



## **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.

### **Places to go and things to do**

**Satisfaction with places to go for young people in your local area** – How happy are you with the places to go for people of your age in your local area?

- A third (34%) of respondents are unhappy with places to go in their local area
- Just under a third (30%) are happy with places to go for young people in their area
- Just over one third (36%) are neither happy or unhappy with places to go in their local area

**Safety in street** – How safe do you feel in your own street?

- Most respondents (74 %) feel safe in their own street
- Nine per cent of respondents felt unsafe in their own street and 17% felt neither safe or unsafe.
- Younger respondents (16 – 18 years) felt safer on their streets compared to older respondents (19 – 21 years)

**Safety in town centre** – How safe do you feel in your town centre?

- Two thirds (58%) of respondents feel safe in their town centre
- Fifteen per cent feel unsafe in their town centre and 28 per cent did not know
- Males feel slightly safer in their town centre compared to females

**Safety in local park** – How safe do you feel in your local park?

- Under half (45%) of respondents feel safe in their local park
- Over a quarter (26%) of respondents feel unsafe in their local park and 29 per cent felt neither safe or unsafe
- Males feel slightly safer in their parks compared to females

## **Pride in local area** – How proud are you of the town or place that you live in?

- Almost half (43%) of respondents are proud of the area they live in
- A third (35%) are neither proud or not proud
- Twenty-two per cent (22%) are not proud of their local area

## **Happiness at home** – How happy are you living at home?

- Most respondents (68%) are happy living at home
- Twenty per cent (20%) are neither happy or unhappy living at home
- Thirteen per cent (13%) of respondents are not happy living at home

## **Attitudes to being at home**

- Two thirds (65%) of respondents see their home as somewhere to spend time with their family and friends
- Forty-one per cent (41%) see home as somewhere to escape from everything else
- A quarter (28%) see home as somewhere to go when they have no where else to go
- Seventeen per cent (17%) see home as somewhere they are obliged to be
- Eleven per cent (11%) see home as a place where there is no privacy

## **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:

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