



YOUTH VOICES 2024



**YOUTH
WITHOUT
LIMITS**

A research study by The Duke of Edinburgh's Award

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ABOUT US

The Duke of Edinburgh's Award (DofE) can be a game-changer in a young person's life. By helping them develop skills, build self-belief and cultivate the resilience they need to take on any challenge, the DofE helps young people tap into their limitless potential.

The DofE acts as an essential bridge between adolescence and adulthood, between education and employment. A modern-day rite of passage, the DofE is open to all young people aged 14-24 and today you'll find it delivered in thousands of schools, colleges, community organisations, hospitals, prisons and young offender institutions, across the UK.

Our Youth Ambassadors

There are 35 amazing young people in our UK DofE Youth Ambassador programme. They help to shape our charity's direction and amplify youth voices. These ambassadors speak at events, engage with Parliament, and contribute to key decisions. They played a crucial role in designing our survey and participating in our online community.



About

YOUTH VOICES 2024

Thinks Insight & Strategy, an independent research consultancy, conducted a mixed methods research project:

Youth Voices 2024 is a research study into the opinions of young people. We commissioned Thinks Insight & Strategy to do a quantitative survey of over 3,000 young people, as well as a qualitative survey via an online community. Both were demographically representative of 14-24 year olds* across the UK.

*Not just Award holders or DofE participants

1 A quantitative survey

Sample (n=3,644)

Respondents aged 14-24 took part in a 10-minute online survey*, including an even spread of age, gender, and ethnicity, and nationally representative by region.

*Conducted from 28 February to 14 March 2024

Aim

To quantify the attitudes, priorities and political engagement of young people in the UK and inform the design of the online community.

2 A qualitative online community

Sample (n=18)

Respondents aged 14-24 took part in 120 minutes of activities over the course of one week.** Concluded with a discussion board between peers of the same age groups.

**Conducted from 4 March to 10 March 2024

Aim

To understand the attitudes, priorities and political engagement of young people in the UK.

Our findings

Our research showed that young people's top concerns were: **mental health, cost of living, employment, and housing.**

We found that young people are driven by global issues like climate change and human rights, but worry more about local issues such as housing costs, the economy, and the NHS. They are politically engaged, primarily through social media, and comfortable sharing their views – but, importantly, feel unheard by politicians.

Despite their pessimism about politicians listening to them, two thirds of young people had engaged in one or more political activities over the last three months. The disconnect between politicians and young people highlights the urgent need for better engagement. This new Government and Parliament has the chance to put this right.



This is our voice...

LISTEN

A message from the DofE's UK Youth Ambassadors

For too long, young people have felt our voices aren't listened to when it comes to the major decisions that shape our world.

Youth Voices 2024 gives us a platform to share our hopes, worries, and priorities for the future.





As a generation passionately invested in causes like mental health, climate change and economic equality, we care about the direction society's heading in. But, all too often, we feel shut out of important conversations. For many of us, this was the first election in which we had a chance to vote and use our voice. But, sadly, we know that many young people around the country chose not to vote due to deep feelings of disconnect from the political system.

Now is the moment for the Prime Minister and this new Parliament to give us a seat at the table. To create a social contract with young people, ensuring we're meaningfully represented and engaged at every level of policy and decision-making in the months and years ahead.

The leaders of today need to open their minds to the leaders of tomorrow. It's time to make our voices heard.

We're calling for...

ACTION

A message from the CEO of The Duke of Edinburgh's Award, Ruth Marvel OBE

As one of the UK's leading youth charities, supporting more than half a million young people every year, we've long championed the voices and potential of young people. With the general election over, our new MPs have an invaluable chance to hear young people's perspectives, reflect their hopes, and address their concerns.

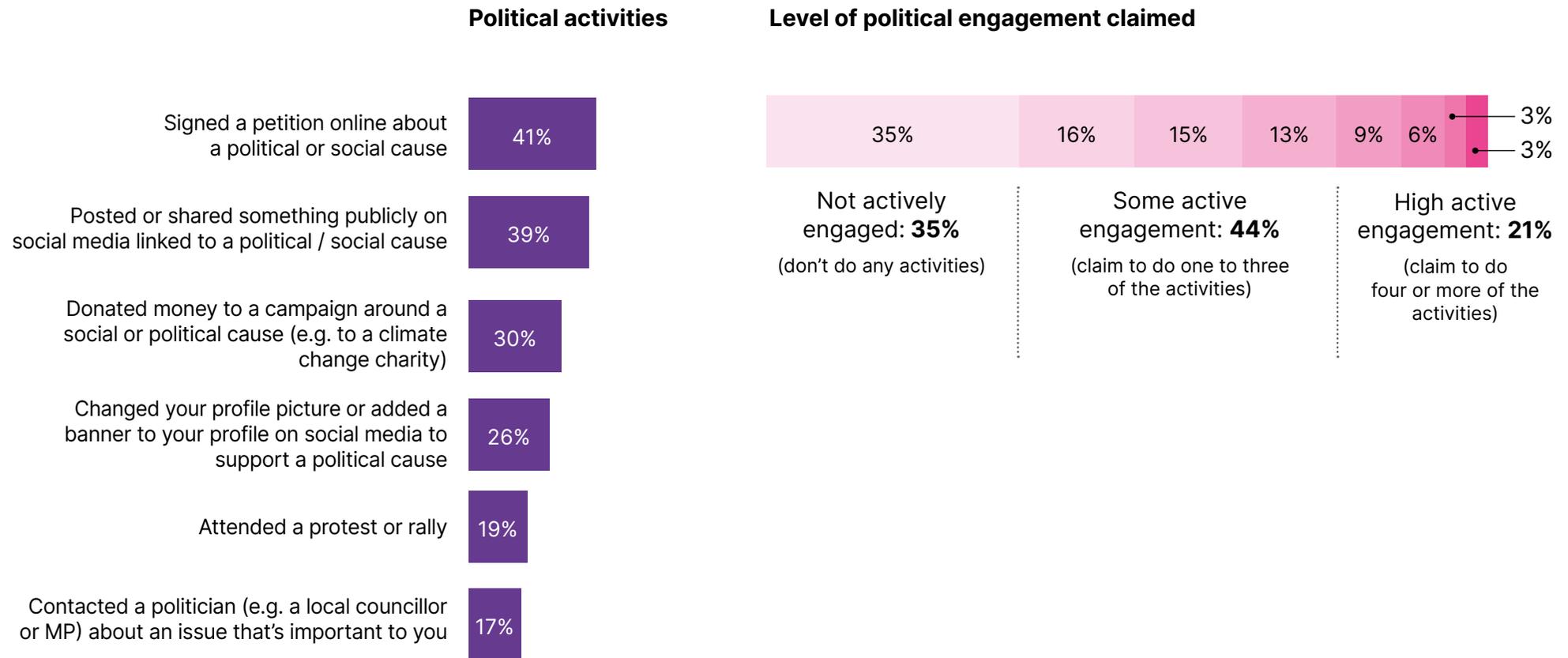


Young people are passionate, ambitious, and determined to drive meaningful change, but they feel unheard. We all have a responsibility to acknowledge that disconnect and prove we're listening. No politician should be too busy to talk directly with the very people who will define this country's future.

***YOUTH VOICES 2024* gives a powerful megaphone to over 3,000 young people across the country who generously shared their viewpoints.**

To all the young people who contributed: thank you. Your voices have resonated loudly, and we urge every leader to not just hear them, but to act upon them.

Two-thirds of young people are politically active, with a minority highly active

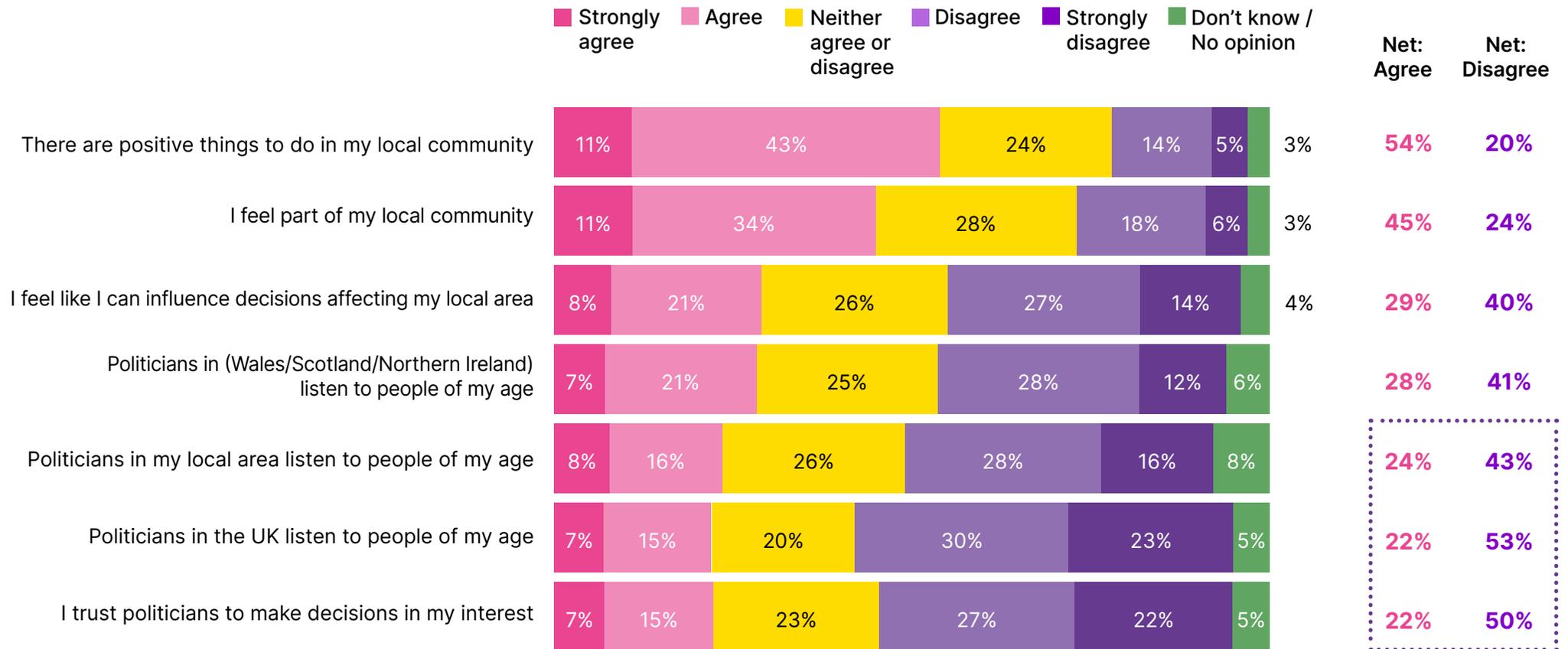


Q: In the last three months, have you done any of the following?

Base: All respondents (n=3,644)

Despite feeling part of their local community, they don't feel listened to by politicians

Do young people feel listened to?



Q: To what extent do you agree with the following?

All respondents (n=3,644). Devolved nations asked to those in each nation only

Young people see a disconnect between their priorities and politicians'

Young people feel that the areas of concern for politicians are misaligned from their own.

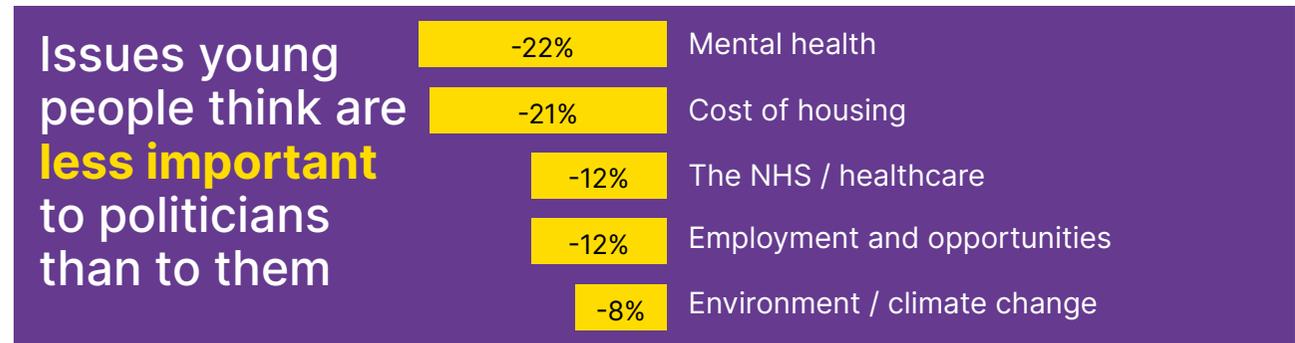
While they perceive politicians as prioritising matters which broadly concern the UK, such as foreign policy and immigration, young people instead focus on matters which affect them daily – like mental health, the NHS, and the housing and job markets.

This indicates that young people feel their interests are not being adequately represented.

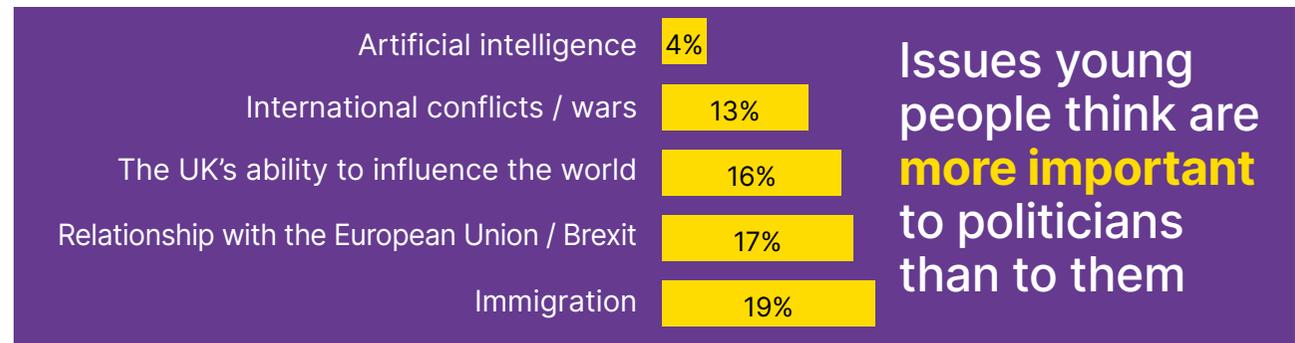
Issues with the largest disconnect

(% Difference in issues important to young people vs issues they think are important to politicians)

Important to young people



Important to politicians



Q: Thinking about the following issues that may affect you personally, which of the following are most important to you? Q: And, thinking about the country and national politics, what do you think are the issues most important for politicians? Base: All respondents (n=3,644)

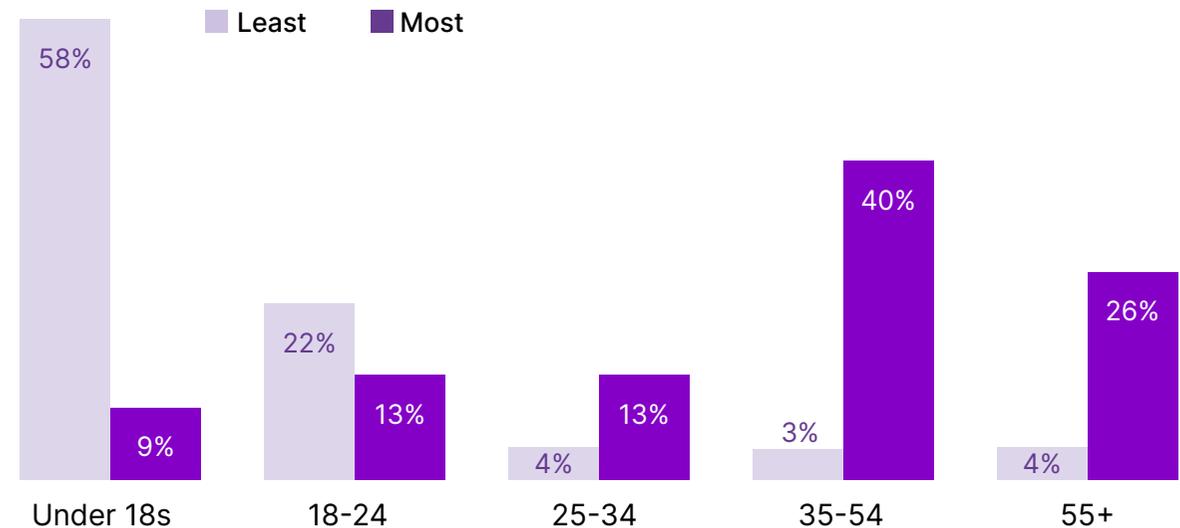
Young people feel politicians are least likely to listen to under 18s, and most likely to listen to over 35s

When asked who is listened to the most in society by politicians in the UK, **young people say their age groups are the least listened to.** They believe **politicians prioritise the views of those who are most likely to vote and pay taxes.**

Young people recognise that they are instrumental to the UK's future and feel they should be listened to more proactively.

“ I have never considered speaking to or contacting a politician about any of my community's issues. This is because I don't think they will truly listen to what I have to say, and they won't take my words seriously.”
Rhian, 17, Wales

Age group most likely to be listened to by politicians, according to young people



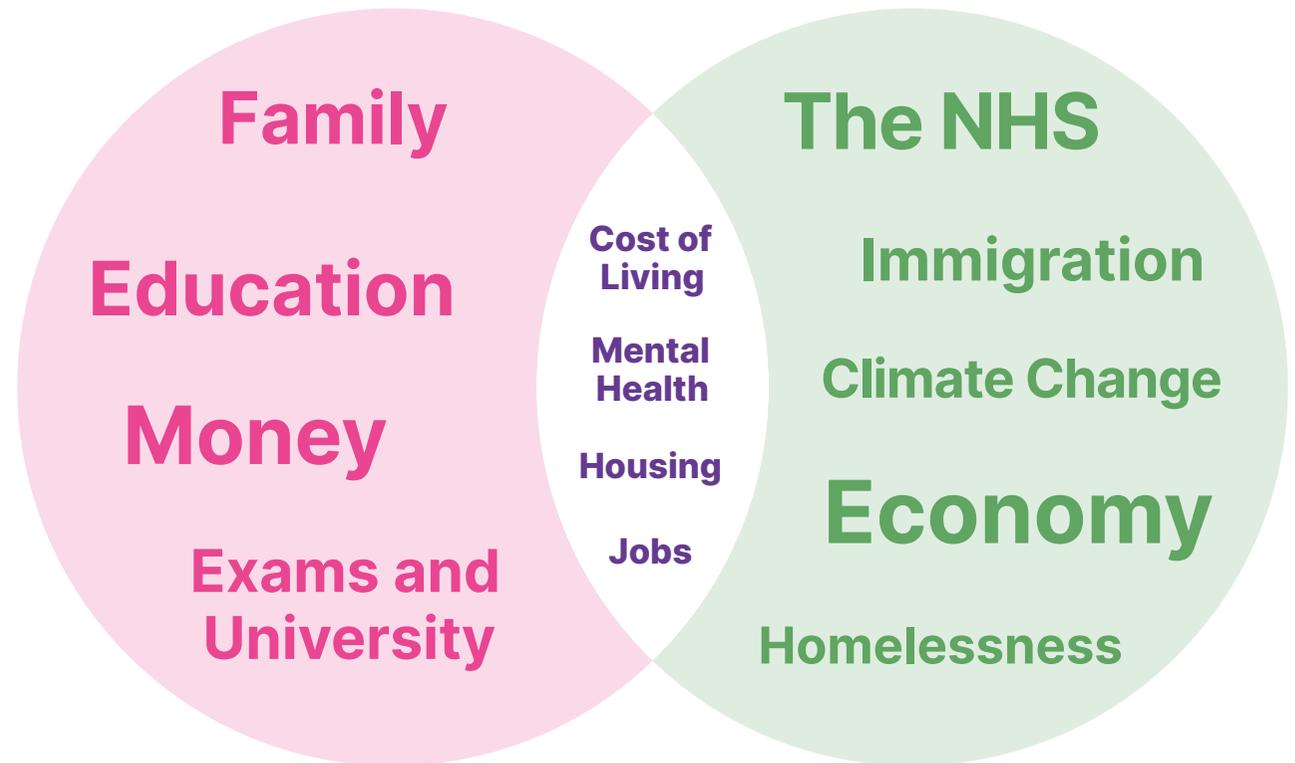
Q: Thinking about politicians in the UK, which age group do you think politicians listen to most / least?

Base: All respondents (n=3,644)

What matters to young people personally and politically

To explore key issues, we looked at two overlapping areas of interest: what matters to young people in their personal lives, and what matters to them politically.

When respondents were asked what matters to them in their personal lives and what matters to them politically, the cost of living, mental health, housing and jobs came out on top.



What matters to young people in their **personal lives**

What matters to young people **politically**

A photograph of four young people (three women and one man) sitting around a wooden table outdoors. They are engaged in a conversation. The man in the center is wearing glasses and a black Nike t-shirt. The woman on the right has her hands clasped near her face. The background shows a blue metal fence and trees under a cloudy sky.

OUR RESPONDENTS

This study surveyed 14-24 year olds across the UK, matching the age range for DofE programme participants. This demographic ranges from secondary school students to young adults starting their careers. To capture their unique experiences and needs, the analysis is divided into three age groups, highlighting the specific challenges faced at different life stages.

Overview:

Young people aged 14-17

Young people between the ages of 14 and 17 are generally the most optimistic about their own futures. Similarly, they have a better outlook on their physical and mental health than their older counterparts. While less politically engaged in UK politics, they are highly aware of global social issues. Their hopes, fears, and priorities largely concern education, particularly doing well in their exams and attending university. **Across all age groups, respondents agreed that under 18s are the demographic least listened to by politicians. Despite this, as a group they are the most optimistic about the UK's future.**



“ Having to take on so many new responsibilities yet also taking care of myself is such a massive change...I have family and friends to support me, but at the end of the day everything is down to myself, deciding what I want to do, and when I want to do it.”

Sarah, 16, Essex

Most important issues

Political engagement



MEDIUM

Future aspirations



EDUCATIONAL ACHIEVEMENT



EDUCATION



ENVIRONMENT



COST OF LIVING



MENTAL HEALTH

Overview:

Young people aged 18-21

Respondents aged between 18 and 21 were more interested in UK politics than their younger counterparts, a trend which continues further into adulthood. Similarly, young people in this age bracket become markedly more politically engaged in spaces like social media platforms. Concerns about educational achievement give way to other priorities, like affording the essentials and eventually owning a home. Mental health becomes much more of an area of concern. While they feel the pressures of employment and adulthood more acutely, **young people in this group feel most empowered to share their views.**

“ Personally for me when I was younger, I couldn't wait to grow up and enjoy that young adult life. But, as the years has gone on, I've noticed me feeling less excited and more sceptical and worried about adult life.”

Connell, 19, Northern Ireland

Most important issues

Political engagement



18

HIGH

Future aspirations



EMPLOYMENT



HOUSING



THE NHS



COST OF LIVING



MENTAL HEALTH

Overview:

Young people aged 22-24

Those aged between 22 and 24 are the most politically engaged demographic of young people.

Their interest in local, UK, and international politics exceed that of their younger counterparts. Their priorities shift to larger concerns such as the NHS, the cost of housing, and the economy in general. They are comparatively less optimistic towards the cost of living, their work-life balance, and their overall health. Although their outlook on politics and their lives is more pessimistic, **they are more likely to feel they can influence the decisions which affect them, and identify positive things to do in their communities.**



“I would never have realised how expensive life would become and the sacrifices you have to make as you transition to adulthood.”

Meghan, 24, Birmingham

Most important issues

Political engagement



HIGH

Future aspirations



PEACE OF MIND



HOUSING



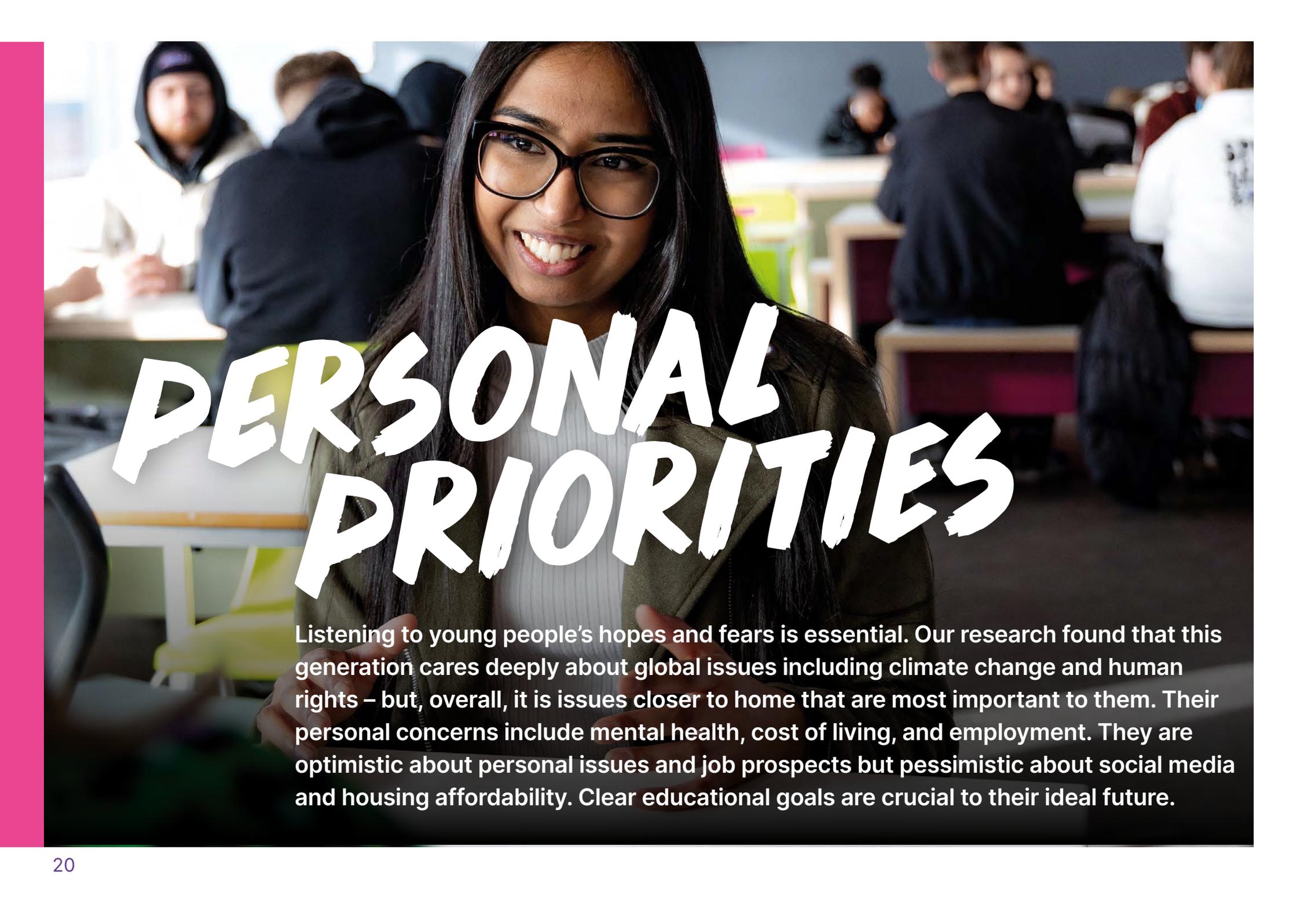
THE NHS



COST OF LIVING



MENTAL HEALTH



PERSONAL PRIORITIES

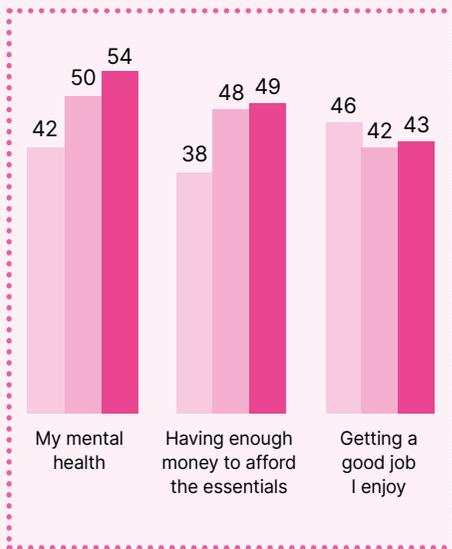
Listening to young people's hopes and fears is essential. Our research found that this generation cares deeply about global issues including climate change and human rights – but, overall, it is issues closer to home that are most important to them. Their personal concerns include mental health, cost of living, and employment. They are optimistic about personal issues and job prospects but pessimistic about social media and housing affordability. Clear educational goals are crucial to their ideal future.

Mental health, the cost of living, and employment are their most important personal issues

Issues most important to respondents

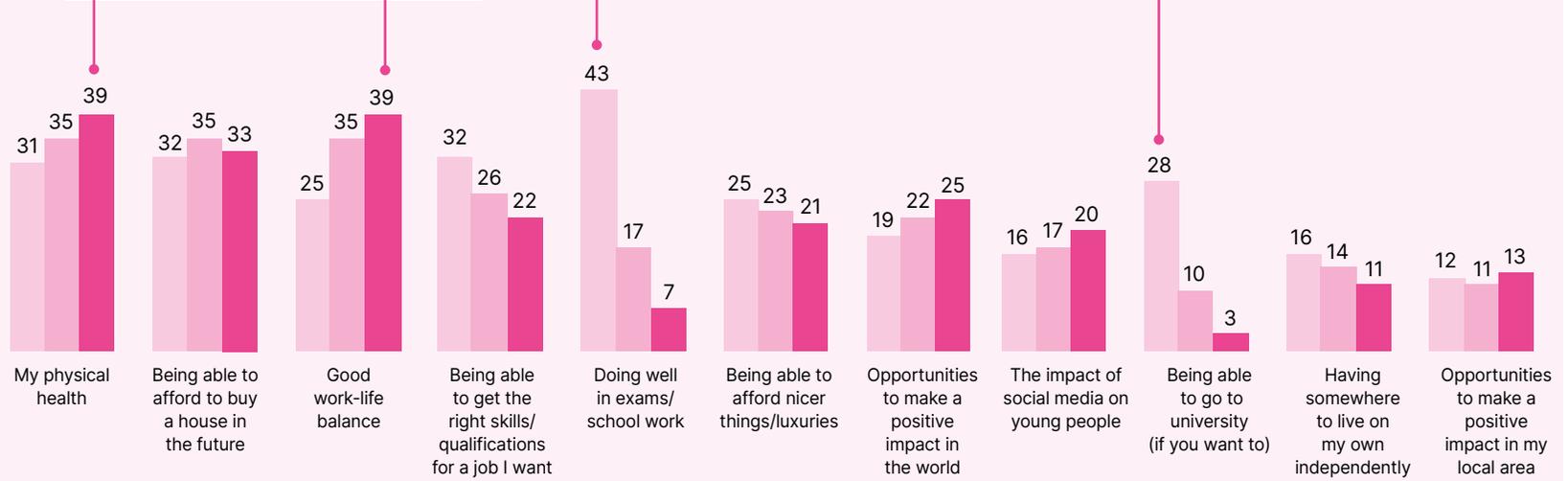
(% selecting – respondents could select up to five)

14-17 18-21 22-24



Older respondents are concerned about their physical health and a good work life balance too...

...while their education is most important for the youngest respondents



Q: Thinking about the following issues that may affect you personally, which of the following are most important to you?

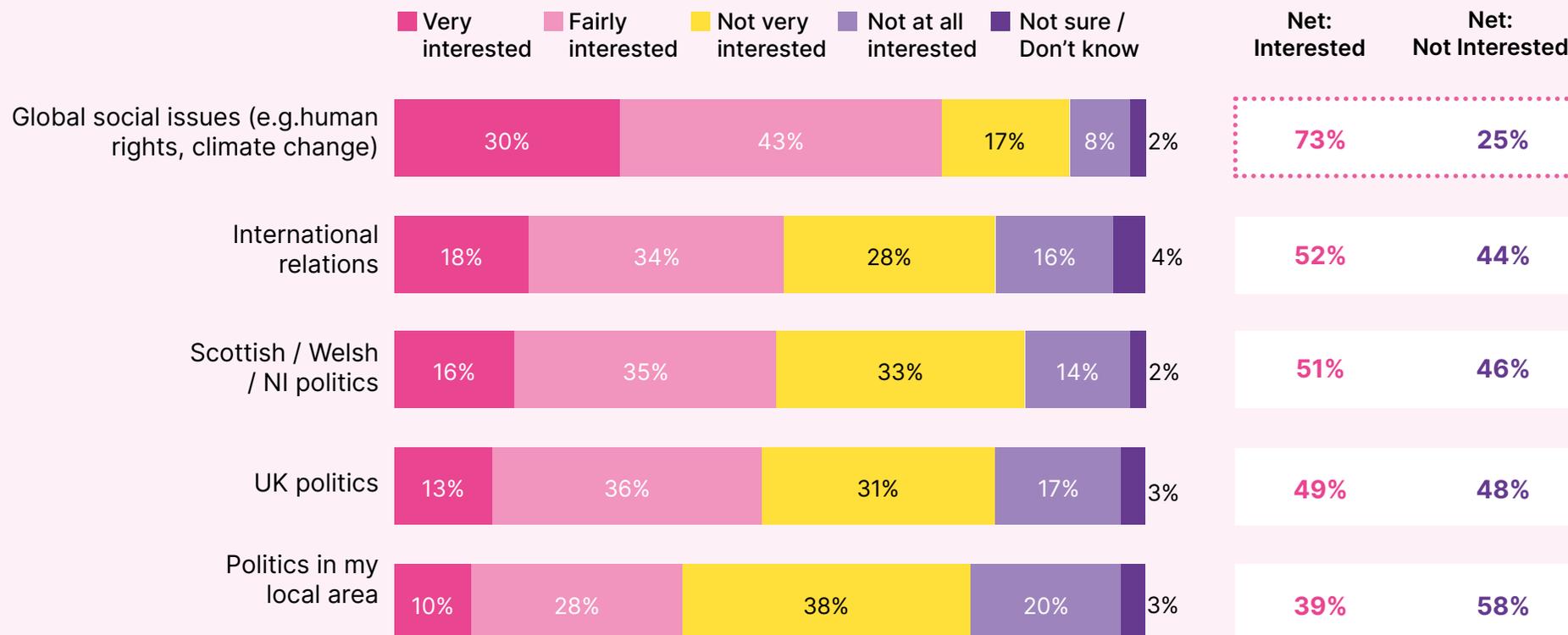
Base: All respondents (n=3,644)

73% of young people are interested in global issues

Interest in topics

(% selecting each)

■ Very interested
 ■ Fairly interested
 ■ Not very interested
 ■ Not at all interested
 ■ Not sure / Don't know



Q: How interested are you in the following topics?

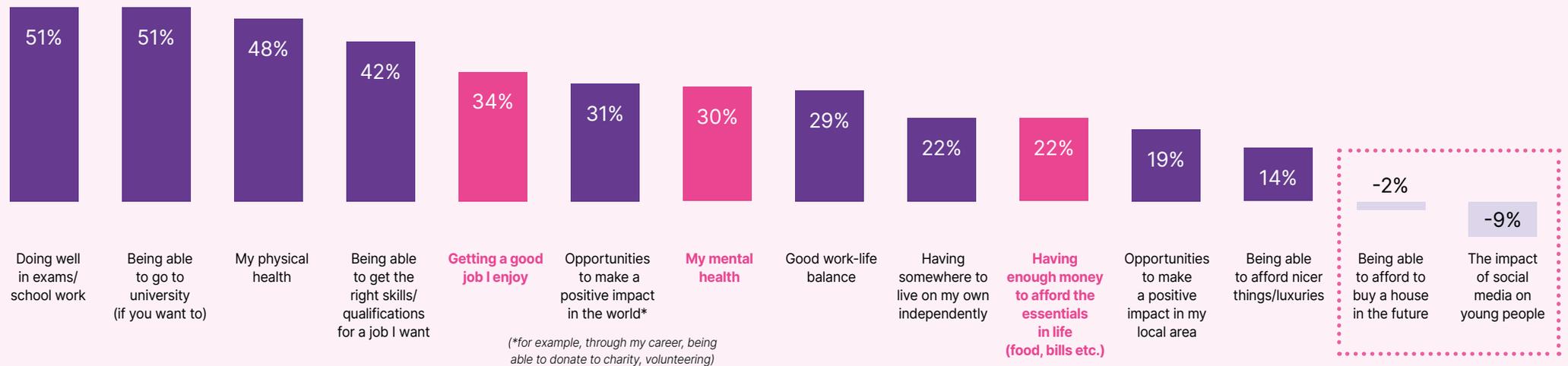
Base: All respondents (n=3,644). Devolved nations asked to those in each nation only

But, personally, they are fearful about issues like social media and affording a house

Hopes and fears about future topics

Net scores (hopeful – fearful)

■ Most important issues



More hopeful about

More fearful about

Q: Thinking about the following issues that may affect you personally, how hopeful/fearful do you feel about the future for the following?

Base: All respondents (n=3,644)

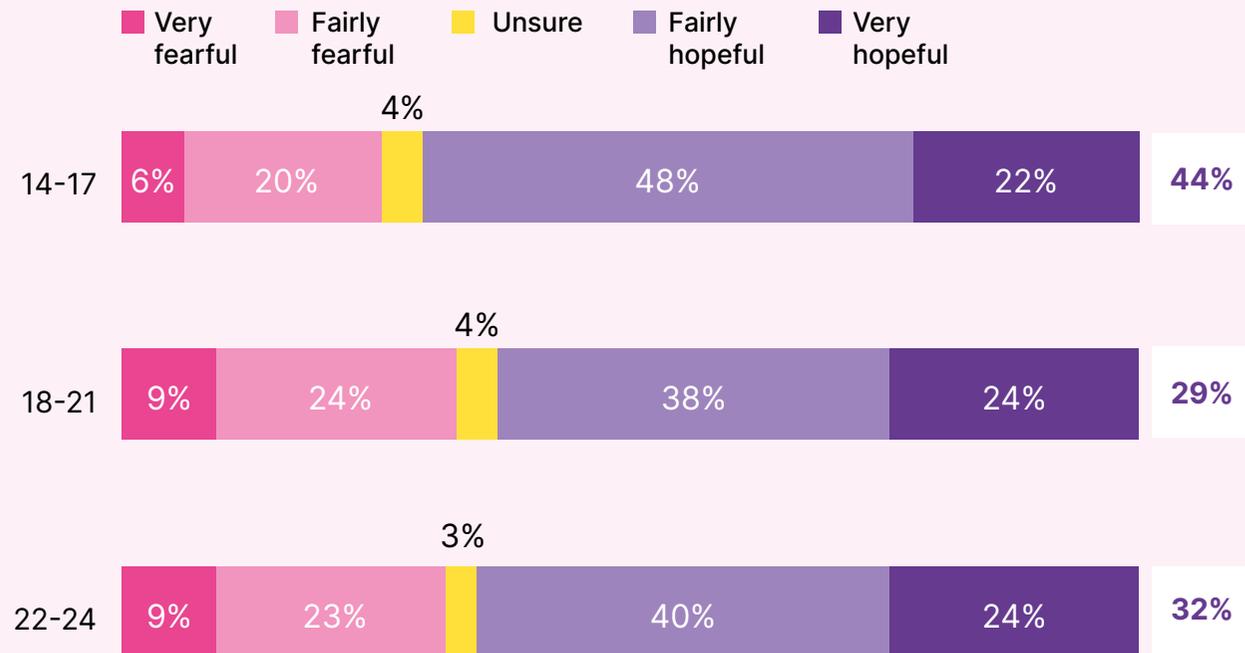
Most are hopeful about employment prospects

Young people appear largely positive when thinking about finding work, with slightly higher concern among those about to enter the workplace. The pessimism they do have stems from external factors out of their control which might be having an impact on the jobs market, like stagnant wages and inflation.

“Having a job I enjoy for me is the most important because I feel it would have an effect on all the other things. I need to enjoy my job to be happy and have positive mental health and be able to maintain the job in order to afford essentials and own my home.”

Harriet, 19, Norfolk

Attitudes towards finding a good job they enjoy



Q: Thinking about the following issues that may affect you personally, how hopeful/fearful do you feel about the future: Getting a good job I enjoy?

Base: All respondents (n=3,644)

They are hopeful about their education

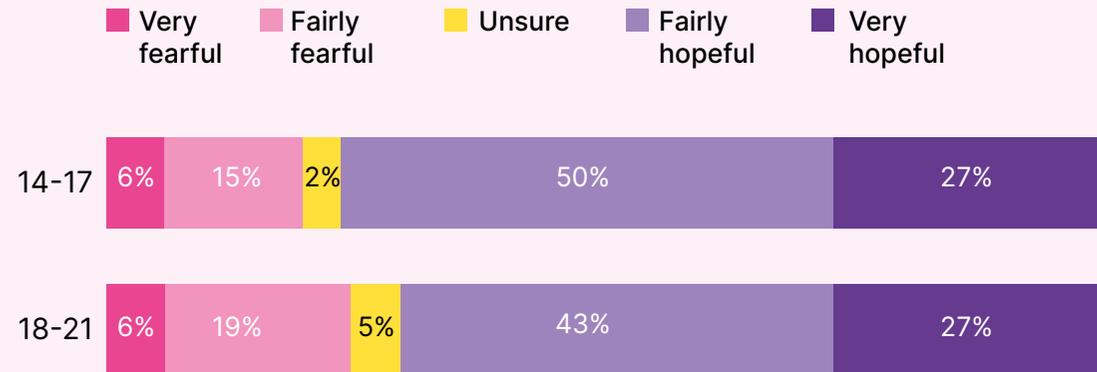
They appear to be equally hopeful about doing well at school, as they are about being able to attend university.

As young people age and achieve their aspirations, the importance of these issues fades, but for older audiences for whom it is still relevant, they are still optimistic about education.

“Long term, I want to go to university, possibly do a masters. I want to be successful enough to have a house and a family.”

Rhian, 17, Wales

Attitudes towards doing well in schoolwork / exams



Attitudes towards being able to attend university



Q: Thinking about the following issues that may affect you personally, how hopeful / fearful do you feel about the future for the following?

Base: All respondents (n=3,644)

Young people are optimistic about gaining skills and qualifications

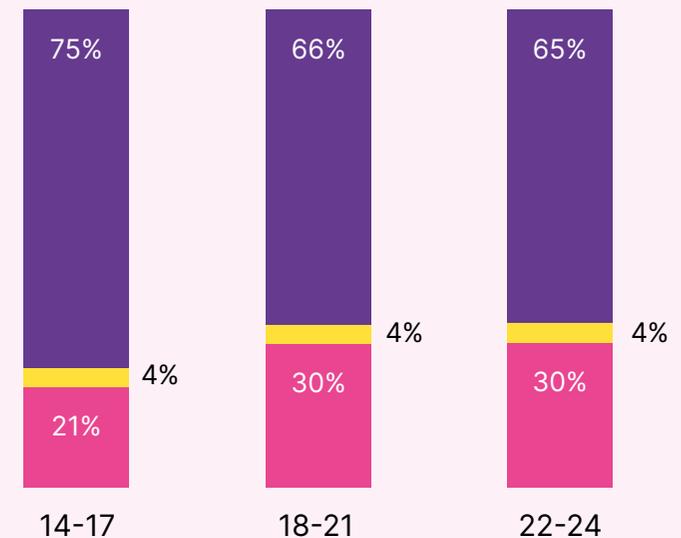
Young people feel optimistic they can acquire the right skills and qualifications for their desired careers. They also feel confident identifying academic and professional goals, as well as how to achieve them.



“I’m hopeful that I’ll find a career that suits me and I’ll enjoy. I’ve recently become more involved in youth activist groups, and it has made me more aware of the impact youth voice can have.”
Harriet, 19, Norfolk

Optimism and pessimism towards gaining skills / qualifications

■ Pessimistic (NET) ■ Unsure ■ Optimistic (NET)



Q: Thinking about the following issues that may affect you personally, how hopeful / fearful do you feel about the future for the following?

Base: All respondents (n=3,644)

But they don't feel prepared for what lies ahead...

Online community respondents frequently mentioned not feeling prepared for the responsibilities of adulthood.

They say the transition into adulthood in the UK is overwhelming, citing the cost-of-living crisis, a difficult job market, university debt, and mental health as factors impeding their ability to achieve.

They expect more support from schools and the government earlier in life in order to better prepare them for what lies ahead.

“ Trying to establish myself in society and build a career after completing university has not been the easiest in the slightest.”

“School simply didn't cover topics like this well enough.”

“ I am finding it hard, it is not the exciting thing I expected.”

“ I couldn't wait to grow up...but as the years have gone on, I've noticed I'm feeling less excited and more worried about adult life.”

“People within politics have had a different experience to us growing up so they can't relate to the difficulties as much.”

“Adulthood feels like it crept up much earlier than it should have. When I was young, I thought I would have my life fully under control; now, I don’t feel that way.”

Aaliyah, 21, Manchester

Respondents 18+ are more concerned about mental health

Our online community showed broad awareness of the importance of mental health for all ages, and revealed that the issue was deeply tied into concerns about entering adulthood.

“Good mental health is essential for me, I don't think that other things in life will have much value if I am mentally unwell or unstable.”

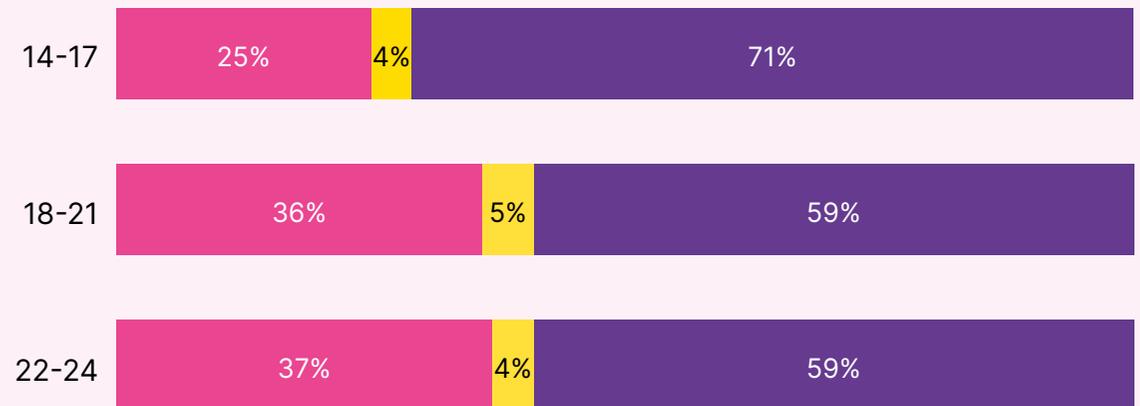
Aaliyah, 21, Manchester

“While I think there has been some improvements in terms of being able to speak out and the stigma surrounding mental health, especially with men it's still not enough.”

James, 19, Sheffield

Attitudes towards mental health

■ Pessimistic (NET) ■ Unsure ■ Optimistic (NET)



Q: Thinking about the following issues that may affect you personally, how hopeful / fearful do you feel about the future for the following?

Base: All respondents (n=3,644)

A photograph of two women from behind, embracing each other. The woman on the left has blonde hair in a ponytail and is wearing a dark jacket with a fur collar. The woman on the right has long brown hair and is wearing a light-colored t-shirt. They are standing in front of a dark wooden fence. The lighting suggests it might be late afternoon or early morning.

“I think mental health will always be number one. If things are inaccessible and the basic necessities are overpriced and out of reach, then how can it be expected for people to be happy and not suffer mentally?”

Meghan, 24, Birmingham

All age groups are pessimistic about the economy, but particularly those entering adulthood

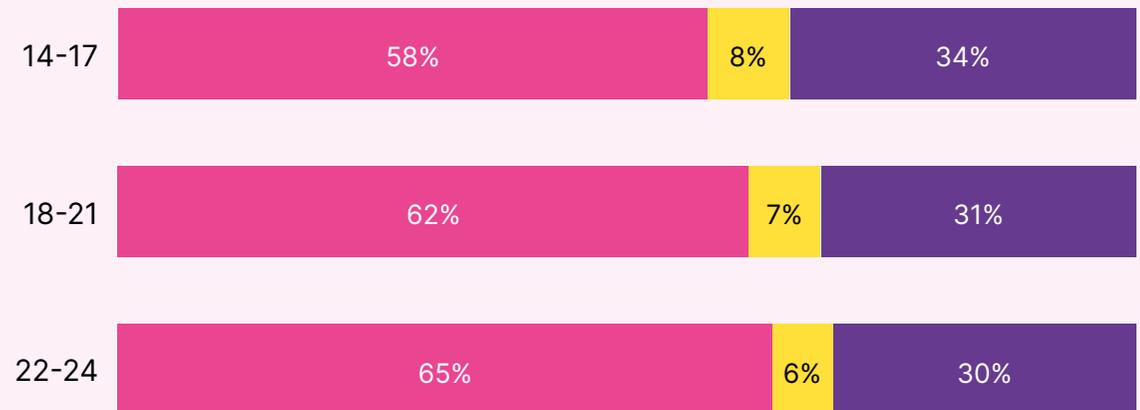
For the oldest respondents (age 22-24), only 30% of them feel any optimism about this issue. The online community shows us that they are already feeling squeezed by the cost of living, even though they don't believe they are to blame.

“The cost of living is increasing so much and it's concerning how people aren't going to be able to pay for basic necessities.”

Sarah, 16, Essex

Attitudes towards the economy

■ Pessimistic (NET) ■ Unsure ■ Optimistic (NET)



Q: How hopeful / fearful do you feel for the future when it comes to the following political issues?

Base: All respondents (n=3,644)

**“With the state of the economy,
I will likely not own my own
home in my lifetime.”**

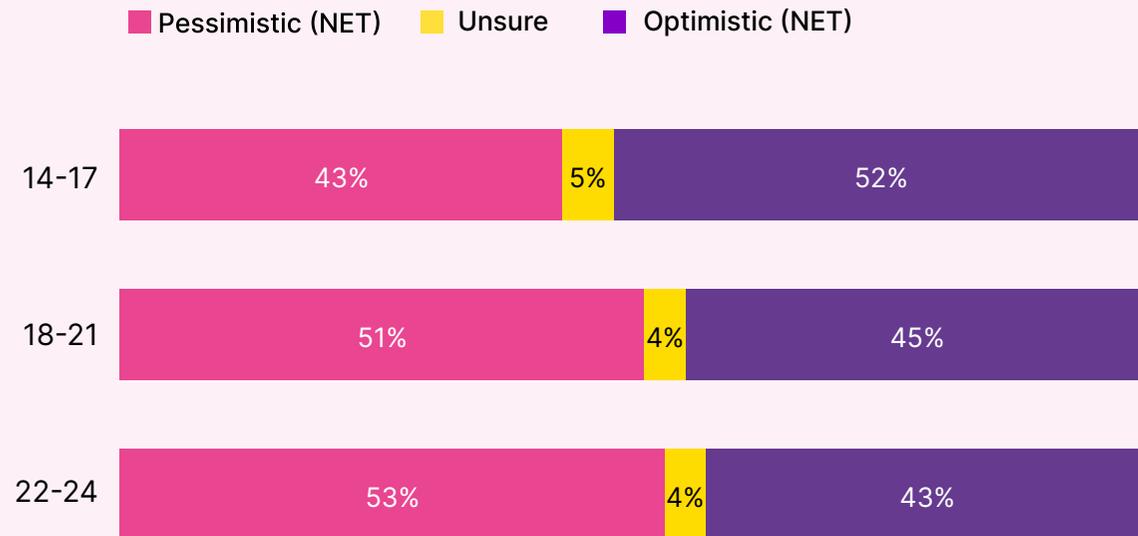
Connall, 19, Northern Ireland

Half of all young people are pessimistic about buying a house

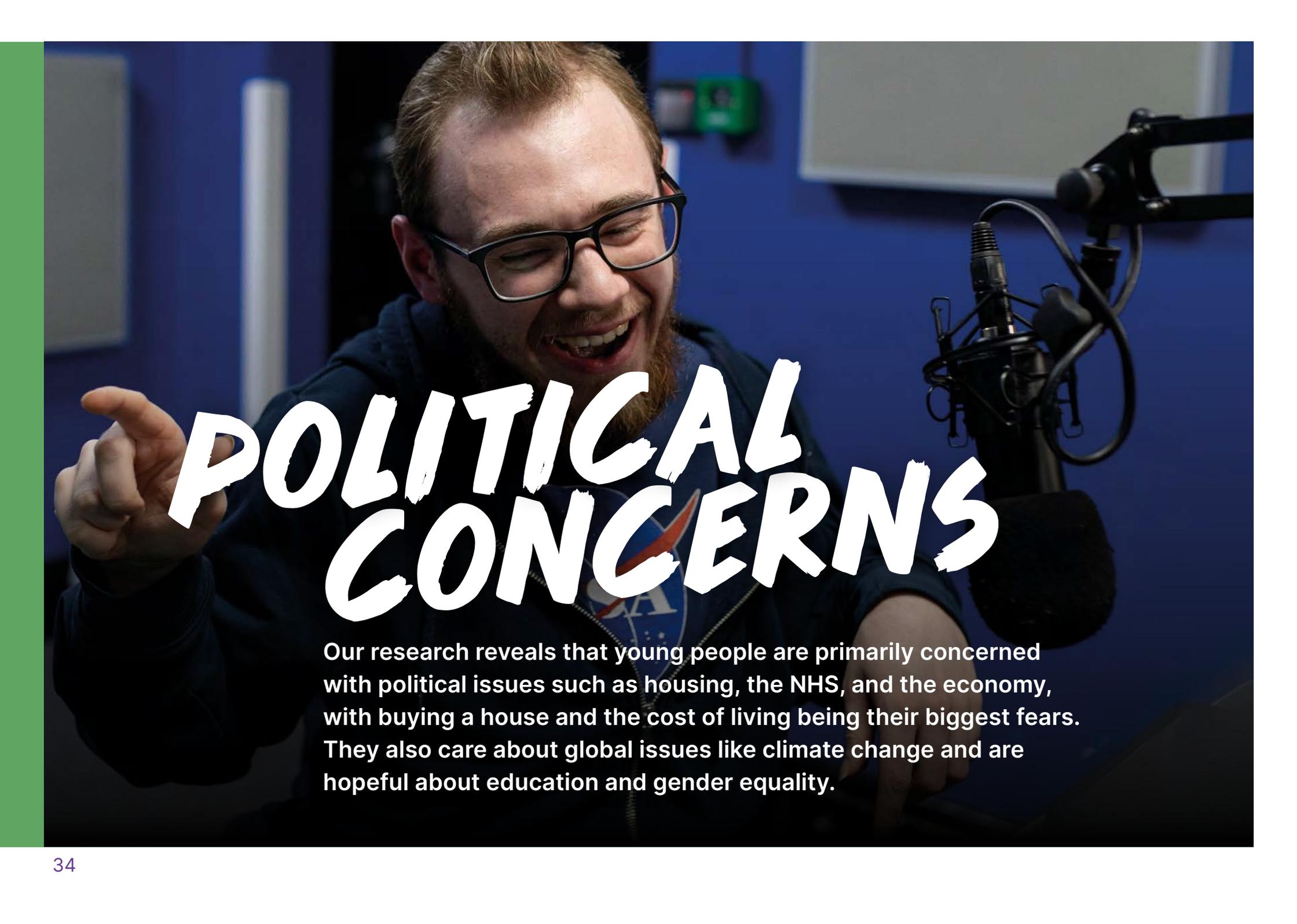
While being able to afford a home is a top priority for 36% of young people, almost half are pessimistic that they could achieve this (48%). There was no significant variation in optimism between ages or genders, indicating that these pressures are felt uniformly across groups.

“Looking to the future, I feel as if getting a house or even an apartment of my own requires amounts of money that just isn't an option for me.”
Connall, 19, Northern Ireland

Attitudes towards being able to afford a house



Q: Thinking about the following issues that may affect you personally, how hopeful/fearful do you feel about the future for the following:
Being able to afford to buy a house in the future. Base: All respondents (n=3,644)



POLITICAL CONCERNS

Our research reveals that young people are primarily concerned with political issues such as housing, the NHS, and the economy, with buying a house and the cost of living being their biggest fears. They also care about global issues like climate change and are hopeful about education and gender equality.

Housing, NHS and the economy are the most important political issues

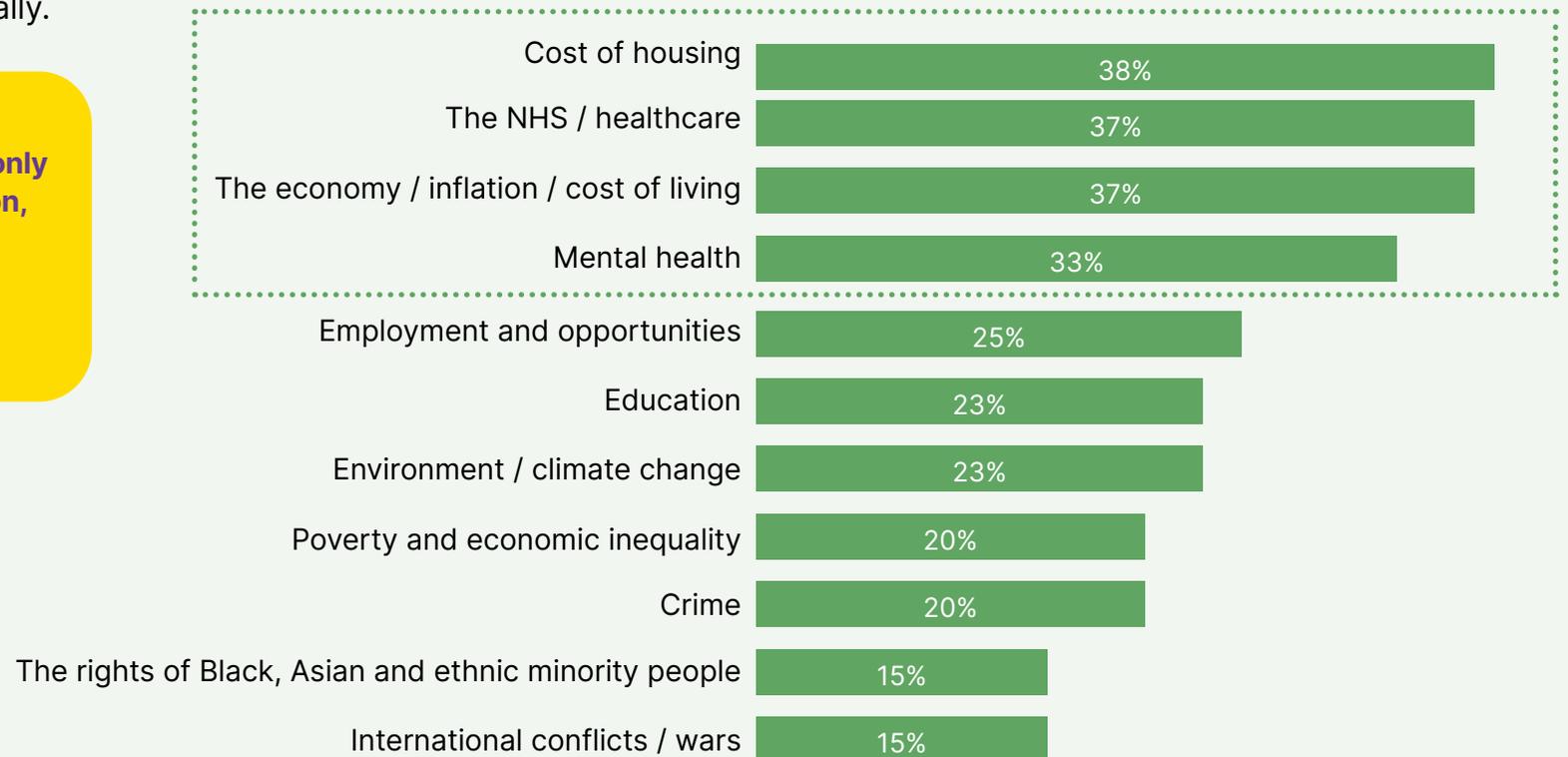
Young people **chose issues that directly affect them and their vision of their future** as the most important political issues to them, personally.

“ I believe the housing market right now is shocking and is only heading in the wrong direction, it's daunting and feels like a somewhat unreachable and unrealistic goal. ”

Connall, 19, Northern Ireland

Importance of political issues to young people, personally

(% of participants selecting up to five topics of importance to them)



Q: Of the following political issues, which are the most important issues to you personally?

Base: All respondents (n=3,644)

“Cost of living is having an impact on everything as a whole. It’s causing people to struggle financially, mentally and physically. It is definitely the most important and needs changes soon.”

Andre, 24, London

Housing and the economy are the issues young people are most fearful about

But... international conflicts / wars move right up the list, as does poverty, economic inequality and crime.

“ I am worried about the threat of a world war due to the sophistication of weapons and devastation it would mean for the world. ”

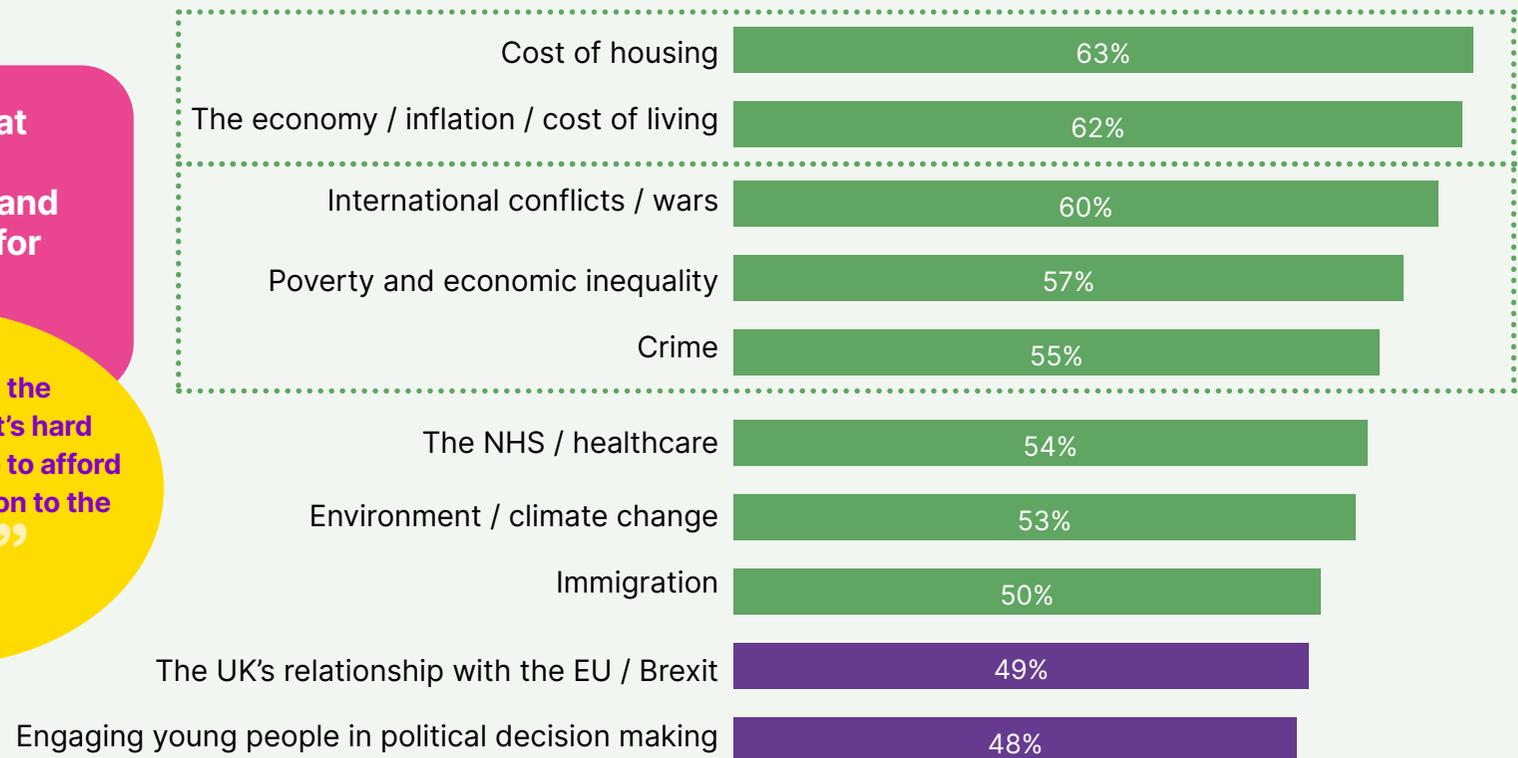
Lily, 19, Yorkshire

“ I think due to the price of houses it's hard for young people to afford a house and get on to the property ladder. ”

Rihana, 22, Wales

Top 10 political issues that young people are fearful for, in the future

(% choosing 'very or fairly fearful / pessimistic' for the following political issues)



Q: How hopeful / fearful do you feel for the future when it comes to the following political issues?

Base: All respondents (n=3,644)

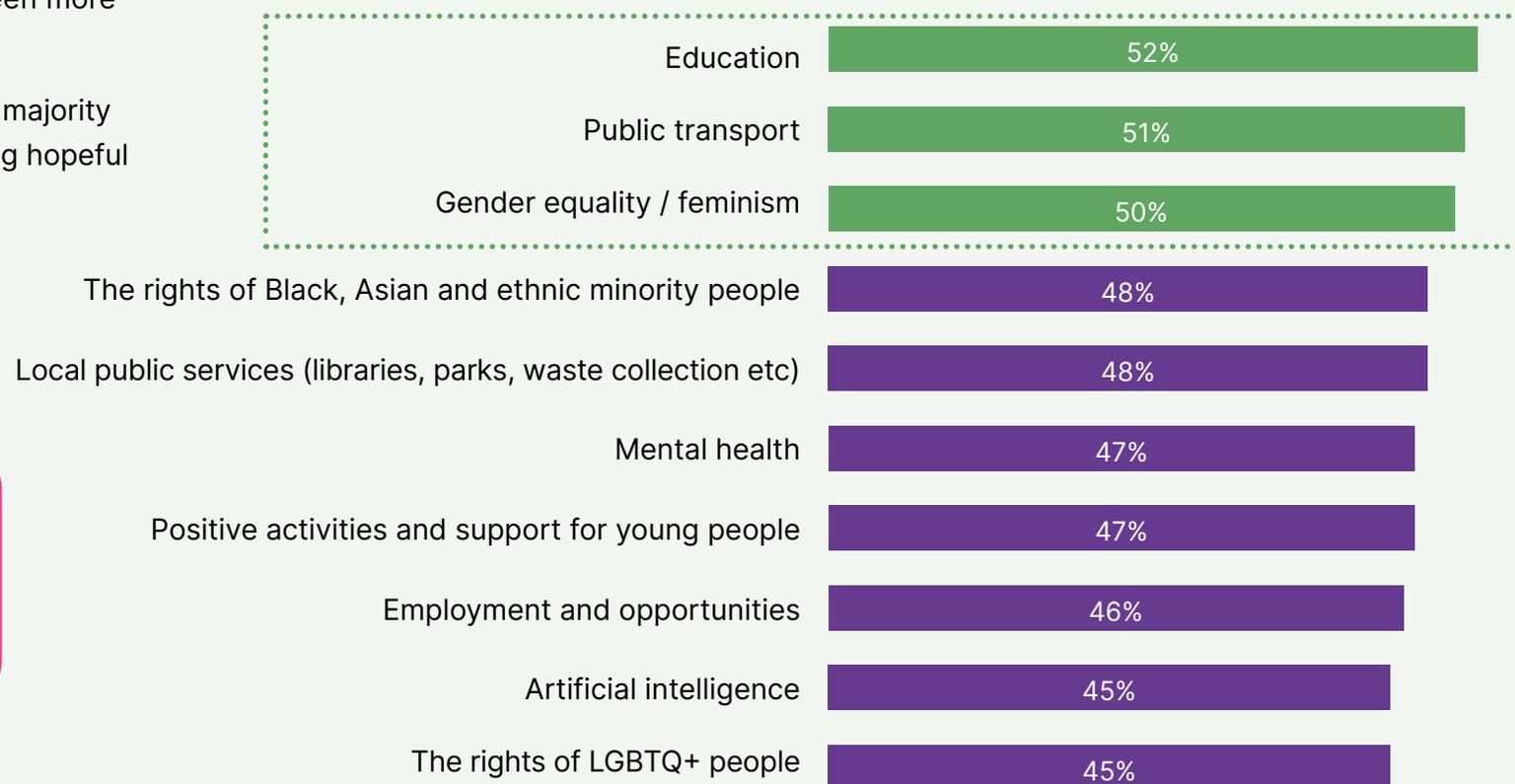
There is some hopefulness around education and gender equality issues

Education and mental health were mentioned in the online community as the issues where young people have seen more **positive improvement**.

But overall, only three issues have a majority (50% or over) of young people feeling hopeful in the future.

Top 10 political issues that young people are hopeful for, in the future

(% choosing 'very or fairly hopeful / optimistic' for the following political issues)



“I am hopeful about my mental health because I feel as if it’s a lot easier to speak about now.”

Connall, 19, Northern Ireland

Q: How hopeful / fearful do you feel for the future when it comes to the following political issues?

Base: All respondents (n=3,644)

“I think my education so far has been good and I look forward to going to university.”

Peter, 17, Birmingham

Most young people care about global social issues in politics

Global social issues remain top of mind for young people, while local politics take a back seat.

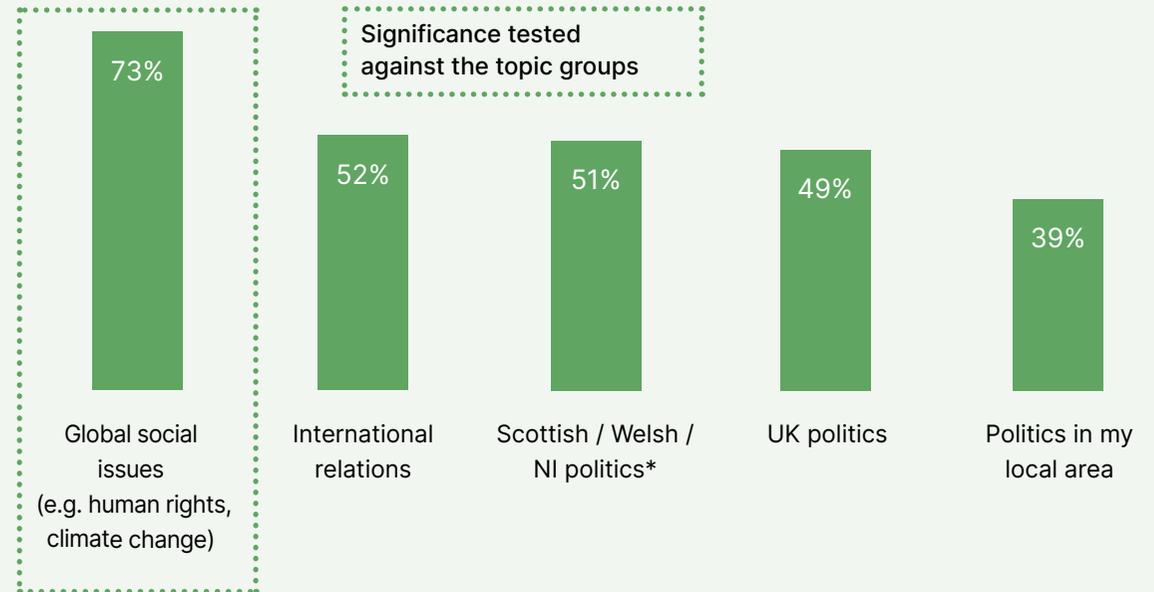


“As for climate change, the world is literally burning down and while I think that my generation will just about survive in the literal sense, I am very worried that my kids will not.”

James, 19, Sheffield

Interest in different political issues

(% of participants selecting 'very / fairly interested')



“International wars and conflicts – people are dying, conflicts never lead to anything good. The situation at this moment is tense.”

Katherine, 20, Edinburgh

Q: How interested are you in the following topics?

Base: All respondents (n=3,644) *Only asked to those in the region specified

“The people of my generation are the future, and at the moment the UK (and world itself) is crumbling – we will be left with no NHS, skyrocketing global warming, huge debts and no pensions.”

Aaliyah, 21, Manchester



ENGAGEMENT WITH POLITICS

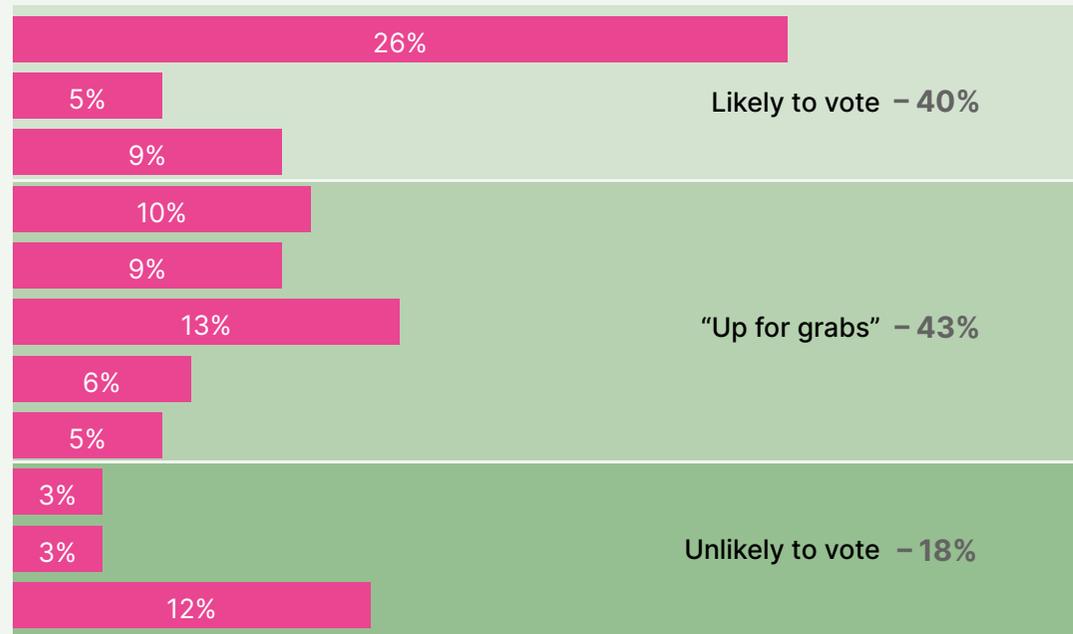
Despite being politically engaged and comfortable sharing their political views, only 40% of eligible young people said they were likely to vote in the next election – with those who said they might not citing a lack of trust in the political parties, a lack of knowledge about them, and a belief that their vote wouldn't make a difference.

Young people feel there is a significant gap between their own priorities and those of politicians. Concerningly, 53% disagree that UK politicians listen to people of their age – and half don't trust politicians to make decisions in their interest.

Ahead of the general election, only 40% of young people told us that they were likely to vote

Likelihood to vote

(0-10 Scale where 0 is 'Definitely will not vote' and 10 'Definitely will vote')



“ We don't turn up to vote because we can't be bothered or have a perception that it won't make any difference. There is no wonder the government aim their policies towards the older generations.”

Harriet, 19, Norfolk

Q: If there were to be a General Election tomorrow, how likely are you to vote? On a scale where 0 is 'Definitely will not vote' and 10 'Definitely will vote'.

Base: All 18+ n=2,427

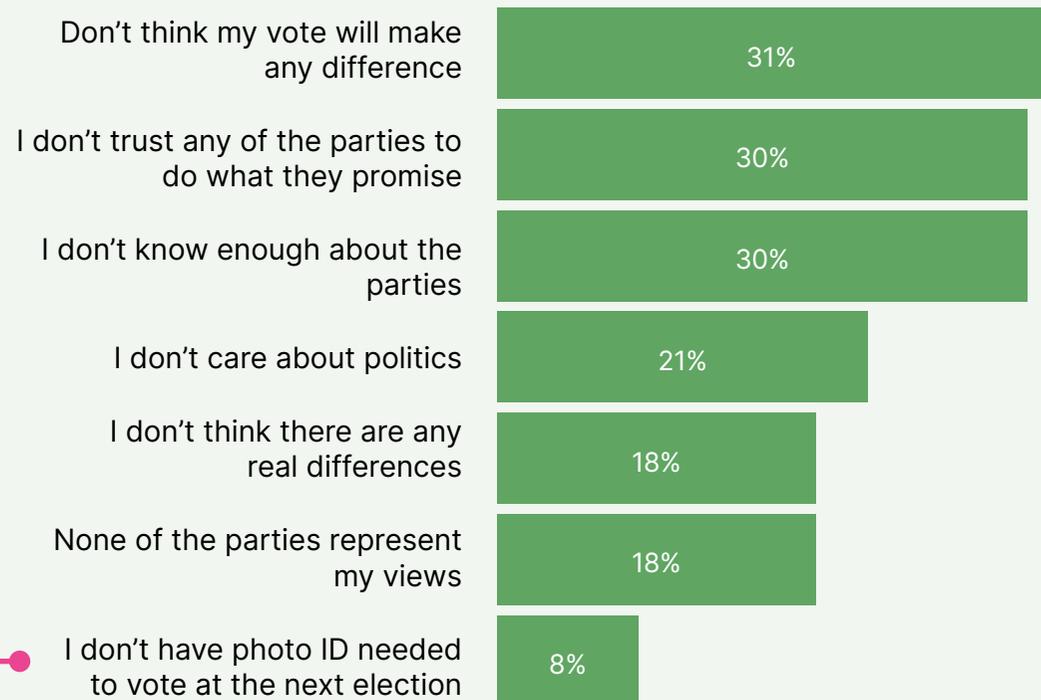
Lack of trust and knowledge are amongst the reasons for not voting

Not knowing enough about the parties and not thinking that a vote will make any difference are the most common reasons for not voting amongst young people.

Young people from ethnic minority backgrounds are significantly more likely (12% vs. 7%) to say they might not vote due to a lack of photo ID compared to young people from a white background.

Reasons for not voting

(% selecting each option)



Q: Why is it that you might not vote in the next general election?

Base: Those who might not vote (n=1,467)

“Our opinions should not be dismissed because of our age; we should be given a chance to express our discontent with something affecting our own lives. Any outlet for young people to engage in constructive debate at school, locally or get in touch with people who can make a difference is a powerful outlet.”

Sahil, 17, Exeter

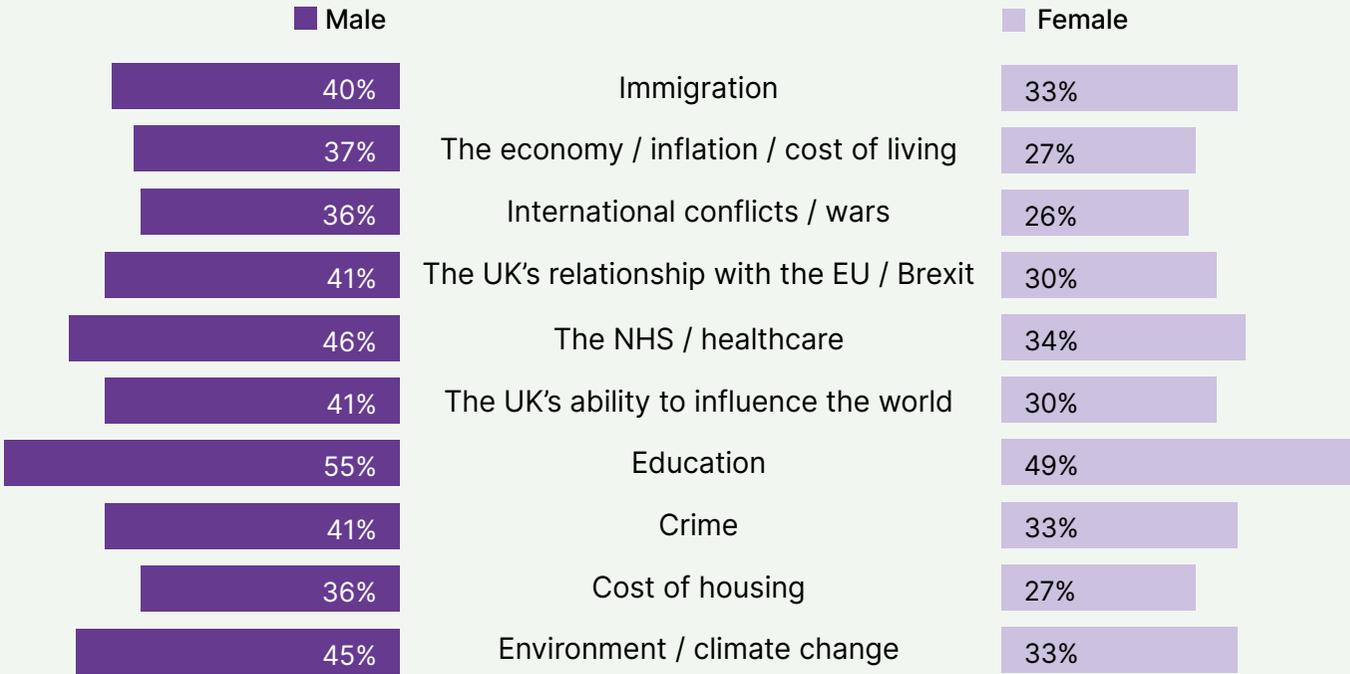
Gender affects political hopefulness

In all top 10 issues that young people feel are important for politicians, we see there is a **significant difference in hopefulness and optimism between males and females.**

Males are significantly more optimistic (10%) than females on the most important issues.

How hopeful / optimistic young people feel about the top 10 most important issues for politicians, according to young people*

(% selecting "very or fairly hopeful / optimistic" for each issue)



Q: How hopeful / fearful do you feel for the future when it comes to the following political issues?

Base: All respondents: males (n=1,725); females (n=1,872)

They feel politicians ignore the issues that affect their personal lives

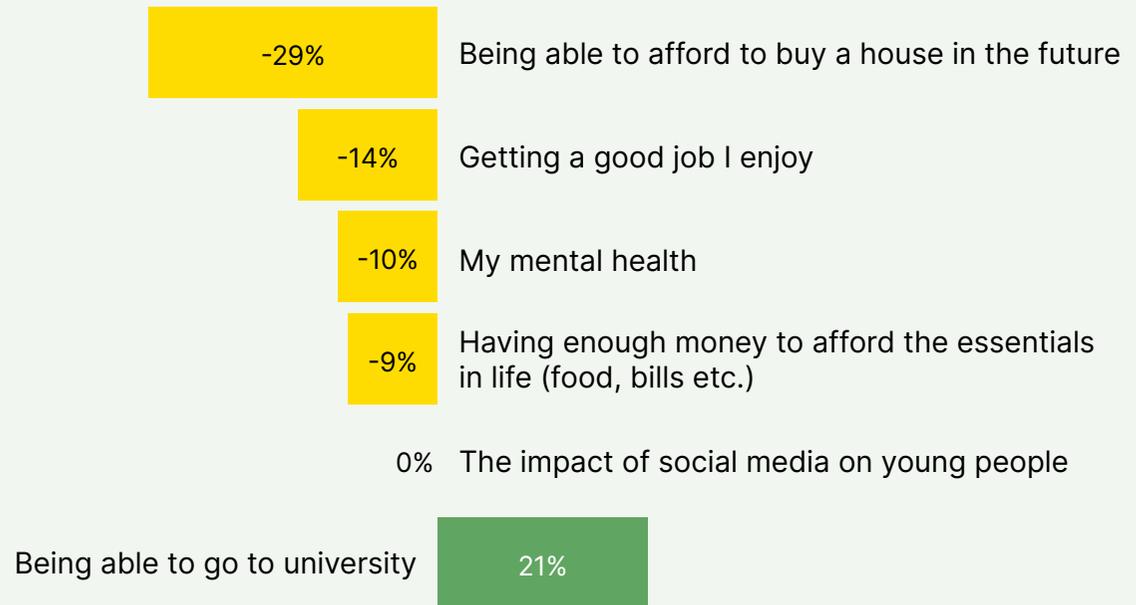
This disconnect extends into the issues that young people struggle with in their personal lives.

While there is recognition that politicians pay attention to school performance and university attendance, young people don't see politicians paying attention to supporting them with the practical issues that are important to them.

This is particularly true of housing.

Perceptions of the attention politicians devote to issues

(A lot / some attention – little / no attention)



Politicians **don't pay attention to**

Politicians **pay attention to**

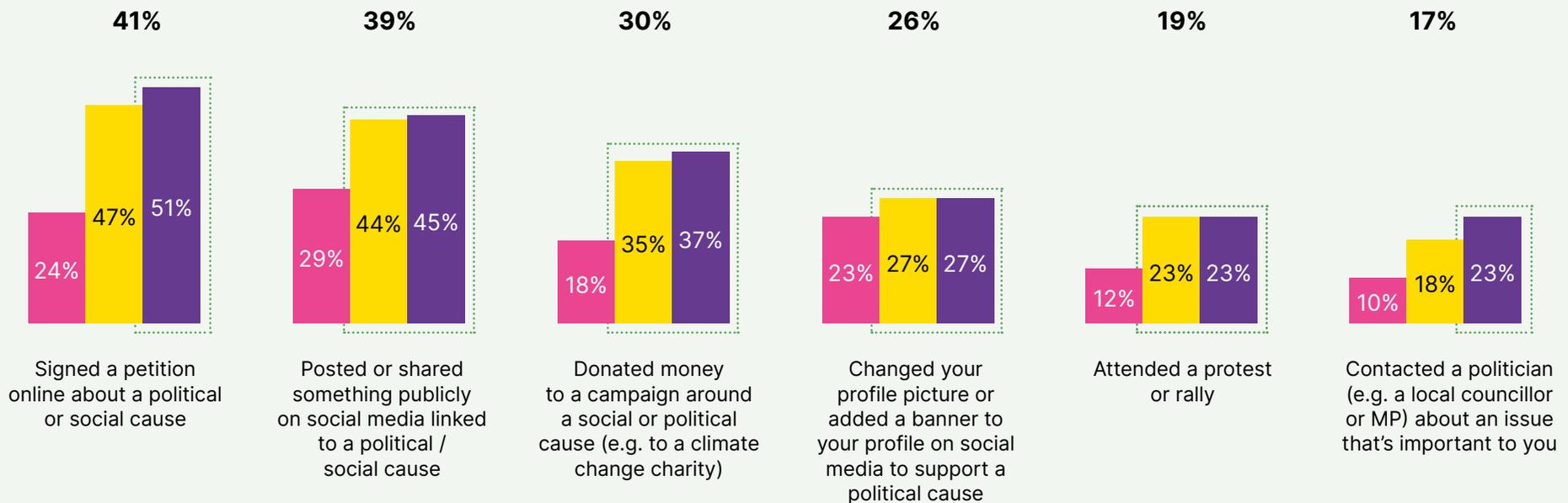
Q: How much attention do you believe politicians give to supporting young people in / with... Base: Respondents who indicate that an issue is important to them (n=varies by statement)

Those over 18, especially over 21, are more politically active

Political activities

(% selecting 'yes')

14-17 18-21 22-24



Significance tested against the age groups

Q: In the last three months, have you done any of the following?

Base: All respondents (n=3,644); 14-17 (n=1,216); 18-21 (n=1,209); 22-24 (n=1,220)

“As long as the voting age is at 18, under 18s will always feel patronised and disrespected by politicians telling us we are too young and immature to understand complex political machinations.”

Sahil, 17, Exeter

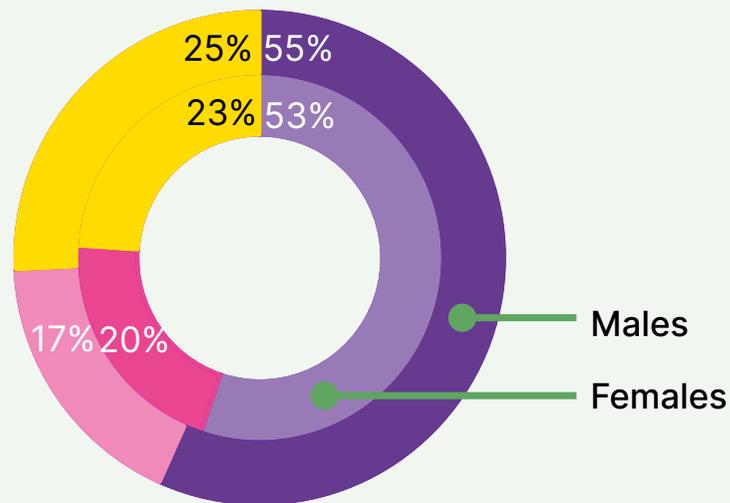
On the whole, young people are comfortable sharing their political views

We asked our online community participants whether they felt comfortable discussing their political views with friends / family / colleagues and found that gender differences were small.

Those who disagreed with the statement gave reasons such as: “fear of being judged”, “to avoid confrontational situations”, “do not feel confident enough to speak about differing views”, “the fear of being bullied” or “do not feel comfortable in certain work environments to share their views”.

“I feel comfortable sharing my views on political topics with my [school / university / workplace]”

■ Agree (NET) ■ Disagree (NET) ■ Neither agree or disagree



Q: To what extent do you agree or disagree with the following – I feel comfortable sharing my views on political topics with...

Base: All respondents: males (n=1,725); females (n=1,872)

“ I would share my views but on some topics I would differ a lot with friends and I feel that would be an uncomfortable discussion. Many topics seem to carry heavy emotional weight and polarised views which can make it challenging to have a fruitful conversation.”

Isla, 24, Scotland



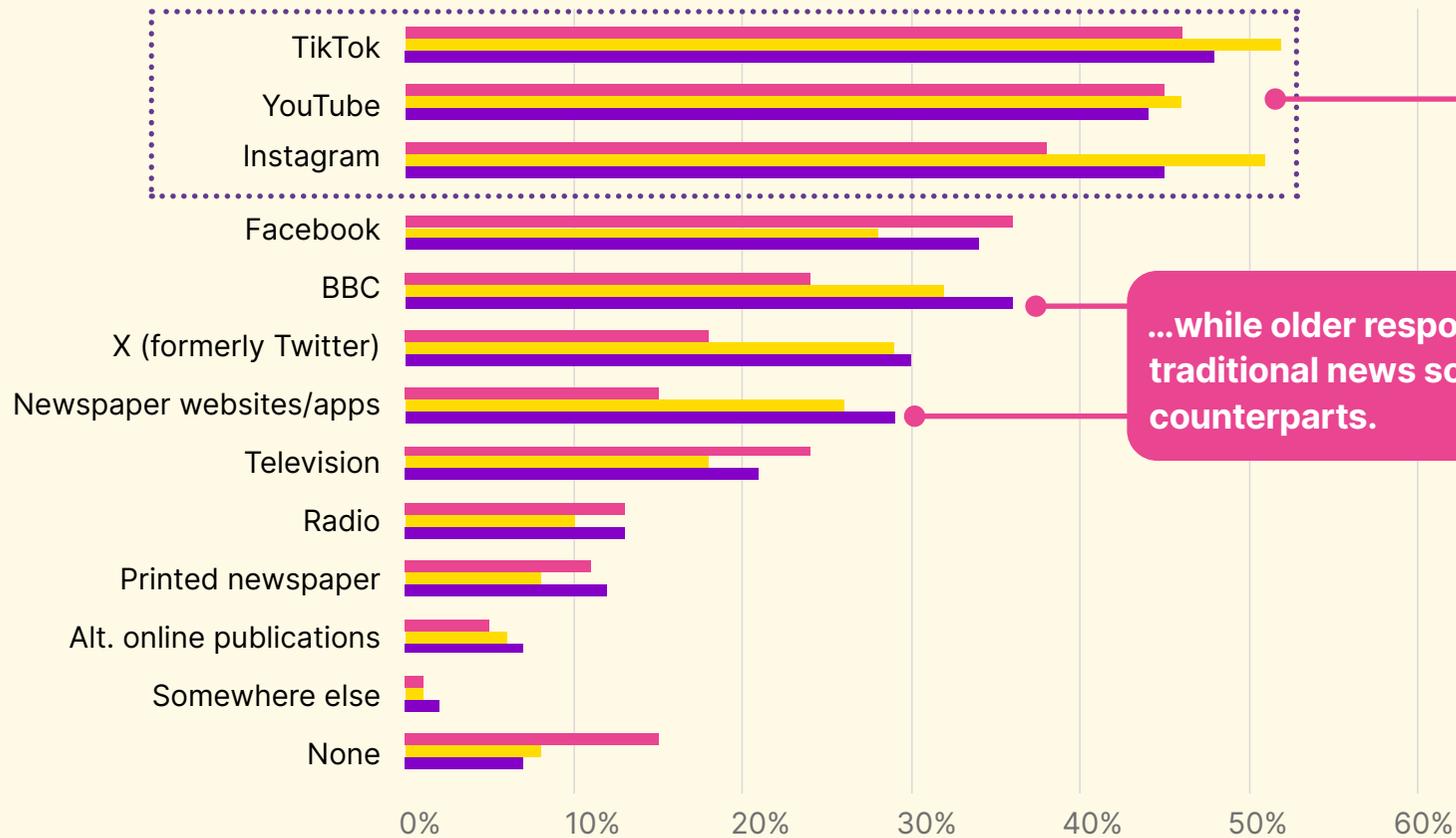
NEWS AND SOCIAL MEDIA

Understanding where young people get their news is crucial for assessing their information landscape. We found that young people from all age groups use social media as a news source, despite not having full trust in these platforms. Interestingly, young people place more trust in family and traditional sources like the BBC for political news.

Almost half of young people used TikTok as a news source in the past week

News sources used by respondents in the week prior

14-17 18-21 22-24



All age groups showed a clear preference for social media...

...while older respondents engaged more with traditional news sources than their younger counterparts.

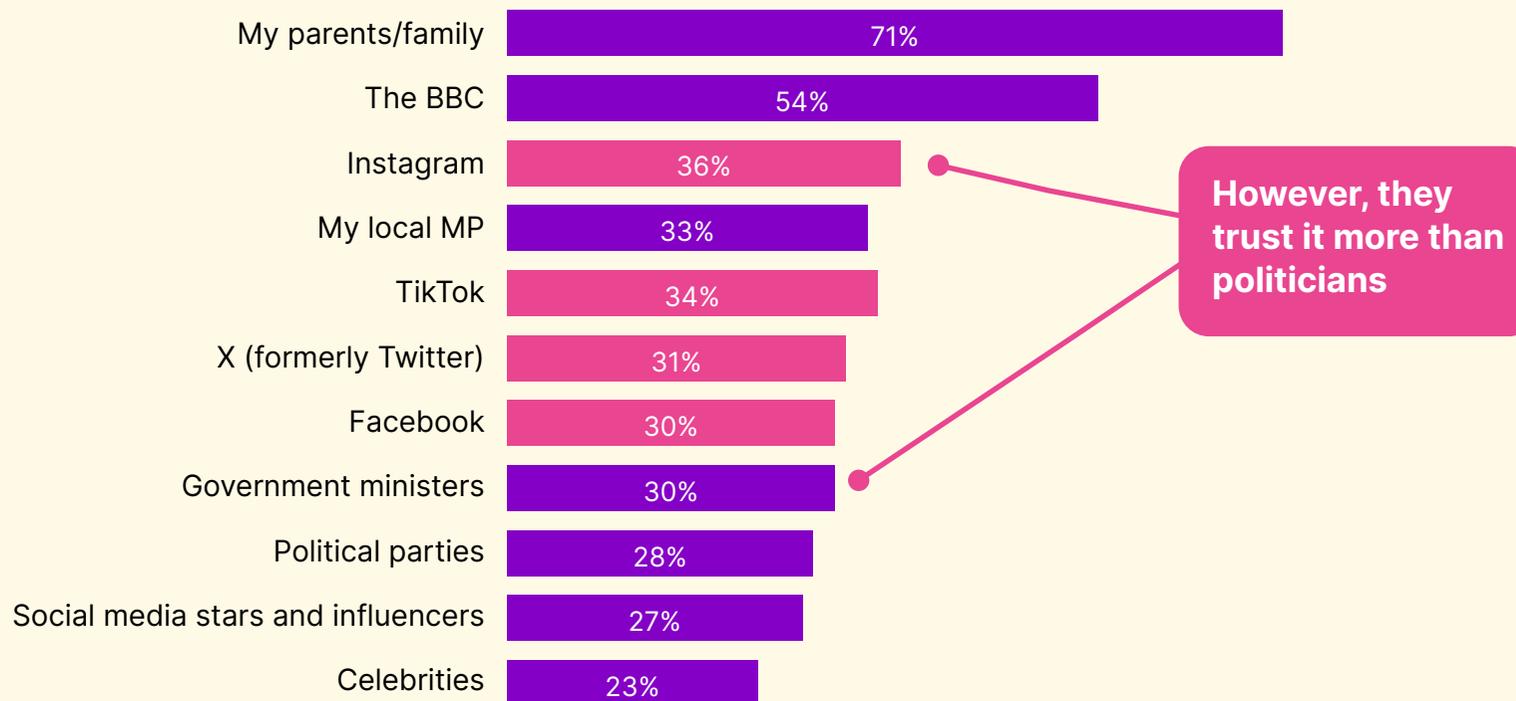
Q: Which, if any, of the following have you used in the last week as a source of news about politics and current affairs?

Base: All respondents (n=3,644)

Young people trust family and BBC over social media for political news

Trust in the following sources for political news

(% trust each)



Q: How much, if at all, do you trust the following to tell you about politics and current affairs in the UK?

Base: All respondents (n=3,644)

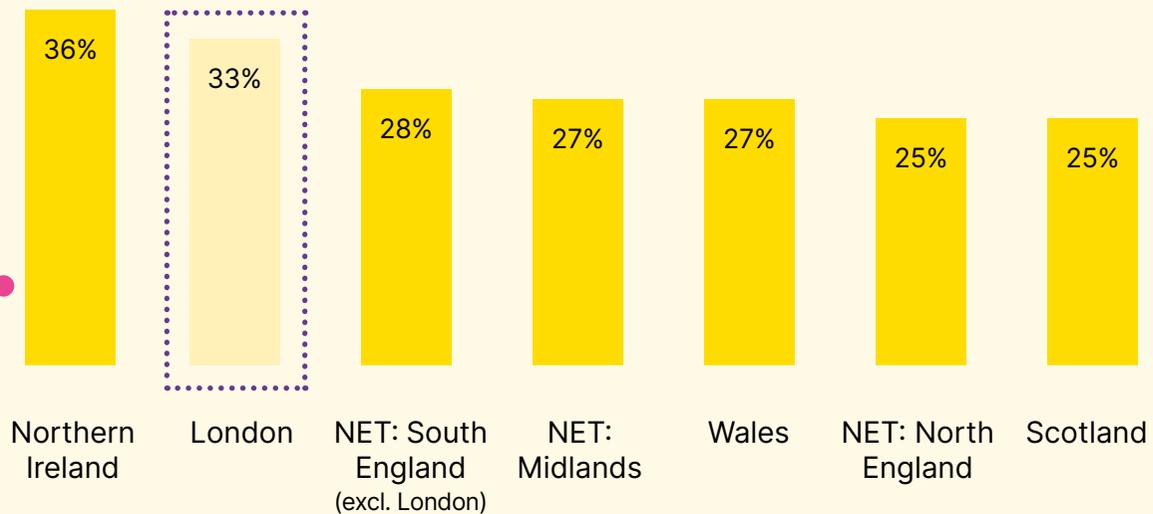
Young people's trust in political parties varies across the UK

Trust in political parties by geography

(% "NET: Trust", across all parts of the UK)

Significance tested against the location groups

Although NI is 36%, which is higher than other parts of the UK, the base size for that location is smaller and therefore there is no significant difference here.



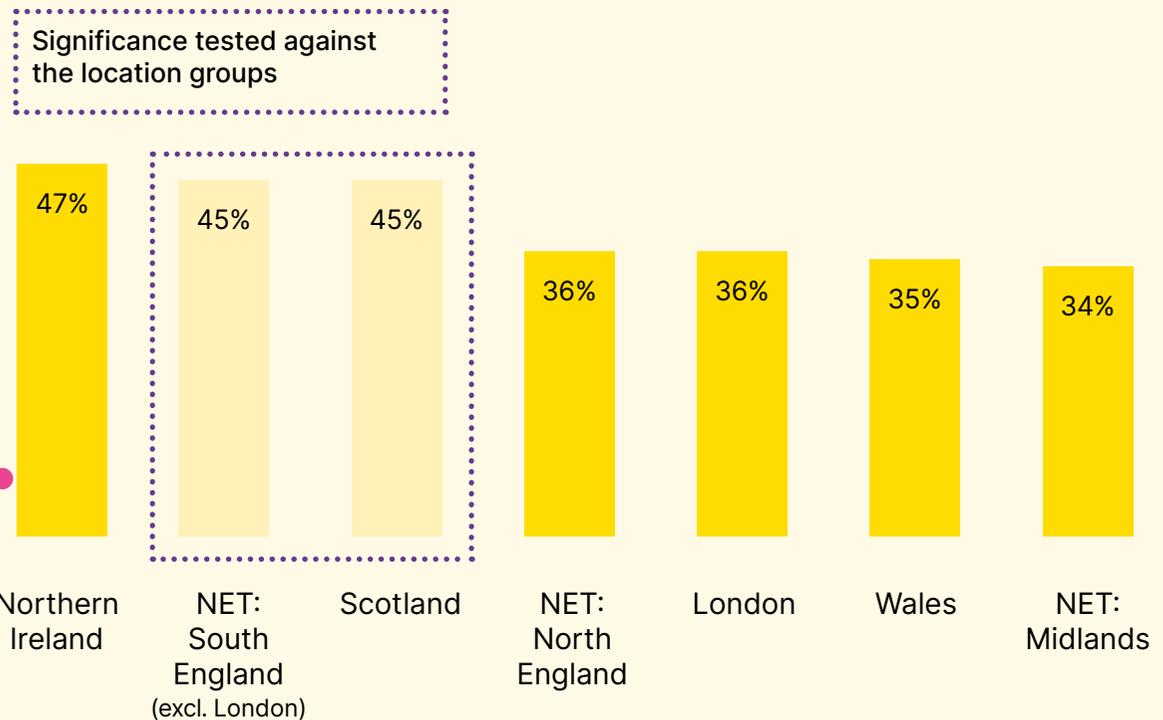
Q: How much, if at all, do you trust the following to tell you about politics and current affairs in the UK? – Political parties.

Base: All respondents (n=3,644)

Young people in South England and Scotland are more likely to be distrustful of influencers

Trust in influencers as political sources by geography

(% 'NET: Distrust', across all parts of the UK)



Although NI is 47%, which is higher than other parts of the UK, the base size for that location is smaller and therefore there is no significant difference here.

Q: How much, if at all, do you trust the following to tell you about politics and current affairs in the UK? – Social media stars and influencers.

Base: All respondents (n=3,644)

OUR CONCLUSION

Our Youth Voices findings show that young people are ambitious for their own futures – but continue to feel unheard and unsupported on the issues that will define their lives and careers. They are also disillusioned with politicians. A healthy democracy needs engaged citizens to thrive which is why this has to be a priority for the Government.

A new Government and Parliament provides an invaluable opportunity for policy and decision-makers to acknowledge this disconnect and act on it, establishing a new social contract with young people – one that recognises the compassion, insight and unique perspective they have to bring to the table.

That's why we are calling for all MPs to back a Youth Pledge, committing to put youth voice representation at all levels of policy and decision-making, especially on issues that impact young people.



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