

# Ten Stats About Teens

## and the Environment



To sound out current teen views on the environment, JWT commissioned an online survey that polled a random and representative sample of 767 U.S. teens. Most respondents ranged from 13 to 19 years old; the mean age was 14.6. These are some of the most striking findings:

- 1.** Teen awareness of environmental issues is on the rise: A substantial majority (80% in New York and 71% nationally) say they know more about the environment than they did a year ago.
- 2.** Nationwide, 79% of teens are bothered by the fact that America has emerged as the world's leading source of pollution.
- 3.** Today's teens are more than just aware—62% of teens nationally and 72% of New York teens say they actively care about what happens to the environment.
- 4.** Seventy-four percent of teens, nationally, believe it's their responsibility to help save the environment. Second was the government (64.7% nationally) and third came corporations (63.8%).
- 5.** A majority of teens (61%) believe their generation will grow up to be more environmentally responsible than older generations; almost as many (59%) agree that their generation will have the greatest impact on saving the environment.
- 6.** As many as 94% of New York teens and 90% of national teens believe teens today are more concerned about the environment than teens were 10 years ago.
- 7.** Teens see themselves as part of the problem and as part of the solution—83% agree that if someone showed them how they could help the environment, they would do it if it was easy.
- 8.** Teens in New York are particularly driven to help: 50% say they have taken steps to cut down on unnecessary energy use, but 67% feel they still don't conserve as much as they should.
- 9.** Teens want to be environmentally conscious consumers: 69% nationwide say they would buy products or services that help the environment if they were more widely available; an even greater 85% of New York teens concur.
- 10.** Teens believe there's still time to repair the damage done to the environment: 73% in New York and 80% nationally agree.