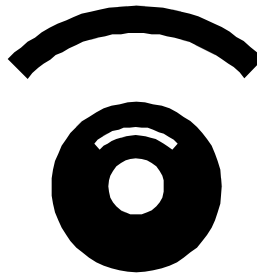


# **Audience Culture Insight Research Report**

## **Identity: Who they are**



# LOOK-LOOK

INFORMATION AND RESEARCH  
CONNECTING YOU TO YOUTH CULTURE

Client: Work, Inc./VTSF  
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## What is the best thing that has happened to you this year?

### Overall:

- "Dating" and "making new friends" are the top two best things that have happened to Virginia teens this year. They also enjoy travelling and are excited by getting good grades and new cars. For the Virginia tweens, "Basketball" and "making new friends" are the top two things that has happened to them this year. Virginia tweens are more focused on sports, video games, making friends, and birthday parties and are not as interested in dating as the teens. "Being kissed" is of interest to tweens, especially for the 11 year-olds.

### Gender:

- Female teens rate "travelling" (7.7%) higher than their male counterparts. "Family relationships" rank high for females (2.8%), while it did not even make it on the male list. "Sexual experimentation" (2.1%) is relatively high for the male, while it is low on the female list (0.4%). Tween females were excited to go to the beach and get a cat, while tween males were more excited by playing sports and Sony Play Station 2.

### Age:

- As the teens age from 13-15 to 16-17, the percentage of "new car" and "new licenses" increases (2.5% to 4.7% for new car, and 4.7% for new license). Their interest in sports decreases (4.0% to 1.6%). For the tweens, as they reach age 12, their independence is starting to show as some of the best things that have happened to them is "getting their own room" (4.2%), and "getting a job" (4.2%).

### Ethnicity:

- Dating is unanimous amongst all ethnicities as the best thing that has happened to them this year. African American teens rank "extracurricular activities" (7.1%) higher than the Other Ethnicities (4.8% for Other Ethnicities and 1.3% for Anglo American). "Travelling" ranks high for the Other Ethnicities (7.1%) and Anglo American (5.6%). African American tweens are more focused on sports and video games.

### Region:

- The Tidewater is the only region to rank "family relationships" (6.8%) as the second most important thing that has happened to them this year and also ranks "extracurricular activities" much higher than the other regions. The Southwest region actually ranked "new friends" over "dating" which is different than the other regions. "Smoking marijuana" shows up in the North region only (1.4%), and ranks even higher than "sexual experimentation." For the tweens, basketball was a "best thing" for two regions, Central and North.

## What do you want to accomplish before you turn 30?

### Overall:

- Education (18.8%) and a successful career (16.8%) rate the highest among accomplishments they would like to achieve before 30. Many teens specifically noted careers in medicine, entertainment, and sports as well as starting their own businesses. Personal accomplishments such as marriage (15.7%) and family (7.5%) also ranked high. Teens also pointed out “travel” (3.4%) as an accomplishment they could boast before turning 30.

### Gender:

- Female teens rate “education” slightly higher (+ 3.6%) higher than their male counterparts. “Marriage” ranked second for the female teens followed by a “successful career.” Their male counterparts ranked the two in opposite order. “Money” also ranked significantly higher for the males (+3.8%) .

### Age:

- There are no major differences among the younger teens and older teens. Nearly 20% of both age groups rank “education” as their number one accomplishment to achieve. The 13-15 year old teens ranked “marriage” slightly higher (+3.8%) than the 16-17 year old teens. Younger teens were also more likely to say they wanted to achieve “travel” (+2%) experiences.

### Ethnicity:

- “Education” is unanimous amongst all ethnicities as the number one accomplishment before turning 30. Other Ethnicities ranked both “marriage” and a “successful career” equal to gaining an education. Anglo American teens ranked “marriage” higher (15.5%) than African American teens (14.1%), but it ranked third place to a “successful career”. African Americans were less likely to say they wanted to accomplish a “successful career” (9.4% compared to 18.2% for other ethnicities and 17.3% for Anglo Americans).

### Region:

- “Marriage” (20.1%) ranked as the number one accomplishment in the Central region. This is significantly higher than all other regions (Tidewater 10.1%, North 16.7%, Southwest 14.4%). Education was most important to teens in the Southwest region (24.7%) and least important to teens in the Central region (16.0%). A “successful career” was equally important to teens in all four regions.

## What kinds of thing do you worry about when you are alone?

### Overall:

- 11% of teens and 7% of tweens said they have no worries. Education worries were also top of mind for teens (grades 6%, school 3.3%, college 2.6%) as were personal worries (love life 3.9%).
- A large number of teens said they were concerned about their personal safety. Teens worry about “being alone” (4.7%), “break-ins” (3.3%), being killed (3.1%), robbers (2.6%), and being raped (2.0%). The majority of tween worries also centered around personal safety. Over a quarter of tweens (27.6%) said they worry about “robbers.” They also worry about “getting shot,” “kidnappers,” “serial killers,” “the dark,” and “the unexpected” (3.4% each).
- Further down the list are worries of acceptance. Both teens (1.8%) and tweens (1.7%) said they worry about “friends” as well as “what people think/say about of me” (teens 1.8%, tweens 1.7%), “how I look” (teens 1.1%), and “popularity” (teens 1.0%).

### Gender:

- Three times as many male teens (20.6% vs. 6.4%) than females said they don't have any worries. Grades were the top worry for both genders (males 7.5%, females 5.1%), followed by safety worries.
- Both male and female tweens said their top worry is personal safety-mainly “robbers” (female 33.3%, males 22.2%). 8.3% of female tweens and 5.6% of male tweens said they worry about “nothing.”

### Age:

- Twice as many 13-15 year-olds than 16-17 year-olds said (14.6% vs. 6.7%) they had no worries. The younger teens were slightly more concerned with “grades” than their older counterparts (6.4% vs. 5.6%).
- Tweens of all ages unanimously agreed their top fear was “robbers.” 10 year olds ranked the “boogie man” as their second fear (13.3%)

### Ethnicity:

- African Americans were least likely to say they had no worries (9.3%) and the Other Ethnicities were the most likely to say they had no worries (20.3%). Grades topped Anglo American and Other Ethnicities list of worries (6.5% and 8.7% respectively) while “being alone,” “break-ins,” “death,” and “being killed” (7% each) topped African American teens' list of fears.
- All of the fears for African American and other ethnicity tweens were about personal safety issues (being alone, being shot, getting hurt, kidnapping, etc). Anglo American tweens had the same fears as well as personal fears such as “being bored,” “family,” “friends,” “my life,” “parents,” and “school” (2% each).

### Region:

- The “future” was the biggest worry for Central (6.4%) and Coastal (5.7%) teens and “grades” topped the list for North (6.9%) and Southwest (6.7%). Over 10% of teens from all regions said they don't have any worries.
- Tidewater tweens were most concerned with “robbers” (40%), followed by Northern region (29%), Southwest region (22%), and Central region (10%).

## **If you had to name one vice (bad habit) of yours, what would it be?**

### **Overall:**

- Almost a quarter of teens (23.0%) and over a third (36.0%) of tweens said their vice was the nervous habit of “biting nails.” Teens listed “procrastination” (6.1%), smoking (3.7%), and “bad lanagauge” (3.2%) as top bad habits behind nail biting. Tweens on the other hand, said “being annoying” (8%), “talking too much” (4%) and “eating candy” (4%) were their vices. None of the tweens listed smoking as a bad habit.

### **Gender:**

- Both teen and tween females were more likely to say their bad habit was “biting nails” (26.5% for teens, 50% for tweens vs. 17.4% for male teens and 21.9% for male tweens).
- Female teens were more likely to say “smoking” was a bad habit (3.9% vs. 2.8% for males), while males were more likely to say “bad langauge” (4.2% vs. 2.6% for females).

### **Age:**

- Both the tweens and teens unanimously listed “nail biting” as a vice. The 16-17 year olds were more likely to say they procrastinate (10.2% vs. 3.2% for 13-15 year olds). The younger teens said “bad language” was a vice (5.4% vs. 1.2% for older teens) and the older teens were more likely to name smoking (3.6% vs. 2.7%).

### **Ethnicity:**

- Both teens and tweens of all ethnicities listed “biting nails” as their top vice. Procrastination was the most common vice among African American teens (12.9%), followed by Anglo American teens (5.9%), and lastly by Other Ethnicities (2.4%). Anglo Americans teens were most likely to list “smoking” (3.9%), followed by African Americans teens (3.2%), and other ethnicities (2.4%).

### **Region:**

- About a quarter of all tweens and teens in each region listed “nail biting” as a vice. Procrastination was listed most among teens in the North region (8.1%) and least in the Central region (4.1%).
- Smoking was not listed among teens in the Central region, however 5.1% of Northern teens, 4.9% of Tidewater teens, and 3.8% of Southwest teens said “smoking” was their one bad habit.

## What kinds of things or events stress you out in your life?

### Overall:

- School tops both tween and teen events that stress them out. Schoolwork was cited as the number one answer for tweens (30%) and teens (19.3%). Other common answers were “people at school” (teens 9.0%), “grades” (tweens 6.7%, teens 5.2%), “which colleges to apply to” (teens 2%), and “completing college applications” (teens 1.1%).
- Personal relationships are also causes of stress. Both tweens and teens cited “family/parents” as a source of stress (tweens 11.7%, teens 10.7%) as well as “boys/girls/opposite sex” (tweens 3.3%, teens 8.2%) and friends (tweens 3.3%, teens 5.4%).

### Gender:

- There was minimal differences between the two sexes in terms of things that stress them out. Both ranked “school work” first (females 18.8%, males 20.6%), “people at school” second (females 9.1%, males 8.9%), “boys/girls” third (females 7.9%, males 8.5%), “parents” fourth (females 6.9%, males 8.5%), and “friends” fifth (females 5.7%, males 4.8%).
- Female tweens are significantly more concerned about school than their male counterparts. Female tweens said they were stressed about “homework” (females 39.1%, males 14.0%) and “bad grades” (females 13.0%, males 6.0%). In contrast, males were more stressed over family relationships (14.0%), sports (8.0%), and “bullies” (6.0%).

### Age:

- Little differences exist among the low teenage groups in their top three things that stress them out—“school work,” “people at school,” and “parents.” Not surprisingly, older teens were stressed about “work” and “college selection/applications.”
- Family was the source of most stress for 10 (14.3%) and 11 (18.0%) year olds. Twelve year olds ranked “sports” (14.0%) as the number one source of stress. Like their teen counterparts, tweens of all ages ranked homework/school as top sources of stress as well.

### Ethnicity:

- With the exception of other ethnicity tweens, all tweens and teens said “schoolwork/homework” was the number one source of stress. African American and other ethnicities rank “parents” as a source of stress almost twice as high as Anglo American teens.

### Region:

- Teens in the North (25.6%) and Southwest (27.0%) rank “school work” as a stress far more than teens in the Central (8.5%) and Tidewater (6.1%) regions. In contrast, those same teens ranked “people at school” as stressful (Central 21.1%, Tidewater 19.1% vs. North 4.3% and Southwest 0.5%).
- Central (29.0%), Tidewater (25.0%), and Southwest (25.0%) tweens said “homework” was their major source of stress. Northern region tweens said both “family” and “school” (both 15.0%) were stressful, followed by “homework” (12.0%).

## What do you do to deal with your stress?

### Overall:

- Creative outlets and physical exercise are how most teens deal with stress. Creative outlets such as listening/playing music (11.3%), reading (1.9%), writing (1.5%), keeping a journal (1.2%), and writing poetry (1.2%). Physical exertion such as exercising (4.7%), running (2.4%), skateboarding (1.7%), sports (1.2%), and walking (1.0%) are also stress relievers.
- Talking to/hanging out with friends (11.3%) and sleeping (7.4%) are also common ways to relieve stress.
- Several teens (0.7%) mentioned “smoking” as a way to relive stress.

### Gender:

- Slightly less number of male teens (9%) than female teens (10.4%) said they “listen to music” to relieve stress. Males were more likely to deal with their stress through “exercise” than females (6.6% vs. 3.6%), while girls were more likely to “talk to a friend” (9.2% vs. 1.9%).

### Age:

- Older teens were slightly more likely to “listen to music” and “sleep” and “exercise” than their younger counterparts who were more likely to “talk to a friend” and “read”.
- 1.0% of 16-17 year olds and 0.3% of 13-15 year olds said they “smoke” to deal with stress.

### Ethnicity:

- African American teens were twice as likely to use music as an outlet (19.1%) than Anglo American (9.1%) and other ethnicity (9.6%) teens. They were also more likely to say they like to “be alone” than any other ethnicity (8.5% vs. 0.6% for Anglo Americans).
- Anglo Americans were most likely (8.4%) to “sleep” to relieve stress, while none of the African American teens said they use sleep as a stress reliever.
- Anglo American teens (0.8%) were the only ethnicity to say “smoking” was used to cope with stress.

### Region:

- Central (11.9%) and Northern (11.4%) region teens are the most likely to use music as a stress reliever, followed by Tidewater (10.6%) and Southwest (6.0%).
- Teens in the Tidewater region were twice as likely than teens in the other three regions to use “sleep” as a way to deal with stress, but were also more likely use “exercise.”

## **Pretend you are a character in a movie, who would you be and why?**

### **Overall:**

- Many of the respondents confused actors and actresses for the characters they play in movies.
- Most chose fantasy characters because they wanted more power in their lives by means of money (Cher from Clueless), (Boris from Golden Eye) or beauty (Erin Brockovich).
- Others chose characters that represent how the respondents believe they live their lives now like Ferris Bueller or Frenchy from Grease.
- Some even chose characters based on whom they are paired up with onscreen (anybody who gets to kiss Brad Pitt).

### **Gender:**

- Male teens mostly chose strong heroic characters and actors. They also liked funny characters and guys who get the girls. Not a single male chose a female character.
- Conversely, several female teens chose male characters and actors. Many females went for the beautiful woman character who has it all...career, children and moral strength. Several chose characters who are rescued or fought over. A small percent chose adventurous or dangerous characters.

### **Age:**

- The 13-15 year old respondents were more comfortable choosing fantasy characters like Harry Potter or Ariel from The Little Mermaid.
- 16-17 year old respondents were more interested in strong, sexy characters like Vin Diesel's character in The Fast and the Furious.

### **Ethnicity:**

- Few African American respondents chose African American characters or actors. Other than that note, the respondents answered similarly across ethnic lines.

### **Region:**

- There was no discernable difference in the answers among the respondents in each region.

**Name and describe the main social groups/cliques at your school. Which one do you belong to and which one, if any, would you want to belong to?**

**Overall:**

The main cliques at school as described by VA teens and tweens are as follows:

- Preps/Popular/Cool kids: These are the kids that “always look the best, have the best clothes” and everyone knows.
  - Average/All-around/In-between kids: The kids who get along with and blend with many groups.
  - Wiggers/gangstas/ghetto/thugs: African American or wanna be kids. Tight knit group who always hang out together.
  - Band/drama kids: In band or drama club. Who are into the arts. Sometimes shy.
  - Druggies/potheads/stoners: Always high, cut class and drink often.
  - Jocks/athletes/cheerleaders: Guys who play and live for sports. Often date the cheerleaders.
  - Goths/Freaks: wear all black, dark make-up, pale skin. Closely related to the punk group.
  - Punk: Listen to punk music, don’t care what others think, anti-prep in every aspect.
  - Rednecks: hicks who drive pickups, listen to country music.
  - Skaters/Surfers/Snowboarders: Often listen to same music as punks, wear skate/surf brands
  - Geeks/Nerds/FBLA: Smart kids, don’t have many friends.
- More than half of the teen respondents said they are happy in the clique they belong to. Of those who aren’t happy, many said they would like to be in the “popular” or “cool” group as well as “punk/skater” group.
- Just under half of the tween respondents said they were happy with the clique they belong to. About 10% said they don’t want to belong to any clique. Many of those who want to belong to another clique wish they were in the prep/popular group.

**Gender:**

- About three quarters of female teens said they are “happy where they are.” There is no one main group that the rest of the girls wished they belonged to.
- Slightly fewer male teens than female teens said they were happy with the group they already belonged to, although more said they don’t want to belong to any group.
- Slightly more male tweens than female tweens said they were happy with the clique they belonged to. Many of the girls said they wanted to belong to the “popular” group as did many of the boys. Boys also said they would like to belong to the “skater” crowd.

**Age:**

- About the same number of younger and older respondents (around three quarters) said they were happy belonging to their current clique. There were no major differences with the younger and older teens in which group they said they wished they belonged to.
- The older the tweens get, the more likely they are to be unhappy with their current clique. About half of 10 year-olds said “I’m happy where I’m at,” while only about a third of 11 and 12 year olds said the same. Most said they didn’t want to belong to any group or be in the “popular” group.

**Ethnicity:**

- The African American and Anglo American groups were less likely than the Other Ethnicities to say they were happy with the group they already belonged to. About three quarters of teens from the Other Ethnicity group said they were happy and most of the remaining teens in that group said they didn't want to belong to any group. Most of the Anglo and African American teens who said they weren't happy in their group said they would like to belong to the "popular" or "skater" groups.
- About half of all tweens said they are happy being in their current clique. Most said they didn't want to belong to any clique or didn't care, especially the Other Ethnicity.

**Region:**

- Central and North teens were the most content with their current social groups. A slightly higher amount of Tidewater and Southwest kids said they would rather be in another clique. Tidewater teens said they would like to be in the "surf/skater" and "punk" groups. Many Southwest teens who said they would like to be in the "prep/cool" group, "snowboard/skaters" group or in the "athletes" group.
- Tweens in the Central region were least likely to be happy with their current clique. Most Central teens wanted to be in the "popular" clique. This is true for tweens in the other regions as well. Several tweens in the Tidewater and Northern regions said they wanted to be in the "smart" group.

## **If you could live anywhere, where would it be?**

### **Overall:**

- The top 5 places named were: 9.7% New York, 9.4% California, 8% Hawaii, 7.2% Florida, 6.6% Virginia.
- Over 95% of the locations named were all based in the U.S.

### **Age:**

- A higher percentage of younger teens (8.7%) wanted to remain in Virginia than the older teens (4.6%).
- The number one destination for 13-15 year olds was Hawaii (9.2%).
- The number one destination for 16-17 year olds was New York (13.3%).

### **Gender::**

- The top female response was New York (10.6%) followed by a tie between California and Florida (8.4%).
- The top male responses were California (11.7%), Virginia (10.9%), and a tie between Hawaii and New York (8.8%).
- The males seemed more content with where they lived now with 10.9% opting to remain in Virginia versus the 4.4% of the females who agreed.
- Female responses also included locations outside of the U.S. more frequently than the males.

### **Region:**

- Central teens picked Hawaii with (10.8%) followed by a split between Florida and New York (9.5%).
- Tidewater teens were divided between Hawaii and Australia (8.5%) the only region that picked another country as a top answer.
- North teens felt New York was the best (15.3%), followed closely by California (13.7%).
- Southwest teens chose California first (9.3%) and Virginia next (8.4%) the only region to put Virginia in the top 3 answers.

### **Ethnicity:**

- The top destination for African Americans and "Other Ethnicities" was New York.
- Anglo Americans chose California over Hawaii and New York.
- Each ethnic group chose fairly the same amount of domestic vs. international locations.

## What is the best thing about living in Virginia?

### Overall:

- 10.8% of the teens surveyed think the best thing about living in Virginia is the “beach.” 8.8% enjoy the “nice/diverse climate.” 8.4% say that the “people/friends/friendly people” make Virginia a great place to live. 7.6% think Virginia is “beautiful.” 7.4% think the best thing is being “close to DC,” and 6.4% of the teens enjoy the “historical” aspects of Virginia.
- Their “friends” (13.6%) are the best part about living in Virginia for tweens. More specific VA related items such as “beach” (8.5%), “weather” (8.5%) and “close to DC” (5.1%) also ranked high on tweens list of favorite things about where they live.

### Gender:

- 11.1% of the females and 10.4% of the males agree that the best thing about living in Virginia is the “beach.” 8.9% of females say that the best thing is being “close to DC,” which is 4% higher than the number of males (4.9%) who agree.
- 7.6% of the females surveyed say it is the “historical” aspects of Virginia that please them, which is twice the amount of the number of males (3.8%) who agree.
- 10.4% of males believe it is the “people/friends/friendly people” who make Virginia a great place to live. This is 3.1% higher than the number of females (7.3%) who said the same.
- Female tweens ranked “friends” twice as high (20% vs. 10.3%) as their male counterparts and males ranked “the beach” twice as high as the female tweens (10.3% vs. 5.0%).

### Age:

- 11.2% of the teens in the 13-15 year old group say that the “people/friends/friendly people” make Virginia a great place to live, compared to 5.8% of the 16-17 year old teens who said the same. 11.1% of 16-17 year old teens feel that the “nice/diverse climate” is the best thing about living in Virginia, which is 4.3% higher than the number of 13-15 (6.8%) year olds who said the same.
- All three age groups for tweens listed “friends” and “close to DC” as top reasons why they like living in Virginia.

### Ethnicity:

- 18.6% of African American teens believe that “the beach” is the best thing about living in Virginia, compared to only 4.8% of the teens in the Other Ethnicities group who agree. 10.2% of Anglo American teens feel that the “nice climate/diverse climate” is the best thing. Only 4.8% of teens in the Other Ethnicities group agree. 6.5% of the teens in the Other Ethnicities group feel that Virginia is “peaceful,” compared to only 2% of Anglo American teens who agree.
- African American tweens ranked “mountains” (28.6%) as the best thing about living in Virginia, while only 2.2% of Anglo Americans said the same. They ranked the “beach” much higher (8.9%). All ethnicities said their “friends” were the best part about living in Virginia.

**Region:**

- 40.5% of teens who live in the Tidewater region think that the “beach” is the best thing about living in Virginia. 16.4% of teens who live in the North region think that living “close to DC” is the best thing about living in Virginia. 12.4% of teens who live in the Central region believe that the “diversity” of the area, living near “beach/mountains/city” is the best. 9.8% of teens in the Southwest region agree that the “diversity” is a great plus. 13.1% of teens in the Southwest think that Virginia is “beautiful.”
- Although “friends” ranked high with each of the regions for the tweens, many of the responses mirrored that of the teens. Tidewater tweens ranked the “beach” highest on their list (33.3%), Northern tweens said “weather” (12.9%) and “close to DC” (9.7%). The Central and Southwest regions placed emphasis on “friend,” “family,” and “church” as being reasons why they like living in Virginia.

## What is the worst thing about living in Virginia?

### Overall:

- 25.2% of teens surveyed feel that Virginia is “boring” and there is “nothing” or “not enough to do.” 6.8% of teens feel that Virginia is “too cold in the winter.” 5.2% think that Virginia is “too rural.” 4.2% of teens feel that there is “danger due to proximity to DC.” 3.4% of teens think that there are too many “hicks,” and 2.3% feel that the worst thing is the “hick reputation.”
- Tweens were less focused on activities, and more on the people. 4% of tweens said “mean people” and another 4% said “weird people.” Another 4% also said there is “nothing bad” about living in Virginia.

### Gender:

- 28.1% of females and 20.3% of males believe that Virginia is “boring” and there is “nothing” or “not enough to do.” 6.6% of females believe that Virginia is “too rural,” which is 3.8% higher than the males (2.8%) who agree. 4.2% of males think that the “laws are too strict.” 4.2% of males think that there is “nothing bad” about Virginia, which is 1.7% more than the number of females (2.5%) who agree.
- Equal amounts of male and female tweens said there was “nothing bad” about living in Virginia which was also the top answer. Males also complained of “traffic” (9.1%) and “cold weather” (6.1%).

### Age:

- 27.8% of the 16-17 year olds and 23.4% of the 13-15 year olds agree that the worst part about living in Virginia is that it’s “boring” and there is “nothing” or “not enough to do.” 5.2% of the teens in the younger group think that there is “nothing bad” about living in Virginia, while less than 1% of the 16-17 year olds agree. 6.3% of the 13-15 year olds believe that Virginia is “too rural,” which is 1.8% higher than the number of 16-17 (4.5%) year olds who agree.
- While none of the youngest tweens agreed, the 11 and 12 year olds listed “boring for kids” as an answer (30.8% for 11 year-olds and 12.0% for 12 year-olds). “Cold weather” was also a major factor for 12 year-olds (16.0%), although neither of the other age groups listed the weather as a bad thing about Virginia.

### Ethnicity:

- 36.4% of African American teens surveyed believe that Virginia is “boring” and there is “nothing” or “not enough to do,” which is 12.9% higher than the number of Anglo American (23.5%) teens who agree. 8.7% of the teens in the Other Ethnicities group believe that the worst thing about living in Virginia is the “danger due to the proximity to DC.” Only 3% of African American teens and 3.6% of Anglo American teens agree. 12.1% of African American teens believe that Virginia is “too rural,” compared with only 3.9% of Anglo American teens who agree.
- Like the teens, a third of African American teens (33.3%) said “boring for kids.” This is significantly higher than Other Ethnicities (14.3%) and Anglo Americans (10.8%). Anglo American tweens were the most content with where they lived stating there is “nothing bad” (10.8%) about living in Virginia while the other two ethnicity groups did not list it at all.

**Region:**

- 13% of teens in the Tidewater region believe that Virginia is “too cold in the winter,” compared to only 1.4% of teens who live in the Central region who said the same. 6.8% of the teens who live in the Central region think that “hicks” are the worst part of living in Virginia, compared to only 2.2% of teens in the North region who agree. 32.4% of teens who live in the Southwest region believe that Virginia is “boring” and there is “nothing” or “not enough to do.” This is 11.5% more than the number of teens living in the North (20.9%) region who agree.
- Tidewater tweens fear that their region could be a potential “war/terrorist target” (25%) and ranked that #1 in their list of things they do not like about where they live tied with “surf sucks.” Central tweens said they are “far from family/friends” (28.6%) and the North region said it was “boring for kids” (17.9%). 14.3% of respondents said “tobacco state” was the worst thing about living in Virginia (this was a tie among other answers).