

YOUTH ACTIVITIES AND INTERESTS



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Boys' ACTIVITY Preferences

Youth Activities and Sports (Weekday Participation)

Boys in Grades 1–12			
Activity/Sport	% of All Boys	% of Non-Scouts	% of Scouts
Swimming/Diving	68.9%	66.6%	81.5% ♣
Walking	60.9%	53.8%	69.8% ♣
Bowling	57.8%	57.6%	66.2% ♣
Basketball	52.2%	63.6%	71.7% ♣
BMX Biking/Bicycling	49.0%	54.5%	68.1% ♣
Running/Jogging	47.4%	45.2%	59.4% ♣
Fishing	42.8%	49.9%	67.2% ♣
Camping	42.7%	42.5%	77.8% ♣
Soccer	40.7%	42.5%	59.7% ♣
Baseball/Softball	40.0%	48.5%	59.5% ♣
Football	36.8%	54.8%	57.0%
In-line Skating/Roller Skating	32.3%	25.5%	39.8% ♣
Billiards/Pool	30.7%	34.5%	29.6%
Tennis	27.8%	25.5%	29.6%
Hiking/Backpacking	27.6%	25.6%	64.2% ♣
Volleyball	26.3%	17.9%	23.6%
Cycling	25.0%	24.8%	41.0% ♣
Ice-skating	23.8%	15.7%	23.5% ♣
Skateboarding	21.9%	28.4%	36.1% ♣
Golf	21.3%	26.4%	36.1% ♣

♣ Denotes Scouts are significantly more likely to participate in these activities than non-Scouts.

Source: *YouthBeat 2010*, C&R Research

- More than half of boys in grades 1–12 participate in swimming/diving, walking, bowling, or basketball on weekdays.
- Non-Scouts are significantly more likely to play billiards/pool than Scouts.

♣ On school days and weekends, Scouts are more likely than non-Scouts to spend their time reading (for pleasure, not for school), exercising (like running, rollerblading), playing a game/sport for fun, and doing homework/studying.

—YouthBeat 2010, C&R Research



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Youth Participation in OUTDOOR ACTIVITIES

Reasons Youth Participate in Outdoor Activities

	Ages 6–12	Ages 13–17	Ages 18–24
Outdoor activities are cool.	59%	51%	51%
My parents/brothers/sisters/other relatives participate.	51%	52%	31%
I can do outdoor activities near my home.	42%	36%	52%
Outdoor activities are a good way to get exercise/stay fit.	42%	46%	63%
My friends participate.	33%	44%	41%
I want to try something new.	32%	31%	46%
Outdoor activities are affordable.	23%	34%	44%
A school/community/other organized program introduced me.	22%	20%	7%
Outdoor activities look fun in magazines/books/websites/TV/movies.	22%	16%	17%
I like challenges.	22%	31%	48%
My kids are the right age now.	11%	3%	6%
I want to relax/manage stress.	10%	18%	55%
I want a change from my usual routine.	10%	19%	38%
Some other reason not listed above.	3%	1%	1%

Source: *Special Report on Camping, 2011*, The Outdoor Foundation, Coleman, and KOA

- Almost 40 million Americans went camping in 2010, for a total of 514.8 million outings.
- ♣ Nearly half of campers (46%) say their fathers introduced them to camping. Boy Scouts and Girl Scouts come in second at 17 percent.
- ♣ The vast majority of adult campers were introduced to the activity at a young age; in fact, only nine percent of all adult camping participants tried camping for the first time after age 19.
- Youth participation in camping is initially high, but declines in adolescence and young adulthood. In 2010, the adolescent age bracket saw a modest gain of one percentage point from the previous two years, while the younger age group lost participation in 2010.
 - Special Report on Camping, 2011, *The Outdoor Foundation, Coleman, and KOA*



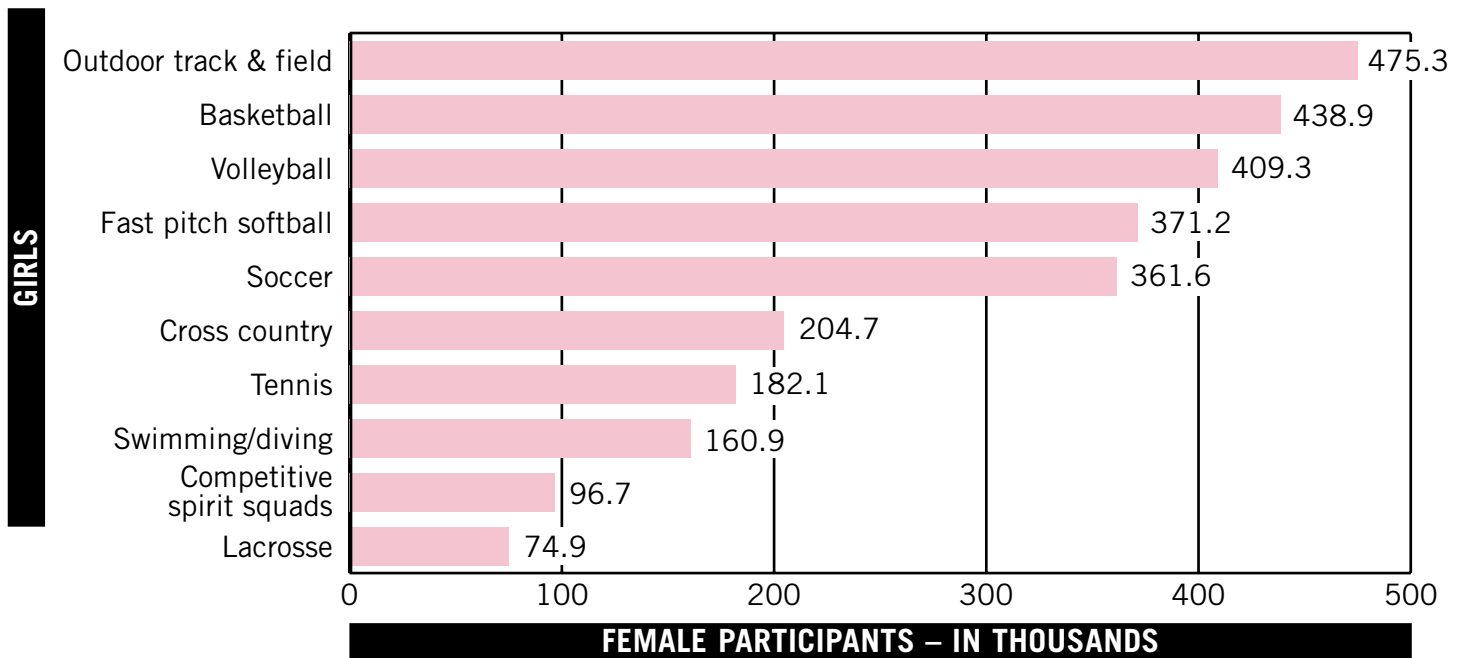
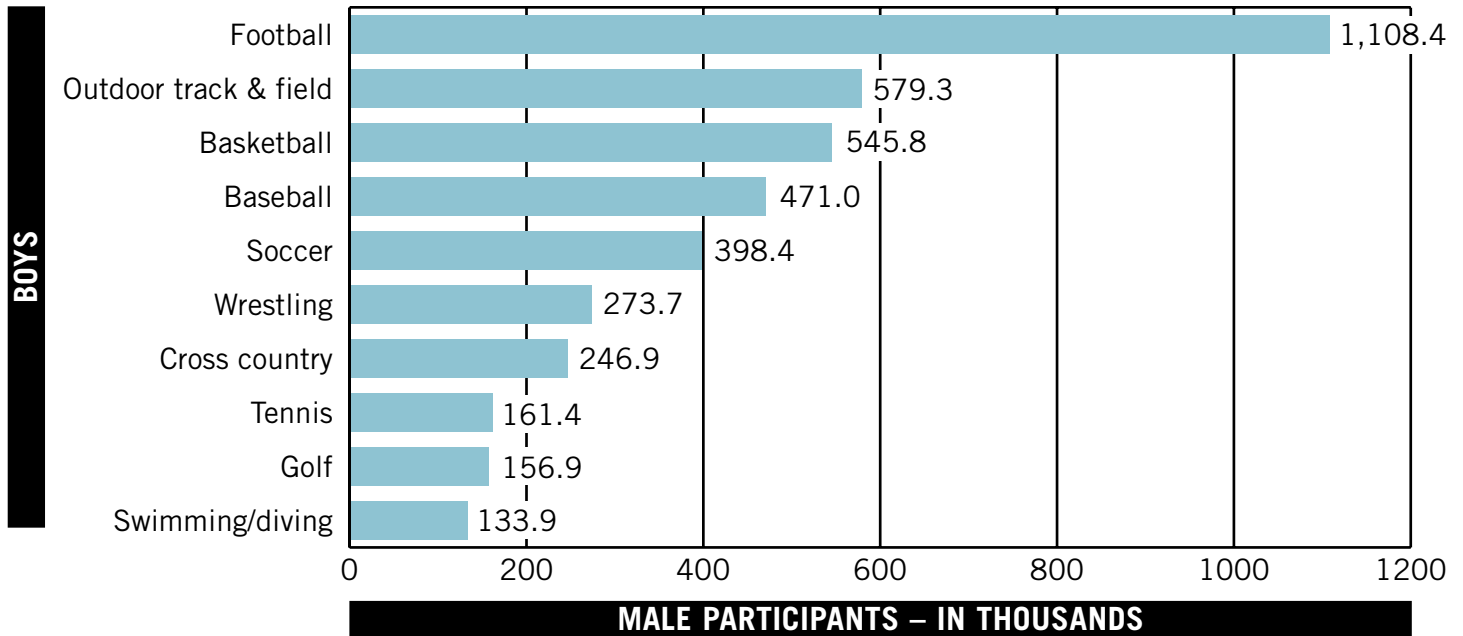
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YOUTH SPORTS

Participation

Top 10 Most Popular Sports Programs by Total Number of Participants, 2010–2011



Source: National Federation of State High School Associations



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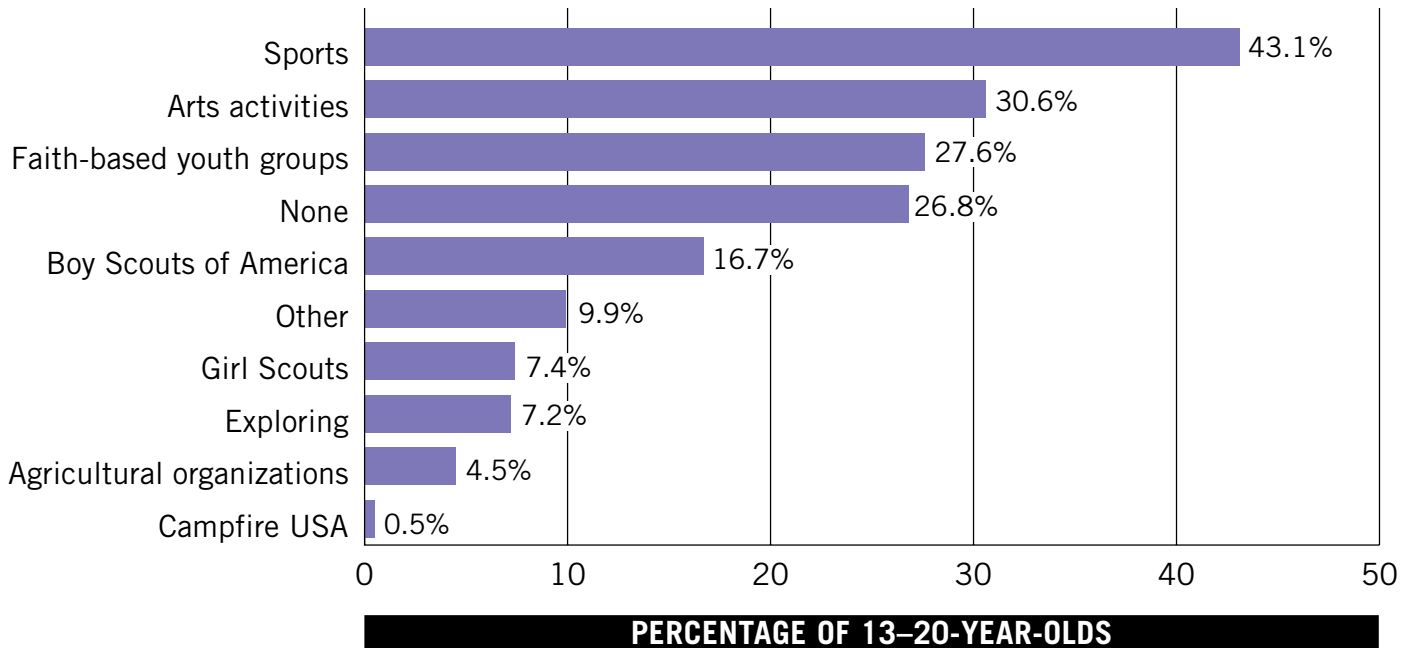
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- In 2010–2011, almost 4.5 million boys participated in high school sports, which was a 0.9 percent increase from 2009–2010. The participation level in 2010–2011 for girls’ youth sports remains over 3.1 million, but rose slightly (0.03%) from 2009–2010.
 - Nearly six out of 10 high school-age boys (58.0%) and slightly more than four out of 10 high school-age girls (41.3%) participated in sports in 2010–2011.
 - The three most popular sport programs for boys over the past three years have been football, outdoor track & field, and basketball. Over the past three years, outdoor track & field, basketball, and volleyball have been the three most popular sport programs for girls.
 - In categories unranked in girls’ sports, soccer and wrestling have seen gains in boys’ sports over the past three years.
 - In categories unranked in boys’ participation, volleyball and lacrosse have seen gains in girls’ participation over the past three years.
 - In 2010, lacrosse entered the top 10 ranking for girls’ sports participation, replacing golf.
—*National Federation of State High School Associations*
 - Youth participation in sports decreased from 41 percent in 2006 to 36 percent in 2009.
—*Youth Markets Alert, Vol. XXIII, No. 22*



Venturing-age Youth ACTIVITY Participation

Activity and Organization Participation



Source: Venturing-Age Youth Study, Boy Scouts of America, 2009

- More than one-fourth of youth ages 13 to 20 do not currently participate in activities or organizations. Youth 18 to 20 years old are more likely than youth 13 to 17 years old to not currently participate in any activities (36.6% versus 18.7%). More females than males are likely to not currently participate in any activities (29.1% and 24.1%, respectively).

—Venturing-Age Youth Study,
Boy Scouts of America, 2009

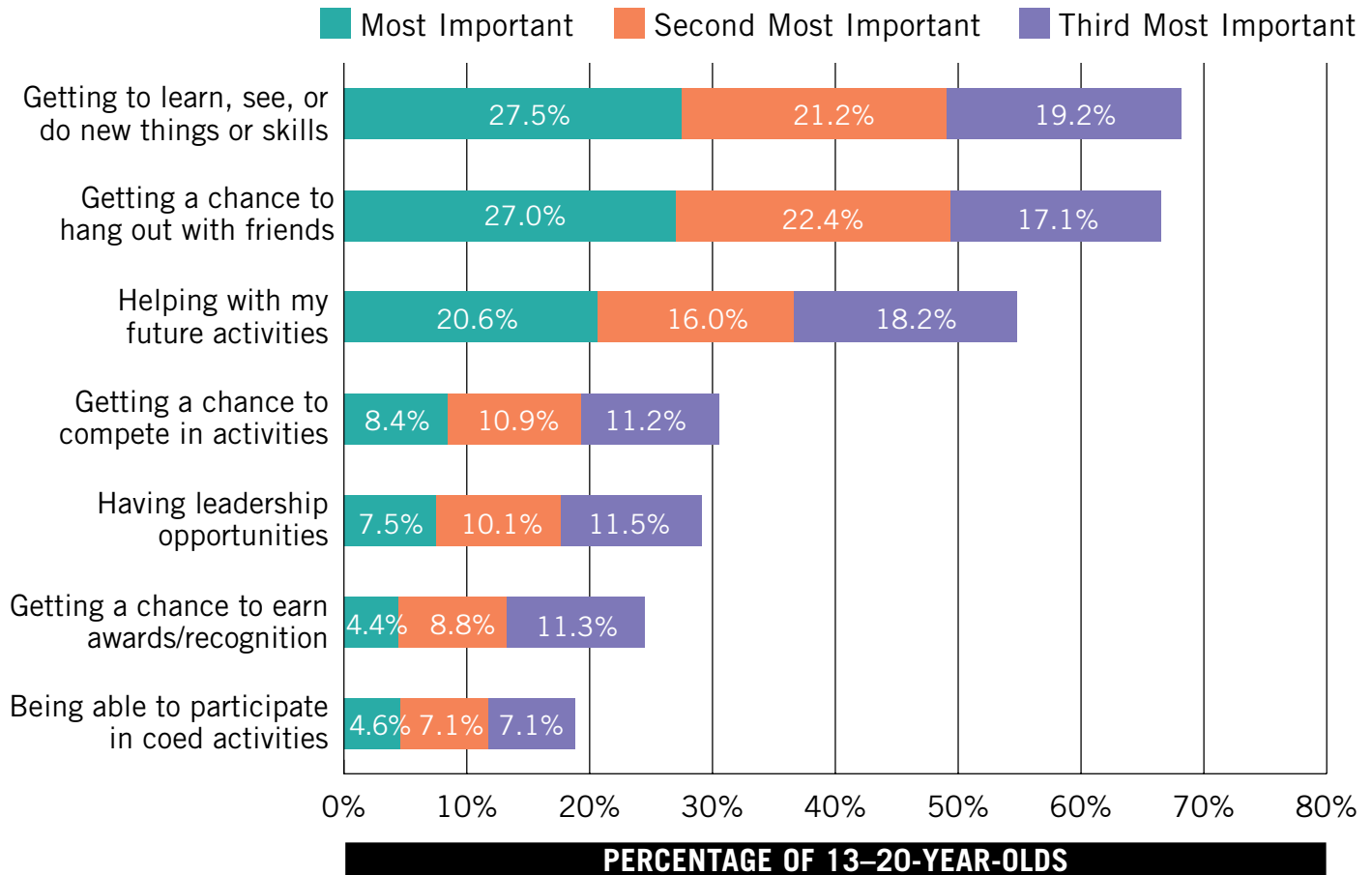


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Venturing-age Youth ACTIVITY Participation

Reasons for Joining an Organization



Source: Venturing-Age Youth Study, Boy Scouts of America, 2009

- Two-thirds of youth say getting to learn, see, or do new things or skills (67.9%) and getting a chance to hang out with friends (66.5%) are important factors in their decision to join an organization. More than half (54.8%) say the likelihood of helping with their future activities is important in their decision.

—Venturing-Age Youth Study,
Boy Scouts of America, 2009

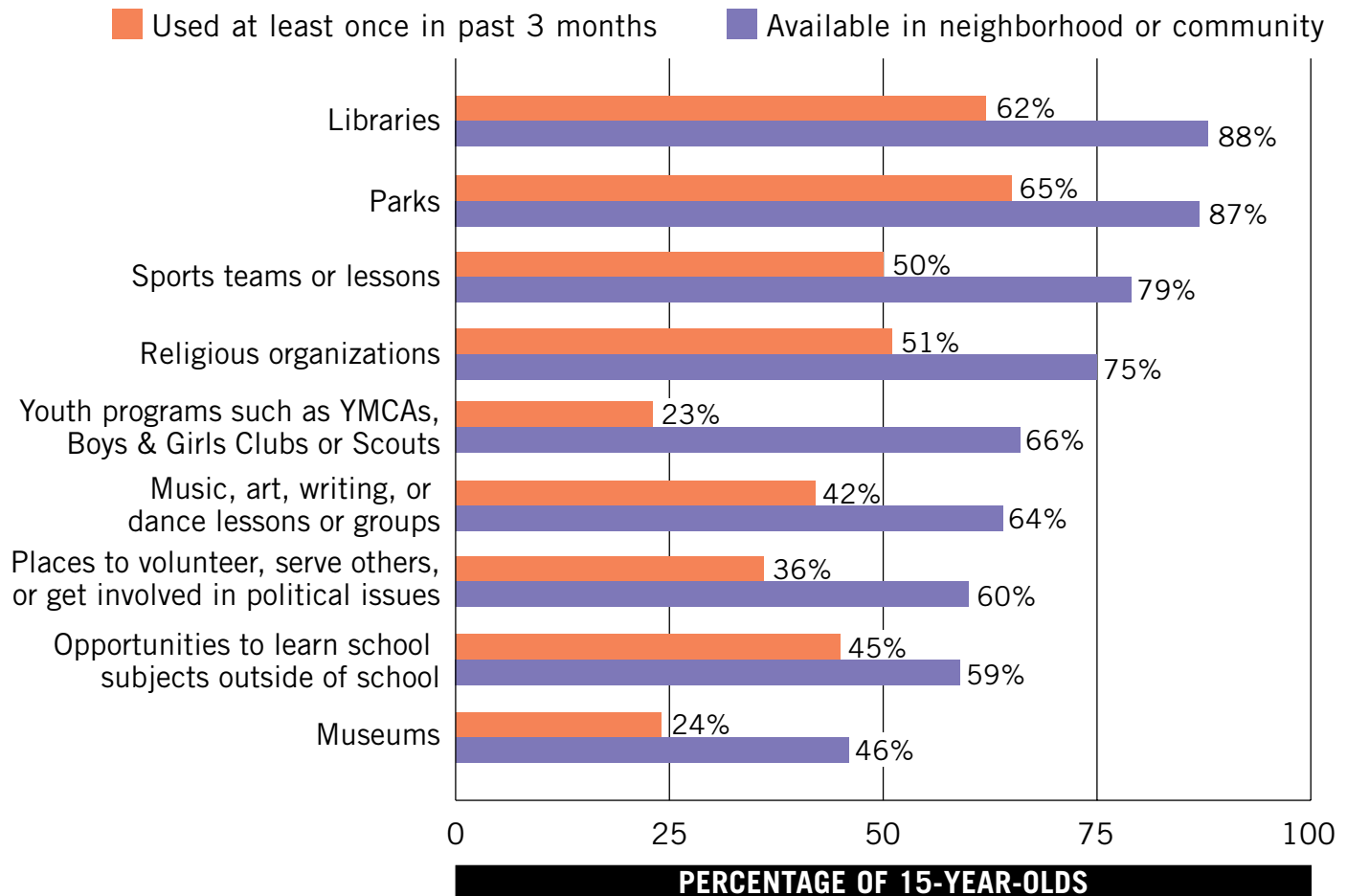


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COMMUNITY RESOURCES *for Youth*

Resources Available to and Used by 15-Year-Olds



Source: *Teen Voice 2009*, prepared by Search Institute and funded by Best Buy Children's Foundation

- While most 15-year-olds (87%) have a park available in their community, only three-fourths of those with a park available (74.7%) have used the park in the last three months.
- The majority of 15-year-olds (66%) have youth programs such as YMCA, Boys & Girls Clubs, and Scouts available

to them; however, only 23 percent of 15-year-olds belong to a youth program. Nearly two-thirds (65.2%) of 15-year-olds with a youth program available do not participate.

—*Teen Voice 2009*, prepared by Search Institute and funded by Best Buy Children's Foundation



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Youth INTERESTS

How Important is Each of the Following to You in Your Life?

	All	African American	White	Hispanic/Latino	Female	Male
Finding purpose and meaning	82%	89%	80%	81%	86%	77%
Contributing to society	64%	69%	62%	61%	70%	58%
Helping the poor	58%	76%	51%	63%	63%	53%
Correcting social inequalities	50%	64%	43%	57%	53%	47%
Improving race relations	49%	72%	39%	55%	53%	45%
Being a community leader	45%	59%	39%	47%	45%	44%
Serving my country	38%	36%	39%	39%	36%	41%

BASE: 15-YEAR-OLDS

Source: *Teen Voice 2010*, prepared by Search Institute and funded by Best Buy Children's Foundation

- Slightly more than eight in 10 15-year-olds (82%) say finding purpose and meaning is of high importance in their lives. Fewer teens say contributing to society (64%) or correcting social inequalities (50%) is of high importance to them.

- Females rate most values higher than males do, with the exception of serving one's country, (36% and 41%, respectively).

—*Teen Voice 2010, prepared by Search Institute and funded by Best Buy Children's Foundation*

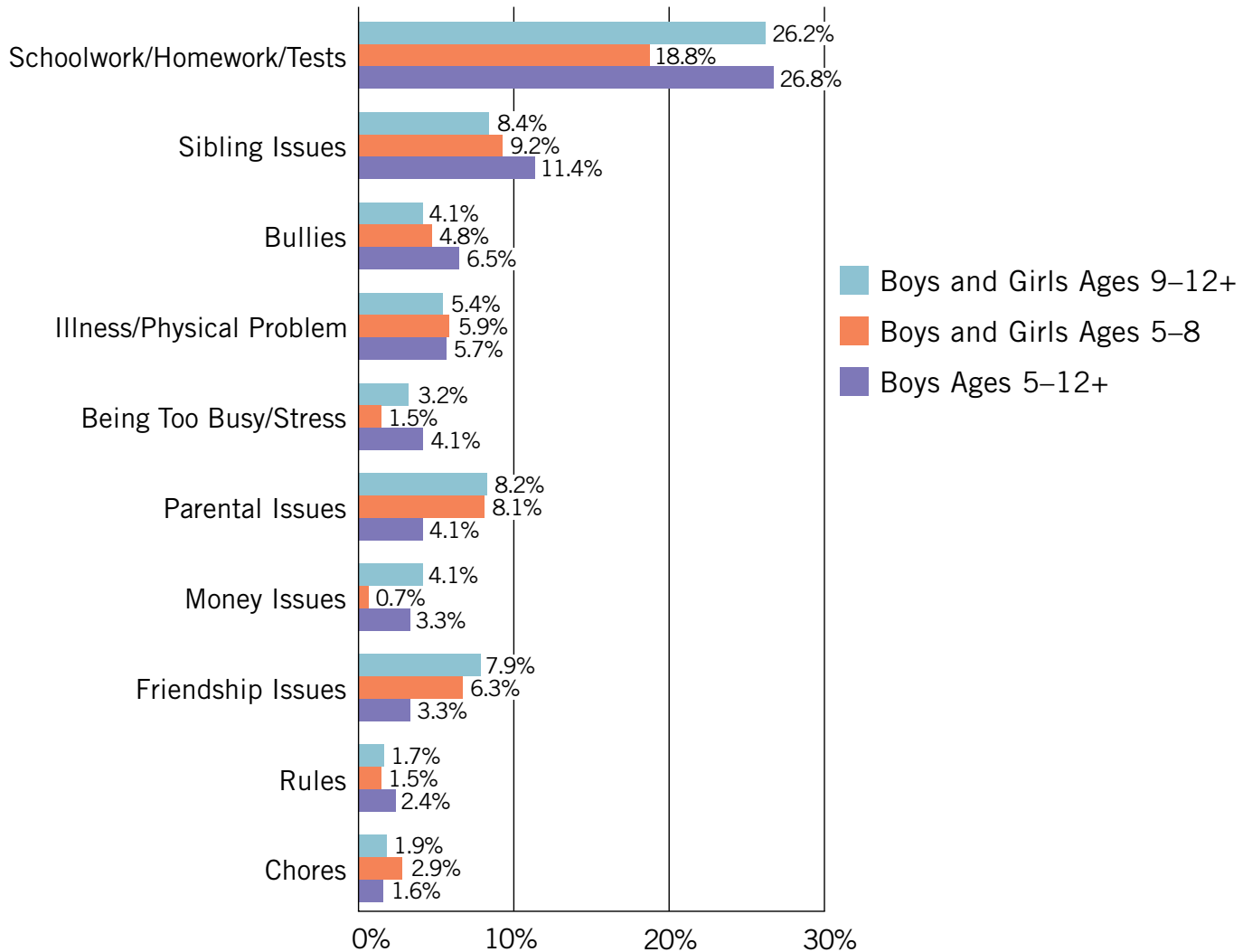


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Children's ISSUES

Top Problems for Youth Right Now



PERCENTAGE OF CHILDREN AGES 5-12+

Source: *State of the Kid, Highlights magazine, 2009*

- Nearly one-fourth (23.4%) of children between the ages of five and 12 say the most common problems they face are related to school, homework, projects, and/or tests.

- More than one in ten children (12.3%) say they don't currently have a problem.
—State of the Kid, Highlights magazine, 2009



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How Youths Spend Their TIME

How 15- to 19-Year-Olds Spend a Typical Day				
Activity	Boys		Girls	
	Rank	Hours:Minutes	Rank	Hours:Minutes
Sleeping and personal care	1	10:38	1	10:21
Leisure and sports	2	6:24	2	5:25
Education (attending classes and homework)	3	3:06	3	3:49
Working, work-related activities	4	1:10	4	1:38
Eating and drinking	5	1:00	6	1:12
Household activities	6	0:55	5	1:26
Buying consumer goods	7	0:38	7	1:11
Organization, civic, religious activities	8	0:37	10	0:25
Telephone calls, mail, and e-mail	9	0:27	8	0:37
Taking care of non-household members	10	0:26	9	0:26
Taking care of household members, siblings	11	0:18	11	0:19

Note: Time spent is an average of all 15- to 19-year-olds, whether they participate in the activity or not.

Source: 2009 American Time Study, Bureau of Labor Statistics

- Boys spend one more hour a day on leisure and sports activities than girls.
 - Girls spend about 12 more minutes a day eating than boys.
 - Boys and girls spend the least amount of their time each day (18 and 19 minutes, respectively) taking care of household members, siblings.
- 2009 American Time Study,
Bureau of Labor Statistics



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