



# The Truth About Teens: Update Spring 2010

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# Teens Say Adults Perceive Them As...

1. Lazy (84%)
2. Rude (74%)
3. Sloppy (70%)
4. Dishonest (65%)
5. Friendly (63%)





## Compared to Recent Generations...

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### **MORE...**

- Family-oriented
- Racially-diverse
- Technologically savvy
- Achievement minded
- Relationally healthy

### **LESS...**

- Drug use
- Tobacco use
- Sexual intercourse
- Unplanned pregnancies
- Violence



## They Are a Family-Oriented Generation

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- 74% of teens says they get along well or extremely well with their parents; only 3% of them say they have a bad relationship with their parents.
- Increasing numbers of teens report desiring more time with their parents and other family members.
- 9 out of 10 teens describe their families as “healthy and functional.”

# Top Five Sources of Influence of Teens

1. Parents
2. Friends
3. Teachers
4. Siblings
5. Religious Faith



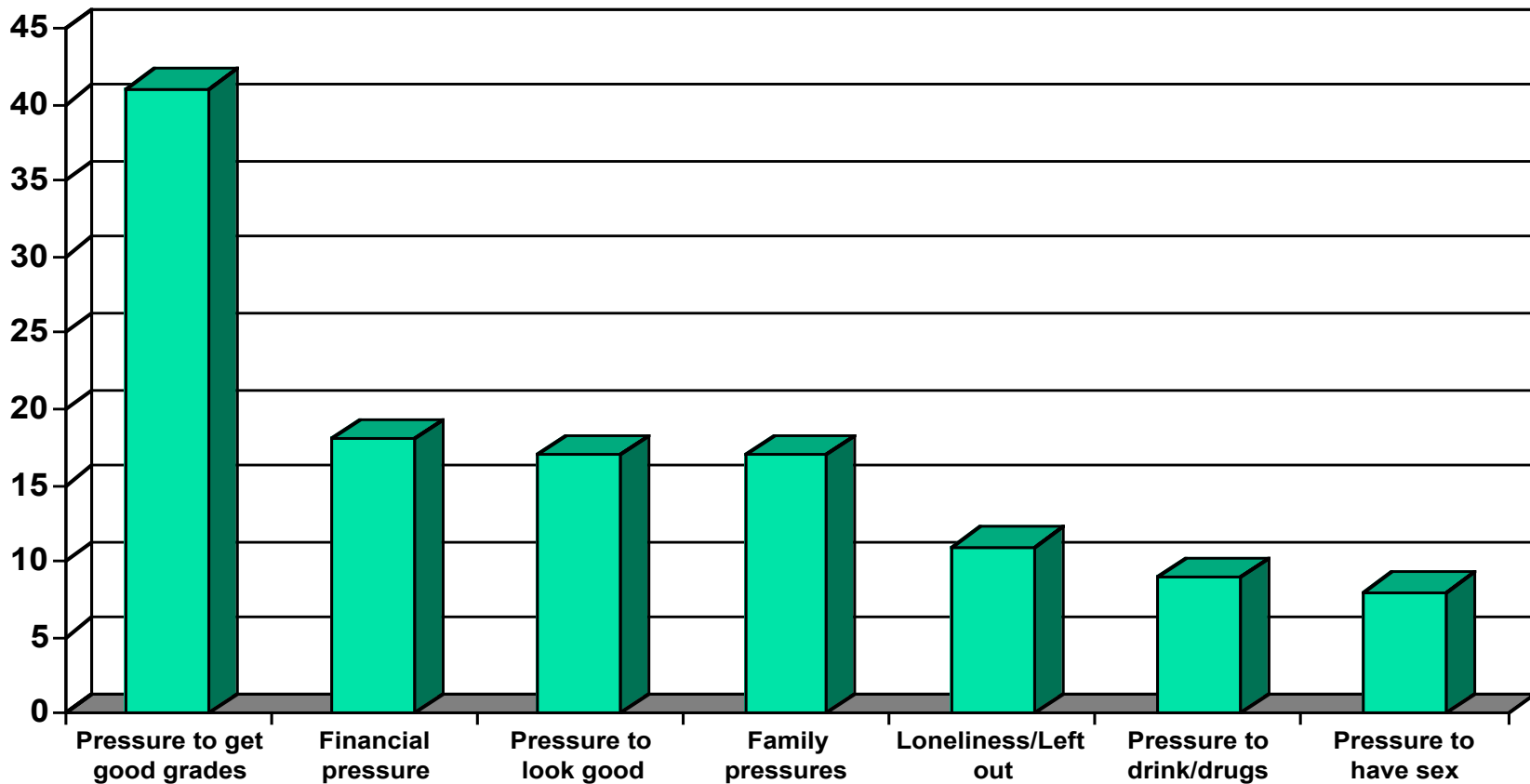


# Top Five Personal Values of Teens

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1. Personal satisfaction with what you are doing.
2. Having close family relationships.
3. Having a close group of friends.
4. Having an active religious or spiritual life.
5. Making a contribution to society.

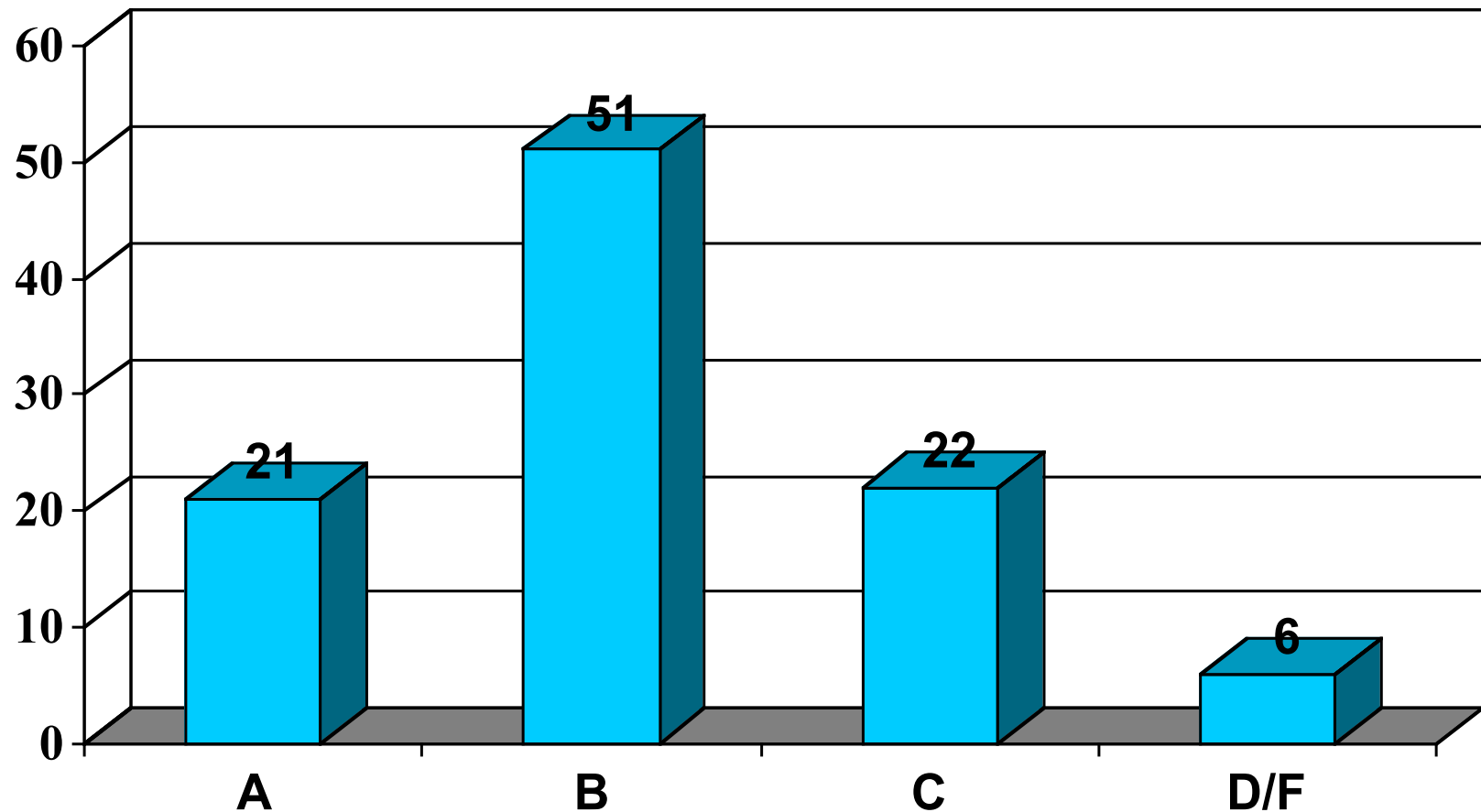
# Pressures and Challenges



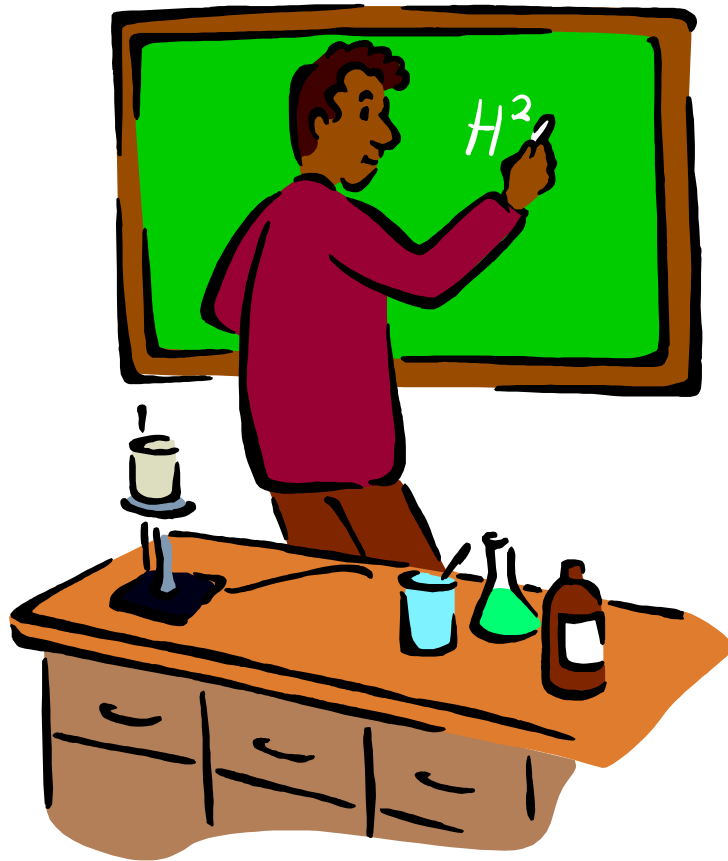
Percent of students who say this is a “major problem.”



# Students Grade Their Schools



# How Students Would Improve Schools



- Provide more real-world learning opportunities like internships and service projects to make classroom relevant (95%)
- Give early advice about what course best prepare you for college and careers (92%)
- Provide more opportunities to take more challenging courses (AP, IB, etc.) for free (91%)



# Youth Risk Behavior Survey

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- 45% of all teens have consumed alcoholic drinks.
- 29% have experienced symptoms of depression.
- 22% have used marijuana.
- Involvement with sex and drugs increased the likelihood of depression.



# Teens & Drinking

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- About three-quarters of high school seniors have experimented with drinking alcohol.
- Reasons for drinking:
  - Just to experiment (36%)
  - For the thrill of it (32%)
  - Multiple reasons (18%)
  - To relax (15%)
- Drinking for multiple reasons and early initiation of drinking were major risk factors for future problems.



# Teen Drug Use & Drinking

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- Two-thirds of teens who drink at least once a month get drunk at least once a month.
- Teens who get drunk once a month (or more) are 18X more likely to smoke pot and much more likely to abuse prescription meds.





# Factors in Drug Use

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## *Increased risk from...*

- Boredom
- Stress and worry
- Extra money
- Substance abusing friends
- Watching R-rated movies (3 or more per month)

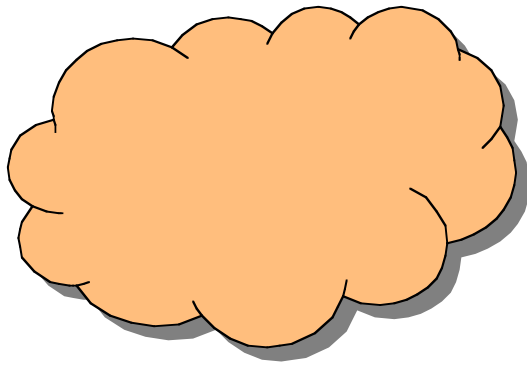
## *Decreased risk from...*

- Friends who don't use drugs
- Smaller or religious school
- Good parental communication
- Involvement in positive activities



# Smoking and Teens

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- The smoking rate in teens has been declining for several years.
- Teens who smoke are at a greater risk for drug and alcohol use; they are nine times more likely to drink and 13 times more likely to smoke marijuana.
- Girls who diet are twice as likely to smoke as those who are not dieting; boys who fail at dieting are more likely to smoke.
- Teens who smoke are twice as likely to develop symptoms of depression.



# Students' Top Health Concerns

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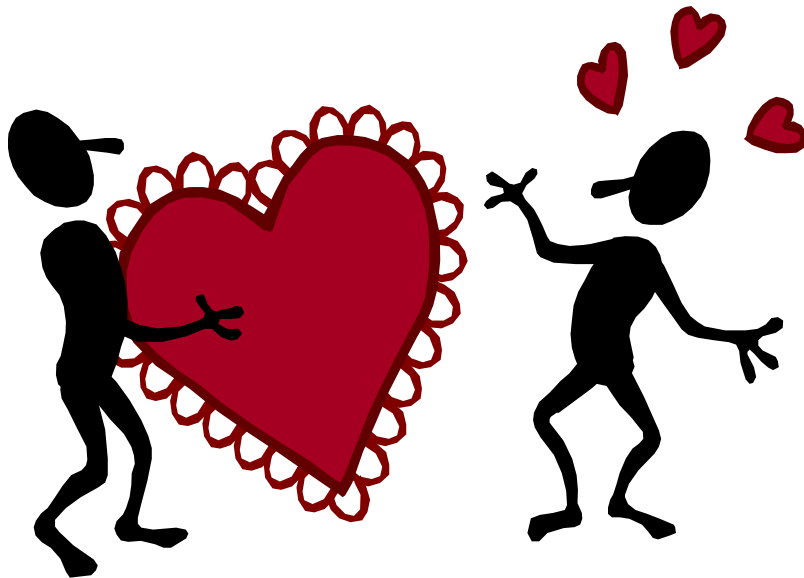
- Obesity (24%)
- Smoking (23%)
- Depression (21%)





# Teens and Sex

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- 27% of 13-16 year olds are sexually active.
- 14% of 13-14 year olds have had sex.
- 41% of 15-16 year olds have had sex.

# Talking About Sex

- The majority (62%) of teens say they talk to their friends about sex.
- A minority (41%) of teens say they talk with their parents about it.
- Girls talk with their parents more about sex than boys do.
- Teens having intercourse talk with their parents more about sex than those who are not.



# Trends in Juvenile Violent Crime

- Beginning in the mid-1980's there was a sharp and precipitous increase in all forms of violence committed by juveniles.
- Rates rose among "high-risk" groups, as well as previously under-represented groups (white, middle-class, female).
- The juvenile homicide rate showed a particularly dramatic increase due to an increase in firearm-related murders.



# Trends in Juvenile Violent Crime



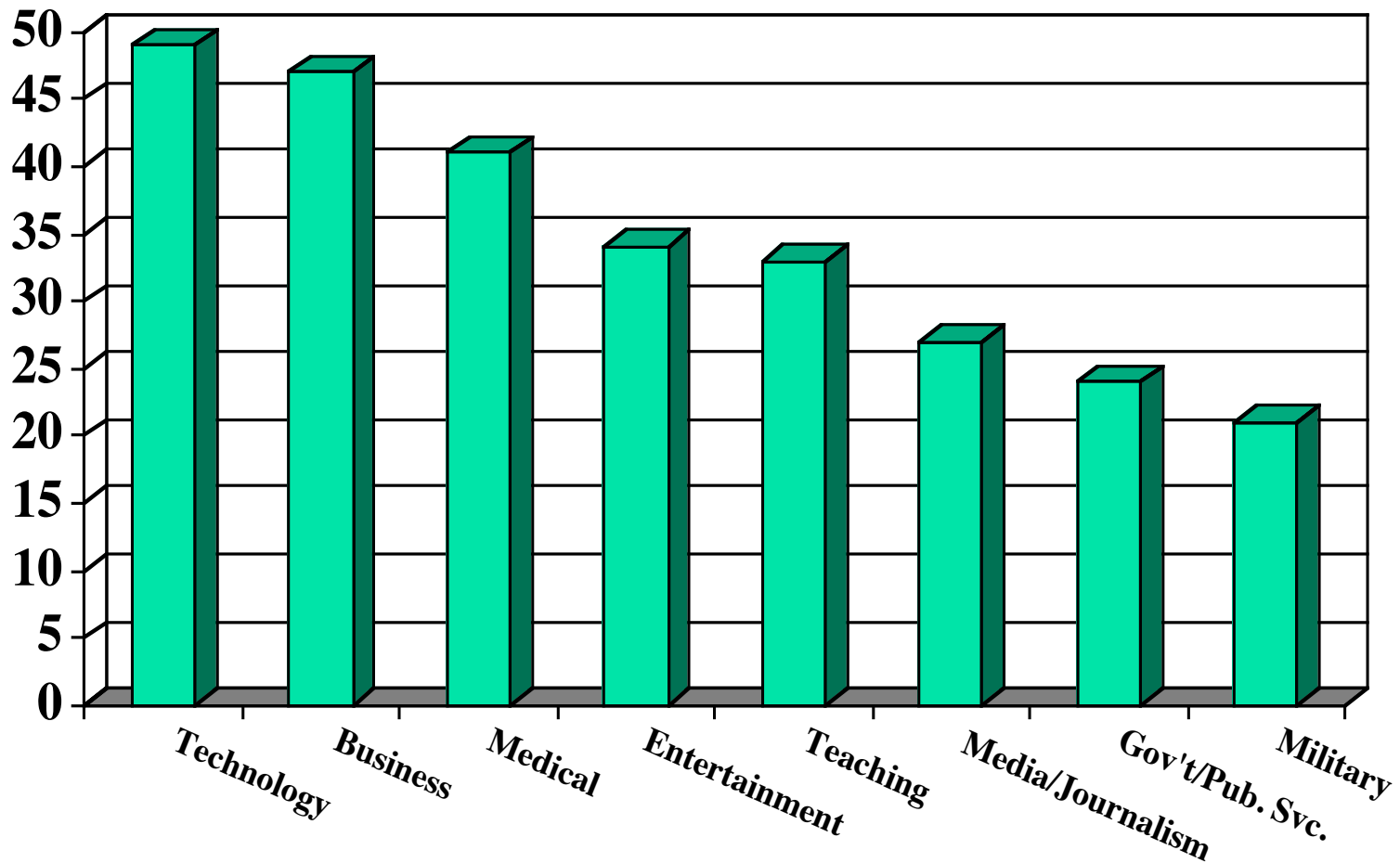
- The rise in violence continued until about 1993, then there has been a substantial decline in all forms of youth violence.
- This trend of decreasing violence continues and should be cause for cautious optimism.
- However, arrests for aggravated assault and self-reports of relationship violence have not shown a marked decline yet.

# Biggest Generational Difference?

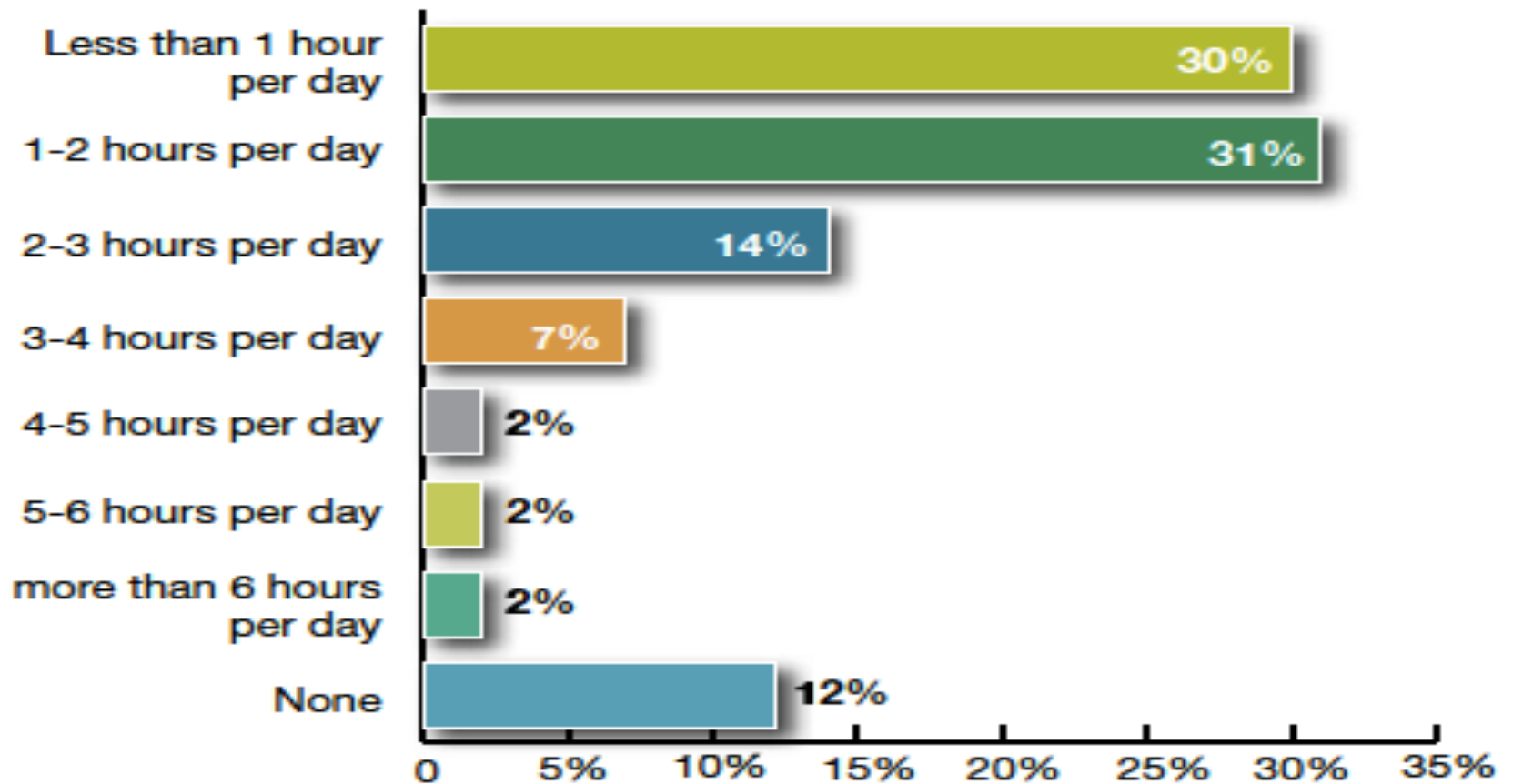
- **Moment-to-Moment Use of TECHNOLOGY!**
- Most teens use some new form of technology every day.
- It changes how they relate to each other and adults.
- It changes what they are exposed to or know about.
- It changes how they approach school.
- It changes how they solve problems.
- It changes how they think about their future.



# Career Interests of Today's Teens



# Time on Social Networking Sites





# Teens & Screen Time

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- The average teen spends more than 53 hours a week in front of a screen.
- Because of multi-tasking, they pack 10 hrs. 45 min. worth of media content into their 7.5 hours of daily screen time.
- The average WoW gamer plays about 22 hours a week.



# Keep Up With The Culture

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My pop culture blog can keep you up to date with what's going on in the culture:

[shrinkblog.blogspot.com](http://shrinkblog.blogspot.com)

Magazines:

Entertainment Weekly

Time or Newsweek