



DOLLY

YOUTH
MONITOR

2013

LAST TIME WE MET...

A lot has happened in two years!



In 2011,

44%

of teens had
a smartphone.

In 2013 it's
almost doubled to

80%

In **2011**,

Facebook ruled
supreme and in

2013

Instagram is
catching up.

#1 spontaneous
response for
what teenage girls
can't live without:

"My
phone!"



Like! Share! Tag!



1 in 2
feel constant
pressure to
keep up to
date with
social media.



UNCERTAIN FUTURES

42%

feel the future for
their generation
is a little bleak.



Top 5 worries for teens:

- Getting a good or satisfying job. **62%**
- Needing to make money. **54%**
- Financial stability. **46%**
- Not being successful. **42%**
- Being able to own a home. **37%**

WORLD FUTURE

Teens want a better future for others, not just themselves.

83%
are concerned
about what's
happening in
other countries.

81%
would like to
volunteer their
time to help
those in need.



84%
actively take
steps to help
the environment
(e.g. recycling,
buying enviro-
friendly products).

87%
consider
themselves
environmentally
conscious.

8 in 10
Say homosexuals should
be allowed to marry.

RETAIL FUTURES

There are
1.143 million
14- to 17-year-olds
in Australia*.

In the last **4 weeks**
they spent*:

\$83m+ on clothes

\$27m+ on IT products

\$20m+ on shoes

Almost **\$4m** on
cosmetics

Almost **\$4m** on books

Almost **\$3m** on
accessories



*Source: Roy Morgan Research, March 2013

RETAIL NEEDS

It's important to get the retail basics right...

Friendly staff
(**43%**)
rates higher
when teens are
asked about
their favourite
stores than
“is available
online”
(**38%**).



BRAND "ME"

56%

only post photos and updates that are exciting and not from a typical day in their lives.

30%

say there is no point posting something if it doesn't get a "like".





DOLLY
*understands
teens*

DOLLY'S BRAND AESTHETICS

7 in 10

teen girls get
inspiration on what
to buy from magazines.

87%

of readers
agree DOLLY keeps
them up-to-date
with the latest
TEEN ISSUES.

80%

agree DOLLY is an
important source
of information
about **BOYS.**

79%

agree DOLLY
informs them about
BODY and **HEALTH.**

77%

agree DOLLY is an
important source
of information
about **BEAUTY.**



*So you want to
engage with teens...*

- In an environment they trust?
- With a brand they can relate to?
- Across relevant platforms?
- Delivering unique and engaging campaigns and content?

CALL (02) 9282 8871

