

**Audience Culture Insight
Research Report**

What's Hot: Cultural Thermometer of VA's Youth



LOOK-LOOK

INFORMATION AND RESEARCH
CONNECTING YOU TO YOUTH CULTURE

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Table of Contents

What are your favorite slang words?	4
Are there any cool events or things that only kids from Virginia do or know about?	5
What is the newest thing you and your friends are talking about?	6
What trend /s are you tired of?	7
What is your favorite brand?	8
Who is your favorite band/performer?	9
What is your favorite type of music?	10
Which TV network do you watch most often?	11
Which TV shows are a must see for you each week?	12
Who is your favorite up and coming female actor?	13
Who is your favorite up and coming male actor?	14
What are your favorite movies from the past year?	15
What magazines do you read each month?	16
Which magazines do you use as a guide for fashion?	17
Which magazines do you use as a guide for music?	18
What's the best ad campaign you've seen in the past few months?	19
What's the worst ad campaign you've seen in the past few months?	20
Describe the last piece of clothing or accessory you bought and why?	21
Who / what is your favorite designer or clothing brand?	22
How do you hear about new designers or clothing brands?	23
When shopping for clothes, what types of stores do you normally shop at?	24
What is your favorite clothing store?	25
How would you describe your style?	26
What is your favorite technology brand?	27
Do you consider the internet a necessity in your life?	28

What is your favorite website? What makes it your favorite site?	29
Which of the following technology do you own?	30
What is the best new gadget / tech tool you've seen or heard about in the past few months?	31
Who makes the coolest cars?	32

What are your favorite slang words?

Overall:

- The top 6 teen slang words are "Na," "Tight," "Yo," "Chillin'," "Sup," and "Wassup."
- Tweens favorite slang words are less trendy than the teens, including "Cool," "What's up," and "Dude."
- Teens gave 337 different responses to this question, with the majority of responses mentioned by only one or two respondents.

Gender:

- Female teens and tweens were less likely to have a favorite slang word (6.0% and 22.7% respectively) than their male counterparts.
- Female and male teens' favorite slang word is consistent with "Tight."

Age:

- "Tight" is by far the favorite slang word for the teen age group.
- The tweens are less definitive about their favorite slang word, ranging from the 10 year olds "Yo," to the 11 year olds "What's up" to the 12 year olds "Cool."
- "Tight" is only mentioned by the 10 year olds.

Ethnicity:

- African American tweens favorite slang word is by far "Shap" (20%), while the Anglo American tweens have a high percentage that do not have a preference at 15.1%.
- African American and Anglo American teens have the same top choice in slang, "Tight."

Region:

- The Central region for tweens does not favor slang words with 37.5% stating no preference. The Tidewater region shows a penchant for surfing-oriented slang such as "Cool," "Awesome," and "Brah."

Are there any cool events or things that only kids from Virginia do or know about?

Overall:

- 63.8% of teens did not think there were any cool events.
- Concerts and radio station promotions were the top selections, although still at a low percentage.
- Most tweens did not know of any either, although Camp Hanover was mentioned.

Gender:

- There is no major distinction between male and female teens, although female teens listed more events than the males.
- Female tweens' favorite choice was "Camp Hanover."

Age:

- There is no major distinction amongst the age groups for the teens.
- At 10 and 11 years old, tweens have no answers at all.

Ethnicity:

- African American teens and tweens had the highest percentage of not knowing cool events (77.8% and 83.3% respectively).

Region:

- Southwest region had the highest percentage of not knowing about cool events at 75.8%.
- Camp Hanover was mentioned by tweens in the Central region only.

What's the newest thing you and your friends are talking about?

Overall:

- Terrorist attacks are at the top of teens' minds (7.9%) followed by "guys" and "cars."
- Tweens are not as concerned with the attacks and are more interested in the opposite sex and sports.
- Harry Potter ranked higher amongst the tweens than the teens, while both were excited about the Xbox.

Gender:

- Female teens are concerned with terrorist attacks and Anthrax, while their tween counterparts are more focused on make-up (11.8%).
- Male teens are particularly focused on the Xbox (5.5%) and cars (4.8%) in addition to the terrorist attacks.

Age:

- 13-15 year olds are thinking about terrorist attacks along with cars, while the older teens rank college as their second newest thing that they are talking about.
- Tweens are interested in sports and games, as well as the opposite sex.

Ethnicity:

- African American teens are talking about Anthrax specifically, while the Other Ethnicities are focused on the terrorist attacks.
- African American tweens are talking about sports above anything else (33.3%).

Region:

- Central teens are most interested in cars (11.4%) as opposed to all the other regions concern about terrorist attacks.
- Xbox is of particular interest to the Southwest region, ranking 3rd at 5.0%.

What trends are you tired of?

Overall:

- Trends that overall teens are tired of include the boy band phenomenon and scooters.

Gender:

- Female teens are more sick of Britney Spears than the male teens.
- Male teens are tired of Abercrombie and Fitch clothing, ranking 3rd at 5.7%.

Age:

- Teens across all age groups are sick of the same trends, including boy bands, scooters, Britney Spears, and pop music.

Ethnicity:

- There is no major difference between the teen ethnic groups.

Region:

- The Tidewater region, in particular, is tired of “baggy pants.” Boy bands and scooters are consistent amongst all regions.

What is your favorite brand?

Overall:

- The top 5 favorite brands for teens are American Eagle (11.1%), Nike (5.8%), Old Navy (5.0%), Abercrombie and Fitch (3.9%), and Express (3.9%).
- Tweens have a slightly different top 5 list including Old Navy (20.4%), FUBU (10.2%), Mudd (10.2%), Nike (8.2%) and Abercrombie and Fitch (4.1%).

Gender:

- Female teens' second favorite brand is Express (6.7%), but mimic the males in favorite brand, American Eagle.
- Female tweens' overwhelmingly favorite brand is Mudd at 31.3%.

Age:

- American Eagle is the favorite brand for the teens.
- Tweens prefer Old Navy over American Eagle.

Ethnicity:

- African American teens do not list American Eagle at all on their list of favorite brands, with Nike leading their favorites at 17.2%.
- The African American tweens' favorite brand is overwhelmingly FUBU (66.7%).

Region:

- Two of the four regions have a different favorite brand: Central/American Eagle, Tidewater/Express, North/Nike, and Southwest/American Eagle.
- Similar to the teens, the tweens have two regions with different favorite brands: Central/FUBU, Tidewater/Old Navy, North/Old Navy, Southwest/Mudd.
- Tidewater has surf wear more prominently featured, including brands like Quiksilver, Hurley, Rusty and Billabong.

Who is your favorite band or performer?

Overall:

- The overall favorite bands are Blink 182 (4.5%) and Linkin Park (3.8%).
- Tweens' tastes in music are more light hearted, including Nsync, Nelly and Smashmouth.

Gender:

- Female teens' favorite band is the Dave Mathews Band at 5.4%, while male teens favor Linkin Park (5.6%) and Incubus (4.9%).
- Female tweens prefer Nsync (23.5%), while male tweens prefer Nelly (12.5%).

Age:

- There is not a significant difference amongst teens between age groups.
- Favorite bands for all include Blink 182, Sum 41, The Dave Mathews Band, Linkin Park and Ja Rule.
- Tweens still have a penchant for pop bands including Britney Spears, Destiny's Child and NSync.

Region:

- Southwest region has a distinctly different top choice, Ja Rule (8.2%), favoring hip hop over the other regions preference for metal rap, including artists such as Linkin Park and Blink 182.
- For the tweens, the Tidewater region once again favors the surf/skateboard lifestyle band Pennywise (13.3%) and is distinctly different with their other selections including AFL, Alient Ant Farm and Guttermouth.

Ethnicity:

- African American teens label Jay Z (13.3%) as their favorite performer, with other African American performers following, including Aaliyah, Destiny's Child and Alicia Keys.
- Anglo American teens favor Blink 182, Dave Mathews Band, and Linkin Park.
- Nsync still remains the favorite band for the Anglo American tweens at 11.9%.

What is your favorite type of music?

Overall:

- Rap (15%), Punk (15.0%) and Alternative (10.5%) rank as the three top types of music for teens, followed by Pop, Hip-Hop and R&B.

Gender:

- Female teens' top choice is Pop music (13.9%) which is distinctly different than the male teen preference for Rap, Punk and Alternative.

Age:

- Rap is slightly favored for the younger teen (20.7%), while the 16-17 year olds prefer Punk (17.6%) as their top choice.

Ethnicity:

- African Americans' favorite type of music is R&B at 39.3% as opposed to Anglo Americans' top choice of Punk (16.2%). Nearly 90% of African American favorite types of music are in the R&B, Rap and Hip-Hop categories.

Region:

- Tidewater region is the only region to overwhelmingly favor Punk (41.1%) as their top choice as opposed to the other region's choice of Rap.

Which TV network do you watch most often?

Overall:

- MTV is the leader in this category for the teens at 21.5%, followed by Comedy Central (10.6%) and Fox (10.0%).

Gender:

- Female teens' second choice for favorite network is the WB, while the male teens second choice is Fox.
- Male teens also rank Comedy Central higher than their female counterparts.

Age:

- While MTV is still the favorite choice amongst both age groups, 13-15 year olds favor ABC as their second favorite network, while the 16-17 year olds prefer Fox as their second favorite network.

Ethnicity:

- African Americans' favorite network is the Black Entertainment Television Network (BET) at 39.3%, followed by MTV (21.4%).

Region:

- Tidewater region is the only region to not place MTV in the top slot, rather choosing the WB (20.6%) as their favorite network and Cartoon Network as their second favorite.

Which TV shows are a must see for you each week?

Overall:

- "Friends" (18.1%) and "The Simpsons" (7.6%) are teens favorite overall TV shows.
- This is consistent with the tweens, although it is reversed with "The Simpsons" ranking as number one (14.9%), followed by "Friends" (10.8%).

Gender:

- "Friends" is by far the favorite TV show for female teens (24.9%), followed by "Buffy the Vampire Slayer" and "7th Heaven."
- Male teens prefer more male-oriented shows such as "The Simpsons," "CSI," "Jackass," and "Dragon Ball Z."
- Female tweens are more varied in their top choices for programming, even mimicking their male teen counterparts with "Jackass" and "Dragon Ball Z" in their top 10.

Age:

- Amongst all age groups (for teens and tweens except for 11 year olds), "Friends" ranks as their top choice for favorite TV show.
- "7th Heaven," "Buffy the Vampire Slayer," "Survivor," and "That 70's Show" remain favorites as well.

Ethnicity:

- "Friends" is consistently the favorite show amongst teens in all ethnicities.
- African American tweens claim their favorite show to be the entire Black Entertainment Television Network (BET) at 22.2%.

Region:

- Teens' favorite show is consistent amongst regions, "Friends," although the tweens have a wider variety throughout their regions, including Central/"BET," Tidewater/"The Simpsons," North/"Friends," and Southwest/"The Simpsons."

Who is your favorite up and coming female actor?

Overall:

- Julia Stiles is the favorite up and coming actor overall for teens (10.3%), followed by Julia Roberts (7.6%) and Jennifer Lopez (4.8%).
- Tweens mimic the teens' top choice, but Britney Spears is the second choice for up and coming actress for this age group.
- Most of the favorite overall actresses range from their teens until their mid-thirties, oldest being Meg Ryan at 0.9%.

Gender:

- Both tween and teen females prefer Julia Roberts, while the males prefer Jennifer Lopez and Julia Stiles.
- The males are much less interested in Julia Roberts.

Age:

- Jennifer Lopez is the favorite amongst 10 and 11 year olds, followed by Julia Stiles for the 12 year olds.
- Teen 13-15 year old chose Julia Roberts as their top choice, while the 16-17 year olds chose Julia Stiles and Drew Barrymore over Julia Roberts.
- Consistently among all age groups are favorites such as Jennifer Lopez, Julia Stiles, Julia Roberts, and Drew Barrymore.

Ethnicity:

- There is no major difference amongst ethnicities for teens and tweens.

Region:

- The same favorites reign at the top of all regions, including Julia Roberts, Julia Stiles and Jennifer Lopez.
- For the tweens, the Tidewater region has a different top choice in Amanda Bynes at 12.5%.

Who is your favorite up and coming male actor?

Overall:

- Teens' favorite up and coming actor is Josh Hartnett (8.0%), while the tweens favorite is Brad Pitt (8.2%).
- Teens and tweens have a wider age range for up and coming male actor than they did for female actor, including many "over-forty actors" such as John Travolta, Bruce Willis, and Robin Williams.

Gender:

- Gender shows us the largest range of different top choices, including teen females/Josh Hartnett, teen males/Adam Sandler, tween females/Brad Pitt, tween males/Freddie Prinze Jr.

Age:

- For all teen age ranges, Josh Hartnett remains the top choice.
- The 10 year olds favorite up and coming male actor is Mel Gibson, quite different than all the other age groups.

Ethnicity:

- The African American teens has a preference for African American actors and comedians, including Chris Tucker (11.5%), Omar Epps (7.7%) and Sean Patrick Thomas (7.7%).
- The tweens also have a majority of African American actors in their list, along with Freddie Prinze Jr. and Sylvester Stallone as top choices.

Region:

- Josh Hartnett remains on top for all regions for the teens.
- The tweens regionally have a preference for Brad Pitt, the leader in both the North and Southwest regions.
- In the Central region, the tweens favorite up and coming actor is Ben Stiller.

What are your favorite movies from the past year?

Overall:

- Teens overall favorite movie this past year was "The Fast and the Furious (6.9%)," along with "Pearl Harbor," "American Pie 2," and "Save the Last Dance."
- Tweens favorite movie was "Shrek (13.9%)" and "Monsters Inc. (5.1%)," separating themselves distinctly from the teens in movie preferences.
- Many Hollywood sequels ended up on teens top 10 list, including "American Pie 2," "Scary Movie 2," "Rush Hour 2," and "Mummy Returns."

Gender:

- Both female and male teens favorite movie was "The Fast and the Furious," although females ranked "Save the Last Dance" as their third choice, which barely makes the males list, while the males ranked "Jay and Silent Bob Strike Back" as their third choice, which barely makes the female list.
- Female and male tweens both rank "Shrek" as their top choice.

Age:

- For the tweens, the younger tweens preferred "Monsters Inc." and the older tweens preferred the slightly more sophisticated "Shrek."

Ethnicity:

- Ethnicity does not play a large roll in top choices in movies, with "The Fast and the Furious," "Shrek," and "Monster's Inc." as favorites for the teens and tweens.

Region:

- The Tidewater regions' favorite movie was "The Matrix," while the other regions' favorites included "The Fast and the Furious (Central, Southwest)" and "American Pie 2 (North)."
- The Southwest region for the tweens garnered a completely different top choice in "House on Haunted Hill" at 28.6%.

What magazines do you read each month?

Overall:

- Seventeen, YM and Teen are the overall highest read magazines each month at 13.6%, 8.5% and 7.9% respectively for the teens.
- The top 3 magazines read for the tweens are Sports Illustrated (15.5%), Nickelodeon (5.2%) and Surfing (5.2%).

Gender:

- Gender separates favorite magazines into the typical divide of fashion (Seventeen) and entertainment magazines (Teen People) rating high for the females and sports magazine (Sports Illustrated) and male entertainment (Maxim) magazines ranking as male favorites. This holds true for both teens and tweens.

Age:

- Favorite magazines are consistent with overall favorites for both the teens and the tweens, although American Girl magazine rates particularly high amongst 11 year old girls (15.4%).

Ethnicity:

- African American teens second most read magazines are Vibe (8.2%) and YM (8.2%).
- Sports Illustrated is the top choice with all tween ethnic groups, except for Other Ethnicity, which did not have a top choice.

Region:

- Seventeen remains the top choice for teens for all regions.
- The Tidewater region for the tweens is extremely focused on surfing magazines such as Surfing, Longboard, and Surfer.

What magazines do you use as a guide for fashion?

Overall:

- Seventeen, YM and Teen are the top overall choices for teens.

Gender:

- Gender separates into the female oriented fashion magazines for the teen females (Seventeen, YM and Teen) and the male oriented fashion magazines (Maxim, GQ) and music magazines (Rolling Stone and The Source) for the males.

Age:

- There is no significant difference between teen age groups.

Ethnicity:

- Seventeen is the top choice consistently amongst all regions.

Region:

- Seventeen remains the top choice for teens for all regions.
- The Tidewater region for the tweens is extremely focused on surfing magazines such as Surfing, Longboard, and Surfer.

What magazines do you use as a guide for music?

Overall:

- Rolling Stone (11.1%) and The Source (4.0%) are the top 2 overall magazines teens use as their guide for music.

Gender:

- Both male and female teens top guide for music is Rolling Stone.
- Female teens then look to their traditional teen magazines such as Seventeen (4.9%) and Teen (4.1%) as a guide for music and the males look to magazines like Spin (3.2%) and The Source (4.5%).

Age:

- There is no significant difference between teen age groups.

Ethnicity:

- African American teens differ slightly in their favorite guide for music with The Source at 25.0%, followed by Vibe at 20.0% and then Rolling Stone.

Region:

- Rolling Stone is consistent amongst all regions.

What's the best ad campaign you've seen in the past few months?

Overall:

- Teens' top 5 choices for best ad campaign are Mark Warner (6.0%), Pepsi (5.2%), Truth (3.6%), Got Milk (3.0%) and Levis (2.7%).
- Tweens favorite campaigns include "basketball (generic)," Milk, 7up, Levis, Mark Early, Nike, and Old Navy.
- Teens also note many anti-drug and anti-smoking campaigns as their favorites, to a much bigger extent than the tweens.

Gender:

- There is no significant difference between genders.

Age:

- Mark Warner's campaign resonated deeply with all age groups, including 13-15 year olds, 16-17 year olds and 12 year olds.
- The 10 year old tweens are still most effected by lighter commercials such as 7up, Burger King and Harry Potter.

Ethnicity:

- Anglo American's favorite ad is Pepsi (6.5%), followed by Mark Warner's campaign (5.5%).
- African Americans top choice was the Mark Warner campaign (9.7%), followed by the Gap (6.5%).

Region:

- Mark Warner is consistently the favorite for teens in every region except North, whose favorite is the Truth campaign.

What's the worst ad campaign you've seen in the past few months?

Overall:

- Teens least favorite campaigns are political ads, (19.3%) Pepsi (3.2%) and car ads (2.9%).
- Tweens also dislike the political ads (14.0%), as well as Barbie ads (4.0%).
- Cigarette ads also rank high on teen's list as least favorite ads, as well as generic anti-drug ads.

Age:

- Political ads are by far the worst campaign that the teens have seen in the past few months.
- This is consistent with the 12 year old tweens, but the younger tweens did not dislike the political ads any more than their other least favorite ads.

Gender:

- Female and male teens both dislike political ads the most, although females chose the Pepsi ads (4.7%) and males chose the Coke ads (2.9%) as their second choices.
- Both genders dislike the 1-800-Collect ads as well as cigarette ads.
- Both genders of tweens similarly dislike the political ads, although the female tweens were a bit more focused on smoking and drinking (beer) ads than the male tweens.

Region:

- Political ads are by far the worst campaigns that teens in all regions have seen in the past year.
- Pepsi, Coke, and 7-up also rank high amongst all regions.
- For the tweens, the Tidewater region particularly disliked the Cox Cable advertising, with no mention of political ads.

Ethnicity:

- 7-up is the second choice for African American teens worst campaign, interesting to note considering the spokesperson for 7up is African American.

Describe the last piece of clothing or accessory you bought and why?

Overall:

- Jeans were the most mentioned article of clothing recently purchased. Brands ranged from American Eagle, Guess, Tommy Hilfiger, LEI and Old Navy. Sweaters from Old Navy. Clothes from Express.

Gender:

- Female teens bought a variety of accessories including earrings, necklaces, and belts.
- Jeans and black pants remain top choices for female teens due to the trend and comfort factor.
- Male teens favored accessories such as hats, cell phones, watches and class rings.
- T-shirts, sweatshirts and jeans were also popular for the male teens often due to comfort.

Age:

- Some brands appealed to younger teens than others, such as LEI and Mudd.

Ethnicity:

- Jeans remain a popular choice for the African American teens, along with jackets and jewelry.
- African American teens made many of their purchases to stay ahead in fashion, rather than due to low cost.
- Black is a favorite color choice for the Anglo Americans, including black pants, black jeans, and black dresses. Red is the second most called out color choice, with red shirts, sweaters, and dresses as popular choices.
- Nearly all ethnic groups purchase sweaters mainly to be warm, but also as a fashion statement.

Region:

- The Tidewater region has slightly more surf-oriented clothing, including Quicksilver and Volcom clothing.
- American Eagle, Old Navy and Abercrombie and Fitch are favorites for the Central region.
- The North region is a bit more varied in their recent clothing choices, ranging from Betsey Johnson dresses to Phat Farm.

Who/What is your favorite designer or clothing brand?

Overall:

- American Eagle is the overwhelming overall favorite clothing brand at 10.0%, followed by Old Navy (3.9%) and Tommy Hilfiger (3.9%).
- Most of the top brands are well-known American brands including American Eagle, Old Navy, Tommy Hilfiger, Abercrombie and Fitch, Gap and Nike.
- The first higher end brand that shows up on the teens list is 16th ranked Polo, suggesting that teens are not necessarily as interested in the expensive brands.

Gender:

- Female teens favorite designer is Nike (15.1%), followed by American Eagle at 8.9%.
- Male teens favorite designer is American Eagle at 9.6%.
- Male teens also have a preference for surf-wear including Quicksilver, Hurley and Billabong, whereas the female teens enjoy female-oriented fashion brands such as Express, LEI, Guess and Roxy.

Age:

- American Eagle is the favorite clothing brand across all teen age groups.

Ethnicity:

- African American teens top clothing brands are urban in style including Fubu (14.3%) and Baby Phat (10.7%).
- American Eagle is by far the favorite brand amongst all the other ethnic groups.

Region:

- The Tidewater region has different top clothing brands than the other regions, including Express (6.6%) and Mudd (6.6%) and Volcom (6.6%) tying for the top spot. American Eagle doesn't even break the top 15 in this region.
- The North region also has a different top choice in the Gap (4.3%).

How do you hear about new designers or clothing brands?

Overall:

- "Friends" rank as the top way teens hear about new designers or brands (63.4%), followed closely by "shopping" at 62.4%.

Gender:

- Female teens hear about new designers from shopping (70.5%), while male teens look to their friends (62.3%) for upcoming trends.

Age:

- Younger teens rely more on their friends, while older teens tend to rely on shopping.

Ethnicity:

- African American teens rely heavily on shopping (78.6%) and magazines (71.4%) to get information about new brands. Friends come in a distant third for the African Americans.
- Anglo Americans hear about new designers from friends primarily (63.9%).

Region:

- The Central region is the only region to rank shopping as the premier source of clothing trends.
- All other regions find out trends from their peers.

When shopping for clothes, what types of stores do you normally shop at?

Overall:

- The top two overall stores that teens shop at are department stores (61.8%) and chain stores like Banana Republic and Gap.
- Discount stores like Target and Wal-Mart are not favorites amongst teens for clothing purchases.

Gender:

- Both female and male teens are close in their top choices of chain stores and department stores as their top 2 picks for stores they usually shop in.
- Female tend to favor the chain stores, while the males prefer department stores.
- Surf/snow/skate shops also rank higher for the males (3rd choice at 43.1%).

Age:

- As the teens get older, their taste for higher-end clothing increases, and their top preference for clothing stores shift from the chain stores (64.0%) to department Stores (63.6%) as they move from 13-15 to 16-17.
- Consistent amongst teens is their third choice for stores: outlet stores.

Ethnicity:

- African American teens and Anglo American teens both prefer department stores, although African American's prefer department stores at a much higher percentage than the chain stores.

Region:

- The Regions are split with half the regions favoring chain stores (Central, North) and the other half favoring the department stores (Tidewater, Southwest).
- The Tidewater region's second most popular store destinations are the surf/snow/skate shops.

What is your favorite clothing store?

Overall:

- Teens favorite overall clothing store is American Eagle (13.1) followed by Pacific Sunwear (6.3%) and Abercrombie and Fitch (4.6%) and Wet Seal (4.6%).
- Tweens overall favorite clothing store is Old Navy at 22.6%, followed by American Eagle (7.5%).

Gender:

- Female and male teens have the same top choice in American Eagle, although their choices following that top choice differ substantially, ranging from Wet Seal and Express for the female teens to Pacific Sunwear and Gadzooks for the male teens.
- Both female and male tweens prefer Old Navy as their stand out top choice.

Age:

- Across all teen age groups, American Eagle is still their favorite clothing store.
- Old Navy is by far the tweens favorite store amongst the 10, 11 and 12 year olds, most likely due to the cheaper price points of Old Navy.
- Hot Topic is a more popular choice as the tweens and teens age, suggesting a desire for more cutting edge fashions as the kids begin to age.

Ethnicity:

- African American teens top choice is the Gap, different than all Other Ethnicities choice of American Eagle.
- African American tweens favorite store is Sears 33.3%, which is not even on any of the other ethnic group's lists.

Region:

- Hot Topic stands out as the favorite store for the Tidewater region (9.3%) as opposed to all other regions favorite choice of American Eagle.
- The Tidewater region for the tweens also favor Hot Topic, speaking to the surf/skate culture that this region offers.
- Tweens in the North overwhelmingly favor Old Navy at 30.0%.

How would you describe your style?

Overall:

- The top 3 ways that teens describe their style is "preppy (16.4%)," "original (13.7%)," and "comfortable (10.5%)." "Trendy" is 5th on their list, suggesting that teens do not necessarily see being trendy as that important.

Gender:

- Both female and male teens both rated themselves as "preppy," "original," and "comfortable" in that order of importance.

Age:

- "Preppy" and "original" are the top two selections for all teen age groups.

Ethnicity:

- Anglo Americans and "Other Ethnicities" both rated "preppy" and "original" as their top two answers. Being "trendy" ranked third place for other ethnicities at 10% but was in 6th place for Anglo Americans who thought of themselves as more "comfortable" or "punk."
- "Trendy" was the number one answer for African Americans at 26.7%, followed by "casual" and "original."

Region:

- There was no difference in the top two answers in regards to region. All regions identified their top two styles to be "preppy" and then followed by "original." Central, North and Southwest listed being "comfortable" as their third highest-ranking styles, whereas Tidewater named "comfortable" as 7th place.

What is your favorite technology brand?

Overall:

- Sony was named by a landslide for the top technology brand by the teens, taking almost half of the votes at 40.3%.
- Microsoft, Nokia, and Dell followed also receiving a large number of votes.

Gender:

- Both males and females identified Sony as their #1 technology brand.
- Females, however, ranked Nokia as their second brand of choice at 16.2%, while males chose Microsoft at 13.6%.
- Nokia was fourth on the males list at 6.4%.

Age:

- Both age groups listed Sony as their top technology brand by approximately 39% each.
- Computer software/hardware companies and game console makers such as X box, Alienware Nintendo, Sega, Apple, and Microsoft were commonly named answers for 13-15 year olds.
- Teens 16-17 did not rank any game consoles in their answers but preferred makers of mobile computer or communication technologies such as Nokia (15.9%) Motorola, Palm, and Dell.

Ethnicity:

- Anglo Americans and "Other Ethnicities" named Sony as the number one answer by 40% or more.
- African Americans, however, voted Sony as their top choice by only 28.6%.
- Nokia came in at a close second with 25%.
- In all regions, Dell and Microsoft were named in the top 5.

Region:

- Central, Tidewater, and North regions all chose Sony, Microsoft, Dell, and Nokia in their top four answers.
- Southwest included Hewlett Packard as one of its top 5 answers and was the only region to name several different brands of game consoles (X Box, Sega, Nintendo) in their answers.

Do you consider the Internet a necessity in your life?

Overall/Age/Gender/Region/Ethnicity:

- Over 4/5 of all respondents claimed that the Internet had become a necessity in their lives (82.7%).

What is your favorite web site?

Overall:

- Overall the teen respondents had an extremely varied choice of top web sites.
- Yahoo! topped the overall list with 6% because it is the most well known search engine as well as a very popular free e-mail service, similar to Hotmail.com, another popular answer.
- 4.5% of the teen respondents claimed that they did not have a particular favorite web site.
- 27.1% of the tweens reported that they did not have a favorite web site.
- Cheatcodes.com (a popular gaming web site for computer and console games) came in second with 4.2%.
- Other popular web sites included those that offered free music sharing software (audigalaxy.com), search engines (google.com), and general entertainment sites (bored.com).
- Over a quarter of all tweens (27.1%) said that they did not have any favorite web site.

Gender:

- Females named web sites that were more general information oriented sites and sites that were more of the girl gossip/magazine/zine type. (cosmogirl.com, teenwire.com, alloy.com, candystand.com).
- Females also chose shopping or online stores/catalogues frequently.
- Males tended to choose sites that had to do with sports (especially skateboarding, snowboarding) or games. They also more often named rock/alternative music band sites (i.e. Foofighters, Slipknot, Incubus)
- Both female and male tweens did not have a favorite web site, but six out of the twenty sites named by the males were related to computer or video games.

Age:

- Both teen age groups named Yahoo! as their top web site.
- Both age groups listed Hotmail.com as their third favorite site mainly because it is where their email is housed.
- 13-15 year olds tended to name more game or gossip/magazine type web sites, as well as search engines and skateboard/sports-related sites.
- 9.1% of 10 year old tweens named bored.com as their favorite site while 30.8% of 11 year olds and 34.8% of all 12 year olds did not name any web site, and bored.com did not even make it on any of their lists.

Ethnicity:

- "Other ethnicities" and Anglo Americans both named free e-mail and search engine sites as their top answer.
- African Americans listed Blackplanet.com as a top choice at 21.4%.
- 50% of all African American tweens claimed not to know of any good web sites, while the other 50% were split between cheatcc.com and igncodes.com (both gaming web sites).
- 42.9% of all "Other Ethnicities" as well as 17.1% of all Anglo Americans did not know of any good sites either.

Region:

- For all regions, Hotmail.com was listed in the top five.
- Yahoo! received the most amount of responses for any one web site, 10.6% of all respondents in the Southwest region.
- 42.9% of tweens in the Central region claimed to not have a favorite web site. Over a quarter of all the tweens in Tidewater and North said the same. Southwest had a six-way tie for best web site.

Which of the following do you own?

Overall:

- 90.1% of all teen respondents claimed to own a personal computer, over half of them also owned a cell phone (52.8%).
- A third of all respondents also claimed to have their own telephone line at home and 21.7% have a digital camera.

Gender:

- Males are more likely to own a telephone with its own line, mp-3 players, digital cameras, and Palm Pilots.
- Females were more likely to own mini disc players.

Age:

- 16-17 year olds were more likely to own these technology products than the 13-15 year olds especially communication products such as cell phones and pagers.
- Younger teens aged 13-15 were more likely to own music devices such as mp-3 players or minidisk players.

Ethnicity:

- African American respondents were the most likely to own a computer, cell phone, mini disc player (42.9%), and a pager.
- "Other Ethnicities" were most likely to own a telephone with their own line, and mp-3 player.
- Anglo Americans were the most likely to own a digital camera.

Region:

- No respondents in the Tidewater region claimed to own an mp-3 player.

What is the best new gadget/tech tool you've seen or heard about in the past few months?

Overall:

- The top 5 overall answers were: Palm, mp-3 player, cell phone, 2-way pager, and the Microsoft X-box game console.

Gender:

- 19.1% of all females named the Palm Pilot as their top answer, followed by the cell phone with 9%.
- Males preferred the mp-3 player, Palm Pilot, and the X-box as their top three.

Age:

- 13-15 year olds found mp-3 players to be the coolest new gadget in the past few months, while mp-3 players came in third for the older teens who named the Palm Pilot to be the best.

Ethnicity:

- All Ethnicities named the Palm to be the best new gadget.
- Anglo Americans and Other Ethnicity chose mp-3 player and the cell phone as the next best.
- The second top answer for African Americans was the 2-way pager, which is not found in the top ten for the other two groups.

Region:

- All regions named the Palm Pilot as the best gadget in recent months.
- Other gadgets that made the top 5 list in all regions were the cell phone and the mp-3 player.

Who makes the coolest cars?

Overall:

- The top 5 choices for coolest car manufacturers were: BMW (12%), Honda (7.8%), Mercedes Benz (6.1%), Ford (5.8%), and Volkswagen (5.5%).

Gender:

- Both the females and the males preferred BMW.
- "Fantasy" cars such as Ferrari, Porsche, Bentley, etc. ranked higher on the male list than they did on the female list.
- Females seemed to prefer Volkswagen, which ranked third on their list, much more often than males.

Age:

- The top 3 choices for 13-15 year olds were: BMW, Honda, and Mercedes-Benz.
- The top 3 choices for 16-17 year olds were: BMW, Volkswagen, and Ford.
- The older teens tended to name more "normal" attainable cars over the younger teens who can't drive yet and named "Fantasy" cars higher on their list.

Ethnicity:

- Although all ethnicities named BMW in their top 5 list, it only ranked #1 for the Anglo Americans. African Americans chose Honda, followed by Lexus as the current top choices, while "Other Ethnicities" found Audi, BMW, and Lexus to be the best.

Region:

- Southwest teens named Ford as the coolest car and was ranked second for Tidewater teens.
- Central, Tidewater, and North all chose BMW as their top coolest cars.
- BMW, Honda, and Mercedes Benz were the only car manufacturers listed in each regions top five list.