



Introducing the Youth Confidence Index from 18 Ltd

A monthly snapshot of the future and
fortunes of NZ Youth

April 2006

The Youth Confidence Index



- Started in March 2006
- 300 young people will be surveyed every month
 - Drawn from 18 Ltd community of 14-29 year olds
- The 18 Ltd community numbers over 4,000 young people from all parts of New Zealand, and all types of backgrounds.
- Overall data weighted to national proportions of gender, age and ethnicity.

The Youth Confidence Index

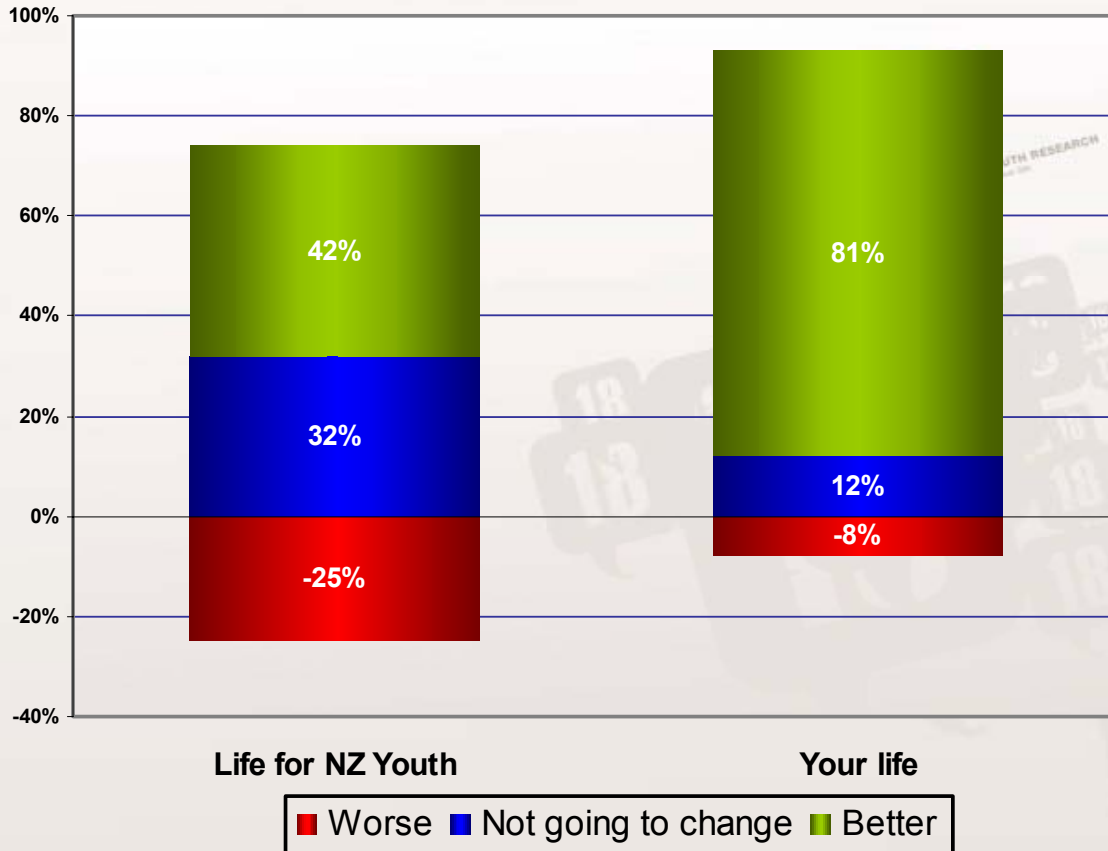



- Generated from the response of two questions, asked at a personal level, and in a peer group context:
 - *“In the next year or so, do you see that life as a young person in NZ is going to get better or worse?”*
 - *“Is your life going to get better or worse in the next year?”*
- The YCI results for March 2006 show the optimism of youth!
 - Their own expectations are very positive...
 - ...compared to how they think their peer group overall would fare in the coming 12 months

42% think life will get better for NZ Youth,
 25% think it will get worse!
 This puts the YCI for March'06 at +17



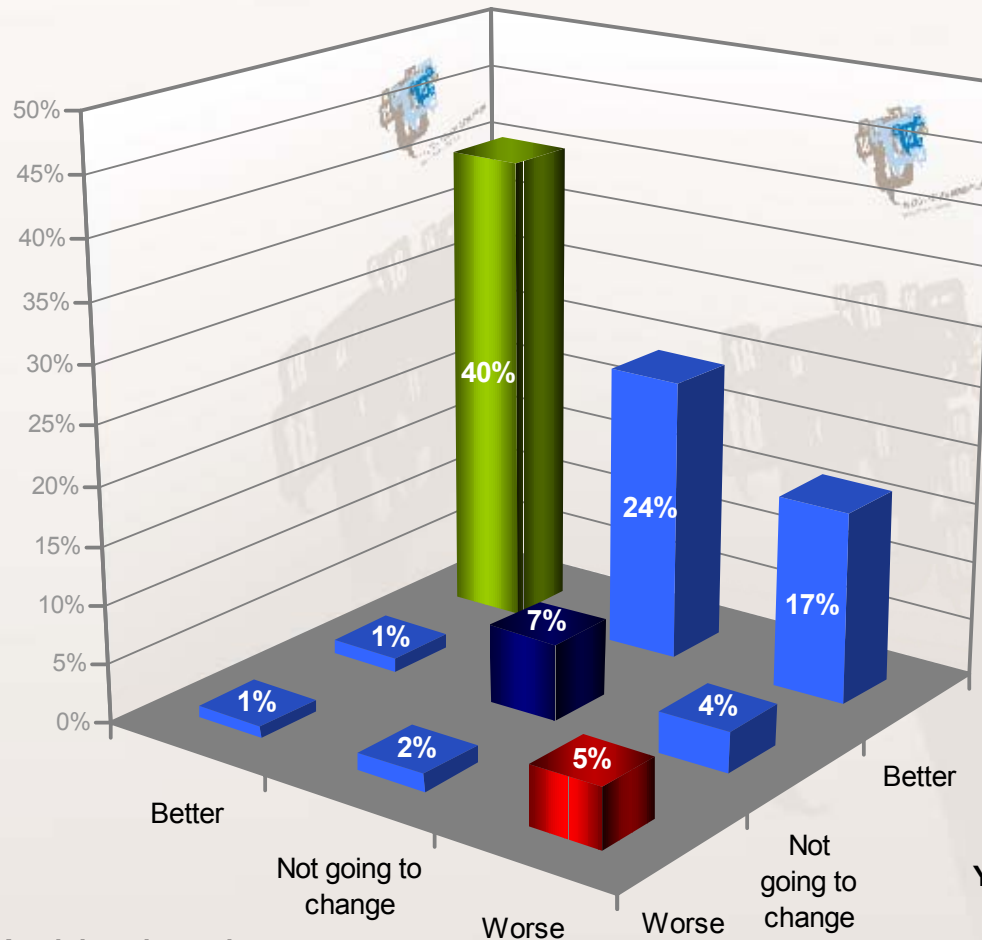
Youth Confidence Index - March 2006

NZ Youth Confidence Index +17
 Males +25, Females +10
 Aucklanders +34, Provincial/Rural -7
 Full Time Student +28, Working +7
 22-25yr olds +46, 18-21 yr olds +11

Personal Confidence Index +73
 14-17yr olds +56, 22-25 yr olds +93
 Aucklanders +86, South Island +71
 At school +63, Full Time Student +80

40% of the participants were optimistic for both themselves and NZ Youth overall, with 17% thinking *their* lives will get better as the prospects for NZ Youth overall head in the opposite direction.



40% of Youth are optimistic for both their own and NZ's prospects

17% think they are going to have a good 2006, but NZ Youth as a whole will struggle

5% think both their own and the country's prospects are poor



Life for NZ Youth is going to be...

Your Life is going to be...



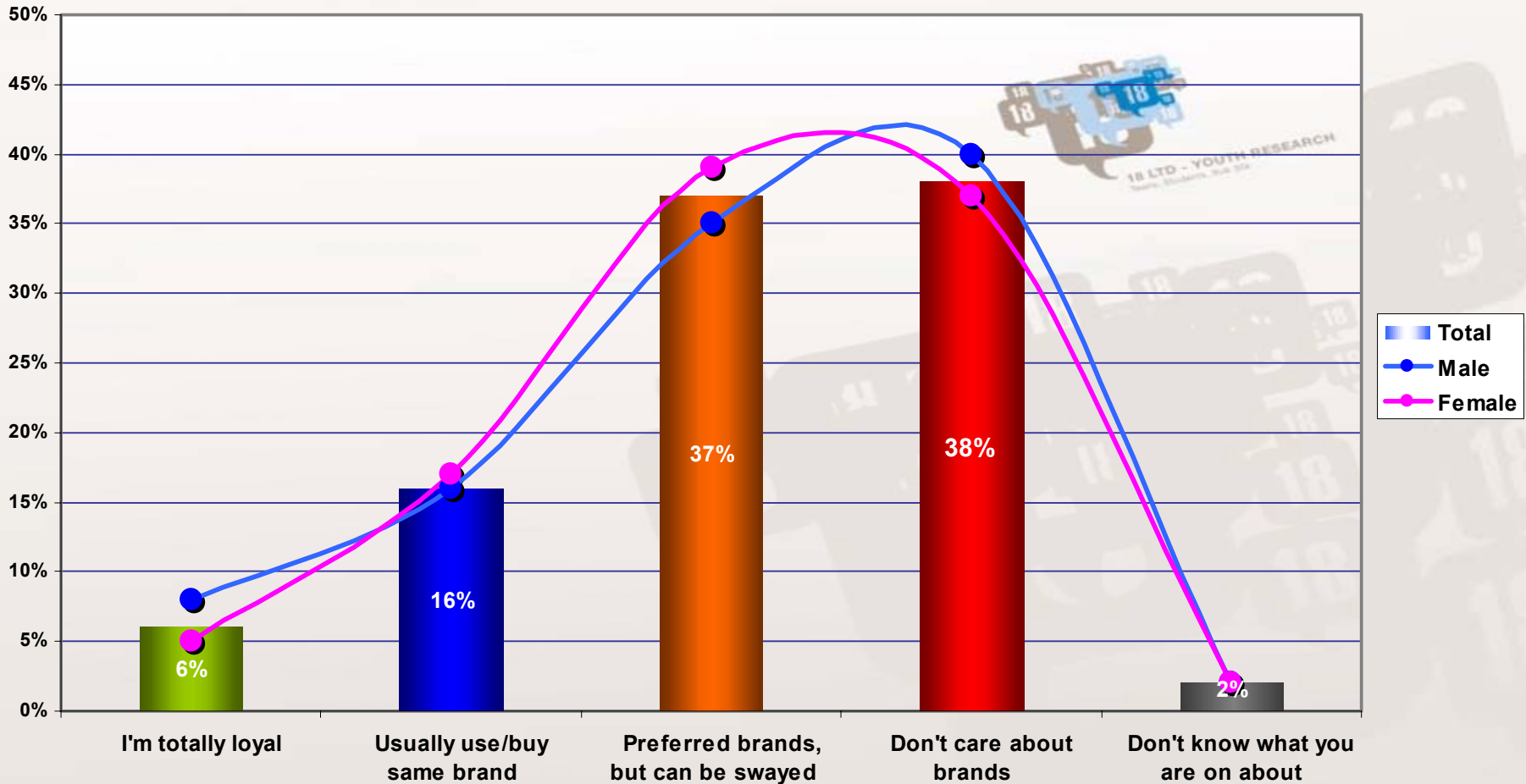
**In addition to the Youth Confidence Index,
we ask a few other things....**

Some thoughts on
young people's attachment
to the brands that they use

Males and females show similar levels of claimed brand loyalty



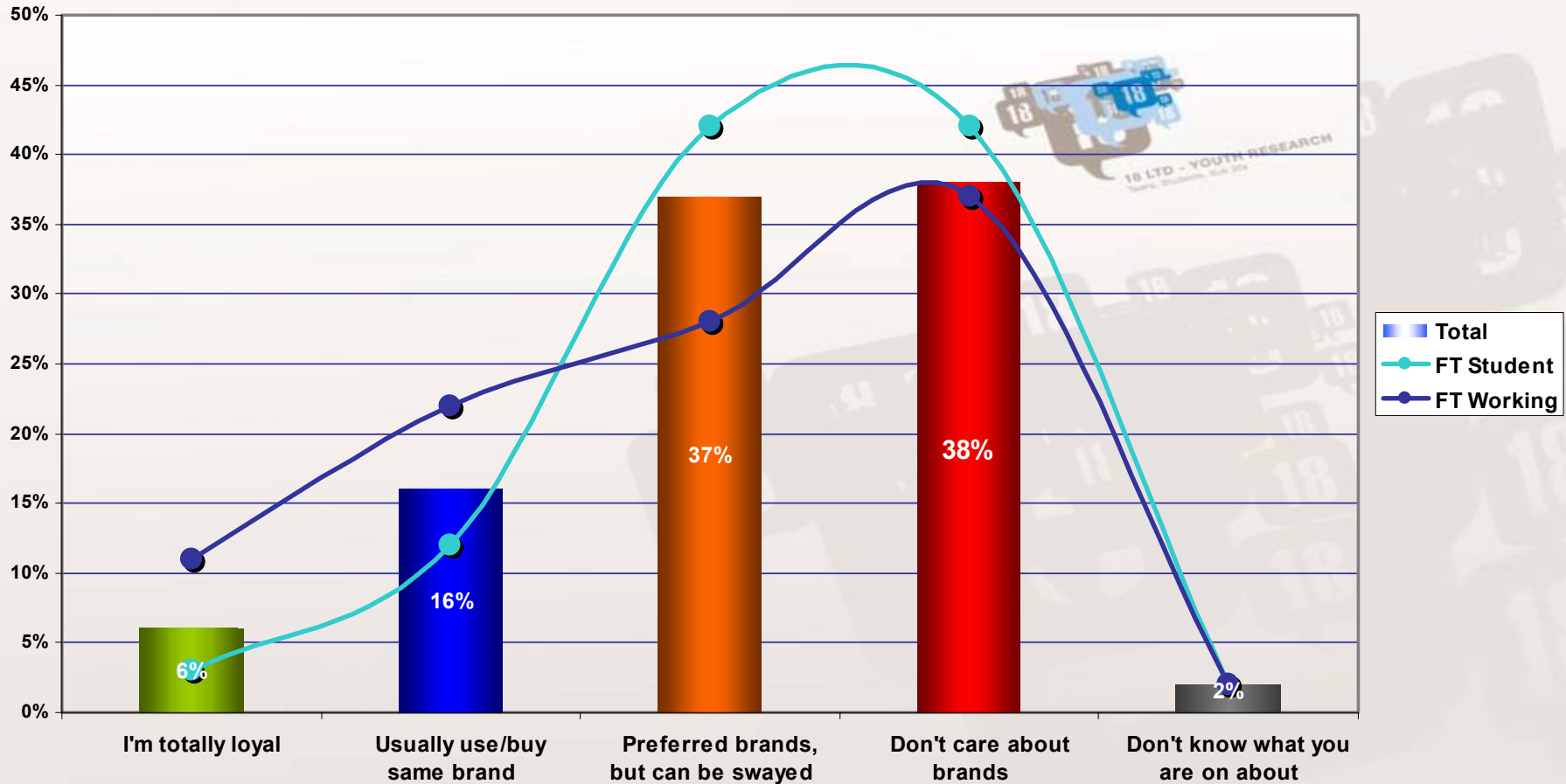
Which of these statements best describes your attitudes to brands when you are making purchase decisions?



The move from studying to full time working brings a greater degree of claimed loyalty - perhaps students WANT to buy 'their' brands, but are less able to afford them?



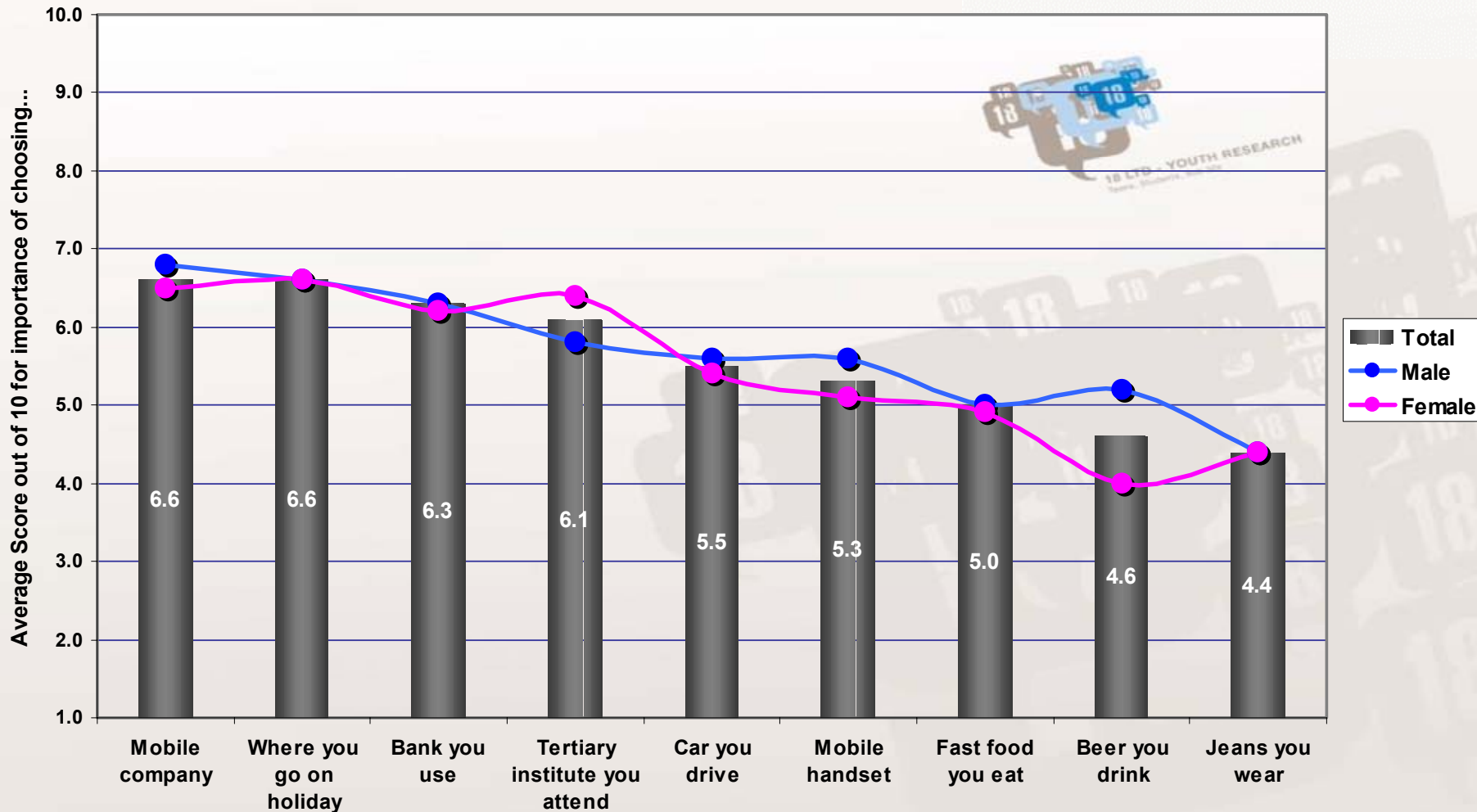
How would you describe your relationship with brands?



Choice of mobile phone network is one of the most important decisions to NZ Youth!



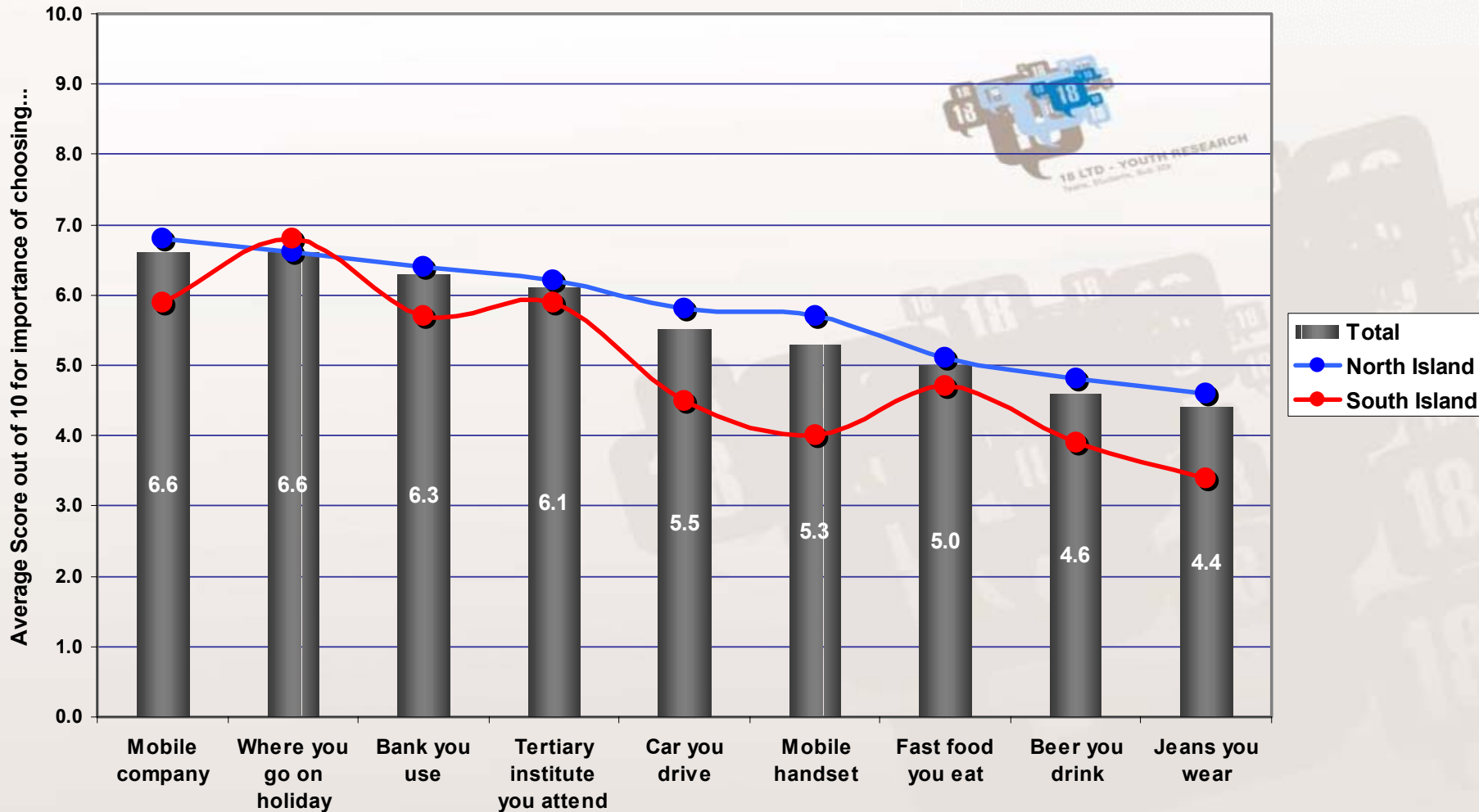
How important to you is your decision about.....?



South Island youth care less about brand than their North Island counterparts



How important to you is your decision about.....?



Want to know more?



- The 18 Ltd YCI survey is run each month, with a small amount of space for additional questions in each brand category, on an exclusive basis within category
- The 18 Ltd panel is available for ad hoc surveys, including the “100 in 72 hours” option, which provides a fast turnaround snapshot on a specific issue
- The 18 Ltd team run focus groups & ethnographic studies of youth behaviour, and is available on a consultancy basis to provide insights into youth culture
- The monthly 18 Street Report is circulated free of charge to interested parties - email Richard@eighteen.co.nz to be included on the circulation list
- To discuss your youth insight needs, please contact Spencer Willis:
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