



v inspiring a new generation of young volunteers

At **v** we're committed to being youth led and empowering young peoples' voices to be heard.

[Voicebox](#) is **v**'s new online youth insight project. Voicebox uses innovative and interactive social media to discover young people's views, on everything from crime to the community. Young people complete online polls around a series of themes including: stereotypes and labels, how do you spend your time, what do you care about, places to go and things to do, values and communities. Voicebox aims to challenge stereotypes, effect change, and recognise young people's positive activities.

To begin each theme we've taken the views of a representative sample of 1,000 young people in the UK and you can read the results below. We have data from many more young people on this issue [here](#) but this data is not weighted to reflect the key demographics of the British youth population.

How do you spend your time?

Average amount of time young people spend each week

1. Sleeping – 49 hours
2. At work – 28 hours
3. In education – 24 hours
4. Watching TV, reading or using the internet 23 hours
5. Socialising and going out – 12 hours
6. Doing nothing – 9 hours
7. Eating – 8 hours
8. Travelling – 7 hours
9. Playing sports and exercise – 6 hours
10. Household chore – 5 hours
11. Community activity (volunteering)- 5 hours
12. Shopping – 4 hours

Differences between groups

- Females (6 hours) spend more time doing household chores than men (4 hours)
- Males (7 hours) spend more time doing sports and exercise than females (4 hours)
- Older young people 22 – 25 year (6 hours) spend more time doing household chores than 16 – 19 years (4 hours)
- Young people 19 – 21 years (14 hours) spend more time going out and socialising than 22 – 25 years (10 hours)

Respondents

A sample of 1,000 16 – 25 year olds took part in the online poll conducted by Dubit on behalf of **v** in May 2009.

- Of the sample 500 were males and 500 were female

- These 1,000 young people lived across the UK, 291 in the North, 249 in the Midlands, 421 in the South and 110 in Wales, Scotland and Northern Ireland
- 786 young people were White, 70 young people were Black, 97 young people were Asian and 47 young people classified themselves as 'other' ethnic group
- 587 young people were in education, 423 were in employment and 123 young people were not in education, employment or training (NEET)
- 300 young people were 16 – 18 years old, 300 young people were 19 – 21 years old, and 400 young people were 22 – 35 years old

The data was weighted according to age, gender, and region to be representative of all British youth. All differences reported in these results are statistically significant.

For more information about v's Voicebox and the research results please contact Hannah Mitchell Research Manager on Hannah.Mitchell@vinspired.com or (020) 7960 7061.