



WELCOME TO ~~THE~~ OUR WORLD

LIFE AS A TEEN IN 2017



OUR VOICE MATTERS



A lot of organisations work with young people. But not many of them ask for their opinions.

Far too often, people like to talk *about* young people without talking *to* them. As a result, young people are perceived as being ‘mysterious’. Assumptions are constantly made about what we think or what we like – and usually they’re way off the mark.

Young people deserve to have a voice, as well as more public platforms to use that voice. Sometimes when we have an opportunity to speak, we’re a bit tentative – thinking that no one is going to listen to us. We need a sense of empowerment, to feel like we can speak when we’re able to.

As a member of the National Youth Board for National Citizen Service (NCS), I’m able to represent the thoughts of young people from all over the country at a senior level. We’ve also helped to shape the future of the organisation, working with their Head of Strategy to formulate a five year business plan.

For me, it’s clear that NCS truly values the opinions of young people. They take the time to put themselves out there and listen to what we have to say – and this report proves that.

‘Welcome to our world’ is an analysis of how young people feel, according to young people. As we’ve had a major say in its creation, it gives an exclusive insight into what we actually think. Young people were even involved in coming up with the questions. Unlike many reports, this wasn’t put together by an anonymous man in a lab coat.

Our research uncovers what it’s like to be a teenager in Britain today – investigating issues around identity, family relationships, leisure activities, social responsibility, how we feel about social media and our aspirations for the future.

It sheds light on the negativity that teenagers suffer – with 50% saying they’ve been bullied, and the majority feeling overwhelmed by schoolwork. This comes as no surprise to me, but it may do to others – as talking about these subjects is often considered taboo. Hopefully, these statistics can shift the focus on to the institutional issues behind these problems, as well sparking conversations around improving our education system and public support networks.

The sections focusing on LGBT and black, Asian and minority ethnic youth are especially important, as they allow us to look at their differing experiences – and how we can work together to close those gaps. For example, the fact that LGBT teens are more likely to be influenced by a celebrity with a similar background demonstrates why it’s so important to have more LGBT representation and role models.

The report also highlights how socially engaged many young people are (no, we don’t all sit around playing computer games!), as well as focusing on mental health – one of the most important issues affecting young people, but rarely talked about.

While this report may only have surveyed a small percentage of Britain’s teenagers, hopefully it can start a dialogue on how we can turn the negative experiences of young people into positive ones.

Most importantly, I hope the findings of this report provide people with a better understanding of us as young people – our everyday lives, our hopes and dreams, and the struggles that we face.

TARA KHOO
NCS NATIONAL YOUTH BOARD MEMBER

“We live in a decaying age. Young people no longer respect their parents. They are rude and impatient. They frequently inhabit taverns and have no self-control.”

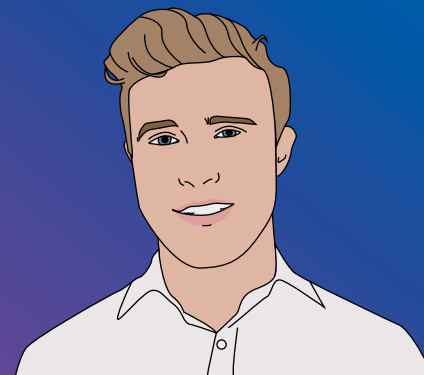
These words were inscribed on an Egyptian tomb six thousand years ago. But the fact that they could have been written yesterday tells us something about how little our attitudes to the next generation have to do with the facts.

I am privileged to have met many thousands of young people since I helped establish the first NCS pilots in 2009. These teenagers are quite different to the popular stereotypes. They have grown up in the shadow of recession, war, and global terrorism. But despite this they are optimistic that they can build a better future for themselves, our country and our planet.

Cynics might say that I only meet the select few – the good apples in a rotten basket. That’s why I am pleased to present this youth report, ‘Welcome to our world’. As the country’s flagship youth programme for 16 and 17 year olds NCS champions the engagement of young people with issues that impact their communities, their society and therefore their lives. This is a key feature of the NCS programme. This youth report is an example of that engagement and speaks volumes about how important the voice of young people can be. To find out more about NCS go to page 58.

Some of what you will read is uplifting. Some of it is fascinating. And some of it is worrying. I hope that giving young people this platform will serve as a reminder that they deserve the best possible start in life. After all, our young people are our future and if we back them, we all win.

MICHAEL LYNAS
CEO, NCS



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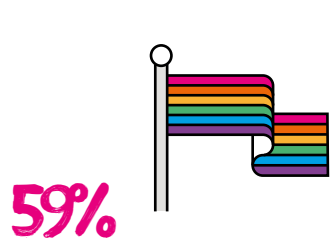
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ABOUT NCS



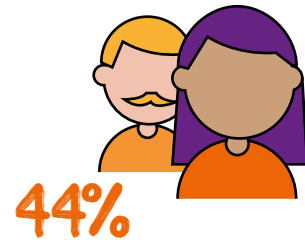
RESEARCH HIGHLIGHTS



59%

of teens think that the idea that everyone is either straight or gay is out of date.

→ see more on p04



44%

of teens trust their mum, compared with 6% who trust their dad.

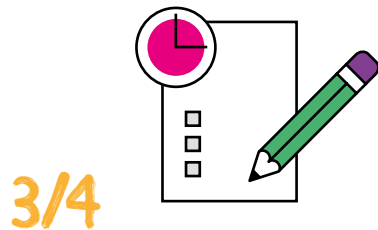
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OVER 1/3

of teens have experienced a mental health issue.

→ see more on p18



3/4

of girls have cried from stress about exams, as have 29% of boys.

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NO. 1

Having a job that you enjoy doing is the number one life goal for teens.

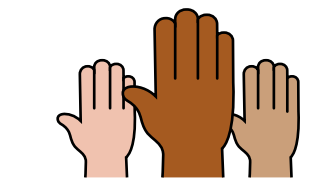
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OVER HALF

of 16-17 year olds wished they could vote.

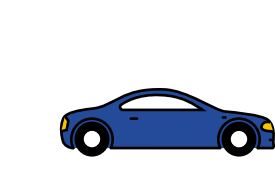
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7 OUT OF 10

teens have volunteered or fundraised.

→ see more on p53



TOP 3

coming of age moments for teens: being able to drive, get their own bank account and vote in elections.

→ see more on p38



85%

of boys feel positive about their futures, compared with 76% of girls.

→ see more on p34

METHODOLOGY

QUESTIONNAIRE DESIGN

In August 2016, NCS commissioned ICM Unlimited to carry out a year's worth of polls every other month among 16 and 17 year olds. The surveys covered a broad range of topics, ranging from friendship and fun to rebellion and stress. The aim was, by the end of the year, to have recorded teens' views on all of the subjects most important to their lives.

To give teens a voice (rather than speaking on their behalf), ICM developed a participatory research method which involved hiring a small team of teen consultants to help them shape each questionnaire. The consultants were paid London Living Wage, developed skills to put on their CV, and even had the satisfaction of seeing their work in a national newspaper.

NATIONALLY REPRESENTATIVE TEENS

Every other month, ICM Unlimited conducted surveys of approximately 1,000 16 and 17 year olds in England. Five waves of fieldwork were conducted online between August 2016 and June 2017, with a final, shorter survey conducted in June to 'mop up' any outstanding topics.

To ensure a representative sample, during fieldwork quotas were set by age, gender, region, socio-economic grade and ethnicity. At the analysis stage, data was weighted to the known demographic profile of the audience - this was designed to correct any quotas that had been under or over-filled during fieldwork.

It should be remembered that while data has been weighted to represent the population of 16 and 17 year olds in England, only a sample was interviewed rather than the entire population. A consequence of this is that all results are subject to sampling tolerances, meaning that not all differences are statistically significant.

NATIONALLY REPRESENTATIVE ADULTS

Every other month, ICM also surveyed around 2,000 nationally representative adults (18+) using ICM Litmus. Using this data, we have been able to compare the views of today's teens with those of adults.

Adults were shown a shorter version of the teens' questionnaire. In most instances, they were asked questions in exactly the same way; however, occasionally they were asked for their views on teens.

This data has also been weighted to match the known profile of adults in the UK.

INTERPRETING THE DATA

Where percentages do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers - this is denoted with a '+' throughout.

1,000

teens took part in the survey.



50%

male



50%

female

IDENTITY

HOW I DEFINE MYSELF



Today's young people are more open-minded about sexuality and gender than previous generations. They are significantly less binary in their definition of their own sexuality, perceiving themselves as somewhere along a sliding scale, rather than within distinct categories of 'gay' or 'straight'. This also applies to their perception of gender; almost half believe the idea that everyone is either a 'man' or a 'woman' is out of date.

Causes and issues are an important part of how they define themselves, particularly teenage girls, who identify as feminists above any other self-description. Family, friends and music also form a huge part of teenage identity and inform their perception of themselves far more than their social media channels.

KEY FACTS:

39%
of boys identify as gamers.

39%
of girls identify as bookworms.

63%
of teens identify as 100% straight.

59%
of teens agree that the idea that everyone is either gay or straight is out of date.

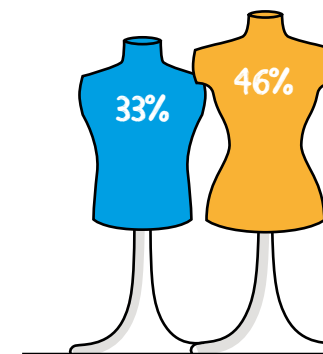
“Against a backdrop of gender-neutral clothes on the high street and increasing coverage of transgender issues, it’s interesting that teens are so much less binary in how they define themselves, both in terms of sexuality and gender. Generation Z are, on the whole, much more open-minded about these issues than previous generations. This fluidity in how they define themselves ties into an acceptance of fluidity in others.”

DR ANNA COLTON
CHILD & ADOLESCENT PSYCHOLOGIST

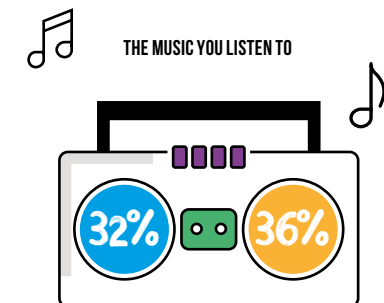
WHICH THREE THINGS MOST DEFINE WHO YOU ARE AS A PERSON?

LGBT teens are more likely to say they are defined by their **political views** (24% versus 12%), **the music they listen to** (44% versus 32%) and **sexuality** (33% versus 3%) than non-LGBT teens.

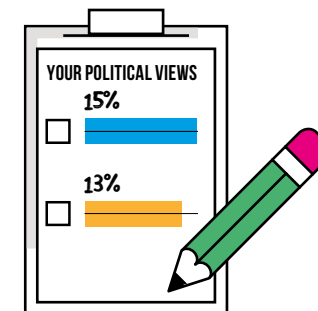
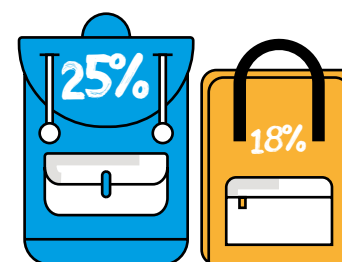
YOUR PERSONAL STYLE



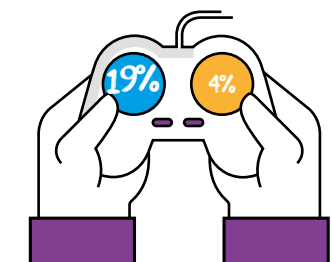
YOUR FAMILY



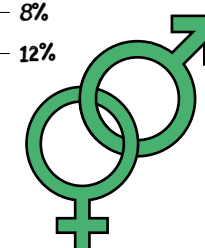
YOUR SCHOOL FRIENDS



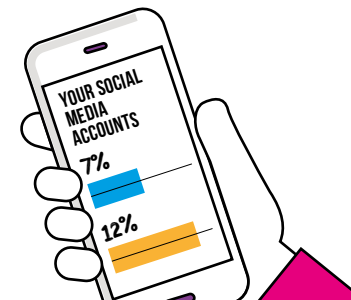
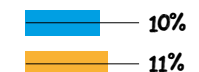
THE GAMES YOU PLAY



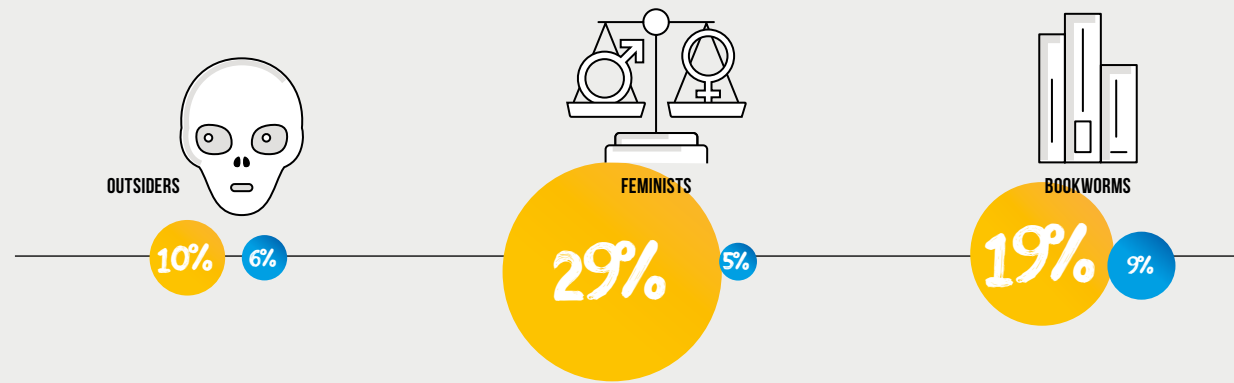
YOUR GENDER



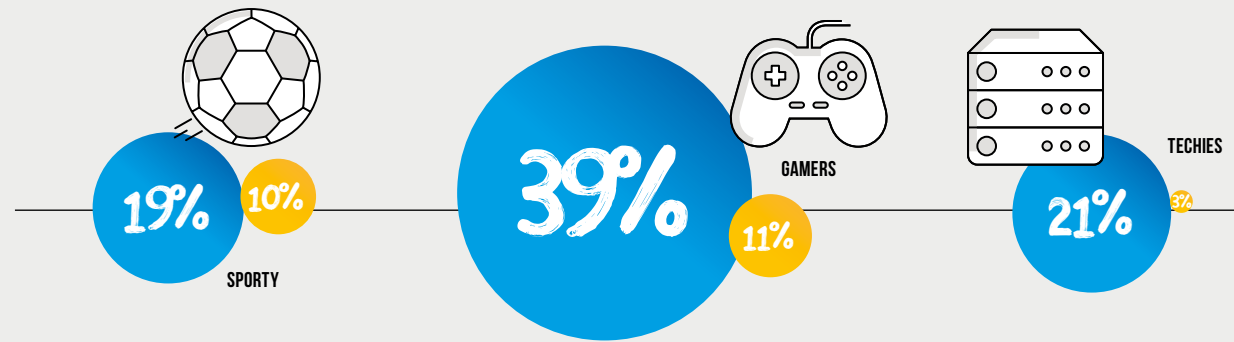
YOUR FAITH OR RELIGION



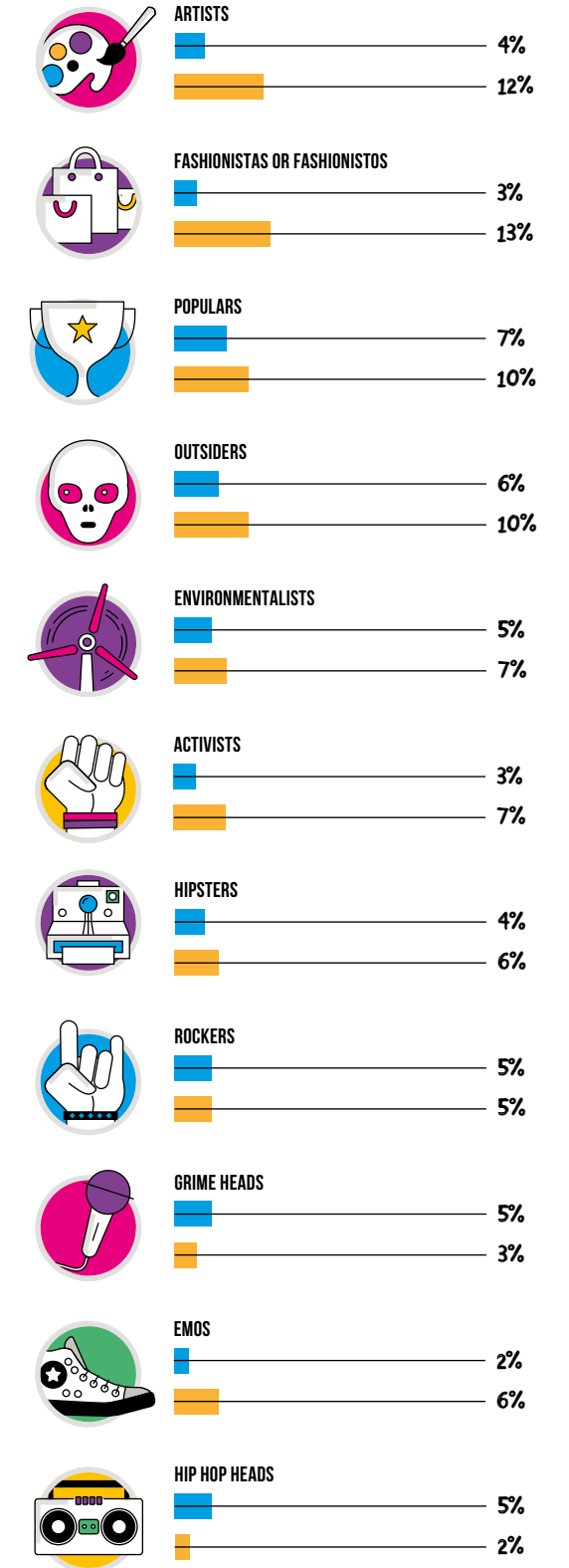
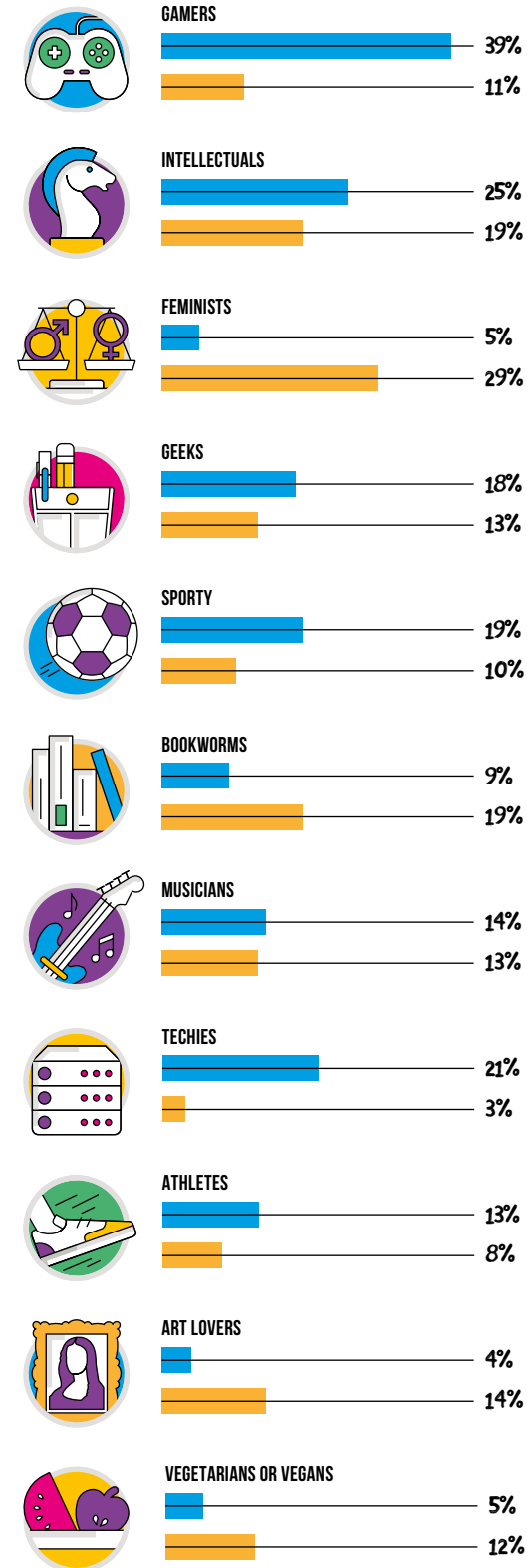
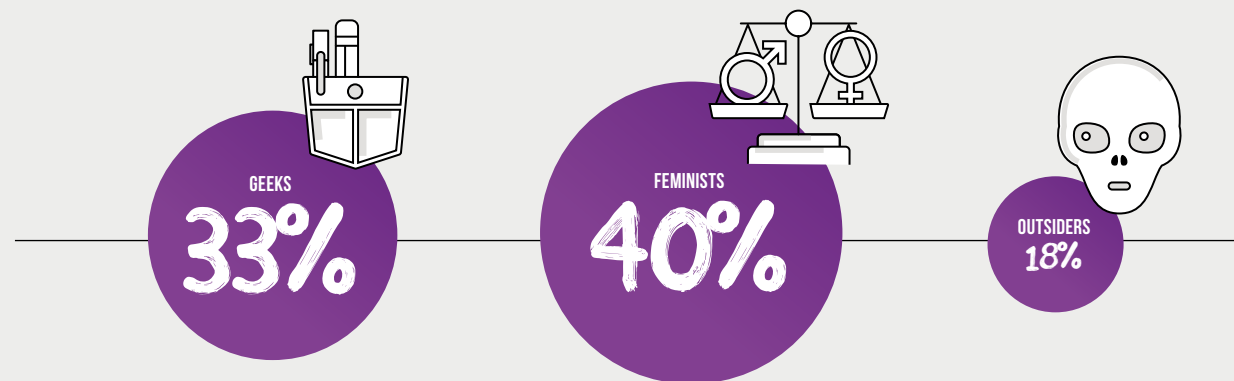
GIRLS ARE MORE LIKELY THAN BOYS TO SAY THEY ARE:



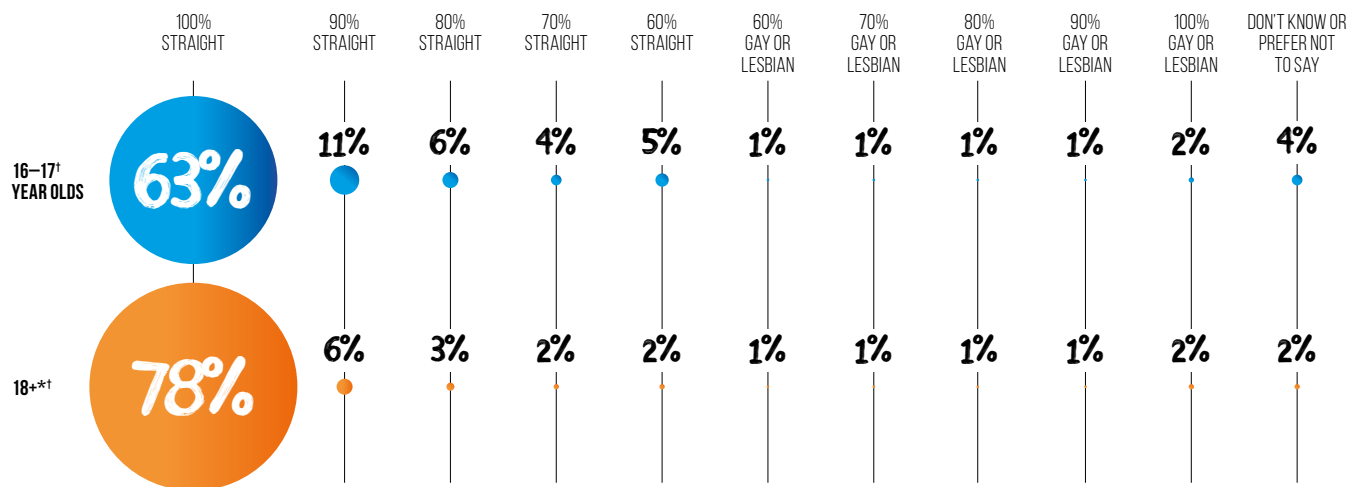
BOYS ARE MORE LIKELY THAN GIRLS TO SAY THEY ARE:



LGBT TEENS ARE SIGNIFICANTLY MORE LIKELY THAN NON-LGBT TEENS TO SAY THEY ARE:

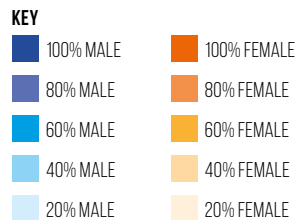
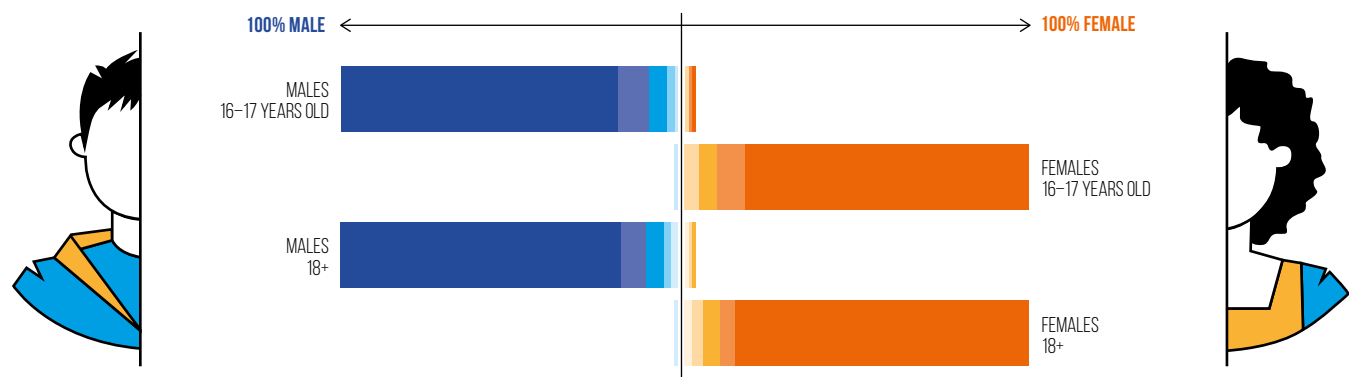


HOW WOULD YOU DEFINE YOUR SEXUAL ORIENTATION ON THE FOLLOWING SCALE?

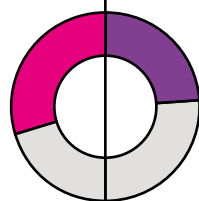


Male teens are more likely than female teens to identify as 100% straight (69% versus 56%).

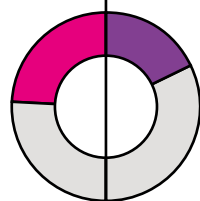
HOW WOULD YOU DEFINE YOUR GENDER ON THE FOLLOWING SCALE?



DO YOU AGREE THAT THE IDEA THAT EVERYONE IS STRAIGHT OR GAY IS OUT OF DATE?



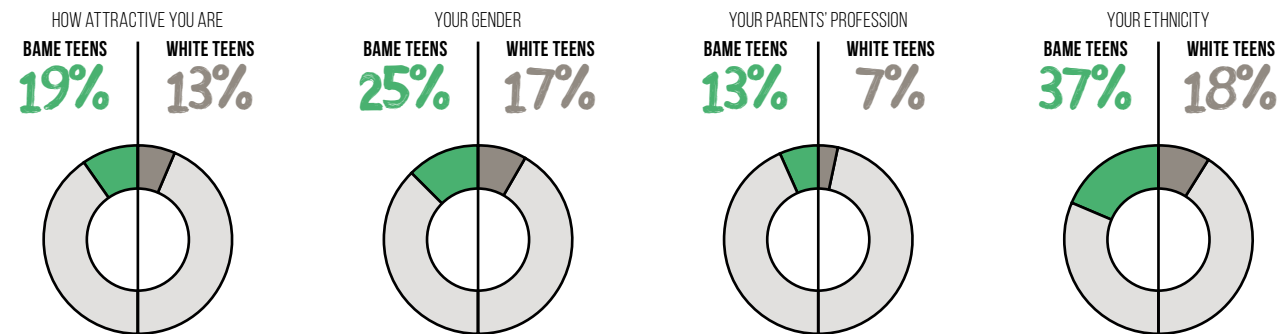
DO YOU AGREE THAT THE IDEA THAT EVERYONE IS EITHER A WOMAN OR A MAN IS OUT OF DATE?



*England only

BLACK, ASIAN AND MINORITY ETHNIC (BAME) GROUPS:

DO YOU THINK THE FOLLOWING FACTORS AFFECT YOUR LIFE CHANCES?



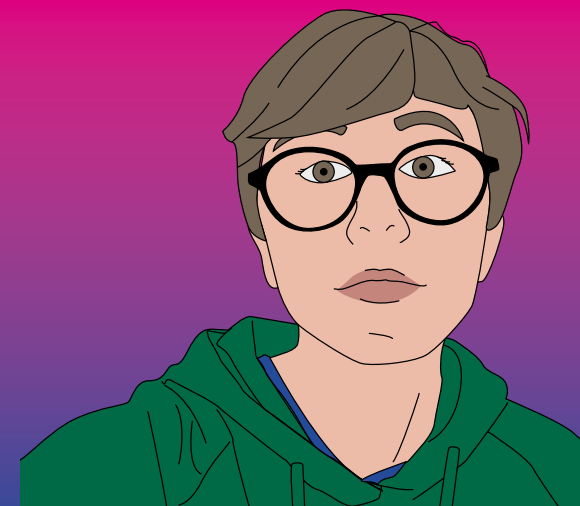
This data shows us that black, Asian and minority ethnic teens often have to deal with multiple sets of identities; they might feel they have to act differently at home with their families than they do at school or while hanging out with friends. Long-term this will certainly help them navigate a complex globalised world, but at first it creates uncertainty and development challenges for black, Asian and minority ethnic teens. With issues of diversity often addressed in

a crude and simplistic way on social media platforms and in social and political debate, black, Asian and minority ethnic teens are having to navigate these questions of identity much earlier in their lives. This isn't helped by a lack of relatable role models from across sectors and industries.

NIZAM UDDIN
SENIOR HEAD OF MOSAIC AND COMMUNITY INTEGRATION, THE PRINCE'S TRUST

CASE STUDY

IDENTITY: ALEX



Alex believes identity is a key issue for young people. "If people don't accept your identity or take it seriously, that can be detrimental to the way you accept yourself - which can have mental health effects," says Alex. "So it's important for others to accept you."

"I identify as a transgender male," he continues. "Right now I'm basically 'pre'-anything, but once I'm 18 I intend to go onto testosterone, surgery and general transition."

"A common misunderstanding is that there's just male and female - but gender is fluid," explains Alex. "There are people who are non-binary and use gender-neutral pronouns. And people don't realise that gender and sex are not the same thing. Schools should educate people on gender and identity - it would further understanding."

"Many people in my friendship group are LGBT, and we explored our identities at the same time, which made things easier," he adds. "A lot of people in college don't know

I'm trans. It would be hard to say anything, as I don't know what response I'd get. I worry they'd say they're fine with it, but then see me differently. Or they might take offence, thinking I've been hiding things from them - when, really, it's none of their business, unless I want it to be."

"The way I see it is that people shouldn't have to label themselves unless they want to. People should take you at face value. If you say you identify as something, then people should accept that. No questions asked."

LGBT TEENS



34%
of LGBT teens say they are creative (compared with 16% of non-LGBT teens).



10X
LGBT teens are ten times more likely than non-LGBT teens to feel their sexual orientation defines them as people (10% versus 1%).



2X
LGBT teens are twice as likely to say that they are defined by their political views than non-LGBT teens (24% versus 12%).


FAMILY

MY INNER CIRCLE




Today's teens have very strong family values. They really enjoy spending time with their parents, although if it's a choice of one or the other they would still prefer to spend time with their friends! Teens look to their parents for support and guidance. Despite this generation being far more open-minded about gender, it is clear that there are still distinct gender roles when it comes to parenting with mums being far more trusted than dads. Of course, young people do still have frustrations with their parents, with just under half thinking their parents or guardians don't understand what it is like for teens today.

KEY FACTS:

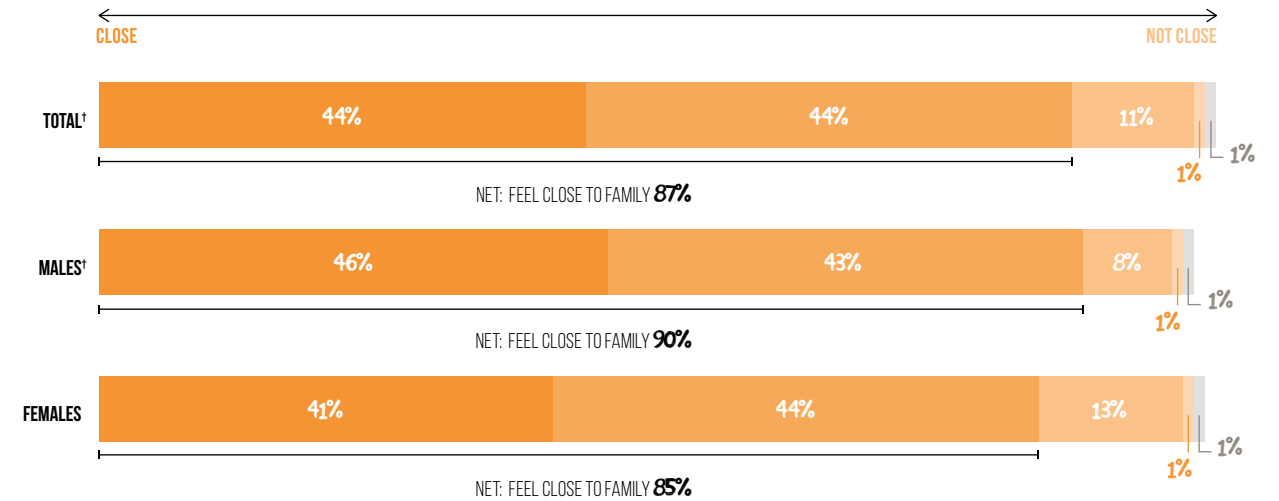
43% 

of teens think their parents or guardians understand what life is like for people their age.

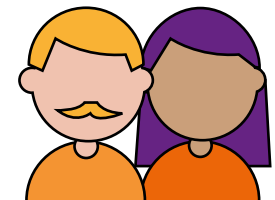
24% 

of teens say their parents are the biggest role models in their lives.

HOW CLOSE ARE YOU TO YOUR FAMILY?

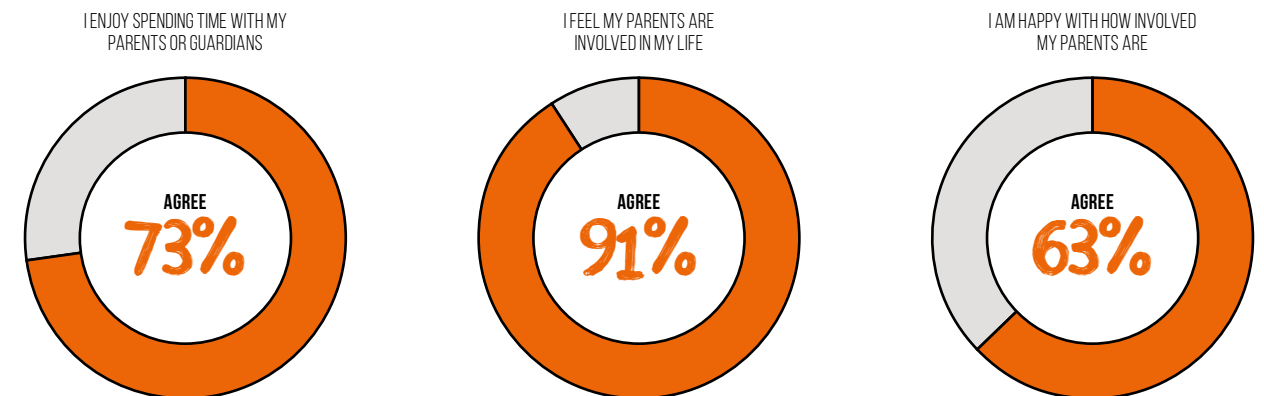


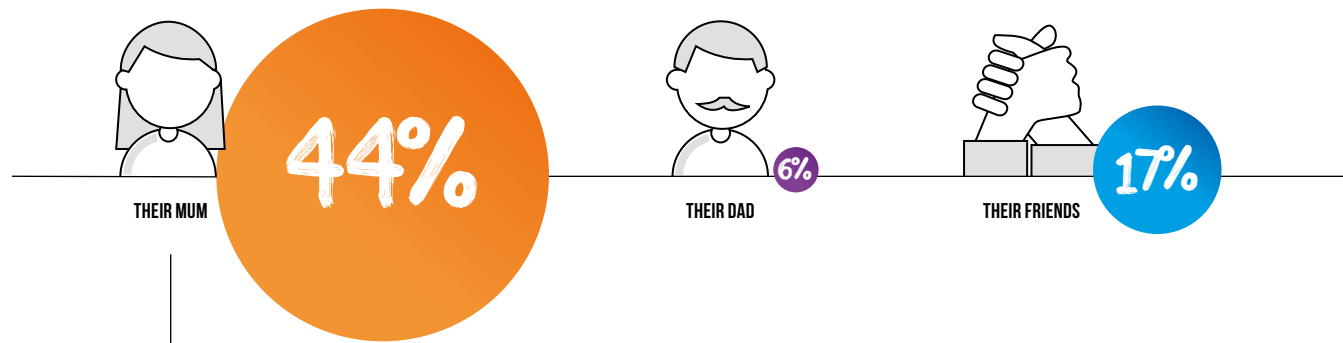
- KEY**
- VERY CLOSE
 - FAIRLY CLOSE
 - NOT VERY CLOSE
 - NOT VERY CLOSE AT ALL
 - DON'T KNOW/NOT APPLICABLE



Parents are the biggest role model at 24%, ahead of celebrities (7%).

TO WHAT EXTENT DO YOU AGREE WITH THESE STATEMENTS ABOUT YOUR PARENTS?

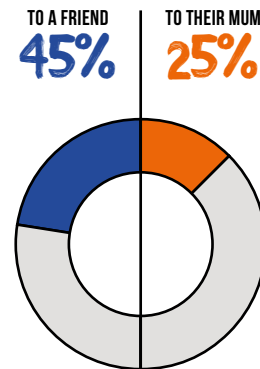




When we ask "When you have a problem or an issue you want to discuss, who is usually the first person you turn to?", **31% say their mum**, and **30% say a friend**.

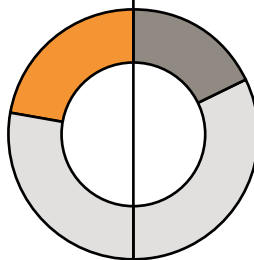
The closeness of teens to their mums comes as a **surprise** to the general public, who would expect most teens to go to a **friend** rather than to their **mum**.

EXPECTATION BY THE GENERAL PUBLIC OF WHOM MOST TEENS GO TO WHEN THEY HAVE AN ISSUE THEY WANT TO DISCUSS

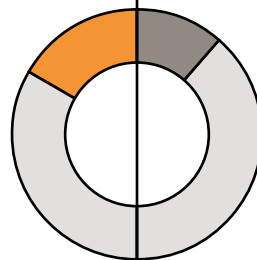


BLACK, ASIAN AND MINORITY ETHNIC GROUPS:

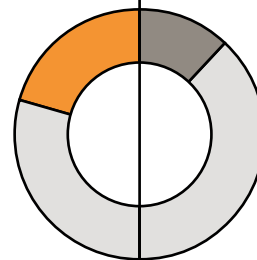
SIGNIFICANTLY MORE LIKELY TO SAY THEIR PARENTS ARE VERY INVOLVED IN THEIR LIFE COMPARED WITH WHITE TEENS



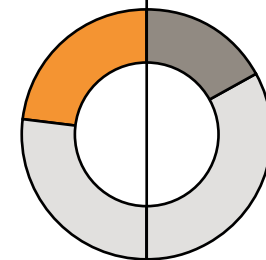
SIGNIFICANTLY MORE LIKELY TO SAY THAT THEIR PARENTS ARE MORE INVOLVED IN THEIR LIVES THAN THEY WOULD LIKE THEM TO BE COMPARED WITH WHITE TEENS



SIGNIFICANTLY MORE LIKELY TO SAY THAT THEIR VIEWS ON SEX AND RELATIONSHIPS ARE DIFFERENT TO THOSE OF THEIR FAMILY



MORE LIKELY TO SAY THEIR VIEWS ON HOW PEOPLE SHOULD LOOK, DRESS OR EXPRESS THEMSELVES ARE DIFFERENT TO THOSE OF THEIR FAMILY

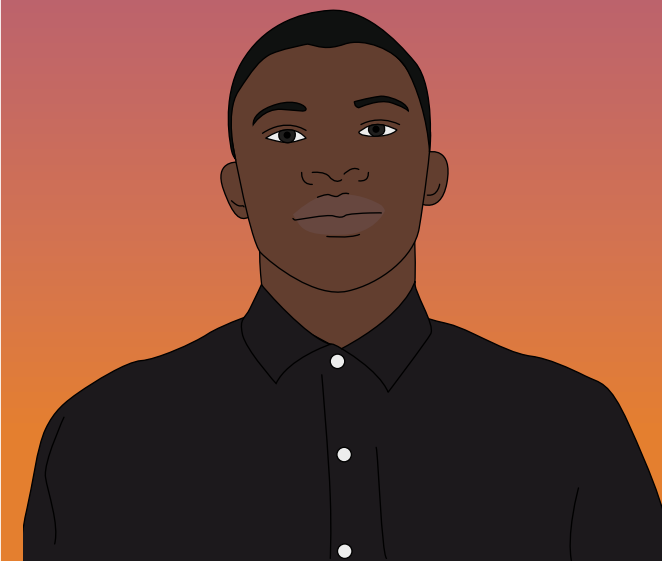


With many young people from black, Asian and minority ethnic backgrounds belonging to a second or third generation of family who have also had to navigate many of the obstacles they will face on their own social mobility journey, it's understandable as to why there is a higher perception of parental involvement. This should be a source of celebration, but of course comes at a price when teenagers are at a stage in their lives when they are seeking independence and wanting to carve out identities for themselves. They are also often at a crossroads where inter-generational

interpretations of cultures and traditions are evolving, particularly in the context of living in multi-cultural Britain, leading to differences in views between generations. This would explain the difference in views with families, but with increased globalisation and access to information, assumptions shouldn't be made that reasons for them are always the same in every case.

NIZAM UDDIN
SENIOR HEAD OF MOSAIC AND COMMUNITY INTEGRATION,
THE PRINCE'S TRUST

FAMILY:IFE



Family is important to Ife. "My parents' morals and values will definitely leave a long-lasting impression," he says. "I'll use those to guide me in everything and anything that I choose to do. But it would be silly of me to completely want to follow in their footsteps.

"My mum's a careers adviser, so it's been easy to ask for advice about higher education. When I was younger I think they just wanted me to do what looked good, which was a bit irritating at times, but as I've grown up and become more independent, they've become more realistic.

"There was talk of me going to Uni when I was younger, but they were completely understanding of my decision not to go this year. There's no point in going just for the

sake of it, and I wanted to get experience of the real world."

"I think it's important that we have an influence on Ife's life choices," adds Ife's father. "He isn't sufficiently self-aware yet to know what aspects or qualities may need further development for the challenges of the years ahead.

"But I'm proud of his inclination to give me respect and listen to what I have to say, even though he may not fully agree with it – and also his inclination to challenge me. I'm proud of his determination to succeed, and the hard work he displays. In terms of following in my footsteps, I'd want him to be thoughtful in his dealings with other people."

PARENTS' INVOLVEMENT:



92%

of teens feel their parents are 'involved' in their lives; however, this is less so for LGBT teens (85%).



49%

Asian teens are far more likely to say parents are 'very involved' in their lives (49% versus 38% total).



33%

Black, Asian and minority ethnic teens are also significantly more likely to say that their parents are more involved in their lives than they would like them to be compared with white teens (33% versus 23%).

MENTAL HEALTH

MY MIND AND ME



“This important new research shows the scale of the mental health crisis that young people face: more than a third of 16 and 17 year olds say that they have experienced a mental health problem during their lives, while many more have felt stressed, anxious or insecure in the last month. The findings also demonstrate the range of pressures that teens struggle with, including school stress, bullying, body image issues and the pressure created by social media. Difficult experiences in childhood – such as dealing with prejudice, or caring for a family member with mental health problems – can also have a serious impact, often several years down the line.

While girls and boys may face different pressures, and express distress in different ways, it’s crucial that we take every young person’s mental health seriously. While there is greater awareness about mental health than in the past, many teens still find it hard to tell friends, family members and professionals if they’re struggling to cope. That’s why we need to listen to the views of young people, promote good mental health in schools, and ensure there is proper funding in place for specialist mental health services.”

DR MARC BUSH
YOUNGMINDS

KEY FACTS:

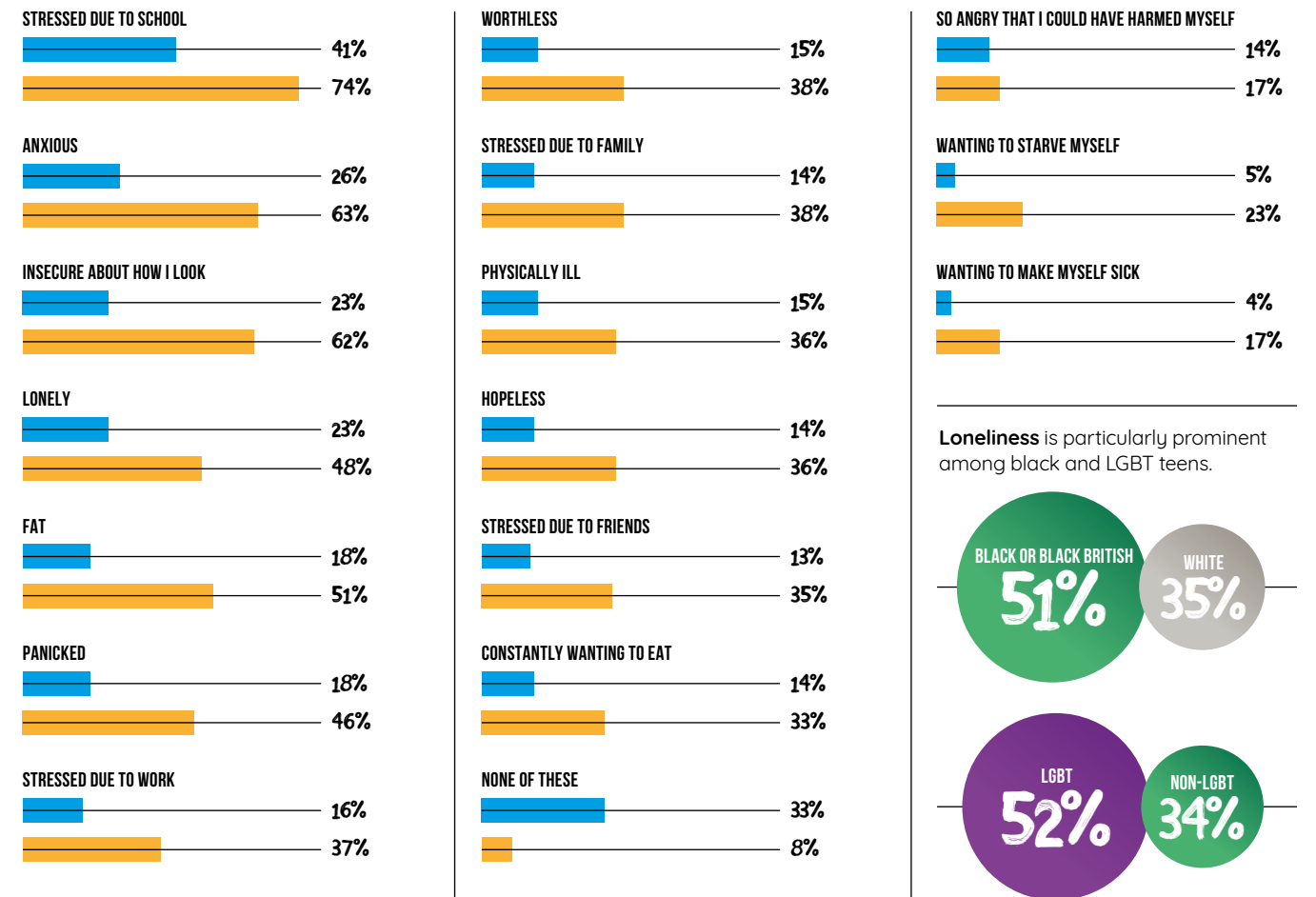
37% of teens have experienced a mental health problem.

81% agree that mental health should be taught at school.

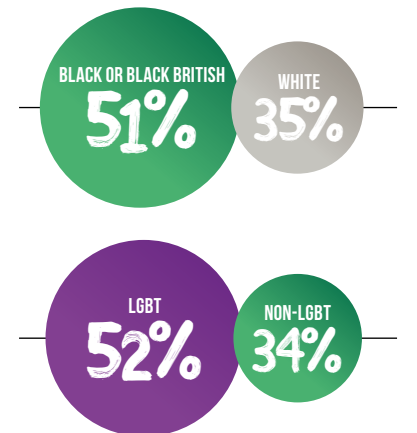
38% of boys say they do not know much about mental health, compared with 28% of girls.

HAVE YOU FELT ANY OF THE FOLLOWING IN THE LAST MONTH?

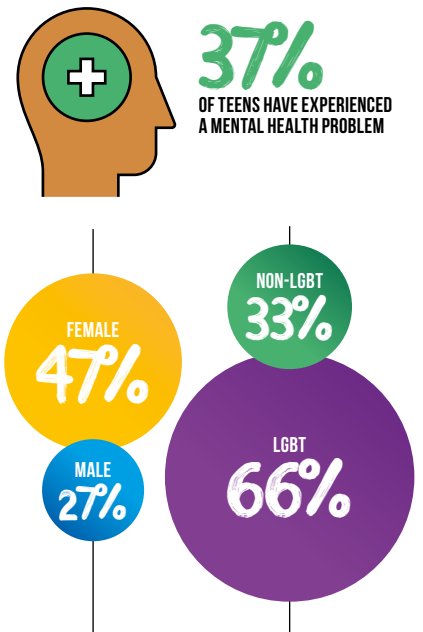
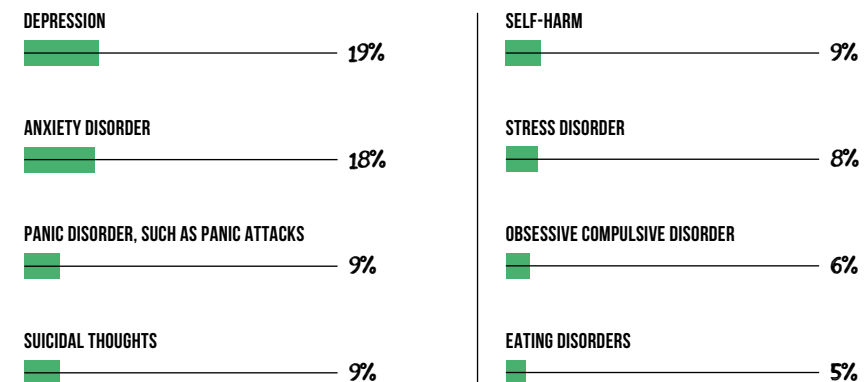
KEY
MALE FEMALE



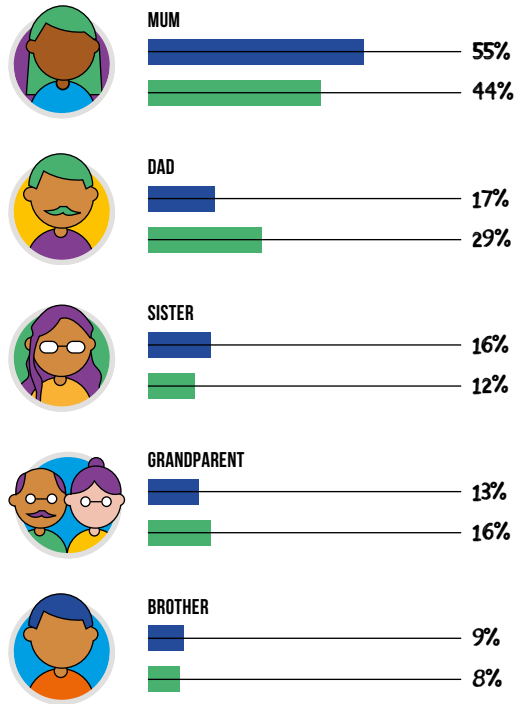
Loneliness is particularly prominent among black and LGBT teens.



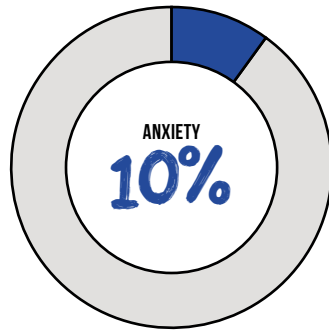
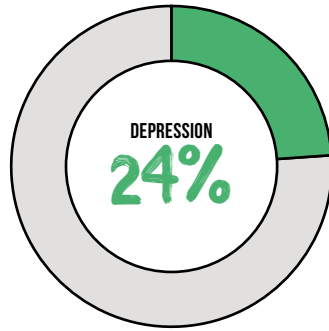
HAVE YOU EVER BEEN DIAGNOSED WITH, OR BELIEVED YOU SUFFERED FROM, ANY OF THE FOLLOWING?



HAVE ANY OF YOUR CLOSE FAMILY MEMBERS EVER BEEN DIAGNOSED WITH ANXIETY DISORDER OR DEPRESSION? IF SO, WHICH FAMILY MEMBER(S)?

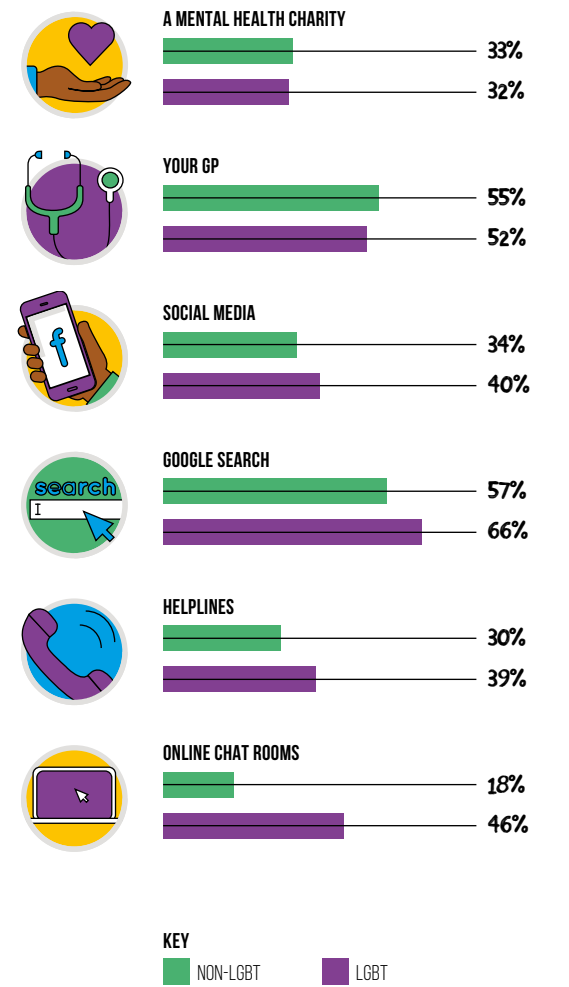
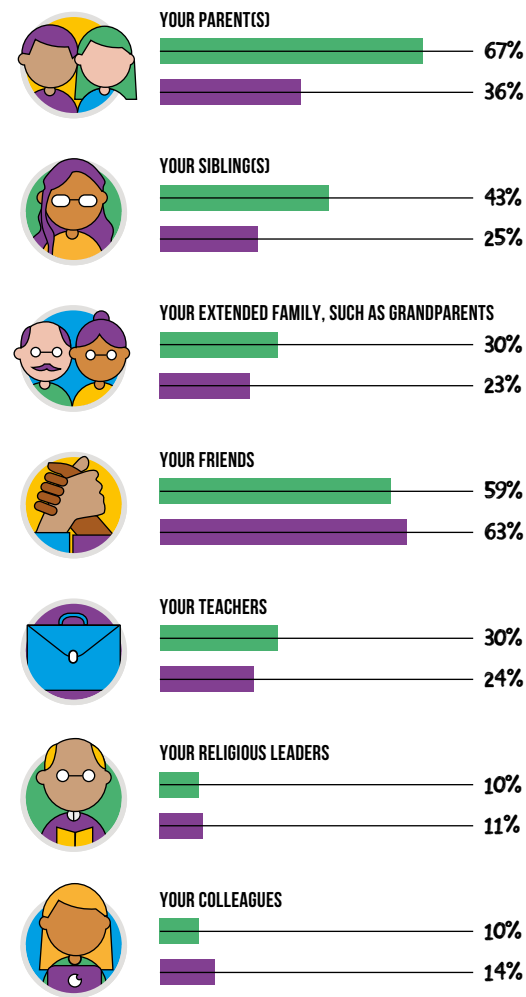


KEY
■ ANXIETY ■ DEPRESSION



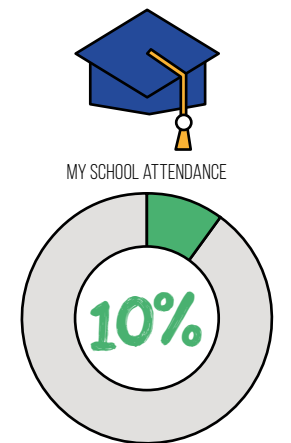
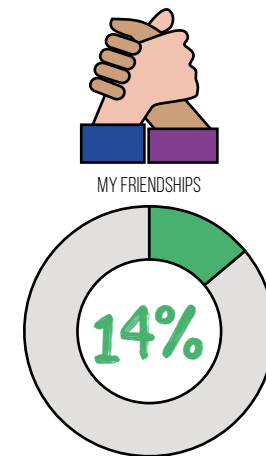
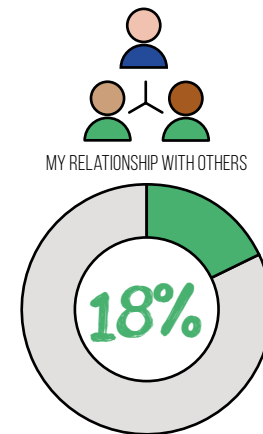
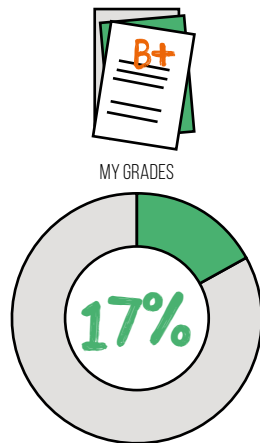
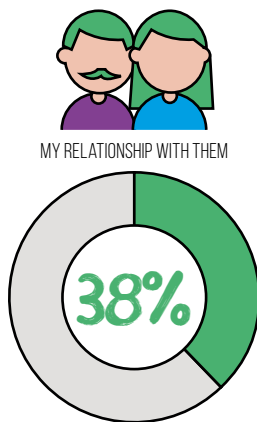
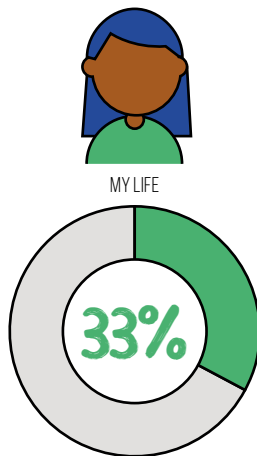
This is the total percentage who said 'Yes' to whether a family member has been diagnosed with anxiety or depression.

HOW LIKELY WOULD YOU BE TO GO TO THE FOLLOWING PEOPLE OR PLACES IF YOU THOUGHT YOU WERE SUFFERING FROM A MENTAL HEALTH PROBLEM?



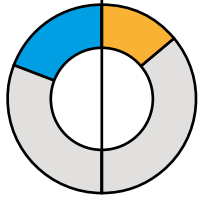
KEY
■ NON-LGBT ■ LGBT

MY FAMILY MEMBER'S DEPRESSION HAS AFFECTED:



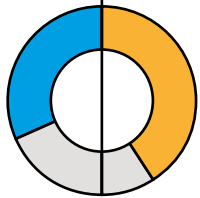
I DON'T KNOW MUCH ABOUT MENTAL HEALTH

MALE 38% FEMALE 28%



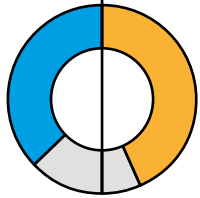
I THINK WE SHOULD BE TALKING MORE ABOUT MENTAL HEALTH

MALE 63% FEMALE 82%



WE SHOULD BE TAUGHT ABOUT MENTAL HEALTH AT SCHOOL

MALE 74% FEMALE 87%

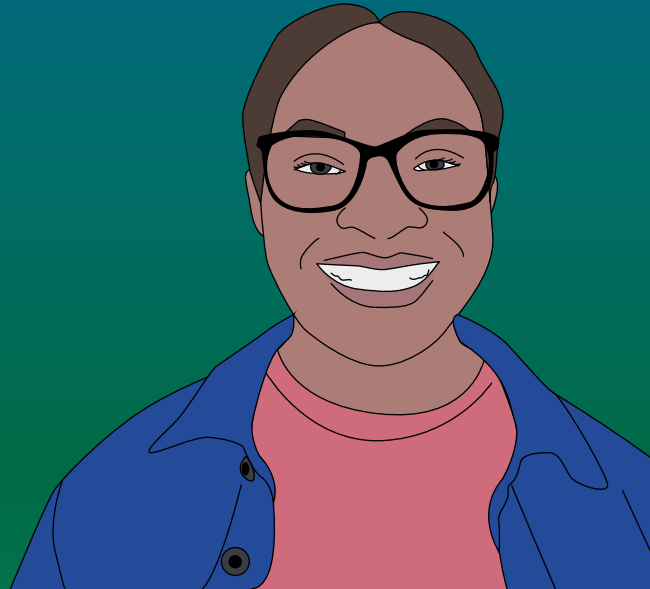


I WOULD LIKE TO GET INVOLVED IN A MENTAL HEALTH CAMPAIGN

MALE 32% FEMALE 56%



MENTAL HEALTH: BLESSING



"Mental wellbeing is a big issue for young people," says Blessing, who experienced her own mental health difficulties at the time she started Year 12.

"Everything originated within my family," she explains. "My dad was emotionally abusive. I experienced that at a very early age, and for a long time I thought that was normal family life. He was critical of everything I did, which created a mindset for me where nothing I ever did was good enough."

"It really affected me at school as I went into Year 12, where there's increasing pressure, and it led to problems with anxiety and low moods," she continues. "I couldn't cope on my own any more. I ended up going to cognitive behavioural therapy to help change my mindset. It moved my perspective away from that perfectionist, self-

critical way of thinking. Now, if things get overwhelming, I take time to stop and use the tools I've been given."

Through NCS, Blessing worked alongside the BBC on the Radio One/1 Xtra campaign My Mind & Me, aimed at combating stigma around mental health. "I took part in a series of workshops to help structure and design the campaign, and shared my story in a video, released on World Mental Health Day," says Blessing. "It made me feel like my experiences could raise awareness and help shape the conversation around young people and mental health. Hopefully, anyone going through something similar can relate to it – and reach out for the help they need."

SPOTLIGHT ON LGBT TEENS:

28%

of LGBT teens say they've sought advice online compared with 13% of non-LGBT teens.



52%

of LGBT teens experience loneliness compared with 34% of non-LGBT teens.



2/3

of LGBT teens report experiencing a mental health problem compared with 1/3 of non-LGBT teens.

BODY IMAGE



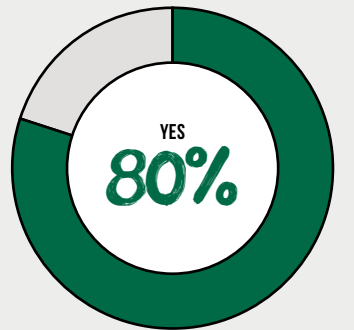
"Teens are bombarded with images telling them what a 'perfect' body should look like, which can have hugely damaging effects on their self-esteem.

Girls in particular say that they compare their appearance to that of celebrities, while an increasing number of boys feel under pressure to bulk up in the gym.

As a society, we should be helping girls and boys to feel positive about who they are and how they look, rather than anxious and insecure."

DR MARC BUSH
YOUNGMINDS

HOW IMPORTANT IS YOUR PHYSICAL APPEARANCE TO YOU?



Total 'Very important' and 'Slightly important'

KEY FACTS:

40%

of teens say their physical appearance is influenced by what they see on social media.



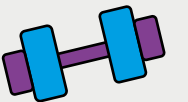
50%

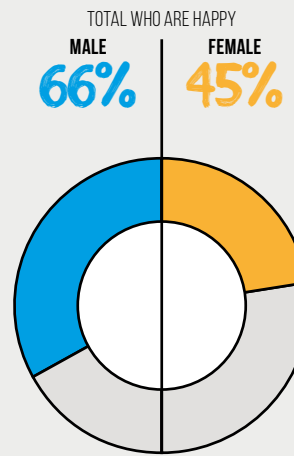
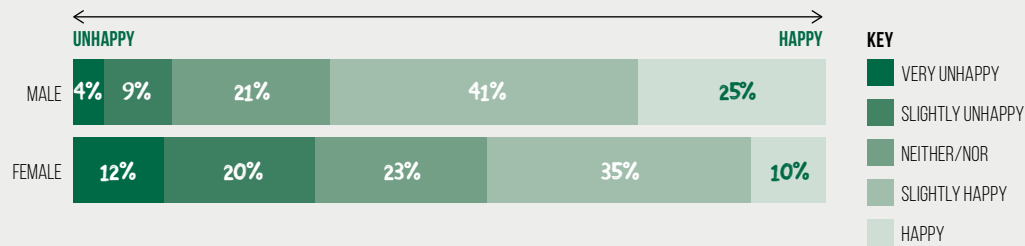
of females have been on a diet to lose weight by the age of 17.



1/3

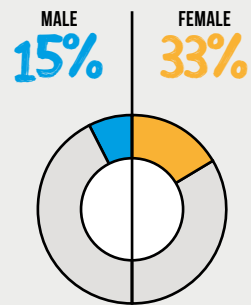
of boys feel pressured to be muscly.



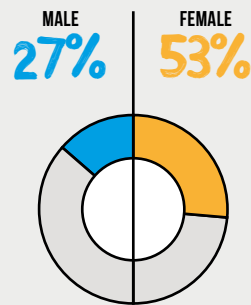


DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR APPEARANCE?

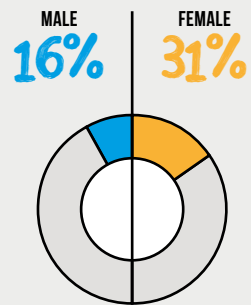
MY PHYSICAL APPEARANCE IS INFLUENCED BY WHAT CELEBRITIES LOOK LIKE



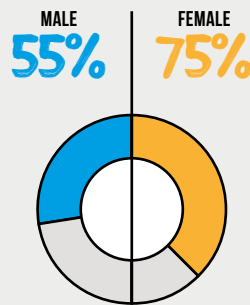
MY PHYSICAL APPEARANCE IS INFLUENCED BY WHAT I SEE ON SOCIAL MEDIA



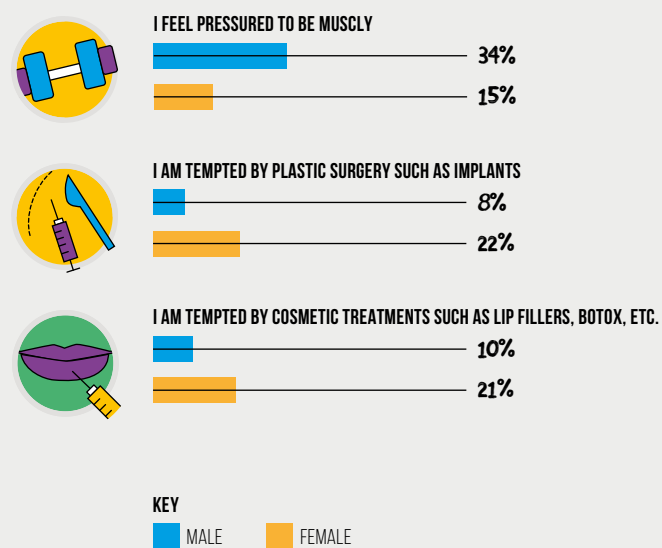
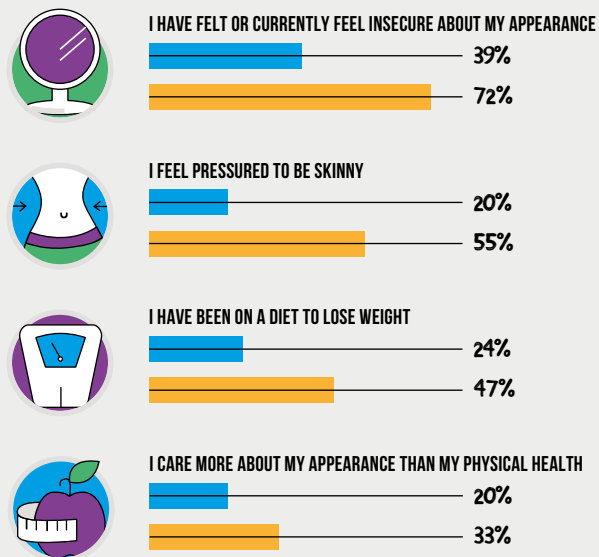
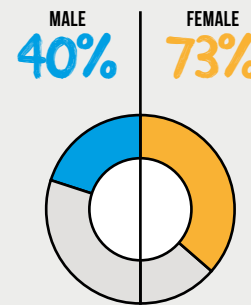
I HAVE CHANGED MY APPEARANCE BECAUSE I WANTED TO LOOK LIKE SOMEONE ELSE



I CARE ABOUT WHAT PEOPLE THINK OF MY APPEARANCE



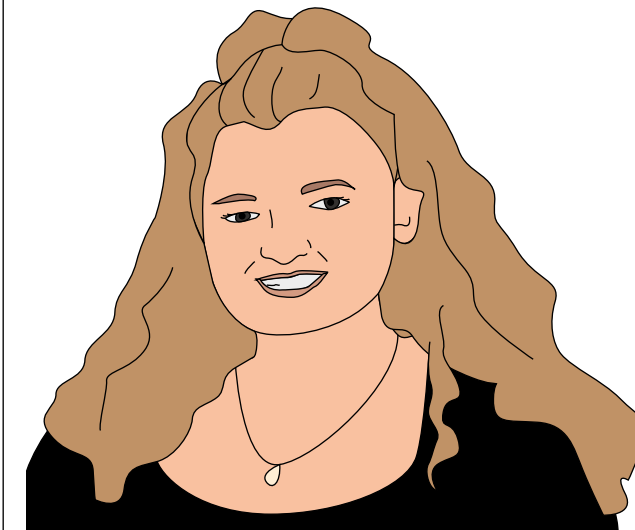
I COMPARE MY APPEARANCE TO OTHER PEOPLE'S



KEY
MALE FEMALE

CASE STUDY

BODY IMAGE: TABITHA



Tabitha has had issues around body image since her early teens.

"I've restricted my diet on and off since I was about 14," she explains. "At school, I was the fat kid who was bullied, or picked on in PE because I wobble when I jump. It was disheartening. Why couldn't people accept me for who I am?"

"There's definitely peer pressure for young people to look a certain way," continues Tabitha. "There's always a popular girl crowd who are super-pretty and skinny. If you're not like that, you get sidelined."

"Images of size zero supermodels don't help either. You can't look like that and be healthy, and people don't realise these images are Photoshopped. It's sad, really. At one point, I unfollowed lots of celebrities on Instagram,

as I didn't want the negativity of aspiring to look like people I never could."

Now 18, Tabitha has appeared in a video for BBC Radio 1, discussing body image alongside the pop star Charli XCX - and she's feeling far more positive about her body and her eating habits.

"Rather than restricting my diet, I've gone vegan," she explains. "I've also gone on a bit of a health kick, getting into a gym and going swimming. I've realised there's a healthy way to lose weight."

"But I think I'm always going to have that battle - there's always something you think you could improve. You're never completely happy with yourself, and it's really hard not to compare yourself with others."

FEMALE VERSUS MALE TEENS:



45%

of girls are happy with how they look, compared with 66% of boys.



2X

more girls are tempted by plastic surgery and cosmetic treatments than boys (22% and 21% compared with 8% and 10%).



32%

of girls say they have felt 'obsessed' with getting likes on social media, compared with 10% of boys.

BULLYING

“Whilst bullying has always existed, the rise of social media means that it can be more persistent, less visible to adults and doesn’t always end at the school gates.

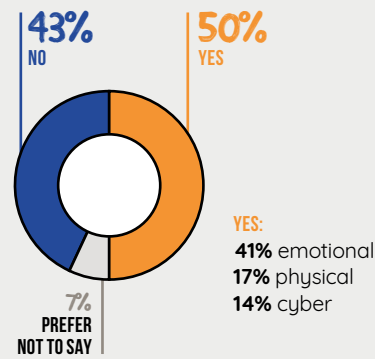
As well as having anti-bullying policies in place, schools need to be able to teach children about cyberbullying at a young age, while social media companies should take more responsibility for what’s posted on their platforms.

Bullying can leave young people feeling isolated, worthless, anxious or angry, and it’s vital that we work together to tackle it.”

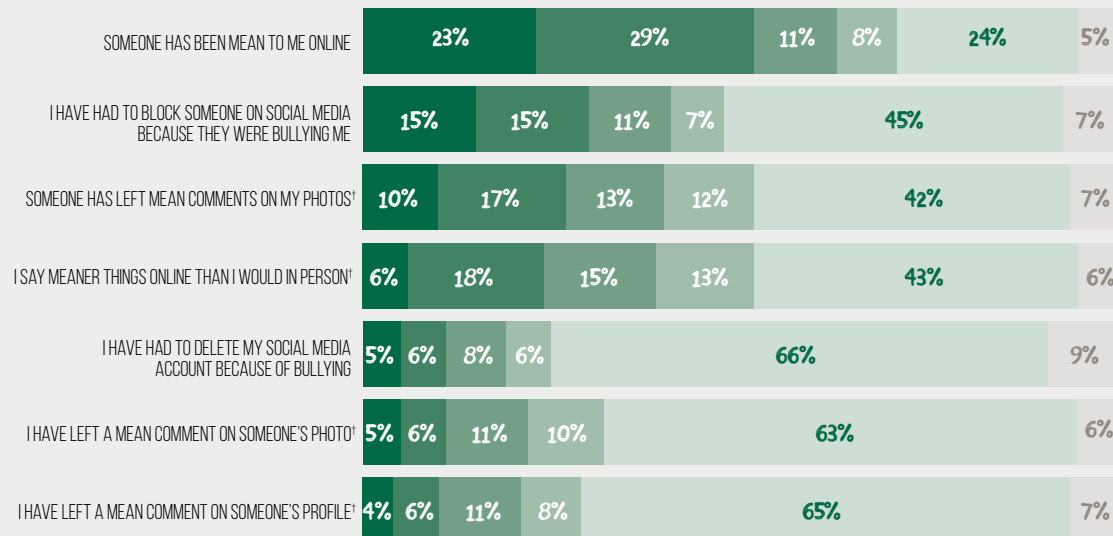
DR MARC BUSH
YOUNGMINDS



HAVE YOU EVER BEEN BULLIED?



TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT TALKING TO OTHERS ONLINE?



NET WHO AGREE:



CASE STUDY

BULLYING: SHANIA

After being bullied for years, Shania decided to take a stand – a life-changing moment that resulted in her leading an anti-bullying campaign.

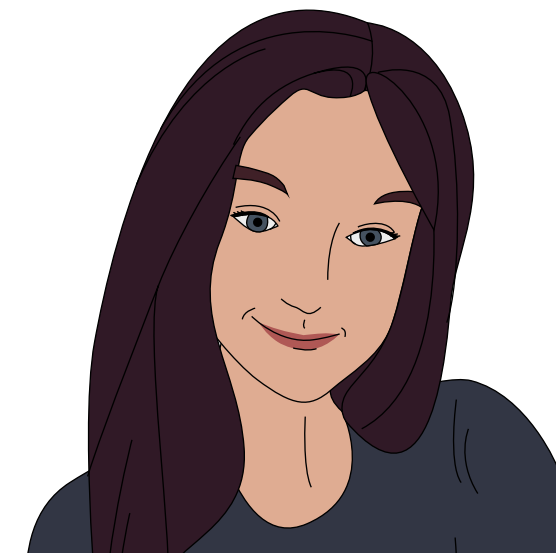
“With bullying, a lot of the time people turn a blind eye,” explains Shania, now 17. “There’s also a stigma where the victim is viewed as weak, so no one talks about it. I realised something had to be done, so I wrote to my teacher saying bullying needed to be taken seriously – and I kept on until they listened.”

Shania began a campaign that has seen her give presentations in local schools. She also sits down with both the victims of bullying and the perpetrators to discuss their problems.

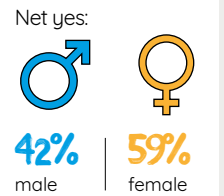
“I try to help both sides, not just the victims,” says Shania.

“People don’t realise that the bullies are victims too – you don’t know what problems they’re going through that are making them behave that way – and they need help as well. It’s about emotional education, explaining how to treat other people properly and how to better understand yourself. We need to have those conversations.

“There are things everyone can do to prevent bullying,” she continues. “Even if it’s just standing up and saying ‘I want to help’. If you witness bullying, don’t just be a bystander. Do what you can to stop it. And if you’re being bullied, talk to someone. Please, speak up – because bottling it up can cause other problems. There’s always someone who’ll listen.”



HAVE YOU EVER BEEN A VICTIM OF BULLYING?



22%

of boys have been bullied physically, compared with 12% of girls.



52%

of girls have been bullied in an emotional way, compared with 30% of boys.

68%

of LGBT teens say they have been bullied, compared with 49% of non-LGBT teens.

SCHOOL ANXIETY

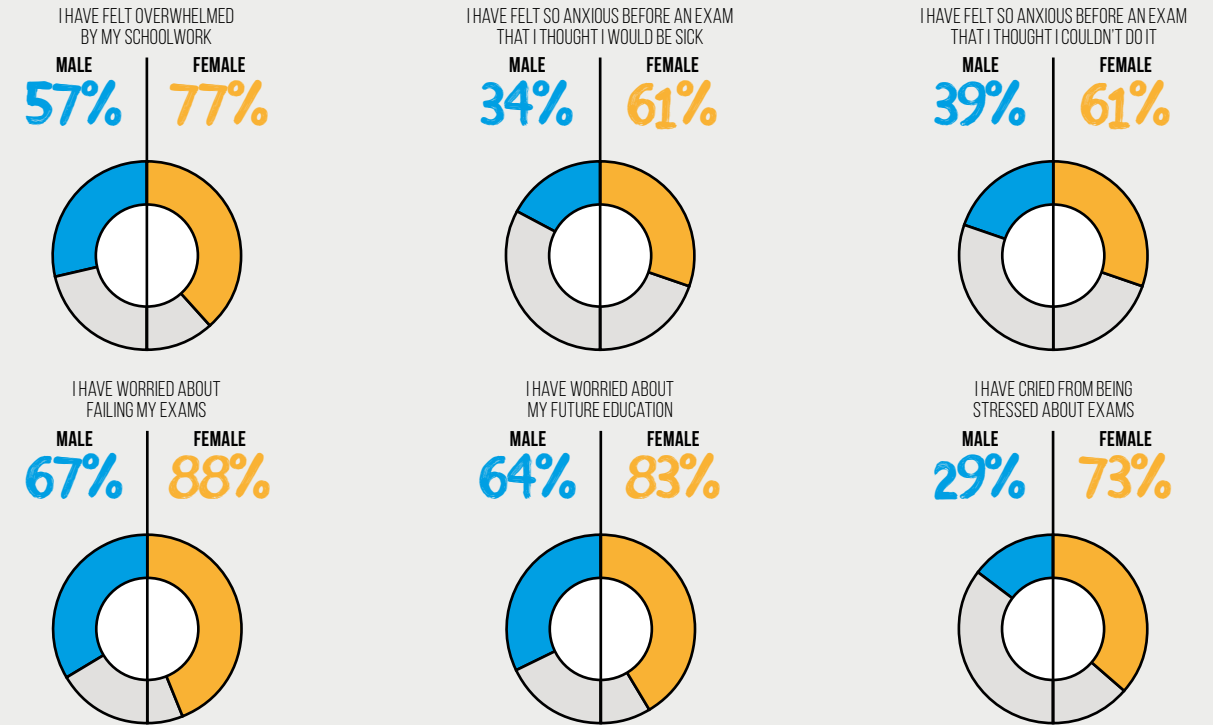


“Many young people feel overwhelmed or anxious because of the pressure to do well in exams – and the vast majority think that schools should help them learn about mental health.

Unfortunately, the current education system places a huge emphasis on academic achievement and far less on mental health.”

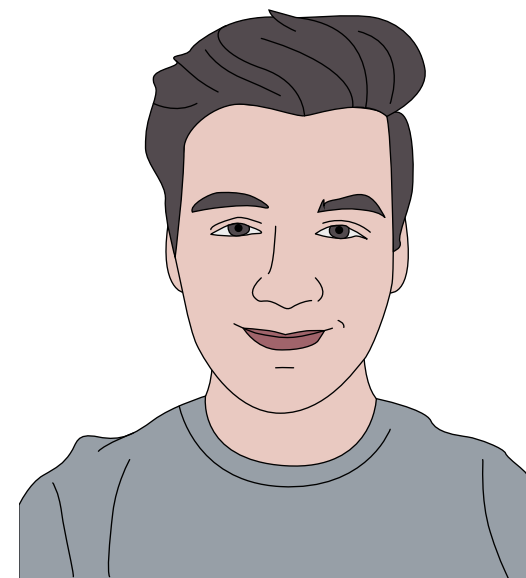
DR MARC BUSH
YOUNGMINDS

HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT WHEN YOU ARE OR WERE IN SCHOOL?



CASE STUDY

SCHOOL ANXIETY: MAX



Max experienced school-related anxiety during his GCSEs, when exam pressures took their toll.

“Revising for 11 subjects was really stressful,” explains Max. “I was worrying about getting it all done on time, and my predicted grades were low, so I felt massive pressure to prove them wrong.

“Some of my friends had pressure from their parents to do well, as if anything below an ‘A’ grade wasn’t good enough. And sometimes schools are only interested in kids with the most potential.”

The stress of exams affected both Max and his family. “It made it hard, because they didn’t know if they should mention exams or not,” he says. “I was on a hair trigger where anything could set me off, so that changed my relationship with my family. I kind of distanced myself.”

Max thinks today’s young people are under more pressure to succeed than his parents’ generation. “My mum didn’t have as much stress when she was at school,” he confirms. “There’s a pressure today for people – particularly girls – to have a career before having a family, so there’s definitely a generational difference there.”

Now 17, Max recently appeared in BBC Learning’s coaching network The Mind Set, and has a tonne of tips for others around exam stress: “Try not to focus on your predicted grades,” he advises. “They’re not a brick wall; you can reach the other side. Don’t doubt yourself. Keep saying ‘Yeah, I’m doing all right!’ And never compare yourself to others – that’s the worst thing you can do.”

COMMUNICATION

HOW I CONNECT WITH OTHERS



The idea that teens are stuck in a virtual world staring at their phones isn't an accurate one. Teens value speaking to each other in person above any other form of communication. Of course, using their mobile phone to stay in touch is still a big deal, with Snapchat the second most popular way for teens to keep in touch. Teens speak to their friends on Snapchat, text and Facebook Messenger at least once a day, with lots of teens using Snapchat 'almost constantly'!

When it comes to communication between parents and teens, parents feel comfortable talking to their teens about sensitive issues, but would really like them to be more open about things that are bothering them.

KEY FACTS:

77% of teens talk in person with their friends at least once a day.

After speaking in person, Snapchat is the next most popular way for young people to communicate.

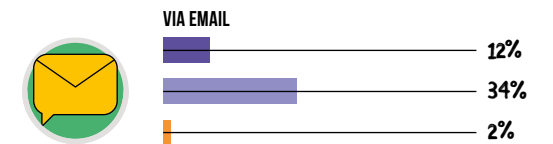
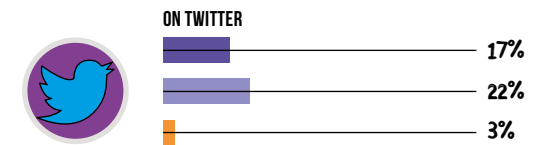
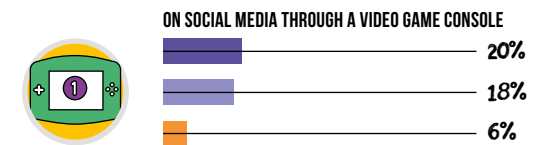
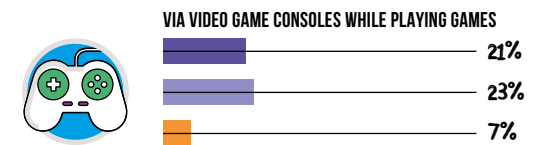
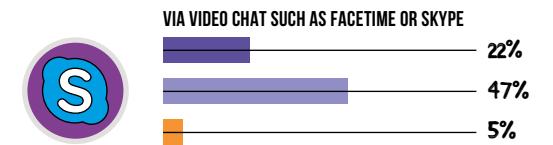
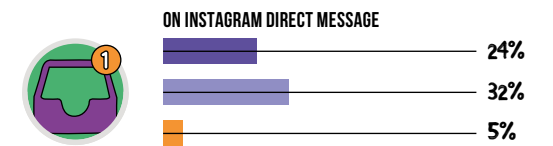
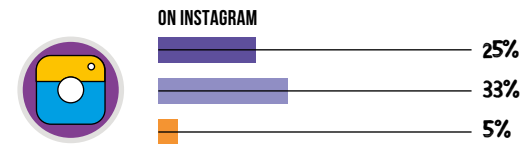
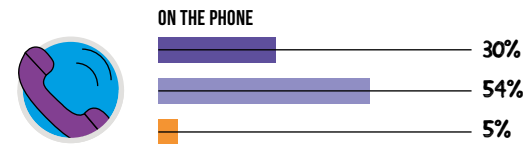
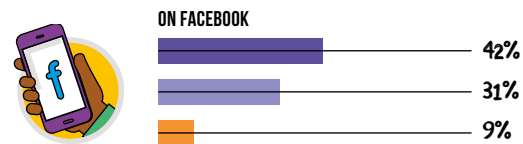
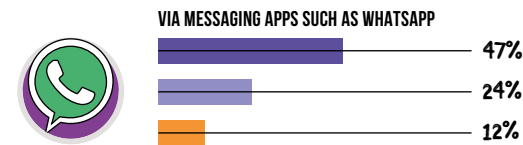
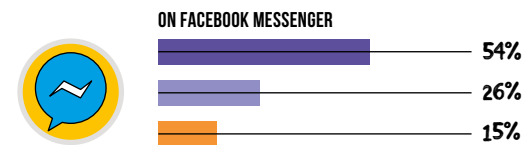
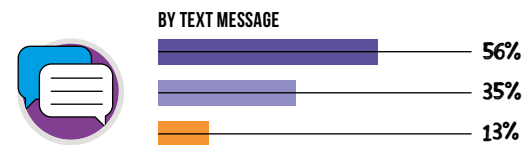
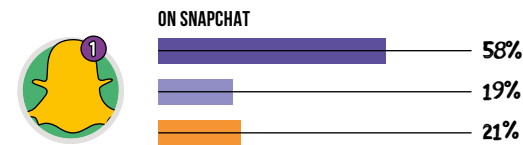
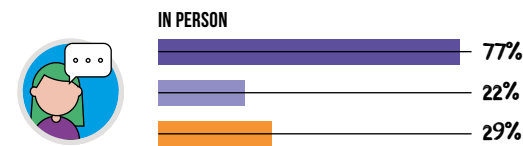
58% of parents or guardians would like teens to be more open about sensitive issues.

"Communication is a hugely important part of all human relationships. The best way to have positive communication between parents and teens is to open up. Parents often avoid talking to their son or daughter about difficult topics, but it is important to overcome embarrassment. Parents should show a willingness to listen and talk to teens, and express concern rather than judgement. Teens are also keen to talk to their mum or dad about their parents' previous life experiences, and parents should create opportunities for these discussions."

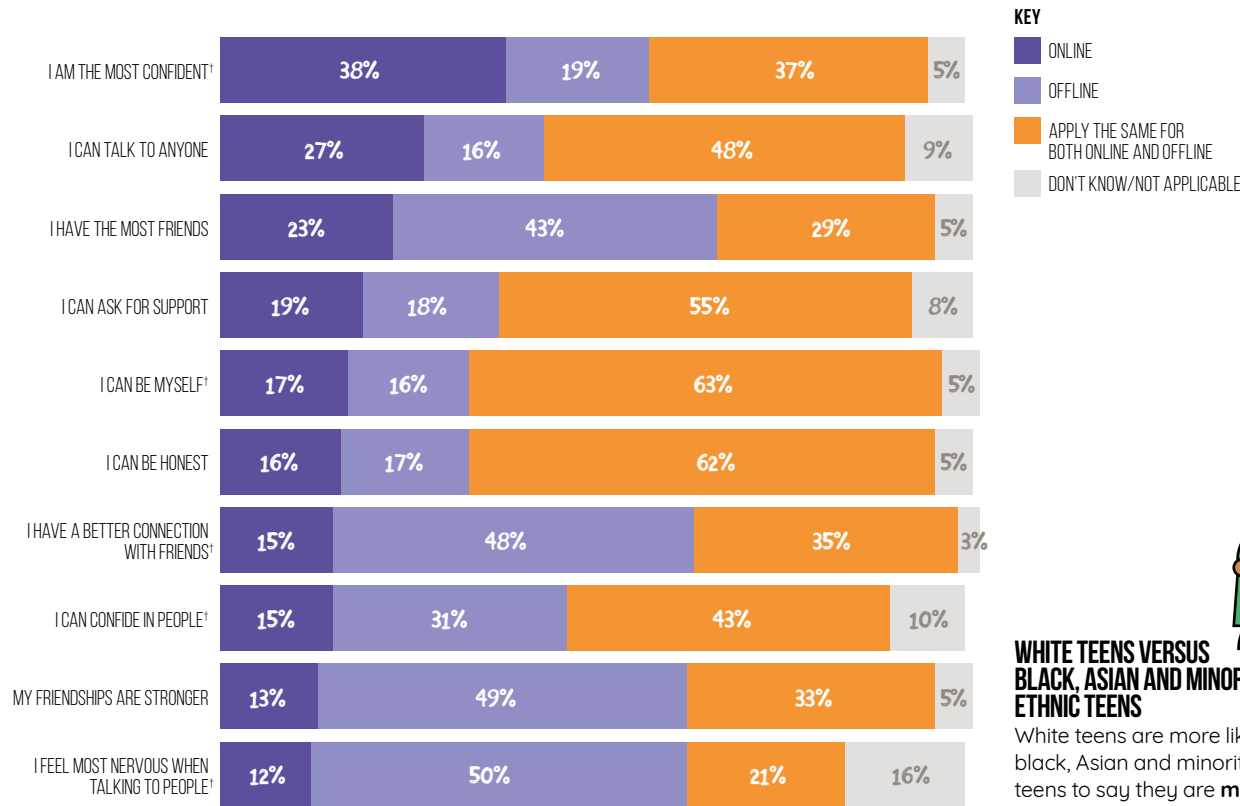
PROFESSOR TONY MCENERY
DISTINGUISHED PROFESSOR OF ENGLISH LANGUAGE AND LINGUISTICS, LANCASTER UNIVERSITY

APPROXIMATELY HOW OFTEN DO YOU TALK WITH YOUR FRIENDS OUTSIDE OF SCHOOL, COLLEGE OR WORK IN THE FOLLOWING WAYS?

KEY
■ ONCE A DAY OR MORE
■ LESS THAN ONCE A DAY
■ ALMOST CONSTANTLY



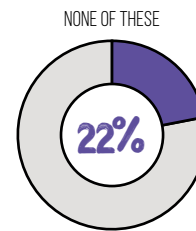
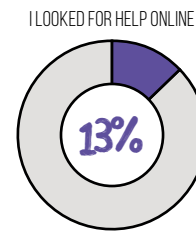
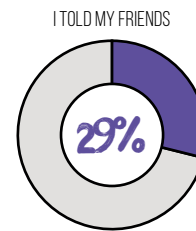
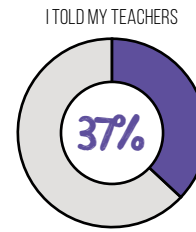
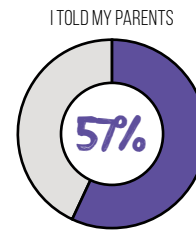
FOR EACH OF THE FOLLOWING STATEMENTS, DO YOU THINK THEY BEST APPLY TO YOU ONLINE OR OFFLINE?



WHITE TEENS VERSUS BLACK, ASIAN AND MINORITY ETHNIC TEENS

White teens are more likely than black, Asian and minority ethnic teens to say they are **most nervous when talking people offline** (54% versus 34%) and are more likely to say they **can talk to anyone online** than black, Asian and minority ethnic teens (29% versus 20%).

WHO DID YOU TALK TO IF YOU WERE FEELING BULLIED?



CASE STUDY

COMMUNICATION: CHEYENNE



Like most teenagers, Cheyenne is hugely active on social media, bookending her day on various platforms.

“As soon as I wake up, I go on Snapchat,” she says. “I’ll send streaks to at least 30 people, and then go on Instagram to check how many likes or comments I’ve got on a picture I posted the night before. I’ll then go on Twitter to read inspirational posts. I check another eight times or so while at school, and I’m constantly scrolling through Instagram. People contact me on Snapchat all day, so I’m always on that.”

“Before I go to bed, I’ll look at the Snapchat ‘Discover’ page. There’s one called Nifty which shows you how to make loads of cool things. I’m quite creative, so I like discovering new stuff. I also like to catch up on gossip, to be honest!”

Cheyenne thinks social media sites can be harmful, however. “Facebook has some really explicit content,” she explains. “I sat with my 12 year old brother recently while he was on it, and there were pictures of half-naked girls and stuff, which is not appropriate.”

“Social media can also replace face to face relationships if you’re not careful. For example, I have about 1,000 Facebook friends, but I barely know half of them. And a lot of people might message you online or send photos on Snapchat, but they’ll walk past you in real life and never actually talk to you. It’s sad in a way. It’s not real. It feels fake.”

KEY FACTS



50%

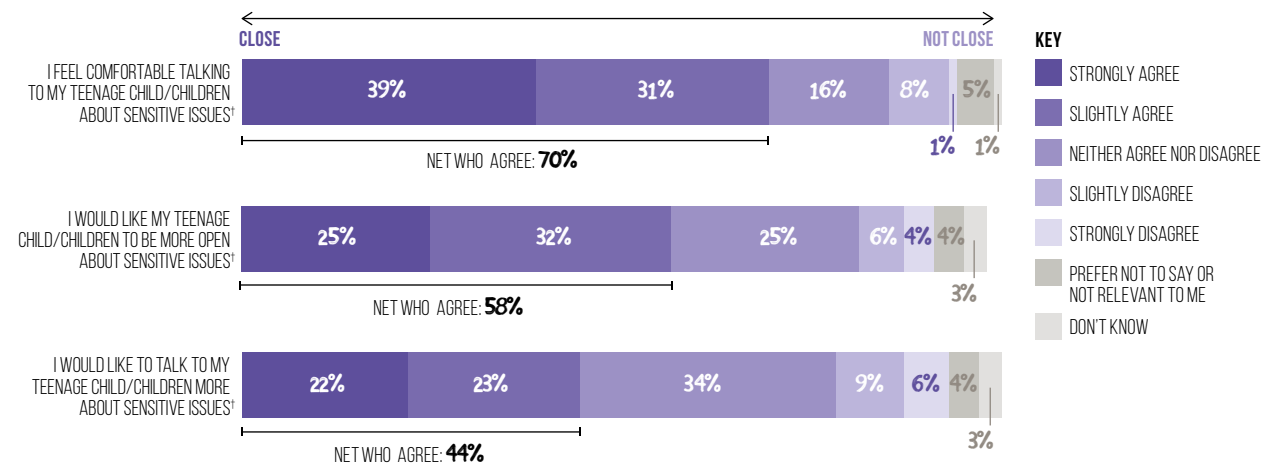
of teens are still most nervous when talking to people face to face; however



48%

of teens have a better connection with friends offline, as well as stronger friendships (49%).

PARENTS: HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?



DREAMS AND ASPIRATIONS

MY HOPES FOR THE FUTURE

Teens have quite conventional life goals: they'd like to get married, and be happy and healthy. Most of all, they aspire to having a job they really enjoy – and the majority think they can achieve it.

A large proportion feel that work experience and having a strong work ethic are key features of a strong CV. When it comes to skills they feel less confident about, public speaking is a recurring theme, with girls significantly more likely to say they worry about how they will cope under pressure.

Girls are the most optimistic they'll achieve their dream job, but even at a young age, the looming gender pay gap is already on their minds, with boys much more likely to think they'll earn a lot more than their parents compared with girls.

Black, Asian and minority ethnic teens see things a bit differently: while being the most confident they'll earn more than their parents, they say their top life goal is to make their parents proud of them.

Overall, we found that whilst teens may worry about their future, they are also adjusting to the world around them. They might not see home ownership as possible, but they still think they can work in an area that interests them and are optimistic that they will do better than their parents' generation.



"Work experience provides young people with a great opportunity to develop their employability skills, gain invaluable insight into industry and broaden their horizons. At Santander our purpose is to help people and businesses prosper. By working in partnership with organisations such as NCS we can contribute to making sure that young people have the opportunity to realise their potential and gain valuable skills and experience. It's also a great way for organisations to meet new talent: capable and ambitious young people with fresh ideas who can help us innovate and serve our customers and society better. We believe that businesses have an important role to play in supporting the next generation to ensure they are equipped with the skills and knowledge they need to succeed in the ever-changing workplace."

VICKY WALLIS
HR DIRECTOR, SANTANDER UK

KEY FACTS:

No.1

'Having a job that I enjoy doing' is the number one goal for teens.



63%

of teens think that they will achieve their dream job.



28%

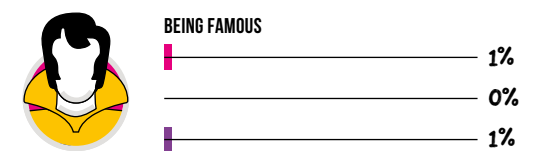
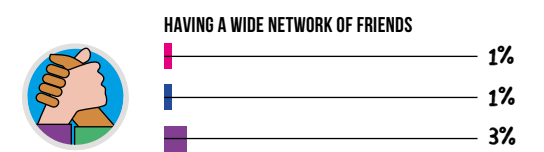
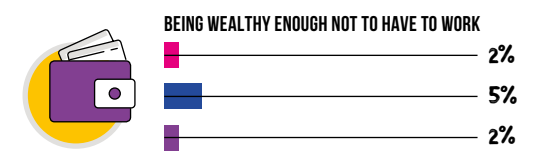
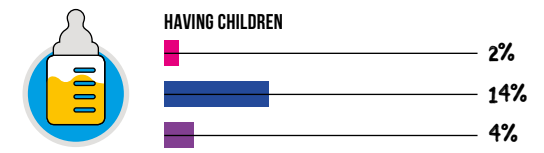
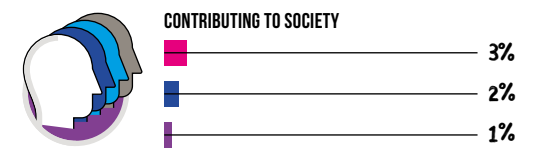
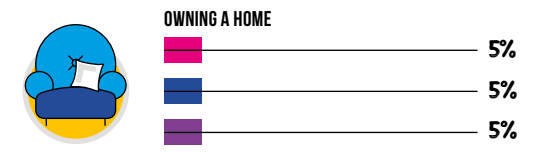
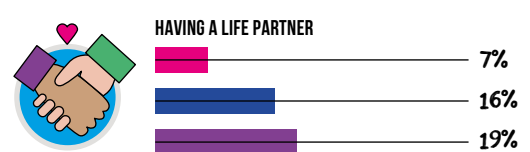
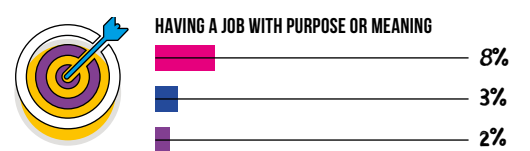
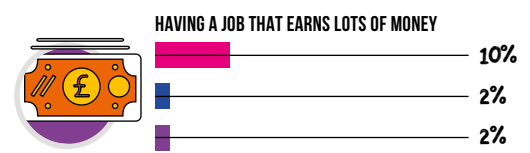
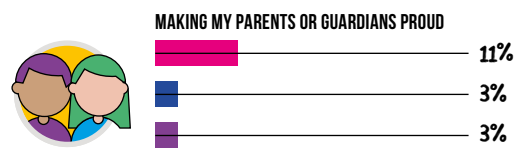
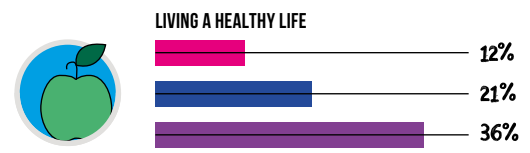
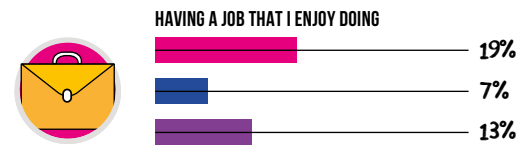
of teens agree that they would like to start their own business; however, this jumps to

52%

for black teens.

WHAT ARE YOUR LIFE GOALS?

KEY
■ TEENS
■ ADULTS
■ WHAT PARENTS WANT FOR THEIR CHILDREN



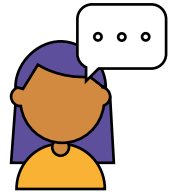
WHICH SKILL OR ATTRIBUTE DO YOU BELIEVE IS MOST IMPORTANT TO HAVE ON YOUR CV?



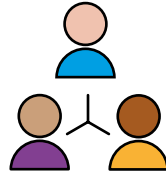
1. WORK EXPERIENCE



2. STRONG WORK ETHIC



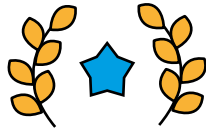
3. COMMUNICATION SKILLS



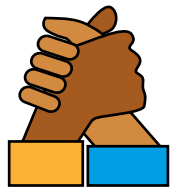
4. THE ABILITY TO WORK IN A TEAM



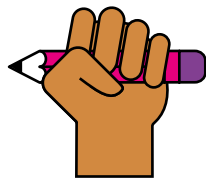
5. INDEPENDENCE



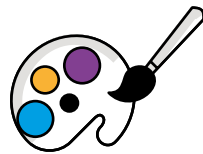
6. SELF-CONFIDENCE



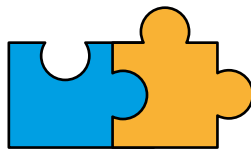
7. SOCIAL SKILLS



8. LEADERSHIP

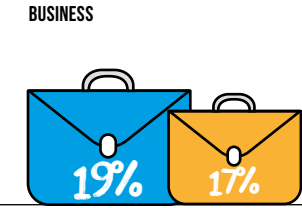
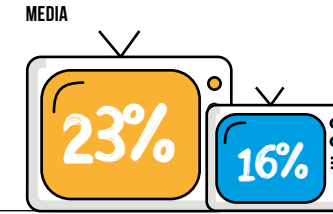
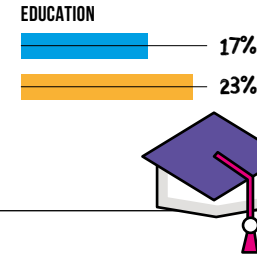
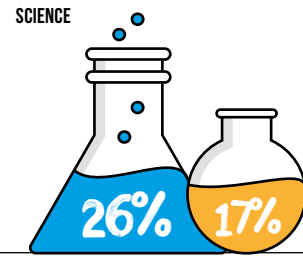


9. CREATIVITY

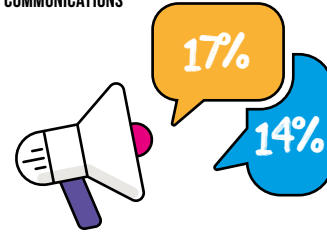


10. PROBLEM SOLVING

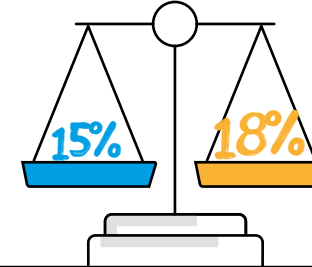
WHICH OF THE FOLLOWING INDUSTRIES WOULD YOU CONSIDER PURSUING A CAREER IN?



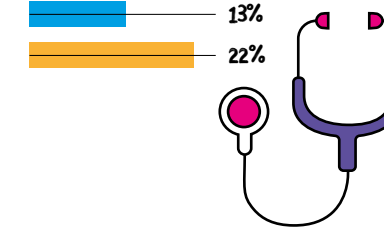
MARKETING, PR AND COMMUNICATIONS



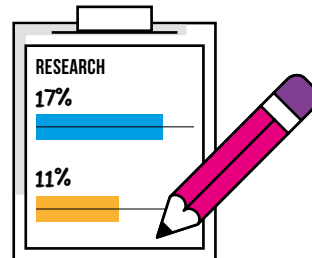
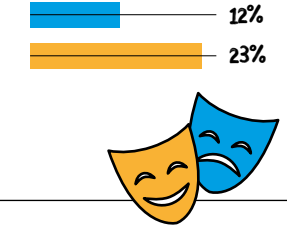
LAW AND PUBLIC POLICY



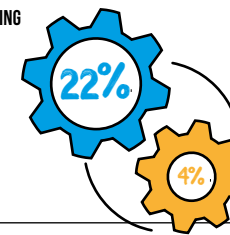
HEALTH AND MEDICINE



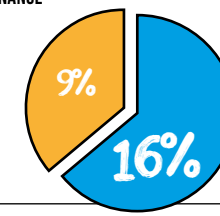
ARTS AND ENTERTAINMENT



ENGINEERING



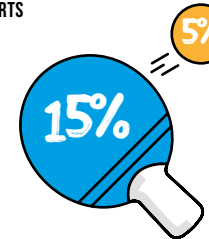
FINANCE



GOVERNMENT



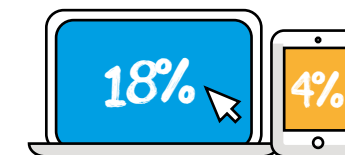
SPORTS



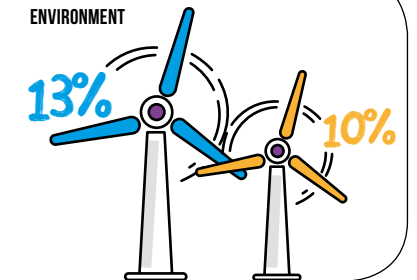
RETAIL



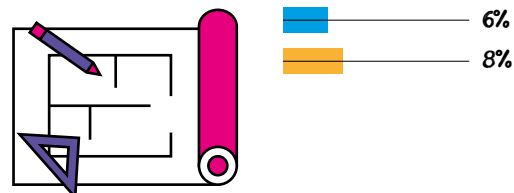
COMPUTER SCIENCE



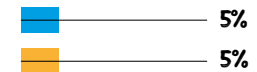
ENVIRONMENT



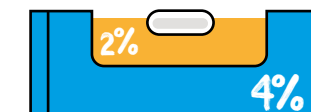
ARCHITECTURE, PLANNING AND ENVIRONMENTAL DESIGN



I DON'T KNOW WHAT I WANT TO DO YET

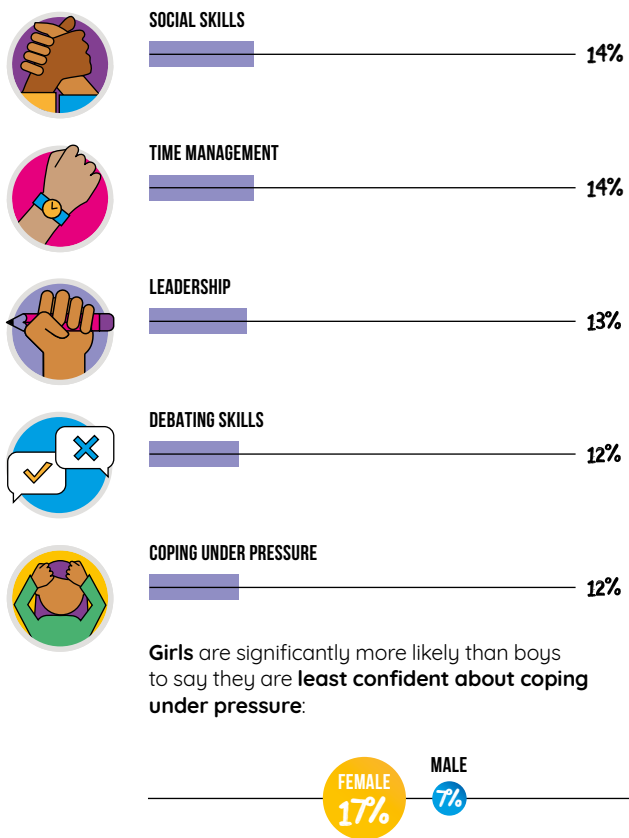
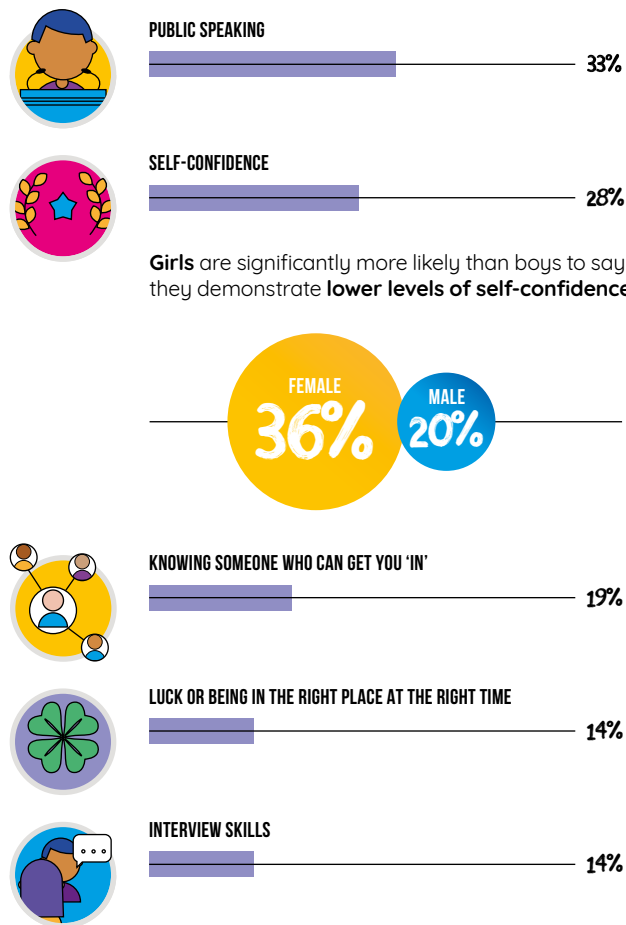


PRACTICAL CAREERS SUCH AS BUILDING, CONSTRUCTION AND LABOURING

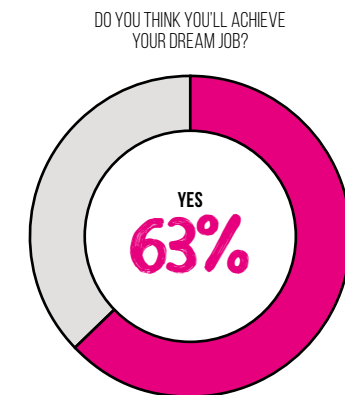
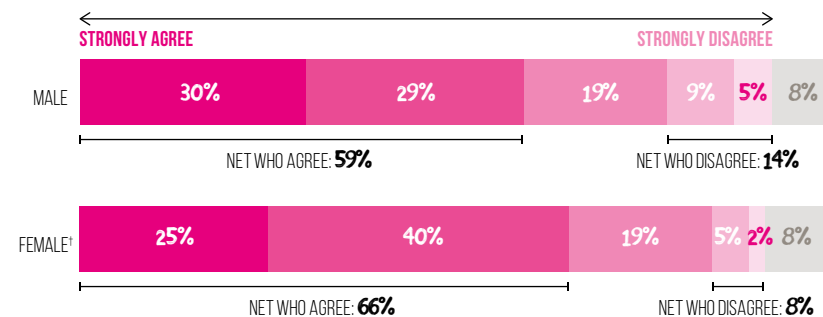


More girls than boys also specified other areas of work, mostly related to animals such as zookeeper or vet, and also psychology or sociology.

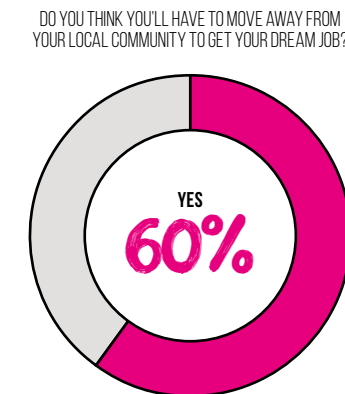
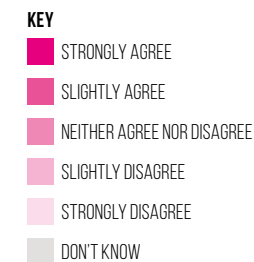
WHICH OF THE FOLLOWING ATTRIBUTES DO YOU FEEL THE LEAST CONFIDENT ABOUT?



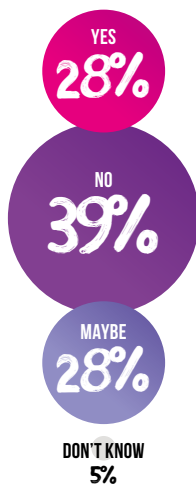
DO YOU THINK YOU'LL ACHIEVE YOUR DREAM JOB?



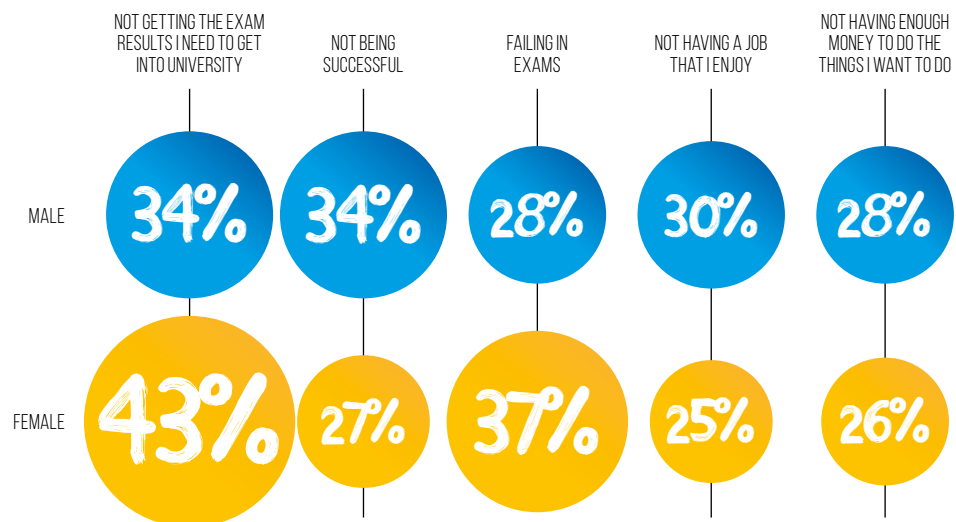
Only 11% said that **achieving their dream job will be easy**, while 67% said that achieving their dream job will not be easy.



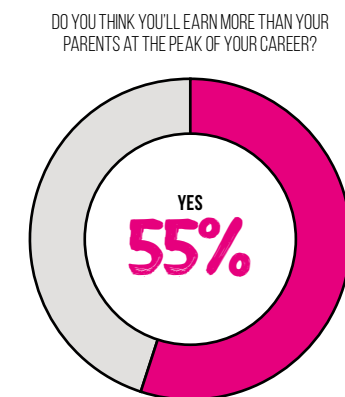
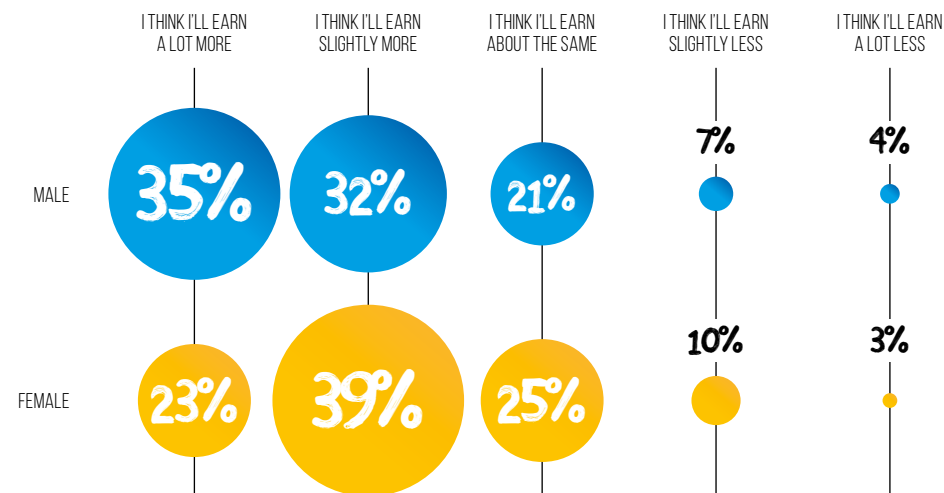
DO YOU WANT TO START YOUR OWN BUSINESS?

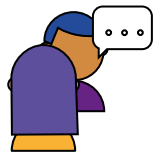


WHAT ARE YOUR TOP FIVE WORRIES OR CONCERNS FOR THE FUTURE?

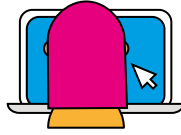


HOW MUCH DO YOU EXPECT TO EARN COMPARED WITH YOUR PARENTS OR GUARDIANS?

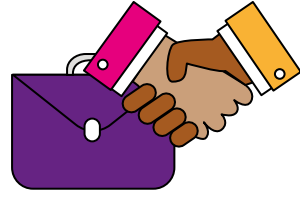




GOING TO AN INTERVIEW IN PERSON



HAVING A SKYPE INTERVIEW



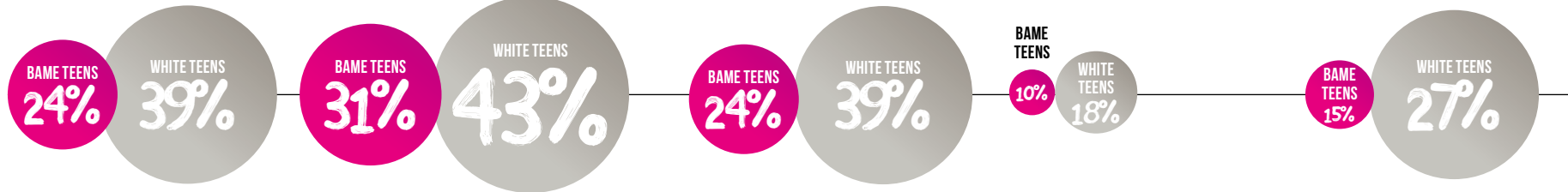
STARTING A NEW JOB



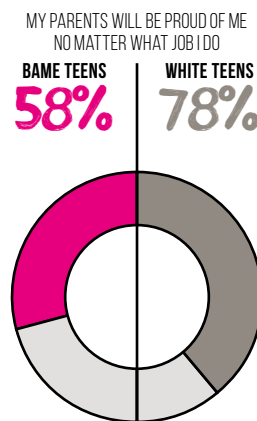
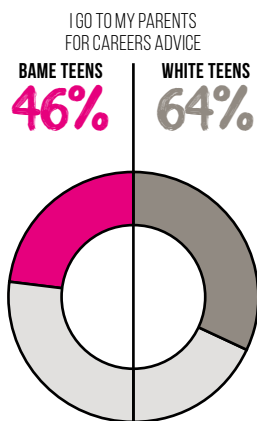
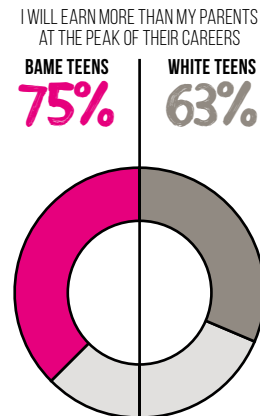
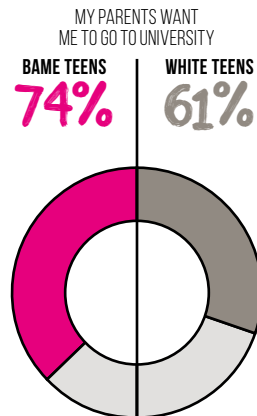
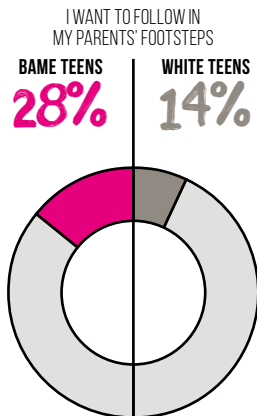
DOING WORK EXPERIENCE



APPLYING FOR A JOB



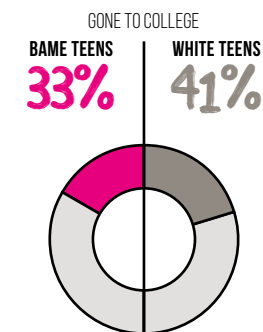
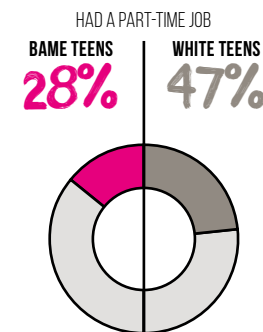
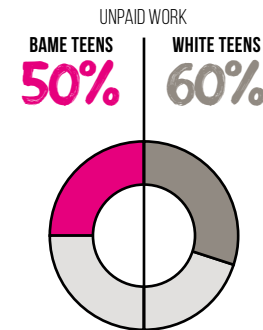
DO YOU AGREE WITH THE FOLLOWING STATEMENTS?



It is very heartening to see black, Asian and minority ethnic teens feeling confident about earning more than their parents at the peak of their careers, and feeling confident about work generally. It demonstrates the high aspirations that exist within black, Asian and minority ethnic communities. However, these are all too often not realised through to the world of work, leading to a lack of black, Asian and minority ethnic talent in leadership positions. We can see from the data that a lack of access to networks and opportunities to build social capital, for example through careers advice from immediate family members and opportunities for work experience placements, might be explanations as to why.

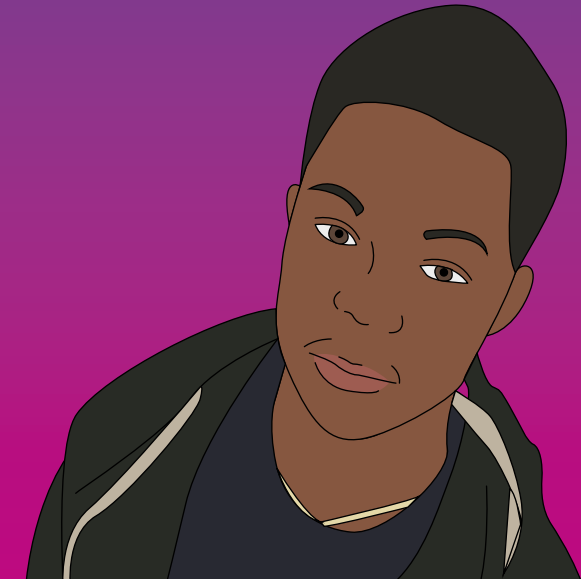
NIZAM UDDIN
SENIOR HEAD OF MOSAIC AND COMMUNITY INTEGRATION,
THE PRINCE'S TRUST

HAVE YOU DONE ANY OF THE FOLLOWING?



CASE STUDY

DREAMS AND ASPIRATIONS: RICHARD



"As a child, unlike the other future footballers and models in my primary school, I never knew what I wanted to be when I was older," says Richard. "I still don't."

"I went through phases of what I might end up doing – doctor, lawyer, actor – but I've come to realise those jobs are a lot easier said than done!"

"I've never felt limited due to my background. I can't control my looks, ethnicity or my parents' profession, so why should I be affected by it?" asks Richard. "What I can control is how hard I work, what my next moves are, and which skills I develop. That's what you need to focus on for a job."

Richard feels that too much emphasis is put by today's young people on the way they look. "In this day and age, the importance of how attractive

you are has been amplified – due to the media, and teens identifying with celebrities on TV or social media," he says. "A more important message is that happiness can't be granted by external factors. True happiness is about being content with who you are and striving to become better."

"I come from a pretty traditional background," Richard continues. "University is the only way forward" were words my parents engrained into me like it was a national anthem. For me, not going to Uni would be considered foreign, but part of me just didn't want to go. Now, I have the confidence to carve out my own path."

KEY FACTS:

47%

of white teens think that how intelligent you are most affects your life chances, compared with 37% of black, Asian and minority ethnic teens.

55%

of teens think that they will earn more than their parents at the peak of their careers.

FREEDOM

DOING MY OWN THING



Teens enjoy spending their free time online – YouTube is their number one weekend activity, outranking TV as their entertainment channel of choice. Boys are particular fans of watching YouTube videos – but they aren't couch potatoes, with sports still ranking high on the list for weekend fun. Teenage girls love hanging out with their friends, and are much more likely than boys to spend their free time getting into a good book.

Spending time online doesn't mean teens lack other interests. As well as these 'normal' activities, teens say they want to try adventurous activities such as skiing or surfing – and not just to share the snaps on social media!

Being able to learn to drive is by far the most important freedom overall to 16 and 17 year olds. Teens in London, who tend to have less need to get behind the wheel because of the transport options, are much less likely to rank it as number one, while those in the East of England are the most keen to drive. The second most important freedom is being able to open a bank account, closely followed by being able to vote. Girls, LGBT and black teens are significantly more likely to rank voting as their top freedom. Compared with these freedoms, having sex, getting tattoos,

KEY FACTS:

TOP 3

Teens' most important freedoms are: being able to learn to drive, have their own bank account and vote in elections.

30%

of teens say their favourite thing to do on the weekend is watching YouTube, followed closely by meeting up with their friends (26%).

20%

of females ranked voting in elections as their most important freedom (compared with 13% of males).

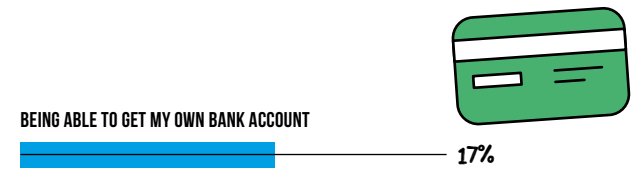
drinking alcohol and smoking cigarettes trail way behind, reflecting an increasingly health-conscious generation.

When they consider what holds them back, teens are most likely to say their family's financial situation, their academic performance, or where they live. The idea that location impacts freedom is particularly true for those in the North East and least true in the South East, pointing to differences in perceived opportunities to work and succeed in life.

Over half of teens admit to drinking alcohol without their parents or guardians. Almost two in five teens admit to watching pornography. The number of males admitting they have done this is almost double the number of females. Only 20% would tell their friends about watching porn while only 3% would tell their parents.

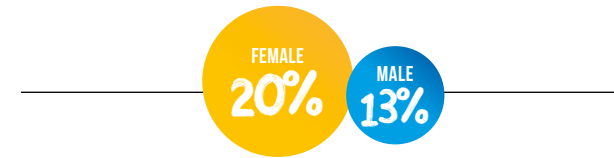
WHAT DO YOU RANK AS THE MOST IMPORTANT FREEDOM?*

*Teens were asked to choose from a list of the following freedoms

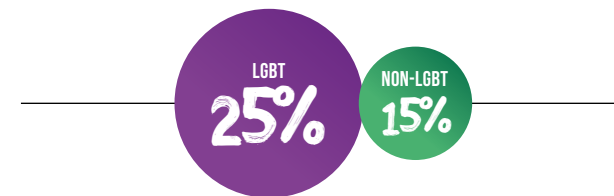


SPOTLIGHT ON VOTING

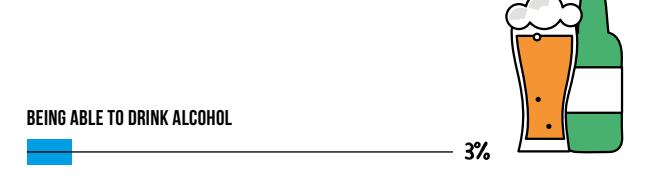
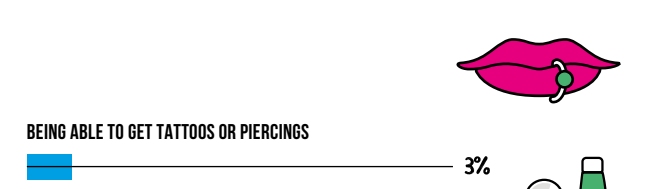
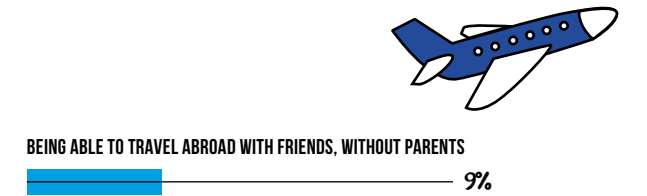
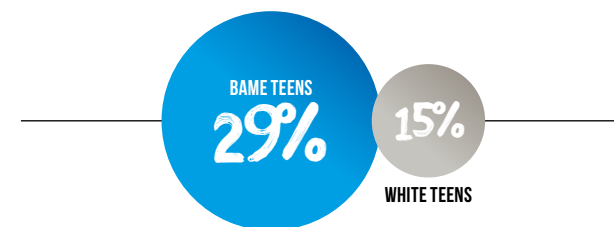
Females were significantly more likely than males to rank this as their top choice (20% versus 13%).

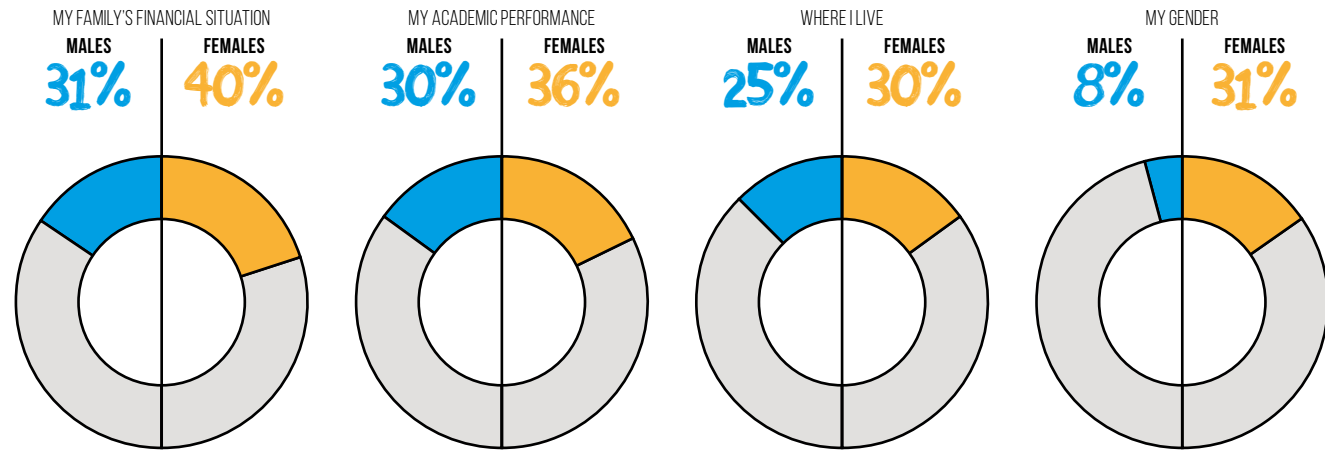


LGBT teens were significantly more likely to rank this as their top choice than non-LGBT teens (25% versus 15%) and 17 year olds were more likely than 16 year olds (19% versus 14%).

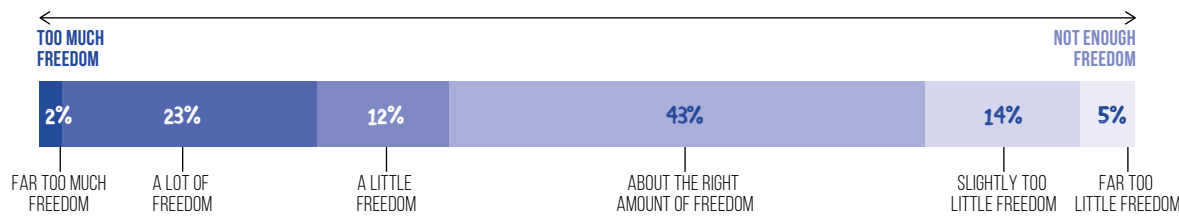


Black, Asian and minority ethnic teens were significantly more likely than white teens to rank this as their top freedom (29% versus 15%).

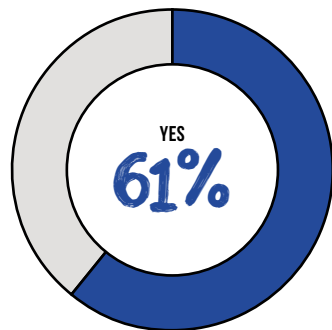




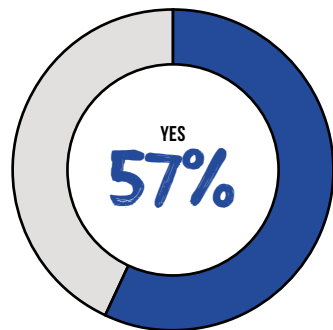
DO YOU THINK THE AMOUNT OF FREEDOM YOU ARE GIVEN BY YOUR PARENTS OR GUARDIANS IS ENOUGH COMPARED WITH THE AMOUNT YOU THINK YOU DESERVE?†



DO YOU AGREE THAT PARENTS OR GUARDIANS ARE RIGHT TO RESTRICT YOUR FREEDOM?

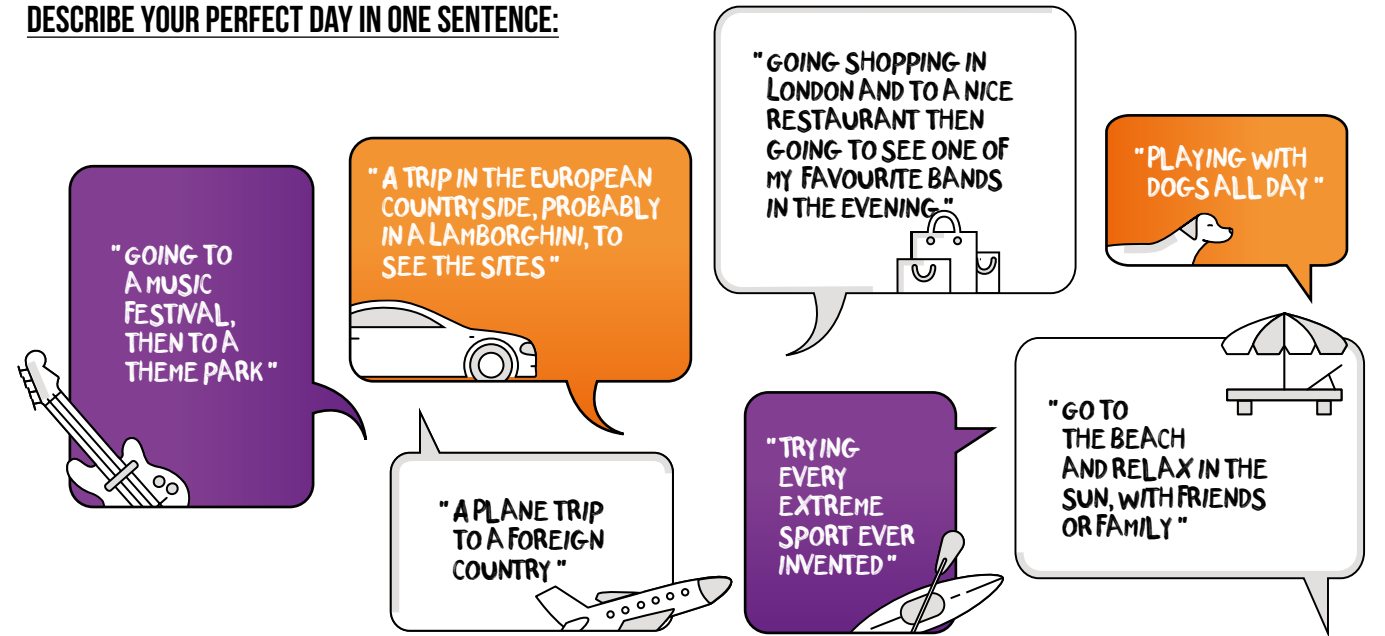


DO YOU AGREE THAT YOUR PARENTS OR GUARDIANS LIMIT YOUR FREEDOM TO PROTECT YOU?

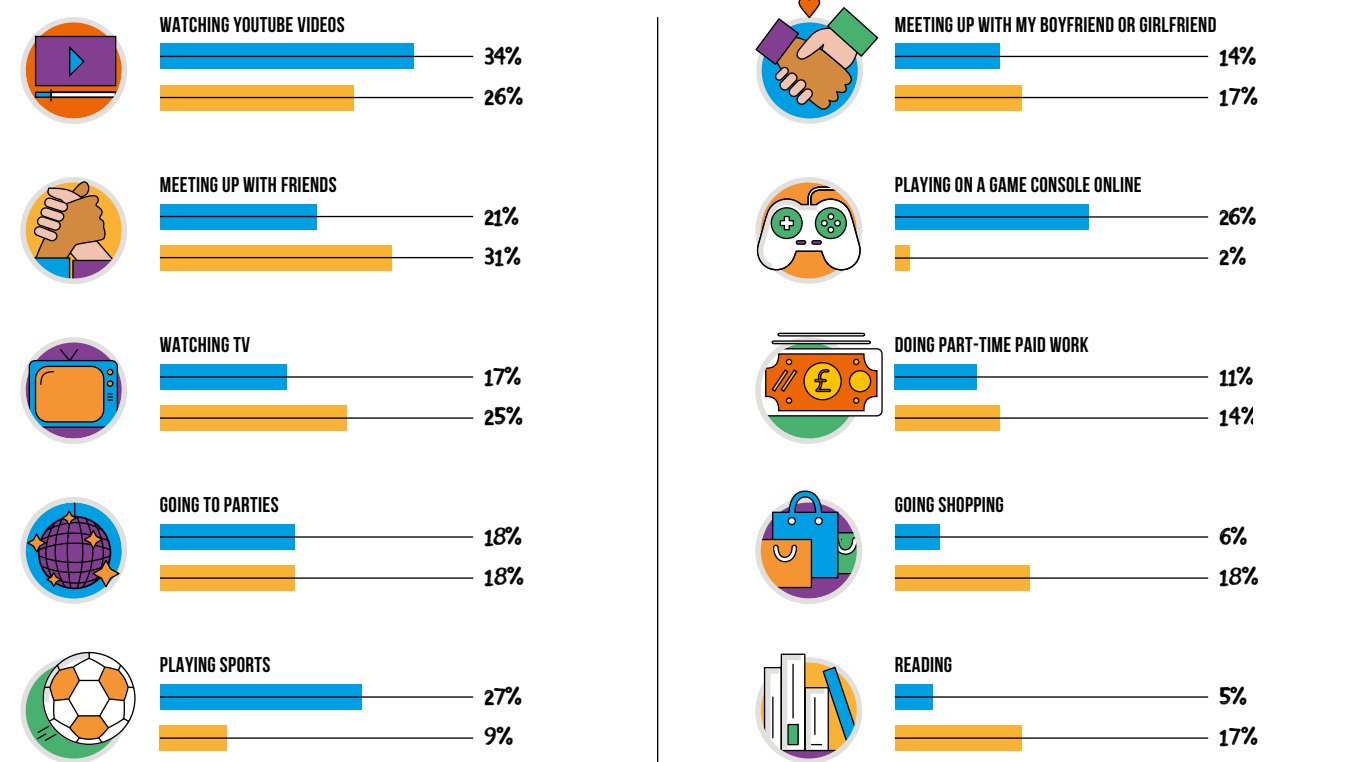


Two thirds (67%) say that they have had to earn their parents' trust to get freedom. This is most so for Asian or Asian British teens (75%).

DESCRIBE YOUR PERFECT DAY IN ONE SENTENCE:



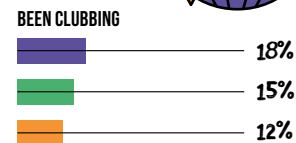
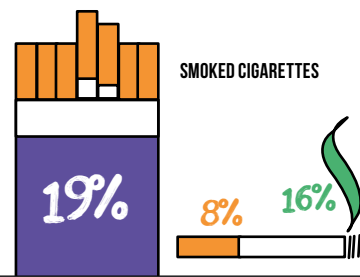
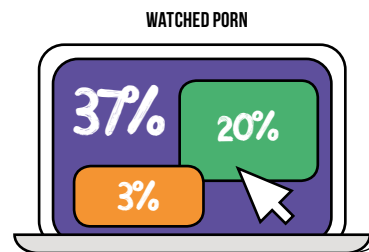
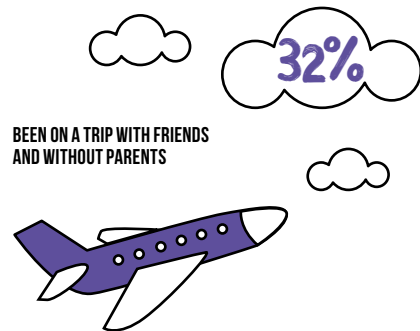
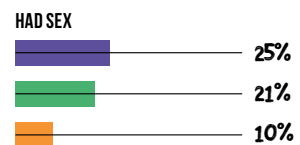
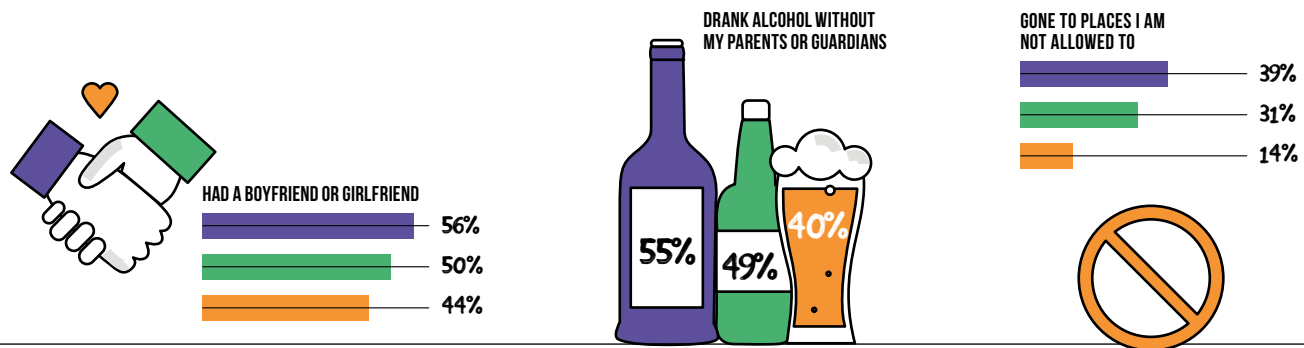
WHAT ARE YOUR FAVOURITE THINGS TO DO ON THE WEEKEND?*



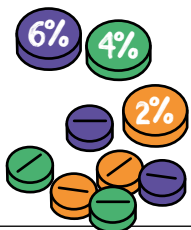
*Teens were given a list of options from which they picked their top three

WHICH ACTIVITIES HAVE YOU DONE AND TOLD YOUR FRIENDS OR PARENTS ABOUT?

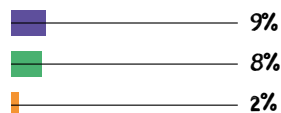
- KEY**
- DONE
 - TOLD FRIENDS
 - TOLD PARENTS



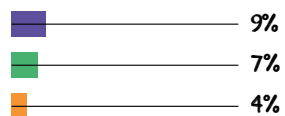
TAKEN A LEGAL HIGH



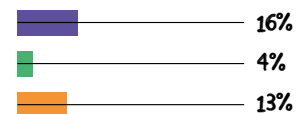
TAKEN ILLEGAL DRUGS



USED A FAKE ID

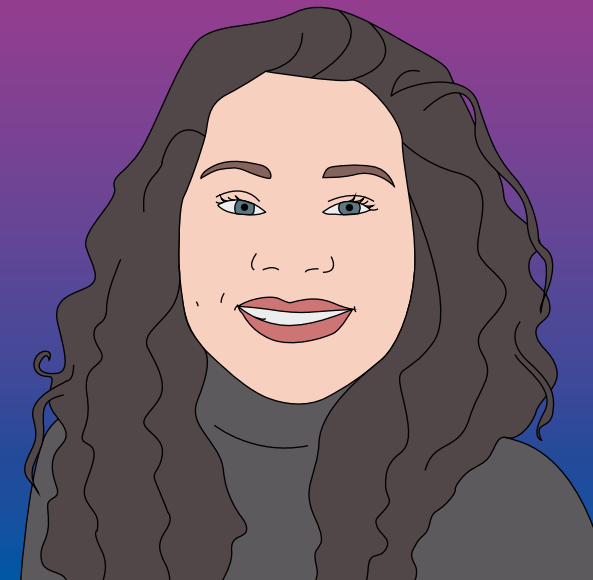


NONE OF THESE



CASE STUDY

FREEDOM: HANNAH



"For me, freedom is about having the time, space and resources to do what you want," says Hannah. "To be able to pursue your hobbies or interests and follow a career path. Compared to my parents' generation, young people today have far more opportunities.

"Being in an environment where you feel able to express yourself without restraint is important. If you have social fears, that can restrict you, but overcoming that makes you feel unstoppable. Also, just being away from home can provide freedom, and my parents gave me quite a lot of freedom with that," she continues.

"I suppose the main limitations on freedom are time and money. There's a lot of pressure for young people to study or obtain certain grades,

which can hold them back from doing other things they might want to do."

Hannah has been interviewed on local radio about how much freedom young people should have regarding their phone usage. "If parents are concerned about what young people are looking at, they need an open conversation about it," she says. "Don't just check their phone without consent. That's a violation of trust."

Voting is another key freedom for Hannah. "It's really important that everyone with the ability to vote expresses their opinion - and there are some very politically passionate teenagers," she says. "I'm on the fence about whether the voting age should be lowered, though. 18 is the age of maturity for lots of things, so maybe it should stay where it is."

KEY FACTS:

OVER 2/3

of teens agree that their mobile phone gives them more independence from their parents or guardians.

78%

of teens say that money gives you more freedom to do what you want in life.

1 IN 10

teens say their freedom is restricted by their faith (10%).

INFLUENCERS AND MEDIA

THE PEOPLE I ADMIRE



Teens often turn to social media to keep up with the latest trends and celebrities they admire. And for this generation, 'celebrities' means social media stars – the influence of vloggers is as pervasive as actors, musicians or models. However, teens aren't following these social celebrities because they think they're similar to themselves. Instead, it's because they inspire this generation to be successful, to have more confidence and to care about certain social issues.

KEY FACT:



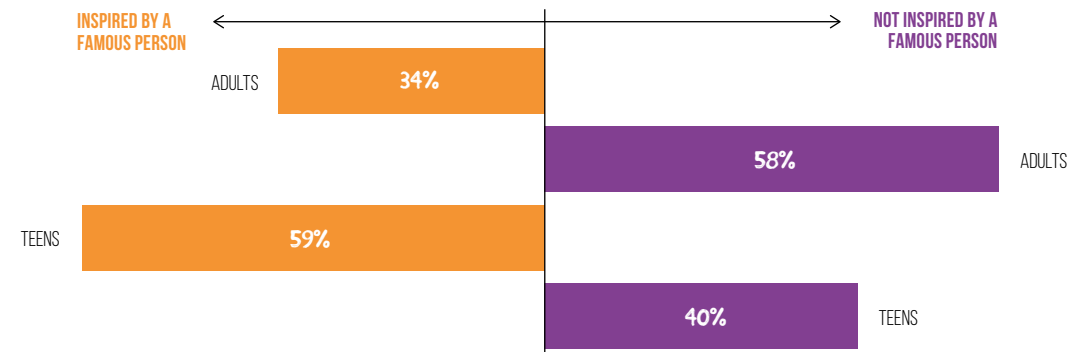
4 IN 5

teens use social media to keep up with the latest trends. It is also the most preferred way for teens to access news and current affairs content.

"Social media can be a mechanism for FOMO, insecurity and bullying but it also has the capacity to connect, reassure, create communities and learn. Some influencers are incredibly positive, showcasing real authentic lives, talking about struggles that provide their audiences with insight and belief they can get through it too."

POPPY JAMIE
BROADCASTER AND ENTREPRENEUR

CAN YOU NAME A FAMOUS PERSON WHO INSPIRES YOU?



ADULTS ARE MOST INSPIRED BY:



DAVID ATTENBOROUGH

TEENS ARE MOST INSPIRED BY:



EMMA WATSON

WHO ELSE ARE TEENS INSPIRED BY?



ANTHONY JOSHUA



BEYONCÉ



DAVID BECKHAM



KYLIE JENNER



JUSTIN BIEBER



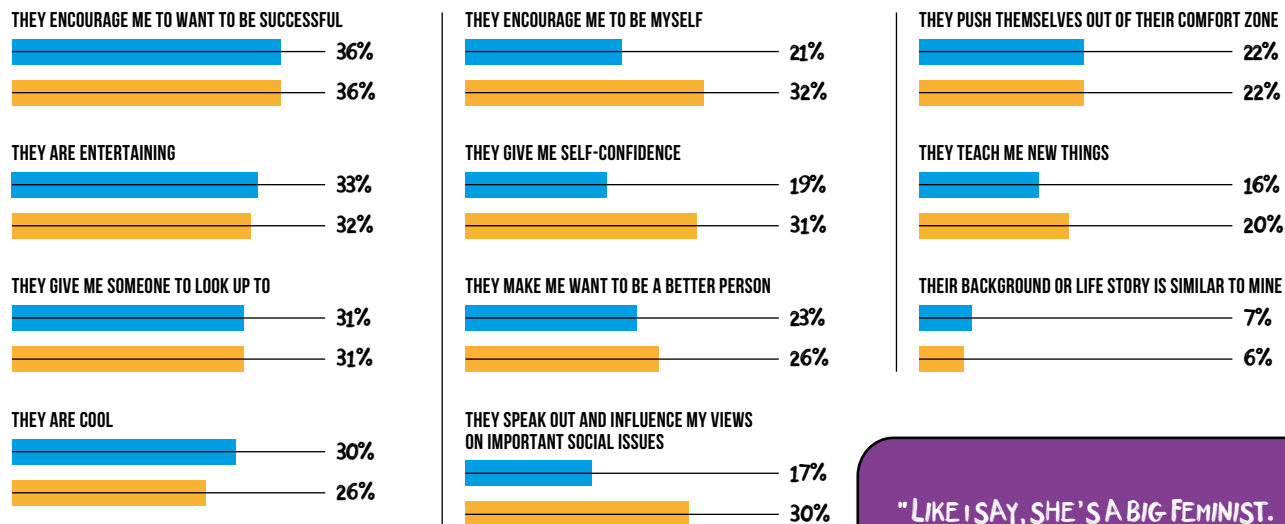
SELENA GOMEZ



MICHELLE OBAMA

YOU SAID YOU WERE INSPIRED BY A FAMOUS PERSON. WHY DO THEY INSPIRE YOU?

KEY
■ MALE
■ FEMALE



YOU SAID THAT A FAMOUS PERSON INFLUENCES YOUR VIEWS ON IMPORTANT SOCIAL ISSUES. CAN YOU TELL US MORE ABOUT THAT?

"HE IS A MASSIVE ADVOCATE OF CLEAN AND RENEWABLE ENERGY. IT MADE ME THINK ABOUT HOW I COULD TRY AND MAKE AN IMPACT IN THE FUTURE."

Teen inspired by Elon Musk

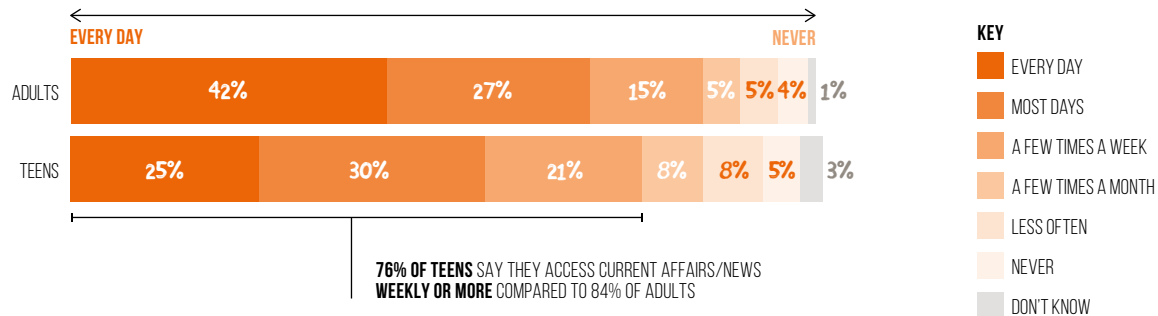


"LIKE I SAY, SHE'S A BIG FEMINIST. SHE FREQUENTLY SPEAKS OUT ON SEXISM AND OTHER DISCRIMINATION ISSUES SUCH AS RACISM AND HOMOPHOBIA, AND WHAT SHE SAYS REALLY INSPIRES ME."

Teen inspired by Emma Watson

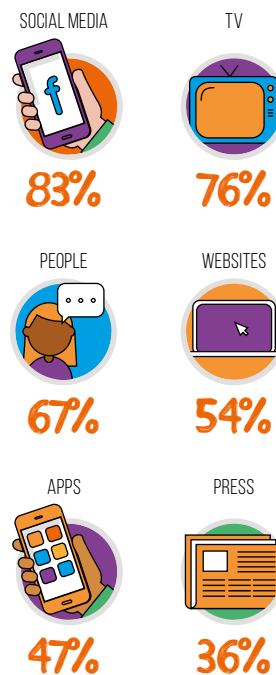


HOW OFTEN DO YOU READ OR WATCH CURRENT AFFAIRS OR NEWS CONTENT?

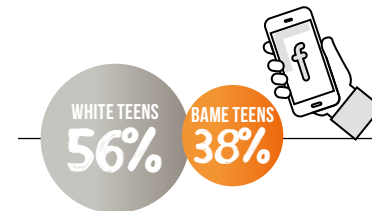


KEY
■ EVERY DAY
■ MOST DAYS
■ A FEW TIMES A WEEK
■ A FEW TIMES A MONTH
■ LESS OFTEN
■ NEVER
■ DON'T KNOW

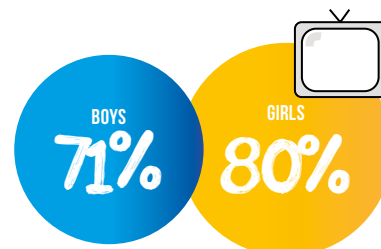
WHERE DO YOU GO TO FIND OUT ABOUT NEWS AND CURRENT AFFAIRS?



WHITE TEENS ARE SIGNIFICANTLY MORE LIKELY THAN BLACK, ASIAN AND MINORITY ETHNIC TEENS TO SAY THEY FIND OUT ABOUT NEWS AND CURRENT AFFAIRS ON FACEBOOK

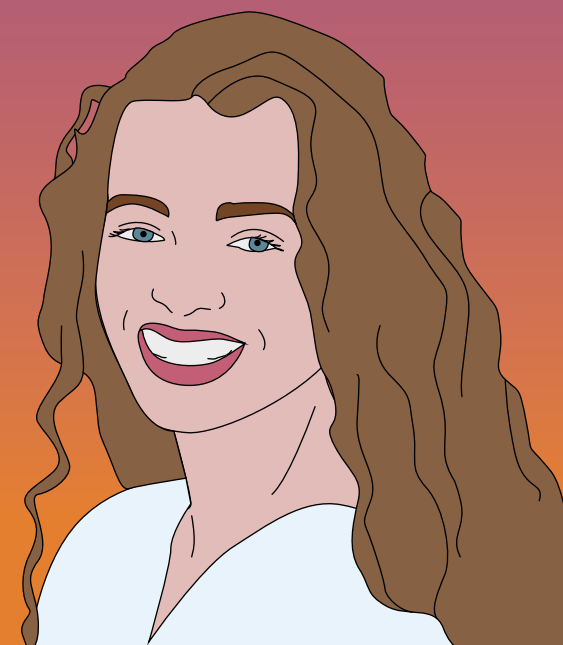


GIRLS ARE MORE LIKELY THAN BOYS TO ACCESS NEWS OR CURRENT AFFAIRS CONTENT FROM TV



CASE STUDY

INFLUENCERS AND MEDIA: JADE



"Anyone with a social media following has an influence," says Jade, whose YouTube channel, UnJaded Jade, has almost 100,000 followers. "But I'm also just a normal person."

"My channel is an authentic snippet of me," she explains. "The aim is to help, inspire and motivate people to live more positively. I have videos on revising more consciously and productively, I talk about self-confidence, and I'm vegan - I became vegan after watching YouTube videos, which made the lifestyle seem fun and interesting - so I cover ethical living."

"I've never been into the typical YouTube culture. A lot of the content has less meaning now, or it's just clickbait. And some people with a huge following really abuse it, supporting their lifestyle by monetising their

audience with big brand deals. That's where it can become consumerist or vapid.

"I feel a lot of responsibility towards my audience, as they're predominantly young people and teenagers who are quite impressionable. It's kinda scary to think what I say or do can have an influence on other people, so you have to watch what you say."

"Unfortunately, people leaving hate comments on videos is inevitable," admits Jade. "At first, they really got to me, particularly if they related to something personal I was already insecure about. But you can't let negative comments define how you feel. Nowadays I concentrate on the positive feedback. I love it when people say they've been inspired by my outlook on life. It's amazing to know you've made an impact."

KEY FACTS:



67%

LGBT teens are significantly more likely than non-LGBT teens to access news and current affairs on websites (67% versus 52%).

59%

of teens say famous people inspire them.

REBELLION

MY OWN RULES



When it comes to teenage rebellion, some things haven't changed. Teens still get grounded for things such as 'backchat', not telling their parents where they've been and coming home late. But there are new additions to the list of 'groundable offences', such as going over budget on their mobile phones.

On some of the changes they're navigating at this turbulent life stage, most 16 to 17 year olds believe it's acceptable to be sexually active, and to drink alcohol when underage. In comparison, smoking gets a thumbs down, with less than one in three thinking it's okay, and black teens being the least in favour. What about online

KEY FACTS:

3/4

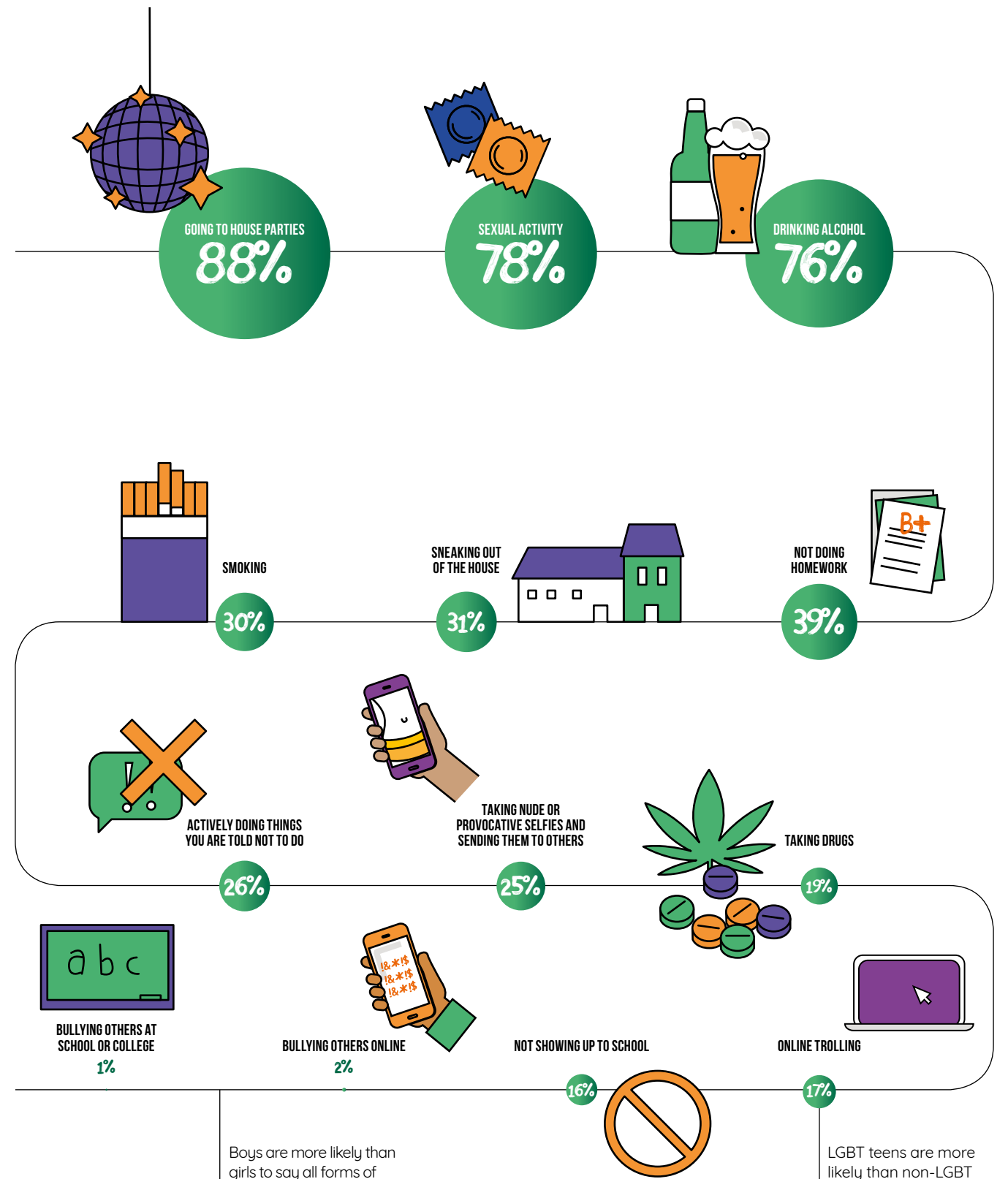
of teens believe that drinking alcohol underage is acceptable.

1/2

of teens have been grounded as a result of doing something that was forbidden.

behaviour? Across the board, there's some acceptance towards people their own age taking and sending provocative selfies. But very few condone online bullying, including trolling; those who do are more likely to be boys.

DO YOU THINK IT'S ACCEPTABLE* IF SOMEONE YOUR AGE DID THE FOLLOWING ACTIVITIES?

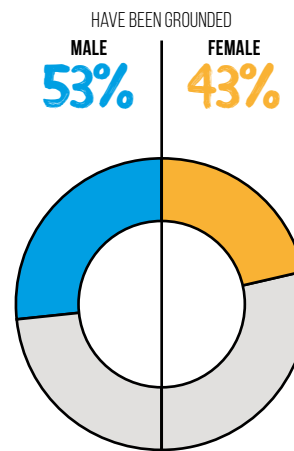
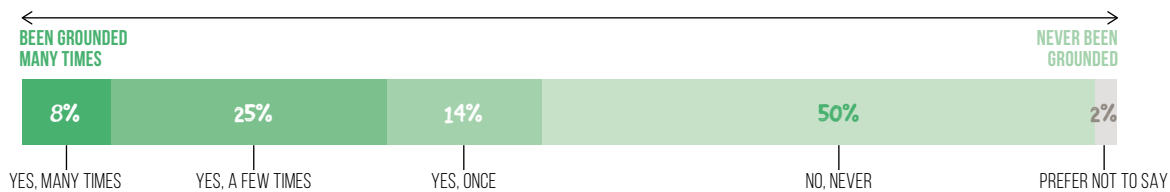


*Total of 'Completely acceptable' and 'Somewhat acceptable'

Boys are more likely than girls to say all forms of bullying (online, at school or college, trolling online) are acceptable.

LGBT teens are more likely than non-LGBT teens to say online trolling is unacceptable (89% versus 78%).

HAVE YOU EVER BEEN GROUNDED FOR DOING SOMETHING YOU WEREN'T SUPPOSED TO DO?†

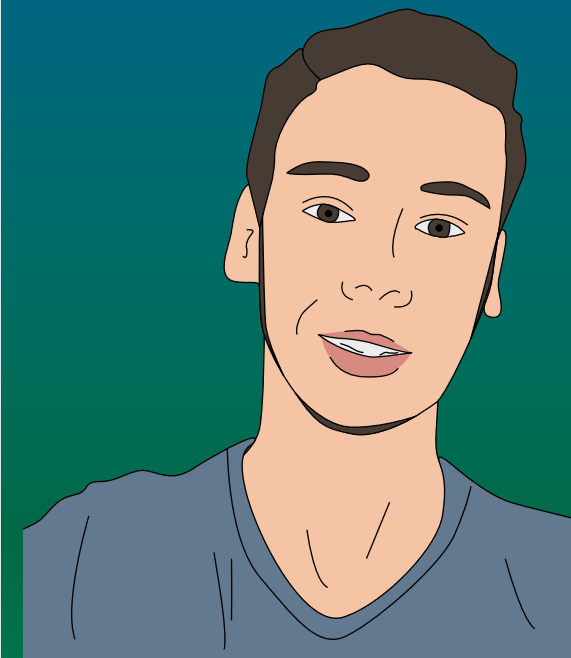


THINKING ABOUT THE LAST TIME YOU WERE GROUNDED, WHAT WERE YOU GROUNDED FOR?

- "NOT TELLING MY PARENTS WHERE I WAS" (Icon: person with speech bubble)
- "BACKCHATTING MY MOTHER OVER A GAME OF MONOPOLY" (Icon: Monopoly man)
- "COMING HOME LATER THAN USUAL" (Icon: clock)
- "NOT WALKING THE DOG AND LYING AND SAYING I HAD" (Icon: dog)
- "DRINKING AND THROWING UP IN A FRIEND'S CAR" (Icon: bottle)
- "HAVING MY BOYFRIEND OVER WITHOUT PERMISSION" (Icon: envelope)
- "FIGHTING WITH MY SIBLING" (Icon: person with exclamation marks)
- "ARGUING WITH MY PARENTS" (Icon: person with exclamation marks)
- "SPENDING TOO MUCH MONEY ON MY PHONE INSTEAD OF REVISING FOR EXAMS" (Icon: smartphone)
- "TROUBLE WITH THE POLICE" (Icon: police hat)

CASE STUDY

REBELLION: KAI



"There's still peer pressure for young people to get drunk or do drugs," says Kai. "But equally there are a lot of negative stereotypes about young people, like they're all causing problems on the street – and that's not true."

Kai has first-hand experience of being labelled as a troublesome teen. "I had a few anger issues at school," he admits. "No one was really listening to me, so I backed into a corner, and began to push people away."

He feels many adults don't understand how to deal with young people they see as rebellious. "A lot of authority figures or parents will tell young people that they're doing something wrong rather than asking them why they did it," he says.

Now 18, he hasn't had the easiest of rides, becoming homeless in 2015. "I had an argument with my dad, and he kicked me out," he explains. "For six months on and off I'd just wander the streets at night."

"I've had about 30 social workers, and a lot of them saw me simply as another number in the system. I remember one agency that instantly tried to say I had mental health issues, when really I just needed support."

"Everyone has their moments," adds Kai. "And if they want to rant, they need someone to listen. The main thing is to keep trying to help someone. If something isn't working, look at why it's not working, and try a different approach. Don't just give up on them."

KEY FACTS:

30% of white teens believe that smoking is acceptable, compared with 15% of black teens.

25% of teens believe that sending nude or provocative selfies to others is acceptable.

CITIZENSHIP

PLAYING MY PART



"When I was 16 I used to visit an old lady called Mrs Plum once a week. When I came to leave the area, I visited her to say that I hoped I'd been some help over the last two years. Before I could, she said she hoped she'd been some help to me."

"This early engagement in my community taught me the true meaning of citizenship. By giving back to others, we ourselves get so much back. Our society and our country are stronger when we recognise that we are part of a shared endeavour. The more diverse we become as a country, the more these shared bonds matter."

"That is why I have devoted my life as a public servant to the cause of community and citizenship. I have particularly focused on helping our young people to be included as active citizens. As Education Secretary, I championed Millennium Volunteers to support volunteering among young people. And I established Citizenship education in schools because I believe this to be an essential component of a rounded education. I now serve as a Board member of NCS, because I view this as an essential

KEY FACTS:

2/3

of teens said that the 2017 General Election made them more interested in politics.

70%

of teens have volunteered or fundraised.

25%

of teens say that the cause they are most passionate about is mental health.

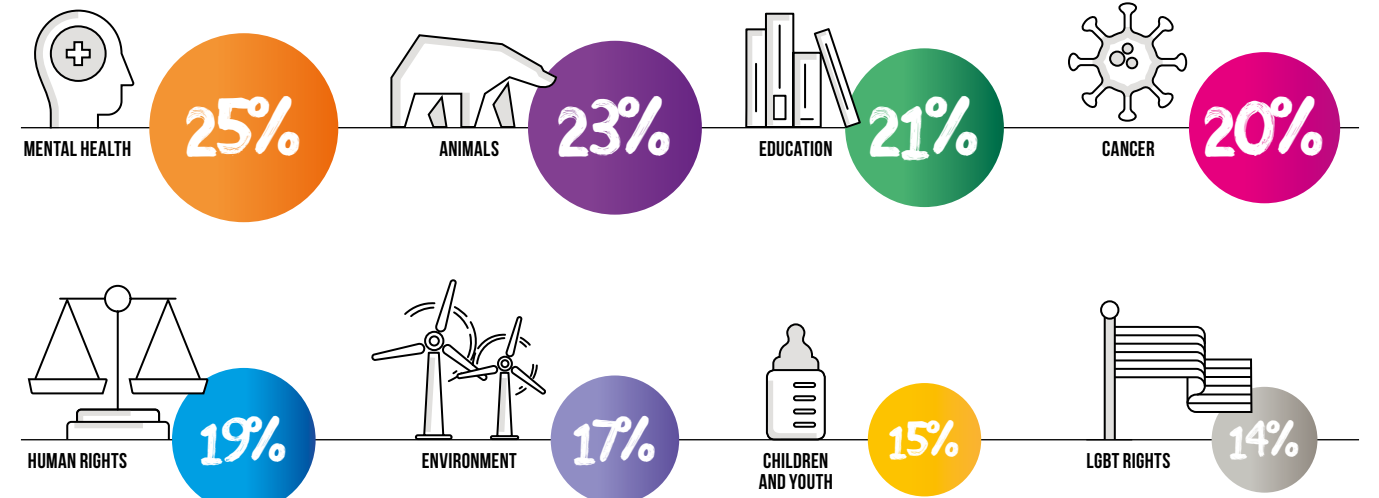
opportunity to engage all our teenagers with their power to make a difference as citizens.

"This effort spans across political parties, because it is so important to our future. And it is bearing fruit. Despite the unfair stereotypes about young people that they are lazy and uncaring, the research shows that the truth is quite different. Our teenagers are passionate about social issues and want to build a better future. They are now volunteering more than any other age group, including the recently retired."

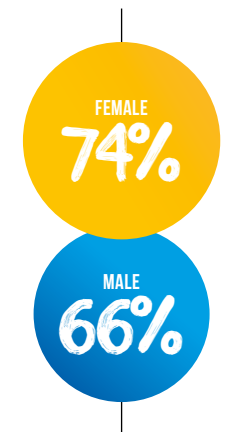
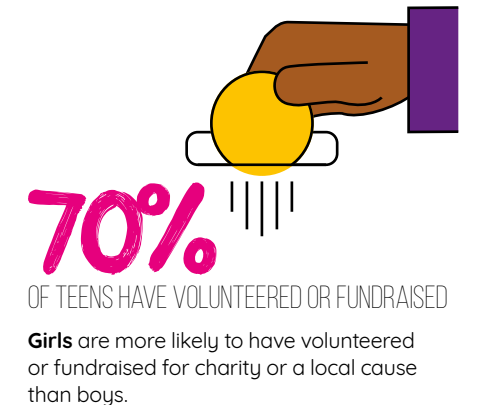
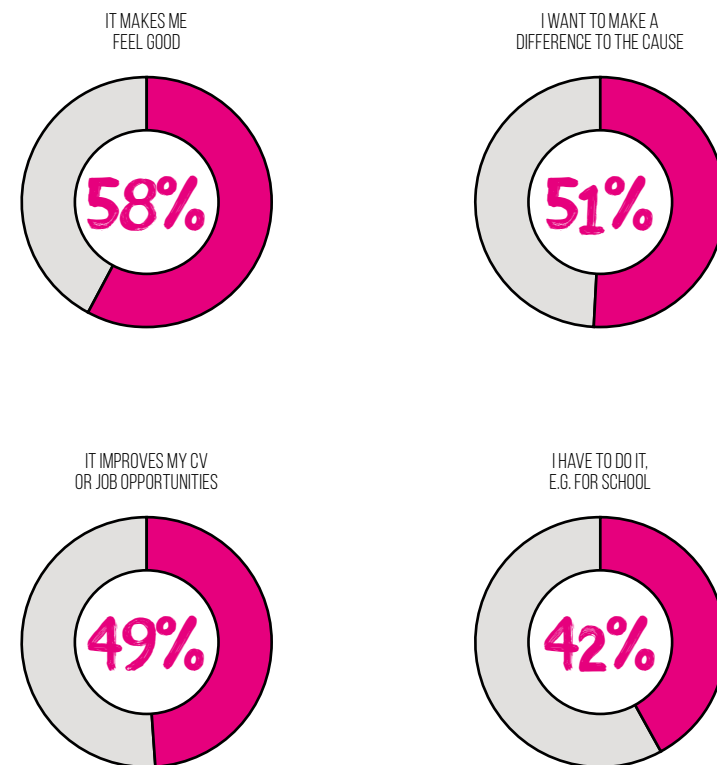
"I am more convinced than ever that it will be determined and empowered young citizens who will build the better country which we all want to live and work in."

THE RT HON. LORD DAVID BLUNKETT
NON-EXECUTIVE DIRECTOR, NCS TRUST

WHAT ARE THE CAUSES THAT TEENS ARE MOST PASSIONATE ABOUT?

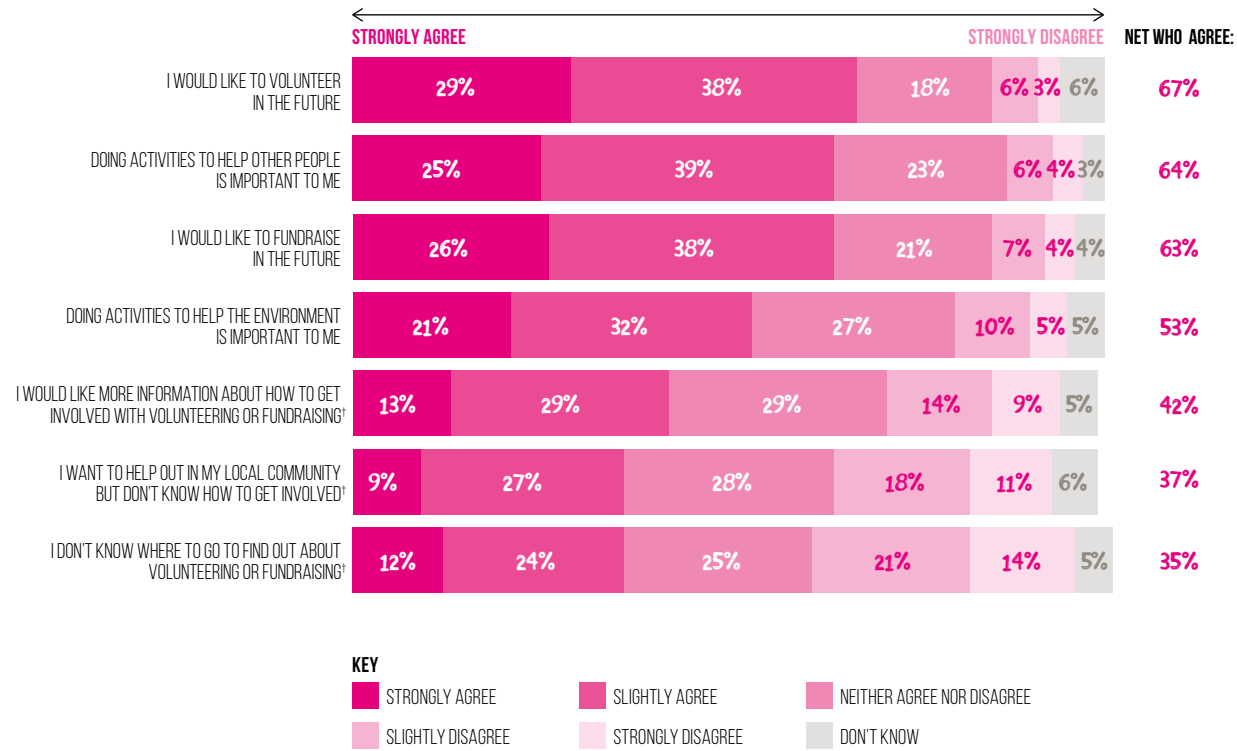


WHAT ARE THE MAIN REASONS YOU VOLUNTEER OR FUNDRAISE?

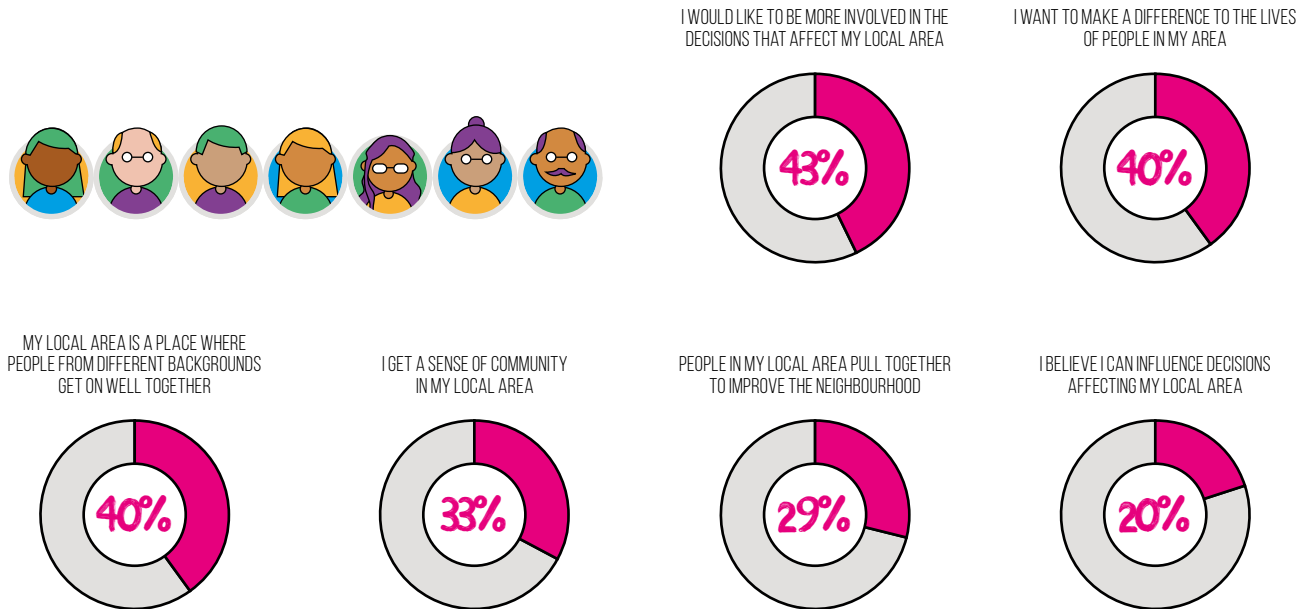


Teens are more likely than adults to have volunteered for a charity or local cause (54% versus 34% of adults).

HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT FUNDRAISING OR VOLUNTEERING FOR CHARITY OR LOCAL CAUSES?

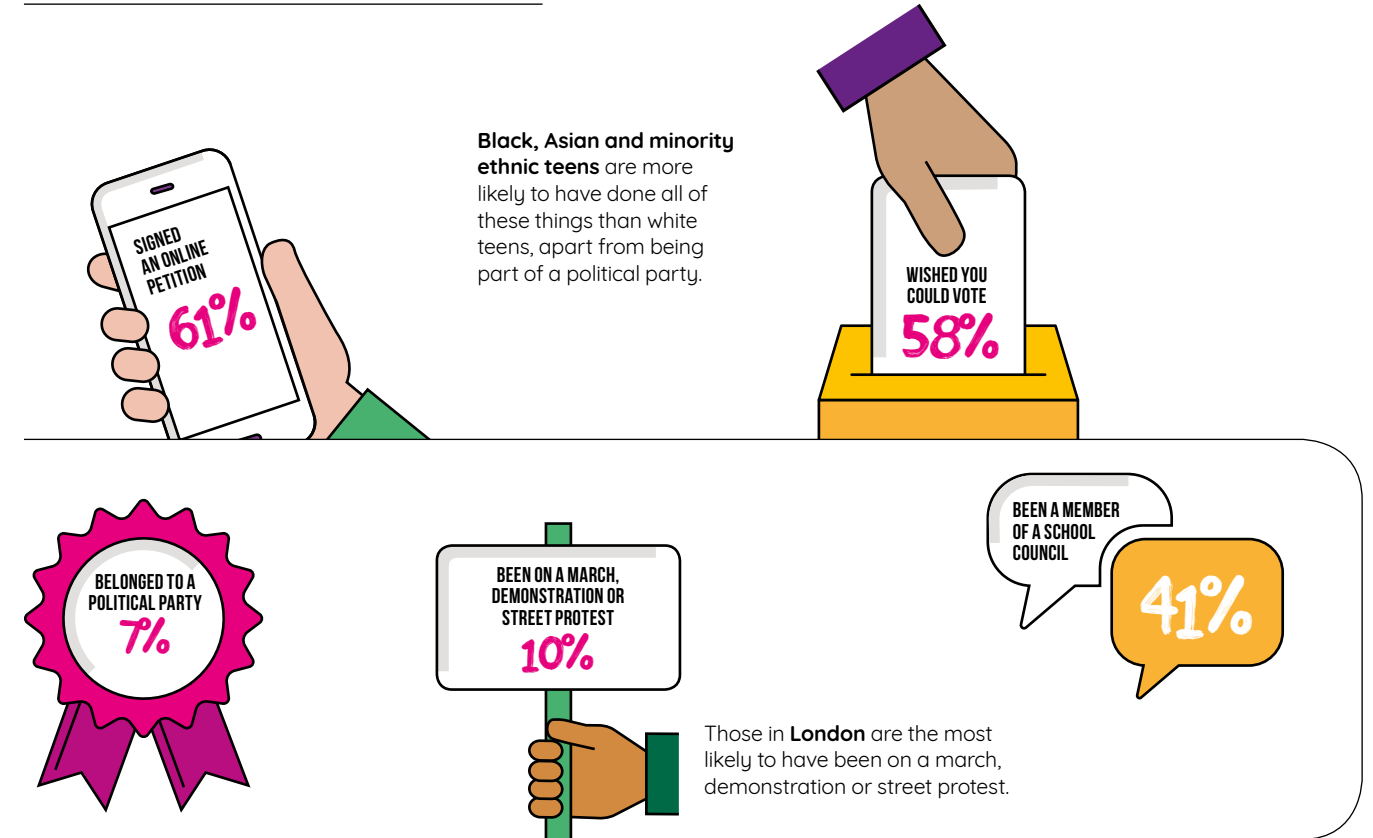


HOW INVOLVED ARE YOU IN YOUR COMMUNITY?*

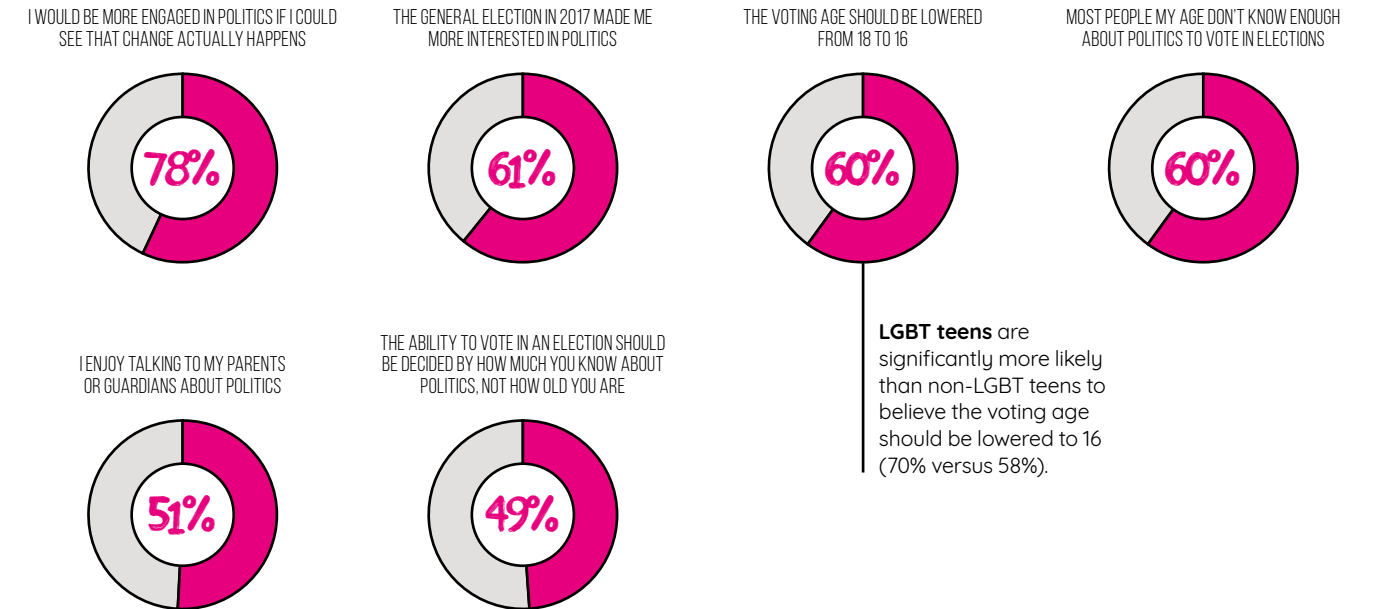


*Total of 'Strongly agree' and 'Slightly agree'

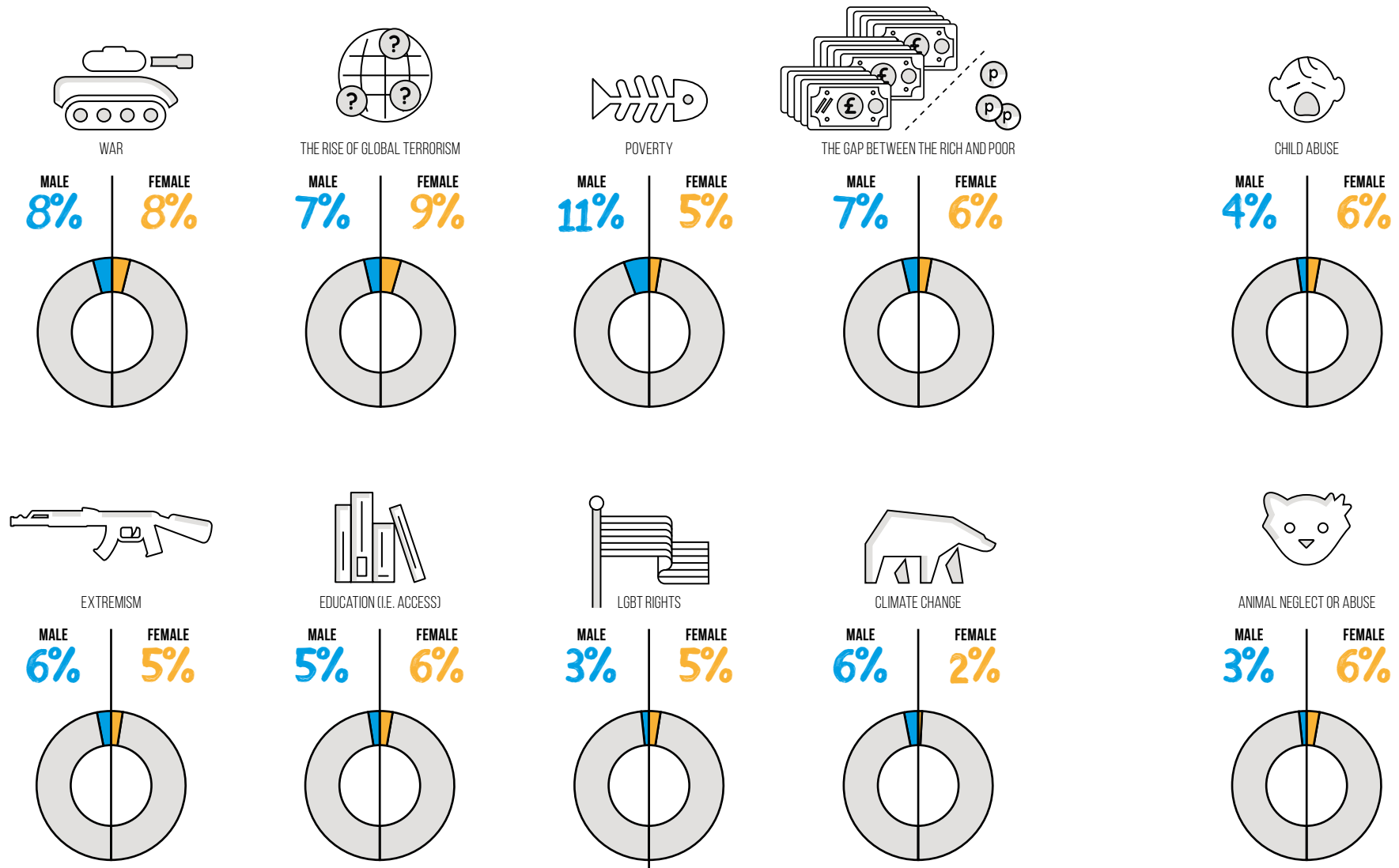
HAVE YOU EVER DONE ANY OF THE FOLLOWING?



HOW ENGAGED ARE YOU WITH POLITICS?*



*Total of 'Strongly agree' and 'Slightly agree'

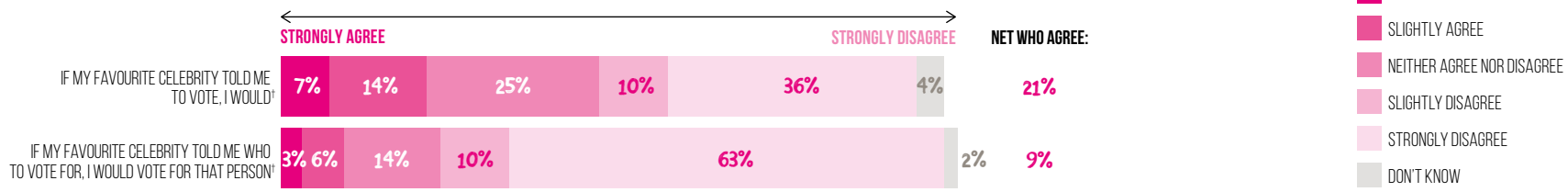


48%
of teens agree they can personally contribute towards the social issue they picked.

LGBT teens are significantly more likely to want to solve the social issue of LGBT rights. They are 23 times more likely to want to solve this issue (23% of LGBT teens compared with 1% of non-LGBT teens).

* Teens were given a list of the top ten social issues. Results exclude teens who could not pick just one.

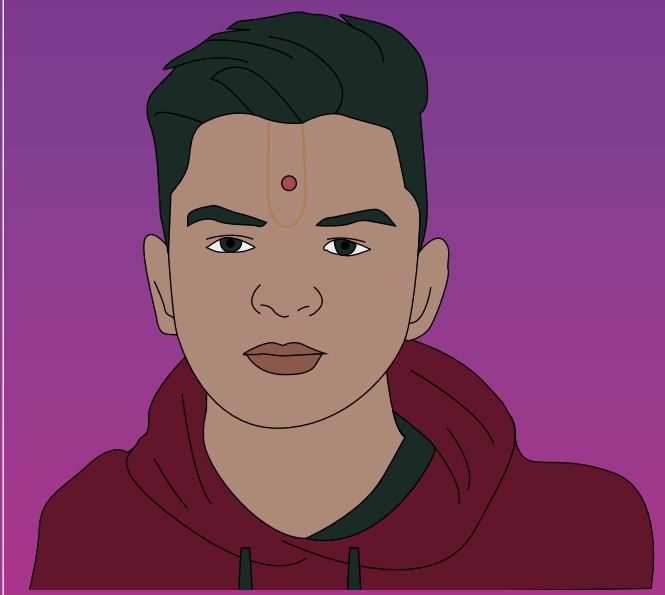
WOULD YOU LISTEN TO A CELEBRITY IF THEY TOLD YOU TO VOTE?



KEY
 STRONGLY AGREE
 SLIGHTLY AGREE
 NEITHER AGREE NOR DISAGREE
 SLIGHTLY DISAGREE
 STRONGLY DISAGREE
 DON'T KNOW

CASE STUDY

CITIZENSHIP: RAJ



"To me, being a good citizen means being a good person," says Raj. "If you can help people, you do. It's about being considerate."

Raj lives in an area of London with high levels of knife crime - which he chose to tackle through an awareness campaign. "Someone from a local school was stabbed and killed," he explains. "So a group of us decided to do something - about an issue that affected us, where we could make a change."

"We created a logo and a slogan ('Drop A Knife To Save A Life'), got support from local businesses to keep costs down, met with local councillors, and spoke to the public, telling them about crime statistics and how they could help."

"People were shocked and shaken by what we told them," continues Raj. "Some shared their own stories. To get publicity, we also went to the local press and appeared on London Live. Overall, it was really successful."

Raj thinks more young people could get involved in social action: "Many of my friends aren't doing much to make an impact in the community. Volunteering in a charity shop is fine, but we need more people out on the front line."

"Adults often say 'You're just a kid - what do you know?'," he adds. "They think we're too young to make a difference. But there are loads of issues in our area - drugs for instance - that older people won't have experienced or don't even know about. So they should take us seriously."

KEY FACTS:
17%
 of all teens are part of a volunteer group.

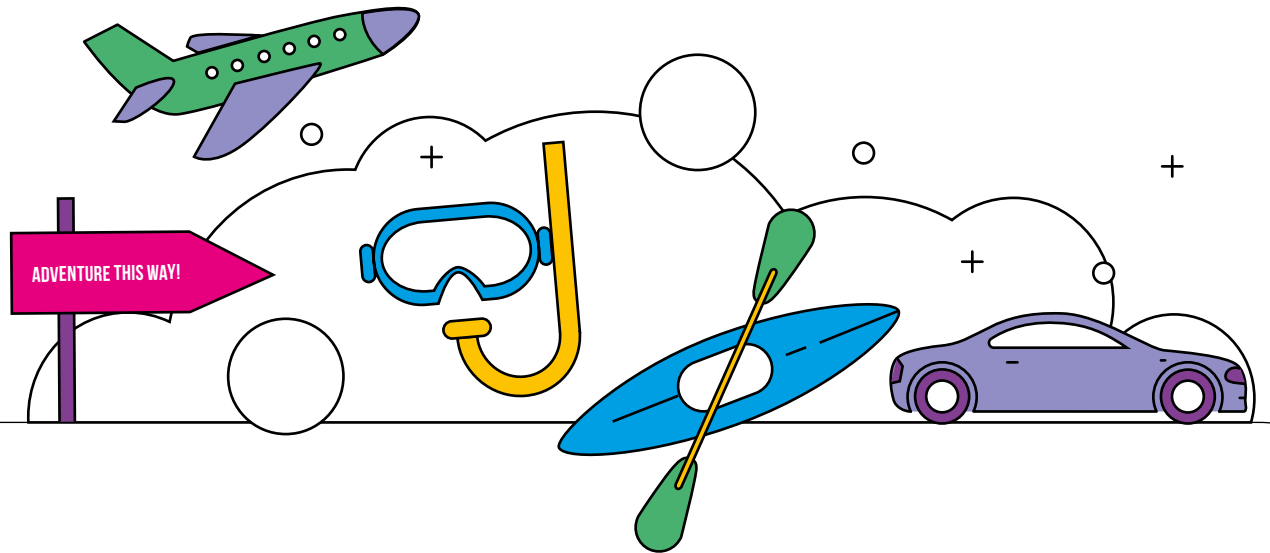
Boys are significantly more likely than girls to want to solve the social issue of poverty and climate change.

ABOUT NCS

From Lancashire to London, and Cornwall to Cumbria, hundreds of thousands of teenagers have had a life-changing experience on NCS. This is their journey.

ADVENTURE

The adventure begins. 16 and 17 year olds from all backgrounds meet on day one of NCS. Together, they embrace the great outdoors: canoeing, rock climbing, hiking and abseiling, channelling their independent spirit and making friends for life.



START
HERE

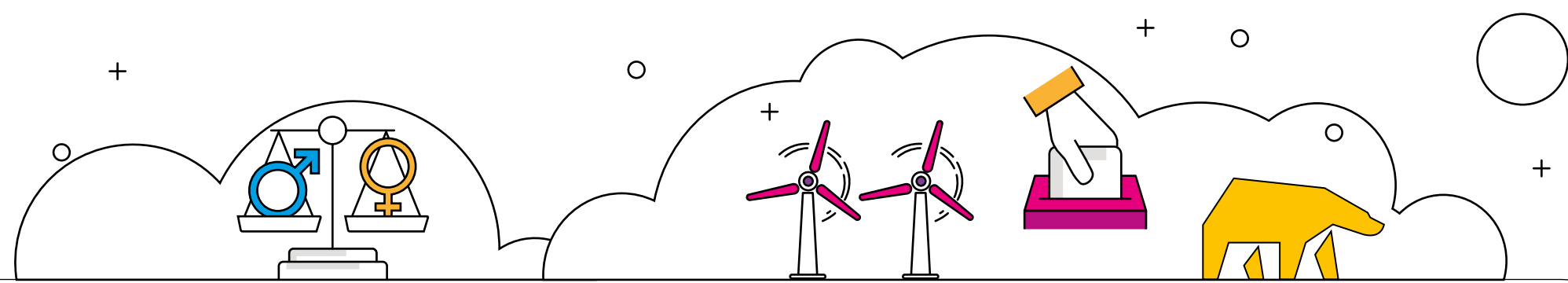


DISCOVERY

Living away from home, NCSers learn to work as part of a team and develop skills for work and life such as cooking, budgeting, project planning and public speaking. Countless teens have seen their confidence, communication and creativity soar.

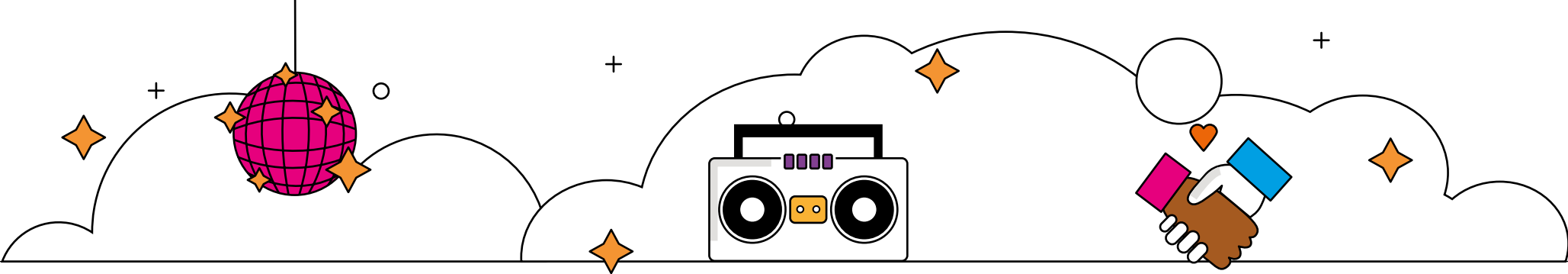
SOCIAL ACTION

Lights... camera... social action! NCSers use the tools, opportunities and respect they've gained on the programme to change the world around them. Every group makes their mark on their community with a social action project they plan and deliver.



CELEBRATION

The NCS celebration event is a chance to recognise everyone's achievements, and a night NCSers will never forget! But the journey doesn't end there: NCS graduates have access to a world of opportunities, allowing them to stay connected with each other, continue to make their mark on their community and make the right start in life. You never really finish NCS - you just become a member of the NCS family!



THANK YOU

TARA KHOO

NCS National Youth Board member

DR ANNA COLTON

Child & Adolescent Psychologist

DR MARC BUSH

YoungMinds

PROFESSOR TONY MCENERY

Distinguished Professor of English Language and Linguistics, Lancaster University

NIZAM UDDIN

Senior Head of Mosaic and Community Integration, The Prince's Trust

VICKY WALLIS

HR Director, Santander UK

POPPY JAMIE

Broadcaster and Entrepreneur

THE RT HON. LORD DAVID BLUNKETT

Non-Executive Director, NCS Trust

NCS GRADUATES

Alex Melling
Ife Omolabi
Blessing Odunyemi
Tabitha Howe
Shania Allsop
Max Barnett
Cheyenne Van Den Berg
Richard Akingemi
Hannah Darroch
Jade Bowler
Kai Fletcher
Raj Jessa

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"WHOEVER YOU ARE,
FORGET THE TEENAGE
STRESS. FOCUS ON
YOUR PRESENT.
GO GET A BURGER."

SARAMARIE, NCS GRADUATE



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