Teens and Media by the Numbers:
Using Media to Encourage Positive Behaviors

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Healthy Marriage Meeting
June 17-19, 2008
A Day in the Life of a Teen

1994
- Video Game: 12
- TV: 9
- Print: 3
- Audio: 6
- Recreational Computer: 6

2004
- Video Game: 12
- TV: 9
- Print: 3
- Video/DVD/Movies: 6
- Audio: 6
- Recreational Computer: 6
A Day in the Life of a Teen

In terms of overall daily media exposure for teens, African Americans report over 10 hours, Hispanics report just under 9 hours, Whites report just under 8 hours.
A Day in the Life of a Teen

In terms of daily time with “screen media,” African Americans report 6 hours, Hispanics report 4.5 hours, Whites report 3.75 hours.
A Day in the Life of a Teen

Daily exposure to audio media and computers increases with age while time with video games decreases.
Teen Homes Across America

The typical teen lives in a home with
3 TV sets,
3 video players,
3 radios,
3 MP3 players,
2 video game consoles,
1 personal computer
Teen Homes Across America

From 1999 to 2004, households with computers increased from 73% to 86%; Internet connections increased from 47% to 74%
Teen Homes Across America

2/3 of kids age 8-18 have TV in their bedrooms

25% live in homes with a “high TV orientation”

Lowest income teens the most likely to have TV in their bedrooms
Teen Homes Across America

African American teens are more likely to have bedroom TVs.

Whites more likely to have a computer, Internet connection, instant messaging.
Generation Media

93% of teens between 12 and 17 use the Internet and 55% of those use social networking sites.
Generation Media

57% of White, 47% of Hispanic, 44% of African American teens use a computer on any given day.
Generation Media

Only 37% of kids age 12-13 have online profiles, but 63% of kids age 14-17 have online profiles.
Boys and girls are equally likely to use computers, but boys are more likely to upload video and girls are more likely to blog.
Going Mobile

The number of teens with cell phones has steadily increased from 39% in 1999 to 67% in 2007.