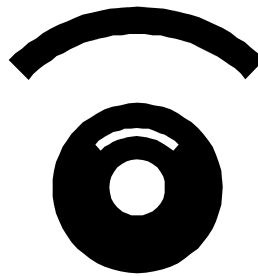


# **Audience Culture Insight Research Report**

## **Passion Zones: What they are passionate about**



**LOOK-LOOK**

INFORMATION AND RESEARCH  
CONNECTING YOU TO YOUTH CULTURE

Client: Work, Inc./VTSF

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## Who is the most interesting person within 5 years of your age?

### Overall:

- 45% of teens think that a “friend” is the most interesting person within 5 years of their age. 6.4% think that their “brother” is the most interesting and 5.4% said their “sister.” 3.2% said “boyfriend.”
- Tweens also found siblings (30%) and friends (24%) to be the most interesting people in their lives. Although not within 5 years of their age, several tweens also found parents (8%) to be interesting people in their lives.

### Gender:

- More females (47.6%) than males (40.3%) agree that a “friend” of theirs is the most interesting person within 5 years of their age. 8.3% of males think their “brother” is the most interesting, and 7.4% of the females think their “sister” is the most interesting.
- Equal amounts of males and females ranked “siblings” (29.4% for females and 30.3% for males) and “friends” (23.5% for females and 24.2% for males).

### Age:

- 13-15 (46%) year olds and 16-17 (43.1%) year olds agree that a “friend” of theirs is the most interesting person within 5 years of their age. 8% of the 13-15 year olds think their “sister” is the most interesting, and 7.8% of 16-17 year olds think their “brother” is the most interesting.
- 11 year old tweens ranked “siblings” significantly higher (46.2% vs. 25.0% for 10 year-olds and 20.8% for 12 year-olds).

### Ethnicity:

- All three ethnic groups rank “a friend” as the highest and the most interesting person within 5 years of their age (African American 39.3%, Other Ethnicities 50%, Anglo American 44.3%).
- 10.7% of African American teens pick their “sister” as the most interesting. 7.5% of teens in the Other Ethnicities group said their “boyfriend,” and 7.2% of Anglo American teens think that their “brother” is the most interesting.
- African American tweens ranked “parents” as the most interesting person (50%), while the other ethnicity group ranked “friends” the highest (42.9%) and Anglo Americans ranked “siblings” the highest (32.4%).

### Region:

- Teens in all four regions rank “a friend” the highest, as the most interesting person within 5 years of their age. In the Tidewater (10%), North (5.8%), and Southwest (6.7%) regions, “brother” was the second most popular answer. In the Central region, 5.4% of the teens said their “boyfriend” is the most interesting.
- Central (42.9%) and Tidewater (37.5%) tweens said “friends” were the most interesting people while the Northern tweens chose “siblings” (39.3%) and Southwest was a tie among several people (all 14.3%). Among them were AJ Robinson, Danny Thompson, and friends, and siblings.

## What sports figure or athlete inspires you most?

### Overall:

- 17.2% of teens surveyed are most inspired by "Michael Jordan." 4.7% chose "Mia Hamm" as the most inspirational athlete. 3.5% think "Allen Iverson," and 2.6% are most inspired by "Michael Vick." Other inspirations are "Tiger Woods," (2%) "Tony Hawk," (2%) and "Venus Williams" (2%).
- There were no clear favorites among the tweens for inspirational athlete. Answers ranged from Michael Jordan to Derek Jeter to Mia Hamm.

### Gender:

- Twice as many males (23.7% vs. 12.6% for females) ranked "Michael Jordan" the number one inspirational athlete.
- 7.8% of females chose "Mia Ham," who did not show up on the male list. "Michael Vick" was chosen by 2.9% of males and 2.4% of females. "Allen Iverson" is the most inspirational for 4.9% of females, 3.5% higher than the males (1.4%).
- Females tweens tended to listed female athletes and male tweens tended to listed male athletes as inspirations.

### Age:

- Both age groups chose "Michael Jordan" as the number one most inspirational athlete. 10.4% of the 16-17 year olds didnt have a most inspirational athlete. 2.5% of the older group and 1.7% of the younger group said that "all" athletes are inspirational. "Mia Ham" (13-15 4.5%, 16-17 4.9%) and "Allen Iverson" (13-15 2.8%, 16-17 4.3%) are also top ranked athletes.
- Michael Jordan ranked high for all three ages as did Mia Hamm.

### Ethnicity:

- 27.3% of the African American teens surveyed picked "Michael Jordan" as the most inspirational athlete. That is 3.9% more than teens in the Other Ethnicities (23.4%) group and 12.5% more than the Anglo American (14.8%) teens.
- 24.2% of African American teens chose "Allen Iverson." This is 22.1% more than teens in the Other Ethnicities (2.1%) category and 23.1% more than Anglo American (1.1%) teens.
- Micheal Jordan ranked highest amongst African American tweens (16.7%) and the Other Ethnicity tween group (28.6%).

### Region:

- 13.3% of teens in the Southwest region and 17.2% in the Tidewater region do not have a most inspirational sports figure. This is the top answer in both of those regions. In the Central (13.7%) and North (29.3%) regions, "Michael Jordan" is the top inspirational figure. "Mia Ham" shows up on three of the four lists, in the Central (5.5%), North (4.3%), and Southwest (6.1%) regions. In the Tidewater region, 6.9% of the teens "don't like sports."
- Both the Southwest (28.6%) and Central (28.6%) chose Mia Hamm as an inspirational athlete. The Northern region tweens picked Micheal Jordan (22.2%). There was no clear favorite for the Tidewater region.

## Who is your favorite celebrity?

### Overall:

- 6.8% of the teens surveyed answered Julia Roberts as their favorite celebrity. Other favorites are Adam Sandler (3.2%), Britney Spears (2.9%), Angelina Jolie (2.4%), Josh Harnett (2.4%), and Julia Stiles (2.4%).
- 6.3% of teens said that they do not have a favorite celebrity.
- Britney Spears is the tween choice for favorite celebrity (10%). Other top choices were Jim Carrey (6.7%), and Drew Barrymore, Julia Roberts, and Eddie Murphy (5% each).
- 8.3% of tweens said they do not have a favorite celebrity.

### Gender:

- 7% of males do not have a favorite celebrity, which is their number one answer. This is 1% more than the females (6%) who do not have a favorite. 10.7% of females pick "Julia Roberts" as their favorite celebrity. 4.9% of males chose "Jim Carrey" and another 4.9% of males chose "Michael Jordan." 3.8% of females chose "Josh Harnett" and another 3.8% chose "Julia Stiles."
- As with the teens, more than twice as many males said they do not have a favorite celebrity (11.4% for males and 4% for females). Britney Spears is the favorite female tween celebrity (16%) and Eddie Murphy and Jim Carey are the favorite males celebrities (both 8.6%).

### Age:

- 9% of the 13-15 year old teens chose "Julia Roberts" as their favorite celebrity. This was the top answer in both age groups, but only 4.7% chose "Julia Roberts" in the 16-17 year old age group. 7.4% of the teens in the younger group do not have a favorite celebrity, 2.7% more than in the older group (4.7%). Other popular celebrities for the 13-15 year olds are "Adam Sandler" (4.3%) and Britney Spears (3.7%). For the 16-17 year olds, Drew Barrymore (2.9%) and Josh Harnett (2.9%).
- The oldest tweens were most likely to say they do not have a favorite celebrity. This is tied with Britney Spears for their top answer (both 13.3%). The youngest tweens listed N'Sync (21.4%) and 11 year-olds chose Justin Timberlake, Jennifer Lopez, and Eddie Murphy (12.5% each). Jim Carey and Britney Spears were the only two celebrities whom all three age groups listed.

### Ethnicity:

- The top favorite celebrity in the Other Ethnicities (9.5%) and Anglo American (7.1%) categories is "Julia Roberts." She did not make it on the African American list. The top favorite celebrities on the African American list are "Chris Tucker" (7.1%), "Jennifer Lopez" (7.1%), "Usher" (7.1%), and "Will Smith" (7.1%). 7.1% of teens in the Other Ethnicities group picked "Britney Spears," and 3.5% of Anglo American teens picked "Adam Sandler." Neither of these celebrities made it on the African American list.
- A third of African American tweens were most likely to say they did not have a favorite celebrity (Anglo Americans 6.8%). Britney Spears and Julia Roberts appeared on both the Anglo American and Other ethnicities list; neither showed up on the African American list.

**Region:**

- “Julia Roberts” was the most consistent response in all four regions (Central 5.4%, Tidewater 6.6%, North 5%, Southwest 10.7%). 10% of the teens in the Central region do not have a favorite celebrity. 8.2% of teens in the Tidewater region picked “Jim Carrey,” and in all of the other regions, less than 2% of the teens picked him. 5.8% of the teens in the Southwest region chose “Julia Stiles,” and in all of the other regions, less than 2% of the teens picked her.
- Britney Spears only appeared at the top on the Northern tweens list (17.6%), while Jennifer Lopez (25%) and Nelly (25%) were the top picks for favorite celebrity in the Southwest. Tidewater chose Jim Carey and Mel Gibson (20% each) and Central was divided between many celebrities.

## Which celebrities do you find most annoying?

### Overall:

- “Britney Spears” (21.4%) is the number one most annoying celebrity. 4.7% of the teens feel that “all boy bands” are the most annoying. Other annoying celebrities mentioned are “Carrot Top” (4%) and “Christina Aguilera” (3.4%).

### Gender:

- 32.1% of the females find “Britney Spears” to be the most annoying celebrity, compared to 4.1% of the males. The males find “all boy bands” (10.3%) to be more annoying. 2.6% of the females find Jim Carrey to be the most annoying, while only 0.7% of the males agree. 5.6% of females find “Christina Aguilera” annoying, while she did not make it on the male list.

### Age:

- 13-15 (22.5%) year olds and 16-17 (20%) year olds agree that “Britney Spears” is the number one most annoying celebrity. 6.5% of 16-17 year olds find “all boy bands” annoying, which is 3.8% higher than the 13-15 year olds (2.7%). The younger (3.2%) and older (4.1%) groups agree that “Christina Aguilera” is an annoying celebrity.

### Ethnicity:

- The number one most annoying celebrity for all three ethnic groups is “Britney Spears” (African American 17.9%, Other Ethnicities 23.8%, Anglo American 21.4%). 17.9% of African American teens do not have a most annoying celebrity, compared with only 4.8% of the teens in the Other Ethnicities group and 6.2% of the Anglo American teens.

### Region:

- The number one most annoying celebrity for all four regions is “Britney Spears” (Central 18.9%, Tidewater 21.3%, North 22%, Southwest 22.3%). 3.9% of teens in the Southwest region and 1.4% of teens in the North think that “Drew Barrymore” is annoying. She did not make the lists of the other two regions. “All boy bands” are thought to be annoying in the North (6.4%) and Tidewater (8.2%) regions. Only 2.9% agree in the Southwest, and in the Central region, 5.4% think the “Backstreet Boys” are the most annoying.

## **Have you ever done community service or volunteered for a nonprofit organization?**

### **Overall:**

- Overall, 86.2% of the teens surveyed have done some type of community service or volunteer work for a non-profit organization. 13.8% have not.

### **Gender:**

- Almost identical, 86.5% of females and 86.2% of males have done some type of community service or volunteer work for a non-profit organization. 13.5% of the females and 13.8% of the males have not.

### **Age:**

- 86.1% of 13-15 year olds and 86.7% of 16-17 year olds have done some type of community service or volunteer work for a non-profit organization. 13.9% of 13-15 year olds and 13.4% of 16-17 year olds have not.

### **Ethnicity:**

- 92.3% of African American teens have done some type of community service or volunteer work for a non-profit organization. That is 13.7% higher than teens in the Other Ethnicities (78.6%) category and 5.6% higher than Anglo American (86.7%) teens.

### **Region:**

- 89.9% of teens in the Southwest, 87.7% of teens in the Central, 86.8% of teens in the North, and 83% of teens in the Tidewater region have done some type of community service or volunteer work for a non-profit organization. There are 6.9% more community service workers in the Southwest than there are in the Tidewater region.

## What is the coolest organization or charity you know of?

### Overall:

- 17% of teens surveyed think that the “American Red Cross” is the coolest organization. 10.2% could not name the coolest organization. 3.6% of teens named the “Make a Wish Foundation.” 3.3% think the “September 11<sup>th</sup> fund is the coolest,” and 3.3% named the “Key Club.”
- Almost 20% of tweens could not name an organization they thought was cool. Like the teens, “American Red Cross” was the top pick (11.8%) followed by “Goodwill” and “SPCA” (both 5.9%).

### Gender:

- 22.4% of males think the “American Red Cross” is the coolest charity, compared to 13.3% of females. 14.7% of males and 8% of females “don’t know” what the coolest charities are. 4.3% of females named the “Key Club,” and 4.3% of the males named the “United Way.” 3.7% of females and 3.4% of males think that the “Make a Wish Foundation” is the coolest.
- Like the teens, more male than female tweens did not list any organizations (25% vs. 5.9%). “American Red Cross” was the top answer for the males though (12.5%), while the female tweens listed “church”, “Sept. 11<sup>th</sup> Fund”, and “SPCA” as coolest charities (11.8%) each.

### Age:

- 21.5% of the 16-17 year olds named the “American Red Cross” as the coolest charity organization, which is 7.9% more than younger teens (13.6%) who named the same. 3.7% of the 13-15 year old group and 2.8% of the 16-17 year old group named the “September 11<sup>th</sup> Fund.” 10.5% of the younger group and 10.4% of the older group “don’t know” what the coolest charity organizations are.
- “American Red Cross” topped the list for 10 and 11 year-olds (16.7% and 15.4%). Goodwill was the coolest charity for the 12 year-olds. The oldest tweens were also the most likely to say they “don’t know” what the coolest charity or organization is (25%). This is 17.3% more than 11 year-olds and 8.3% more than 10 year-olds.

### Ethnicity:

- 21.4% of teens in the Other Ethnicities group and 17.3% of Anglo American teens think that the “American Red Cross” is the coolest charity, compared to 7.4% of African Americans who named the same. 14.8% of teens in the African American group think that “Big Brothers & Big Sisters” is the coolest, compared to only 0.9% of Anglo American teens who named this organization. “Big Brothers & Big Sisters” was not on the list for the Other Ethnicities group.
- A third of African American tweens and just under a third of Other Ethnicity tweens said they “don’t know” of any cool organizations or charities. 13.5% of Anglo American tweens said they “don’t know.” “American Red Cross” was first among Anglo Americans (13.5%), SPCA was the first among Other Ethnicities (28.6%), and African Americans were divided among “American Cancer Society”, and sports organizations such as the NBA and NFL.

**Region:**

- The "American Red Cross" was the most popular answer in all four regions. (Central 18.3%, Tidewater 18.3%, North 17.6%, Southwest 15.9%). 6.7% of teens in the Central region and 6.7% of teens in the Tidewater region think the "Key Club" is the coolest charity organization, compared with only 2% of teens in the North and less than 1% in the Southwest. 5% of the teens in the Central region named the "Christian Children's Fund," which was not named in any of the other three regions.
- "American Red Cross" was the top answer for the Central (28.6%) and Tidewater regions (25%). The "NBA" was the top choice for the Southwest region. Almost a third of Northern tweens said they "didn't know" of any cool organization or charities.

## Do you know of any celebrity who endorses a cause? If so, who and what do they support?

### Overall:

- 54.2% of teens do not know of a celebrity who endorses a cause. 1.8% named "Michael J. Fox" for his work in support of the "Parkinson's Disease Foundation." 1.8% named "Rosie O'Donnell" for her work in support of "Breast Cancer awareness." 1.8% also named "Rosie O'Donnell," but they did not know which charity she supports. 1.8% named the "September 11<sup>th</sup> funds," but they did not know which celebrities support this cause.
- The majority (70%) of tweens did not know any celebrities who supports a cause. Of those who did, Drew Barrymore's support for PETA was the most mentioned (8%).

### Gender:

- 2.3% of males know of "Doug Flutie" who works in support of "Autistic children," compared with only 0.5% of females who mentioned the same. 2% of females named "Rosie O'Donnell" for her work in support of "Breast Cancer awareness." 1.5% of males also recognized "Rosie O'Donnell," but they could not name the charity which she supports. 1.5% of females named "Justin Timberlake" for endorsing the "Save the Music Foundation." He was not mentioned by the males.
- More female than male tweens didn't know of any celebrity who endorsed causes (76.5% vs. 66.7%). The female tweens mentioned "Britney Spears-Sept. 11<sup>th</sup> Fund", "Mrs. Bush-Learning to read" and "Tom Hanks-Sept. 11<sup>th</sup> Fund" (5.9% each). Males mentioned "Drew Barrymore-PETA" most often (12.1%).

### Age:

- 58.6% of the 13-15 year old kids do not know of any celebrities who endorse a cause, and that is 9.5% higher than the 16-17 year olds who don't know of any (49.1%). 3.1% of the older group named "Michael J. Fox" for endorsing the "Parkinson's Disease Foundation," this is 2.5% more than the younger kids who named the same. 1.7% of 13-15 year old teens named "Julia Roberts" for her work with the "American Red Cross." 0.6% of the older group named "Julia Roberts" for contributing to the "September 11<sup>th</sup> Fund."
- The younger tweens were more likely not to know of a celebrity who endorsed a causes (83.3% for 10 year olds and 92.3% for 11 year olds). Almost half of the 12 year olds listed celebrities and their causes. "Drew Barrymore-PETA" was the top answer.

### Ethnicity:

- 3.6% of African American teens surveyed recognize "Aaliyah" for her contribution to "Breast Cancer research." Aaliyah was not named by the other ethnic groups. "Jon Bon Jovi" was named by 4.3% of teens in the "Other Ethnicities" for supporting the "American Red Cross." He was not mentioned by any of the other ethnic groups. 4.3% of the teens in the Other Ethnicities category named "Julia Roberts" for her work with the "American Red Cross." Only 0.4% of Anglo American teens recognized Julia Roberts for that charity.
- "Drew Barrymore" was recognized by Anglo American tweens (8.1%) and Other Ethnicities for "PETA" (14.3%). Again, the vast majority of tweens did not know any celebrities who supported causes.

**Region:**

- 6% of the teens in the Central region named "Rosie O'Donnell" for her work with "Breast Cancer awareness." 4.5% of teens in the same region also named "Rosie O'Donnell," but they didn't know what charity she endorses. 62.5% of the teens in the Tidewater Region could not name a celebrity who endorses a cause, which is 17.7% more than teens in the Central region. 53.5% of teens in the Southwest region and 56.4% of teens in the North region also could not name a celebrity who endorses a cause.
- Half of the Tidewater tweens knew Drew Barrymore supported PETA. Very few tweens in the other regions knew of any celebrity supported causes.

## What community service activities do you participate in or think are important?

### Overall:

- 16.2% of teens surveyed “do not participate” in community service activities. 5.8% are involved with “Church events/volunteering,” 4.1% are involved with “helping homeless people,” and 3.3% are involved with the “Key Club.”
- Almost double the number of tweens than teens (29.1%) said they do not participate in community service. Those that do list the “NBA” (.1%), “cleaning up the city” events (5.5%), and camp, church, and homeless events (all 3.6%).

### Gender:

- 21.9% of male teens surveyed “do not participate” in community service activities. This is 9.1% more than the female (12.8%) teens who “do not participate.” 5.1% of males participate in “highway cleanups,” compared to only 1.3% of females who do the same. 6.6% of females and 4.4% of males participate in “church events/volunteering.” 4.4% of males are involved with the “Boy Scouts,” while only 1.8% of the girls are involved with the “Girl Scouts.”
- More than twice the amount of male tweens than female tweens say they do not participate in community service activities (38.2% for boys vs. 15% for girls). Those males that do listed “NBA” (11.8%) as their top activity. Females listed “church” and “feeding the homeless” (both 10%).
- About a quarter of the tweens in each age group said they do not participate in community services or activities. All three age groups listed “NBA” (16.7% for 10 year-olds, 6.7% for 11 year-olds, and 3.8% for 12 year-olds). All three age groups also listed church activities, and poor/homeless.

### Age:

- 17.7% of 16-17 year old teens “do not participate” in community service activities, 3.1% more than the 13-15 year old group (14.6%). The second most popular answer for both age groups is “Church events/volunteering.” (13-15 5.6%, 16-17 5.9%). 4.8% of the 16-17 year olds participate by “helping homeless people.” The younger group was more involved with “cleaning the community” (3.9%) and “cleaning the environment” (3.4%).

### Ethnicity:

- 20.9% of teens in the Other Ethnicities category “do not participate” in community service activities, which is 8% higher than African American (12.9%) teens and 5% higher than Anglo American (15.9%) teens who “do not participate.” 9.7% of African American teens “volunteer at a hospital.” 7% of teens in the Other Ethnicities group participate by “helping homeless people.” 6.6% of Anglo American teens are involved with “Church events/volunteering.”
- 75% of African American tweens listed the “NBA” as a community service activity the participate in or think is important. “None” was the top answer for Other ethnicity and Anglo America tweens.

### Region:

- 10.3% of teens in the Central region “do not participate” in community service activities. Over twice that amount “do not participate” in the North region (21.2%). 7.4% of teens in the Central and 8.8% of teens in the Tidewater regions are involved in “Church events/volunteering.” 6.1% of teens in the North region participate by “helping homeless people,” and 5.2% of teens in the Southwest are involved with “Habitat for Humanity.”
- “NBA” was listed first in the Central region (28.6%) and Southwest (22.2%). Almost 50% of Northern tweens said they do not participate and the Tidewater region listed Camp Gonnawamagoogain (20%) as the top activity.

## **Which of these issues are the most important to you and your friends (choose all that apply)?**

### **Overall:**

- "Date rape" is an important issue for 56.8% of teens surveyed. 49.6% of teens think that "abortion" is an important issue. 49% are concerned about "alcohol and drug abuse," and 47.5% about "smoking/cigarette use." Only 27.5% of teens surveyed think that "gay rights" is an important issue.

### **Gender:**

- 67% of female teens feel that "date rape" is an important issue, compared to 41.7% of males who think it's important. 62.4% of females feel that "abortion" is an important issue, compared with 29.9% of males who think it's important. 40.9% of males surveyed believe that "political system/government" is an important issue, compared to only 19.8% of females who think it's important. 49.6% of males and 46.7% of females believe that "smoking/cigarette use" is an important issue.

### **Age:**

- 35.1% of 16-17 year old teens feel that "political system/government" is an important issue, 13.2% higher than the 13-15 year old teens who agree (21.9%). Close to half of the teens in both age groups believe that "alcohol and drug use" is an important issue (13-15: 50.9%, 16-17: 49.4%) 49.7% of the younger group and 46.1% of the older group agree that "smoking/cigarette use" is a serious issue.

### **Ethnicity:**

- 65.1% of the teens in the Other Ethnicities group felt that "smoking/cigarette use" is an important issue, compared to only 35.7% of African American teens who agree. 42.7% of Anglo American teens think that "religion" is an important issue, compared to 28.6% of African American teens who agree. 41.9% of teens in the Other Ethnicities category feel that "gay rights" are an important issue, compared to only 25.3% of Anglo American teens and 25% of African American teens.

### **Region:**

- The most popular answer considered to be an important issue in all four regions is "date rape" (Central 54.5%, Tidewater 62.3%, North 51.5%, Southwest 61.6%). 60.5% of teens in the Southwest region feel that "cruelty to animals" is an important issue, while in the Central region, only 34.8% agree. 55.8% of teens in the Southwest region think that "alcohol and drug abuse" is an important issue, compared to 40.9% of teens in the Central region.

## **Of the following companies, which one appeals to you most?**

### **Overall:**

- 13.4% of the teens like “American Eagle Outfitters” the most. “Abercrombie and Fitch” and “Chic-Fil-A” are the second most liked (10.1% each). 8.4% prefer “Target.” 8.2% of the teens like “Old Navy” the most. Only 1.1% prefer “Levi Strauss.”

### **Gender:**

- The number one answer for the male (15.6%) teens is “Chic-Fil-A.” The most popular answer for the females (13.1%) is “American Eagle Outfitters.” 11.9% of males chose “McDonald’s,” compared to only 3.9% of females who chose the same. 10.5% of females chose “Target,” compared to 4.4% of males who chose the same.

### **Age:**

- The top answer for both age groups is “American Eagle Outfitters” (13-15 14.5%, 16-17 12.3%)
- 11.2% of the older group chose “Chic-Fil-A,” compared to 8.9% of 13-15 year olds who chose the same. 10.1% of 13-15 year olds chose “Target,” 3.1% more than the 16-17 (7%) year olds that chose the same.

### **Ethnicity:**

- 41.9% of African American teens chose “FUBU,” compared to only 6.8% of teens in the Other Ethnicities group and 3.4% of Anglo American teens. 15.9% of Other Ethnicities teens and 14.1% of Anglo American teens chose “American Eagle Outfitters,” which did not make the African American list. 18.2% of Other Ethnicities teens and 12.9% of African American teens chose the “Gap,” which was only chosen by 3.4% of Anglo American teens.

### **Region:**

- “American Eagle Outfitters,” which was the top answer in the Central (19.1%) and Southwest (15.5%) regions. Only 6.3% of the teens in the Tidewater region chose “American Eagle Outfitters.”
- “Abercrombie and Fitch” was chosen by 14.7% of the teens in the North region and 11.3% in the Southwest. 5.9% in the Central region and 4.7% in the Tidewater region chose the same.