

MEDIA AND COMPUTER USAGE



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ENVIRONMENTAL SCAN 2012

Access to MOBILE DEVICES

Personal Access to Mobile Devices				
Device	Grades K-2	Grades 3-5	Grades 6-8	Grades 9-12
Cell phone (without Internet access)	21%	29%	51%	56%
Smart phone	16%	19%	34%	44%
Laptop	37%	42%	60%	67%
MP3 player	37%	55%	79%	85%
Tablet device (iPad)	10%	8%	13%	10%

Source: *Speak Up 2010, Project Tomorrow*

- The majority of sixth through eighth graders (51%) and high school youth (56%) have access to a cell phone. More than one-third (34%) of youth in grades 6-8 and more than four in 10 (44%) high school youth have access to a smart phone.

—Speak Up 2010, *Project Tomorrow*

- Three in 10 households with kids ages 4-14 (30%) purchased a cell phone in the past year, making it the most acquired consumer electronics device.

—NPD Group, *Youth Markets Alert, Vol. XXIII, No. 3*



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Access to BROADBAND

Access to Broadband in the Home			
Household Income		Age	
Less than \$30,000	45%	18-29	80%
\$30,000-\$49,999	67%	30-49	75%
\$50,000-\$74,999	79%	50-64	63%
\$75,000 and over	87%	65 and over	31%
Geography		Race/Ethnicity	
Rural	50%	White (non-Hispanic)	67%
Non-rural	70%	Black (non-Hispanic)	56%
		Hispanic (English-speaking)	66%

Source: *Internet and American Life Project, Pew Research Center, 2010*

- Two-thirds (66%) of American adults have access to broadband in their homes.
- Two in 10 teens (20%) live in homes that either have no Internet access or have only dial-up connections.
—Internet and American Life Project, *Pew Research Center, 2010*



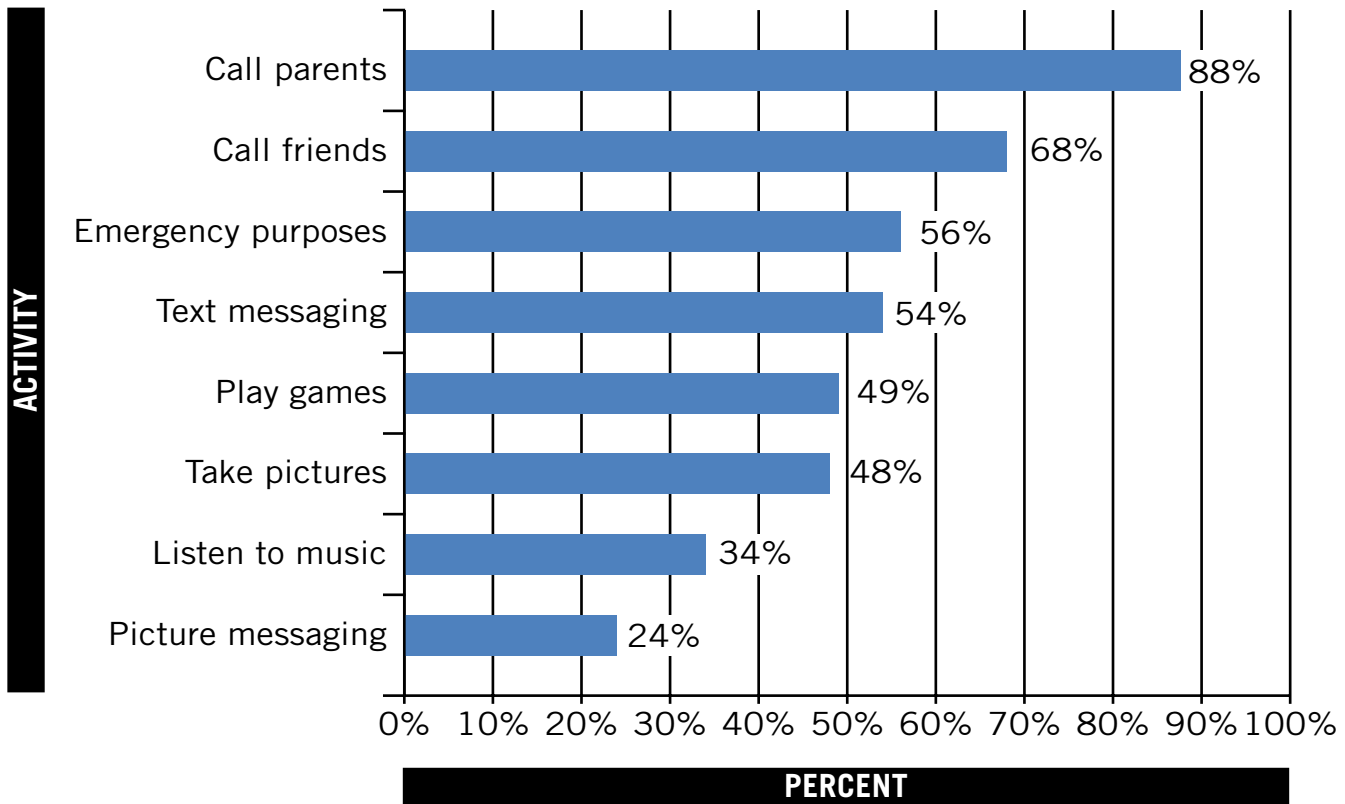
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CHILDREN

and Cell Phone Use

Cell Phone Activities Among 6- to 11-Year-Olds



Source: *American Kids Study*, MediaMark Research, *Youth Markets Alert*, Vol. XXII, No. 4, 2010

- One in five (20%) of 6- to 11-year-olds owned a cell phone in 2009, up from 12 percent of children in 2005. Cell phone ownership among boys jumped 48 percent since 2007, while girls increased 17 percent.

—American Kids Study,
MediaMark Research,
Youth Markets Alert,
Vol. XXII, No. 4

- More than one out of every four U.S. households (26.6%) have only wireless phones. More than 21 million children (29% of all U.S. children) live in households with only wireless phones.

—CDC, National Health Interview Survey, 2010

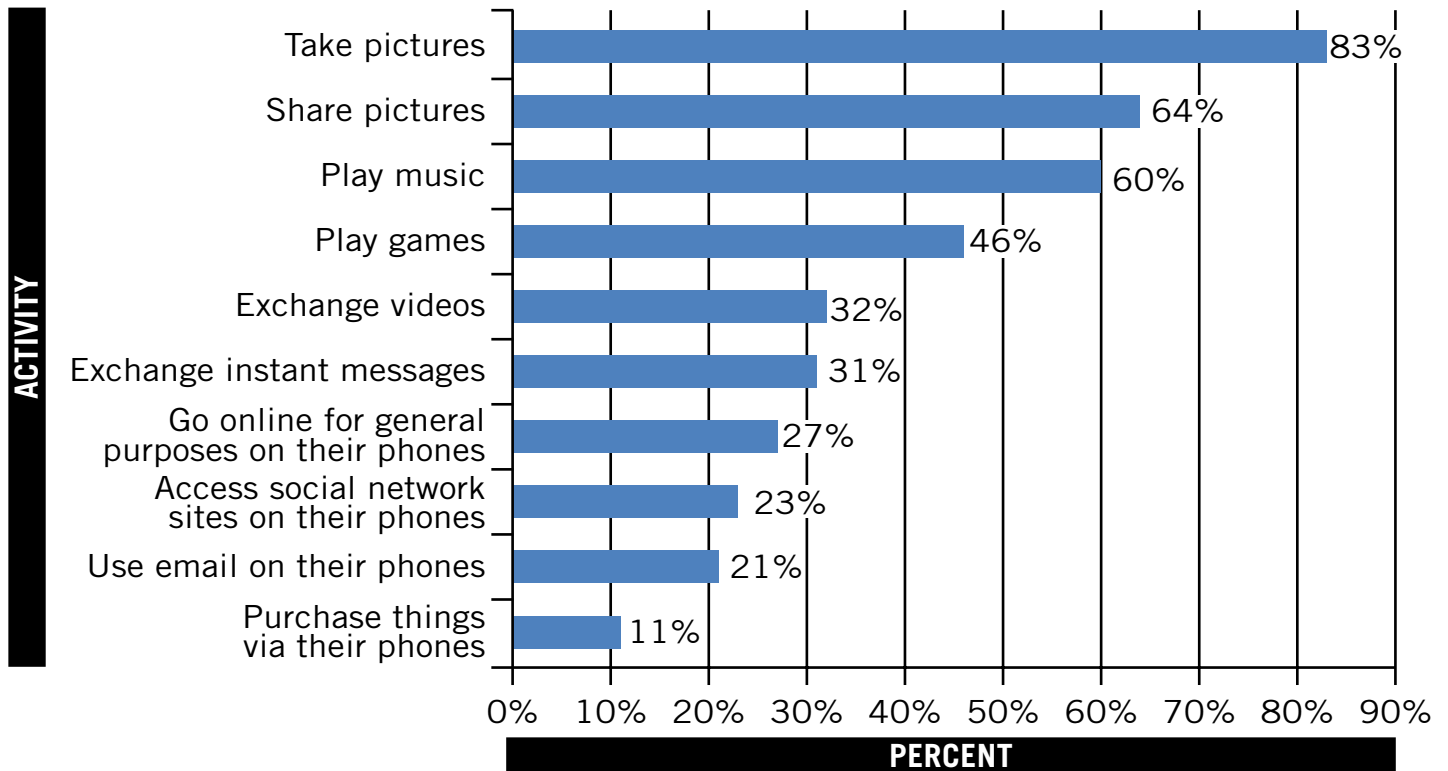


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TEENS and Cell Phone Use

Cell Phone Activities Among 12- to 17-Year-Olds



Source: *Pew Internet and American Life Project, 2009*

- Most (98%) parents of teens who own cell phones say the major reason their child has a phone is to stay in touch no matter where the teen is.
- Most (94%) cell phone users ages 12 to 17 years old agree that cell phones give them more freedom because they can reach their parents no matter where they are.
- Most (94%) parents and 93 percent of teens ages 12 to 17 with cell phones feel safer “because I can always use my cell phone to get help.”

—Pew Internet and American Life Project, 2009

- In a typical day, 46 percent of 8- to 18-year-olds report sending text messages on a cell phone. Those who do text estimate that they send an average of 118 messages in a typical day. On average, seventh to twelfth graders report spending about an hour and a half (1:35) engaged in sending and receiving texts.

—Generation M2,
A Kaiser Family Foundation Study

- Teens ages 13 to 17 send 3,339 text messages per month. Girls send an average of 4,050 and boys send out an average 2,539.

—Nielsen Online, Michael Pond,
www.nielsen.com



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MEDIA USE

Among American Youth

Average Amount of Time Spent With Each Medium in a Typical Day

	White	Black	Hispanic	Asian
TV content	3:36	5:54	5:21	4:41
Music/audio	1:56	3:00	3:08	2:56
Computer	1:17	1:24	1:49	2:53
Video games	:56	1:25	1:35	1:37
Print	:39	:33	:34	:38
Movies	:13	:43	:33	:26
Total Media Exposure (minutes per day)	8:36	12:59	13:00	13:13

Source: *Children, Media, and Race*; Northwestern University, 2011

- Minority youth—African American, Hispanic, and Asian 8- to 18-year-olds—consume an average of four and a half more hours of media a day than white youth do.
- Minority youth ages 8 to 18 spend more time each day with TV (one to two hours), music (about an hour), computers (up to an hour and a half), and video games (from 30 to 40 minutes) than white youth in the same age range.
- African American and Hispanic youth are more likely to have a TV in their bedroom (84% of African Americans and 77% of Hispanics, compared to 64% of whites and Asians).
- Asian youth spend nearly three hours a day (2:53) in recreational computer use, compared to 1:49 for Hispanic youth, 1:24 for African American youth, and 1:17 for white youth.

—Children, Media, and Race;
Northwestern University, 2011



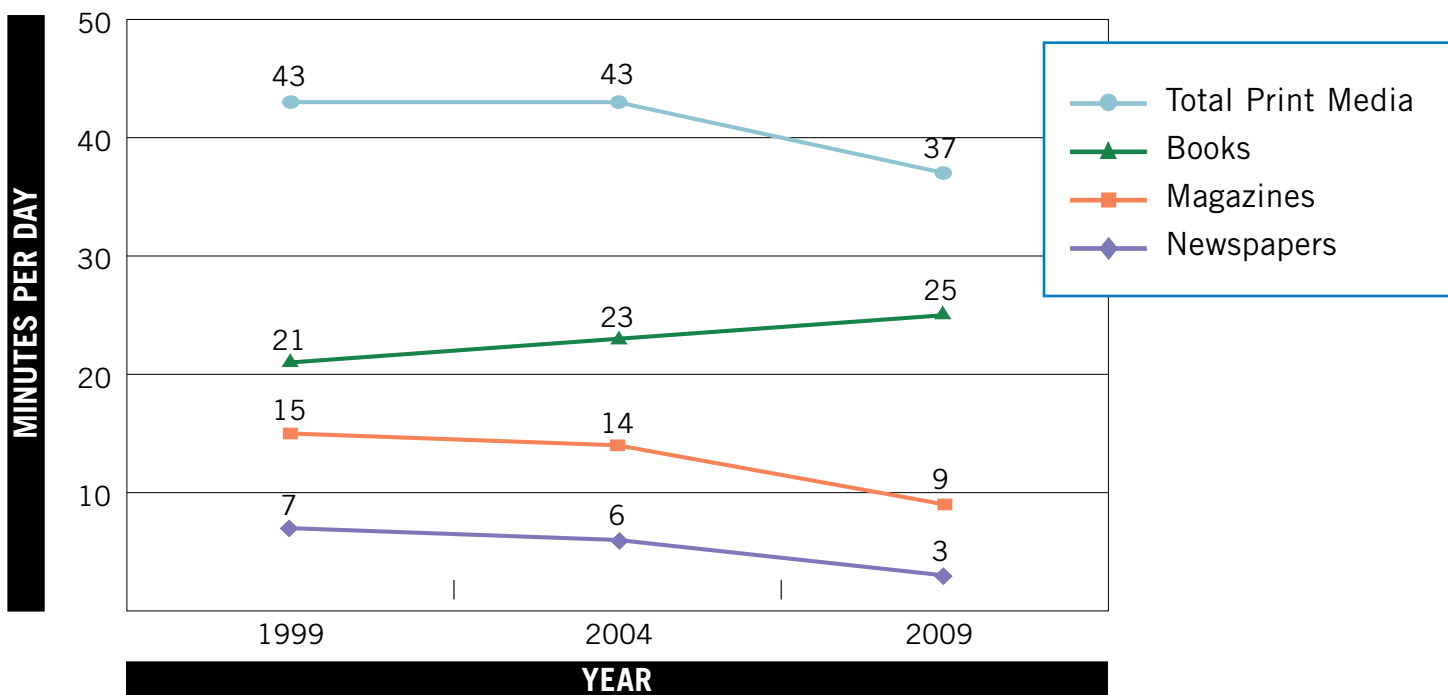
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PRINT MEDIA

Readership Among American Youth

Print Media Use Among 8- to 18-Year-Olds in a Typical Day



Source: Generation M2, Kiser Family Foundation, 2009

- The total amount of time 8- to 18-year-olds spend reading hard copies of books, magazines and newspapers for pleasure has decreased by about five minutes a day (from an average of 43 minutes daily in 1999 and 2004 to 37 minutes in 2009).
- 72 percent of 8- to 18-year-olds who spend an hour or more per day with print media say they earn high grades, compared to 60 percent of those who report no print readings on a typical day.
—Generation M2, Kiser Family Foundation, 2009
- Nine in 10 girls ages 6 to 17 (90%) and 81 percent of boys the same age feel proud and have a sense of accomplishment when they finish reading a book.
- Nearly eight in 10 children and teens (79%) read for fun at least weekly, though there is a steady decline in the frequency after age eight.
—Youth Markets Alert, Vol. XXIII, No. 2, Scholastic
- ♣ Boys in grades 1–12 who are Scouts say they read for pleasure on school days (37.3%) and on weekends (37.6%). Significantly fewer boys in grades 1–12 who are not Scouts say they read for pleasure on school days (26.0%) and on weekends (24.2%).
—YouthBeat 2010, C&R Research



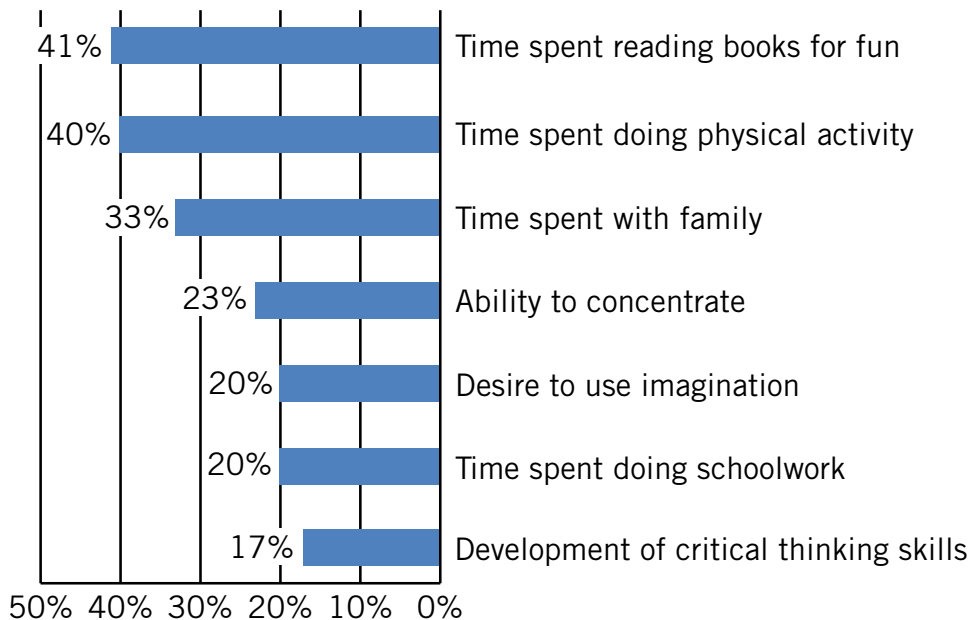
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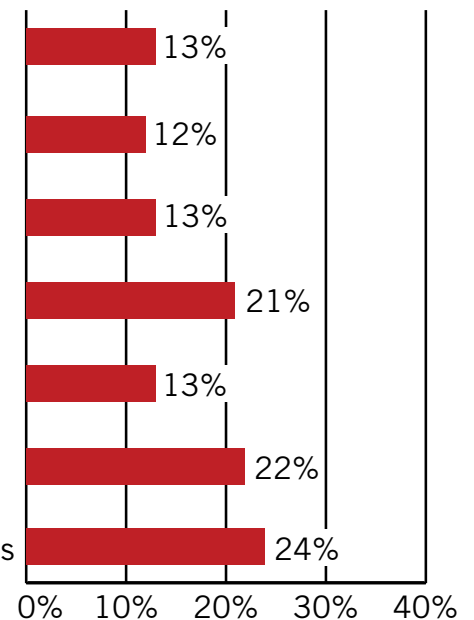
IMPACT of Electronic and Digital Devices on CHILDREN

Impact Time Spent on Digital Devices Has on a Child's Life

PERCENT OF PARENTS WHO SAY DIGITAL DEVICES HAVE DECREASED THEIR CHILD'S...



PERCENT OF PARENTS WHO SAY DIGITAL DEVICES HAVE INCREASED THEIR CHILD'S...



Source: 2010 Kids and Family Reading Report, Scholastic

- Parents believe that the increased time their child spends with electronic and digital devices has decreased the time their child spends reading (41% of parents), doing physical activity (40% of parents), and with the family (33% of parents). Fewer than 15 percent of parents believe spending time on digital devices has increased their child's time spent in these activities.
- Slightly more parents believe that the time their child spends on digital devices has increased, rather than decreased, their time spent doing homework (22% vs. 20%).
- Slightly more parents believe that the time their child spends on digital devices has increased, rather than decreased, the development of critical thinking skills (24% vs. 17%).
- When asked their level of agreement with the following statement, "The information I find online is always correct," nearly half (47%) of 9- to 11-year-olds, 34 percent of 12- to 14-year-olds, and 37 percent of 15- to 17-year-olds agreed with the statement.

—2010 Kids and Family Reading Report, Scholastic

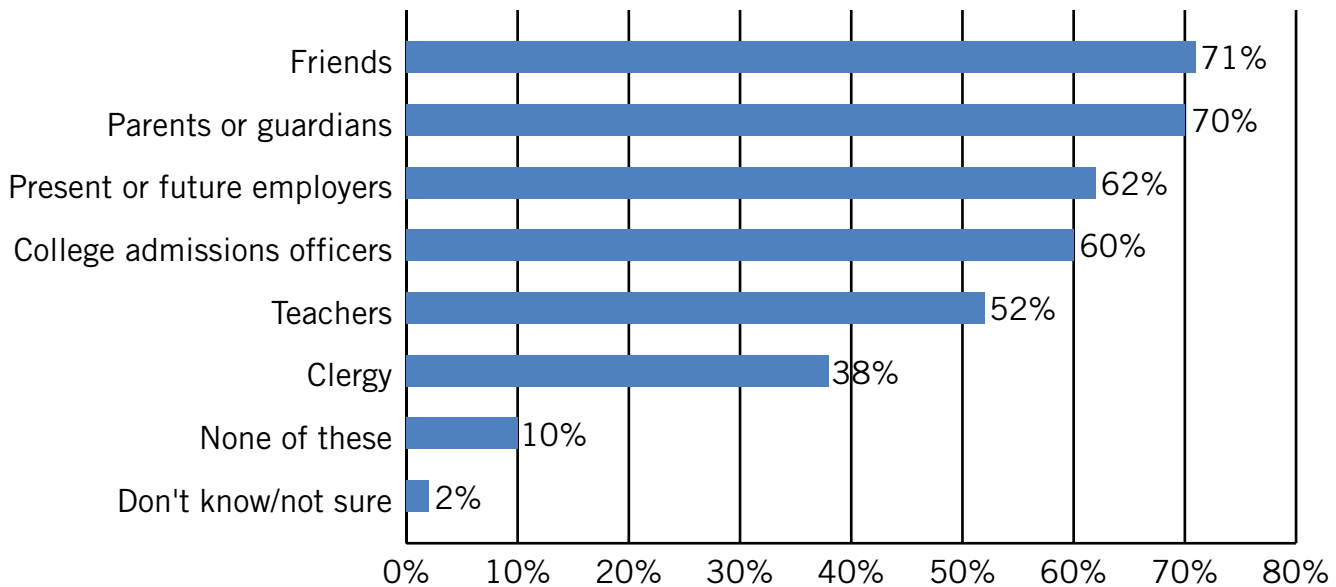


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Teens and SOCIAL NETWORKING

Do You Consider How the Following People Might React When You Post Comments, Photos, or Videos Online?



BASE: "YES" RESPONSES FROM YOUTH AGES 12 TO 17 YEARS OLD

Source: Junior Achievement/Deloitte, 2009 Teen Ethics Survey

- About 40 percent of teens do not consider the potential reaction of college admission officers (40% of teens) or present or future employers (38% of teens) when posting content online. Nearly half of teens (48%) do not consider teachers' reactions and 30 percent do not consider their parents' reactions.
- Most youth (88%) ages 12 to 17 years old use social networks every day, with 70 percent using them for more than one hour.
- Teens use social networks to help others (51%) and to encourage or support others (44%). Nearly one in three (29%) use social networks to create awareness for a cause.

—Junior Achievement/Deloitte, 2009 Teen Ethics Survey



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