

VOX ATL

2016 Atlanta Teen Survey Executive Summary

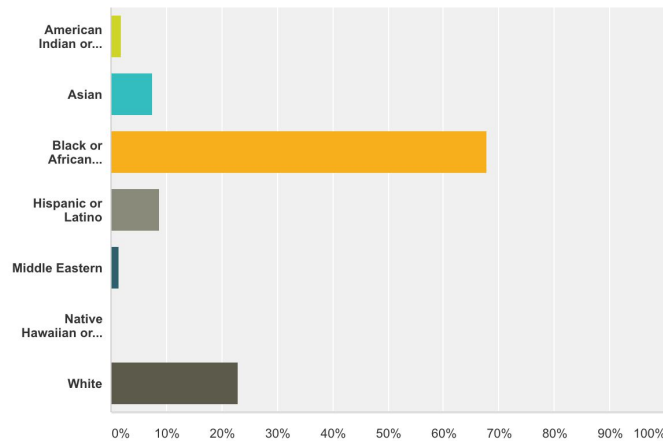
Who Took the Atlanta Teen Survey?

The 2016 Atlanta Teen Survey was taken by 401 Metro-Atlanta area teens, a 32% decrease from the 2015 Atlanta Teen Survey that reached 578 teens.

This survey reached teens across the Metro-Atlanta area with a heavy emphasis in Fulton (30.2%) and Dekalb (26.8%) counties, other counties like Cobb, Gwinnett and Clayton followed with less than 12% per county and another 11% saying “other.” In 2015, 51% of teen respondents reported Fulton as the county they live in and 31% said Dekalb.

Teen respondents in 2016 were 64.2% female and 33% male, and 2015 showing similar numbers with a slight increase in male respondents with 64% female and 37% male. **It is interesting to note that from 2015 to 2016 there was an increase in teens who did not identify with either of the binary genders; 1% in 2015 and 3% in 2016.**

In 2015, 69% of teens surveyed identified as Black or African American and 18% racially identified as White. The 2016 survey found that 68% of survey participants identified as Black or African American while 23% identified as White, a five percent increase from the previous year.

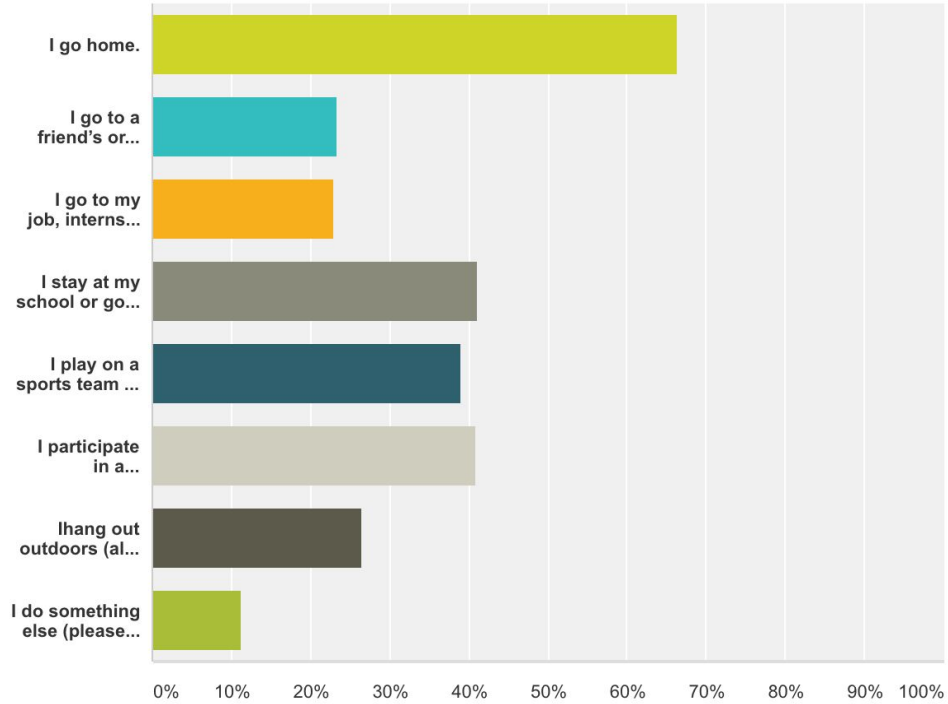


The respondents 54% of the respondents identified as going into their junior or senior year of high school and 22% of the respondents were heading to college in the fall. This is different from 2015's survey where most of the respondents identified as going into 9th - 11th grade (68%).

What are the implications of our age demographic skewing older? Teens might have different conceptions of after school time based on their age as well as engaging in different behaviors as they get older.

Where are teens after school?

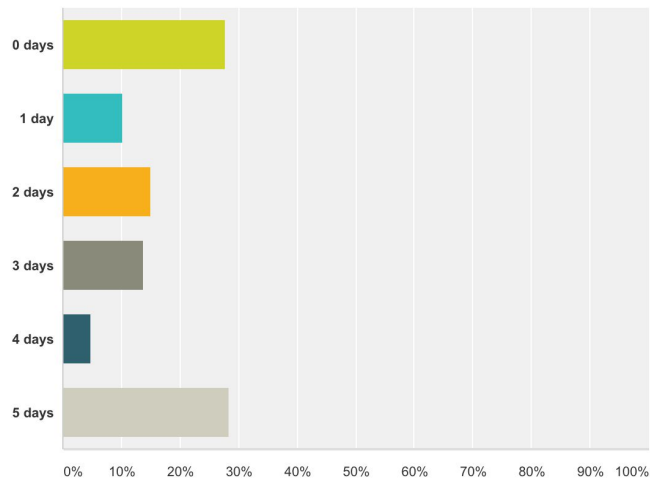
When asked what they do after school 66.5% of teens are staying home and 28% of those teens are unsupervised five days of the typical school week, an increase from the 23% of teens that that were unsupervised for at least one hour after school a day.



- 41% teens say that they stay for after school activities or;
- 41% of teens participate in non sports related activities
- 39% of teens are involved in sports related activities after school

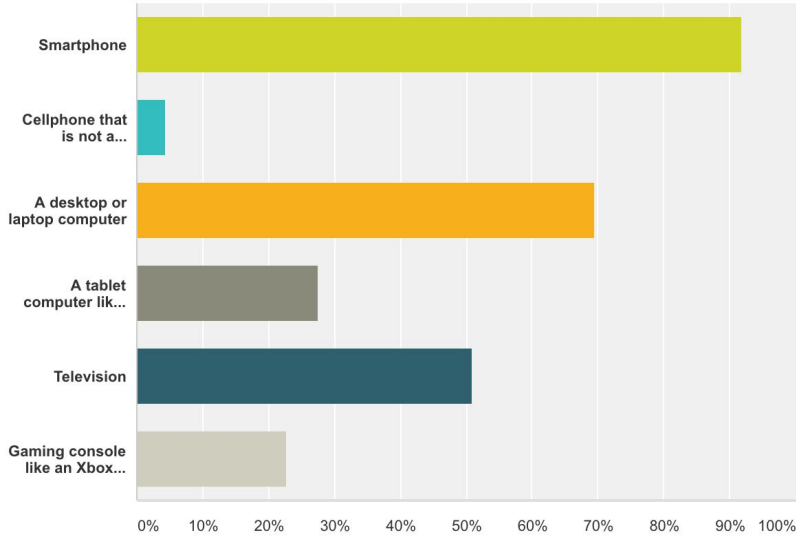
During a regular school week, how many days are you home alone or somewhere unsupervised from an adult after school for more than 1 hour?

Answered: 313 Skipped: 89

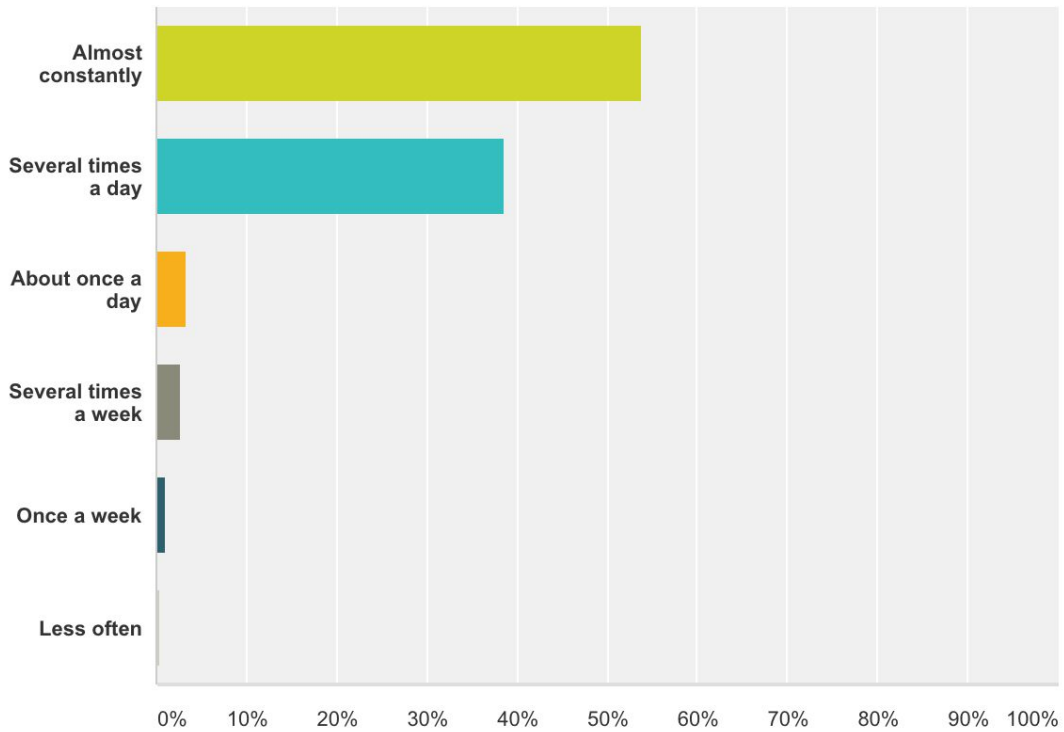


Where are teens in the Digital Space?

92% of teens use their smartphone regularly and during the school day. 33% of teens are using their smartphone at least one to two hours a day during their school day. 70% of teens are using a laptop or desktop computer in their day as well.

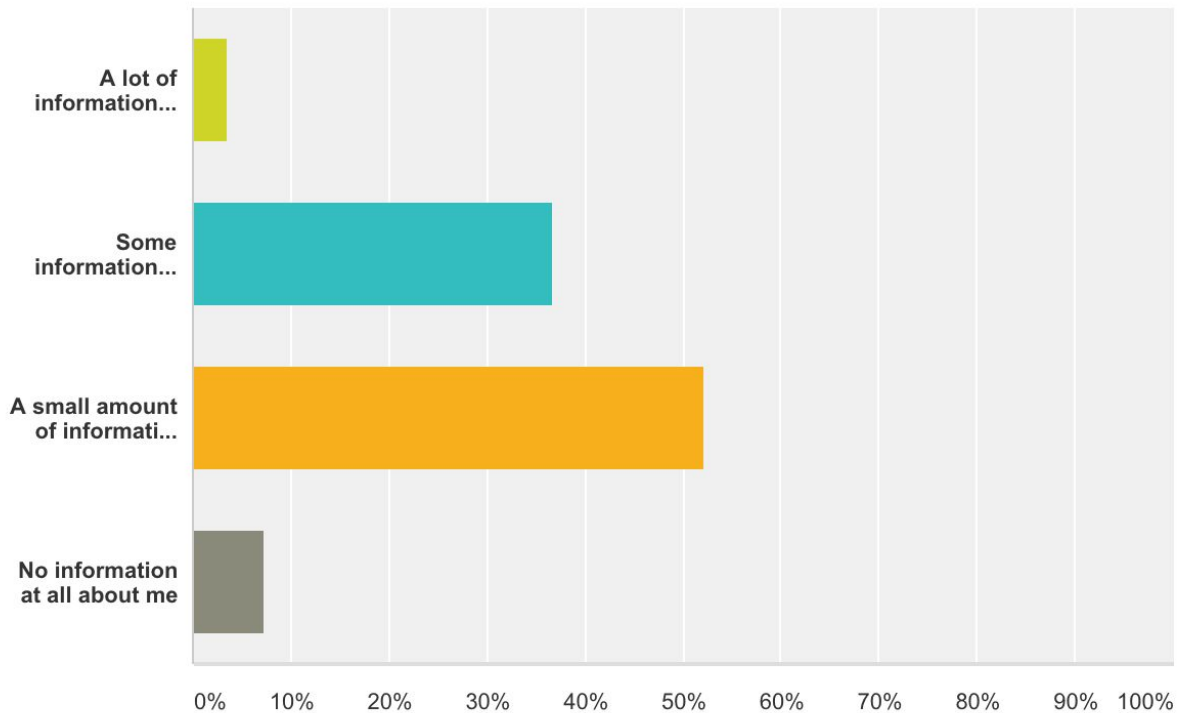


When asked how often they use the internet, 54% of the respondents said “almost constantly.”



Also, 67% of our respondents reported to using text messaging to most communicate with friends.

This begs the question, what are teens doing in the digital space? 52.3% of teens say that there is a small amount of information about themselves on the internet.



However:

- 29% of teens admit to participating in sending or receiving sexting messages (up from 24% in 2015)
 - 43% report to sending them to their significant other and
 - 33% sending to “someone they knew”
- 86% of teens reported that they have NOT been electronically bullied.
- 54% of teens responded “it depends” to the question, “...are people your age mostly kind or mostly unkind to one another on social network sites?”

Top platforms? Instagram! Snapchat! What’s out? Kik, Vine, and Tumblr

What Do Teens Want to Read?

When asked about pressing topics for teens, several topics peaked at over 60% of teens’ interests’ including: college admission process, financial aid and scholarships, sex life, psychological conditions that affect teens, body image, career advice and arts and culture.

Teens want to know what’s going on in the world, and they are most interested in issues that affect them and their peers directly.

- 74% of teens say that they get their information through social media posts;
- 65% say their friends and peers keep them up to date in person or through text.

In gathering this information VOX hopes to better be able to direct conversations about teens in Atlanta, to include them in the conversation and begin to have a direct effect with them. As teens continue to grow in the digital space, we as youth service organizations must continue to grow as well so that we do not lose any opportunity to engage with them. Meeting them where they are is vital in doing youth development work and being effective.

