

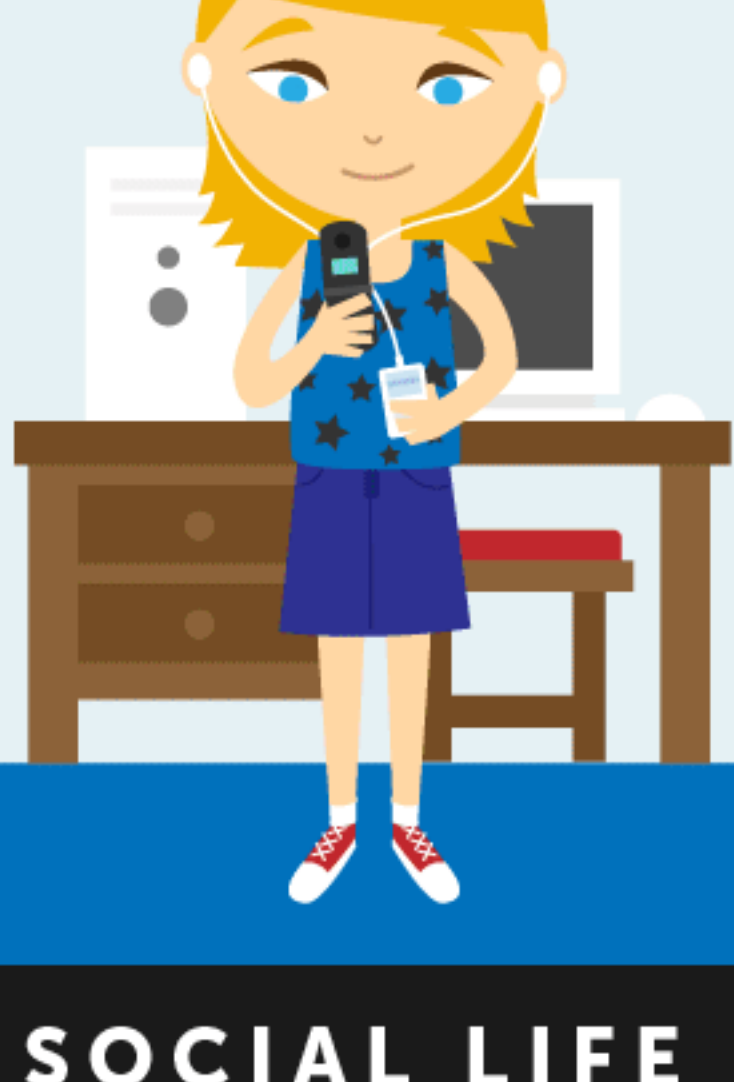
TRUE FACTS ABOUT TEENS AND MEDIA: *Now & Then*

Teens are often the first group to adopt any new media. Here are the facts across three decades:

1995



2005



2015



SOCIAL LIFE



THE AVERAGE TEEN WATCHES **2 ½ HOURS** OF TV EVERY DAY.



TEENS SPEND AN AVERAGE OF **6 HOURS** USING MEDIA EVERY DAY - MORE THAN ANY OTHER ACTIVITY.

TEENS ARE LOOKING AT A SCREEN ROUGHLY **7½ HOURS** EVERY DAY. They don't even have to leave their bedrooms to get their media fix!



Every kid wants their own **PORTABLE CD PLAYER** (most likely a Sony Discman) but getting a CD still requires a trip to the store, hopefully with friends!

DIGITAL MEDIA IS ON THE RISE.



51% of teens have downloaded music from the internet.



71% of teens have a TV in their bedroom, and watch up to **3 HOURS** of television a day.

The MTV Music Video of the Year was TLC's "Waterfalls."



The Top Teen Choice Music Album of 2005 was **KELLY CLARKSON'S "BREAKAWAY"**



The majority of teens listen to music through mp3s, YouTube, and Pandora, all of which are **ON THEIR SMARTPHONES**.



86% of Americans own a VCR. Blockbuster Video reigns supreme with over **3,200** stores in the US.



Movie rentals have gone online with **NETFLIX** ruling the market, shipping roughly 1 million DVDs every day.



The **2014 TEEN CHOICE AWARDS** were marred by a teen-driven social media campaign that proved the results were rigged.

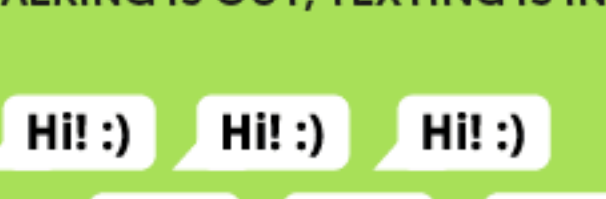


Hi! **60%** of teens talk with other teens on the phone daily.

OTHER ACTIVITIES:



TALKING IS OUT, TEXTING IS IN.

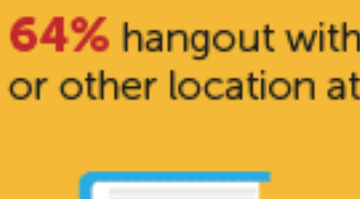


The average teen sends **60 TEXTS** a day.



64% hangout with friends at the mall or other location at least twice a week.

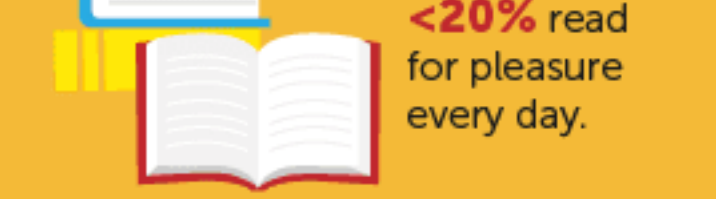
Only **39%** make or receive voice calls.



<20% read for pleasure every day.



Only **35%** of teens socialize with others in-person outside of school on a daily basis.



15% work on hobbies or crafts every day.



MORE THAN 80 MALLS HAVE CLOSED or are in danger of closing. Teen retailers like Wet Seal are being hit hardest.



5% use a computer for schoolwork or personal use.



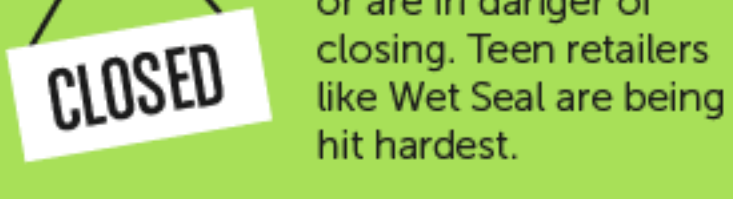
SCHOOL DANCES ARE DYING OUT. When teens can connect via smartphone all day, who needs chaperoned school functions?



THE **NINTENDO 64** is unveiled this year, and will become one of the most widely recognized video game systems in the world.



Activities have increasingly moved **INDOORS** because concerns over neighborhood safety.



LESS THAN 28% OF 16-YEAR OLDS HAVE A DRIVER'S LICENSE. THE REASONS:

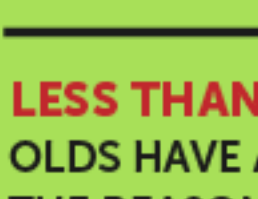
- Not having a car
- Gas is too expensive
- Schools no longer offer Driver's Ed
- It's no longer seen as a "rite of passage"



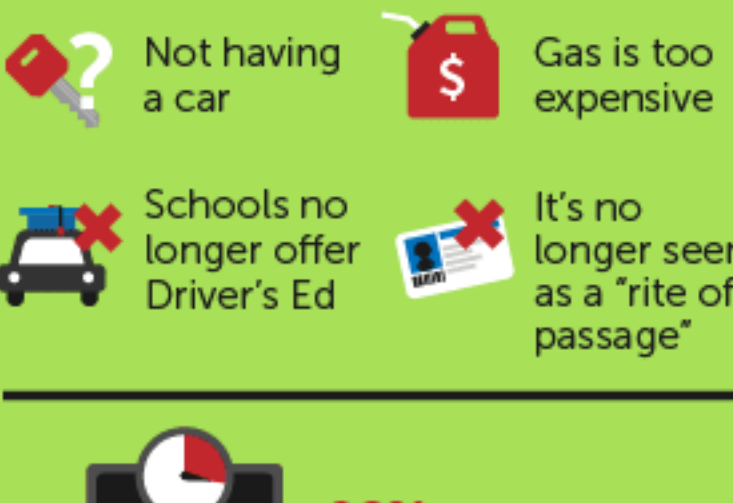
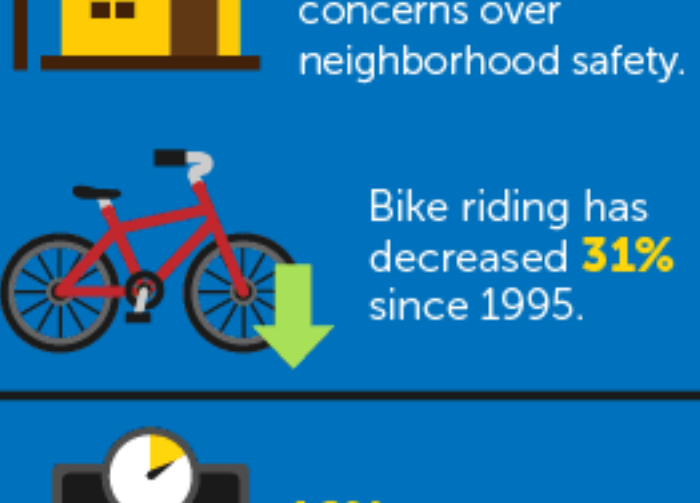
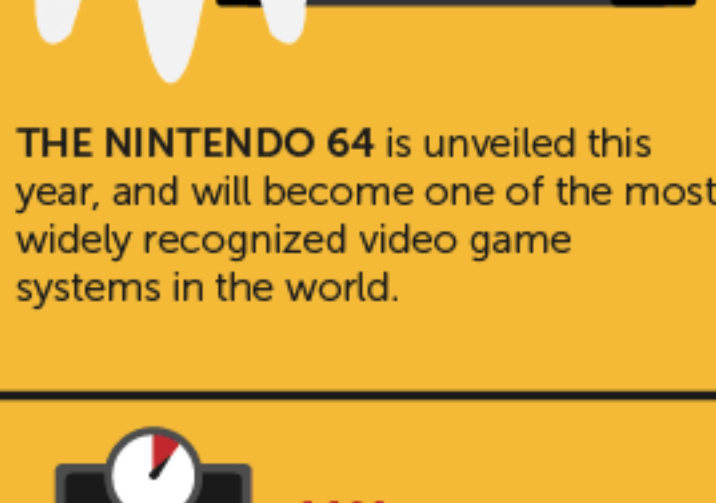
11% OF TEENS ARE OVERWEIGHT



16% OF TEENS ARE OVERWEIGHT



28% OF TEENS ARE OVERWEIGHT



SOCIAL MEDIA

THERE ARE APPROX. **23,500** WEBSITES ONLINE

TEENS BEGIN TO USE THE INTERNET REGULARLY:

50% of teens believe it is cool to be active online.



THERE ARE **64.8 MILLION** WEBSITES ONLINE

TEENS ALREADY EXCEL IN DAILY INTERNET USAGE:



66% of adults



87% of teens

THERE ARE OVER **1.2 BILLION** WEBSITES ONLINE

TEENS STILL DOMINATE INTERNET USAGE:



87% of adults



95% of teens

People refer to the internet as the **INFORMATION SUPERHIGHWAY**.

TEENS USE THE INTERNET TO...

- 89%** Send or read email
- 81%** Play online games
- 69%** Do homework
- 57%** Create art, blogs, or share photos
- 43%** Buy things online

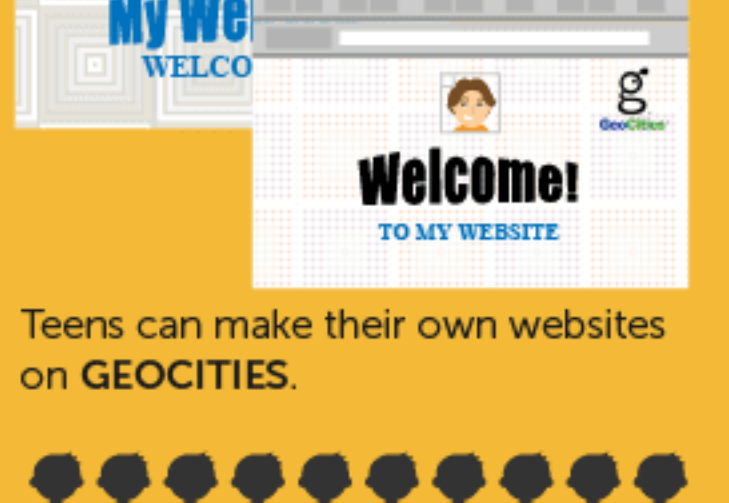
81% OF TEENS USE SOCIAL MEDIA.

91% post photos of themselves

92% post their real name on their profile

84% post their interests

Teens can make their own websites on **GEOCITIES**.



GEOCITIES had over **38 MILLION** users when it was shut down in 2009.

MYSPACE is the most popular social network in the U.S.

FACEBOOK is only a year old, but has already opened membership to high school students.

Facebook will take over as the most popular network in **2008**.

YOUTUBE begins sharing videos. **Twitter** has not yet been launched.

FACEBOOK IS FADING:

Teen usage dropped from **72%** to **45%** over 2014 alone.

INSTAGRAM is now the most popular social network for teens.

Social media messaging apps are also very popular. **WhatsApp** is about to reach **1 BILLION** users.

SO YOU HAVE THE FACTS.

Now here's the truth about how teens are REALLY using social media these days...

facebook

Facebook is the teen's Catch-22. You've got to have it, but you don't really want to use it.

WHY?

- Too many advertisements.
- Too many family members.

HOW TEENS REALLY USE IT:

- Check groups
- Upload photos
- Send messages

Instagram

Instagram is the most-used social really is. It's the most-actioned media app by teens.

WHY?

- Higher quality content.
- More friends, less family.
- Less pressure to "follow" others.
- Searchable hashtags & tags.
- No advertisements

HOW TEENS REALLY USE IT:

- Share photos
- Like and comment

twitter

Twitter has a niche following among teens, but doesn't have widespread use.

WHY?

- Hard to find people you know.
- Tweets are searchable
- Assume it can be seen by family members or future employers

HOW TEENS REALLY USE IT:

- Complain about day-to-day lives
- Impress future employers
- Occasionally see what other people are saying

Snapchat

Snapchat is second only to Instagram, and growing in popularity.

WHY?

- Less public, more personal
- Direct messaging means less social pressure
- They don't believe photos are truly deleted, but they don't care.

HOW TEENS REALLY USE IT:

- Create a "Story" of the day
- Share small, random moments for fun
- Connect with a closer circle of friends

tumblr.

Tumblr is a fun, "private" place to share media. Most people have it, but they don't talk about it.

WHY?

- Isn't attached to your real name or identity.
- Easy to change URL if your profile is found.
- Tagging helps you find people with similar interests.

HOW TEENS REALLY USE IT:

- Connect with people worldwide with similar interests
- Share or reblog only things you really care about
- Waste time on GIFs.

Yik Yak

Yik Yak is a relatively new, but increasingly popular app among young people.

WHY?

- It's all about the content - no profiles or followers.
- Anyone can be "at the top."
- It only shows posts made by people within a 10 mile radius - perfect for high school and college students.

HOW TEENS REALLY USE IT:

- When they're at school
- Share things anonymously

SOURCES:

- <http://aspe.hhs.gov/hsp/cyp/xstimuse.htm>
- <http://www.warc.com/fulltext/JAR/49270.htm>
- <http://www.pewinternet.org/fact-sheets/teens-fact-sheet/>
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