

Purchasing Power of Teens

Teens & Spending

Teens



26.5 million in U.S. between ages 13-18

Income



\$91.4 billion annual income for teens

Spending



208.7 billion U.S. teen spending (Products bought by and for teens.)



Number of students at Marjory Stoneman Douglas High School



Average amount spent by one teen each week

Spending Trends

What teens spend their own money on



Moms ask teen opinions before buying:



90%

Restaurants



83%

Beverages



88%

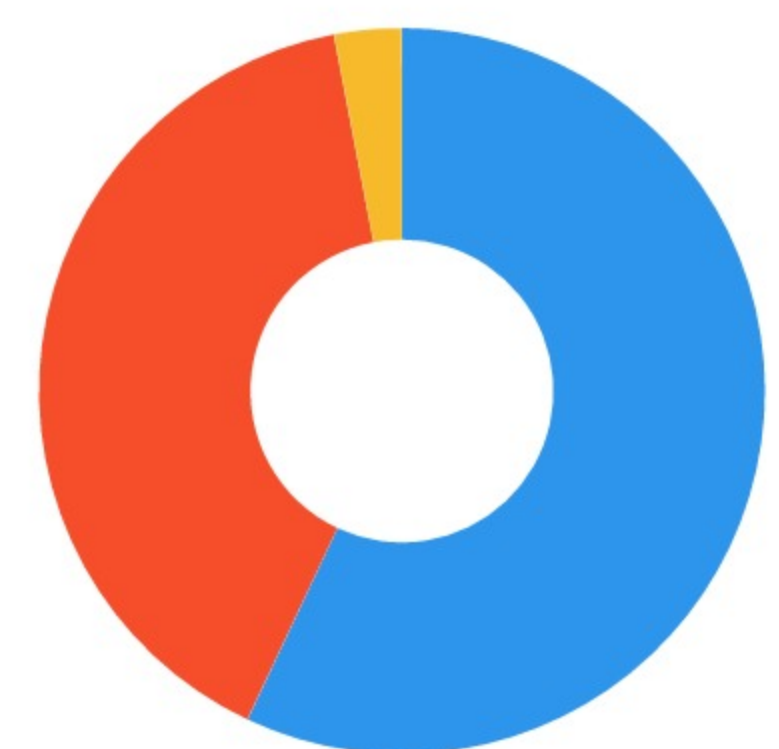
Snacks



87%

Cereal

Moms are listening:



● Mom listens all the time
● Mom listens often
● Mom never listens

46 percent of teens have been to the movies in the last 7 days

24 times per month teens eat out at restaurants

64 percent of teens have been to a mall in the last 7 days

50 percent of the time teens make a purchase in a mall store they visit

\$4-\$17 average check for a teenager's meal when they dine out

74 percent of teens prefer shopping in person instead of online

\$919 average amount teens spend on their prom expenses