

HANDOUT: Teen Targets

Introductory Lesson

The aggregate teen income in 2006 was \$79.7 billion and it is projected to rise to \$91.1 billion in 2011 (Rand Youth Poll).

It is estimated that 12-14-year-olds have an average annual income of \$2,167; teens in the 15-17-year-old age group generate an average annual income of \$4,023 (Marketingvox; Packaged Facts)¹

The amount teens spend each year keeps increasing.

\$141 Billion (1998)
\$172 Billion (2001)
\$175 Billion (2003)
\$189.7 Billion (2006)¹
\$208.7 Billion (projected for 2011)¹

Teens spend most of their money in the following categories (Experian, 2008) :

- Clothing
- Music
- Movies
- Video Games & Electronics
- Jewelry & Accessories
- Teens also influence household spending on items ranging from toothpaste to vacation choices.

¹ <http://www.money-management-works.com/teen-spending.html>

² <http://www.marketingcharts.com/wp/wp-content/uploads/2009/01/experian-simmons-teens-spend-money-on-fall-2008.jpg>