

# Youth Survey Results

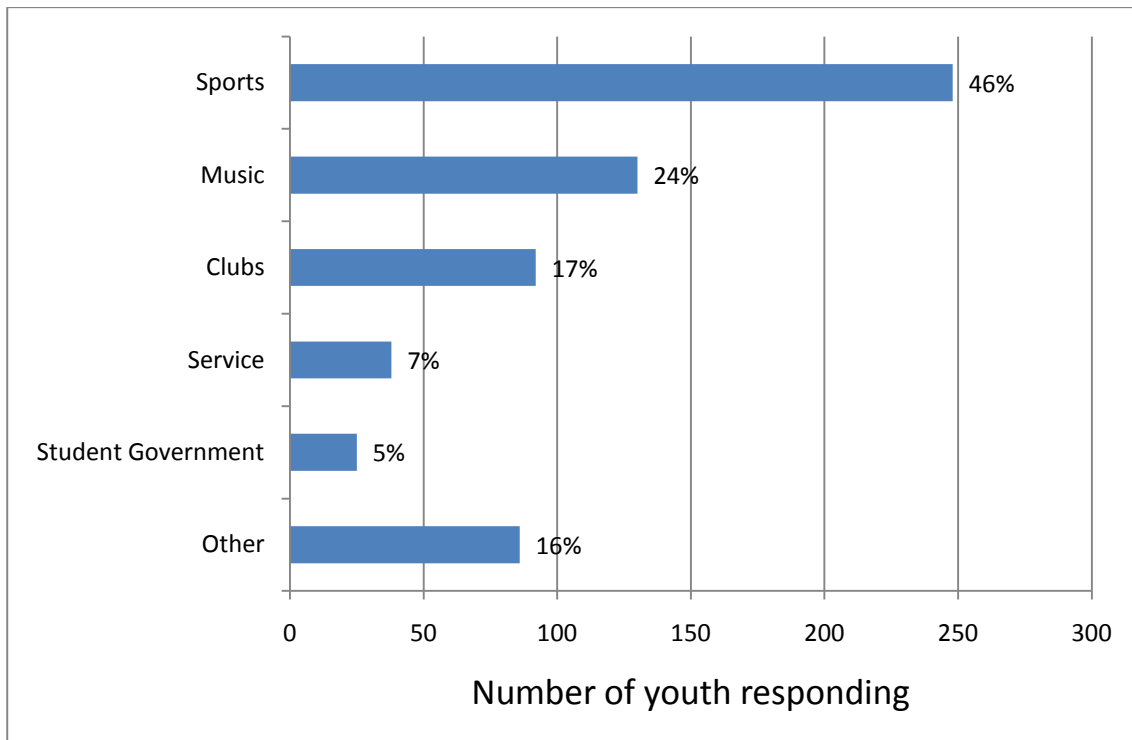
The following is a summary of the analysis of the youth survey that was conducted during the months of August and September, 2010. The final tally for the survey was 536. After the results and analysis there is a summary of the methodology that was used to collect the data. The number of youth responding to any question may be less or more than 536 because some youth did not answer all of the questions and for some questions they were asked to respond to all the prompts that applied.

The sum of the youth responding in all the categories will not always total to 536, the total youth surveyed. On a number of occasions not every youth answered every question.

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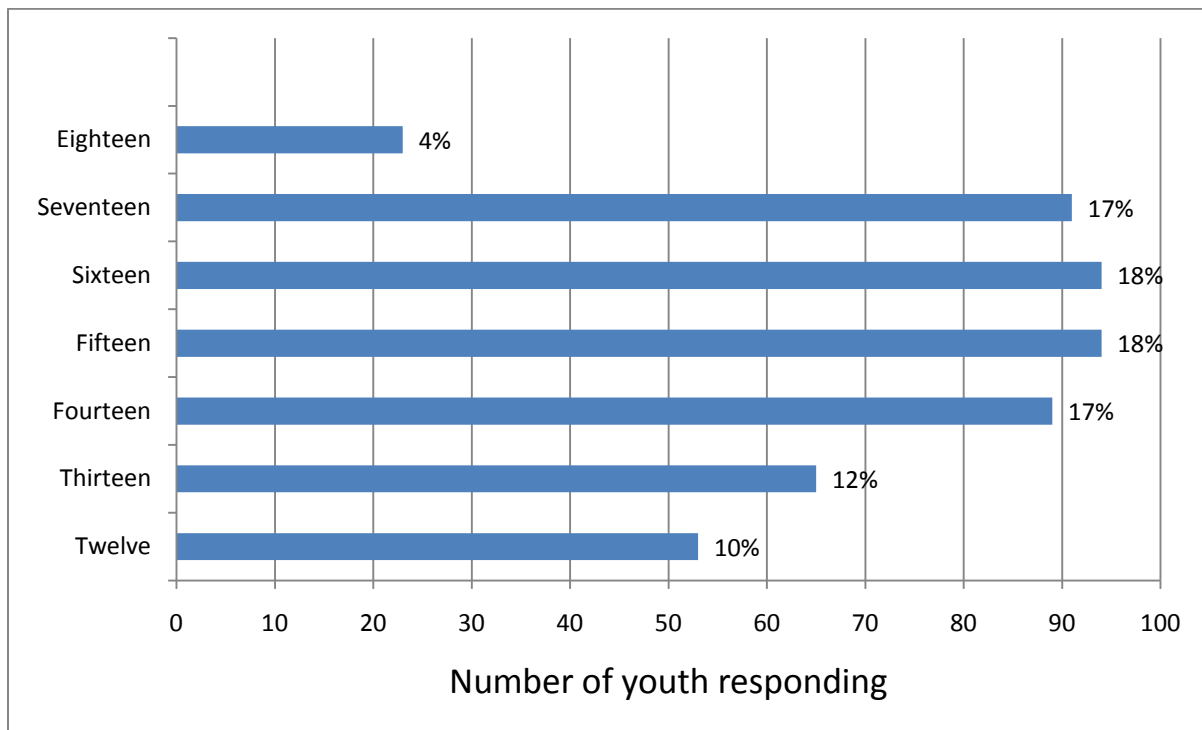
## What activities are you involved in at school?

Activity	Number of youth responding
Sports	248
Music	130
Clubs	92
Service	38
Student Government	25
Other	86



## How old are you?

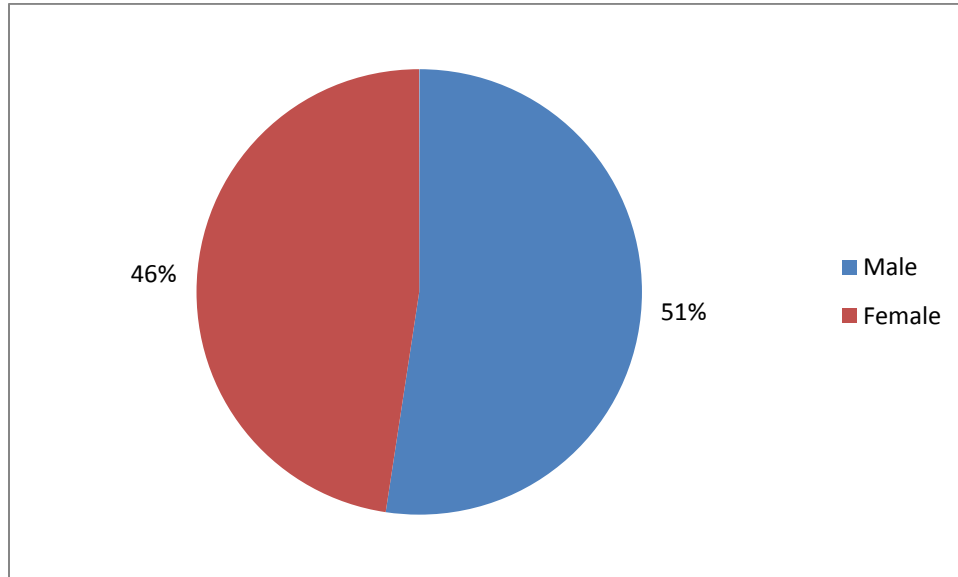
Age	Number of youth responding
Eighteen	23
Seventeen	91
Sixteen	94
Fifteen	94
Fourteen	89
Thirteen	65
Twelve	53



The number of eighteen year olds surveyed is much smaller than the other ages because we did not specifically seek them out. The focus of the research was on twelve to seventeen year olds. The construction of the other graphs did not include the eighteen year olds.

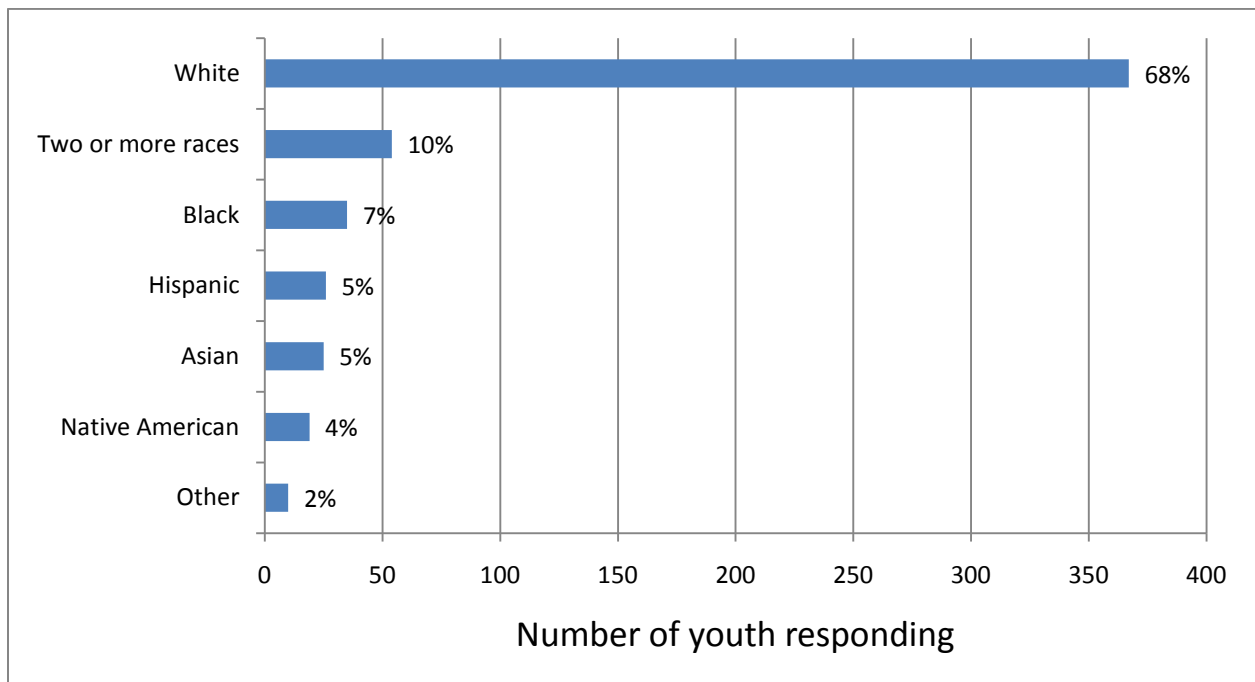
### What is your gender?

Gender	Number of youth responding
Male	267
Female	244



## What is your ethnicity?

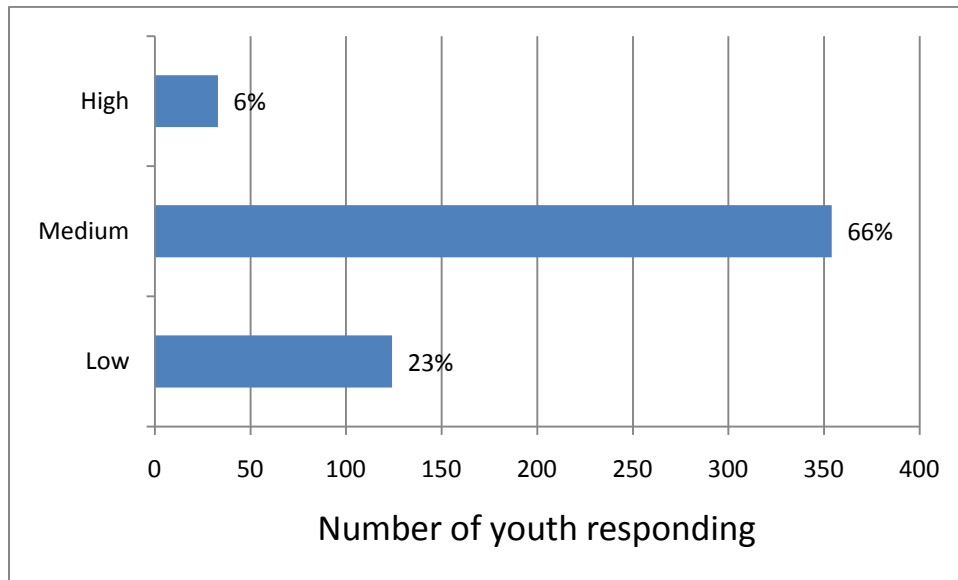
Ethnicity	Number of youth responding
White	367
Two or more races	54
Black	35
Hispanic	26
Asian	25
Native American	19
Other	10



This ethnicity mix reflects the demographic composition of the Redding area. See the Redding census data on [www.city-data.com/city/Redding-California.html](http://www.city-data.com/city/Redding-California.html) for comparison.

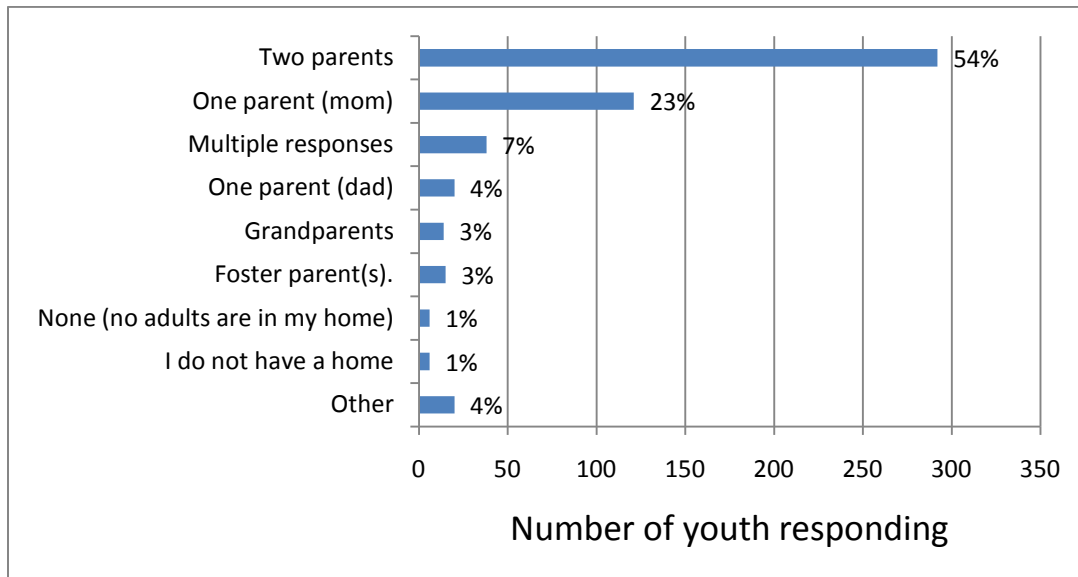
**How much money does your family make? Circle the one that best applies.**

<b>Family Income</b>	<b>Number of youth responding</b>
High	33
Medium	354
Low	124



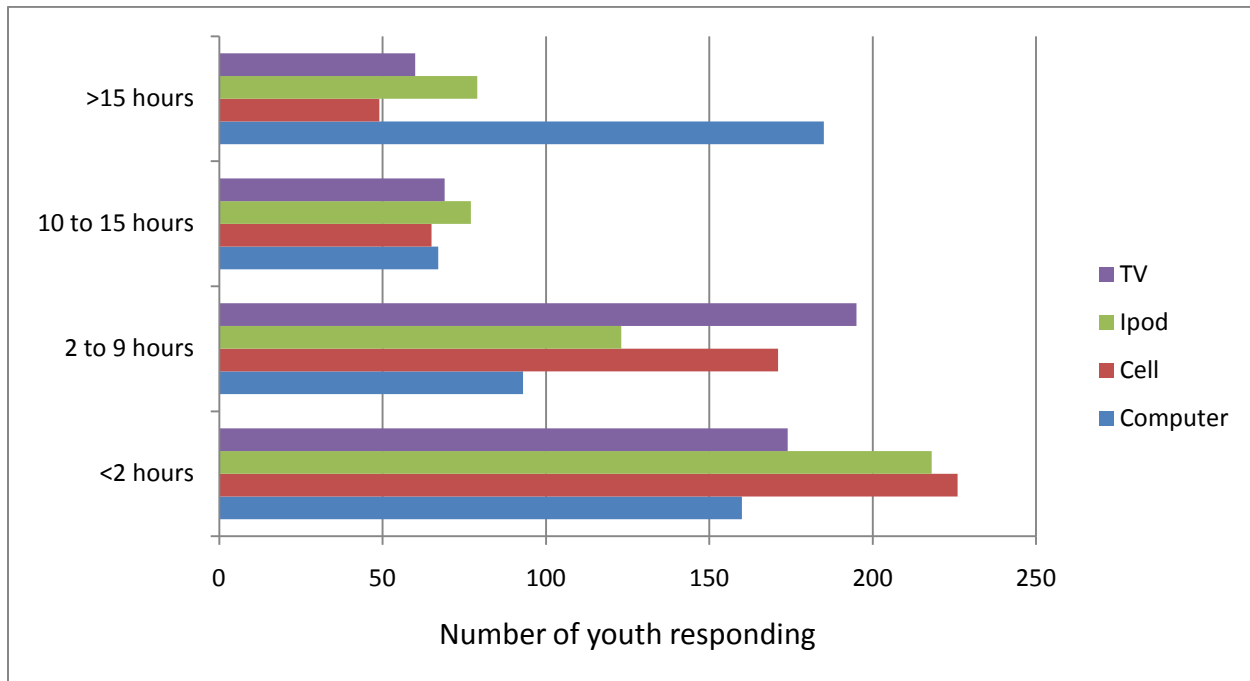
## What adults live in your home where you spend most of your time?

Adults in home	Number of youth responding
Two parents	292
One parent (mom)	121
Multiple responses	38
One parent (dad)	20
Grandparents	14
Foster parent(s)	15
None (no adults are in my home)	6
I do not have a home	6
Other	20



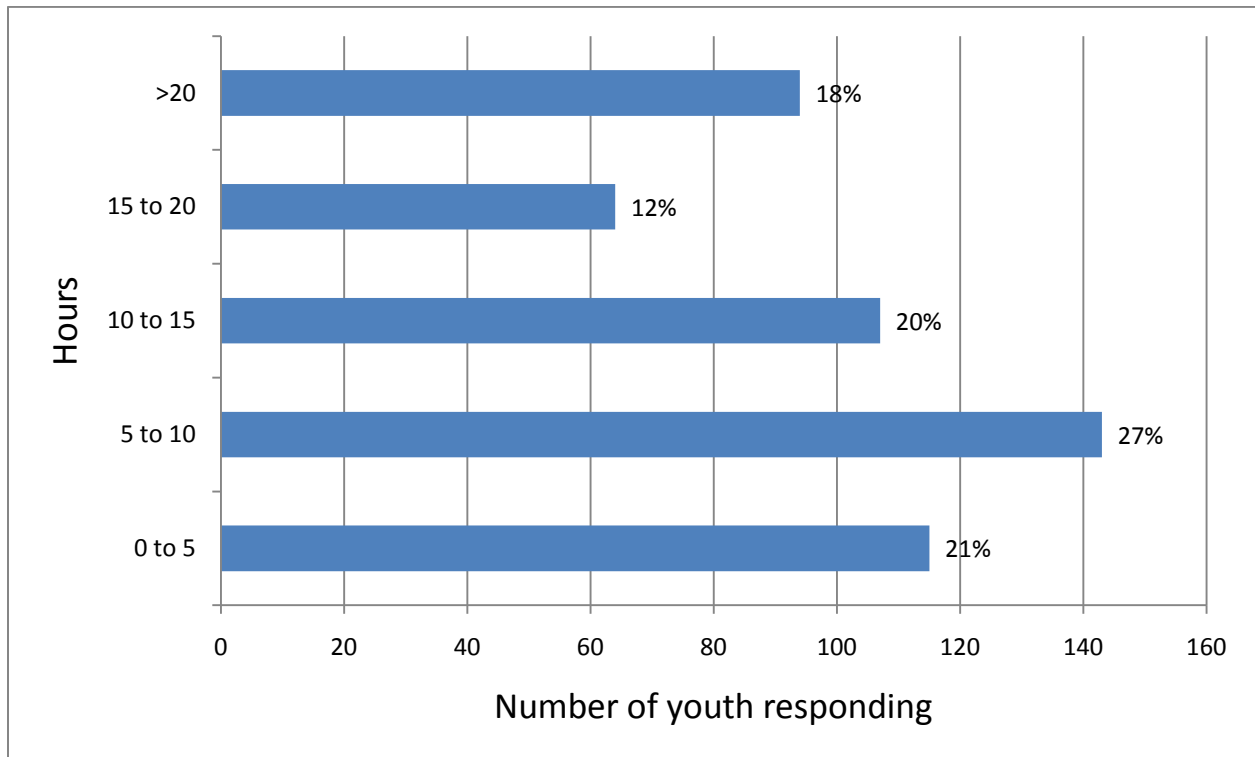
### How many hours a week do you use the following?

	>15	10 to 15	2 to 9	<2
<b>TV</b>	60	69	195	174
<b>Ipod</b>	79	77	123	218
<b>Cell</b>	49	65	171	226
<b>Computer</b>	185	67	93	160



**How much free time (non-school/work) do you have each week during the school year?**

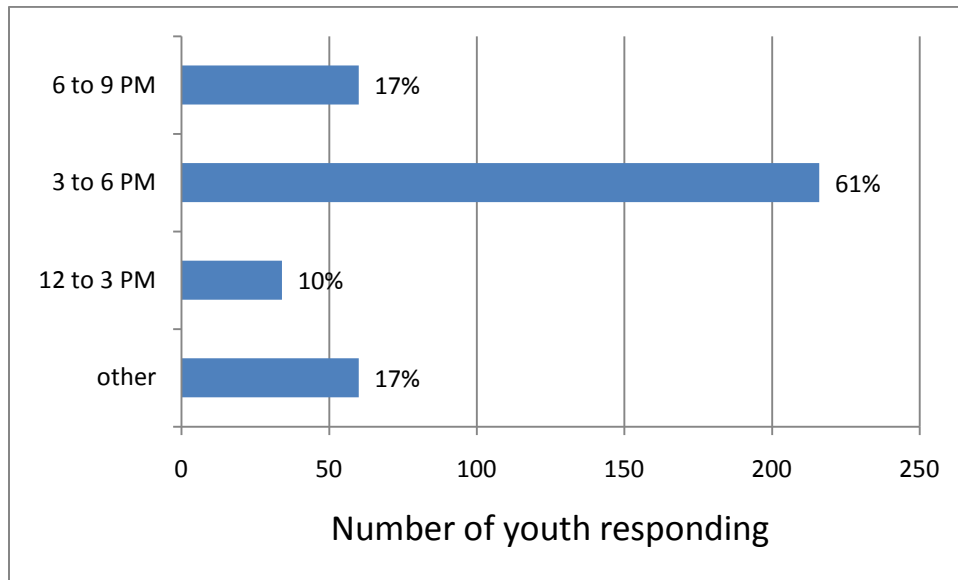
<b>Hours</b>	<b>Number of youth responding</b>
>20	94
15 to 20	64
10 to 15	107
5 to 10	143
0 to 5	115



The median number of hours of free time per week was 12.5 hours.

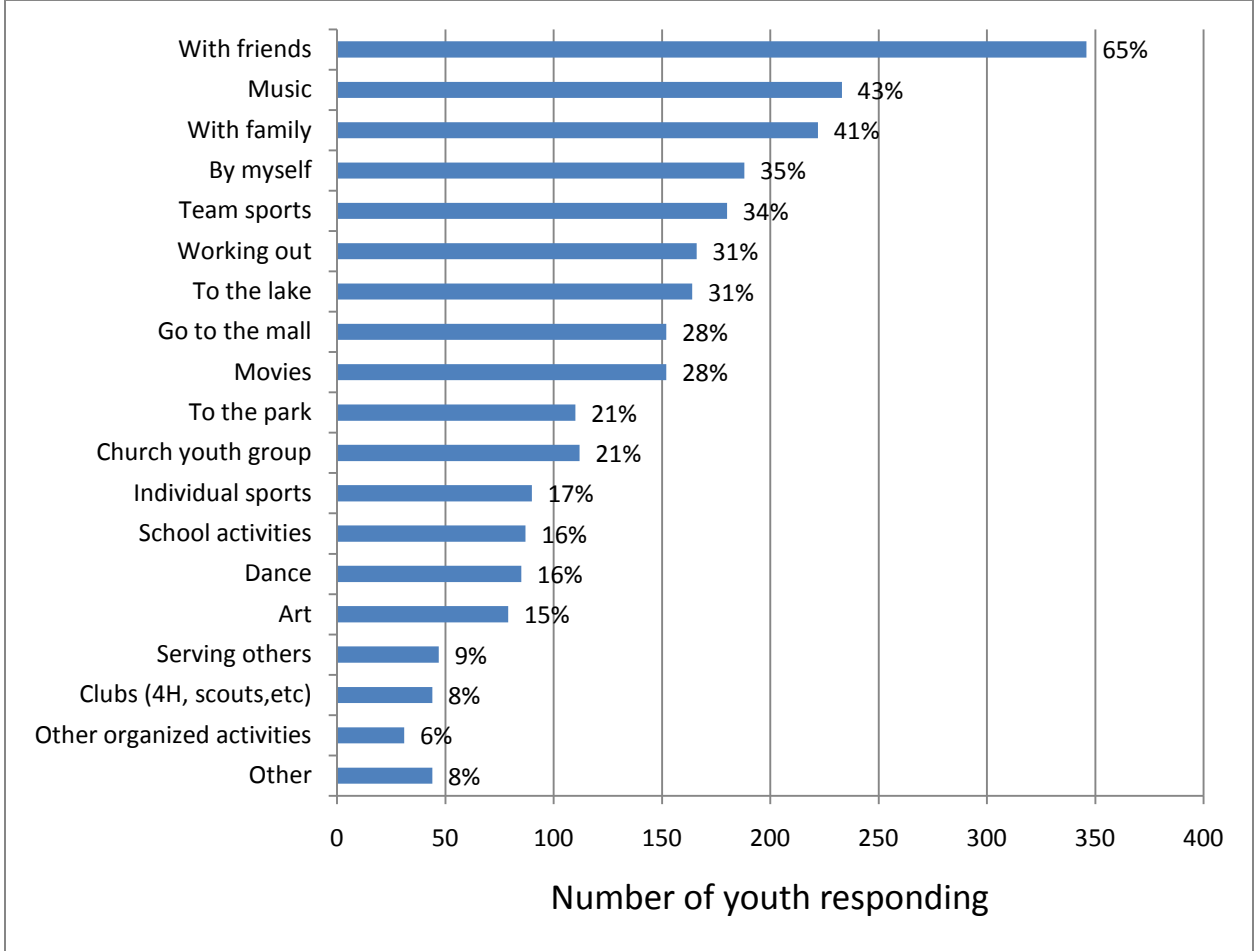
### When do you have the most free time on school days?

Times available	Number of youth responding
6 to 9 PM	60
3 to 6 PM	216
12 to 3 PM	34
other	60



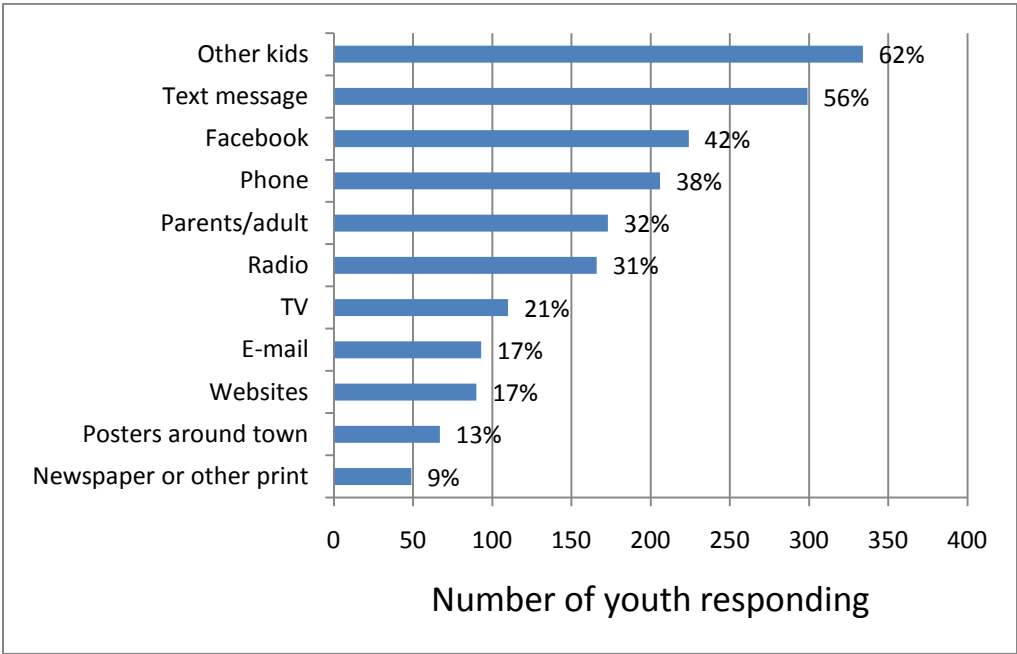
**How do you spend the major part of your free time? Circle up to 7.**

<b>Activity</b>	<b>Number of youth responding</b>
With friends	346
Music	233
With family	222
By myself	188
Team sports	180
Working out	166
To the lake	164
Go to the mall	152
Movies	152
To the park	110
Church youth group	112
Individual sports	90
Dance	85
School activities	84
Art	78
Serving others	47
Clubs(4H, scouts, etc.)	44
Other organized activities	31
Other	44



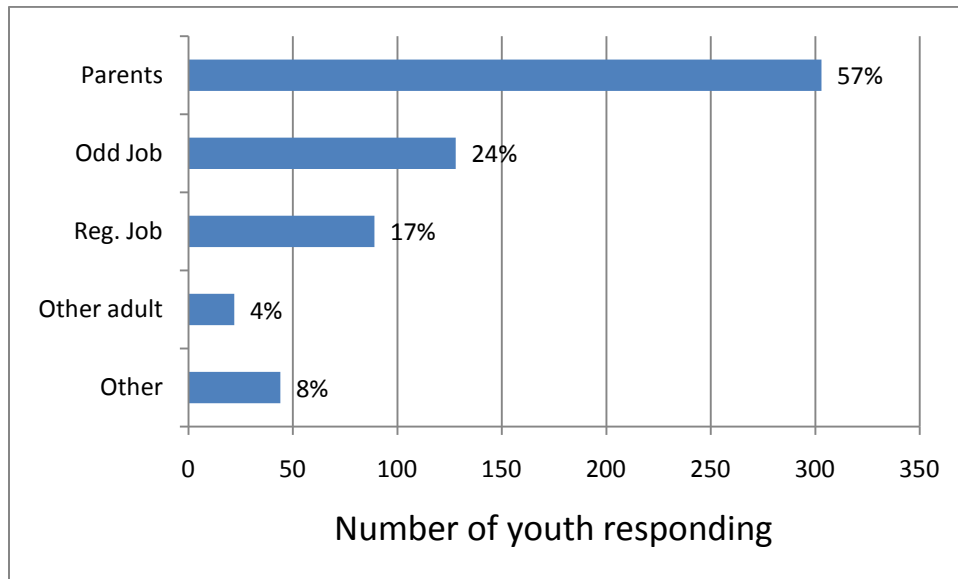
**How do you find out about activities and events? Circle the main ways, up to 5.**

Source of information	Number of youth responding
Other kids	334
Text message	299
Facebook	224
Phone	206
Parents/adult	173
Radio	166
TV	110
E-mail	93
Websites	90
Posters around town	67
Newspaper or other print	49



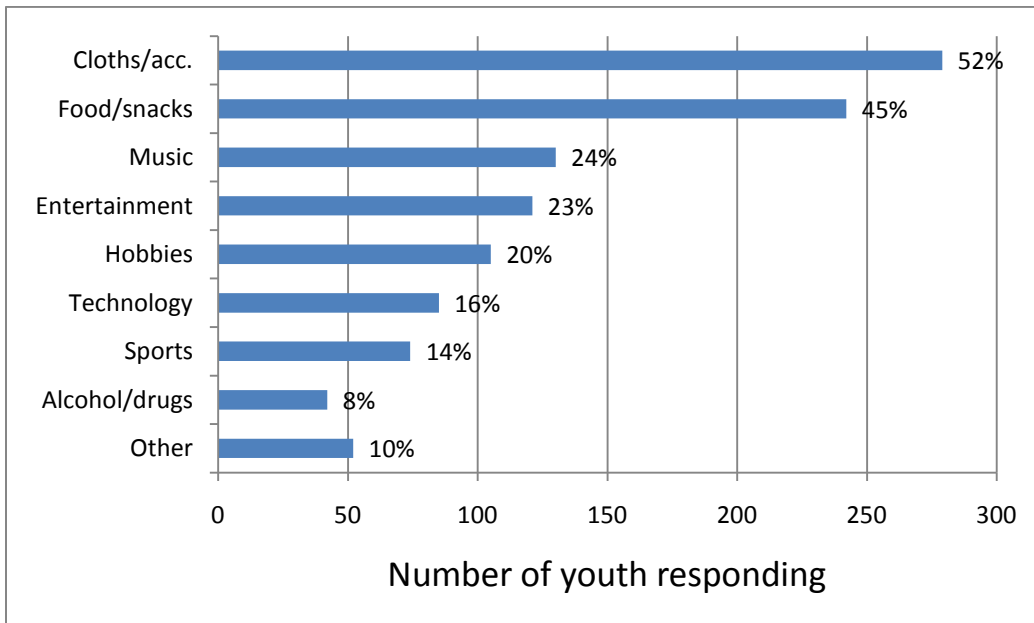
## What is the source of your spending money?

Income Source	Number of youth responding
Parents	303
Odd jobs	128
Regular job	89
Other adult	22
Other	44



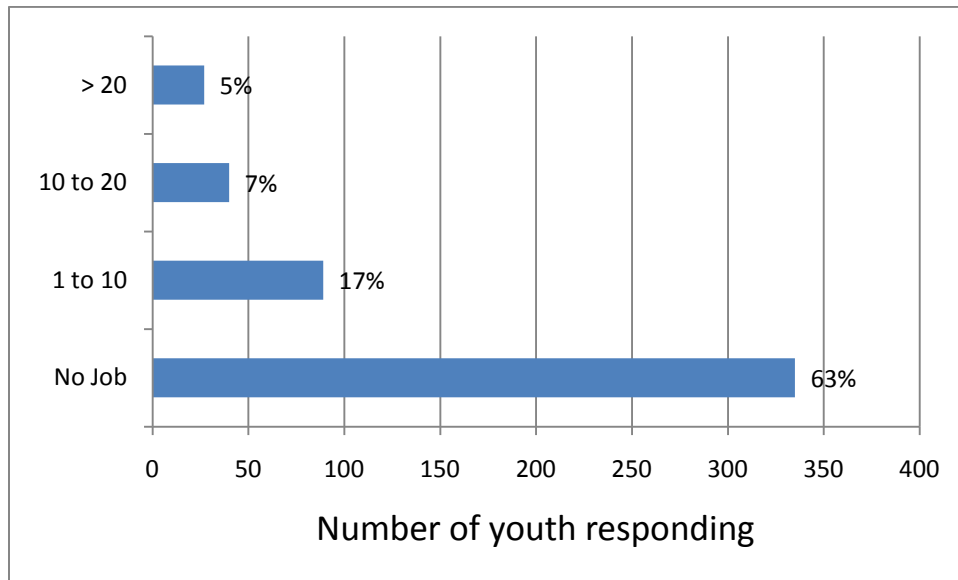
## What do you spend money on?

Item	Number of youth responding
Cloths/accessories	279
Food/snacks	242
Music	129
Entertainment	121
Hobbies	105
Technology	85
Sports	74
Alcohol/drugs	42
Other	52



**If you have a paying job, how many hours each week do you work?**

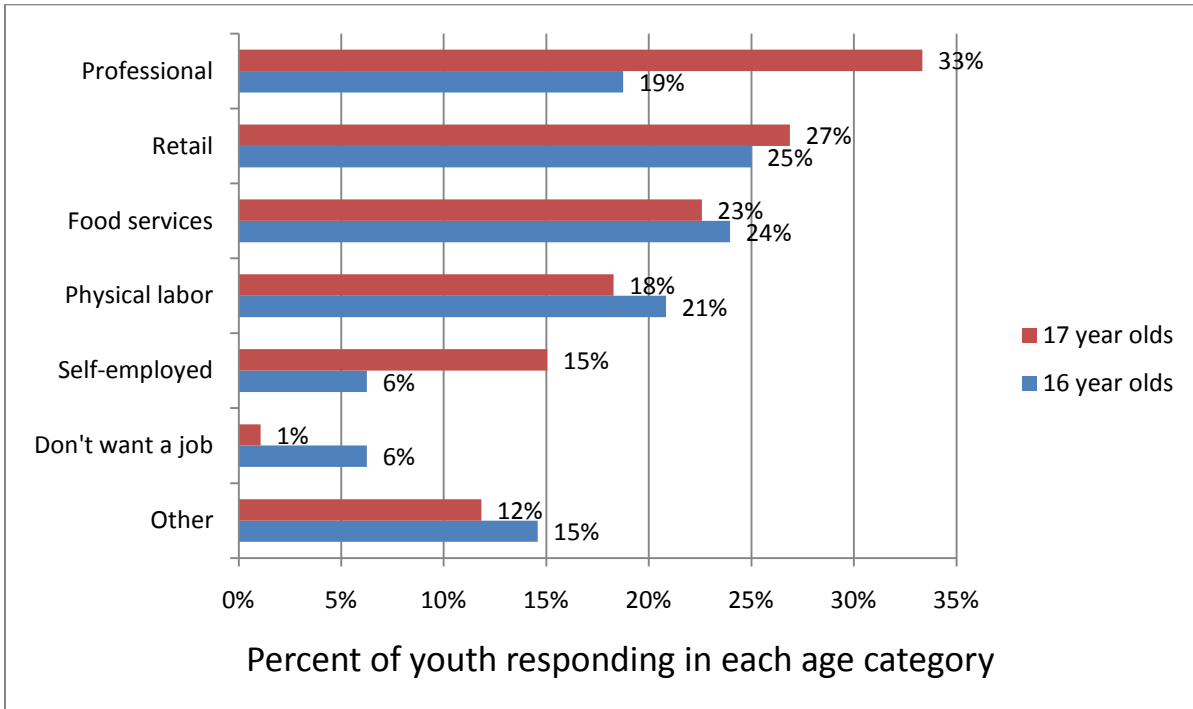
<b>Hours/week</b>	<b>Number of youth responding</b>
>20	27
10 to 20	40
1 to 10	89
No job	335



### If you want a job, what kind of work would you like to do?

	Professional	Retail	Food services	Physical labor	Self-employed	Don't want a job	Other
<b>16</b>	18	24	23	20	6	6	14
<b>17</b>	31	25	21	17	14	1	11

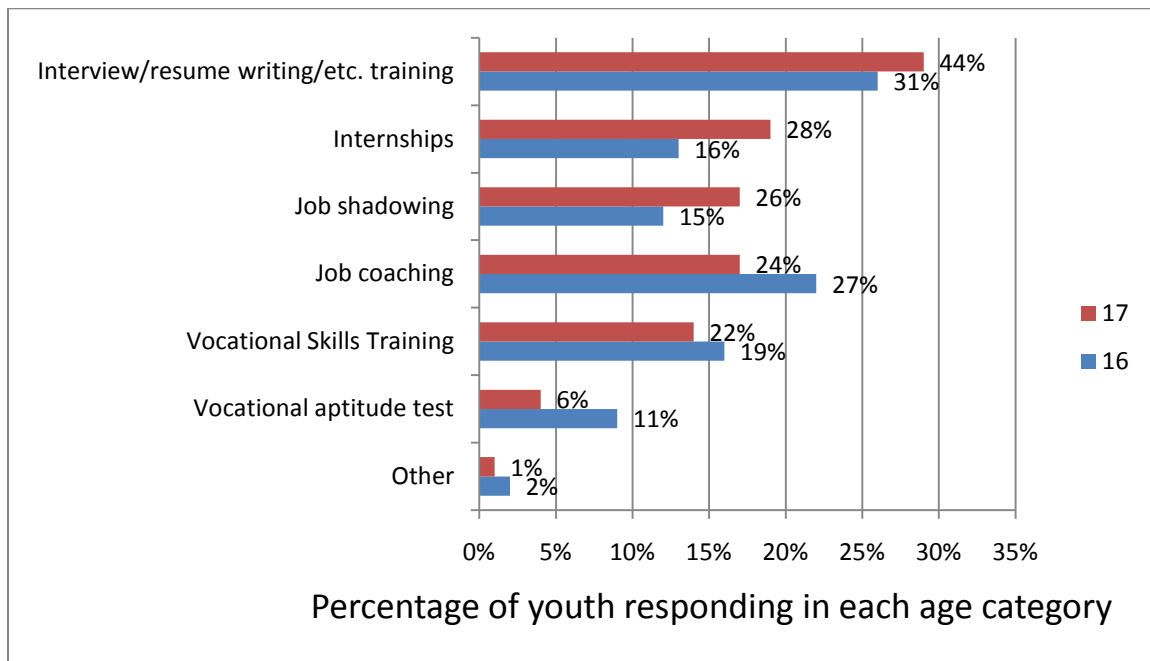
Number of youth responding in each age category



## What would help you get a job?

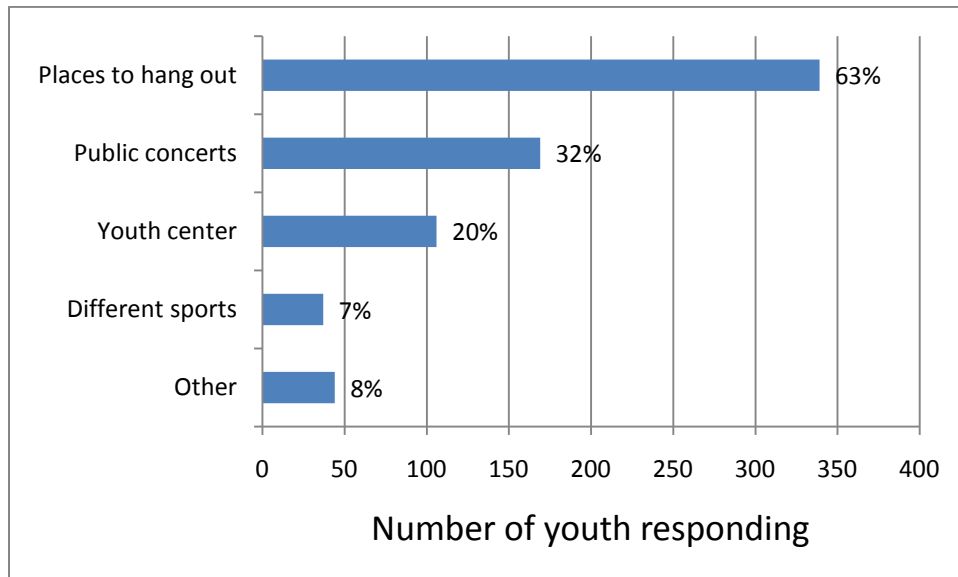
	Interview/resume writing/training	Internships	Job shadowing	Job coaching	Vocational skills training	Vocational aptitude test	Other
<b>16 year olds</b>	30	15	14	26	18	11	2
<b>17 year olds</b>	41	26	24	22	20	6	1

Number of youth responding in each age category



## What do you think we need (or need more of) in Redding?

Perceived Need	Number of youth responding
Places to hang out	339
Public concerts	169
Youth center	106
Different sports	37
Other	44

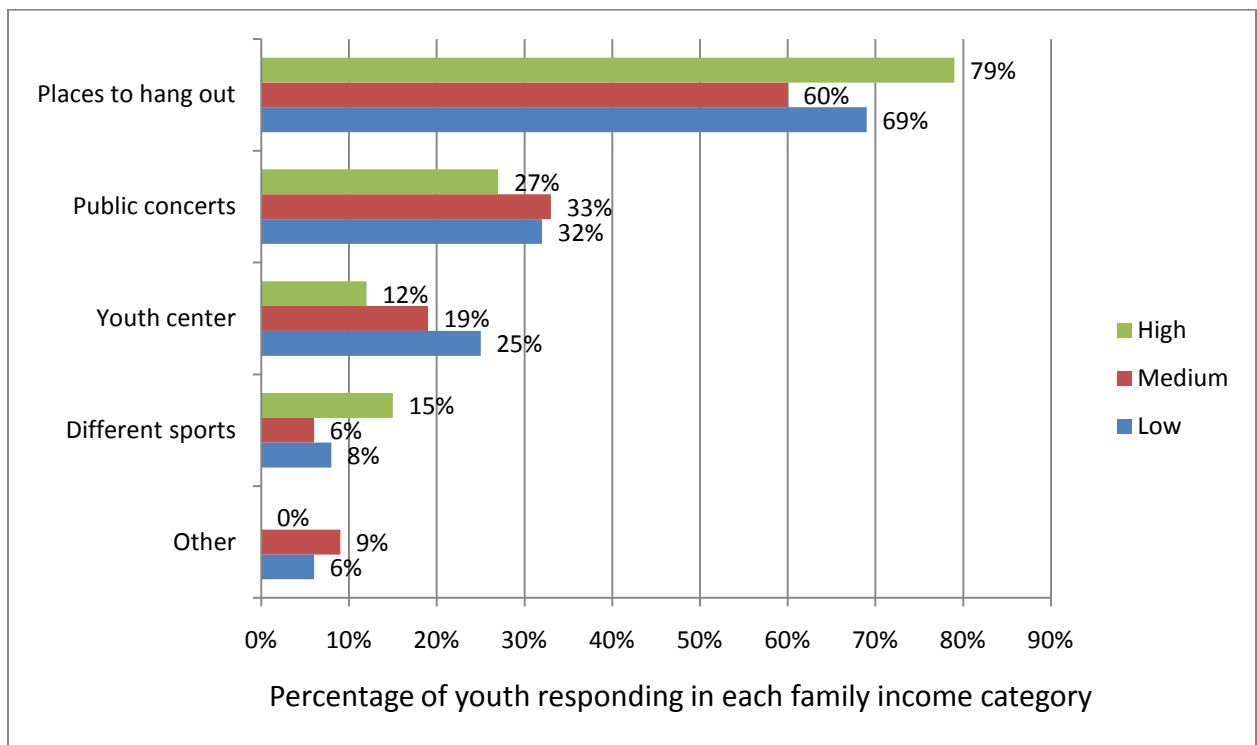


### List examples of what Redding needs (or needs more of).

- **Skate Park** (new, eastside, indoor, bigger, better)(31)
- **Place to Hang** (no trouble, music, food, games, family, chill, fun, yoga) (26)
- **Safe** (hang, neighborhoods, drug free, no trouble, no gangs or graffiti, places to play, less meth)(23)
- **Mall** (more stores, better, bigger, nice people, new, affordable) (18 )
- **Club** (teen, dance )(12)
- **Concerts** (more, public, theatre, live, famous, in park, punk rock ) (9)
- **Dance** (sing, stage, cool place, dance area) (7)

### Perceived needs versus family income

	Low	Medium	High
<b>Places to hang out</b>	69%	60%	79%
<b>Public concerts</b>	32%	33%	27%
<b>Youth center</b>	25%	19%	12%
<b>Different sports</b>	8%	6%	15%
<b>Other</b>	6%	9%	0%

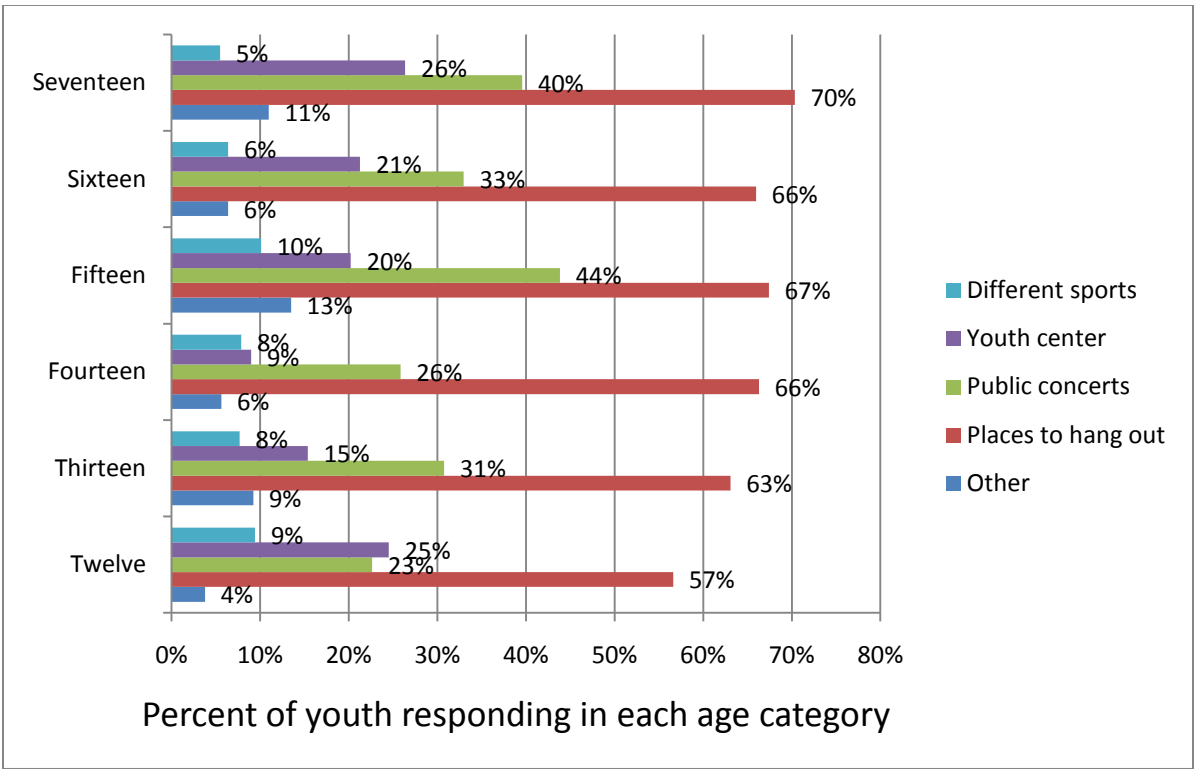


One trend in the data is the increasing percentage of youth indicating an interest in a youth center with decreasing reported family income.

### Perceived needs versus age

Age	Different Sports	Youth Center	Public Concerts	Places to hang out	Other
Seventeen	5	24	36	64	10
Sixteen	6	20	31	62	6
Fifteen	9	18	39	60	12
Fourteen	7	8	23	59	5
Thirteen	5	10	20	41	6
Twelve	5	13	12	31	2

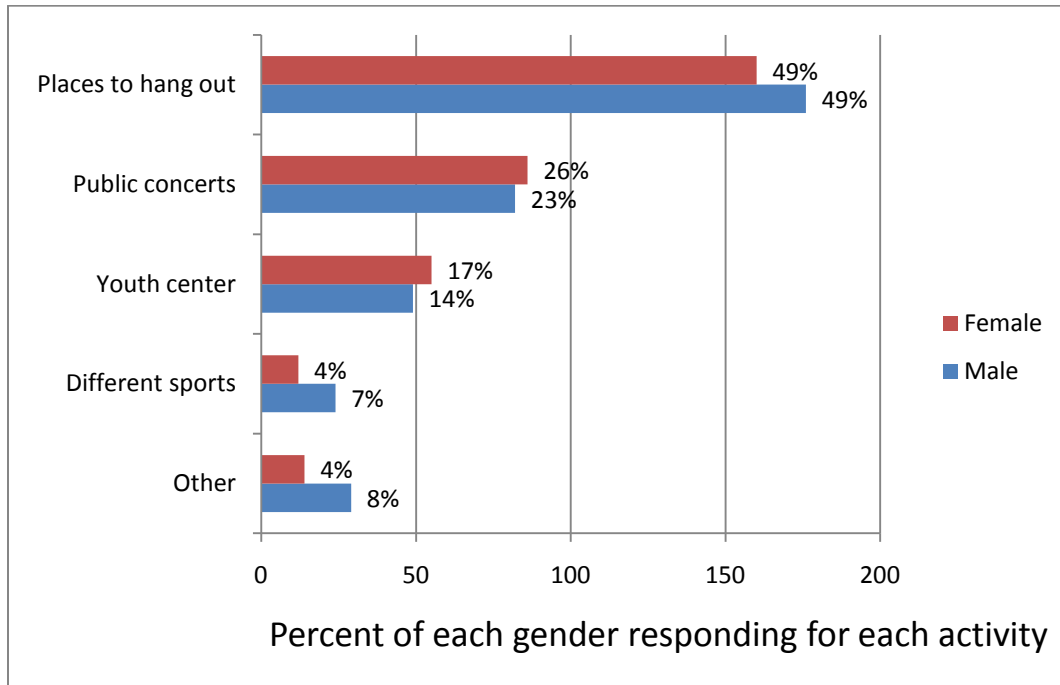
Number of youth in each age category responding



### Perceived needs versus gender

	Places to hang out	Public concerts	Youth center	Different sports	Other
Female	160	86	55	12	14
Male	176	82	24	24	29

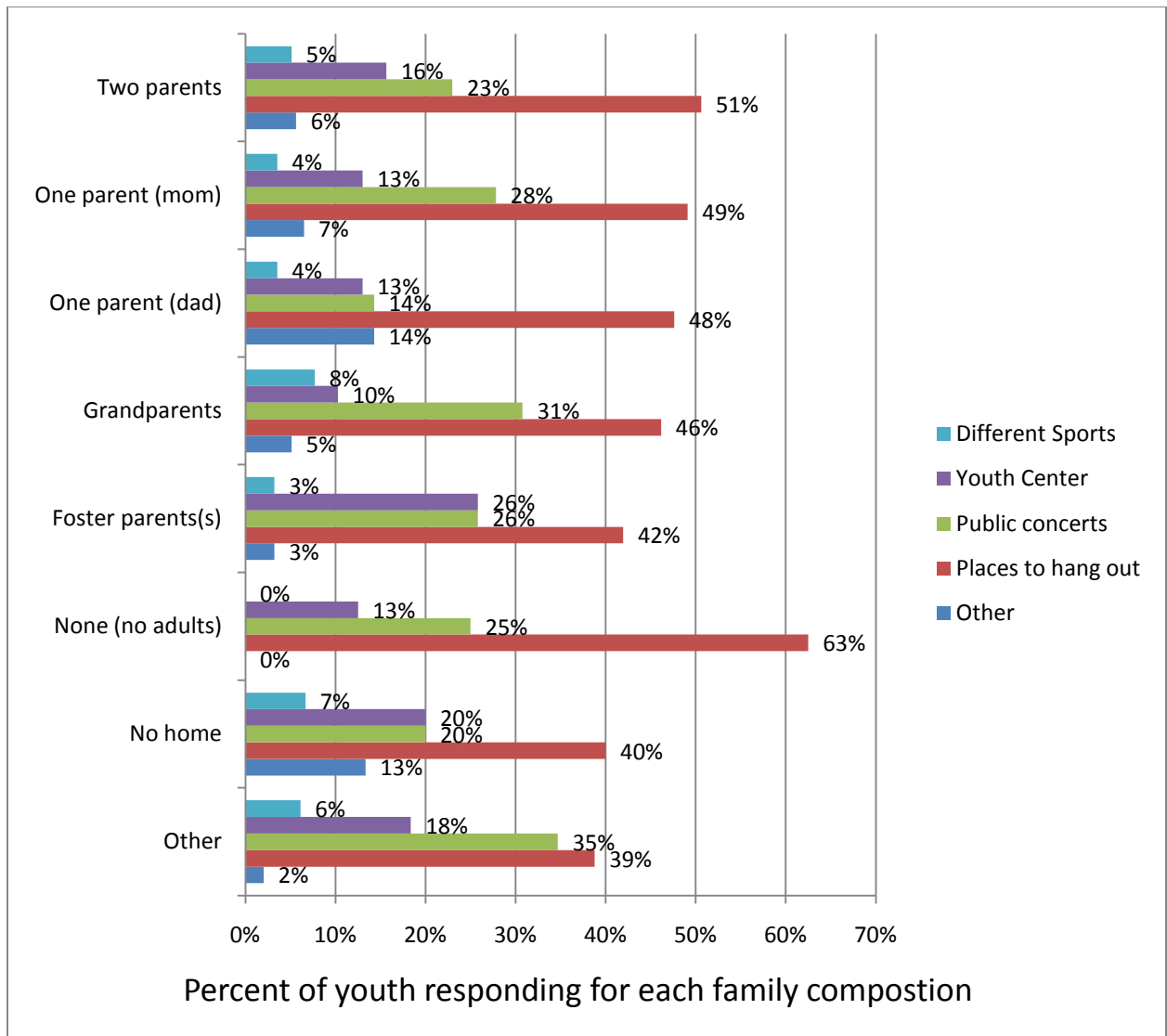
Number of youth in each gender responding



### Perceived needs versus adults in the home

	Different Sports	Youth Center	Public concerts	Places to hang out	Other
Two parents	21	64	94	207	23
One parent (mom)	6	22	47	207	11
One parent (dad)	5	22	6	20	6
Grandparents	3	4	12	18	2
Foster parents(s)	1	8	8	13	1
None (no adults)	0	1	2	5	0
No home	1	3	3	6	2
Other	3	9	17	19	1

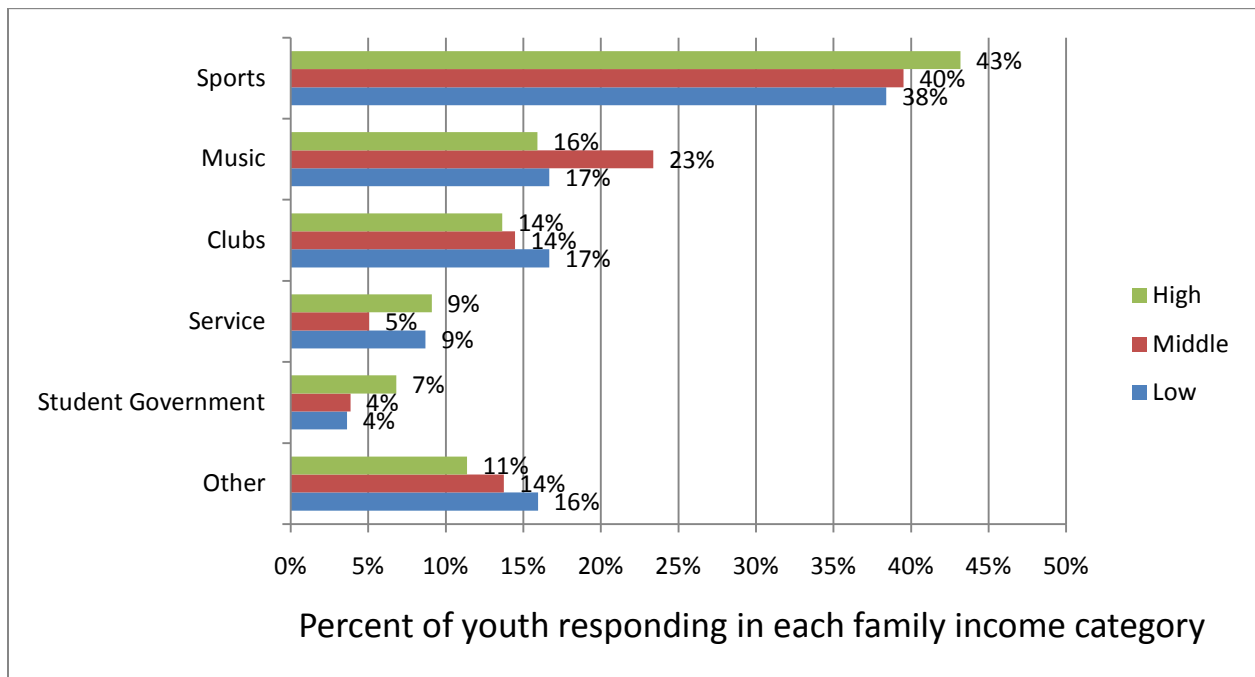
Number of youth in each family composition responding



## School activities versus family income

	Sports	Music	Clubs	Service	Student Government	Other
<b>Low</b>	53	23	23	12	5	22
<b>Middle</b>	164	97	60	21	16	57
<b>High</b>	19	7	6	4	3	5

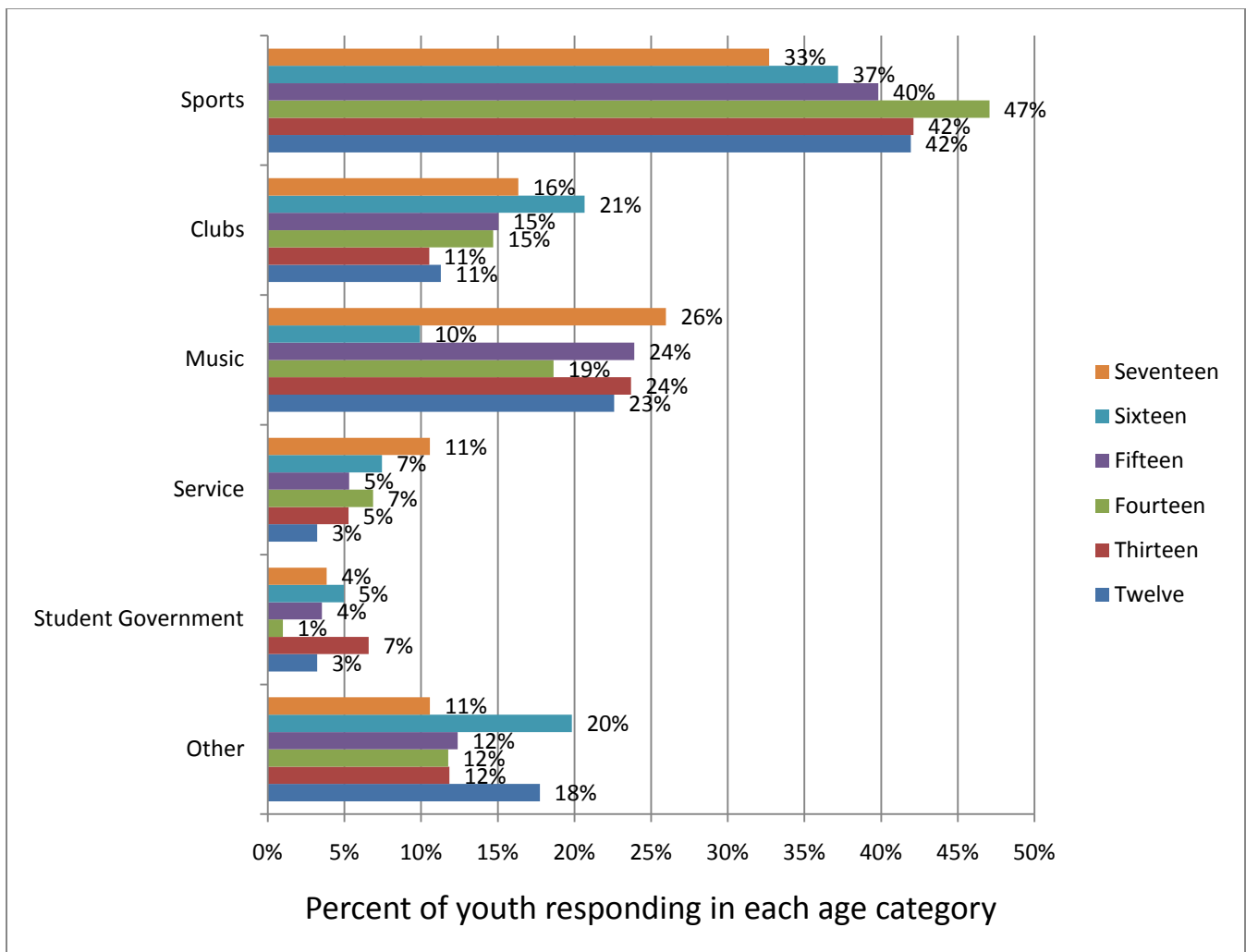
Number of youth in each family income bracket responding



## School activities versus age

	Sports	Clubs	Music	Service	Student Government	Other
<b>Twelve</b>	26	7	14	2	2	11
<b>Thirteen</b>	32	8	18	4	5	9
<b>Fourteen</b>	48	15	19	7	1	12
<b>Fifteen</b>	45	17	27	6	4	14
<b>Sixteen</b>	45	25	12	9	6	24
<b>Seventeen</b>	34	17	27	11	4	11

Number of youth in each age category responding

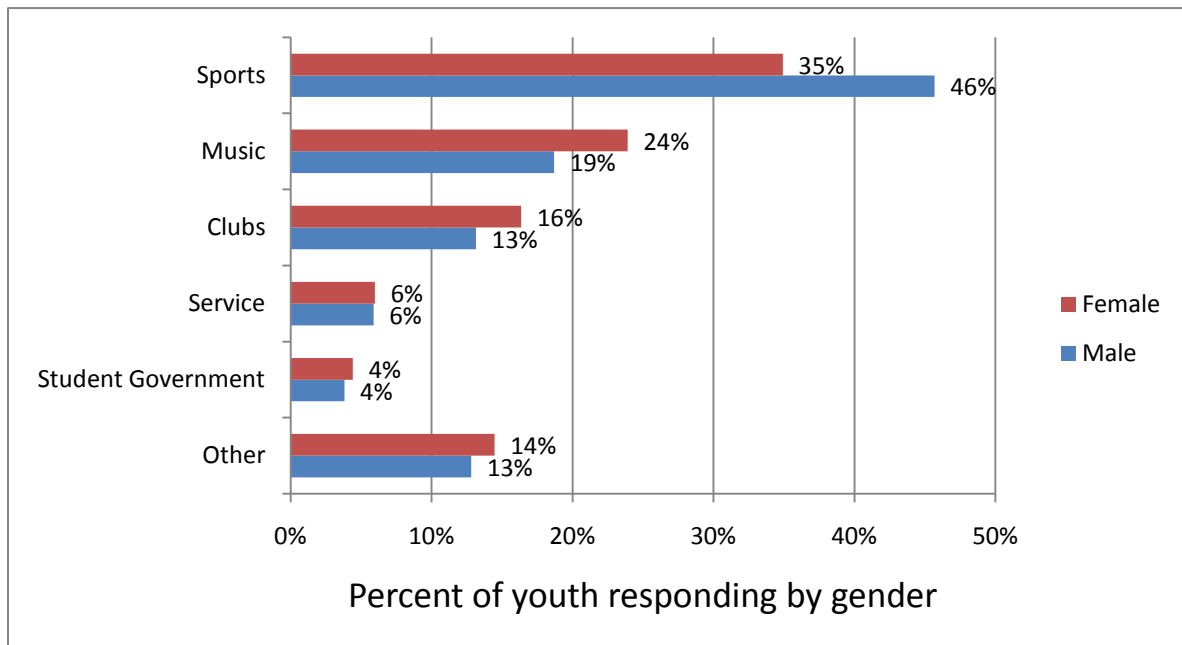


It appears that involvement in sports peaks at age fourteen and slowly declines to age seventeen.

### School activities versus gender

	Sports	Music	Clubs	Service	Student Government	Other
Male	132	54	38	17	11	37
Female	111	76	52	19	14	46

Number of youth in each gender responding

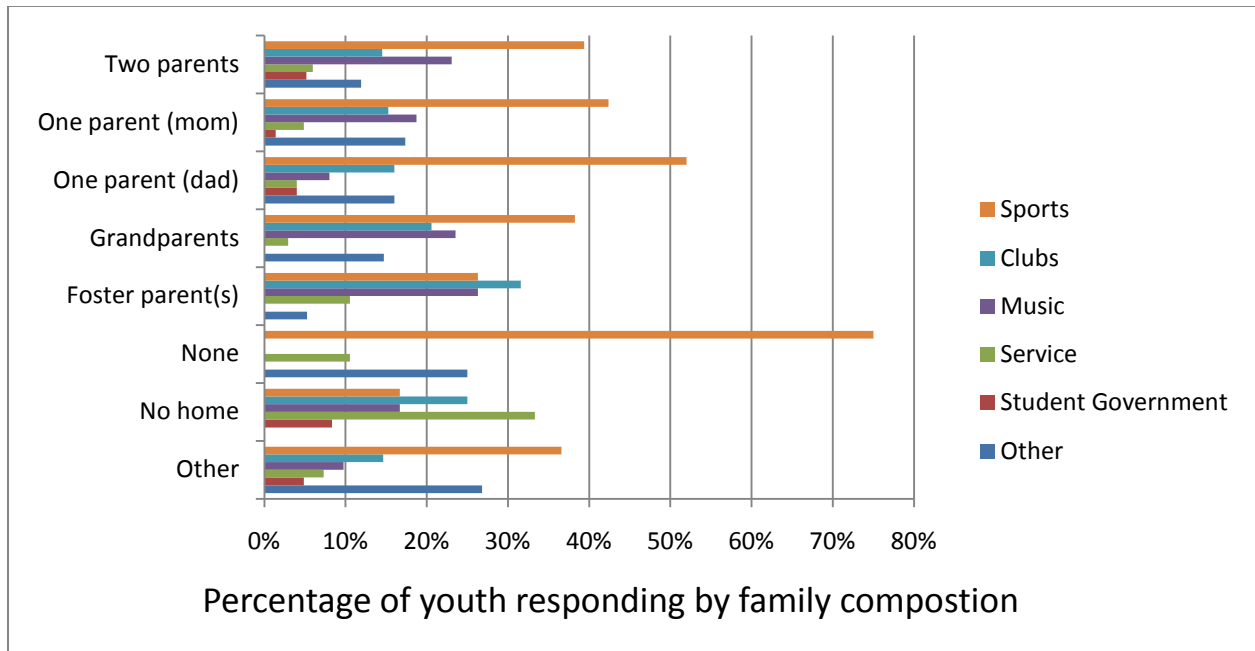


It appears that males are more involved in sports than females while females are more involved in music, clubs and student government.

## School activities versus adults in the home

	Sports	Clubs	Music	Service	Student Government	Other
<b>Two parents</b>	152	56	89	23	20	46
<b>One parent (mom)</b>	61	22	27	7	2	25
<b>One parent (dad)</b>	13	4	2	1	1	4
<b>Grandparents</b>	13	7	8	1	0	5
<b>Foster parent(s)</b>	5	6	5	2	0	1
<b>None</b>	3	0	0	0	0	1
<b>No home</b>	2	3	2	4	1	0
<b>Other</b>	15	6	4	3	2	11

Number of youth in each family composition responding



The percentage of youth involved in sports for the category of “none” is misleading given the small sample size.

## Methodology

We attempted to address three questions concerning our methodology 1) The ethics of conducting the survey, 2) The validity of the survey instrument, and 3) the representativeness of the sample.

Survey Ethics: In the absence of an Institutional Review Board, we approached the ethical questions associated with the survey research by considering the issue from a public domain perspective. What are the guidelines for communicating in public? The individual must have the right to not communicate with you if they so choose. We told each participant verbally and in writing that they could choose to not answer any of the questions. Some chose not to participate. We asked for the permission of the owners of any private property (ex. malls) if we could administer our survey on their property. Some said no and we respected their wishes. We consulted with a local attorney about the legality of surveying minors. Although he could not find any specific laws concerning this, he did find some court rulings that suggested that it was OK.

Instrument Validity: The survey was reviewed by people familiar with youth and a pilot study was conducted resulting in a number of changes to the survey.

Sample Representativeness: We addressed the question of representativeness by 1) dividing the city into 10 regions and intentionally assigning surveyors (we had around 30) to one of these regions. We requested that they only survey in their assigned region. We suggested public locations to try within each region. 2) We gave instructions to each surveyor on how to choose youth to survey without consideration of any characteristic except that they were 12 to 17. 3) Finally, we looked at questions 3 (age), 4 (gender) and 5 (ethnicity) for indications of a representative sample. The findings for question five were also compared to census data for Redding in order to determine the representativeness of our sample. This analysis suggested that the sample was representative of youth in the areas of age, gender and ethnicity.

Contact [karen@reddingtransformation.com](mailto:karen@reddingtransformation.com) for more information.