Key Takeaways

- Overall teen spending moved down 4.4% year-over-year, while parent contribution to teen spend is 67% just below the long-term average of 68%.
- Wallet shifts in fall 2017 include slight downtick for video games, slight uptick for clothing, and moderate downtick for food.
- Food ticked down from 24% in spring 2017 to 22% in fall 2017, but remains larger than clothing at 20%.
- Starbucks remains the only public brand to garner double-digit mindshare among restaurants, besting Chick-fil-A among both income groups.
- 23% of teens prefer to shop specialty retailers today down 300 bps year-over-year, while pure-play e-com tied its spring 2017 peak at 17% – up 200 bps year-over-year.
- Teens increasingly prefer Amazon as their favorite website at 49% share – up 900 bps year-over-year.
- Athletic apparel is moderating somewhat led by Nike while we are seeing no slow down in athletic footwear. Apparel brand preference is shifting towards streetwear (Vans and Supreme).
- Adidas, Birkenstock, Calvin Klein/Tommy Hilfiger (PVH), Supreme and Vans were the most improved brands in our survey.
- Nike, Ralph Lauren, Steve Madden, UGG (Deckers), Fossil and Michael Kors saw the largest declines among major brands.
- Snapchat is the preferred social media platform for 47% of teens – up 1,200 bps year-over-year, while Twitter and Facebook moderation continued.
- 82% of teens expect their next phone to be an iPhone, which is up from 81% in spring 2017, and, more importantly the highest we have ever seen in our survey.
- Teens who expect >50% of their future video games to be digitally downloaded increased to 50% from 45% in spring 2017 and 37% from two years ago.
- Streaming continues to gain teen video share as preference for linear TV declined 200 bps year-over-year.
- Only 35% of teens listen to Pandora radio versus 49% last year as on-demand services such as Spotify, YouTube and Apple Music continue to gain share.
### Daily Video Consumption

- **Netflix:** 37%
- **YouTube:** 29%
- **Cable TV:** 22%
- **Hulu:** 4%
- **Other streaming services:** 6%

### Favorite Social Media Platforms

- **Snapchat:** 47%
- **Instagram:** 24%
- **Facebook:** 9%
- **Twitter:** 7%
- **Pinterest:** 1%

### Top Restaurants

#### Upper-Income Teens
1. Starbucks (11%)
2. Chick-fil-A (10%)
3. Chipotle (8%)
4. McDonald's (5%)
5. Dunkin' Donuts (4%)

#### Average-Income Teens
1. Starbucks (12%)
2. Chick-fil-A (8%)
3. McDonald's (6%)
4. Olive Garden (4%)
5. Buffalo Wild Wings (4%)

Starbucks remains the only public brand with double-digit mindshare across both income sets.

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6,100 Teens Surveyed

$66,100 Average Household Income

16 Average Age

44 U.S. States

Source: Piper Jaffray & Co., company reports

Piper Jaffray & Co. Member SIPC and NYSE. 10/17