



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.

What do you care about?

We asked young people to tell us what they care. They wrote out their responses unprompted. These are written out by a [robot](#). The Voicebot will appear in the House of Commons in October where it will articulate the cares of a generation directly to politicians.

Thematic analysis of young people's cares

The data was analysed using a qualitative software analysis tool to count the frequency of words to come up with the frequency of key words. The list below provides a general overview of the broad topics young people care about.

1. Education (10%)
2. Young people (10%)
3. Jobs (10%)
4. Family (10%)
5. World (10%)
6. Government (9%)
7. Environment (9%)
8. Country (9%)
9. Money (7%)
10. Friends (7%)
11. Crime (6%)

12. Politics (6%)
13. Economic recession (5%)
14. Community (4%)
15. Poverty (3%)

Quotes from young people

The verbatim quotes below provide examples of the details in each theme.

Education

'Education should be free, even in University '

'Education (particularly university), the difficulties in being able to afford to go and the bleak job prospects at the end of it!'

'Education, education, education! We are examined far too much, adding unnecessary pressures and creating an education system geared towards learning to pass exams, rather than understand the subject you're learning.'

'The number of students entering university is too high leading to increased debts and putting off poorer applicants. The country needs to eradicate the idea that being in a trade is less respectable than a profession.'

'Education (particularly university), the difficulties in being able to afford to go and the bleak job prospects at the end of it!'

'University tuition fees make it hard for people to afford to go on to Higher Education or to pay back loans they have had to take out to fund it.'

'The opportunities I will have when I graduate from university in 2011 and whether or not I will be able to get a job.'

Young people

'A lot of young people do not care about politics which is understandable nowadays but what young people should really pay attention to is the environment in the local community and how it is being ruined'

'Young people are generally seen as people who like to cause trouble but really I think it is because their feelings/opinions are generally ignored by the majority.'

'Young people are interested in politics and world around but do not want to get involved in it and get entangled in the dirty game. People want secure and happy life.'

'Young people's voices never get heard; teens from across the country should voice their opinions, and the government should listen to the people that their actions affect directly.'

Jobs

'Job opportunities for teenagers - 16-22~ year olds'

'My parents had jobs from the age of 14 but my friends and I all find it hard. Due to insurance laws etc a lot of organisations refuse to employ us. This may be the reason people do bank scams; no chances to earn a genuine paycheque.'

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'Employment - more jobs and training should be made available to young people with out experience in a selected sector.'

Family

'Family values being there 4 each other. Look after ur parents, they looked after u 4 long enough! Pay your respects for the people you've lost. People should be polite, manners cost nothing.'

'I care about my family and friends being happy. I care about the area which my family grow up in and how they react to tricky circumstances. I care about being brought up well so my family don't get into crime.'

World

'I care about justice in the world.. I am irritated with people on benefits who could get a job/those that dont seriously deserve it.. i care about recycling and the environment ..human rights should be implemented in all countries'

'i care about the world being a safe place for my little boy to grow up in. The world isnt fair. Crime is happeneing all over and punishment given is nowhere near fair. FOR EXAMPLE I THINK IT SHOULD DEFINATELY BE A LIFE FOR A LIFE.'

'Uniting the world under the banner of 'humanity' and coming to terms with our place in the universe so that we can move forwards in creating a fairer, better, happier society for every single person born and living among us.'

Government

'A democratic government should listen to people's needs and develop the nation by following majority's voice. The people should decide how the society shapes and in what direction should the country develop.'

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'Government spending on benefits- My parner and i are both hard-working professionals yet we cannot obtain a mortgage- However if i got my girlfriend pregnant we could have a home straight away. This country rewards people for not working.'

'Governments need to be less concerned with thinking they will lose votes or offend other leaders by taking strong action about climate change and poverty. I don't want to be remembered as the generation that did nothing.'

Country

'Future of the country - too many pensioners and not enough earners. Worsening attitude towards ethnic minorities. Effects of global warming - our response is too little too late & about the world's diminishing natural resources.'

'i care about british people and the british country. british are lazy and dont want to get jobs.'

'I care about the future of this country because the way it is going it is going to face serious problems further down the line and it is us young people who will have to face the consequences.'

'The country as a whole and how it is being destroyed by government incompetence and treachery.'

'this country is boring, nothing to do unless you have money to spend, not enough amuments, and things to do'

Money

'Money issues are a problem since work placements aren't well remunerated.'

'the way life is now,no money no jobs,benefits too low'

'money, what im goint to do with my future, have i picked the right course at university? will it make me enough money?'

'I care about money.. and how the price of petrol is going up and up.. i read in the newspaper that by December 2009 petrol price will be 120p!!!! thats ridiculous for any student like myself to afford!'

Friends

'I care about my friends and family, those I love and love me. I care that while I may be happy fairly often there are those all of the world who aren't.'

Crime

'I care about all the knife and gun crime, adverts are no help you must stamp it out now! I care that the government seem to be more into borrowing stuff, stop borrowing we are in debt stop it now! I care about our people.'

'crime definitely bothers me - and lack of what is done any more with petty crime.'

'Crime and bad behaviour of young people; no respect for older people; drunkenness of young people; young women giving their body to anyone'

'the main problem with this country is nife and gun crime that is on the rise. people are scared to walk the streets at night because thay are scared they are going to get stabbed or shot.'

Politics

'all politicians are corrupt, if someone wants to be in politics, they should not be allowed. qualifications, promises, PR, are all irrelevant.'

'Politicians should demonstrate a clear ability to understand politics but also to demonstrate a level of intelligence above most peoples whilst showing compassion. It's a job which leads our country and a degree should not suffice.'

'Politics is the debate over power; not over needs.'

'The Youth Parliament needs to be promoted more to get young people to realise it exists. It needs to be more readily available for young people to go to - this why they 'don't care' about politics - they're unaware they have a voice.'

Recession

'The recession is a bit of a bother, not necessarily worrying though. The effects of recession has hit me, I work full time and was on a 4 day week and will soon have a 10% pay cut.'

'The recession is affecting people especially the young. It's a daunting thing to think that as everything is getting more expensive; it is now increasingly harder for the young to get jobs.'

'The recession. For students like me, it's becoming more difficult to get better jobs/placements. Something should be done to guarantee job security for young adults, who've already made commitments to degree choice and loans.'

'The recession is causing a new "lost" generation. I was made redundant at the age of 25 and cannot find a new job. More jobs are needed for people in this country, not given to those coming in from abroad'

Community

'I care about my community and have been trying to stop speeding traffic and anti social behaviour in my village which used to be nice and peaceful. but the older people around em don't see to care'

'I care about our local community. Particularly the theatre community. Our local council are trying to shut down our two theatres in the community. Therefore I help in many fund raising activities in order to keep these theatres open.'

'I care about the lack of community these days. Years ago when poverty was common evryone seemed to help each other out and now it seems we dont even help people in their hour of need.'

'I care about the way some of the community police come across to young people. Some of them are well manored and kind, others are abit in your face when you say soming in a carm way like 'Why' this is from personal experience.'

Poverty

'the level of poverty facing many young people & the benefits system seems to penalise those who work more'

'I hope that we end poverty in our own country before we help other countries. I think we need to look after young children, and try to eliminate cruelty to children. I think we all need to do a bit more when it comes to looking after the environment'

'I care about the fair distribution of our resources, I don't like to see poverty and filthy richness at the same time.'

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, 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.