

Piper Jaffray 32nd Semi-Annual Taking Stock With Teens Survey, Fall 2016

FASHION & BEAUTY



Top Clothing Brands

1	Nike	29%
2	American Eagle	9%
3	Forever 21	5%
4	Ralph Lauren	4%
5	Urban Outfitters	3%

Top Handbag Brands

1	Michael Kors	34%
2	Kate Spade	19%
3	Coach	10%
4	Louis Vuitton	5%
5	Longchamp Vera Bradley	3%

Top Footwear Brands

1	Nike	51%
2	Vans	9%
3	Converse	7%
4	adidas	6%
5	Steven Madden	2%

Top Shopping Websites

1	Amazon	40%
2	Nike	8%
3	American Eagle	4%
4	eBay	3%
5	Forever 21	2%

Top Beauty Brands

MAC	Maybelline	Urban Decay	CoverGirl	Too Faced
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Denim trends strengthening; fashion athletic hitting all-time high.

- Denim brands saw an uptick to 19% aggregated mindshare and showed up as a top trend among upper-income females for the second consecutive survey.
- Apparel spending among females is 2x that of males, on average, since the inception of our survey.
- Among upper-income teens, fashion athletic apparel is still on the rise with a new high of 35% share achieved with Nike, adidas and Under Armour gaining share.
- The beauty category's wallet share among upper-income females reached 11%—the highest value seen in our survey history. Specialty store formats continue to outpace legacy channels for beauty.
- Footwear spending continues to hit new peaks with adidas as largest brand gainer.

YouTube outpaces cable TV for a survey first.

- For the first time in our survey, YouTube outpaced cable TV when teens respond to how they spend their time.
- The most anticipated movies this year among teens are: 1) Fast 8; 2) Rogue One: A Star Wars Story takes the second seat; and 3) Beauty and the Beast.
- Amazon Prime adoption has increased across all income brackets in each of the past six surveys with this survey indicating Amazon Prime exists in 58% of households of the teens in our survey. This survey, along with other previous Piper Jaffray consumer surveys, suggests that there are 63-66 million Prime households in the U.S.
- The only two categories that exceed male teen spending on video games (12%) are food (20%) and clothing (16%). Video game spending among males remains above survey history averages.

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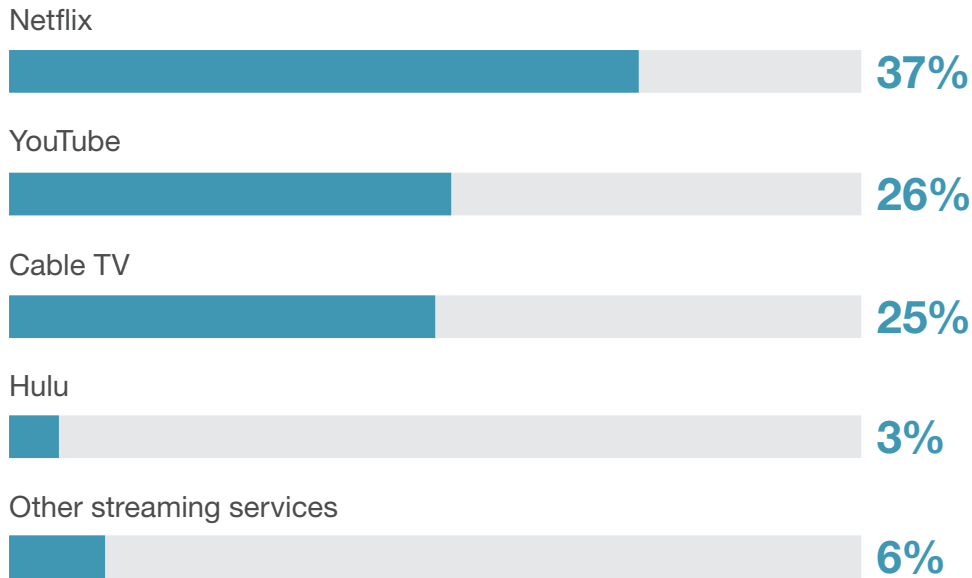
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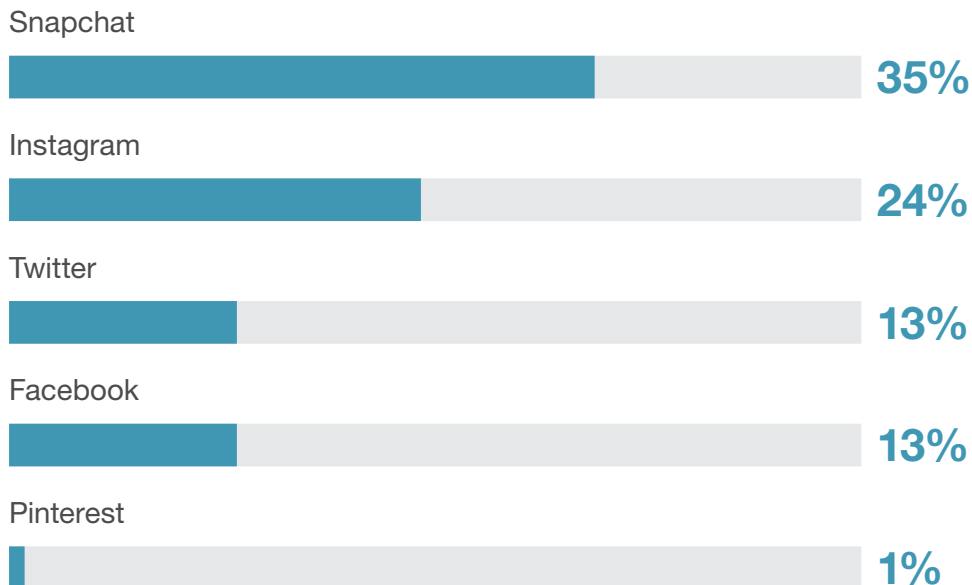
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Teen Video Consumption



Top Social Media Platforms



Top Restaurants

1	Starbucks	14%
2	Chipotle	11%
3	Chick-fil-A	10%
4	Taco Bell McDonald's Panera Bread Olive Garden	3%

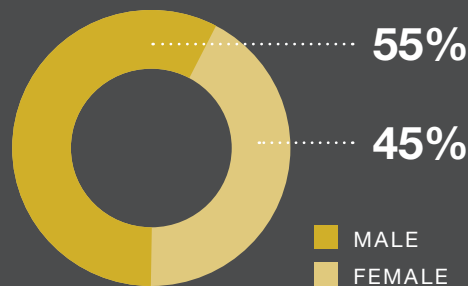
Fun Fact:
Teens will frequent a restaurant almost 3 times for every time they fill up their gas tank.

10,000
Teens Surveyed

16.0
Average Age



\$68,000 Average Household Income



46 U.S. States