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## Teens Would Rather Have Their Lockers Vandalized Than Homepage, But Prefer Shopping in Store to Online.

*New Research from OTX and Intelligence Group Looks at Teens' Online Behavior*

**LOS ANGELES, CA – June 18 , 2008** – OTX, a leading global consumer research and consulting firm, released new results from its **Teen Topix** study. The study is done in conjunction with trend experts, the Intelligence Group, and taps into the complex lives of the 13 -17 year old set. 750 teens across the country were surveyed about their Internet use.

The study found that teens are spending an average of 11.5 hours online, doing everything from instant messaging and visiting social networking sites to shopping and listening to music, but dispels myths that this group wants to do everything online. When asked a series of "would you rather" questions, teens chose reality over virtual reality in many aspects of their lives. Given the choice, teens prefer real friends (91%) to online friends (9%), date someone from school (87%) over someone from the Internet (13%), and shop in a store (82%) to shop online (18%). Interestingly however, teens would rather get their locker vandalized (63%) than their homepage (37%), and IM a friend (54%) over calling (46%).

cated consumers and media users, just as we all are," said Jane Buckingham, President, The Intelligence Group.

The study did find that 24% of teens are spending more than 15 hours a week online and when all teens were asked how frequently they do typical online activities, instant messaging came up as the most frequent activity, followed by visiting social networking sites, email, searching, and visiting virtual community sites.

Hours Online	Total
Light (1 to less than 8)	45%
Medium (8 to less than 15)	31%
Heavy (15 +)	24%

### Top 5 Online Activities

- Use Instant Messaging
- Visit social networking sites
- Send and receive email
- Use a search engine
- Visit virtual community sites

Would you rather	Total
Have a lot of "real friends"	91%
Have a lot of "online friends"	9%
Date someone you know from school	87%
Date someone you meet on the Internet	13%
Shop in a store	82%
Shop online	18%
Watch a full length program on TV	81%
Watch a full length program online	19%
No television for a week	74%
No Internet for a week	26%
Get information from the Internet	71%
Get information from traditional media like TV, magazines, or newspapers	29%
Give up cell phone texting	71%
Give up Internet access	29%
Get your locker vandalized	63%
Get your personal homepage of profile vandalized	37%
Be limited to a TV antenna for watching TV	63%
Be limited to a dial up connection to access the Internet	37%
IM your friend	54%
Call your friend	46%

"Many of these online activities take place simultaneously; for example, teens are IM-ing and searching the web at the same time," said Bruce Friend, President Media and Entertainment Insights for OTX. "Teens like the rest of us live in a world of increasing media and technology options, and our Longitudinal Media Experience (LMX) study confirms that teenagers are often heavy simultaneous media users."

The study also found that 58% of teens have made a purchase online. On average teens who make purchases online are spending \$46 per month, and 26% of teens are spending \$50 or more. Clothes and music are the two most popular online purchases, followed by books, electronics and DVDs. The bedroom (36%) and living room (24%) are the places teens are most likely to have their primary computer. Teens with their primary computer in their bedrooms are more likely to be heavy internet users (15+ hours per week) and spend money online.

### In the past year what types of products have you personally purchased online?

(among teens who have purchased online)	Total
Clothing, Shoes & Accessories	46%
Music	41%
Books	30%
Electronics	27%
DVDs	20%

"Teens are not a 'one size fits all' market and the **Teen Topix** reports show this group to be complex, sophisti-



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Teens are however aware of the risks associated with online life: 78% of teens are concerned about computer viruses while online, followed by identity theft (67%), unauthorized access to personal information (65%), Scams (60%), and Spam (60%).

The study also confirms the popularity of social networking sites, with 95% of teens saying they have belonged to a social networking site at some point. The average teen has signed up for over four social networking sites and currently belongs to two. Teens report learning about music, other websites, movies, TV shows, and new trends from social networking sites. Teens are receptive to advertising on these sites, where the majority of teens learn about financial services (63%) movies in theaters (59%), mobile services and accessories (58%), travel (57%) and other websites (53%) from ads on these sites.

## About OTX

OTX 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, and Mexico.

## About the Intelligence Group

The Intelligence Group (IG) is a leading market research, trend forecasting, and marketing consulting group focusing on Gen X, Gen Y, moms, teens, and tweens. IG publishes a suite of syndicated studies, including The Cassandra Report, a comprehensive lifestyle study of 14-34 year-old mainstream consumers and trendsetters; TrendCentral, a daily trend email; as well as reports focused on specific demographics including the Tween Report, a study that explores the attitudes and life-stage of 7-13 year-olds; the Mom Report, a study of females from 18 to 40 years old with children ranging from newborn to 13 years old; and the Latino Intelligence Report, a study that focuses on 14-24 year-old Latino youth. The Intelligence Group is a division of Creative Artists Agency, a talent and sports agency that represents the most creative and successful professionals working in film, television, music, theatre, sports and video games, and provides a range of strategic marketing services to corporate clients.

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