



Teenhood 2022

Leading indicators on where Teens are headed,
and how brands must pivot to stay relevant

Study Background

Q2 2021 Family Room Passion Points Study



Sample Detail

Cohort

Teens 13-18



Country

United States



Sample

Field Date: July 2021

N = 756 teens

Study Detail

Market intelligence that turns consumer emotion into concrete data.

- ✓ Passion Points tracks 50 emotional priorities rooted in proven models of human need
- ✓ Ten years of longitudinal tracking reveal shifts in human values and priorities
- ✓ 80,000 respondents covering four generational cohorts, including kids, teens, young adults and parents
- ✓ Nine global markets covering 70% of the world's GNP and ten product categories



Teens Reasserting Control

Source: The Family Room's 2021 Q2 Passion Points Study | Trending vs. 2019

Most Important



Less Important

Rising in Importance

Rebelling against authority



Showing my wild side



Concern about global warming/climate change



Not being teased or bullied by my peers



Affording an occasional splurge



Winning and being the best



Staying positive



Avoiding sickness and disease



Falling in Importance

Making my parents proud



Being good at something I like to do



Having friends I can trust



Getting good grades



Feeling loved



Having fun with my friends



Kidding around and laughing



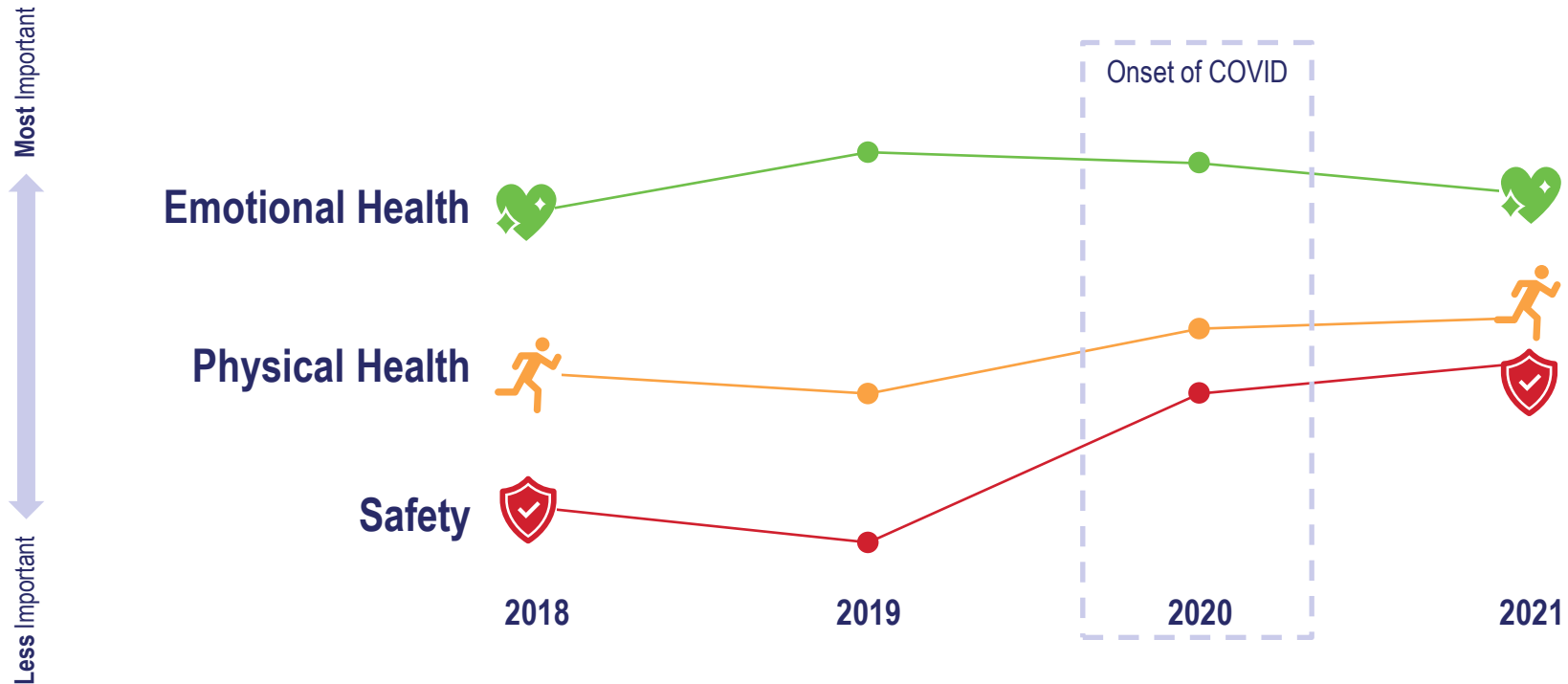
Preparing for a successful future





Where Teen Health is Headed

Source: The Family Room's 2021 Q2 Passion Points Study





What Makes Happy Teens Unique

Source: The Family Room's 2021 Q2 Passion Points Study

What Distinguishes Happy Teens

Winning and being the best

Doing something new and exciting

Observing and celebrating family traditions

Living a healthy lifestyle

Concern about global warming/climate change

Exploring the world

Spending more time together as a family

Choosing foods I feel good about eating

What Distinguishes Unhappy Teens

Not giving up

Not being teased or bullied by my peers

Concern about having a girlfriend/boyfriend

Escaping from pressure and stress

Being happy

Having friends I can trust

Being kind and accepting of others

Showing who I am and what I care about

Largest Differences



Smaller Differences



Pressure-Testing Teen Activism

Source: The Family Room's 2021 Q2 Passion Points Study

KEY: = Advocating for myself

= Advocating for the world

Top Priorities

Feeling good about who I am

Being good at something I like to do

Staying positive

Having the freedom to make my own choices

Getting good grades

Being strong

Not giving up

Middle Priorities

Preparing for a successful future

Learning to make good choices on my own

Speaking up for what I believe

Being kind and accepting of others

Helping other people

Showing who I am and what I care about

Learning how to make money

Bottom Priorities

Living a healthy lifestyle

Winning and being the best

Getting involved in a cause I care about

Having the ability to occasionally splurge

Eating healthy foods

Concern about global warming/climate change

Most Important



Less Important

Thank You!



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