



**FRESH AIR KIDS**

Why do kids participate in outdoor activities? Because they're "cool," say 59% of 6-12-year-olds and 51% of teenagers.<sup>1</sup>



**MULTICULTURAL TRAILBLAZERS**

American youths are the most racially and ethnically diverse generation ever. Of the 73 million kids under 18, just 52% are non-Hispanic whites.<sup>2</sup>

# What You Don't Know About America's Youth Will Surprise You...

Think today's kids and teens are spoiled, selfish and inattentive to anything but their smartphone screens? It's time to put that stereotype to rest. Sure, they're device-obsessed, but they're using tech to be connected and inventive. They're dynamic, diverse and driven to making a difference. Scouting Works shares its insights into what makes America's youth tick.



**ACTIVE WITH ACTIVITIES**

More than 43% of students are in some kind of after-school activity like clubs, community groups and scouts.<sup>3</sup> When it comes to sports, about 21 million youths play team sports on a regular basis.<sup>6</sup>



**STEM SELLS**

Nearly 4 in 5 college students studying science/technology/engineering/math made that decision in high school or earlier.<sup>3</sup> And almost half of teens want STEM careers.<sup>4</sup>



**THEY MEAN GREEN**

86% of youths say they're worried about the state of the environment, but they're interested in learning more and doing something about it.<sup>7</sup>



**READ ALL ABOUT IT**

Print is still in the equation. More than 4 million kids read Boys' Life. For many, it's the first magazine they get and they pore over each issue.<sup>8</sup>



**Kids In the Evolving Family**

Two ways things are changing



**1** Millennial parents and their kids share many of the same values – they buy the same clothes, share similar music, and often enjoy the same movies.<sup>9</sup>

**2** Kids' influence on household purchases is growing and extends beyond kid-centric categories like toys and candy to choosing the family pet, which vegetables to buy, or which shampoo to use.<sup>10</sup>

SOURCES: <sup>1</sup>SPECIAL REPORT ON CAMPING, THE OUTDOOR FOUNDATION; <sup>2</sup>U.S. CENSUS BUREAU ESTIMATES; <sup>3</sup>STEM PERCEPTIONS: STUDENT & PARENT STUDY, HARRIS INTERACTIVE, COMMISSIONED BY MICROSOFT; <sup>4</sup>2013 TEENS & CAREERS SURVEY, JUNIOR ACHIEVEMENT; <sup>5</sup>YOUTHBEAT 2012, C+R RESEARCH SERVICES; <sup>6</sup>ASPEN INSTITUTE PROJECT PLAY, 2014; <sup>7</sup>2014 YOUTH CULTURE STUDY, LABEL NETWORKS; <sup>8</sup>SCOUTING WORKS DATA; <sup>9</sup>MILLENNIALS AND WHY THEY'RE IMPORTANT TO THE BSA, FORRESTER RESEARCH; <sup>10</sup>FAMILY SHOPPING: WHAT ABOUT THE KIDS, KIDSAY