

FINANCES, INCOME, AND EMPLOYMENT

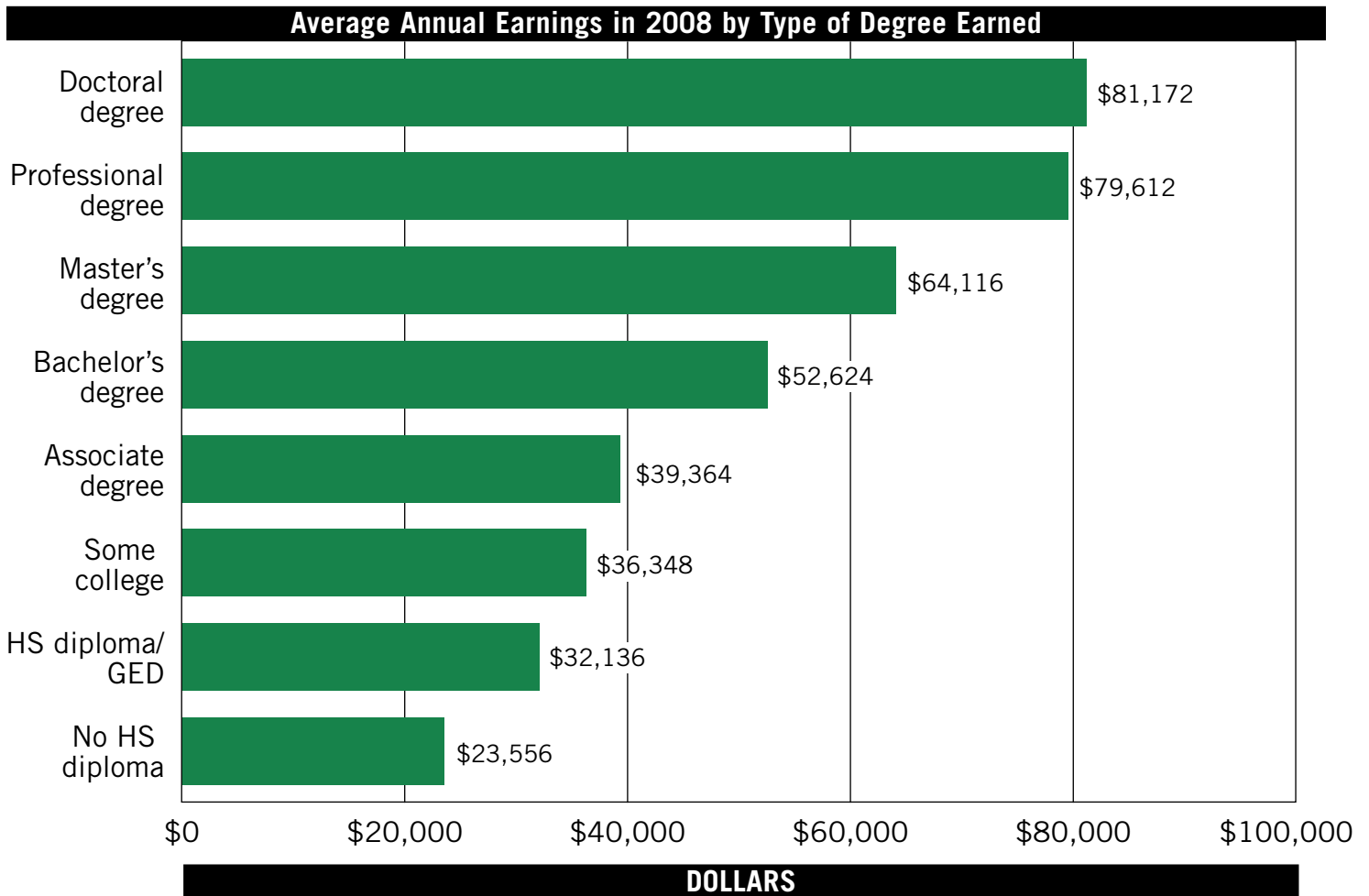


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Median ANNUAL EARNINGS

Workers Age 25 and Over



2008 median annual income for full-time wage and salary workers, age 25 and over.

Source: U.S. Bureau of Labor Statistics

- The median annual earnings of a person with a high school diploma or equivalent is 36.4 percent higher than a person without a diploma.
- The median annual earnings of a person with a bachelor's degree is 63.8 percent higher than a person with a high school diploma or equivalent.

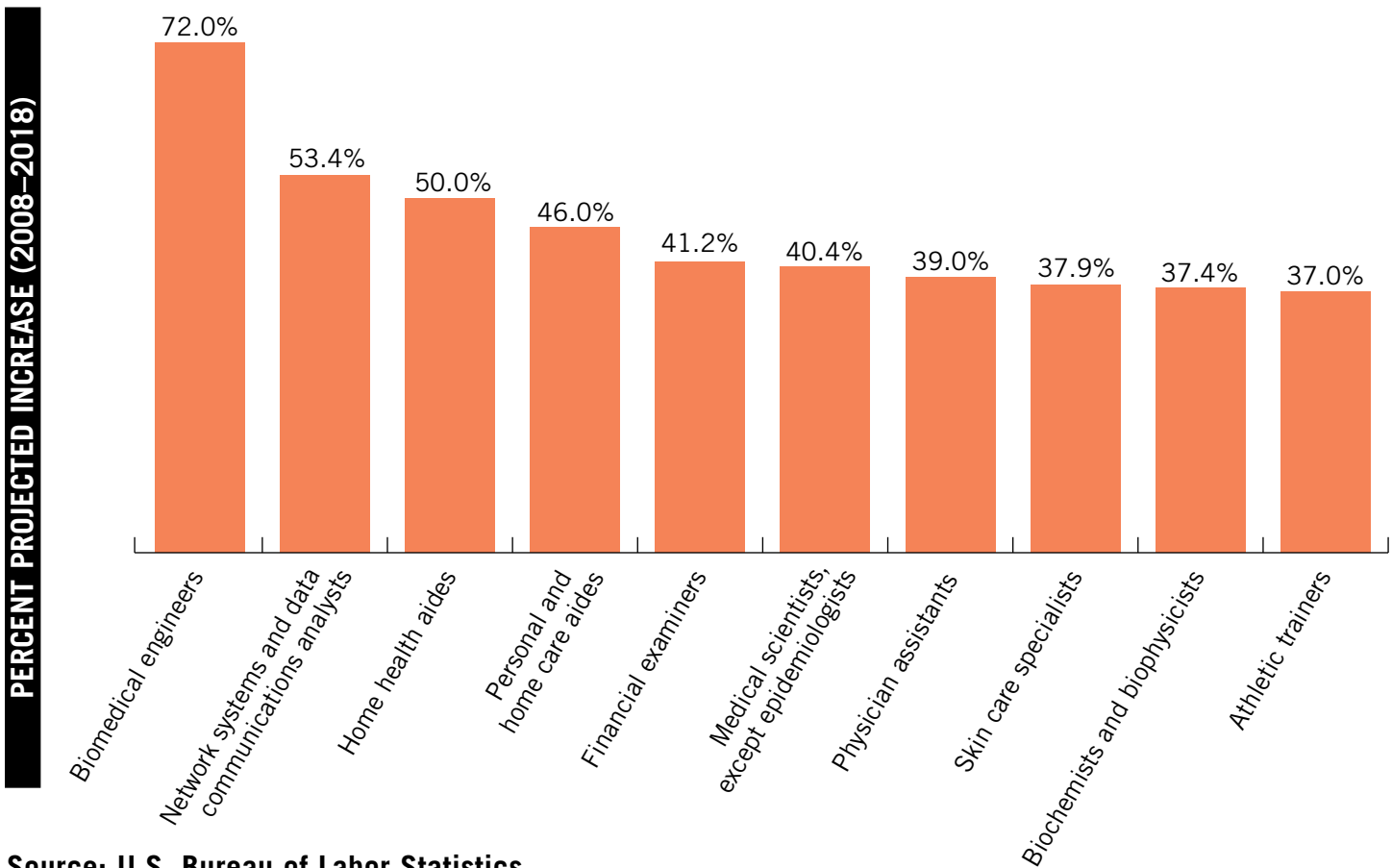
—U.S. Bureau of Labor Statistics



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Fastest Growing OCCUPATIONS



Source: U.S. Bureau of Labor Statistics

- Employment in life, physical, and social science occupations is expected to increase by 277,200 jobs over the 2008–18 projection period. This increase represents a growth rate of 19.0 percent, almost twice the average for all occupations across the economy.
- Computer and mathematical occupations are expected to add 785,700 new jobs from 2008 to 2018, and, as a group, they will grow more than twice as fast as the average for all occupations in the economy, according to projections. It is anticipated that computer specialists will account for the vast majority of this growth, increasing by 762,700 jobs.
- The professional and business services sector and the health care and social assistance sector are anticipated to grow at more than twice the annual average of 1.0 percent for all industries, adding the most employment—4.2 million and 4.0 million, respectively.
- It is estimated that education, training, and library occupations will add more than 1.3 million jobs, representing a growth rate of more than 14.4 percent.

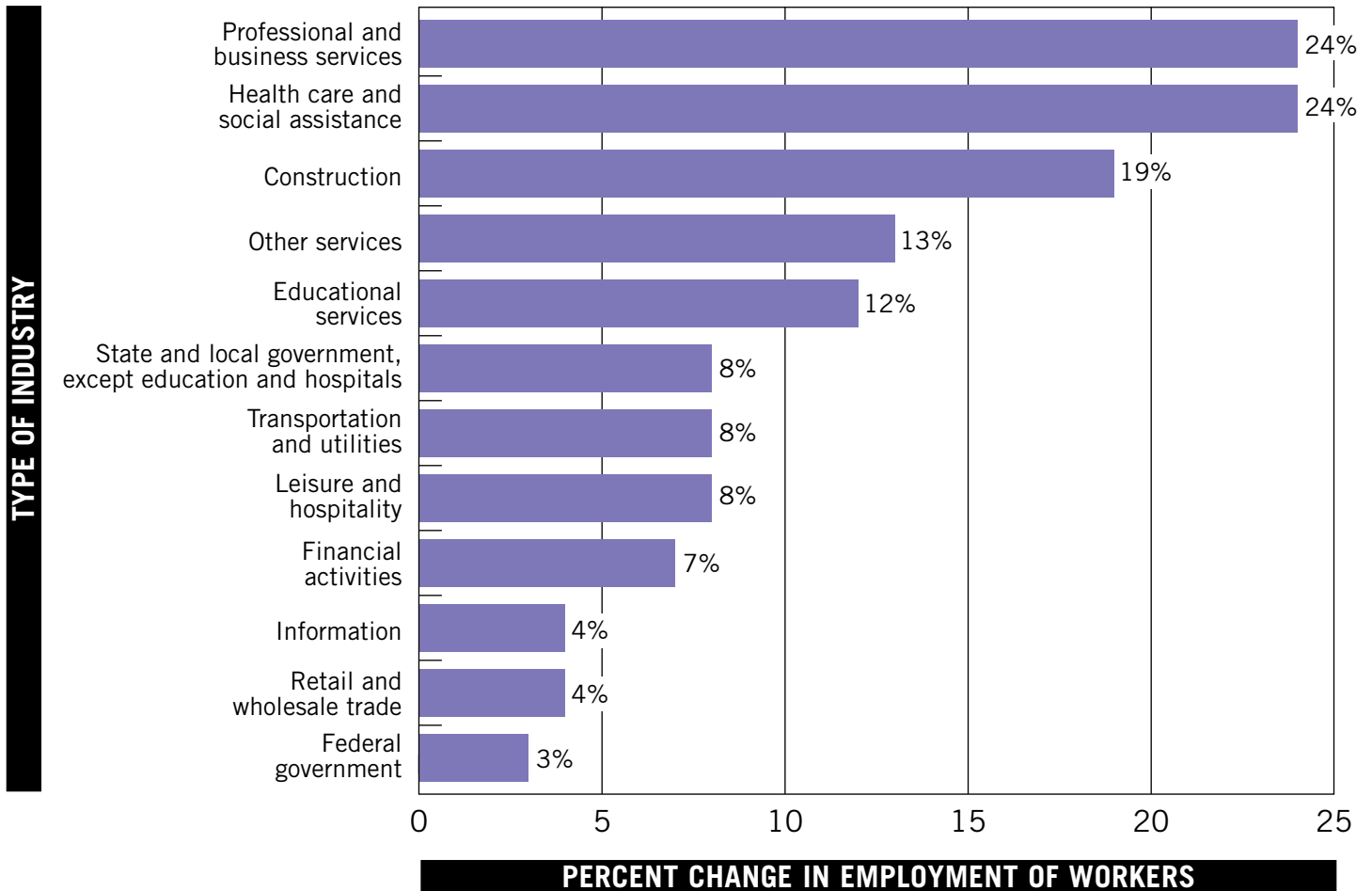
—U.S. Bureau of Labor Statistics



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Projected Change in EMPLOYMENT 2008–2018



Source: Winter 2009-10, Occupational Outlook Quarterly

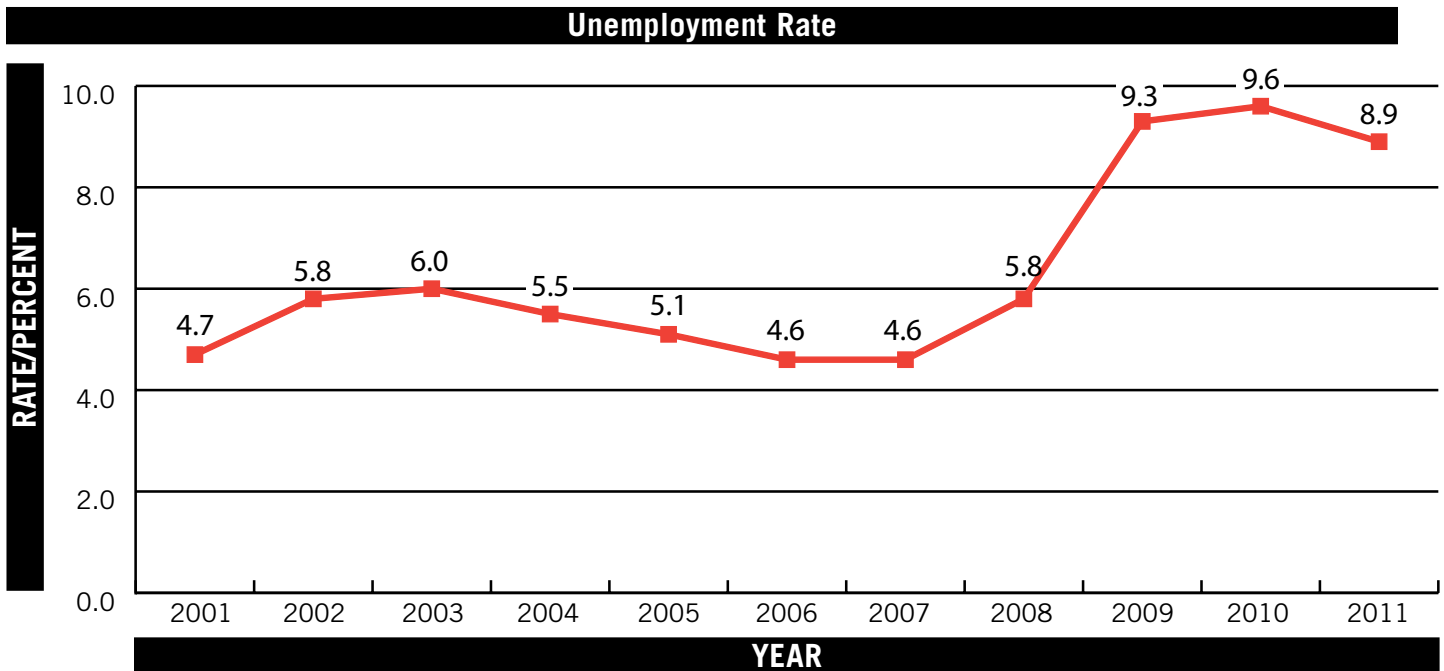
- The nation's employment is expected to increase from 150.9 million to 166.2 million over the coming decade, adding 15.3 million jobs. This average annual growth rate of 1.0 percent is slightly faster than the 0.7 percent seen between 1998 and 2008, largely because 2008 was a recession year during which employment declined in several sectors that, historically, had been growing.
- Changes are occurring in the racial and ethnic composition of the labor force. As a result of higher population growth—stemming from an increased number of births and increased immigration—and high labor force participation rates by Hispanics and Asians, the share of the workforce held by minorities is expected to increase significantly.
—U.S. Bureau of Labor Statistics



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U.S. LABOR FORCE Statistics



Source: Bureau of Labor and Statistics, *Current Population Survey*

- In 2011, 8.9 percent (13,747,000 people) of the labor force of 154 million were unemployed.
- Since 2007, the number of men working full-time, year-round with earnings decreased by 6.6 million and the number of women working full-time, year-round with earnings decreased by 2.8 million.
- In 2009, 26.1 percent of all people experienced at least one month without health insurance coverage.
 —U.S. Census Bureau, *Income, Poverty, and Health Insurance Coverage in the United States: 2010*



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Median Family INCOME

Median Family Income (in 2010 Dollars)			
Households	2009	2010	Percent Change 2009–2010
All households	\$50,599	\$49,445	-2.3%
By type of household			
Family households	\$62,276	\$61,544	-1.2%
<i>Married-couple</i>	\$73,016	\$72,751	-0.4%
<i>Female householder, no husband present</i>	\$33,135	\$32,031	-3.3%
<i>Male householder, no wife present</i>	\$48,878	\$49,718	1.7%
Nonfamily households	\$30,947	\$29,730	-3.9%
<i>Female householder</i>	\$25,686	\$25,456	-0.9%
<i>Male householder</i>	\$37,215	\$35,627	-4.3%
By race and ethnicity			
White	\$52,717	\$51,846	-1.7%
<i>White, not Hispanic</i>	\$55,360	\$54,620	-1.3%
Black	\$33,122	\$32,068	-3.2%
Asian	\$66,550	\$64,308	-3.4%
Hispanic (any race)	\$38,667	\$37,759	-2.3%
By age of householder			
Under 65 years	\$56,742	\$55,276	-2.6%
<i>15 to 24 years</i>	\$31,240	\$28,322	-9.3%
<i>25 to 34 years</i>	\$51,028	\$50,059	-1.9%
<i>35 to 44 years</i>	\$62,091	\$61,644	-0.7%
<i>45 to 54 years</i>	\$65,295	\$62,485	-4.3%
<i>55 to 64 years</i>	\$57,914	\$56,575	-2.3%
65 years and older	\$31,872	\$31,408	-1.5%
By region			
Northeast	\$53,949	\$53,283	-1.2%
Midwest	\$49,684	\$48,445	-2.5%
South	\$46,368	\$45,492	-1.9%
West	\$54,722	\$53,142	-2.9%
Earnings of full-time, year-round workers			
Men with earnings	\$47,905	\$47,715	-0.4%
Women with earnings	\$36,877	\$36,931	0.1%

Source: U.S. Census Bureau, *Income, Poverty, and Health Insurance Coverage in the United States: 2010*



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- The Midwest, South, and West experienced decline in real median income between 2009 and 2010. The change in median household income in the Northeast was not statistically significant.
 - Since 2007, the year before the most recent recession, real median household income has declined 6.4 percent and is 7.1 percent below the median household income peak that occurred in 1999.
—*U.S. Census Bureau, Income, Poverty, and Health Insurance Coverage in the United States: 2010*

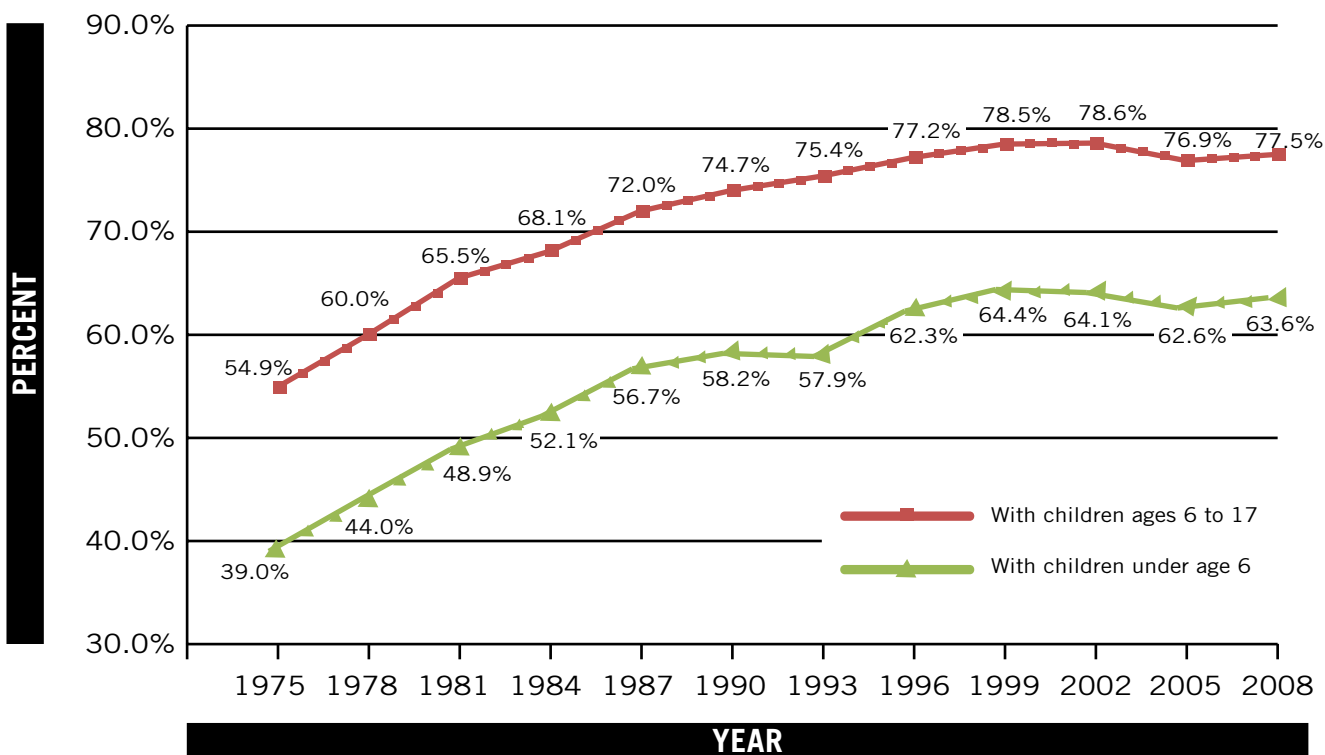


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Percentage of WORKING MOTHERS

Labor Force Participation Rate of Mothers, by Age of Youngest Child



Source: U.S. Bureau of Labor Statistics, 2010

- From March 1975 to March 2000, the labor force participation rate of all mothers with children under age 18 rose from 47 percent to a peak of 73 percent. By 2004, the participation rate for mothers had receded to 71 percent, where it remained through 2008.
- In general, mothers with older children (6 to 17 years of age) are more likely to participate in the labor force than mothers with younger children (under 6 years

of age). In 2008, 77.5 percent of mothers with older children were in the labor force, compared with 63.6 percent of mothers with younger children.

- Unmarried mothers have higher participation rates than married mothers. In 2008, 76 percent of unmarried mothers were in the labor force, compared with 69 percent of married mothers.

—U.S. Bureau of Labor Statistics, 2010



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What It COSTS to Raise a Child

Average Cost to Raise Younger Child in a Two-Child Family (Birth Through Age 17)

	2007	2010	Percent Change 2007–2010
Single-parent family—overall United States (before-tax income)			
Less than \$57,600; average \$25,640	\$140,520	\$152,340	8.4%
\$57,600 or more; average \$104,520	\$298,860	\$322,560	7.9%
Husband-wife family—overall United States (before-tax income)			
Less than \$57,600; average \$36,840	\$148,320	\$163,440	10.2%
\$57,600 to \$99,730; average \$77,500	\$204,060	\$226,920	11.2%
More than \$99,730; average \$174,630	\$298,680	\$377,040	26.2%
Husband-wife family—by region and income range (before-tax income)			
Urban Northeast: \$57,920 to \$100,290; average \$77,940	\$214,950	\$261,030	21.4%
Urban South: \$57,800 to \$100,080; average \$77,770	\$206,490	\$212,610	3.0%
Urban Midwest: \$57,400 to \$99,390; average \$77,240	\$189,420	\$222,630	17.5%
Urban West: \$57,260 to \$99,150; average \$77,050	\$223,020	\$242,760	8.9%
Rural areas: \$58,000 to \$100,430; average \$78,040	\$191,490	\$178,110	-7.0%

Based on before-tax income; updated to 2010 dollars

Source: U.S. Department of Agriculture, *Expenditures on Children by Families, 2010*

- About one-third of the husband-wife families (33%) and 85 percent of the single-parent families were in the lower income group.
- Total expenditures on a child up to age 18 were, on average, 7 percent lower in single-parent households than in husband-wife households.
— U.S. Department of Agriculture, *Expenditures on Children by Families, 2010*

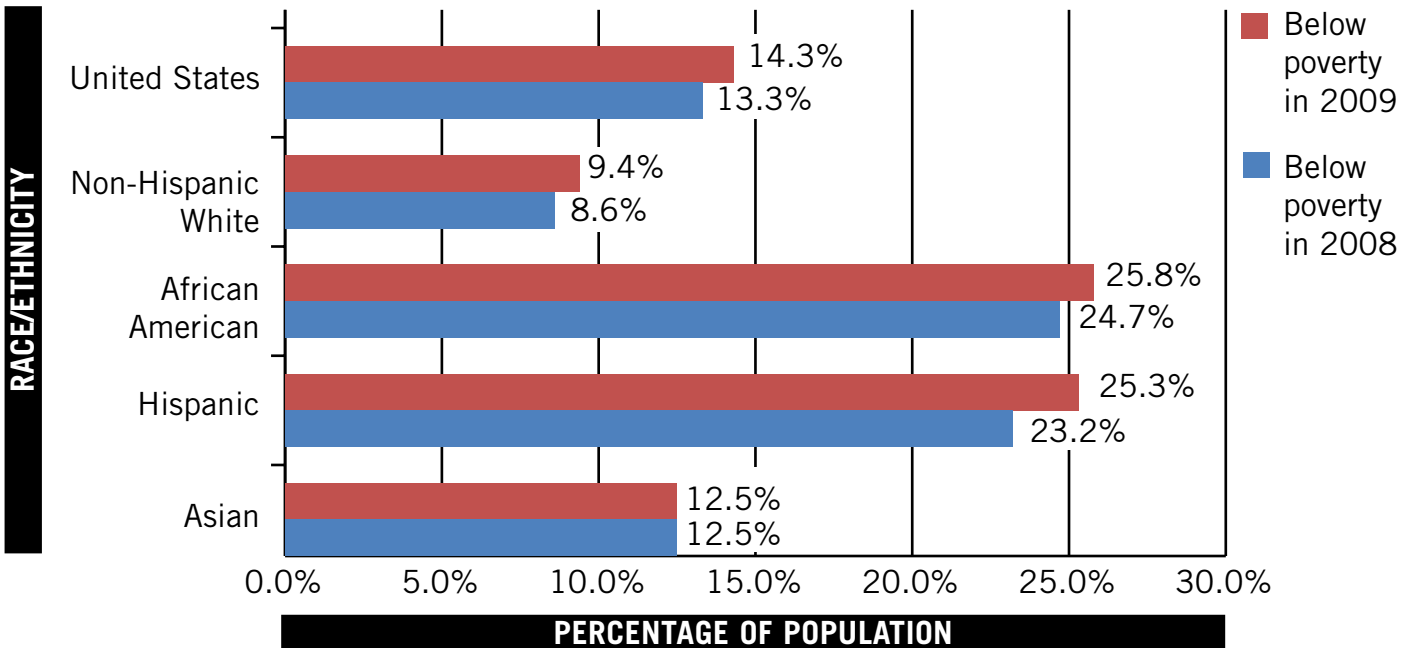


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Households in POVERTY

Poverty in the U.S., by Race and Ethnicity



Source: U.S. Census Bureau, *Current Population Survey, 2010 Annual Social and Economic Supplement*

- The official poverty rate in 2009 was 14.3 percent—up from 13.3 percent in 2008. This was the second statistically significant annual increase in the poverty rate since 2004.
- The poverty rate in 2009 (14.3%) was the highest poverty rate since 1994, but was 8.1 percentage points lower than the poverty rate in 1959, the first year for which poverty estimates are available.
- The number of people in poverty in 2009 (43.6 million) is the largest number in the 51 years for which poverty estimates have been published.
- Between 2008 and 2009, the poverty rate increased for children under the age of 18, from 19.0 percent to 20.7 percent.
—Census Bureau, Current Population Survey, 2010 Annual Social and Economic Supplement
- One million more children lived in households with incomes below the poverty line—\$21,834 for a family of four—in 2008 than 2000.
—2010 Kids Count Data Book, Annie E. Casey Foundation

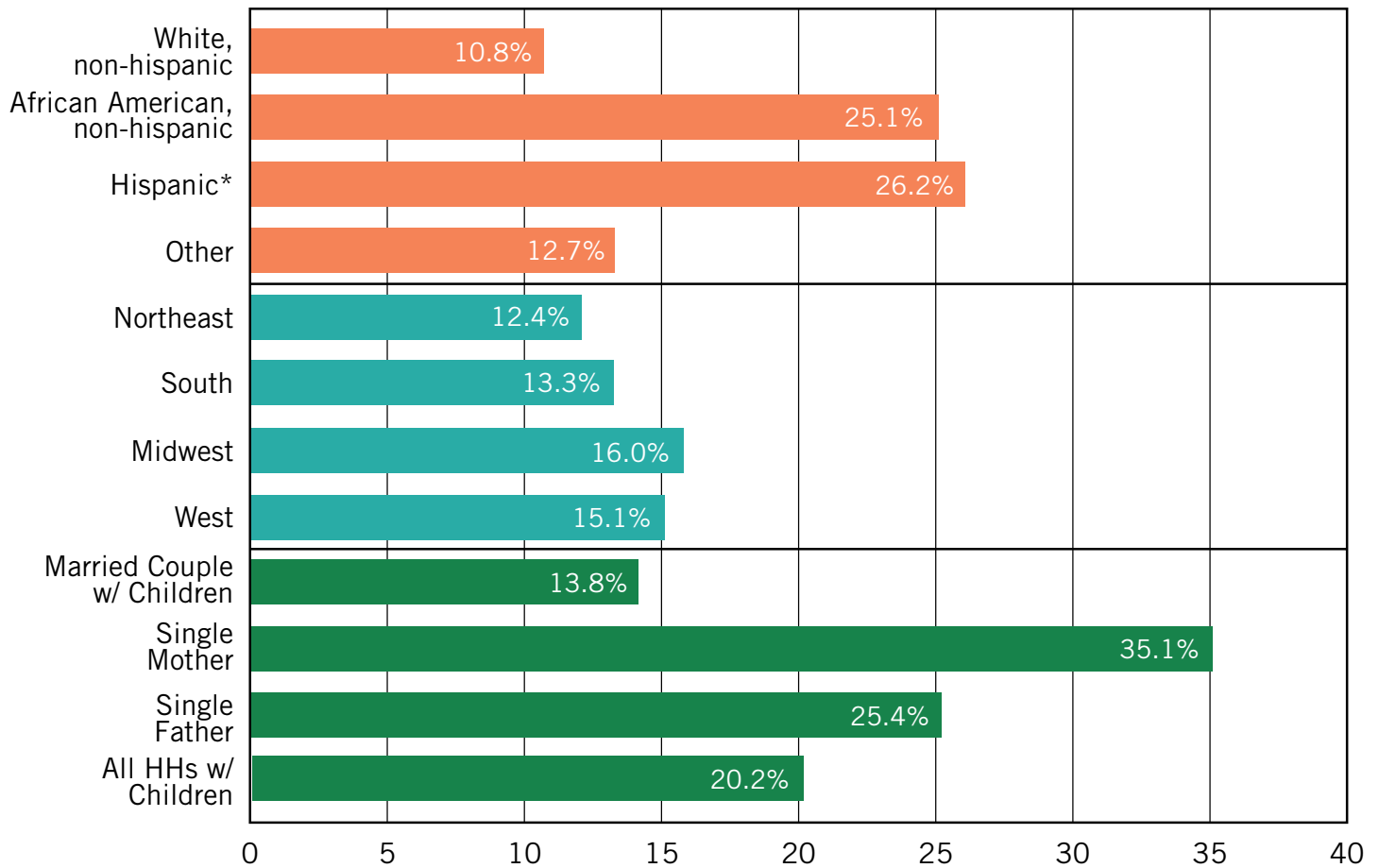


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FOOD *Insecurity* and HUNGER

Percent of U.S. Households That Were "Food Insecure" in 2010



*Hispanic can be of any race.

Source: U.S. Dept. of Agriculture, *Household Food Security in the United States, 2010*



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- In 2010, 85.5 percent of U.S. households were food secure throughout the year. The remaining 14.5 percent (17.2 million households) were food insecure. Food-insecure households (those with low and very low food security) had difficulty at some time during the year providing enough food for all their members due to a lack of resources.
 - The percentage of U.S. households that were food insecure remained essentially unchanged from 2009 to 2010, while the percentage with food insecurity in the severe range, described as very low food security, declined.
 - Children were food insecure at times during the year in 9.8 percent of households with children (3.9 million households), down from 10.6 percent in 2009. These households were unable at times during the year to provide adequate, nutritious meals for their children.
 - In 2010, the typical food-secure household spent \$45.00 on food for each person, each week. The food-insecure household spent an average of \$34.00 per person, per week.
—U.S. Dept. of Agriculture,
Household Food Security
in the United States, 2010



SOURCES *of* INFORMATION

Helpful Websites

The Annie E. Casey Foundation

www.aecf.org

The Annie E. Casey Foundation home page provides useful information about American youth. This organization produces several publications that might be helpful for local market research efforts.

The Center for Education Reform

www.edreform.com

This site contains the number of chartered schools with enrollment data by state.

Center for Women's Business Research

info@womensbusinessresearch.org

www.womensbusinessresearch.org

This site is a source of information about women business owners and their enterprises.

Children's Defense Fund

cdinfo@childrensdefense.org

www.childrensdefense.org

This website contains information on a variety of issues affecting children. Child health care, child care, and education are a few of the topics covered.

The Independent Sector

www.independentsector.org

This website indicates the level of volunteerism and charity in the United States, and governance and public tax information.

Join Together

info@jointogether.org

www.drugfree.org/jointogether.org

Join Together, a collaboration of the Boston University School of Public Health and the Partnership at Drugfree.org, provides information on teenage drug abuse and gun violence. The site also provides a list of grants available for programs that address drug abuse and gun violence, as well as a list of resources on these subjects.

GfK Roper Custom Research North America

info@gfkamerica.com

www.gfkamerica.com

GfK is a leading consumer market research organization. Their site contains information from a variety of research studies, including the GfK Roper Youth Report.

The Urban Institute

www.urban.org

This site contains research data on various social and public policy issues such as poverty, education, unemployment, crime, youth development, and welfare reform.



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U.S. Government Sources of Current Data

American Fact Finder

factfinder2.census.gov

This Census Bureau site provides updated demographic information by state, county, city, or zip code.

Bureau of Justice Statistics

www.ojp.usdoj.gov/bjs

The Bureau of Justice Statistics collects data from a number of surveys and from administrative sources, including the Uniform Crime Reports.

Bureau of Labor Statistics

stats.bls.gov

This home page has an extensive menu of sites for current social (especially labor) and economic data, including unemployment rates and consumer price index information.

Centers for Disease Control and Prevention (CDC)

www.cdc.gov

The CDC is the major clearinghouse for information on the current prevalence of disease and various health conditions and efforts at their control and prevention.

Consumer Expenditure Surveys

stats.bls.gov/cex

A program that consists of two surveys, the Quarterly Interview Survey and the Diary Survey, that provide information on the purchasing patterns of the U.S. population.

Corporation for National and Community Service

www.nationalservice.gov

www.nationalservice.gov/about/role_impact/performance_research.asp

In collaboration with the U.S. Census Bureau and the nonprofit coalition Independent Sector, the Corporation for National and Community Service conducts research on volunteering in America, including state and city trends and rankings.

Current Population Survey (CPS)

www.census.gov/cps

A description of the monthly data from the current versions of the CPS is available at this site.

Kids.Gov

www.kids.gov

The official kids' portal for the U.S. government, this website has links to the government's and other kids' sites for fun and education.

Map Stats

quickfacts.census.gov

U.S. Bureau of the Census state and county statistics, including type of household, race, population, school enrollment, and employment can be found on this website.

National Center for Education Statistics (NCES)

nces.ed.gov

The NCES is the major source of educational statistics in the United States, including data from population surveys, longitudinal studies, surveys of educational establishments, and various kinds of administrative data.

National Center for Health Statistics

www.cdc.gov/nchs

This site includes vital statistics data, including current data on births, deaths, marriages, infant mortality, and other topics. The home page provides current major surveys of American health.

National Health and Nutrition Examination Survey (NHANES)

www.cdc.gov/nchs/nhanes

The National Health and Nutrition Examination Survey (NHANES) is a program of studies designed to assess the health and nutritional status of adults and children in the United States. The survey is unique in that it combines interviews and physical examinations. NHANES is a major program of the National Center of Health Statistics.



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National Household Education Surveys Program (NHES)

nces.ed.gov/nhes

This survey, conducted in 2007, had two different parts: School Readiness, and Parent and Family Involvement in Education and School Readiness.

Pew Hispanic Center

www.pewhispanic.org

This website contains information on the growing impact of the U.S. Hispanic population.

Pew Research Center

www.pewresearch.org

This website provides numbers, facts, and trends shaping the United States and the world, including information about new immigrants and generations.

Population Reference Bureau

www.prb.org

The Population Reference Bureau provides U.S. and world population data. It also provides links to state data including population, economics, crime, education, and environmental information.

U.S. Bureau of the Census

www.census.gov

This home page provides a basic introduction to the U.S. Bureau of the Census, the current state of Census 2010, various press releases, subscription information, and more. It has links to many other major sources of U.S. census data.

U.S. Department of Agriculture

www.usda.gov

This site contains information regarding the cost of raising children. The costs are broken into categories such as childcare, transportation, and housing. Differing costs are also estimated for single-parent and dual-parent families.

U.S. Department of Justice

www.justice.gov/defendingchildhood

Here you will find information on youth violence, victims of crimes, safe community initiative, and domestic violence.

Data Archives of U.S. Census and Survey Statistics

Inter-university Consortium for Political and Social Research (ICPSR)

www.icpsr.umich.edu

Located at the Institute for Social Research, University of Michigan, ICPSR is a membership-based, nonprofit scholarly organization with the most extensive archive of computerized social science data in the world. These include vast U.S. census data holdings, including many decennial censuses, many of the surveys mentioned in this listing, the City and County Data Books, and a limited supply of foreign census materials.

NOAA Coastal Services Center

www.csc.noaa.gov

The Coastal Services Center collects information on oceanography, meteorology, and the like. It is a resource of census data for anyone with an interest in recent American social or economic history.



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