

U.S. Teens Spending Power For Crucial Holiday Season Could Bode Well For Traditional Retailers

OTX Survey: 95% Of Teens Opting To Do Holiday Shopping In Stores And Malls After Doing Research Online

LOS ANGELES, CA – November 13, 2007 – OTX (Online Testing eXchange), a leading global consumer research and consulting firm, released new results from its *Teen Topix* study. The *Teen Topix* survey taps into the complex lives of the 13-17 year old set and is done in conjunction with eCRUSH, a leading PG-13 social networking site. 750 teens across the country were surveyed about their gift buying behavior and preferences for the coming holiday season.



A key finding of the study was that 95% of teens chose shopping at stores and malls, over catalog and online. However, 65% of teens say they use the Internet to find out about new, cool products, friends come in a close second at 62%, and 54% of teens find about new products from commercials on TV.

Where do you learn about cool new products?	Total Teens
Internet	65%
Friends	62%
Commercials on TV	54%
Magazines	48%
TV shows	38%
Shopping	38%
Movies	29%
Ads in theatres before the movie	21%
Siblings	21%
Parents	19%
Celebrities	14%
Other	2%
None of the above	5%

When asked about specific types of stores they will shop at this holiday season, Electronics (46%), Bath/body (45%), and music stores (41%) led the way. Much lower on the list were store websites (13%), online stores (12%), auction sites (8%), and home shopping channels (3%)

The study also found that holiday shopping remains a social experience as 84% of teens say they will shop with others, while 16% will shop alone, and 74% prefer to shop with their friends, versus 26% who say they would rather shop with their parents.

“As marketers and retailers begin their holiday push, it’s critical for them to understand not just where teens shop, but how they find out about

Please tell us how/where you plan to shop this holiday season	Total Teens
Electronics store	46%
Bath/body store	45%
Music store	41%
Chain clothing store	38%
Mass merchandise store	37%
Accessory store	35%
Department store	35%
Bookstore	35%
Sporting goods store	29%
Athletic shoe store	26%
Video store	25%
Pet supply store	24%
Cell phone/wireless store	23%
Discount chain store	18%
Specialty/local boutique	13%
Store websites	13%
Through a catalog or mail order	12%
Home improvement/decorating store	12%
Online store	12%
Thrift/secondhand/vintage store	8%
Supermarket/food store	8%
Online auction site	8%
Drugstore	4%
Convenience store	4%
Home Shopping Network/QVC	3%
Other	9%

new products," said Amy Gibby, President of eCRUSH. "This latest release of Teen Topix data once again confirms that today's teens are social beings who turn to the Internet to find out the latest information."

Teens will spend a combination of their money and "someone else's money" this holiday season. However 93% of teens plan to spend "their own money" on at least one person. 28% of teens plan to spend "\$100 or more" of their own money on their boyfriend/girlfriend, parents (20%), and even grandparents (18%) fall into the "\$100 or more" club for these teens.

Teens were also asked what they wanted for the holidays. When asked to select from a list of holiday gifts they wanted, money topped the list (39%), followed by computers (30%), clothes (25%), and cars (24%). However, when asked about the "one" gift they wanted this holiday season, a computer (15%) topped money (12%) and a car (11%).

"The shopping behavior and spending patterns of teens, especially during the holiday season, is of great interest to marketers and retailers," said Bruce Friend, President for Media and Entertainment Insights for OTX. "As this study indicates, teens, like the rest of us, not only think in terms of products they want, but are well aware of and discriminating about the multitude of brands messaging directly to them."

When specifically asked about brands, **Apple** was the most cited brand in the music technology category, **Dell** was ranked #1 for computers/laptops, the **Motorola RAZR** phone led the mobile phone category, and **Microsoft's X-Box 360** was the leading video game console, while **Halo 3** was the leading video game. **Abercrombie and Fitch** was the clothing brand most teens say they want and when it comes to cars, **Ford** and **Chevrolet** brands were most cited.

Plan to spend "\$100 or more" of my own money on:	Total Teens
Boyfriend/Girlfriend	28%
Parents	20%
Grandparents	18%
Boss	17%
Nieces/Nephews	15%
Siblings	13%
Aunts, Uncles or Cousins	13%
Co-workers (other than boss)	11%
Teachers	11%
Pets	9%
Best Friend	9%
Classmates	9%
Secret Santa(s)	8%
Other friends	7%

Gifts teen would like this holiday season	Total Teens
Money	39%
Laptop/desktop computer	30%
Clothes	25%
Car	24%
Cell phone	22%
Digital camera	18%
Concert tickets	16%
Video game/video game technology	15%
Music/music technology	15%
Trip or vacation	10%
Shoes/sneakers	10%
Gift card from favorite store	9%
Sports equipment	7%
Jewelry or accessories	6%
Beauty, skin or hair products	5%
Sporting event tickets	4%
DVDs or VHS tapes	4%
Computer accessories	1%
Other	9%
I don't want anything this holiday season	17%

"If I could ask for one gift this holiday season, it would be..."	Total Teens
Laptop/desktop computer	15%
Money	12%
Car	11%
Cell phone	9%
Video game/video game technology	8%
Concert tickets	6%
Digital camera	6%
Clothes	6%
Music/music technology	4%
Trip or vacation	4%
Sports equipment	2%
Gift card from favorite store	2%
Jewelry or accessories	1%
Shoes/sneakers	1%
Beauty, skin or hair products	1%
DVDs or VHS tapes	1%
Sporting event tickets	1%
Computer accessories	-
Other	7%
I don't want anything this holiday season	3%



NEWS

the

ra

About OTX (Online Testing eXchange)

OTX (Online Testing eXchange) is a global consumer research and consulting firm that has established itself as a leading provider of online-based research. The company specializes in providing innovative, cutting-edge online technology, products and analysis to the marketing, entertainment and advertising communities. OTX has developed the most innovative products available for online research today – products that work to uncover deeper and more profound consumer insight. Today the company is one of the fastest growing research companies in the United States and has offices in Los Angeles, New York, Cincinnati, Miami, Chicago and London, with strategic partners in Japan, Australia, Russia and China.

About eCRUSH

The eCRUSH Network, acquired by Hearst Magazines Digital Media in January 2007, is a group of PG-13 sites related to universal truths of crushing, flirting, and all forms of teen connectivity.

- eCRUSH® is the original “crush” site — a way for users to find out anonymously if someone they like feels the same about them, with no chance of rejection. The site launched on Valentine’s Day 1999, and has matched close to 1MM users.
- eSPIN® is a profile-based site that offers the old junior-high game with a modern twist. Designed with safety in mind (all youth submissions are screened to remove any personally identifiable information and inappropriate content before they can be posted), this is the premier way for gen-Y to connect, flirt and make new friends online. Launched in 2001, eSPIN-the-Bottle™ has over 2,500,000 users and is growing rapidly.
- Surveys4Teens is an email based resource for teens who are interested in age-appropriate research. Surveys4Teens has a unique audience of over 250,000 teens.

For more information contact:

For OTX:

Ajay Durani

adurani@otxresearch.com

212-886-5934

For eCRUSH

Andrew Palladino (Rubenstein Communications)

apalladino@Rubenstein.com

212-843-8482