

# Piper Jaffray 33rd Semi-Annual Taking Stock With Teens® Survey, Spring 2017

## GLOBAL FASHION & LIFESTYLE BRANDS



### Top Clothing Brands

<b>1</b>	Nike	31%
<b>2</b>	American Eagle	10%
<b>3</b>	Forever 21	5%
<b>4</b>	lululemon	3%
<b>5</b>	adidas H&M	3%

### Top Handbag Brands

<b>1</b>	Michael Kors	33%
<b>2</b>	Kate Spade	19%
<b>3</b>	Coach	9%
<b>4</b>	Longchamp	5%
<b>5</b>	Louis Vuitton	5%

### Top Footwear Brands

<b>1</b>	Nike	52%
<b>2</b>	Vans	9%
<b>3</b>	adidas	8%
<b>4</b>	Converse	6%
<b>5</b>	Steve Madden	2%

### Top Shopping Websites

<b>1</b>	Amazon	43%
<b>2</b>	Nike	5%
<b>3</b>	American Eagle	5%
<b>4</b>	Forever 21	3%
<b>5</b>	eBay	2%

## Key Takeaways

- Overall teen spending moved down 2.4% year-over-year; parent contribution to teen spend is at 63% down from average 68%
- Within the wallet, food and video games are multi-year share gainers; fashion moderates as percent share of wallet
- Food makes up 24% of teen budgets today eclipsing clothing at 19%
- Starbucks is the only public brand to maintain double-digit mindshare, it was tied this survey cycle with Chick-fil-A at 12% preference
- 24% of teens shop specialty today down 300 bps year-over-year; pure-play e-com up 300 bps to 17% (new survey peak)
- Teens' favorite website is Amazon at 43% share—up 200 bps year-over-year
- Fashion lacks significant product cycle outside of athletic; athletic preferences continue to inch higher
- The fastest growing brand in our survey is adidas; Patagonia surprised to upside
- Brands losing share/relevance: Under Armour, Michael Kors, The North Face, Ralph Lauren, Vineyard Vines
- Snapchat and Instagram remain teens' favorite platforms, but Facebook surprisingly held onto its teen engagement despite heavy competition for teen attention
- 81% of teens expect their next phone to be an iPhone, which was up from 79% in Fall 2016 and, more importantly, the highest we've seen ever in the survey
- For console video games, the percent of teens who plan to digitally download >50% of games has increased to 45% for Spring 2017 from 37% in Fall 2015
- Disney Studio grabbed 57% mindshare among teens in the most anticipated films category

## Piper Jaffray Sr. Research Analysts

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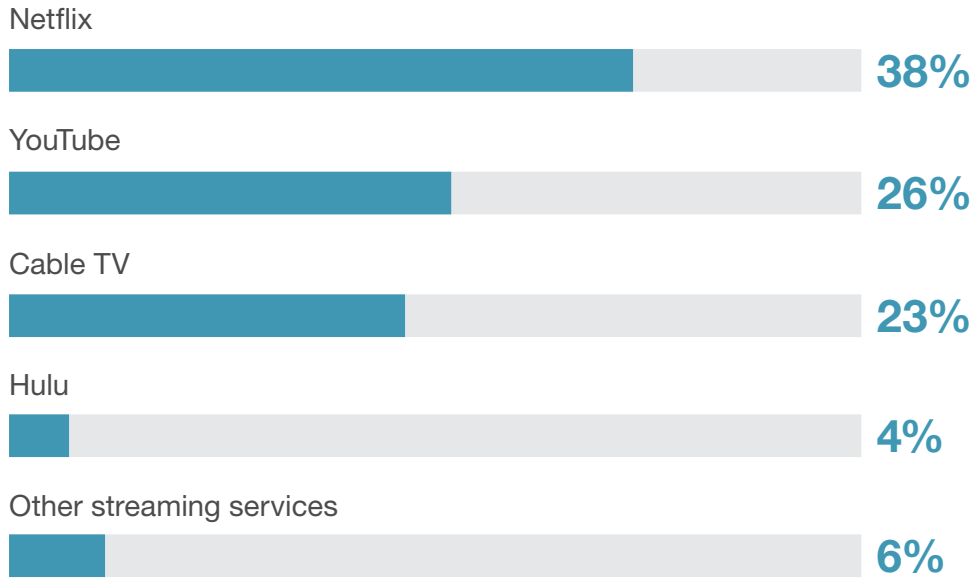
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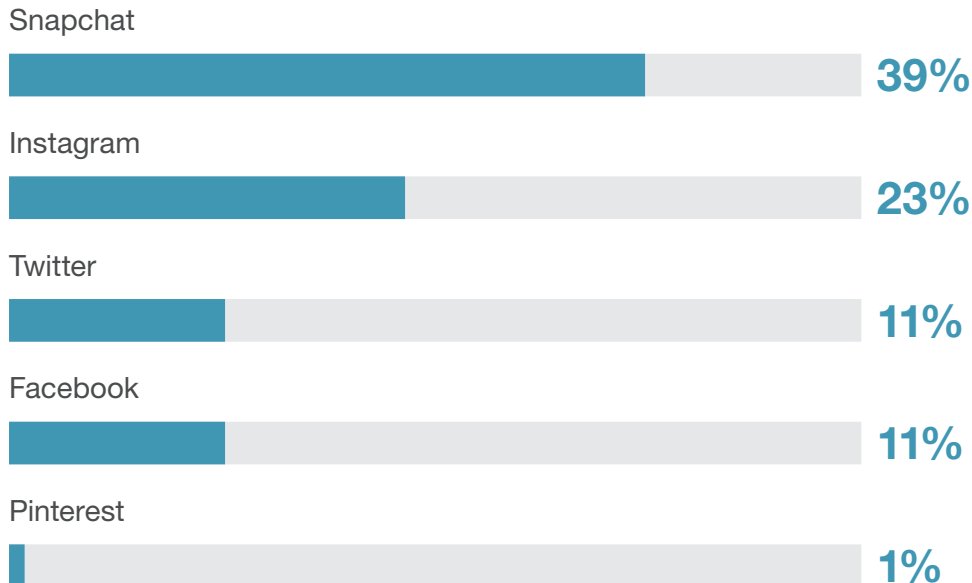
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## Daily Video Consumption



## Favorite Social Media Platforms



## Top Restaurants

### Upper-Income Teens

1	Chick-fil-A	12%
	Starbucks	12%
3	Chipotle	8%
4	Buffalo Wild Wings	5%
5	Panera	4%

### Average-Income Teens

1	Starbucks	12%
2	Chick-fil-A	7%
3	McDonalds	5%
	Chipotle	5%
5	Buffalo Wild Wings	4%

**Starbucks is the only public brand with double-digit mindshare across both income sets**

**5,500**

Teens Surveyed

**16**

Average Age



**\$66,100**

Average Household Income



**43** U.S. States