

WHO IS GENERATION NEXT?



Working with children,
for children

CONTENTS

PAGE 3
FOREWORD

PAGE 4
INTRODUCTION

PAGE 6
1 THE LADDER OF OPPORTUNITY

PAGE 10
2 AN OPTIMISTIC, BUT REALISTIC GENERATION

PAGE 14
3 TOMORROW'S VOTERS

PAGE 18
4 WHAT GOVERNMENT SHOULD BE DOING

PAGE 23
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FOREWORD

For over 50 years, the National Children's Bureau has strived to ensure that the voices of children are heard and acted upon in decisions that affect them, their communities and their country. Starting work in 1963, the organisation has seen generations of children grow and develop through childhood and adolescence and into adulthood. Many of the challenges facing these children and their families have remained the same over the half century – coping with poverty and disadvantage, facing experiences of physical, sexual and emotional abuse, or adapting to changing expectations in education and employment. However, each generation will experience childhood in the context of unique social and economic conditions, and will be able to shed new light on what it is really like to grow up 'today'.

For this reason, it is so important that we regularly take stock of what children and young people tell us matters to them and their peers. This research, by NCB and Ipsos MORI, is the first to give us a broad understanding of the views, concerns and values of Generation Next – today's children and young people born at the turn of the Millennium.

These 11 to 16 year-olds, growing up in the context of significant economic challenges and with the proliferation of new technology, share some of the concerns of their parents' generation. Across the generations, crime, activities for young people and street cleanliness are identified as local priorities. However, they have their own challenges too. They are anxious about getting good grades and a job when they leave school, about their appearance and about their parents working too hard. Many believe it will be harder for them to buy a house or get a job than it was for their parents. In fact, only a minority of Generation Next think life will be better for them than it was for their parents.

At the same time we see real hope for a future society led by these children. The majority believe that gender and ethnicity does not pose a barrier to getting a good job, and hopefully they will hold to that belief as future employers and employees. Nevertheless, many still think getting a well-paid job will be easier for those with a rich family or who went to private school.

Many children and young people believe 16 and 17 year-olds should have the opportunity to vote. However, the research shows that the majority are undecided about their political allegiances. It may be that we are moving away from a political culture dominated by party loyalty and identity politics, and towards a more independent culture in which individual issues matter more than party allegiance. These children and young people have much to tell those who lead this country. Like adults, they want to see health services and education at the top of the national agenda.

All political parties and those with influence should take heed. These are the future voters – many will vote in the 2020 election and some of their Scottish peers will vote in this year's referendum. Politicians across the political spectrum should make the 2015 General Election and the next five year term of government the one where Generation Next is heard and valued.



Baroness Tyler of Enfield
President of
the National
Children's Bureau

INTRODUCTION

Each generation is united by a set of experiences and wider social values they share in common with their immediate peers. These experiences and values shape their views, their behaviours and their attitudes, and make them distinctly different to generations born before and after them. We define each generation by the era they were born in and, in this sense, Generation Next is no different.

WE CAN DEFINE THE GENERATIONS AS:

2005	Generation Next Born after 1995
1995	Generation Y 1980-1995
1985	Generation X 1966-79
1975	Generation X 1966-79
1965	Generation X 1966-79
1955	Baby Boomers 1945-65
1945	Pre-war before 1945

FIGURE 1

Meet Generation Next. Born around the turn of the millennium and raised in the noughties, they are the generation soon to become the youngest adults of our society.

Generation Next has been born into an advanced technological era; their lives are on the internet. They are the first generation to be considered digital natives. They live in a world of smartphones, tablets and high-speed wireless connection, which accumulate the world's wisdom at their fingertips and makes them the most information-intensive generation yet. That is not to say their lives, so far, have been easy: Generation Next have been raised in a world which faces the prospect of terrorism on a global and domestic front post 9/11, that has experienced unrest throughout the Middle East, and lives with an economy on the verge of collapse. Looking ahead, in their lifetime, they are likely to face the repercussions of overpopulation, global warming and overconsumption of natural resources.

These young people cannot vote, and they often struggle to be heard within communities and institutions. However, society should pay attention. Generation Next are the future of Britain, they are tomorrow's voters and workforce. Their opinions, now and in adulthood, will no doubt change society.

Over the past year Ipsos MORI has developed a major programme of work on generational differences and the implications for public policy

and politics. The research has focused on Generation Y, Generation X, Baby Boomers and the Pre-war generation. Here we, with the National Children's Bureau, extend that programme further to examine the views of 11-16 years olds, or 'Generation Next'.

In this report we look at Generation Next's views on future career prospects and perceived barriers to getting a well-paid job. We also examine young people's engagement with politics and their thoughts on lowering the voting age. Lastly, we explore the issues that young people consider to be priorities in regards to what the government should be tackling in their local area, and how the government should be spending money nationally.

These are the key findings from the 2014 Young People Omnibus Survey of secondary school pupils, carried out by the Ipsos MORI Social Research Institute on behalf of the National Children's Bureau. The Young People Omnibus provides a snapshot of the experiences and aspirations of young people attending state schools in England and Wales today. Overall, 2,734 pupils aged 11-16 in curriculum years 7 to 11 participated in the research between 03 February and 10 April 2014. We also gave a small sample of young people, including members from Young NCB¹, an opportunity to reflect on the findings of this research and some of their responses have been included as quotations in this report.

1 THE LADDER OF OPPORTUNITY



Research with young people suggests that they have high aspirations for their careers, which begin to form at a young age². However, high aspirations are sometimes dampened by concerns about disadvantage or their own circumstances³. Studies suggest that despite successive government attempts to promote social mobility there are still big divides in earnings and education by ethnicity, and there is an enduring, if narrowing, gender divide, with over 60 percent of low paid workers being female⁴.

We wanted to explore these issues amongst 11-16 year olds, to find out whether possible areas of discrimination such as gender, ethnicity or background affect their views on equality of opportunity in the workplace.

Our research suggests that Generation Next are fundamentally optimistic about equal opportunities in the workplace. The great majority of this generation do not see ethnicity or gender holding them back from gaining employment. In fact, this generation firmly believes in Britain as a meritocracy: 84% say that it doesn't matter what background you are from, anyone can be a success in life if they try hard enough. Likewise, 72% of young people are confident that they will be able to do what they want after leaving school at 16 or 18⁵.

Despite this overall optimism, it's interesting to note that this generation considers coming from a wealthy family and / or having a private education as far more significant sources of inequality than either ethnicity or gender.

Three quarters of young people (73%) believe that it doesn't make a difference whether you are from a black or ethnic minority group or white in terms of getting a well-paid job. Just one in nine (11%) express concern that ethnicity continues to play a role in determining your chances of getting a well-paid job and think it is easier to get a well-paid job if you are white.

This overall picture of optimism in regards to racial discrimination hides the views of young people from ethnic minority groups, a fifth (20%)

of whom believe that it is easier to get a well-paid job if you are white. Looking at the figures in detail illustrates that this is a particular issue for young people who describe themselves as black, a third (34%) of whom think it is easier to get a well-paid job if you are white compared with 14% of Asian young people and nine percent of white young people.

That said, our findings suggest that young people from ethnic minority groups regard the job market as a more positive place for them than it was for their parents. More young people from an ethnic minority group think that it will be easier for them to get a successful / well-paid job than it was for their parents (32% say it will be easier, compared with 22% who say it will be harder).

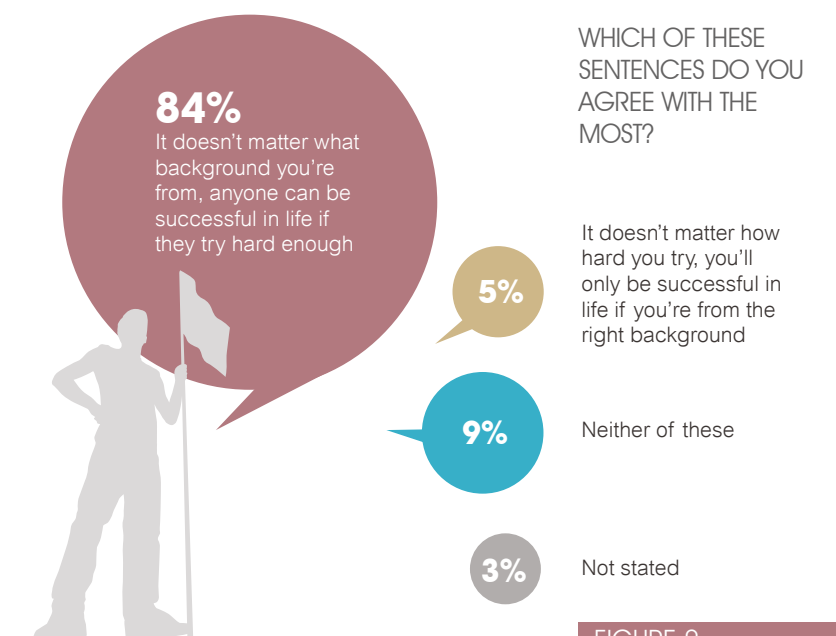


FIGURE 2

FIGURE 3

While there has been a significant rise in the percentage of women in employment, from 53% in 1971 to 67% in 2013⁶, ONS figures published in 2013 indicate that the gender pay gap⁷ may have widened for the first time in five years. However, the majority of 11-16 year olds (74%) do not see gender as a factor that would hold them back from getting a well-paid job. Only 13% of young people believe that it is easier to get a well-paid job if you are a man.

The survey also examined young people's views on the effect that family background may have on career opportunities. This is most likely to be seen as an advantage in regards to getting a well-paid job; over a third (35%) believe that it is easier to get a well-paid job if you are from a rich family; only 51% feel that it doesn't make a difference.

Once again, young people in their last year of secondary education are more likely to highlight this issue as something that would affect equality of opportunity in the workplace: 40% of 15-16 year olds think that coming from a rich family will help to secure a high-paid job, compared with 28% of 11 year olds.

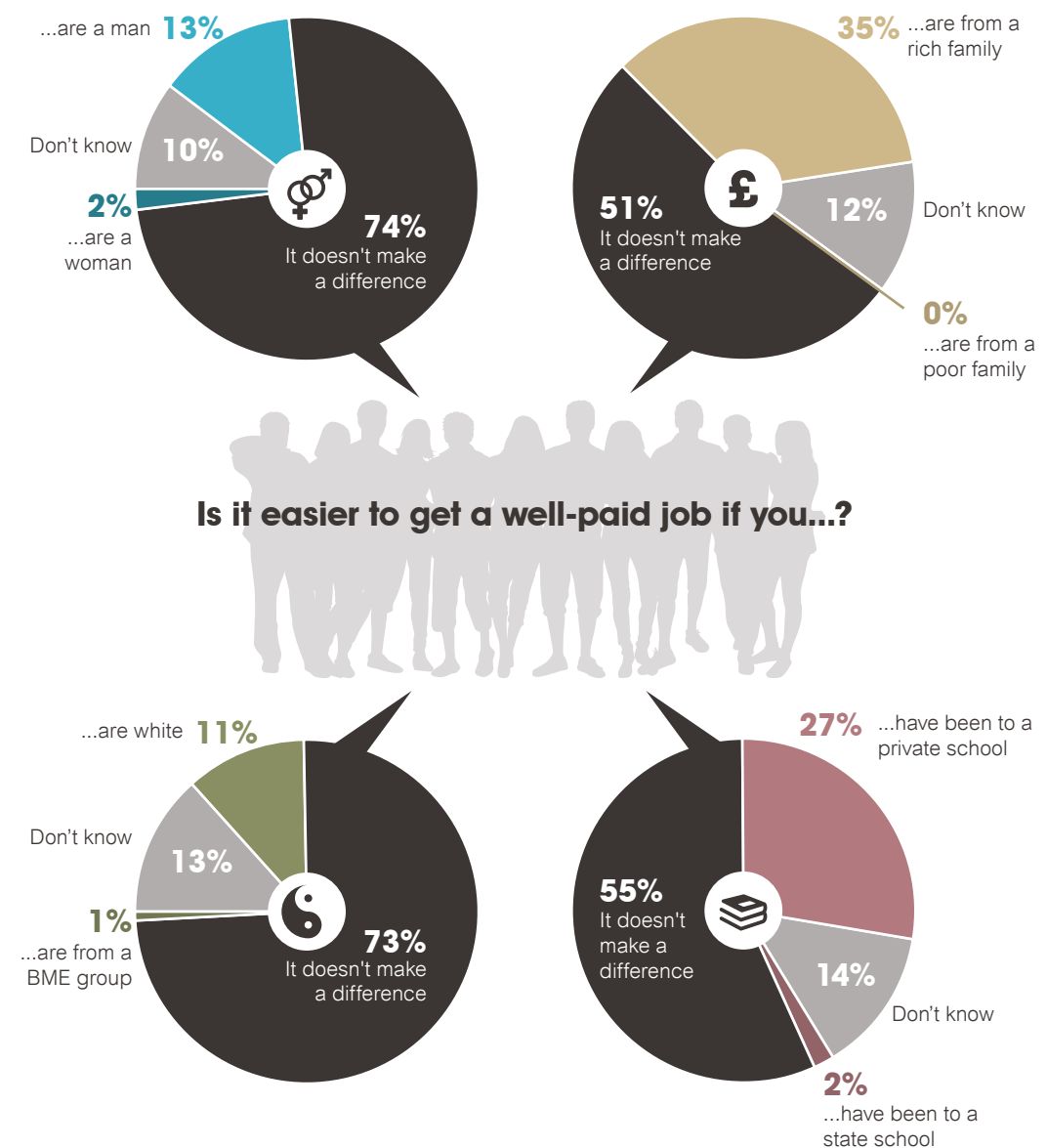
In line with the possible advantages afforded to young people from rich families, over a quarter (27%) believe that it is easier to get a well-paid job if you have been to a private school. Young people in their last year of secondary school (i.e. those in year 11) are more likely to think that private education will make it easier to get a well-paid job (35% of 15-16 year olds say this, compared with 12% of 11 year olds). It is worth bearing in mind this comes from the perspective of state school pupils, as private schools were not included in this research.

Across the board, young people who feel that they are not *currently* doing very well in school are less optimistic that it's a level playing field when it comes to getting a well-paid job. Possibly reflecting concerns about their own academic progress they are more likely to highlight the importance of: being a man (18%); being from a rich family (42%); being white (18%) and receiving a private education (35%).

“If you work hard at school you should have the same chance as anyone. Although... if you were from a private school you might have more opportunities and or connections which could help in securing a job.”

young person aged 12

Concerns about gender inequality in the workplace are more widespread amongst girls, but the difference between boys' and girls' views is perhaps less significant than expected (16% of girls think that it is easier to get a well-paid job if you are a man, compared with 11% of boys). There is, however, a clear shift in opinion as children get older, with 15-16 year olds more likely to think that it is easier for men to get a well-paid job, than it is for women (18% of 15-16 year olds, compared with 8% of 11 year olds).



In examining all of the issues that may impact on getting a well-paid job; gender, ethnicity, family background and education, the majority of young people say these factors make no difference. By way of comparison, an Ipsos MORI study for British Futures found that 69% of adults thought you were much more likely to get to the top in Britain if you went to private school (compared with 27% of young people); while 64% felt being male meant you were much more likely to have an advantage⁸, (compared with 13% of young

people). These findings suggest that young people are more optimistic than the generations before them. However, given the increase in concern amongst 15-16 year olds about the possible advantages afforded as a result of family background or private education, it seems the closer a young person gets to the world of work the more they become aware of the inequalities that exist.

2 AN OPTIMISTIC, BUT REALISTIC GENERATION

Generation Next is growing up in a society that strives for gender equality, sustainability and greater corporate responsibility. But, in return for these luxuries, Generation Next is paying the price of generational inequality. Aptly described in David Willetts' *The Pinch*, older generations - particularly the Baby Boomers - today have attained power and wealth at the expense of their children and generations to come.

In light of new political focus on intergenerational fairness and inequality in Britain⁹ Ipsos MORI conducted research on Generations¹⁰ to explore attitudes of the general public towards the issue. The research highlighted that the views of the general public are no different to leading politicians; Generation Y (see Figure 1 for a definition) and those who come after them are expected to bear the brunt of Britain's economic problems. But just how do the views of today's teenagers fit into the general perspective? And how optimistic do they feel about their futures?

In reassuring ways, Generation Next share some of the views of their older counterparts. They feel optimistic that it will be no more difficult to have a family of their own (66%) or to get a successful, well-paid job (55%) than it was for their parents, and the majority of young people would like to get married (76%) and have children (70%) in the future.

However, in their view, life does not look as good for Generation Next as it did for preceding generations; less than two in five expect life to be better for Generation Next than it was for their parents (37%). To put this into context, 70% of Baby Boomers believe that they have had a better life than their parents. These findings fit in to the general pattern we have observed in our research on Generations¹¹; there has been a downward shift in the proportions who feel their generation will have a better quality of life compared to their parents' generation.

These findings are perhaps unsurprising, given that most of today's teenagers have grown up in an era of economic uncertainty following the 2008 recession¹². Generation Next have looked on as older generations have suffered the consequences of failing to look after their long-term financial health. They are growing up in a society where regulation is playing its part. Government intervention has led to automatic pension enrolment, stringent regulations on credit card ownership and, as of April this year, even tougher rules on mortgage lending and home loans. In the more immediate future, those members of Generation Next who decide to go into higher education will pay tuition fees, and most will start their working life with large debts to repay. The impact of this, coupled with spiralling house prices and a housing shortage¹³, is highlighted in our findings: two in five young people feel it will be harder for them to buy their own house than it was for their parents. Interestingly, family affluence has little bearing on their beliefs. Instead, age is a key influencer and older teenagers are more likely to feel this way than the younger ones (51% of pupils in year 11 say it will be harder to buy a house, compared to 24% in year 7).

“Life as a young person today in Britain is very different to what life was like for any other generation. With the cost of living extremely high, jobs being scarce and being on the brink of another potential recession, young people from an early age are already feeling the strains of later life...”

young person aged 16

FIGURE 4

TO WHAT EXTENT, IF AT ALL, DO YOU FEEL THAT YOUR GENERATION WILL HAVE HAD A BETTER OR WORSE LIFE THAN YOUR PARENTS' GENERATION*?



*Generation Next were asked: 'To what extent, if at all, do you feel that your generation will have a better or worse life than your parents' generation?'

After six years of economic uncertainty, some members of Generation Next have probably experienced significant financial problems, years before they will enter adulthood. Perhaps we are seeing the emergence of a more financially conservative generation, one that is cautious of a volatile future and is pragmatic about what they want in life, and measured in how they can achieve it.

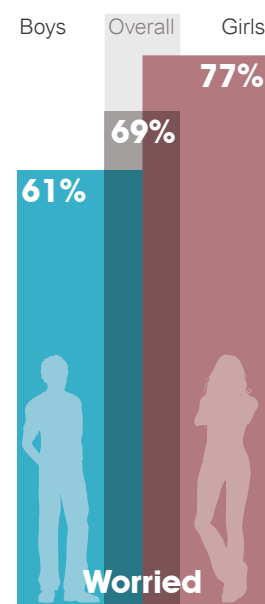
Our research shows that young people place a very high value on academic success. Of a number of factors we asked about, Generation Next see passing exams and getting qualifications as the most important factor in helping people to do well and get on in life: as many as 86% believe it is a very important factor. Further, seven in ten (69%) are worried about getting good grades or the grades they need, significantly higher than the proportions who are worried about their appearance and the way they look (44%), or even keeping up with the latest trends and technology (23%). Our findings show that gender influences their anxieties: a quarter (26%) of boys are very worried about getting good grades, but this figure almost doubles amongst girls (44%).

But gender is not the only factor that shapes their concerns. Generation Next expect their long-term futures to be linked to their current academic performance. Young people who believe they are performing well at school also say they will have a better quality of life compared to their parents. At the other end of the scale, young people who feel they will have a poorer quality of life compared to their parents are more likely to be worried about getting the grades they need to do well in life.

Job opportunities are also a key concern for today's young people, arguably a result of the recent recession which saw youth unemployment reaching a high of 20.3% since records began in 1992¹⁴. Poor employment prospects have compelled young people entering the 'adult world' to worry about job opportunities when they leave school; more than three in five say so. Once again, girls are more anxious about it than boys are (69% say they are worried, compared with 56% of boys). This outlook, twinned with the rising costs – and diminishing returns – of higher education, also sees an ever-increasing number opting for vocational training and apprenticeships instead, though the majority still show interest in post-16 education. In spite of these concerns, young people are excited about their futures, and 80% say they are looking forward to life after leaving school at 16 or 18.

Generation Next recognise the challenges faced by their generation but remain positive. They are looking forward to adult life, and determined that working hard will help them to achieve their goals.

How worried are you that you'll get good grades / the grades you need?



How worried are you that there will be job opportunities when you leave school?

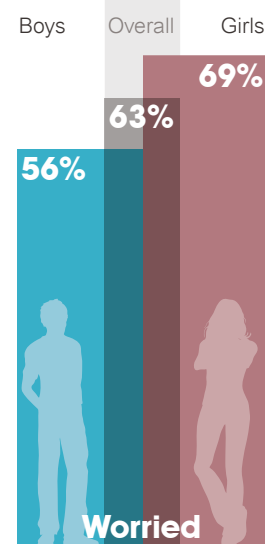
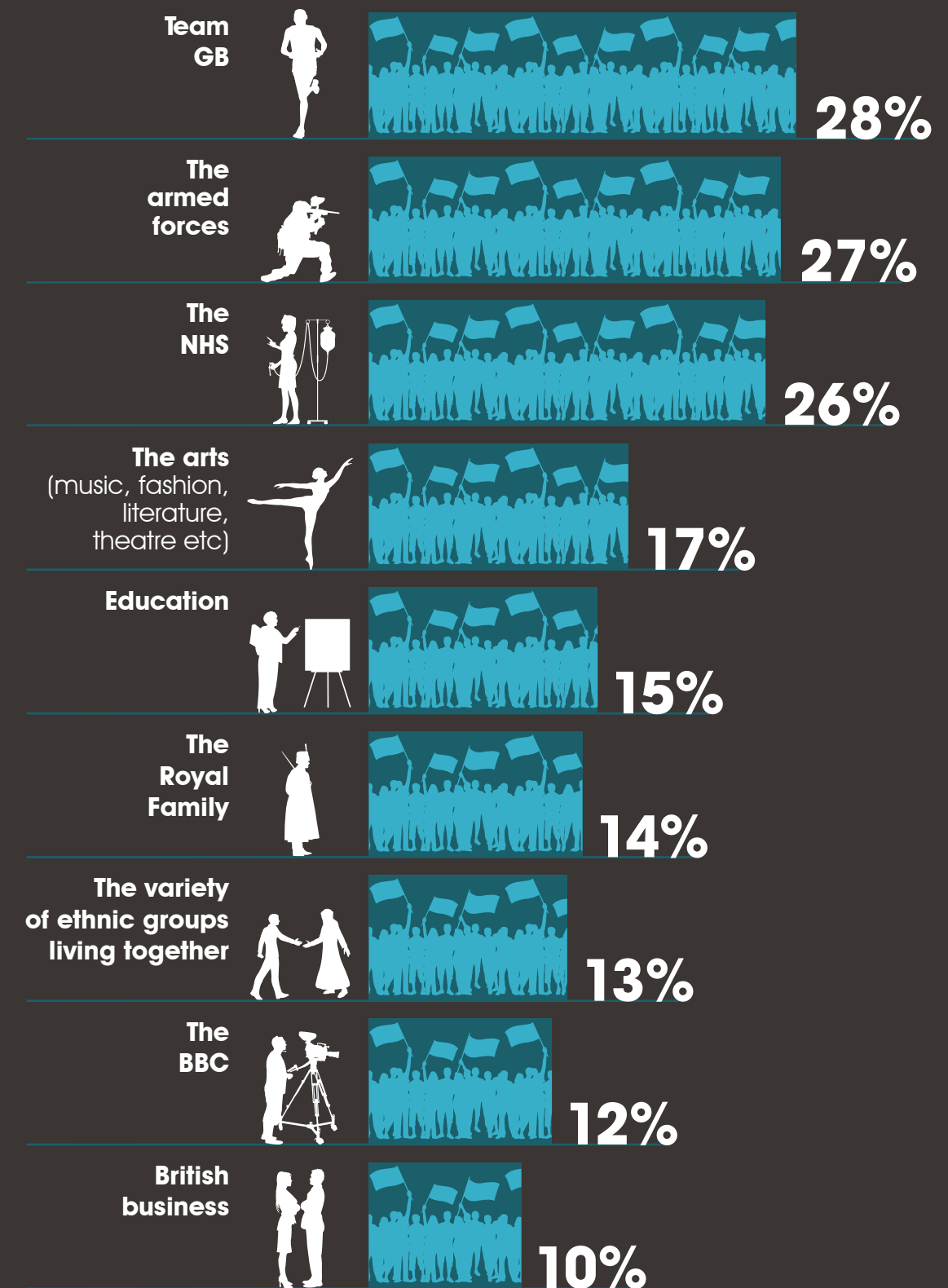


FIGURE 5

WHICH TWO OR THREE OF THE FOLLOWING, IF ANY, MAKES YOU MOST PROUD TO BE BRITISH?



3 TOMORROW'S VOTERS

Last year, Labour leader Ed Miliband announced his intentions to lower the voting age¹⁵, giving 16 and 17 year olds the right to vote. He argued that by doing so, he could make them a part of Britain's democracy. The debate on reducing the voting age is not a new one and, certainly, this was not the first time a political party had adopted a policy of reducing the voting age – the Liberal Democrats also pledged to bring forward this change in their 2001 manifesto¹⁶.

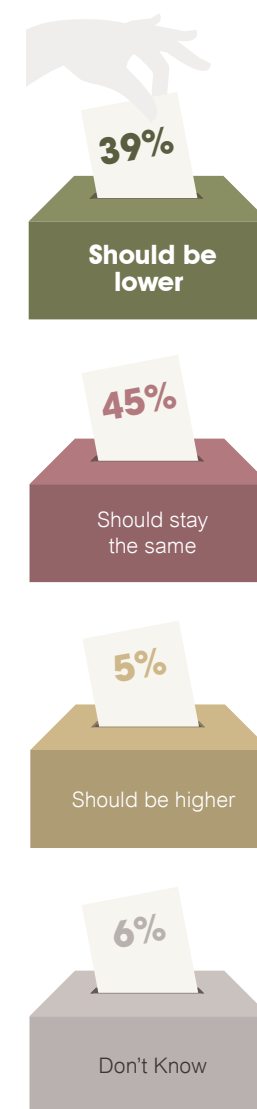
We explored young people's attitudes towards reducing the voting age, and our research suggests that it would be a change, which many members of Generation Next themselves would welcome. Indeed, two in five (39%) say the voting age should be lowered.

In some ways, the findings are expected. At 16 years old, these individuals are legally entitled to contribute to society in many ways: by entering full-time employment, paying tax, joining the armed services or even by getting married. In light of this, allowing them to become a part

of Britain's democracy by giving them the vote would only seem fair. Yet, as we describe later on in Chapter 4, most young people feel that the legal age for doing these things should in fact be raised.

Given that 39% of Generation Next show they are keen to see the voting age lowered, how many of them would actually vote, if they were given the opportunity to do so? We asked young people how likely they would be to vote in an immediate General Election, if they were allowed to vote at 16 years old. The findings show that only a minority of young people (13%) would be certain to vote in a General Election, if they had the chance¹⁷, rising to 15% of 15-16 year olds - those who are closest to the legal voting age. These findings are not surprising; given their age many young people would not have given much thought to voting. Indeed, at the other end of the scale only one in twenty (5%) are certain that they would not vote; one in five (17%) say they simply don't know and the rest sit firmly on the fence.

FIGURE 7



DO YOU THINK THE LEGAL AGE AT WHICH YOU CAN VOTE SHOULD BE MADE HIGHER, LOWER OR SHOULD STAY THE SAME?

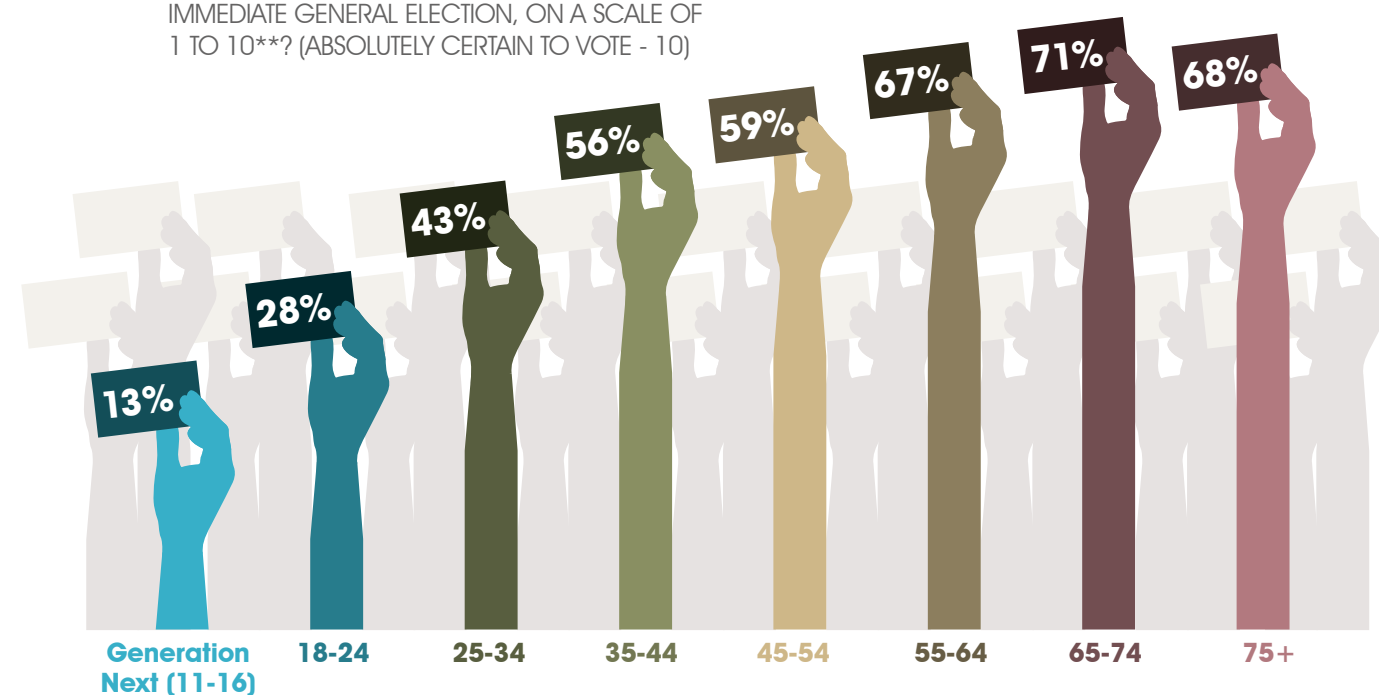
Engagement with Politics

Our findings indicate that at the current time Generation Next is not necessarily engaged in formal politics. We found that only three in ten (29%) tend to think of themselves as close to any given political party, a figure that increases to 36% among those aged 15-16. In fact the majority of Generation Next (71%) do not currently have an affiliation to any particular political party: Girls, in particular, are unsure which political party they might affiliate themselves with (75% compared with 67% of boys). This finding is not surprising given the overall decline in commitment to a particular party over the last 25 years, across most western democracies.¹⁸

Among the minority of young people who named a political party they feel close to, Labour is the most popular (14%), while six per cent associate themselves with Conservatives, and two per cent each with the Green Party and Liberal Democrats. Support for the two major parties rises with age, likely an effect of greater political knowledge and familiarity with political parties and their policies. Of those who would be eligible to vote in next year's General Election if the voting age were reduced (15-16 year-olds), 17% say they associate themselves with Labour, and nine per cent with the Conservatives.

FIGURE 6

HOW LIKELY WILL YOU BE TO VOTE IN AN IMMEDIATE GENERAL ELECTION, ON A SCALE OF 1 TO 10**? (ABSOLUTELY CERTAIN TO VOTE - 10)



**Question wording for Generation Next: "If the law is changed and you are allowed to vote when you are 16 years old, how likely would you be to vote in an immediate General Election, on a scale of 1 to 10?"

"If I had the chance to vote in a general election when I am 16, I would like to be given the chance. No matter what your age is, everyone has an opinion."

young person aged 12



Low levels of party affiliation, combined with the low numbers of those who are certain to vote suggest that young people are less engaged with traditional politics than generations before them. This is a finding that tallies with recent research conducted by Demos, which also demonstrated that only half of teenagers believe traditional politics is 'an effective way to respond' to their concerns. The philosopher Michael Sandel has written that younger generations, who value making their own choices are less likely to associate with many of the institutions that their predecessors did. There is some reason to believe that this applies more to Generation Y and those that follow who, shaped by cultural and technological pressures, are more individualistic and less likely to buy into ideology that engenders political party engagement.

Perhaps it is not therefore surprising that our own research illustrates low levels of confidence in the current government: Only 14% of Generation Next believes the government will do a good job in running the country in the year ahead. Young people also have a fairly pessimistic view of how they are treated by the government, with less than half thinking they are treated fairly¹⁹.

Generation Next is frequently portrayed negatively in the media²⁰ as less engaged in politics; as having short attention spans and not caring about the weighty issues that confront the nation and

their generation (for example education funding, the environment, job training programmes and the housing crisis for first-time buyers). However, youth disengagement with politics is not a new issue; trust in politicians and the government – as measured by party affiliation and voter turnout – has been in decline for decades. Previous research by Ipsos MORI²¹ highlighted an increasing detachment with political parties among successive generations.

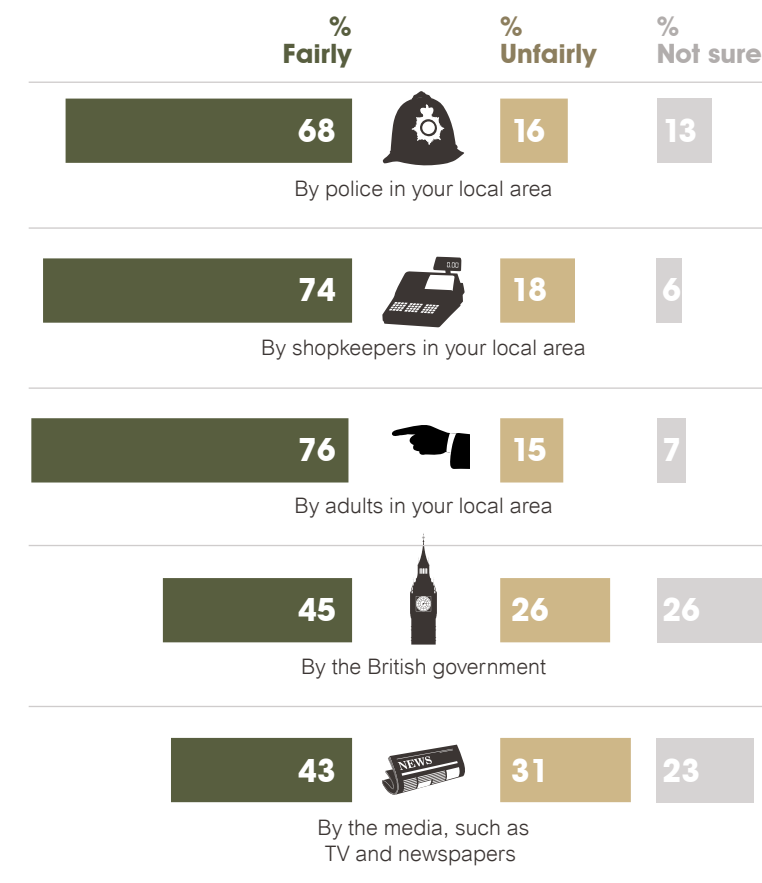
Against the backdrop of falling voter turnout among first time voters, one of the most cited characteristics of Generation Y is their increasing disillusionment in the political system and in public institutions. To this extent, these findings support our earlier research and begin to suggest that at the current time, tomorrow's voters (Generation Next) are, like Generation Y before them, not being engaged by the current political system.

However, as we come on to the next section we find that – contrary to how they are often depicted in the media – Generation Next are confident in expressing an opinion on what needs changing in their local area and their priorities for government spending.

“Young people are less engaged with traditional politics than generations before them”

FIGURE 8

DO YOU THINK YOUNG PEOPLE ARE TREATED FAIRLY OR UNFAIRLY...?



4 WHAT GOVERNMENT SHOULD BE DOING

What needs improving?

Despite evidence that formal political institutions are not effectively engaging Generation Next, young people have clear views on what needs to be a priority for local and national politicians.

Our 2012 research showed that young people, in general, are proud of the area where they live. This year we asked 11-16 year olds to think about their local area and consider what might need improving. Perhaps unsurprisingly, Generation Next highlight **activities for teenagers** as most in need of improvement in their local area (40%). Following on from that, however, the list of things that young people would like to see improved in their local area becomes less predictable.

Indeed, the demand to improve sports and leisure facilities, facilities for young children, schools, parks and open spaces, and cultural facilities come way down on their list (mentioned by one in four or fewer young people). Instead **crime and anti-social behaviour** (35%), **clean streets** (35%) and **affordable housing** (34%) are the areas that Generation Next would most like to see targeted for improvement in their local area.

Interestingly, 11-16 year olds highlight the same priorities for local improvement as the generations before them. At a local level, the top of mind priorities for the general public are: the condition of roads and pavements, activities for teenagers, street cleanliness, job prospects and affordable housing²²

FIGURE 9

THINKING ABOUT YOUR LOCAL AREA, WHICH FOUR OF FIVE OF THE THINGS LISTED BELOW, IF ANY, DO YOU THINK MOST NEED IMPROVING?

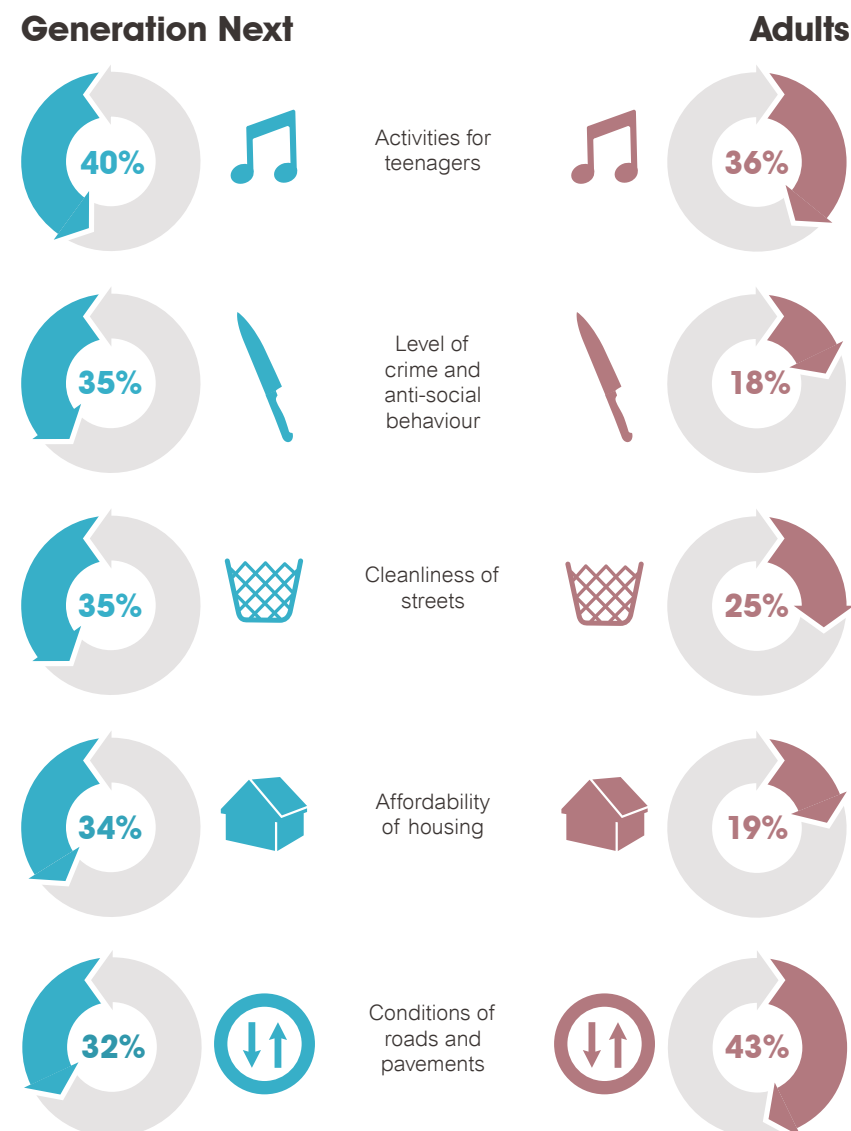
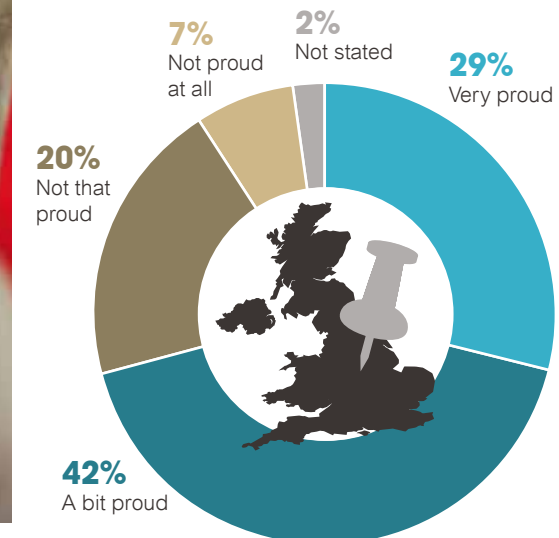


Figure 9 shows the top five responses for Generation Next and the corresponding figures for adults. Four of the top five priorities for Generation Next were also in the top five priorities for adults.



“The overall findings mask the fact that by age, gender and region young people have differing priorities”

FIGURE 10



HOW PROUD DO YOU FEEL OF THE AREA WHERE YOU LIVE, OR DO YOU NOT FEEL PROUD AT ALL?

The overall findings mask the fact that by age and gender, young people have differing priorities. For example, young people under the age of 13 prioritise clean streets, whereas 14-16 year olds are more likely to mention affordable housing, job prospects and the local cost of living. Boys are more likely to want to place the focus on improvements to sports and leisure facilities than girls, who are more likely to prioritise activities for teenagers, tackling anti-social behaviour, affordable housing and social care for the elderly and adults.

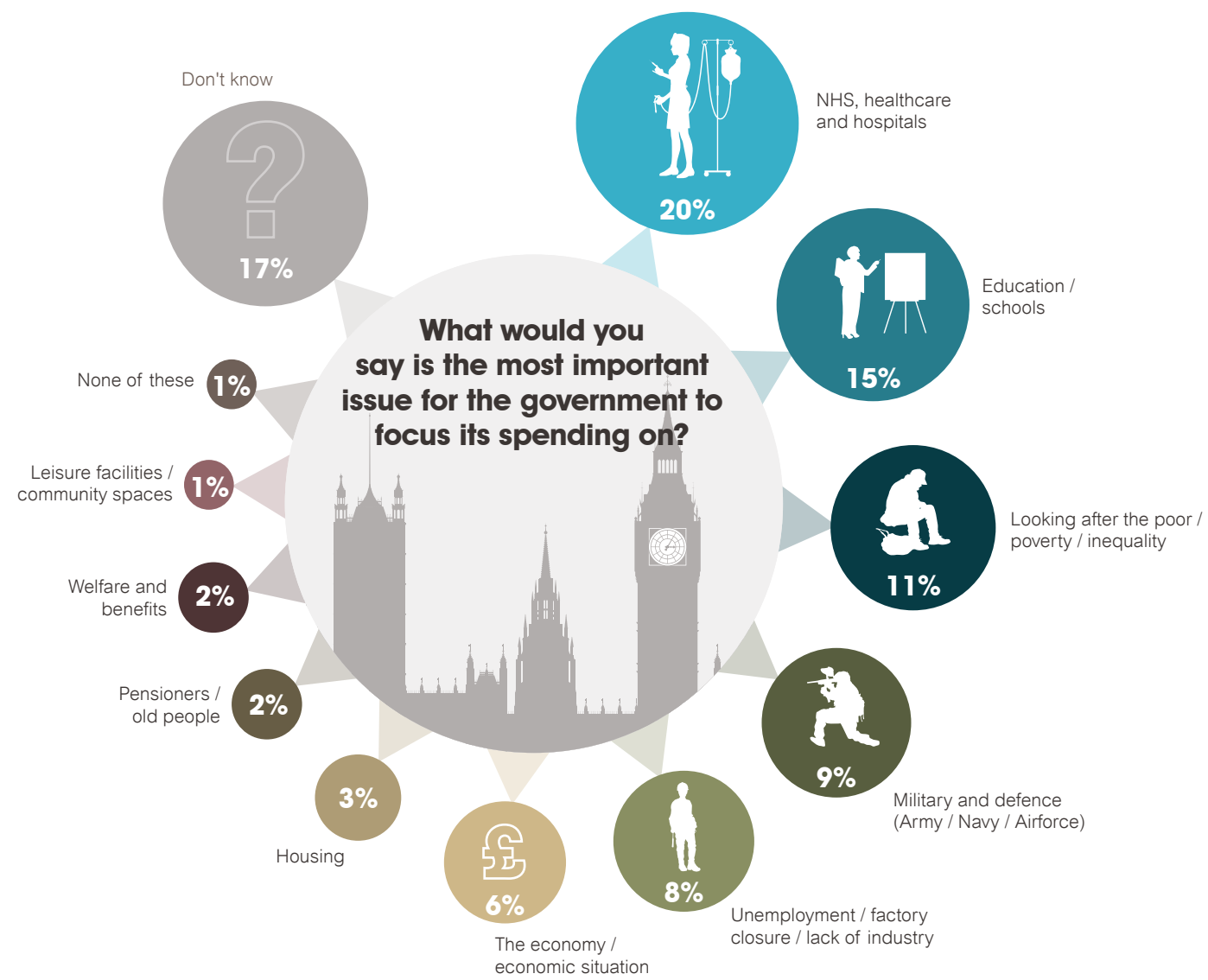
Where should the money go?

On a national scale young people think that the government should focus its spending on the NHS, **healthcare and hospitals** (20%) and **education / schools** (15%). This reflects the attitudes that adults hold towards government spending. Over the last three decades, a majority

of the general public consistently choose health spending as one of their top two priorities within the overall envelope of public spending (71% in 2012), reflecting the near universal support for the government's role in providing health care for the sick. Education is the second most popular choice, selected by just over six in ten in 2012²³, with other public services attracting much lower levels of support.

In terms of government spending, girls prioritise the NHS and looking after the poor / tackling poverty. This is in comparison to boys who are more likely to highlight the importance of channelling public funds into education / schools and military / defence. Priorities in terms of government spending also vary by ethnicity: young people from ethnic minority groups say the focus for government spending should be education / schools, whereas young people who are white prioritise the NHS.

FIGURE 11



Challenging the age of legal responsibility

The young people we surveyed made surprising choices when it came to the legal age at which they are able to do things or be held responsible for their actions. Around two in five think the legal age at which you can buy cigarettes, get married, join the army or be held responsible for a criminal activity should be raised.

In the same vein – and perhaps even more surprisingly - more young people think the legal age at which you can buy alcohol (18) should be

higher, than those who think it should be lower (21%, compared with 14%). Similarly, more think that the age at which you can place a bet or gamble should be made higher, than those who think it should be lowered (37%, compared with 9%). The context for these figures is a low and declining proportion of young people who regularly take part in underage activities. Other research has shown that the proportion of 11-15 years olds who have smoked in the past week declined from 13% in 1996 to 4% in 2012. Rates of underage drinking have also fallen over time: 25% had drunk alcohol in the past week in 2003, but only 10% had done so in 2012²⁴.

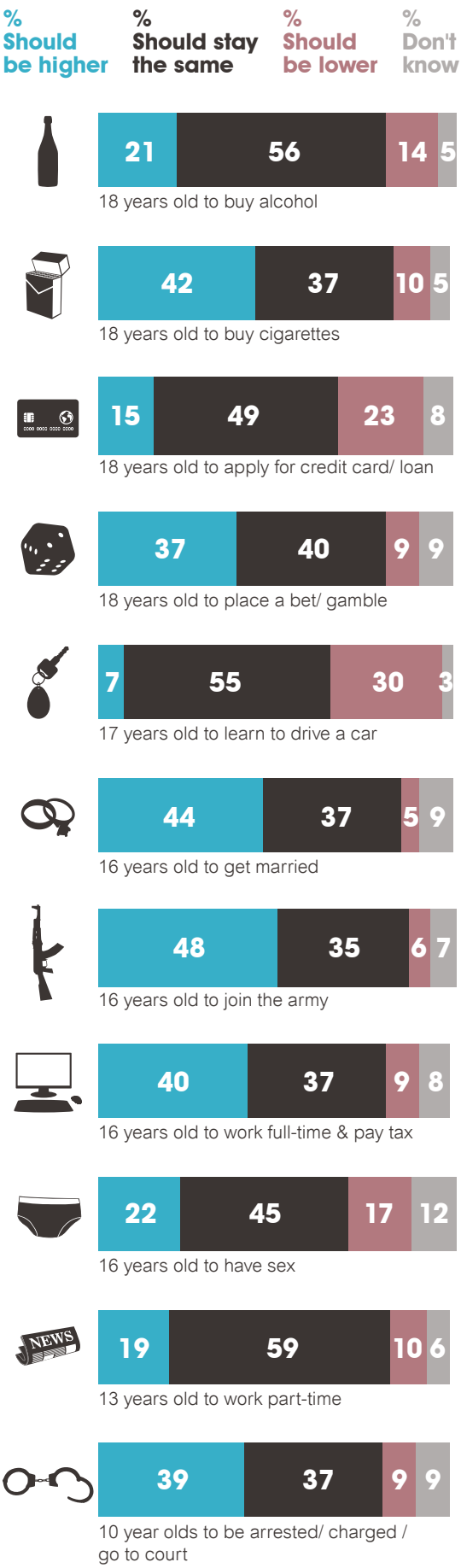


FIGURE 12

DO YOU THINK THAT THE LEGAL AGE AT WHICH YOU CAN DO EACH OF THESE THINGS SHOULD BE MADE HIGHER, MADE LOWER OR SHOULD STAY THE SAME?

There are only two areas where a significant proportion of young people would like to see the current age restrictions lowered; for learning to drive a car (currently set at 17) and being able to vote (as discussed in Chapter 3). With no significant demand for the lowering of the age of consent, or the age at which you can buy cigarettes and alcohol, the question that arises is whether or not Generation Next are making more conservative choices or thinking more responsibly.



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Survey of 2,757 11-16 year olds in state schools in England and Wales. Source: *Young People Omnibus 2012*, Ipsos MORI.

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'Women in the Labour Market' ONS, September 2013.

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The gender pay gap (i.e. the difference between men's and women's earnings as a percentage of men's earnings) based on median gross hourly earnings (excluding overtime) for full-time employees increased to 10.0% from 9.5% in 2012. Source: Annual Survey of Hours and Earnings, 2013 Provisional Results. Office of National Statistics.

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Ipsos MORI conducted 2,515 interviews online with British adults (16-75) in November 2012. Results can be found in the British Futures publication: 'State of the Nation: Where is bittersweet Britain heading?'. Note that adults were asked to consider which factors were more likely to 'get them to the top', rather than 'get a well-paid job'.

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The total number of adults under 25 who were out of work peaked in November 2010, which pushed up youth unemployment to its highest level since records began in 1992: <http://www.theguardian.com/business/2011/jan/19/youth-unemployment-heads-towards-1-million>.

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Ipsos MORI interviewed 992 British adults aged 15+ across Great Britain between 16 and 22 August 2013. Respondents were asked to choose from a list of 21 possibilities what they think most needs improving locally.

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ABOUT THE RESEARCH

About the research

This report presents findings from the 2014 Young People Omnibus Survey of secondary school pupils, carried out by the Ipsos MORI Social Research Institute on behalf of the National Children's Bureau.

The Young People Omnibus is a representative survey of pupils attending state secondary and middle schools in England and Wales.

Interviewing was carried out through self-completion questionnaires with selected class groups in participating schools. Fieldwork for the study was conducted between 03 February and 10 April 2014. Overall, fully completed questionnaires were obtained from 2,801 pupils, an average of 25 pupils per class. This publication is based on responses from 2,734 pupils in years 7 to 11.

Data are weighted by gender, year group and region. The weights were derived from data supplied by the Department for Education.

Acknowledgements

It is clear that schools are increasingly working under great pressure from a number of different sources. They also receive numerous requests to participate in surveys such as this. We would like to thank the many schools that took part. We are indebted to all pupils and staff who made this survey possible, along with the contributions from NCB's Young Research Advisors.

Presentation and interpretation of data

When interpreting the findings, it is important to remember that results are based on a sample of the maintained school population, and not the entire population. Consequently, results are subject to sampling tolerances, and not all differences between sub-groups are statistically significant.

In tables and charts, where percentages do not add up to 100%, this is due to multiple answers, to computer rounding, or to the exclusion of 'Don't know' or 'No response' categories. Throughout the report an asterisk (*) denotes a value greater than zero, but less than 0.5%.

A technical report and full data tables can be found at: ipsos-mori.com/generationnext



ABOUT THE NATIONAL CHILDREN'S BUREAU


The National Children's Bureau (NCB) is a leading charity that for 50 years has been improving the lives of children and young people, especially the most vulnerable. We work with children and for children, to influence government policy, be a strong voice for young people and practitioners, and provide creative solutions on a range of social issues. www.ncb.org.uk

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ABOUT IPSOS MORI'S SOCIAL RESEARCH INSTITUTE

The Social Research Institute works closely with national government, local public services and the not-for-profit sector. Its 200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological and communications expertise, ensures that our research makes a difference for decision makers and communities.

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