

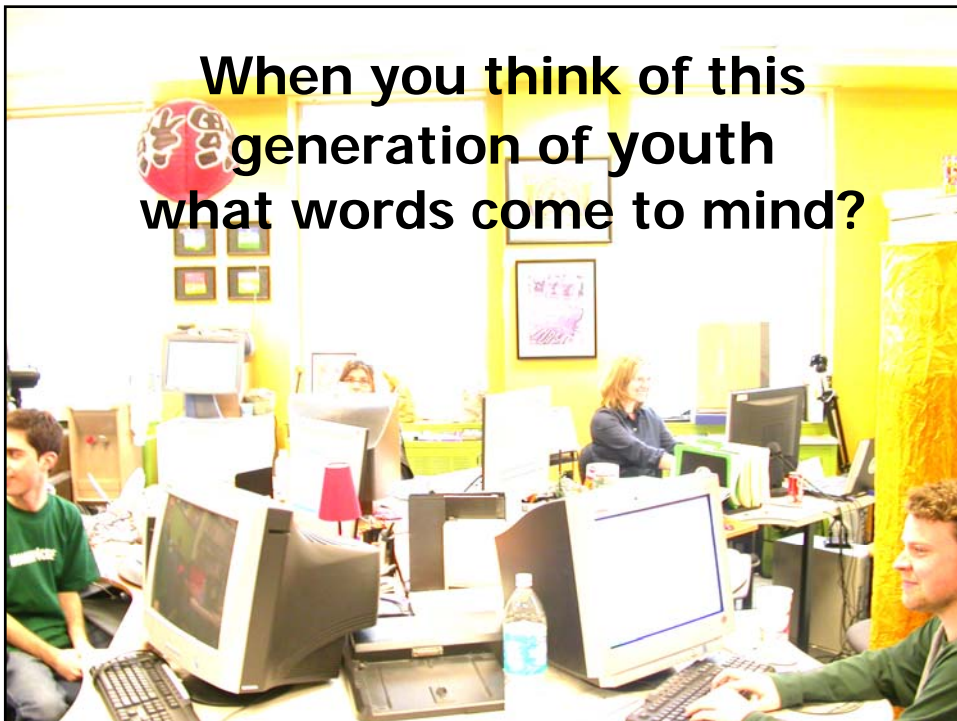
# Connecting with Youth



International Association of Business Communicators

Jennifer Corriero  
June 27, 2005

**When you think of this  
generation of youth  
what words come to mind?**





## A bit of background...

- Grade 9 - Communications Technology Award Recipient
- Editor of high school newspaper
- Involved in local art gallery and centre for nature conservation
- Hired as a graphic designer in the summer of '97 (real projects allowed relevant skills to be developed)
- Hired as Project Manager for CoolGirls.net
- Ran summer and after-school programs to get girls more interested in using technology (funded by IBM and HRDC)

**II cool girls...**

**Spotlight!**  
Its time to shine! Lets recognize our talents and all around wickedness!

**Controversy Cafe**  
Need to VENT? Bring your thoughts, issues, opinions and perspectives to the cafe.

**Her Story**  
Everything is connected. Come and see how past struggles are still relevant.

**Gallery Go-Girl!**  
Here's where you can showcase your artwork and check out the expressive creations of other girls.

Box.  
Mother.  
Daughter.  
Listen.  
Speak.  
Listen.  
Action.  
Impact.  
Change.  
One.

## Empowering Experiences

Facilitator and program co-ordinator for technology, teamwork and entrepreneurship program

Human Resources Development Canada / Développement des ressources humaines Canada

Youth Advisory Council Member for the City of Vaughan and CIBC

Shad Alumni - Science, Technology and Entrepreneurship program

OSCSS Alumni (OAC Chemistry, Physics, Science and Society)

Hired to develop a Youth Advisory Team for the Innovation Centre at OSC

Featured in 'Technology With Curves: Reshaping the Digital Landscape'

Consultant, designer, project manager, keynote speaker...

## Understanding The Next Generation

**Microsoft**

**swatch+**



- In 2000, moved to Washington State and worked at Microsoft, developing a company-wide strategy to engage the "Net Generation" as consumers and employees.
- Worked with Windows Media, Xbox, Microsoft Home, Pocket PC, Windows, MSN, Netdocs, and Office product teams.
- Conducted face-to-face focus groups in 5 U.S. cities, and online focus groups with young people from around the U.S.
- Began consulting for other companies including McDonalds, Swatch, Nike etc.
- Keynote speakers at major conferences including CUES/Credit Union Executive Society



**TakingITGlobal**   
INSPIRE. INFORM. INVOLVE.

- Co-founded TakingITGlobal in Nov 1999
- Developed global online community with the aim of increasing youth involvement locally and globally
- Website now attracts over 1.2 million hits per day from over 40,000 visitors and has over 89,000 members from over 200 countries
- Efforts have been recognized in mainstream media and by the World Economic Forum





# Characteristics

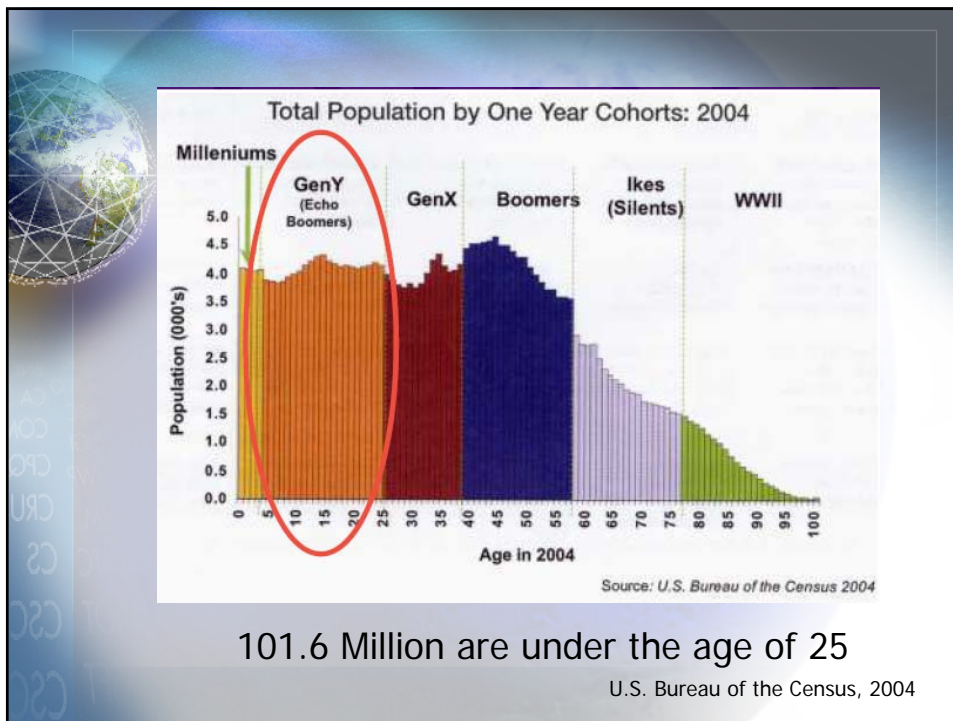
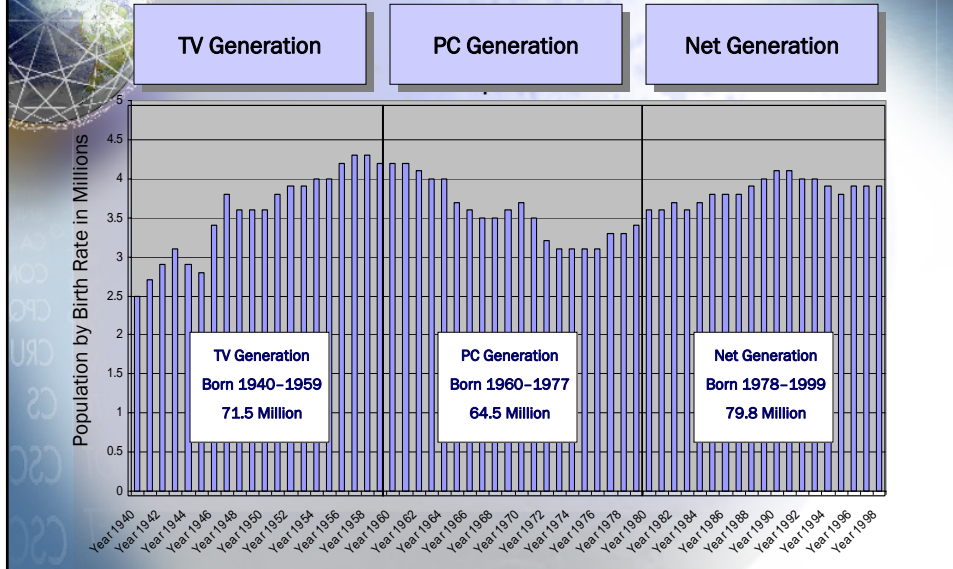
of this generation of youth

1. Influential
2. Connected
3. Diverse
4. Enabled
5. Aware
6. Untapped



# INFLUENTIAL

# Generational Groups



101.6 Million are under the age of 25

U.S. Bureau of the Census, 2004

## Growing Population

- Between 1990 and 2000, the number of Teens ages 12 to 19 soared to 32 million, an increase of nearly 4.5 million.
- Their 17 percent growth rate far outpaced the growth of the rest of the population.


(U.S. Census Bureau, 2000)

## A Demographic Force Globally

Region	Age Group	Male (millions)	Female (millions)
Less developed regions	80-84	~10	~10
	75-79	~20	~20
	70-74	~40	~40
	65-69	~70	~70
	60-64	~110	~110
	55-59	~160	~160
	50-54	~220	~220
	45-49	~280	~280
	40-44	~320	~320
	35-39	~300	~300
	30-34	~280	~280
	25-29	~250	~250
	20-24	~220	~220
	15-19	~180	~180
	10-14	~140	~140
	5-9	~100	~100
0-4	~80	~80	
More developed regions	80-84	~10	~10
	75-79	~15	~15
	70-74	~25	~25
	65-69	~40	~40
	60-64	~60	~60
	55-59	~80	~80
	50-54	~100	~100
	45-49	~120	~120
	40-44	~140	~140
	35-39	~150	~150
	30-34	~160	~160
	25-29	~170	~170
	20-24	~180	~180
	15-19	~190	~190
	10-14	~200	~200
	5-9	~210	~210
0-4	~220	~220	



Note: Data reflect projections for 2000.  
Source: United Nations Population Division, 1998

- Half of the world's population is under 25.
- 1 person in 5 (20%) is between 10-17 (1.2 billion)  
(UNFPA 2004)
- In the developing world, where 80% of young people can be found, youth make up to 70% of a nation's population.



## Influential – spending \$\$

- American kids, teenagers, and young adults, aged 8 to 21 years, have annual incomes totaling \$211 billion.
- This group is spending at a rate of approximately \$172 billion per year and is saving at a rate of \$39 billion per year. (2003, YouthPulse)



## Spending Power Increases with Age

- Pre-teens (ages 8-12) spend at a rate of \$19.1 billion annually, or \$946 per capita
- Teens (ages 13-19) spend at a rate of \$94.7 billion annually, or \$3,309 per capita
- Young adults (ages 20-21) spend at a rate of \$61.3 billion annually, or \$7,389 per capita.

(YouthPulse, 2003)

## Sources of Income

12-17 year olds

Money from parents	58
Gifts	47
Through odd jobs	29
Have a regular allowance	26
Other Sources	25
Have a part-time job	20

On average, teens spend \$98 in a given week.

Source: Teenage Research Unlimited, Inc.— Spring 2004

## What are teens buying with their own money?

### Top 10 Items Teens Plan to Buy with Their Own Money

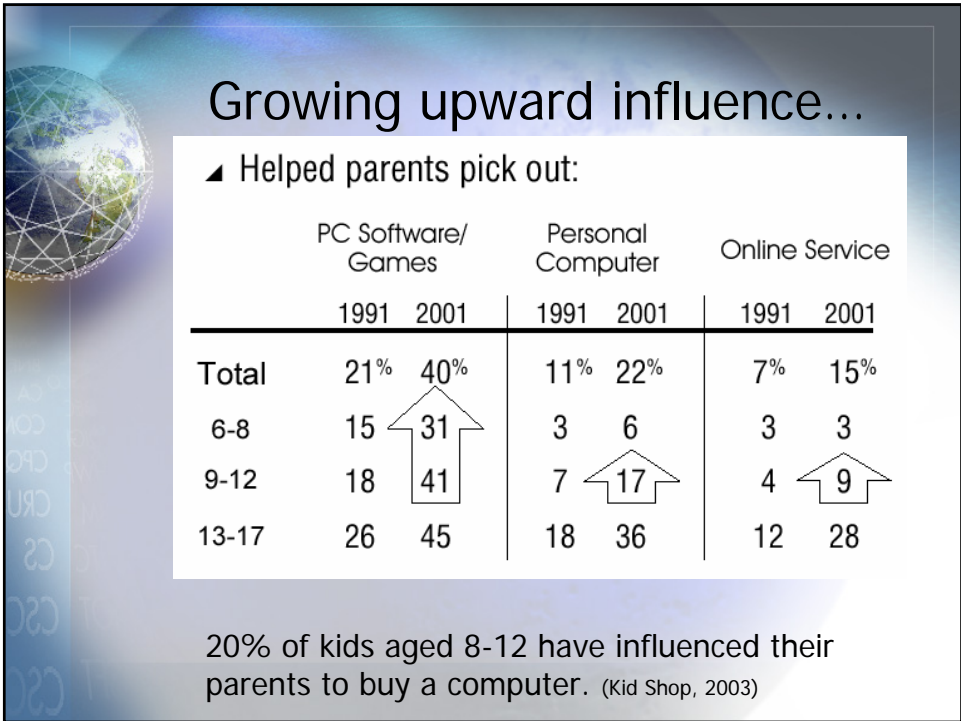
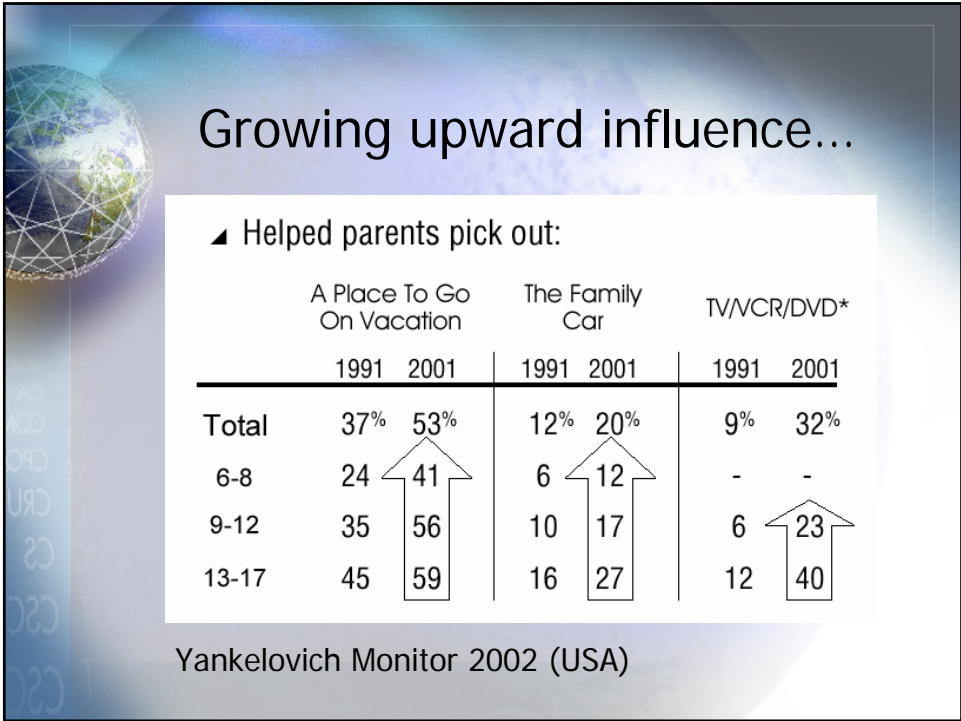
Overall Teen Rank		By Percent (%)	
		Males	Females
1	Clothes	24	48
2	Shoes	19	21
3	CDs or Recorded Music	19	18
4	Video Games	21	6
5	Jewelry	7	16
6	Food	10	10
7	Soda or Soft Drinks	7	9
7	Car or Car Parts	10	6
8	Candy	6	6
9	Lunch	4	7
10	Magazines	6	3Q

Base: U.S. Ages 13-17

### Top 10 Items Teens Last Bought with Their Own Money

Overall Teen Rank		By Percent (%)	
		Males	Females
1	Clothes	21	43
2	Food	30	31
3	Candy	24	34
3	Soda or Soft Drinks	26	32
4	Salty Snacks (i.e. Chips)	15	22
4	CDs or Recorded Music	19	18
5	Lunch	13	22
6	Shoes	15	16
7	Video Games	18	5
8	Jewelry	7	15
9	Magazines	9	12
10	Ice Cream	7	10

Source: NOPWorld 2003





## Youth Influence Trends

“Every global brand is looking to attract customers in the 16-34 age group, hoping that these young, hip individuals can cement the brand into the international conscious.

But these firms are also bound by this desire, because if youth are put off by companies that invade indigenous cultures, do business in corrupt non-democratic regimes, and take advantage of impoverished workers, the companies have to listen. Companies hate bad [public relations].”


Mark Spencemen, International American Marketing  
The Economist Magazine, July 3 2004, pg. 13.

## Canadian Commission for UNESCO



National Consultation bringing together youth from across Canada – contributing to Canadian position for global Youth Forum held in Paris.

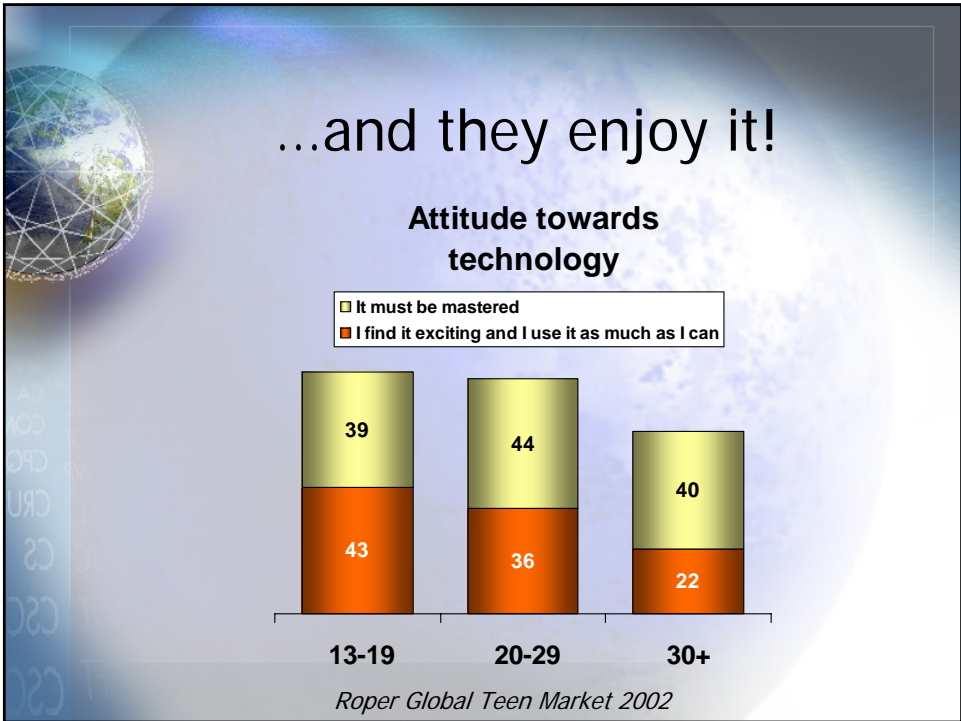




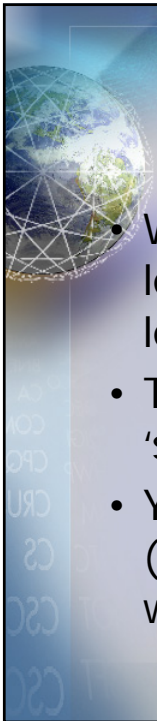
## Extremely Technologically Savvy

- 89.5 percent of school-aged children (5-17) use computers and 58.5 percent use the Internet.  
(US Dept. of Commerce, 2002)
- About 75 percent of youth access the Internet each week with an average frequency of three to four times per week.
- 61 percent report they use the Internet an hour or less on a typical day. 26% report spending one to two hours online on a typical day. (National Academies Press, 2002)
- They do a wider variety of online activities than adults – 20% more. (Forrester Research)
- Over 38% of teens share things they find online several times weekly!  
Pew & Teen Landmark (00/01)

77% of teens said they would rather look something up on the Internet than in a book. (Newsweek)





- 
- ## The 'blurring' factor
- When working on the computer there is less of a distinction between 'work, learning, play' etc.
  - The activities are carried out in the same 'space/environment'
  - Young people engage in multitasking (listening to music, talking to friends, working on homework etc.)



## Mobile Phones

- 50 million young people (under 25) in the US now own a mobile phone
- 4.6 million U.S. consumers under age 25 got their first phone in 2004. This growth trend will continue until 2007.
- Young people in the US will spend US\$25 billion on mobile products and services in 2005

Wireless World Forum, 2005



Global ringtone market topped \$4 billion in 2004

(Consect Research, 2005)



## IM and Cellphone Use


- 70-85% of European Youth own and use Cellphones, while 25% of U.S. teens own and 15% use their parents phones.
- 74% of U.S. teens have tried instant messaging, compared to only 44% of adults.
- 67% of U.S. teens use IM several times weekly.

» Wired News & Pew Research



## Personalization is key



According to Yankelovich, 52% of 9-11 year olds and 64% of 12-17 year olds believe that most of the time people who work in retail stores do not seem to care about them.



## Self Expression

- Teens want to be in a world where they can be anything. Teens need to be able to find self-expression in the products they consume. Consciously or unconsciously, teens are attracted to products that affirm their interests and lifestyle choices. Youth want to build resilience and resistance of society, moving confidently out into the world and pursuing a unique path. Teens create their own worlds.

Teens: What are They All About?



## Multicultural

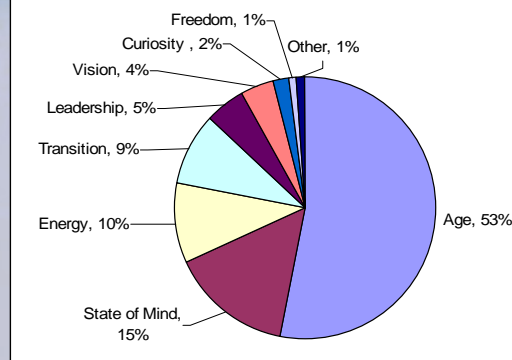
- The current Teen market represents the most multicultural population the U.S. has seen.
- According to Interep Research, one out of every three teens, ages 12 to 19, belong to a minority racial or ethnic group compared to one out of five in the Pre-Boomer generation.
- According to Cheskin, teens are “intra-cultural” – they do not identify themselves solely as African American/Black, Hispanic/Latino, Asian American, or Caucasian.
- Teens blur the lines between ethnic and racial identities.

## Role of Youth Survey

### Profile of Respondents:

- 1,443 responses from 126 countries
- High number of respondents residing in North America (29.2%) and Africa (27.4%)
- 58.7% of were male, 38.7% female
- (64.3%) of respondents under age of 30
- Highly educated (55.2% have completed or are attending University or College)
- Able to speak & write in English

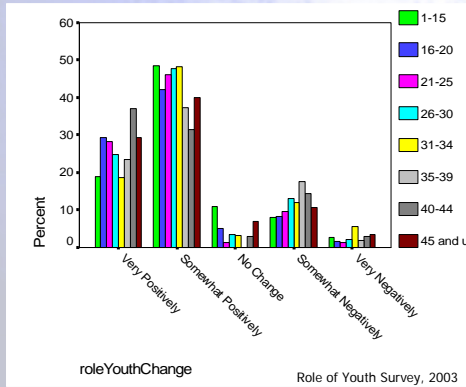
Figure 2.0 - Defining Youth



The responses to this question can be categorized in three general areas:

- **Age**, was the focus of the majority of responses (13-30)
- **Personal Characteristics** (which include state of mind, energy, leadership, vision, curiosity, and freedom)
- The **transition period** young people undergo as they develop and grow into adults

## How Has the Role of Youth Changed in the Past 100 Years?

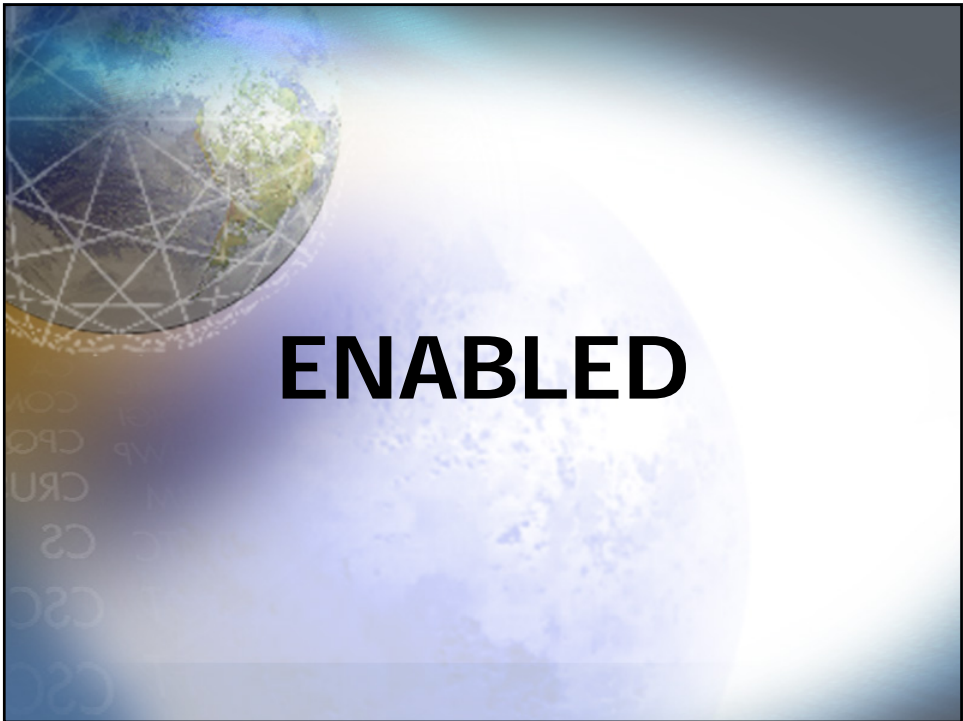


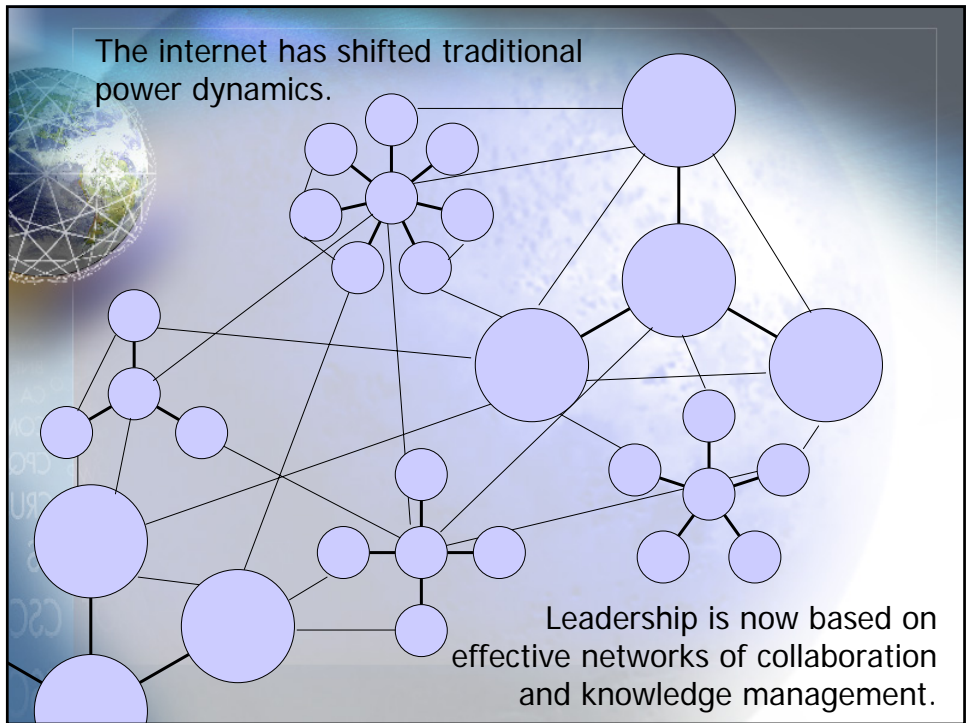
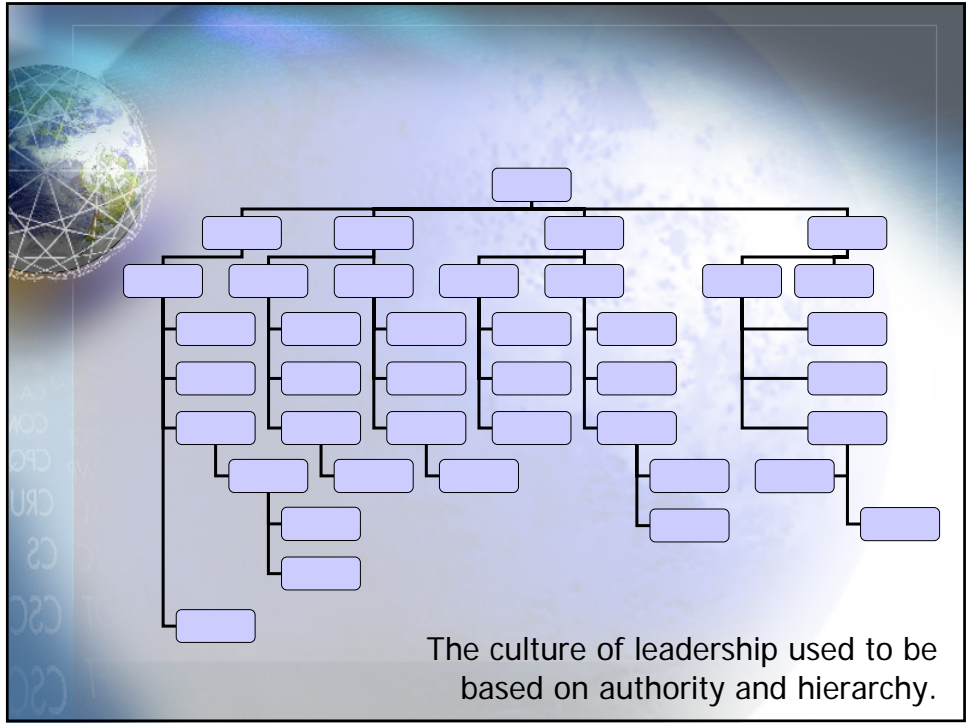
Of the 1248 people who responded to this question, 81.3% feel that over the past 100 years, the role of youth has changed either very positively or somewhat positively.

## Top Issues & Interests Across Regions

Top 10 Issues for Each Region - Key Issues													
Africa		North America		South America		Asia		Europe		Oceania			
Issue	%	Issue	%	Issue	%	Issue	%	Issue	%	Issue	%		
Education	22	Education	17	Employment	19	Education	20	Friends	17	Friends	18		
Employment	19	Friends	17	Education	15	Employment	15	Education	14	Employment	17		
Business	7.6	Employment	12	Friends	9.1	Friends	8.5	Employment	12	Education	14		
HIV/AIDS	5.8	Music	7.3	Business	5.2	Business	6.2	Music	7.6	Music	6.3		
Friends	4.7	Romance	4.6	Sports	5.2	Leadership	4.6	Romance	4.4	Sports	5.5		
Health	4.5	Sports	3.8	Arts	3.9	Environment	4.4	Travel	3.5	Other	4.3		
Sustainability	4.5	Other	3.4	Leadership	3.9	Globalization	3.6	Peace	3.2	Environment	3.9		
Sports	3.2	Technology	2.7	Music	3.2	Music	3.3	Business	3	Romance	3.5		
Music	3.1	Community	2.7	Politics	3.2	Sustainability	3.3	Media	2.7	Health	3.1		
Technology	2.8	Arts	2	Globalization	3.2	Peace	3	Health	2.5	Leadership	2.8		

Role of Youth Survey, 2004





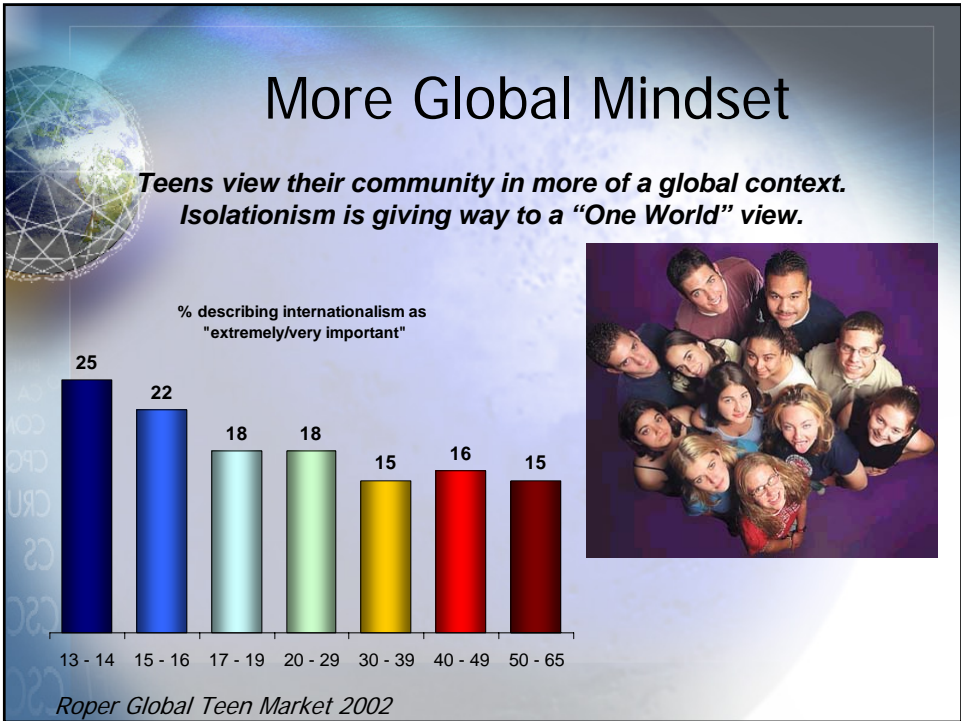


Because the 'common person' has access to information, resources and opportunities to gain knowledge, they are better able to contribute to society and demand a greater level of participation and involvement in decision-making.

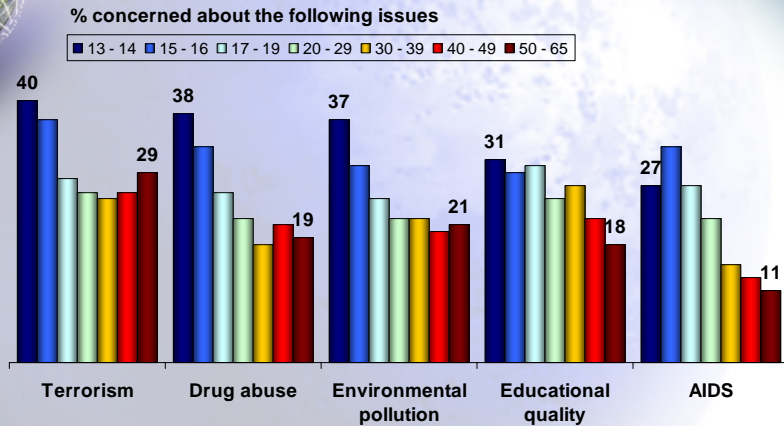
**What factors influence this change/lack of change?**

<b>Factor Influencing Change</b>	<b>Result / Outcome</b>
Technology - Access to information	More knowledgeable
Technology – ability to communicate	Open-minded, exposed to different views
Technology – access to opportunities	Diverse range of experiences and skills
Rise in democracies	Greater amount of freedom and choice
Lowering voting age to 18	Increased civic participation
Demographics – large population	Greater concern for youth involvement
Access to education	Higher literacy rate, better able to participate
Social movements	More rights, privileges & voice
Rise in consumerism	Materialistic and self-centered
Increased life expectancy	Married and having children at older age
Increased migration	More contact with foreign cultures
Increased divorce rate	Broken families, more independent
Youth-led organizations	Meaningful engagement
Increased entrepreneurship	Economic empowerment
Industrialization – longer working hours for parents, children in school to learn	Lack of parental support/guidance, increased isolation, passive role as student
Stakeholder inclusion in decision-making	Youth are being recognized as stakeholders

Role of Youth Survey, 2003

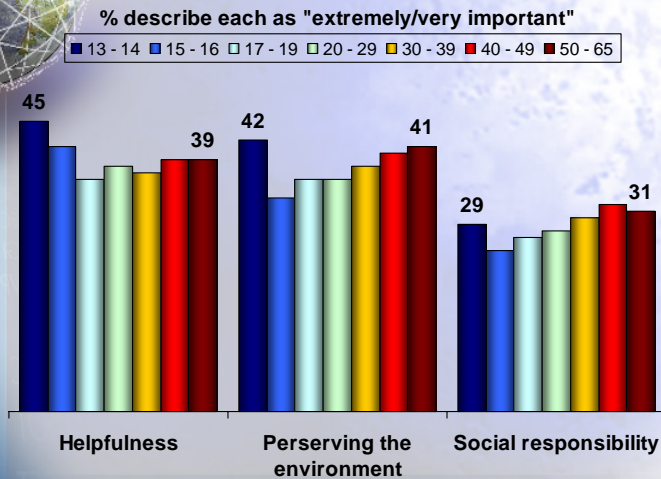


## Concerned about social issues...



Roper Global Teen Market 2002

## ... and how companies address them



**Values drive socially conscious actions**

**82%** of teens say whether or not a brand makes an effort to address social issues is important to them when deciding between brands; **38%** say it is very important

Roper Global Teen Market 2002



## Value of Corporate Responsibility

- Young people are more critical and socially-aware when making purchasing decisions.
- Business options: cheaper or better
- Transparency of operations and respect for humanity is becoming an additional criteria for decision making, and building a strong, consumer-friendly brand.



# UNTAPPED

# Roles of Youth

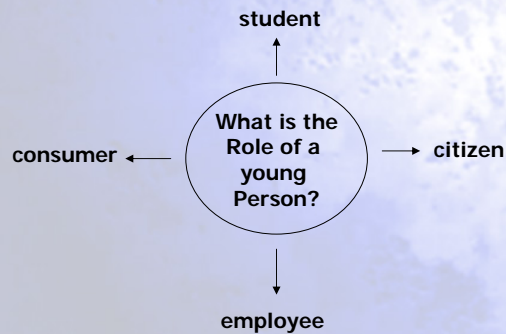
Role of Youth - for Each Region

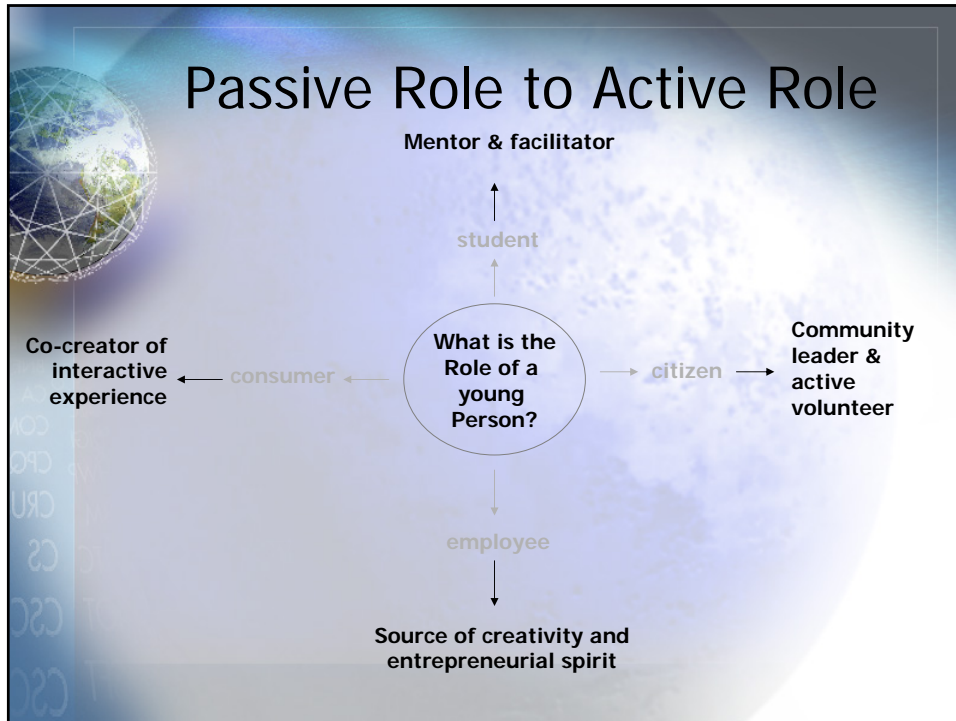
Africa		North America		South America		Asia		Europe		Oceania	
	%		%		%		%		%		%
Students	20.5	Students	27	Students	24	Students	19	Students	26	Students	24
Activists	9.9	Consumers	8.8	Workers	9.1	Activists	9.1	Consumers	11	Consumers	8.7
Victims	7.9	Citizens	6.9	Consumers	9.1	Volunteers	8.2	Citizens	8.4	Citizens	8.3
Volunteers	7.6	Workers	6	Citizens	7.3	Leaders	8	Members	6.5	Members	7.6
Citizens	6.8	Activists	5.7	Activists	7.3	Workers	6	Innovators	6.1	Activists	7.2
Workers	6.6	TrendSetters	5.3	Innovators	5.5	Citizens	6	Activists	5.8	Workers	6.5
Members	5.2	Leaders	4.8	Leaders	5.5	Consumers	5.2	Workers	5.4	Innovators	5.1
Leaders	5	Innovators	4.5	Volunteers	5.5	Trend-setters	4	Trend-setters	4.7	Leaders	5.1
Innovators	3.5	Volunteers	3.8	Trend-setters	3.6	Members	4	Troublemaker	3.9	Troublemaker	5.1
Entrepreneurs	2.6	Employees	3.7	Entrepreneurs	3	Entrepreneurs	3.7	Children	3.9	Trend-setters	4.3

Role of Youth Survey, 2004

When asked if youth have a lot of reasons for hope for the future, a majority of respondents (62.3%) believe that they do.

## INSTITUTIONAL & SOCIETAL VIEWS







## TOP 10 - Ways That Young People Have a Meaningful Impact in their Community:

1. They are founders and initiators of projects, clubs, groups and organizations
2. They are lobbyists, involved in decision-making through political processes
3. They promote awareness of social and environmental issues
4. They share their ideas and issues of concern at conferences, forums and summits
5. They are trainers, mentors, coaches and tutors
6. They express themselves through visual, dramatic and musical arts
7. They create their own media through newsletters, websites and radio stations
8. They are organizers of petitions, campaigns and peaceful protests
9. They are entrepreneurs creating businesses and jobs
10. They are volunteers and fundraisers for charities



## Characteristics

of this generation of youth

1. **Influential**
2. **Connected**
3. **Diverse**
4. **Enabled**
5. **Aware**
6. **Untapped**





How do we create the best environment for engaging and developing the next generation?

1. Recognize youth as **stakeholders**
2. Seek out **youth input** and advice
3. Offer **interactivity** and challenging experiences
4. Provide **access** to resources, tools, information and opportunities
5. Showcase **talent**
6. Encourage grass-roots led **programs**
7. Foster experiential-based **projects**
8. Promote **cross-cultural** understanding
9. Connect to peer-to-peer **global networks**



Thanks!  
[jenergy@takingitglobal.org](mailto:jenergy@takingitglobal.org)