

# **Tomorrow's Voice**

## **Survey results**

**October 2010**

Maggie Rae  
Corporate director of Public Health and Wellbeing in  
Wiltshire

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## INTRODUCTION

- 1.1 Tomorrow's Voice is a survey of young people in Wiltshire between the ages of 11 and 18. The survey is supported by Wiltshire Council, The Wiltshire Police and NHS Wiltshire.
- 1.2 This report contains the findings from the Tomorrow's Voice autumn 2010 survey. In October 2010, an eleven page questionnaire was distributed through schools and colleges across Wiltshire.
- 1.3 Many thanks to the following schools and colleges who took part in distributing the survey:
  - Avon Valley College
  - Devizes School
  - Melksham Oak Community School
  - Matravers School
  - Pewsey Vale School
  - St Edmunds C.E Girls' School
  - St John's School and Community College
  - Wiltshire College (Chippenham)
  - Wiltshire College (Lackham)
  - Wootton Bassett School
  - The Wellington Academy
- 1.4 Tomorrow's Voice is a valuable method of collecting information about the views of young people living in Wiltshire. The results of this survey should be seen as a way of supporting decision makers by helping them to understand the needs, opinions and priorities of Wiltshire's young people.
- 1.5 This survey covered a wide range of subjects. Some will feed directly into the planning of specific services, while others will be of interest to a wide variety of organisations in Wiltshire and beyond.
- 1.6 This report will be widely disseminated among the partner organisations and service providers. Copies will be made available in all of Wiltshire's libraries and an electronic version of this report will be available to download online from the Wiltshire and Swindon Intelligence Network (<http://www.intelligenetwork.org.uk>).

## **SUMMARY OF MAIN RESULTS**

### **About You (Demographics)**

2.1 57% of respondents were female and 43% were male.

### **Community Safety**

2.2 It would appear that respondents as a whole considered anti-social behaviour to be a problem in the whole of Wiltshire (65%) but it was not perceived as a problem where the respondent lived (64%).

2.3 When respondents compared Wiltshire to the country as a whole and places like Bristol, Bath and Swindon a majority perceived anti-social behaviour as 'better' in Wiltshire (40%).

2.4 The main influences that were perceived to have created this image of anti-social behaviour were national television (65%), local television (60%), local newspapers (59%) and the internet (59%).

2.5 The perceived age of anti-social offenders were the younger generation (94% under the age of 25).

2.6 The majority reported the under 18s (49%) and a large minority reported the over 45s (25%) as the most likely victims of anti-social behaviour.

2.7 The most often claimed method of reporting anti-social behaviour was by phone (45% averaged across items). The least selected method was through on-line methods (13% averaged across items).

### **Safer Communities**

2.8 Hitting and punching and administering death threats were considered by nearly all respondents to be examples of domestic violence (94% and 91% respectively). However, 1 in 10 reported that none of the statements were examples of domestic violence.

2.9 Around 90% of respondents believed that it is never okay for a man to hit a woman.

2.10 In the case of female instigation of violence towards males, views were diluted. Opinions ranged across the scenarios from 26% to 53% of individuals supporting the idea that it was okay for a woman to hit a man.

2.11 Respondents in general reported that their parents would be the main individuals they would contact to report domestic violence (76%),

followed by the police (56%). However nearly one in ten said they would not tell anyone at all.

### **Smoking**

- 2.12 Fear of becoming addicted was the largest driving force to not initiate smoking (89%). Peer pressure provided the least impetus (35%).
- 2.13 On average 56% of the respondents' could recall the notification slogans that aim to reduce numbers of smokers.

### **Connexions**

- 2.14 Face to face conversation was the most likely method of exploring personal development: 84% of responders were fairly and very likely to use this technique.
- 2.15 Jobs/careers/training (68% very and fairly likely) and course to study (52% very and fairly likely) appeared to be the main reasons why these respondents would contact Connexions.
- 2.16 The majority of the respondents (78%) had not received information from Connexions.
- 2.17 In general, 67% of the respondents reported they were satisfied with Connexions.

### **Wiltshire Police**

- 2.18 Respondents as a whole perceived that drug use was not a problem where they lived (57%) but was a problem in Wiltshire as a whole (69%).
- 2.19 A high proportion of the respondents believed it was fairly easy or very easy to get hold of illegal drugs (59%).
- 2.20 Friends' drug use and wanting to look 'cool' were perceived as powerful influences on initiating drug taking (76% and 71% respectively).

## **METHODOLOGY**

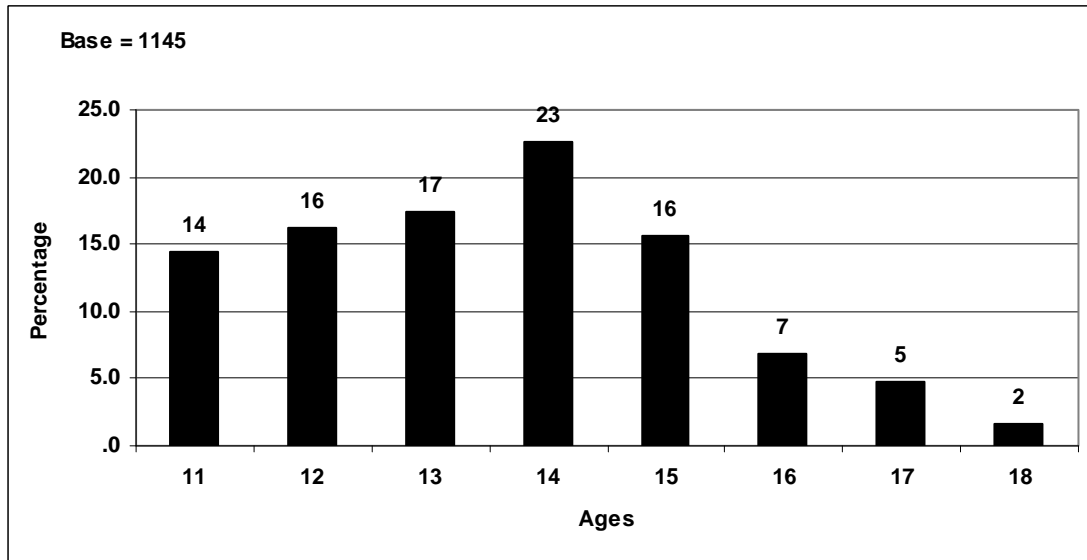
- 3.1 Schools were instructed to use mixed ability classes (e.g. PSHE (Personal, Social and Health Education) classes or tutor groups) wherever possible for completion of the questionnaires, to ensure as representative a sample as possible.
- 3.2 A total of 1,145 completed questionnaires were returned. Any questionnaires returned blank or with only demographics filled in have been excluded from this figure and from all analysis.
- 3.3 All percentages are rounded to the nearest 1%. Therefore it may be that not all totals sum to exactly 100%.
- 3.4 On graphs wherever possible the base figure is shown. This is the number of respondents answering this particular question (or at least one part of it).
- 3.5 This survey report contains cross tabulated analysis by age groups and gender. The relatively low base size of some of the age groups should be borne in mind when considering some of the age group analysis featured in this report.
- 3.6 The selection of schools and colleges agreeing to participate in the survey may affect responses (as different educational establishments will not produce uniform responses).

## RESULTS

Total number of respondents: 1,145

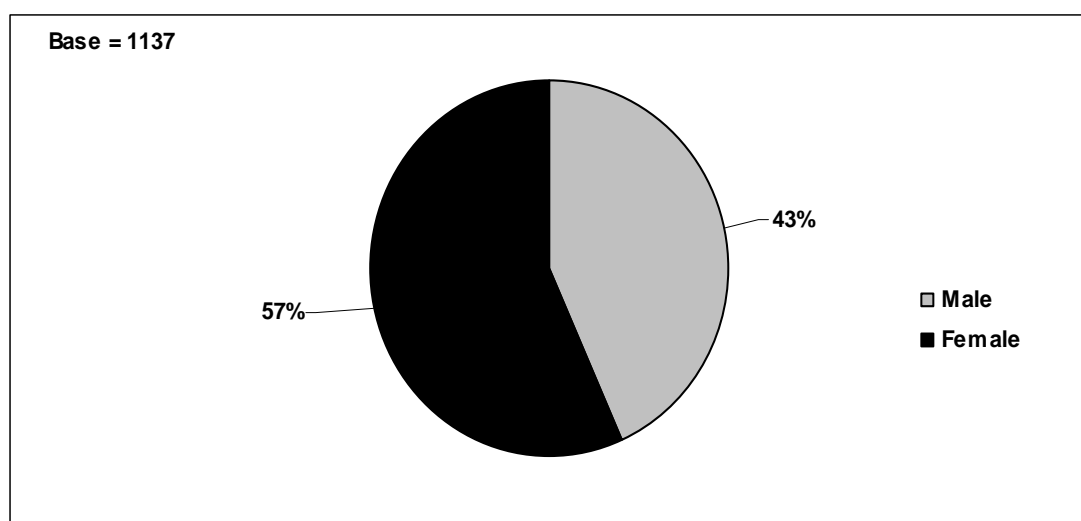
### About You (Demographics)

#### Q1: Age



4.1 The respondents were aged between 11 and 18. The 11, 12, 13 and 15 year old age groups were equally distributed within this range. The 14 year old age group had the largest representation with 23%. Fewer responses were received from those who were 17 and 18 years of age.

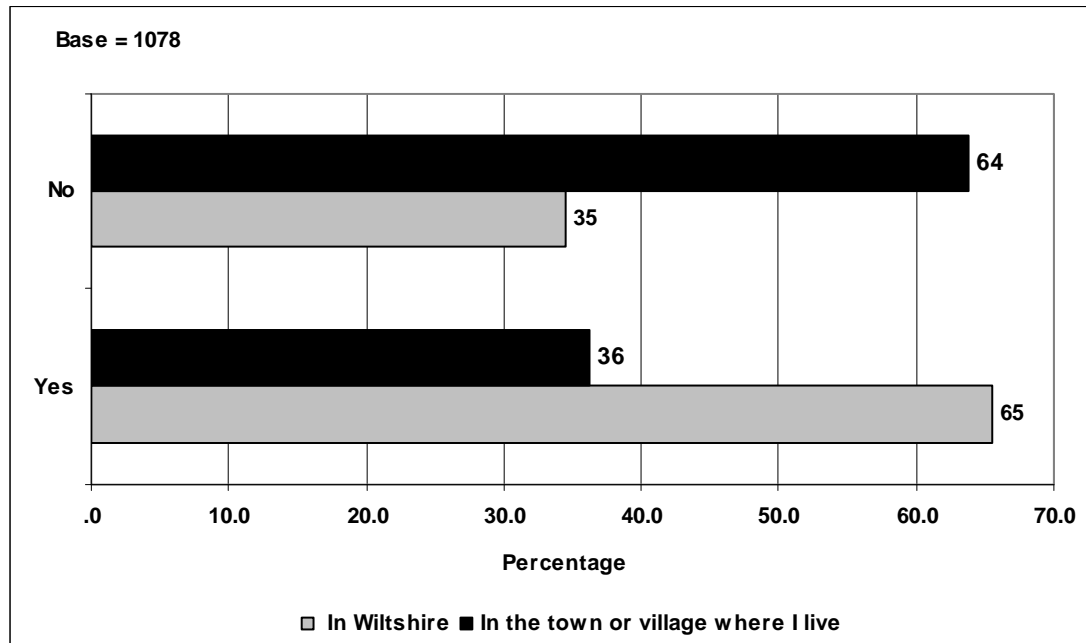
#### Q2: Male or female



4.2 The percentage of respondents who are female comes to 57% and 43% are male.

## Community Safety

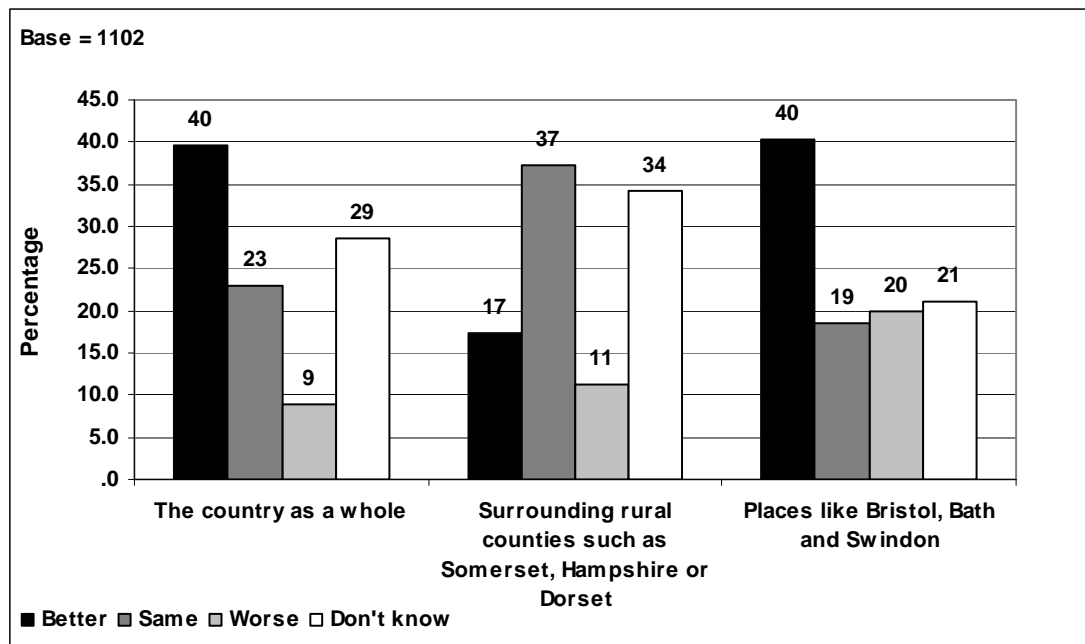
**Q4: Do you think anti-social behaviour, things like rowdy/inconsiderate behaviour, nuisance neighbours, being drunk in public, hanging around on the street, or damaging property, is a problem? (Please tick one option per line only)**



4.3 A majority of respondents considered anti-social behaviour to be a problem in Wiltshire (65%) but not a problem where they lived (64%).

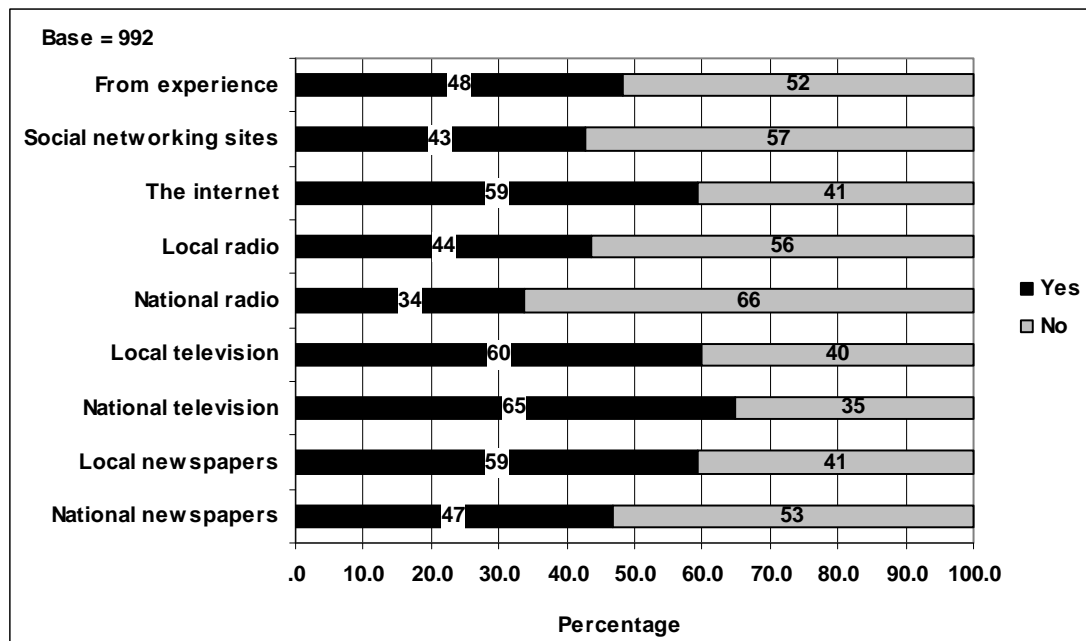


**Q5: Do you think that the level of anti-social behaviour in Wiltshire is better or worse than other areas in the country? (Please tick one option per line only)**



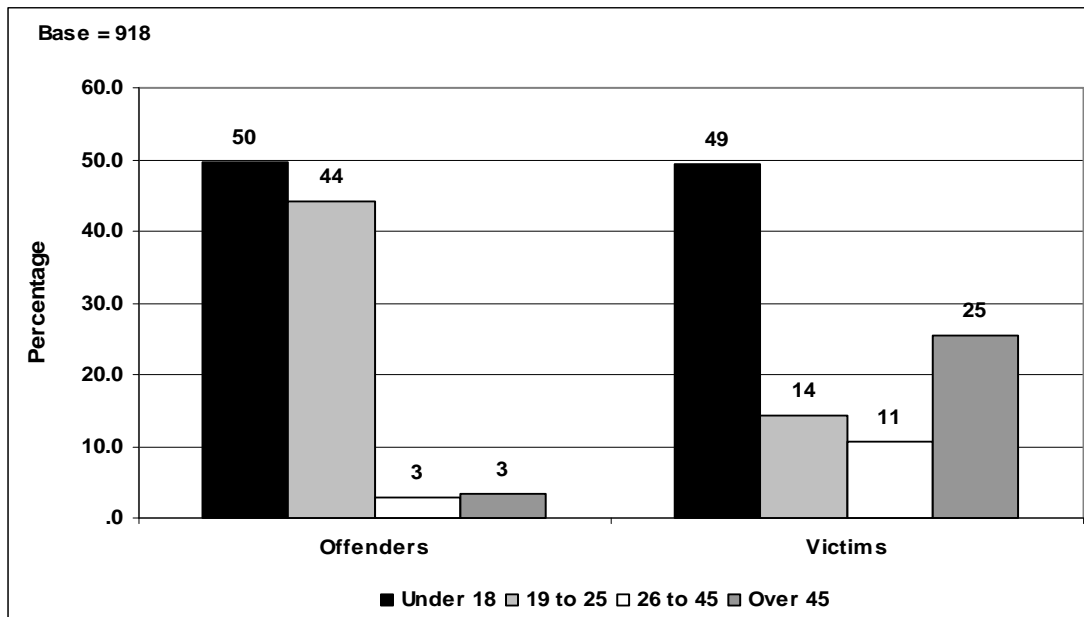
4.4 When respondents compared Wiltshire to the country as a whole and to places like Bristol, Bath and Swindon, 40% perceived anti-social behaviour as being 'better' in Wiltshire. A similar proportion perceived surrounding counties as having the same anti-social behaviour level as Wiltshire (37%).

**Q6: How have you managed to come to this conclusion – is it from information you have mainly obtained from:** (Please tick one option per line only)



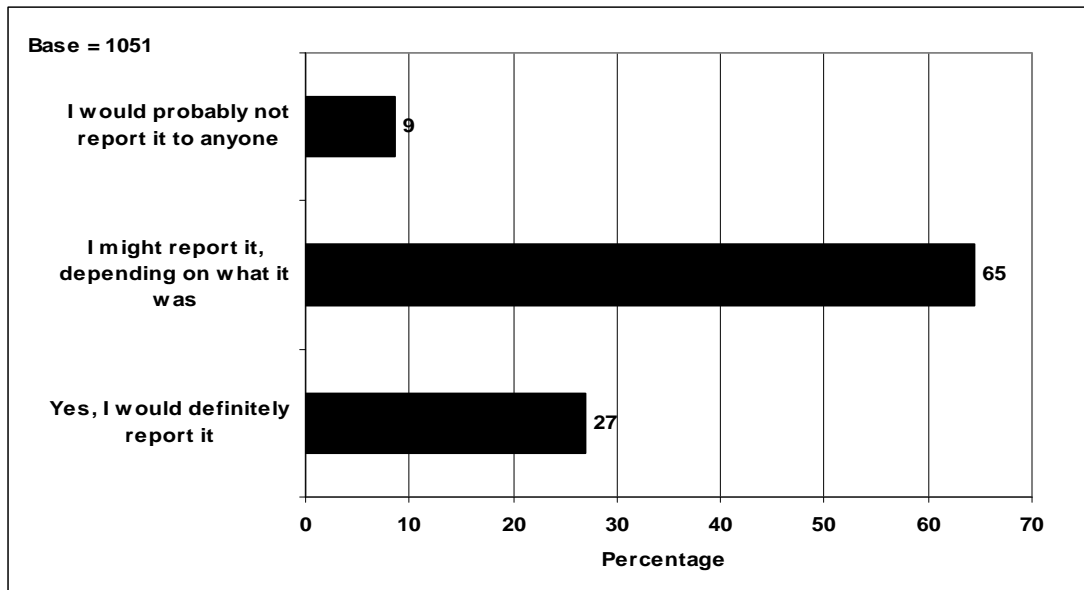
- 4.5 The main influences that were perceived to have created this image of anti-social behaviour appeared to be national television (65%), local television (60%), local newspapers (59%) and the internet (59%).
- 4.6 Eighteen year olds perceived local radio as significantly more powerful than the average (79% compared to 44%).
- 4.7 'From experience' produced a pattern showing an increase in its influence with age: 39% of the 10 year age group thought experience influenced their decision whilst 51% of the 13 year age group believed experience was a factor. This rose to 100% for 19 year olds.

**Q7: What age groups, in relation to anti-social behaviour, do you think are the main offenders and victims? (Please tick on age group for each)**



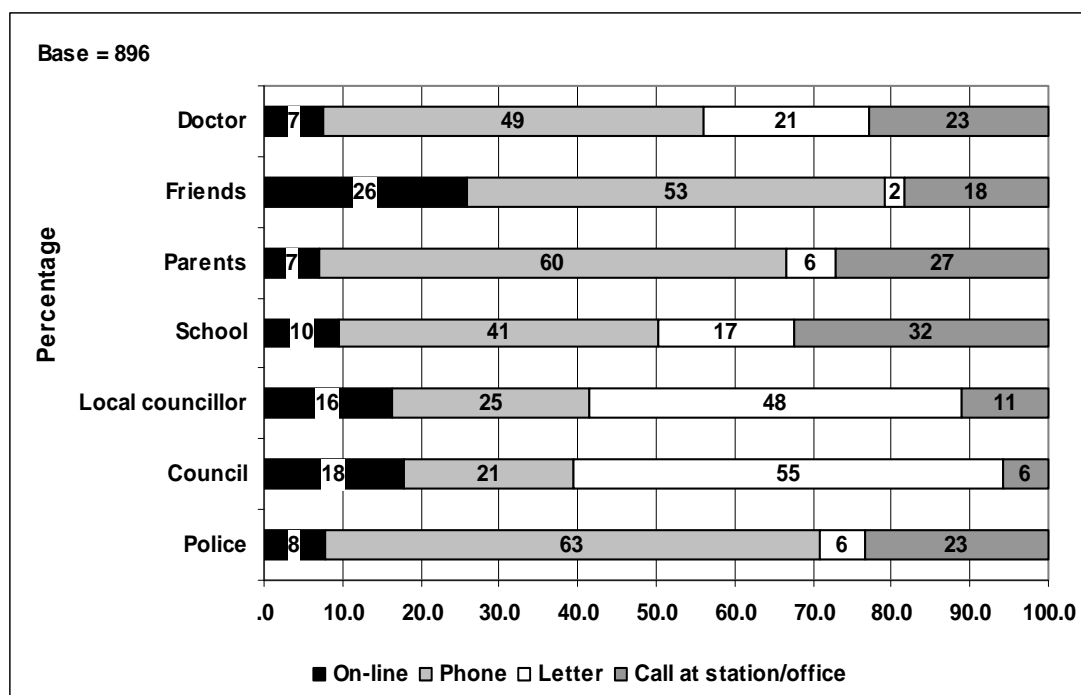
- 4.8 The perceived age of anti-social offenders was the younger generation (94% under the age of 25).
- 4.9 Victims of anti-social behaviour had a more mixed response. The majority reported the under 18s (49%) and a large minority perceived over 45s (25%) as the most likely victims of anti-social behaviour.

**Q8: If you were a victim of anti-social behaviour, would you report it to anyone?**



4.10 In general, respondents reported that they would use their discretion to decide whether to report anti-social behaviour (65%).

**Q9: If you said that you would or might report it – who would you report it to and how would you do this? (Please tick one option per line only)**



4.11 The most popular method of reporting anti-social behaviour was by phone (45% averaged across items). The least selected method was by using on-line methods (13% averaged across items). The Council or a Local councillor would most likely be approached via a letter (55% and 48% respectively). Police, Parents and Friends were most likely to be communicated by phone (63%, 60% and 53% respectively).

4.12 Only 47% of males would submit a letter to the council compared to 61% of females.

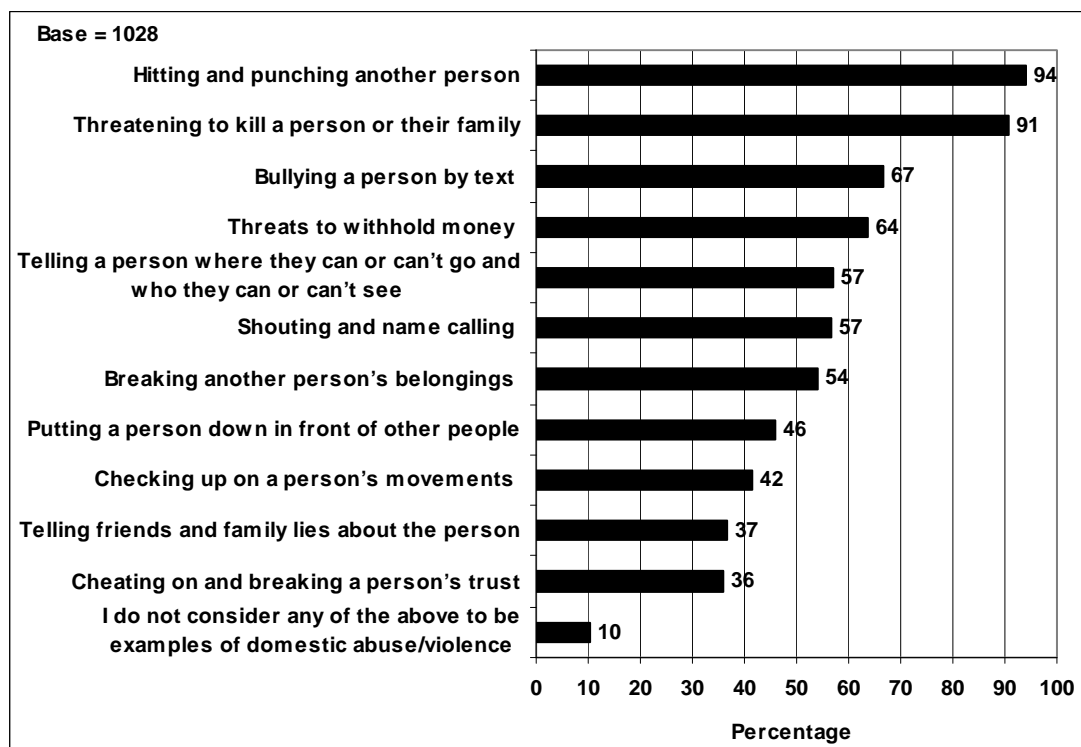
4.13 The local councillor would receive fewer letters from males (39%) than females (55%). Males were more likely to phone a councillor (31%) than females (20%).

4.14 Males were less likely to phone their parents (53%) than females (64%).

4.15 Only 47% of males would call their friends compared to 58% of females.

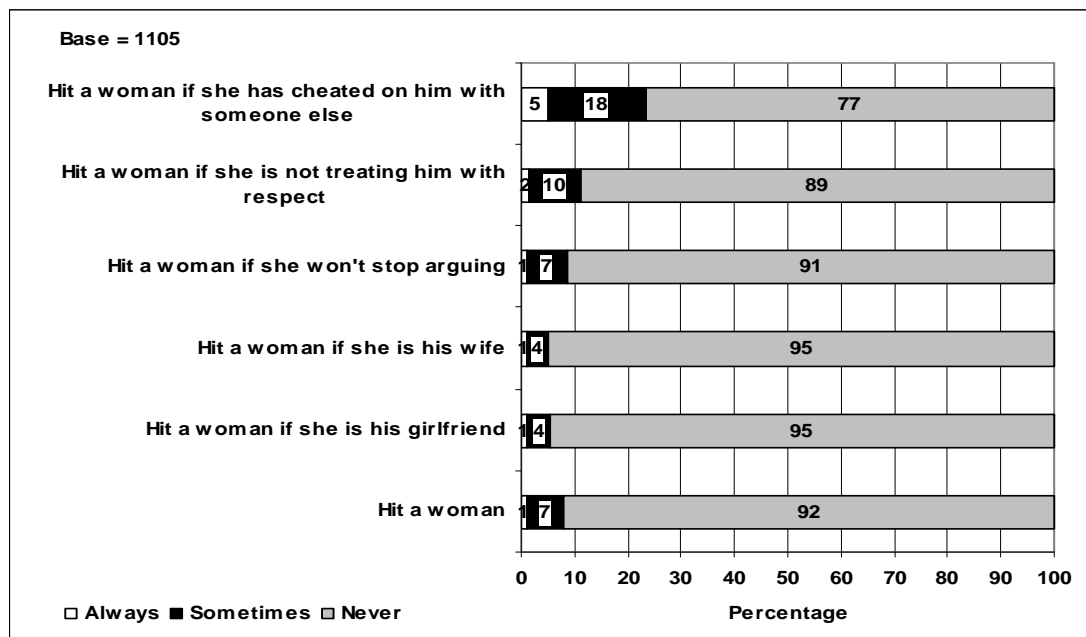
## Safer communities

**Q10: Which of the following do you consider to be examples of domestic violence? (Please tick all that apply)**



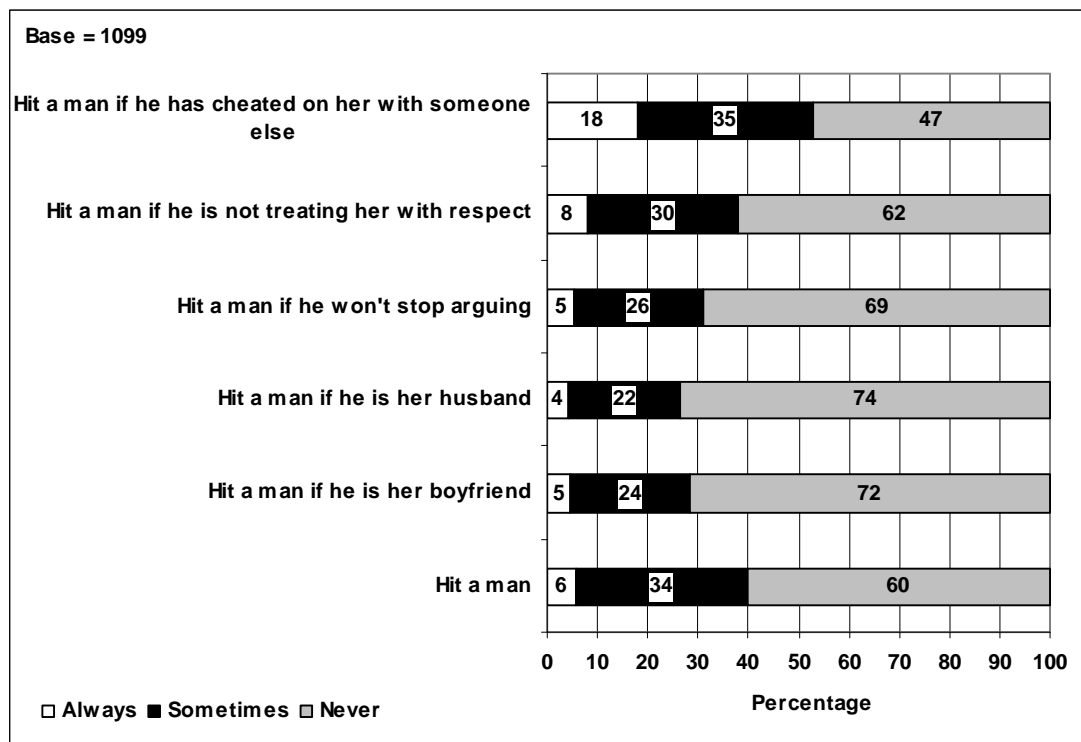
- 4.16 Hitting and punching and administering death threats were considered by nearly all respondents to be examples of domestic violence (94% and 91% respectively). However, 1 in 10 reported that none of the statements were examples of domestic violence.
- 4.17 A difference was seen between males and females on the item 'breaking another person's belongings': 62% of males believed it to be an example of domestic violence compared to just under half of females (48%).
- 4.18 The older the age group the more likely that shouting and name calling were perceived to be examples of domestic violence: 52% of 11 year olds reported it as domestic violence rising to 83% in the 18 year old group.
- 4.19 Threats to withhold money went down in categorisation through the age groups: 73% of 11 year olds reported it as domestic violence dropping to 53% of 18 year olds.

**Q11: Do you think it is ever okay for a man to.....?**



4.20 In most scenarios around 90% of respondents believed that it was never okay for a man to hit a woman. The exception presented by the respondents is if the woman cheated on the man with someone else. In this case 23% reported that it was always or sometimes okay for the man to hit a woman.

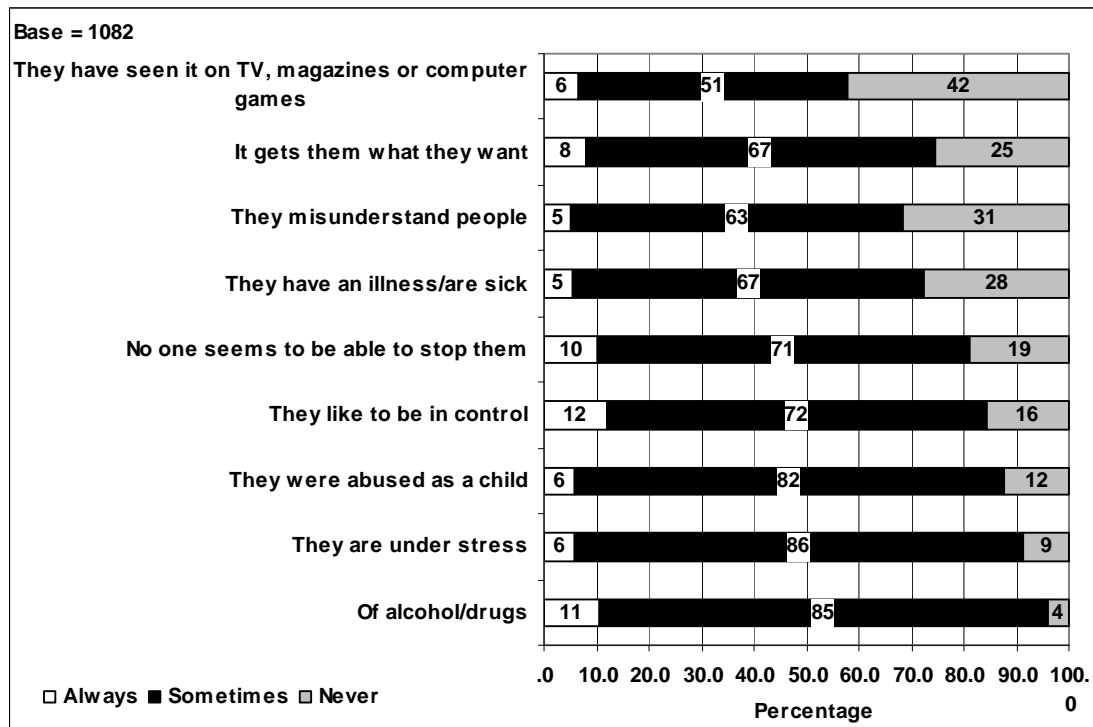
**Q12: Do you think it is ever okay for a woman to.....?** (Please tick one option per line only)



- 4.21 In the case of a woman instigating violence towards men, views were more diluted. Opinions ranged across the scenarios from 26% to 53% of individuals supporting the idea that it was okay for a woman to hit a man sometimes or always.
- 4.22 Females more often believed it was never okay to hit a man if he was her husband (78%) than males (68%).
- 4.23 Again the females more often (74%) compared to males (63%) believed it was never okay to hit a man if he won't stop arguing.

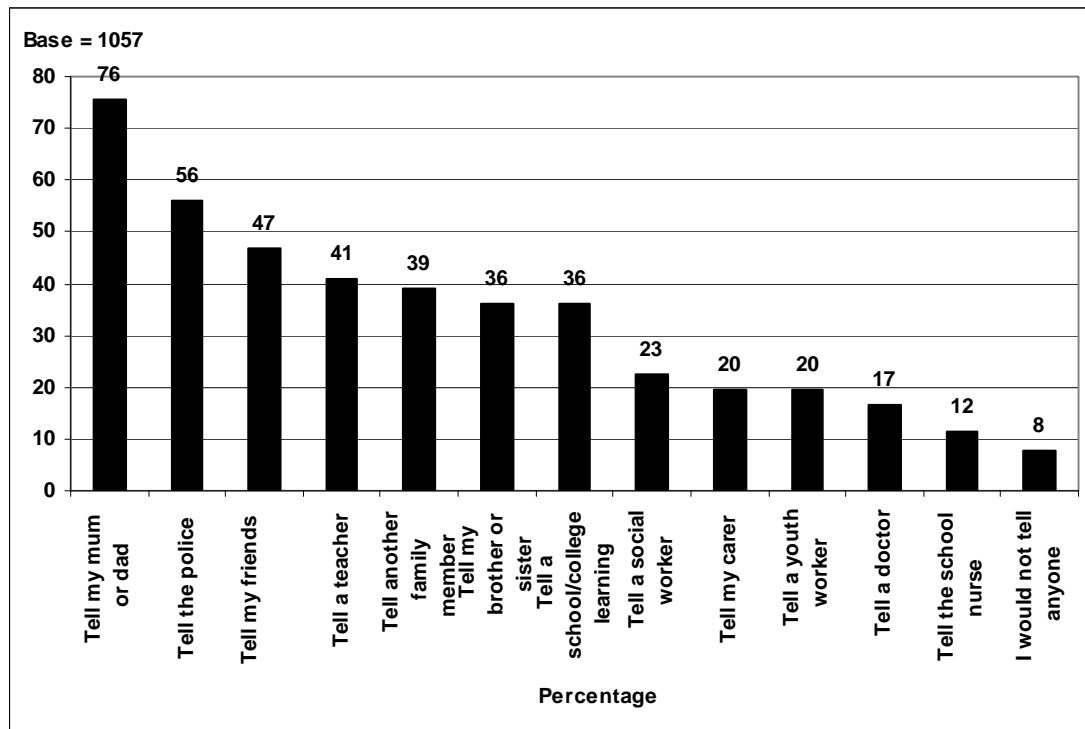


**Q13: Do you think that people who use violence in relationships do so because.....? (Please tick one option per line only)**



4.24 Alcohol/drugs were most frequently blamed for the cause of violence in a relationship. TV, magazines and computer games were perceived as having the lowest effect on domestic violence (42%).

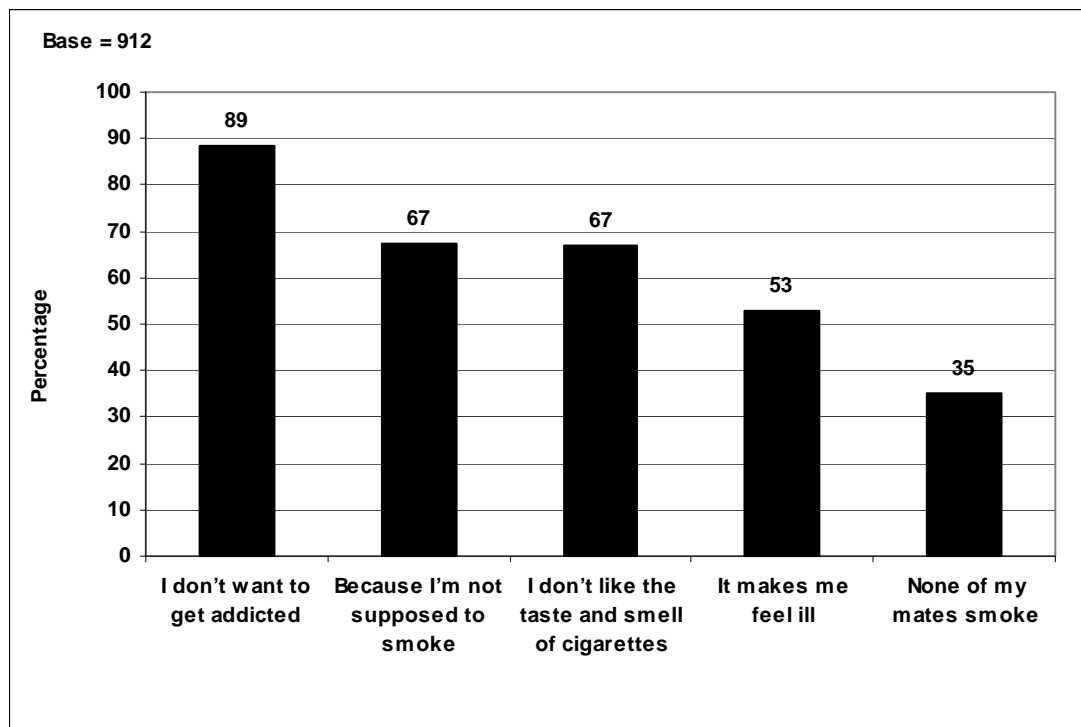
**Q14: What would you do if you thought that someone you knew was a victim of domestic abuse/violence? (Please tick all that apply)**



4.25 A high percentage of respondents reported that their parents would be the main individuals they would contact (76%), followed by the police (56%). However nearly one in ten said they would not tell anyone.

## Smoking

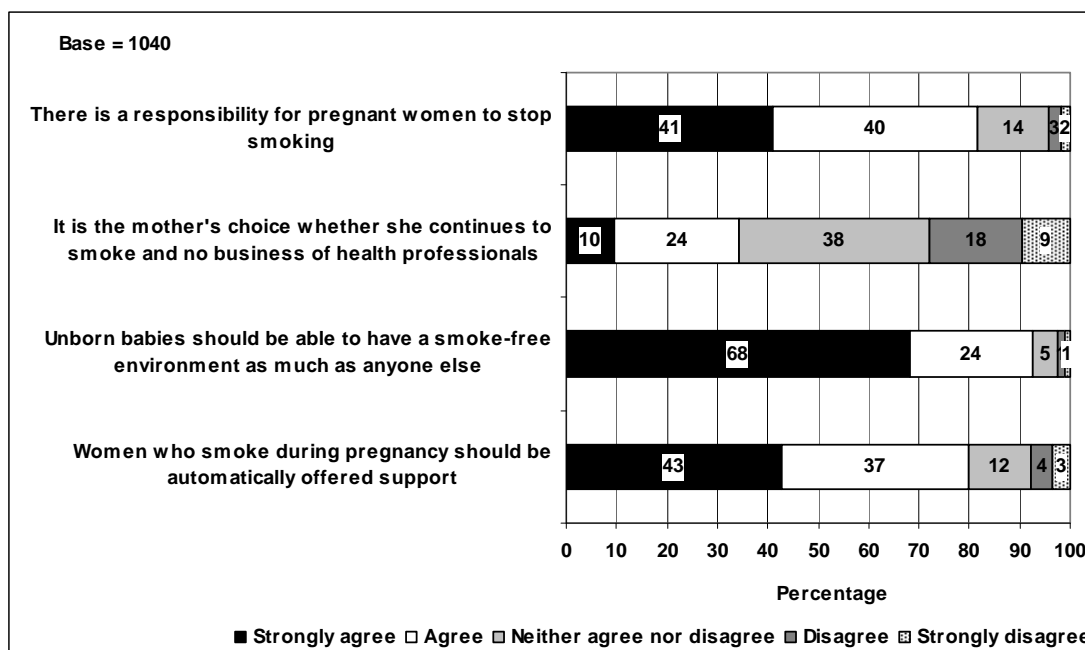
**Q15: If you don't smoke tobacco, what are your reasons for not doing so? (Please tick all that apply)**



4.26 Fear of becoming addicted was the largest driving force for not smoking (89%). Those who reported that they did not smoke because none of their friends smoked came to 35%.

4.27 As age increased fewer respondents reported being affected by the concept that they are not supposed to smoke: 83% of 11 year olds, 63% of 14 year olds and 39% of 17 year olds.

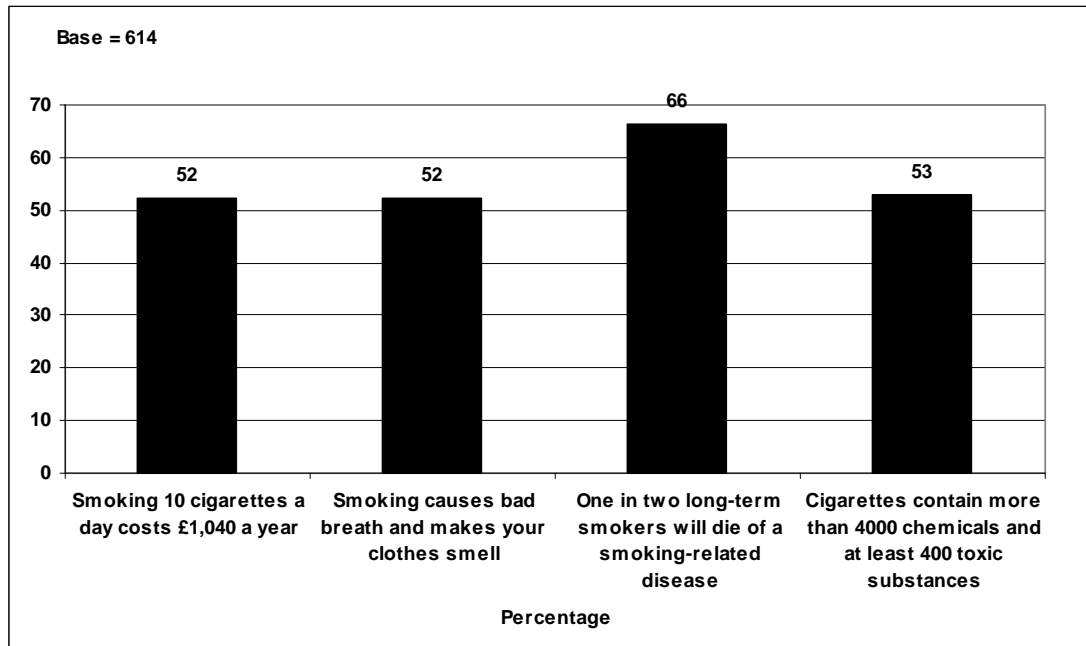
**Q16: There are plans to automatically offer 'stop-smoking' support to all women who smoke during pregnancy. Do you agree or disagree with the following statements..... (Please tick one option per line only)**



4.28 In general over 80% of respondents agreed or strongly agreed with most of the statements. The exception to this was the statement 'it is the mother's choice whether she continues to smoke and no business of health professionals' which only 24% of respondents agreed with to some degree (strongly agree and agree responses).

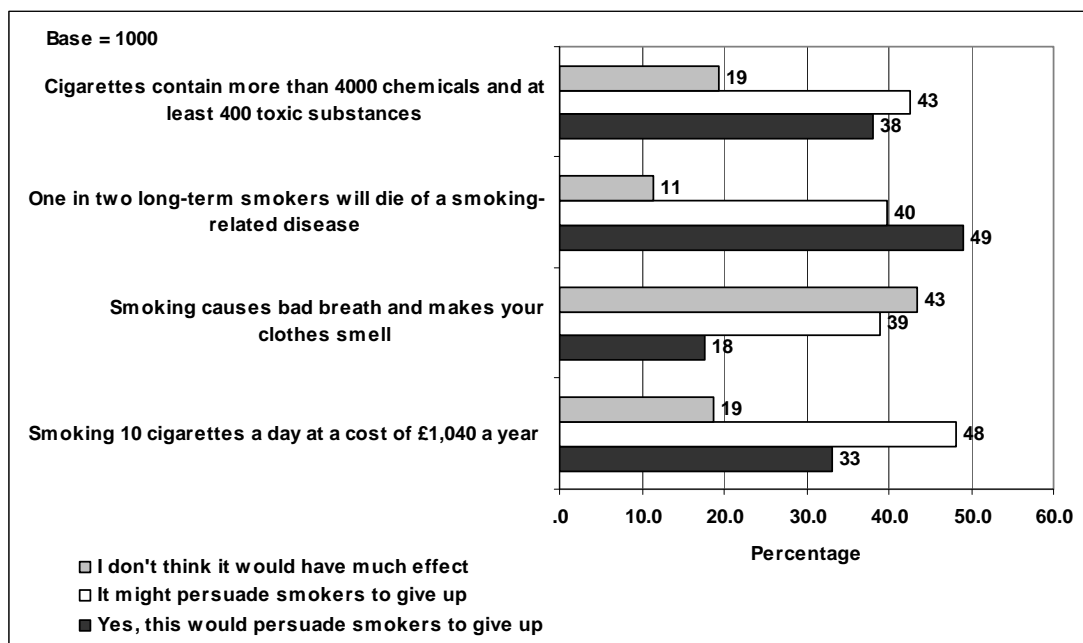
**Q17: The following slogans are all used by the NHS Stop Smoking Service. Which of these have you seen before, and which do you think would actually persuade young smokers to give up smoking? (Please tick if you have seen each slogan before and tick one option saying whether you think it would persuade young smokers to give up smoking)**

**(a) Which of these slogans have you seen before?**



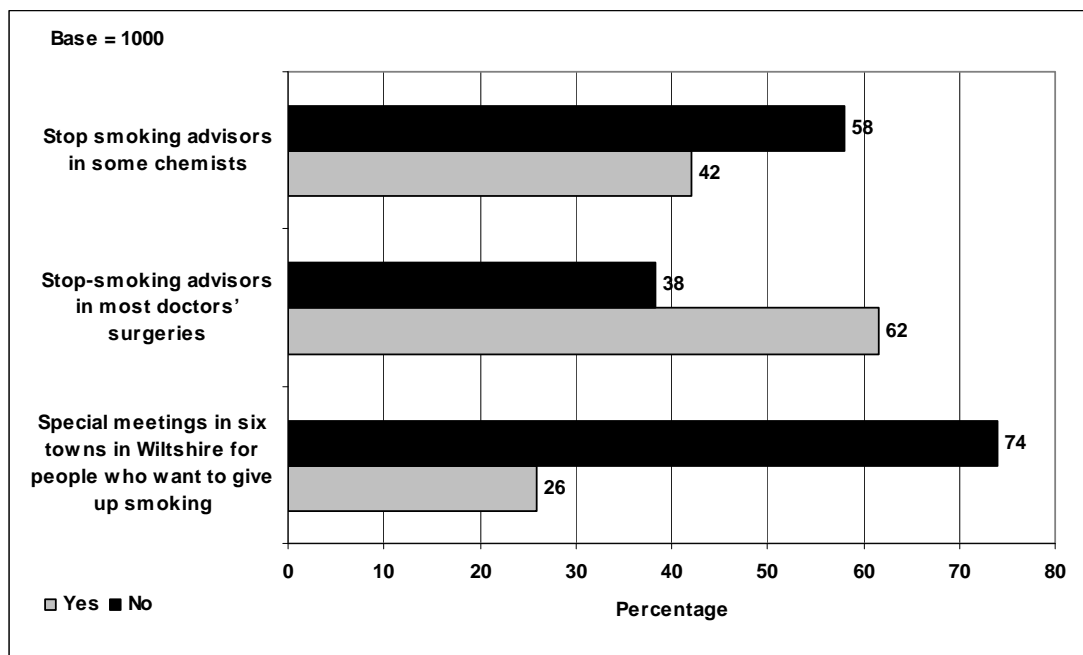
4.29 There is very little difference between the recalls of the advertising slogans. On average only 56% of the respondents' could recall the slogans.

**(b) Which of these slogans do you think would actually persuade young smokers to give up smoking?**



4.30 The slogan that was perceived to be most effective was 'one in two long-term smokers will die of a smoking related disease': 89% believed it will or might persuade smokers. The statement 'smoking causes bad breath and makes your clothes smell' was perceived as the least effective: 43% thought that it would not have much of an effect.

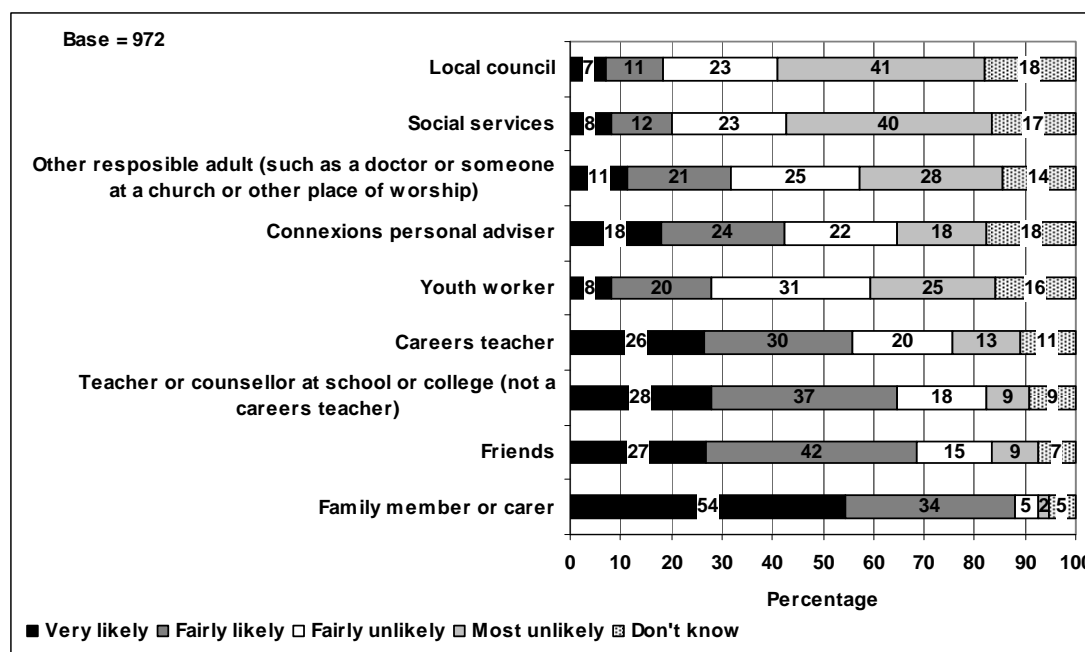
**Q18: Did you know that the NHS Stop Smoking Service has....?**



4.31 Knowledge of the services provided by the NHS appeared mixed. Of note, few respondents (26%) knew about the special meetings in Wiltshire.

## Connexions

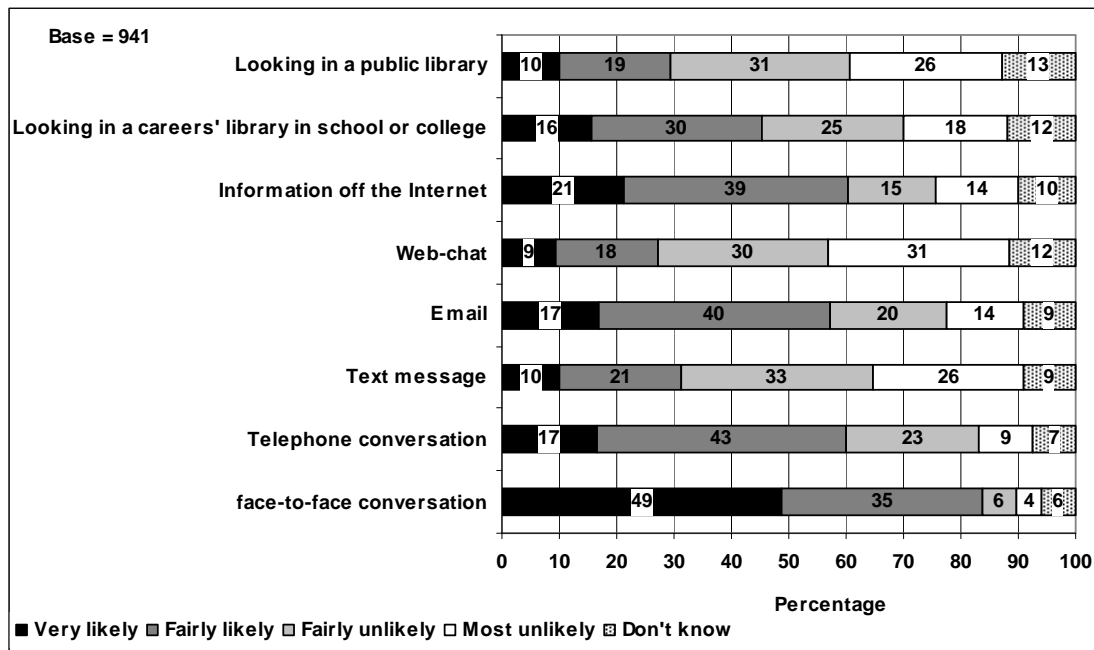
**Q19: If you wanted some help with decisions about your plans for further education, work or training, how likely are you to seek help and advice from the following.....?**



- 4.32 A family member or carer was selected as the initial contacts respondents would most likely (very and fairly likely) turn to for advice (88%). Social services and the local council were the least likely (combining fairly and most unlikely percentages) contacts for this type of advice (63% and 64% respectively).
- 4.33 Social services received more 'most unlikely' and 'fairly unlikely' votes from females (46% and 25% respectively) than males (33% and 20% respectively).
- 4.34 The local council again received more 'most unlikely' and 'fairly likely' votes from females (46% and 25% respectively) than males (35% and 20% respectively).
- 4.35 With increasing age respondents appear less likely to visit a youth centre: 44% of 11 year olds, 57% of 14 year olds and 73% of 17 year olds reported that they were very and fairly unlikely to visit a youth centre.
- 4.36 The same was true of the local council: 50% of 11 year olds, 68% of 14 year olds and 76% of 17 year olds reported that they were very and fairly unlikely to seek help from the local council.

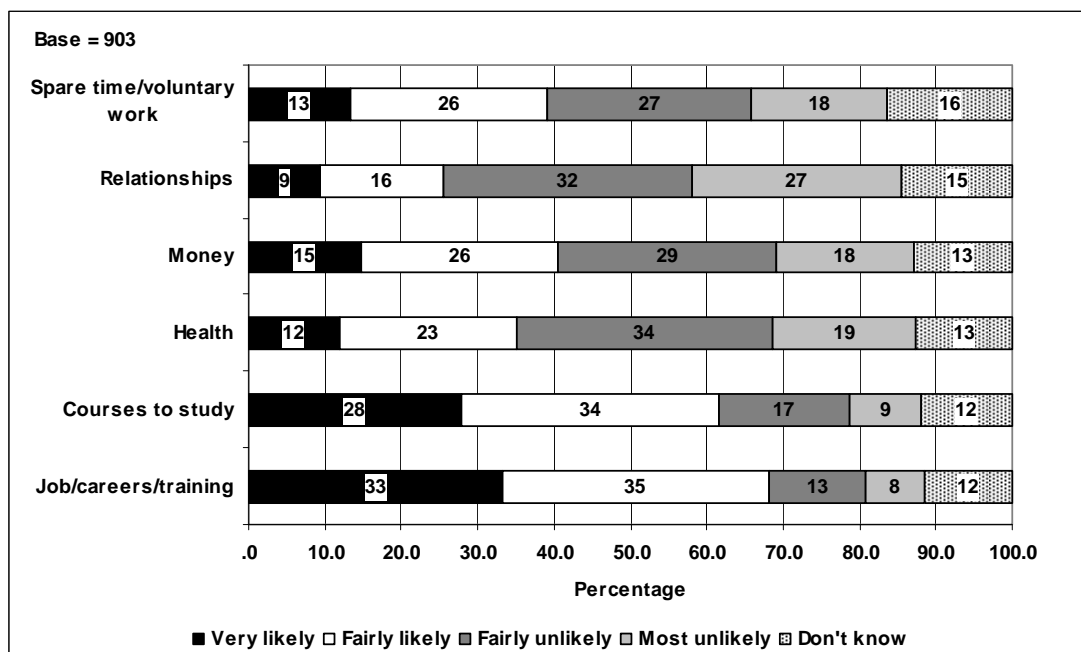


**Q20: If you wanted help with decisions about your plans for further education, work or training, how likely are you to seek this help by the following.....?**



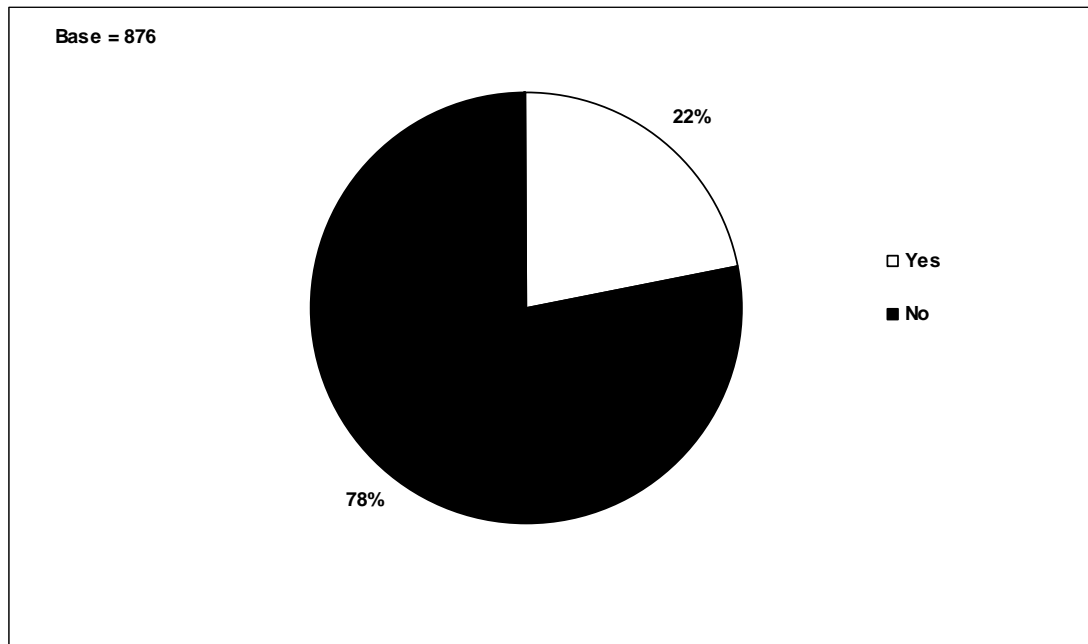
4.37 Face to face conversation was reported to be the most likely method of exploring personal development: 84% of responders were very likely and fairly likely to use this technique. Public library (29%), web-chat (27%) and text messaging (31%) had the lowest very likely and fairly likely responses.

**Q21: How likely are you to ask Connexions for information about the following.....? (Please tick one option per line only)**



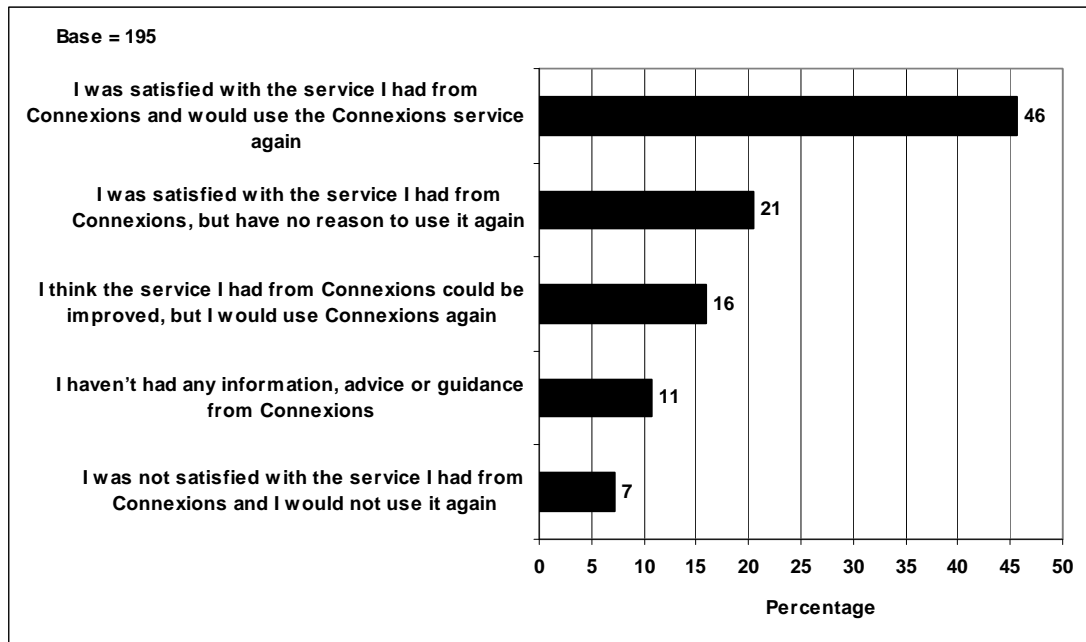
- 4.38 Jobs/careers/training (68% very and fairly likely) and courses to study (52% very and fairly likely) appeared to be the main reasons why these respondents would contact Connexions.
- 4.39 Females gave more fairly likely responses to the item 'courses to study' (38%) compared to males (28%) and the item 'spare time/voluntary' (30%) compared to males (19%).
- 4.40 Females were less likely to ask information about relationships from Connexions (37% fairly unlikely compared to males 26% fairly unlikely).

**Q22: Have you ever had any information, advice or guidance from Connexions?**



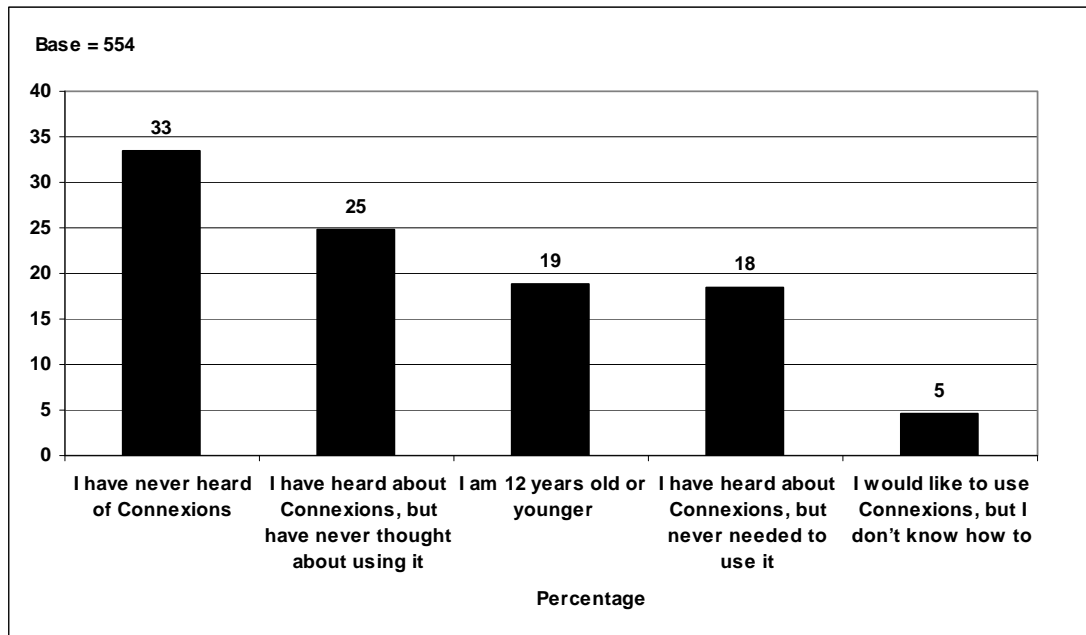
4.41 The majority of the respondents (78%) had not received information from Connexions.

**Q23: if you said yes to question 22, which of the following best describes how you feel about Connexions now? (Please tick one option only)**



4.42 67% of the respondents reported that they were satisfied with Connexions.

**Q24: If you said no to question 22, why haven't you ever used Connexions?** (Please tick one option only)

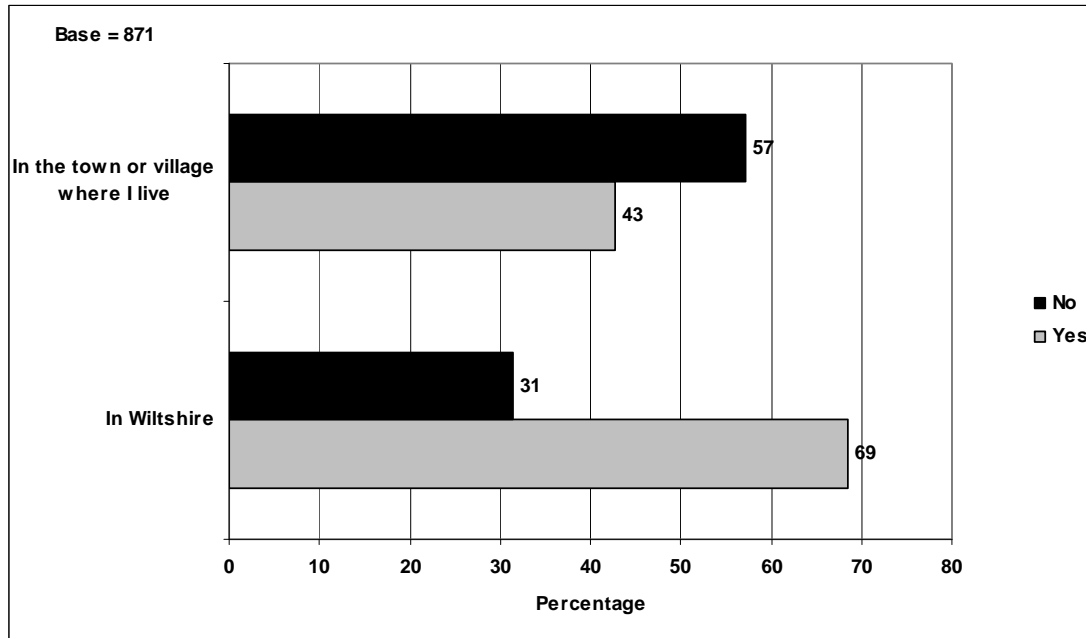


4.43 The percentage of respondents who had never heard of Connexions was 33%. This graph could lead to the assumption that one in three have never heard of Connexions, however if broken down into the age groups this is not the case. The issue comes from the 13 year old group, 62% of who reported they had never heard of Connexions. If this age group was removed from analysis the percentage of respondents who have never heard of Connexions drops to 18%

4.44 The 14 and 15 year old groups contained a large majority reporting they had heard of connexions but had never thought of using it (40% and 43% respectively). The 16, 17 and 18 year olds mainly reported that they had heard about connexions but had never needed to use it (56%, 46% and 38% respectively).

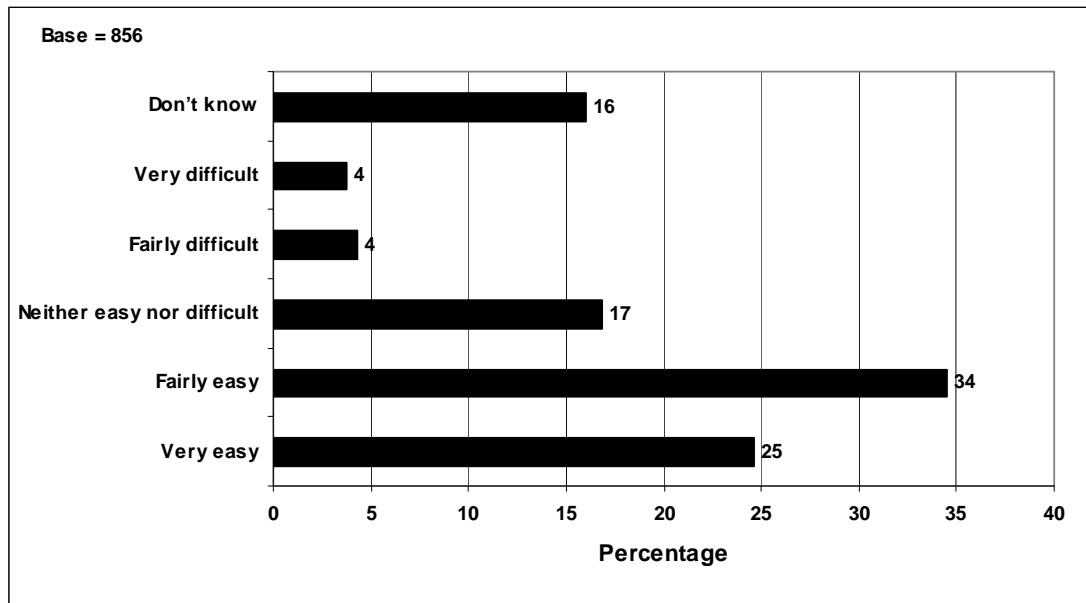
## Wiltshire Police

### Q25: Do you think that drug use by young people is a problem?



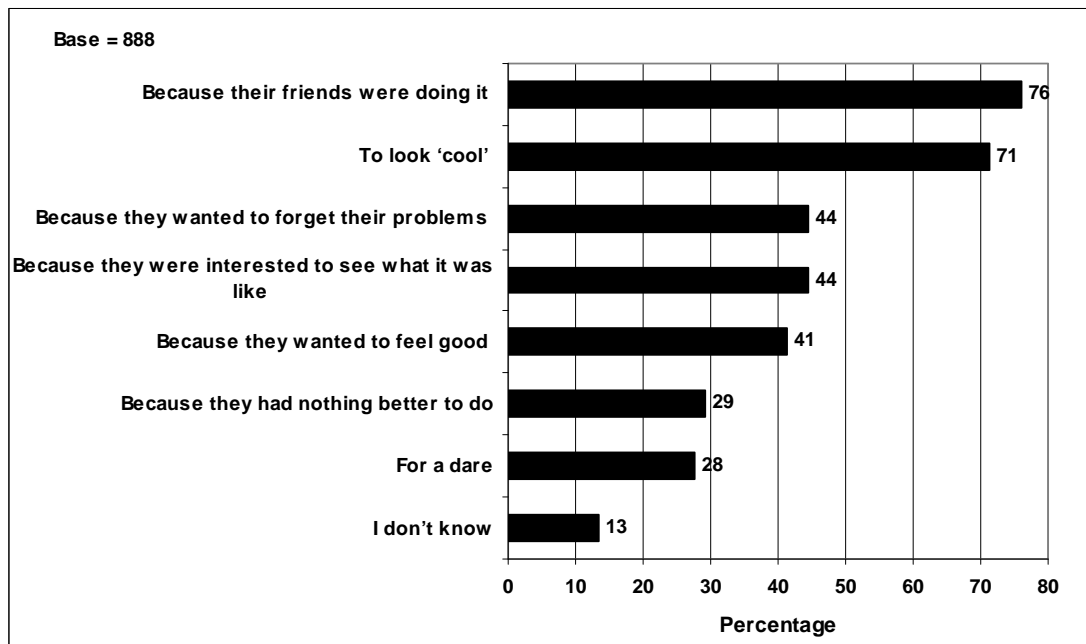
4.45 Results produced similar responses to the anti-social behaviour question: a small majority of respondents perceived that drug use was not a problem where they lived (57%) and a larger majority believed it was a problem in Wiltshire as a whole (69%).

**Q26: How easy do you think it is for young people to get hold of illegal drugs?** (Please tick one option only)



4.46 A high number of the respondents believed that that it was fairly easy or very easy to get hold of illegal drugs (59%).

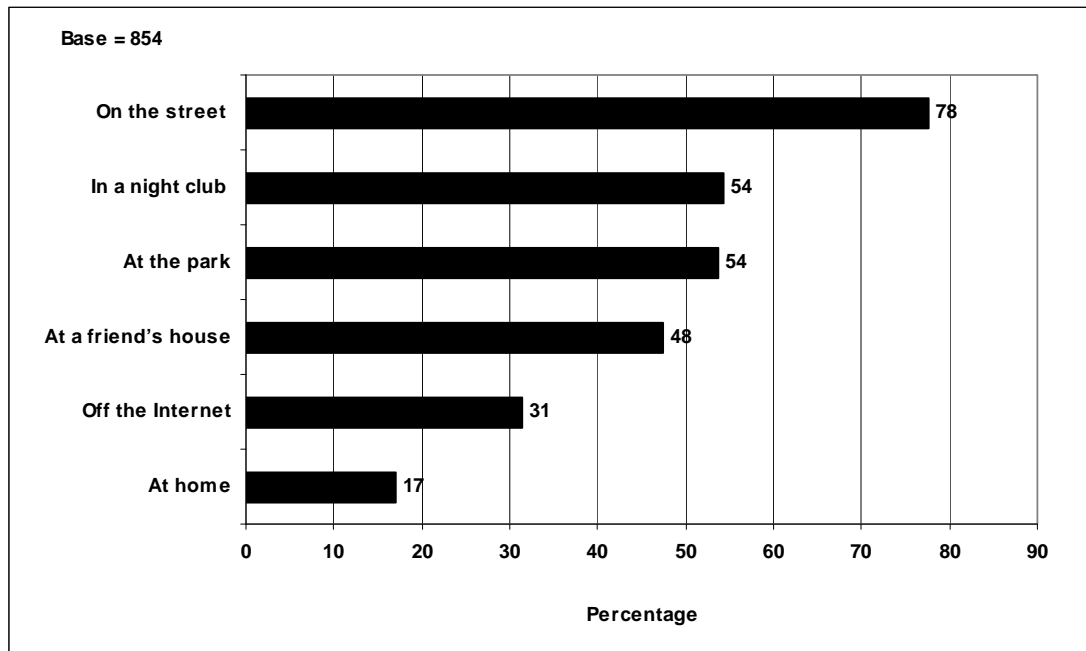
**Q27: Why do you think that some young people start taking drugs?**  
(Please tick up to three options only)



4.47 Friends' drug use and wanting to look 'cool' were perceived as powerful influences on initiating in drug taking (76% and 71% respectively).



**Q28: Where do you think that young people who take drugs usually get them from? (Please tick up to three options only)**



4.48 The 'street' was perceived by these respondents as the main location for young people to acquire drugs with 78% of responses.

**Report prepared by:**  
**Simon Hodsdon and Jackie Guinness**  
Department of Public Health and Well being  
Wiltshire Council  
Telephone: 01225 713023  
**Email: [research@wiltshire.gov.uk](mailto:research@wiltshire.gov.uk)**