

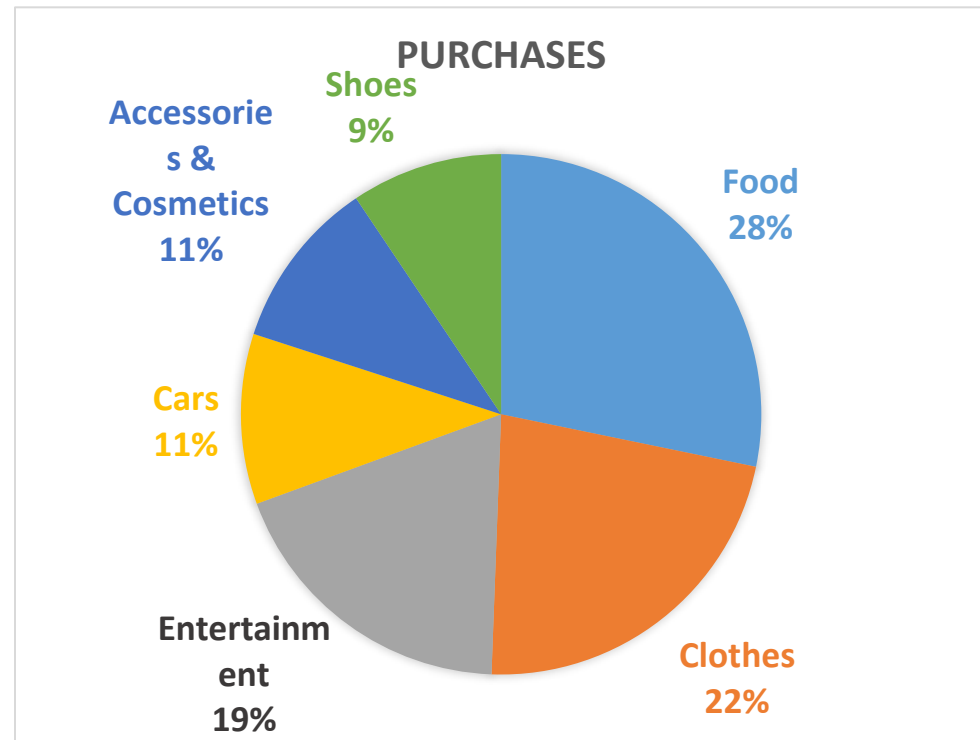
Name: _____

The Changing Trends of Teen Spending

Traditionally, teen spending has been greatest in three areas: food, clothes and entertainment --- and the trend continues. However, a survey by the global market research company Piper Jaffray, in 2015, found that for the first time, teens spent MORE on food than clothes. Here's the latest breakdown:

Of the teens surveyed, here are some of their favorites:

- Websites: Amazon (43%)
- Favorite clothing brands: Nike (31%), American Eagle (10%), and Forever 21 (5%)
- Favorite footwear: Nike (52%), Vans (9%), Adidas (8%)
- Social media platforms: Snapchat (39%), Instagram (23%), Twitter (11%), and Facebook (11%)
- Favorite streaming platform: Netflix (38%), YouTube (26%), Cable TV (23%)
- Favorite restaurant? Chick-fil-A – they beat out Starbucks for the first time. Other favorites include Chipotle, Buffalo Wild Wings, and Panera



Peterson, Hayley. "Teens Have a New Favorite Restaurant - and It's Not Starbucks." *Business Insider*, Business Insider, 11 Apr. 2017, nordic.businessinsider.com/how-teens-are-spending-money-2017-4.

"NGPF Blog." *Question: What Are Teens Spending More Money on-Food or Clothes?* - Blog, www.ngpf.org/blog/purchase-decisions/question-what-are-teens-spending-more-money-onfood-or-clothes/.

Here's how teen spending between food and clothing has changed over the years. Let's look at what that chart means. The height of the bars measures what percentage of spending goes to food and clothing (see left axis). The yellow line measures how much more teens are spending on food as compared to clothing.



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Now it's your turn. Survey 5 teenagers and ask them the following:

Person #1	
What's your favorite ...	
Restaurant	
Clothing brand	
Footwear	
Social media platform	
Streaming platform	
Website	

Person #2	
What's your favorite ...	
Restaurant	
Clothing brand	
Footwear	
Social media platform	
Streaming platform	
Website	

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Person #3	
What's your favorite ...	
Restaurant	
Clothing brand	
Footwear	
Social media platform	
Streaming platform	
Website	

Person #4	
What's your favorite ...	
Restaurant	
Clothing brand	
Footwear	
Social media platform	
Streaming platform	
Website	

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Person #5	
What's your favorite ...	
Restaurant	
Clothing brand	
Footwear	
Social media platform	
Streaming platform	
Website	

Compare the results from your survey to Piper Jaffray's findings. Are your results similar or different?

Why do you think teenagers are spending more on food than clothing?

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