

# Study Says Teenagers Spent \$6Bln in 2012

By [The Moscow Times](#)

April 13, 2013

**The  Moscow Times**

Russian teenagers spent more than \$6 billion on goods and services in 2012, according to Teenager Research Unlimited, a study by TNS Russia.

The TNS research estimates the expenses of Russians aged 12 to 19 who live in cities with a population of more than 100,000 people. This group includes 5.7 million people.

Teenagers' spending totaled \$3.8 billion in 2010 and \$4.1 billion in 2011.

According to the research, boys spend 809 rubles (\$26) per week, while girls spend only 621 (\$20) per week.

Teenagers mostly spend their money on leisure activities like buying snacks or movie tickets, while clothes, shoes and books are bought by their parents, said Oleg Ulyansky, head of the children's leisure portal tvidi.ru.

According to Mikhail Burmistrov, head of Infoline-Analitika research agency, teenagers spend 3,000 rubles monthly on various goods and services, and this figure is expected to grow.

"Sometimes I earn money myself and, when my mother gives me some, I save it to buy something good. Now I am saving money to buy a violin," said Antonina Ivanova, 17, a school student who also sings in a chorus.

She added that she spends about 5,000 rubles (\$160) once in two months to buy new clothes.

Original url:

<https://www.themoscowtimes.com/2013/04/13/study-says-teenagers-spent-6bln-in-2012-a23241>