Gloucestershire Community Rail Partnership

Young Researchers

Report 2023

A report on the habits of young people in relation to public transport and their perceptions of sustainable travel to inform marketing messaging for GCRP.

GCRP
Gloucestershire
Community Rail Partnership

Commissioned by GCRP • Delivered by Participation People

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People

Executive Summary

Participation People supported a group of Young Researchers to produce some evidence informed resources for GCRP aiming to get young people travelling more sustainably.

PP supported the Young Researchers (YRs) to design a survey, collect data and to analyse it. The YRs analysed a preliminary focus group ran by GCRP before the project began and then set about designing their own survey. They wanted to find out more about young people's travel habits and their attitudes towards sustainability.

The YRs heard from 586 young people aged between 14-25 year olds. Through their analysis they discovered:

1. Safety plays a bigger role in young people's decision making about how they travel than the YRs were expecting.

2. Older young people (those over 18) are more likely to use the train than younger young people.

3. Young people perceive travel by rail to be much more expensive than it actually is.

4. Most respondents live quite close to their local station and they just need a bit of a push to use it more often.

This data was packaged and presented to a group of 6 young people at a Bootcamp on 15th April 2023. Using the data and their knowledge of Gloucestershire, the young people at the Bootcamp produced key messages to encourage young people to

travel more sustainably around Gloucestershire and use public transport. They are:

- 3 posters for use in stations, at bus stops, in schools or for social media
- 3 social media graphics for instagram, to be posted on the social media sites young people use!
- 2 videos to be posted as instagram reels complete with captions and fun editing!

You can see some of these resources in this report.

The Young Researchers loved working with GCRP and can't wait to see their resources be used by GCRP in the future!

Read on to find out more!

Participation People

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Participation
People

Who are Participation People?

Simply, we empower and enable young people to improve services they use.

Participation People believe services improve when you work creatively with the people who use them!

We care about IMPACT and the difference made to peoples' everyday lives.

We want to help everyone:

- Improve service performance.
- Be responsive and agile to the changing needs of young people.
- Increase or repurpose resources to effectively meet the needs of young people.
- Improve service reputation.
- Improve satisfaction of services with children, young people and families.

"

Working with Participation People has opened so many doors for me; and made me aware of what I can do to help my own community."

Hanna Baxter, Care Leaver

"

We can be confident in the knowledge that young people's voices are truly shaping the future of our service design."

Sue Regan, Early Help Group Leader, Royal Borough of Greenwich

We are **playful in practice** and **serious about solutions**.

Our values are central to how we do our work:

- Have fun!
- Empower young people to develop a strong voice.
- Work with services to develop actionable plans.
- Challenge the views and perceptions of all those engaged.
- Build projects that are self-sustaining through building capacity, training and funding.

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Method

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Methodology

Gloucestershire Community Rail Partnership commissioned Participation People to support young people from across Glocestershire to create research informed messages to encourage young people to use public transport and travel sustainably.

For the first part of this project, Gloucestershire Community Rail Partnership (GCRP) ran a focus group with a group of 16 young people to find out more about their views on sustainable travel and to fins out more about their travel habits.

GCRP then commissioned Participation People (PP) to lead a wider consultation of young people across the county and surrounding areas. The data from this then built into the bootcamp on 15th April 2023 to create messaging aimed at young people to encourage sustainable travel.

PP took the data from the focus group ran by GCRP in January 2023 and presented it to their team of Young Researchers (YR). The YR are aged between 15-19, are from across the UK and have been involved in PP research projects many times in the past. They took the data from the focus groups and created a short survey for young people across Gloucestershire to complete.

The survey was sent to youth groups, schools and promoted on social media. The survey had 584 responses. The survey was open between February and March 2023

The YRs then came together to analyse the data from young people. There were lots of surprises in the data and you can read about them later in this report.

Some of the YRs then joined other young people from across Gloucestershire for a bootcamp to design some specific messaging. The day was informed by the data collected and was full of fun, pizza and snacks! Read on to see how the day went and what the group produced!

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Focus Group Findings

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Focus Group Takeaways

In January 2023 GCRP held a focus group with 16 young people from across Gloucestershire.

The focus group investigated young people's attitudes towards public transport and the environmental benefits of travelling by public transport. The results then helped the Young Researchers build the survey off the back of the focus group and find more data where necessary. The main take aways were...

Firstly, young people have good knowledge about public transport in relation to routes, frequency etc. However, many of the participants did not use public transport regularly due to cost, convenience and reliability.   As a result, the YRs chose to investigate young people's travel habits. How often do the wider population of young people use public transport? What are the most important factors when choosing how to make a journey. Why might young people not choose to travel by public transport? How close do young people live to their local station?

The focus group also touched upon the environmental benefits of travelling by public transport. The YRs wanted to investigate more about where sustainability and environmental factors rank in young people's decisions about transport.

More widely about the environment and sustainability, how do young people choose to act sustainably? From the focus group the YRs decided they wanted to ask young

people to rank what is most important to them from a list of actions like who they buy from, how they travel, where they work etc.

Using the findings from the focus group, the YRs created a survey of 21 questions to investigate the topics in more detail and to use the data to inform some messaging aimed at 14-25 year olds. The survey launched late February 2023 and closed in mid-March 2023. The survey was promoted through GCRP's networks, to schools across Gloucestershire by Participation People, to local youth clubs and on social media. Read on to find out in more detail what they found out...

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Survey Data

Participation People
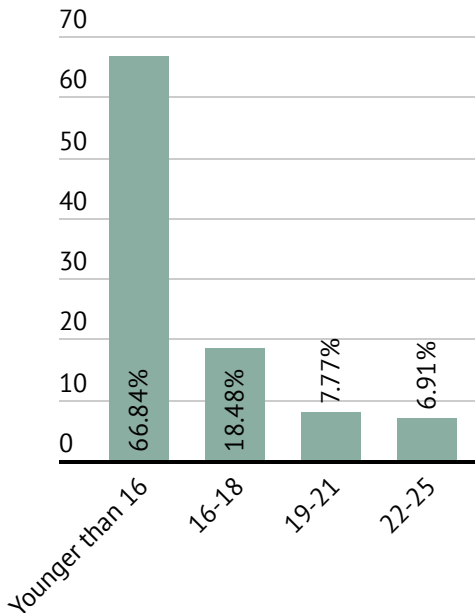
Our Survey Data

The survey was promoted to schools, youth clubs and over social media. They YRs heard from 584 young people, read on to find out more…
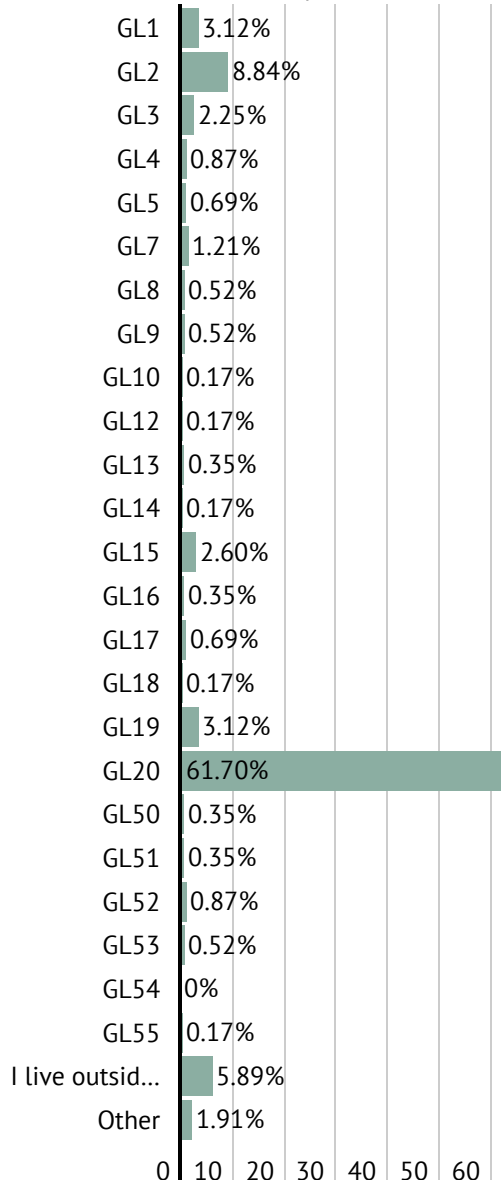
About our survey

The YRs wanted to hear from their peers what they thought about sustainable travel and their travel habits. They heard from young people from across Gloucestershire and some from outside of Gloucestershire too!

Overall, the YRs heard from 636 young people. Participation People helped the YRs by cleaning the data for any unreliable responses and this left the YRs with 584 reliable responses.
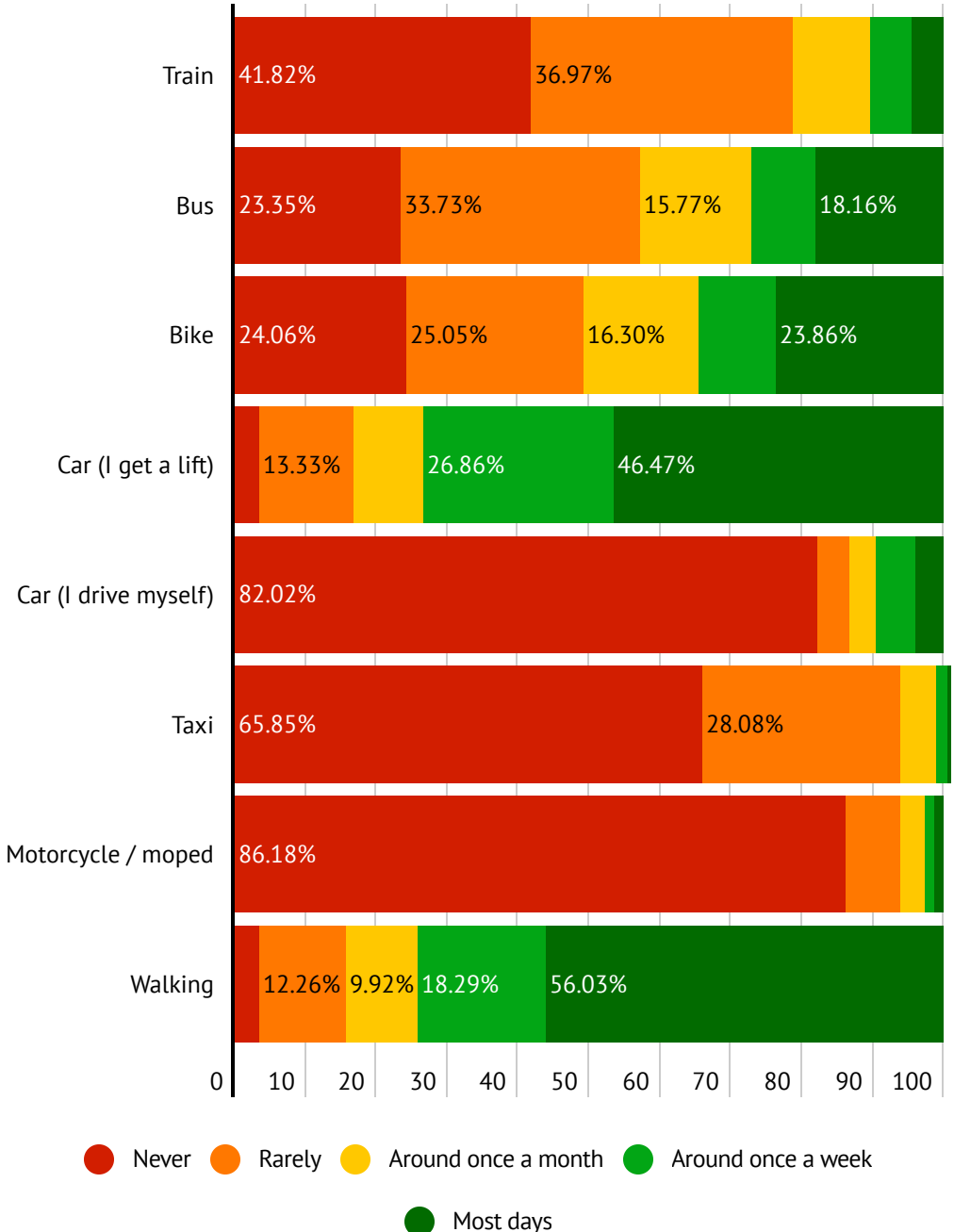
Graph showing how old respondents are…

Age group	Percentage
Younger than 16	66.84%
16-18	18.48%
19-21	7.77%
22-25	6.91%

Graph showing which post codes respondents live in…

Post code	Percentage
GL1	3.12%
GL2	8.84%
GL3	2.25%
GL4	0.87%
GL5	0.69%
GL7	1.21%
GL8	0.52%
GL9	0.52%
GL10	0.17%
GL12	0.17%
GL13	0.35%
GL14	0.17%
GL15	2.60%
GL16	0.35%
GL17	0.69%
GL18	0.17%
GL19	3.12%
GL20	61.70%
GL50	0.35%
GL51	0.35%
GL52	0.87%
GL53	0.52%
GL54	0%
GL55	0.17%
I live outsid…	5.89%
Other	1.91%

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Graph 1

Graph showing responses to "How often do you travel by..."

Train: 41.82% | 36.97%
Bus: 23.35% | 33.73% | 15.77% | 18.16%
Bike: 24.06% | 25.05% | 16.30% | 23.86%
Car (I get a lift): 13.33% | 26.86% | 46.47%
Car (I drive myself): 82.02%
Taxi: 65.85% | 28.08%
Motorcycle / moped: 86.18%
Walking: 12.26% | 9.92% | 18.29% | 56.03%

Legend:
- Never
- Rarely
- Around once a month
- Around once a week
- Most days

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Graph 2

Graph showing responses to "What sort of journeys do you use the train for?"

Category	Percentage
To go to school / work	9.00%
To go shopping / into my local town	7.86%
To visit friends / family locally	11.11%
To go shopping / to towns or cities further away (e.g....	38.89%
To visit friends / family far away	25.48%
To go on holiday	22.99%
I don't use the train	37.74%
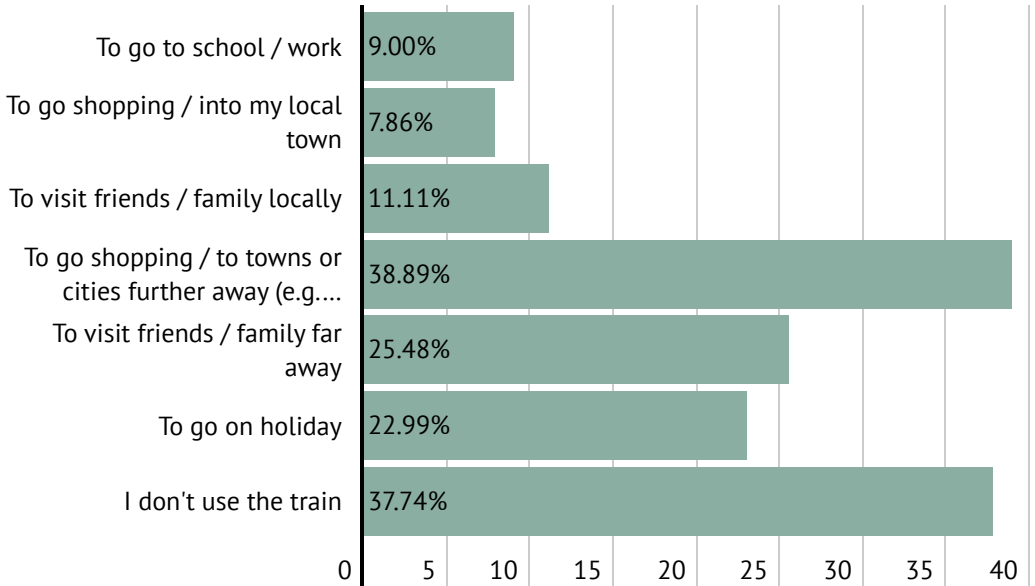
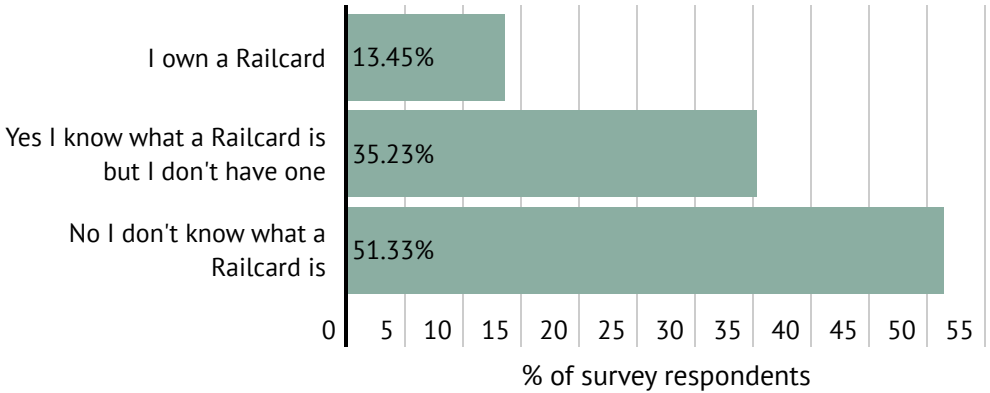# Graph 3

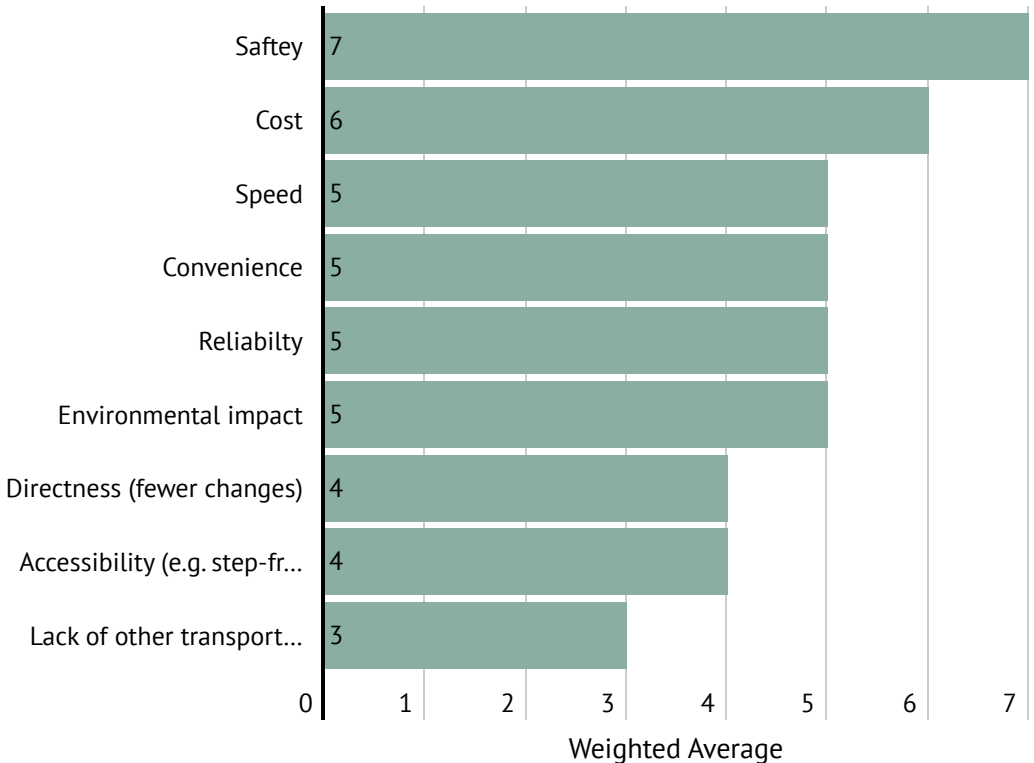Graph showing responses to "How long does it take you to get to your nearest train station without driving?"

Category	Percentage
Less than 15 minutes	29.01%
15-30 minutes	26.50%
30-45 minutes	20.12%
Over 45 minutes	11.22%
It is too far to walk to my local station	13.15%

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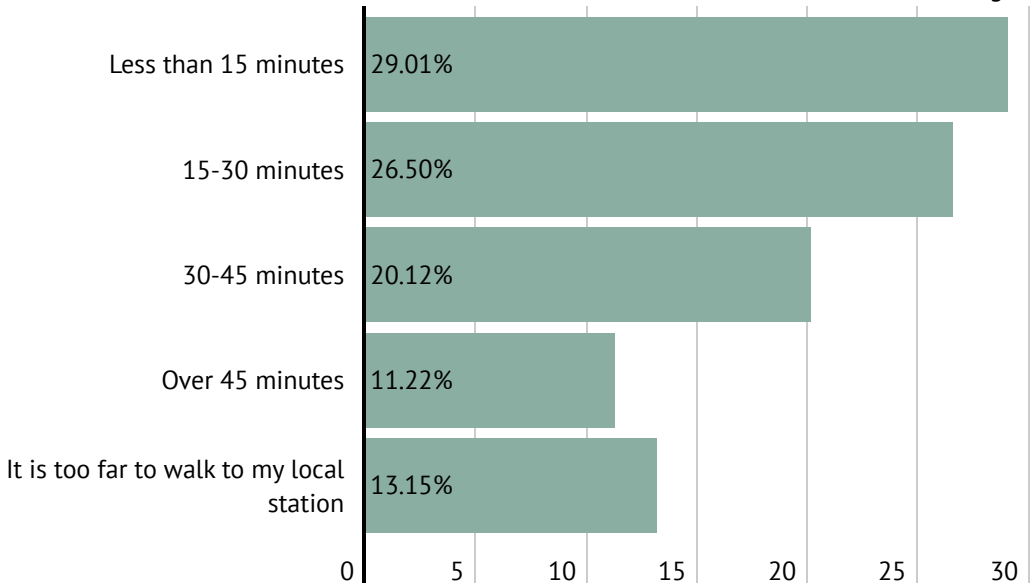
Graph 4

Graph showing responses to "Do you know what a Railcard is?"

I own a Railcard	13.45%
Yes I know what a Railcard is but I don't have one	35.23%
No I don't know what a Railcard is	51.33%

% of survey respondents

Graph 5

Graph showing responses to "Rank these in order of importance to you when choosing travel..."

|	
Saftey	7
Cost	6
Speed	5
Convenience	5
Reliabilty	5
Environmental impact	5
Directness (fewer changes)	4
Accessibility (e.g. step-fr...	4
Lack of other transport...	3

Weighted Average

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Graph 6

Graph showing responses to "Roughly how much do you thing it would cost you to travel from Gloucester to Bristol City Centre by car?"
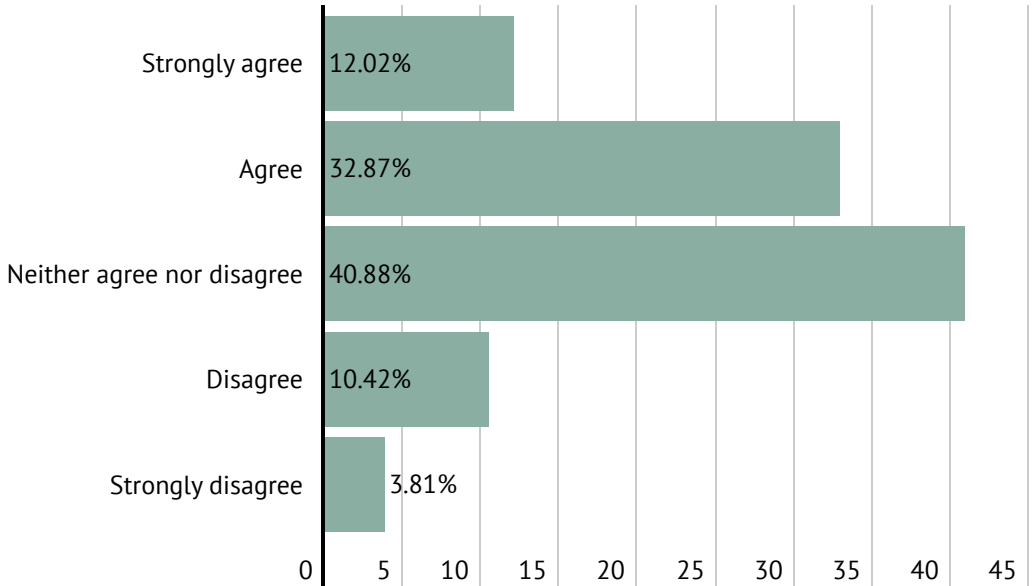
£0   £100
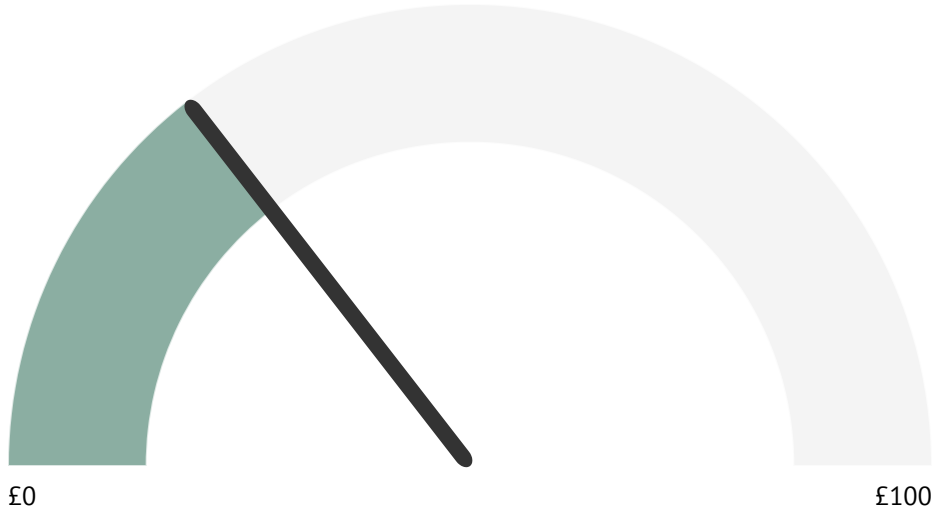
Graph 7

Graph showing responses to "Roughly how much do you thing it would cost you to travel from Gloucester to Bristol City Centre by train?"

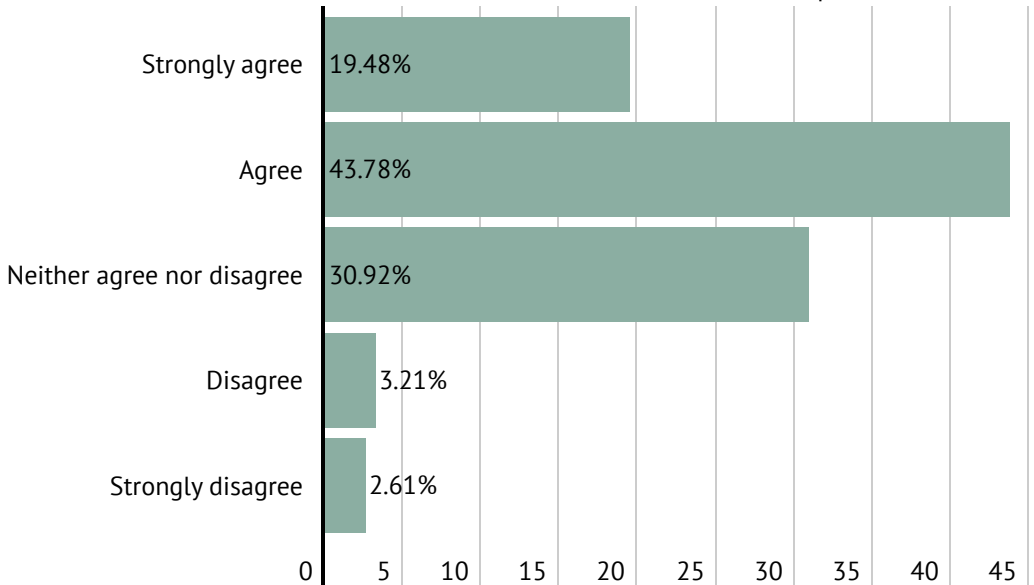£0   £100

Participation People
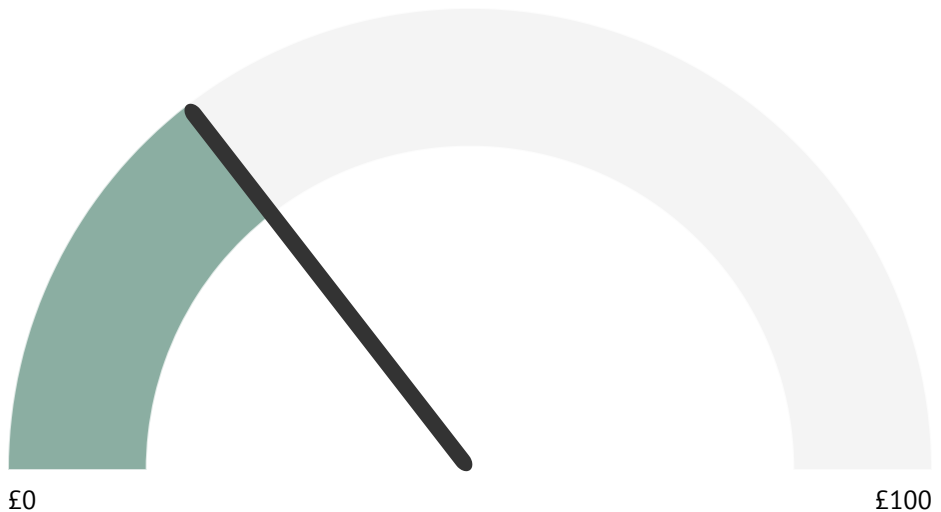
Graph 8

Graph showing responses to "The environmental impact of a journey affects the way your travel..."

Response	Percentage
Strongly agree	12.02%
Agree	32.87%
Neither agree nor disagree	40.88%
Disagree	10.42%
Strongly disagree	3.81%

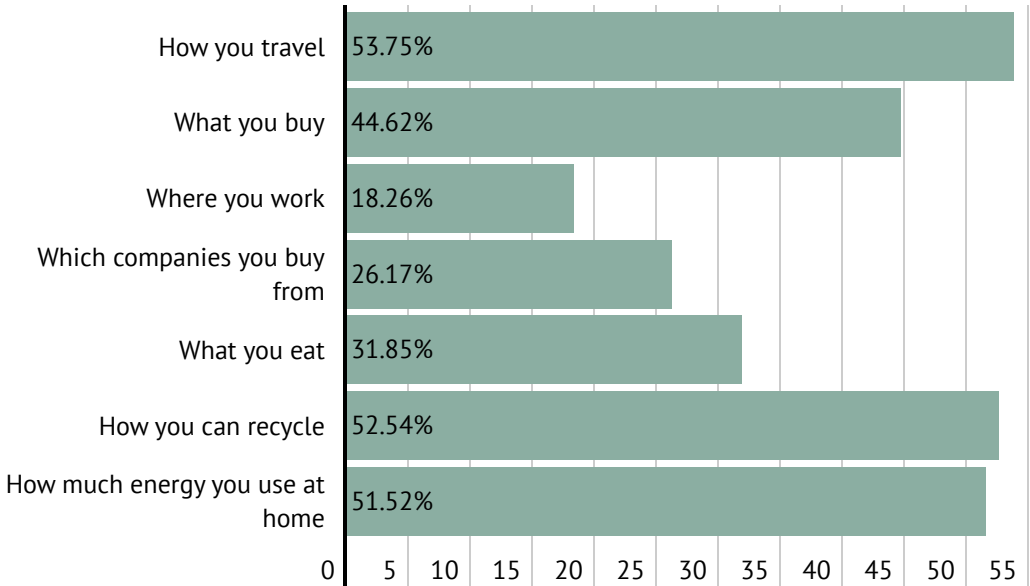# Graph 9

Graph showing responses to "I like it when companies tell us about what they are doing to help the environment"

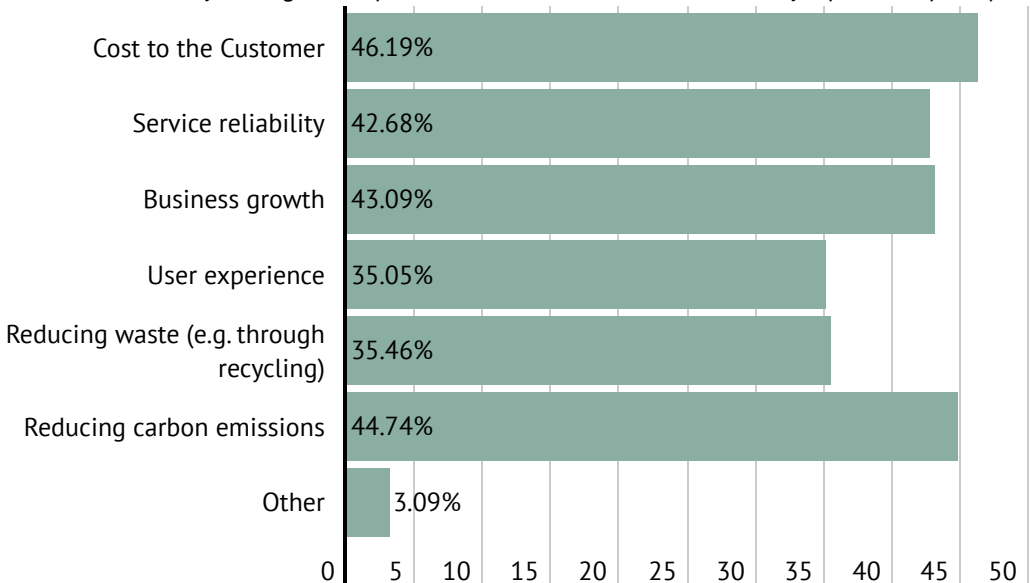| Response	Percentage
Strongly agree	19.48%
Agree	43.78%
Neither agree nor disagree	30.92%
Disagree	3.21%
Strongly disagree	2.61%

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Graph 10

Graph showing responses to "Which of these do you consider the most important when making choices about sustainability (Chose your top 3)..."

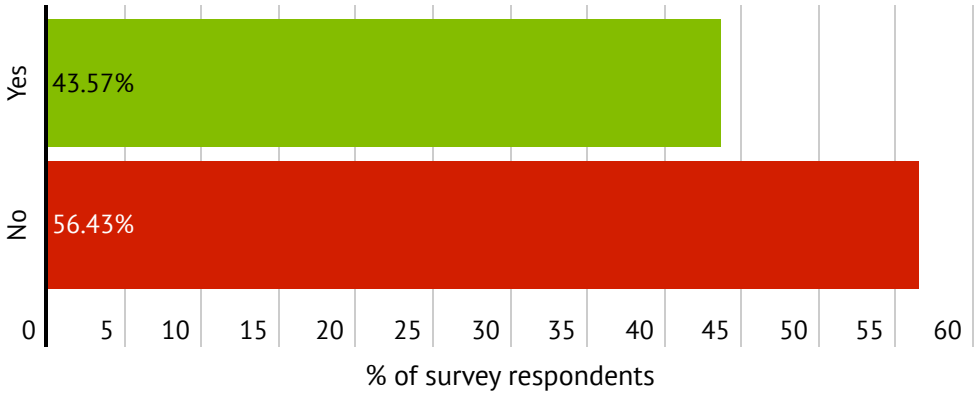| Category	Percentage
How you travel	53.75%
What you buy	44.62%
Where you work	18.26%
Which companies you buy from	26.17%
What you eat	31.85%
How you can recycle	52.54%
How much energy you use at home	51.52%

Graph 11

Graph showing responses to "What do you think transport providers such as GWR, Cross Country or Stagecoach prioritise when it comes to sustainability? (Choose up to 3)..."
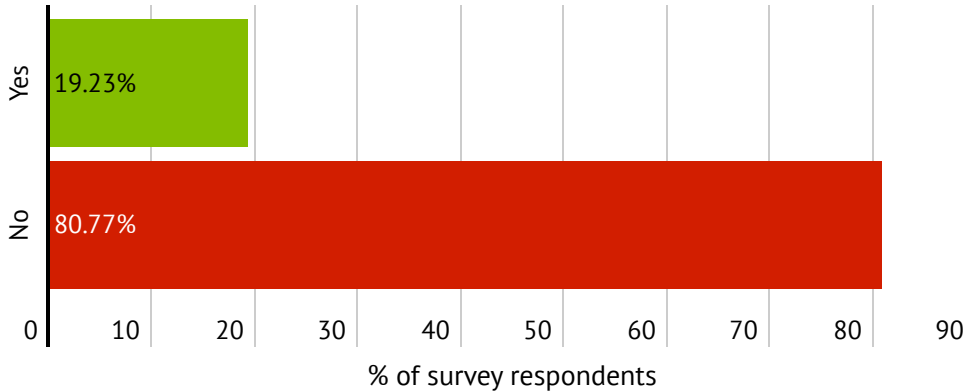
Category	Percentage
Cost to the Customer	46.19%
Service reliability	42.68%
Business growth	43.09%
User experience	35.05%
Reducing waste (e.g. through recycling)	35.46%
Reducing carbon emissions	44.74%
Other	3.09%

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Graph 12

Graph showing responses to "Do you know what a carbon emission calculator is?"

Yes	43.57%
No	56.43%

% of survey respondents

Graph 13

Graph showing responses to "Have you ever used a carbon emission calculator?"

Yes	19.23%
No	80.77%

% of survey respondents

Graph 14

Graph showing responses to "Do carbon emission figures make sense to you?"

Yes	37.83%
No	62.17%

% of survey respondents

Participation People
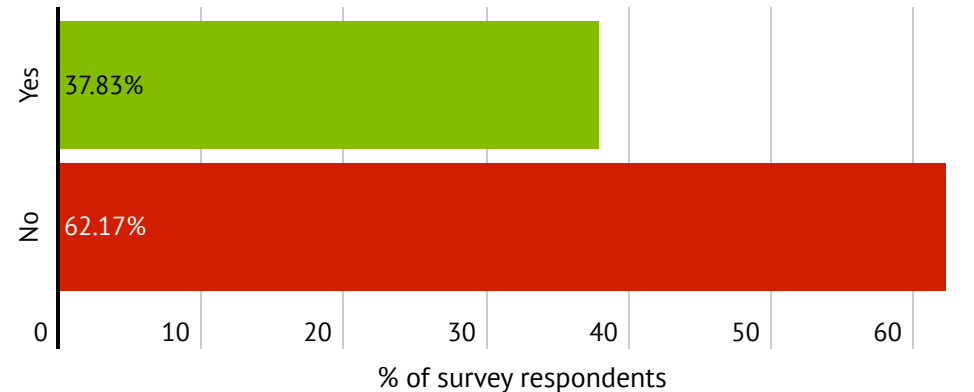
Survey Takeaways and Analysis

We heard from 584 young people from across Gloucestershire and England. They told us lots about their travel habits, preferences and opinions on sustainable travel. Read on to find out more...

Young People's Travel Habits and Preferences

To begin with the YRs wanted to understand more about young people in Gloucestershire's travel habits and preferences. Before analysing the data, the YRs made some predictions about what they expected to find form the data. These included that young people will travel mostly by walking, getting a lift in a car and by bus. The YRs also thought those young people below 18 will tend to use the train for visiting friends and family further away and that young people 18-25 will use the train more to get to work.

Graph 1 shows how often young people who responded to our survey travel by different modes of transport. The most common ways young people travel are by walking and getting a lift, as our YRs predicted. The YRs suggested that this could be due to the fact that the majority of respondents were under 16 (nearly 67%) and their parents may prefer to give them lifts in the car. This was reflected by the proportion of 19-25 year olds being much more likely to drive themselves than get a lift from someone.

The YRs were surprised by the train usage patterns. Nearly 42% of respondents told us they never get the train and a further 37% told us they rarely get the train. When the YRs dug a little deeper they saw that older young people were much more likely to use the train than younger YP with none of our respondents older than 19 telling us they never get the train.

One of the overall patterns for the question the YRs noticed was that the older the respondents were, the more likely they were to use public transport. This could be because they are more independent than the under 19s we surveyed or perhaps it was because older young people are more confident using public transport.

The YRs also wanted to find out what sort of journeys young people use the train for. The YRs thought that respondents would be most likely to use the train to visit friends and family further away. Graph 2 shows how young people responded. The most common reason young people travel by train was to travel to cities and towns further away for shopping and leisure (39%) closely followed by young people telling us they don't travel by train.

The YRs were surprised by this, they had assumed that more young people would use the train for some journeys. 50% of under 16s told us they never use the train, this

Survey Takeaways and Analysis Continued...

could be because under 16's parents are more wary about their children travelling unaccompanied by train or simply the trains aren't convenient for young people. Some of the YRs who live more rurally shared that they never got the train on their own before they when to university because it was never convenient for them.

Only 9% of respondents told us they travel to school or work by train, and this figure remained unchanged whether looking at under 16s or over 16s. Although over 16s were much more likely to use the train than under 16s, particularly to travel to cities further away for shopping.

The YRs were interested in seeing how close young people live to their local stations by foot. They found that 29% of young people live within 15 minutes walk to their local station (graph 3). Only 13% of respondents told us they live too far away from their local station to walk. The YRs were interested by this however thought in their experience how close you live to a station isn't the only factor in choosing to travel by train, cost is another important factor as is convenience etc.

The YRs have found that Railcards have saved them a lot of money when travelling by train and as a result they are more likely to travel by train. They wanted to see if other young people knew about Railcards and if they owned them. Only 13% of respondents told us they have a Railcard and 51% do not know what a Railcard is at all (graph 4). The proportion of those with

Railcards increases with age with only 8% of 22-25 year olds not knowing what a Railcard is and 65% owning one. This trend makes sense as under the age of 16 young people can still get child fares and so do not need Railcards. The YRs think there is an opportunity to improve the messaging around Railcards to encourage young people travel by train and thus travel more sustainably.

In graph 5 we asked young people to rank some factors in order of importance to them when choosing to travel. The YRs thought the most important factors would be cost, lack of other options and speed. They were very surprised to find that respondents ranked safety as the most important factor when choosing to how to travel. The YRs discovered that safety was an equally important factor for both male and female respondents, but safety was particularly key for under 16s. One of the YRs shared that in their experience train stations can be quite

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Continued...

scary places for young people. The YRs were sure that messaging around the safety of public transport could be beneficial, although they are unsure about how to best approach this.

The data also showed that boys were more likely to prioritise speed when choosing how to travel and girls were more likely to prioritise the environmental impact of a journey. This didn't surprise the YRs but they thought this could be potentially investigated at our Bootcamp.

The YRs wanted to understand how much young people thought a journey between Gloucester and Bristol City Centre would cost by car and by rail (page 15, graphs 6 & 7). Respondents thought that both journeys would cost around the same, £29 by car and £28 by train. The YRs were a little surprised by this but did acknowledge there is a fuel crisis and costs have increased dramatically recently.

Interestingly a single rail fare between Gloucester and Bristol Temple Meads averages around £11 and can be cheaper than this if booked in advance, meaning young people assume train travel will cost much more than it does in reality.

There is a big opportunity to increase and improve messaging around the cost of rail travel, particularly as in pervious questions we have seen that young people prioritise the cost of journeys highly and that young people principally use the train for travelling to towns a cities a little further away for

shopping and other leisure activities.

Young People Attitude to Sustainability and Sustainable Travel.

At the outset of the project, both the YRs and GCRP were interested in young people's attitude towards the environment and sustainability and whether this has an impact of young people's travel habits.

In graph 8 we can see wether the environmental impact affects the way young people chose to travel. The majority of young people neither agreed nor disagreed (41%) which on YR suggested effectively means that the environmental impact of a journey has very little affect on the choice of how young people travel. Another added that this response suggests "we feel as though we care about the environment but wouldn't not travel if we needed to get somewhere".

Participation People

Continued...

As this research will be informing our Bootcamp at which we will be forming some messaging around encouraging young people not only to travel more by train but to travel more sustainably, the YRs thought it would be interesting to gauge how young people react to companies talking about the environment. 44% of respondents agreed they like it when companies talk about what they are doing to help the environment (graph 9).

This somewhat surprised the YRs although they agreed that they prefer to hear about big policies to cut emissions rather than smaller changes to things like switching to paper cups over plastic ones.

The YRs thought it would be useful to find out what young people prioritise when it comes to sustainability in their own lives (graph 10). The respondents prioritised how they travel (54%), how they can recycle (53%), then how much energy they use at home (52%). This initially surprised the YRs but began to make sense when this survey combines young people's attitudes to travel and sustainability. The YRs were also conscious that more of us are thinking about our domestic energy consumption in the wake of the energy crisis and so most people are trying to cut their usage for cost reasons with the added benefit of it helping the environment.

Some of the other surprises from the data on this question were around "what you eat" being so low. The YRs are very conscious of the benefits of cutting meat out of their diet

benefitting the environment so to see it rank as the third lowest option was surprise.

This data further supports the YR's view that the environmental benefits should be better communicated in messaging to young people moving forward.

The YRs asked young people what they think transport providers prioritise when it comes to sustainability (graph 11). Cost to the customer proved the most popular response (46%), followed by reducing carbon emissions (45%) and business growth (43%). This didn't overly surprise the YRs but they did find it was interesting that user experience was the least popular option when the YRs presumed this will be of high priority for transport companies. There is also an opportunity to improve the messaging around the environmental benefits of public transport and package it as a benefit to the consumer.

GCRP were keen to discover whether young people were knowledgeable about carbon emission calculators. On page 18 you can see the data relating to carbon emission

Continued...

calculators. The YRs assumed most people would not a carbon emission calculator is, and even if they did, they will have not used one before. The YRs assumptions were proved correct, 56% of respondents did not know what a carbon emission calculator is and 81% of respondents had never used one. 62% of young people told us carbon emission figures do not make sense to them.

Key Takeaways

The YRs have identified some key takeaways from the data:

1. Safety plays a bigger role in young people's decision making about how they travel than the YRs were expecting.

2. Older young people (those over 18) are more likely to use the train than younger young people.

3. Young people perceive travel by rail to be much more expensive than it actually is.

4. Most respondents live quite close to their local station and they just need a bit of a push to use it more often.

The data we have collected will be use to inform GCRP work in other areas with young people, and to inform the messaging we co-create at our Bootcamp in April 2023.

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Bootcamp

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Bootcamp

The Bootcamp will be taking place on the 15th April. Take a look here to see the plan for the day...

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SESSION / ACTIVITY PLAN

Part 1 – About the Activity or Workshop				
Session Title:	GCRP Bootcamp			
Date / Time:	15th April 11am-4pm			
Audience:	YP from Gloucestershire & Young Consultants			
Expected number of participants:	Children/young people:	10	Adults:	2
Staff facilitating:	Ed Cooney			

Part 2 – Session Outcomes		
	Outcome	Success Indicator
By the end of the session, participants will:	1. Participants familiar with survey data	1. YP can identify the trends in the data and what they mean
	2. Participants identify key messages to appeal to YP	2. YP have taken the trends and identified the key themes for messaging
	3. Participants draft 3 marketing resources	3. YP begin work on 3 marketing resources

#	Time	Method	Learning Themes
	1100	**Welcome and Icebreaker Game** Hi Everyone! Let's start us off with some intros, pronouns and tell us something interesting about your journey here! Before we kick off, let's play a game to get us started. Splat/ Elephant Kangaroo Cow/ Ninja? human bingo, name game, etc! Two truths and a lie Resources: (Cards if doing human bingo) Running time: 20 mins Facilitator notes: Make sure the ground is clear and there aren't any trip hazards etc.	Breaking the ice, getting to know each other
			Considerations
			YP being shy/not have met beforehand/having adjustments
			Desired Outcome(s)
			Group feels a bit more relaxed and connected

#	Time	Method	Learning Themes
	1120	**Today's Session** Brilliant! Hopefully we're all more awake now! So, what are we going to get up to today? Introduce aims/outcomes of the day YP to fill in "entry board" - by writing name and what they like to get out of today on PinPoint paper (prep in advance)	Target outcome Everyone on same page at start
			Considerations
			Clarify everything and check whether everyone understands
			Desired Outcome(s)

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			Understanding of all outcomes
		Running time: 5	
#	**Time**	**Method**	**Learning Themes**
	1125	**Converting data into key messages**	Data analysis & key themes
		Let's recap what we have covered already!	
			Considerations
		EC to give a presentation on GCRP project to date including the survey questions, key findings and initial observations.	SPACE & VOICE - also size of each group and Young Consultant "influence" (they are there to facilitate
		Split into 3x groups (1x YC with each groupo) and give out post-its. EC to print out copies of report of data from survey monkey to give to each group.	
			Desired Outcome(s)
		Each group takes a section of the survey and focuses on key messages important to young people from the data and creates 10x 'Newspaper Headlines', write on post-its and stick onto pin point paper.	Learning Outcome 1 Learning Outcome 2
		Each group presents back their findings and headlines to the whole group.	
		EC to take all post-it headlines and place them on another PinPoint sheet. Group to vote with stickers on their favourite (PinPoint).	
		Resources: post-its, pens, speaker for music, 3 sheets of pinpoint paper	
		Running time: 15 mins presentation, 30 mins task, 15 mins feedback/presenting, 5 mins PinPoint, 10 min break after	

		Facilitator notes: Each group needs as much space as possible to work. Make sure the ground is clear and there aren't any trip hazards etc.	
#	**Time**	**Method**	**Learning Themes**
	1240	**Brainstorm - How do we bring the key headlines to life?**	Media & marketing - tying themes to outputs
		Any idea is a good idea…	
		Card Call on methods to bring headlines to life… thinking of media and marketing here (Helen & Faatimah to advise).	**Considerations**
			May need prompting from GCRP/EC
		Whole group to group answers together (EC facilitate) and pinpoint vote. Identify the top 3 ideas/resources to create - eg video, poster, social media, web-based resource, hand-out, poster, flyer etc	**Desired Outcome(s)**
		Group to divide up into 3 working groups and take a resource each.	Learning Outcome 2 Learning Outcome 3
		Resources: Post-its, pinpoint paper, pens	
		Running time: 10 mins writing out cards, 10 mins grouping, 10 mins voting and designating out afternoon task	
		Facilitator notes: Make sure everyone has enough time to think and input	
#	**Time**	**Method**	
	1310 - 1340	**Lunch - Pizza** (or equivalent) 30 mins Order in advance or to arrive at 1315	
#	**Time**	**Method**	**Learning Themes**

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People

	1340 - 1355	**Post lunch energizer game (15 mins)** **Freeze frame / energizer** Ask them to get into 3's. In 3's, with their bodies, they have to work together and create a picture that represents a statement. They have to create a picture / freeze frame for each statement, worthy of an Instagram story! ● Use headlines from morning session as the statement Give them 8 minutes to plan their pictures. Then ask them to "perform" each picture for you. Take a photo of each freeze frame. Use these photos to create a short film of the group by the end of training day 2. Resources: Materials: A4 paper, pens, sticky dots, camera/ phone.	Teamwork Creativity Confidence **Considerations** SPACE **Desired Outcome(s)** Energised after lunch
#	**Time**	**Method**	**Learning Themes**
	1355-1540	**Creating Resources -** 3x groups with YC in each Each group has 1hr 45 to create either a resource or a set of resources relating to key themes, headlines and messages identified during the morning session. They will have access to paper, pens, computers, ipads, phones etc but must have a clear output at the end of the session or a written plan that makes it easy for a designer to create the resource. Think about using a guidance framework for creating the resource so time is used well. Groups can be as creative as possible. Groups to present work back at the end.	Teamwork Creativity Creation of resources **Considerations** Time - make sure its productive! **Desired Outcome(s)** 3x resources for GCRP to use moving forward

		Resources: Pens, paper, post-its, phones, ipads, computers (at office) Running time: 1hr 45 to create - 10 mins to present to whole group Facilitator notes: EC & GCRP to float around and facilitate whole group	
	1550	**What are our takeaways today? (Other than pizza)** Rate the day out of 1-5, one thing that surprised you, one thing you've learned. Could use A-Z takeaways if groups are capable.	

Participation People

Resources

Participation People

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**less stress
low carbon
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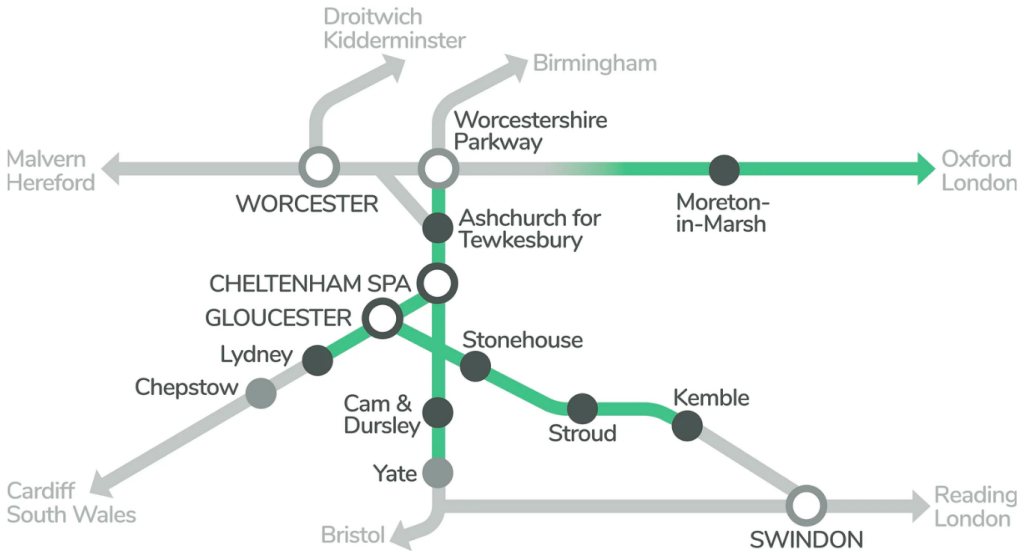50% off for 16 - 17 years
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Participation
People

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Participation People
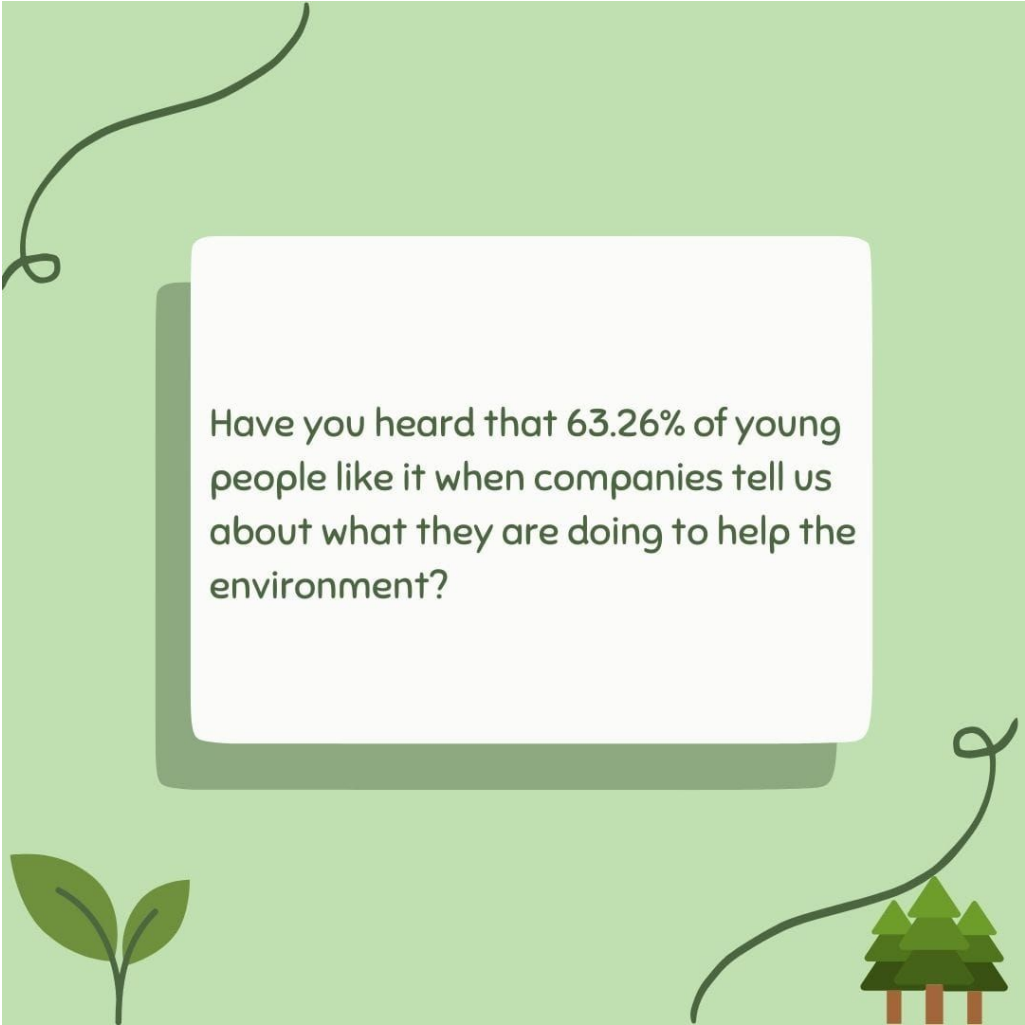
Don't you find it shocking that **56.43%** of young people don't know what a carbon emission calculator is?

Participation People

Did You Know ?

80.77% of young people have never used a carbon emission calculator.

Participation People

Have you heard that 63.26% of young people like it when companies tell us about what they are doing to help the environment?

The Young Researchers also produced two videos for GCRP to be used as instagram reels complete with captions!

Participation People

Conclusions

Participation
People

Conclusions

Throughout the course of the project the Young Researchers have provided GCRP with high-quality data insights to inform messaging to 14-25 year olds.

Through the focus group and survey, the YRs drew the following insights:

1. Safety plays a bigger role in young people's decision making about how they travel than the YRs were expecting.

2. Older young people (those over 18) are more likely to use the train than younger young people.

3. Young people perceive travel by rail to be much more expensive than it actually is.

4. Most respondents live quite close to their local station and they just need a bit of a push to use it more often.

This data was packaged and presented to a group of 6 young people at a Bootcamp on 15th April 2023. Using the data and their knowledge of Gloucestershire, the young people at the Bootcamp produced X key messages to encourage young people to travel more sustainably around Gloucestershire and use public transport.

They are:

- 3 posters for use in stations, at bus stops, in schools or for social media
- 3 social media graphics for instagram, to be posted on the social media sites young people use!

- 2 videos to be posted as instagram reels complete with captions and fun editing!

You can see some of these resources in this report.

The Young Researchers loved working with GCRP and can't wait to see their resources be used by GCRP in the future!
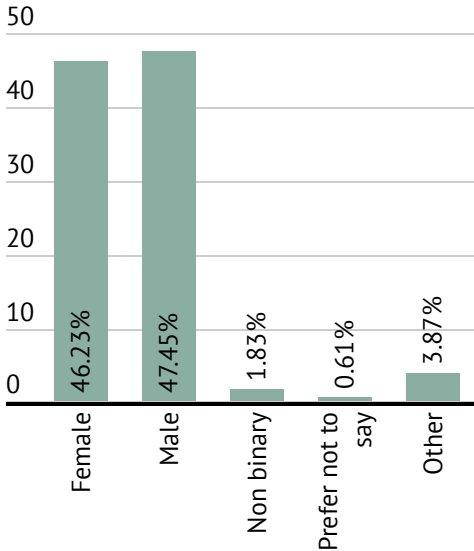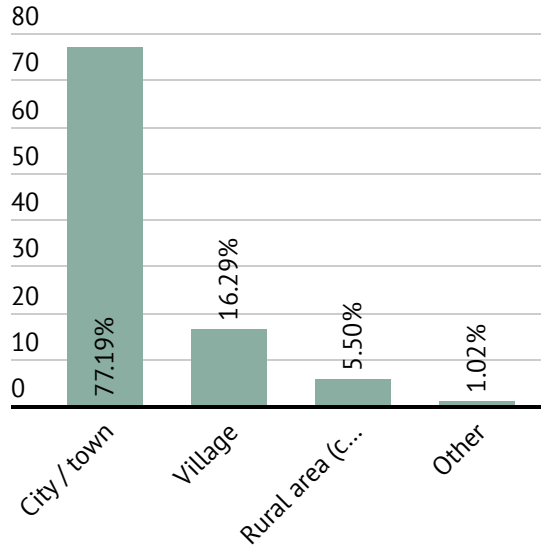
Participation People

Population Data

Participation
People

Population data

An in depth look at who answered our questions.

Graph showing percentage of survey respondents by gender

Gender	Percentage
Female	46.23%
Male	47.45%
Non binary	1.83%
Prefer not to say	0.61%
Other	3.87%

Graph showing percentage of survey respondents living in…

Living in	Percentage
City / town	77.19%
Village	16.29%
Rural area (c…	5.50%
Other	1.02%

Graph showing percentage of survey respondents by ethnicity

Ethnicity	Percentage
Asian or Briti…	4.71%
Black or Black…	1.43%
Mixed ethnic …	3.28%
White British	78.69%
White- gypsy /…	1.02%
White- any ot…	5.33%
Prefer not to …	3.28%
Other	2.25%
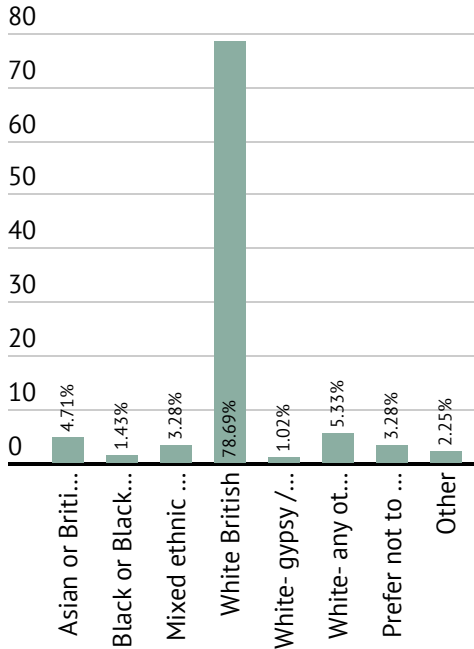
Graph showing percentage of survey respondents by difficulty or disability

Difficulty or disability	Percentage
No I don't have a disability	67.63%
Hearing	2.07%
Visual	4.36%
Physical	3.32%
Learning (e.g. autism, ADHD, dyslexia)	11.20%
A mental health condition	9.13%
A long standing condition (e.g. diabetes, epilepsy…	5.19%
Prefer not to say	7.88%
Other	2.70%

Participation People

Population data

An in depth look at who answered our questions.

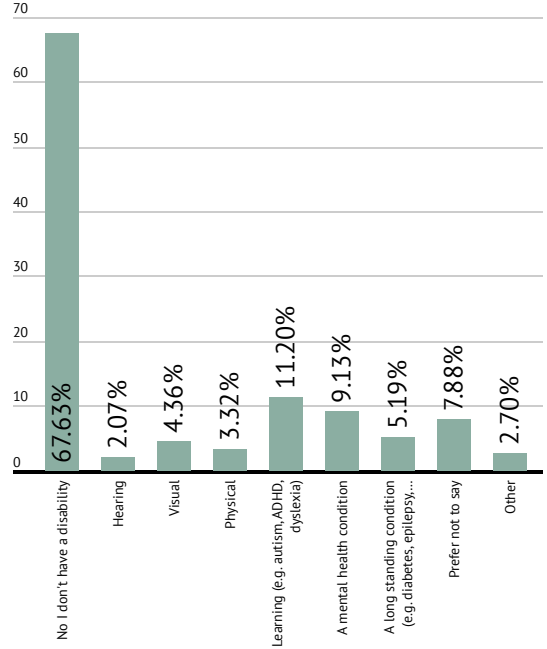Graph showing percentage of survey respondents who consider themselves to belong to the following...

Category	Percentage
None of the above	72.98%
Homeless	1.06%
Young carer	4.47%
In care / leaving care	1.91%
Known to the Youth Offending Team	0.21%
From a low income family	8.94%
From a single parent family	10.43%
I am a young parent	1.06%
Prefer not to say	7.02%

Participation People
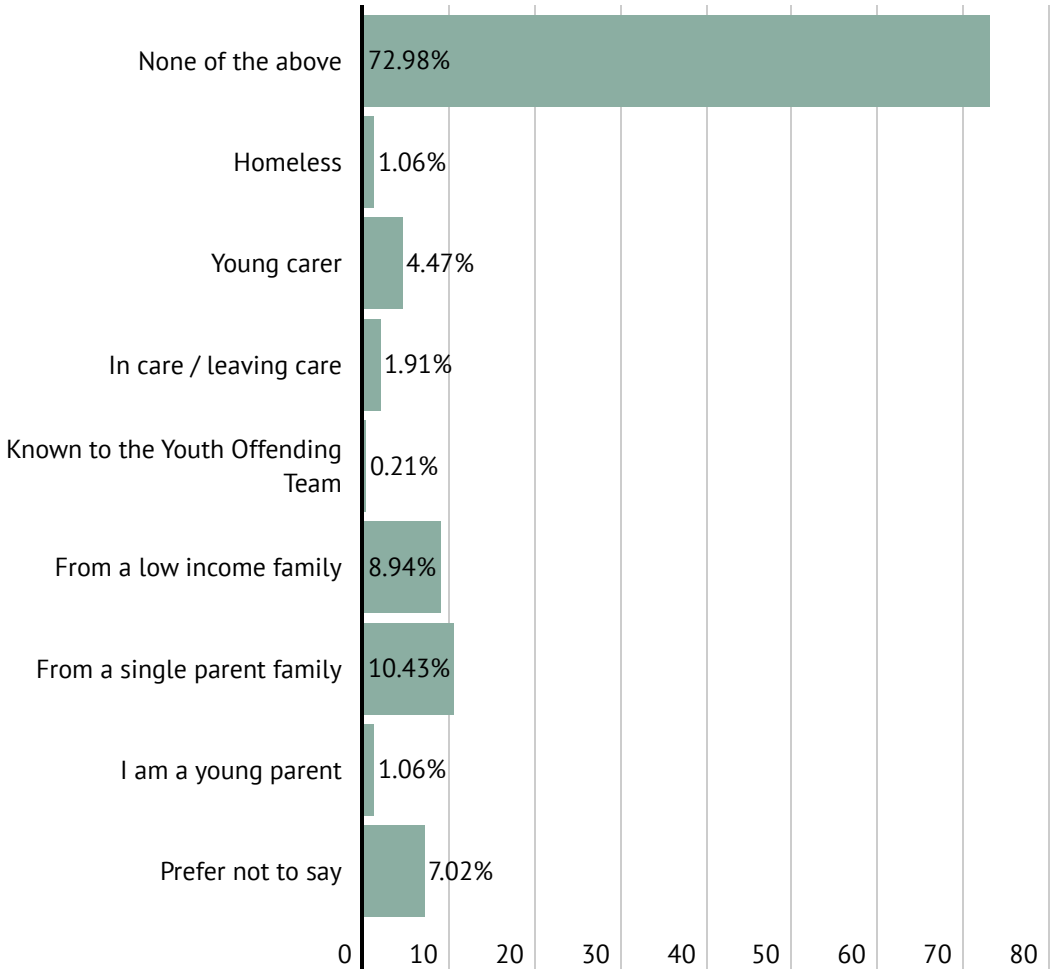
Fair and Equal Data?

HEALTH WARNING!

When we conduct research, the point is to draw conclusions about the population, rather than just our sample.

Weighting is used to adjust the results to bring them more in line with what is known about a population. Weighting has been used to correct for this discrepancy in some questions where it made a marked difference.

At times, we have weighted the data in this survey.

We have rounded up numbers to the nearest decimal report.

Where we have added extra narrative, this comes from survey comments from the open ended questions and discussions form the Young Researchers' own experiences.

We wanted our report to change with: regular updates; actions agreed; and pledges from decision makers after presentations and meetings.

Where those of you are reading this through your browser, you are guaranteed to read the latest version! Congrats!

If you have downloaded this report, click here for the latest one:
https://infogram.com/1prd73z7qledvdcgjpnjr2nqevimeldj6qj?live

Participation People

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