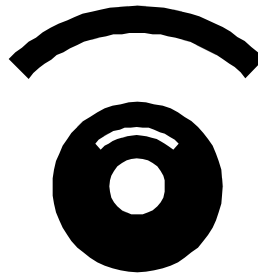


**Audience Culture Insight
Research Report**

Lifestyle: How they live their lives



LOOK-LOOK

INFORMATION AND RESEARCH
CONNECTING YOU TO YOUTH CULTURE

Client: Work, Inc./VTSF
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Describe a typical weeknight. What do you do? With whom do you do it?

Overall:

- On a typical weeknight, teens return from school and engage in various activities in various orders. Most play school sports or attend after school activities. A lot of time after school is devoted to homework and studying. A dinner with the family is usually included in the evening along with all or some of the following: talking to friends on the phone, hanging out with friends or neighbors, watching TV, napping, “chilling out,” working out, going online, and playing video games.
- Most tweens have a less hectic schedule than their teen counterparts. A typical weeknight for tweens includes homework/studying, and watching TV and playing video games.

Gender:

- The main difference between the male and female weeknights is the activities they choose to be involved with. Both females and males spend time doing homework, talking on the phone, sleeping, eating, chilling out, and spending time with friends and family. Some males are involved in sports like wrestling and football, while some females are involved in gymnastics and dance. Both females and males are involved in school sports and will often attend evening school sporting activities.
- Both males and female tweens said they do homework and watch TV, but males were more likely to say they played video games.

Age:

- The main difference between the two age groups is the freedom that the older kids have with their cars. More of the 16-17 year olds have jobs, and they can travel more and see friends more freely. The 13-15 year olds seems to be involved in more activities. They all have most weeknights in common, as far as the main events of the night which are eating, sleeping, studying, and some type of socializing and entertainment.
- The older tweens were more likely to say they spent evenings doing homework while the younger tweens had more free time to “play.”

Ethnicity

- There is little difference between the activities of the three different ethnic groups on weeknights. Many Anglo American teens use a computer, which doesn't seem to be in the routine for as many teens in the Other Ethnicities group and the African American group. All of the teens seem to watch TV, hang out with friends, study, do homework, and eat.
- There were no discernable differences in routine among the tween ethnicities. None of the tweens listed using a computer as an activity.

Region:

- There is little difference between the activities of the teens in all four regions. As one teen from the Central region explains, “Typically on a weeknight, my boyfriend will come over after he gets off work, and he'll eat dinner with me and my family. Then we'll hang out watching TV or talking, he'll go home, I'll do homework and then talk on the phone.” The teens in the Tidewater region have the advantage of being able to surf.

- Tweens in all regions do homework, but those in the Tidewater region skate and surf and those in the North tend to be more social and hang out with friends. Southwest tweens were the most likely to say they played video games.

Describe a typical weekend. What do you do?

Overall:

- The weekend for these teens consists of mostly socializing and enjoyable activities. Teens hang out with friends, boyfriends or girlfriends, family members, and neighbors. Movies are a big part of the weekend for a lot of these teens, either at home or in the theater. TV, chores, going out to eat, sports activities (playing or watching), shopping, and going to the mall are top named activities. Some kids work jobs on the weekends, and some play in bands. Church is also in the routine.
- Much like the teens, tweens spend the weekend enjoying activities such as going to the movies, playing sports, going to friends houses, playing video games and going to church. Tweens also were less likely to say they go to the mall than teens, but look forward to “staying up late” on weekend nights.

Gender:

- Many females mention that they catch up on sleep and spend a lot of time with friends. On Fridays, sometimes there are football games, and this is a big social event. The females also have the occasional sleep-over with friends, and some have babysitting jobs. The males also spend a lot of time with family and friends. Males mention playing a lot of games, either on the computer, sports, going to the skate parks. Parties are big on the weekends, as well as church events and youth group events. Some females and males mention “getting trashed” and hanging out “smoking cigarettes.”
- There were few differences between males and female activities, although males were more likely to say they played sports such as soccer, baseball, basketball, and surfing.

Age:

- The 13-15 year olds mention getting out of the house to do various things with friends. Going to the mall, movies, parties, football games, and friend's houses are very popular. The major differences that the 16-17 year olds “ride around.” Most teens do not do much homework as summed up by this teen, “I usually catch up with my friends and relax from the studious life.”
- The younger the tween, the more likely they were to stay around their home on weekends. The older tweens were more likely they were to go to movies or to friend's houses.

Ethnicity:

- There is little difference between the weekend of the teens in different ethnic groups. They are all interested in the same things: catching up with friends, going to parties, sporting events or whatever seems to interest them at the time. “A typical weekend is I go out with my buds and party all night with each other at our houses. Or we go to the movies and meet some friends.”
- All of the African American tweens except one said they play sports (primarily basketball) on the weekends. Anglo American and Other ethnicities spend time at friend's houses, movies, playing sports and church groups.

Region:

- The major difference between the regions as far as their weekend activity is that teens from the Tidewater region have the beach as an option. Teens balance their time between family, friends and boyfriends/girlfriends. The main goal of the weekend is to unwind and spend time with loved ones.
- There are no major differences in the regions between the tweens.

What do you and your friends do when you are bored?

Overall:

- The top 10 responses were: watch movies, go online, talk, watch tv, go to the movies, hang out, go shopping, (tie) go to the mall & play video games, (tie) go out to eat & play sports, and drive around.
- All of the respondent came up with a wide variety of answers that mainly had to do with everyday activities.
- Only about 3% of the answers had to do with high-risk activities (get drunk, smoke, get in trouble, etc.).
- 21.6% of all the tweens said that they play games or specifically video games.
- The tween responses did not contain any high-risk behaviors.

Gender:

- The top three female responses were: 9.4% go online, 9.2% talk, 8.9% watch a movie, 6.6% go to the movies.
- The top three male responses were: 10.9% play video games, 8.6% play sports, 7.7% watch television.
- Females tended to give more responses that included other participants, while the majority of the males gave answers that can be done solo.
- Playing video games ranked at the top for male tweens while talking got 20% of female responses.

Age:

- The younger teens enjoyed going online (10.8%) the most, while the older teens chose watching movies by 9.9%.
- The older teens came up with more unique activities than the younger teens.
- The top answers were all different for the tween age groups. The largest single vote for one activity came from the 10 year olds who played games when they were bored by 38.5%.

Ethnicity:

- Going online was named in the top 3 for each ethnic group, tying for first in the African American teen group.
- Watching television was named in the top 5 for each group.
- Going to the mall was in the top 10 for other ethnicities and Anglo Americans, but was not even listed for African Americans.
- 50% of African American tweens like to play games when bored.
- "Other ethnicity" tweens were split between eating and playing sports while the top 14% of the Anglo American tweens enjoyed video games the most.

Region:

- Central teens liked to watch television, Tidewater teens and Northern Virginia teens enjoyed watching movies the most in their free time, and Southwest teens claimed they enjoyed talking.
- Watching television appeared in the top 5 answers for every region except in the Southwest.
- Central tweens were split between playing games, playing sports and talking.
- Playing games ranked lowest for Tidewater tweens who enjoyed drawing and skateboarding more. In general Tidewater tweens did less media related events than any of the other tween regions.

When you think about your home life, what's great about it and what sucks? (Great)

Overall:

- 34.9% of teens agree that having a "loving/great/supportive/close family" is the number one great aspect of home life. 9.4% enjoy the "freedom" that comes with family life, and 7.7% recognize that they are lucky to have all of their necessities. Living in a "nice house" (3.4%) and "getting along with parents" (3.0%) are also top reasons why teens feel good about home life.
- A third of the tweens said "great family" was the greatest thing about their home life followed by "own room" (13%).

Gender:

- Both female (38.5%) and male (29.9%) counterparts agree that having a "loving/great/supportive/close family" is the number one great aspect of home life. 12% of males are very appreciative of the "freedom" they enjoy, while 8.9% of the females find that having all of their necessities is what helps to make a good home life.
- Female teens feel lucky to have a "nice house" (3.4%) and a "good neighborhood" (3.4%). Male teens are happy to have "a lot of things" (6.8%) and "good friends" (5.1%).
- More female tweens (44.4%) than male tweens (27.8%) thought "great family" was the best aspect of their home life. Boys were more inclined to think having their "own room" (13.9%) and "nothing" (8.3%) were good about home life.

Age:

- Both 13-15 year old and 16-17 year old age groups agree that having a "loving/great/supportive/close family" is the number one great aspect of home life.
- The second most popular ranked aspect of good home life for both age groups is "freedom," answered by 10.5% of the 13-15 year olds and 8.4% of the 16-17 year olds. "Having necessities" is also important for the younger group (9.2%) as well as the older group (6.3%).
- All tweens thought "great family" was the best aspect of home life. 12 year olds were the most likely (37%), followed by 11 year olds (30.8%), and 10 year-olds (28.6%).

Ethnicity:

- All ethnicities agree that having a "loving/great/supportive/close family" is the number one great aspect of home life. While freedom was the second most popular answer for Other Ethnicities (5.1%) and Anglo Americans (11.1%), it did not show up on the African American list.
- "Having necessities" was a high ranked answer by all three groups. 12.5% of African American teens, 7.7% of Anglo American teens, and 5.1% of Other Ethnicities think that "having necessities is one of the most important aspects of their good home life.
- Privacy was more important to tweens from the Other Ethnicity group by stating the best thing about their home life was having their "own room" (28.6%). African American and Anglo American tweens ranked "great family" first.

Region:

- Teens from all four regions agree that having a "loving/great/supportive/close family" is the number one great aspect of home life. Freedom is the second most important aspect in all of the regions (11.7% in the Central, 5.5% in the Tidewater, and 13.8% in the Southwest) except for the North region, where 10% rated "having necessities" higher than "freedom" (7.0%).

- With the exception of the Southwest tweens which ranked “watching TV” (28.6%) as the best thing about home life, all other region listed “great family.” The Tidewater region ranked “great family” highest (50%), followed by Central (37.5%), and North (32.3%).

When you think about your home life, what's great about it and what sucks? (Sucks)

Overall:

- Overall, 12% of teens find "overprotective parents" to be a negative aspect of home life. Teens also recognize "fighting" (11.3%) as a top concern. Other troubling aspects of home life include "chores" (5.5%) and "nothing to do around the neighborhood" (6.6%).
- 5.5% of teens also feel that their lack of freedom contributes to a less than perfect home life. Teens also feel that their unhappiness has to do with their "siblings" (4.4%) and their parents (2.6%).
- Almost a third of tweens said there was "nothing" they would change about their homelife. Siblings (13.2%) and school (7.5%) were the top answers given.

Gender:

- 16.1% of females think that "overprotective parents" have a negative affect on their home life. Males agree to a lesser extent that "parents" (6.6%) contribute to unhappiness at home.
- More female teens than male teens think that "fighting" (females 14.3%, males 6.6%) is not pleasant in the home.
- Chores (females 5.7%, males 5.4%) are also unpleasant for both genders.
- Female tweens ranked "siblings" as a home life nuisance (17.6%) more than their male counterparts (11.1%). Females also said "a bigger house" (5.9%). An equal number of males and females also said "chores" is something they would change about their home life.

Age:

- Both age groups agree on the top two bad things about home life are "overprotective parents" (13-15 13.4%, 16-17 10.5%) and "fighting" (13-15 12%, 16-17 10.5%).
- 7% of the 13-15 year olds and 6% of the 16-17 year olds feel that "there is nothing to do around the neighborhood." 7.7% of the 13-15 year olds feel that "chores" get in the way, while the older group thinks that not having enough freedom is more of a threat.
- The younger the tween, the more likely they were to say they wouldn't change anything about their home life.

Ethnicity:

- The number one negative aspect of home life for the Anglo American (12.6%) group and Other Ethnicities (11.4%) is "fighting." The number one negative aspect for African American teens is "overprotective parents," (12.5%) which is also a problem for Other Ethnicities (11.4%) and the Anglo American group (12.1%).
- Other negative things about home life for all three groups are "chores," (African American 8.3%, Other Ethnicities 5.7%, Anglo American 5.1%) "nothing to do around neighborhood," (African American 4.2%, Other Ethnicities 8.6%, Anglo American 6.1%), and "not enough freedom" (African American 8.3%, Other Ethnicities 5.7%, Anglo American 5.1%).
- African American tweens (50%) and Anglo American tweens (34.1%) are most content with their homelife and said they would change "nothing." The Other Ethnicity group cited family problems such as "divorced parents" (16.7%) and "parents fighting" (16.7%).

Region:

- Teens in the Tidewater (14.3%) and North (9.9%) regions agree that “fighting” is the biggest negative aspect of home life.
- Teens in the Central (17%) and Southwest (13.7%) regions rate “overprotective parents” as the main cause of unhappiness. These are the two most popular answers in all of the regions.
- “Nothing to do around the neighborhood” is a main issue for teens in the Central (11.3%), North (6.4%), and Southwest (11%) regions.
- Southwest (57.1%) and North (35.5%) tweens are the most likely to say they wouldn’t change anything about their home life. “School” (37.5%) and “siblings” (25%) ranked highest in the Central region.

What is the last thing your parents punished you for?

Overall:

- 13.6% of teens surveyed do not get punished by their parents.
- 12.4% got punished because of “bad grades,” and 12.4% also got punished for “missing curfew.” 9.3% of teens were punished because of “arguing with their parents.” 6.5% of teens have been punished for “not doing housework,” “sneaking out,” (4%) and “lying” (3.7%).
- Almost a quarter of tweens (22%) said they have not been/can’t remember what the last thing they were punished for. “Bad grades” (12%) and “talking back” (12%) were the most common answers given.

Gender:

- 16.2% of females do not get punished by their parents, while 9.6% of males do not get punished. The number one reason for punishment for males is “bad grades” (16%) and for females, “missing curfew” (12.1%).
- “Arguing with parents” (females 10.1%, males 9.6%) is another popular reason for punishment.
- Females tweens were more likely to get in trouble for “talking back” (23.5%) versus their male counterparts (6.3%). Male tweens were twice as likely to say they haven’t been punished (25%) than female tweens (11.8%).

Age:

- For 16-17 year olds, “missing curfew” (18.3%) is the number one reason why they get punished. Only 7.1% of the younger group get punished for that reason. The younger group gets punished mostly for “bad grades” (14.8%) and “arguing with parents” (13.6%). 5.9% of 13-15 year olds also get punished for “sneaking out,” while only 2% of the older group receive the same punishment.
- Ten years olds were mostly punished for “bad grades” (25%), and 11 and 12 year-olds were most likely to say they don’t get punished (40% for 11 year-olds and 18.2% for 12 year olds).

Ethnicity:

- “Bad grades” are a top reason for teens in all ethnic groups to be punished, especially African Americans (22.2% vs. Other Ethnicities 14.0%, Anglo American 11.1%).
- 22% of African American teens are punished for “missing curfew,” along with 16.3% of Other Ethnicities and 10.7% of Anglo American teens.
- African American (33.3%) and Other Ethnicity (28.6%) tweens were most likely to be punished for “bad grades” whereas Anglo American teens were 5.6% likely.
- Anglo American tweens were most likely to say they weren’t punished for anything (25%) or for “talking back” (16.7%).

Region:

- 12.7% of teens in the Tidewater region were punished for “not doing homework,” compared to only 1.8% in the North region. “Arguing with parents” was the top reason in the Central (15.4%) region, while “bad grades” took the top spot in the North (13.6%) and Southwest (15.1%) regions.
- Central region tweens were most likely to be punished for “grades” (42.9%), while the other three regions said they don’t or can’t remember the last thing they were punished for.

If you found a \$100 bill what would you spend it on?

Overall:

- 30% of teens would spend a found \$100 bill on “clothing.” Other wanted items are “CDs” (7.9%), “presents” (3.6%), and “shoes” (3.4%). 5.1% of teens would “save” the money.” 4.1% would spend it paying “car bills,” and 3.4% would spend it on “friends.”
- A quarter of tweens said they would spend the money on clothes, followed by video games (11.3%). 8.1% said of tweens they would save it.

Gender:

- The top two items that both females and males would spend a found \$100 bill on are “clothing” (females 38.3%, males 15.7%) and “CDs” (females 8.1%, males 7.6%). 7% of males would spend the money on “video games,” while females would rather spend it on “presents” (4.1%). Some of both males (7%) and females (4.1%) would save the cash.
- Half of female tweens (50%) said they would purchase clothing, followed by “make-up”, “toys” and “saving it” (all 8.3%).
- Male tweens would first spend the money on “video games” (18.4%), then “clothes” (10.5%).

Age:

- Both the younger and older age groups would spend the cash on “clothing” (13-15 35.5%, 16-17 25%) and secondly, “CDs” (13-15 6.5%, 16-17 10.1%).
- 5.2% of 13-15 year olds would save the money, when only 2.9% of the 16-17 year olds would do the same. 4.4% of the younger group and 5.3% of the older group would buy “presents” with the found money.
- 20% of 10 and 11 year-olds said they would spend the \$100 on “clothing” That increases to 31.3% for 12 year-olds. 12 year-olds were also the most likely to say they would buy “video games” (9.4%) with the money and 10 years-olds “candy” (13.3%).

Ethnicity:

- The most popular item that all three ethnic groups would buy if they found \$100 is “clothing” (African American 44.7%, Other Ethnicities 30.3%, Anglo American 28.9%). 8.1% of Anglo American teens and 10.6% of teens in the Other Ethnicities group would buy “CDs,” while only 2.6% of African American teens would choose to buy “CDs.”
- African American teens would rather buy “food” (7.9%) and “shoes” (5.3%). 7.6% of teens in the Other Ethnicities group would also buy “shoes,” while only 2.5% of Anglo American teens would.
- Music is most important to the African American tweens. 28.6% said they would spend the money on “CD’s” (4.3% for Anglo American tweens).
- A third of Other Ethnicity tweens and over a quarter Anglo American tweens would spend the \$100 on “clothing.”

Region:

- Clothing is the top answer for all regions (Central 28.9%, Tidewater 30.2%, North 31.7%, Southwest 28.3%).
- 12.8% of teens in the Tidewater region, 6.8% of teens in the North region and 7.2% of teens in the Southwestern would spend the money on “CDs.” 9.6% of teens in the Central region would rather spend the money paying “car bills.”
- Central (20%) and Tidewater (33.3%) tweens were the most likely to say they would save the money. Northern (29.4%) and Southwestern (22.2%) tweens would spend the money on “clothes.”

Which best describes your dating situation?

Overall:

- 39.4% of teens surveyed "have a group of girl/guy friends with whom they don't date but sometimes hook-up with." 28.1% "have one boyfriend and/or girlfriend with whom they regularly go out."
- 18.8% "don't date."
- 8.1% "date from a large pool of people," and 5.6% "have several boyfriends and /or girlfriends with whom they regularly go out."

Gender:

- 43% of females and 36.5% of males "have a group of girl/guy friends with whom they don't date but sometimes hook-up with."
- 26.9% of females and 31.7% of males "have one boyfriend and/or girlfriend with whom they regularly go out."
- 18.3% of females and 20.6% of males "don't date."
- 5.4% of females and 6.3% of males "date from a large pool of people," and 6.5% of females and 4.8% of males "have several boyfriends and/or girlfriends with whom they regularly go out."

Age:

- Younger respondents (43.5%) were more likely to "have a group of girl/guy friends with whom they don't date but sometimes hook-up with" than the older respondents (34.2%).
- 22.4% of the younger group and 34.2% of the older teens "have one boyfriend and/or girlfriend with whom they regularly go out." 22.4% of the younger group and 14.5% of the older group "don't date."

Ethnicity:

- For the Anglo American (40.6%) teens and the teens in the Other Ethnicities (62.5%) group, most "have a group of girl/guy friends with whom they don't date but sometimes hook-up with." Only 6.1% of African American teens "have a group of girl/guy friends with whom they don't date but sometimes hook-up with."
- 45.5% of African Americans "don't date," while only 6.3% of Other Ethnicities teens and 17.2% of Anglo American teens "don't date."

Region:

- 35.1% of teens in the Central, 37% of teens in the Tidewater, and 47.2% of teens in the North region "have a group of girl/guy friends with whom they don't date but sometimes hook-up with."
- Southwestern teens (39.5%) are most likely to "have one boyfriend and/or girlfriend with whom they regularly go out."

Where do you usually hang out on dates?

Overall:

- 39.9% of the teens surveyed go to the “movies” on dates. 21.9% “hang out at each other’s houses,” and 12.8% hang out at a “party.”
- 6.8% “rent a movie” and 6.5% go “out to eat.”

Gender:

- The most popular place for females (42%) and males (34.5%) to go on a date is the “movies.”
- 22.2% of females and 20% of males “hang out at each other’s houses.” A “party” (females 11.1%, males 14.5%) is another great place to hang out on a date, as well as “out to eat” (females 7.4%, males 12.7%).

Age:

- The largest percentage of dates involve going to the movies, especially with the younger respondents. 41.7% of 13-15 year olds and 35.9% of 16-17 year olds spend dates at the “movies.”
- 20.8% of the older group hang out at a “party,” while only 3.1% of the older group would do the same. The 16-17 year olds would rather “hang out at each other’s houses” (23.4%) or go “out to eat” (14.1%).

Ethnicity:

- The number one dating activity for African American teens (40%) and teens in the Other ethnicities group (38.9%) is going to the “movies.” The most popular thing to do on a date on a date for Anglo American (26.4%) teens is “hang out at each other’s houses.” 30% of African American teens do the same.

Region:

- Teens in all regions agree that the “movies” is the best place to go to on a date. (Central 38.7%, Tidewater 41.7%, North 37.5%, Southwest 45.1%).
- Teens in the Central (22.6%), Tidewater (20.8%), and Southwest (28.2%) regions like to “hang out at each other’s houses.” In the North region, teens would rather meet at a “party.”

How do you usually hang out with a date?

Overall:

- 48% of teens hang out “one-on-one” on dates.
- 32.8% hang out “in a group of friends,” and 10.2% “hang out on a double date.” 8.8% choose to hang out on a date “in a group of couples.”

Gender:

- Both females (47.8%) and males (48.3%) usually hang out with dates “one-on-one.” 34.6% of females and 31% of males hang out “in a group of friends.”
- 12.1% of males usually hang out “on a double date,” while only 8.8% of females do the same.

Age:

- 42.9% of 13-15 year olds usually spend dates “in a group of friends,” while the preferred dating activity for the 16-17 year olds is usually spent “one-on-one” (62.7%).

Ethnicity:

- 40% of African American teens and 60.6% of teens in the Other Ethnicities group hang out “in a group of friends when they’re on dates.”
- Just over half (52.5%) of the Anglo-American teens surveyed usually date “one-on-one.”

Region:

- 49.3% of the teens in the Central region, 47.3% in the Tidewater, and 62.2% in the Southwest region hang out “one-on-one” with their dates.
- Teens in the North (44.4%) region usually date “in a group of friends.”

How often do you attend religious services and /or activities (church, temple, etc)?

Overall:

- Almost half of teens (47.1%) attend religious services and/or activities “weekly.”
- 24% of teens attend religious services “sometimes, when they feel like it.”
- 14.2% “never” attend, and 14.7% attend “only on holidays.”

Gender:

- About equal number of males and females attend “weekly” religious services (48.5% of females and 44.9% of males).
- 21.8% of females and 27.5% of males attend services “sometimes when they feel like it.” 15.7 % of females and 13% of males attend services “on holidays.” 14% of females and 14.5% of males “never” attend.

Age:

- More younger teens (52%) than older teens (42.6%) attend religious services “weekly.”
- 21.8% of the younger group and 22.3% of the older group attend religious services “sometimes, when they feel like it.”
- 18.6% of the older teens “never” attend religious services, while only 9.5% of the younger teens “never” attend.

Ethnicity:

- In all three of the ethnicity groups, the highest percentage is the group of teens who attend religious services “weekly” (African American 51.6%, Other Ethnicities 51.1%, Anglo American 46%)
- In all three ethnic groups, the second highest percentage of teens attend services “sometimes, when they feel like it.” (African American 25.8%, Other Ethnicities 28.9%, Anglo American 23%)

Region:

- In all four regions, the highest percentage is the group of teens who attend religious services “weekly” (Central 50.7%, Tidewater 36.9%, North 42.5%, Southwest 57%).
- 23.2% of teens in the Central region, 27.7% in the Tidewater, and 28% in the Southwest region attend services “sometimes, when they feel like it.” In the North region, 19.4% attend services on holidays, and 19.4% attend “sometimes when they feel like it.”

Why do you attend religious services and/or activities?

Overall:

- Most teens (61.7%) said they attend religious services “because they want to.”
- 19% attend because their “parents would be upset if they didn’t.” 17.2% of teens do not attend religious services and or activities, and 1.8% attend because “it’s the right thing to do.” 0.3% attend because of “pressure from friends.”

Gender:

- More than half of females (62.8%) and males (60.6%) surveyed attend religious services “because they want to.”
- 17.6% of females and 21.2% of males attend because their “parents would be upset if they didn’t.”
- 17.1% of females and 17.4% of males do not attend religious services and or activities.

Age:

- More than half of 13-15 year olds (66.5%) and 16-17 year olds (57.5%) surveyed attend religious services “because they want to.”
- 17.6% of females and 21.2% of males attend because their “parents would be upset if they didn’t.”

Ethnicity:

- Most (73.3%) of African American teens surveyed attend religious services “because they want to.” 60% of teens in the Other Ethnicities group and 60.5% of Anglo American teens attend religious services “because they want to.”
- 30% of teens in the Other Ethnicities group attend because their “parents would be upset if they didn’t.” This is noticeably more than in the African American (16.7%) and Anglo American (17.9%) categories.

Region:

- More than half of the teens surveyed in all four regions attend religious services “because they want to.” (Central 65.1%, Tidewater 67.8%, North 52.4%, Southwest 69%).
- 17.5% of teens in the Central region and 23.7% of teens in the Tidewater region “do not attend religious services and/or activities.”
- 26.2% of teens in the North region and 19% of teens in the Southwest region attend services “because their “parents would be upset if they didn’t.”