



Talkin' about a new generation.

A paper on youth in the UK today

12th February 2020

What did we do?

- Partnered with social enterprise Visionpath
- Interviewed over 1000 15-19year olds from late 2018 to June 2019
- Collaborative workshops in secondary school sixth forms with 24 students across Liverpool, Norwich and Cheshunt
- Got POV pieces from a wide range of youth experts – from headteachers to researchers, strategists to trends experts



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Three key themes

**Connection Obsession
vs Expression.**

**The Empowered vs
The Disillusioned.**

**Experience vs
Education.**

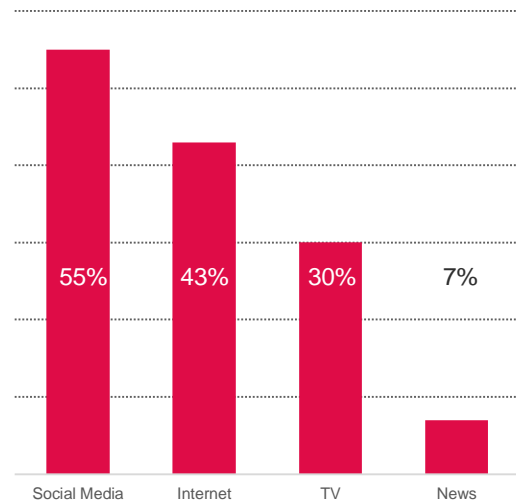


Theme 1

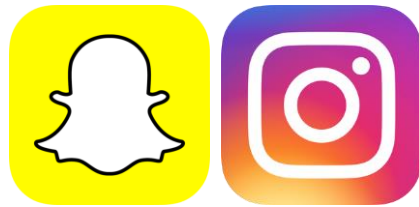
Connection Obsession vs Expression.

This generation are not a 'one platform fits all' kind of group when it comes to social media and communicating with friends and family. They like to flex between many different platforms in order to engage with different layers of their social circle.

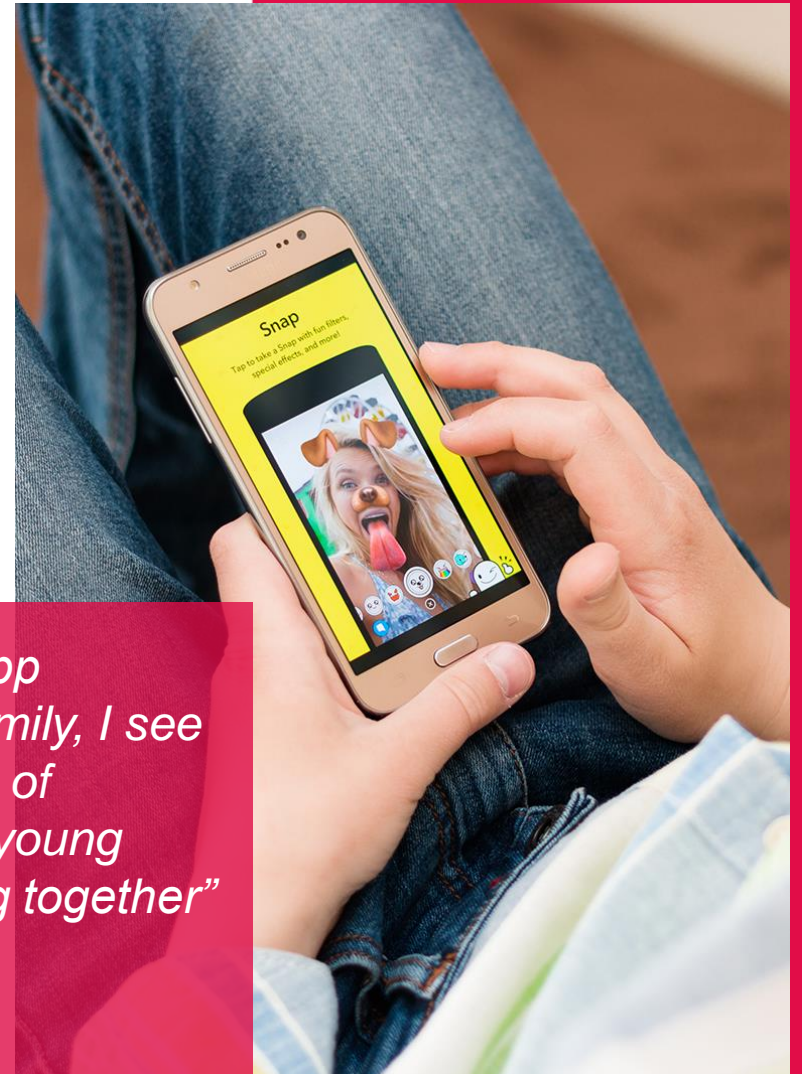
News sources



Talking to my "actual" friends



Homework & Fact Finding



"I use WhatsApp primarily for family, I see it as a bridging of generations – young and old coming together"

Norwich

Theme 2

The Empowered vs The Disillusioned.

There is a consensus amongst this generation that they are more accepting, inclusive and open minded than those who have gone before. They give kudos to those who support equal rights, pay and treatments of women in the workplace. They highlight their excitement at the development in the way LGBTQ+ communities are treated. But are they all agents for change?

1

Impassioned and articulate, the future is theirs because the present is so uncertain and unfulfilling. They take things by the reins, and even where their own ability to act is limited, they will encourage others around them.

2

Unprepared and unwilling for the responsibility that the world is very soon to be on their shoulders. They are reliant and convinced of a higher power whose responsibility it is to solve society's issues



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Theme 3

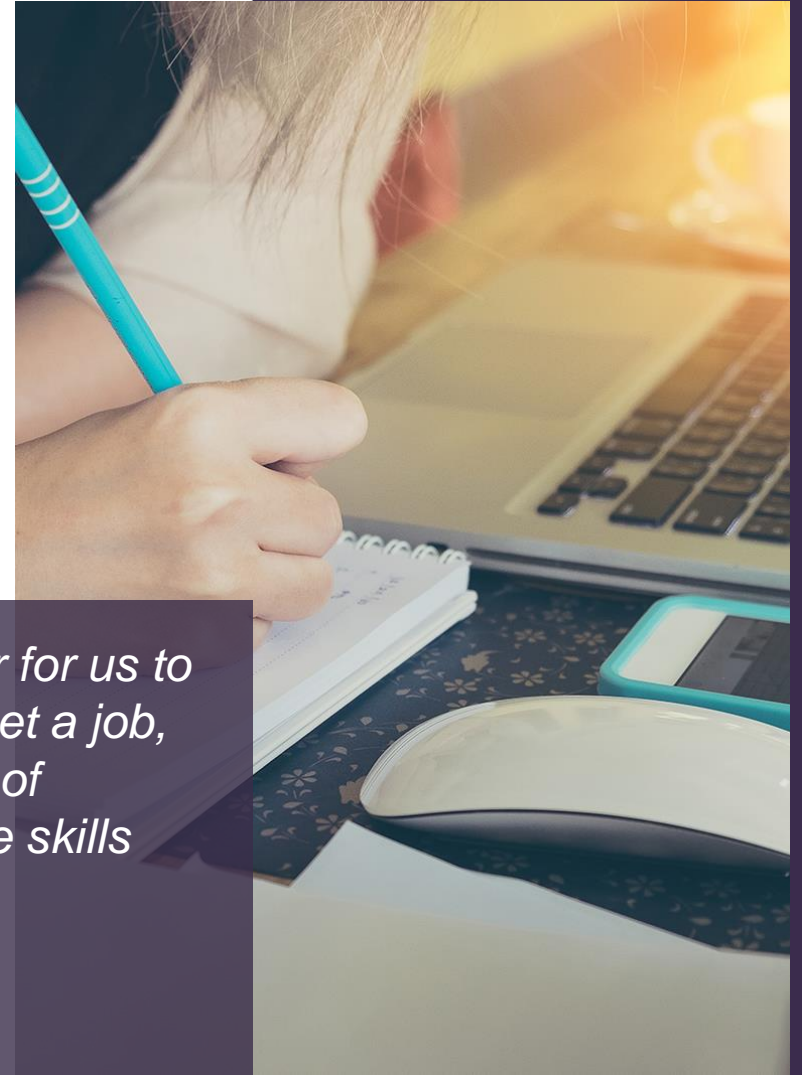
Experience vs Education.

1 in 4 teens still in full time education are undecided about their next move, whether that's further education or employment.

Considering the world of possibilities available to them there is a clear paradox of choice at play.



Theme 3: Experience vs Education



44%

Had a part time job.
Earning on average
£41.39 a week.

"I think in order for us to succeed and get a job, you need a lot of experience, the skills and luck"

Cheshunt

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What they want us to learn from them.

Do not underestimate me

Let us teach you

Appreciate my youth



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So what?

Take it offline

Inform and upskill

Celebrate progression





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