



FOR IMMEDIATE RELEASE

Even in the Digital Age, Teens Rely On Mom and Dad for Health Advice
Scarborough Kids Internet Panel Releases Report on Teen Health Perceptions

NEW YORK (August 24, 2009) – Mom and Dad are the leading sources for health advice, according to a new study on Teen Health Perceptions from the Scarborough Kids Internet Panel (S.K.I.P.), which is available for download at www.scarborough.com/freestudies.php. According to this study, 63% of teens said that when they have questions about health and nutrition, they go to their parents/guardians for information. One-half (50%) turn to the Internet.

“The S.K.I.P. study shows that despite the digital age we live in, teens still turn to their parents for advice. Healthcare social marketing efforts can have greater impact if parents are targeted along with teens,” said Steve Seraita, executive vice president, Scarborough Research. “However, the Internet is very influential too, and should be a key element in any comprehensive teen marketing program.”

The S.K.I.P. study found differences among teens in different age groups. Those ages 13-15 are considerably more likely than their older counterparts to rely on their parents for health information. Sixty-eight percent of 13-15 year-olds cite their parents as the source they turn to with their health and nutrition questions, versus 45% of 16-17 year-olds. When teens reach the age of 16, however, the Internet trumps parents as the source for health information. Fifty-eight percent of teens ages 16 and up go online for health information, versus 45% of those ages 15 and under.

Almost all (92%) of teens say health and a healthy lifestyle is “extremely or somewhat important” in their lives. In fact, the study found that the majority of teens give themselves good health grades. Seventy-six percent of teens give themselves B- or higher on their “healthy report card.” Overall, boys give themselves better health grades than do girls, and 13-15 year olds give themselves a better grade than 16 year-olds. There is a positive correlation between grade and importance – as the importance of healthy lifestyle increases so do the grades. Teens feel nutrition and exercise are the two pillars of a healthy lifestyle.

With regard to their role as future consumers, teens value an informative product website when making decisions about purchasing health-related products such as vitamins or nutritional supplements. Fifty-six percent of teens indicated “informative websites” were very or somewhat important to their purchase decision. Coach recommendation (54%) and medical

website recommendation, such as WebMD or MayClinic.com (46%) are other leading sources teens rely upon for information when making health product purchases.

The full report, available for download free of charge at www.scarborough.com/freestudies.php, provides more details on:

- The roles that search marketing and social networking play in teen quests for health information
- Teen perceptions on what it means to live a healthy lifestyle – including details on their thoughts on proper nutrition and exercise

This S.K.I.P. Teen Health Perceptions Study was fielded via an Internet panel from December 30, 2008 through January 10, 2009, and covered health-related topics. The panel included 1,800 respondents between the ages of 13 and 17. If you are interested in learning more about fielding your own study for kids, teens and/or their parents, please contact Julie O'Donnell at 678-455-6213 or jodonnell@scarborough.com.

About S.K.I.P.

The Scarborough Kids Internet Panel helps marketers to improve targeting activities, benchmark brand awareness, create media and marketing strategies for optimum impact and measure customer satisfaction among kids, teens and their parents. Through a customized survey of kids ages 6-17, marketers can better understand the perspective, brand preferences or attitudes of youth customers. Additionally, one of the primary benefits of Scarborough's youth panel is the ability to also survey parents. The S.K.I.P. has a high-quality sample that uses a variety of techniques to help insure valid research insights. It is fully compliant with the Children's Online Privacy Policy Protection Act (COPPA). Please visit <http://www.scarborough.com/skip.htm> to learn more about this Scarborough Research service.

About Scarborough Research

Scarborough Research (www.scarborough.com, info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).

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