



# Tweets and Likes:

## Media and Lifestyle of the Pinoy Young Adults

#PinoyYouthToday:  
Results from the 2013 Young Adult  
Fertility and Sexuality Study  
Feb 6, '14, GT-Toyota Asian Center  
Auditorium, UP Diliman  
UPPI - DRDF



Grace T. Cruz, Ph.D.



# OUTLINE

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- **HEALTH AND LIFESTYLE**
  - Self-assessed health status
  - Body image
  - Sleep and exercise
  - Diet
  - Leisure activities
- **MEDIA EXPOSURE**
  - Exposure to traditional and new media
  - Virtual friendships
- **SUMMARY**



Outline

Lifestyle

Media

Summary

# Health and Lifestyle



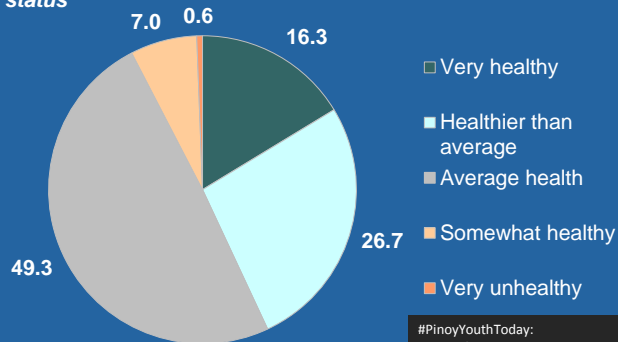
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## The Filipino youth have a positive self-assessed health status

*More females report extreme health status*

Self-assessed health



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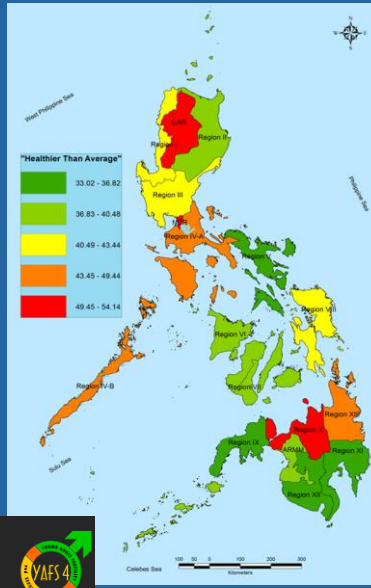
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...but there is a substantial differential across regions.

Highest proportion who report healthier than average or very healthy status: NCR, Northern Mindanao (R10) & CAR

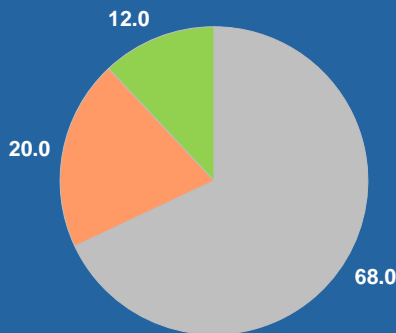


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7 in 10 have a positive perception of their body weight

Perceived body weight



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- Just right or normal
- Thin or skinny
- Chubby, fat, obese



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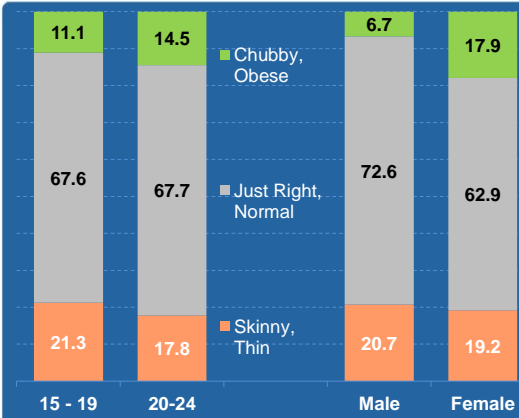
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# Males have a more positive perception of their body weight



More of the females and older youth think that they are chubby, fat or obese.

More of the younger youth think they are skinny

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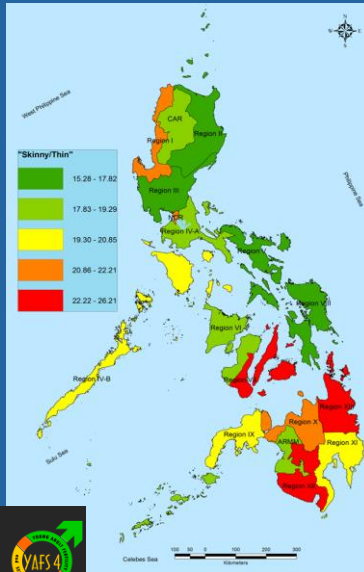
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In 9 of the 17 regions  
 $\frac{1}{5}$  of the youth think they are skinny or thin .



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## The youth have enough sleep and engage in physical exercise

- **Sleep:**
  - 8 hours average hours of sleep with no significant difference across age and sex
- **Physical exercise:**
  - 2/3 engage in physical exercise
  - 67% exercise at least 2X a week
  - More males than females exercise regularly

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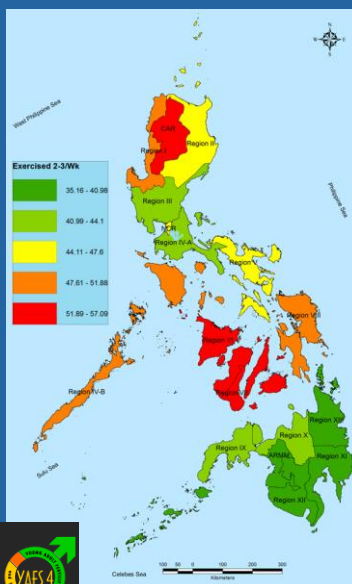


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Youth residing in CAR and the Visayas engage in physical exercise most regularly.

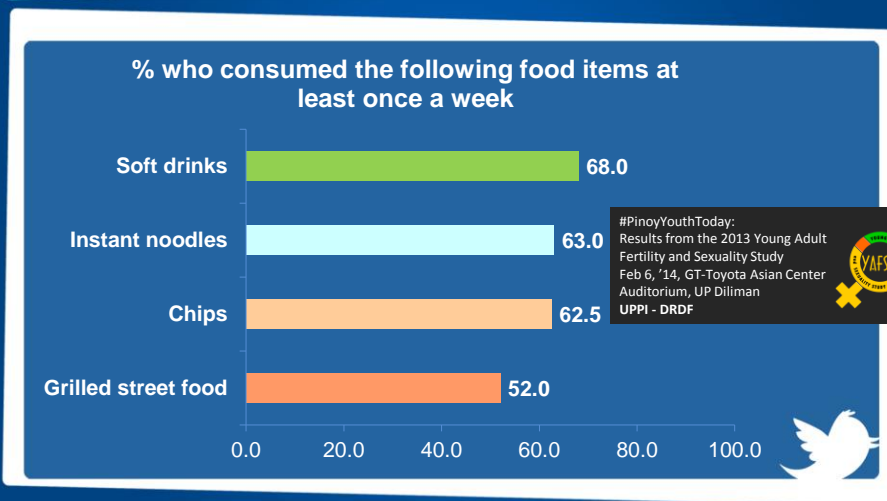


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## High consumption of unhealthy/junk food and carbonated drinks regularly



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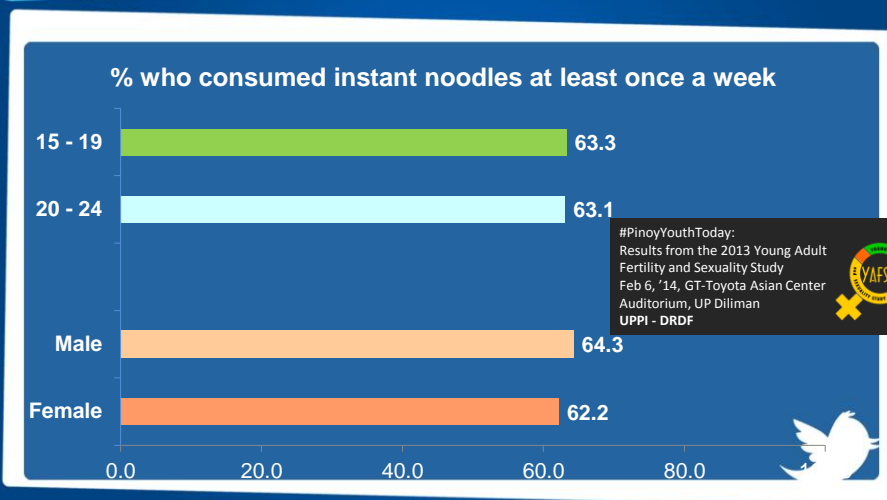
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## No apparent differential in the consumption of instant noodles across age and sex



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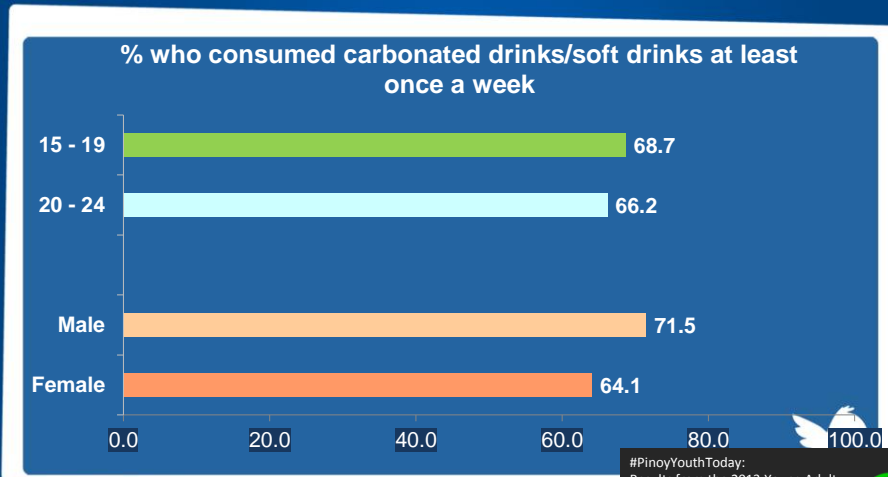
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## But more youth aged 15-19 and males drink carbonated drinks regularly



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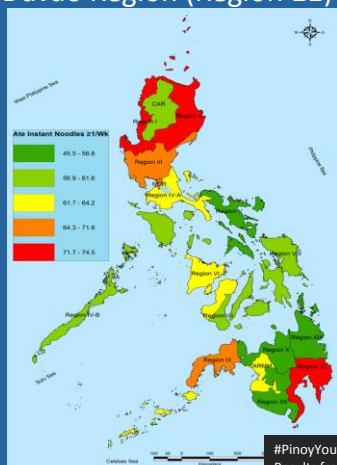


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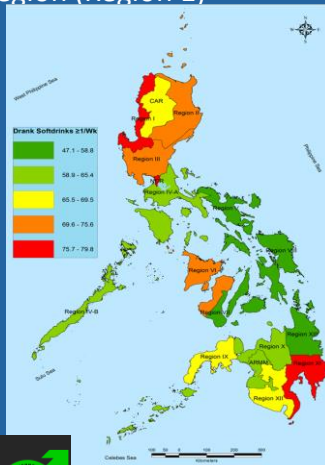
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Regions with consistently very high percentage of youth who consume instant noodles and carbonated drinks:  
Davao Region (Region 11) and Ilocos Region (Region 1)



Instant noodles



Carbonated drinks

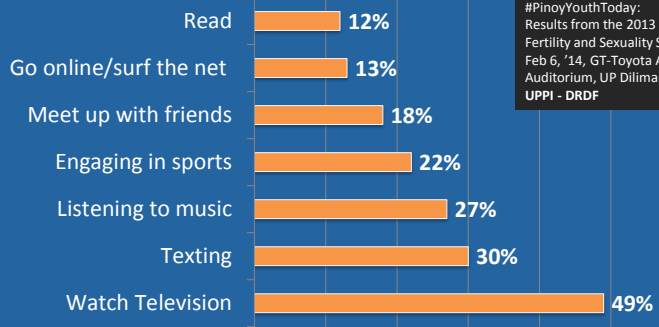
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# Young people's leisure activities are dominated by indoor and technology-linked activities

## • Most common leisure activities of the youth



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# Media Exposure



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## Low and declining appeal of traditional media

### % who regularly read ...

- broadsheet newspapers

15% in 2002 → 11% in 2013

- tabloids

12% in 2002 → 6% in 2013

- magazines

10% in 2002 → 8% in 2013

### % who watch TV regularly

83% in 2002 → 79% in 2013

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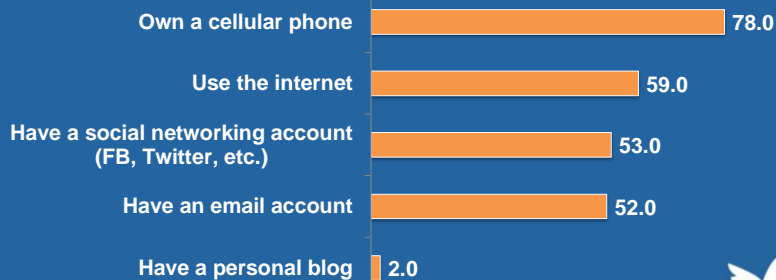
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## Gadget savvy youth: young people embrace new media

### Significant proportion of young people ...



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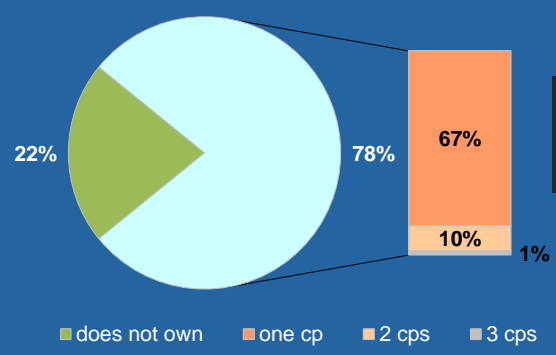
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# Three quarters own at least one cellular phone

Number of Cellphones owned: YAFS4



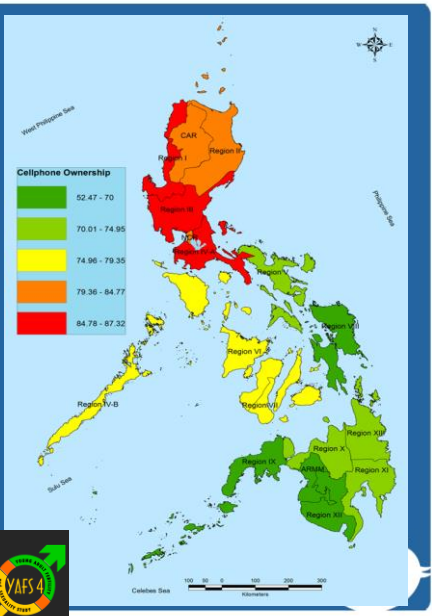
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## Geographic divide in youth access to modern communication technology

Almost 9 in 10 youth in CALABARON own a cellular phone as compared to 1 in 2 in ARMM



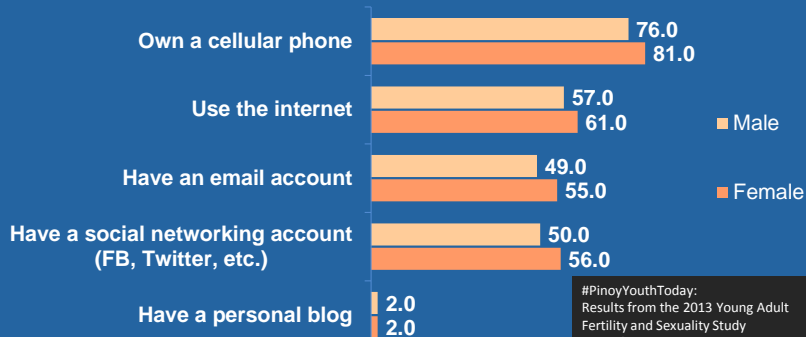
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## Females are more digitally wired than males

### % of male and female youth who...



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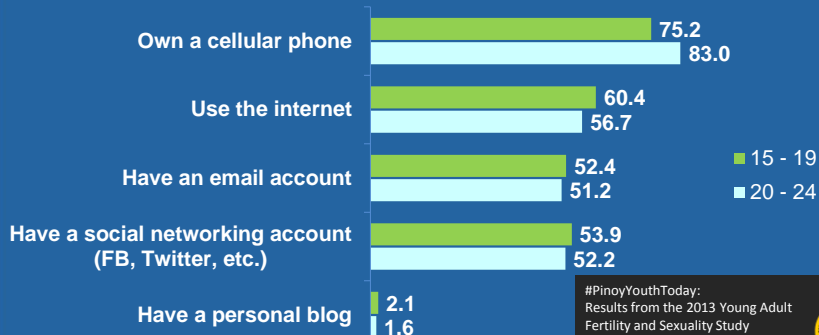
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## Significant proportion of the younger cohort are digitally connected

### % of 15-19 and 20-24 youth who...



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## internet addicts?

- Evidence of excessive preoccupation with internet:
  - Average hours of internet use/week: 6
  - 3.5% of youth are logging at least 35 hours a week of internet use

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## Virtual friendships

- 31% have online friends and have not seen personally
- 25% have textmates who they have not seen personally

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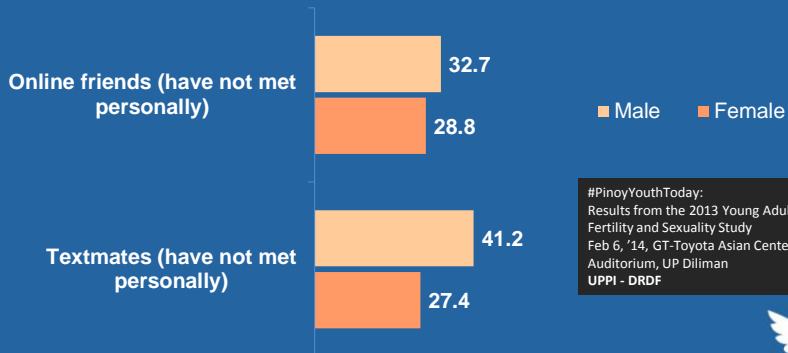
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## More males than females maintain virtual friends.

% of male and female youth who have...



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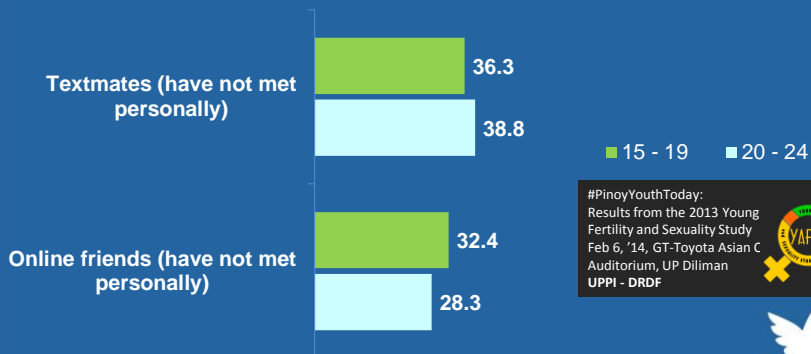
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## The younger cohort have more online friends but older youth have more textmates with whom they have not interacted with personally.

% of 15-19 and 20-24 youth who have...



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- Most Filipino youth have a positive self-assessed health and perceived body weight with substantial variation across groups.
- More females think they are chubby, fat or obese.
- More teen-agers think they are skinny and this is observed in 9 of the 17 regions.
- The youth record an average of 8 hours of sleep per day.
- The majority engage in physical exercises, more so the males.
- But, there are indications of unhealthy diet as shown by the high consumption of instant noodles and carbonated drinks.



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- Evidence of a shift in the type of media preference from the traditional forms of media to new forms.
- Youth are digitally wired with the majority having at least 1 cellular phone, internet and social media accounts
- Higher level consumption of new media among the females and to some extent, the younger youth.
- Significant technology divide across regions.
- Prevalence of virtual friendships. The youth meet and maintain friends through the internet and cellular phone without the benefit of face-to-face interaction.
- Some youth manifest symptoms of internet addiction.



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# #Thankyou



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