In-depth insights on tomorrow’s consumers

Forward-thinking marketers are always one step ahead, and that means identifying not only who your most valuable customers are today, but who they might be tomorrow.

The Simmons National Kids and Teens Studies deliver the mindset of this influential generation whose inconsiderable spending power will only grow as they become adults and take the reins.

Features

An actionable and in-depth look at the developing brand preferences, lifestyles, attitudes, and media habits of English- and Spanish-speaking kids and teens aged 6-17 years.

Includes a wealth of information about their attitudes on money, parents, friends, media, fashion, self-image, and so much more.

Released twice annually, providing timely updates so marketers can stay on top of trends in this constantly evolving consumer set.
Simmons offers several combined studies for these groups as well -- to get a complete picture of kids and teens in context with other demographic groups.

**Youth Study:** Kids 6-11 and Teens 12-17

**Teen/Adult Study:** Teens 12-17 and Adults 18+

To learn more, contact us at +1 866 256 4468 or MRISimmons@gfk.com