

Trends

Money, Money, Money

18 PERCENT OF TEENS have \$100 discretionary monthly spending.

120 BILLION DOLLARS is spent annually by teens and young adults 13 – 21 years old.

358 BILLION DOLLARS in family spending was directly influenced by Tweens and Teens in 2006.

Staying Active

93 PERCENT OF YOUTHS are physically active for at least 60 min per day once a week.

52 PERCENT who are active the same amount of time but for 2-5 days a week.

66 PERCENT OF KIDS say sports are one of the most important parts of their lives.

72 PERCENT OF KIDS, grades 3-12, currently play an organized or team sport.

** Kids who ranked as "very active" have parents who exercise at least three times per week.



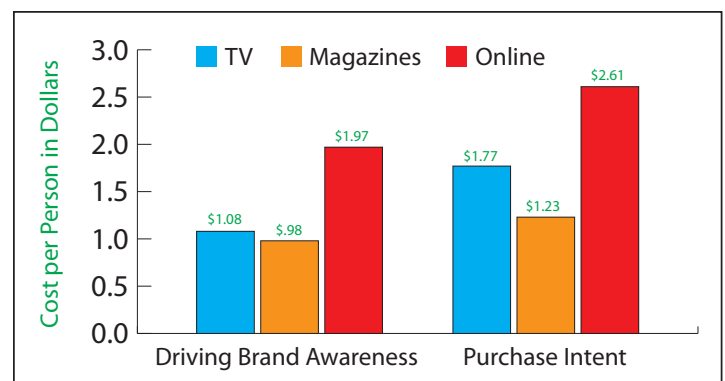
Fastest Growing Age Group

20 MILLION KIDS in the United States are between the ages of 15 – 19.

60 MILLION KIDS AND YOUNG ADULTS are between the ages of 10 – 24.

26-36 PERCENT OF TEENS AND TWEENS, respectively, stated they pay close attention to advertisements to ensure they buy the "right" products.

Sources: Harris Interactive 2006, 2008. Harris Interactive Trends and Tudes, Oct 2008, and Publishing Executive, May 2009



**According to BIG research, magazines were the only medium to rank in the top three of 18 media studies across all ages groups.

SPOTLIGHT SPORTS

PROMOTING AWARENESS OF HIGH SCHOOL STUDENT ATHLETES