

PHATGNAT YOUTH REPORT 2006

EXECUTIVE SUMMARY

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Out of the 847 youth respondents to the Phatgnat online survey (aged between 11 to 25), only 4% cite celebrity endorsements and 10% advertising, as an important motivating factor in their purchasing decisions.

Price is the the most influential factor for 3 in 4 respondents rating it as important to them. However, 89% of the survey participants claim they will at least consider if a brand contributes to community causes before purchasing. And, 86% think about whether a company is ethical in their production and operations.

Less than one in ten will take notice of a friends recommendation and surprisingly, more males are likely to look for a brand name or think about whether it is in fashion or a trend. And when asked what brands they admire for their social and ethical investments, one in four could not even name one. Of the brands mentioned, the top five responses were: FairTrade, Body Shop, Nike, Tesco and Oxfam.

When questioned, over two thirds (69%) of the young respondents thought it was a great thing that brands are involved in good causes plus they should do more. The proportion of those who were very positive about this increased with age - rising from 65% of 11-16 year olds through to 74% of 22-25s.

When asked whether it would make a difference on their shopping habits, a huge majority (79%) claimed that it would have some impact, with 33% saying totally its a great thing and 46% saying more likely. Just over a fifth (21%) state it would not make a difference.

In terms of causes or social issues young people feel passionate about, the top five were: environment, poverty, racism, animal rights/testing and bullying.

PURCHASE FULL REPORT

The Phatgnat Youth Report 2006 explores the influencing factors behind youth purchasing decisions, plus outlines their opinions on brands and companies investments into community, ethical and social causes.

Included on the disc:

- Phatgnat Youth Report 2006 (.pdf)
- Phatgnat Youth Report Film 2006 - 13mins (.mov, .wmv, .mp4)
- What brands do you admire: quotes (.doc)
- What issues/causes are you passionate about: quotes (.doc)
- Excel spreadsheet of raw data (.xls)
- Phatgnat Youth Report 2005 (.pdf)
- READ ME (.rtf)

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