



'PROSPECT'

EUROPEAN  
YOUTH '09  
TREND  
REPORT



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**I would describe a young person as open-minded, someone who has to make his experiences and tends to be under the influence of some trends (music, fashion...).**

**(Elke, 25, Germany)**

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**A young person is someone who is growing both physically and mentally, because he is searching for himself and for a place in society/his surroundings where he can be accepted.**

**(Kuldeep, 21, U.K.)**

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**A youngster is younger than 25, dynamic, strongly independent and aims to discover boundaries by experimenting.**

**(Andrea, 19, Italy)**

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**When kids look up to you and adults look down on you, you are a young person!**

**(Pierre, 23, France)**

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**You are a youngster as long as you don't have to worry about how to look after yourself (financially). This does not mean young people have no responsibilities or activities.**

**(Marlies, 19, Austria)**

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**For me, a youngster is a person (m/f) between 12 and 30-something who can still be genuinely excited by a post card of a friend in a hot country.**

**(Leen, 24, The Netherlands)**

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## RESEARCH

**In our European Youth Trend Report '09 we'll be focusing on our study of 30 European countries.**

Together these European countries have a total population of 579 556 843 people of which 92 289 349 people are aged 14 to 25, the group we focus on. This amounts to 15.92% of the total European population being 14 to 25 year olds.

Several European countries in particular, make up a large share within the European youth population. Germany has 12.41%, the UK 10.53%, France 10.16% and Poland 7.81% of the total youth population, while Turkey has a stunning 16.79 % of European youth. This last fact is not surprising as 22% of the Turkish population is aged 14 to 25. All other countries are more or less evenly spread throughout Europe with their share.

In most countries the group of young people aged 14 to 25 makes up around 15% of their population, yet there are several countries that have a higher share of youth. We already mentioned Turkey, which has 22% of its population being made up of youngsters, and so this future member of the EU, has a huge potential as youth market. Also in Estonia, Latvia, Lithuania, Poland & Slovenia there are many young inhabitants, almost 1 in 5 people is aged 14 to 25.

## METHODS

The research was started with a thorough analysis of scientific journals, newspapers, magazines, marketing and media reports etc. Afterwards a questionnaire was designed in 6 languages, and carried out with youngsters on the internet. Almost 30 000 young people in Europe completed the questionnaire. 25 688 boys and girls among them are between 14 and 25 years old. This large-scale questionnaire gives a valuable insight into the daily reality of this age group.

To support our statistical data we interviewed more than 200 young persons in different countries. Both for the dissemination of our questionnaires and the recruitment of young people to be interviewed we used social networks like Netlog and Myspace.

### Why social media as a research tool?

Youngsters spend a fast increasing amount of their time connecting with each other on internet enabled devices (e.g. desktop computers, laptop or mobile phones). Internet replaced TV and other media as the dominant medium, with youngster being online up to 7 days a week on an average of 22 hours a week. They connect -mostly- in the context of social media. Social media are all (internet) applications or websites with a social component.

Not only do youngsters spend huge amounts of time in social media environments, social media plays a central role in their communication with others and even in developing their self awareness, self trust and self presentation (Schouten, 2007, amongst others).

That, altogether, makes social media an obvious tool to research youth and youth trends. However, as a medium, it has specific benefits towards other research channels. Researching social media gives you real time information that is digital and thus easily processable. Also, it is possible to either target really specific groups (e.g. based on profile information in social networks, behavioural targeting) or reach youngsters all throughout the world.

Product Category:  
**DRINKS**

Below you will find the top 3 most famous brands as voted by young people, by product category, country, age group and sex.

	 14-19	 20-25	 14-19	 20-25
AUSTRIA	1. COCA-COLA 2. RED BULL 3. BEER	1. COCA-COLA 2. RED BULL 3. ICE TEA	1. COCA-COLA 2. ICE TEA 3. RED BULL	1. COCA-COLA 2. RED BULL 3. WATER
BELGIUM	1. COCA-COLA 2. RED BULL 3. FANTA	1. COCA-COLA 2. RED BULL 3. VODKA	1. COCA-COLA 2. FANTA 3. RED BULL	1. COCA-COLA 2. RED BULL 3. ICE TEA
FRANCE	1. COCA-COLA 2. RED BULL 3. FANTA	1. COCA-COLA 2. RED BULL 3. FANTA	1. COCA-COLA 2. ICE TEA 3. FANTA	1. COCA-COLA 2. ICE TEA 3. FANTA
GERMANY	1. COCA-COLA 2. RED BULL 3. FANTA	1. COCA-COLA 2. RED BULL 3. WATER	1. COCA-COLA 2. RED BULL 3. WATER	1. COCA-COLA 2. WATER 3. RED BULL
ITALY	1. COCA-COLA 2. RED BULL 3. BEER	1. COCA-COLA 2. BEER 3. RED BULL	1. COCA-COLA 2. WATER 3. MALIBU	1. COCA-COLA 2. WATER 3. VODKA
SPAIN	1. COCA-COLA 2. FANTA 3. JUICE	1. COCA-COLA 2. RED BULL 3. FANTA	1. COCA-COLA 2. NESTEA 3. WATER/RED BULL/FANTA	1. COCA-COLA 2. WATER 3. RED BULL
SWITZERLAND	1. COCA-COLA 2. ICE TEA 3. BEER	1. COCA-COLA 2. RED BULL 3. BEER	1. COCA-COLA 2. ICE TEA 3. RED BULL	1. RED BULL 2. COCA-COLA 3. WATER
TURKEY	1. COCA-COLA 2. RED BULL 3. BEER	1. COCA-COLA 2. BEER 3. RED BULL	1. COCA-COLA 2. RED BULL 3. BEER	1. COCA-COLA 2. RED BULL 3. TEA
U.K.	1. COCA-COLA 2. VODKA 3. RED BULL	1. RED BULL 2. COCA-COLA 3. JUICE	1. COCA-COLA 2. VODKA 3. MALIBU	1. COCA-COLA 2. VODKA 3. MALIBU





## Downtime

Young Europeans spend their spare time doing different activities. There are two leisure activities that are most frequently mentioned by young Europeans. They say exercise (45% frequently go for a walk, ride their bike or practice sports) and hooking up with friends (40%) are their main pastimes. When meeting friends, youth go out eating, dancing or just have a drink and hang out.

Research also showed that young adults in general are not very active in associations, as only one in five young individuals is a member of an organisation. Sports clubs, with just under 50% of all respondents reporting membership, are the most popular.

In this day and age young adults (21%) mainly report using the Internet or playing video games as leisure activity. Reading a book (25%), watching television (19%), listening to music (17%), going to the cinema or concerts (16%) are also often mentioned as favourite pastimes.

As one might have expected, a much higher share of young people use the internet as a form of leisure and they are doing so for a wide range of purposes. 40% of this population say they regularly participate in chat rooms or online forums. Other online activities among youth are listening to radio (42%), playing computer games (40%), downloading movies/TV (28%), exchanging files (36%), visiting blogs (21%) or

watching TV (13%). Webcams are also a popular pastime, as 20% stated they use one when communicating with friends on the internet. Other reasons for using the internet were, collecting information on products and events (36%) or preparing a holiday (28%).

European research also clearly indicates that culture occupies an important role in the lives of many people. The idea that culture defines social aspects within communities is prominently present. Over three quarters (77%) of all surveyed Europeans answered that culture is important to them. Citizens from the Northern European countries particularly participate in different cultural activities. There's an overall pattern, because the study also uncovered that the Baltic countries showed high participation rates for certain activities. This possibly linked to the specific climate in the region.

Cultural participation is the highest among young, educated and urbanised people. As one may expect age is an important factor. The study showed how this effect is most pronounced for visiting the cinema, where 82% of the respondents in the 14-25 age group had gone to the cinema in the past year.

Within the younger population a large group (61%) practices sport frequently. Younger people also visit public libraries, concerts, museums and the theatre more frequently than

their older counterparts, yet this can partially be explained through obligations youngsters face in education.

Interestingly study also noted that book-reading was more common amongst the youngest age group (82%). Despite the fact that recent qualitative studies found that there is a perception that 'literary culture' is on the decline amongst the youngest population due to the availability of the Internet and other media.

Another factor defining cultural participation is urbanisation. Participation in many activities is higher in urbanised areas especially compared to rural villages. The access to facilities is probably a major determinant for this difference, with facilities such as cinemas and museums having a higher concentration in cities.

Artistic and creative activity is also higher amongst the youngest age groups, 29% state they regularly danced. A fair amount (24%) say they regularly have written something and 31% are interested in photography or film. Musical instruments also have an important place within youth's life, as 17% plays one. 28% said they also do other activities. At the other end of the line there are 26% who stated they don't take part in any kind of cultural activities.

Almost everyone is busy. Relaxing and enjoying are words youngsters use when talking about their leisure time. They are planning to have a better work-life balance than their parents. They have high expectations for their free time though. They look for intense experiences and fascinating meetings, and rest only plays second fiddle. The leisure offering is broad and diverse: youth clubs, interactive TV, chatting, playing sports, vod and pod casting, going out, friends and lots of other hobbies. Everything is available a la carte and easily achievable. Young people realise also that their leisure pursuits can gain them prestige and respect. However paradoxically it may sound: leisure brings its own pressures.

## What do young people do at the weekend?

being with friends  
internet

sports

watch tv/listening to music

homework

shopping

31% of young people play sports 2 to 4 times per week. 19% does so on a daily basis and 24% rarely or never works out.



## ELEMENTS OF YOUTH CULTURE.

Young people can no longer be defined as an age group, a culture, a music style, a picture, a story... A fragmented society has complex cultures. Young people regularly switch cultures and mix different cultures simultaneously. The combination of cultures is structured, but the choices within them are not. It is thus impossible to define young people in one single way. Trendwolves proposes 8 elements that facilitate the understanding of youth cultures: travel, skills, rebellion, looks, heroes, gathering, diy and connectivity.

These 8 elements are not all-comprising. They are constantly changing and not exhaustive. Young people might shine in one element and not pay any attention (be it intentional or not) to others. It might thus not be possible to give a young person a place in all 8. The different elements also cover common ground, where young people feel at home. Rebellion often happens in a gathering, if you travel you are often connected...

The different elements can give depth to these stories about young people in 2009.



## White earpieces and multi-tasking

On the 23rd of October 2003, Steve Jobs announced the first generation of iPods. The revolutionary music player with an internal hard drive offered 1000 songs or 12 hours of music pleasure. For many people this meant having their entire CD collections in their pockets. Not unimportantly at that time, the earpieces were white instead of the classical black ones that were offered with other MP3 players. The white earpieces were a gadget that stood for being hip and with it. Teenagers without the earpieces became the exceptions, but in time the earpieces lost their status as an exclusive gadget with the younger generation as well. Their parents also jumped on the bandwagon, even though there are differences in the ways different generations use the MP3 player. Adults use it to pass time jogging or on the train, whilst for young people it is a constant source of entertainment. They have the headphones on whilst talking to their friends, skating, cycling, shopping or hanging out. This may seem anti-social to adults, but it does not to youngsters. This phenomenon is linked to the multi-tasking culture, whereby young people combine different media with other pursuits.

### MP3 generations

Young people clearly like appliances that combine those different functions. Still, they use their MP3 player mainly for listening to music. Only rarely you meet someone who also uses his MP3 for saving photo and video files. The same observation applied to the mobile phone, of which the calling and text messaging functions are used the most by youngsters. It is also used as a camera and music player, but to a lesser extent. The remaining functions of the mobile phone were rarely or never used by the young people we questioned about this. Still, youngsters prefer phones that combine these different functions as a sort of status symbol, something they use to build their own identity. We are heading towards a young generation of parents that raise their children with iPods plugged in the ears. Age boundaries might be blurring but now that adults have discovered MP3, youngsters want to keep distinguishing themselves from their parents. Some of the cool kids go back to dad's wardrobe and delve up his old headphones. In the search for vintage, many

youngsters go through their parents' gadgets, sun glasses, shoes, watches etc to stand out amongst their peers. It can clearly be seen that bigger is better. Young people happily show off their oversized headphones and cherish them like jewellery. Amongst young people you can find those who love oversized headphones, but also those who dislike them. Eva (25) highlights a negative: "Oversized headphones do not fit in my handbag". Or C. from Chicago: "They isolate you from the rest of the planet". Positive arguments are mainly about sound quality. A band member of 'Black Heart Rebellion', an indie band from Ghent: "I chose a Sennheiser. A cheaper Sennheiser model, but of very high quality". DJ bobby Badfingerz from Antwerp is more humorous in his answer: "They keep your ears warm in winter"

### Headphones as style elements

Our research has shown that oversized headphones are worn by musicians, DJs, subcultures, fashion boys and girls. The connection to the music world is rather obvious. Headphones are linked to studios and DJs and those are

# Social media, an introduction

The broad term “social media” refers to practically all online applications, tools and sites that have a “social” component embedded in them, and are regarded to be an element of the wave of “Web 2.0” applications. Most famous are the successful range of social networks like Facebook, MySpace and Netlog, but also social sharing sites (e.g. Del.icio.us) and video sharing sites (e.g. You Tube) are part of the social media ecosystem.

There has been a huge increase across the board over the last couple of years, especially since the launch of the large social networks in 2004/2005. Although some youngsters believe they spend less time with friends offline because of their online activities, most of them use instant messaging, social networks and other tools to expand and enhance their contact with their “offline” friends (e.g. making appointments to go out). The bulk of what youngsters do in the context of social networks is an extension of what they do offline (it is important to note that for them there are no clear boundaries between on- and offline). “Communicating with friends”, but also “Fun and entertainment” and “Curiosity” are large drivers for online behaviour. However, there are big differences between social networks; each of them has different cultures, motivations and nuances in the way young people use them. E.g. LinkedIn is mainly used by starters and students.

## Why do young people use social media?

The primary function of social networking sites and experiences is to enrich existing relationships. The motivations that drive their online presence are usually well-known basic motivations like “communicating with other friends”, “fun and entertainment” and “communicatie in a cheap way”.

There are differences between the usage goals of different social media sites:

BUSINESS NETWORKS (E.G. LINKEDIN)/	LARGE GLOBAL NETWORKS (E.G. MSN SPACES)/	LARGE LOCAL NETWORKS (E.G. HYVES, STUDIVZ)/
1. WIDEN CAREER OPPORTUNITIES	1. COMMUNICATE WITH PEOPLE WHO LIVE FAR AWAY	1. LOOKUP OLD FRIENDS/ CURRENT FRIENDS
2. INCREASE FINDABILITY	2. SEND CHEAP MESSAGES	2. COMMUNICATE WITH GOOD FRIENDS
3. CURIOSITY	3. COMMUNICATE WITH FRIENDS	3. COMMUNICATE WITH PEOPLE WHO LIVE FAR AWAY
4. SHOWCASE MYSELF	4. FUN	4. FUN
5. COMMUNICATING WITH BUSINESS RELATIONS	5. CURIOSITY	5. CURIOSITY





## MOBILE CONSUMERS

Mobile phones have become an integral part of young peoples lives. They are a means for getting information, entertainment and staying in touch with each other.

Young people are heavy texters. Research showed that 50% of the young population in Great Britain send more than six every day. The most interesting point is that while SMS use has not taken off amongst adults users, perhaps the next adult generation is going to embrace texting with even more passion. Mobiles are also the communication device of choice for youngsters in Europe with almost 70% reporting that mobile calls and texts are their most important means of keeping in touch in friends. Other popular means mentioned are instant messaging, social network applications and e-mail.

While the use of online applications through mobile phones is still limited, there are several signs that indicate an increasing popularity, in particular amongst the youth market.

Young people consider sharing their mobile phone number is an act of trust. When one thinks about it, the mobile phone is a very intimate technology. People keep it near them almost all of the time. Nowadays, when someone leaves his house without his phone, he often feel incomplete and cut off from friends.





# PERSONAL BRANDING

## Online identity management

Different online applications have created the possibility for anyone to start branding themselves personally. People can spread the word about themselves and share their stories and experiences with anyone across the globe. Young people already felt the need to personalize their belongings by buying custom pieces of clothing or electronic devices. Now they are taking this to the next level creating customized personal profile pages. Young people see themselves as a brand and their online presence is becoming an integral part of their personal image often investing a lot of time in self-promotion.

Young people want to share their experiences and position

themselves between their peers. They think of themselves as being special and unique and try to create an online presence that lives up to that. That is where social networks and other online applications such as blogs have filled a gap. Online identities go hand in hand with the search for an own offline identity which teenagers go through when growing up. Companies should therefore target the youth population as a very creative generation, each in their own way, that wants to express their individuality and personalities. One can offer different 'personal branding possibilities'. Social networking sites allow users to personalise their profile pages by offering them new layouts and themes. Customisable homepages are being developed to give members more power to control their online presence by making it possible for users to

choose their own layout, photos, videos, shouts, clans and brands they wish to add to their profile.

Especially when it comes to jobhunting young people are discovering online reputation management. In the future, online identity management will become a necessity. More and more youngsters are creating a personal online portfolio of their accomplishments. This creates a vast range of possibilities for companies across different business areas for recruitment of potential employees. Predictions state that relationships between employers and (potential) employees are changing and that in the future there will be less one-way communication, as companies will have to seek actively for young potential employees.

# Young people live...

**82%** with their parent(s)  
**11%** alone  
**7%** with friends

**In Spain and Turkey more people live with friends than alone.**

Of the youngsters who live alone, 38% study, 18% is looking for work and 46% work. Unemployment among the young is highest in Germany (33%), and the lowest in Italy (8%). The percentage of studying youngsters is the highest in Italy (77%) and the lowest in Switzerland (36%).

## Young people....

**77%** **38%** study  
**12%** **20%** work  
**11%** **43%** are looking for work

14-19

20-25





**NAME:** KIRSTY MCKIE

**AGE:** 25

**OCCUPATION:** FASHION BLOGGING/JOURNALISM  
AND TV PRODUCTION

**MOST MEMORABLE MOMENT:** STANDING WITH  
MY FRIENDS IN A FIELD IN OXFORD, SOAKED TO  
THE SKIN WATCHING RADIOHEAD. AND ALL OF  
US CRYING BECAUSE IT SOUNDED SO PERFECT.  
CHEESY BUT TRUE!

**GOAL:** CREATIVITY, HAPPINESS AND WALK-IN  
WARDROBE

**INSPIRATION:** THE MADNESS THAT IS LONDON  
AND EVERYTHING IN IT. LIVING HERE AND ALSO  
ESCAPING HERE TO SOMEWHERE COMPLETELY  
DIFFERENT.

**HERO:** DAVID BOWIE AND GRACE JONES

## MONDAY

I wake up pretty tired from the weekend. This is a classic symptom of my life. I've fallen into a pattern of hardly doing anything on Sundays, but getting so engrossed in pottering around in my flat - tidying, blogging, reading the papers - that I go to bed so late I'm always shattered at the start of the week. Typical Monday.

However, I force myself out of bed early, grab some clothes and I manage to take a photo of what I'm wearing in case I want to use it on my blog. I just use a Casio Elixim which isn't a great camera, but try to take photos when I can if I'm wearing something new or unusual. Amazingly, people like to see them. Unlike many fashion bloggers I have no outdoor space, tripod or skilled photographer, thus my outfit photos are usually pretty average. At least this one is vaguely interesting, mainly as I'm wearing loads of layers today as it's suddenly very cold.

I live on the main road between Shoreditch and Dalston and catch the 243 bus from outside my house to Holborn station, then walk for 5 minutes to my office on Bloomsbury street. I work in television developing new programme ideas for a small production company, but the work is freelance so I'm used to changing jobs every few months. Trying to stay creative, when inspiration dries up I read every magazine and newspaper I can find, often ones that are months old, searching for new ideas. After my boss leaves I hang about for a while at my desk to apply make-up and hopefully make myself look less tired. I never bother with it just for the office. Face sorted, I meet my boyfriend Tom, one of my old school friends and her boyfriend for dinner at Busaba Eathai in Soho. The weather is grim so after dinner we catch the tube back to my flat in time to catch a documentary that starts at 9pm. Tom watches the TV while I spend the evening booking a holiday for later in the month. Though die hard city dwellers we've both been overcome with the desire to get out of London for the weekend. We've decided to go to Loch Lomond in Scotland, though I'm worried it could be one of those things which just seemed like a good idea at the time. I update chictopia - a website I write for - with an article about eye make-up. I took the photos for it a while ago. Then go to bed.





## Thursday

I accidentally sleep in til 8:45am. It's raining again, I can't find any clothes and I know it's going to be cold so end up wearing an almost identical outfit to Monday. As the rain is so bad I decide to catch a bus to the station and get the tube into work so I don't have to walk outside. I don't have a waterproof coat and can't find my umbrella either. I arrive at the office soaked through and spend most of the day drinking hot chocolate, watching daytime TV and shivering. After a pretty depressing working day I jump on the tube to Stepney Green which is quite far out East for a party at a vintage store there. I've never visited Stepney green except to go to this store on a couple of occasions, and each time I've ended up in a terrible student pub beforehand. This time is no different.

I meet my friend Abbie in the pub where we drink student price Brothers Cider. Unfortunately we get so into the cider, and so fearful of the freezing weather outside, that we don't get to the party til past 9pm, just enough time to grab a couple of the complimentary drinks and to try on a few silly accessories. It's fun, there are cheap vintage clothes everywhere and they're playing Kraftwerk, but in truth it is freezing. As I'm a big fan of the store I'm keen to get photos so I can cover the party but we don't hang about too long. I end up buying a frumpy but bright tartan skirt with the intention to alter it. Abbie and I head off our separate ways just before 11pm, but an ill advised shortcut means I eventually get home well over an hour later.

I upload my photos from the past few days and catch up with some blogging, though as usual have nowhere near enough time to write anything decent. Somehow manage to stay up til 3am browsing things on the internet... have no idea where the time went. I blame the sugary drinks.

# BULGARIA

**Population:**  
7 262 675  
**Age structure:**  
**0-14 years:** 13.8% (male 514 238/female 489 608)  
**15-64 years:** 68.6% (male 2 449 812/female 2 532 845)  
**65 years and over:** 17.6% (male 520 962/female 755,210)  
**Median age:**  
**total:** 41.1 years  
**male:** 38.9 years  
**female:** 43.4 years  
**Population growth rate:**  
-0.813%  
**Birth rate:**  
9.58 births/1 000 population  
**Death rate:**  
14.3 deaths/1 000 population  
**Net migration rate:**  
-3.41 migrant(s)/1 000 population  
**Sex ratio:**  
**at birth:** 1.06 male(s)/female  
**under 15 years:** 1.05 male(s)/female  
**15-64 years:** 0.97 male(s)/female  
**65 years and over:** 0.69 male(s)/female  
**total population:** 0.92 male(s)/female  
**Infant mortality rate:**  
**total:** 18.51 deaths/1 000 live births  
**male:** 22 deaths/1 000 live births  
**female:** 14.8 deaths/1 000 live births  
**Life expectancy at birth:**  
**total population:** 72.83 years  
**male:** 69.22 years  
**female:** 76.66 years  
**Total fertility rate:**  
1.4 children born/woman

**Ethnic groups:**  
Bulgarian 83.9%  
Turk 9.4%  
Roma 4.7%  
other 2% (including Macedonian, Armenian, Tatar, Circassian) (2001)  
**Religions:**  
Bulgarian Orthodox 82.6%  
Muslim 12.2%  
Christian 1.2%  
other 4% (2001)  
**Languages:**  
Bulgarian 84.5%  
Turkish 9.6%  
Roma 4.1%  
other and unspecified 1.8% (2001)  
**GDP - per capita:**  
\$11,800  
**Labor force:**  
2.593 million  
**Labor force - by occupation:**  
**agriculture:** 8.5% **industry:** 33.6% **services:** 57.9%  
**Unemployment rate:**  
7.7%  
**Population below poverty line:**  
14.1% (2003)  
**Household income or consumption by percentage share:**  
**lowest** 10%: 2.9%  
**highest** 10%: 25.4% (2005)  
**Telephones - main lines in use:**  
2.3 million  
**Telephones - mobile cellular:**  
9.897 million  
**Internet country code:** .bg  
**Internet hosts:**  
298 781  
**Internet users:**  
1.899 million

# CYPRUS

**Population:**  
792 604  
**Age structure:**  
**0-14 years:** 19.5% (male 78 922/female 75 523)  
**15-64 years:** 68.5% (male 275 223/female 267 798)  
**65 years and over:** 12% (male 41 592/female 53 546)  
**Median age:**  
**total:** 35.3 years  
**male:** 34.3 years  
**female:** 36.4 years  
**Population growth rate:**  
0.522%  
**Birth rate:**  
12.56 births/1 000 population  
**Death rate:**  
7.76 deaths/1 000 population  
**Net migration rate:**  
0.42 migrant(s)/1 000 population  
**Sex ratio:**  
**at birth:** 1.05 male(s)/female  
**under 15 years:** 1.04 male(s)/female  
**15-64 years:** 1.03 male(s)/female  
**65 years and over:** 0.78 male(s)/female  
**total population:** 1 male(s)/female  
**Life expectancy at birth:**  
**total population:** 78.15 years  
**male:** 75.75 years  
**female:** 80.67 years  
**Total fertility rate:**  
1.79 children born/woman  
**Ethnic groups:**

Greek 77%  
Turkish 18%  
other 5% (2001)  
**Religions:**  
Greek Orthodox 78%  
Muslim 18%  
other (includes Maronite and Armenian Apostolic) 4%  
**Languages:**  
Greek  
Turkish  
English  
**GDP - per capita:**  
\$27 100  
**Labor force:**  
393 000  
**Labor force - by occupation:**  
**agriculture:** 8.5%  
**industry:** 20.5%  
**services:** 71% (2006)  
**Unemployment rate:**  
3.9%  
**Telephones - main lines in use:**  
**area under government control:** 376 000  
**Telephones - mobile cellular:**  
**area under government control:** 962 200  
**Internet country code:**  
.cy  
**Internet hosts:**  
36,964  
**Internet users:**  
380 000

‘PROSPECT’

**”When kids look up to you  
and adults look down on you,  
you are a young person!”**

(Pierre, 23, France)

**This report answers the following questions:**

How does the European youth population think, feel & live in this day and age?  
How can you reach 14 to 25 year old consumers more effectively with your message or product?  
How can you translate this into a cutting-edge marketing strategy?  
How can you keep the target group's attention?

**European Youth Trend Report '09**

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