



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.

Stereotypes and labels

This theme explores young people's views on a selection of current issues frequently associated with youth culture in the UK.

Respecting elders – Do you respect your elders?

- Most respondents (78%) respect their elders
- Only 1 per cent of respondents do not respect their elders and 20 per cent who said not without good reason
- Females (81%) are more likely than males (75%) to respect their elders

Satisfaction with family relationships – Are you happy with the relationship you have with your family?

- Most respondents (75%) are happy with the relationship they have with their family
- Only seventeen per cent are not happy with the relationship they have with their family and 17 per cent aren't sure

Knife crime – Have you or any of your friends carried a knife for protection of with the intention of harming someone?

- Only 14 per cent of respondents said they or their friends had carried a knife
- Most respondent's (85 per cent) said neither them nor their friends had carried a knife
- Males (16%) are more likely to carry a knife than female (12%)
- Young people between 16 – 18 years were more likely to carry a knife than the older age groups (18% compared to 12%)

Shoplifting – Have you ever shoplifted goods worth more than a fiver?

- Only 13 per cent of respondents had shoplifted good worth more than a fiver
- Most respondent's (86 per cent) had not shop lifted goods

Attitudes to drinking – Do you consider drinking more than the recommended guidelines to be acceptable behaviour?¹

- More than half (56%) of respondents considered drinking more than the recommended guideline to be acceptable
- A third (34%) of respondents did not consider it acceptable behaviour and 11 per cent did not know.
- Males (59%) are more than likely females (52%) to feel drinking more than the recommended guidelines
- White young people (61%) are almost twice as likely to find it more acceptable than Black and Minority Ethnic (BME) young people (35%)

Recreational drug use – Are drugs OK for recreational use?

- Two thirds (69%) of respondents do not agree that its drugs are ok for recreational use
- A quarter (26%) of respondents think it is ok to use recreational drugs
- Males (30%) are more likely than females (21%) to say agree drugs are ok for recreational use
- Older young people 22 – 25 years (30%) are more likely to feel recreational drug use is ok compared to 16 – 18 years
- Young people not in education, employment or training (37%) are more likely to agree drugs are ok for recreational use, compared with those employed (22%) and in education (24%)

Underage sex – Is it normal to have sex before the age of 16?

- Over half (56%) of respondents did not agree that it was normal to have sex before the age of 16.
- Forty per cent of respondents agreed it was normal to have sex before the age of 16.
- Males (46%) are more likely than females (35%) to think it is normal
- Younger people are more likely to see it as normal (47% of 16 – 18 compared to 37% of 19 – 21s and 38% of 22 – 25s)
- White (43%) and black (40%) young people are more likely to see it as normal than Asian (19%).

Teenage pregnancy – Is it irresponsible to be a teenage mum?

- Two thirds (61%) of respondents agreed that it is irresponsible to be a teenage mum
- A third (35%) of respondents do not agree it is irresponsible to be a teenage mum and 4 per cent don't know
- NEET young people (46%) are more likely to disagree compared to those in employment (34%) or education (33%)

Interest in politics – Are you interested in politics?

- Almost half of respondents (48%) are interested in politics
- Thirty-eight (38%) of young people are not interested and 14 per cent are not sure
- Males (55%) are more likely than females (42%) to have an interest in politics

¹ Respondents were advised of the recommended drinking guidelines. 2-3 unit for women and 4 -5 units for men. A pint of beer = 2.5 units, a large glass of wine = 3 units, a shot of spirits = 1 unit.

- Older young people 22 – 25s (43%) are less likely to be interested than 32 per cent of 16 – 18s and 35 per cent of 19 – 21s
- Those in education (53%) and employment (47%) are more interested than NEETs (33%)

Plastic surgery – If money wasn't an issue, would you have plastic surgery?

- A quarter (24%) of young people would consider having plastic surgery
- Two thirds (63%) of respondents would not consider having plastic surgery
- Females (34%) are twice as likely as males (15%) to say they'd have plastic surgery
- NEETs (34%) are more likely to say they'd have plastic surgery compared to those in education (23%)

Eating disorders – Have you ever suffered from an eating disorder, such as anorexia, bulimia or binge eating?

- Most (83%) respondents have not suffered from an eating disorder
- Fifteen per cent of respondents have suffered from an eating disorder
- Females (23%) are three times more likely to suffer from an eating disorder compared to males (7%)

Hoodies – Do you own a hoodie?

- Most respondents (82%) own a hoodie
- Only 18 per cent do not own a hoodie
- Younger people aged 16 – 18 (91%) are more likely to own a hoodie compared with 19 – 21 (86%) and 22 – 25 (73%)

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.