



Youth social action in the UK - 2014

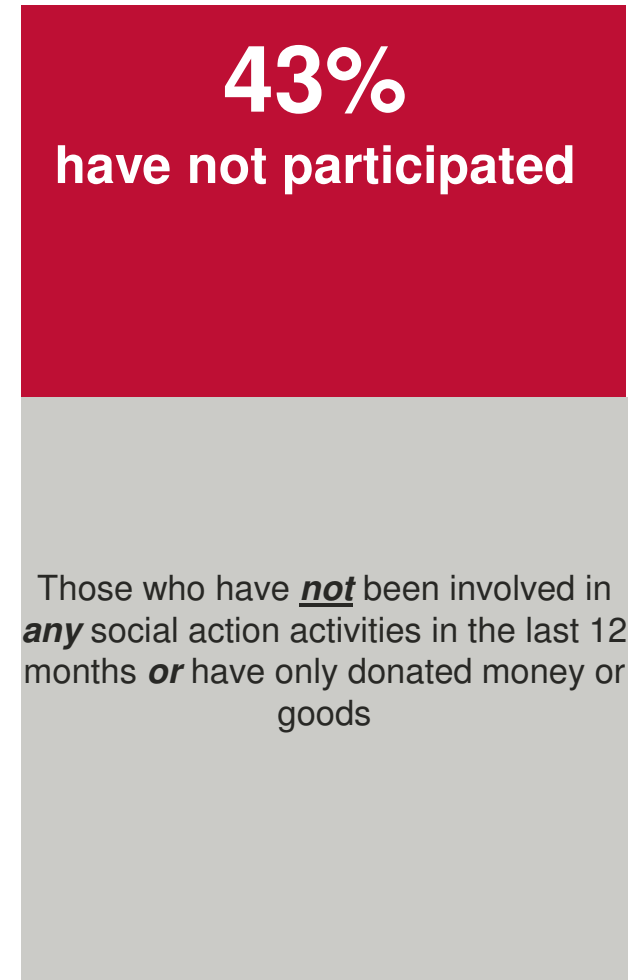
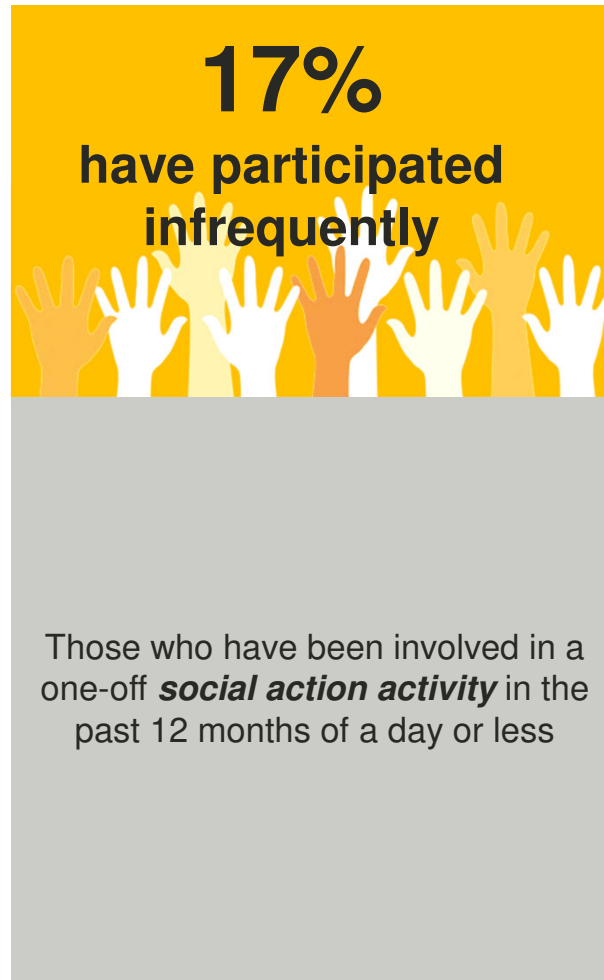
A face-to-face survey of 10-20 year olds in the UK

November 2014

Introduction

- On behalf of the Cabinet Office, Ipsos MORI surveyed 2,038 10-20 year olds across the UK in autumn 2014.
- The survey measured rates of youth participation in social action across the UK.
- ‘Youth social action’ in this context covers a range of activities, including fundraising, supporting charities, tutoring and mentoring, supporting other people, and campaigning for causes.
- This survey provides a baseline measure of youth participation in social action, which will be tracked for the next six years.
- The surveys will inform and help to measure the progress of the #iwill campaign run by Step Up To Serve: #iwill aims to raise the number of 10-20 year olds in the UK involved in meaningful social action by 50% by 2020.
- Ipsos MORI worked with the Cabinet Office, Step Up To Serve and #iwill campaign partners to develop and test a questionnaire, to ensure it used language and concepts that young people could relate to.
- All interviews were carried out face-to-face in respondents’ homes by trained interviewers; parental consent was gained before approaching under 16s about the survey.

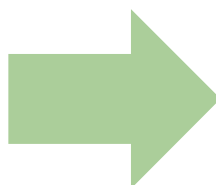
Levels of youth social action across the UK are encouraging, although the majority of young people are either not involved or participating infrequently...



Base: All 10-20 year olds (2,038)

Source: Ipsos MORI

Three in ten doing meaningful social action participated every week over the past 12 months

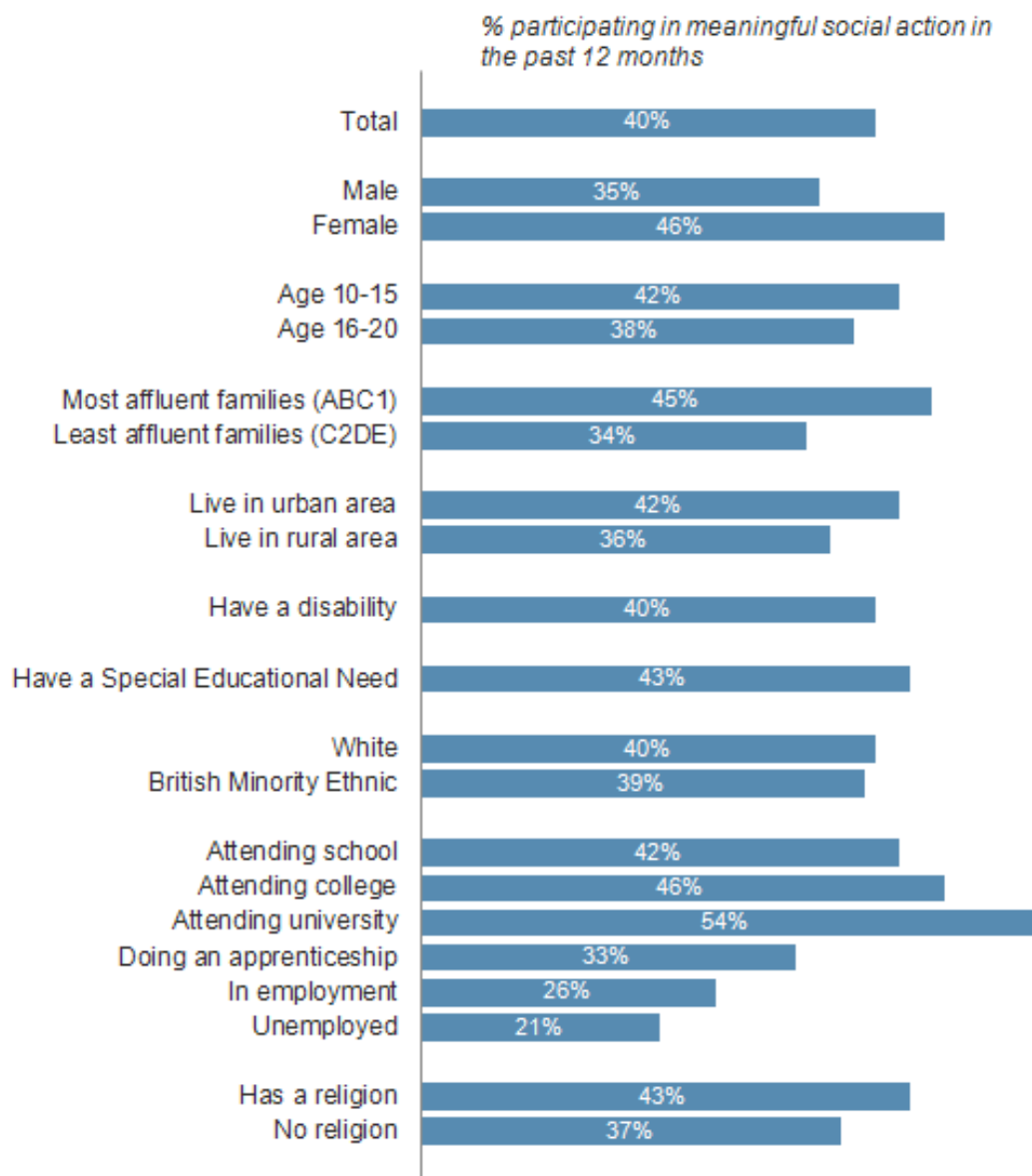


Base: All 10-20 year olds (2,038)

Base: 782 10-20 year olds participating in meaningful social action in the past 12 months.

Source: Ipsos MORI

A diverse range of young people are participating, though some demographic differences exist...

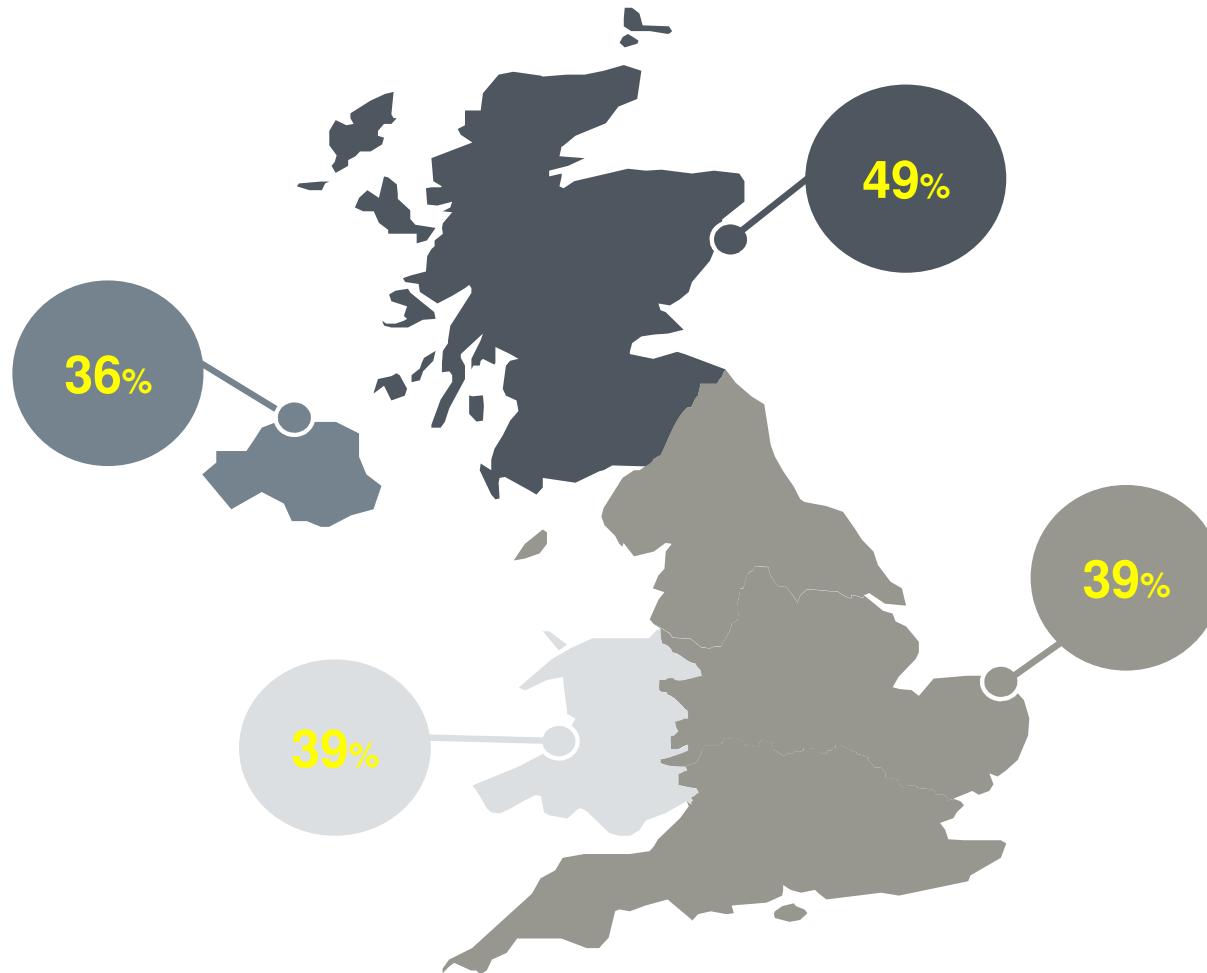


Higher levels of participation associated with the following:

- Younger age groups (10-15)
- More affluent families
- Urban areas
- Females
- Attending school/college/university (vs. those in employment or unemployed)
- Those with a religious affiliation

However, there are no differences by ethnicity or disability/special educational needs (SEN).

Rates of participation vary by nation...

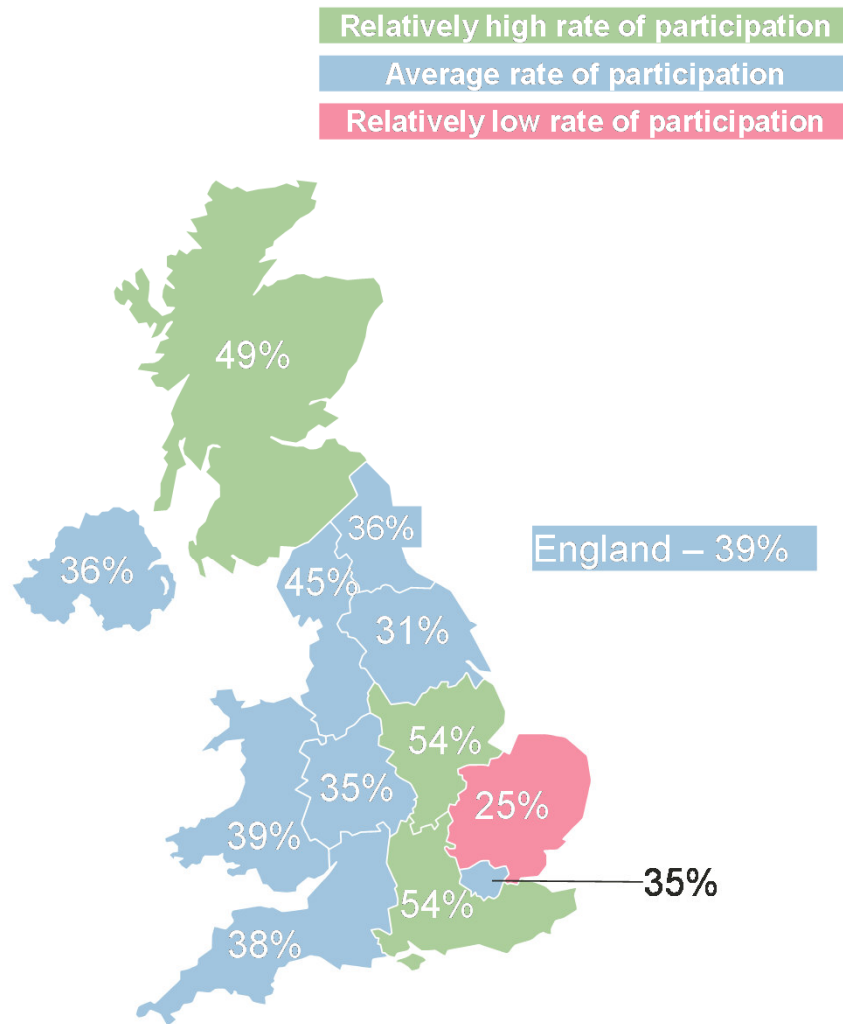


- Rates of meaningful social action are significantly higher in Scotland than the three other nations.

Base: 2,038 10-20 year olds in the UK; 223 in Northern Ireland; 216 in Scotland; 178 in Wales; 1,421 in England

Source: Ipsos MORI

...and by region in England



Base: All 10-20 year olds (2,038) High rate = significantly higher than all/most other regions; Low rate = significantly lower than all/most other regions; Average rate = not significantly different from the UK average

Rates of meaningful youth social action are:

- Significantly higher in the East Midlands and the South East than most other regions.
- Significantly lower in the East than in all other regions aside from Yorkshire & Humber

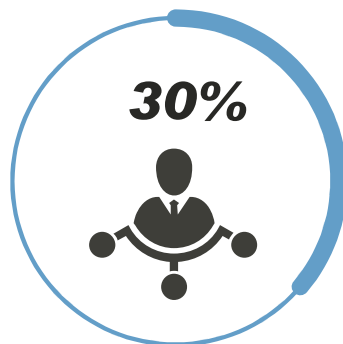
Source: Ipsos MORI

Fundraising and giving time to a charity/cause are the most common forms of youth social action...

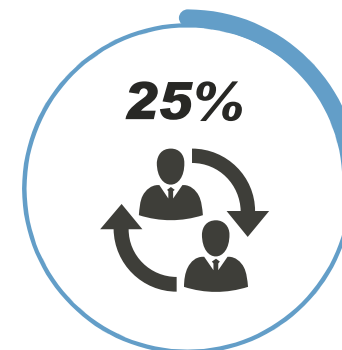
TYPES OF SOCIAL ACTION YOUNG PEOPLE HAVE DONE IN THE PAST 12 MONTHS (ALL SOCIAL ACTION)



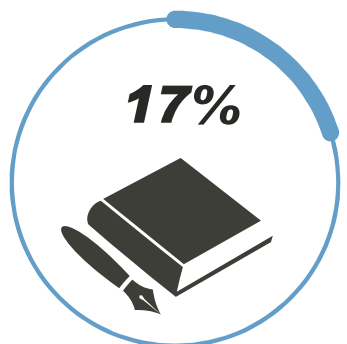
FUNDRAISING/
SPONSORED EVENT



GAVE TIME TO
CHARITY/ CAUSE



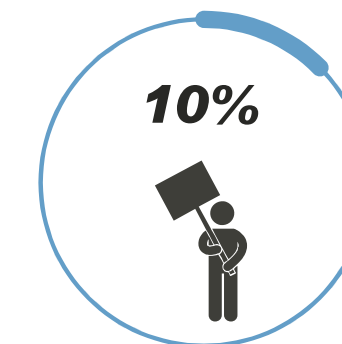
SUPPORTED
PEOPLE



TUTORED, COACHED,
MENTORED SOMEONE



HELPED IMPROVE
LOCAL AREA

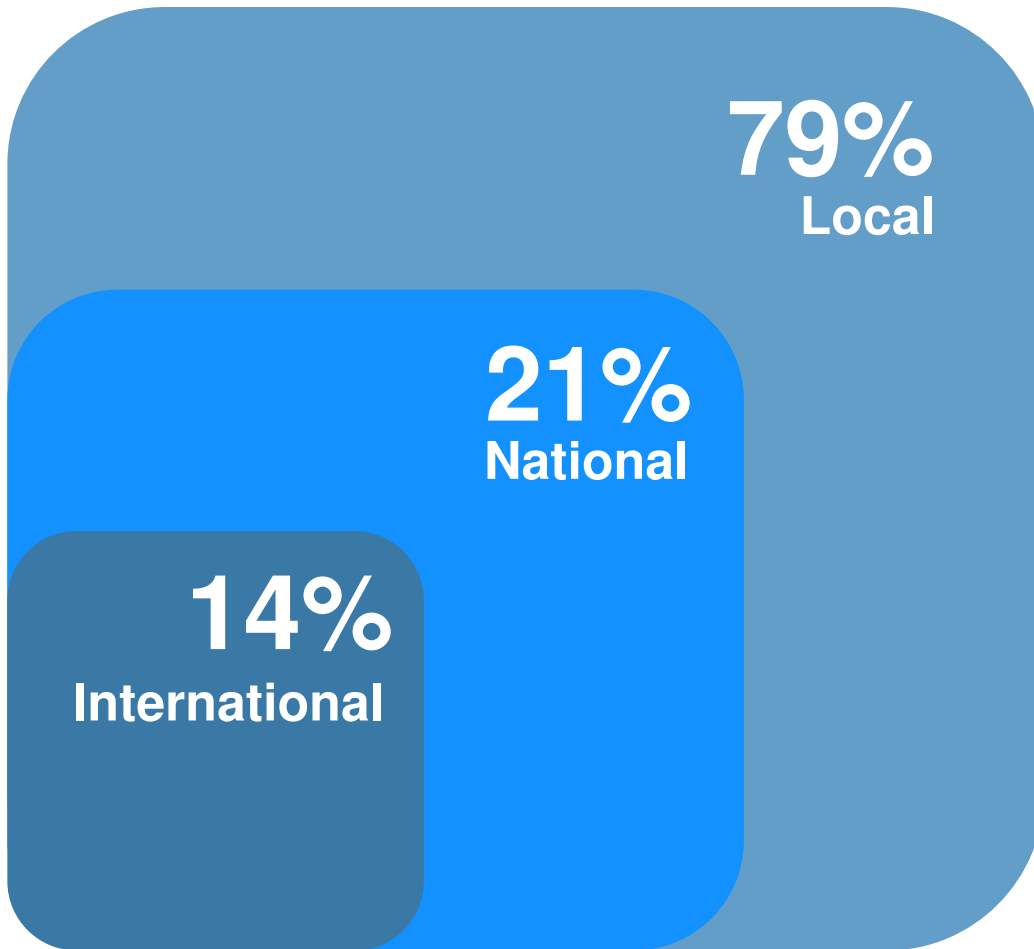


CAMPAIGNED FOR
SOMETHING (NOT
POLITICAL CAMPAIGNING)

Base: All 2,038 10-20 year olds

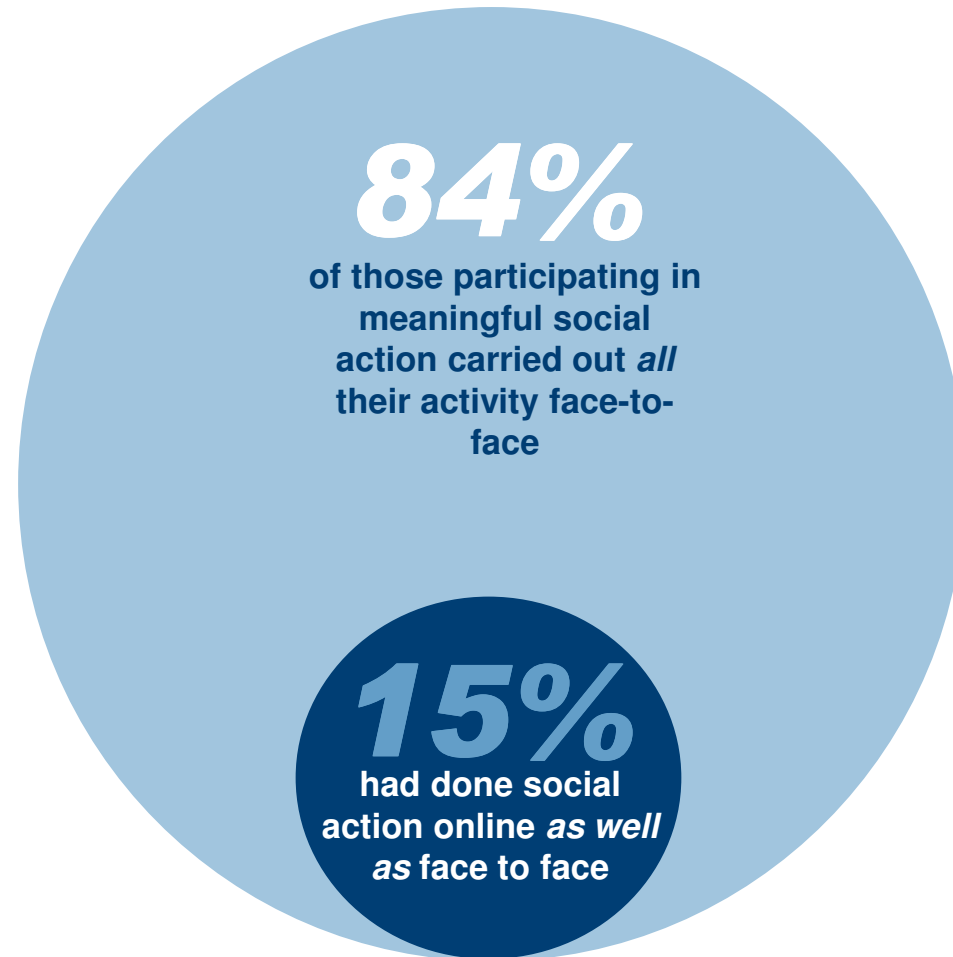
The majority of youth social action supports local causes...

TYPES OF CAUSES HELPED



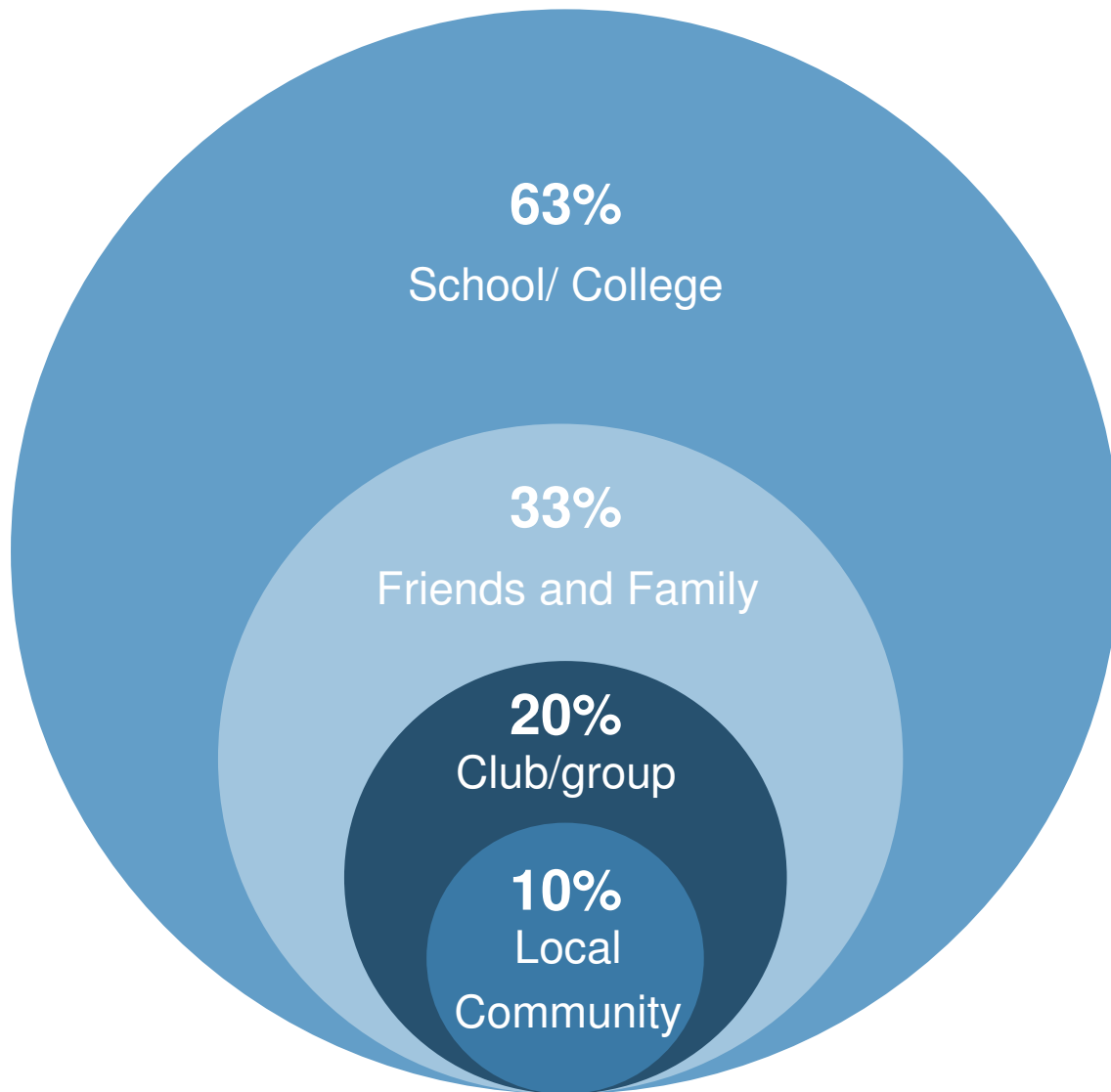
Base: 782 10-20 year olds participating in meaningful social action in the past 12 months. Note that respondents could select more than one response. 3% did not know the type of cause helped (not shown on chart)

MODE OF SOCIAL ACTION



Base: 782 10-20 year olds participating in meaningful social action in the past 12 months. 1% did not know how they had done social action (not shown on chart)

School and family/friends are key routes for involving young people in social action...

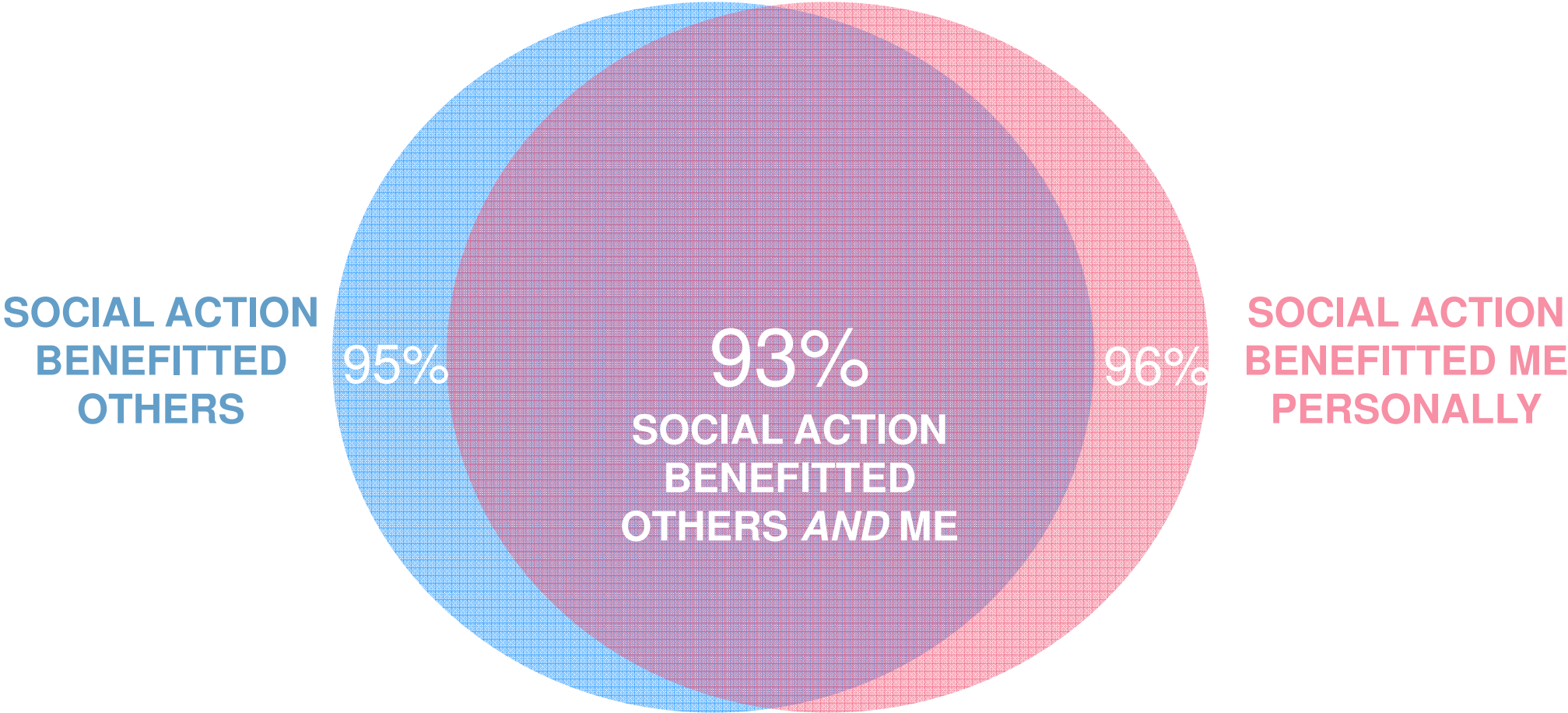


- Young people in school/college are most likely to get involved through this route.
- Young people not in school are most likely to get involved through family and friends.

Base: 782 10-20 year olds doing meaningful social action in the past 12 months

Source: Ipsos MORI

Young people recognise the double benefit of taking part in social action...



Base: 1,154 UK 10-20 year olds participating in any social action in the past 12 months

Source: Ipsos MORI

...and a range of benefits are recognised by young people

WHY PARTICIPANTS FELT THEY HAD BENEFITTED

71%

ENJOYED
HELPING OTHER
PEOPLE

46%

I HAD FUN

34%

I HELPED A
CHARITY/ CAUSE
I BELIEVE IN

30%

I FELT BETTER
ABOUT MYSELF

28%

I FELT I MADE A
DIFFERENCE

21%

I LEARNT NEW
SKILLS

WHY PARTICIPANTS FELT OTHERS HAD BENEFITTED

50%

MONEY WAS
RAISED FOR A
GOOD CAUSE

43%

OTHER PEOPLE
HAD FUN

39%

OTHERS' LIVES
WERE IMPROVED

26%

OTHER PEOPLE
LEARNT NEW
SKILLS

23%

COMMUNITY/
ENVIRONMENT
WAS IMPROVED

Base: 723 participants in meaningful social action who felt they had benefitted a lot/a fair amount from their activities/ 707 participants in meaningful social action who felt others/ the environment had benefitted a lot/ a fair amount from their activities

Those participating more frequently reported stronger benefits...

EXTENT OF BENEFIT OF SOCIAL ACTION FOR SELF AND OTHERS/ ENVIRONMENT



56% of high-frequency participants felt that others had benefitted 'a lot' vs. 41% of medium-frequency participants



52% of high-frequency participants felt they personally had benefitted 'a lot' vs. 41% of medium-frequency participants

Base: 782 10-20 year olds participating in meaningful social action in the past 12 months

There is a positive association between participation in youth social action and levels of well-being...

Average rating (out of ten) for how satisfied you are with your life nowadays:

8.0

Non- social action participants

8.6

Those participating in meaningful social action

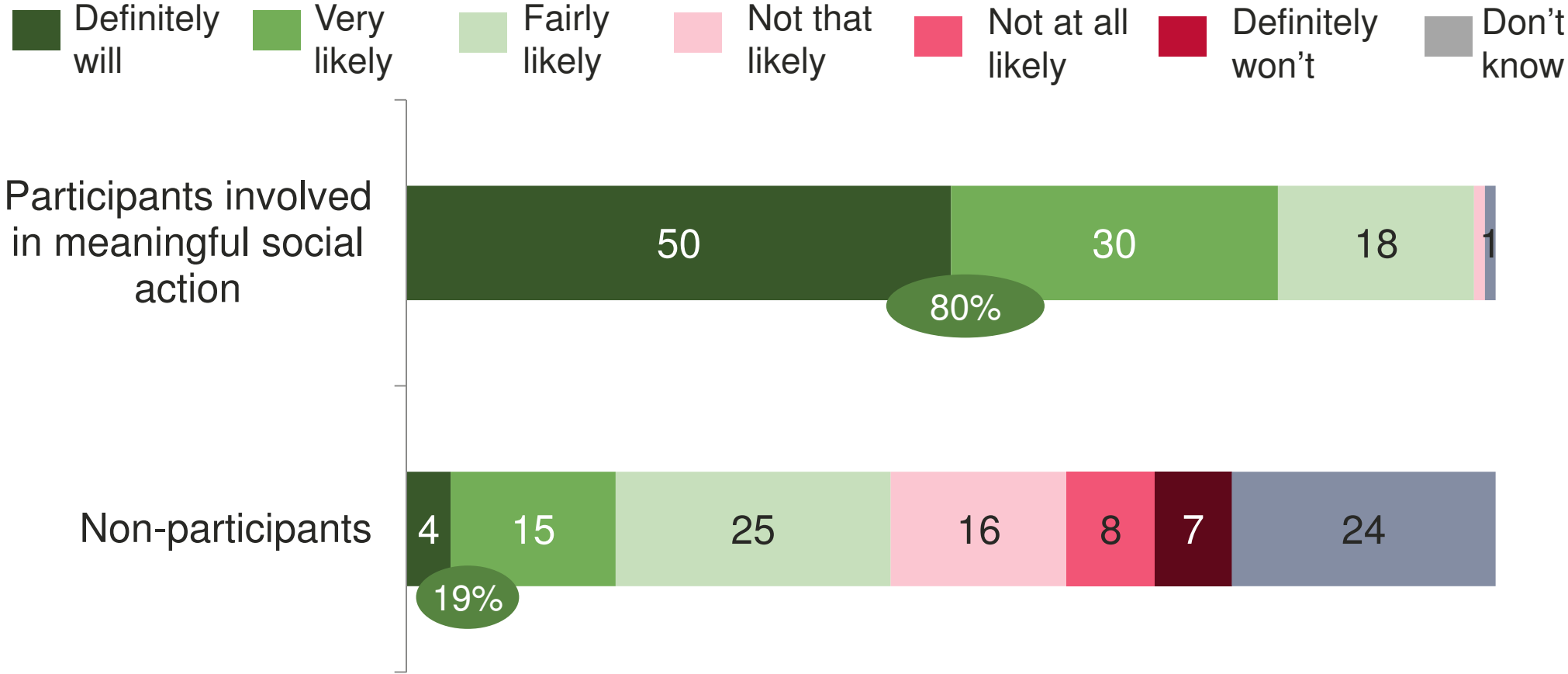
This difference of 0.6 between participants and non-participants is statistically significant: according to the ONS schema, a difference of 0.5-1 on this scale represents a moderate difference.

This difference in average well-being scores is similar to the difference between adults who report 'fair' and 'good' health.

Base: 884 10-20 year olds doing no social action in the past 12 months (except donating money/goods): / 818 10-20 year olds doing meaningful social action in the past 12 months

There is significant appetite for being involved in youth social action in future...

LIKELIHOOD OF DOING YOUTH SOCIAL ACTION IN THE NEXT 12 MONTHS



Base: 884 10-20 year olds doing no social action in the past 12 months (except donating money/goods): / 818 10-20 year olds doing meaningful social action in the past 12 months

Source: Ipsos MORI

Awareness and time are key barriers to taking part...

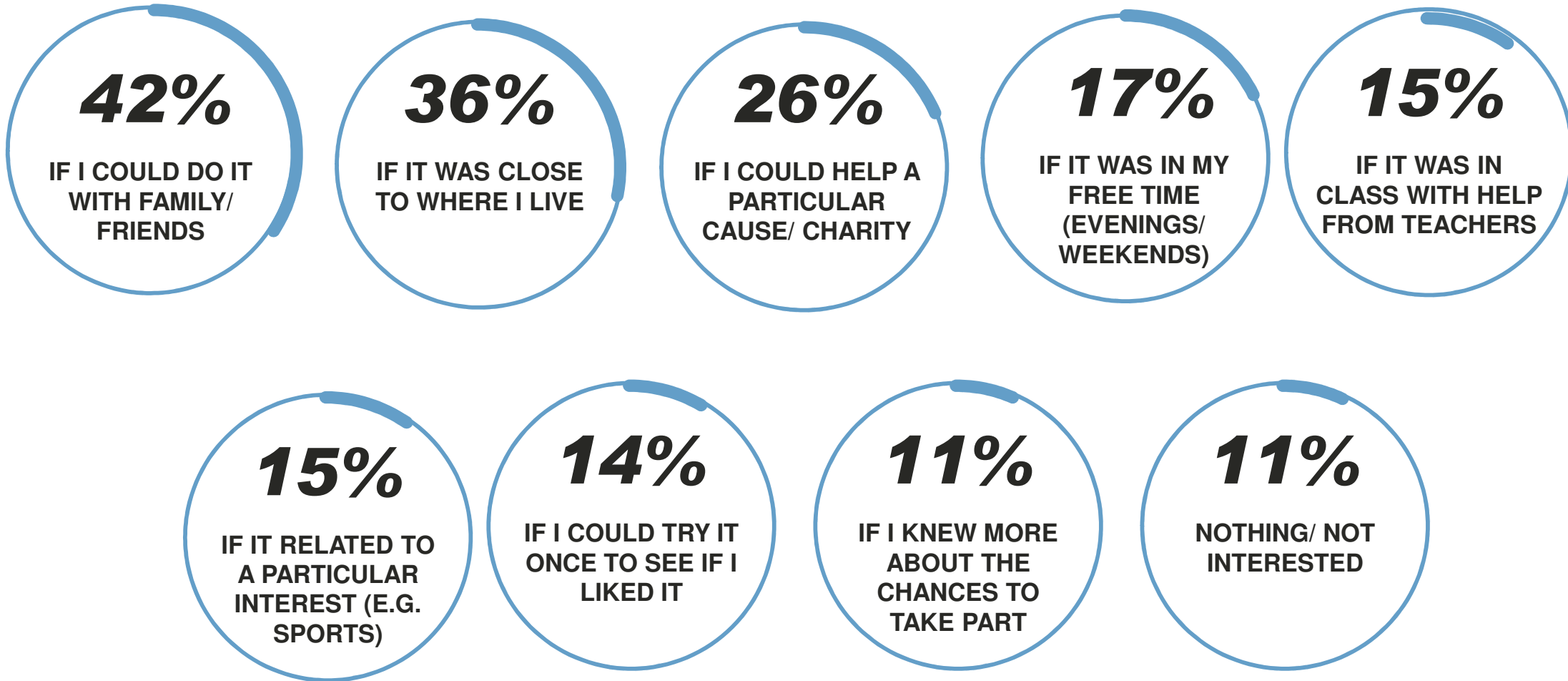
WHY YOUNG PEOPLE HAD NOT TAKEN PART



Base: 884 who did not do any social action in the past 12 months. Figure shows any responses mentioned by 5% or more respondents.

...but there are clear routes for encouraging participation.

FACTORS THAT WOULD ENCOURAGE PARTICIPATION IN SOCIAL ACTION IN THE FUTURE



Base: 2,038 All 10-20 year olds. Figure shows answers mentioned by more than 10% of respondents

Source: Ipsos MORI