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RISE OF NEW ETHICS AMONGST UK'S YOUTH: IN, GREEN & FAIR TRADE; OUT, SEX & DRINK

The UK's youth claim to be far more concerned about green travel and fair trade than old ethical bulwarks such as drink and sex – despite traditional institutions like the Church having relatively little to say on these newly emerging areas of morality.

Over three in five young people in the UK claim they use public transport (67%) where possible, or are likely to; or buy fair-trade (64%) or cruelty-free products (60%), or are likely to; far more than say they shun drink (32%) or sex-outside-marriage (25%, *note: 16-25yo only*), or are likely to. These are just some of a wide range of new findings from the UK's only rolling research project to specifically explore and monitor the UK's 11.8 million 11-25 year olds' shifting attitudes and behaviour towards charities, campaigns, causes and related lifestyle choices.

Leading not for profit sector think tank and research consultancy nfpSynergy's Youth Engagement Monitor (YEM) offers third sector organisations unique twice-yearly insights into what - if anything - young people think about them, their main charitable competitors and related social issues, causes and lifestyle options. This survey of a representative sample of 1100 11-25 year olds also tracks how our youth learn about, and respond to, charities and their campaigns, as compared against the wider population.

The survey additionally finds that: Over a quarter (27%) of young people polled claim they avoid going on short-haul air flights, or are likely to; 2 in 5 (42%) claim they boycott unethical companies, or are likely to; and 1 in 3 (32%) claim they bank with an ethical bank, or are likely to. Moreover, two thirds (66%) claim to have made a donation to charity in the last three months; 1 in 5 (19%) claim to have volunteered for a charity in the same period; and 1 in 7 (14%) claim to be involved with charities regularly, with two thirds (65%) claiming occasional involvement. Surprisingly, over 1 in 5 (22%) claim they are already vegetarian, or are likely to become so. The majority of young people also seem keen for their schools, colleges and universities to go green/ethical in a range of areas – from reducing energy use (69%) to twinning with institutions in developing countries (55%).

nfpSynergy's Driver of Ideas, Joe Saxton, said:

“Our latest findings should encourage charities and government, showing many - often the vast majority of - young people have either already committed, or feel it likely they will commit, to a range of green and ethical lifestyle causes and choices – from public transport and healthy eating to ethical products and banking. Moreover, schools, universities and LEAs should take heed of youthful clamours for greater ethical action on their part. And religious institutions should note that their oft-stated priorities, like sex-outside-marriage, completely mismatch those of most young people in the UK today.”

nfpSynergy Youth Engagement Monitor: latest findings...

Personal lifestyle choices

- Two thirds (67%) of young people polled claim they already **use public transport where possible**, or are likely to.
- Over a quarter (27%) of young people polled claim they already **avoid going on short-haul air flights**, or are likely to.
- Two thirds (64%) of young people polled claim they already **buy fair-trade products**, or are likely to.
- 3 in 5 (60%) young people polled claim they already **buy cruelty-free products**, or are likely to.
- 2 in 5 (42%) young people polled claim they already **boycott unethical companies**, or are likely to.
- 1 in 3 (32%) young people polled claim they already **bank with an ethical bank**, or are likely to.
- Over 1 in 5 (22%) young people polled claim they are already **vegetarian**, or are likely to become so.
- A third (32%) of young people polled say they already do, or are likely to, shun **drink** (28%); a quarter (25%, *note: 16-25 yo only*); say they already do, or are likely to, shun **sex-outside-marriage**; and 4 in 5 (80%); say they already do, or are likely to, **eat healthy food** wherever possible, shunning junk food like burgers.

Pressure on school, college or university

- 7 in 10 (69%) young people polled claim they are **keen for their school/college/uni to act to reduce its energy use and combat climate change.**
- The majority (55%) of young people polled claim they are **keen for their school/college/uni to become more active in their local community.**
- 3 in 5 (62%) young people polled claim they are **keen for their school/college/uni to act to become a “fair trade” establishment.**
- 3 in 5 (61%) young people polled claim they are **keen for their school/college/uni to go animal-cruelty-free.**
- The majority (55%) of young people polled claim they are **keen for their school/college/uni to twin with a school/college/uni in the developing world.**

Charitable involvement

- **Two thirds (66%) of young people polled claim to have made a donation to charity in the last three months (up from 57% in March 2006);** and – of those who haven't – 44% claimed to have donated in the last year.
- **1 in 5 (19%) young people polled claim to have volunteered for a charity in the last three months (up from 13% in March 2006);** and – of those who haven't – 12% claimed to have volunteered in the last year.
- **1 in 7 (14%) of young people polled claim to be involved with charities regularly; with two thirds (65%) claiming occasional involvement; and 1 in 5 (21%) claiming no involvement.**

The YEM is just the latest in an expanding raft of syndicated, cost-effective nfpSynergy monitors, delivering subscribers with regular insights into other key stakeholders including politicians, business leaders, health professionals, journalists and the wider public.

Charities keen to sign up to nfpSynergy's Youth Engagement Monitor before the next wave of research commences should contact Ariel Spigelman - on ariel.spigelman@nfpsynergy.net or 020 7415 7161. For more information about nfpSynergy, visit: www.nfpsynergy.net

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MEDIA INTERVIEWS: To interview nfpSynergy's Joe Saxton about the Youth Engagement Monitor, its latest findings and how charities can best engage with young people, please contact:

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Notes to editors:

• nfpSynergy

nfpSynergy (www.nfpsynergy.net) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

• Joe Saxton

Joe Saxton co-founded *nfpSynergy* in 2002 after fifteen years experience in the voluntary sector, including as a director of the RNID (Britain's largest charity for deaf and hard of hearing people) and as a trustee of the RSPCA.

He is Chair of the Trustees of the Institute of Fundraising (www.institute-of-fundraising.org.uk) - the professional body for fundraising and the largest individual representative body in the voluntary sector, with 4000 individual members and 200 organisational members. Joe was recently named one of the hundred most influential people in UK social policy by *The Guardian* and has been repeatedly voted one of the ten most influential people in UK fundraising by *Professional Fundraising*, weighing in at the Number 1 slot for the last two years in a row. In 2006, Joe was named one of the *Ten People of Tomorrow* by public affairs agency, AS Biss.

A well-known and respected voice within the charity world and frequent face at sector conferences, Joe has contributed - via original research, opinion pieces and interviews - to a wide range of specialist and mainstream media, both print and broadcast, from *Third Sector* and *The Guardian* to *BBC Breakfast* and *BBC Radio 4*.