



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.

Values

World outlook - Is the world becoming a better or a worse place?

- Almost two-thirds (59%) of respondents feel the world is becoming a worse place
- Fifteen per cent (15%) feel the world is becoming a better place
- A quarter (25%) believe it is neither better nor worse
- Males (21%) are more positive than females (10%) that the world is becoming a better place
- Young people not in education or employment (77%) are more likely to believe the world is becoming a worse place compared to those in education (55%) and employment (59%)

Fair society – Do we live in a fair society?

- Most respondents (71%) believe we do not live in a fair society
- Only 13 per cent believe we do live in a fair society and 16 per cent do not know
- Males (13%) are more likely than females (9%) to believe we live do live in a fair society

Politicians and people – Are the people or politicians best able to change the country?

- Only 10 per cent (10%) of respondents feel that politicians are best able to change the country
- Forty-one per cent (41%) of respondents feel that both people and the politicians are required and 36 per cent feel that people alone are best to change the country
- Females (45%) are more likely than males (36%) to believe change is down to 'both' politicians and the people
- Respondents from the Midlands (40%) and the South (38%) are more likely to say 'the people' compared to the North (28%)

Impact of the recession – Has the recession affected you?

- Over half (54%) of respondents feel the recession has affected them

- Almost a third (29%) feel the recession has not affected them and seventeen per cent (17%) are not sure
- Older respondents (62%) aged 22 – 25 years are more likely to report that they are affected compared to 16 – 18 years (42%)
- NEET respondents (63%) are more likely to report they have been affected compared to those in education (51%)

Care for the elderly – Do we care enough for the elderly?

- Two thirds (64%) of respondents do not think we care enough for the elderly
- A third (33%) of respondents believe we do care enough and 3 per cent don't know
- Males (39%) are more likely to believe we do care for elderly enough compared to females (28%)
- Agreement that we care enough for the elderly decreases by age: 16 – 18 years (43%); 19 – 21 years (35%); and 22 – 25 years (26%).

Pride in country – Are you proud to live in this country?

- Almost two-thirds (58%) of respondents are proud to live in this country
- Twenty-three per cent (23%) are not proud and 19 per cent do not know
- Younger people (16 – 18 years) (63%) are more likely to be proud than older (22 – 25 years) (54%)
- Black Minority Ethnic groups (71%) are significantly more likely to be more proud than white (54%)

Volunteering – do you think volunteers are saviours or suckers?

- Most respondents (92%) believe volunteers are saviours
- Only 8 per cent (8 %) believe volunteers are suckers
- Females (92%) are more likely than males (89%) to believe volunteers are saviours
- Younger people (16 – 18 years) (96%) are more likely than older (22 – 25 years) (89%) to believe volunteers are saviours
- NEETs (13%) are more likely to say 'suckers' compared to those in education (6%)

Euthanasia – Is euthanasia ok?

- Two thirds (64%) of respondents believe euthanasia is ok
- Fourteen per cent (14%) believe it is not ok and 22 per cent do not know
- Females (25%) are less sure than males (19%)

Private health care – Are you prepared to privately pay for healthcare?

- Half (52%) of respondents are not prepared to pay for private health care
- Almost one third (29%) are prepared to pay privately for health care and 20 per cent do not know
- NEETs (70%) are more likely than those employed (51%) and those in education (49%) to not agree with paying privately for health care

God – Is there a God?

- A third (35%) of respondents believe there is a God
- A third (36%) do not believe there is a God and 29 per cent aren't sure
- Black Minority Ethnic groups (69%) are much more likely than white young people (25%) to believe in God
- Males (40%) are more likely than females (30%) to not believe in God

Immigration – Is immigration a good thing for a country?

- Forty-one per cent (41%) of respondents do not agree that immigration is good for the country
- A third (34%) of respondents agree that immigration is good for the country
- A quarter (25%) of respondents do not know
- Males (38%) are more likely to agree that immigration is good for the country compared to females (30%)
- Older young people (22 – 25 years) are more likely to disagree (47%) than those aged 16 – 18 (37%) or 19 – 21 (38%)
- Young people in education have more positive views towards immigration (39%) compared to those in employment (30%) and not in education or employment (NEET) (23%)

Respondents

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

- Of the sample 500 were males and 500 were female
- These 1,000 young people lived across the UK, 237 in the North, 215 in the Midlands, 418 in the South and 129 in Wales, Scotland and Northern Ireland
- 777 young people were White, 63 young people were Black, 105 young people were Asian and 55 young people classified themselves as 'other' ethnic group
- 584 young people were in education, 376 were in employment and 120 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.