



## **Groundbreaking Report Reveals How Young People In Lincolnshire Feel About Life In The Modern World**

- Teen stereotypes are wrong and misleading and are only reflective of the minority
- Young people express highly positive attitudes towards family life
- There is still a strong desire for adults to give more credence to what young people have to say
- Young people are cynical about the influence of celebrities on their lives
- Boredom remains a problem but youth groups make for healthier, empowered young people who are more self confident and have strong family ties
- Despite recent criticism and the pressures of modern life, young people have positive self-esteem
- Making a difference to the environment is a priority and teenagers have strong social conscience

For the first time, research this week (8<sup>th</sup> January 2007) by the Scout Association has revealed a truthful and modern representation of what motivates young people in the UK today. The findings, commissioned to coincide with the launch of the Centenary year for the Scout Association, indicate that UK teenagers, including those in Lincolnshire, are more confident, respectful and caring about the world they live in than many of the stereotypes commonly applied to them would suggest.

Young people express highly positive attitudes to the family unit, with Mum and Dad emerging as the top two people admired by young people, followed by teachers and youth club leaders. In contrast, celebrities have apparently little influence on the UK's teenagers, with over half saying they have either a negative or zero impact on their lives. Pete Doherty topped the list of bad role models spontaneously cited by the young people, whilst Kylie and Beckham were the most admired.

**Thomas Joyce, 17, an Explorer Scout from 1<sup>st</sup> Long Sutton Scout Group in Lincolnshire:** "This report dispels the myth that all teenagers are lazy layabouts who see ASBOs as 'badges of honour' and have no respect for adults in society. It is clear that boredom plays a huge part in every day life for young people and it is vital that we have the opportunity to participate in activities outside of school. For me, the Scouts provides a co-educational environment, packed full of adventure and fun, from local fund raising to worldwide travel and adventure."

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The report also highlights how boredom remains an issue with 68% of respondents commonly feeling this way. However, there is clear evidence of a link between participation of a youth or community group and the leading of better lives – with members of groups being significantly healthier, far less likely to participate in underage drinking and smoking or be bullied or bored.

Findings also demonstrated a strong social conscience in the nation's youth – with 84% stating that looking after the environment is important, and almost 79% feeling it is important to be well informed on current affairs.

Other key results from the report include:

**Community Spirit:**

- 70% feel adults are overtly critical of them
- Community spirit does not seem to be too high
- Members of youth clubs are twice as likely to be community minded

**School & Education:**

- 90% feel pressure from parents to achieve in school
- 81% respect their teachers
- 87% are eager to achieve good grades
- 81% want to go to University

**Family Unit:**

- 95% feel their parents want the best for them
- 25% feel their parents don't really listen to them

**General aspirations:**

- 85% rate their top aspiration as living somewhere respectable, followed by having a good job (76%), and earning a good education (74%)

**Ends**

**Further Information:**

- For further information please contact, Ian Cashmore, Media Development Manager for the Scout Association in Lincolnshire: on 0870 350 0280

## Notes to Editors:

- nfpSynergy is a research consultancy for the not for profit sector. Nfp was commissioned by the Scout Association to conduct this research in order to mark the launch of the Scout Centenary in 2007.
- The report involved quantitative and qualitative research of 1,004 13 – 18 year olds. Fieldwork was conducted during August and September 2006.

## Centenary of Scouting

- 2007 marks a hundred years of scouting, and will see nearly 500,000 young people in the UK joining in the Centenary celebrations. Events will run throughout the year at local, regional, national and international levels. A key element of the celebrations will be 40,000 Scouts from over 200 countries meeting at the **World Scout Jamboree** in Essex on the **1<sup>st</sup> August**.
- Across the world, 2007 is likely to be the largest ever example of youth cooperation and one of the biggest global celebrations since the turn of the Millennium. The Centenary will signal a new age in Scouting, and will provide an opportunity to reflect on how the movement was founded, what it has achieved, and also where it is going.

## About Scouting

- Adventure is at the core of Scouting, and the Association passionately believes in helping their members fulfil their full physical, intellectual social and spiritual potentials by working in teams, learning by doing and thinking for themselves. The Centenary year will provide even more opportunities for members to do this, and to continue to take risks in a safe environment, and have their first taste of responsibility.
- Over 200 activities are offered by Scouting around the UK, made possible by the efforts of 100,000 voluntary adult leaders. This has helped make Scouting the largest co-educational youth Movement in the country.
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- Adults working in Scouting contribute in excess of 364 million hours of voluntary work each year to their local communities.
- The number of volunteers working for Scouting is bigger than the combined workforces of the BBC (24,000) and McDonalds (67,000) put together.
- Worldwide Scouting has 28 million Members, both male and female, and operates in nearly every country in the world.