

VIRGINIA TEEN INSIGHTS

TOPLINE SUMMARY

(403 Interviews with 10 – 17 year olds in Virginia)

Activities

In the past month, nearly all Virginia tweens and teens have spent time with family (99%) and worked around the house, such as cooking, cleaning, or doing chores (95%). Nine in ten have eaten at a fast-food restaurant (90%) and at a sit-down restaurant (87%). Eight in ten have shopped (81%), played computer games (81%), or gone to church or temple or other houses of worship (79%) in the past month.

- ?? Two-thirds (67%) have read a non-school book in the past month. Ten to twelve year olds are more likely than 15-17 year olds to read a non-school book in the past month (79% vs. 56%). White tweens and teens are more likely than minority tweens and teens to have read a non-school book in the past month (73% vs. 53%).
- ?? Six in ten (62%) have gone to a party.
- ?? Nearly half (46%) have volunteered.
- ?? One-third (33%) have played video games at an arcade. Ten to twelve year olds (46%) and 13-14 year olds (37%) are more likely than 15-17 year olds (17%) to have played video games at a mall or arcade in the past month. Minority tweens and teens are more likely than white tweens and teens to have played video games at a mall or arcade in the past month (47% vs. 24%).
- ?? Three in ten (31%) have dated or spent time with a boyfriend or girlfriend in the past month.
- ?? Two in ten (21%) have gone to a concert or live music event. Thirteen to fourteen year olds (27%) and 15-17 year olds (26%) are more likely than 10-12 year olds (8%) to have gone to a concert or live music event in the past month.
- ?? Tweens and teens in Southwest Virginia are more likely than those in Central Virginia to have eaten in a fast food restaurant in the past month (97% vs. 85%). White tweens and teens are more likely than minority tweens and teens to have eaten at a sit-down restaurant in the past month (92% vs. 76%).
- ?? Girls are more likely than boys to have shopped in the past month (88% vs. 76%) and 13-14 year olds are more likely than 10-12 year olds to have shopped in the past month (87% vs. 74%).



MARKET RESEARCH

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Online Attitudes and Behavior

Eight in ten Virginia tweens and teens (80%) have used the Internet in the past week. On average, Virginia tweens and teens have gone online 7.7 times in the past week. Thirteen to fourteen year olds are the most frequent users, averaging 10.4 times in the past week, followed closely by 15-17 year olds who went online 9.1 times last week. Thirteen to seventeen year olds have gone online more than twice as often as 10-12 year olds who averaged 3.6 times online last week.

- ?? Boys report going online or using the Internet in the past week more frequently than girls. Half of boys (49%) report going online 7 or more times in the last week, compared to one-third (36%) of girls.
- ?? Tweens and teens from Central Virginia have gone online the most times in the past week, with an average of 9.9 times, compared to those from Southwest Virginia who averaged 5.5 times last week.

Sensation Seeking Attitudes and Behaviors

- ?? Nine in ten tweens and teens (93%) think it is important to experience as many different things as possible in life. Boys and girls, and tweens and teens across ages do not differ in this regard.
- ?? Eight in ten tweens and teens (85%) report that they like friends who are artistic or creative, even if they are wild. Girls and boys, and tweens and teens across ages do not differ in this regard.
- ?? Nearly half of tweens and teens (49%) say they like to do scary things. Boys are more likely than girls to report that they like to do scary things (60% vs. 36%). Tweens and teens across ages do not differ in this regard.
- ?? Nearly half of tweens and teens (48%) say they would like to drive a motorcycle. Boys are more likely than girls to report this (57% vs. 38%).
- ?? Nearly half of tweens and teens (47%) like new and exciting experiences, even if they have to break the rules. Boys and girls, and tweens and teens across ages do not differ in this regard.
- ?? One-quarter of tweens and teens (24%) report that they get bored seeing the same people every day. Boys and girls, and tweens and teens across ages do not differ in this regard.

Self Image and Attitudes

- ?? Nearly all tweens and teens (96%) say they think it is cool to be smart. Boys and girls, and tweens and teens across ages do not differ in this regard.
- ?? Nine in ten tweens and teens (91%) say that they have their own way of doing things. Girls are more likely than boys to report having their own way of doing things (97% vs. 86%).
- ?? Six in seven tweens and teens (85%) report they usually make their own decision. Those whose mothers have a college degree are more likely to report making their own decisions than those with mothers who have less than a college education (92% vs. 78%).

- ?? Three -quarters of tweens and teens (75%) think of themselves as someone people go to for advice. Girls are more likely than boys to think of themselves this way (83% vs. 69%). Fifteen to seventeen year olds are more likely than 10-12 year olds to report this as well (84% vs. 66%). Tweens and teens in Tidewater are more likely than those in Northern Virginia to say they are someone who people turn to for advice (84% vs. 66%).
- ?? Seven in ten tweens and teens (71%) report that they are not afraid to do things other people say are not cool. Girls and boys do not differ in this regard. Fifteen to seventeen year olds are more likely than 10-12 year olds to report this (77% vs. 62%). White tweens and teens are also more likely than minority tweens and teens to report this (76% vs. 60%).
- ?? Two-thirds of tweens and teens (67%) say they are aware of the latest and best music. Boys and girls, and tweens and teens across ages do not differ in this regard.
- ?? Half of tweens and teens (53%) say they like to stand out in a crowd. Boys and girls do not differ in this regard. However, fifteen to seventeen year olds are more likely than 13-14 year olds and 10-12 year olds to report this (66% vs. 48% vs. 42%).
- ?? Four in ten Virginia youth (38%) say they are usually the first ones to try new things. Boys and girls, and tweens and teens across ages do not differ in this regard.

Status Symbols

Nine in ten Virginia tweens and teens (91%) think of being an honor student or getting good grades in school as a status symbol or sign of success for people their age. Four in ten believe that being popular in school (38%) and having a lot of money (37%) are signs of success for people their age.

- ?? Ten to twelve year olds are more likely than 13-14 year olds to think that being an honor student is a status symbol or sign of success for people their age (97% vs. 85%).
- ?? Boys are more likely than girls to say that being popular at school is a status symbol or sign of success for people their age (46% vs. 29%).
- ?? Tweens and teens whose mothers have only a high school degree or less are more likely than those with mothers who have a college degree or more to say that having a boyfriend or girlfriend is a status symbol or sign of success for people their age (47% vs. 29%).
- ?? Minority tweens and teens are more likely than white tweens and teens to cite wearing only the best designer clothes as a status symbol for people their age (32% vs. 16%).

Relationships and Decision Making

Tweens and teens decision- making process is influenced by their relationships and support network. This support network usually includes, but is not limited to, their parents, siblings, friends, teachers and media.

The kinds of music you listen to

- ?? Eight in ten tweens and teens (83%) say they get their ideas for the kinds of music they listen to mostly from their best friends. Half of tweens and teens (54%) get their ideas on kinds of music they listen to from what they see on TV.
- Half of 10-12 year olds (52%) say they get their ideas mostly from their parents as compared to only one quarter of 13-14 year olds (26%) and one-third of 15-17 year olds (32%).

What things you buy with your own spending money

- ?? Best friends are influential in helping tweens and teens decide what to buy with their spending money. Three quarters of tweens and teens (75%) report their best friends as being the most influential. Two thirds of tweens and teens (66%) get their ideas from what they see on TV. Six in ten (60%) from what they see in ads and half (53%) get their ideas for what things to buy with their spending money from their parents.
- Girls are more likely than boys to cite their parents as being most influential in their spending (62% vs. 45%). Ten to twelve year olds are also more likely than 13-14 year olds and 15-17 years olds to get their ideas from their parents (66% vs. 46% vs. 48%).

Websites you visit

- ?? Eight in ten tweens and teens (79%) report they get most of their ideas about websites they visit from their best friends. Half (49%) report they get most of their ideas from what they see on TV.
- White tweens and teens are more likely than minority tweens and teens to get most of their ideas about websites they visit from their best friends (85% vs. 71%).
 - Tweens and teens in Southwest Virginia are more likely than those in Central Virginia to get most of their ideas about websites they visit from their teachers (54% vs. 36%).
 - Ten to twelve year olds and 13-14 year olds are more likely than 15-17 year olds to get most of their ideas about websites they visit from their parents (54% vs. 42% vs. 24%).

Whether you drink alcohol or not

- ?? Half of tweens and teens (50%) get most of their ideas about whether they drink alcohol or not from their parents. Four in ten (42%) get their ideas mostly from their best friends and three in ten (28%) from their brothers or sisters.

- Fifteen to seventeen year olds are more likely than 10-12 year olds to get ideas about whether to drink alcohol or not from their parents (57% vs. 39%).
- Fifteen to seventeen year olds are more likely than 10-12 year olds and 13-14 year olds to get ideas about whether to drink alcohol or not from their best friends (62% vs. 24% vs. 36%).

Whether you smoke cigarettes or not

- ?? Half of tweens and teens (50%) get most of their ideas about whether they smoke cigarettes or not from their parents. Four in ten get their ideas mostly from their teachers (41%) and best friends (40%).
 - Tweens and teens in Central Virginia are more likely than those in Southwest and Tidewater Virginia to get most of their ideas about whether they smoke cigarettes or not from their parents (63% vs. 43% vs. 44%).

Health and Smoking Attitudes and Experiences

One-quarter (26%) of 10-17 year olds in Virginia live in a household where someone other than themselves smokes cigarettes. Eight in ten Virginia teens (79%) report they are non-smokers and will never try cigarettes. Nearly two in ten (18%) say they currently smoke or have tried a cigarette in the past.

- ?? Girls are more likely than boys to never want to try a cigarette (89% vs. 70%).
- ?? 15-17 year olds are more than twice as likely as 13-14 year olds to have tried a cigarette in the past (24% vs. 11%).

One-quarter (25%) of 10-17 year olds in Virginia have at least one close friend who smokes cigarettes. On average, teens and tweens report that 1.1 of their close friends smoke cigarettes.

- ?? 15-17 year olds are more likely than 13-14 year olds and 10-12 year olds to have at least one close friend who smokes (44% vs. 24% vs. 3%).
- ?? Tweens and teens in Tidewater (35%) and Northern (30%) Virginia are more likely than those in Southwest Virginia (12%) to have at least one close friend who smokes cigarettes.
- ?? On average, 15-17 year olds have 2.2 close friends who smoke cigarettes.

Overall, nearly half (46%) of 10-17 year olds in Virginia believe that smoking among people their age is increasing. The majority of teens 13-17 years old feel smoking is increasing, while the plurality of 10-12 year olds think smoking is decreasing among people their age.

- ?? 13-17 year olds are more than twice as likely than 10-12 year olds to think that smoking is increasing among people their age (56% vs. 25%).
- ?? 10-12 year olds are more than twice as likely than 13-17 year olds to think that smoking is decreasing among people their age (39% vs. 17%)
- ?? White tweens and teens are more likely than minority tweens and teens to say that smoking is staying about the same among people their age (33% vs. 16%).

Virginia teens appear to have a negative attitude towards people their age who smoke cigarettes. Teens feel people their age who smoke are not cool (95%); do not know what the latest trends are (76%); can not be trusted to make good decisions (83%) and are not more grown up than other kids (92%).

- ?? Girls are more likely than boys to strongly disagree that people their age who smoke are cool (92% vs. 77%).
- ?? 10-12 year olds (95%) are more likely than 13-14 year olds (83%) and 15-17 year olds (75%) to strongly disagree that people their age that smoke cigarettes are cool.
- ?? 10-12 year olds (81%) are more likely than 13-14 year olds (59%) and 15-17 year olds (50%) to strongly disagree that people their age who smoke can be trusted to make good decisions.
- ?? Tweens and teens in Central Virginia (98%) are more likely than those in Northern Virginia (90%) and Tidewater (88%) to disagree that people their age who smoke cigarettes are more grown up than other kids.

Test Messages

Tweens and teens say the messages “Many people my age think that smokers are not trustworthy” and “Most people my age don’t smoke” will make them stop and think about their decision to smoke to some degree. However, They are more likely to report that the “Many people my age think that smokers are not trustworthy” statement would make them stop and think a lot or somewhat about their decision to smoke compared to the other statement.

“Many people my age think that smokers are not trustworthy.”

- ?? Two-thirds of tweens and teens (64%) say that hearing this statement would make them stop and think a lot or somewhat about their decision to smoke. One-third (35%) say this statement would make them stop and think a lot and three in ten (29%) say it would make them stop and think somewhat about their decision to smoke.
 - Ten to twelve year olds are more likely than 13-14 year olds and 15-17 year olds to say that they would stop and think a lot if they heard this statement (53% vs. 28% vs. 25%).

- Tweens or teens whose mothers have only a high school degree or less are more likely than those with mothers who have a college degree or more to say that hearing this statement would make them stop and think a lot about their decision to smoke (50% vs. 31%).

“Most people my age don’t smoke.”

- ?? Half of tweens and teens (52%) say that hearing this statement would make them stop and think a lot or somewhat about their decision to smoke. Three in ten (30%) say this statement would make them stop and think a lot and two in ten (22%) say it would make them stop and think somewhat about their decision to smoke.
- White tweens and teens are more likely than minority tweens and teens to stop and think a lot or somewhat about their decision to smoke if they heard this statement (58% vs. 36%).
 - Boys are more likely than girls to stop and think a lot or somewhat about their decision to smoke if they heard this statement (59% vs. 44%).
 - Ten to twelve year olds are more likely than 13-14 year olds and 15-17 year olds to stop and think a lot about their decision to smoke if they heard this statement (47% vs. 25% vs. 20%).
 - Over one-third of minority tweens and teens (36%) say that they would not stop and think at all about their decision to smoke if they heard this statement.