



Ipsos MORI
Social Research Institute

#iwill

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National Youth Social Action Survey

2018

Summary Report

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Contents

Executive Summary 1

Introduction 4

Participation in Social Action 7

Barriers and Enablers to Young People’s Participation 11

Focus on Schools - Their Role in Facilitating Young People’s Participation..... 14

Understanding Young People who are ‘Committed’, ‘Potential’ and ‘Reluctant’ 16

Executive Summary

Executive Summary

The National Youth Social Action research programme, conducted by Ipsos MORI, has run annually since 2014 to inform the #iwill campaign, which aims to make meaningful social action part of life for 10 to 20 year olds across the UK. This report provides the findings from the fifth wave of the survey, which consisted of 2,034 interviews with 10-20 year olds in their homes between October-November 2018; providing a nationally representative sample of young people across the UK.

Key findings

Young people are eager to make a difference in society; the vast majority care about making the world a better place (82%); and believe they can make a difference (74%). This sense of agency¹ in relation to society is associated with higher levels of participation in meaningful social action².

The research also highlighted a **positive relationship between agency within the school environment and participation in meaningful social action**. While only half of young people who are at school report that their voices are heard in planning and organising activities (52%) or that their ideas are taken seriously at school (52%), this increases to seven in ten young people who have taken in meaningful social action during the last twelve month (68% and 70%, respectively). Those from less affluent backgrounds demonstrate low feelings of agency, in relation to society, local community and the school environment, compared with those from affluent backgrounds.

Young people continue to demonstrate an appetite for social action; with almost half of 10-20 year olds classified as 'potential' participants and three in ten classified as 'committed' based on their previous and current involvement, as well as future intention to get involved. The most common motivating factors being 'If I could do it with my friends', as highlighted in previous waves of the research, followed by 'If I could do it at school, college, university or work'.

The barriers to participation are most commonly lack of knowledge: 'I don't know how to get involved/no one has asked me' and 'It never occurred to me to take part'. However, **the influence of peer groups is key;** with a notable increase, since 2014, in the proportion who say they are not participating in social action because their friends 'aren't doing this type of thing'.

Overall rates of participation in social action have remained stable over the last five years, as have rates of meaningful social action. Year-on-year the activity young people have most frequently participated in is 'Fundraising or a sponsored event', with those who participate in social action typically from more affluent backgrounds and in the older age range for the survey (16-20 year olds).

However, **the findings indicate a gradual decrease over the timespan of the research series in the proportion of young people taking part in social action frequently** and a shift in the duration of time spent on social action activities, from longer acts of social action to shorter ones. Over the same period, there has also been a decrease in the proportion of young people recognising the benefit to themselves from participating in social action, and the benefit to others from participating.

¹ A series of statements relating to the positive impact a young person perceives they can make in terms of the world (Q16b), their local community, their school community and the environment (Q11) were included in the 2018 survey to understand further young people's perception of their ability to effect positive change.

² 'Meaningful social action' is defined as those who have: participated at least every few months over the last 12 months in social action, or been involved in a one-off activity lasting more than a day; and recognise that their activities had some benefit for both themselves and others.

Involvement in social action is very much embedded in existing institutions and places (schools, colleges and workplaces) and social groups; friend's involvement is a key motivator and their lack of involvement a key barrier. Initiatives which promote and encourage social action through places of learning and work are key and schools are the starting point. Over the years the study has witnessed an increase in the number of young people stating they do not engage in social action because 'it's not as important as school': Acknowledging that school is a centre for social action is crucial. Messaging can build on the opportunities available within schools, and increase student involvement in the decision-making process behind events and in the planning and organising of activities, to ensure that students feel that their ideas are taken seriously.

Introduction

Introduction

This report draws together the findings from the fifth wave of the National Youth Social Action survey, which was conducted across the UK by Ipsos MORI on behalf of the #iwill campaign.

The National Youth Social Action survey was established in 2014 to measure the proportion of 10-20 year olds taking part in social action across the UK. The survey plays a key role in helping to understand youth social action across the UK and inform the #iwill campaign's strategy and communications. To date five waves of the survey have been conducted, with the most recent wave taking place between October-November 2018.

For the purposes of the campaign, social action is defined as 'practical action in the service of others to create positive change' and covers a wide range of activities that help other people or the environment, such as fundraising, campaigning (excluding party political campaigning), tutoring/mentoring, and giving time to charity.

Background & Objectives

The #iwill campaign was launched in November 2013 under the leadership of HRH The Prince of Wales with cross-party support, with the aim of making social action part of life for as many 10-20 year olds as possible by the year 2020.

As well as raising participation levels for all young people, the #iwill campaign aims to increase the quality of opportunities available and close the socioeconomic gap in participation. The National Youth Social Action Survey tracks the landscape of youth social action across the UK and supports strategy development by providing evidence on the enablers and potential barriers to taking part. The intention is for the research programme to continue until at least 2020.

Methodology

This report is based on the findings of a nationally representative sample of 2,034 10-20 year olds interviewed across the UK from 19th October-12th November 2018.³ Any differences reported are statistically significant (at the 95% confidence level)⁴.

Interviews are conducted face-to-face in respondents' homes. Trained interviewers introduced the survey, gained parental consent for under-16s to participate, and administered the survey. A random location quota design was used in order to achieve a nationally representative sample. The survey took sampling points across the UK, with quotas set in each to ensure regionally and nationally representative samples. Boost sampling was used to achieve a minimum number of interviews in Wales, Scotland and Northern Ireland.

Data are weighted by age within gender, region, and the family socio-economic status. The weights are derived from 2012 census information from the Office of National Statistics. The effect of weighting is shown in the sample profile in the data tables.

The Youth Social Action 2018 survey team cognitively tested several new⁵ and amended questions, on topic areas such as participation in activities at school. The aim of the cognitive testing was to test how respondents interpreted and understood the new questions and to ensure key terminology and concepts are well understood. Some of the new questions were derived from established surveys and, as such, did not need to be cognitively tested.

³ Fieldwork for the previous four waves of the survey was carried slightly earlier in September.

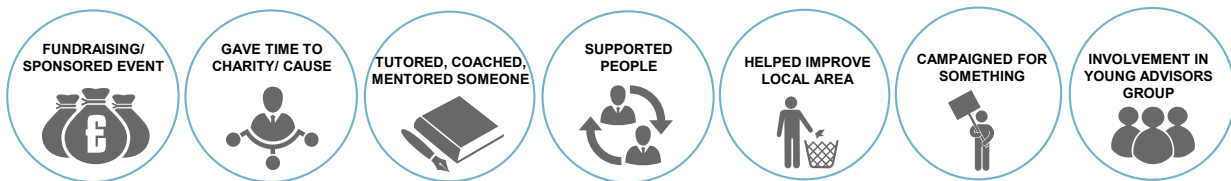
⁴ Refer to the Technical Report (supplied under a separate cover) for more explanation about the statistical reliability of the survey findings)

⁵ New questions added to the 2018 survey were Q3b-d, Q8(6), Q11b-d, Q14a-e, Q15, Q16a-g.

Defining Social Action

Throughout this report reference is made to young people who take part in social action. To identify those participating in social action, respondents are asked to indicate which of the following activities they had done in the past 12 months to help other people or the environment:

Figure 1.1: Social action activities⁶



Young people are also asked if they had donated money or goods within the past 12 months. Although this activity is not classified as social action under the #iwill definition, this is included to ensure that respondents do not miscode donations under other categories, such as fundraising. These responses are not categorised as social action in the report.

A key measure used by the #iwill campaign, and referenced in this report, is ‘meaningful social action’, which encompasses those who have:

- Been involved in social action in the past 12 months
- Participated in social action at least every few months, or did a one-off activity lasting more than a day in the last 12 months
- Recognised both a benefit to themselves *and* others and/or the environment because of their social action

⁶ A new code ‘Involvement in Young Advisors Group’ was added in 2018.

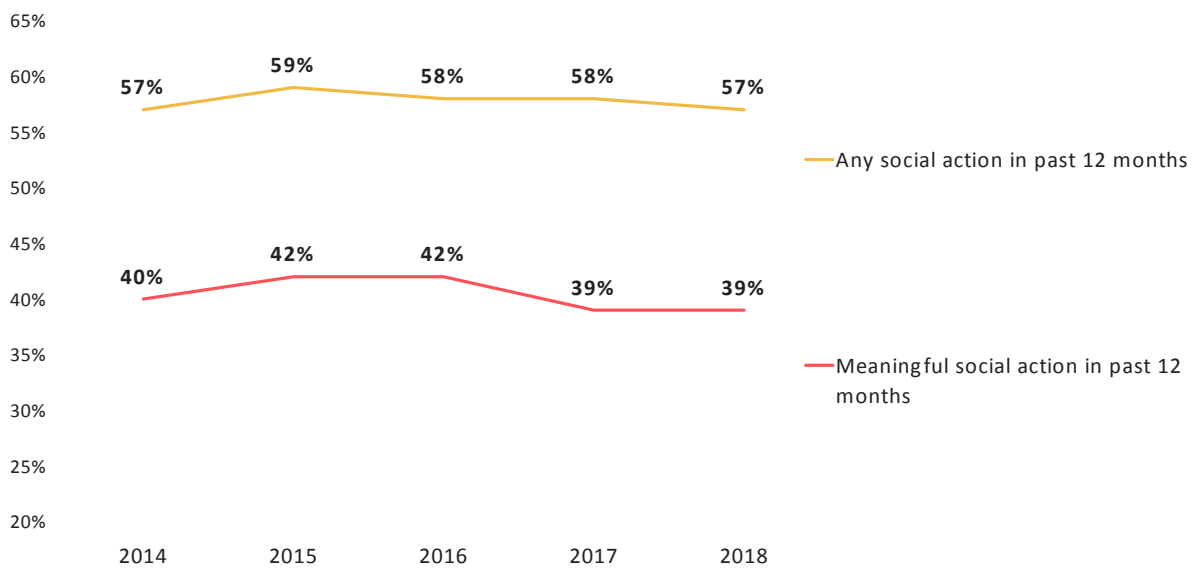
Main Findings

Participation in Social Action

Rates of participation in social action

In the past 12 months 57% of 10-20 year olds have participated in social action, indicating that levels of involvement in social action have remained consistent since the survey started in 2014. Similarly, the proportion of young people taking part in meaningful social action has remained consistent with previous years; 39% of 10-20 year olds in 2018, compared with 40% in 2014.

Figure 1.2: Social action participation rates (2014-2018)



Base: All young people aged 10-20 2018 (2,034) 2017 (2,030) 2016 (2,082); 2015 (2,021); 2014 (2,038)

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How young people participate in social action

As can be seen in the below table, the activities young people most frequently participated in were; 'Fundraising or a sponsored event' (43%), 'Given time to help a charity or cause' (26%) and 'Supported other people who aren't friends or relatives' (23%). The proportion of young people taking part in each type of social action remained largely consistent, year-on-year, apart from giving time to help a charity or cause, with participation levels dropping from 30% in 2017, to 26% in 2018⁷.

⁷ A new code was added to this question in 2018 ('Been involved in Young Advisors Groups'), as such comparisons with previous years should be treated with caution.

Table 1.3: How young people participate in social action

<i>Multiple options young people could choose from</i>	2018	2017	2016	2015	2014
Donated money or goods	60%	60%	53%	54%	59%
Done any fundraising/sponsored	43%	43%	43%	43%	40%
Given time to help a charity/cause	26%	30%	31%	32%	30%
Supported other people - not friends/relatives	23%	23%	27%	28%	25%
Tutored, coached or mentored	17%	18%	20%	21%	17%
Helped improve your local area	16%	15%	15%	16%	14%
Campaigned for something you	8%	8%	11%	10%	10%
Been involved in Young Advisors	6%	N/A	N/A	N/A	N/A
None of these	27%	26%	30%	29%	26%

Frequency of participation

In comparison to 2017 there have been no significant changes in frequency of participation. However, looking further back, the findings indicate a general decline in the proportion of young people taking part in social action *frequently*, i.e. once a week or more; from 22% in 2014 to 18% in 2018. This is consistent with an increase in the proportion who participated less frequently i.e. 'every few months or more'; from 24% in 2014 to 31% in 2018.

Differences in participation by sub-group

Just over a third of young people who participate in social action, have done so at least once a month or more in the past 12 months (36%). This group tend to be:

- Those from more affluent backgrounds: 40% of young people from socio-economic group ABC1 participated once a month or more, compared with 30% of young people defined as C2DE⁸.
- Those from older age groups: 46% of 16 – 20 year olds participated at least once a month, compared with 28% of 10-15 year olds. This is consistent with the finding that young people in college, university or a workplace are more likely to participate once a month or more, compared with those in school.

Analysing the findings by type of social action demonstrates how young people who in the past 12 months have tutored, coached or mentored someone are more likely to say they have participated in social action at least once a month during that period (61%, compared with 36% overall).

The survey findings suggest a shift in the duration of time spent on social action activities. The proportion of young people who say that they usually spend between a few days and a month for each occurrence of social action, has decreased (from 20% in

⁸ Social grades A, B and C1 are the middle class socio-economic grades, whereas grades C2, D and E are the working class socio-economic grades. Please refer to the methodology section in the technical report for more details on defining social grade.

2014, to 16% in 2018), while the proportion of those participating for a whole day or less has increased (from 70% in 2014, to 78% in 2018).

Differences by sub-group are shown by age and type of activity:

- The younger age group (10-15 year olds) were more likely to participate in social action for a whole day or less, in comparison to the older age group (82% and 73%, respectively). Those aged 16-20 years who participate in social action were more likely to do so for a continued period of a few months or more (nine per cent, compared with four per cent of 10-15 year olds).
- Sustained activity, for example, over the course of a few months or more was more common among those who are campaigning for something they believe in (14%).

Who's taking part in meaningful social action?

In the last 12 months 39% of young people have participated in meaningful social action. As shown in Figure 1.2 above, this is consistent with previous years, as is the profile of those taking part in meaningful social action. For example, girls remain more likely than boys to participate, although the gap is less significant in 2018 (40% for girls 2018, compared with 37% for boys 2018). Those from the most affluent backgrounds were more likely to have taken part in the past year, compared with those from less affluent backgrounds (45% of those defined as ABC1, compared with 31% defined as C2DE). A difference in participation by ethnicity was noted in 2015 and 2016, but is not apparent in the 2018 findings.

Young people who have taken part in meaningful social action were more likely to be committed to taking part in activities to benefit other people or the environment in the next 12 months. Overall, three in five young people (60%) say they are 'likely', compared with 93% of those who have been involved with meaningful social action. Furthermore, half of those who have taken part in meaningful social action were more likely to say they 'definitely will' take part in the next 12 months (49%) compared with 25% of young people overall.

Differences in participation by agency

Young people who have taken part in meaningful social action have a significantly higher sense of agency⁹ than those who had participated infrequently in social action over the past 12 months, those who had participated more than 12 months ago, and those who had never participated. As shown in the table below:

⁹ A series of statements relating to the positive impact a young person perceives they can make in terms of the world (Q16b), their local community, their school community and the environment (Q11).

Table 1.4: Statements on agency by type of activity

	All young people (aged 10-20)	Taken part in meaningful social action	Taken part in last 12 months	More than 12 months ago	Never
<i>Base size</i>	(2,034)	(726)	(1,066)	(306)	(611)
<i>To what extent do you think you can have . .</i>					
Positive impact on local community – ‘A lot/fair amount’	36%	59%	53%	20%	12%
Positive impact on your school community ‘- A lot/fair amount’	36%	57%	52%	17%	13%
Positive impact on the environment’- A lot/fair amount’	48%	65%	60%	39%	26%
<i>To what extent do you agree or disagree . .</i>					
I believe I can make a difference in the world – ‘Agree’	74%	91%	88%	63%	50%

Further analysis demonstrated that young people who have a higher sense of agency tend to be:

- *Female*: Girls demonstrate consistently higher agency than boys in regards to impact on their local community, their school community, the environment and making a difference in the world. Girls are more likely to believe that they can have a positive impact on their school community (40% of girls say ‘a lot/a fair amount’, compared with 32% of boys) and the environment (51% of girls, compared with 44% of boys).
- *Those from more affluent backgrounds* (ABC1) as this group score significantly higher on all agency statements listed above, when compared with those from less affluent backgrounds (C2DE). This pattern becomes more salient when social class is broken down further with AB scoring significantly higher than C1, C2, and DE on all agency statements listed above, except for ‘positive impact on the environment’ which scored significantly higher than C2 and DE but scored similarly to C1.
- Those who reported ‘never’ feeling lonely. This group scored significantly higher on all agency statements listed above when compared with those who reported ‘always, sometimes’ feeling lonely, and those who reported ‘sometimes/occasionally’ feeling lonely.

Barriers and Enablers to Young People's Participation

To identify both barriers and enablers, young people who had not been involved in any social action and those who had only donated money or goods, are asked for reasons why they had not participated in social action over the past 12 months and what would encourage them to take part in the future.

Barriers to social action

For those who had not participated in social action in the past 12 months, the most common reasons given are 'I don't know how to get involved/no one has asked me' and 'It never occurred to me to take part' (both mentioned by 35%). Three in ten young people simply say 'I'm not interested' (31%).

There are some notable changes, since the survey started in 2014, in reasons given for not taking part¹⁰; specifically, in terms of increases in the proportion of young people who say 'My friends aren't doing this type of thing' (nine per cent in 2014, compared with 27% in 2018), 'I don't know how to get involved/no one has asked me' (18% in 2014, compared with 35% in 2018) and 'I'm not interested' (20% in 2014, compared with 31% in 2018). There has also been a significant increase in the number of young people stating they don't engage in social action because 'it's not as important as school' (five per cent in 2016¹¹, compared with 10% in 2018), highlighting the importance of embedding youth social action within schools.¹²

Differences in barriers to social action by sub-group

Analysing the findings for those who have not done any social action in the past 12 months indicates that barriers to participating in social action vary by the following sub-groups:

- Young people from more affluent family backgrounds cite reasons such as 'Don't have enough time' (30% of ABC1s, compared with 17% of C2DEs), and 'It's not as important as school' (24% of ABC1s, compared with nine per cent of C2DEs). While young people from less affluent backgrounds were more likely to say 'I'm not interested' (36% of C2DEs, compared with 25% ABC1s), and 'It never occurred to me' (40% of C2DEs, compared with 30% ABC1) as reasons for not participating.
- Those in the younger age groups (10 – 15 year olds) were more likely to select 'I don't know how to get involved/no one has asked me' as a reason for not participating (46%), compared with 16 – 20 year olds (23%), and 'My friends aren't doing this type of thing' (37% of 10-15 year olds and 16% of 16-20 year olds. Whereas, 16-20 year olds were more likely to report 'I'm not interested' as a reason for not participating (35% of 16-20 year olds, compared with 27% of 10-15 year olds.)
- Young people from black and ethnic minority groups¹³ were more likely to suggest that they 'Don't have enough time' to participate in social action, than young people who are white (34% and 21%, respectively) and feel that 'It's not as important as school' (32%, and 13%, respectively).

¹⁰ Caution should be taken in interpreting differences over time as additional codes are included for respondents to select in the 2016-2018 surveys.

¹¹ Code first included in 2016.

¹² A new code ('It's not as important as school') was added to this question in 2016, as such comparisons with previous years should be treated with caution.

¹³ Note that this difference, although statistically significant, is based on a small sample size for BME respondents (N=70).

- When asked why they had not taken part, young people who say they feel lonely 'Always/Often'¹⁴ were more likely to say; 'It never occurred to me' (52%) than those who 'never' feel lonely (31%); 'My parents/carers haven't encouraged me to do so' (11%, compared with two per cent); and 'I don't think it would be worthwhile' (nine per cent, compared with two per cent).

Enablers of social action

The most common factor, which would motivate young people to participate in social action in the future is 'If I could do it with my friends' (mentioned by 23%). Since the question was first asked in 2016, this has been the most common response¹⁵. The other most frequently mentioned enablers are 'If I could do it at school, college, university or work' (12%) and 'If it related to my interests e.g. sports/drama' (nine per cent).

However, a quarter of young people who have not taken part in social action in the past 12 months say that nothing would encourage them to participate/ they are not interested (24%).

Differences in enablers to social action by sub-group

There are differences in response by sub-group in terms of gender and age:

- Boys were more likely than girls to say 'Nothing/ not interested' (27%, compared with 19%) when asked what would encourage them to participate, as were 16-20 year olds (27%) compared with 10-15 year olds (20%). Similarly, young people from less affluent backgrounds were more likely to say 'Nothing/ not interested' (29% of C2DEs, compared with 19% of ABC1s).
- By age, 10-15 year olds were more likely than 16-20 year olds to say they would be encouraged 'If it was easier for me' (31% and 21%, respectively) and 'If I had more encouragement' (38% and 19%, respectively)

While the routes through which young people get involved in social action has largely remained the same, there has been a significant increase since 2017 in the proportion of young people who have become involved through their family (20% in 2018, compared with 15% in 2017). However, school remains the key enabler of participation (60%).

Recognising the benefits of social action

The importance of promoting the likely benefits of social action as an enabler to increasing participation among those already involved (as well as those who are not yet involved, or who have limited involvement) has been highlighted in previous studies. However, the current study suggests a gradual decrease over the timespan of the research studies in the proportion of young people recognising the benefit to themselves from participating in social action (88% in 2014, compared with 73% in 2018), and a decrease in the proportion of young people recognising the benefit to others from participating (85% in 2014, compared with 75% in 2018).

- Young people from more affluent backgrounds were more likely to recognise the benefit to themselves from participating in social action than those from less affluent backgrounds (76% of ABC1s, compared with 69% of C2DEs).
- Young people who are white were more likely to recognise the benefit to others from participating in social action than those from black and ethnic minority groups (77%, compared with 65%).

¹⁴ Note that this difference, although statistically significant is based on a very small sample size for those feeling lonely 'Always/Often' (N=42).

¹⁵ Several new codes were added to the list of possible responses in 2018, as such year-on-year comparisons should be treated with caution.

- Young people who report 'never' feeling lonely were more likely to recognise the benefit to themselves from participating in social action than those who report feeling lonely 'Always/Often'¹⁶ (80%, compared with 66%). Similarly, young people who report 'never' feeling lonely were more likely to recognise the benefit to others from participating in social action than those who report feeling lonely 'Always/Often'¹⁷ (81%, compared with 64%).

¹⁶ Note that this difference, although statistically significant is based on a small sample size for those feeling lonely 'Always/Often' (N=61).

¹⁷ Note that this difference, although statistically significant is based on a small sample size for those feeling lonely 'Always/Often' (N=61).

Focus on Schools - Their Role in Facilitating Young People's Participation

School is the main route to participation in social action (60%), this has remained consistent over time. To explore the role of schools further, the fifth wave of the National Youth Social Action Survey included additional questions for those currently in formal education¹⁸.

Reasons for taking part in social action at school

Among young people that participated in social action through school, 36% did so because the whole school was taking part, 30% were specifically asked by a teacher or member of staff, and 26% because the whole class participated. Just under a quarter of young people put themselves forward/ nominated themselves to participate (23%).

Young people's sense of agency in relation to their school

Young people who take part in meaningful social action show consistently higher agency; they are more likely to nominate themselves to take part in an activity, than those who have taken part in just one activity in the last 12 months (26%, compared with 13%) and take part because they 'wanted to', when compared with those who participated infrequently over the last 12 months (63%, compared with 47%).

In contrast, those who participated infrequently in social action are more likely to say they had taken part because they 'had to' (12%, compared with five per cent of the meaningful social action group).

In 2018, young people were asked to consider the extent to which they agree or disagree with a series of statements about pupil's, and their own, role within their school. As shown in the table below, those who are categorised into the meaningful social action group are significantly more likely to strongly agree/agree with the statements than those who had participated infrequently over the past 12 months, those who had participated more than 12 months ago, and those who had never participated. This suggests that young people who have taken part in meaningful social action have higher agency in relation to the school environment than any other group.

¹⁸ Identified by their response to question on 'School/ Work status' in the demographic section of the questionnaire.

Table 1.7: Statements on agency by type of activity, showing % of those who 'Strongly agree/ agree' for each

	All young people at school	Taken part in meaningful social actions	Taken part in last 12 months	More than 12 months ago	Never
<i>Base size</i>	(1,119)	(406)	(637)	(126)	(326)
At our school, pupils have a say in planning and organising school activities and school events	52%	68%	63%	42%	28%
At our school, pupils have a lot of chances to help decide and plan school projects	51%	63%	62%	47%	27%
At our school, pupil's ideas are treated seriously	59%	71%	68%	56%	37%
At our school, my ideas are taken seriously	52%	70%	64%	43%	28%
I feel like I belong at this school	73%	83%	80%	69%	54%

Young people's attitudes towards their role and involvement in their school also differ by gender and socio-economic group:

- Young people from affluent backgrounds (ABC1) are significantly more likely to agree with all statements than less affluent participants (C2DE). The widest variations in opinion relates to the perception of pupil's ideas being taken seriously and having the opportunity to plan school projects. Two thirds of young people defined as social class ABC1 (65%) feel that pupil's ideas are treated seriously at their school, compared with half of those from social classes C2DE (51%). Approaching three in five (57%) pupils from socio-economic group ABC1 say that at their school there are opportunities to help decide and plan school projects, compared with 45% of those from C2DE groups.
- Girls are more likely to agree that 'At our school, pupils have a say in planning and organising school activities and school events' (55%, compared with 48% of boys) and 'I feel like I belong at this school' (75%, compared with 70% of boys).

Understanding Young People who are ‘Committed’, ‘Potential’ and ‘Reluctant’

Encouragingly, most young people (60%) feel that it is likely that they will participate in social action in the next 12 months, with 25% of these saying they ‘definitely will’. However, a quarter (24%) say they are not likely to take part.

Using this indicator, alongside current/ previous reported involvement in social action, young people are classified into three groups for the purposes of this study: committed, potential and reluctant. These three groups were defined in collaboration with #iwill partners, to better target activity and strategy, and to support more young people to take part in social action. This analysis was first carried out on the 2016 data.¹⁹

Table 1.5: Groupings of young people based on current, previous and future social action participation.

Reluctant: 24%	Potential: 47%	Committed: 29%
<p>Reluctant to engage in social action: This group are defined by the fact that they are unlikely to do social action in the next 12 months. The ‘Reluctant’ group includes those who are currently participating, but is dominated by those who have not participated in social action in the past 12 months. ‘Reluctant’ are more likely to say ‘It never occurred to me’ and ‘I am not interested’ when asked what prevented them from taking part in social activities in the past 12 months, compared with those defined as ‘potentials’.</p>	<p>Interested or uncertain about doing (more) social action: ‘Potentials’ are likely to do social action in the next 12 months, or don’t know if they will. It includes those who are currently doing social action as well as those who have never done so. Factors such as social action activities coinciding with activities they already do (e.g. sport) are more likely to have held this group back from taking part in the past 12 months, than those defined as ‘Reluctant.’ However, the main reason is that they don't know how to get involved/ have not been asked.</p>	<p>Strong commitment to social action: This group has done meaningful social action in the past 12 months, has a history of participation prior to that, and are likely to do more social action next year. They are more likely to feel that both they and other people/ the environment have personally benefitted ‘a lot’ from the activities they have taken part in, compared with other groups.</p>

The proportion of young people classified as ‘reluctant’ and ‘committed’ has changed since 2016; reflecting the significant decline in young people who say they are likely to do activities to benefit other people or the environment in the next 12 months: In 2016, a third of young people (34%) were defined as ‘committed’, compared with 29% in 2018. In contrast, the proportion of young people defined as ‘reluctant’ has increased from 17% in 2016 to 24% in 2018.

Differences in characteristics of ‘reluctant’, ‘committed’ and ‘potential’ groups

Table 1.6 illustrates differences in the characteristics of young people classified as ‘committed’, ‘potential’ and ‘reluctant’, notably by gender, age and socio-demographic group. The findings highlight how those classified as ‘Reluctant’ are more likely to be male and older, while the ‘Potential’ group are more likely to be younger (aged 10-15 years). Young people classified as ‘Committed’ tend to be from more affluent backgrounds, as noted in previous waves of the survey. The below table illustrates the interaction between agency and grouping.

¹⁹ The results of this analysis for 2016 can be viewed on the #iwill website: <https://www.iwill.org.uk/tag/research/>

Table 1.6: Profile of committed, potential and reluctant groups*

% of characteristic within each group	Reluctant	Potential	Committed
<i>Base:</i>	(496)	(946)	(592)
Male	56%	50%	50%
Female	44%	50%	51%
Age 10-15	43%	57%	52%
Age 16-20	57%	43%	48%
More affluent (ABC1)	45%	55%	66%
Less affluent (C2DE)	55%	45%	34%
White	89%	84%	86%
BME	12%	16%	14%
Urban	70%	76%	76%
Rural	30%	24%	24%
Personal benefited from social action ('A lot')	11%	30%	42%
Other people/environment benefited from social action ('A lot')	12%	36%	50%
Positive impact on local community ('A lot')	1%	8%	24%
Positive impact on the environment ('A lot')	4%	16%	29%
I believe I can make a difference in the world ('Strongly agree')	10%	20%	41%

*Blue circles in the table above highlight the key characteristics of each group, where statistical differences exist.

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