

Young Women's General Demographics



ranking

Age 17-19

Universe: Young Women 12+		Population: 6,403,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,656	41.5	24.0	



ranking

Age 16-21

Universe: Young Women 12+		Population: 12,431,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	4,400	35.4	39.7	



ranking

Age 16-24

Universe: Young Women 12+		Population: 18,487,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	5,323	28.8	48.1	



ranking

Age 13-21

Universe: Young Women 12+		Population: 18,246,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	5,993	32.8	54.1	



ranking

Age 18-24

Universe: Young Women 12+		Population: 14,149,000		% of Universe: 11	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	3,800	26.9	34.3	



ranking

Age 16-21 and High School Graduate or Associate Degree, Academic or Bachelor's Degree

Universe: Young Women 12+		Population: 7,244,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,569	35.5	23.2	



ranking

Clothing



ranking

Age 16-21 and Designer Jeans; Purchased in Past 12 Month; Any

Universe: Young Women 12+		Population: 2,371,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	861	36.3	7.8	



ranking

Age 16-21 and Designer Jeans; Amount Spent in Past 12 Months; \$100+

Universe: Young Women 12+		Population: 827,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	320*	38.7	2.9	



*Small sample size

ranking

Age 16-21 & Clothing Expenditures; Amount Spent in Past 12 Months; \$300+

Universe: Young Women 12+		Population: 5,892,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,044	34.7	18.5	



ranking

Age 13-21 & Clothing Expenditures; Amount Spent in Past 12 Months; \$300+

Universe: Young Women 12+		Population: 7,878,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,740	34.8	24.7	



ranking

Age 16-21 and Swimsuit; Purchased in Past 12 Months; Any

Universe: Young Women 12+		Population: 4,114,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,615	39.3	14.6	



ranking

Age 16-21 and Clothing Expenditures; Amount Spent in Past 12 Months; \$1,000+

Universe: Young Women 12+		Population: 1,558,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	624	40.1	5.6	



ranking

AD • INK

Cosmetics & Perfume



ranking

Age 16-21 and Used in Last 6 Months; Any Lancôme Brand

Universe: Young Women 12+		Population: 865,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	349*	40.3	3.2	



*Small sample size

ranking

Age 16-21 and Used in Last 6 Months; Any Estée Lauder Brand

Universe: Young Women 12+		Population: 899,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	410*	45.6	3.7	



*Small sample size

ranking

Age 16-21 and Used in Last 6 Months; Any Clinique Brand

Universe: Young Women 12+		Population: 1,871,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	670	35.8	6.1	



ranking

Age 16-21 and Used in Last 6 Months; Any Lancôme or Estée Lauder or Clinique Brand

Universe: Young Women 12+		Population: 2,772,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,109	40.0	10.0	



ranking

Age 16-21 and Heavy/Medium Users Any Nail Care Products/Polish

Universe: Young Women 12+		Population: 2,845,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	898	31.6	8.1	



ranking

Age 16-21 and Heavy/Medium Users Any Facial Makeup

Universe: Young Women 12+		Population: 8,239,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	3,153	38.3	28.5	



ranking

Age 16-21 and Heavy/Medium Users Any Skincare Product

Universe: Young Women 12+		Population: 6,061,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,317	38.2	20.9	



ranking

Age 16-21 and Perfume and Cologne for Females; Total Users in Last 6 Months

Universe: Young Women 12+		Population: 9,224,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	3,397	36.8	30.7	



ranking

Age 16-21 and Perfume and Cologne for Females; Heavy/Medium Users (5+) in Last 7 Days

Universe: Young Women 12+		Population: 5,978,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,418	40.4	21.8	



ranking

Age 16-21 and Cosmetics; Where Purchased in Past 6 Months; Drug Store

Universe: Young Women 12+		Population: 2,685,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,187	44.2	10.7	



ranking

Age 16-21 and Cosmetics; Where Purchased in Past 6 Months; Grocery Store

Universe: Young Women 12+		Population: 1,799,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	641	35.6	5.8	



ranking

Age 16-21 and Cosmetics; Where Purchased in Past 6 Months; Discount Store

Universe: Young Women 12+		Population: 1,581,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	534	33.8	4.8	



ranking

Age 16-21 and Cosmetics; Where Purchased in Past 6 Months; Department Store

Universe: Young Women 12+		Population: 4,374,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,683	38.5	15.2	



ranking

Age 16-21 & Medium/Heavy Users Any Makeup in Past 7 Days: (Blusher or Eye Liner or Eye Shadow or Lipstick & Lip Gloss or Loose Face Powder or Mascara or Foundation Make-up or Pressed Powder)

Universe: Young Women 12+		Population: 101,682,000		% of Universe: 79	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	9,119	9.0	82.4	



ranking

Age 16-21 and Skincare Facial Moisturizers or Complexion Care Products; Heavy/Medium Users Last 7 Days

Universe: Young Women 12+		Population: 66,218,000		% of Universe: 51	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	5,972	9.0	53.9	



ranking

Age 16-21 and Perfume and Cologne for Females; Used in Last 6 Months

Universe: Young Women 12+		Population: 9,224,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	3,397	36.8	30.7	



ranking

Age 16-21 and Perfume and Cologne for Females; Heavy/Medium Users 5+ Times in Past 7 Days

Universe: Young Women 12+		Population: 5,978,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,418	40.4	21.8	



ranking

AD • INK

Electronics/Phones



ranking

Age 16-21 and Own Cell Phone/PDA

Universe: Young Women 12+		Population: 10,827,000		% of Universe: 8	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	4,005	37.0	36.2	



ranking

Age 16-21 and MP3 Players (Portable); Brands Bought in Last 12 Months; Any Apple iPod

Universe: Young Women 12+		Population: 971,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	364	37.5	3.3	



ranking

AD • INK

Jewelry & Watches



ranking

Age 18-24 and Costume Jewelry; Summary in Last 12 Months; Bought Any

Universe: Young Women 12+		Population: 4,973,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,202	24.2	10.9	



ranking

Age 16-21 and Costume/Fine Jewelry; Amount Spent in Total in Last 12 Months; 100+

Universe: Young Women 12+		Population: 19,573,000		% of Universe: 15	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,274	11.6	20.5	



ranking

Age 18-24 and Costume/Fine Jewelry; Amount Spent in Total in Last 12 Months; \$100+

Universe: Young Women 12+		Population: 3,139,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	785	25.0	7.1	



ranking

Age 18-24 and Any Watch; Bought Any in Last 12 Months

Universe: Young Women 12+		Population: 1,827,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	469	25.7	4.2	



ranking

Age 16-21 and Costume/Fine Jewelry; Bought in the Last 12 Months

Universe: Young Women 12+		Population: 5,449,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,989	36.5	18.0	



ranking

Age 16-21 and Any Watch Bought in Last 12 Months

Universe: Young Women 12+		Population: 1,422,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	511	35.9	4.6	



ranking

Age 16-21 and Watches; Total Spent on Watches in Last 12 Months; \$100+

Universe: Young Women 12+		Population: *404,000		% of Universe: 0.3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	133*	32.9	1.2	



*Small sample size

ranking

AD • INK

Personal Care Services



ranking

Personal Care Services; Had in Last 6 Months; Purchased Products at Salon or Day Spa

Universe: Young Women 12+		Population: 15,960,000		% of Universe: 12	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,461	9.2	13.2	



ranking

Age 16-21 and in Last 6 Months Purchased Products at Salon or Day Spa

Universe: Young Women 12+		Population: 1,450,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	531	36.6	4.8	



ranking

Shoes



ranking

Age 16-21 and Shoes; Bought Any (all types) in Last 12 Months

Universe: Young Women 12+		Population: 8,136,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	3,071	37.7	27.7	



ranking

Age 16-21 and Shoes; Any; Number of Pairs Bought in Last 12 Months; 3+

Universe: Young Women 12+		Population: 5,436,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,110	38.8	19.1	



ranking

Age 16-21 and Shoes; Any; Amount Spent in Total in Last 12 Months; \$100+

Universe: Young Women 12+		Population: 3,329,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,327	39.9	12.0	



ranking

Age 16-21 and Shoe Stores; Shopped in Last 3 Months: (Bakers; Famous Footwear; Finish Line; Foot Action; Foot Locker; Lady Foot Locker; Naturalizer; Payless)

Universe: Young Women 12+		Population: 1,998,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	781	39.1	7.1	



ranking

Shopping



ranking

Age 16-21 and Department Store Credit Card in Your Own Name

Universe: Young Women 12+		Population: 1,466,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	519	35.4	4.7	



ranking

Age 16-21 and Upscale/Better Department Stores: Shopped in Last 3 Months: (Bloomingdale's; Dillard's; Kohl's; Lord & Taylor; Macy's; Neiman Marcus; Nordstrom; Saks Fifth Avenue)

Universe: Young Women 12+		Population: 5,016,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,976	39.4	17.8	



ranking

Age 16-21 and Shopped in Last 3 Months; Better Department Stores: (Dillard's, Kohl's; Lord & Taylor; Macy's)

Universe: Young Women 12+		Population: 4,807,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,892	39.4	17.1	



ranking

Age 16-21 and Specialty Stores; Shopped in the Last 3 Months: (Abercrombie & Fitch; American Eagle Outfitters; Ann Taylor; Banana Republic; Bath & Body Works; Body Shop; Crate & Barrel; Eddie Bauer; Express; Fashion Bug; The Gap; Lane Bryant; The Limited; New York & Company; Old Navy; Pier 1 Imports; Pottery Barn; Victoria's Secret)

Universe: Young Women 12+		Population: 7,878,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,951	37.5	26.7	



ranking

Age 16-21 and Mass Merchandiser; Shopped in Last 3 Months: (Bed Bath & Beyond; Kmart; Target; Wal-Mart)

Universe: Young Women 12+		Population: 9,810,000		% of Universe: 8	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	3,546	36.1	32.0	



ranking

Age 16-21 and Discount Stores: Shopped in Last 3 Months; Marshall's, TJ Maxx

Universe: Young Women 12+		Population: 2,587,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,023	39.5	9.2	



ranking

Age 16-21 and Macy's; Shopped in the Last 3 Months

Universe: Young Women 12+		Population: 2,502,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,002	40.0	9.0	



ranking

Age 13-21 and Nordstrom; Shopped in the Last 3 Months

Universe: Young Women 12+		Population: 953,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	484	50.8	4.4	



ranking

Age 13-21 and Target; Shopped in the Last 3 Months

Universe: Young Women 12+		Population: 7,505,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,827	37.7	25.5	



ranking

Age 13-21 and Abercrombie & Fitch; Shopped in the Last 3 Months

Universe: Young Women 12+		Population: 3,302,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,456	44.1	13.2	



ranking

AD • INK

Sports



ranking

Age 16-21 and Sports Participated in Last 12 Months; Any

Universe: Young Women 12+		Population: 8,317,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,979	35.8	26.9	



ranking

Travel



ranking

Age 16-21 and Theme Parks; Visited a Theme Park in Last 12 Months; Yes

Universe: Young Women 12+		Population: 5,007,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,134	42.6	19.3	



ranking

Age 16-21 and Theme Parks; Theme Parks Visited; Disneyland (CA) or Walt Disney World (FL)

Universe: Young Women 12+		Population: 1,445,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	670	46.4	6.1	



ranking

Age 16-21 and Theme Parks; Theme Parks Visited; Busch Gardens (VA, FL)

Universe: Young Women 12+		Population: *396,000		% of Universe: 0.3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	154*	38.9	1.4	



*Small sample size

ranking

Age 16-21 and Theme Parks; Theme Parks Visited; Universal Studios (CA, FL)

Universe: Young Women 12+		Population: 840,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	349*	41.5	3.2	



*Small sample size

ranking

Age 16-21 and Theme Parks; Theme Parks Visited; Knott's Berry Farm (CA)

Universe: Young Women 12+		Population: *294,000		% of Universe: 0.2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	189*	64.3	1.7	



*Small sample size

ranking

Age 16-21 and Theme Parks; Theme Parks Visited; SeaWorld (CA, FL, TX)

Universe: Young Women 12+		Population: 607,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	284*	46.8	2.6	



*Small sample size

ranking

Age 16-21 and Theme Parks; Theme Parks Visited; Six Flags (NJ, IL, GA, CA, TX, MD, MA, MO)

Universe: Young Women 12+		Population: 1,546,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	777	50.3	7.0	



ranking

Age 16-21 and Domestic Travel; Made Trip of 1 or More Days in the Continental U.S. in Last 12 Months; Any Trip Within the Continental U.S.

Universe: Young Women 12+		Population: 5,982,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	2,223	37.2	20.1	



ranking

Age 16-21 and Foreign Travel; Took a Trip Outside the Continental United States in Last 3 Years; Any Trip

Universe: Young Women 12+		Population: 3,396,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	1,098	32.3	9.9	



ranking

Age 16-21 and Foreign Travel; Places Visited on Last Trip; Europe

Universe: Young Women 12+		Population: 760,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	221*	29.1	2.0	



*Small sample size

ranking

Age 16-21 and Foreign Travel; Places Visited on Last Trip; Caribbean

Universe: Young Women 12+		Population: 769,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	307*	39.9	2.8	



*Small sample size

ranking

Age 16-21 and Foreign Travel; Places Visited on Last Trip; Mexico or Other Latin American Countries

Universe: Young Women 12+		Population: 1,108,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	363*	32.8	3.3	



*Small sample size

ranking

Age 16-21 and Foreign Travel; Places Visited on Last Trip; Hawaii

Universe: Young Women 12+		Population: *273,000		% of Universe: 0.2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	175*	64.1	1.6	



*Small sample size

ranking

Age 16-21 and Foreign Travel; Places Visited on Last Trip; Canada

Universe: Young Women 12+		Population: *186,000		% of Universe: 0.1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Seventeen	38*	20.4	0.3	



*Small sample size

ranking