



ENVIRONMENTAL

SCAN

RESEARCH & PROGRAM INNOVATION



BOY SCOUTS OF AMERICA®

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Introduction

The Environmental Scan from the Boy Scouts of America is provided as a tool to assist councils in:

- ♣ Developing local council strategic plans
- ♣ Creating marketing tools
- ♣ Recruiting volunteers
- ♣ Improving fundraising effectiveness

This Environmental Scan provides the most up-to-date data available from government agencies and other sources at the time of publication.

It is updated annually. However, please note that data for various topics often do not cover identical time periods. Sources of information are provided throughout the publication and in the final section as reference points for further study.

The bullet points beneath the charts provide insights and additional information to enhance understanding of the issues. Bullet points identified with the BSA symbol ♣ indicate information that is specific to the Boy Scouts of America.

The Environmental Scan is divided into 11 main sections ranging from changes in household structure to trends among chartered organizations. For online viewing: Please use the interactive table of contents and the button at the top of each page to navigate to the sections you wish to review.

Trends Affecting the Boy Scouts of America in the 21st Century

The Boy Scouts of America is facing new opportunities and new challenges in its second century.

1. Increasing diversity in the population.

- The population of the United States exceeds 300 million and the ethnic population exceeds 100 million.

- The Hispanic/Latino population continues to be among the fastest growing ethnic groups and is the largest ethnic population in the U.S., with a population of more than 50 million. Because the Hispanic/Latino population skews younger, they are also more likely than other ethnic groups to have children of Scouting age.
- The black/African American population in the U.S. is nearly 40 million.
- The Asian population is the fastest growing population, and, at nearly 15 million, accounts for 5 percent of the U.S. population.
- More than 12 percent of the U.S. population was not born in the United States.

2. Population centers are shifting.

- Along with ethnic population growth, U. S. populations are shifting from the northeast and central states to the southern and western states. This trend will have a great impact on future social, political, economic, educational, and employment trends in the United States.
- After the 2010 Census, eight states gained seats in the House of Representatives: all are in the South or West. Ten states lost seats: all except Louisiana are in the North or Midwest.
- More than half of Americans—about 158 million—are suburbanites. Rural residents now make up only 16 percent of the total population.

3. Changes in the Youth Population

- Since 2007, the number of births has declined from 4.3 million to 4 million in 2010, the lowest number this century.
- Ethnic children will compose the majority of children under age 18 by 2019.



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- Nationally, the total Cub Scout-age population is expected to grow 2.7 percent over the next five years. However, growth is not equally distributed across regions. The Cub Scout-age population is expected to increase in the Southern (4.4%) and Western (4.2%) regions. In contrast, the Cub Scout-age population is projected to remain stable in the Northeast (0.9%) and Central (0.0%) regions.

Implications for the BSA

- ♣ Opportunities and challenges are available for increasing membership and expanding the market share of youth served. Developing new units in the Southern and Western regions, while increasing market share in the Northeast and Central regions, is essential to address the youth population growth trends.
- ♣ The growing teen population presents opportunities for growing membership in Venturing.
- ♣ While the number of Cub Scout-age boys will increase, beginning in 2013, the decline in birthrates will be reflected in the number of U.S.-born youth. Councils will need to appeal to an increasing number of foreign-born Cub Scout-age boys.
- ♣ Efforts must be made to introduce Scouting to emerging markets that are not familiar with the benefits of Scouting. Awareness of Scouting and its mission and values tends to be lower among recent immigrants and minority populations. To reach them, councils will need to make a concerted effort to raise awareness by being visible in the community, partnering with credible organizations, securing community leaders as spokespeople, and communicating the long-term benefits and values of Scouting to those segments.

- ♣ Messages should be targeted separately to youth by showing the fun and exciting adventures and to their parents by explaining how Scouting can help their child succeed.
- ♣ The diversity in the council area should be reflected in the volunteers and employees of the councils so that Scouting will appeal to the whole community.
- ♣ Councils can refer to the Council Market Analysis and research resources on scouting.org/about to better understand how to approach emerging ethnic markets.

4. The New Millennial Generation

- The Millennial and post-Millennial generations are the most diverse population in American history. Millennials and post-Millennials are the first generations to grow up with the ability to communicate quickly with people of other nations and cultures via technology such as the Internet. Such exchange is significantly contributing to the reduction of racial and cultural prejudices. As a result, these generations are more likely to be tolerant.
- While they are open to other cultures, Millennials possess high levels of pride in their own culture. The majority of African American and Hispanic Millennials say they would like to participate in more activities that celebrate their culture and heritage.
- Four out of 10 Millennials grew up in single-parent households.
- One in four Millennials has no religious affiliation.



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Implications for the BSA

- ♣ Councils must continue to be aware of the ethnic and cultural diversity in their communities and understand the needs of youths and their families in those segments. *Strategic Plan Research* (210-1058) and *Successful Recruiting* (210-1066) provide councils with information about these populations and their needs.
- ♣ Councils need to look for ways to reach Millennial parents who have no affiliation with faith-based organizations.
- ♣ As a result of declines in BSA membership in the past decades, many parents of Scout-age youth were not involved in Scouting and are not familiar with the benefits of Scouting. Councils need to clearly communicate how Scouting will help their children.
- ♣ Councils need to incorporate the cultures in their communities into their Scouting events.

5. Changing Families

- People are marrying and having children later in life. Nearly three in four parents of children under 18 are between the ages of 30 and 49.
- The percent of children under 15 who live with a stay-at-home parent has slowly increased from 23.3 percent in 1994 to 27.2 percent in 2009.
- About 30 percent of children live in single-parent families.
- Nearly 4 percent of households today are multigenerational.

Implications for the BSA

- ♣ Councils must communicate the importance and value of positive adult role models in Scouting.
- ♣ Scouting must welcome single-parent families and recognize the time constraints and challenges these parents face.

- ♣ Councils should address time pressures by emphasizing the benefits of Scouting: bonding and family togetherness, building self esteem, and using time constructively.
- ♣ Councils need to be sensitive to parents' time constraints when scheduling and developing programs and offering training.
- ♣ Units should present a variety of volunteer opportunities and time commitments so that all parents can select a volunteer role that meets their scheduling needs.
- ♣ National outcomes studies such as *Eagle Scouts: Merit Beyond the Badge*; *The Values of Americans*; *A Year in the Life of a Cub Scout ... Boy Scout ... Venturer*; *Summer Camp Outcomes Study*; and *Volunteer Outcomes Study* should be used when families are being introduced to the benefits of Scouting. Most study materials are available in both English and Spanish to meet the council's marketing needs.
- ♣ Units should offer multiple chances to join in order to meet available schedule times.

6. Changing Education Trends

- Public school enrollment for grades nine through 12 is expected to increase by 3.77 percent from 2010 to 2020. Enrollment for kindergarten through eighth grade is expected to increase 8.10 percent.
- The number of students who are homeschooled increased from 356,000 in 1994 to 1,508,000 in 2007. Nearly four out of 10 parents of homeschoolers report they chose homeschooling to provide religious or moral instruction for their children.
- An estimated 1.73 million students attended charter schools in the 2009–2010 school year.



- Higher education institutions have increased enrollments as a greater percentage of high school graduates are entering colleges and universities. This increase in demand is driving up the costs. Competition for acceptance and scholarships has become fierce.
- Outside interests want to ensure that no private non-academic organizations operate from or within public schools.

Implications for the BSA

- ♣ Councils should continue to build and enhance relationships with school administrators and boards while seeking new venues for recruiting youth and being visible in the communities. *The Values of Americans* (210-849) provides information about how Scouting helps youth improve and build interest in academic areas.
- ♣ Councils should continue developing and enhancing recruiting efforts for youth in private and charter schools as well as homeschooled youth.
- ♣ Councils should meet the needs of youth by providing programs rich with education and career development tools and promoting the benefits of Learning for Life and Exploring.
- ♣ When addressing parents, councils should highlight the educational opportunities available through earning merit badges, the scholarships available through Scouting, and the value of the Eagle rank on college and scholarship applications.

7. Growth of Technology and the Information Age

- Nearly 70 percent of Americans have access to broadband in their homes.
- Only two in 10 teens live in homes that either have no Internet access or only dial-up connections.

- The majority of youth in grades six through 12 have access to a cell phone. More than four in 10 high school youth have access to a smart phone.

Implications for the BSA

- ♣ Councils should update programs to use current technology while maintaining core values.
- ♣ The BSA should take advantage of technology and the Internet to market the programs.
- ♣ When addressing parents and youth, highlight the activities, awards, and merit badges that use state-of-the-art technology as one benefit of Scouting.

8. Youth Activities

- More than one-fourth of youth ages 13 to 20 do not currently participate in activities or organizations.
- Youth ages 13 to 20 say that the top two reasons they join an organization are to learn, see, and do new things and to get a chance to hang out with friends.

Implications for the BSA

- ♣ Councils need to communicate that Scouting provides opportunities for fun and adventure that can't be matched by other organizations.
- ♣ Councils can encourage Boy Scouts and Venturers to include their friends through peer-to-peer recruiting.

9. Healthy Living

- U.S. Department of Health and Human Services recommends children and adolescents should have 60 minutes or more of physical activity each day.
- Nationwide, fewer than one in five high school students participates in the recommended amount of physical activity seven days in an average week.



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- Nearly 20 percent of boys 6 to 11 years old are overweight.
- The percentage of boys 12 to 19 years old who are overweight increased more than 4 percentage points from 2000 to 2008. The percent of girls 12 to 19 years old increased 2 percentage points in the same time period.
- Nearly one in 10 U.S. children has attention deficit hyperactivity disorder. Boys are twice as likely as girls to have been diagnosed with either a learning disability or ADHD.

Implications for the BSA

- ♣ Councils should emphasize the benefits of the physical activities available to Scouts, especially through unit camping on weekends, summer resident camps and day camps, the activity and merit badges, and the advancement programs.
- ♣ Councils should encourage youth, volunteers, and employees to take the SCOUTStrong PALA challenge.
- ♣ Councils can utilize camps for weekend challenge events like Survivor and Amazing Race, etc.

10. Attitudes Toward Giving to and Volunteering for Charitable Organizations

- Americans consistently contribute about two percent of their disposable personal income to philanthropic causes — regardless of the economic climate.
- Half of Americans now believe that giving one's time to charitable organizations is more important than giving money. This is especially true among young adults (ages 18 to 34).
- Americans give their time and money to nonprofits that match their beliefs.
- People say the reasons they do not volunteer is that they have not been asked, or that they do not know how to get involved.

Implications for the BSA

- ♣ Councils need to emphasize how Scouting programs benefit families and communities.
- ♣ Councils should highlight their service projects to potential donors, volunteers, and other funding sources to show how Scouting benefits the community.
- ♣ Councils should be more proactive in providing information about volunteer opportunities and asking people to volunteer.

11. Chartered Organization Trends

- The faith-based organizations that have had consistent increases in membership in the past few years are the Catholic Church and the Church of Jesus Christ of Latter-day Saints.
- Many of the larger denominations are experiencing flat to slightly decreasing membership trends.
- Civic organizations have not been growing in membership during the past decade. This trend is expected to continue because of the time constraints on most Americans.
- Boys & Girls Clubs of America and the YMCA have increased in both BSA units chartered and youth-served.

Implications for the BSA

- ♣ Councils should strive to achieve higher levels of penetration with traditional faith-based chartered organizations while expanding the BSA's reach into nontraditional organizations.
- ♣ Because of limited access to public organizations and declining membership in civic organizations, councils should foster relationships with other private organizations that have goals and values similar to those of the BSA.



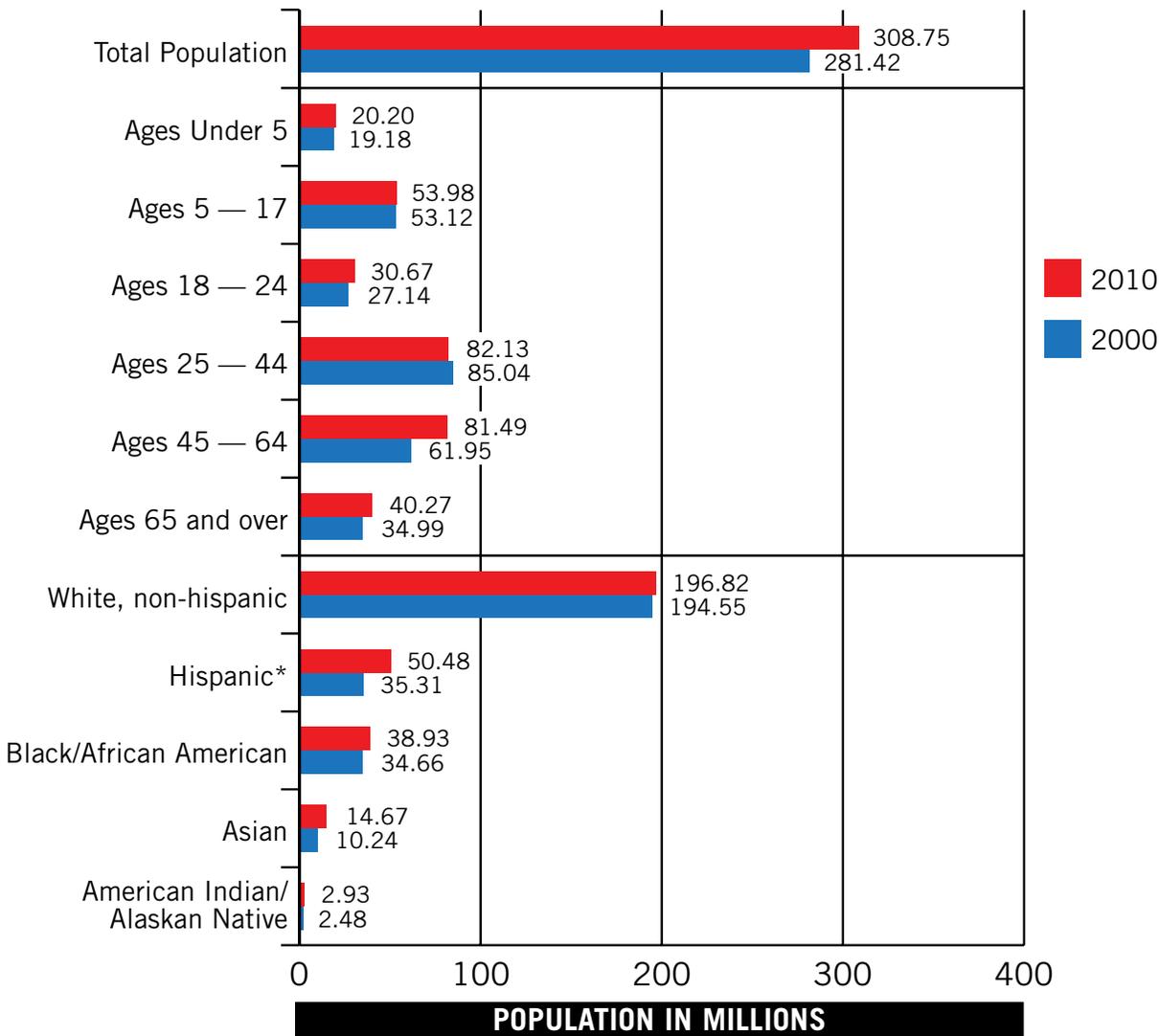
AMERICAN HOUSEHOLDS AND POPULATIONS



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U.S. Population by Age and Ethnicity



*Hispanic can be any race

Source: U.S. Census Bureau, *Age and Sex Composition and Overview of Race and Hispanic Origin*



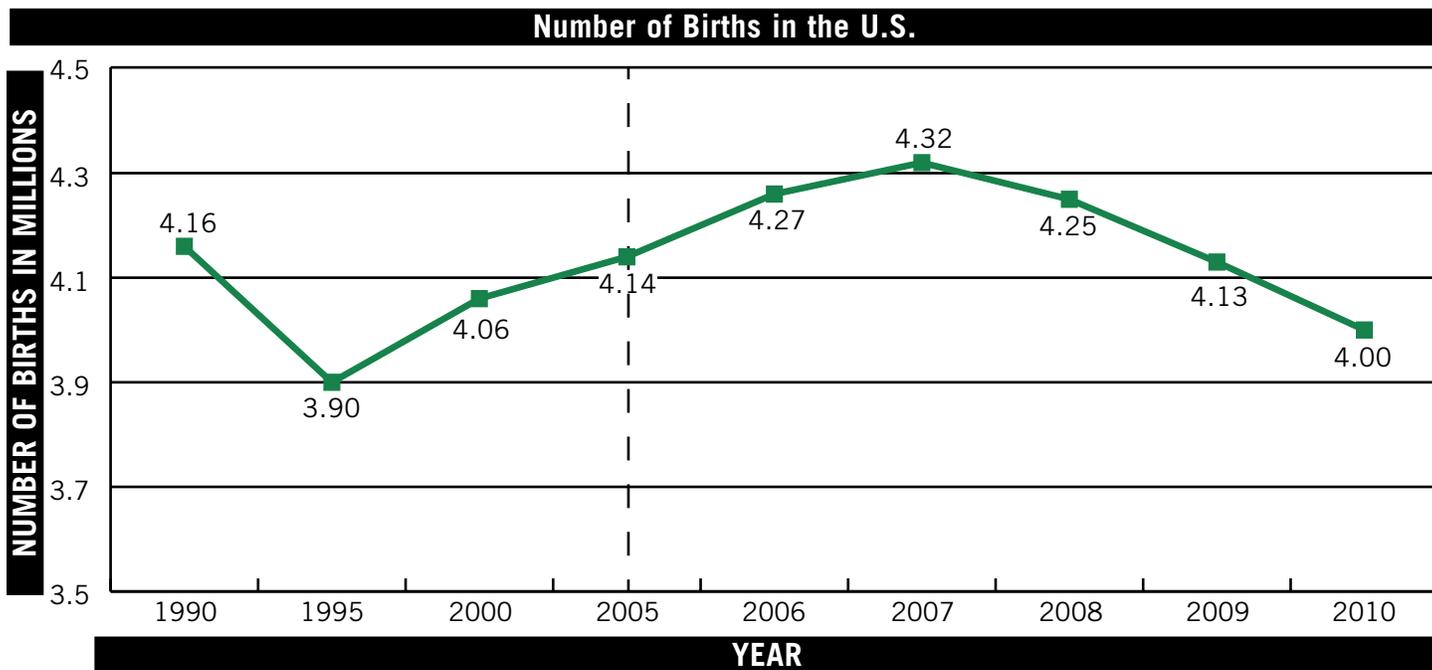
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- The population of the U.S. increased by 9.7 percent, from 281.42 million in 2000 to 308.75 million in 2010.
- Between 2000 and 2010, the population under the age of 18 grew at a rate of 2.6 percent. The growth rate was even slower for those aged 18–44 (0.6%). This contrasts with the substantially faster growth rates seen at older ages. The population aged 45–64 grew at a rate of 31.5 percent; and the population aged 65 and over grew at the rate of 15.1 percent.
—*U.S. Census Bureau, Age and Sex Composition*
- Between 2000 and 2010, the Hispanic population grew by 43 percent—rising from 35.3 million in 2000, when this group made up 13 percent of the total population, to 50.5 million, composing 16 percent of the U.S. population.
- The Asian population alone increased by 43 percent between 2000 and 2010 and moved from about 4 percent of the U.S. population in 2000 to 5 percent in 2010.
—*U.S. Census Bureau, Overview of Race and Hispanic Origin*
- Since 2000, more Asians were added to the population than blacks (4.3 million and 3.7 million, respectively).
— *USA Today.com, 2011, How America Changed*



CHILDREN in the U.S.



Source: U.S. Census Bureau, *Census 2010*

- Births in the U.S. dropped from 4.16 million in 1990 to 3.9 million in 1995. From 1995 to 2007, the number of births rose steadily to a high of 4.32 million in 2007. Since 2007, the number of births has declined to 4 million in 2010, the lowest number this century.
—U.S. Census Bureau, Census 2010
- Only one-third of households now have children, and the share of households that have kids under age 18 dropped in 95 percent of counties from the 2000 to the 2010 census.
- Only 24 percent of U.S. residents are 18 years old or younger—an all-time low. Twenty-three states and the District of Columbia lost 10 percent or more of their child populations in the last decade.
—How America Changed, *USAToday.com*, 2011
- ♣ Beginning in 2013, the recent decline in births in the U.S. will begin to have an effect on the number of youth available for recruitment into Cub Scouts. The increases in the Cub Scout-age population will be due to immigration rather than increases in birthrates.



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Total Available YOUTH 2011-2016

Program	National	Northeast Region	Southern Region	Central Region	Western Region
Tiger Cub-Age					
2011 TAY	2,075,202	406,116	695,058	463,697	510,331
2016 TAY	2,134,824	409,872	731,576	463,484	529,892
% change 2011-2016	2.9%	0.9%	5.3%	0.0%	3.8%
Wolf/Bear-Age					
2011 TAY	4,122,269	809,017	1,386,803	918,412	1,008,037
2016 TAY	4,269,648	819,744	1,463,152	926,968	1,059,784
% change 2011-2016	3.6%	1.3%	5.5%	0.9%	5.1%
Webelos Scout-Age					
2011 TAY	4,255,487	838,197	1,433,586	948,977	1,034,727
2016 TAY	4,329,325	841,947	1,474,369	941,612	1,071,397
% change 2011-2016	1.7%	0.4%	2.8%	-0.8%	3.5%
Total Cub Scout-Age					
2011 TAY	10,452,958	2,053,330	3,515,447	2,331,086	2,553,095
2016 TAY	10,733,797	2,071,563	3,669,097	2,332,064	2,661,073
% change 2011-2016	2.7%	0.9%	4.4%	0.0%	4.2%
Boy Scout-Age					
2011 TAY	6,307,863	1,264,762	2,096,918	1,409,252	1,536,931
2016 TAY	6,583,503	1,296,225	2,228,379	1,434,384	1,624,515
% change 2011-2016	4.4%	2.5%	6.3%	1.8%	5.7%
Venturing-Age					
2011 TAY	12,724,365	2,617,569	4,147,633	2,848,828	3,110,335
2016 TAY	12,787,335	2,578,622	4,280,283	2,784,735	3,143,695
% change 2011-2016	0.5%	-1.5%	3.2%	-2.2%	1.1%
Total Available Youth					
2011 TAY	29,485,186	5,935,661	9,759,998	6,589,166	7,200,361
2016 TAY	30,104,635	5,946,410	10,177,759	6,551,183	7,429,283
% change 2011-2016	2.1%	0.2%	4.3%	-0.6%	3.2%

Source: ESRI, *Census 2010*



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- The number of Cub Scout-age youths is projected to increase nationally by 2.7 percent. However, while the numbers in the Southern and Western regions will increase by more than 4 percent, the numbers in the Northeast and Central regions will remain relatively stable.
- The total number of Boy Scout-age youths is projected to increase nationally by more than 4 percent. The Southern region will see the greatest increase (6.3%), and the Northeast region will see the smallest increase (1.8%).
- Nationally, the total available Venturing-age youth is expected to remain stable (0.5%). However, the Southern Region will see an increase of 3.2 percent, the Western Region will see an increase of only 1.1 percent, and the Northeast and Central Regions will see a decline (-1.5% and -2.2%, respectively).
—ESRI, Census 2010



Population Shifts by GEOGRAPHY

Fastest Growing States	
State	% change 2000-2010
Nevada	35.1%
Arizona	24.6%
Utah	23.8%
Idaho	21.1%
Texas	20.6%
North Carolina	18.5%
Georgia	18.3%
Florida	17.6%
Colorado	16.9%
South Carolina	15.3%

Slowest Growing States	
State	% change 2000-2010
Michigan	-0.6%
Rhode Island	0.4%
Louisiana	1.4%
Ohio	1.6%
New York	2.1%
West Virginia	2.5%
Vermont	2.8%
Massachusetts	3.1%
Illinois	3.3%
Pennsylvania	3.4%

Source: U.S. Census Bureau, *Population Distribution and Change 2000 to 2010*

- Nevada was the fastest-growing state between 2000 and 2010, growing by 35.1 percent. It has been the fastest-growing state for five straight decades.
- Michigan was the only state that declined in population in this decade, losing 0.6 percent of its population.
- The South and the West are the fastest growing regions from 2000 to 2010, increasing by 14.3 percent and 13.8 percent respectively. The Northeast and Midwest have grown at a much slower rate of 3.2 percent and 3.9 percent, respectively.

—U.S. Census Bureau,
Population Distribution and
Change 2000 to 2010

- More than half of Americans—about 158 million—are suburbanites. Rural residents now make up only 16 percent of the total population, down from 20 percent in 1990.

—How America Changed,
USAToday.com, 2011

- Eight states gained seats in the House of Representatives after the 2010 Census: Texas (four seats), Florida (two seats), Arizona, Georgia, Nevada, South Carolina, Utah, and Washington (one seat each).
- Ten states lost seats in the House of Representatives after the 2010 Census: New York and Ohio (two seats each), Illinois, Iowa, Louisiana, Massachusetts, Michigan, Missouri, New Jersey, and Pennsylvania (one seat each).

—Congressional Apportionment,
2010 Census Briefs



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Population Shifts by AGE

10 Oldest States	
State	Median Age
Maine	42.7
Vermont	41.5
West Virginia	41.3
New Hampshire	41.1
Florida	40.7
Pennsylvania	40.1
Connecticut	40.0
Montana	39.8
Rhode Island	39.4
Massachusetts	39.1

10 Youngest States	
State	Median Age
Utah	29.2
Texas	33.6
Alaska	33.8
Idaho	34.6
California	35.2
Georgia	35.3
Louisiana	35.8
Arizona	35.9
Mississippi	36.0
Kansas	36.0

Source: U.S. Census Bureau, *Age and Sex Composition: 2010*

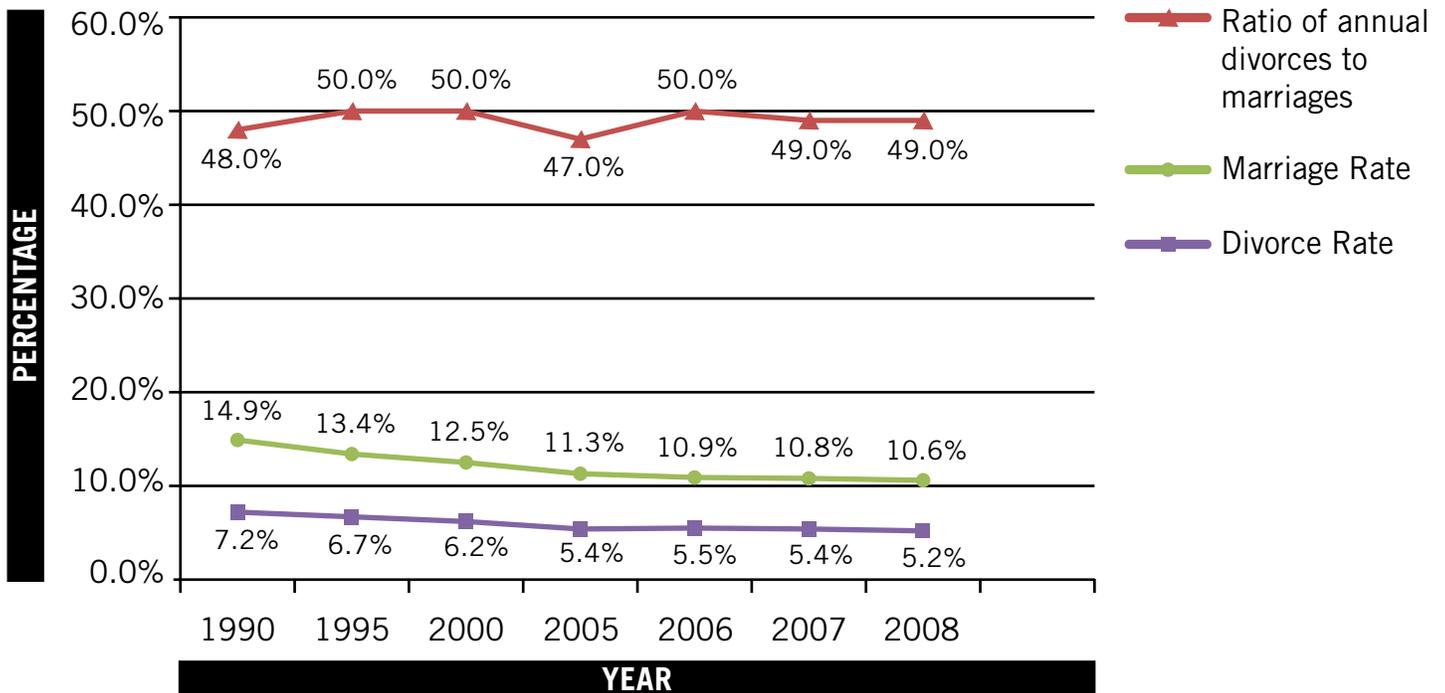
- The median age for the overall U.S. is 37.2.
 - The median age for the District of Columbia is 33.8.
 - The West is the youngest region, with a median age of 35.6. The South (37.0) and Midwest (37.7) are the next youngest regions. The Northeast is the oldest region, with a median age of 39.2.
- U.S. Census Bureau,
Age and Sex Composition: 2010



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MARRIAGE and DIVORCE Rates



Source: Census Bureau, 2011 Statistical Abstract

- Marriage and divorce rates have steadily declined since 1980; however, the ratio of annual divorces to marriages has remained steady, around 50 percent.

—U.S. Census Bureau, 2011 Statistical Abstract

- The probability that a first marriage will survive 10 years is 64 percent for women and 66 percent for men. This proportion has remained steady since 1995.
- The proportion of first marriages that survive 15 years is 57 percent, and 50 percent of first marriages survive 20 years.

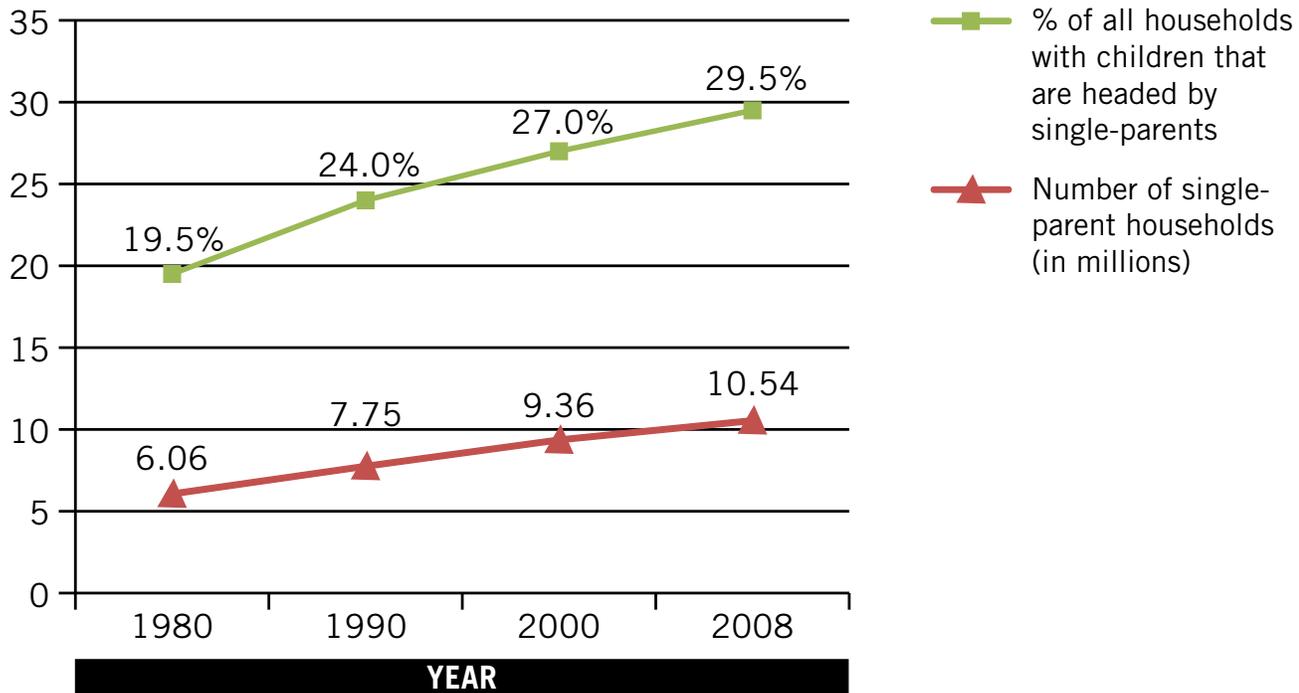
—Center for Disease Control, Marriage and Cohabitation in the United States, 2010



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Children in SINGLE-PARENT Households



Source: U.S. Census Bureau, 2011 Statistical Abstract

- Since 1980, the number of single-parent households has increased by nearly 4.5 million.
- In 1980, one in five households (19.5%) was headed by a single-parent; in 2008, nearly 30 percent (29.5%) of households were headed by a single-parent, an increase of 10 percentage points.
—Census Bureau, 2011 Statistical Abstract



PARENTS

With Children Under 18

Profile of Parents Living With Children Under 18 in 2008

Gender	All Parents	Married	Unmarried	Unmarried Parents		
				Divorced/ Separated	Living With a Partner	Never Married
Men	45%	50%	23%	22%	42%	14%
Women	55%	50%	77%	78%	58%	86%
Ages						
18–29	19%	15%	32%	14%	40%	52%
30–49	73%	76%	61%	76%	56%	46%
50–64	8%	9%	6%	10%	4%	2%
65+	< 1%	< 1%	< 1%	< 1%	< 1%	< 1%
Race/ethnicity						
White, non-Hispanic	65%	68%	52%	63%	59%	36%
African American	11%	7%	24%	16%	13%	41%
Hispanic*	17%	16%	19%	16%	24%	19%

*Hispanic may be of any race.

Source: Pew Internet and American Life Project

- In 1960, about nine in ten children residing with a parent lived with married parents (92%); 5 percent had parents who were divorced or separated; and less than one percent lived with a parent who had never been married. By 2008, seven in ten minor children who lived with a parent were residing with married parents, while about three in ten had parents who were divorced or separated (15%) or who had never been married (14%).
- Single parents and those who are living with a partner tend to be younger than divorced or married parents. About half of parents who have never been married and are not currently living with a partner (52%) and 40 percent of cohabiting parents are younger than 30. In contrast, just 15 percent of married parents and 14 percent of divorced parents are in this age group.
- In 2008, 52 percent of American adults were married, 14 percent were divorced or separated, 7 percent were widowed, and 27 percent were never married.

—Pew Internet and American Life Project

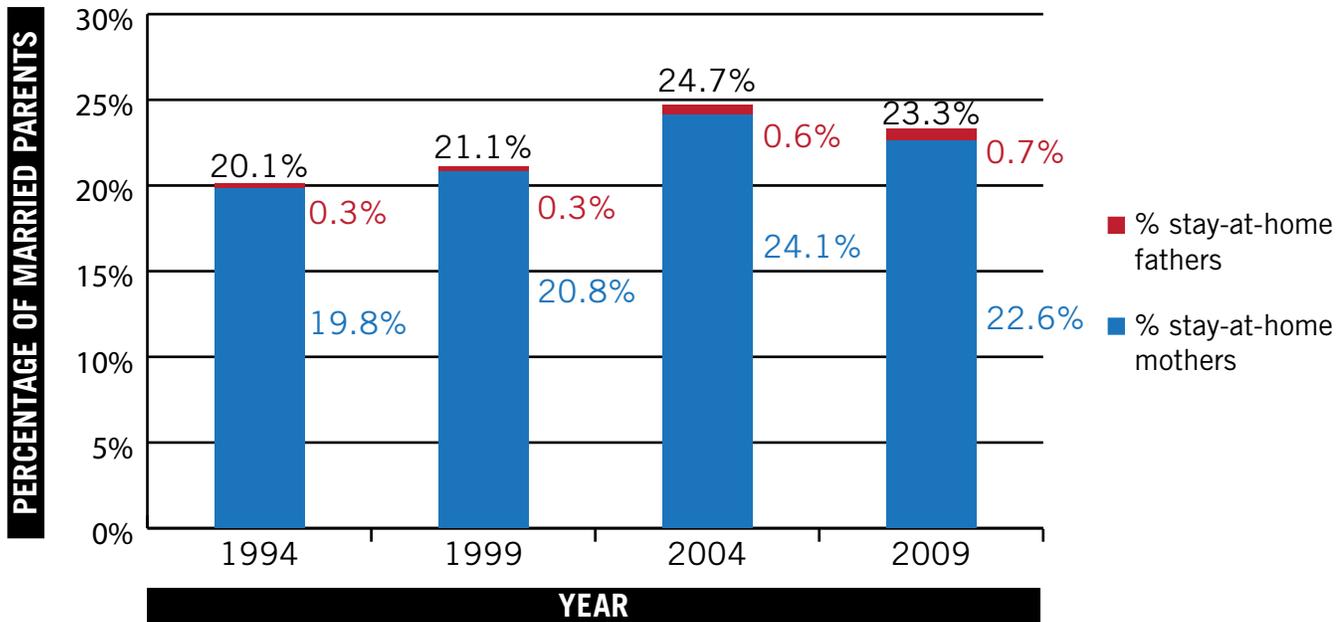


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STAY-AT-HOME Parents

Married Parents Who Stay at Home Taking Care of Children Under 15



Source: U.S. Census Bureau, *Current Population Survey*

- Stay-at-home family groups are married-couple family groups with children under 15 where one parent is in the labor force all of the previous year and their spouse is out of the labor force for the entire year with the reason “taking care of home and family.” Only married couples with children under 15 are included.
- In 2009, 23.3 percent of married parents with children under 15 remained out of the labor force in order to take care of home and family.
 —U.S. Census Bureau, Current Population Survey



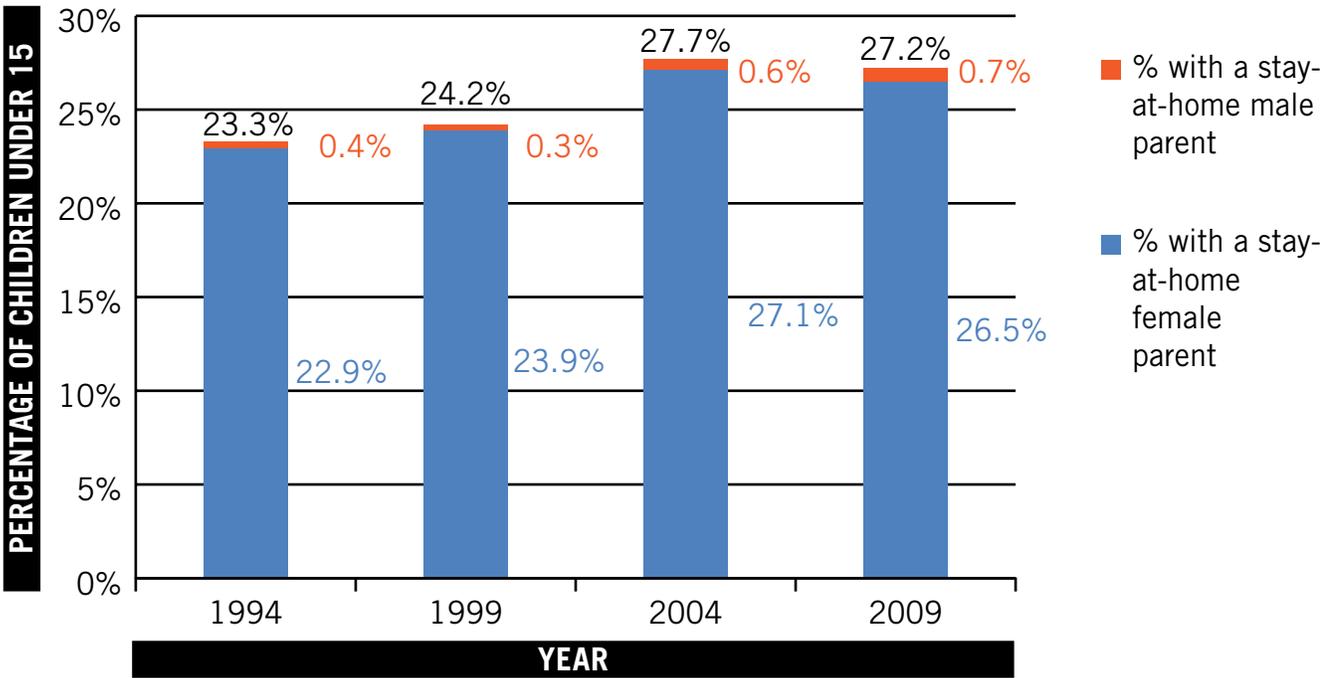
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CHILDREN

With Stay-At-Home Parents

Percentage of Children With a Stay-At-Home Parent



Source: U.S. Census Bureau, *Current Population Survey*

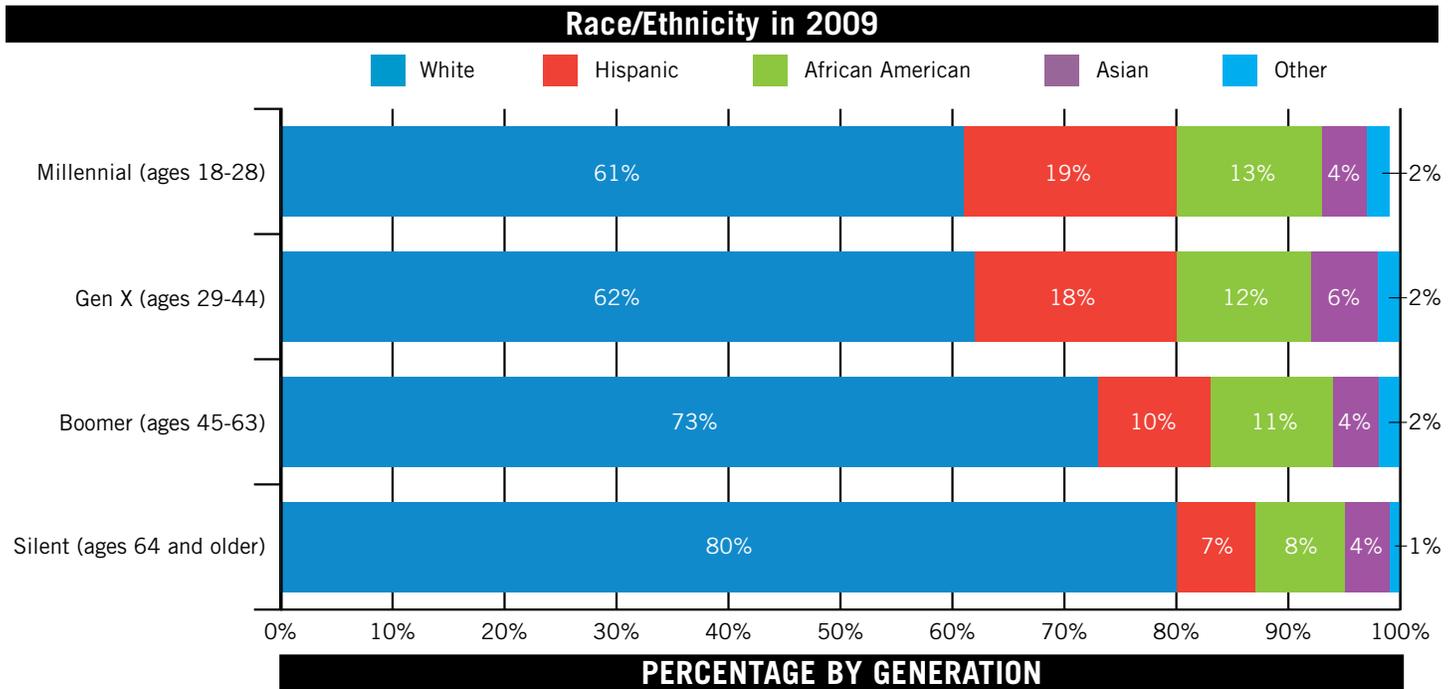
- In 2009, 27.2 percent of children under 15 were living with a parent who remained out of the labor force in order to take care of home and family.
—U.S. Census Bureau, Current Population Survey



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Diversity by GENERATION



Note: Percentages may not add to 100 percent due to rounding.

Source: *Millennials: A Portrait of Generation Next*, Pew Research Center, 2010

- Millennials, born after 1980, are more ethnically and racially diverse, more educated, less likely to be working.
- Sixty-one percent of Millennials lived with both of their parents most of the time while they were growing up. This is a drop from 68 percent of Generation X who lived with both parents, and significantly less than the 80 percent of Boomer and Silent generations who lived with both parents while they were growing up.

—*Millennials: A Portrait of Generation Next*, Pew Research Center, 2010

- Even though Millennials are open to other cultures, they also possess high levels of pride in their own culture. The majority of African American (85%) and Hispanic (76%) Millennials say they would like to participate in more activities that celebrate their culture and heritage.

—*Youth Markets Alert*, November 15, 2011, Yankelovich

- In 2010, the percent of multi-generational households ranged from 1.1 percent in North Dakota to 7.2 percent in Hawaii. The national average for multigenerational households was 3.8 percent.

—2010 American Community Survey Highlights



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RACIAL and ETHNIC

Population Projections 2011-2016

Race and Ethnicity	2011	2016	Change in percentage points
White alone	72.4%	71.4%	-1.0 pts.
Black alone	12.6%	12.5%	-0.1 pts.
American Indian alone	0.9%	1.0%	0.1 pts.
Asian alone	4.7%	5.0%	0.3 pts.
Pacific Islander alone	0.2%	0.2%	0.0 pts.
Some other race alone	6.3%	6.8%	0.5 pts.
Two or more races	2.9%	3.1%	0.2 pts.
Hispanic origin (any race)	16.6%	18.4%	1.8 pts.

Source: ESRI, *Census 2010*

- In the next five years, the percentage of the population that is white alone is expected to decline one percentage point, and the percentage that is black alone is expected to decrease slightly (-0.1 pts.).
- The percentage of the population that is of Hispanic origin is expected to increase almost two percentage points (1.8 pts.).
—ESRI, *Census 2010*
- ♣ According to the U.S. Census Bureau, by 2019 the majority of children will be of Hispanic origin or not Caucasian.
—*Youth Markets Alert, Vol. XXIII, No. 22*
- ♣ Among American children, the multiracial population has increased almost 50 percent, to 4.2 million, since 2000, making it the fastest growing youth group in the country.
- Nine million people (2.9% of the population) chose more than one race on the 2010 census. The four most chosen combinations, totaling three-fourths of the total mixed race population, were black and white, white and some other race, Asian and white, and American Indian and white.
—*New York Times, March 24, 2011*



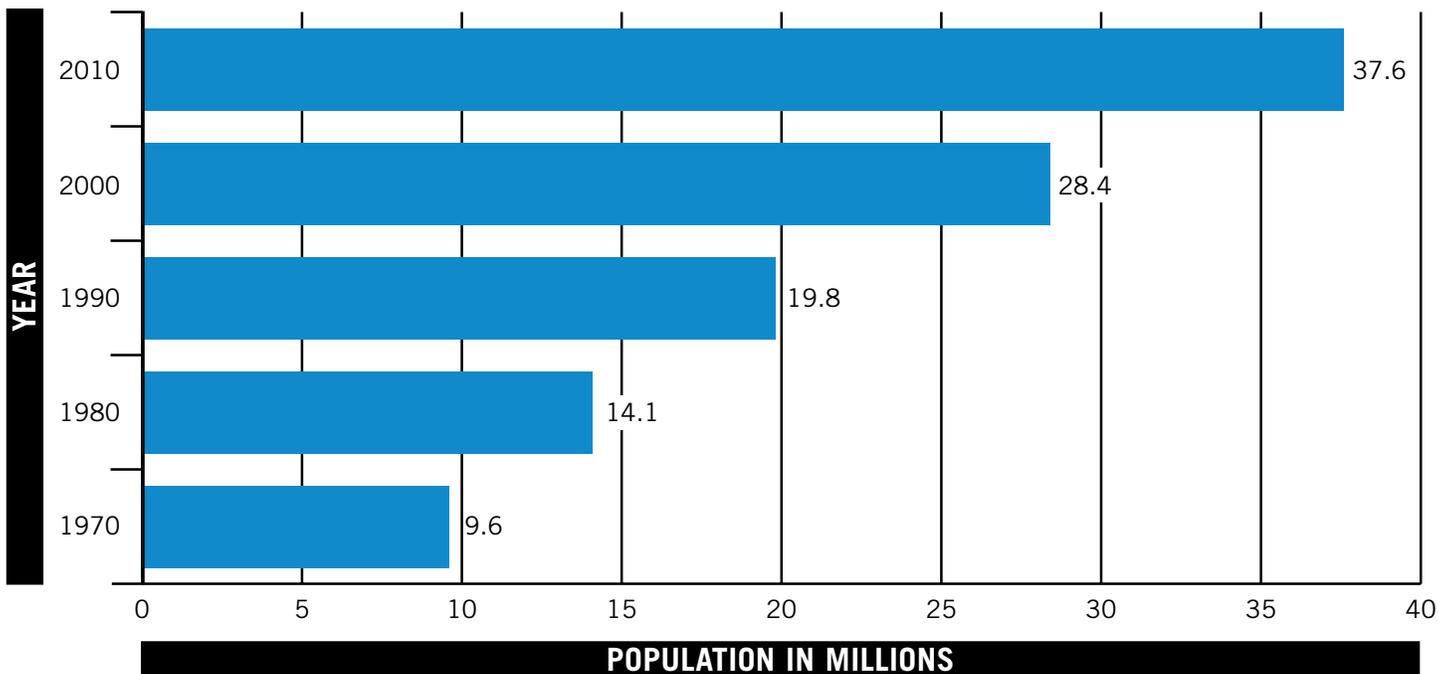
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FOREIGN-BORN

Living in the U.S.

Number of Foreign-Born Living in the U.S.



Newly Arrived Foreign-Born Population by State/Date of Entry: 2005 to 2010



Source: U.S. Census Bureau, 2010



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- Nearly 40 million foreign-born people (12.9% of the population) lived in the United States in 2010. The majority (83%) of the foreign-born reported entering the United States prior to 2005.
- Four states are home to nearly half (49.1%) of the newly arrived foreign-born: California, Texas, New York, and Florida.
- An additional 10 states—New Jersey, Illinois, Massachusetts, Georgia, Virginia, Washington, Maryland, North Carolina, Pennsylvania, and Arizona—are home to between two and five percent of the recently arrived foreign-born.
- The remaining 36 states and the District of Columbia are each home to less than 2 percent of those who arrived in 2005 or later.
— *U.S. Census Bureau, American Community Survey, 2010*



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FINANCES, INCOME, AND EMPLOYMENT

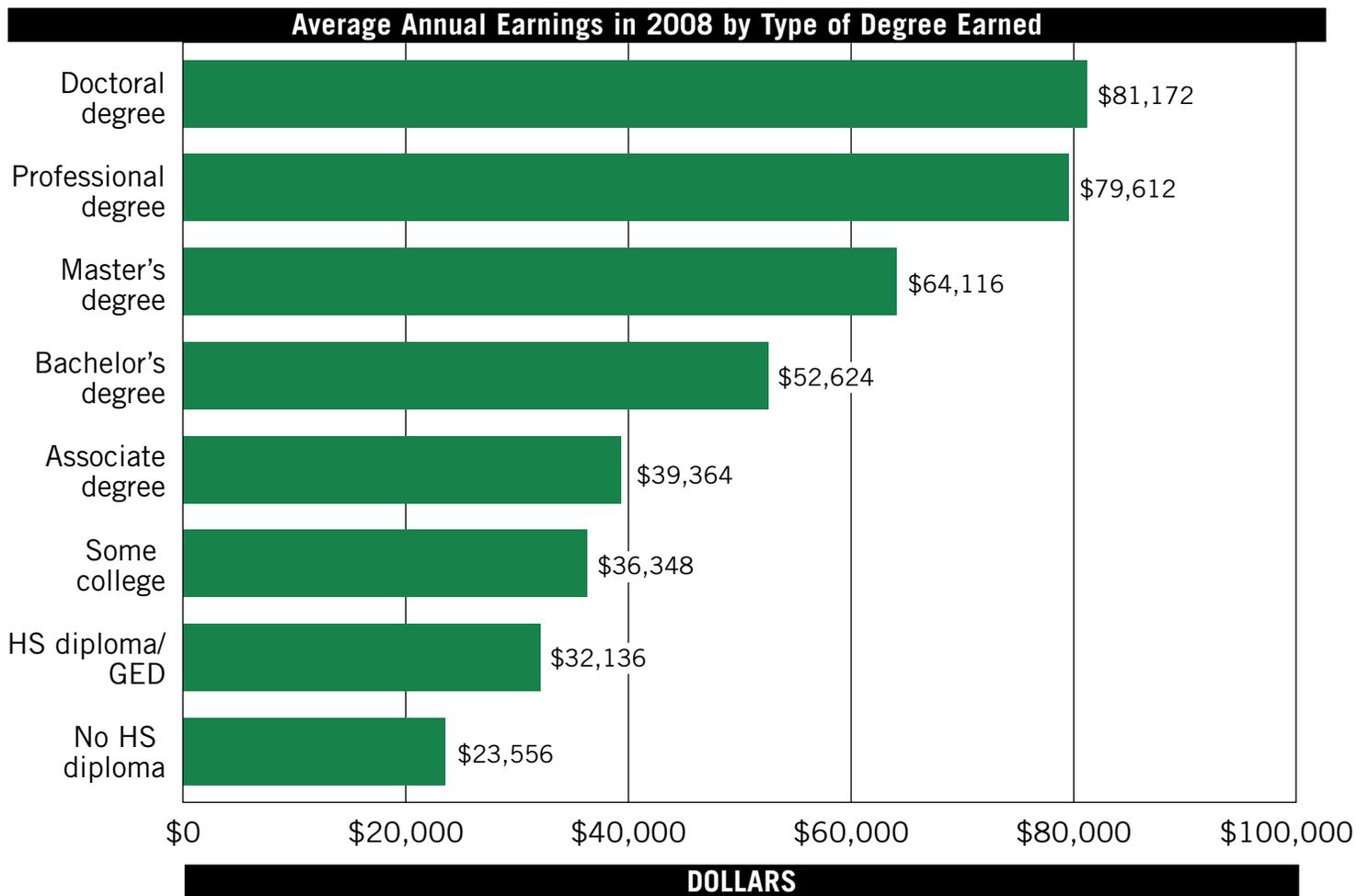


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Median ANNUAL EARNINGS

Workers Age 25 and Over



2008 median annual income for full-time wage and salary workers, age 25 and over.

Source: U.S. Bureau of Labor Statistics

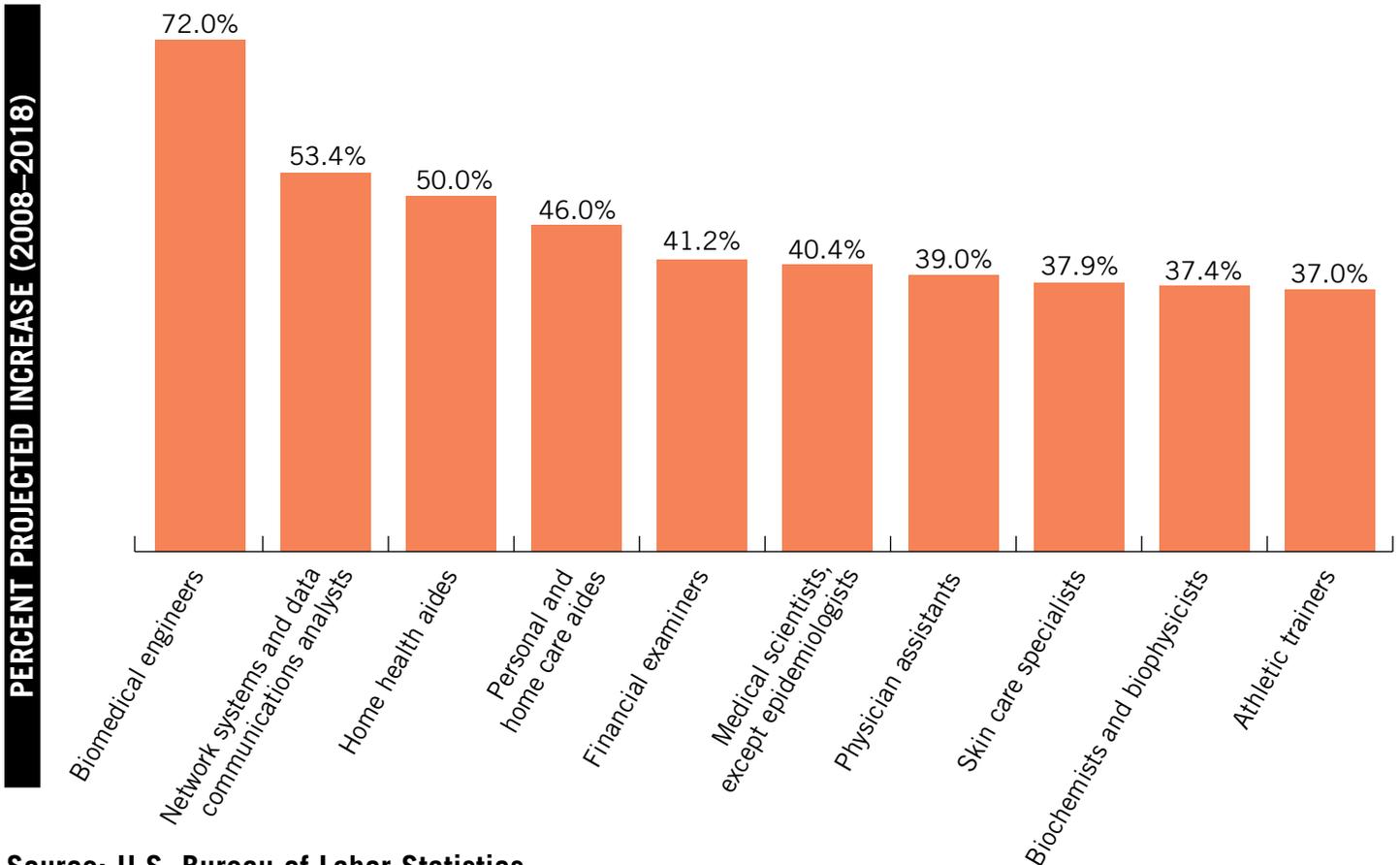
- The median annual earnings of a person with a high school diploma or equivalent is 36.4 percent higher than a person without a diploma.
 - The median annual earnings of a person with a bachelor's degree is 63.8 percent higher than a person with a high school diploma or equivalent.
- U.S. Bureau of Labor Statistics



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Fastest Growing OCCUPATIONS



Source: U.S. Bureau of Labor Statistics

- Employment in life, physical, and social science occupations is expected to increase by 277,200 jobs over the 2008–18 projection period. This increase represents a growth rate of 19.0 percent, almost twice the average for all occupations across the economy.
- Computer and mathematical occupations are expected to add 785,700 new jobs from 2008 to 2018, and, as a group, they will grow more than twice as fast as the average for all occupations in the economy, according to projections. It is anticipated that computer specialists will account for the vast majority of this growth, increasing by 762,700 jobs.
- The professional and business services sector and the health care and social assistance sector are anticipated to grow at more than twice the annual average of 1.0 percent for all industries, adding the most employment—4.2 million and 4.0 million, respectively.
- It is estimated that education, training, and library occupations will add more than 1.3 million jobs, representing a growth rate of more than 14.4 percent.

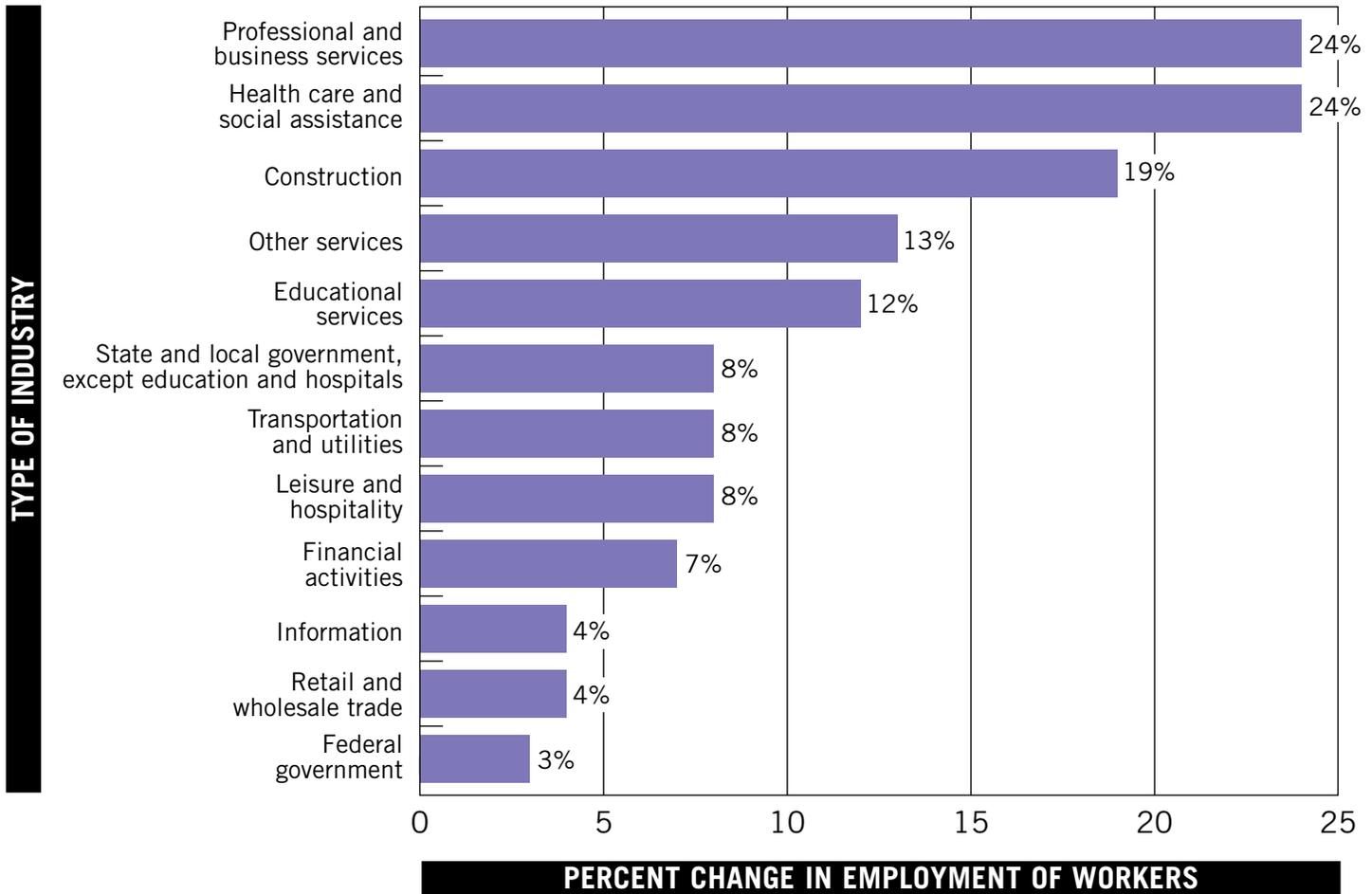
—U.S. Bureau of Labor Statistics



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Projected Change in EMPLOYMENT 2008–2018



Source: Winter 2009-10, Occupational Outlook Quarterly

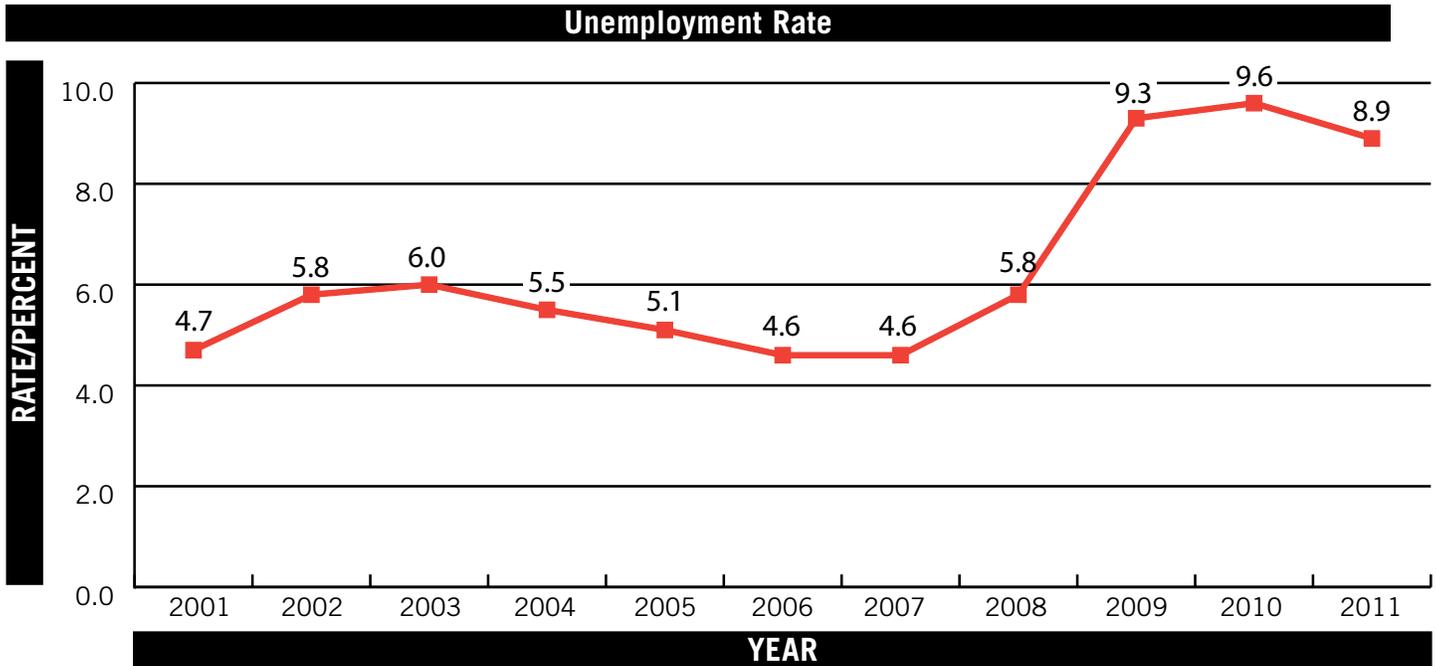
- The nation’s employment is expected to increase from 150.9 million to 166.2 million over the coming decade, adding 15.3 million jobs. This average annual growth rate of 1.0 percent is slightly faster than the 0.7 percent seen between 1998 and 2008, largely because 2008 was a recession year during which employment declined in several sectors that, historically, had been growing.
- Changes are occurring in the racial and ethnic composition of the labor force. As a result of higher population growth—stemming from an increased number of births and increased immigration—and high labor force participation rates by Hispanics and Asians, the share of the workforce held by minorities is expected to increase significantly.
—U.S. Bureau of Labor Statistics



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U.S. LABOR FORCE Statistics



Source: Bureau of Labor and Statistics, *Current Population Survey*

- In 2011, 8.9 percent (13,747,000 people) of the labor force of 154 million were unemployed.
- Since 2007, the number of men working full-time, year-round with earnings decreased by 6.6 million and the number of women working full-time, year-round with earnings decreased by 2.8 million.
- In 2009, 26.1 percent of all people experienced at least one month without health insurance coverage.
 —U.S. Census Bureau, *Income, Poverty, and Health Insurance Coverage in the United States: 2010*



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Median Family INCOME

Median Family Income (in 2010 Dollars)			
Households	2009	2010	Percent Change 2009–2010
All households	\$50,599	\$49,445	-2.3%
By type of household			
Family households	\$62,276	\$61,544	-1.2%
<i>Married-couple</i>	\$73,016	\$72,751	-0.4%
<i>Female householder, no husband present</i>	\$33,135	\$32,031	-3.3%
<i>Male householder, no wife present</i>	\$48,878	\$49,718	1.7%
Nonfamily households	\$30,947	\$29,730	-3.9%
<i>Female householder</i>	\$25,686	\$25,456	-0.9%
<i>Male householder</i>	\$37,215	\$35,627	-4.3%
By race and ethnicity			
White	\$52,717	\$51,846	-1.7%
<i>White, not Hispanic</i>	\$55,360	\$54,620	-1.3%
Black	\$33,122	\$32,068	-3.2%
Asian	\$66,550	\$64,308	-3.4%
Hispanic (any race)	\$38,667	\$37,759	-2.3%
By age of householder			
Under 65 years	\$56,742	\$55,276	-2.6%
<i>15 to 24 years</i>	\$31,240	\$28,322	-9.3%
<i>25 to 34 years</i>	\$51,028	\$50,059	-1.9%
<i>35 to 44 years</i>	\$62,091	\$61,644	-0.7%
<i>45 to 54 years</i>	\$65,295	\$62,485	-4.3%
<i>55 to 64 years</i>	\$57,914	\$56,575	-2.3%
65 years and older	\$31,872	\$31,408	-1.5%
By region			
Northeast	\$53,949	\$53,283	-1.2%
Midwest	\$49,684	\$48,445	-2.5%
South	\$46,368	\$45,492	-1.9%
West	\$54,722	\$53,142	-2.9%
Earnings of full-time, year-round workers			
Men with earnings	\$47,905	\$47,715	-0.4%
Women with earnings	\$36,877	\$36,931	0.1%

Source: U.S. Census Bureau, *Income, Poverty, and Health Insurance Coverage in the United States: 2010*



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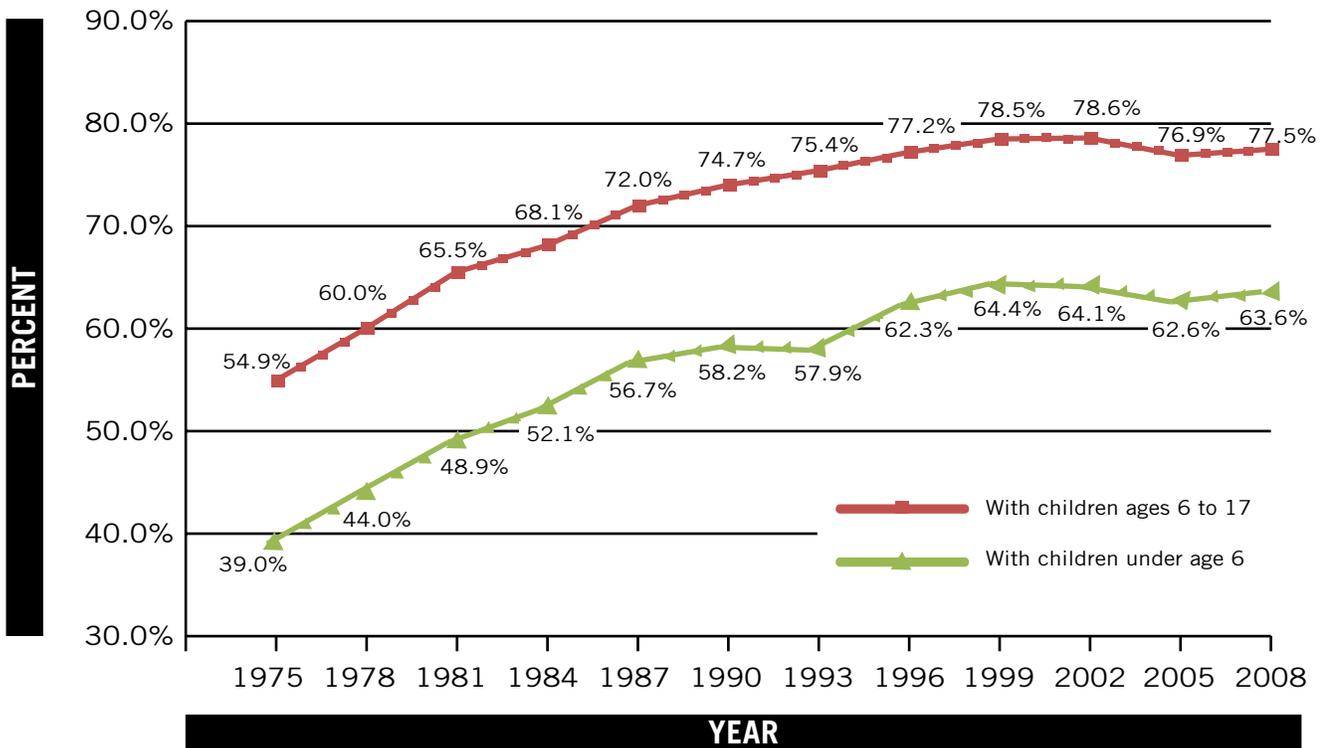
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-
- The Midwest, South, and West experienced decline in real median income between 2009 and 2010. The change in median household income in the Northeast was not statistically significant.
 - Since 2007, the year before the most recent recession, real median household income has declined 6.4 percent and is 7.1 percent below the median household income peak that occurred in 1999.
—*U.S. Census Bureau, Income, Poverty, and Health Insurance Coverage in the United States: 2010*



Percentage of WORKING MOTHERS

Labor Force Participation Rate of Mothers, by Age of Youngest Child



Source: U.S. Bureau of Labor Statistics, 2010

- From March 1975 to March 2000, the labor force participation rate of all mothers with children under age 18 rose from 47 percent to a peak of 73 percent. By 2004, the participation rate for mothers had receded to 71 percent, where it remained through 2008.
- In general, mothers with older children (6 to 17 years of age) are more likely to participate in the labor force than mothers with younger children (under 6 years of age). In 2008, 77.5 percent of mothers with older children were in the labor force, compared with 63.6 percent of mothers with younger children.
- Unmarried mothers have higher participation rates than married mothers. In 2008, 76 percent of unmarried mothers were in the labor force, compared with 69 percent of married mothers. —U.S. Bureau of Labor Statistics, 2010



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What It COSTS to Raise a Child

Average Cost to Raise Younger Child in a Two-Child Family (Birth Through Age 17)

	2007	2010	Percent Change 2007–2010
Single-parent family—overall United States (before-tax income)			
Less than \$57,600; average \$25,640	\$140,520	\$152,340	8.4%
\$57,600 or more; average \$104,520	\$298,860	\$322,560	7.9%
Husband-wife family—overall United States (before-tax income)			
Less than \$57,600; average \$36,840	\$148,320	\$163,440	10.2%
\$57,600 to \$99,730; average \$77,500	\$204,060	\$226,920	11.2%
More than \$99,730; average \$174,630	\$298,680	\$377,040	26.2%
Husband-wife family—by region and income range (before-tax income)			
Urban Northeast: \$57,920 to \$100,290; average \$77,940	\$214,950	\$261,030	21.4%
Urban South: \$57,800 to \$100,080; average \$77,770	\$206,490	\$212,610	3.0%
Urban Midwest: \$57,400 to \$99,390; average \$77,240	\$189,420	\$222,630	17.5%
Urban West: \$57,260 to \$99,150; average \$77,050	\$223,020	\$242,760	8.9%
Rural areas: \$58,000 to \$100,430; average \$78,040	\$191,490	\$178,110	-7.0%

Based on before-tax income; updated to 2010 dollars

Source: U.S. Department of Agriculture, *Expenditures on Children by Families, 2010*

- About one-third of the husband-wife families (33%) and 85 percent of the single-parent families were in the lower income group.
- Total expenditures on a child up to age 18 were, on average, 7 percent lower in single-parent households than in husband-wife households.
— U.S. Department of Agriculture, *Expenditures on Children by Families, 2010*

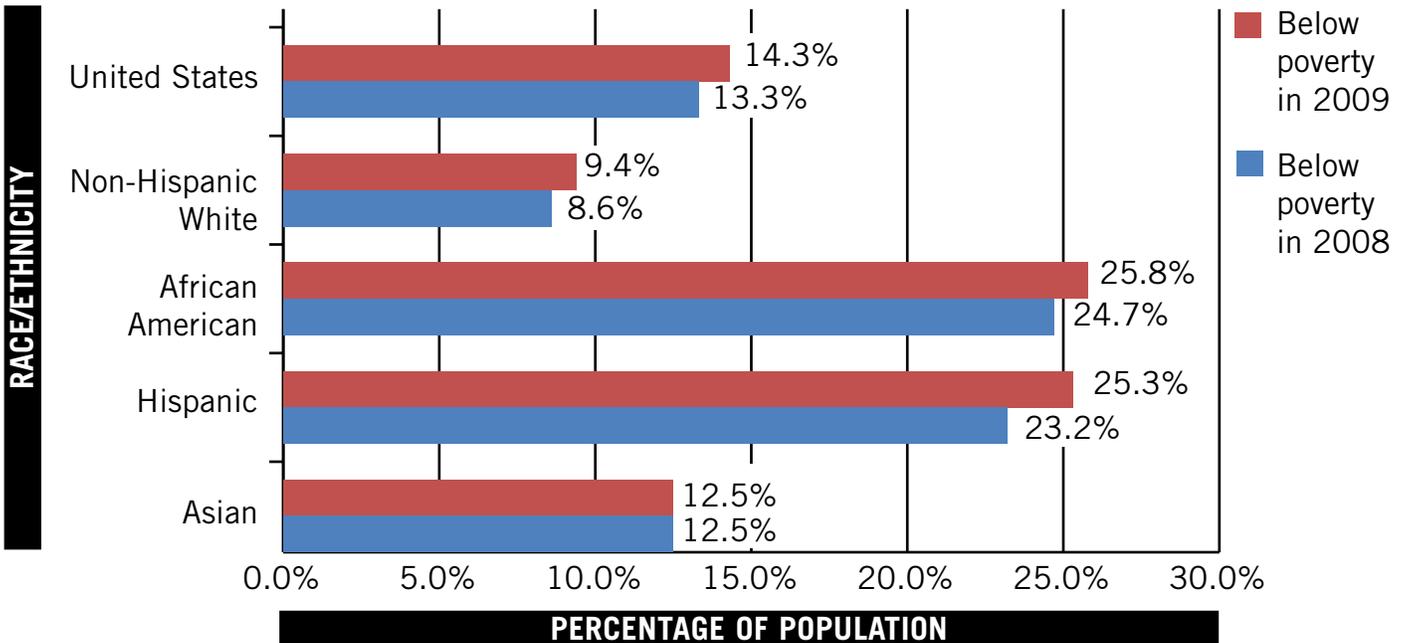


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Households in POVERTY

Poverty in the U.S., by Race and Ethnicity



Source: U.S. Census Bureau, *Current Population Survey, 2010 Annual Social and Economic Supplement*

- The official poverty rate in 2009 was 14.3 percent—up from 13.3 percent in 2008. This was the second statistically significant annual increase in the poverty rate since 2004.
- The poverty rate in 2009 (14.3%) was the highest poverty rate since 1994, but was 8.1 percentage points lower than the poverty rate in 1959, the first year for which poverty estimates are available.
- The number of people in poverty in 2009 (43.6 million) is the largest number in the 51 years for which poverty estimates have been published.
- Between 2008 and 2009, the poverty rate increased for children under the age of 18, from 19.0 percent to 20.7 percent.
—Census Bureau, Current Population Survey, 2010 Annual Social and Economic Supplement
- One million more children lived in households with incomes below the poverty line—\$21,834 for a family of four—in 2008 than 2000.
—2010 Kids Count Data Book, Annie E. Casey Foundation

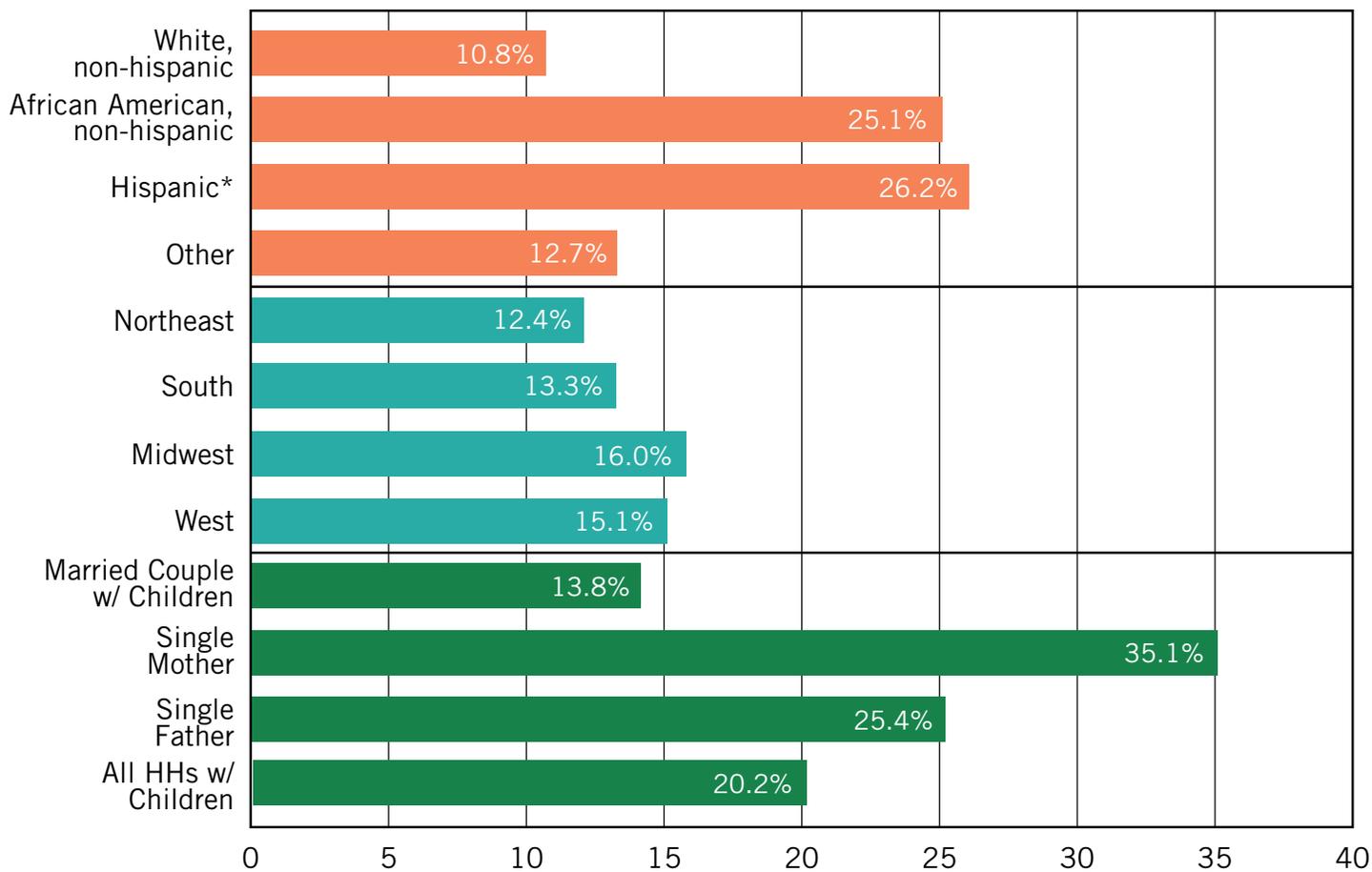


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FOOD *Insecurity* and HUNGER

Percent of U.S. Households That Were “Food Insecure” in 2010



*Hispanic can be of any race.

Source: U.S. Dept. of Agriculture, *Household Food Security in the United States, 2010*



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- In 2010, 85.5 percent of U.S. households were food secure throughout the year. The remaining 14.5 percent (17.2 million households) were food insecure. Food-insecure households (those with low and very low food security) had difficulty at some time during the year providing enough food for all their members due to a lack of resources.
- The percentage of U.S. households that were food insecure remained essentially unchanged from 2009 to 2010, while the percentage with food insecurity in the severe range, described as very low food security, declined.
- Children were food insecure at times during the year in 9.8 percent of households with children (3.9 million households), down from 10.6 percent in 2009. These households were unable at times during the year to provide adequate, nutritious meals for their children.
- In 2010, the typical food-secure household spent \$45.00 on food for each person, each week. The food-insecure household spent an average of \$34.00 per person, per week.
—U.S. Dept. of Agriculture,
Household Food Security
in the United States, 2010



YOUTH FINANCES

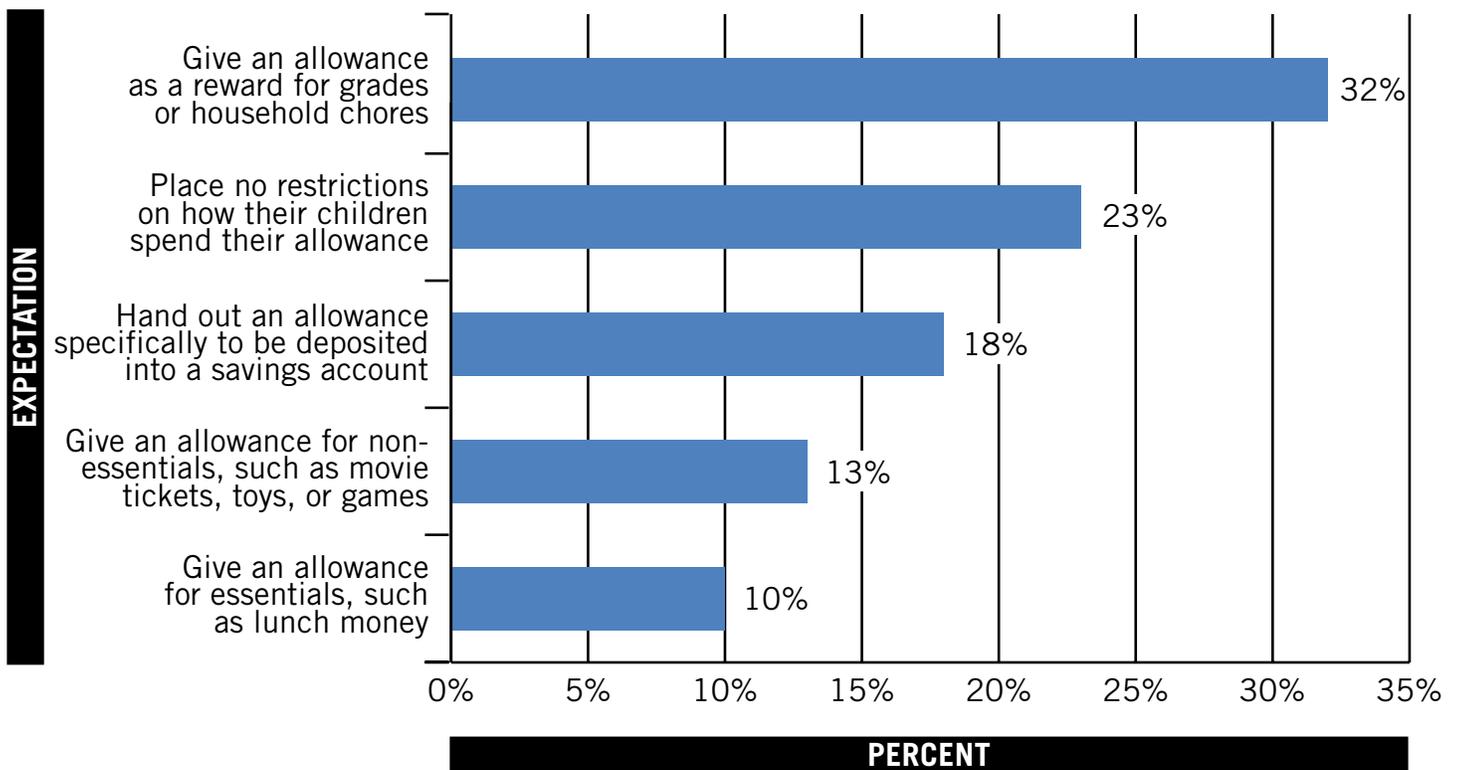


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Youth ALLOWANCES

Parents' Expectations for Allowances



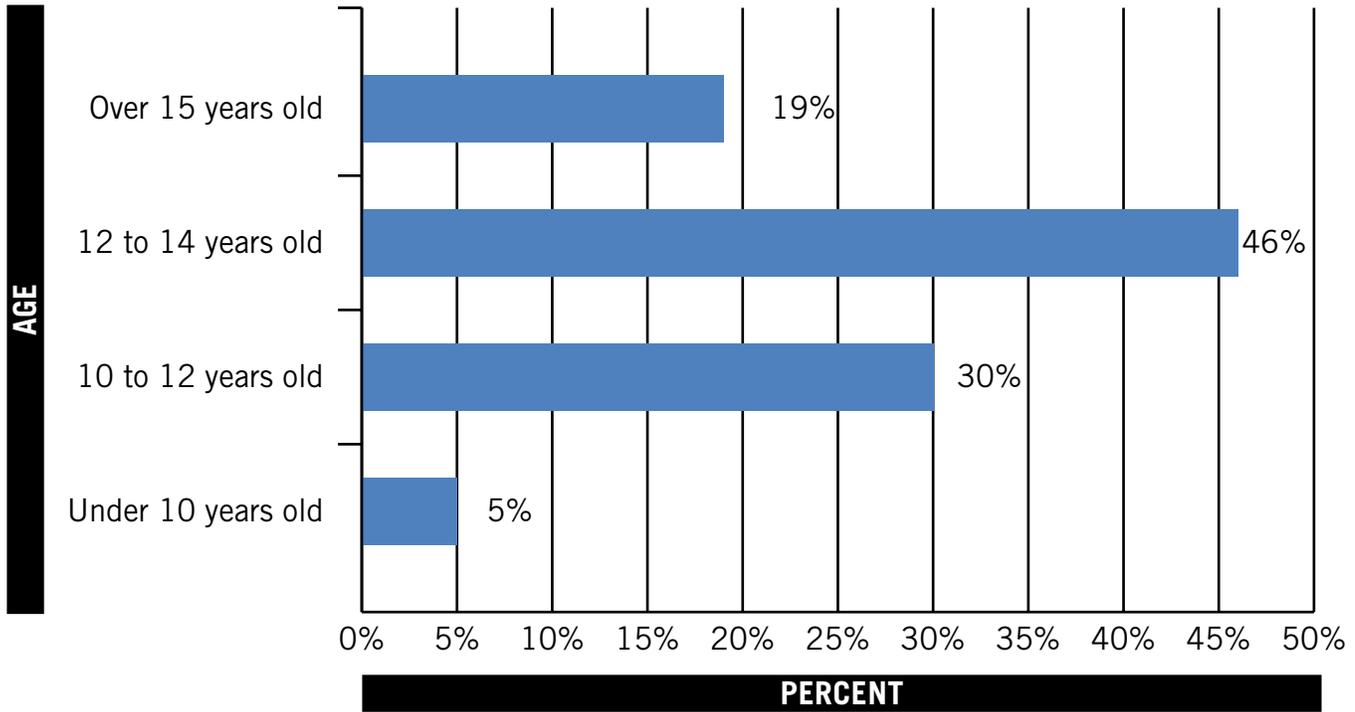
Source: *Youth Markets Alert*, Vol. XXII, No. 1

- More than six in 10 parents (62%) give their children a weekly allowance, with an average of \$12.
—Youth Markets Alert, Vol. XXII, No. 1
- More than half of parents (55%) give their teens an allowance, according to American Express. Teens, on average, receive \$66 per month from their parents, taking into account their allowance, money for food and clothes, and extra spending cash.
—Youth Markets Alert, Vol. XXIII, No. 8
- One-third of children (33%) under 18 years old do not receive a weekly allowance from their parents.
- The average weekly allowance is \$5-10. The more children a family has, the more likely they are to get an allowance. An only child (36%) is the most likely not to receive an allowance at all, followed by 31 percent of those in two-child families, and 29 percent of those in three-child families.
—Weekly Allowance Survey, EPM Communications, Youth Markets Alert



Children and ODD JOBS

Age When Parents Should Let Children Start Working Odd Jobs



Source: Parenting.com, *Youth Markets Alert*, Vol. XXII, No. 17

- Three-fourths of parents believe their child should start working odd jobs (such as walking dogs or doing yardwork) at ages 12 to 14 (46% of parents) or at ages 10 to 12 (30% of parents). Few parents (5%) believe their children younger than age 10 should perform odd jobs.

—Parenting.com, *Youth Markets Alert*, Vol. XXII, No. 17

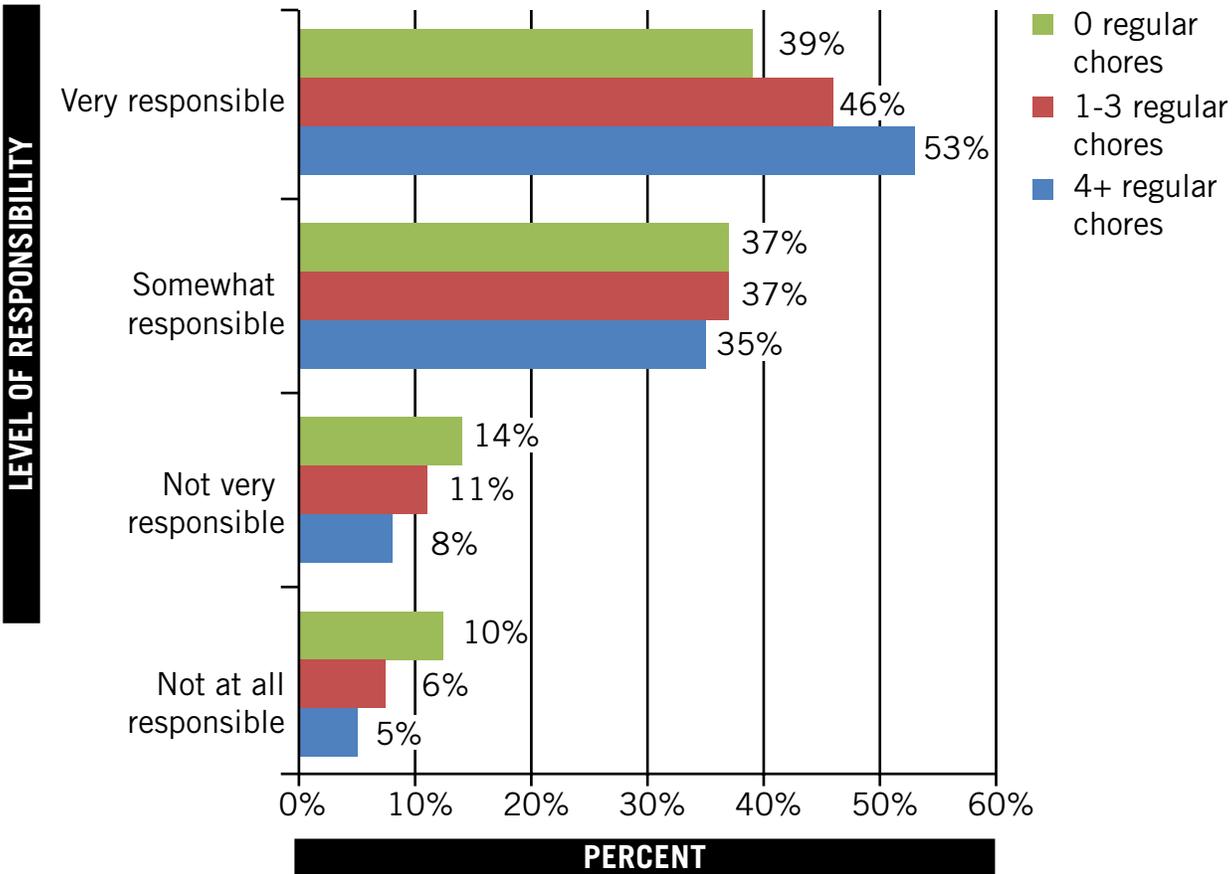


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Youth CHORES and Financial Responsibility

Financial Responsibility and the Influence of Chores



Source: *Charles Schwab 2010 Families & Money Survey*

- Children who regularly do chores while growing up are cited by parents as being financially responsible as young adults. Those who had no chores growing up are twice as likely to be labeled as financially irresponsible as those who had at least four regular chores (10% vs. 5%).

—Charles Schwab 2010 Families & Money Survey

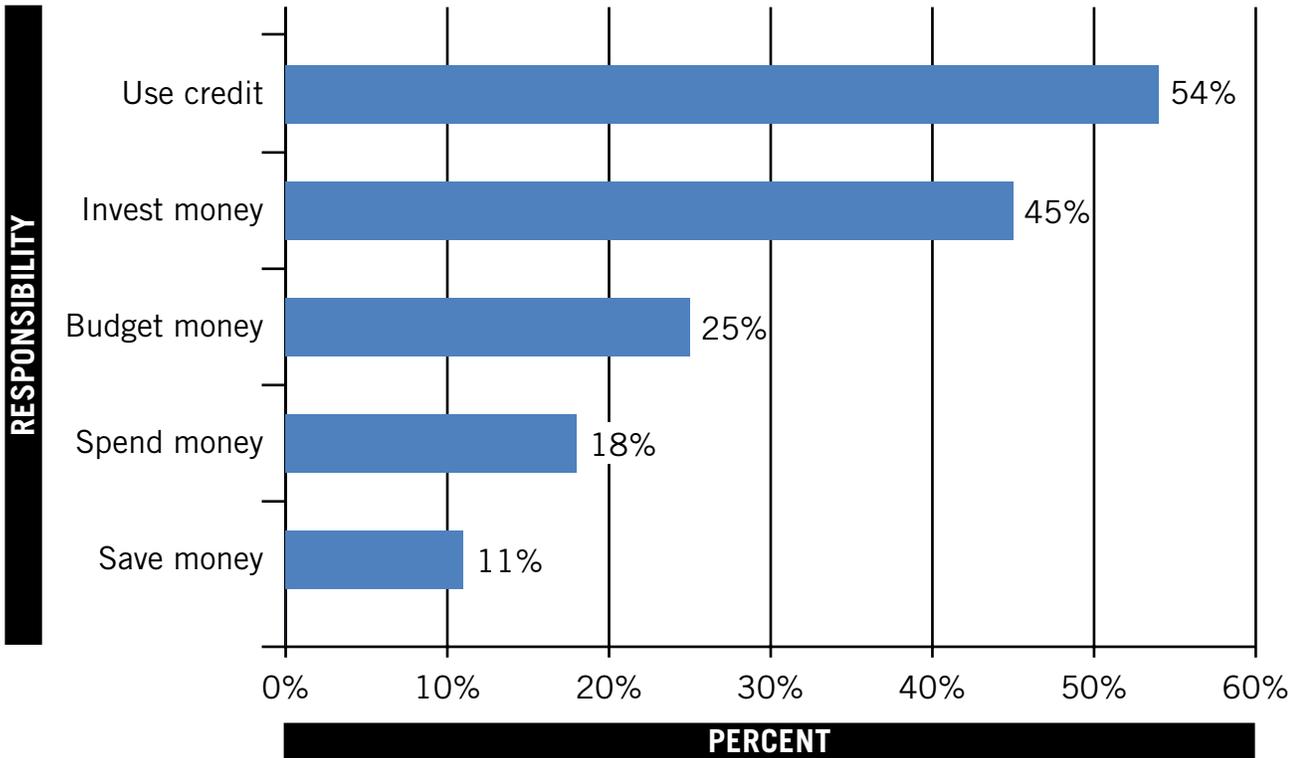


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Youth and FINANCIAL RESPONSIBILITY

Teens Are *Not Sure* They Will Be Able to Do the Following in a Responsible Manner When They Are Adults



Source: Junior Achievement/Allstate Foundation, *Teens and Personal Finance, 2010*

- Teens primarily get their money from parents (42%) and through a job (38%). One in seven (14%) get an allowance, and six percent receive money as gifts.
—*Buzz Marketing, Youth Markets Alert, Vol. XXII, No. 14*
- One in four children (24%) have received at least \$500 as a gift. Nearly half (47%) of parents say their child has never received more than \$100 in cash as a single gift.
—*Parenting.com, Youth Markets Alert, Vol. XXII, No. 17*

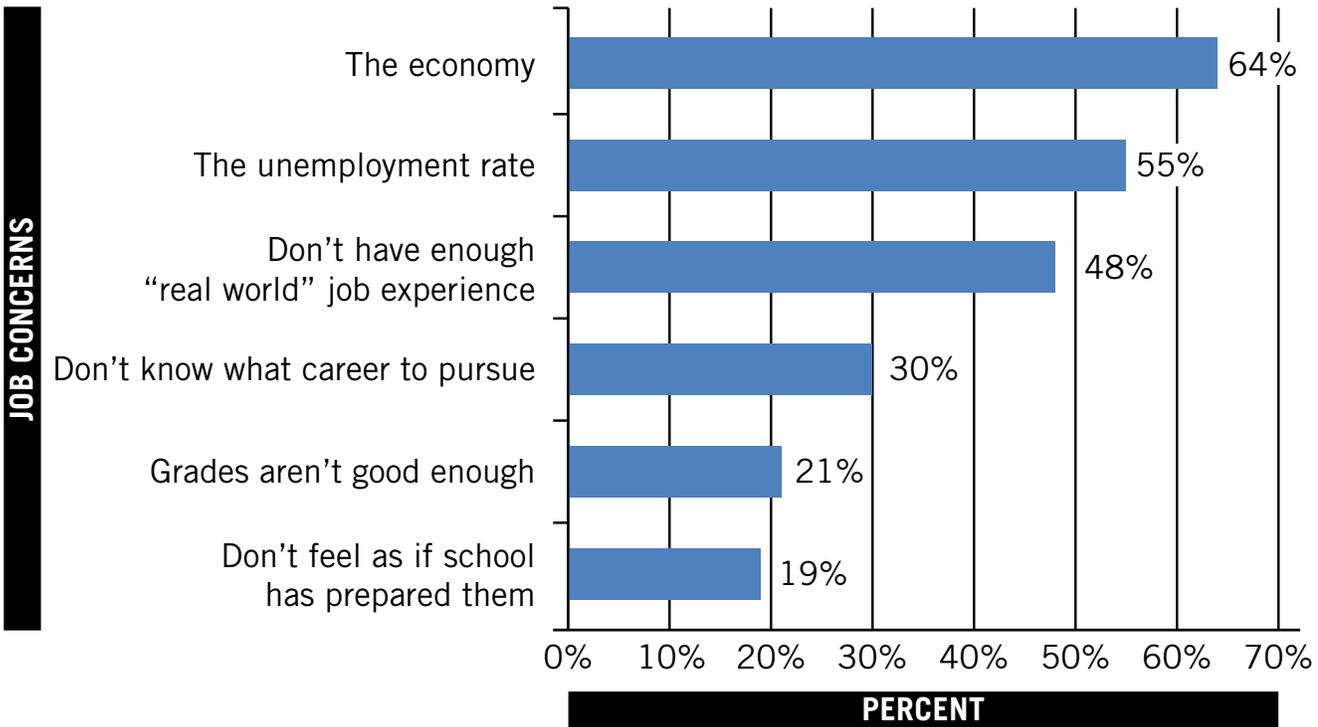


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Teens' CONCERNS About the Future

Reasons Why 12- to 17-Year-Olds Are Worried About Future Job Prospects



Source: Junior Achievement/ING, 2010 Kids and Careers Survey

- While the economic climate has improved over the past year, nearly three-quarters (74%) of teens are more worried, or as worried, now about their future job prospects compared to a year ago.

—Junior Achievement/ING, 2010 Kids and Careers Survey

- Three in four teens aged 16 to 17 (75%) believe it's up to them to fund at least part of their higher education costs. More than half (55%) say costs will be a factor in their choice of college, and 28% admit college funding has created anxiety in their household.

—College Savings Foundation, How Youth Plan to Fund College, 2010

- ♣ Boy Scouts in grades 6–12 are saving for their future (44.6%) or for college (51.2%). Significantly fewer boys in grades 6–12 who are not Scouts are saving for their future (19.6%) or for college (21.6%).

—2010 YouthBeat Report, C&R Research



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Youth EMPLOYMENT

Summer Employment, Youth Ages 16–24, July 2011

	All	Men	Women
Civilian non-institutional population	38,196,000	19,425,000	18,772,000
% in the civilian labor force	59.54%	61.42%	57.60%
% employed	48.78%	50.20%	47.30%
% unemployed looking for full-time work	78.78%	82.83%	74.14%
% unemployed looking for part-time work	21.22%	17.17%	25.80%
% not in labor force	40.46%	0.09%	42.40%
Unemployment rate	18.07%	18.31%	17.81%

	White	African American	Asian	Hispanic*
Civilian non-institutional population	29,377,000	5,763,000	1,573,000	7,605,000
% in the civilian labor force	62.18%	50.20%	47.87%	53.65%
% employed	52.31%	34.63%	40.56%	42.87%
% unemployed looking for full-time work	75.99%	86.73%	84.35%	78.78%
% unemployed looking for part-time work	24.01%	13.15%	15.65%	21.22%
% not in labor force	37.82%	49.80%	52.13%	46.35%
Unemployment rate	15.87%	31.01%	7.31%	20.10%

*Hispanic can be of any race.

Source: U.S. Bureau of Labor Statistics

- In 2011, the share of young people who were employed in July was 48.8 percent, the lowest July rate since recording began in 1948.
- The youth labor force—16- to 24-year-olds working or actively looking for work—grows sharply between April and July each year. During these months, large numbers of high school and college

students search for or take summer jobs, and many graduates enter the labor market to look for or begin permanent employment. This summer, the youth labor force grew by 2.4 million, or 11.8 percent, to a total of 22.7 million in July.

—U.S. Bureau of Labor Statistics



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EDUCATION TRENDS



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School ENROLLMENT TRENDS

2000–2020

Year	Public, Pre-K–Grade 8	Public, Grades 9–12	Private, Pre-K–Grade 8	Private, Grades 9–12
2000	33,686	13,517	4,877	1,292
2005	34,204	14,909	4,699	1,374
2010*	34,637*	14,668*	4,092*	1,306*
2015*	35,829*	14,830*	4,042*	1,134*
2020*	37,444*	15,222*	4,216*	1,056*
% change projected 2010 to 2020	8.10%	3.77%	3.05%	-19.15%

Enrollment in thousands

* Projected

Source: U.S. Department of Education, National Center for Education Statistics, September 2011

- From 2010 to 2020, the number of all students in grades Pre-K to 8 is expected to increase 7.57 percent. The enrollment of high school students in grades 9–12 is expected to increase 1.9 percent during that same period.
—*U.S. Census, Statistical Abstract, 2012*
- Private schools served about 5.49 million students in the 2009–2010 school year: 39.3 percent of students attended Catholic schools, 37.8 percent attended other religious schools, and 22.8 percent attended nonsectarian schools.
- From the 1999–2000 school year to the 2009–2010 school year, the number of Catholic schools has dropped from 8,102 to 7,115—a decrease of 12.9 percent. The number of students decreased from 2.51 million in 1999 to 2.16 million in 2009—a decrease of 14 percent.
- In contrast, from the 1999–2000 school year to the 2009–2010 school year, the number of other religious private schools rose from 13,232 to 15,616—an increase of 18 percent. The number of students increased from 1.84 million in 1999 to 2.08 million in 2009—an increase of 12.9 percent.
- Nonsectarian private schools serve the smallest percentage of students, but have shown the largest gains in the past 10 years. The number of schools has increased from 5,889 in the 1999–2000 school year to 10,635 in the 2009–2010 school year—an increase of 80.6 percent. The number of students has increased 60 percent—from 808,000 in 1999 to 1.25 million in 2009.
—*U.S. National Center for Education Statistics, Private School Universe Survey, 2009-10*

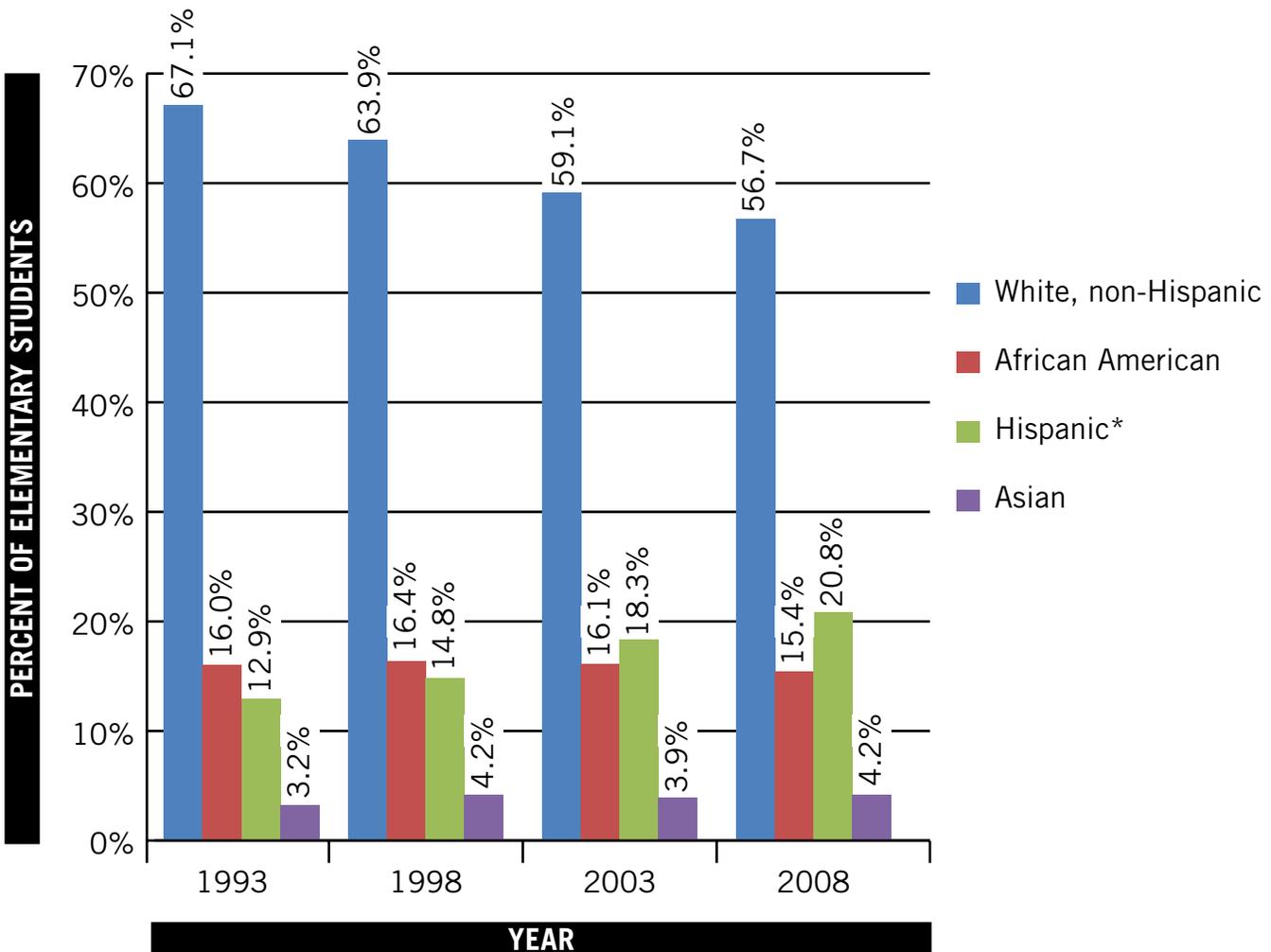


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Elementary School ENROLLMENT

Elementary School Enrollment by Race/Ethnicity



*Hispanic can be of any race.

Source: U.S. Census Bureau, Current Population Survey, 1955–2008

• Nationally, the number of elementary students enrolled increased by 3.6 percent from 1993 to 2008. There was a dramatic increase in the number of Hispanic elementary students enrolled (79.3%) followed by increases of 34.0 percent among Asian students, and

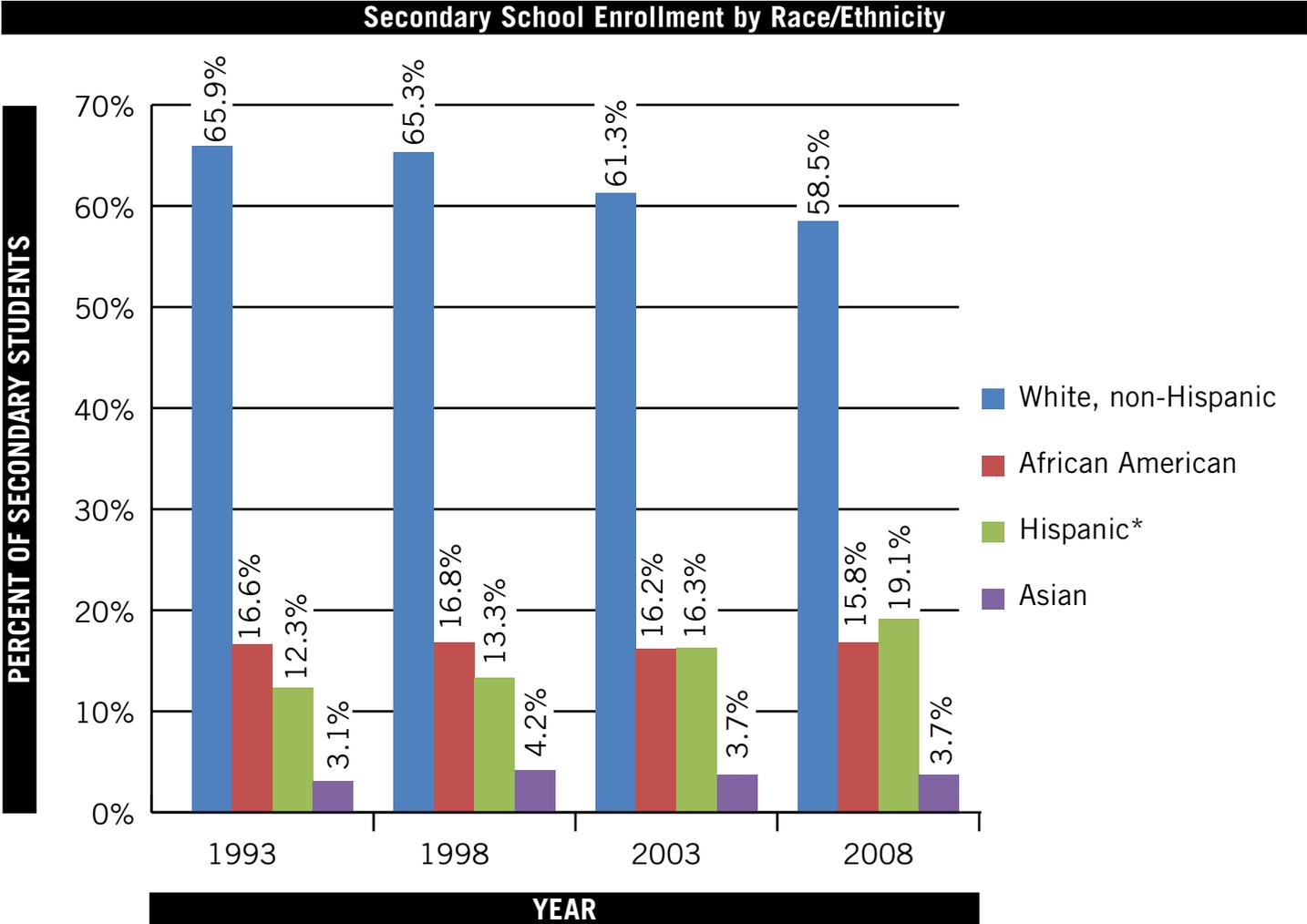
2.6 percent among African American students. The number of white, non-Hispanic students decreased by 12.5 percent from 1993 to 2008.
 —U.S. Census Bureau, Current Population Survey, 1955–2008



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Secondary School ENROLLMENT



*Hispanic can be of any race.

Source: U.S. Census Bureau, Current Population Survey, 1955–2008

- Nationally, the number of secondary students enrolled increased by 19.5 percent from 1993 to 2008. There was a dramatic increase in the number of Hispanic secondary students enrolled (85.4%), followed by increases of

44.9 percent among Asian students, 17.6 percent among African American students, and 6.2 percent among white, non-Hispanic students.

—U.S. Census Bureau, Current Population Survey, 1955–2008

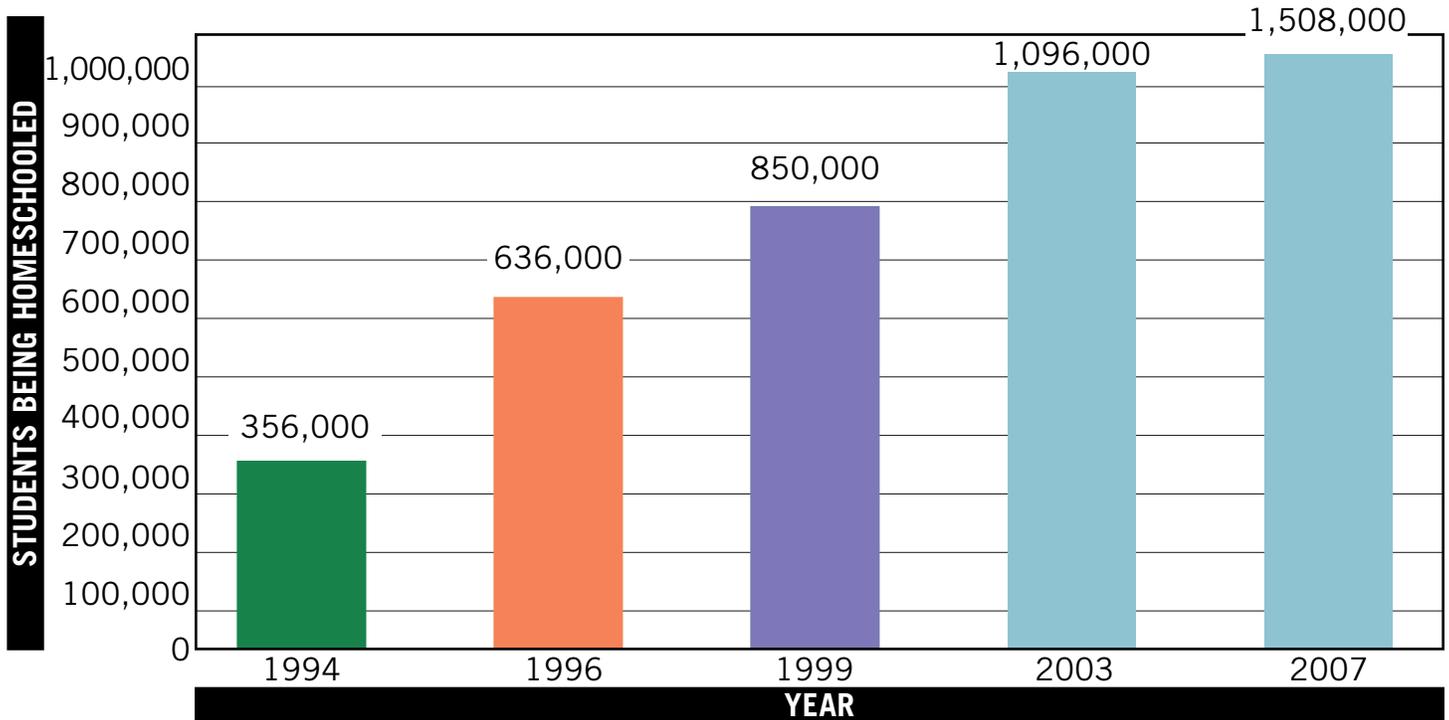


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HOMESCHOOLING

Trends



Source: U.S. Census Bureau, National Center for Education Statistics, 2008

- More than four of five homeschoolers were homeschooled full time (84%) in 2007, while one of five homeschoolers was enrolled in public or private schools part time (16%).
- A greater percentage of homeschoolers compared to non-homeschoolers were white, non-Hispanic in 1999—76 percent compared to 65 percent.
- Concern about the environment of other schools (21%), to provide religious or moral instruction (36%), and dissatisfaction with academic instruction at other schools (17%) are the reasons reported most often by parents for homeschooling.
- Parents of homeschoolers are generally better educated than parents of non-homeschoolers. In 1999, 66 percent continued their education beyond high school, compared to 54 percent of non-homeschool parents.
- Almost 25 percent of homeschool students are enrolled one or more grades above their age-level peers in public and private schools.
- In 1999, half of all homeschoolers were in elementary school (grades K through five). More than one-quarter (28%) were in high school (grades 9 through 12).
- Homeschool students' achievement test scores are exceptionally high. The median scores for every subtest at every grade, typically in the 70th and 80th percentiles, are well above those of public and private school students.

—U.S. National Center for Education Statistics, 2008

—Education Policy Analysis Archives



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CHARTER Schools 2010

National Charter School and Enrollment Statistics 2010

State	Operating in 2009–2010	Total Estimated Enrollment
Alaska	28	6,169
Arizona	564	142,848
Arkansas	28	10,099
California	827	348,686
Colorado	161	66,186
Connecticut	21	4,992
Delaware	19	9,581
Florida	427	150,199
Georgia	92	57,987
Hawaii	32	7,668
Idaho	34	14,951
Illinois	83	37,860
Indiana	54	19,669
Iowa	9	1,413
Kansas	37	5,003
Louisiana	82	33,083
Maryland	37	9,792
Massachusetts	64	25,167
Michigan	286	111,397
Minnesota	161	30,184

State	Operating in 2009–2010	Total Estimated Enrollment
Missouri	40	17,684
Nevada	27	8,033
New Hampshire	11	2,162
New Jersey	71	20,626
New Mexico	73	14,932
New York	153	47,364
North Carolina	101	36,577
Ohio	334	114,554
Oklahoma	17	5,970
Oregon	98	17,261
Pennsylvania	147	85,142
Rhode Island	13	3,402
South Carolina	37	12,627
Tennessee	20	4,963
Texas	402	139,665
Utah	77	35,019
Virginia	3	341
Washington, D.C.	96	29,557
Wisconsin	218	40,645
Wyoming	4	505
Total	4,988	1,729,963

Source: The Center for Education Reform, October 2010

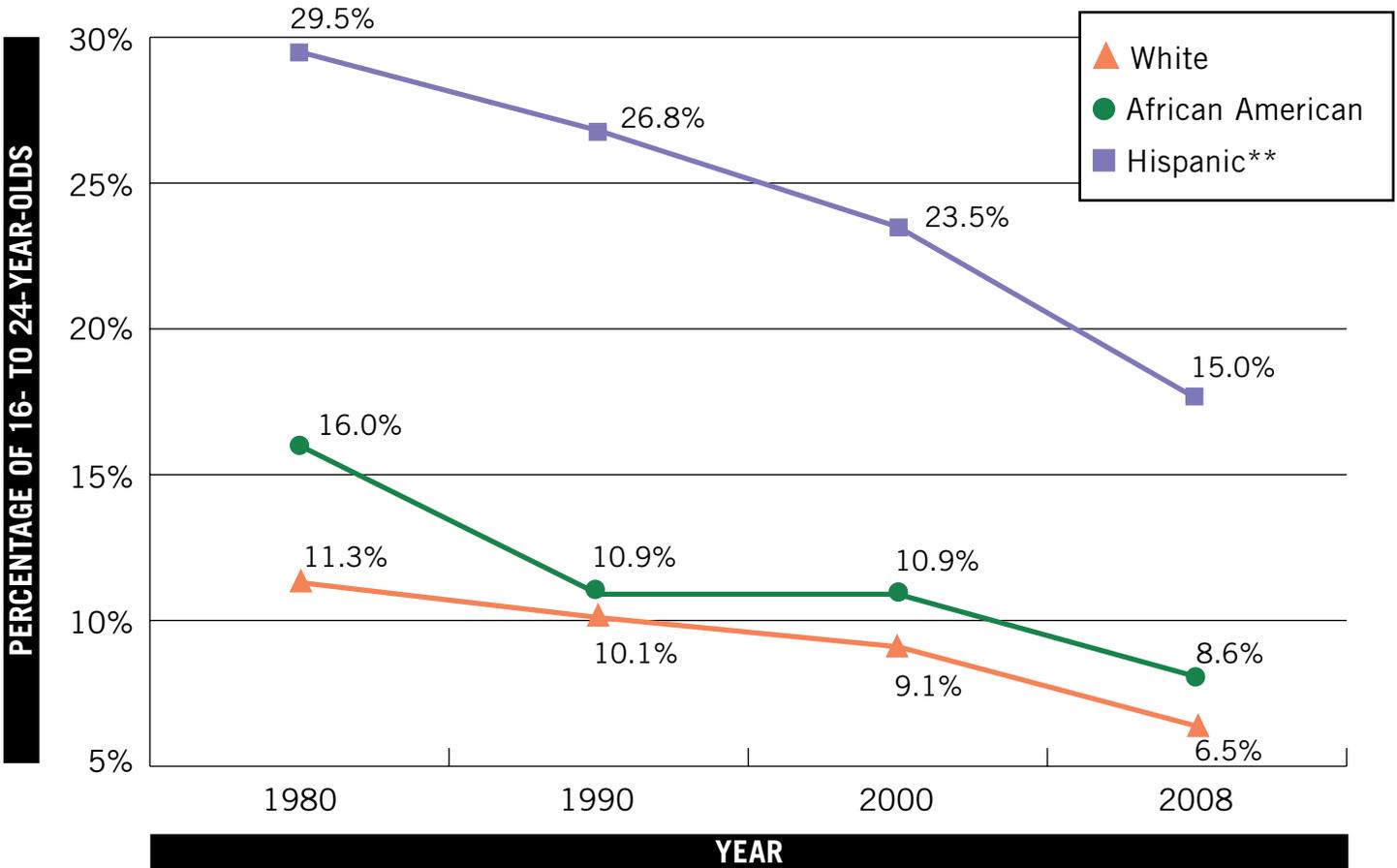
- Nationally, an estimated 1.73 million children attend 4,988 charter schools.
- The number of charter schools increased 25.4 percent from 3,977 charter schools in 2006–2007 to 4,988 in 2007–2008. —Center for Education Reform, 2010



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High School DROPOUTS*



*Dropout: A person not in regular school who has neither completed 12th grade, nor received a GED.

**Hispanic can be of any race.

Source: U.S. Census Bureau, 2011 Statistical Abstract

- The number of high school dropouts between ages 16 and 24 has declined from 5.3 million in 1980 to 3.1 million in 2008, a decline of more than 40 percent.
- The percentage of Hispanic dropouts between the ages of 16 and 24 declined 14.5 percent from 1980 to 2008, and declined 2.6 percent from 2007 to 2008.
- The dropout rate for African Americans between the ages of 16 and 24 declined 7.4 percent from 1980 to 2008; for whites, it declined 4.8 percent.

—U.S. Census Bureau, 2011 Statistical Abstract

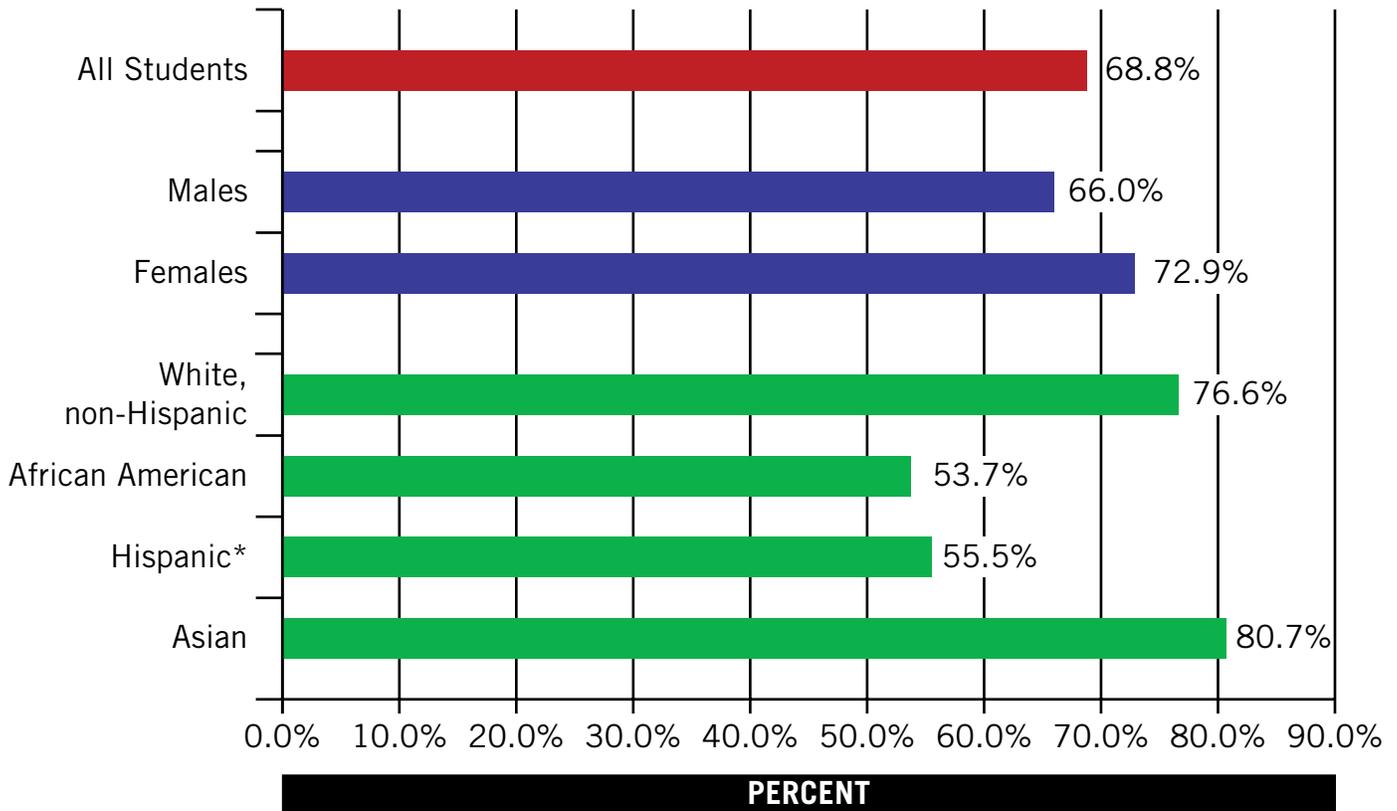


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GRADUATION *in the U.S.*

Graduation Rates for the U.S. Class of 2007



*Hispanic can be of any race.

Source: Education Research Center, *Diplomas Count 2010*

- The U.S. graduation rates have made slow but steady progress during the last decade. The rate in 2007 (68.8%) is an increase of 3.1 percentage points over the graduation rate of 1997 (65.7%).
- Graduation rates have improved, at least marginally, in 36 states in the past 10 years, with two states—New York and Tennessee—experiencing double-digit gains. A dozen states saw drops of at least 1 percentage point, with the largest decline occurring in Nevada.
—Education Research Center, *Diplomas Count 2010*



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COLLEGE ENROLLMENT

in the U.S.

Enrollment by Gender and Race/Ethnicity (in thousands)

Gender and Race/Ethnicity	2000	2005	2009	% Ch. 2000–2009	% Ch. 2005–2009
Total	15,312.3	17,487.5	20,427.7	33.4%	16.8%
Male	6,721.8	7,455.9	8,769.5	30.5%	17.6%
Female	8,590.5	10,031.6	11,658.2	35.7%	16.2%
White	10,462.1	11,495.4	12,730.8	21.7%	10.7%
African American	1,730.3	2,214.6	2,919.8	68.7%	31.8%
Hispanic	1,461.8	1,882.0	2,546.7	74.2%	35.3%
Asian	978.2	1,134.4	1,337.7	36.7%	17.9%

Source: U.S. Department of Education, National Center for Education Statistics, September 2010

- Enrollment in degree-granting institutions increased by 33.4 percent between 2000 and 2009, from 15.3 million to 20.4 million. Much of the growth was in full-time enrollment; the number of full-time students rose 41.2 percent, while the number of part-time students rose 22.2 percent.
- Hispanics show the highest rate of increase in college enrollment, increasing at a rate of 74.2 percent from 2000 to 2009, and a rate of 35.3 percent from 2005 to 2009. The rate of enrollment for African Americans increased by 68.7 percent from 2000 to 2009, and by 31.8 percent from 2005 to 2009.
- From 2000 to 2009, the number of females enrolled in degree-granting institutions rose 35.9 percent, compared to an increase of 30.5 percent in the number of males.
—U.S. Department of Education, National Center for Education Statistics, 2010 Digest of Education Statistics
- Among the students already in college, 89 percent of girls and 91 percent of boys are expected to complete their degrees. However, according to the U.S. Census Bureau's 2009 American Community Survey, only 31 percent of women and 27 percent of men aged 25–34 had college degrees. This indicates many students are taking on debt without attaining a degree.
—Collegians Channel, YPulse Essentials, November 08, 2011



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- More than half of college freshmen (53.0%) took out loans to fund their schooling in 2010, up from 49 percent in 2008. Six in 10 college freshmen (62.0%) cite cost as a “very important” factor in determining which college to attend. Three in four freshmen (73.0%) feel the primary benefit of attending college is that it increases earning power, up from 53 percent in 1971.

—Higher Education Research Institute
at UCLA, *Youth Markets Alert*,
Vol. XXIII, No. 10, 2011



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Undergraduate TUITION and FEES*

Average Published Tuition and Fees in Constant 2010 Dollars				
	2000–01	2005–06	2010–11	% change from 2000–01 to 2010–11
Public Two-Year College	\$2,072	\$2,434	\$2,713	30.9%
Public Four-Year College	\$4,426	\$6,128	\$7,605	71.8%
Private Not-For-Profit Four-Year College	\$20,277	\$23,408	\$27,293	34.6%

*Does not include room and board

Source: The College Board, *Trends in College Pricing, 2010*

- Tuition and fees for public four-year colleges have increased 71.8 percent in the past 10 years. Tuition and fees for public two-year colleges and private not-for-profit four-year colleges have increased by about one-third (30.9% and 34.6%, respectively) during the same time period.
- In the 2009–10 school year, the total of student aid and nonfederal loans, per full-time undergraduate student, was \$11,981.
- Three in four teens aged 16 to 17 (75%) believe it is up to them to fund at least part of their higher education costs, with 44 percent saying they will contribute 26 percent to 50 percent of the total costs.

—How Youth Plan to Fund College, *College Savings Foundation*

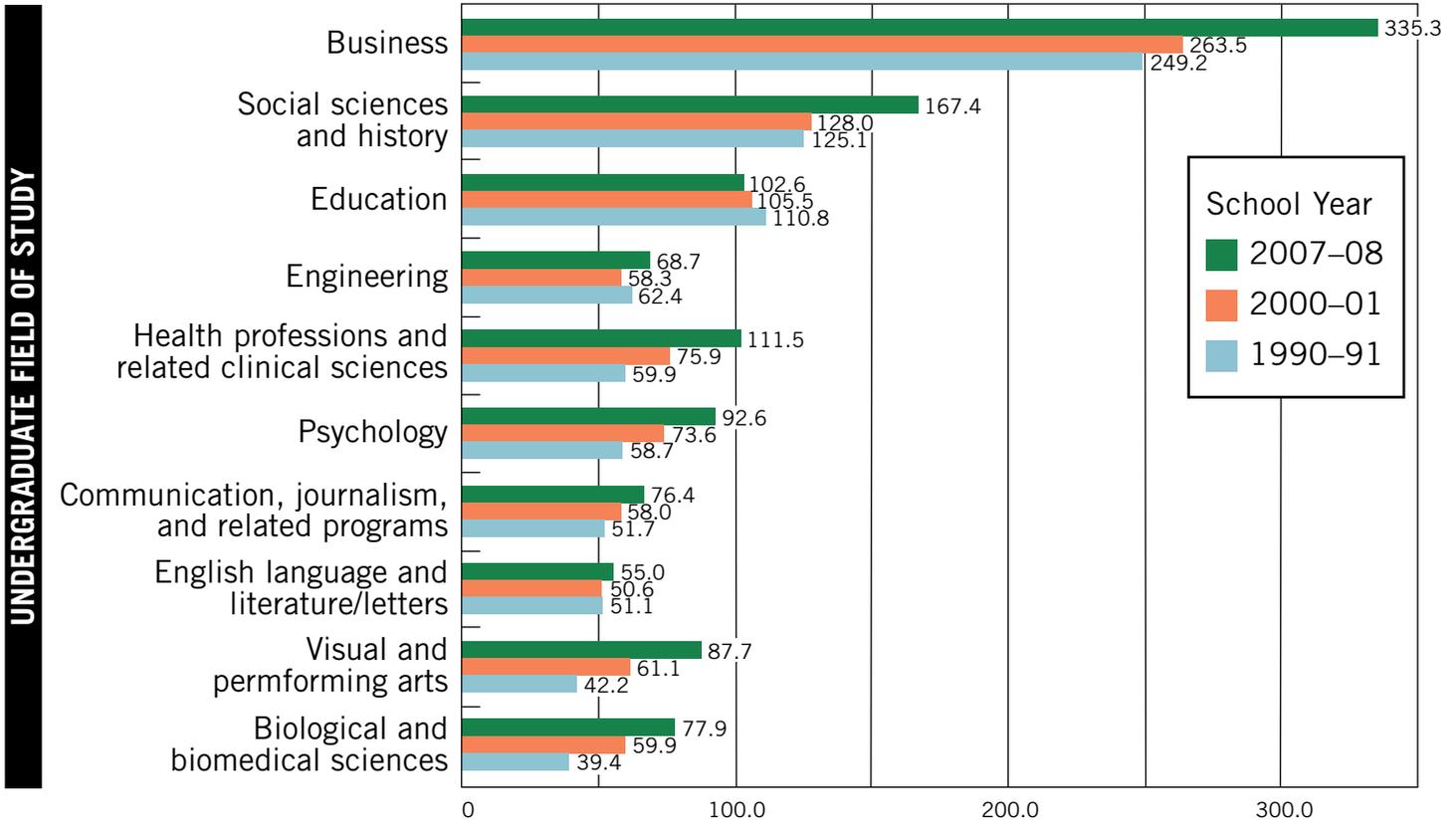
—The College Board, *Trends in College Pricing, 2010*



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Bachelor's DEGREES



NUMBER OF BACHELOR'S DEGREES CONFERRED (in thousands)

Source: U.S. Department of Education, National Center for Education Statistics, *2009 Digest of Education Statistics*

- Of the 1,563,069 bachelor's degrees conferred in the 2007–2008 school year, the largest numbers were in the fields of business, social sciences and history, health professions and related clinical studies, and education.

- Since 1990, the degree fields that have consistently had the most degrees conferred are business, social sciences and history, health professions and related clinical studies, and education.
—U.S. Department of Education, National Center for Education Statistics, 2009 Digest of Education Statistics



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FIELDS OF STUDY

With More Than 50% Growth Rate

Number of Bachelor's Degrees Conferred		
Undergraduate Field of Study	Degrees Conferred 2008–2009	% change 1999–2009
Communications technologies	5,100	374.0%
Legal professions and studies	3,822	95.0%
Parks, recreation, leisure, and fitness studies	31,667	91.5%
Security and protective services	41,800	69.9%
Visual and performing arts	89,140	63.8%
Transportation and materials moving	5,189	53.4%
Communication, journalism, and related programs	78,009	51.8%

Source: U.S. Department of Education, National Center for Education Statistics, *2010 Digest of Education Statistics*

- In the 2008–2009 school year, over 1.6 million bachelor's degrees were awarded—a 33.4 percent increase from 1998–1999.
- The four fields of study with more than 100,000 degrees conferred in 2008–2009 were business (347,985 degrees), social sciences and history

(168,500 degrees), health professions and related clinical sciences (120,488 degrees), and education (101,708 degrees).

—U.S. Department of Education,
National Center for Education Statistics,
2010 Digest of Education Statistics



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Educational ATTAINMENT 2010

Level of Education Attained	Adults Over Age 25—Percent of Population						
	Total	Male	Female	White	African American	Other Races	Hispanic Origin
Advanced degree	10.5%	10.9%	10.2%	10.7%	6.5%	15.7%	3.8%
Bachelor's degree	19.4%	19.4%	19.4%	19.6%	13.3%	26.6%	10.1%
Associate's degree	9.1%	8.0%	10.2%	9.2%	9.4%	8.1%	6.5%
Some college, no degree	16.8%	16.5%	17.1%	16.7%	19.8%	13.0%	12.9%
High school graduate	31.2%	31.9%	30.7%	31.3%	35.2%	23.5%	29.6%
Not a high school graduate	12.9%	13.4%	12.4%	12.4%	15.8%	13.0%	37.1%

Source: U.S. Department of Education, U.S. Census Bureau, *Current Population Survey, 2010*

- High school completion rates for adults 25 and older were the highest in the Midwest (89.9%) and lowest in the South (85.5%).
- The percentage of the U.S. adult population ages 25 and older with a bachelor's or advanced degree increased from 25.6 percent in 2000 to 29.9 percent in 2010.
- 657,000 master's degrees were conferred in the 2009–2010 school year. This represents a 43.8 percent increase since 2000.
- 67,000 doctoral degrees were conferred in the 2009–2010 school year. This represents a 48.9 percent increase since 2000.

—U.S. Census Bureau,
Current Population Survey, 2010



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MEDIA AND COMPUTER USAGE



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Access to MOBILE DEVICES

Personal Access to Mobile Devices				
Device	Grades K–2	Grades 3–5	Grades 6–8	Grades 9–12
Cell phone (without Internet access)	21%	29%	51%	56%
Smart phone	16%	19%	34%	44%
Laptop	37%	42%	60%	67%
MP3 player	37%	55%	79%	85%
Tablet device (iPad)	10%	8%	13%	10%

Source: *Speak Up 2010, Project Tomorrow*

- The majority of sixth through eighth graders (51%) and high school youth (56%) have access to a cell phone. More than one-third (34%) of youth in grades 6–8 and more than four in 10 (44%) high school youth have access to a smart phone.
—Speak Up 2010, *Project Tomorrow*
- Three in 10 households with kids ages 4–14 (30%) purchased a cell phone in the past year, making it the most acquired consumer electronics device.
—NPD Group, *Youth Markets Alert, Vol. XXIII, No. 3*



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Access to BROADBAND

Access to Broadband in the Home			
Household Income		Age	
Less than \$30,000	45%	18-29	80%
\$30,000-\$49,999	67%	30-49	75%
\$50,000-\$74,999	79%	50-64	63%
\$75,000 and over	87%	65 and over	31%
Geography		Race/Ethnicity	
Rural	50%	White (non-Hispanic)	67%
Non-rural	70%	Black (non-Hispanic)	56%
		Hispanic (English-speaking)	66%

Source: *Internet and American Life Project, Pew Research Center, 2010*

- Two-thirds (66%) of American adults have access to broadband in their homes.
- Two in 10 teens (20%) live in homes that either have no Internet access or have only dial-up connections.
—Internet and American Life Project, *Pew Research Center, 2010*

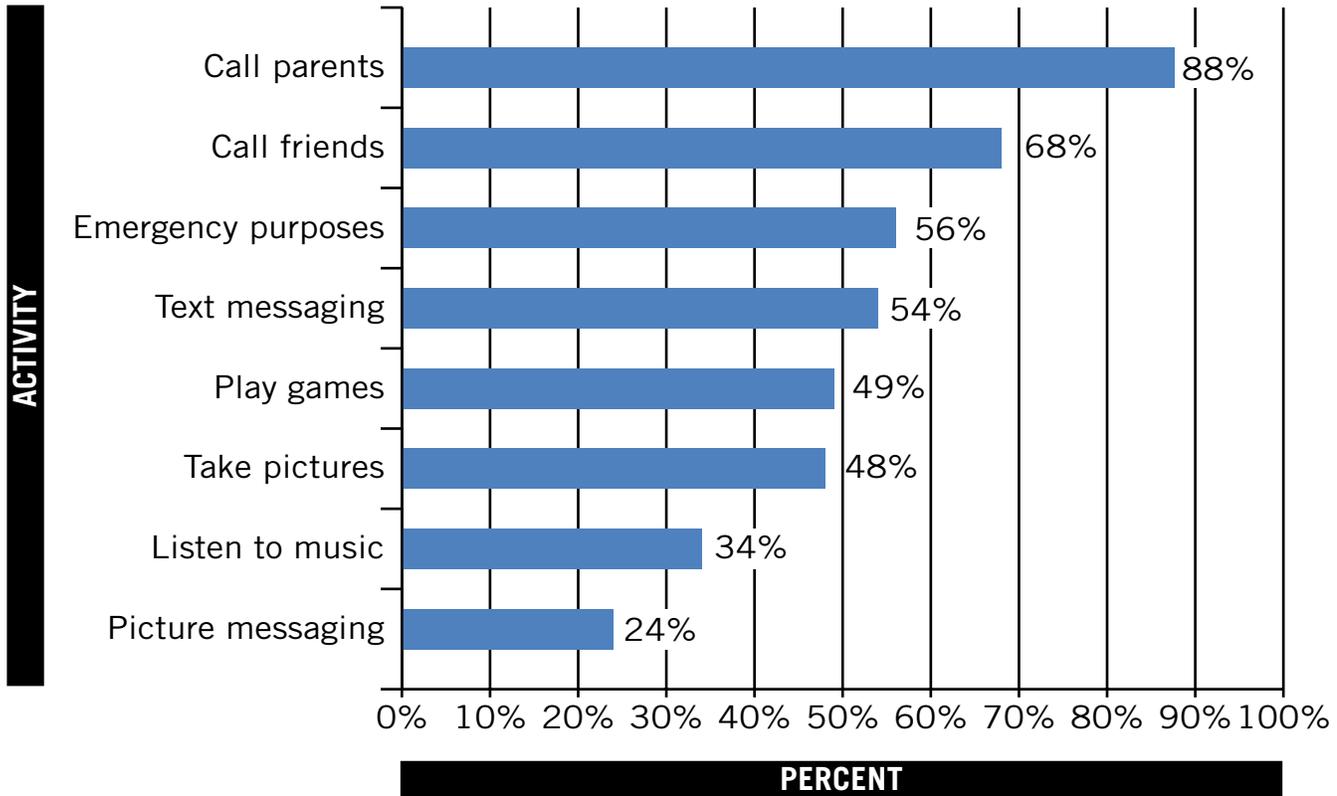


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CHILDREN and Cell Phone Use

Cell Phone Activities Among 6- to 11-Year-Olds



Source: *American Kids Study*, MediaMark Research, *Youth Markets Alert*, Vol. XXII, No. 4, 2010

- One in five (20%) of 6- to 11-year-olds owned a cell phone in 2009, up from 12 percent of children in 2005. Cell phone ownership among boys jumped 48 percent since 2007, while girls increased 17 percent.

—American Kids Study,
MediaMark Research,
Youth Markets Alert,
Vol. XXII, No. 4

- More than one out of every four U.S. households (26.6%) have only wireless phones. More than 21 million children (29% of all U.S. children) live in households with only wireless phones.

—CDC, National Health Interview Survey, 2010



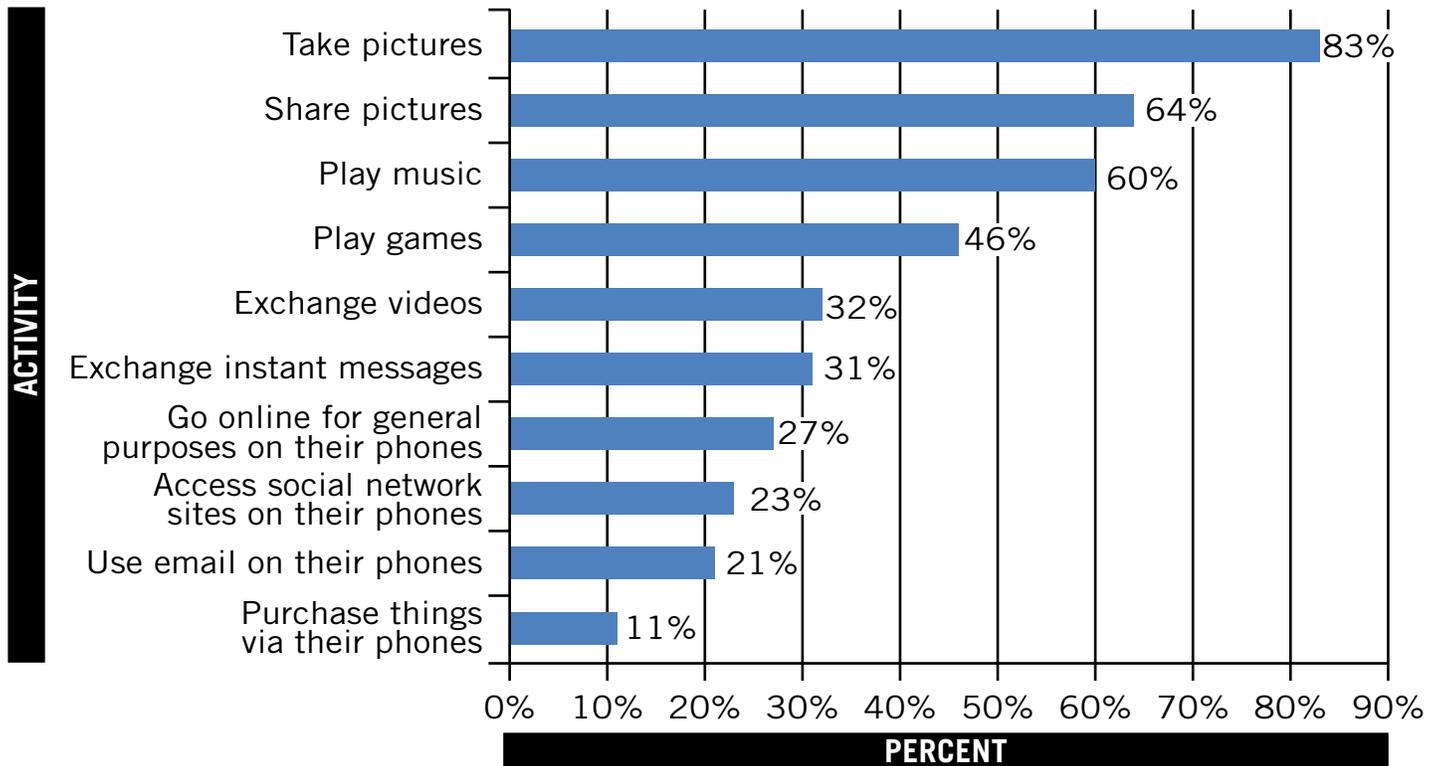
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TEENS

and Cell Phone Use

Cell Phone Activities Among 12- to 17-Year-Olds



Source: *Pew Internet and American Life Project, 2009*

- Most (98%) parents of teens who own cell phones say the major reason their child has a phone is to stay in touch no matter where the teen is.
- Most (94%) cell phone users ages 12 to 17 years old agree that cell phones give them more freedom because they can reach their parents no matter where they are.
- Most (94%) parents and 93 percent of teens ages 12 to 17 with cell phones feel safer “because I can always use my cell phone to get help.”

—Pew Internet and American Life Project, 2009

- In a typical day, 46 percent of 8- to 18-year-olds report sending text messages on a cell phone. Those who do text estimate that they send an average of 118 messages in a typical day. On average, seventh to twelfth graders report spending about an hour and a half (1:35) engaged in sending and receiving texts.

—Generation M2,

A Kaiser Family Foundation Study

- Teens ages 13 to 17 send 3,339 text messages per month. Girls send an average of 4,050 and boys send out an average 2,539.

—Nielsen Online, Michael Pond,
www.nielsen.com



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MEDIA USE

Among American Youth

Average Amount of Time Spent With Each Medium in a Typical Day				
	White	Black	Hispanic	Asian
TV content	3:36	5:54	5:21	4:41
Music/audio	1:56	3:00	3:08	2:56
Computer	1:17	1:24	1:49	2:53
Video games	:56	1:25	1:35	1:37
Print	:39	:33	:34	:38
Movies	:13	:43	:33	:26
Total Media Exposure (minutes per day)	8:36	12:59	13:00	13:13

Source: *Children, Media, and Race*; Northwestern University, 2011

- Minority youth—African American, Hispanic, and Asian 8- to 18-year-olds—consume an average of four and a half more hours of media a day than white youth do.
 - Minority youth ages 8 to 18 spend more time each day with TV (one to two hours), music (about an hour), computers (up to an hour and a half), and video games (from 30 to 40 minutes) than white youth in the same age range.
 - African American and Hispanic youth are more likely to have a TV in their bedroom (84% of African Americans and 77% of Hispanics, compared to 64% of whites and Asians).
 - Asian youth spend nearly three hours a day (2:53) in recreational computer use, compared to 1:49 for Hispanic youth, 1:24 for African American youth, and 1:17 for white youth.
- Children, Media, and Race;
Northwestern University, 2011



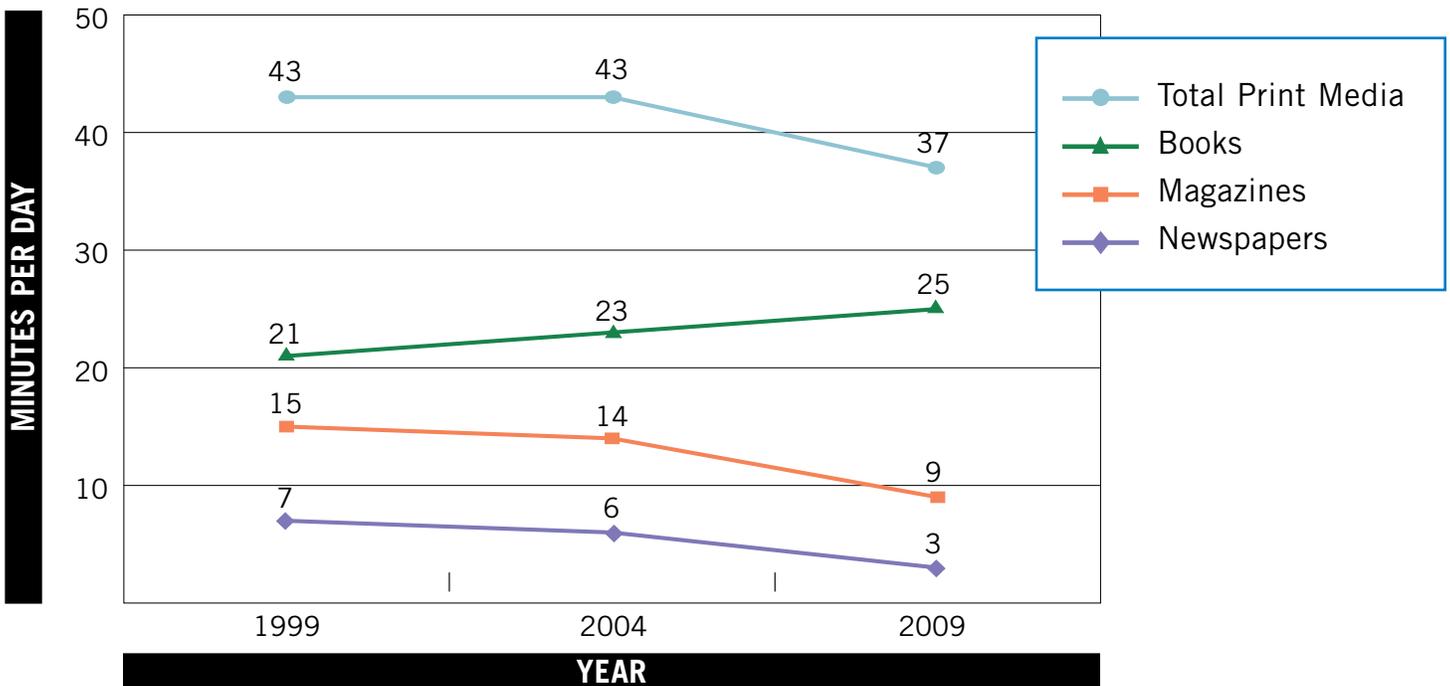
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PRINT MEDIA

Readership Among American Youth

Print Media Use Among 8- to 18-Year-Olds in a Typical Day



Source: *Generation M2, Kiser Family Foundation, 2009*

- The total amount of time 8- to 18-year-olds spend reading hard copies of books, magazines and newspapers for pleasure has decreased by about five minutes a day (from an average of 43 minutes daily in 1999 and 2004 to 37 minutes in 2009).
- 72 percent of 8- to 18-year-olds who spend an hour or more per day with print media say they earn high grades, compared to 60 percent of those who report no print readings on a typical day.
—*Generation M2, Kiser Family Foundation, 2009*
- Nine in 10 girls ages 6 to 17 (90%) and 81 percent of boys the same age feel proud and have a sense of accomplishment when they finish reading a book.
- Nearly eight in 10 children and teens (79%) read for fun at least weekly, though there is a steady decline in the frequency after age eight.
—*Youth Markets Alert, Vol. XXIII, No. 2, Scholastic*
- ♣ Boys in grades 1–12 who are Scouts say they read for pleasure on school days (37.3%) and on weekends (37.6%). Significantly fewer boys in grades 1–12 who are not Scouts say they read for pleasure on school days (26.0%) and on weekends (24.2%).
—*YouthBeat 2010, C&R Research*

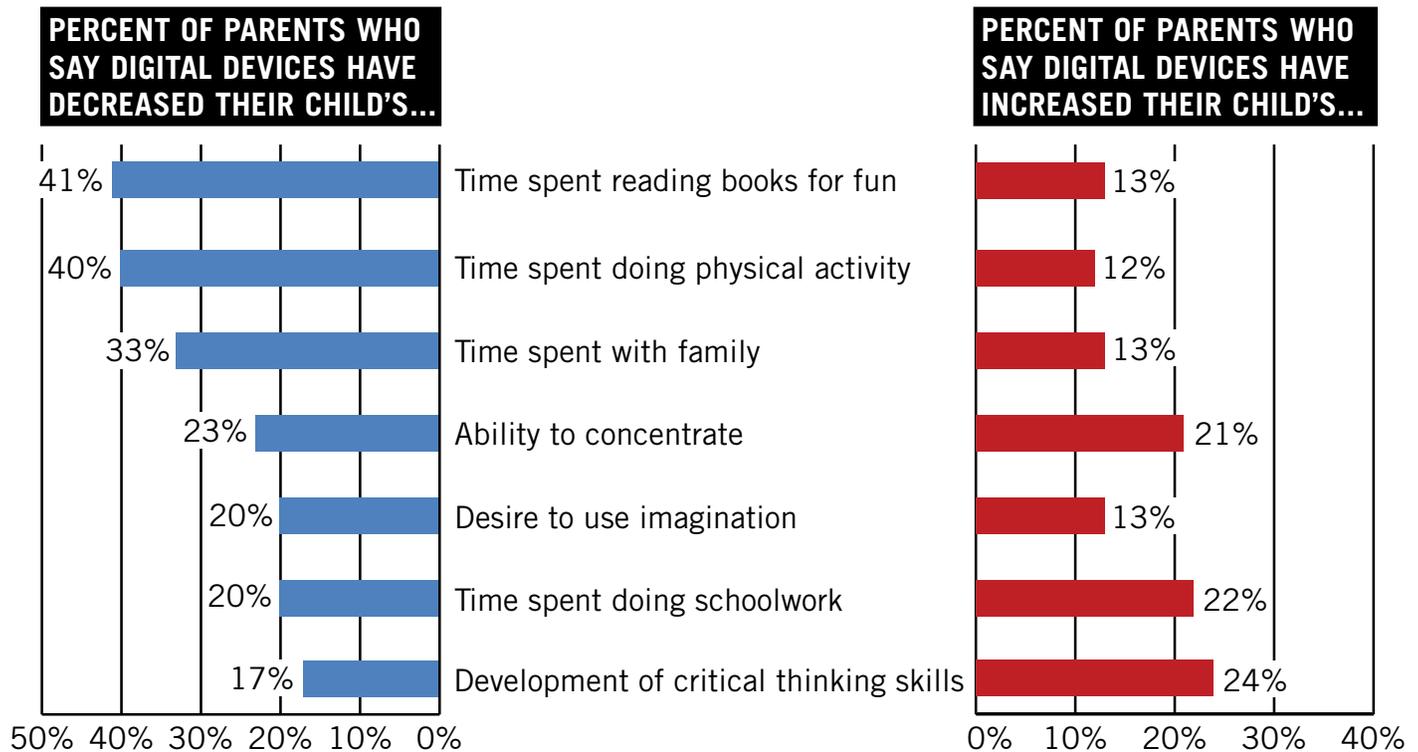


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IMPACT of Electronic and Digital Devices on CHILDREN

Impact Time Spent on Digital Devices Has on a Child's Life



Source: 2010 Kids and Family Reading Report, Scholastic

- Parents believe that the increased time their child spends with electronic and digital devices has decreased the time their child spends reading (41% of parents), doing physical activity (40% of parents), and with the family (33% of parents). Fewer than 15 percent of parents believe spending time on digital devices has increased their child's time spent in these activities.
- Slightly more parents believe that the time their child spends on digital devices has increased, rather than decreased, their time spent doing homework (22% vs. 20%).
- Slightly more parents believe that the time their child spends on digital devices has increased, rather than decreased, the development of critical thinking skills (24% vs. 17%).
- When asked their level of agreement with the following statement, "The information I find online is always correct," nearly half (47%) of 9- to 11-year-olds, 34 percent of 12- to 14-year-olds, and 37 percent of 15- to 17-year-olds agreed with the statement.

—2010 Kids and Family Reading Report, Scholastic

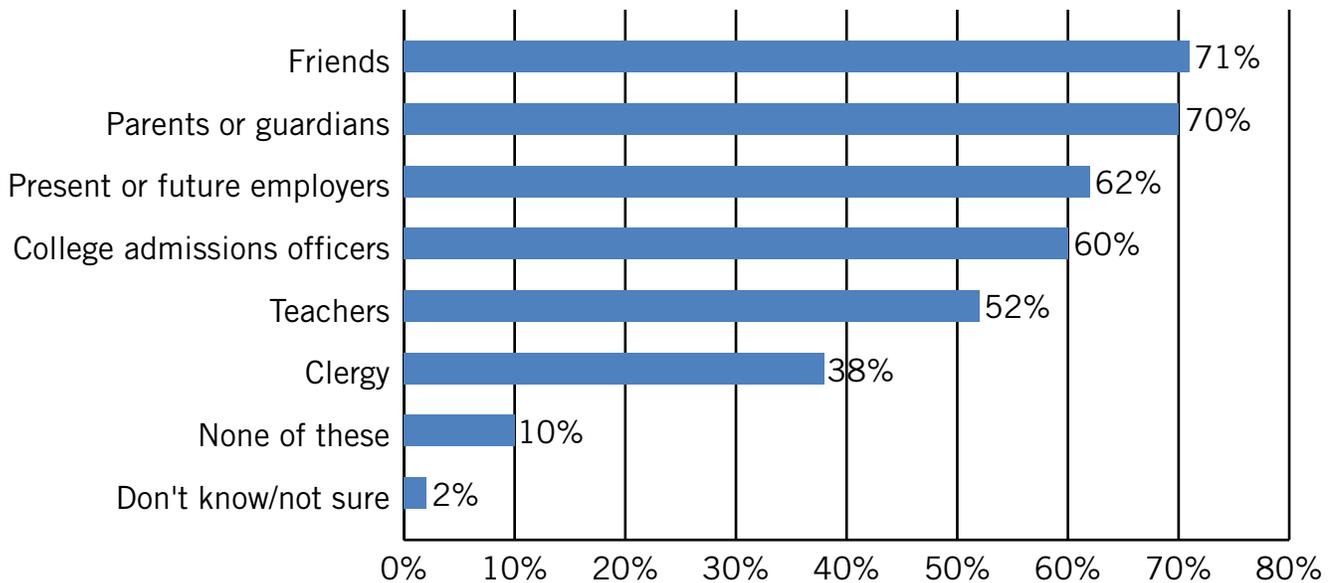


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Teens and SOCIAL NETWORKING

Do You Consider How the Following People Might React When You Post Comments, Photos, or Videos Online?



BASE: "YES" RESPONSES FROM YOUTH AGES 12 TO 17 YEARS OLD

Source: Junior Achievement/Deloitte, 2009 Teen Ethics Survey

- About 40 percent of teens do not consider the potential reaction of college admission officers (40% of teens) or present or future employers (38% of teens) when posting content online. Nearly half of teens (48%) do not consider teachers' reactions and 30 percent do not consider their parents' reactions.
- Most youth (88%) ages 12 to 17 years old use social networks every day, with 70 percent using them for more than one hour.
- Teens use social networks to help others (51%) and to encourage or support others (44%). Nearly one in three (29%) use social networks to create awareness for a cause.

—Junior Achievement/Deloitte,
2009 Teen Ethics Survey



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YOUTH ACTIVITIES AND INTERESTS



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Boys' ACTIVITY Preferences

Youth Activities and Sports (Weekday Participation)

Boys in Grades 1–12			
Activity/Sport	% of All Boys	% of Non-Scouts	% of Scouts
Swimming/Diving	68.9%	66.6%	81.5% ♣
Walking	60.9%	53.8%	69.8% ♣
Bowling	57.8%	57.6%	66.2% ♣
Basketball	52.2%	63.6%	71.7% ♣
BMX Biking/Bicycling	49.0%	54.5%	68.1% ♣
Running/Jogging	47.4%	45.2%	59.4% ♣
Fishing	42.8%	49.9%	67.2% ♣
Camping	42.7%	42.5%	77.8% ♣
Soccer	40.7%	42.5%	59.7% ♣
Baseball/Softball	40.0%	48.5%	59.5% ♣
Football	36.8%	54.8%	57.0%
In-line Skating/Roller Skating	32.3%	25.5%	39.8% ♣
Billiards/Pool	30.7%	34.5%	29.6%
Tennis	27.8%	25.5%	29.6%
Hiking/Backpacking	27.6%	25.6%	64.2% ♣
Volleyball	26.3%	17.9%	23.6%
Cycling	25.0%	24.8%	41.0% ♣
Ice-skating	23.8%	15.7%	23.5% ♣
Skateboarding	21.9%	28.4%	36.1% ♣
Golf	21.3%	26.4%	36.1% ♣

♣ Denotes Scouts are significantly more likely to participate in these activities than non-Scouts.

Source: *YouthBeat 2010*, C&R Research

- More than half of boys in grades 1–12 participate in swimming/diving, walking, bowling, or basketball on weekdays.
- Non-Scouts are significantly more likely to play billiards/pool than Scouts.

♣ On school days and weekends, Scouts are more likely than non-Scouts to spend their time reading (for pleasure, not for school), exercising (like running, rollerblading), playing a game/sport for fun, and doing homework/studying.

—YouthBeat 2010, C&R Research



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Youth Participation in OUTDOOR ACTIVITIES

Reasons Youth Participate in Outdoor Activities

	Ages 6–12	Ages 13–17	Ages 18–24
Outdoor activities are cool.	59%	51%	51%
My parents/brothers/sisters/other relatives participate.	51%	52%	31%
I can do outdoor activities near my home.	42%	36%	52%
Outdoor activities are a good way to get exercise/stay fit.	42%	46%	63%
My friends participate.	33%	44%	41%
I want to try something new.	32%	31%	46%
Outdoor activities are affordable.	23%	34%	44%
A school/community/other organized program introduced me.	22%	20%	7%
Outdoor activities look fun in magazines/books/websites/TV/movies.	22%	16%	17%
I like challenges.	22%	31%	48%
My kids are the right age now.	11%	3%	6%
I want to relax/manage stress.	10%	18%	55%
I want a change from my usual routine.	10%	19%	38%
Some other reason not listed above.	3%	1%	1%

Source: *Special Report on Camping, 2011*, The Outdoor Foundation, Coleman, and KOA

- Almost 40 million Americans went camping in 2010, for a total of 514.8 million outings.
- ♣ Nearly half of campers (46%) say their fathers introduced them to camping. Boy Scouts and Girl Scouts come in second at 17 percent.
- ♣ The vast majority of adult campers were introduced to the activity at a young age; in fact, only nine percent of all adult camping participants tried camping for the first time after age 19.
- Youth participation in camping is initially high, but declines in adolescence and young adulthood. In 2010, the adolescent age bracket saw a modest gain of one percentage point from the previous two years, while the younger age group lost participation in 2010.
 - Special Report on Camping, 2011, *The Outdoor Foundation, Coleman, and KOA*

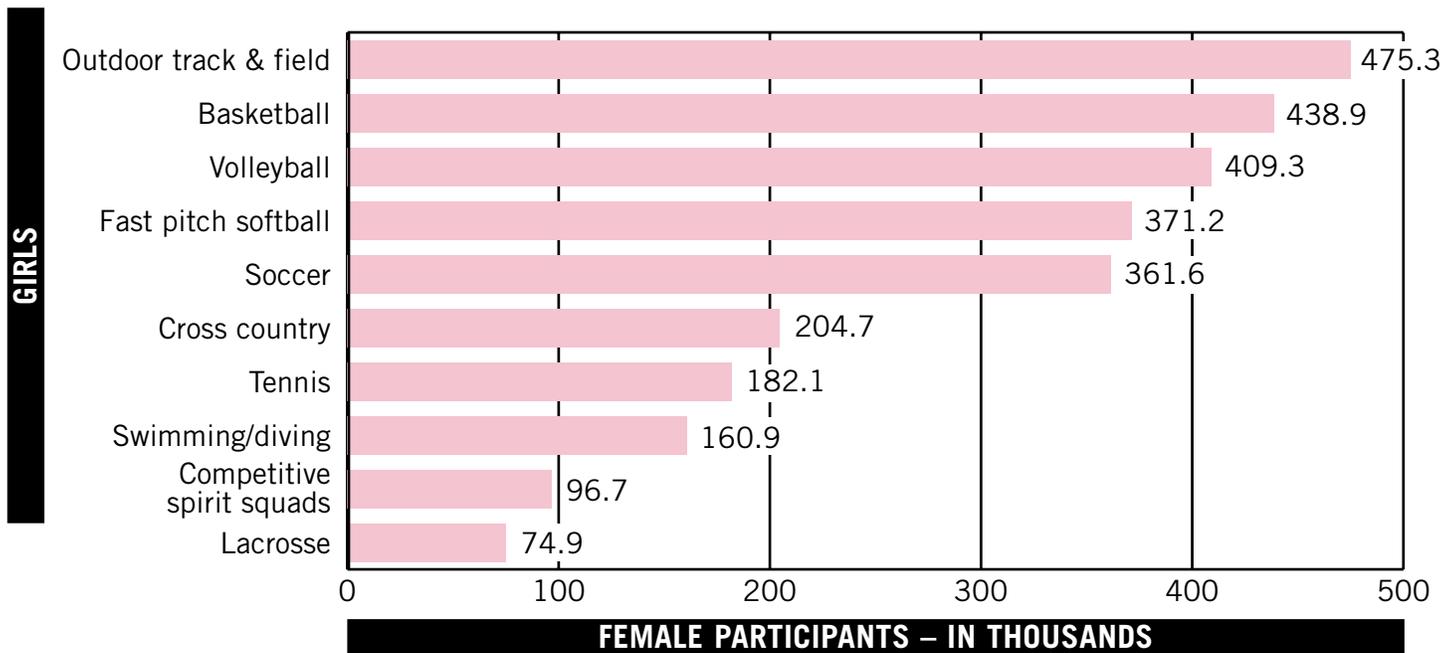
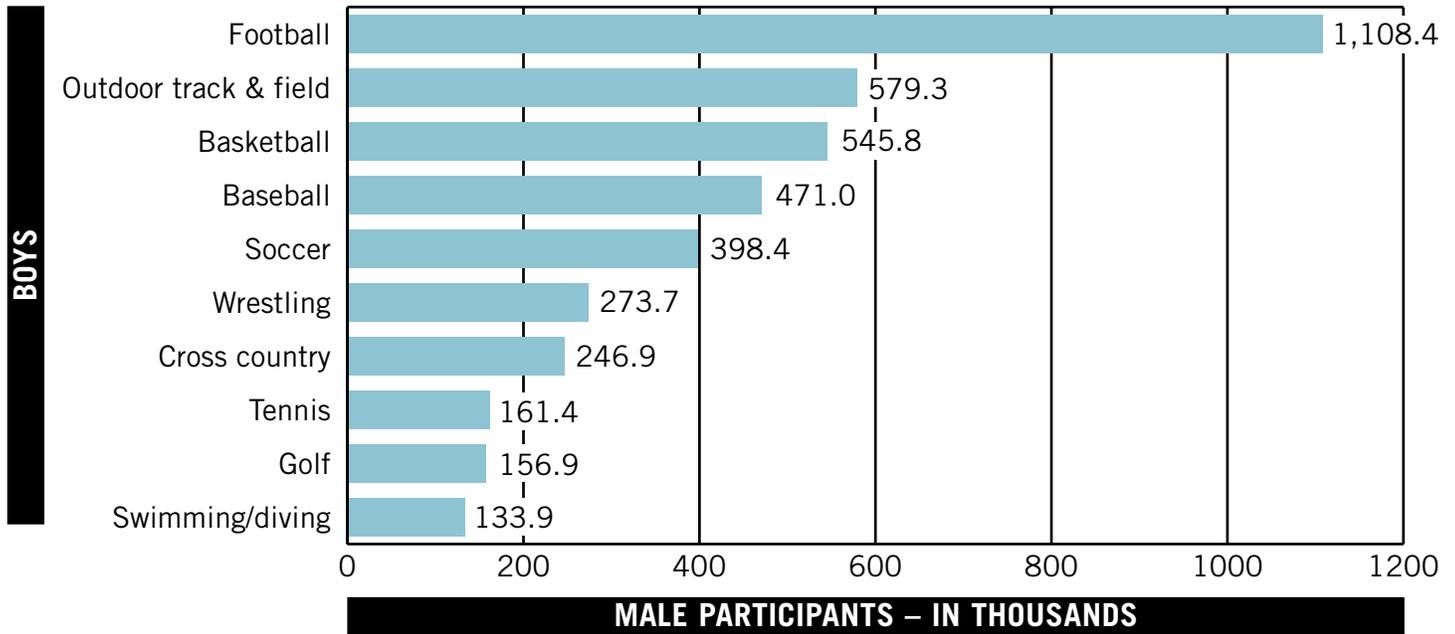


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YOUTH SPORTS *Participation*

Top 10 Most Popular Sports Programs by Total Number of Participants, 2010–2011



Source: National Federation of State High School Associations



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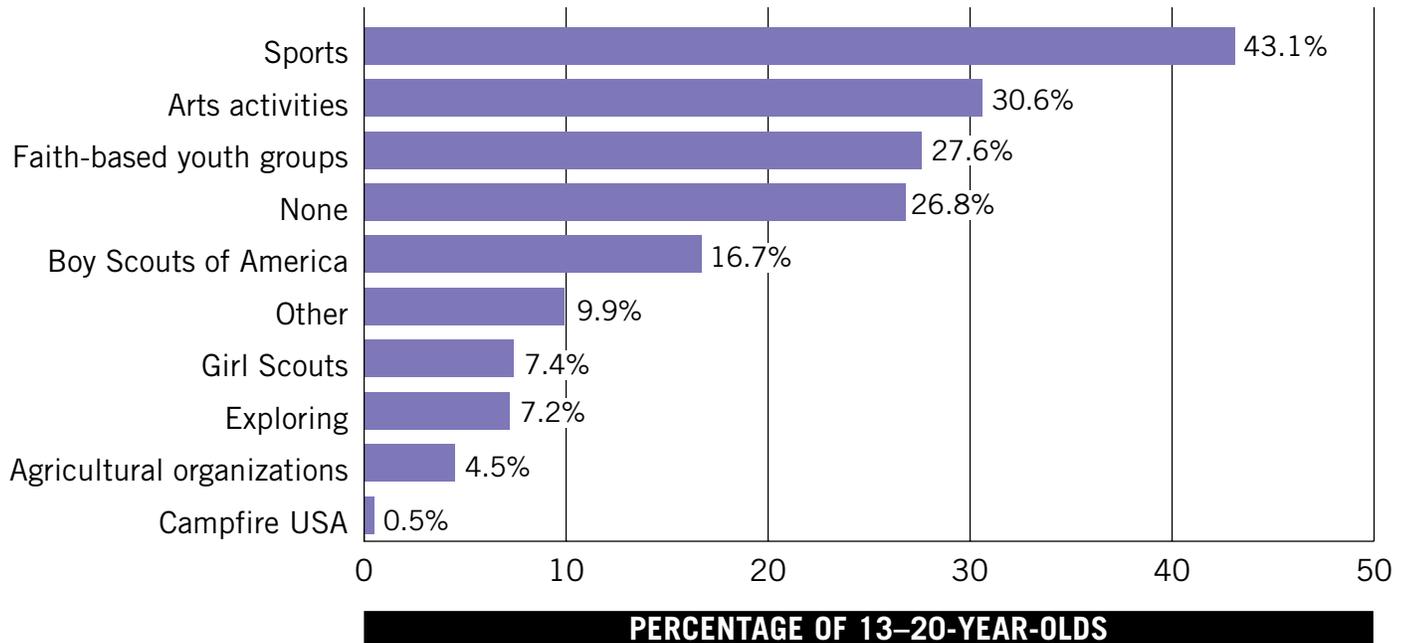
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- In 2010–2011, almost 4.5 million boys participated in high school sports, which was a 0.9 percent increase from 2009–2010. The participation level in 2010–2011 for girls’ youth sports remains over 3.1 million, but rose slightly (0.03%) from 2009–2010.
- Nearly six out of 10 high school-age boys (58.0%) and slightly more than four out of 10 high school-age girls (41.3%) participated in sports in 2010–2011.
- The three most popular sport programs for boys over the past three years have been football, outdoor track & field, and basketball. Over the past three years, outdoor track & field, basketball, and volleyball have been the three most popular sport programs for girls.
- In categories unranked in girls’ sports, soccer and wrestling have seen gains in boys’ sports over the past three years.
- In categories unranked in boys’ participation, volleyball and lacrosse have seen gains in girls’ participation over the past three years.
- In 2010, lacrosse entered the top 10 ranking for girls’ sports participation, replacing golf.
—*National Federation of State High School Associations*
- Youth participation in sports decreased from 41 percent in 2006 to 36 percent in 2009.
—*Youth Markets Alert, Vol. XXIII, No. 22*



Venturing-age Youth ACTIVITY Participation

Activity and Organization Participation



Source: Venturing-Age Youth Study, Boy Scouts of America, 2009

- More than one-fourth of youth ages 13 to 20 do not currently participate in activities or organizations. Youth 18 to 20 years old are more likely than youth 13 to 17 years old to not currently participate in any activities (36.6% versus 18.7%). More females than males are likely to not currently participate in any activities (29.1% and 24.1%, respectively).

—Venturing-Age Youth Study,
Boy Scouts of America, 2009

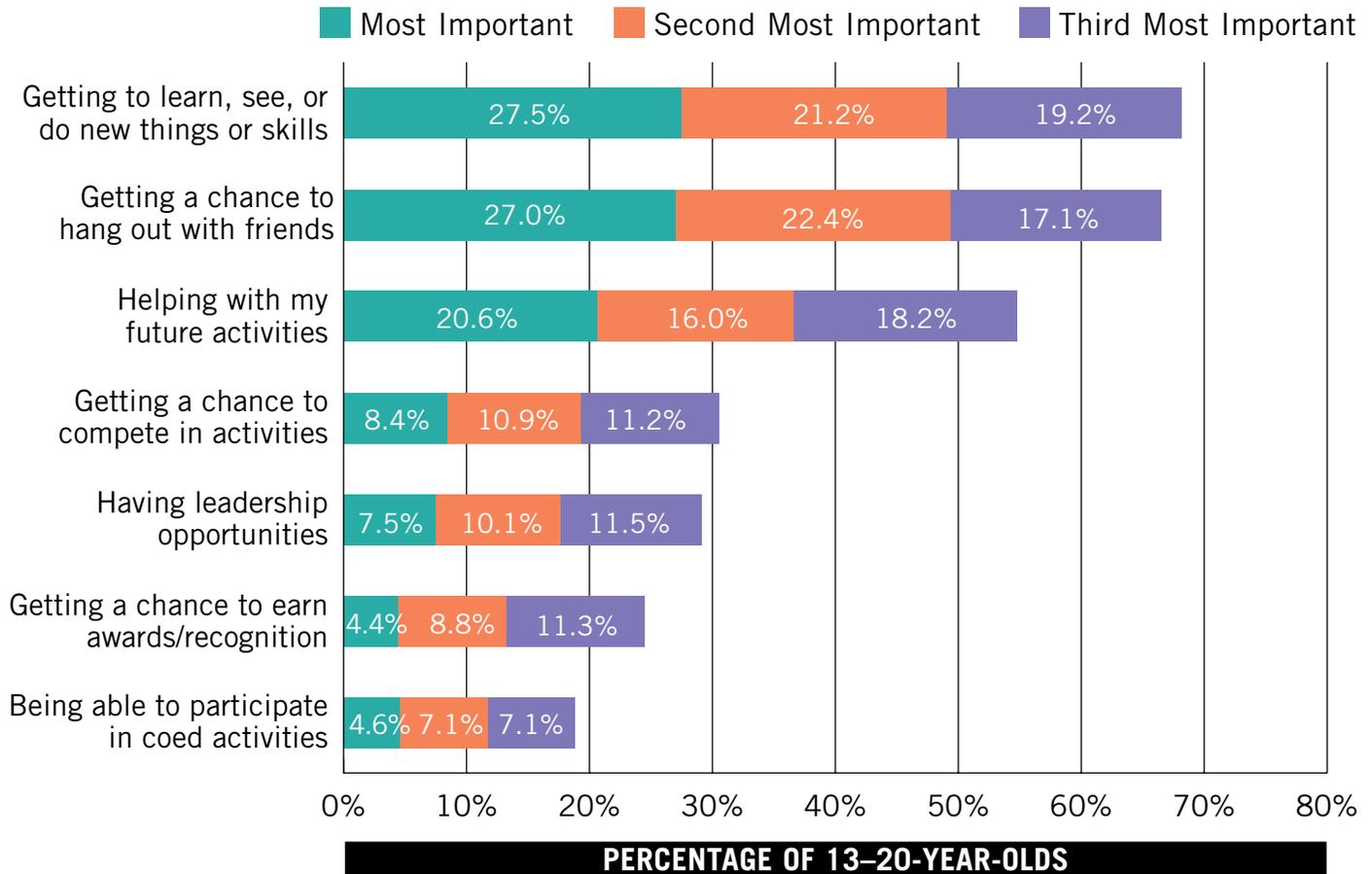


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Venturing-age Youth ACTIVITY Participation

Reasons for Joining an Organization



Source: Venturing-Age Youth Study, Boy Scouts of America, 2009

- Two-thirds of youth say getting to learn, see, or do new things or skills (67.9%) and getting a chance to hang out with friends (66.5%) are important factors in their decision to join an organization. More than half (54.8%) say the likelihood of helping with their future activities is important in their decision.

—Venturing-Age Youth Study,
Boy Scouts of America, 2009

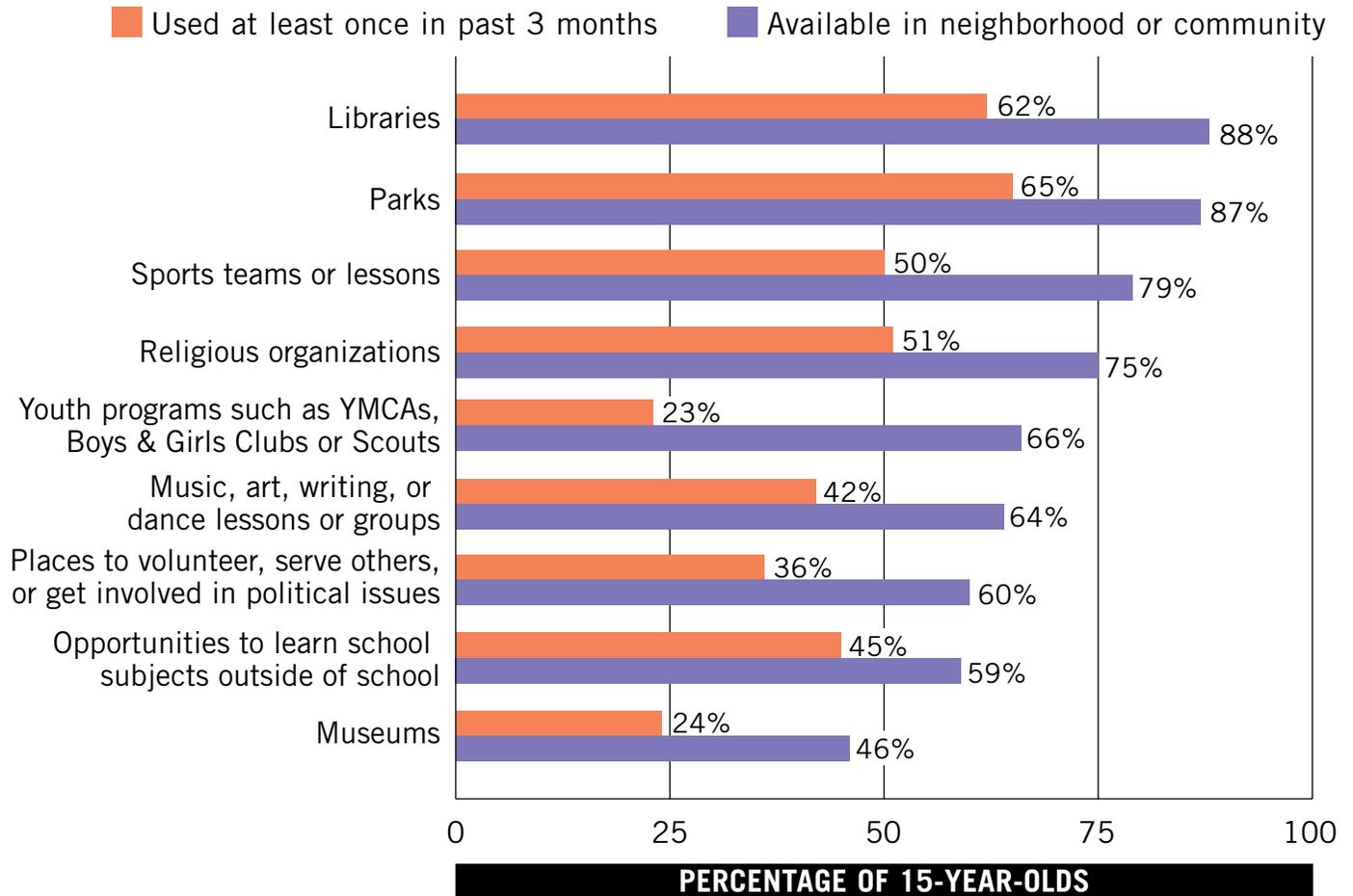


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COMMUNITY RESOURCES *for Youth*

Resources Available to and Used by 15-Year-Olds



Source: *Teen Voice 2009*, prepared by Search Institute and funded by Best Buy Children's Foundation

- While most 15-year-olds (87%) have a park available in their community, only three-fourths of those with a park available (74.7%) have used the park in the last three months.
- The majority of 15-year-olds (66%) have youth programs such as YMCA, Boys & Girls Clubs, and Scouts available

to them; however, only 23 percent of 15-year-olds belong to a youth program. Nearly two-thirds (65.2%) of 15-year-olds with a youth program available do not participate.

—*Teen Voice 2009*, prepared by Search Institute and funded by Best Buy Children's Foundation



Youth INTERESTS

How Important is Each of the Following to You in Your Life?

	All	African American	White	Hispanic/Latino	Female	Male
Finding purpose and meaning	82%	89%	80%	81%	86%	77%
Contributing to society	64%	69%	62%	61%	70%	58%
Helping the poor	58%	76%	51%	63%	63%	53%
Correcting social inequalities	50%	64%	43%	57%	53%	47%
Improving race relations	49%	72%	39%	55%	53%	45%
Being a community leader	45%	59%	39%	47%	45%	44%
Serving my country	38%	36%	39%	39%	36%	41%

BASE: 15-YEAR-OLDS

Source: *Teen Voice 2010*, prepared by Search Institute and funded by Best Buy Children’s Foundation

- Slightly more than eight in 10 15-year-olds (82%) say finding purpose and meaning is of high importance in their lives. Fewer teens say contributing to society (64%) or correcting social inequalities (50%) is of high importance to them.
- Females rate most values higher than males do, with the exception of serving one’s country, (36% and 41%, respectively).
—*Teen Voice 2010, prepared by Search Institute and funded by Best Buy Children's Foundation*

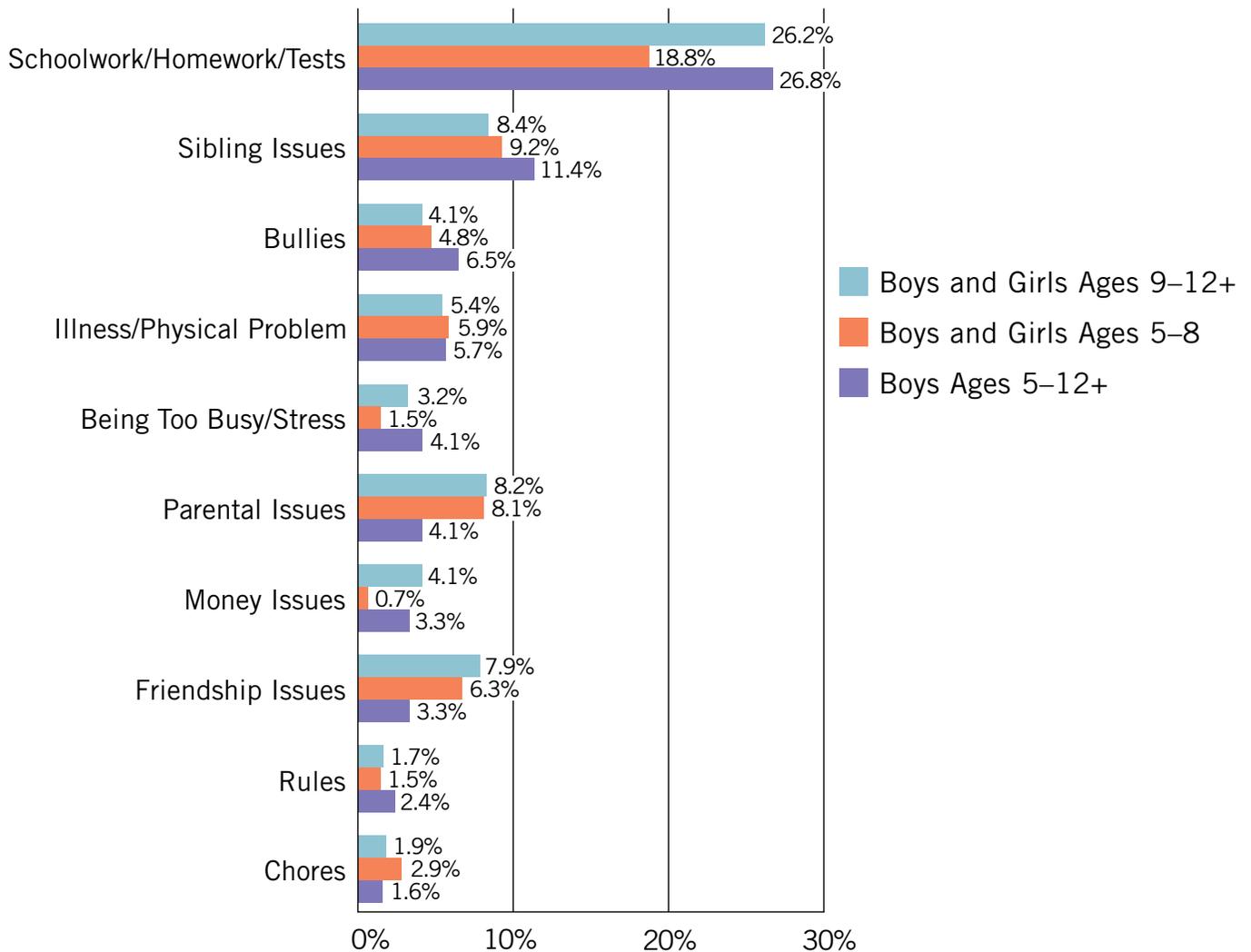


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Children's ISSUES

Top Problems for Youth Right Now



PERCENTAGE OF CHILDREN AGES 5-12+

Source: *State of the Kid, Highlights magazine, 2009*

- Nearly one-fourth (23.4%) of children between the ages of five and 12 say the most common problems they face are related to school, homework, projects, and/or tests.
- More than one in ten children (12.3%) say they don't currently have a problem. —State of the Kid, Highlights magazine, 2009



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How Youths Spend Their TIME

How 15- to 19-Year-Olds Spend a Typical Day				
Activity	Boys		Girls	
	Rank	Hours:Minutes	Rank	Hours:Minutes
Sleeping and personal care	1	10:38	1	10:21
Leisure and sports	2	6:24	2	5:25
Education (attending classes and homework)	3	3:06	3	3:49
Working, work-related activities	4	1:10	4	1:38
Eating and drinking	5	1:00	6	1:12
Household activities	6	0:55	5	1:26
Buying consumer goods	7	0:38	7	1:11
Organization, civic, religious activities	8	0:37	10	0:25
Telephone calls, mail, and e-mail	9	0:27	8	0:37
Taking care of non-household members	10	0:26	9	0:26
Taking care of household members, siblings	11	0:18	11	0:19

Note: Time spent is an average of all 15- to 19-year-olds, whether they participate in the activity or not.

Source: 2009 American Time Study, Bureau of Labor Statistics

- Boys spend one more hour a day on leisure and sports activities than girls.
 - Girls spend about 12 more minutes a day eating than boys.
 - Boys and girls spend the least amount of their time each day (18 and 19 minutes, respectively) taking care of household members, siblings.
- 2009 American Time Study,
Bureau of Labor Statistics



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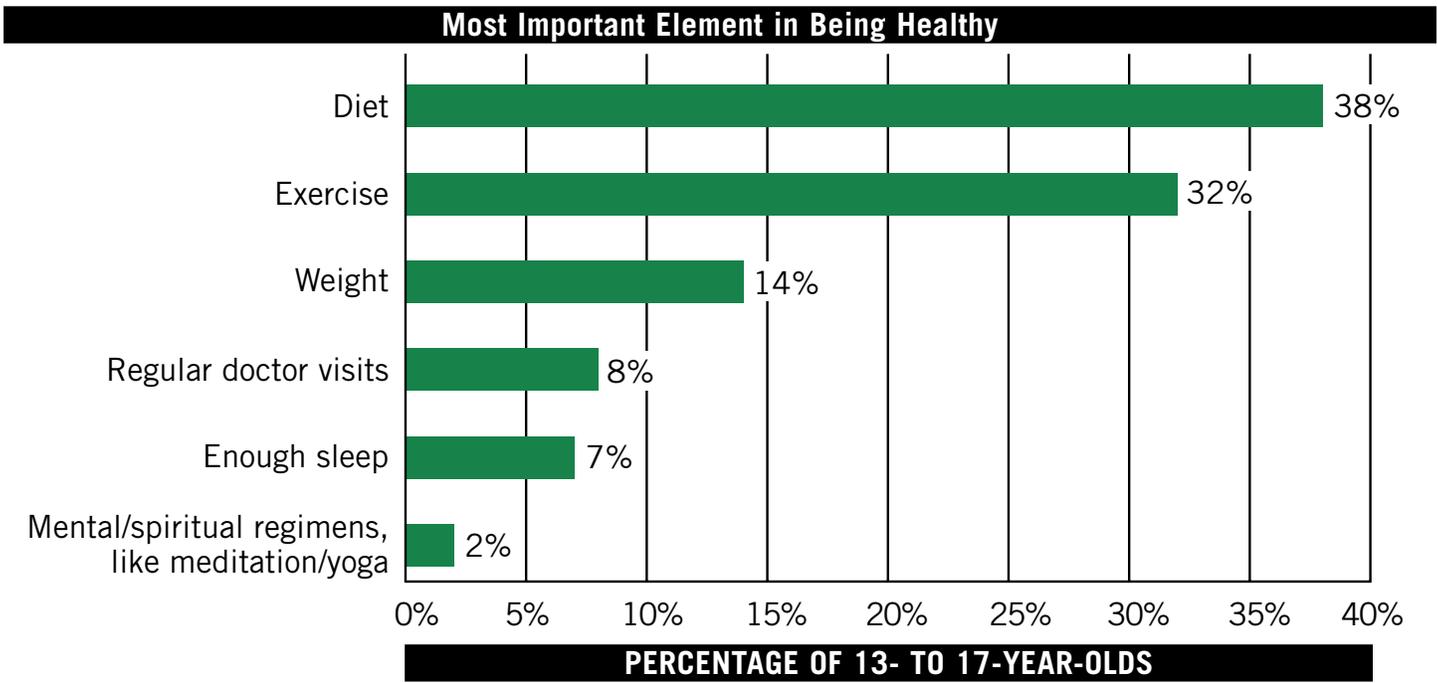
HEALTHY LIVING



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HEALTHY Teens



Source: Scarborough Research, 2009

- Almost all teens (92%) believe a healthy lifestyle is important. Slightly more think that eating well plays a more important role (38%) than exercise (32%).
- Teens are nutritionally aware. Nearly seven in 10 (69%) have discussed healthy eating habits with their parents; 64 percent believe they have a healthy diet; 54 percent pay a lot of attention to the quality of and nutritional value of the foods they eat; and 51 percent are careful about the foods they eat.
- Most teens would eat more healthy foods if they weren't so expensive (57%) and if their moms prepared the foods for them (54%).

—Scarborough Research, 2009

- Teens ages 13–18 get an average of seven hours and 26 minutes of sleep on weeknights.

—National Sleep Foundation,
Youth Markets Alert, Vol. XXIII, No. 4

- It is recommended that children in pre-school sleep between 11 and 13 hours a night, and school-aged children between 10 and 11 hours.
- Children who are bullies or have conduct problems at school are more likely to be sleepy during the day. The sleepiness experienced by these children may be caused by sleep-disordered breathing, or by other factors like chaotic home environments, fragmented sleep, or not enough sleep because of too much electronic stimulus from TV, cell phone, or computers in the bedroom.

—Michigan Medical School
Clinical Research Program

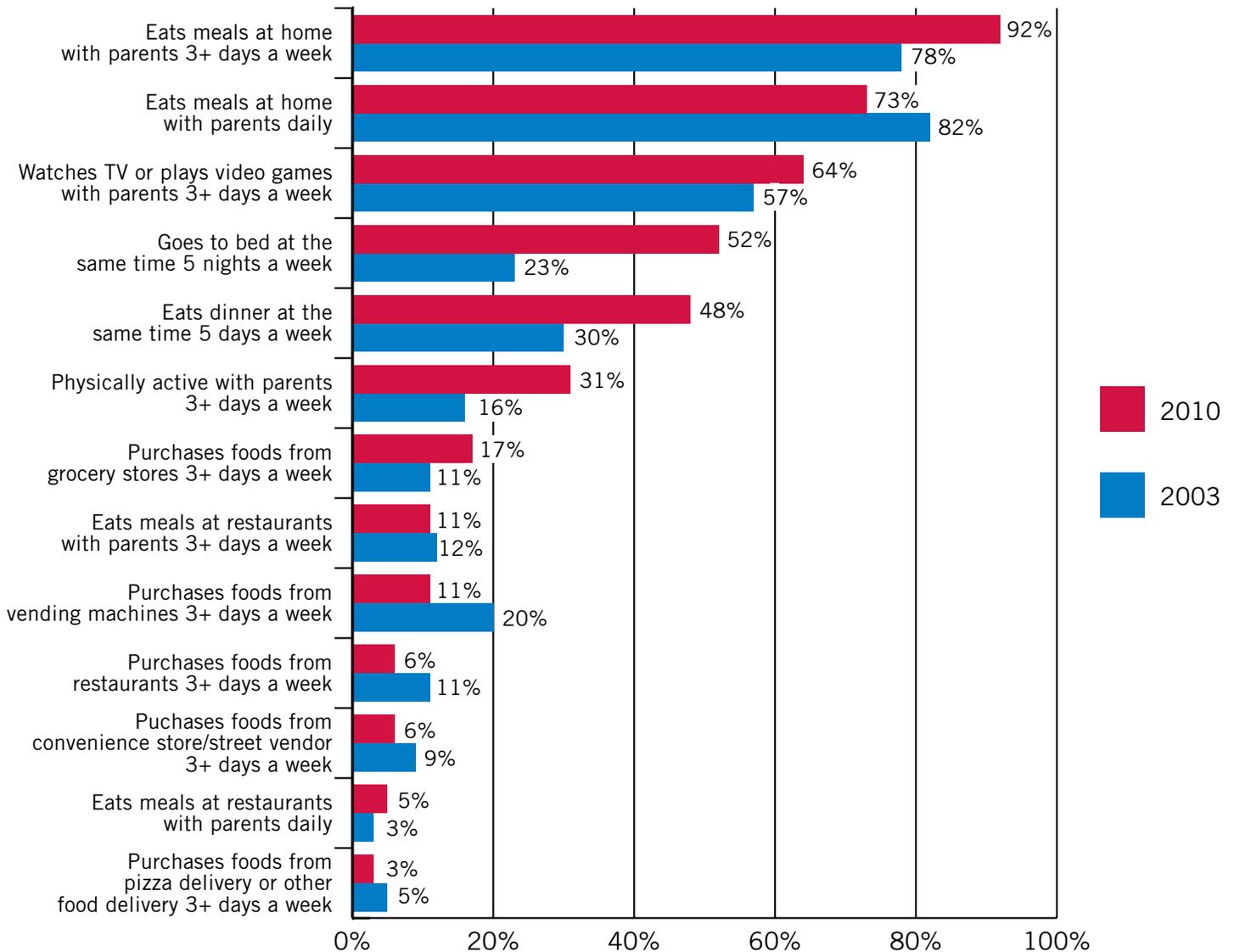


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Trends in HEALTHY LIVING

Youth Ages 8 to 17: 2003–2010



Source: *Kids Eat Right Report*, American Dietetic Association, 2010



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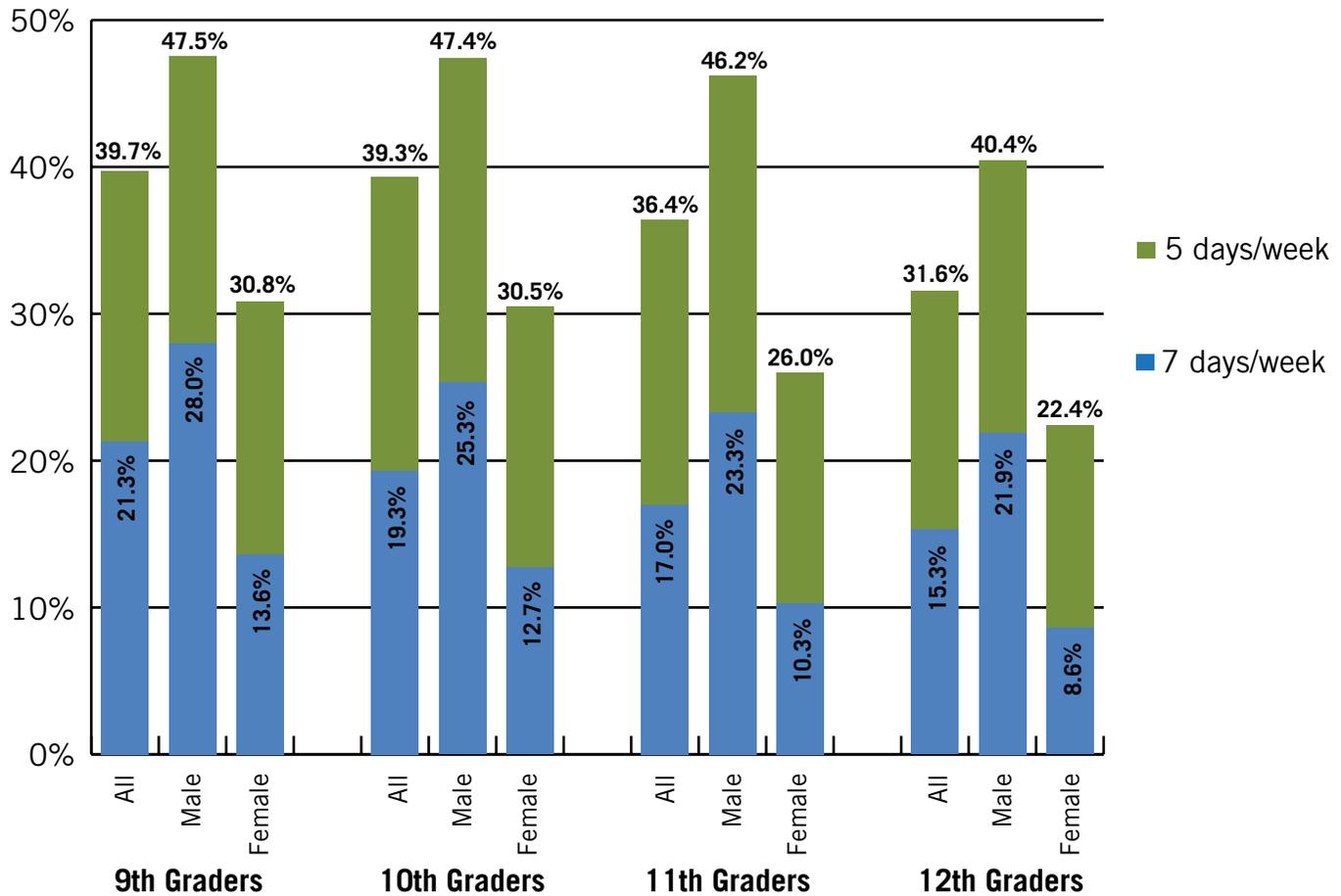
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- Between 2003 and 2010, there was a significant increase in the percentage of kids being physically active with their parents three or more days a week (from 16% in 2003 up to 31% in 2010). However, during the same time period, there also was a significant increase (from 57% in 2003 to 64% in 2010) in the number of kids and parents spending time watching TV, viewing a movie, or playing a video game together three or more days a week.
- Family routines, including regular family meals and regular bedtimes, are positively linked to academic achievement, self-esteem and both behavioral and psychosocial adjustment. Many more children report eating dinner at or about the same time five nights a week in the 2010 Family Nutrition and Physical Activity Survey (48%) than they did in 2003 (30%). The 2010 survey also shows a significant increase in the percentage of children going to bed about the same time five nights a week; over 50 percent of kids in 2010 report regular bedtimes on all school nights compared to only 23 percent of children in 2003.
- The number of families eating at home daily has increased significantly from 52 percent of families in 2003 to 73 percent in 2010.
- African American children (61%) eat dinner with their parents at home daily significantly less often than white (72%) and Hispanic (72%) children.
—Kids Eat Right Report, *American Dietetic Association, 2010*
- ♣ Cub Scouts and Boy Scouts are more likely than boys who are not Scouts to say that on a normal school day they eat breakfast (96.1% vs. 82.0%), lunch (98.8% vs. 94.5%), and dinner (97.7% vs. 92.2%).
— YouthBeat 2010, *C&R Research*



High School STUDENTS and EXERCISE

Percent of High School Students Who Get the Recommended Amount of Physical Activity 7 Days a Week and 5 Days a Week



Source: CDC, 2009 Youth Risk Behavior Survey



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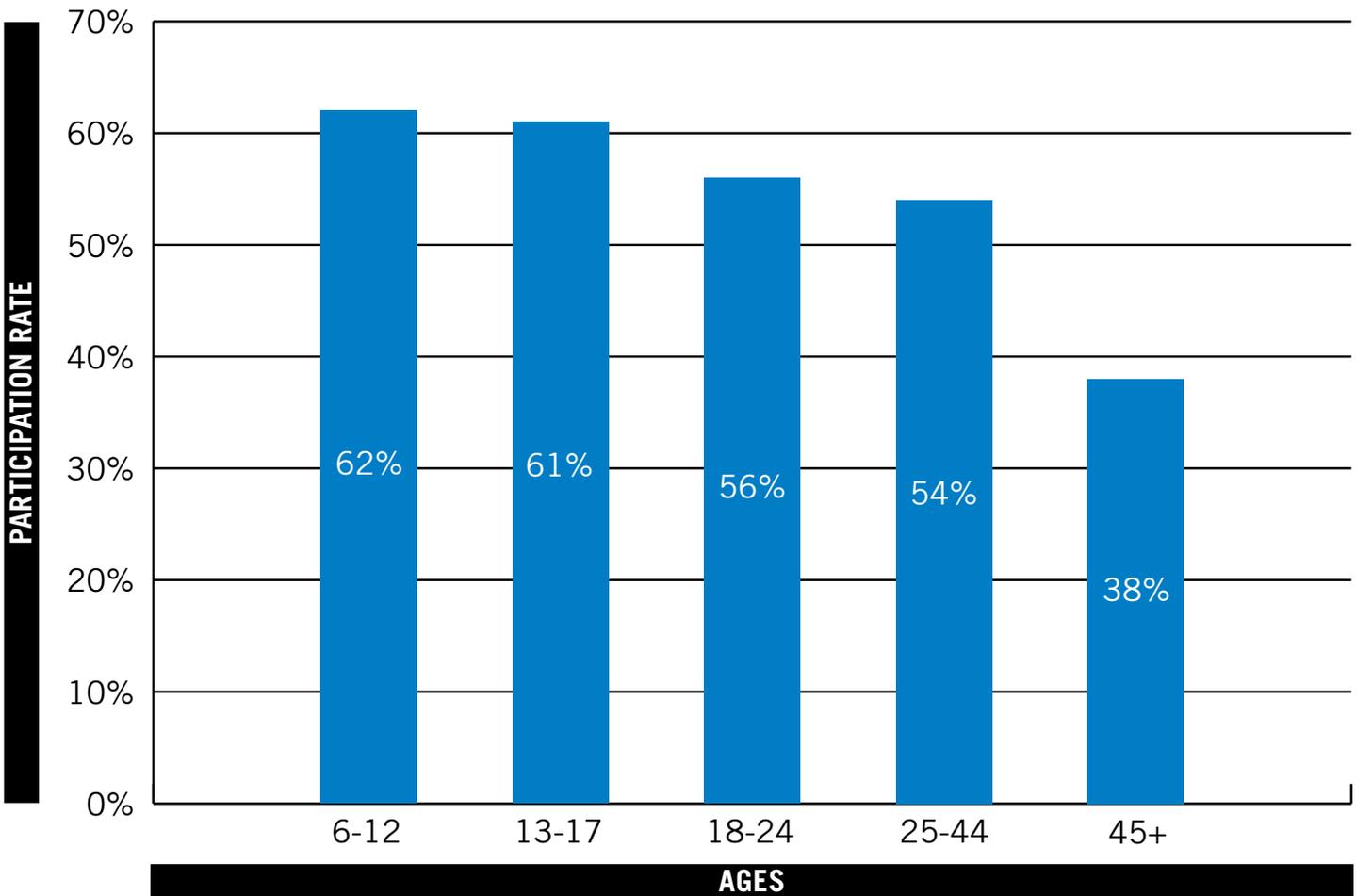
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- According to the U.S. Department of Health and Human Services, children and adolescents should have 60 minutes or more of physical activity daily.
- Nationwide, fewer than one in five (18.4%) high school students participates in the recommended amount of physical activity seven days a week. Nearly four in ten (37.0%) students participate in the recommended amount of physical activity five days in a week. Nearly one quarter of students do not participate in the recommended amount of physical activity at least one day a week.
- Nationwide, more than half (56.4%) of high school students attend physical education (P.E.) classes on one or more days a week. One-third (33.3%) of students attend P.E. five days a week.
—*CDC, 2009 Youth Risk Behavior Survey*



OUTDOOR Recreation

2010 Participation in Outdoor Recreation



Source: *Outdoor Recreation Participation Report 2011, Outdoor Foundation*

- In 2010, almost half of all Americans ages six and older participated in an outdoor activity. In total, there were 137.9 million outdoor participants, or 48.6 percent of the population.
 - At least once a week in 2010, 40 percent of Americans participated in outdoor activities; only 24 percent got outside two times per week or more.
 - On average, outdoor participants rate their fitness levels at 6.4 on a 10-point scale versus 5.1 for non-participants.
 - ♣ Almost 60 percent of adult outdoor participants took part in outdoor activities from ages 6 to 12, compared to only 21 percent of non-outdoor participants—a nearly 40 percent gap.
- Outdoor Recreation Participation Report 2011, *Outdoor Foundation*

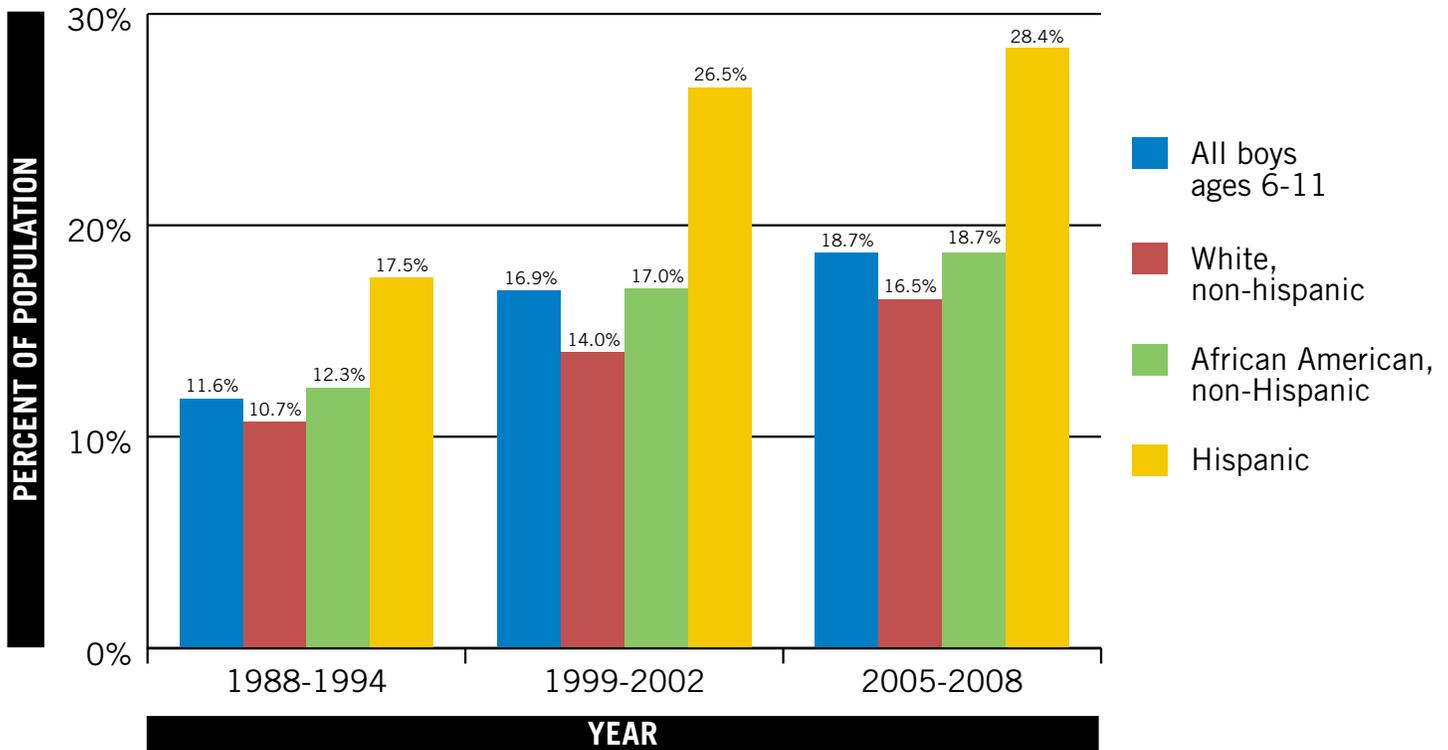


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OVERWEIGHT BOYS

6–11 Years Old by Race, Ethnicity



Source: *Health, United States 2010*, National Center for Health Statistics

- Overweight children are more likely to be overweight as adults. Successfully preventing or treating obesity in childhood may reduce the risk of adult obesity. This may help reduce the risk of heart disease. —American Heart Association, 2010
- Obesity among children and teens 2–19 years of age is defined as a body mass index for age and sex at or above the 95th percentile of the CDC growth charts.
- The percentage of boys who are overweight has risen from 11.6 percent in the 1988–1994 survey period to 18.7 percent in the most recent survey period.
- Nearly one in three (28.4%) Hispanic, one in five (18.7%) African American, and one in six (16.5%) Caucasian boys ages 6–11 are overweight. —Health, United States 2010, National Center for Health Statistics



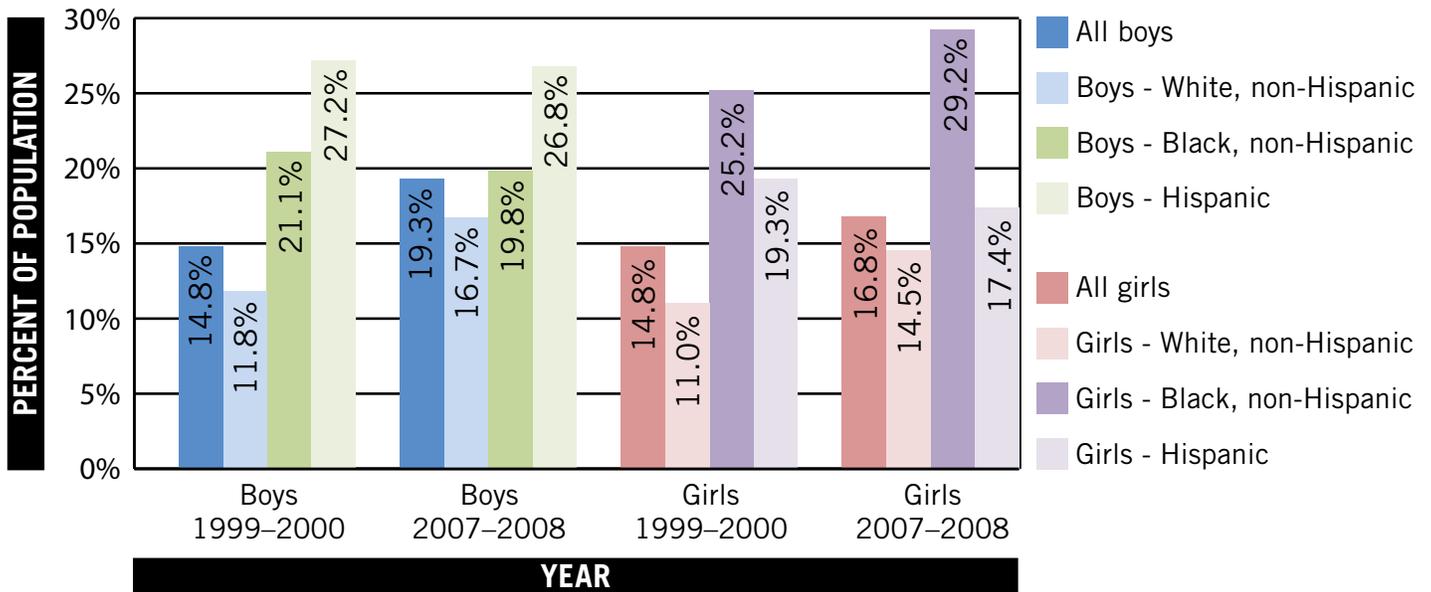
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OVERWEIGHT YOUTH

12–19 Years Old by Race, Ethnicity, and Gender

Percentage of Youth Ages 12–19 Who Are Overweight



Source: CDC, National Center for Health Statistics, 2010

- Obesity among children and teens 2–19 years of age is defined as a body mass index for age and sex at or above the 95th percentile of the CDC growth charts.
- Overall, since 1999–2000, the percentage of boys ages 12 to 19 who are overweight has grown from 14.8 percent to 19.3 percent, an increase of 4.5 percentage points. The rate of increase for girls is lower—2 percentage points, from 14.8 percent to 16.8 percent.
- Overweight white boys have shown the greatest increase in percentage points (4.9) from 11.8 percent to 16.7 percent.
- The percentage of overweight Hispanic girls, African American boys, and Hispanic boys has declined slightly (-1.9, -1.3, and -0.4 percentage points, respectively).

—CDC, National Center for Health Statistics, 2010



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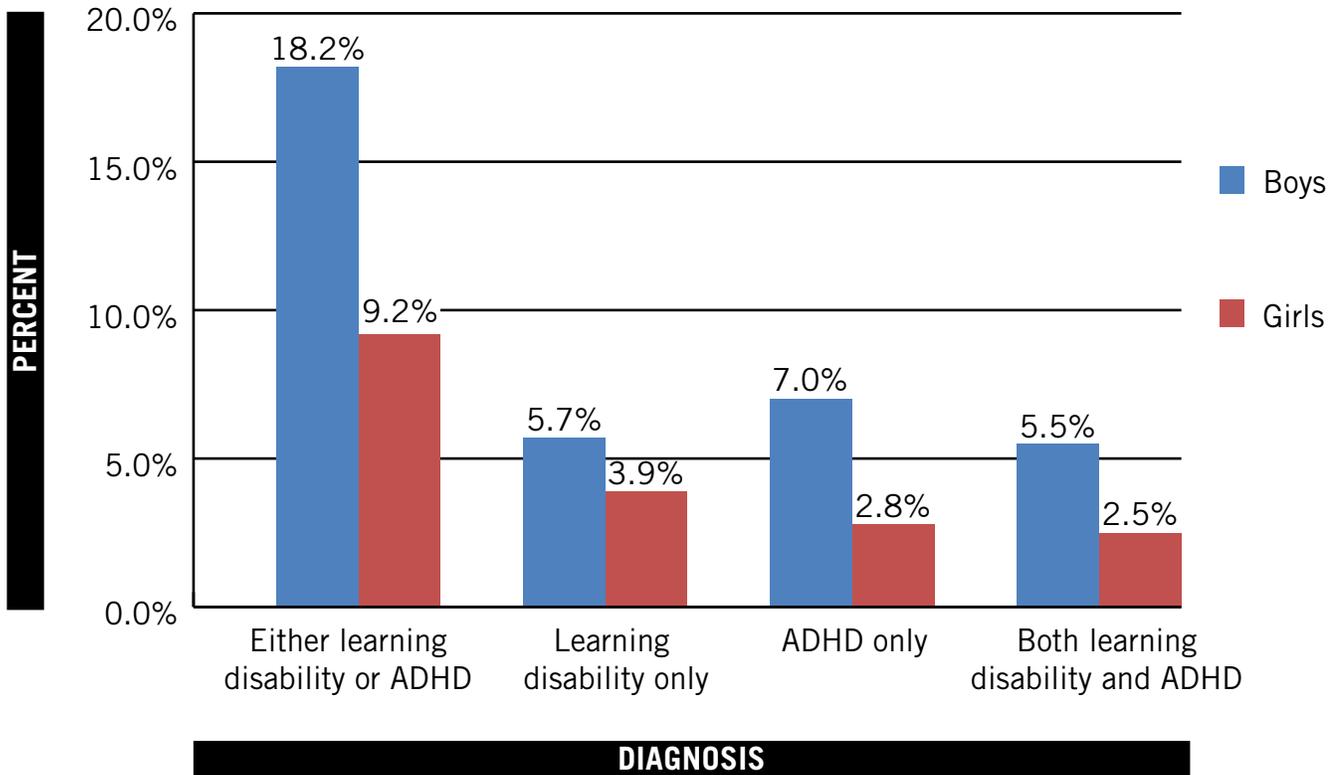
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-
- Looking at dietary behaviors of high schools students, 22.3 percent had eaten fruits and vegetables five or more times per day during an average week. One-third (33.9%) ate fruit or drank fruit juice two or more times per day, and 13.8 percent ate vegetables three or more times per day during an average week.
—*CDC, 2009 National Youth Risk Behavior Survey, Overview*
 - Researchers find children, regardless of race/ethnicity, experience a sharp decline in physical activity between ages 11 and 12. Children ages 6–11 engage in twice as much physical activity than those ages 12–19.
 - Boys are also significantly more likely than girls to be physically active. In fact, normal weight girls are less active than their obese boy counterparts.
—*Medicine & Science in Sports & Exercise, Youth Markets Alert, Vol. XXIII, No. 5*



ADHD and Learning Disabilities

Percent of Youth Ages 5 to 17 Years Old Who Have Ever Been Diagnosed With a Learning Disability or ADHD



Source: CDC, National Health Interview Survey, United States, 2006–2009

- Boys are twice as likely as girls (18.2% vs. 9.2%) to have been diagnosed with either a learning disability or attention deficit hyperactivity disorder (ADHD).
- Nearly one in 10 (9.5%, 5.4 million) U.S. children has ADHD, an increase of about 1 million (22%) from 2003. Government scientists think the increase might be explained by growing awareness and better screening.
- The increase in diagnoses was seen in kids of all races and family income levels, and across all regions of the country except the West.
—CDC, National Health Interview Survey, United States, 2006–2009



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EMERGENCY PREPAREDNESS



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Emergency PREPAREDNESS

Boy Scout Motto: Be Prepared

Merit Badge	Brief Description	Merit Badges Earned in 2010	Merit Badges Earned 1911-2010
First Aid	Earning the First Aid merit badge prepares Scouts to provide immediate care and help to someone who is injured or becomes ill.	89,694	6,626,926
Safety	Earning the Safety merit badge helps Scouts make the right choices and take the best actions to avoid accidents by making informed choices in their everyday activities and to respond appropriately during an emergency situation.	3,661	2,910,543
Lifesaving	Earning the Lifesaving merit badge prepares Scouts to assist those involved in water accidents, teaching them the basic knowledge of rescue techniques, the skills to perform them, and the judgment to know when and how to act so that they can be prepared for emergencies.	27,739	2,929,379
Fire Safety	Earning the Fire Safety merit badge teaches Scouts to use fire safely and responsibly, how to prevent home fires, and how to handle fire safely, as well as burn prevention and camping safety.	15,483	2,550,866
Emergency Preparedness	Earning the Emergency Preparedness merit badge teaches Scouts the actions that can be helpful and needed before, during, and after an emergency.	49,945	1,639,562
Total Earned		186,522	16,657,276

Source: Boy Scouts of America, Local Council Index, 2010

♣ Five of 125 Boy Scout merit badges address general public safety and emergency preparedness. Since 1911, 16,657,276 of these five badges have been earned by young Americans.

—Boy Scouts of America,
Local Council Index 2010

♣ Since 1994, Boy Scouts have recorded 168,941 service hours in 7,100 disaster relief projects.

—Boy Scouts of America,
Good Turn For America data
collection reports, 2010



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VIOLENCE, CRIME, AND DRUGS

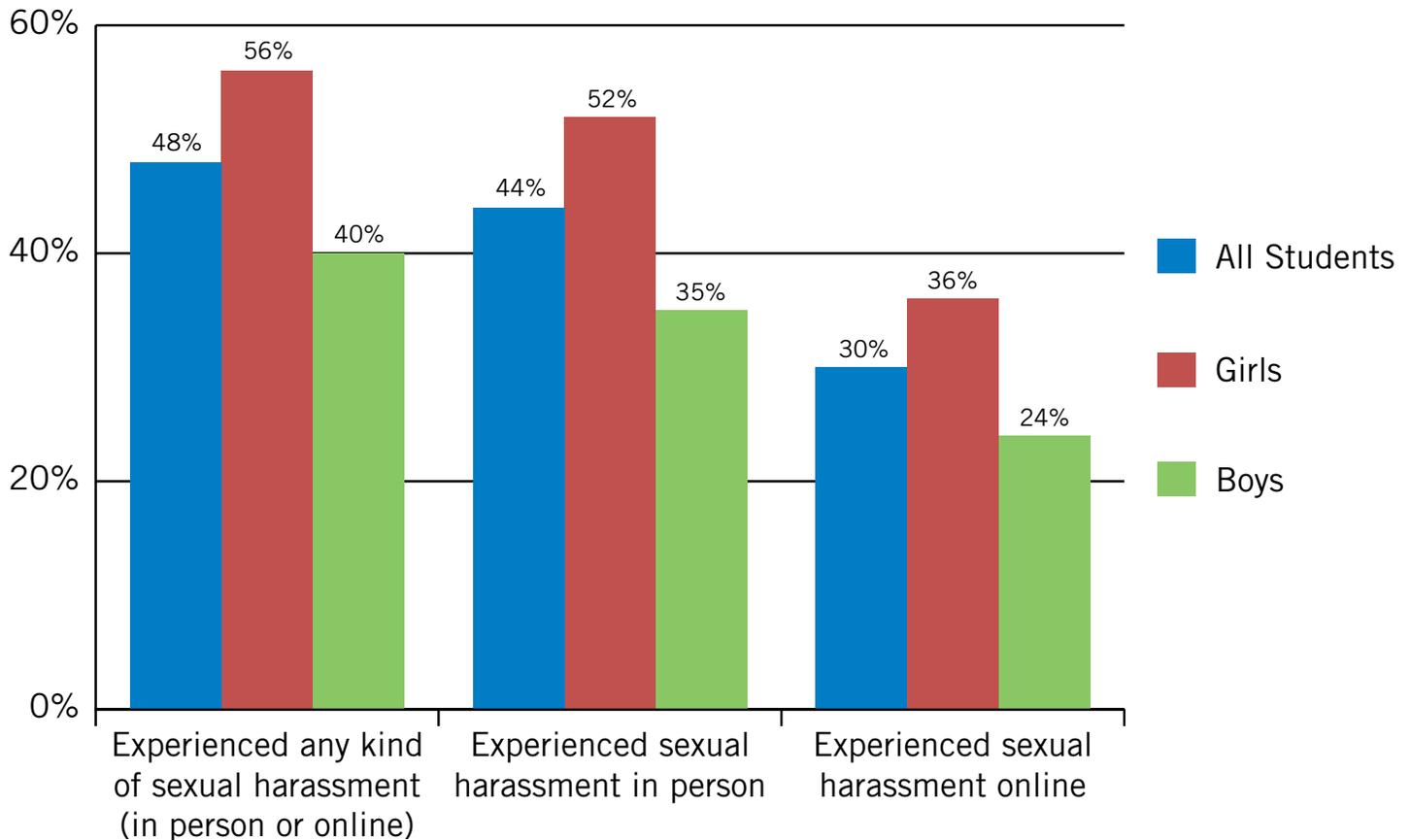


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Sexual HARASSMENT Among Youth

Students in Grades 7–12 Who Experienced Sexual Harassment
During the 2010–2011 School Year, by Gender



Source: *Crossing the Line, Sexual Harassment at School*, AAUW, 2011

- About half (48%) of the students in grades 7–12 experienced some form of sexual harassment at school during the 2010–2011 school year. More than four in 10 students (44%) encountered sexual harassment in person, and 30 percent encountered sexual harassment through texting, email, Facebook, or other electronic means. Many experienced sexual harassment both in person and electronically.
- Girls were more likely than boys to experience sexual harassment (56% vs. 40%). The gender gap holds true for both in-person harassment (52% vs. 35%) and electronic harassment (36% vs. 24%).



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- A majority of harassed students (54%) identified one male student as their harasser, and 12 percent of harassed students said that they were harassed by a group of male students. In contrast, only 14 percent of students said the harasser was one female student, and 5 percent said that they were harassed by a group

of female students. Only 11 percent of harassed students said that their harassers were a group of both female and male students.

—Crossing the Line,
Sexual Harassment at School,
AAUW, 2011

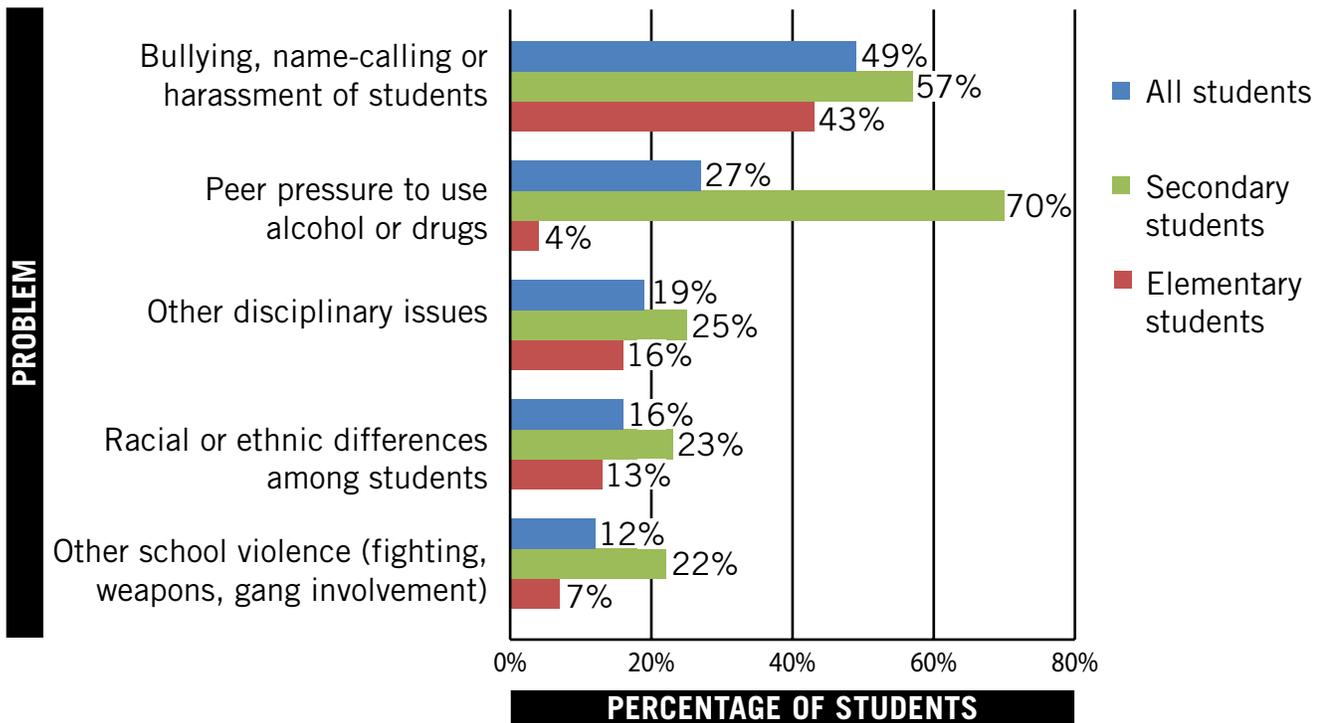


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Serious PROBLEMS at School

Students Who Say the Following Are Very Serious or Somewhat Serious Problems at Their School



Source: GLSEN and Harris Interactive, *The Principal's Perspective: School Safety, Bullying and Harassment, 2008*

- Bullying or harassment is a particularly prominent problem at the junior high or middle school level. Three-quarters of junior high or middle school principals (74%) say that bullying or harassment is a serious problem at their school, compared to 43% of elementary school principals and 45% of senior high school principals.

—GLSEN and Harris Interactive, *The Principal's Perspective: School Safety, Bullying and Harassment, 2008*

- Among ninth through twelfth graders, 17.5 percent carried a weapon (e.g., a gun, knife, or club), and 5.6 percent had carried the weapon on school property, on at least one day during the previous 30 days.
- Among ninth through twelfth graders, 7.7 percent of students had been threatened or injured with a weapon on school property one or more times during the past 12 months.

—CDC, 2009 National Youth Risk Behavior Survey Overview



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Child ABUSE and NEGLECT 2000–2008

Child Abuse and Neglect Cases Substantiated and Indicated—Victim Characteristics					
Characteristic	2000	2002	2004	2006	2008
Type of Maltreatment					
Neglect	59.8%	58.5%	59.1%	64.3%	71.0%
Physical abuse	19.4%	18.6%	17.2%	16.1%	16.3%
Sexual abuse	10.2%	9.9%	9.5%	8.9%	9.2%
Emotional maltreatment	7.7%	6.5%	7.0%	6.9%	7.1%
Medical neglect	3.0%	2.0%	2.0%	2.2%	2.2%
Other and unknown	16.9%	19.0%	18.5%	15.2%	9.2%
Gender of Victim					
Male	47.8%	47.9%	48.2%	48.2%	48.5%
Female	51.6%	51.7%	51.5%	51.5%	51.5%
Unknown	0.6%	0.4%	0.3%	0.3%	0.0%
Age of Victim					
1 year and younger	15.4%	15.9%	16.7%	18.2%	19.5%
2 to 5 years old	23.8%	24.3%	24.9%	25.1%	25.2%
6 to 9 years old	24.5%	23.2%	22.1%	21.9%	21.8%
10 to 13 years old	20.4%	21.0%	20.2%	18.5%	17.6%
14 to 17 years old	14.6%	15.1%	15.6%	15.9%	15.8%
18 years old and over	0.1%	0.1%	0.1%	0.1%	0.1%
Total Number of Victims	864,837	897,168	876,937	881,943	770,907

Source: U.S. Census Bureau, *2011 Statistical Abstract*



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- In 2008, 770,907 children were reported victims of abuse or neglect. This is a decline of 12.2 percent of reported victims in 2000.

—*U.S. Census Bureau,
2011 Statistical Abstract*

- Based on data drawn from a variety of sources, the estimated annual cost of child abuse and neglect is \$103.8 billion, in 2007. This includes costs for health care, hospitalization, the welfare system, law enforcement, and the judicial system.

—*Prevent Child Abuse America 2007*

- Neglect is the most common form of child maltreatment. Three times as many children are victims of neglect (71.3%) as are victims of physical abuse (16.1%). Another 9.2 percent are recorded as victims of sexual abuse; 6.8 percent as psychological abuse; 2.1 percent as medical neglect; and 9.3 percent other or unknown types of maltreatment.
- Nearly half of all abused and neglected children are white; one-sixth are African American; and one-fifth are Hispanic.

—*Children's Defense Fund,
The State of America's Children, 2010*

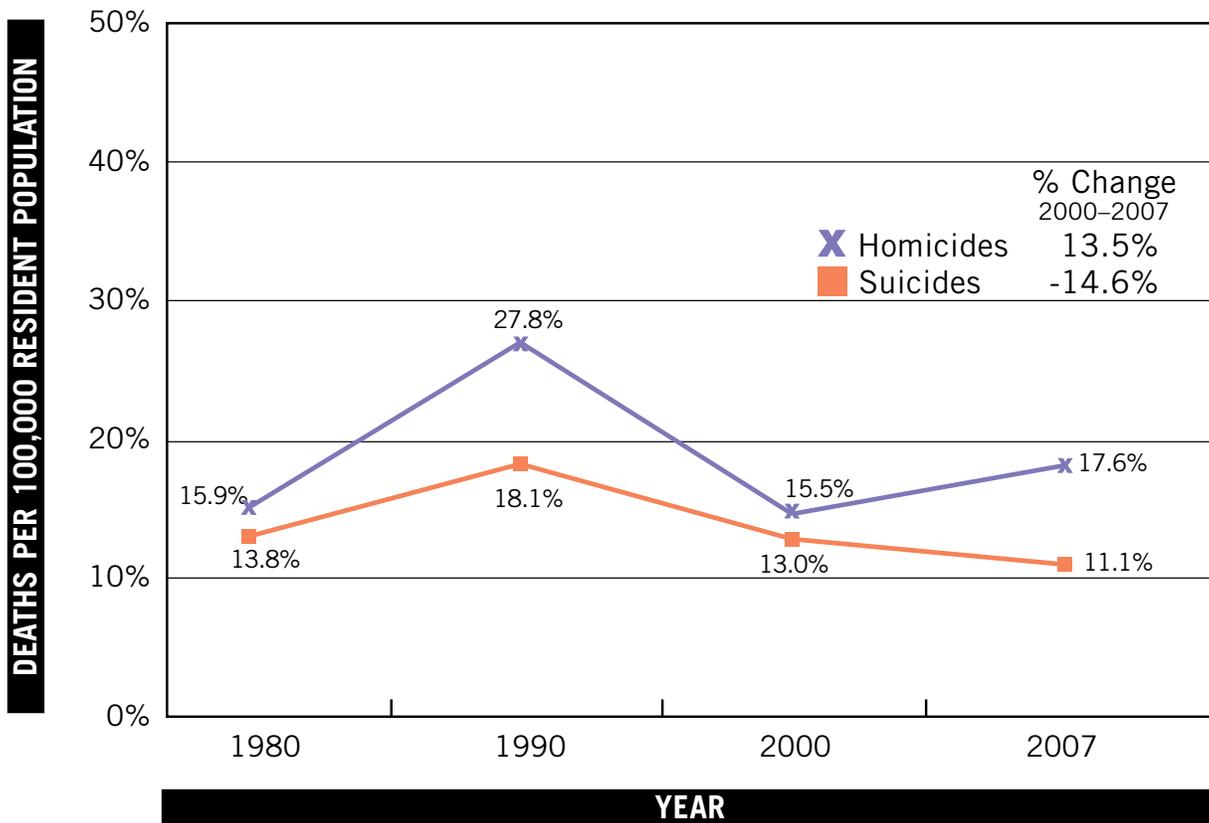


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Children as VICTIMS of Violence

Homicides and Suicides Among Males Ages 15–19



Source: Center for Disease Control, *Health United States, 2010*

- In 2008, 11 percent (1,740) of all murder victims were younger than age 18. More than one-third (38%) of all juvenile murder victims were younger than age five.
—U.S. Department of Justice, *Juvenile Justice Bulletin, 2009*
- In 2008, more than 656,000 young people ages 10 to 24 were treated in emergency departments for injuries sustained from violence.
- In 2009, almost one in five (19.9%) youth in grades 9–12 reported being bullied on school property in the past 12 months. The prevalence was higher among females (21.2%) than males (18.7%).
—CDC, *Youth Violence, 2010*

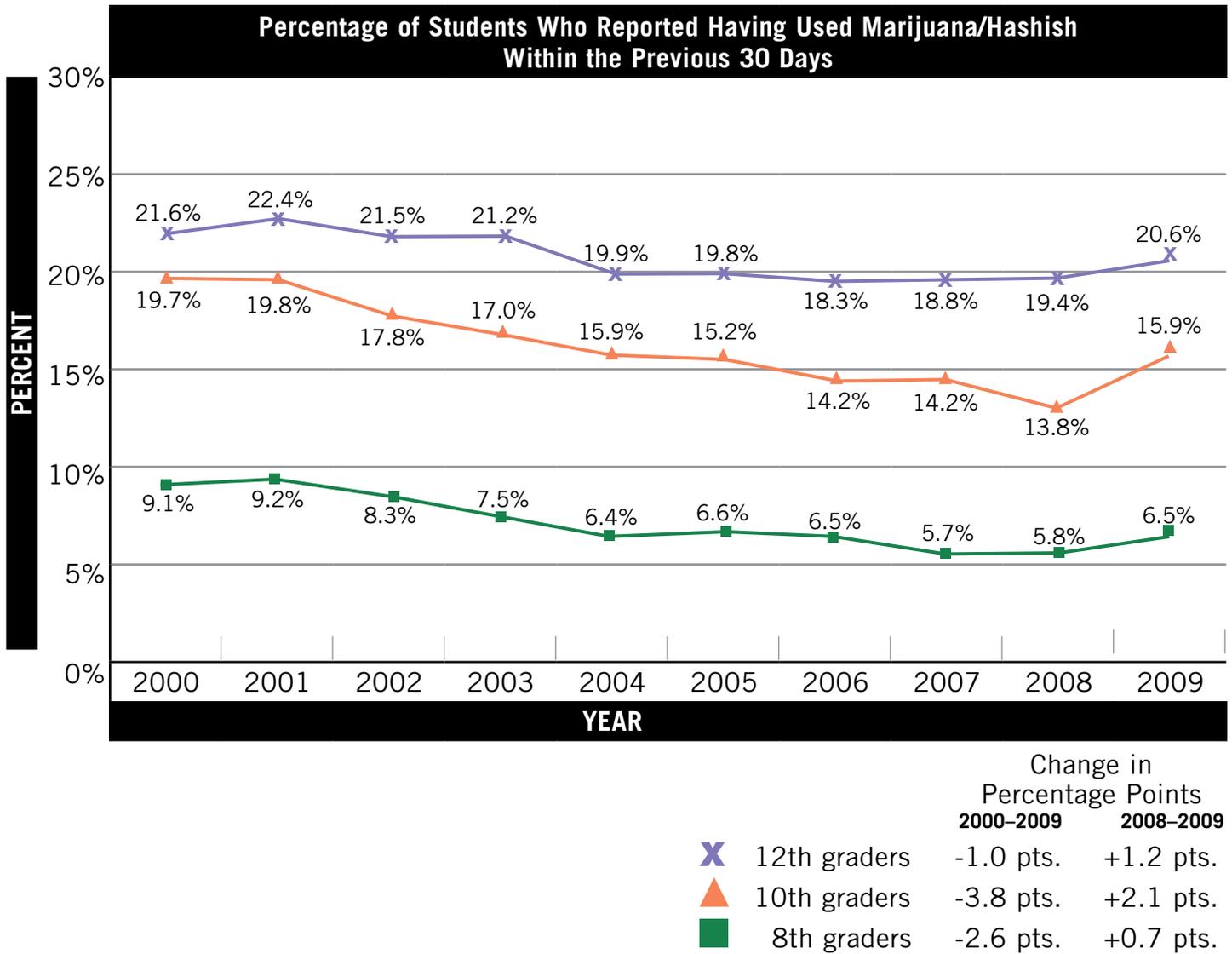


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DRUG USE

Among Teenagers



Source: National Institute on Drug Abuse, *Monitoring the Future, 2009*



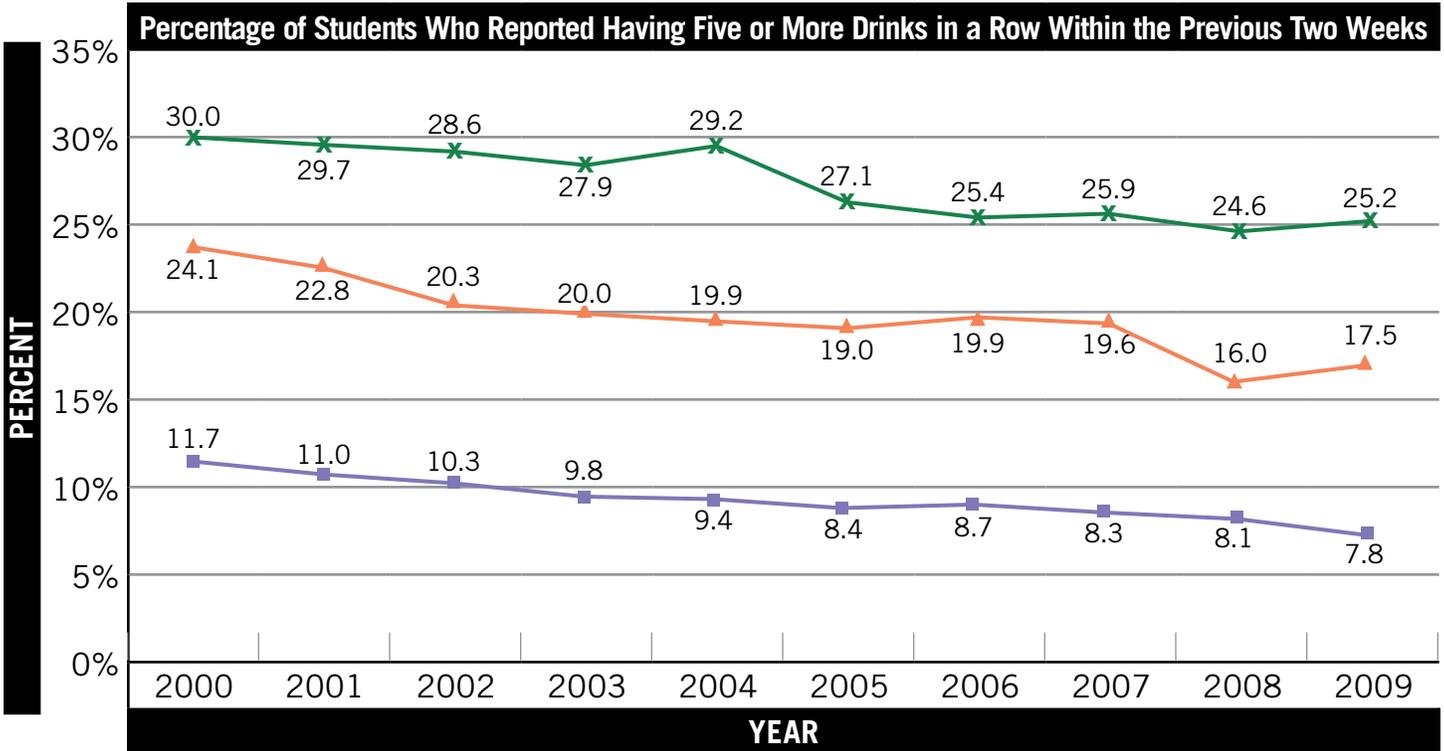
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- Marijuana is by far the most widely used illicit drug. Over two-fifths of all 12th graders (42%) reported some marijuana use in their lifetime; 33 percent reported some use in the past year; and 21 percent reported some use in the past month. Among 10th graders, the corresponding rates are 32 percent, 27 percent, and 16 percent, respectively. Even among 8th grade students, marijuana has been used at least once by one in six (16%), with 12 percent reporting use in the prior year and 7 percent in the prior month.
- Of all the students in each grade reporting some illicit drug use (not including inhalants) in their lifetime, roughly half reported using only marijuana: 48 percent of all 8th grade users of any illicit drug (or 10% of the total 8th grade sample); 54 percent of all 10th grade users of any illicit drug (or 19% of the total 10th grade sample); and 49 percent of 12th grade users of any illicit drug (or 23% of the total 12th grade sample).
—*National Institute on Drug Abuse, Monitoring the Future, 2009*



Use of ALCOHOL by Teenagers



	Change in Percentage Points	
	2000-2009	2008-2009
X 12th graders	-4.8%	+0.06%
▲ 10th graders	-6.6%	+1.5%
■ 8th graders	-3.9%	+0.3%

Source: National Institute on Drug Abuse, *Monitoring the Future, 2009*

- Alcohol has been tried by 37 percent of current 8th graders, 59 percent of 10th graders, and 72 percent of 12th graders.
- Occurrences of heavy drinking—five or more drinks in a row at least once in the prior two-week period—was reported by 8 percent of 8th graders, 18 percent of 10th graders, and 25 percent of 12th graders.

—National Institute on Drug Abuse, *Monitoring the Future, 2009*

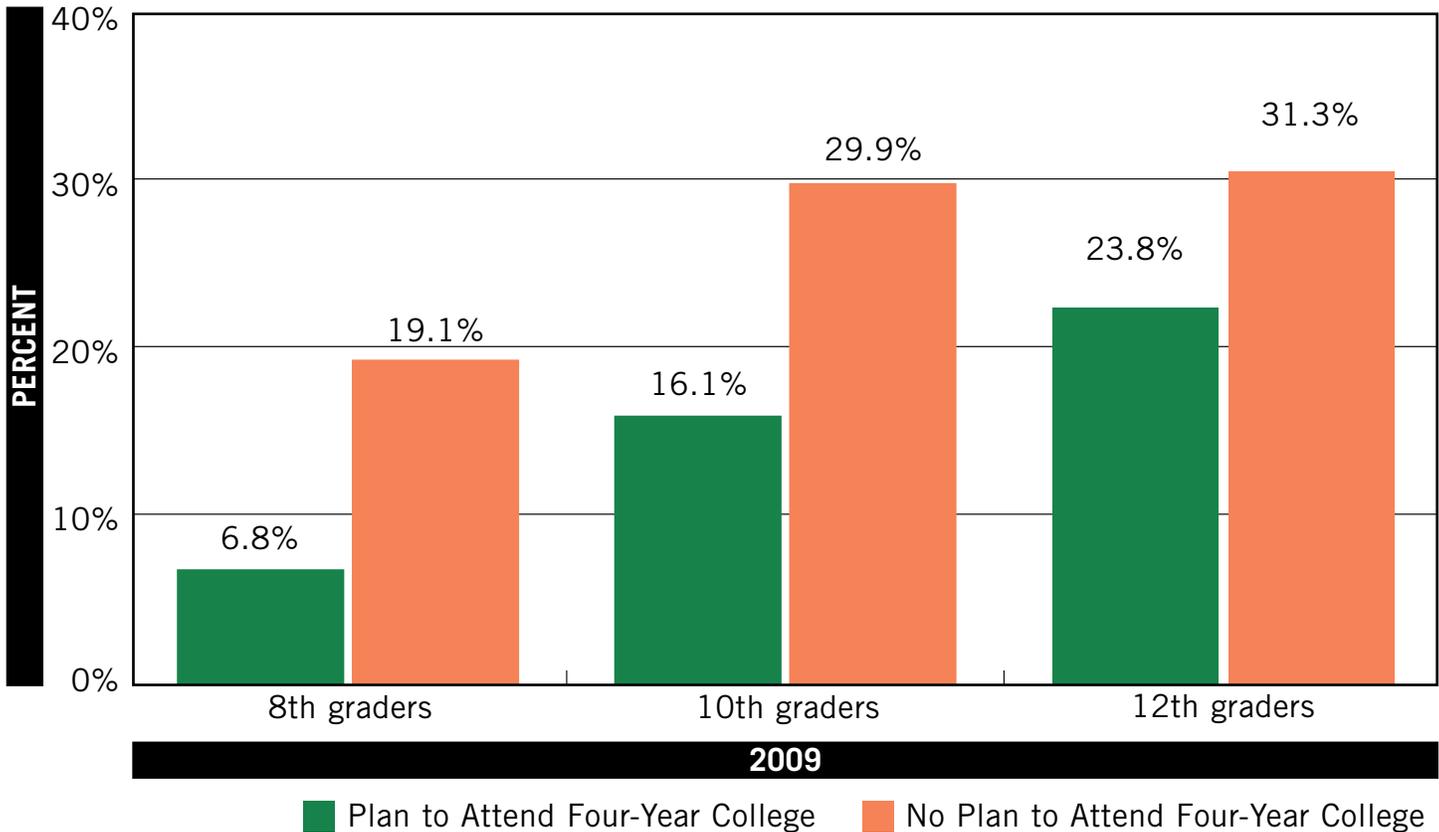


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Alcohol Use BINGE* DRINKING by Plans to Attend College

Binge Drinking Among 8th, 10th, and 12th Graders in Past Two Weeks



Source: National Institute on Drug Abuse, *Monitoring the Future, 2009*

- Eighth graders who have no plans to attend college are three times more likely to participate in binge drinking than those who plan to attend college.
- Tenth graders who have no plans to attend college are twice as likely to participate in binge drinking than those who plan to attend college.
- Although college-bound 12th graders are consistently less likely than their non-college-bound counterparts to report occasions of heavy drinking, the higher rates of such drinking among college students compared to non-college peers indicate that these 12th graders catch up to and pass their peers in binge drinking after high school graduation.
—National Institute on Drug Abuse, *Monitoring the Future, 2009*

*Binge: drinking five or more drinks in a row



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GIVING AND VOLUNTEERING



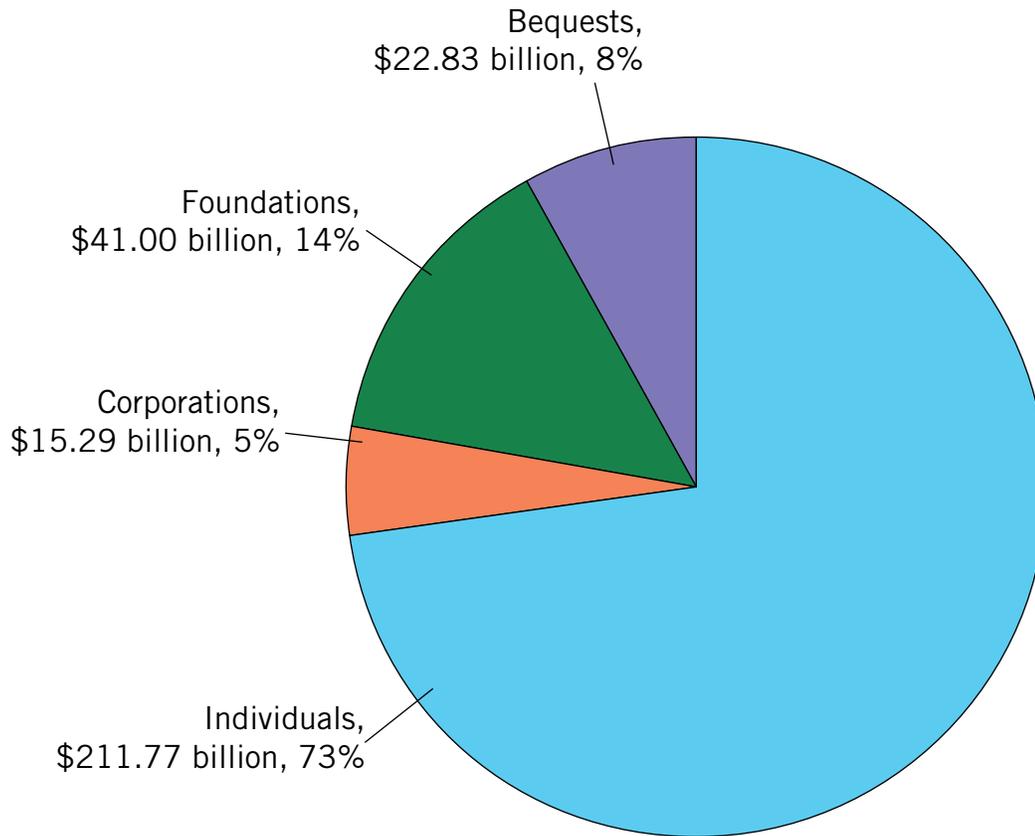
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Giving in the U.S.

CONTRIBUTORS

2010 Contributors



Total Contributions: \$290.89 billion

Source: *Giving USA 2011*

- Total charitable giving for 2010 is estimated to be \$290.89 billion. This is an increase of 2.1 percent in current dollars compared to the revised estimate of \$280.30 billion for 2009. While showing a slight increase in giving compared to 2009, donations are down 11 percent from the high point of 2007.
- In 2010, Americans contributed about 2 percent of disposable personal income to philanthropic causes. This number has remained consistent over the decades, regardless of economic climate.
—Giving USA 2011

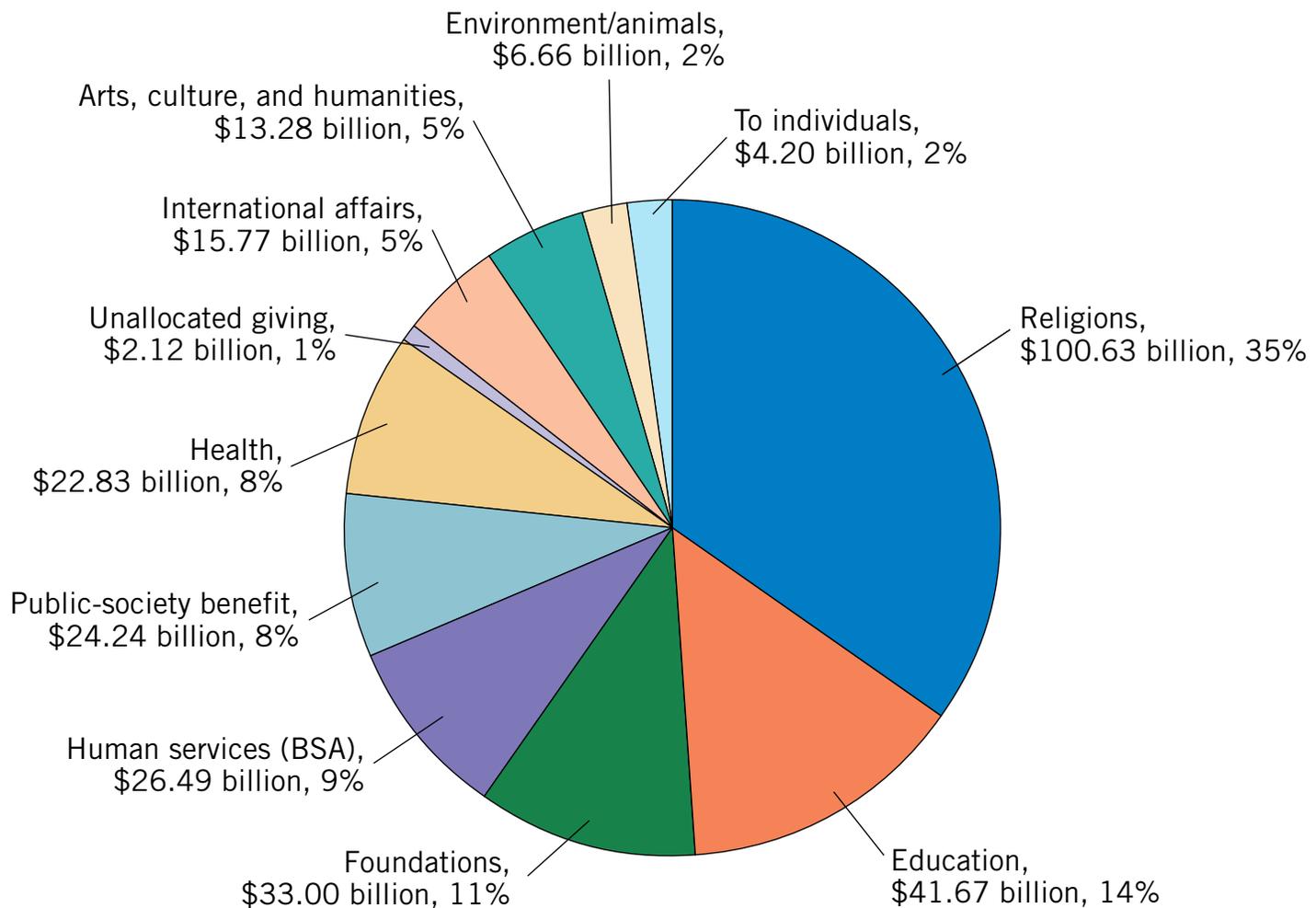


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Giving in the U.S. RECIPIENTS

2010 Recipients



Source: *Giving USA 2011*

- ♣ The Boy Scouts of America falls under the human services category.
- Compared to 2009, giving to human services in 2010 remained steady. However, giving to support organizations providing relief and recovery services to Haiti following the January 2010 earthquake was offset by losses experienced by many basic needs organizations.

- From 1998 to 2008, the number of charitable organizations registering with the IRS grew by over 60 percent, to more than 1.9 million tax-exempt organizations in the U.S. today.

—Independent Sector,
Scope of the Nonprofit Sector, 2011

—Giving USA 2011

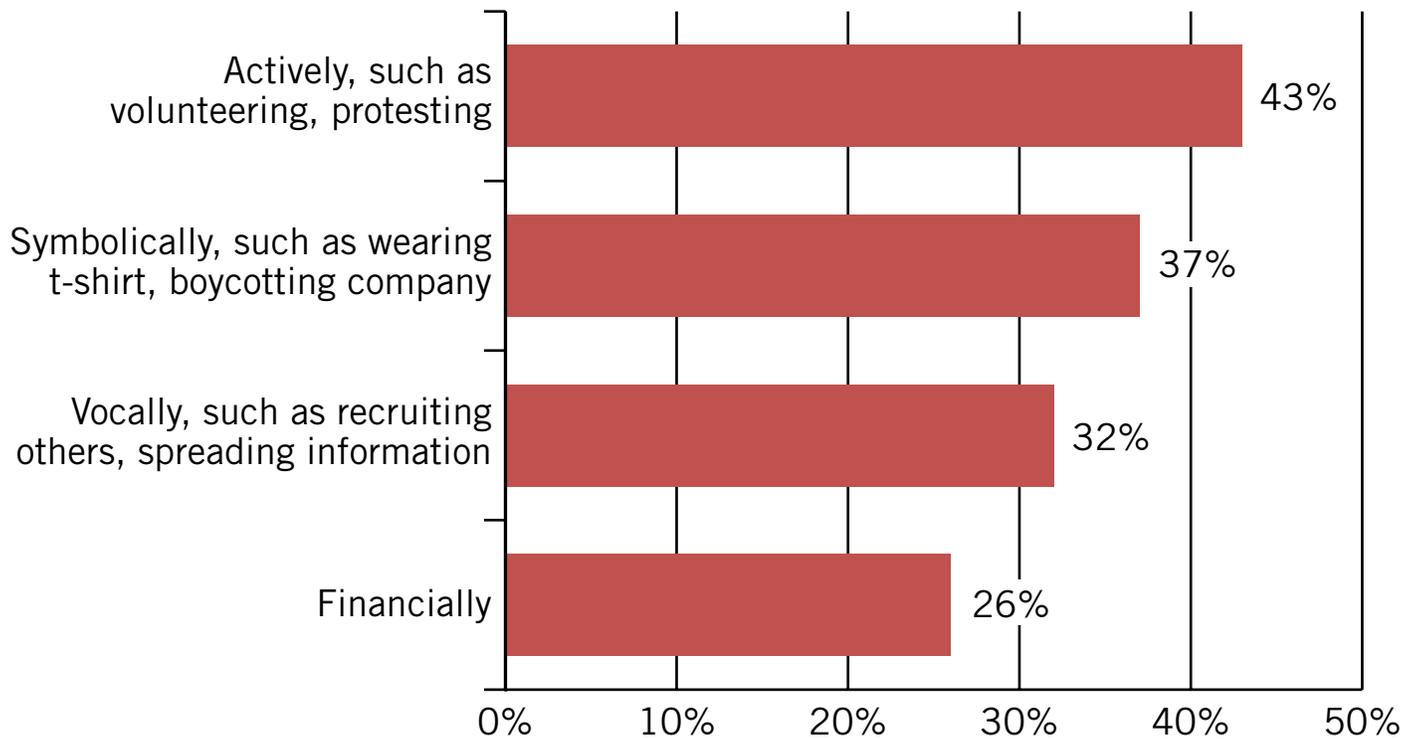


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Teens and CHARITABLE CAUSES

Teens Who Support Charitable Causes or Organizations



Source: *A Study About Teens, Charity, and Social Media*, Harris Interactive, World Vision

- 71 percent of teens support charitable causes or organizations actively (43%), symbolically (37%), vocally (32%), or financially (26%).
- Although nine in 10 teens (90%) feel it's more important than ever to help others that are less fortunate and 88 percent wish they could do more to help those in need, only 23 percent say they volunteer during their free time.

—A Study About Teens, Charity, and Social Media, Harris Interactive, World Vision

♣ One in five (20.4%) Boy Scouts in grades 6–12 belong to a community service club (in addition to the volunteer service they participate in through Scouting). This compares to 11.2 percent of boys in grades 6–12 who are not Scouts belonging to a community service club.

—2010 YouthBeat Report, C & R Research



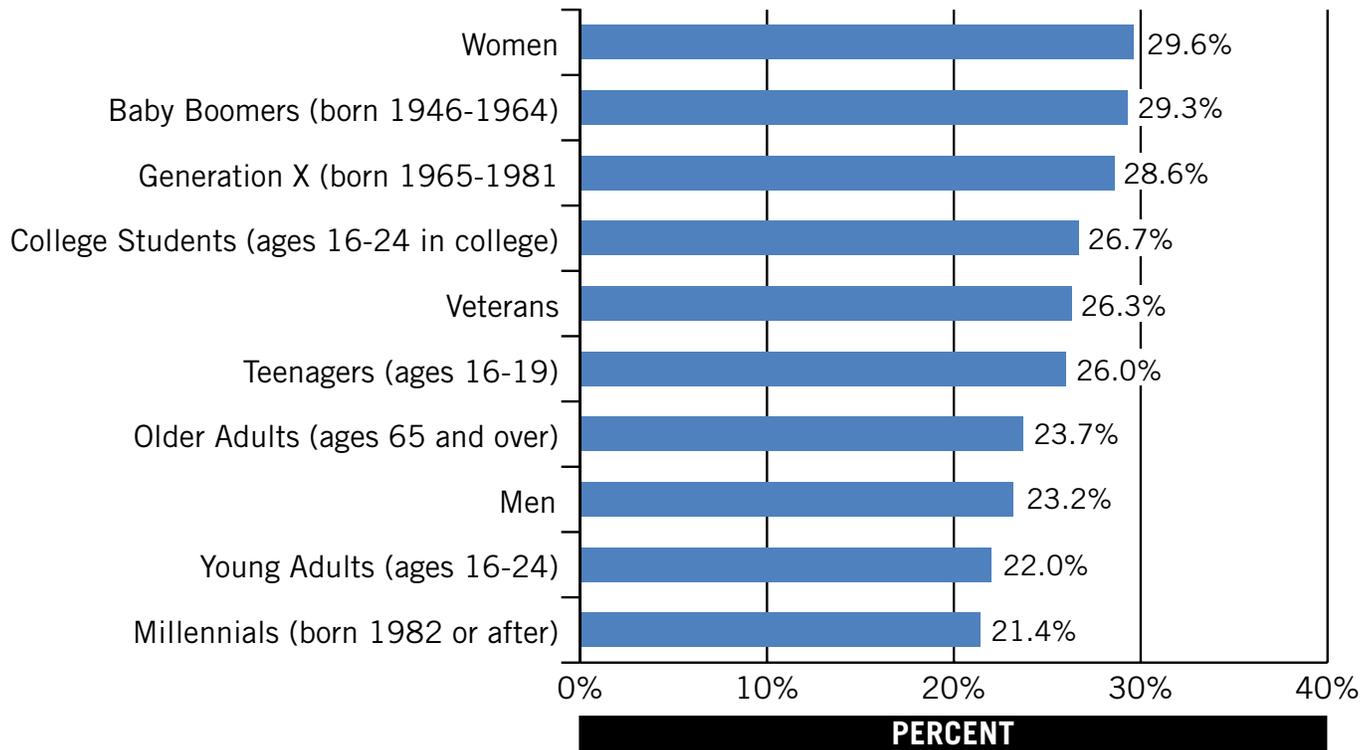
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VOLUNTEERS

in America

Average National Volunteer Rate 2008–2010



Source: *Volunteering in America, 2011*, Corporation for National and Community Service

- The estimated dollar value of volunteer time for 2010 is \$21.36 per hour.
- In 2010, about 62.8 million Americans gave about 8.1 billion hours of volunteer service, valued at \$172.6 billion.
- The volunteer rate decreased slightly from 26.8 percent in 2009 to 26.3 percent in 2010. The volunteer rate has been relatively steady since 2006.
- Long-term research reveals a volunteer lifecycle: higher volunteer rates in the teen years, dropping in early adulthood, growing from the mid- to late-twenties, peaking around middle age, and decreasing after middle age as age increases.

—Volunteering in America, 2011, Corporation for National and Community Service

- ♣ More than half of Boy Scouts (51.5%) in grades 6–12 say they have volunteered for a cause in the past month, compared to 22 percent of non-Scouts in the same grades.
- ♣ Three in 10 Cub Scouts (29.4%) in grades 1–5 say they have volunteered for a cause in the past month, compared to 14.5 percent of non-Scouts in the same grades.

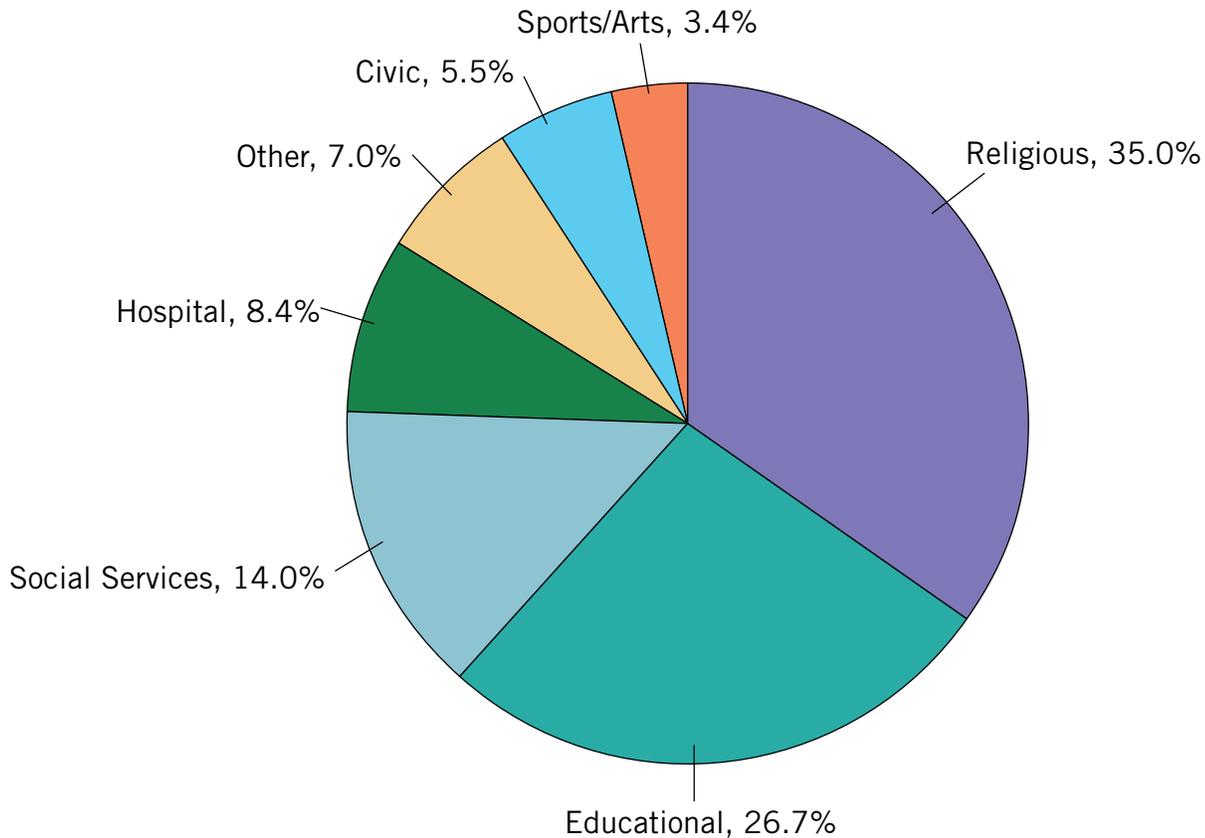


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WHERE People VOLUNTEER

Where People Volunteer (2008–2010)



Source: *Volunteering in America, 2011, Corporation for National and Community Service*

- Americans give most of their volunteer time to faith-based (35.0%) and educational (26.7%) institutions.
—*Volunteering in America, 2011, Corporation for National and Community Service*
- Teenage volunteers are significantly more likely to serve with educational or youth service organizations today (34.7% in 2005 vs. 26.8% in 1989). In fact, volunteering with a religious organization (30.3% in 2005 vs. 34.4% in 1989)

was the most common place that teenagers volunteered in 1989, but it is now the second most popular place for teenage volunteering, behind educational organizations.

- More teenage volunteers are also serving with social and community service organizations today (12.9% in 2005 vs. 7% in 1989).

—*Volunteer Growth in America, Corporation for National and Community Service, 2006*



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CHARTERED ORGANIZATION TRENDS



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FAITH-BASED

Chartered Organizations

Patterns in Membership Gains and Losses in U.S. Churches (2004–2010)					
Religious Chartered Organizations	Membership Reported 2004	Membership Reported 2009	Membership Reported 2010	One-Year Change % Change 2009–2010	Five-Year Change % Change 2004–2010
The Catholic Church	66,407,105	67,117,016	68,115,001	1.49%	2.57%
Southern Baptist Convention	16,247,736	16,266,920	16,228,438	-0.24%	-0.12%
The United Methodist Church	8,251,042	7,931,733	7,853,987	-0.98%	-4.81%
The Church of Jesus Christ of Latter-day Saints	5,410,544	5,873,408	5,974,041	1.71%	10.41%
The Church of God in Christ	5,499,875	5,499,875	5,499,875	*	*
National Baptist Convention, U.S.A., Inc.	5,000,000	5,000,000	5,000,000	*	*
Evangelical Lutheran Church in America	5,038,066	4,709,956	4,633,887	-1.62%	-8.02%
National Baptist Convention of America, Inc.	3,500,000	3,500,000	3,500,000	*	*
Assemblies of God	2,687,366	2,863,265	2,899,702	1.27%	7.90%
Presbyterian Church (U.S.A.)	3,407,329	2,941,412	2,844,952	-3.28%	-16.50%

*Membership was not updated from the previous years.

Source: National Council of Churches, Yearbook of American and Canadian Churches, 2010

- The Church of Jesus Christ of Latter-day Saints had the greatest increase in reported membership from 2004 to 2010, with an increase of 10.4 percent.
- The Presbyterian Church (U.S.A.) had the greatest decrease in reported membership from 2004 to 2010, with a decrease of 16.5 percent.
—*Yearbook of American and Canadian Churches, 2004 and 2010*



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FAITH-BASED

Chartered Organizations:

BSA MEMBERSHIP 2000–2011

BSA Youth Members and Units by Organization						
Organization Name	Youth 2000	Youth 2011	% Change 2000–2011	Units 2000	Units 2011	% Change 2000–2011
The Church of Jesus Christ of Latter-day Saints	411,367	420,977	2.3%	32,896	37,882	15.2%
United Methodist	417,425	371,491	-11.0%	11,944	11,078	-7.3%
Catholic	351,296	283,642	-19.3%	9,604	8,570	-10.8%
Presbyterian	144,206	127,931	-11.3%	4,001	3,663	-8.4%
Lutheran	147,824	119,701	-19.0%	4,353	3,902	-10.4%
Baptist	117,644	109,298	-7.1%	5,001	4,099	-18.0%
Episcopal	51,031	41,502	-18.7%	1,427	1,193	-16.4%
United Church of Christ/ Congregational	50,339	38,857	-22.8%	1,401	1,221	-12.8%
Christian Church (Disciples of Christ)	37,168	34,471	-7.3%	1,187	1,199	1.0%
Community Churches	17,135	31,315	82.8%	636	1,060	66.7%

Source: BSA National Chartered Organizations Report, December 2010

♣ Among faith-based chartered organizations with more than 100,000 BSA youth members, all but one experienced a decline in the number of BSA youth from 2000 to 2011. The Church of Jesus Christ of Latter-day Saints saw an increase (2.3%) in BSA youth membership.

♣ The organization that is currently ranked 10th among BSA faith-based chartered organization membership totals has seen a two-third increase in BSA youth membership from 2000 to 2010. The number of youth members in Community Churches increased from 17,135 to 31,315, and the number of units grew from 636 to 1,060 in that time period.

—BSA National Chartered Organizations Report, December 2011



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CIVIC

Chartered Organizations

Change in U.S. Membership (1990–2009)								
Organization Name	1990	2003	2005	2007	2009	2011	% Change 2009–2011	% Change 1990–2011
American Legion and Auxiliary	3,025,927	3,000,000	3,000,000	3,300,000	2,500,000	2,400,000	-4.00%	-20.69%
Elks National Foundation	1,440,043	1,100,000	1,000,000	1,000,000	926,245	890,470	-3.86%	-38.16%
Kiwanis International	319,781	298,232	288,702	275,000	171,916	223,163	29.81%	-30.21%
Lions International	521,230	442,935	396,000	391,000	370,767	355,511	-4.11%	-31.79%
Optimist International	172,279	104,000	114,000	101,000	115,000	97,057	-15.60%	-43.66%
Rotary International	411,548	372,104	NA	375,000	368,145	348,325	-5.38%	-15.36%
VFW, Auxiliary	2,103,687	1,800,000	2,600,000	2,300,000	2,100,000	1,400,000	-33.33%	-33.45%
Boys & Girls Clubs	1,600,000	4,000,000	4,600,000	4,800,000	4,500,000	4,100,000	-8.89%	156.25%
YMCA	NA	NA	NA	20,200,000	21,000,000	21,000,000	0.00%	NA

Source: Membership figures from each organization

- Membership in Boys & Girls Clubs has increased over 150 percent since 1990.
- In the past 20 years, civic organizations have not seen growth in membership.
—Membership figures from each organization



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ENVIRONMENTAL SCAN 2012

CIVIC

Chartered Organizations:

BSA MEMBERSHIP 2000–2011

BSA Youth Members and Units by Organization						
Organization Name	Youth 2000	Youth 2011	% Change 2000–2011	Units 2000	Units 2011	% Change 2000–2011
American Legion & Auxiliary	74,893	68,967	-7.9%	2,473	2,589	4.7%
Lions International	99,923	67,845	-32.1%	3,034	2,378	-21.6%
Rotary International	48,964	43,311	-11.5%	1,376	1,362	-1.0%
VFW, Auxiliary, Cootie	38,030	32,151	-15.5%	1,122	1,103	-1.7%
Kiwanis International	42,847	30,060	-29.8%	1,186	943	-20.5%
Elks Lodges (BPOE)	28,470	22,902	-19.6%	846	794	-6.1%
Boys & Girls Clubs	11,911	20,036	-68.2%	579	610	5.4%
YMCA/YWCA	6,845	9,560	39.7%	257	367	42.8%
Optimist International	15,116	9,237	-38.9%	387	254	-34.4%
Loyal Order of Moose	13,981	7,304	-47.8%	430	259	-39.8%

Source: BSA National Chartered Organizations Report, December 2011

♣ Only the Rotary International and VFW, Auxiliary, Cootie have shown an increase in BSA membership (1.2% and 1.8%, respectively) from 2010 to 2011. However, only VFW, Auxiliary, Cootie has increased the number of BSA units (0.1%) in the same time period.

—BSA National Chartered
Organizations Report,
December 2011



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ENVIRONMENTAL SCAN 2012

OTHER

Chartered Organizations:

BSA MEMBERSHIP 2000–2011

BSA Youth Members and Units by Organization						
Organization Name	Youth 2000	Youth 2011	% Change 2000–2011	Units 2000	Units 2011	% Change 2000–2011
Other parent-teacher groups	171,605	153,214	-11.3%	3,738	3,712	-0.7%
Groups of citizens	55,580	106,582	91.8%	1,936	3,445	77.9%
Private schools	42,147	101,563	141.0%	1,612	2,873	78.2%
Parent-Teacher Associations	85,663	69,812	-18.5%	1,762	1,661	-5.7%
Business/Industry	69,689	69,928	0.3%	3,439	2,987	-13.1%
Other community organizations	44,263	47,906	8.2%	1,905	1,721	-9.7%
Fire departments	51,477	32,091	-37.7%	1,772	1,247	-29.6%
Community centers	27,972	23,401	-16.3%	1,340	1,022	-23.7%
Non-profit agencies	N/A	16,152	N/A	N/A	573	N/A
Chambers of Commerce, Business Association	12,816	12,411	-3.2%	478	444	-7.1%

Source: BSA National Chartered Organizations Report, December 2011

♣ From 2010–2011, private schools, business/industry, community centers, and nonprofit agencies experienced growth in BSA youth members. In that same timeframe, nonprofit agencies also experienced growth in BSA units.

♣ From 2010–2011, there was growth in both units and BSA youth members chartered through nonprofit agencies.
—BSA National Chartered Organizations Report, December 2011



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SOURCES OF INFORMATION



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SOURCES of INFORMATION

Helpful Websites

The Annie E. Casey Foundation

www.aecf.org

The Annie E. Casey Foundation home page provides useful information about American youth. This organization produces several publications that might be helpful for local market research efforts.

The Center for Education Reform

www.edreform.com

This site contains the number of chartered schools with enrollment data by state.

Center for Women's Business Research

info@womensbusinessresearch.org

www.womensbusinessresearch.org

This site is a source of information about women business owners and their enterprises.

Children's Defense Fund

cdinfo@childrensdefense.org

www.childrensdefense.org

This website contains information on a variety of issues affecting children. Child health care, child care, and education are a few of the topics covered.

The Independent Sector

www.independentsector.org

This website indicates the level of volunteerism and charity in the United States, and governance and public tax information.

Join Together

info@jointogether.org

www.drugfree.org/jointogether.org

Join Together, a collaboration of the Boston University School of Public Health and the Partnership at Drugfree.org, provides information on teenage drug abuse and gun violence. The site also provides a list of grants available for programs that address drug abuse and gun violence, as well as a list of resources on these subjects.

GfK Roper Custom Research North America

info@gfkamerica.com

www.gfkamerica.com

GfK is a leading consumer market research organization. Their site contains information from a variety of research studies, including the GfK Roper Youth Report.

The Urban Institute

www.urban.org

This site contains research data on various social and public policy issues such as poverty, education, unemployment, crime, youth development, and welfare reform.



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U.S. Government Sources of Current Data

American Fact Finder

factfinder2.census.gov

This Census Bureau site provides updated demographic information by state, county, city, or zip code.

Bureau of Justice Statistics

www.ojp.usdoj.gov/bjs

The Bureau of Justice Statistics collects data from a number of surveys and from administrative sources, including the Uniform Crime Reports.

Bureau of Labor Statistics

stats.bls.gov

This home page has an extensive menu of sites for current social (especially labor) and economic data, including unemployment rates and consumer price index information.

Centers for Disease Control and Prevention (CDC)

www.cdc.gov

The CDC is the major clearinghouse for information on the current prevalence of disease and various health conditions and efforts at their control and prevention.

Consumer Expenditure Surveys

stats.bls.gov/cex

A program that consists of two surveys, the Quarterly Interview Survey and the Diary Survey, that provide information on the purchasing patterns of the U.S. population.

Corporation for National and Community Service

www.nationalservice.gov

www.nationalservice.gov/about/role_impact_performance_research.asp

In collaboration with the U.S. Census Bureau and the nonprofit coalition Independent Sector, the Corporation for National and Community Service conducts research on volunteering in America, including state and city trends and rankings.

Current Population Survey (CPS)

www.census.gov/cps

A description of the monthly data from the current versions of the CPS is available at this site.

Kids.Gov

www.kids.gov

The official kids' portal for the U.S. government, this website has links to the government's and other kids' sites for fun and education.

Map Stats

quickfacts.census.gov

U.S. Bureau of the Census state and county statistics, including type of household, race, population, school enrollment, and employment can be found on this website.

National Center for Education Statistics (NCES)

nces.ed.gov

The NCES is the major source of educational statistics in the United States, including data from population surveys, longitudinal studies, surveys of educational establishments, and various kinds of administrative data.

National Center for Health Statistics

www.cdc.gov/nchs

This site includes vital statistics data, including current data on births, deaths, marriages, infant mortality, and other topics. The home page provides current major surveys of American health.

National Health and Nutrition Examination Survey (NHANES)

www.cdc.gov/nchs/nhanes

The National Health and Nutrition Examination Survey (NHANES) is a program of studies designed to assess the health and nutritional status of adults and children in the United States. The survey is unique in that it combines interviews and physical examinations. NHANES is a major program of the National Center of Health Statistics.



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National Household Education Surveys Program (NHES)

nces.ed.gov/nhes

This survey, conducted in 2007, had two different parts: School Readiness, and Parent and Family Involvement in Education and School Readiness.

Pew Hispanic Center

www.pewhispanic.org

This website contains information on the growing impact of the U.S. Hispanic population.

Pew Research Center

www.pewresearch.org

This website provides numbers, facts, and trends shaping the United States and the world, including information about new immigrants and generations.

Population Reference Bureau

www.prb.org

The Population Reference Bureau provides U.S. and world population data. It also provides links to state data including population, economics, crime, education, and environmental information.

U.S. Bureau of the Census

www.census.gov

This home page provides a basic introduction to the U.S. Bureau of the Census, the current state of Census 2010, various press releases, subscription information, and more. It has links to many other major sources of U.S. census data.

U.S. Department of Agriculture

www.usda.gov

This site contains information regarding the cost of raising children. The costs are broken into categories such as childcare, transportation, and housing. Differing costs are also estimated for single-parent and dual-parent families.

U.S. Department of Justice

www.justice.gov/defendingchildhood

Here you will find information on youth violence, victims of crimes, safe community initiative, and domestic violence.

Data Archives of U.S. Census and Survey Statistics

Inter-university Consortium for Political and Social Research (ICPSR)

www.icpsr.umich.edu

Located at the Institute for Social Research, University of Michigan, ICPSR is a membership-based, nonprofit scholarly organization with the most extensive archive of computerized social science data in the world. These include vast U.S. census data holdings, including many decennial censuses, many of the surveys mentioned in this listing, the City and County Data Books, and a limited supply of foreign census materials.

NOAA Coastal Services Center

www.csc.noaa.gov

The Coastal Services Center collects information on oceanography, meteorology, and the like. It is a resource of census data for anyone with an interest in recent American social or economic history.



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