Chapter 1

- **Design for shared decision-making.** Focus on co-shopping moments where teen and parent input intersect.
- **Capture proxy power.** Target high-influence categories, like food, entertainment, tech, clothing.
- **Match the channel.** Tailor your content to how different age groups signal their wants.
- **Value the voice over the wallet.** Teens' recommendations carry weight because they understand—and respect—family financial dynamics.

Chapter 2

- **Design for identity-building.** Teens use purchases to express who they are and who they're becoming. Brands that offer flexibility, inspiration, or new ways to use a product help teens shape and reshape that signal over time.
- **Sell style and strategy.** Teens weigh cost, longevity, and authenticity in every decision. Position your products as smart investments in self-expression.
- **Acknowledge the internal pressure.** Teens feel more pressure from themselves than from peers or influencers. Brands that reduce that tension —by offering value, versatility, and confidence—become trusted allies.
- **Respect selective sharing.** Not all self-expression is for public display. Give teens the option to keep some brand interactions personal and private while still delivering a sense of identity.

Chapter 3

- **Turn trade-offs into wins**. Offer entry points that let teens say "yes" without losing something else that matters.
- **Close the ethics gap.** Make affordable options that don't force them to choose between their values and their budget.
- **Support smarter spending.** Teens respect brands that help them stretch their budget strategically—through sales, bundles, or durable products that outlast trends.

Chapter 4

- **Signal you "get" them.** Reflect teen interests, style, and values in authentic ways that spark early interactions.
- **Win the first look.** Quality and fairness drive attention—don't skip the basics while chasing cultural relevance.
- **Build trust in the quiet moments.** Loyalty often shows in repeat purchases and private advocacy, not just public posts.
- **Invite them in.** Low-barrier co-creation—product testing, polls, creator collabs—turns interest into ownership.

Chapter 5

- **Lead with values before the crisis hits.** Teens expect brands to show inclusion and ethics by default, not just when something goes wrong.
- **Catch the fade before it breaks**. Tone missteps and stereotypes are early signs of trouble. Act before they escalate.
- **Apologize early and often.** Teens forgive quickly when brands acknowledge mistakes, show progress, and follow through.
- **Don't confuse silence with loyalty.** Especially with younger teens, quiet disengagement often means you're no longer even a consideration.

Chapter 6

- **Real beats famous.** Teens prefer relatable users over celebrities or influencers and can spot forced authenticity a mile away.
- **Clarity is the hook**. They want straightforward info about quality, price, and who the product is for then they'll care about your values.
- **Make it feel native.** Music, real people, and everyday formats like GRWMs or fit checks perform better than memes or filters.
- **Access must be earned.** Teens limit brand sign-ups to a few select players—usually those offering something of real value.
- **Don't just target—resonate.** Personalization only works when it feels natural and relevant, not pushy or performative.

Chapter 7

- **Show up in real content, not just ads.** Teens respond to products they discover "organically" through creator recs and peer content not obvious promotion.
- **Tailor tactics to the category.** Food is more transactional; clothing and cosmetics require more inspiration, exploration, and validation.
- **Map your presence by platform.** Teens discover on social, validate on brand sites, and sometimes buy in-store. Don't expect one channel to do it all.
- **Support their research spiral.** Make reviews, comments, and user content easy to find—and credible. It's how teens build purchase confidence.
- **Treat stores as the final checkpoint.** Most teens walk in already knowing what they want. Prioritize try-ons, fast access, and consistency with what they saw online.
- **Give them control at checkout.** Mobile wallets and quick, secure options help teens feel independent and respected in the final step.
- **Use AI as a tool, not a driver**. Teens might dabble with AI for recs, but they still want to explore on their own. Avoid over-personalization.

Appendix D

Survey Data in Detail

Chapter 1: Table 1.A - What kinds of purchases do you usually help your parents/guardians or family decide on?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	1,707	923	746	38	249	80	288	105	722	985	586	588	416	117	281	424	661	341
Snacks	32%	38%	24%	61%	28%	48%	30%	47%	33%	31%	22%	27%	47%	54%	31%	32%	35%	28%
Streaming services/subscriptions	20%	21%	17%	29%	17%	19%	19%	18%	18%	21%	15%	19%	24%	30%	22%	20%	19%	19%
Clothing or shoes	33%	40%	24%	47%	30%	40%	30%	45%	33%	32%	23%	29%	45%	56%	33%	32%	35%	30%
Tech or gadgets	21%	21%	21%	24%	20%	31%	18%	26%	21%	21%	16%	22%	25%	27%	26%	20%	20%	20%
Toys, games, or hobby items	20%	20%	18%	37%	15%	21%	16%	18%	17%	22%	14%	18%	27%	29%	22%	21%	19%	17%
Travel experiences	20%	22%	16%	21%	19%	29%	16%	26%	20%	20%	17%	17%	24%	27%	19%	18%	20%	21%
Household items	28%	31%	24%	45%	28%	33%	32%	34%	31%	26%	18%	26%	39%	50%	28%	28%	30%	24%
Events (e.g., sports games, concerts)	20%	21%	19%	18%	16%	23%	16%	20%	17%	22%	18%	18%	24%	30%	25%	20%	20%	17%
Cosmetics or personal care/skincare products	23%	29%	15%	21%	17%	36%	24%	20%	22%	23%	17%	23%	28%	32%	26%	20%	23%	24%
Video games/gaming platforms	16%	15%	18%	16%	15%	18%	14%	16%	15%	17%	14%	17%	17%	20%	16%	16%	16%	16%
Which restaurants/food chains to go to	29%	35%	21%	58%	23%	43%	29%	35%	29%	29%	17%	27%	44%	50%	26%	27%	32%	28%
Which food delivery services to use	21%	22%	20%	18%	22%	14%	17%	25%	19%	22%	17%	20%	25%	26%	24%	20%	19%	21%
Something else	2%	3%	1%	5%	2%	1%	1%	4%	2%	3%	2%	1%	4%	4%	1%	3%	3%	3%
None of these	3%	3%	2%	13%	3%	8%	3%	4%	4%	2%	3%	3%	3%	4%	2%	3%	4%	2%

Chapter 1: Table 1.B - About how much spending money do you have per month?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
100 or under	52%	55%	47%	81%	49%	60%	52%	68%	54%	50%	41%	50%	66%	63%	57%	50%	54%	46%
$0-$50	26%	30%	20%	70%	20%	35%	25%	50%	28%	25%	17%	23%	42%	37%	23%	26%	29%	25%
$51-$100	25%	25%	27%	11%	29%	25%	26%	19%	26%	25%	24%	28%	24%	26%	34%	24%	25%	21%
$101-$150	19%	19%	19%	4%	21%	25%	18%	15%	19%	18%	19%	24%	13%	8%	19%	18%	18%	20%
$151-$200	12%	12%	14%	4%	11%	8%	12%	7%	11%	14%	17%	11%	9%	10%	8%	14%	12%	15%
$201-$250	8%	7%	10%	0%	9%	1%	9%	5%	8%	8%	12%	6%	5%	5%	7%	7%	8%	10%
$251-$300	5%	5%	5%	2%	5%	4%	4%	2%	4%	5%	5%	5%	3%	8%	4%	5%	4%	6%
More than $300	5%	3%	6%	9%	5%	2%	5%	4%	4%	5%	6%	3%	4%	7%	5%	5%	5%	3%

Chapter 1: Table 1.C - How often do adults in your household ask for your opinion before buying something?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Very often	13%	14%	13%	15%	12%	10%	11%	13%	12%	15%	12%	14%	15%	14%	20%	14%	12%	10%
Sometimes	36%	37%	35%	34%	35%	46%	37%	39%	38%	35%	36%	38%	33%	36%	36%	36%	38%	32%
Rarely	31%	31%	31%	30%	33%	26%	31%	29%	31%	31%	31%	30%	32%	27%	28%	28%	29%	39%
Never	15%	14%	17%	19%	14%	10%	16%	15%	14%	16%	15%	14%	18%	18%	12%	16%	16%	17%
I'm not sure	4%	4%	5%	2%	6%	8%	5%	4%	5%	4%	7%	4%	2%	5%	4%	6%	5%	3%
Mean	2.62	2.58	2.66	2.60	2.66	2.60	2.66	2.58	2.64	2.60	2.68	2.56	2.59	2.63	2.42	2.65	2.62	2.71

Chapter 1: Table 1.D - Who pays for music services (e.g., Spotify, Apple Music) in your household?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Me	21%	21%	22%	23%	27%	20%	22%	17%	23%	20%	18%	21%	24%	34%	25%	21%	23%	17%
Parents/guardians	39%	43%	36%	28%	38%	31%	34%	44%	36%	42%	38%	40%	45%	26%	38%	39%	41%	38%
Someone else in my family that isn't me	17%	15%	19%	13%	15%	17%	18%	8%	15%	18%	22%	19%	8%	8%	17%	16%	15%	20%
It's a shared expense	11%	8%	14%	2%	11%	6%	14%	11%	12%	10%	15%	11%	5%	6%	9%	11%	8%	15%
Doesn't apply to me	12%	13%	9%	34%	10%	26%	13%	20%	14%	10%	8%	9%	18%	25%	11%	13%	13%	10%

Chapter 1: Table 1.E - Who pays for video streaming services (e.g., Netflix, Hulu) in your household?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Me	16%	14%	19%	6%	21%	10%	16%	7%	16%	16%	19%	17%	11%	13%	19%	15%	16%	15%
Parents/guardians	52%	55%	47%	72%	45%	56%	50%	56%	50%	54%	45%	50%	64%	56%	50%	51%	56%	49%
Someone else in my family that isn't me	16%	15%	17%	6%	18%	16%	15%	15%	16%	15%	20%	16%	12%	9%	16%	18%	14%	17%
It's a shared expense	10%	10%	11%	9%	11%	11%	13%	9%	12%	9%	12%	11%	6%	11%	9%	11%	9%	13%
Doesn't apply to me	6%	6%	5%	6%	5%	7%	6%	14%	7%	5%	4%	6%	6%	11%	6%	6%	6%	6%

Chapter 1: Table 1.F - Who pays for things for your hobbies (e.g., sports equipment, musical instruments, art supply) in your household?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Me	23%	22%	25%	21%	26%	20%	19%	19%	21%	25%	21%	22%	27%	28%	26%	21%	25%	20%
Parents/guardians	42%	42%	40%	40%	40%	53%	40%	50%	43%	40%	42%	43%	41%	36%	44%	41%	40%	41%
Someone else in my family that isn't me	15%	13%	18%	2%	16%	9%	17%	8%	15%	15%	19%	18%	8%	6%	12%	18%	14%	16%
It's a shared expense	14%	14%	13%	32%	11%	8%	16%	13%	13%	14%	12%	13%	15%	19%	14%	12%	14%	16%
Doesn't apply to me	7%	9%	4%	4%	7%	10%	8%	11%	8%	5%	5%	5%	9%	11%	4%	8%	7%	7%

Chapter 1: Table 1.G - Who pays for snacks, drinks, and fast food in your household?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Me	22%	21%	25%	13%	25%	18%	24%	21%	23%	22%	20%	21%	27%	28%	24%	23%	23%	20%
Parents/guardians	41%	42%	39%	45%	39%	48%	41%	43%	42%	40%	41%	43%	39%	35%	43%	38%	41%	41%
Someone else in my family that isn't me	13%	12%	15%	0%	15%	12%	13%	7%	13%	13%	18%	15%	6%	6%	12%	16%	11%	14%
It's a shared expense	19%	21%	16%	38%	17%	16%	18%	23%	18%	20%	16%	16%	24%	30%	17%	18%	20%	19%
Doesn't apply to me	5%	4%	5%	4%	4%	6%	4%	6%	5%	5%	6%	5%	4%	1%	4%	5%	5%	5%

Chapter 1: Table 1.H - Who pays for video games and video game tech (e.g., consoles, games, subscriptions) in your household?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Me	23%	18%	29%	17%	24%	28%	23%	16%	23%	23%	23%	22%	23%	30%	26%	20%	26%	21%
Parents/guardians	34%	36%	32%	34%	28%	28%	35%	41%	33%	35%	35%	35%	33%	28%	35%	34%	33%	35%
Someone else in my family that isn't me	17%	14%	20%	0%	21%	9%	17%	14%	17%	16%	21%	18%	11%	8%	15%	18%	17%	16%
It's a shared expense	13%	12%	13%	19%	15%	10%	12%	14%	13%	12%	13%	13%	11%	12%	14%	14%	11%	13%
Doesn't apply to me	13%	19%	6%	30%	12%	25%	14%	15%	15%	13%	8%	11%	23%	22%	10%	14%	14%	15%

Chapter 1: Table 1.I - Who pays for your phone/phone plan in your household?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Me	18%	17%	20%	4%	21%	13%	18%	20%	19%	17%	18%	18%	18%	20%	20%	16%	20%	15%
Parents/guardians	48%	53%	41%	72%	41%	61%	47%	59%	48%	48%	41%	44%	60%	57%	44%	49%	49%	49%
Someone else in my family that isn't me	17%	14%	20%	6%	17%	12%	17%	11%	16%	17%	22%	18%	10%	8%	17%	19%	14%	20%
It's a shared expense	11%	10%	13%	9%	14%	7%	12%	5%	11%	11%	13%	12%	7%	8%	13%	10%	12%	10%
Doesn't apply to me	6%	6%	6%	9%	7%	7%	5%	5%	6%	6%	6%	7%	5%	7%	6%	6%	6%	7%

Chapter 1: Table 1.J - When you see something you want to buy around how often do you buy it yourself?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost never	15%	16%	14%	17%	21%	15%	14%	19%	17%	14%	15%	14%	18%	16%	18%	16%	15%	12%
Less than half the time	30%	29%	31%	23%	27%	37%	30%	25%	29%	30%	29%	33%	29%	24%	32%	30%	31%	26%
About half the time	30%	30%	30%	32%	26%	29%	33%	35%	30%	30%	32%	32%	27%	23%	27%	29%	31%	33%
More than half the time	17%	16%	18%	19%	16%	13%	18%	15%	16%	17%	19%	13%	16%	22%	13%	16%	16%	22%
Almost all the time	8%	10%	7%	9%	10%	6%	6%	7%	7%	9%	6%	8%	11%	15%	10%	9%	8%	7%
Mean	2.73	2.74	2.73	2.79	2.67	2.58	2.72	2.65	2.68	2.77	2.72	2.69	2.74	2.96	2.64	2.74	2.70	2.86

Chapter 1: Table 1.K - When you see something you want to buy around how often do you have a family member pay?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost never	17%	17%	17%	21%	17%	9%	15%	17%	15%	18%	15%	16%	19%	21%	14%	15%	19%	17%
Less than half the time	28%	26%	30%	30%	26%	19%	26%	32%	26%	29%	29%	27%	26%	27%	28%	26%	26%	32%
About half the time	25%	24%	26%	15%	24%	30%	25%	16%	24%	26%	26%	26%	23%	21%	25%	24%	25%	26%
More than half the time	19%	19%	18%	15%	19%	21%	21%	19%	20%	18%	18%	20%	19%	18%	19%	19%	19%	16%
Almost all the time	12%	13%	9%	19%	14%	20%	12%	16%	14%	10%	11%	11%	12%	13%	13%	16%	10%	9%
Mean	2.80	2.86	2.73	2.81	2.87	3.25	2.88	2.85	2.91	2.72	2.81	2.82	2.78	2.75	2.88	2.94	2.75	2.68

Chapter 1: Table 1.L - How do you usually ask a parent/guardian to buy something for you?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Add to a wish list on an e-commerce site (e.g., Amazon wish list)	7%	6%	8%	4%	7%	4%	6%	5%	6%	7%	8%	9%	5%	1%	8%	6%	7%	6%
Ask for money on Venmo/Cash App/another financial app	9%	10%	9%	2%	13%	4%	9%	10%	10%	8%	9%	9%	9%	12%	7%	8%	10%	10%
Ask in person	24%	25%	22%	28%	21%	44%	23%	33%	26%	22%	18%	22%	32%	32%	27%	21%	24%	24%
I usually buy things myself	7%	8%	5%	19%	6%	4%	8%	5%	7%	7%	4%	4%	13%	17%	6%	7%	8%	7%
Just tell them and hope	15%	17%	13%	19%	13%	10%	20%	22%	17%	14%	14%	16%	17%	18%	13%	17%	17%	13%
Make my own list with links to products	6%	5%	8%	4%	5%	4%	4%	7%	5%	7%	8%	6%	4%	4%	6%	7%	5%	7%
Send a screenshot	8%	9%	8%	2%	9%	7%	7%	3%	7%	9%	11%	9%	6%	3%	9%	9%	7%	9%
Share a link	8%	7%	9%	13%	7%	9%	9%	1%	7%	9%	10%	8%	6%	6%	7%	8%	8%	9%
Show them a social media post	6%	5%	8%	0%	7%	4%	7%	7%	7%	6%	8%	8%	3%	2%	7%	7%	5%	7%
Show them in a real store	9%	8%	10%	9%	10%	8%	8%	8%	9%	9%	10%	11%	7%	6%	10%	10%	8%	9%

Chapter 1: Table 1.M - How much do you agree or disagree with “my parents/guardians have been saying “no” more often when I ask for things”?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	23%	22%	24%	23%	22%	33%	23%	28%	24%	22%	24%	19%	24%	33%	22%	22%	22%	27%
Strongly disagree	7%	7%	7%	2%	9%	12%	8%	10%	9%	6%	6%	6%	9%	13%	8%	7%	7%	8%
Somewhat disagree	16%	15%	17%	21%	13%	20%	15%	19%	15%	16%	18%	13%	15%	20%	14%	15%	15%	19%
Neither agree nor disagree	26%	27%	25%	36%	23%	35%	26%	31%	27%	25%	25%	24%	31%	23%	25%	28%	25%	26%
Somewhat agree	29%	29%	30%	21%	30%	21%	24%	20%	25%	32%	29%	33%	25%	25%	29%	28%	30%	28%
Strongly agree	22%	23%	22%	19%	25%	11%	27%	21%	24%	21%	23%	24%	20%	19%	24%	21%	23%	20%
Agree (Top 2)	51%	52%	51%	40%	55%	33%	51%	41%	49%	53%	52%	57%	45%	44%	53%	50%	53%	48%
Mean	3.43	3.45	3.41	3.34	3.49	2.99	3.48	3.24	3.40	3.46	3.45	3.56	3.32	3.17	3.48	3.41	3.47	3.33

Chapter 1: Table 1.N - How much do you agree or disagree with "I feel bad asking for things because I think money is tight"?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	15%	14%	17%	6%	19%	15%	14%	11%	15%	15%	19%	14%	12%	14%	16%	14%	14%	19%
Strongly disagree	5%	5%	5%	4%	7%	4%	4%	5%	5%	5%	5%	4%	4%	9%	5%	4%	5%	6%
Somewhat disagree	10%	9%	12%	2%	11%	10%	10%	6%	10%	11%	14%	10%	8%	5%	11%	10%	9%	13%
Neither agree nor disagree	19%	17%	22%	13%	17%	19%	17%	20%	18%	20%	21%	22%	13%	17%	19%	18%	19%	20%
Somewhat agree	32%	31%	34%	17%	35%	34%	30%	23%	31%	33%	34%	35%	30%	23%	33%	34%	33%	28%
Strongly agree	33%	37%	27%	64%	30%	33%	38%	47%	36%	32%	26%	29%	45%	46%	32%	33%	35%	33%
Agree (Top 2)	66%	69%	61%	81%	64%	66%	68%	70%	67%	65%	60%	64%	74%	69%	65%	68%	67%	61%
Mean	3.79	3.87	3.66	4.34	3.68	3.80	3.88	4.02	3.82	3.76	3.62	3.75	4.03	3.92	3.76	3.82	3.83	3.68

Chapter 1: Table 1.O - How much do you agree or disagree with "I sometimes pitch in my own money to help buy things for my family"?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	19%	19%	18%	30%	17%	16%	18%	20%	18%	20%	18%	23%	17%	15%	18%	20%	17%	25%
Strongly disagree	8%	8%	7%	19%	4%	7%	7%	13%	7%	9%	5%	11%	8%	8%	7%	8%	8%	8%
Somewhat disagree	11%	11%	11%	11%	13%	9%	11%	7%	11%	12%	13%	13%	9%	6%	11%	11%	9%	16%
Neither agree nor disagree	24%	23%	25%	23%	21%	25%	23%	20%	22%	26%	25%	22%	25%	26%	25%	23%	23%	27%
Somewhat agree	32%	32%	32%	21%	34%	31%	32%	27%	32%	32%	35%	32%	30%	25%	35%	33%	33%	26%
Strongly agree	25%	25%	24%	26%	28%	28%	27%	33%	28%	22%	22%	23%	29%	34%	22%	24%	27%	22%
Agree (Top 2)	57%	57%	56%	47%	62%	60%	59%	59%	60%	54%	57%	55%	59%	59%	57%	57%	60%	49%
Mean	3.54	3.55	3.55	3.23	3.69	3.65	3.60	3.59	3.64	3.48	3.55	3.44	3.63	3.70	3.54	3.53	3.63	3.38

Chapter 1: Table 1.P - How much do you agree or disagree with “Things are more expensive now than they used to be”?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	13%	12%	15%	0%	15%	11%	11%	6%	11%	14%	20%	13%	5%	4%	12%	14%	13%	11%
Strongly disagree	3%	3%	5%	0%	3%	3%	2%	2%	3%	4%	5%	4%	2%	1%	3%	3%	4%	3%
Somewhat disagree	9%	9%	10%	0%	11%	8%	8%	4%	9%	10%	15%	9%	4%	3%	8%	11%	9%	8%
Neither agree nor disagree	17%	14%	23%	2%	20%	11%	18%	11%	17%	18%	23%	19%	10%	6%	18%	21%	15%	18%
Somewhat agree	25%	22%	29%	13%	25%	17%	22%	14%	21%	27%	28%	27%	18%	18%	27%	24%	23%	27%
Strongly agree	45%	53%	33%	85%	40%	61%	50%	70%	51%	41%	29%	40%	67%	72%	44%	41%	49%	44%
Agree (Top 2)	70%	75%	62%	98%	65%	78%	72%	84%	72%	68%	57%	68%	85%	89%	71%	65%	72%	71%
Mean	3.99	4.14	3.76	4.83	3.87	4.24	4.09	4.46	4.08	3.92	3.61	3.91	4.45	4.56	3.99	3.88	4.04	4.00

Chapter 1: Table 1.Q - How much do you agree or disagree with “My parents are more worried than I am about how much stuff costs”?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	21%	24%	17%	28%	19%	24%	23%	20%	21%	21%	20%	20%	23%	28%	18%	22%	21%	22%
Strongly disagree	8%	9%	6%	6%	7%	9%	10%	7%	8%	7%	6%	7%	9%	11%	7%	7%	8%	9%
Somewhat disagree	13%	15%	11%	21%	13%	15%	13%	14%	13%	14%	13%	13%	14%	17%	12%	15%	13%	13%
Neither agree nor disagree	25%	25%	25%	28%	22%	33%	24%	27%	25%	24%	26%	25%	23%	23%	24%	27%	24%	25%
Somewhat agree	30%	27%	32%	30%	29%	24%	29%	25%	28%	31%	32%	30%	29%	21%	30%	29%	30%	29%
Strongly agree	25%	24%	26%	15%	29%	20%	23%	28%	26%	24%	23%	26%	25%	27%	28%	22%	25%	24%
Agree (Top 2)	54%	51%	59%	45%	58%	44%	53%	53%	54%	55%	55%	55%	54%	49%	58%	51%	55%	53%
Mean	3.50	3.42	3.62	3.26	3.61	3.31	3.43	3.54	3.50	3.51	3.52	3.54	3.47	3.37	3.61	3.45	3.51	3.47

Chapter 1: Table 1.R - Where does most of the money you spend come from?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
A part-time job	29%	29%	30%	15%	30%	35%	23%	30%	28%	31%	27%	25%	38%	34%	31%	27%	28%	32%
An allowance	31%	31%	31%	30%	31%	31%	31%	28%	30%	31%	30%	33%	30%	29%	36%	31%	30%	28%
Gifts from family/friends	41%	46%	33%	68%	35%	43%	37%	59%	40%	41%	37%	40%	46%	46%	43%	40%	44%	34%
Another way (e.g., side hustles, online earnings, re-selling apps)	25%	24%	28%	21%	29%	24%	23%	20%	25%	26%	26%	27%	23%	24%	24%	27%	24%	28%
Something else	5%	5%	5%	11%	5%	4%	6%	7%	6%	5%	4%	4%	6%	8%	4%	5%	6%	4%
None of these	5%	5%	5%	4%	4%	4%	6%	8%	6%	5%	5%	6%	5%	5%	3%	7%	4%	6%

Chapter 1: Table 1.S - How specifically do you make money?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	514	257	247	10	85	21	77	24	207	307	177	187	116	34	77	134	190	113
Babysitting	23%	29%	17%	20%	22%	10%	25%	21%	22%	24%	20%	24%	29%	15%	23%	22%	22%	26%
Freelancing	26%	23%	29%	10%	27%	14%	19%	17%	22%	28%	23%	28%	28%	24%	27%	32%	20%	27%
Doing yardwork or something similar	30%	28%	33%	10%	29%	19%	31%	42%	30%	29%	24%	37%	28%	21%	36%	27%	29%	30%
Content creation	21%	21%	21%	0%	26%	0%	16%	17%	18%	22%	29%	20%	12%	6%	22%	21%	18%	24%
Selling things online (e.g., Etsy storefront)	25%	25%	26%	20%	24%	14%	29%	13%	23%	27%	26%	26%	24%	21%	36%	25%	23%	22%
Re-selling apps (e.g., DePop, Poshmark, ThredUp)	20%	22%	17%	10%	16%	14%	14%	8%	14%	23%	20%	21%	17%	18%	23%	22%	18%	17%
Something else	11%	11%	9%	20%	11%	33%	9%	17%	13%	9%	7%	5%	17%	38%	9%	10%	16%	4%
None of these	8%	9%	6%	30%	5%	19%	6%	17%	8%	7%	8%	6%	8%	15%	1%	8%	10%	8%

Chapter 1: Table 1.T - Have you sold or would you be interested in reselllling clothes online?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Done this	20%	22%	18%	20%	21%	18%	22%	20%	21%	19%	17%	22%	20%	26%	22%	20%	20%	18%
Have not done this but interested	56%	58%	54%	59%	58%	60%	55%	51%	56%	56%	59%	53%	58%	53%	57%	55%	57%	56%
Have not done this and not interested	24%	20%	28%	22%	21%	22%	23%	29%	23%	25%	24%	25%	22%	21%	21%	26%	23%	26%

Chapter 1: Table 1.U - Have you sold or would you be interested in reselling clothes at a second-hand store?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Done this	25%	27%	22%	33%	19%	14%	27%	33%	24%	26%	25%	23%	27%	24%	25%	21%	25%	28%
Have not done this but interested	48%	48%	48%	50%	52%	64%	47%	37%	49%	47%	49%	47%	46%	58%	54%	51%	43%	49%
Have not done this and not interested	27%	25%	30%	17%	29%	21%	26%	29%	27%	27%	26%	30%	27%	19%	21%	28%	31%	23%

Chapter 1: Table 1.V - Have you donated or would you be interested in donating clothing?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Done this	45%	53%	34%	76%	35%	54%	44%	65%	45%	45%	37%	36%	61%	74%	44%	44%	45%	46%
Have not done this but interested	35%	31%	40%	20%	41%	33%	37%	25%	36%	35%	41%	40%	27%	14%	37%	36%	34%	35%
Have not done this and not interested	20%	15%	26%	4%	24%	12%	19%	10%	19%	21%	22%	24%	12%	13%	18%	20%	21%	19%

Chapter 1: Table 1.W - Have you curated a product list for friends/followers or would you be interested in doing so?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Done this	25%	25%	26%	7%	29%	19%	23%	33%	26%	24%	29%	27%	20%	13%	23%	27%	26%	23%
Have not done this but interested	42%	41%	42%	48%	40%	42%	42%	35%	41%	42%	45%	42%	38%	35%	45%	39%	41%	44%
Have not done this and not interested	33%	34%	31%	46%	30%	39%	35%	31%	33%	33%	26%	31%	42%	52%	32%	35%	33%	33%

Chapter 1: Table 1.X - Have you used a link to earn money from something someone bought or would you be interested in doing so?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Done this	24%	23%	25%	11%	28%	14%	17%	25%	22%	25%	30%	25%	16%	8%	30%	24%	24%	19%
Have not done this but interested	46%	45%	47%	52%	50%	59%	50%	40%	50%	43%	45%	44%	50%	50%	48%	44%	46%	47%
Have not done this and not interested	30%	33%	28%	37%	22%	27%	33%	34%	29%	32%	25%	31%	34%	42%	23%	32%	31%	34%

Chapter 1: Table 1.Y - Have you made money from your own brand or product or would you be interested in making money from your own brand or product?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Done this	21%	20%	23%	15%	21%	16%	19%	22%	20%	22%	24%	23%	16%	14%	20%	21%	21%	21%
Have not done this but interested	50%	51%	49%	57%	51%	56%	53%	55%	53%	48%	52%	47%	52%	50%	51%	50%	51%	48%
Have not done this and not interested	29%	29%	28%	28%	28%	29%	28%	23%	27%	30%	24%	30%	32%	36%	29%	28%	28%	31%

Chapter 1: Table 1.Z - Have you sold something you made online (e.g., on an Etsy storefront) or would you be interested in selling something you made online?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Done this	22%	19%	25%	22%	21%	23%	20%	19%	21%	23%	28%	22%	17%	11%	23%	21%	21%	25%
Have not done this but interested	50%	53%	46%	59%	51%	56%	56%	56%	54%	47%	47%	48%	56%	58%	49%	48%	52%	49%
Have not done this and not interested	28%	28%	28%	20%	28%	21%	24%	25%	25%	30%	26%	30%	27%	31%	28%	30%	27%	27%

Chapter 2

Chapter 2: Table 2.A - Which better expresses how you feel?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Shopping is a way for me to express who I am	55%	60%	48%	80%	50%	56%	57%	59%	55%	55%	53%	53%	60%	54%	60%	52%	54%	56%
Shopping is just something that needs to get done	45%	40%	52%	20%	50%	44%	43%	41%	45%	45%	47%	47%	40%	46%	40%	48%	46%	44%
Mean	1.45	1.40	1.52	1.20	1.50	1.44	1.43	1.41	1.45	1.45	1.47	1.47	1.40	1.46	1.40	1.48	1.46	1.44

Chapter 2: Table 2.B - Is going shopping more about... (on a scale from 1 to 5)

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Bottom 2	14%	16%	11%	15%	16%	18%	14%	13%	15%	13%	9%	14%	17%	26%	13%	15%	14%	12%
1: Buying things I need	2%	3%	1%	0%	3%	2%	1%	1%	2%	2%	1%	2%	3%	6%	2%	2%	2%	2%
2	12%	13%	10%	15%	13%	16%	13%	12%	13%	11%	9%	12%	14%	21%	11%	14%	11%	11%
3: Both equally	42%	45%	37%	63%	35%	48%	49%	53%	45%	40%	37%	39%	52%	50%	42%	39%	42%	45%
4	33%	29%	37%	20%	34%	23%	29%	25%	30%	35%	39%	36%	23%	17%	32%	34%	33%	32%
5: Buying things I want	12%	9%	15%	2%	15%	11%	7%	9%	10%	13%	15%	12%	8%	7%	13%	12%	12%	11%
Top 2	44%	39%	52%	22%	49%	34%	36%	34%	40%	47%	54%	47%	31%	24%	45%	46%	44%	42%
Mean	3.40	3.29	3.55	3.09	3.45	3.26	3.28	3.29	3.34	3.45	3.60	3.43	3.19	2.98	3.42	3.40	3.40	3.39

Chapter 2: Table 2.C - Do you shop more to... (on a scale from 1 to 5)

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Bottom 2	23%	23%	22%	50%	21%	22%	27%	22%	24%	22%	22%	22%	25%	26%	19%	21%	24%	26%
1: Find unique things no one else has...	2%	3%	1%	15%	2%	4%	1%	9%	3%	2%	1%	1%	5%	6%	2%	3%	2%	2%
2	21%	20%	21%	35%	19%	18%	26%	13%	21%	20%	21%	21%	20%	21%	17%	19%	21%	24%
3	48%	51%	46%	48%	51%	49%	50%	55%	51%	47%	46%	47%	51%	56%	49%	49%	49%	46%
4	23%	22%	26%	2%	25%	20%	20%	17%	21%	25%	25%	26%	19%	12%	26%	24%	22%	23%
5: Find what's trending right now	5%	5%	6%	0%	4%	9%	2%	6%	4%	6%	7%	4%	5%	6%	6%	6%	5%	5%
Top 2	29%	27%	32%	2%	28%	29%	23%	23%	25%	31%	32%	31%	24%	18%	32%	30%	27%	28%
Mean	3.09	3.06	3.16	2.37	3.10	3.11	2.96	2.98	3.03	3.13	3.16	3.12	2.99	2.91	3.17	3.12	3.06	3.05

Chapter 2: Table 2.D - Which of these do you think is cooler?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
I don't really think about that stuff	16%	17%	14%	28%	15%	19%	17%	26%	18%	15%	13%	13%	22%	28%	14%	16%	16%	18%
Mixing both	42%	42%	42%	33%	43%	39%	39%	42%	41%	42%	43%	41%	41%	43%	39%	42%	43%	41%
Wearing something vintage no one else has	24%	24%	22%	39%	21%	24%	25%	18%	23%	24%	22%	27%	23%	16%	27%	25%	22%	23%
Wearing the latest trending brand or piece	18%	17%	21%	0%	20%	18%	19%	13%	19%	18%	22%	19%	14%	13%	20%	18%	18%	18%
Mean	2.44	2.40	2.50	2.11	2.47	2.41	2.46	2.18	2.42	2.46	2.53	2.52	2.28	2.13	2.53	2.44	2.42	2.41

Chapter 2: Table 2.E - How much do you agree or disagree "I have bought more expensive products as a longer-term investment"?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Disagree (Bottom 2)	36%	35%	36%	39%	34%	41%	36%	34%	36%	36%	35%	37%	34%	33%	33%	35%	37%	34%
Strongly disagree	14%	15%	14%	22%	13%	12%	16%	13%	14%	15%	15%	13%	15%	16%	13%	15%	15%	14%
Somewhat disagree	21%	20%	22%	17%	21%	29%	21%	21%	22%	21%	20%	24%	20%	18%	20%	20%	23%	20%
Neither agree nor disagree	25%	26%	24%	22%	28%	17%	31%	31%	28%	23%	27%	22%	26%	27%	25%	26%	23%	28%
Somewhat agree	26%	25%	26%	33%	25%	27%	21%	23%	23%	27%	25%	24%	29%	25%	29%	27%	23%	25%
Strongly agree	14%	14%	14%	7%	13%	16%	12%	11%	13%	15%	13%	17%	11%	15%	14%	12%	16%	13%
Agree (Top 2)	39%	39%	40%	39%	38%	42%	33%	34%	36%	42%	38%	41%	40%	39%	42%	39%	39%	38%
Mean	3.03	3.04	3.04	2.85	3.05	3.04	2.93	2.98	2.99	3.06	3.00	3.08	3.02	3.05	3.11	3.01	3.03	3.02

Chapter 2: Table 2.F - How much of your monthly budget goes to snacks?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	17%	20%	14%	23%	15%	18%	18%	21%	17%	17%	12%	17%	24%	21%	21%	17%	17%	15%
Less than half	34%	33%	35%	38%	32%	34%	31%	37%	33%	35%	32%	35%	33%	42%	32%	34%	36%	31%
About half	28%	28%	27%	30%	27%	34%	27%	28%	28%	28%	29%	29%	26%	22%	31%	28%	27%	28%
More than half	16%	15%	17%	6%	20%	11%	18%	11%	17%	15%	20%	14%	12%	13%	14%	15%	15%	20%
Nearly all	5%	5%	6%	2%	6%	3%	6%	3%	5%	6%	7%	5%	5%	3%	3%	7%	5%	6%
Mean	2.58	2.52	2.68	2.26	2.70	2.48	2.64	2.37	2.60	2.57	2.78	2.56	2.41	2.35	2.46	2.62	2.55	2.70

Chapter 2: Table 2.G - How much of your monthly budget goes to streaming services/subscriptions?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	37%	44%	26%	62%	34%	48%	41%	50%	41%	34%	28%	30%	55%	46%	37%	34%	37%	38%
Less than half	30%	27%	33%	32%	31%	26%	27%	26%	28%	31%	30%	31%	27%	30%	31%	30%	29%	29%
About half	20%	17%	24%	6%	18%	17%	19%	12%	18%	22%	24%	23%	11%	13%	22%	21%	20%	18%
More than half	10%	9%	11%	0%	12%	4%	11%	7%	10%	10%	12%	11%	5%	7%	7%	11%	10%	11%
Nearly all	4%	3%	5%	0%	5%	4%	3%	4%	4%	4%	5%	5%	1%	4%	3%	4%	4%	4%
Mean	2.15	2.00	2.36	1.45	2.24	1.91	2.08	1.89	2.09	2.19	2.37	2.30	1.70	1.92	2.08	2.21	2.14	2.13

Chapter 2: Table 2.H - How much of your monthly budget goes to clothing or shoes?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	20%	19%	20%	49%	21%	20%	20%	23%	21%	20%	16%	18%	27%	28%	18%	18%	23%	19%
Less than half	34%	33%	34%	30%	29%	31%	31%	39%	32%	35%	32%	33%	36%	34%	34%	35%	33%	33%
About half	27%	27%	27%	13%	29%	30%	26%	20%	26%	27%	29%	29%	21%	23%	30%	28%	24%	29%
More than half	14%	15%	14%	9%	18%	16%	15%	15%	16%	13%	16%	14%	13%	10%	15%	14%	14%	14%
Nearly all	5%	5%	5%	0%	3%	2%	8%	3%	5%	5%	6%	6%	3%	6%	3%	5%	6%	5%
Mean	2.50	2.53	2.50	1.81	2.52	2.48	2.60	2.37	2.52	2.48	2.63	2.57	2.28	2.31	2.50	2.52	2.47	2.54

Chapter 2: Table 2.I - How much of your monthly budget goes to tech or gadgets?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	36%	43%	25%	70%	27%	51%	37%	54%	37%	34%	23%	29%	56%	54%	35%	30%	38%	38%
Less than half	28%	27%	29%	15%	27%	26%	27%	22%	26%	28%	29%	30%	23%	25%	29%	29%	28%	24%
About half	20%	17%	24%	11%	27%	13%	20%	13%	21%	20%	26%	22%	11%	15%	20%	23%	18%	20%
More than half	13%	11%	16%	4%	16%	10%	12%	7%	12%	13%	17%	14%	7%	5%	12%	15%	11%	15%
Nearly all	4%	3%	5%	0%	3%	0%	4%	5%	3%	4%	5%	5%	2%	1%	5%	3%	5%	3%
Mean	2.22	2.05	2.47	1.49	2.40	1.83	2.20	1.87	2.18	2.25	2.52	2.35	1.77	1.74	2.23	2.32	2.16	2.20

Chapter 2: Table 2.J - How much of your monthly budget goes to toys, games, or hobby items?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	30%	35%	24%	40%	28%	39%	30%	43%	32%	29%	22%	27%	41%	48%	31%	30%	30%	30%
Less than half	32%	31%	33%	32%	28%	36%	28%	32%	29%	34%	31%	32%	32%	31%	32%	30%	33%	32%
About half	22%	19%	25%	21%	22%	15%	24%	15%	21%	22%	26%	24%	16%	11%	25%	23%	20%	20%
More than half	12%	11%	14%	6%	15%	6%	14%	7%	13%	12%	15%	12%	8%	8%	9%	13%	12%	13%
Nearly all	4%	4%	5%	0%	7%	4%	4%	2%	5%	4%	5%	5%	3%	1%	3%	4%	5%	4%
Mean	2.28	2.18	2.42	1.94	2.45	2.00	2.32	1.94	2.28	2.28	2.50	2.37	1.98	1.85	2.19	2.31	2.28	2.30

Chapter 2: Table 2.K - How much of your monthly budget goes to travel experiences?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	40%	46%	31%	83%	31%	49%	43%	54%	42%	40%	26%	36%	61%	58%	38%	38%	41%	44%
Less than half	26%	23%	29%	13%	27%	27%	21%	24%	24%	27%	28%	29%	20%	20%	29%	28%	26%	20%
About half	18%	17%	21%	2%	21%	15%	18%	8%	17%	19%	25%	18%	12%	12%	17%	18%	18%	20%
More than half	11%	10%	13%	0%	13%	8%	13%	11%	12%	10%	15%	13%	5%	8%	12%	10%	10%	12%
Nearly all	5%	4%	6%	2%	7%	1%	5%	2%	5%	5%	7%	5%	3%	3%	4%	5%	5%	4%
Mean	2.14	2.03	2.32	1.26	2.38	1.84	2.15	1.84	2.15	2.14	2.49	2.22	1.68	1.78	2.17	2.17	2.12	2.14

Chapter 2: Table 2.L - How much of your monthly budget goes to household items?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	31%	34%	26%	45%	27%	35%	29%	46%	31%	30%	25%	29%	41%	27%	32%	30%	32%	29%
Less than half	30%	27%	33%	38%	28%	27%	30%	28%	29%	31%	31%	28%	29%	37%	28%	30%	31%	31%
About half	22%	22%	23%	6%	23%	25%	23%	13%	22%	23%	25%	24%	17%	18%	22%	25%	20%	23%
More than half	12%	13%	12%	9%	15%	10%	14%	11%	13%	12%	14%	14%	9%	14%	15%	11%	12%	13%
Nearly all	4%	3%	5%	2%	7%	3%	5%	3%	5%	4%	4%	5%	4%	4%	3%	4%	5%	4%
Mean	2.29	2.25	2.37	1.85	2.46	2.20	2.35	1.98	2.32	2.27	2.40	2.36	2.04	2.32	2.27	2.30	2.27	2.32

Chapter 2: Table 2.M - How much of your monthly budget goes to events (e.g., sports games, concerts)?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	38%	44%	30%	77%	32%	49%	38%	54%	40%	37%	26%	32%	58%	58%	41%	36%	39%	36%
Less than half	27%	26%	30%	13%	29%	26%	23%	24%	25%	29%	28%	32%	23%	21%	25%	27%	29%	27%
About half	19%	17%	22%	11%	19%	10%	21%	14%	18%	20%	25%	21%	12%	15%	22%	18%	18%	20%
More than half	11%	9%	13%	0%	16%	12%	14%	6%	13%	9%	16%	11%	6%	4%	10%	12%	9%	13%
Nearly all	4%	4%	5%	0%	5%	2%	5%	3%	4%	4%	6%	5%	2%	2%	2%	5%	4%	4%
Mean	2.15	2.03	2.34	1.34	2.34	1.92	2.24	1.81	2.18	2.14	2.46	2.26	1.71	1.72	2.07	2.23	2.09	2.23

Chapter 2: Table 2.N - How much of your monthly budget goes to cosmetics or personal care/skincare products?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	27%	24%	28%	62%	22%	31%	28%	33%	27%	27%	20%	26%	35%	36%	24%	28%	28%	25%
Less than half	32%	33%	32%	26%	33%	39%	29%	31%	32%	33%	33%	30%	34%	35%	34%	30%	34%	32%
About half	22%	22%	23%	6%	21%	17%	22%	20%	21%	23%	23%	25%	19%	15%	25%	24%	20%	20%
More than half	14%	15%	14%	6%	18%	11%	15%	11%	15%	14%	19%	14%	9%	10%	13%	15%	14%	15%
Nearly all	5%	5%	4%	0%	6%	1%	6%	4%	5%	4%	6%	6%	2%	4%	4%	3%	4%	8%
Mean	2.37	2.44	2.33	1.57	2.53	2.11	2.41	2.22	2.39	2.36	2.58	2.44	2.08	2.10	2.41	2.35	2.32	2.47

Chapter 2: Table 2.O - How much of your monthly budget goes to video games/gaming platforms?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	37%	47%	24%	68%	36%	56%	41%	49%	42%	34%	24%	33%	55%	62%	37%	35%	40%	37%
Less than half	26%	23%	31%	15%	24%	21%	22%	24%	23%	28%	29%	28%	22%	18%	23%	26%	29%	23%
About half	19%	16%	23%	11%	16%	15%	21%	7%	16%	21%	24%	21%	12%	11%	20%	21%	16%	22%
More than half	13%	10%	16%	4%	16%	6%	12%	11%	12%	13%	17%	13%	8%	6%	13%	14%	11%	13%
Nearly all	5%	4%	6%	2%	8%	2%	4%	10%	6%	4%	6%	5%	3%	4%	7%	4%	4%	5%
Mean	2.21	1.99	2.50	1.57	2.36	1.76	2.15	2.09	2.17	2.23	2.51	2.28	1.83	1.71	2.29	2.25	2.11	2.27

Chapter 2: Table 2.P - How much of your monthly budget goes to restaurants/food chains?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	26%	26%	24%	53%	22%	19%	27%	33%	26%	26%	22%	25%	31%	27%	27%	22%	26%	27%
Less than half	31%	32%	30%	28%	28%	39%	30%	32%	31%	31%	29%	31%	32%	37%	31%	30%	32%	30%
About half	25%	23%	27%	9%	26%	31%	25%	19%	25%	24%	26%	26%	21%	19%	25%	26%	24%	24%
More than half	14%	13%	14%	9%	16%	8%	14%	12%	14%	13%	17%	12%	12%	13%	12%	14%	14%	13%
Nearly all	5%	5%	6%	2%	8%	2%	4%	4%	5%	6%	6%	6%	5%	4%	6%	7%	4%	6%
Mean	2.43	2.41	2.48	1.79	2.59	2.35	2.37	2.22	2.42	2.43	2.56	2.42	2.28	2.27	2.39	2.54	2.37	2.42

Chapter 2: Table 2.Q - How much of your monthly budget goes to food delivery services?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost none	34%	39%	26%	79%	21%	46%	32%	46%	32%	35%	22%	29%	52%	52%	32%	32%	35%	36%
Less than half	27%	26%	30%	13%	25%	27%	31%	28%	28%	27%	28%	31%	22%	24%	28%	28%	28%	26%
About half	21%	19%	24%	0%	24%	20%	22%	11%	21%	21%	25%	23%	14%	13%	22%	22%	20%	20%
More than half	11%	10%	13%	4%	17%	4%	10%	11%	12%	10%	16%	10%	8%	5%	13%	12%	10%	10%
Nearly all	7%	6%	7%	4%	12%	2%	5%	4%	7%	6%	9%	6%	5%	6%	5%	7%	7%	7%
Mean	2.29	2.18	2.47	1.43	2.74	1.90	2.25	1.98	2.34	2.26	2.60	2.34	1.92	1.89	2.32	2.34	2.26	2.27

Chapter 2: Table 2.R - Imagine you found $100 in a pocket. What are you most likely to spend it on?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Clothing or shoes	16%	18%	13%	17%	13%	24%	18%	21%	17%	14%	13%	15%	21%	15%	16%	15%	16%	16%
Cosmetics or personal care/skincare products	9%	12%	6%	4%	8%	12%	8%	15%	9%	9%	9%	9%	8%	11%	11%	9%	8%	10%
Eating out at a restaurant/food chain	6%	6%	6%	2%	7%	7%	4%	5%	5%	6%	6%	5%	6%	8%	5%	6%	7%	4%
Events (e.g., sports games, concerts)	5%	5%	5%	2%	6%	1%	5%	2%	4%	5%	5%	6%	3%	5%	5%	4%	5%	6%
Getting meals delivered	6%	6%	8%	2%	9%	9%	5%	7%	7%	6%	8%	8%	4%	5%	8%	8%	6%	5%
Household items	8%	9%	8%	2%	9%	0%	5%	7%	6%	10%	7%	9%	7%	14%	5%	8%	9%	11%
None of these	5%	5%	4%	6%	3%	11%	6%	6%	6%	4%	3%	3%	8%	8%	3%	5%	6%	4%
Other	6%	6%	4%	30%	4%	7%	9%	8%	7%	5%	3%	4%	10%	13%	5%	6%	6%	5%
Snacks	8%	8%	7%	11%	7%	9%	7%	10%	8%	8%	7%	9%	8%	7%	11%	8%	9%	4%
Streaming services/subscriptions	5%	4%	6%	0%	7%	1%	5%	1%	5%	5%	7%	6%	3%	2%	4%	5%	4%	6%
Tech or gadgets	7%	5%	10%	2%	8%	3%	7%	5%	7%	8%	9%	7%	7%	3%	8%	8%	7%	7%
Toys, games, or hobby items	7%	6%	8%	15%	8%	3%	8%	2%	6%	7%	8%	8%	6%	3%	6%	6%	7%	8%
Travel experiences	6%	6%	6%	6%	5%	8%	6%	5%	5%	7%	8%	6%	5%	2%	7%	7%	5%	8%
Video games/gaming platforms	6%	4%	8%	0%	7%	4%	8%	7%	7%	5%	6%	7%	4%	5%	6%	5%	5%	7%

Chapter 2: Table 2.S - Do you feel more pressure to...

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Buy cheaper things right now	21%	20%	22%	30%	18%	22%	23%	27%	21%	21%	21%	20%	22%	24%	24%	21%	20%	23%
Look like I can afford the cool stuff	20%	19%	23%	2%	24%	17%	22%	10%	21%	20%	22%	22%	17%	11%	25%	20%	21%	17%
I don't feel pressure for either of these	16%	17%	14%	30%	19%	22%	14%	17%	17%	15%	12%	13%	22%	25%	12%	15%	18%	16%
I feel both equally	42%	44%	41%	37%	40%	39%	42%	45%	41%	43%	44%	44%	38%	40%	39%	44%	42%	44%

Chapter 2: Table 2.T - Where does this pressure come from?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	1,689	853	804	32	235	70	288	82	675	1,014	619	588	406	76	268	437	621	363
Myself	36%	41%	29%	75%	30%	47%	39%	45%	37%	35%	31%	30%	50%	50%	35%	35%	37%	37%
Friends	29%	31%	28%	16%	28%	33%	23%	28%	26%	31%	30%	29%	29%	25%	32%	27%	30%	28%
Family	24%	27%	22%	31%	23%	23%	20%	20%	21%	27%	24%	25%	25%	28%	24%	24%	27%	21%
Influencers on social media	27%	29%	25%	9%	27%	34%	22%	28%	26%	28%	28%	25%	30%	20%	30%	25%	28%	25%
Social media in general	29%	33%	26%	28%	35%	34%	28%	23%	30%	29%	26%	27%	36%	43%	32%	25%	31%	30%
People at school	28%	34%	23%	25%	29%	33%	28%	21%	28%	29%	25%	27%	34%	38%	31%	25%	30%	27%
Something else	2%	2%	1%	13%	0%	6%	1%	2%	1%	2%	1%	2%	4%	5%	2%	2%	1%	3%
None of these	3%	3%	3%	6%	3%	4%	3%	6%	3%	2%	2%	3%	3%	7%	3%	4%	2%	2%

Chapter 2: Table 2.U - What are reasons you might not want people to know what you buy?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
It's personal or private	36%	38%	33%	59%	37%	36%	38%	30%	36%	36%	35%	37%	36%	41%	38%	34%	38%	34%
I'd be embarrassed	27%	28%	26%	39%	24%	24%	27%	21%	25%	29%	29%	27%	25%	25%	29%	24%	27%	31%
I don't want people copying me	24%	24%	25%	20%	22%	30%	22%	27%	24%	24%	24%	25%	23%	25%	23%	24%	25%	23%
It doesn't feel like something others would expect from me	27%	28%	26%	30%	25%	30%	24%	21%	25%	28%	25%	27%	27%	32%	33%	24%	26%	28%
Something else	4%	3%	5%	7%	2%	1%	5%	3%	3%	4%	4%	4%	5%	2%	4%	4%	4%	4%
None of these	13%	16%	9%	15%	15%	17%	11%	22%	14%	12%	6%	9%	23%	30%	10%	15%	12%	13%

Chapter 2: Table 2.V - I prefer to buy what's trending now even if the product won't last me as long

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Strongly disagree	23%	24%	21%	54%	20%	26%	26%	26%	24%	23%	19%	20%	31%	32%	18%	25%	23%	23%
Somewhat disagree	23%	23%	21%	28%	24%	27%	24%	14%	23%	22%	22%	23%	23%	25%	22%	23%	21%	24%
Neither agree nor disagree	24%	24%	24%	11%	26%	21%	23%	29%	25%	23%	27%	23%	21%	23%	25%	24%	22%	25%
Somewhat agree	19%	18%	21%	7%	20%	19%	17%	21%	19%	19%	20%	21%	17%	12%	24%	17%	19%	19%
Strongly agree	11%	10%	13%	0%	10%	8%	11%	9%	10%	13%	11%	14%	9%	8%	10%	10%	14%	9%
Mean	2.73	2.68	2.85	1.70	2.76	2.57	2.63	2.73	2.68	2.77	2.83	2.87	2.51	2.37	2.86	2.64	2.78	2.67

Chapter 3

Chapter 3: Table 3.A - How often do you personally spend money on things you want or need?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Almost every day	14%	14%	15%	9%	12%	10%	10%	12%	11%	16%	12%	16%	12%	20%	21%	14%	12%	11%
A few times a week	33%	32%	34%	21%	40%	28%	32%	30%	34%	32%	30%	36%	32%	32%	34%	32%	33%	32%
About once a week	25%	23%	28%	23%	26%	26%	28%	17%	26%	25%	31%	25%	20%	14%	21%	29%	23%	28%
A few times a month	20%	22%	17%	34%	16%	27%	21%	24%	20%	20%	20%	16%	24%	27%	17%	18%	22%	21%
Rarely or never	8%	9%	6%	13%	7%	9%	9%	16%	9%	7%	6%	8%	12%	6%	7%	8%	9%	7%
Mean	2.76	2.81	2.66	3.21	2.66	2.97	2.87	3.02	2.83	2.70	2.78	2.63	2.92	2.68	2.55	2.72	2.84	2.80

Chapter 3: Table 3.B - How does it make you feel when you can't buy something you want because it's too expensive?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Frustrated	26%	31%	18%	59%	26%	27%	25%	33%	26%	25%	19%	22%	38%	38%	27%	21%	27%	28%
Angry	15%	16%	15%	17%	19%	7%	13%	11%	14%	16%	15%	16%	16%	14%	16%	15%	17%	12%
Embarrassed	19%	22%	15%	26%	14%	21%	22%	16%	18%	19%	17%	18%	22%	25%	18%	18%	20%	19%
Sad	26%	31%	19%	59%	25%	32%	27%	34%	28%	24%	22%	20%	36%	37%	27%	25%	27%	24%
Indifferent	17%	20%	15%	26%	16%	13%	16%	11%	15%	19%	16%	17%	18%	25%	18%	14%	18%	19%
Concerned	17%	16%	18%	9%	16%	10%	17%	9%	15%	18%	18%	18%	13%	15%	16%	18%	16%	16%
Helpless	20%	23%	16%	35%	19%	16%	20%	24%	19%	20%	16%	19%	25%	21%	22%	21%	19%	19%
Annoyed	25%	29%	20%	46%	25%	32%	23%	38%	27%	25%	20%	22%	36%	34%	29%	23%	25%	26%
Motivated	23%	23%	23%	17%	23%	28%	24%	19%	23%	23%	21%	22%	26%	25%	22%	22%	23%	24%
Something else	1%	1%	1%	2%	1%	0%	2%	0%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%
None of these	4%	4%	3%	4%	5%	8%	4%	5%	5%	3%	2%	4%	5%	10%	3%	5%	3%	4%

Chapter 3: Table 3.C - Which of the following are true for you? Select all that apply.

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
I had to stop making purchases because things are too expensive	30%	34%	24%	36%	24%	36%	30%	33%	29%	30%	23%	26%	40%	42%	27%	33%	31%	25%
I've had to cut back on or give something up because things are too expensiv	33%	40%	24%	43%	28%	40%	34%	37%	33%	33%	24%	29%	44%	56%	32%	32%	36%	29%
I've had to switch to a store brand from a name brand because things are too	28%	30%	24%	36%	21%	29%	24%	26%	24%	30%	23%	28%	31%	35%	27%	28%	28%	27%
I've had to switch to a less expensive brand than I usually buy because thin	29%	32%	25%	34%	28%	33%	31%	35%	31%	28%	25%	27%	36%	38%	29%	29%	28%	31%
Some products are just "worth" it to me even if they're expensive	27%	29%	25%	32%	29%	34%	26%	28%	28%	26%	24%	27%	28%	39%	27%	24%	28%	30%
I look for dupes before making a purchase that feels expensive to me	31%	35%	24%	64%	32%	38%	25%	39%	31%	31%	23%	28%	42%	45%	31%	32%	32%	28%
None of these	7%	7%	6%	17%	8%	9%	7%	15%	9%	6%	6%	5%	10%	11%	6%	6%	8%	7%

Chapter 3: Table 3.D - When you can't afford something you want, do you usually...

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Wait until it goes on sale and then buy it	28%	32%	22%	53%	23%	47%	27%	38%	30%	27%	18%	25%	38%	56%	27%	30%	28%	26%
Wait until you've saved up enough to buy it at its full price	29%	31%	25%	38%	25%	31%	26%	34%	27%	30%	22%	29%	34%	43%	26%	26%	31%	29%
Borrow money to pay for it	16%	16%	16%	15%	19%	17%	15%	15%	16%	16%	17%	18%	13%	16%	19%	16%	14%	17%
Ask parents/guardians to pay for it	27%	28%	25%	32%	24%	31%	27%	33%	27%	26%	23%	26%	31%	32%	29%	26%	26%	27%
Look for a dupe	22%	28%	15%	38%	18%	30%	23%	26%	22%	22%	17%	22%	29%	32%	22%	21%	23%	24%
Try to make extra money to pay for it	28%	31%	25%	28%	25%	24%	28%	28%	27%	29%	25%	25%	35%	32%	27%	30%	29%	24%
Not make the purchase at all	29%	37%	20%	43%	20%	43%	32%	43%	31%	28%	19%	25%	43%	49%	26%	29%	31%	29%
Use a buy now, pay later service	11%	10%	13%	4%	14%	10%	11%	5%	11%	12%	15%	11%	8%	9%	10%	12%	12%	10%
Something else	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%
None of these	3%	2%	3%	2%	4%	2%	2%	5%	3%	2%	3%	2%	3%	2%	3%	3%	2%	2%

Chapter 3: Table 3.E - Do you usually... (on a scale from 1 to 5)

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Bottom 2	25%	29%	20%	51%	22%	30%	31%	21%	26%	25%	20%	24%	31%	37%	24%	23%	26%	27%
1 - Buy things when they're on sale	4%	6%	1%	17%	2%	9%	4%	6%	4%	4%	2%	2%	8%	13%	4%	3%	5%	4%
2	21%	23%	18%	34%	20%	21%	27%	15%	22%	20%	18%	22%	23%	24%	20%	20%	21%	23%
3 - Do a mix of both	48%	51%	46%	40%	51%	54%	50%	63%	52%	45%	45%	47%	54%	49%	49%	47%	49%	48%
4	21%	17%	27%	9%	19%	13%	16%	13%	17%	24%	27%	23%	12%	11%	21%	24%	19%	21%
5 - Buy what I really want when I want to	5%	4%	7%	0%	8%	2%	3%	3%	5%	6%	8%	6%	3%	4%	6%	6%	6%	4%
Top 2	26%	21%	34%	9%	28%	16%	19%	16%	21%	30%	35%	29%	15%	15%	26%	30%	25%	25%
Mean	3.02	2.90	3.20	2.40	3.12	2.79	2.88	2.93	2.96	3.07	3.21	3.07	2.79	2.69	3.03	3.10	2.99	2.98

Chapter 3: Table 3.F - Do you usually... (on a scale from 1 to 5)

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Bottom 2	15%	18%	10%	23%	14%	19%	16%	17%	16%	14%	9%	12%	23%	27%	13%	14%	15%	17%
1 - Buy things because they're on sale	3%	4%	1%	6%	3%	2%	2%	2%	2%	3%	1%	3%	5%	5%	1%	3%	3%	2%
2	12%	14%	9%	17%	11%	17%	14%	15%	13%	11%	9%	9%	18%	23%	12%	11%	12%	14%
3 - Do a mix of both	41%	43%	37%	51%	34%	42%	50%	50%	44%	38%	37%	41%	45%	40%	39%	40%	40%	44%
4	32%	28%	37%	19%	41%	25%	27%	23%	31%	33%	38%	35%	23%	20%	34%	33%	33%	27%
5 - Only buy sale items I really need	13%	11%	15%	6%	12%	15%	7%	10%	10%	15%	16%	12%	9%	12%	14%	13%	12%	12%
Top 2	45%	39%	52%	26%	53%	39%	34%	33%	41%	47%	54%	47%	32%	32%	48%	46%	45%	39%
Mean	3.40	3.28	3.56	3.02	3.47	3.33	3.22	3.24	3.32	3.45	3.60	3.45	3.13	3.12	3.48	3.41	3.39	3.32

Chapter 3: Table 3.G - Would you rather...

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Buy from my favorite brand even if prices went up	44%	39%	51%	19%	47%	38%	42%	32%	42%	46%	49%	51%	33%	28%	50%	41%	44%	43%
Find a dupe if my favorite brand raised prices	56%	61%	49%	81%	53%	62%	58%	68%	58%	54%	51%	49%	67%	72%	50%	59%	56%	57%

Chapter 3: Table 3.H - Would you rather...

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Buy cheaper versions of expensive things I want	59%	65%	50%	94%	54%	71%	61%	67%	60%	58%	50%	54%	73%	77%	56%	58%	61%	61%
Buy only the real brand or product	41%	35%	50%	6%	46%	29%	39%	33%	40%	42%	50%	46%	27%	23%	44%	42%	39%	39%
Mean	1.41	1.35	1.50	1.06	1.46	1.29	1.39	1.33	1.40	1.42	1.50	1.46	1.27	1.23	1.44	1.42	1.39	1.39

Chapter 3: Table 3.I - Which of the following are true for you?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
I've bought a dupe for a luxury item/very expensive item	17%	19%	14%	15%	16%	19%	18%	18%	17%	17%	16%	18%	17%	19%	20%	16%	16%	17%
I've bought a dupe for a mid-range item	18%	20%	15%	23%	18%	17%	14%	17%	16%	20%	16%	17%	21%	23%	19%	17%	18%	19%
I buy dupes because I have ethical concerns about high-end brands	15%	16%	15%	19%	12%	13%	15%	10%	13%	17%	15%	19%	11%	13%	16%	16%	16%	11%
I buy dupes to save money	30%	35%	22%	62%	27%	38%	30%	39%	31%	29%	20%	28%	42%	44%	30%	26%	31%	32%
I buy dupes to fit in	13%	13%	14%	4%	14%	9%	12%	11%	12%	14%	16%	13%	12%	8%	11%	16%	14%	12%
I've been called out for wearing/using a dupe	14%	15%	13%	13%	17%	10%	15%	13%	15%	14%	15%	15%	14%	8%	12%	16%	14%	15%
I've successfully passed off a dupe as the real thing	18%	18%	19%	9%	18%	13%	17%	15%	17%	20%	21%	17%	17%	18%	19%	17%	18%	20%
I'm concerned about the ethics of dupes, but I feel like I need to buy them	19%	18%	20%	21%	16%	22%	16%	15%	17%	21%	19%	21%	18%	18%	20%	22%	18%	17%
None of these	14%	16%	10%	32%	14%	22%	14%	23%	16%	12%	7%	11%	23%	25%	13%	13%	15%	14%

Spotlight

Spotlight: Table 4.A - What makes you feel loyal to a brand?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
It reflects my identity or values	24%	27%	19%	61%	18%	36%	22%	28%	23%	25%	18%	24%	32%	37%	27%	25%	23%	24%
I've had a great experience	33%	39%	25%	57%	30%	46%	27%	41%	32%	33%	23%	29%	48%	49%	34%	29%	34%	34%
I like how they treat people	29%	34%	22%	59%	25%	43%	26%	37%	29%	30%	23%	24%	41%	44%	30%	29%	29%	30%
They do good for the world	27%	31%	20%	57%	20%	44%	25%	39%	27%	27%	22%	20%	38%	46%	27%	26%	27%	27%
Offers high quality products	35%	41%	28%	61%	31%	57%	35%	45%	37%	34%	27%	29%	52%	54%	35%	33%	36%	38%
Offers low-cost products	29%	36%	22%	37%	23%	43%	29%	38%	30%	29%	21%	22%	45%	55%	30%	27%	29%	32%
Have fun/engaging ads	17%	19%	16%	11%	21%	19%	15%	14%	17%	17%	16%	18%	17%	23%	18%	19%	16%	17%
Loyalty membership perks (discounts, etc.)	25%	32%	19%	15%	27%	36%	26%	28%	28%	23%	21%	20%	35%	40%	28%	24%	26%	22%
Convenience	25%	29%	21%	26%	25%	29%	20%	25%	23%	27%	20%	23%	34%	30%	26%	25%	27%	24%
Something else	1%	1%	1%	4%	0%	1%	1%	2%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%
None of these	2%	2%	3%	0%	3%	0%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	2%	2%

Spotlight: Table 4.B - How important is it to you that a brand "gets" you?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Unimportant (Bottom 2)	35%	30%	41%	26%	34%	31%	40%	23%	35%	35%	39%	38%	27%	25%	37%	36%	33%	36%
Very unimportant	11%	9%	13%	9%	13%	11%	11%	8%	11%	11%	12%	11%	10%	10%	13%	12%	11%	9%
Somewhat unimportant	24%	21%	28%	17%	21%	20%	29%	15%	24%	24%	28%	27%	17%	16%	24%	24%	23%	27%
Neither important nor unimportant	29%	29%	30%	22%	26%	26%	33%	39%	30%	29%	31%	29%	26%	34%	23%	32%	28%	33%
Somewhat important	22%	26%	17%	37%	24%	31%	19%	24%	23%	21%	18%	17%	32%	28%	21%	19%	24%	23%
Very important	13%	15%	12%	15%	15%	12%	9%	13%	12%	14%	11%	16%	14%	12%	19%	13%	15%	8%
Important (Top 2)	35%	41%	29%	52%	39%	43%	27%	37%	35%	36%	29%	33%	46%	40%	40%	32%	38%	31%
Mean	3.03	3.16	2.87	3.33	3.08	3.13	2.86	3.19	3.01	3.04	2.89	2.99	3.23	3.17	3.11	2.96	3.09	2.94

Spotlight: Table 4.C - How important is it to you that a brand fits your aesthetics?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Unimportant (Bottom 2)	32%	28%	38%	9%	33%	20%	35%	25%	31%	33%	37%	36%	24%	16%	31%	33%	33%	31%
Very unimportant	12%	11%	13%	2%	12%	7%	11%	11%	11%	13%	13%	13%	11%	10%	12%	12%	12%	12%
Somewhat unimportant	20%	16%	25%	7%	20%	13%	24%	14%	20%	20%	24%	23%	14%	6%	19%	21%	21%	19%
Neither important nor unimportant	20%	18%	22%	28%	19%	18%	20%	18%	19%	20%	24%	20%	16%	13%	15%	21%	20%	22%
Somewhat important	26%	30%	21%	33%	27%	28%	24%	33%	27%	25%	23%	22%	32%	40%	29%	28%	24%	25%
Very important	22%	25%	18%	30%	22%	34%	20%	23%	23%	21%	17%	22%	27%	31%	25%	18%	23%	22%
Important (Top 2)	48%	55%	39%	63%	48%	62%	45%	57%	49%	46%	40%	44%	59%	72%	54%	46%	47%	47%
Mean	3.25	3.40	3.06	3.83	3.25	3.70	3.19	3.43	3.30	3.22	3.07	3.16	3.51	3.77	3.35	3.19	3.25	3.26

Spotlight: Table 4.D - How important is it to you that a brand aligns with your values?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Unimportant (Bottom 2)	33%	28%	40%	11%	33%	23%	37%	23%	32%	34%	39%	36%	24%	21%	33%	32%	35%	32%
Very unimportant	13%	11%	16%	4%	13%	8%	15%	11%	13%	13%	15%	15%	9%	8%	15%	13%	13%	13%
Somewhat unimportant	20%	17%	24%	7%	19%	16%	22%	12%	19%	20%	23%	21%	15%	13%	18%	19%	22%	19%
Neither important nor unimportant	23%	22%	25%	11%	22%	22%	26%	20%	23%	23%	26%	22%	22%	18%	23%	24%	21%	26%
Somewhat important	23%	28%	17%	22%	24%	28%	21%	28%	24%	22%	17%	19%	32%	33%	21%	24%	22%	24%
Very important	21%	22%	18%	57%	21%	27%	17%	28%	21%	21%	18%	22%	22%	28%	22%	21%	22%	18%
Important (Top 2)	44%	50%	35%	78%	45%	54%	37%	57%	44%	43%	35%	42%	54%	62%	44%	45%	44%	41%
Mean	3.18	3.33	2.97	4.20	3.20	3.50	3.02	3.51	3.19	3.17	2.99	3.12	3.44	3.62	3.18	3.21	3.19	3.14

Spotlight: Table 4.E - How important is it to you that a product is amazing if a brand says they care about an issue?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Unimportant (Bottom 2)	33%	28%	40%	11%	33%	21%	36%	25%	32%	34%	39%	38%	21%	21%	32%	33%	33%	34%
Very unimportant	13%	11%	16%	0%	12%	10%	12%	10%	11%	15%	15%	15%	10%	9%	14%	13%	14%	12%
Somewhat unimportant	20%	17%	23%	11%	20%	11%	25%	15%	20%	19%	24%	23%	11%	12%	18%	20%	19%	22%
Neither important nor unimportant	23%	23%	21%	37%	15%	24%	25%	20%	21%	24%	21%	21%	27%	22%	21%	23%	22%	24%
Somewhat important	25%	26%	23%	30%	32%	29%	21%	34%	28%	23%	22%	21%	31%	33%	24%	25%	24%	25%
Very important	20%	23%	16%	22%	20%	26%	18%	20%	20%	20%	17%	21%	21%	25%	23%	19%	21%	16%
Important (Top 2)	44%	49%	39%	52%	52%	54%	39%	55%	47%	42%	40%	41%	52%	58%	47%	44%	45%	42%
Mean	3.17	3.32	3.00	3.63	3.28	3.49	3.09	3.39	3.24	3.13	3.03	3.09	3.42	3.53	3.24	3.16	3.19	3.12

Spotlight: Table 4.F - Which of these types of brands do you feel most drawn to?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Big-name brands I've known forever	15%	14%	16%	2%	19%	24%	12%	14%	16%	14%	16%	15%	14%	6%	19%	13%	15%	15%
Brands that don't feel like brands	12%	11%	13%	13%	10%	6%	13%	11%	11%	12%	12%	13%	11%	8%	11%	12%	12%	12%
I don't think about brands this way	13%	17%	8%	30%	9%	20%	16%	20%	15%	12%	7%	8%	23%	35%	11%	14%	13%	13%
Indie or smaller creator brands	15%	16%	14%	26%	15%	13%	18%	13%	16%	15%	17%	14%	14%	19%	12%	15%	16%	18%
Local or community-based brands	15%	14%	16%	17%	16%	13%	16%	13%	16%	15%	14%	16%	14%	17%	15%	15%	15%	16%
Prestige or luxury brands	12%	9%	16%	7%	11%	10%	8%	12%	10%	14%	15%	14%	8%	6%	13%	14%	12%	10%
Trendy or viral brands	18%	18%	17%	4%	21%	13%	17%	16%	18%	17%	19%	18%	16%	10%	18%	17%	18%	16%

Spotlight: Table 4.G - When a brand tries to get your attention, what makes it feel like they actually “get you”?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	500	273	213	14	76	21	70	40	207	293	219	168	92	21	55	113	206	126
They talk about stuff I care about	43%	48%	38%	43%	50%	52%	44%	53%	49%	40%	36%	45%	60%	43%	44%	43%	47%	38%
They show real people, not just influencers or celebrities	34%	37%	29%	43%	24%	52%	40%	30%	33%	34%	28%	39%	36%	38%	33%	36%	33%	33%
Their posts or ads match my vibe/style	40%	45%	33%	50%	39%	48%	49%	43%	44%	37%	35%	42%	46%	43%	44%	37%	44%	34%
They don’t try too hard	27%	27%	25%	36%	26%	48%	24%	35%	29%	25%	21%	26%	34%	62%	38%	25%	29%	19%
They actually listen and respond to comments or feedback	34%	38%	28%	50%	29%	48%	39%	33%	35%	33%	32%	35%	32%	57%	35%	28%	39%	30%
Their content feels fun or interesting, not just like an ad	44%	49%	38%	43%	41%	67%	51%	55%	50%	40%	39%	45%	52%	52%	47%	33%	50%	44%
They support things I believe in	36%	34%	36%	57%	33%	43%	36%	50%	38%	34%	33%	35%	42%	43%	33%	39%	34%	36%
Something else	1%	2%	0%	0%	4%	0%	4%	0%	3%	0%	1%	2%	0%	5%	2%	2%	1%	2%
None of these	2%	2%	0%	7%	3%	0%	1%	5%	2%	1%	2%	2%	1%	0%	0%	1%	3%	0%

Spotlight: Table 4.H - When a brand does something cool or meaningful, how do you show support?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Follow them on social media	36%	41%	29%	57%	33%	46%	31%	43%	35%	36%	32%	30%	45%	49%	40%	34%	35%	35%
Like/comment/share their posts	35%	39%	28%	61%	36%	51%	34%	38%	37%	33%	28%	32%	42%	54%	36%	33%	37%	31%
Buy from them again	37%	43%	31%	46%	33%	39%	36%	49%	37%	37%	30%	32%	50%	53%	39%	37%	37%	36%
Tell my friends	37%	41%	32%	50%	34%	41%	35%	56%	38%	37%	30%	37%	45%	47%	35%	38%	38%	35%
Wear or show off their stuff	28%	31%	25%	26%	25%	23%	27%	27%	26%	29%	23%	28%	34%	28%	28%	27%	28%	28%
Post about them myself	20%	20%	21%	13%	20%	14%	21%	20%	20%	20%	21%	21%	19%	14%	22%	20%	21%	17%
Something else	1%	1%	2%	0%	1%	2%	2%	0%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%
None of these	4%	4%	3%	4%	3%	3%	3%	4%	3%	4%	3%	2%	7%	6%	4%	3%	3%	4%

Spotlight: Table 4.I - Which of these would make you feel more interested in a brand or product?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	500	273	213	14	76	21	70	40	207	293	219	168	92	21	55	113	206	126
Showing how stuff is made or what goes on behind the scenes	34%	36%	31%	50%	39%	48%	41%	45%	42%	28%	32%	28%	42%	62%	45%	34%	34%	29%
Partnering with creators I already follow	22%	22%	22%	36%	26%	10%	27%	20%	24%	22%	23%	22%	22%	24%	25%	26%	21%	20%
Letting people vote on or help design a product	32%	34%	26%	71%	25%	43%	40%	38%	34%	30%	24%	35%	41%	52%	33%	35%	31%	29%
Doing something unexpected or creative in real life (like a popup or event)	33%	36%	29%	43%	26%	48%	40%	45%	37%	30%	27%	32%	45%	48%	36%	33%	34%	29%
Giving back to causes I care about	33%	35%	27%	64%	30%	33%	23%	43%	30%	34%	28%	34%	38%	43%	44%	29%	33%	29%
Sharing real stories from other teens	32%	37%	25%	29%	36%	29%	29%	38%	33%	31%	29%	38%	29%	29%	33%	27%	33%	35%
If their messaging shows what they value	24%	24%	24%	21%	21%	38%	26%	23%	25%	24%	18%	21%	38%	48%	36%	27%	22%	20%
Making it easy to give feedback or share opinions	28%	30%	25%	43%	17%	43%	33%	28%	27%	29%	30%	24%	25%	52%	36%	36%	25%	22%
Something else	1%	1%	1%	0%	1%	0%	0%	3%	1%	1%	0%	2%	1%	5%	0%	1%	2%	1%
None of these	3%	3%	1%	7%	4%	0%	1%	5%	3%	2%	2%	2%	4%	0%	0%	1%	4%	3%

Spotlight: Table 4.J - If a brand really wanted to hear from teens like you, what would be the best way for them to do that?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	500	273	213	14	76	21	70	40	207	293	219	168	92	21	55	113	206	126
Ask questions in social posts	34%	38%	29%	43%	37%	29%	47%	35%	39%	31%	30%	35%	43%	33%	45%	35%	35%	27%
Let teens be part of product testing or feedback	45%	52%	32%	93%	45%	52%	47%	53%	48%	42%	40%	43%	54%	67%	56%	43%	42%	45%
Host surveys or polls with real rewards	40%	44%	33%	71%	39%	57%	46%	38%	43%	39%	35%	42%	48%	48%	56%	42%	36%	40%
Create brand ambassador teams made up of teens	31%	34%	27%	36%	30%	33%	27%	23%	28%	33%	27%	33%	28%	67%	27%	36%	31%	28%
Feature teen voices or stories in their ads or content	34%	36%	31%	50%	32%	33%	41%	38%	36%	32%	27%	35%	47%	38%	38%	27%	37%	33%
Partner with teen creators, not just big influencers	41%	46%	34%	36%	36%	29%	47%	45%	41%	41%	39%	35%	52%	57%	49%	41%	38%	40%
Something else	2%	2%	1%	0%	3%	0%	3%	3%	2%	1%	2%	1%	1%	5%	0%	2%	1%	2%
None of these	4%	4%	4%	7%	3%	5%	1%	10%	4%	4%	5%	4%	4%	0%	4%	1%	7%	2%

Spotlight: Table 4.K - Which of these would you be most excited to see from a brand?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Behind-the-scenes clips on the making of a product	12%	10%	15%	5%	11%	8%	12%	13%	12%	13%	14%	14%	8%	8%	12%	13%	11%	13%
Collab with a creator you love	16%	17%	16%	10%	19%	18%	15%	20%	18%	16%	16%	14%	19%	18%	16%	18%	18%	13%
Do something I could participate in	17%	17%	17%	10%	18%	11%	13%	16%	15%	18%	17%	15%	17%	17%	19%	16%	17%	16%
New product drop	18%	18%	18%	10%	21%	31%	19%	21%	21%	16%	17%	18%	20%	19%	16%	19%	18%	18%
None of these	5%	6%	4%	7%	5%	7%	7%	6%	6%	5%	5%	4%	6%	9%	3%	6%	6%	6%
Other	2%	2%	2%	7%	2%	0%	3%	3%	2%	2%	3%	1%	2%	3%	0%	3%	2%	3%
Seeing the brand support a cause/movement you support	17%	18%	15%	37%	14%	8%	18%	10%	14%	18%	16%	17%	16%	20%	21%	16%	15%	17%
Unexpected pop-up in your community	13%	13%	13%	15%	10%	17%	13%	12%	12%	13%	11%	16%	11%	6%	13%	10%	13%	15%

Spotlight: Table 4.L - Have you ever attended a brand activation event (e.g., a popup, a special event at a store)?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
No	37%	44%	29%	49%	37%	42%	40%	55%	41%	35%	26%	31%	56%	63%	38%	32%	39%	40%
Not sure	26%	23%	29%	32%	25%	28%	21%	17%	23%	28%	31%	27%	19%	19%	27%	29%	25%	23%
Yes	37%	33%	42%	20%	38%	31%	39%	28%	37%	37%	43%	42%	25%	19%	35%	39%	36%	37%

Spotlight: Table 4.M - Which of the following are true for you after attending a brand activation event?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	742	340	394	8	120	22	125	31	298	444	308	286	130	18	106	198	279	159
I got to know the brand better	28%	29%	27%	50%	20%	32%	26%	35%	25%	30%	25%	30%	29%	33%	29%	25%	29%	28%
I am more likely to buy from the brand in the future	26%	29%	25%	25%	19%	32%	23%	16%	21%	30%	23%	28%	28%	61%	32%	28%	24%	24%
I bought something from the brand during the event	25%	29%	22%	25%	23%	18%	25%	29%	24%	26%	25%	22%	33%	28%	24%	26%	23%	30%
I went to the event specifically to get access to a certain product	24%	25%	24%	0%	20%	32%	18%	23%	20%	27%	25%	28%	16%	17%	25%	26%	25%	20%
The event made no difference in how aware I was of the brand	19%	17%	21%	25%	21%	23%	19%	23%	20%	18%	19%	20%	22%	6%	24%	18%	20%	17%
The event didn’t change how likely I’d be to buy from the brand in the future	21%	24%	18%	38%	13%	14%	18%	16%	15%	24%	23%	18%	23%	0%	25%	22%	17%	23%
The event didn't feel authentic	18%	19%	18%	0%	23%	14%	13%	13%	17%	19%	18%	18%	19%	11%	21%	18%	18%	17%
None of these	3%	1%	4%	13%	5%	0%	2%	3%	3%	2%	2%	2%	5%	0%	3%	2%	3%	4%

Spotlight: Table 4.N - Have you done any of the following?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Bought fast fashion	19%	23%	15%	39%	16%	34%	20%	26%	21%	18%	16%	14%	28%	26%	20%	20%	19%	18%
Ordered something you found at a small business (online or in person) from A	22%	26%	17%	43%	19%	27%	20%	19%	20%	24%	17%	18%	31%	42%	23%	23%	23%	21%
Ordered something you could easily find in a store from Amazon instead	26%	31%	18%	59%	21%	28%	22%	33%	24%	27%	18%	21%	38%	45%	27%	25%	26%	26%
Supported a brand with a bad reputation	13%	15%	10%	22%	14%	13%	8%	7%	11%	14%	11%	13%	14%	21%	13%	13%	13%	12%
Bought something with a lot of packaging because you liked the packaging	16%	18%	14%	13%	17%	19%	11%	14%	15%	17%	16%	15%	16%	18%	18%	16%	15%	15%
Bought from a brand with questionable labor practices (e.g., exploiting work	20%	22%	16%	48%	12%	26%	22%	15%	18%	20%	15%	19%	25%	27%	21%	19%	18%	22%
Bought from a brand whose values don't align with yours	18%	20%	15%	48%	12%	28%	18%	14%	16%	20%	12%	18%	25%	30%	18%	18%	19%	17%
Bought products that either contain or create microplastics	21%	23%	16%	59%	13%	30%	19%	21%	18%	22%	15%	18%	30%	33%	19%	24%	21%	18%
Bought items made from unsustainable materials (e.g., synthetic fabrics)	22%	25%	17%	52%	14%	37%	20%	23%	20%	23%	18%	18%	31%	35%	22%	22%	20%	27%
Bought food and threw it out rather than finish it or save for leftovers	22%	24%	18%	46%	17%	24%	20%	19%	19%	23%	16%	17%	33%	39%	25%	20%	22%	22%
Threw out materials that could have been recycled	24%	27%	18%	63%	24%	34%	22%	28%	25%	23%	15%	20%	37%	43%	24%	23%	23%	25%
Threw out clothing rather than donating or re-selling	20%	23%	16%	24%	21%	22%	20%	15%	20%	19%	15%	17%	26%	32%	21%	17%	20%	22%
Found something second-hand that you then bought from a non-second-hand sour	16%	17%	16%	17%	14%	21%	14%	21%	16%	17%	15%	15%	18%	21%	17%	16%	16%	18%
None of these	3%	5%	2%	2%	4%	2%	4%	11%	5%	2%	3%	2%	5%	6%	4%	4%	4%	2%

Spotlight: Table 4.O - When you're deciding on snacks to buy, how often do you consider how eco-friendly a product is?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Never	14%	14%	13%	13%	18%	12%	14%	9%	15%	13%	10%	13%	18%	19%	18%	13%	12%	13%
Rarely	27%	28%	27%	15%	27%	22%	27%	23%	26%	28%	28%	28%	26%	20%	27%	27%	28%	27%
Sometimes	31%	32%	31%	37%	24%	40%	29%	32%	29%	33%	31%	32%	31%	30%	29%	33%	32%	31%
Often	19%	17%	21%	30%	20%	17%	22%	28%	21%	18%	23%	17%	18%	19%	16%	20%	20%	20%
Always	9%	8%	9%	4%	10%	9%	9%	7%	9%	8%	9%	10%	7%	13%	11%	7%	8%	9%
Mean	2.82	2.77	2.87	2.98	2.78	2.88	2.86	3.01	2.85	2.80	2.92	2.82	2.68	2.87	2.75	2.81	2.84	2.85

Spotlight: Table 4.P - When you're deciding on clothing or shoes to buy, how often do you consider how eco-friendly a product is?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Never	11%	11%	12%	7%	11%	8%	14%	8%	12%	11%	11%	10%	14%	11%	12%	10%	12%	12%
Rarely	25%	25%	26%	20%	25%	23%	29%	21%	26%	25%	25%	24%	27%	21%	22%	25%	26%	27%
Sometimes	31%	32%	31%	28%	30%	42%	30%	31%	31%	31%	31%	30%	31%	37%	30%	34%	30%	32%
Often	21%	22%	20%	39%	20%	14%	18%	29%	20%	22%	21%	24%	17%	22%	23%	23%	20%	21%
Always	11%	10%	11%	7%	13%	12%	9%	10%	11%	11%	11%	11%	10%	10%	13%	9%	12%	8%
Mean	2.95	2.95	2.93	3.20	2.99	3.00	2.80	3.12	2.93	2.96	2.95	3.03	2.82	2.99	3.02	2.97	2.94	2.87

Spotlight: Table 4.Q - When you're deciding on tech or gadgets to buy, how often do you consider how eco-friendly a product is?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Never	16%	17%	14%	20%	19%	16%	19%	20%	19%	14%	14%	14%	21%	16%	16%	14%	16%	18%
Rarely	26%	27%	24%	26%	22%	22%	26%	16%	23%	28%	28%	25%	26%	24%	23%	27%	25%	28%
Sometimes	29%	29%	29%	30%	26%	39%	30%	33%	30%	28%	28%	29%	29%	37%	30%	31%	28%	28%
Often	19%	16%	22%	15%	22%	14%	17%	15%	18%	19%	20%	20%	17%	13%	17%	20%	19%	19%
Always	10%	11%	10%	9%	11%	9%	8%	15%	10%	10%	9%	13%	8%	11%	13%	9%	12%	8%
Mean	2.81	2.75	2.89	2.67	2.84	2.79	2.68	2.89	2.78	2.84	2.83	2.92	2.66	2.79	2.87	2.83	2.84	2.71

Spotlight: Table 4.R - When you're deciding on toys, games, or hobby items to buy, how often do you consider how eco-friendly a product is?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Never	16%	17%	16%	11%	21%	19%	17%	15%	18%	15%	14%	14%	22%	21%	19%	17%	15%	17%
Rarely	26%	26%	27%	20%	22%	26%	26%	17%	24%	28%	28%	24%	28%	24%	22%	26%	27%	28%
Sometimes	31%	32%	29%	46%	28%	37%	32%	35%	32%	30%	29%	34%	28%	27%	28%	32%	30%	33%
Often	18%	17%	20%	22%	18%	13%	18%	21%	18%	18%	20%	18%	16%	23%	20%	19%	19%	15%
Always	9%	9%	9%	2%	10%	6%	7%	11%	8%	9%	9%	11%	6%	6%	11%	7%	10%	7%
Mean	2.77	2.75	2.78	2.85	2.75	2.61	2.70	2.96	2.74	2.79	2.81	2.89	2.57	2.70	2.82	2.72	2.83	2.67

Spotlight: Table 4.S - When you're deciding on travel experiences to buy, how often do you consider how eco-friendly a product is?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Never	15%	16%	13%	24%	15%	18%	17%	14%	16%	14%	12%	12%	21%	23%	14%	15%	15%	14%
Rarely	23%	23%	23%	13%	21%	20%	25%	20%	22%	24%	22%	23%	27%	19%	25%	22%	23%	23%
Sometimes	30%	30%	29%	30%	31%	30%	29%	27%	29%	30%	34%	29%	25%	29%	28%	29%	28%	35%
Often	20%	19%	21%	28%	23%	19%	19%	21%	21%	20%	20%	20%	19%	22%	20%	22%	20%	19%
Always	12%	11%	13%	4%	11%	13%	10%	17%	12%	13%	12%	16%	8%	8%	13%	12%	14%	8%
Mean	2.92	2.86	2.99	2.76	2.94	2.90	2.80	3.07	2.89	2.94	3.00	3.05	2.67	2.74	2.92	2.94	2.94	2.84

Spotlight: Table 4.T - When you're deciding on household items to buy, how often do you consider how eco-friendly a product is?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Never	12%	12%	13%	13%	11%	3%	14%	8%	11%	13%	11%	12%	14%	13%	14%	12%	14%	9%
Rarely	24%	24%	24%	24%	26%	23%	25%	18%	24%	24%	26%	23%	23%	21%	21%	23%	25%	25%
Sometimes	29%	29%	29%	35%	29%	32%	30%	38%	31%	28%	28%	28%	33%	27%	28%	31%	27%	31%
Often	23%	23%	23%	17%	22%	23%	23%	19%	22%	23%	24%	22%	21%	29%	25%	22%	22%	23%
Always	12%	12%	11%	11%	12%	18%	9%	16%	12%	12%	11%	15%	9%	10%	11%	12%	12%	11%
Mean	2.98	3.00	2.96	2.89	2.98	3.29	2.88	3.17	3.00	2.96	2.99	3.04	2.88	3.03	2.98	3.00	2.94	3.02

Spotlight: Table 4.U - When you're deciding on events (e.g., sports games, concerts) to buy, how often do you consider how eco-friendly a product is?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Never	17%	19%	15%	26%	18%	28%	18%	19%	19%	16%	14%	14%	26%	24%	19%	16%	18%	17%
Rarely	26%	28%	25%	15%	25%	19%	28%	23%	25%	26%	25%	26%	26%	28%	26%	26%	25%	27%
Sometimes	28%	25%	30%	33%	24%	31%	24%	22%	25%	30%	28%	30%	25%	26%	29%	25%	28%	29%
Often	19%	18%	20%	15%	19%	17%	22%	21%	20%	17%	23%	18%	15%	15%	15%	22%	19%	17%
Always	10%	10%	11%	11%	13%	6%	8%	14%	10%	10%	10%	13%	8%	7%	10%	10%	10%	11%
Mean	2.78	2.71	2.87	2.70	2.84	2.53	2.73	2.88	2.77	2.80	2.91	2.89	2.54	2.53	2.71	2.84	2.79	2.77

Spotlight: Table 4.V - When you're deciding on cosmetics or personal care/skincare products to buy, how often do you consider how eco-friendly a product is?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Never	15%	13%	18%	9%	19%	9%	15%	11%	15%	15%	16%	14%	15%	14%	13%	14%	17%	13%
Rarely	22%	21%	24%	11%	21%	20%	22%	14%	20%	23%	25%	22%	19%	12%	21%	22%	21%	24%
Sometimes	27%	27%	26%	26%	27%	31%	27%	26%	27%	26%	26%	25%	29%	25%	23%	31%	25%	28%
Often	21%	22%	20%	33%	17%	21%	24%	21%	21%	21%	18%	21%	23%	32%	21%	20%	22%	23%
Always	15%	18%	12%	22%	16%	19%	12%	27%	16%	15%	14%	17%	15%	17%	21%	13%	16%	12%
Mean	3.00	3.12	2.85	3.48	2.90	3.21	2.97	3.39	3.02	2.99	2.88	3.05	3.05	3.26	3.15	2.97	2.99	2.96

Spotlight: Table 4.W - When you're deciding on video games/gaming platforms to buy, how often do you consider how eco-friendly a product is?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Never	23%	27%	18%	33%	23%	28%	26%	22%	25%	21%	17%	20%	32%	33%	23%	22%	24%	21%
Rarely	23%	25%	22%	20%	23%	23%	23%	20%	23%	23%	23%	23%	24%	22%	21%	25%	23%	23%
Sometimes	26%	25%	26%	28%	24%	29%	28%	27%	26%	25%	26%	29%	22%	24%	23%	25%	27%	27%
Often	18%	14%	23%	15%	17%	10%	15%	20%	16%	19%	23%	17%	13%	15%	22%	19%	14%	21%
Always	11%	10%	12%	4%	13%	10%	8%	10%	10%	11%	11%	11%	10%	7%	11%	10%	12%	9%
Mean	2.71	2.55	2.89	2.39	2.74	2.51	2.55	2.76	2.64	2.75	2.88	2.77	2.45	2.40	2.77	2.69	2.68	2.73

Spotlight: Table 4.X - Which of the following would make you more likely to buy something even if you had to pay a little bit more?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Made from recycled materials	23%	26%	18%	61%	20%	28%	24%	26%	23%	24%	21%	21%	28%	34%	24%	23%	21%	27%
Made from sustainably-sourced materials	26%	28%	22%	57%	21%	30%	29%	36%	27%	25%	21%	25%	31%	37%	24%	27%	26%	25%
Organic	25%	29%	21%	35%	23%	28%	27%	30%	26%	25%	21%	24%	32%	30%	22%	25%	26%	26%
Has less packaging	22%	23%	20%	37%	16%	20%	17%	21%	17%	25%	22%	22%	22%	22%	20%	21%	22%	24%
Made locally	27%	30%	24%	52%	23%	34%	24%	25%	25%	29%	24%	26%	30%	43%	27%	29%	26%	28%
Made with ethical practices	24%	26%	20%	61%	20%	36%	21%	31%	23%	25%	21%	23%	27%	33%	27%	22%	25%	23%
Made cruelty-free	30%	35%	23%	59%	22%	37%	27%	36%	27%	32%	24%	28%	40%	41%	33%	27%	30%	33%
None of these	7%	10%	5%	7%	9%	9%	9%	11%	9%	6%	5%	4%	15%	12%	9%	8%	8%	6%

Spotlight: Table 4.Y - Do you shop or browse on resale apps like Depop, Poshmark, or ThredUp?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
No	42%	44%	40%	46%	41%	50%	40%	53%	43%	41%	37%	40%	50%	49%	41%	44%	39%	44%
Yes	58%	56%	60%	54%	59%	50%	60%	47%	57%	59%	63%	60%	50%	51%	59%	56%	61%	56%
Mean	1.58	1.56	1.60	1.54	1.59	1.50	1.60	1.47	1.57	1.59	1.63	1.60	1.50	1.51	1.59	1.56	1.61	1.56

Spotlight: Table 4.Z - Why do you shop or browse on resale apps like Depop, Poshmark, or ThredUp?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	1,164	577	562	25	170	45	201	47	463	701	443	406	263	52	178	285	460	241
It's cheaper	33%	38%	28%	60%	35%	47%	37%	36%	37%	31%	23%	31%	51%	50%	33%	33%	33%	36%
To find something unique	30%	32%	25%	68%	26%	51%	30%	30%	31%	29%	26%	25%	41%	40%	32%	33%	29%	26%
For style inspiration	27%	33%	21%	32%	26%	31%	30%	26%	28%	27%	23%	26%	33%	40%	31%	28%	27%	24%
Because it's more sustainable	25%	28%	20%	52%	23%	31%	22%	28%	24%	25%	23%	24%	27%	38%	24%	26%	25%	22%
I trust the sellers more than brands	20%	18%	21%	24%	16%	16%	20%	28%	19%	20%	20%	22%	16%	13%	21%	19%	21%	16%
I can resell it later	21%	19%	23%	8%	18%	18%	18%	6%	17%	23%	23%	20%	20%	12%	20%	18%	21%	24%
I like that it doesn't feel mass-produced	25%	28%	21%	56%	16%	29%	22%	23%	21%	28%	24%	24%	28%	23%	26%	28%	22%	26%
Something else	2%	2%	2%	0%	0%	2%	3%	0%	2%	2%	1%	2%	2%	6%	2%	4%	1%	1%
None of these	4%	4%	3%	4%	6%	0%	2%	4%	3%	4%	3%	3%	5%	4%	3%	2%	3%	5%

Chapter 5

Chapter 5: Table 5.A - Have you ever changed your opinion of a brand (in a bad way) or stopped purchasing from them after something they posted or did?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	500	273	213	14	76	21	70	40	207	293	219	168	92	21	55	113	206	126
I'm not sure	22%	25%	18%	21%	18%	10%	29%	30%	23%	21%	19%	21%	30%	24%	16%	24%	25%	18%
No	24%	22%	29%	7%	30%	33%	31%	13%	28%	22%	25%	23%	26%	19%	18%	22%	27%	25%
Yes	54%	53%	54%	71%	51%	57%	40%	58%	49%	57%	56%	55%	43%	57%	65%	54%	48%	57%

Chapter 5: Table 5.B - What do brands get wrong when they try to connect with people your age?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	500	273	213	14	76	21	70	40	207	293	219	168	92	21	55	113	206	126
They try too hard to use “Gen Z” slang or trends	48%	54%	39%	57%	47%	62%	53%	60%	53%	44%	39%	49%	63%	62%	55%	44%	49%	46%
They don’t show people like me	27%	28%	25%	29%	14%	29%	30%	25%	23%	29%	23%	30%	24%	52%	24%	30%	27%	25%
They only care about selling, not building a connection	40%	42%	37%	64%	36%	52%	37%	53%	41%	40%	41%	36%	42%	62%	53%	38%	40%	38%
They don’t take a stance on issues that matter to us	32%	32%	28%	71%	29%	48%	37%	33%	34%	30%	31%	33%	29%	38%	33%	38%	30%	29%
They feel out of touch	30%	27%	32%	57%	33%	29%	33%	28%	31%	29%	24%	34%	36%	38%	33%	35%	30%	25%
They treat all teens like we’re the same	46%	54%	34%	57%	39%	52%	50%	55%	47%	45%	42%	46%	50%	71%	36%	46%	49%	45%
Something else	1%	1%	0%	7%	3%	0%	0%	5%	2%	0%	0%	1%	1%	10%	2%	1%	1%	0%
None of these	5%	6%	3%	7%	5%	0%	6%	5%	5%	5%	3%	5%	10%	0%	4%	1%	8%	3%

Chapter 5: Table 5.C - If a brand makes a mistake (like a bad ad, controversy, or price hike), what do you usually do?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,007	1,027	934	46	289	90	333	99	811	1,196	705	679	521	102	304	513	758	432
Depends on what they did	24%	27%	19%	50%	20%	44%	23%	30%	25%	22%	20%	18%	33%	38%	23%	25%	22%	25%
Give them a second chance but stop buying if the issue persists	29%	32%	27%	26%	34%	22%	29%	24%	29%	29%	27%	34%	28%	24%	31%	28%	33%	24%
I don't usually notice	8%	8%	7%	4%	9%	2%	8%	11%	8%	7%	7%	6%	9%	15%	6%	8%	8%	8%
Keep buying if I still like their stuff	21%	18%	25%	4%	18%	9%	17%	18%	16%	24%	26%	22%	15%	6%	21%	21%	20%	21%
Spam the comments section of their social media	11%	8%	14%	4%	10%	10%	17%	7%	13%	10%	15%	13%	5%	4%	6%	12%	11%	15%
Stop buying from them right away	7%	7%	8%	11%	9%	12%	6%	9%	8%	7%	6%	7%	10%	14%	13%	6%	6%	8%

Chapter 5: Table 5.D - What would a brand need to do to win you back after they messed up?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	500	273	213	14	76	21	70	40	207	293	219	168	92	21	55	113	206	126
Acknowledge their mistake	50%	56%	39%	86%	39%	86%	51%	65%	53%	47%	45%	46%	64%	67%	56%	46%	51%	47%
Apologize for their mistake	42%	48%	33%	64%	41%	57%	47%	48%	46%	40%	37%	43%	52%	43%	56%	36%	44%	39%
Offer a discount	25%	27%	24%	14%	18%	19%	33%	28%	25%	26%	21%	27%	29%	33%	29%	25%	23%	28%
Give a plan for how they will prevent this in the future	41%	45%	34%	71%	38%	67%	53%	50%	48%	36%	33%	40%	58%	62%	42%	42%	41%	40%
Change their practices (if applicable)	37%	37%	34%	79%	39%	52%	37%	33%	39%	36%	32%	40%	40%	57%	38%	33%	42%	33%
Respond to comments from buyers on social media	22%	19%	27%	14%	25%	19%	24%	15%	22%	22%	28%	18%	13%	29%	22%	24%	18%	26%
Respond to direct messages from buyers	24%	23%	25%	21%	24%	19%	21%	38%	25%	23%	24%	20%	29%	33%	25%	27%	26%	17%
Something else	1%	2%	1%	0%	4%	0%	1%	3%	2%	1%	1%	1%	2%	5%	2%	2%	2%	0%
None of these	3%	4%	1%	7%	1%	0%	3%	13%	4%	2%	2%	3%	4%	5%	0%	3%	4%	3%

Chapter 6

Chapter 6: Table 6.A - When watching an ad for a product you might be interested in, how important is to see a celebrity/star you like?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	40%	40%	42%	37%	43%	40%	35%	28%	38%	42%	40%	44%	36%	49%	44%	41%	40%	39%
Very unimportant	16%	16%	17%	20%	21%	22%	12%	14%	16%	17%	13%	16%	19%	33%	22%	19%	15%	12%
Somewhat unimportant	24%	24%	25%	17%	23%	18%	24%	15%	22%	26%	26%	28%	17%	16%	22%	22%	25%	27%
Neither important nor unimportant	29%	31%	28%	34%	29%	31%	34%	29%	31%	28%	29%	29%	32%	26%	27%	29%	29%	32%
Somewhat important	21%	21%	20%	24%	17%	18%	25%	28%	22%	20%	23%	17%	22%	19%	18%	21%	20%	23%
Very important	10%	9%	11%	5%	11%	11%	6%	14%	9%	10%	9%	10%	10%	6%	11%	8%	11%	7%
Important (Top 2)	30%	30%	31%	29%	28%	29%	31%	42%	31%	29%	32%	27%	32%	25%	29%	30%	31%	29%
Mean	2.83	2.83	2.83	2.78	2.76	2.78	2.90	3.14	2.86	2.80	2.88	2.78	2.88	2.49	2.74	2.78	2.88	2.85

Chapter 6: Table 6.B - When watching an ad for a product you might be interested in how important is it to see an influencer you like?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	43%	41%	45%	46%	43%	44%	45%	34%	43%	43%	44%	44%	39%	50%	46%	44%	41%	43%
Very unimportant	18%	19%	18%	20%	19%	22%	18%	13%	18%	19%	17%	17%	20%	34%	21%	19%	17%	19%
Somewhat unimportant	25%	22%	27%	27%	24%	22%	28%	21%	25%	24%	27%	28%	19%	16%	25%	25%	24%	24%
Neither important nor unimportant	27%	29%	26%	27%	29%	28%	27%	28%	28%	27%	27%	26%	30%	25%	25%	29%	27%	27%
Somewhat important	20%	20%	19%	20%	18%	14%	21%	27%	20%	19%	20%	18%	22%	18%	22%	16%	20%	22%
Very important	10%	10%	11%	7%	9%	14%	7%	12%	9%	11%	10%	12%	9%	7%	8%	11%	12%	8%
Important (Top 2)	30%	30%	30%	27%	28%	28%	28%	39%	29%	30%	29%	30%	31%	25%	29%	27%	31%	30%
Mean	2.78	2.79	2.78	2.68	2.75	2.75	2.72	3.04	2.77	2.79	2.79	2.80	2.81	2.48	2.70	2.76	2.84	2.76

Chapter 6: Table 6.C - When watching an ad for a product you might be interested in, how important is it that it feature paid actors (a traditional ad)?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	44%	42%	46%	37%	39%	43%	44%	47%	42%	44%	46%	45%	39%	42%	49%	43%	44%	41%
Very unimportant	18%	17%	19%	24%	17%	18%	18%	18%	18%	18%	18%	17%	17%	28%	22%	17%	19%	15%
Somewhat unimportant	25%	25%	27%	12%	22%	25%	25%	28%	24%	26%	27%	28%	22%	14%	28%	26%	24%	26%
Neither important nor unimportant	29%	31%	25%	49%	30%	32%	30%	32%	30%	28%	24%	26%	36%	44%	24%	29%	28%	32%
Somewhat important	18%	18%	19%	7%	21%	15%	20%	16%	19%	18%	22%	17%	17%	9%	17%	18%	18%	19%
Very important	9%	9%	10%	7%	10%	10%	7%	6%	8%	10%	9%	12%	7%	5%	9%	10%	10%	8%
Important (Top 2)	28%	27%	29%	15%	31%	25%	26%	21%	27%	28%	30%	29%	24%	15%	27%	28%	28%	27%
Mean	2.75	2.76	2.74	2.61	2.86	2.74	2.71	2.61	2.75	2.75	2.75	2.80	2.75	2.50	2.65	2.78	2.75	2.79

Chapter 6: Table 6.D - When watching an ad for a product you might be interested in, how important is it for it to feature user-generated content and not paid actors?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	42%	39%	45%	32%	43%	44%	43%	36%	42%	42%	46%	47%	33%	31%	41%	44%	42%	41%
Very unimportant	19%	18%	19%	24%	19%	15%	19%	22%	19%	19%	19%	21%	16%	23%	19%	20%	20%	17%
Somewhat unimportant	23%	21%	26%	7%	23%	29%	24%	14%	23%	23%	27%	26%	17%	8%	22%	24%	22%	24%
Neither important nor unimportant	26%	27%	23%	39%	23%	22%	28%	34%	26%	26%	23%	24%	30%	35%	24%	25%	26%	27%
Somewhat important	20%	21%	19%	20%	23%	28%	21%	18%	22%	19%	20%	15%	27%	23%	22%	21%	18%	23%
Very important	12%	12%	12%	10%	12%	6%	8%	12%	10%	13%	11%	14%	10%	10%	13%	9%	14%	9%
Important (Top 2)	32%	33%	31%	29%	35%	33%	29%	30%	32%	32%	31%	30%	37%	33%	35%	31%	32%	32%
Mean	2.83	2.87	2.78	2.83	2.85	2.79	2.76	2.84	2.81	2.84	2.77	2.77	2.98	2.90	2.88	2.77	2.84	2.83

Chapter 6: Table 6.E - When watching an ad for a product you might be interested in, how important is it to see real people who have used the product?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	32%	26%	40%	2%	33%	18%	34%	17%	30%	33%	40%	36%	18%	17%	29%	34%	32%	31%
Very unimportant	14%	10%	19%	2%	17%	10%	11%	10%	13%	14%	17%	16%	8%	9%	14%	16%	14%	12%
Somewhat unimportant	18%	16%	21%	0%	17%	8%	23%	7%	17%	19%	23%	20%	11%	7%	15%	18%	19%	19%
Neither important nor unimportant	19%	17%	20%	24%	17%	19%	18%	20%	18%	19%	19%	20%	17%	9%	19%	21%	16%	19%
Somewhat important	25%	26%	22%	46%	23%	26%	27%	29%	26%	24%	23%	22%	30%	29%	24%	24%	26%	23%
Very important	25%	32%	18%	27%	27%	36%	22%	33%	27%	24%	18%	22%	35%	45%	28%	21%	25%	27%
Important (Top 2)	50%	58%	40%	73%	50%	63%	49%	62%	52%	48%	41%	44%	64%	74%	52%	45%	51%	49%
Mean	3.29	3.53	2.99	3.95	3.27	3.71	3.26	3.68	3.36	3.24	3.03	3.14	3.73	3.93	3.38	3.17	3.31	3.33

Chapter 6: Table 6.F - When watching an ad or a product you might be interested in, how important is good music?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	33%	30%	38%	24%	37%	32%	30%	23%	32%	34%	37%	36%	25%	27%	33%	33%	34%	34%
Very unimportant	15%	14%	16%	12%	18%	14%	13%	12%	15%	14%	16%	15%	13%	17%	16%	15%	15%	13%
Somewhat unimportant	19%	16%	21%	12%	18%	18%	17%	11%	17%	20%	22%	21%	12%	10%	17%	18%	19%	20%
Neither important nor unimportant	26%	26%	26%	29%	25%	17%	29%	28%	26%	26%	24%	26%	30%	23%	26%	29%	25%	27%
Somewhat important	25%	28%	21%	29%	23%	33%	24%	28%	25%	24%	23%	22%	30%	29%	25%	24%	24%	27%
Very important	16%	16%	15%	17%	15%	18%	16%	20%	17%	15%	15%	16%	15%	21%	16%	14%	18%	13%
Important (Top 2)	40%	44%	36%	46%	38%	51%	41%	49%	42%	39%	38%	38%	45%	50%	41%	38%	42%	40%
Mean	3.08	3.16	2.98	3.27	2.98	3.24	3.13	3.34	3.11	3.06	3.01	3.02	3.22	3.27	3.08	3.03	3.12	3.06

Chapter 6: Table 6.G - When watching an ad for a product you might be interested in, how important is inclusive representation?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	32%	29%	37%	10%	36%	25%	34%	19%	32%	32%	38%	35%	22%	28%	33%	33%	32%	32%
Very unimportant	13%	12%	14%	5%	16%	10%	15%	10%	14%	12%	14%	14%	10%	17%	14%	13%	13%	12%
Somewhat unimportant	19%	17%	22%	5%	20%	15%	20%	9%	18%	20%	24%	21%	12%	11%	20%	19%	19%	19%
Neither important nor unimportant	24%	23%	25%	32%	22%	22%	25%	28%	24%	24%	24%	23%	26%	23%	20%	24%	24%	28%
Somewhat important	23%	24%	22%	29%	22%	33%	21%	34%	24%	22%	20%	22%	27%	25%	26%	23%	22%	22%
Very important	21%	24%	17%	29%	21%	19%	20%	19%	20%	21%	18%	20%	25%	24%	21%	21%	22%	19%
Important (Top 2)	44%	48%	39%	59%	43%	53%	41%	53%	44%	43%	38%	42%	52%	49%	47%	43%	44%	40%
Mean	3.19	3.30	3.05	3.73	3.12	3.38	3.12	3.43	3.18	3.20	3.04	3.14	3.46	3.28	3.21	3.18	3.22	3.15

Chapter 6: Table 6.H - When watching an ad for a product you might be interested in, how important is it to learn the product's features?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	35%	30%	40%	12%	43%	24%	28%	20%	33%	36%	41%	39%	25%	11%	37%	37%	35%	29%
Very unimportant	13%	11%	16%	7%	16%	10%	9%	6%	11%	15%	14%	15%	11%	8%	18%	14%	14%	8%
Somewhat unimportant	21%	19%	24%	5%	27%	14%	20%	14%	21%	21%	26%	24%	14%	3%	19%	23%	21%	21%
Neither important nor unimportant	22%	20%	26%	7%	17%	22%	30%	20%	23%	22%	26%	28%	12%	14%	21%	25%	20%	25%
Somewhat important	22%	23%	20%	39%	21%	18%	26%	18%	22%	21%	22%	16%	27%	29%	18%	20%	21%	27%
Very important	21%	27%	14%	41%	18%	36%	16%	41%	22%	21%	11%	17%	36%	46%	24%	19%	24%	19%
Important (Top 2)	43%	50%	33%	80%	39%	54%	42%	60%	44%	42%	33%	33%	63%	75%	42%	38%	45%	46%
Mean	3.17	3.36	2.91	4.02	2.98	3.57	3.21	3.74	3.22	3.13	2.90	2.98	3.63	4.01	3.10	3.07	3.19	3.28

Chapter 6: Table 6.I - When watching an ad for a product you might be interested in, how important is it to learn the product's features?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	35%	30%	40%	12%	43%	24%	28%	20%	33%	36%	41%	39%	25%	11%	37%	37%	35%	29%
Very unimportant	13%	11%	16%	7%	16%	10%	9%	6%	11%	15%	14%	15%	11%	8%	18%	14%	14%	8%
Somewhat unimportant	21%	19%	24%	5%	27%	14%	20%	14%	21%	21%	26%	24%	14%	3%	19%	23%	21%	21%
Neither important nor unimportant	22%	20%	26%	7%	17%	22%	30%	20%	23%	22%	26%	28%	12%	14%	21%	25%	20%	25%
Somewhat important	22%	23%	20%	39%	21%	18%	26%	18%	22%	21%	22%	16%	27%	29%	18%	20%	21%	27%
Very important	21%	27%	14%	41%	18%	36%	16%	41%	22%	21%	11%	17%	36%	46%	24%	19%	24%	19%
Important (Top 2)	43%	50%	33%	80%	39%	54%	42%	60%	44%	42%	33%	33%	63%	75%	42%	38%	45%	46%
Mean	3.17	3.36	2.91	4.02	2.98	3.57	3.21	3.74	3.22	3.13	2.90	2.98	3.63	4.01	3.10	3.07	3.19	3.28

Chapter 6: Table 6.J - When watching an ad for a product you might be interested in, how important is it to learn how it impacts the environment?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	38%	31%	47%	15%	37%	29%	43%	22%	37%	39%	44%	41%	29%	23%	39%	37%	39%	37%
Very unimportant	14%	12%	17%	5%	15%	10%	16%	6%	14%	15%	17%	15%	11%	9%	14%	14%	15%	14%
Somewhat unimportant	24%	19%	30%	10%	22%	19%	27%	17%	23%	24%	28%	25%	18%	14%	25%	23%	24%	23%
Neither important nor unimportant	23%	23%	24%	10%	21%	28%	23%	24%	23%	24%	25%	24%	20%	19%	20%	25%	22%	26%
Somewhat important	22%	26%	17%	51%	24%	29%	20%	28%	24%	21%	19%	17%	29%	36%	23%	20%	21%	25%
Very important	17%	20%	12%	24%	18%	14%	14%	26%	17%	16%	11%	18%	22%	22%	18%	17%	19%	12%
Important (Top 2)	39%	46%	29%	76%	42%	43%	34%	54%	41%	37%	30%	35%	51%	58%	41%	38%	40%	36%
Mean	3.03	3.23	2.77	3.80	3.07	3.18	2.90	3.52	3.07	3.00	2.81	2.97	3.33	3.48	3.06	3.04	3.05	2.97

Chapter 6: Table 6.K - When watching an ad for a product you might be interested in, how important is it to learn the brand's values?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	37%	31%	45%	20%	40%	25%	38%	30%	36%	38%	42%	44%	25%	24%	39%	35%	38%	38%
Very unimportant	14%	10%	19%	5%	18%	8%	15%	7%	15%	14%	15%	17%	10%	9%	17%	14%	14%	13%
Somewhat unimportant	23%	21%	26%	15%	22%	17%	23%	23%	22%	24%	27%	27%	16%	15%	22%	21%	24%	25%
Neither important nor unimportant	24%	23%	26%	17%	20%	31%	26%	25%	24%	25%	28%	24%	21%	20%	21%	27%	24%	25%
Somewhat important	21%	26%	16%	34%	25%	32%	23%	19%	24%	20%	20%	16%	29%	27%	21%	21%	20%	24%
Very important	17%	20%	13%	29%	16%	13%	14%	26%	16%	17%	10%	16%	25%	29%	20%	16%	18%	13%
Important (Top 2)	38%	45%	29%	63%	40%	44%	37%	45%	40%	37%	30%	32%	54%	56%	41%	38%	38%	37%
Mean	3.03	3.24	2.78	3.68	2.98	3.24	2.98	3.33	3.05	3.02	2.84	2.86	3.43	3.52	3.05	3.05	3.03	3.00

Chapter 6: Table 6.L - When watching an ad for a product you might be interested in, how important is it to learn whether/how the product is trendy?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	43%	41%	45%	54%	42%	33%	46%	30%	41%	45%	45%	44%	40%	45%	43%	44%	43%	43%
Very unimportant	19%	18%	19%	34%	18%	15%	21%	16%	19%	19%	19%	18%	20%	22%	20%	18%	20%	19%
Somewhat unimportant	24%	23%	26%	20%	24%	18%	25%	15%	23%	25%	26%	25%	21%	23%	22%	26%	24%	25%
Neither important nor unimportant	27%	28%	26%	32%	27%	26%	32%	28%	29%	26%	27%	26%	29%	27%	25%	28%	26%	31%
Somewhat important	18%	19%	17%	10%	19%	31%	17%	29%	21%	16%	16%	17%	21%	20%	18%	17%	17%	19%
Very important	12%	11%	13%	5%	12%	10%	6%	12%	9%	14%	12%	13%	10%	8%	14%	11%	14%	7%
Important (Top 2)	29%	30%	30%	15%	31%	40%	23%	41%	30%	29%	28%	30%	31%	28%	32%	28%	31%	26%
Mean	2.79	2.82	2.78	2.32	2.82	3.01	2.61	3.07	2.79	2.79	2.77	2.81	2.81	2.70	2.83	2.78	2.82	2.71

Chapter 6: Table 6.M - When watching an ad for a product you might be interested in, how important is it to learn about different product designs/styles?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	34%	29%	40%	22%	35%	28%	34%	21%	32%	35%	39%	38%	24%	22%	39%	34%	33%	32%
Very unimportant	13%	10%	16%	2%	17%	13%	12%	3%	13%	13%	16%	15%	8%	5%	13%	14%	13%	13%
Somewhat unimportant	21%	19%	24%	20%	18%	15%	22%	18%	19%	22%	23%	23%	16%	17%	26%	20%	20%	20%
Neither important nor unimportant	22%	23%	21%	22%	21%	19%	21%	24%	21%	23%	24%	22%	20%	17%	19%	21%	23%	24%
Somewhat important	28%	31%	25%	34%	24%	36%	32%	37%	30%	26%	24%	23%	36%	43%	27%	27%	28%	29%
Very important	16%	18%	14%	22%	19%	17%	13%	18%	17%	15%	13%	16%	19%	19%	15%	17%	17%	14%
Important (Top 2)	44%	48%	38%	56%	44%	53%	45%	55%	47%	42%	37%	40%	55%	61%	42%	44%	44%	44%
Mean	3.13	3.27	2.96	3.54	3.11	3.29	3.13	3.50	3.19	3.09	2.95	3.03	3.42	3.53	3.04	3.14	3.15	3.13

Chapter 6: Table 6.N - When watching an ad for a product you might be interested in, how important is it to learn who the product is made for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	34%	29%	40%	17%	36%	24%	36%	24%	33%	35%	39%	40%	23%	18%	37%	34%	32%	36%
Very unimportant	14%	12%	18%	5%	17%	4%	15%	7%	14%	15%	18%	14%	10%	10%	14%	14%	13%	16%
Somewhat unimportant	20%	18%	22%	12%	19%	19%	21%	17%	19%	20%	21%	25%	13%	7%	23%	19%	19%	20%
Neither important nor unimportant	21%	21%	21%	22%	21%	24%	21%	19%	21%	21%	24%	20%	19%	20%	21%	23%	19%	22%
Somewhat important	26%	28%	23%	34%	23%	36%	26%	32%	27%	25%	21%	22%	35%	34%	25%	26%	25%	26%
Very important	19%	22%	16%	27%	20%	17%	17%	25%	19%	20%	16%	18%	23%	28%	17%	18%	24%	16%
Important (Top 2)	45%	50%	39%	61%	43%	53%	43%	57%	46%	44%	37%	41%	58%	63%	42%	44%	49%	41%
Mean	3.16	3.30	2.97	3.66	3.10	3.42	3.08	3.50	3.18	3.14	2.96	3.05	3.48	3.63	3.07	3.13	3.27	3.04

Chapter 6: Table 6.O - When watching an ad for a product you might be interested in, how important is it to learn the price?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	32%	26%	39%	12%	34%	24%	29%	15%	28%	34%	37%	37%	19%	16%	31%	30%	32%	33%
Very unimportant	14%	12%	16%	2%	18%	11%	15%	5%	14%	13%	15%	17%	8%	8%	15%	13%	14%	13%
Somewhat unimportant	18%	14%	23%	10%	16%	13%	14%	10%	14%	21%	23%	20%	10%	7%	16%	17%	18%	20%
Neither important nor unimportant	18%	16%	21%	15%	21%	11%	22%	18%	20%	17%	21%	21%	14%	2%	15%	21%	17%	19%
Somewhat important	20%	20%	20%	12%	21%	21%	21%	19%	20%	19%	22%	17%	20%	20%	21%	19%	19%	21%
Very important	30%	38%	20%	61%	24%	44%	29%	48%	31%	30%	20%	24%	47%	63%	33%	29%	32%	27%
Important (Top 2)	50%	58%	40%	73%	45%	65%	49%	67%	51%	49%	41%	41%	68%	82%	54%	48%	51%	48%
Mean	3.35	3.59	3.05	4.20	3.18	3.75	3.34	3.95	3.40	3.32	3.09	3.11	3.88	4.21	3.41	3.34	3.37	3.30

Chapter 6: Table 6.P - When watching an ad for a product you might be interested in, how important is it to learn the product’s quality?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Unimportant (Bottom 2)	31%	25%	38%	2%	32%	25%	33%	16%	30%	31%	36%	36%	20%	10%	31%	31%	30%	31%
Very unimportant	12%	10%	15%	0%	16%	7%	12%	5%	12%	12%	13%	14%	8%	6%	11%	12%	12%	12%
Somewhat unimportant	19%	15%	23%	2%	17%	18%	22%	11%	18%	20%	24%	22%	11%	4%	19%	19%	18%	19%
Neither important nor unimportant	17%	13%	21%	7%	16%	14%	19%	12%	16%	17%	21%	19%	10%	5%	15%	18%	17%	16%
Somewhat important	19%	19%	17%	27%	20%	13%	19%	16%	18%	19%	19%	19%	19%	11%	17%	18%	18%	22%
Very important	34%	42%	24%	63%	32%	49%	29%	57%	36%	33%	24%	26%	51%	73%	37%	33%	36%	30%
Important (Top 2)	53%	62%	41%	90%	52%	61%	48%	72%	54%	52%	43%	46%	70%	84%	54%	51%	53%	52%
Mean	3.45	3.69	3.13	4.51	3.36	3.78	3.33	4.09	3.48	3.42	3.18	3.22	3.93	4.41	3.50	3.42	3.48	3.39

Chapter 6: Table 6.Q - What kinds of trends do you like to see in advertisements?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	500	273	213	14	76	21	70	40	207	293	219	168	92	21	55	113	206	126
Popular music	37%	40%	32%	43%	32%	57%	37%	35%	37%	37%	33%	37%	43%	38%	35%	35%	40%	33%
Trending memes	21%	25%	17%	7%	26%	33%	17%	10%	21%	21%	18%	23%	23%	29%	27%	26%	19%	17%
Trending slang	13%	15%	12%	0%	18%	14%	11%	13%	14%	12%	14%	12%	13%	19%	27%	12%	11%	11%
Popular food trends (e.g., ASMR, Mukbang, pickle everything)	23%	27%	18%	14%	34%	24%	23%	25%	28%	19%	23%	22%	27%	5%	36%	18%	22%	23%
References to social causes	22%	26%	15%	50%	17%	38%	24%	25%	23%	21%	18%	24%	25%	33%	29%	23%	22%	18%
POVs using or showcasing products	22%	27%	16%	21%	17%	19%	27%	18%	21%	24%	20%	26%	18%	33%	31%	19%	25%	17%
GRWMs/Fit Checks using/showcasing products	31%	42%	17%	29%	28%	33%	31%	28%	29%	33%	32%	31%	30%	38%	36%	24%	33%	34%
Dances (e.g., “Maps”)	18%	20%	17%	0%	22%	10%	17%	18%	18%	18%	18%	17%	23%	14%	29%	17%	18%	14%
Using trending audio over advertisements	20%	20%	20%	14%	20%	33%	20%	20%	21%	19%	19%	22%	17%	24%	18%	16%	24%	17%
Using video filters for products (e.g., “this or that” overlays)	14%	14%	14%	7%	14%	14%	16%	15%	15%	13%	16%	14%	8%	19%	16%	17%	12%	14%
User-generated content (e.g., showing a real person using a product)	35%	38%	29%	50%	30%	38%	40%	33%	35%	34%	30%	32%	43%	67%	42%	27%	35%	38%
Something else	1%	2%	0%	0%	3%	0%	1%	3%	2%	1%	1%	2%	1%	5%	0%	0%	2%	2%
None of these	5%	5%	4%	14%	4%	5%	4%	20%	7%	3%	5%	5%	7%	5%	4%	3%	6%	6%

Chapter 6: Table 6.R - Approximately how many brands have you signed up to receive marketing emails from? (e.g., Nike, Xbox, E.L.F., Apple)

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
None	13%	15%	11%	17%	18%	11%	15%	23%	17%	10%	11%	13%	16%	14%	17%	12%	13%	11%
Between 1 and 5	34%	35%	33%	41%	34%	42%	30%	32%	33%	35%	33%	32%	39%	30%	38%	33%	36%	29%
Between 6 and 10	26%	24%	28%	12%	24%	24%	23%	21%	23%	27%	28%	30%	18%	17%	24%	27%	22%	31%
More than 10	16%	13%	20%	7%	14%	10%	25%	11%	17%	15%	21%	15%	11%	11%	12%	17%	17%	16%
So many I've lost track	11%	13%	9%	22%	10%	14%	7%	13%	10%	12%	7%	10%	16%	28%	9%	10%	12%	13%
Mean	2.78	2.75	2.82	2.76	2.64	2.74	2.78	2.59	2.69	2.84	2.79	2.78	2.72	3.10	2.59	2.80	2.77	2.92

Chapter 6: Table 6.S - Approximately how many brands have you signed up to receive marketing text messages from? (e.g., Nike, Xbox, E.L.F., Apple)

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
None	13%	15%	11%	17%	18%	11%	15%	23%	17%	10%	11%	13%	16%	14%	17%	12%	13%	11%
Between 1 and 5	34%	35%	33%	41%	34%	42%	30%	32%	33%	35%	33%	32%	39%	30%	38%	33%	36%	29%
Between 6 and 10	26%	24%	28%	12%	24%	24%	23%	21%	23%	27%	28%	30%	18%	17%	24%	27%	22%	31%
More than 10	16%	13%	20%	7%	14%	10%	25%	11%	17%	15%	21%	15%	11%	11%	12%	17%	17%	16%
So many I've lost track	11%	13%	9%	22%	10%	14%	7%	13%	10%	12%	7%	10%	16%	28%	9%	10%	12%	13%
Mean	2.78	2.75	2.82	2.76	2.64	2.74	2.78	2.59	2.69	2.84	2.79	2.78	2.72	3.10	2.59	2.80	2.77	2.92

Chapter 6: Table 6.T - Approximately how many brands' apps have you downloaded to get updates, shop, or stay connected? (e.g., Nike, Xbox, E.L.F., Apple)

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
None	13%	14%	10%	32%	13%	10%	14%	18%	14%	12%	10%	10%	17%	28%	14%	13%	13%	9%
Between 1 and 5	39%	41%	35%	44%	38%	53%	33%	39%	38%	39%	34%	37%	46%	47%	42%	38%	40%	35%
Between 6 and 10	30%	29%	32%	12%	27%	17%	33%	31%	29%	31%	34%	34%	23%	14%	30%	28%	30%	34%
More than 10	13%	10%	16%	5%	14%	11%	13%	6%	13%	13%	15%	14%	9%	7%	9%	14%	12%	16%
So many I've lost track	6%	6%	6%	7%	8%	10%	5%	5%	6%	6%	7%	6%	5%	4%	6%	8%	5%	6%
Mean	2.61	2.52	2.73	2.12	2.65	2.58	2.62	2.39	2.60	2.62	2.77	2.69	2.38	2.13	2.50	2.65	2.56	2.73

Chapter 6: Table 6.U - What type of brands are you most likely to sign up to receive communications from (either text or emails)?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Snack brands	19%	20%	18%	22%	19%	17%	18%	27%	19%	19%	17%	19%	22%	21%	18%	17%	22%	16%
Streaming service brands	18%	18%	18%	5%	16%	10%	17%	21%	17%	18%	16%	16%	21%	24%	18%	16%	16%	23%
Clothing/shoe brands	33%	42%	23%	63%	31%	47%	34%	47%	36%	32%	21%	26%	55%	61%	33%	30%	34%	36%
Tech/gadget brands	19%	17%	20%	37%	19%	15%	16%	28%	19%	19%	17%	19%	19%	25%	19%	17%	20%	19%
Toys, games, or hobby item brands	18%	20%	15%	39%	15%	17%	22%	17%	18%	18%	16%	16%	22%	21%	14%	16%	20%	18%
Travel brands	18%	19%	17%	10%	20%	15%	15%	17%	17%	19%	18%	17%	18%	26%	18%	19%	17%	19%
Household item brands	17%	18%	16%	15%	15%	8%	17%	18%	16%	18%	15%	19%	18%	16%	16%	15%	18%	17%
Event brands (e.g., ticketing brands)	18%	21%	13%	27%	18%	10%	15%	17%	16%	19%	12%	18%	22%	31%	17%	17%	18%	19%
Cosmetics or personal care/skincare brands	26%	35%	15%	49%	22%	36%	26%	39%	27%	26%	18%	20%	42%	49%	30%	23%	26%	28%
Video games/gaming brands	19%	18%	18%	46%	22%	17%	18%	28%	20%	18%	17%	17%	24%	24%	18%	17%	19%	21%
Restaurants/food chain brands	22%	27%	17%	15%	23%	25%	19%	24%	22%	22%	17%	20%	28%	40%	22%	20%	22%	25%
Food delivery service brands	20%	23%	16%	12%	21%	21%	17%	19%	19%	20%	17%	19%	23%	27%	18%	20%	20%	20%
Something else	2%	2%	1%	17%	2%	1%	2%	2%	2%	2%	1%	1%	3%	1%	3%	1%	2%	1%
None of these	2%	2%	2%	2%	2%	4%	3%	3%	2%	2%	2%	1%	4%	2%	3%	4%	1%	2%

Chapter 6: Table 6.V - What do you do when you receive emails or texts with discount offers?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
I don't look at them because the messages are annoying	15%	15%	15%	12%	12%	17%	13%	13%	13%	16%	15%	15%	15%	16%	14%	16%	15%	14%
I don't see them/filter them out	15%	14%	15%	5%	17%	6%	14%	9%	14%	15%	15%	17%	11%	13%	20%	15%	12%	15%
I save them for the future	22%	21%	23%	34%	22%	21%	22%	22%	22%	22%	20%	22%	24%	24%	20%	22%	23%	22%
I see them but usually forget about them	23%	26%	20%	27%	24%	25%	24%	27%	25%	22%	20%	21%	30%	31%	25%	21%	23%	26%
I use them as quickly as I can	18%	17%	19%	7%	17%	22%	18%	17%	18%	18%	22%	19%	13%	8%	17%	17%	20%	17%
None of these	4%	4%	4%	7%	6%	4%	4%	6%	5%	4%	5%	3%	5%	4%	3%	5%	5%	3%
Other	3%	2%	4%	7%	2%	6%	4%	6%	3%	3%	4%	3%	2%	4%	2%	3%	3%	4%

Chapter 6: Table 6.W - How do you feel about receiving personalized, targeted ads on social media?

	Total	Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Helpful/useful	19%	22%	16%	24%	22%	18%	19%	17%	20%	19%	15%	20%	24%	24%	22%	20%	18%	20%
Annoying	19%	22%	15%	32%	14%	31%	16%	24%	17%	20%	14%	16%	28%	27%	19%	17%	18%	22%
Invasive	18%	19%	16%	34%	14%	25%	19%	17%	17%	18%	17%	15%	21%	32%	15%	18%	18%	20%
Help me discover new things	21%	24%	17%	27%	20%	24%	17%	25%	20%	22%	17%	18%	28%	29%	19%	25%	19%	21%
Seem sketchy or misleading	18%	21%	14%	32%	14%	28%	17%	24%	18%	18%	14%	15%	25%	34%	17%	16%	19%	21%
Very accurate	16%	13%	19%	15%	18%	14%	12%	14%	15%	17%	17%	16%	16%	9%	24%	15%	15%	13%
Make me want to buy things I otherwise might not	15%	17%	12%	15%	14%	15%	13%	11%	13%	16%	13%	15%	16%	18%	16%	14%	16%	14%
They influence me	20%	20%	19%	27%	20%	15%	15%	25%	18%	21%	18%	19%	21%	25%	20%	20%	16%	25%
Repetitive	21%	25%	16%	44%	17%	31%	20%	25%	20%	22%	15%	19%	29%	41%	20%	20%	22%	22%
I don't really understand how they work	13%	14%	12%	10%	11%	19%	12%	11%	12%	14%	13%	13%	13%	10%	15%	13%	13%	11%
I don't really notice them	15%	15%	14%	12%	14%	17%	15%	19%	15%	15%	15%	15%	15%	16%	17%	16%	15%	12%
Something else	1%	1%	1%	5%	2%	1%	2%	0%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%
None of these	2%	2%	2%	2%	3%	4%	3%	7%	3%	2%	3%	1%	3%	4%	2%	3%	3%	1%

Chapter 7

Chapter 7: Table 7.A - How do you usually find out about new brands or products?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Friends or people I know	24%	31%	14%	44%	19%	43%	25%	39%	26%	22%	15%	16%	39%	54%	22%	22%	24%	25%
TikTok posts/content (not paid ads)	41%	46%	36%	44%	44%	49%	37%	42%	41%	41%	37%	41%	46%	48%	45%	40%	41%	41%
Ads on TikTok	35%	37%	33%	49%	32%	24%	37%	37%	34%	36%	32%	36%	37%	35%	39%	33%	34%	35%
Other social media posts or content (not paid ads)	27%	32%	21%	51%	22%	40%	26%	43%	28%	27%	22%	21%	40%	43%	29%	24%	28%	29%
Ads on other social media	25%	30%	19%	51%	21%	35%	22%	39%	25%	25%	19%	21%	36%	46%	27%	26%	26%	22%
Influencers or creators	17%	22%	12%	29%	14%	36%	13%	28%	18%	17%	12%	15%	25%	32%	19%	17%	18%	15%
Ads on websites	14%	15%	11%	32%	15%	17%	12%	17%	14%	14%	11%	11%	20%	21%	12%	15%	16%	11%
Ads on TV or streaming platforms	13%	15%	10%	24%	11%	18%	10%	19%	12%	14%	9%	12%	19%	23%	11%	13%	16%	11%
Online searches (e.g., Google)	19%	22%	14%	41%	15%	32%	17%	30%	19%	19%	14%	14%	29%	39%	16%	22%	19%	16%
In stores or malls	20%	24%	14%	46%	16%	32%	18%	32%	20%	20%	13%	16%	33%	34%	20%	20%	19%	22%
Schools, clubs, or community activities	11%	13%	10%	10%	10%	21%	8%	15%	11%	12%	9%	10%	16%	10%	13%	11%	11%	11%
Family/adults in my life	16%	20%	11%	17%	10%	29%	16%	19%	15%	16%	10%	15%	23%	30%	17%	16%	15%	18%
Amazon	22%	25%	18%	27%	17%	38%	19%	24%	21%	23%	17%	17%	32%	39%	25%	21%	22%	21%
Re-selling apps (e.g., DePop, Poshmark, ThredUp)	10%	10%	11%	10%	8%	15%	8%	7%	9%	11%	9%	10%	11%	9%	11%	8%	10%	10%
Other shopping apps (e.g., Temu)	11%	14%	8%	17%	9%	19%	11%	12%	11%	11%	9%	10%	14%	20%	9%	13%	12%	10%
Real-life brand events (e.g., popups)	9%	10%	8%	7%	8%	17%	6%	12%	8%	10%	9%	8%	9%	17%	10%	10%	10%	7%
Something else	1%	1%	1%	2%	2%	1%	1%	5%	2%	1%	1%	1%	2%	2%	1%	1%	1%	0%
None of these	2%	2%	2%	2%	2%	3%	3%	4%	3%	2%	2%	2%	2%	3%	1%	3%	2%	2%

Chapter 7: Table 7.B - When you explore food and snack brands/products on social media, is it more about making a purchase or about finding inspiration?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Finding inspiration	16%	16%	16%	12%	17%	19%	13%	13%	15%	16%	16%	15%	15%	26%	18%	18%	17%	11%
Making a purchase	38%	38%	39%	34%	38%	39%	34%	36%	36%	39%	41%	37%	38%	26%	44%	35%	36%	42%
Both equally	33%	34%	33%	15%	36%	36%	39%	37%	37%	30%	33%	37%	30%	31%	30%	36%	33%	32%
I don't engage with this on social media	13%	13%	11%	39%	9%	6%	14%	15%	11%	14%	10%	12%	17%	17%	8%	11%	14%	15%

Chapter 7: Table 7.C - When you explore clothing/shoes on social media, is it more about making a purchase or about finding inspiration?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Finding inspiration	22%	26%	17%	41%	28%	28%	21%	25%	25%	20%	20%	19%	26%	31%	22%	20%	22%	23%
Making a purchase	34%	29%	41%	24%	32%	28%	36%	28%	33%	36%	38%	37%	29%	20%	35%	36%	34%	34%
Both equally	34%	37%	31%	29%	32%	39%	34%	39%	34%	34%	31%	32%	39%	41%	33%	35%	33%	36%
I don't engage with this on social media	10%	8%	11%	5%	8%	6%	9%	7%	8%	11%	10%	12%	6%	8%	10%	9%	11%	7%

Chapter 7: Table 7.D - When you explore tech or gadget brands/products on social media, is it more about making a purchase or about finding inspiration?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Finding inspiration	21%	21%	22%	15%	20%	18%	23%	21%	21%	21%	22%	19%	23%	25%	23%	19%	22%	21%
Making a purchase	36%	34%	38%	24%	38%	40%	38%	33%	37%	35%	39%	35%	34%	29%	35%	36%	36%	36%
Both equally	30%	31%	29%	29%	30%	32%	27%	30%	29%	30%	29%	32%	30%	25%	29%	33%	28%	30%
I don't engage with this on social media	13%	14%	11%	32%	11%	10%	12%	16%	12%	14%	11%	13%	14%	21%	13%	12%	13%	13%

Chapter 7: Table 7.E - When you explore toys, games, or hobby brands/products on social media, is it more about making a purchase or about finding inspiration?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Finding inspiration	23%	25%	20%	27%	23%	22%	24%	23%	23%	23%	21%	22%	25%	35%	28%	21%	23%	21%
Making a purchase	30%	27%	35%	22%	29%	36%	33%	25%	31%	30%	35%	31%	26%	16%	29%	29%	31%	32%
Both equally	33%	33%	32%	32%	35%	26%	34%	29%	33%	32%	33%	33%	32%	30%	30%	36%	31%	34%
I don't engage with this on social media	14%	14%	14%	20%	13%	15%	9%	23%	13%	15%	11%	14%	17%	19%	13%	14%	15%	13%

Chapter 7: Table 7.F - When you explore household brands/products on social media, is it more about making a purchase or about finding inspiration?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Finding inspiration	21%	20%	23%	17%	24%	17%	24%	24%	23%	20%	21%	22%	18%	29%	22%	23%	18%	23%
Making a purchase	33%	32%	34%	20%	36%	36%	33%	30%	34%	32%	36%	32%	30%	22%	34%	34%	32%	31%
Both equally	31%	32%	30%	27%	28%	36%	32%	28%	30%	32%	31%	31%	32%	25%	29%	29%	31%	34%
I don't engage with this on social media	15%	17%	13%	37%	12%	11%	12%	18%	13%	17%	12%	15%	19%	24%	14%	14%	19%	13%

Chapter 7: Table 7.G - When you explore cosmetics or personal care/skincare brands/products on social media, is it more about making a purchase or about finding inspiration?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Finding inspiration	22%	22%	21%	24%	24%	10%	25%	22%	23%	21%	23%	21%	20%	21%	23%	24%	20%	22%
Making a purchase	33%	31%	35%	22%	33%	32%	35%	29%	33%	33%	35%	35%	27%	28%	35%	33%	32%	33%
Both equally	32%	34%	29%	27%	31%	50%	27%	29%	31%	32%	30%	28%	38%	33%	32%	31%	32%	32%
I don't engage with this on social media	14%	12%	14%	27%	11%	8%	13%	19%	13%	14%	11%	15%	14%	18%	10%	12%	17%	13%

Chapter 7: Table 7.H - When you explore video games/gaming platform brands/products on social media, is it more about making a purchase or about finding inspiration?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Finding inspiration	20%	19%	20%	24%	24%	19%	22%	24%	23%	17%	17%	22%	19%	23%	24%	19%	20%	17%
Making a purchase	31%	27%	35%	20%	31%	26%	33%	29%	31%	31%	38%	31%	24%	18%	27%	34%	30%	33%
Both equally	30%	28%	32%	41%	30%	31%	28%	30%	29%	30%	29%	29%	32%	27%	31%	27%	30%	32%
I don't engage with this on social media	20%	26%	13%	15%	14%	24%	17%	17%	16%	22%	16%	18%	25%	32%	19%	20%	20%	19%

Chapter 7: Table 7.I - When you find food or snacks that you want to buy on social media, where are you most likely to make the purchase? Select N/A if you do not buy these things.

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
A different e-commerce website (e.g., Amazon, EBay)	24%	22%	27%	7%	21%	14%	23%	21%	21%	26%	30%	28%	15%	13%	24%	25%	23%	26%
A real store	23%	30%	14%	54%	21%	40%	27%	38%	27%	21%	15%	14%	42%	47%	20%	22%	24%	26%
A website associated with a store (e.g., Walmart, Target)	15%	12%	18%	12%	14%	18%	18%	17%	17%	14%	19%	14%	12%	11%	16%	14%	14%	19%
N/A	6%	6%	6%	7%	6%	7%	5%	8%	6%	6%	4%	7%	8%	8%	3%	5%	9%	4%
On the social media app	10%	9%	11%	5%	13%	6%	9%	6%	10%	10%	10%	10%	9%	9%	12%	11%	10%	6%
The brand or product's website	21%	20%	23%	15%	26%	15%	18%	9%	20%	23%	23%	26%	15%	11%	26%	23%	20%	19%

Chapter 7: Table 7.J - When you find streaming services/subscriptions that you want to buy on social media, where are you most likely to make the purchase? Select N/A if you do not buy these things.

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
A different e-commerce website (e.g., Amazon, EBay)	17%	16%	20%	5%	19%	13%	19%	17%	18%	17%	21%	19%	12%	8%	16%	21%	16%	16%
A real store	5%	5%	6%	2%	5%	3%	6%	3%	5%	6%	7%	4%	5%	0%	7%	4%	4%	7%
A website associated with a store (e.g., Walmart, Target)	11%	10%	13%	5%	11%	14%	17%	3%	12%	11%	14%	12%	8%	5%	10%	12%	11%	12%
N/A	13%	18%	8%	27%	11%	19%	11%	19%	13%	14%	7%	12%	23%	15%	13%	10%	16%	13%
On the social media app	18%	18%	19%	15%	23%	8%	20%	15%	19%	17%	19%	19%	16%	21%	19%	18%	19%	16%
The brand or product's website	35%	34%	35%	46%	31%	43%	28%	43%	32%	36%	32%	34%	36%	51%	36%	35%	34%	35%

Chapter 7: Table 7.K - When you find clothing/shoes that you want to buy on social media, where are you most likely to make the purchase? Select N/A if you do not buy these things.

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
A different e-commerce website (e.g., Amazon, EBay)	21%	20%	21%	12%	23%	15%	17%	15%	19%	22%	21%	23%	16%	20%	21%	20%	21%	21%
A real store	15%	19%	11%	29%	17%	19%	18%	29%	19%	13%	11%	11%	26%	24%	14%	15%	16%	16%
A website associated with a store (e.g., Walmart, Target)	12%	14%	11%	12%	10%	13%	13%	11%	12%	13%	14%	11%	11%	13%	11%	15%	13%	10%
N/A	6%	5%	7%	2%	4%	4%	5%	6%	5%	7%	5%	9%	4%	4%	4%	3%	9%	6%
On the social media app	16%	13%	20%	10%	20%	4%	17%	11%	16%	16%	19%	17%	13%	8%	21%	17%	15%	15%
The brand or product's website	29%	29%	30%	34%	26%	44%	28%	28%	29%	30%	31%	28%	29%	31%	30%	30%	28%	31%

Chapter 7: Table 7.L - When you find tech/gadgets that you want to buy on social media, where are you most likely to make the purchase? Select N/A if you do not buy these things.

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
A different e-commerce website (e.g., Amazon, EBay)	22%	20%	24%	12%	24%	17%	23%	20%	23%	21%	24%	23%	18%	20%	22%	22%	21%	23%
A real store	12%	13%	9%	24%	10%	19%	12%	17%	13%	11%	11%	9%	16%	13%	14%	13%	9%	13%
A website associated with a store (e.g., Walmart, Target)	11%	11%	11%	2%	10%	11%	13%	5%	11%	10%	12%	11%	8%	9%	10%	11%	11%	10%
N/A	12%	16%	7%	27%	11%	11%	8%	19%	11%	13%	5%	12%	21%	19%	13%	9%	15%	11%
On the social media app	16%	14%	19%	10%	18%	11%	16%	10%	16%	17%	19%	18%	12%	10%	16%	16%	18%	13%
The brand or product's website	28%	25%	30%	24%	26%	31%	27%	29%	27%	28%	29%	28%	25%	29%	26%	29%	26%	30%

Chapter 7: Table 7.M - When you find cosmetics or personal care/skincare products that you want to buy on social media, where are you most likely to make the purchase? Select N/A if you do not buy these things.

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
A different e-commerce website (e.g., Amazon, EBay)	20%	19%	21%	7%	17%	21%	21%	16%	19%	20%	23%	21%	15%	10%	19%	22%	19%	20%
A real store	16%	22%	9%	29%	16%	25%	17%	23%	18%	15%	12%	10%	28%	27%	16%	16%	15%	19%
A website associated with a store (e.g., Walmart, Target)	15%	14%	16%	15%	19%	13%	18%	7%	16%	14%	17%	14%	13%	17%	15%	14%	15%	16%
N/A	9%	7%	9%	24%	6%	7%	8%	18%	9%	9%	5%	9%	12%	16%	6%	8%	10%	9%
On the social media app	14%	12%	16%	12%	15%	4%	12%	15%	13%	15%	15%	16%	11%	8%	16%	12%	16%	10%
The brand or product's website	26%	25%	29%	12%	27%	31%	24%	21%	25%	27%	29%	29%	21%	22%	29%	28%	24%	26%

Chapter 7: Table 7.N - Do you buy food and snacks products online or in store/in person normally?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Online only	8%	7%	10%	10%	12%	4%	10%	4%	9%	8%	11%	9%	5%	7%	11%	8%	10%	6%
In-store/in-person only	45%	50%	39%	61%	46%	54%	46%	54%	48%	44%	38%	41%	57%	63%	49%	46%	44%	45%
A mix of online and in-store/in-person	35%	32%	39%	24%	32%	35%	34%	36%	34%	36%	39%	36%	30%	26%	32%	34%	35%	39%
I don't usually buy this myself	11%	10%	12%	5%	10%	7%	10%	6%	9%	12%	12%	13%	8%	4%	9%	11%	12%	10%

Chapter 7: Table 7.O - Do you buy clothing/shoes products online or in store/in person normally?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Online only	8%	7%	10%	10%	12%	4%	10%	4%	9%	8%	11%	9%	5%	7%	11%	8%	10%	6%
In-store/in-person only	45%	50%	39%	61%	46%	54%	46%	54%	48%	44%	38%	41%	57%	63%	49%	46%	44%	45%
A mix of online and in-store/in-person	35%	32%	39%	24%	32%	35%	34%	36%	34%	36%	39%	36%	30%	26%	32%	34%	35%	39%
I don't usually buy this myself	11%	10%	12%	5%	10%	7%	10%	6%	9%	12%	12%	13%	8%	4%	9%	11%	12%	10%

Chapter 7: Table 7.P - Do you buy tech/gadgets products online or in store/in person normally?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Online only	8%	7%	10%	10%	12%	4%	10%	4%	9%	8%	11%	9%	5%	7%	11%	8%	10%	6%
In-store/in-person only	45%	50%	39%	61%	46%	54%	46%	54%	48%	44%	38%	41%	57%	63%	49%	46%	44%	45%
A mix of online and in-store/in-person	35%	32%	39%	24%	32%	35%	34%	36%	34%	36%	39%	36%	30%	26%	32%	34%	35%	39%
I don't usually buy this myself	11%	10%	12%	5%	10%	7%	10%	6%	9%	12%	12%	13%	8%	4%	9%	11%	12%	10%

Chapter 7: Table 7.Q - Do you buy toys, games, or hobby items products online or in store/in person normally?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Online only	14%	12%	17%	17%	15%	8%	16%	14%	14%	14%	15%	17%	11%	9%	15%	16%	15%	10%
In-store/in-person only	29%	26%	34%	15%	30%	26%	34%	24%	31%	28%	34%	31%	24%	16%	25%	30%	29%	32%
A mix of online and in-store/in-person	41%	45%	36%	63%	40%	43%	38%	50%	41%	41%	40%	35%	48%	59%	43%	39%	41%	44%
I don't usually buy this myself	15%	17%	13%	5%	15%	22%	12%	12%	14%	16%	12%	17%	16%	16%	18%	14%	15%	14%

Chapter 7: Table 7.R - Do you buy household items online or in store/in person normally?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Online only	13%	10%	17%	10%	14%	7%	15%	9%	13%	14%	14%	17%	8%	10%	13%	13%	15%	12%
In-store/in-person only	29%	28%	30%	12%	26%	24%	32%	23%	28%	29%	30%	31%	25%	22%	26%	31%	28%	30%
A mix of online and in-store/in-person	39%	42%	36%	34%	43%	44%	36%	40%	40%	39%	39%	35%	44%	48%	42%	38%	38%	41%
I don't usually buy this myself	19%	20%	16%	44%	17%	25%	17%	28%	19%	18%	16%	17%	23%	20%	20%	19%	19%	17%

Chapter 7: Table 7.S - Do you buy cosmetics or personal care/skincare products products online or in store/in person normally?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Online only	14%	11%	16%	15%	17%	6%	15%	11%	15%	13%	17%	15%	8%	7%	17%	12%	14%	14%
In-store/in-person only	31%	33%	30%	24%	31%	32%	31%	31%	31%	32%	33%	32%	31%	23%	30%	35%	29%	32%
A mix of online and in-store/in-person	42%	45%	39%	37%	41%	49%	41%	36%	41%	43%	40%	37%	48%	60%	42%	42%	41%	43%
I don't usually buy this myself	13%	11%	15%	24%	10%	14%	13%	22%	13%	13%	10%	16%	13%	9%	11%	11%	16%	11%

Chapter 7: Table 7.T - Do you buy video games/gaming platform products online or in store/in person normally?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Online only	20%	18%	20%	41%	18%	21%	19%	22%	19%	20%	19%	20%	20%	26%	24%	19%	21%	16%
In-store/in-person only	26%	22%	30%	7%	27%	21%	25%	18%	24%	26%	30%	30%	17%	7%	25%	26%	24%	27%
A mix of online and in-store/in-person	33%	31%	35%	34%	30%	29%	38%	39%	34%	31%	35%	31%	32%	30%	31%	34%	32%	34%
I don't usually buy this myself	22%	29%	14%	17%	25%	29%	18%	20%	22%	22%	17%	19%	31%	36%	21%	21%	23%	23%

Chapter 7: Table 7.U - What makes you buy the things you do in a store?

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	1,388	758	595	35	216	49	206	76	547	841	458	432	414	84	202	353	536	297
More convenient	34%	38%	28%	40%	29%	53%	35%	41%	35%	33%	25%	28%	45%	51%	31%	33%	36%	32%
Can get the product faster than online	37%	43%	28%	46%	31%	49%	36%	57%	38%	36%	27%	32%	49%	55%	40%	34%	34%	44%
Can try out/try on what you're buying	40%	50%	26%	71%	34%	51%	43%	45%	40%	41%	28%	33%	57%	64%	43%	35%	41%	44%
Can get help with the product from a store employee	26%	26%	25%	29%	27%	33%	23%	18%	25%	26%	26%	25%	27%	17%	24%	27%	25%	26%
Less expensive	32%	36%	25%	43%	31%	35%	32%	30%	32%	32%	26%	27%	40%	44%	31%	31%	33%	31%
Don't have to pay for shipping	36%	43%	26%	63%	34%	53%	37%	47%	39%	34%	25%	31%	49%	57%	36%	33%	36%	38%
Something else	2%	2%	2%	9%	3%	2%	2%	0%	2%	2%	1%	2%	2%	4%	2%	3%	2%	1%
None of these	2%	3%	2%	3%	1%	0%	2%	1%	1%	3%	2%	3%	2%	1%	1%	3%	2%	2%

Chapter 7: Table 7.V - How much do you agree or disagree, “I get annoyed when I can’t use a digital wallet like Apple Pay to pay for something”?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	23%	25%	20%	32%	22%	21%	23%	25%	23%	23%	23%	20%	25%	26%	19%	22%	22%	29%
Strongly disagree	11%	13%	8%	21%	9%	12%	11%	20%	12%	11%	9%	10%	15%	15%	8%	10%	12%	13%
Somewhat disagree	12%	12%	12%	11%	13%	9%	12%	6%	11%	12%	14%	11%	10%	11%	11%	12%	10%	15%
Neither agree nor disagree	25%	26%	25%	32%	23%	31%	27%	28%	26%	25%	24%	25%	26%	30%	19%	28%	27%	25%
Somewhat agree	29%	28%	32%	15%	32%	29%	28%	21%	29%	30%	30%	31%	27%	25%	33%	29%	29%	29%
Strongly agree	23%	22%	23%	21%	23%	18%	21%	25%	22%	23%	23%	23%	22%	20%	29%	22%	23%	18%
Agree (Top 2)	52%	50%	55%	36%	55%	47%	49%	46%	51%	53%	53%	54%	49%	44%	62%	50%	52%	46%
Mean	3.40	3.34	3.50	3.04	3.46	3.31	3.36	3.27	3.38	3.42	3.44	3.48	3.31	3.23	3.63	3.39	3.41	3.22

Chapter 7: Table 7.W - How much do you agree or disagree, “I get annoyed when my buying information doesn’t auto-fill and I have to type”?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	23%	23%	22%	26%	18%	28%	28%	26%	24%	21%	23%	21%	25%	23%	19%	22%	22%	26%
Strongly disagree	10%	11%	8%	15%	9%	15%	10%	18%	11%	9%	7%	8%	14%	13%	9%	8%	11%	11%
Somewhat disagree	13%	12%	14%	11%	9%	13%	18%	8%	13%	13%	15%	12%	11%	11%	10%	14%	12%	15%
Neither agree nor disagree	24%	25%	23%	28%	22%	34%	23%	17%	23%	25%	25%	23%	24%	26%	25%	24%	24%	26%
Somewhat agree	30%	29%	31%	26%	33%	21%	27%	32%	29%	31%	28%	35%	28%	24%	31%	32%	29%	29%
Strongly agree	23%	22%	24%	21%	28%	17%	22%	25%	24%	23%	24%	22%	23%	27%	25%	22%	25%	19%
Agree (Top 2)	53%	52%	55%	47%	61%	38%	49%	57%	53%	53%	52%	56%	51%	51%	56%	54%	54%	48%
Mean	3.44	3.40	3.49	3.28	3.62	3.12	3.33	3.38	3.42	3.46	3.46	3.50	3.34	3.42	3.54	3.46	3.46	3.30

Chapter 7: Table 7.X - How much do you agree or disagree, "I use a digital payment method like Apple Pay/Venmo more than cash in a store"?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	26%	29%	21%	49%	19%	35%	27%	26%	25%	27%	23%	25%	31%	33%	24%	29%	24%	29%
Strongly disagree	12%	15%	8%	34%	6%	18%	10%	20%	11%	13%	9%	10%	18%	17%	11%	12%	12%	15%
Somewhat disagree	14%	14%	13%	15%	12%	17%	18%	7%	14%	14%	13%	15%	13%	16%	13%	17%	12%	14%
Neither agree nor disagree	21%	21%	22%	26%	21%	25%	24%	24%	23%	20%	23%	23%	18%	18%	19%	22%	21%	24%
Somewhat agree	28%	26%	32%	11%	31%	22%	25%	17%	26%	30%	32%	29%	24%	20%	29%	31%	28%	24%
Strongly agree	24%	24%	25%	15%	29%	18%	23%	33%	26%	23%	22%	23%	28%	29%	28%	18%	27%	23%
Agree (Top 2)	52%	50%	57%	26%	60%	40%	49%	50%	52%	53%	54%	52%	52%	49%	57%	49%	55%	47%
Mean	3.38	3.30	3.53	2.57	3.64	3.06	3.35	3.38	3.42	3.36	3.43	3.41	3.31	3.27	3.51	3.27	3.47	3.26

Chapter 7: Table 7.Y - How much do you agree or disagree, "Apps like Venmo, PayPal, and Apple Pay make it easier for me to buy things"?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	18%	19%	17%	19%	19%	15%	19%	20%	19%	18%	22%	17%	15%	20%	20%	18%	16%	22%
Strongly disagree	8%	9%	6%	11%	7%	8%	7%	11%	8%	8%	8%	5%	9%	12%	9%	8%	6%	10%
Somewhat disagree	10%	10%	11%	9%	12%	7%	12%	8%	11%	10%	14%	11%	6%	8%	11%	10%	9%	12%
Neither agree nor disagree	25%	26%	23%	38%	21%	34%	26%	23%	25%	25%	23%	27%	26%	19%	20%	27%	24%	27%
Somewhat agree	30%	27%	34%	26%	29%	20%	32%	20%	28%	31%	32%	32%	26%	24%	32%	31%	29%	28%
Strongly agree	27%	28%	26%	17%	30%	31%	23%	37%	29%	26%	23%	24%	33%	37%	28%	24%	30%	23%
Agree (Top 2)	57%	55%	59%	43%	60%	52%	55%	58%	57%	57%	55%	56%	59%	61%	59%	55%	60%	51%
Mean	3.58	3.56	3.62	3.30	3.64	3.61	3.52	3.64	3.59	3.57	3.48	3.58	3.69	3.65	3.58	3.54	3.68	3.43

Chapter 7: Table 7.Z - How much do you agree or disagree, "I use a digital wallet like Apple Pay/Venmo more than a debit or credit card"?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Disagree (Bottom 2)	28%	33%	21%	60%	25%	35%	30%	32%	29%	28%	26%	26%	31%	39%	25%	28%	27%	33%
Strongly disagree	15%	18%	10%	40%	10%	19%	15%	20%	15%	15%	10%	13%	20%	26%	13%	15%	15%	17%
Somewhat disagree	13%	15%	11%	19%	15%	16%	15%	12%	14%	13%	16%	13%	10%	13%	13%	13%	12%	16%
Neither agree nor disagree	23%	24%	23%	17%	20%	25%	28%	22%	24%	23%	24%	25%	22%	18%	23%	22%	23%	27%
Somewhat agree	26%	22%	32%	15%	27%	20%	25%	15%	24%	28%	30%	28%	22%	17%	27%	26%	28%	22%
Strongly agree	22%	22%	24%	9%	28%	20%	17%	31%	23%	22%	20%	21%	26%	26%	25%	23%	23%	18%
Agree (Top 2)	48%	43%	56%	23%	55%	40%	42%	46%	47%	49%	49%	49%	47%	43%	52%	50%	51%	40%
Mean	3.28	3.14	3.49	2.32	3.47	3.07	3.14	3.26	3.26	3.28	3.33	3.31	3.22	3.04	3.38	3.30	3.32	3.08

Chapter 7: Table 7.AA - Do you use Venmo as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	19%	20%	18%	9%	19%	18%	15%	11%	16%	21%	20%	17%	18%	26%	19%	20%	19%	16%
Paying for things online	31%	27%	36%	6%	34%	22%	23%	16%	26%	34%	37%	35%	21%	10%	35%	31%	30%	28%
Paying in a store	24%	20%	30%	13%	25%	16%	26%	17%	23%	25%	31%	28%	16%	6%	21%	24%	22%	31%
N/A	35%	43%	24%	77%	31%	49%	39%	64%	41%	31%	20%	29%	56%	64%	33%	35%	37%	34%

Chapter 7: Table 7.BB - Do you use CashApp as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	22%	22%	22%	21%	27%	12%	22%	28%	24%	21%	18%	19%	27%	37%	24%	19%	24%	21%
Paying for things online	38%	37%	41%	23%	43%	24%	36%	43%	38%	39%	39%	38%	37%	39%	39%	36%	39%	40%
Paying in a store	31%	32%	32%	15%	44%	13%	29%	33%	33%	30%	32%	34%	27%	27%	30%	30%	34%	29%
N/A	29%	35%	20%	62%	13%	56%	31%	42%	29%	29%	21%	24%	43%	44%	27%	30%	29%	29%

Chapter 7: Table 7.CC - Do you use PayPal as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	17%	15%	21%	6%	15%	17%	18%	16%	17%	18%	20%	19%	12%	15%	19%	16%	16%	20%
Paying for things online	31%	28%	35%	11%	35%	33%	24%	14%	27%	34%	37%	34%	22%	21%	35%	33%	30%	27%
Paying in a store	23%	19%	28%	9%	28%	16%	17%	10%	20%	25%	28%	24%	16%	12%	24%	25%	21%	21%
N/A	37%	46%	24%	79%	30%	45%	43%	67%	42%	33%	22%	31%	59%	62%	32%	34%	40%	39%

Chapter 7: Table 7.DD - Do you use Google Pay as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	14%	12%	17%	2%	17%	11%	13%	8%	13%	15%	17%	16%	9%	8%	14%	15%	16%	10%
Paying for things online	33%	27%	41%	19%	34%	25%	29%	20%	29%	36%	42%	34%	25%	19%	36%	36%	30%	34%
Paying in a store	21%	19%	24%	9%	24%	18%	22%	9%	20%	22%	24%	27%	12%	13%	20%	21%	20%	23%
N/A	38%	48%	24%	74%	30%	53%	42%	69%	43%	34%	22%	30%	60%	72%	36%	34%	41%	38%

Chapter 7: Table 7.EE - Do you use Apple Pay as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	18%	17%	20%	6%	21%	15%	20%	14%	19%	18%	20%	18%	15%	19%	18%	18%	20%	15%
Paying for things online	39%	38%	42%	15%	42%	40%	37%	32%	38%	40%	41%	38%	40%	36%	36%	40%	42%	35%
Paying in a store	31%	33%	29%	21%	30%	34%	34%	33%	33%	30%	30%	30%	34%	32%	33%	31%	31%	31%
N/A	29%	34%	21%	70%	25%	37%	28%	45%	30%	28%	20%	25%	41%	49%	29%	27%	29%	31%

Chapter 7: Table 7.FF - Do you use your bank app as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	22%	20%	25%	11%	23%	29%	25%	16%	23%	21%	24%	19%	22%	27%	23%	24%	22%	20%
Paying for things online	35%	33%	37%	15%	35%	28%	38%	22%	34%	35%	34%	40%	29%	34%	38%	34%	35%	32%
Paying in a store	25%	25%	27%	11%	28%	24%	27%	18%	26%	25%	25%	26%	23%	32%	27%	27%	25%	23%
N/A	32%	38%	23%	74%	27%	38%	29%	61%	34%	31%	23%	26%	48%	44%	26%	30%	33%	37%

Chapter 7: Table 7.GG - Do you use a debit/credit card as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	19%	19%	20%	9%	18%	13%	20%	16%	18%	19%	19%	19%	18%	20%	18%	21%	19%	18%
Paying for things online	46%	49%	42%	43%	46%	57%	47%	38%	46%	45%	41%	42%	53%	58%	44%	46%	48%	43%
Paying in a store	44%	47%	39%	53%	41%	52%	46%	41%	44%	44%	36%	40%	52%	70%	43%	44%	43%	46%
N/A	19%	20%	17%	38%	17%	19%	18%	39%	21%	17%	16%	18%	24%	22%	20%	17%	20%	20%

Chapter 7: Table 7.HH - Do you enter your bank information as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	14%	11%	18%	2%	15%	9%	13%	13%	14%	14%	17%	15%	10%	8%	13%	16%	13%	13%
Paying for things online	38%	38%	39%	32%	38%	36%	41%	31%	38%	39%	39%	40%	35%	39%	38%	35%	40%	39%
Paying in a store	22%	18%	26%	6%	26%	17%	20%	12%	21%	22%	26%	24%	15%	13%	21%	23%	20%	23%
N/A	33%	39%	25%	68%	27%	44%	32%	57%	35%	32%	23%	28%	49%	52%	32%	32%	35%	32%

Chapter 7: Table 7.II - Do you use another financial app as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	14%	12%	17%	2%	15%	3%	15%	13%	13%	14%	15%	17%	9%	9%	14%	15%	14%	13%
Paying for things online	28%	24%	34%	2%	30%	21%	26%	12%	25%	30%	36%	32%	17%	13%	30%	28%	27%	28%
Paying in a store	23%	20%	28%	0%	28%	11%	22%	11%	21%	24%	31%	23%	15%	13%	24%	24%	21%	25%
N/A	41%	51%	27%	96%	32%	65%	43%	69%	45%	38%	23%	33%	66%	78%	37%	40%	44%	40%

Chapter 7: Table 7.JJ - Do you use "buy now, pay later" services as a payment method? What for?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
Paying back friends/family	15%	12%	20%	4%	19%	6%	13%	13%	14%	16%	21%	16%	9%	8%	16%	17%	14%	15%
Paying for things online	28%	24%	35%	4%	28%	22%	31%	13%	26%	29%	34%	33%	17%	17%	32%	28%	27%	27%
Paying in a store	19%	16%	22%	2%	22%	9%	16%	13%	17%	20%	26%	21%	8%	9%	20%	19%	18%	19%
N/A	42%	52%	28%	89%	34%	63%	43%	66%	45%	40%	24%	34%	69%	75%	37%	41%	46%	43%

Chapter 7: Table 7.KK - Have you used AI or bots (like ChatGPT, shopping assistants) for any of the following? Select all that apply.

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Yes, to compare products	21%	21%	21%	17%	21%	26%	18%	23%	20%	22%	21%	22%	22%	17%	23%	18%	22%	22%
Yes, to help me decide if I should buy something	19%	18%	21%	17%	22%	31%	18%	17%	21%	18%	20%	21%	18%	10%	25%	21%	17%	17%
Yes, to get outfit/styling suggestions	19%	19%	20%	12%	21%	32%	18%	22%	21%	18%	20%	21%	19%	8%	19%	17%	21%	20%
Yes, to find deals	20%	20%	19%	15%	18%	14%	17%	17%	17%	21%	21%	19%	19%	22%	19%	21%	20%	19%
Yes, to ask for recommendations	22%	22%	21%	20%	17%	32%	20%	23%	20%	23%	21%	24%	21%	14%	25%	22%	21%	21%
Yes, to generate shopping ideas	19%	18%	21%	10%	19%	17%	18%	11%	17%	20%	21%	20%	16%	13%	21%	19%	19%	18%
No, and I'm not interested in this	17%	21%	11%	51%	16%	17%	16%	26%	17%	17%	12%	12%	26%	40%	12%	18%	17%	20%
No, but I'd like to try this	11%	15%	8%	7%	13%	14%	10%	21%	13%	10%	7%	9%	20%	24%	9%	11%	13%	11%

Chapter 7: Table 7.LL - How strongly you feel... (on a scale from 1 to 5)

		Gender			Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,014	1,041	932	41	315	72	320	109	816	1,198	715	681	522	96	301	508	774	431
Bottom 2	18%	19%	18%	15%	17%	10%	25%	16%	19%	18%	18%	21%	15%	16%	15%	17%	21%	18%
1: I want shopping apps or AI tools to learn what I like over time...	2%	2%	1%	0%	2%	0%	1%	5%	2%	2%	1%	1%	3%	4%	1%	3%	2%	0%
2	17%	17%	17%	15%	16%	10%	24%	11%	18%	16%	18%	20%	12%	11%	14%	14%	19%	17%
3	41%	37%	45%	27%	41%	47%	37%	34%	39%	42%	43%	43%	36%	35%	45%	40%	39%	41%
4	30%	33%	27%	27%	31%	24%	29%	39%	31%	30%	30%	28%	33%	28%	30%	29%	29%	34%
5: I want to discover new things without being tracked	11%	11%	10%	32%	11%	19%	9%	12%	11%	11%	9%	7%	16%	21%	10%	14%	11%	8%
Top 2	41%	44%	37%	59%	42%	43%	38%	50%	42%	40%	39%	36%	49%	49%	40%	43%	40%	42%
Mean	3.32	3.33	3.29	3.76	3.34	3.53	3.22	3.42	3.32	3.31	3.29	3.20	3.47	3.50	3.33	3.37	3.28	3.31

Chapter 7: Table 7.MM - When you see something you're interested in buying on social media, how often do you visit the brand's website to learn more?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	1,002	580	394	28	198	41	163	65	467	535	449	363	161	29	163	230	408	200
Frequently	34%	39%	28%	29%	33%	20%	31%	38%	32%	36%	31%	33%	45%	45%	35%	32%	33%	39%
Occasionally	40%	36%	44%	50%	42%	46%	36%	38%	40%	39%	43%	39%	33%	31%	42%	43%	40%	34%
Rarely	20%	19%	22%	14%	19%	27%	25%	15%	21%	19%	20%	21%	17%	21%	18%	19%	20%	24%
Never	6%	6%	6%	7%	6%	7%	8%	8%	7%	5%	6%	6%	5%	3%	6%	6%	7%	4%

Chapter 7: Table 7.NN - When you see something you're interested in buying on social media, how often do you read comments on social media?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	1,002	580	394	28	198	41	163	65	467	535	449	363	161	29	163	230	408	200
Frequently	42%	47%	33%	43%	42%	44%	35%	49%	41%	43%	33%	46%	55%	48%	38%	40%	46%	39%
Occasionally	33%	30%	38%	36%	28%	34%	38%	31%	33%	33%	37%	32%	27%	24%	32%	37%	30%	35%
Rarely	19%	17%	22%	14%	23%	15%	22%	8%	20%	18%	24%	17%	10%	17%	21%	19%	18%	21%
Never	6%	6%	7%	7%	7%	7%	5%	12%	7%	6%	6%	5%	8%	10%	9%	4%	6%	7%

Chapter 7: Table 7.OO - When you see something you're interested in buying on social media, how often do you read reviews on the brand's website?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	1,002	580	394	28	198	41	163	65	467	535	449	363	161	29	163	230	408	200
Frequently	37%	41%	31%	43%	36%	27%	34%	58%	38%	37%	32%	42%	43%	31%	41%	37%	38%	34%
Occasionally	35%	32%	39%	50%	33%	41%	33%	18%	32%	38%	36%	33%	38%	34%	34%	38%	34%	34%
Rarely	21%	21%	22%	7%	22%	27%	26%	15%	23%	19%	24%	20%	15%	24%	17%	18%	22%	27%
Never	7%	6%	9%	0%	8%	5%	7%	8%	7%	6%	8%	6%	4%	10%	8%	7%	7%	5%

Chapter 7: Table 7.PP - What sources of information do you value most when deciding whether or not to buy something?

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Valid Cases	1,002	580	394	28	198	41	163	65	467	535	449	363	161	29	163	230	408	200
A description of the product written by the brand	27%	28%	24%	32%	25%	32%	33%	29%	29%	25%	23%	29%	30%	31%	31%	27%	28%	22%
A celebrity endorsement	14%	14%	16%	7%	18%	7%	15%	17%	16%	13%	15%	16%	11%	14%	16%	14%	13%	17%
An influencer's endorsement	17%	17%	17%	4%	23%	15%	13%	11%	17%	17%	19%	16%	14%	7%	16%	16%	19%	16%
Comments section of social media	35%	41%	25%	54%	34%	41%	37%	32%	36%	35%	29%	37%	46%	48%	33%	39%	35%	34%
Friends' opinions	31%	33%	27%	39%	26%	44%	27%	29%	28%	33%	31%	30%	33%	31%	33%	28%	30%	35%
Family's opinions	28%	30%	25%	18%	25%	32%	29%	26%	27%	28%	27%	29%	27%	34%	21%	27%	29%	32%
Reviews on the brand's website	39%	44%	30%	61%	33%	39%	40%	45%	38%	41%	31%	43%	50%	62%	44%	41%	38%	38%
Other online reviews (e.g., on a blog, a magazine website, etc.)	28%	33%	19%	54%	28%	24%	29%	37%	29%	27%	24%	29%	35%	31%	31%	26%	27%	29%
Something else	2%	3%	2%	4%	2%	0%	1%	6%	2%	3%	3%	1%	4%	3%	2%	2%	3%	3%
None of these	6%	6%	6%	7%	6%	5%	7%	8%	7%	5%	5%	7%	6%	3%	4%	6%	6%	7%

Chapter 7: Table 7.QQ - Are you more likely to... (on a scale from 1 to 5)

	Gender				Ethnicity						Age				Region			
	Total	Female	Male	Another Gender	Black	Asian/ Pacific Islander	Hispanic	Another Race	Teens of Color	White Teens	Age 13-14	Age 15-16	Age 17-18	Age 19	Northeast	West	South	Midwest
Sample Size	2,019	1,077	895	47	289	89	342	123	843	1,176	687	682	508	142	318	505	786	410
1 - Buy something recommended to me on a website or on social media	2%	2%	1%	4%	2%	4%	1%	7%	3%	2%	1%	1%	4%	5%	1%	2%	3%	1%
2	11%	12%	9%	11%	10%	13%	13%	13%	12%	10%	9%	11%	11%	16%	11%	11%	10%	13%
3 - I'm equally likely to do both	38%	39%	38%	45%	41%	53%	36%	43%	41%	37%	34%	39%	42%	44%	37%	37%	41%	37%
4	34%	32%	37%	26%	30%	22%	37%	19%	30%	36%	39%	36%	27%	23%	36%	34%	32%	37%
5 - Buy something that I just happen on	15%	15%	14%	15%	17%	7%	13%	18%	14%	15%	17%	12%	16%	12%	15%	16%	15%	12%

About TeenVoice

TeenVoice is an innovative market research and insights solution that makes understanding teens easier than ever.

We Understand Teens

For the past 8 years, we've conducted research with teens to design free, award-winning digital products exclusively for them. And it's paid off—millions of teens engage with our platforms annually.

We Can Fill Any Sample

We do it differently—no static lists or panels. Our on-demand recruitment means we can fill any sample and with our easy-to-use survey builder, you'll get fast, quality insights from real teens.

Experience Drives Our Expertise

Our researchers and PhDs have a combined 40+ years working with the 13-19-year-old market and have developed a deep understanding of what teens want, need, and believe.

We Deliver Quality, Trusted Results

We utilize a sophisticated, multi-step user authentication and quality control process to ensure you're getting responses from real teens and data you can be confident in.

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