

Piper Jaffray 31st Semi-Annual Taking Stock With Teens Survey, Spring 2016

FASHION & BEAUTY



Top Clothing Brands

1	Nike	21%
2	American Eagle	8%
3	Forever 21	7%
4	Ralph Lauren	6%
5	Hollister	4%

Top Handbag Brands

1	Michael Kors	38%
2	Kate Spade	16%
3	Coach	12%
4	Louis Vuitton	4%
5	Gucci	4%

Top Footwear Brands

1	Nike	48%
2	Vans	10%
3	Converse	7%
4	Adidas	4%
5	Sperry Top-Sider	3%

Top Shopping Websites

1	Amazon	41%
2	Nike	5%
3	Forever 21	5%
4	eBay	3%
5	American Eagle Victoria's Secret	3%

Top Beauty Brands

MAC	Maybelline	Urban Decay	Sephora	CoverGirl
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Denim remains on the rise; athletic footwear accelerates vs. fashion.

- Denim brands saw an uptick to 14% aggregated mindshare and showed up as a top trend among upper-income females for the first time since Fall 2013.
- Apparel spending among females is 2x that of males, on average, since the inception of our survey.
- For combined genders, athletic apparel is pausing—led by men's and Nike. Adidas was a positive standout in the athletic footwear and clothing category.
- The beauty category's wallet share among upper-income females in our survey reached 10%, the highest value in 10 years. Specialty formats continue to outpace legacy channels for beauty.

Media streaming maintains ongoing traction; annual video game spending reaches a new high (\$214).

- Amazon Prime adoption has increased across all income brackets in each of the past five surveys. Our survey and other past Piper Jaffray consumer surveys suggest that there are 57M-61M Prime households in the U.S.
- Only food (20%) and clothing (15%) exceed male teen spending on video games (13%); this was an all-time high for our survey.
- The most anticipated movie this year among teens is Finding Dory (sequel to Finding Nemo). Captain America: Civil War takes the second seat and Batman v Superman: Dawn of Justice is in third place.

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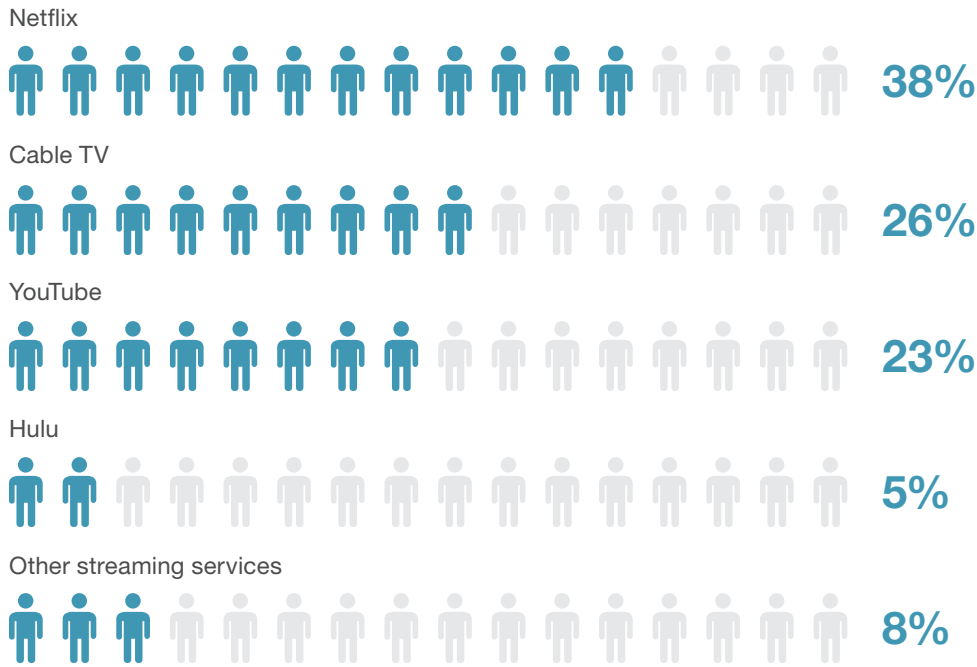
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Teen TV Consumption



Video Game Spend



Top Restaurants

1 Starbucks	14%
2 Chipotle	9%
3 Chick-fil-A	7%
4 Panera Bread McDonald's	4%

Fun Fact:
Teens will frequent a restaurant 2 times for every time they fill up their gas tank.

6,500
Teens Surveyed

16.5
Average Age



\$62,500 Average Household Income



46 U.S. States