

Youth Volunteering Survey 2022

April 2022

Jenna Allen, Research Director
jallen@djsresearch.com

Clare Rapkins, Senior Research Manager
crapkins@djsresearch.com

Head office: 3 Pavilion Lane, Strines,
Stockport, Cheshire, SK6 7GH

+44 (0)1663 767 857 djsresearch.co.uk

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Background & objectives

The Canal & River Trust (“the Trust”) commissioned DJS Research in January 2022 to deliver their Youth Volunteering Survey.

In recent years, the Trust’s youth engagement programme has seen significant growth, and there are a number of strategic ambitions related to this to achieve by 2025:

- 1 million children and young people engaging with the Trust per year
- ½ million children and young people developing skills per year
- 500,000 youth social action hours per year

The Trust recognises the importance of consulting with young people directly to better understand their interests, concerns, aspirations, motivations and attitudes towards volunteering, nature and the environment, waterways, and the Trust specifically.

This survey follows-on from a similar study conducted in 2019.

Specific objectives of the project are:

- To understand why young people volunteer, and specifically why they might choose the Trust
- What are the triggers that nudge young people into volunteering? (The push and pull factors)
- What do young people want from the experience versus what they actually get?
- Explore young people’s recognition of the Trust, the appeal of the Trust, and levels of pride in working for the Trust

Methodology

To engage with young people, an online panel was used to source a nationally representative sample of young people aged 16-24 across England and Wales, with the target base size agreed at 2,000 complete surveys. This sample size provides a sufficiently robust set of results at key sub-groups, including those who volunteer and by region.

To ensure the responses were representative of the communities served by the Trust, quotas were set to achieve a proportionate spread of young people aged 16-24 by gender and socio-economic group (SEG) within each of the Trust's six regions (based on the latest ONS population estimates).

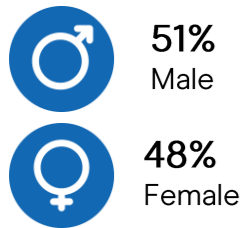
A total of 2,003 surveys were completed across three weeks of fieldwork. This gives a robust sampling error of +/-2.2% based on a statistic of 50%.

The data has been weighted by gender and socio-economic group within each region to account for any slight under- or over-representation of responses across the profile groups.

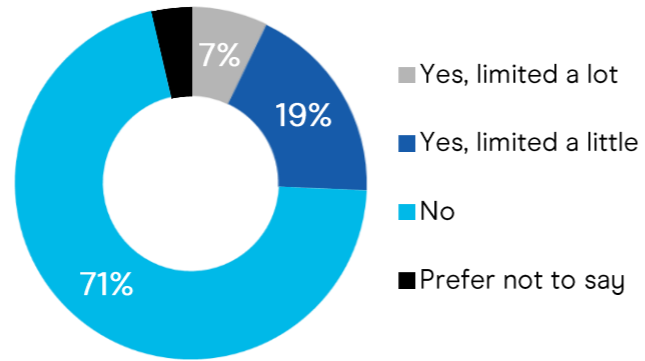


Profile of the sample

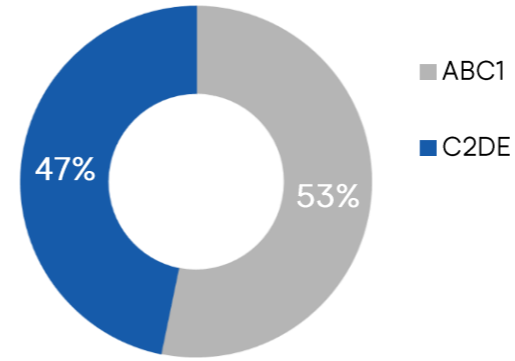
Gender



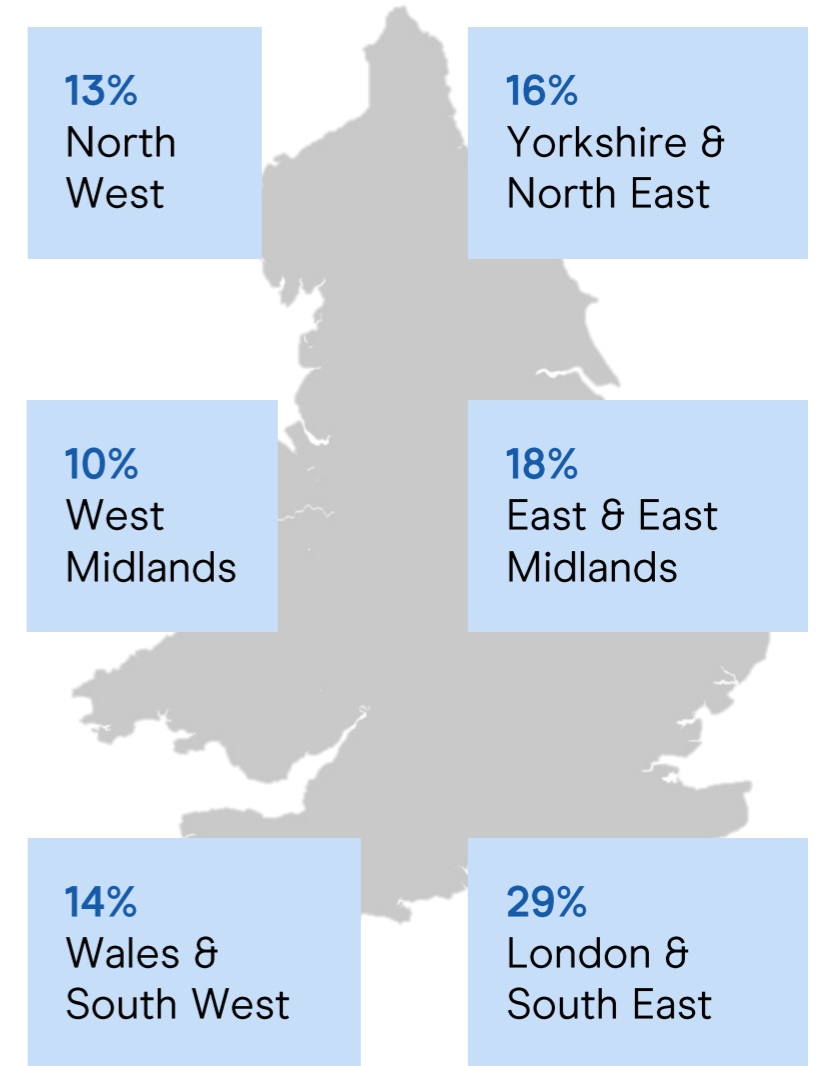
Disability



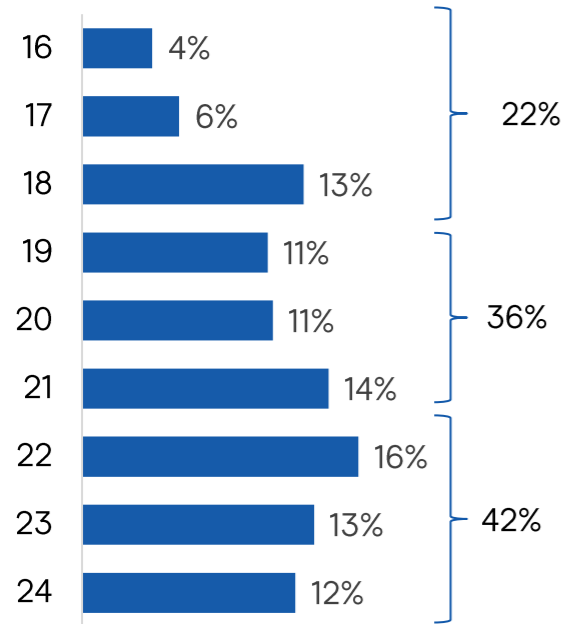
SEG



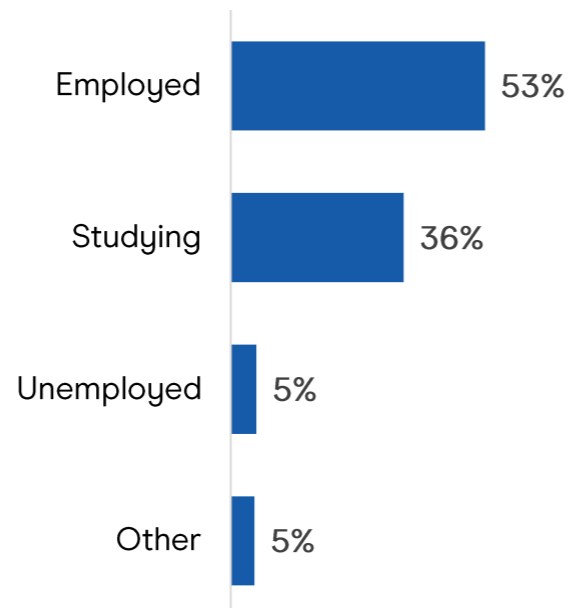
Region



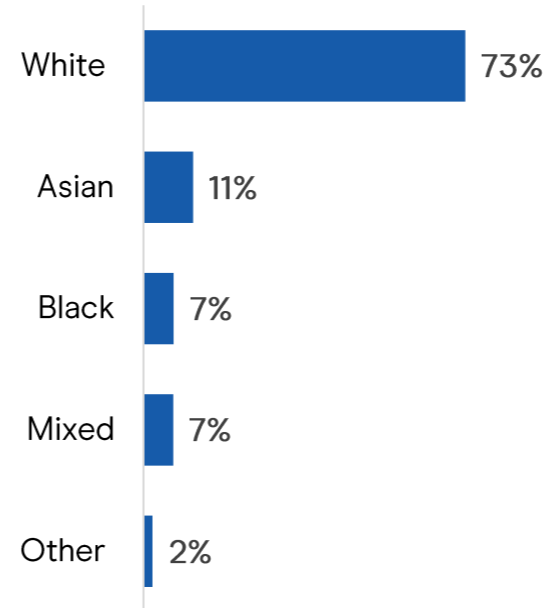
Age



Employment Status



Ethnicity



Key findings



1

Key findings (1)



- Young people show high levels of care for the environment and protecting nature, yet mental health, loneliness and boredom feature as the aspects most affecting their lives (30% are affected by mental health strongly).



- Those who say they are interested in volunteering for the Trust are 20% points more likely to be affected by a lack of nature or green space near them.



- Half (49%) say they are satisfied with their life, however a further 52% have high levels of anxiety. Young people who have volunteered in the past are far more likely to say that what they do in their life is worthwhile.



- One in five young people visit a canal or river at least weekly (22%). This increases to 29% among those who are interested in volunteering for the Trust, demonstrating how being a canal 'user' correlates more with a propensity to be a Trust volunteer.



- While 79% of young people say they have volunteered in the past, 41% specifically say they have given time to help a charity or cause. Nearly a third (32%) have volunteered for a nature/wildlife (19%), environment (17%) or heritage (6%) organisation.



- Among those who have ever volunteered, the most common reason was to improve things/help people and because they had spare time. They were most commonly made aware of the opportunity through school, college or university, or social media.



- The large majority say that the volunteering experience had a positive impact on them (92%), such as improving their social skills, increasing their confidence/self-esteem, and improving their communication skills.



- The reason why some young people have never volunteered is because they have to study (28%), they have never thought about it (27%) or they have other things to do with their spare time (26%).

Key findings (2)



- Seven in ten (71%) young people surveyed say they are likely to volunteer or give unpaid help in the next 12 months (37% definitely/very likely). This is higher among Black and Asian respondents.



- Encouragingly, nature/wildlife and environment organisations feature in the top three sectors that people would like to volunteer for. Indeed, 47% have an interest in working for either a nature/wildlife, environment or heritage organisation.



- Less than a quarter are aware of the Canal & River Trust (know a little/lot, support) (23%). This is markedly lower than other nature/wildlife and environment charities such as WWF (71%), The Wildlife Trust (62%), RSPB (44%) and The Woodland Trust (44%). Awareness is higher in the West Midlands however (33%).



- Just 5% pick the Trust in their top three organisations to feel proud to volunteer for. However, this increases significantly among daily users (18%) or weekly users (16%) of canals and rivers. 6% see it as a way of providing skills and opportunities, also increasing amongst weekly canal users (9%).



- In terms of the types of things the Trust does, 'protecting and preserving wildlife and habitats' is seen as the most important, followed by 'encouraging physical and mental health through recreation and exercise'.



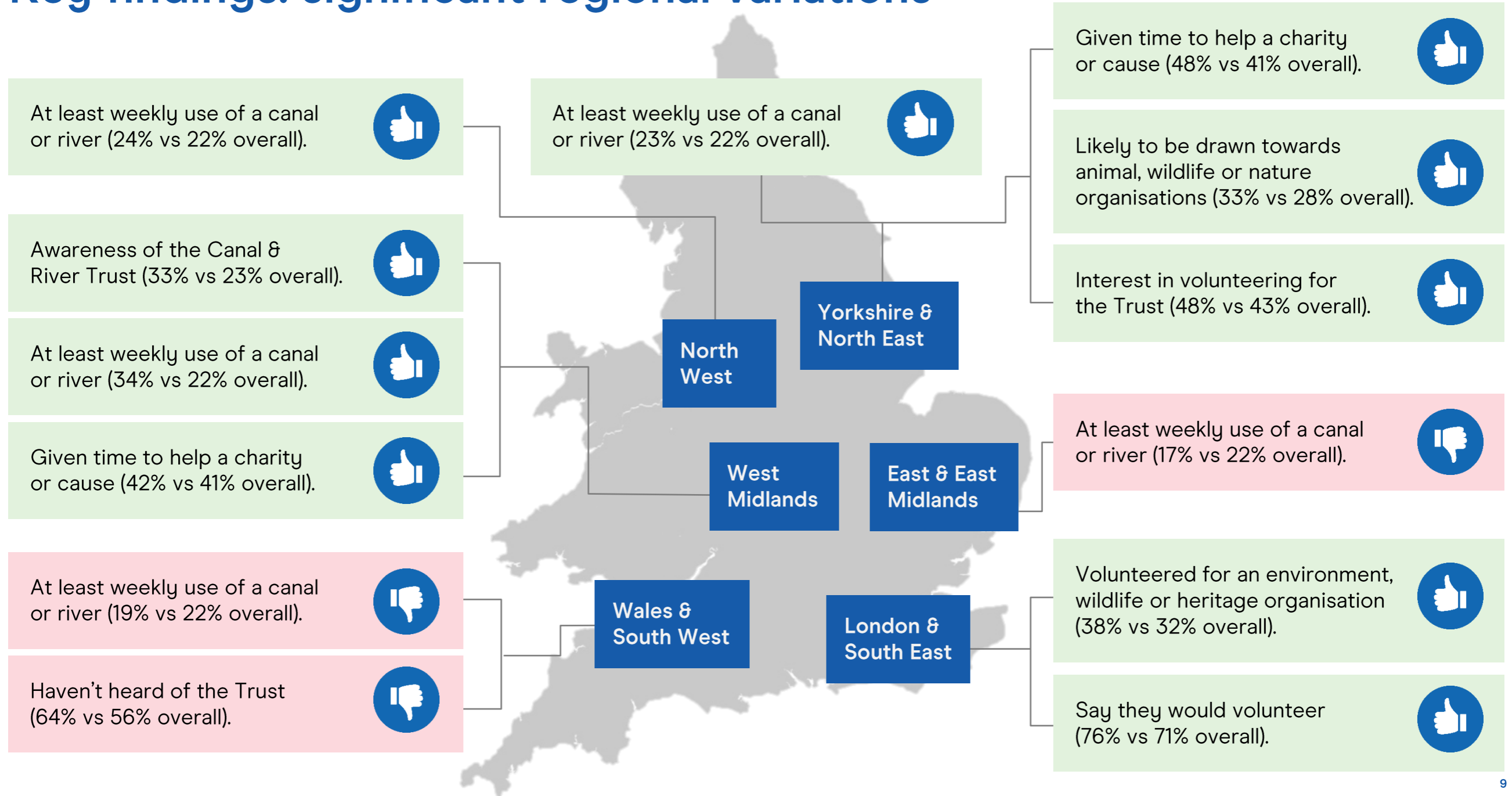
- Females consistently see the Trust priorities as more important to them than males, particularly to 'protect and preserve wildlife'.



- More than two in five young people show an interest in volunteering for the Trust (43%). This is higher among Black and Asian respondents (49% & 47%), residents of the North East and Yorkshire (48%), and those in employment (47%).



Key findings: significant regional variations

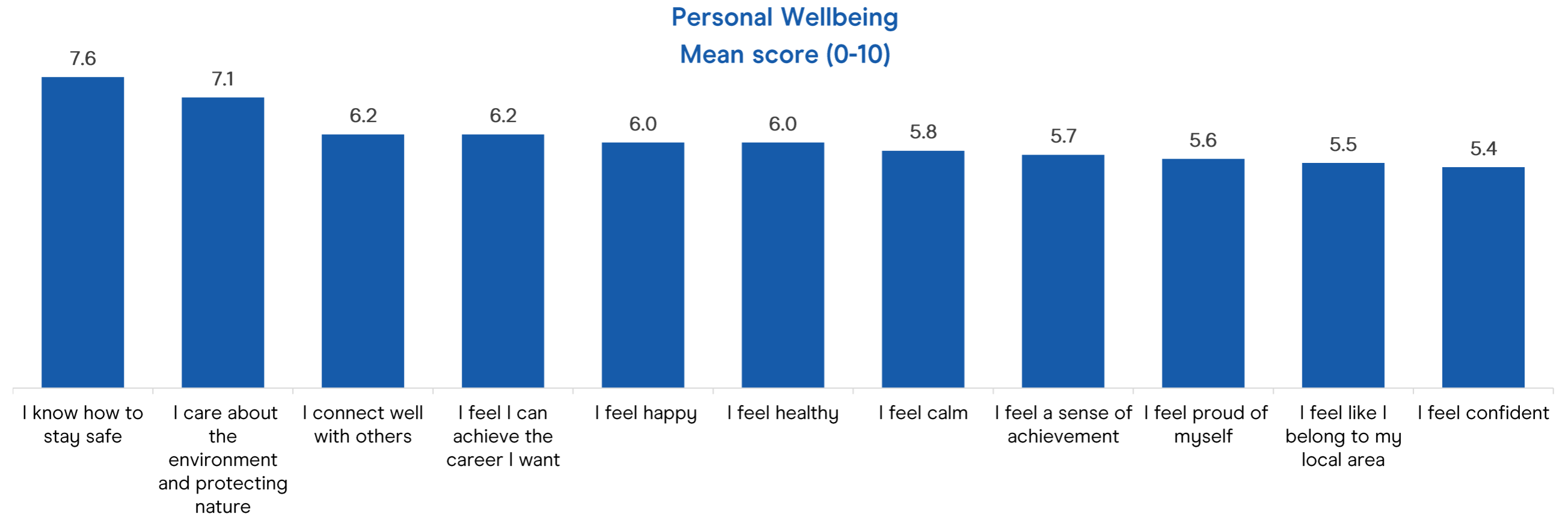


Personal and community wellbeing



Young people are more likely to agree that they know how to stay safe and that they care about the environment and protecting nature

They are less likely to agree with statements relating to self confidence, pride in themselves and a sense of belonging to their local area.



Q05. On a scale of 0-10, where 0 is the least and 10 is the most, how much do you agree with the following statements?
Base: All respondents (2003).

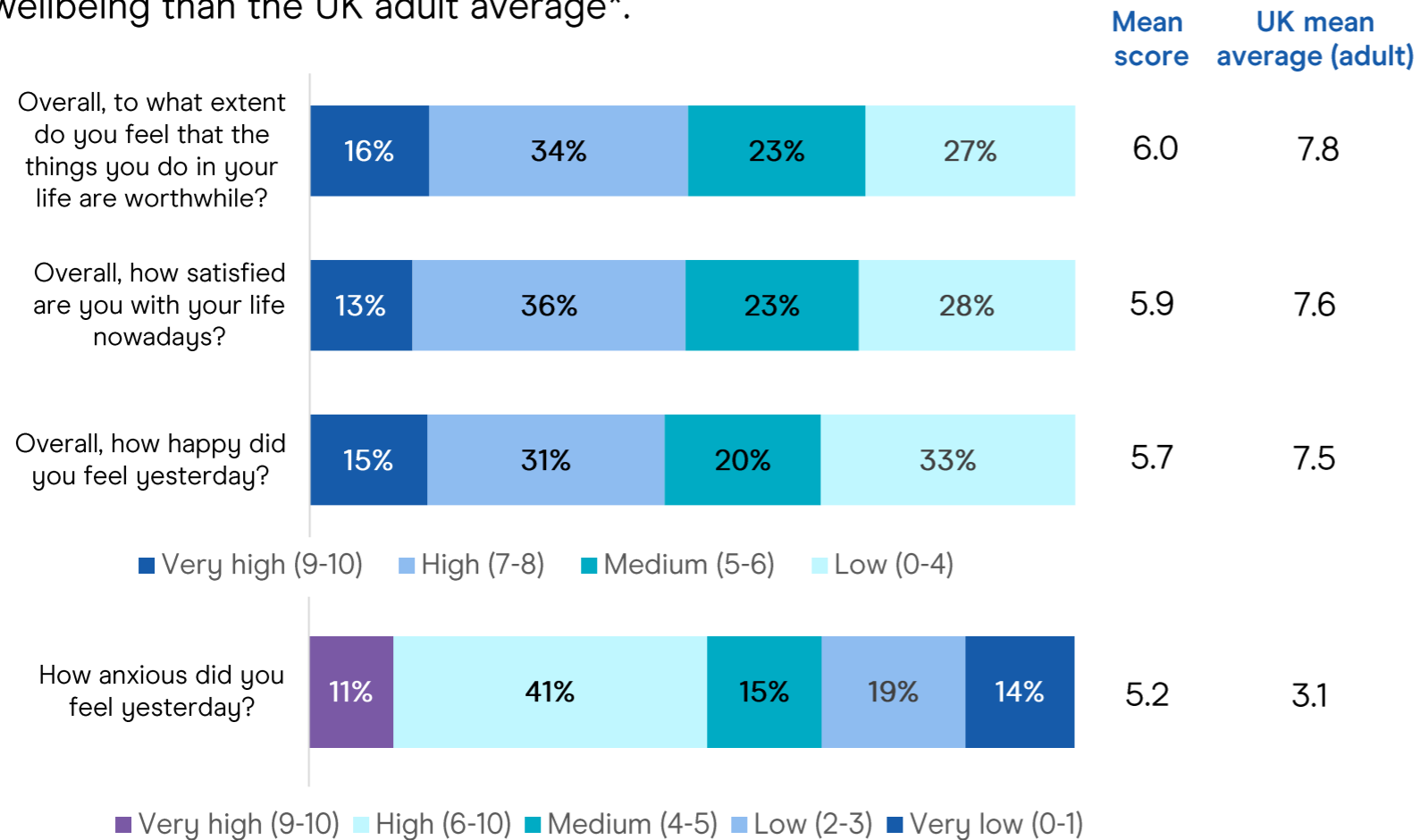
Young people who have never volunteered show consistently lower personal wellbeing scores than those who have volunteered

Personal Wellbeing: mean score (0-10)		16-18	19-21	22-24	Male	Female	Have volunteered	Have never volunteered
I know how to stay safe	7.6	7.5	7.7	7.6	7.9	7.4	7.7	7.4
I care about the environment and protecting nature	7.1	7.0	7.1	7.1	6.8	7.3	7.3	6.3
I feel I can achieve the career I want	6.2	5.9	6.3	6.2	6.3	6.1	6.4	5.2
I connect well with others	6.2	6.2	6.2	6.1	6.4	5.9	6.4	5.4
I feel healthy	6.0	5.6	6.2	6.2	6.5	5.7	6.2	5.5
I feel happy	6.0	5.8	6.2	6.0	6.5	5.6	6.2	5.5
I feel calm	5.8	5.4	6.0	5.8	6.2	5.4	5.9	5.4
I feel a sense of achievement	5.7	5.3	5.8	5.8	5.8	5.5	5.8	5.1
I feel proud of myself	5.6	5.0	5.8	5.8	5.8	5.4	5.8	5.0
I feel like I belong to my local area	5.5	5.2	5.5	5.6	5.7	5.3	5.7	4.5
I feel confident	5.4	5.0	5.5	5.5	5.9	4.8	5.5	4.7

Q05. On a scale of 0-10, where 0 is the least and 10 is the most, how much do you agree with the following statements?
 Base: All respondents (2003). Green = 0.3 or more higher. Red = 0.3 or more lower.

Half (49%) of young people say they are satisfied with their life (score 7+). This compares to 56% in 2019. However, 52% also register high levels of anxiety (score 6+).

Younger people also show poorer levels of subjective wellbeing than the UK adult average*.



Young people aged 16-18 are less likely be satisfied with their life nowadays (5.5 v 6.0 aged 19+), and less likely to feel that what they do nowadays is worthwhile (5.7 v 6.1 aged 19+).

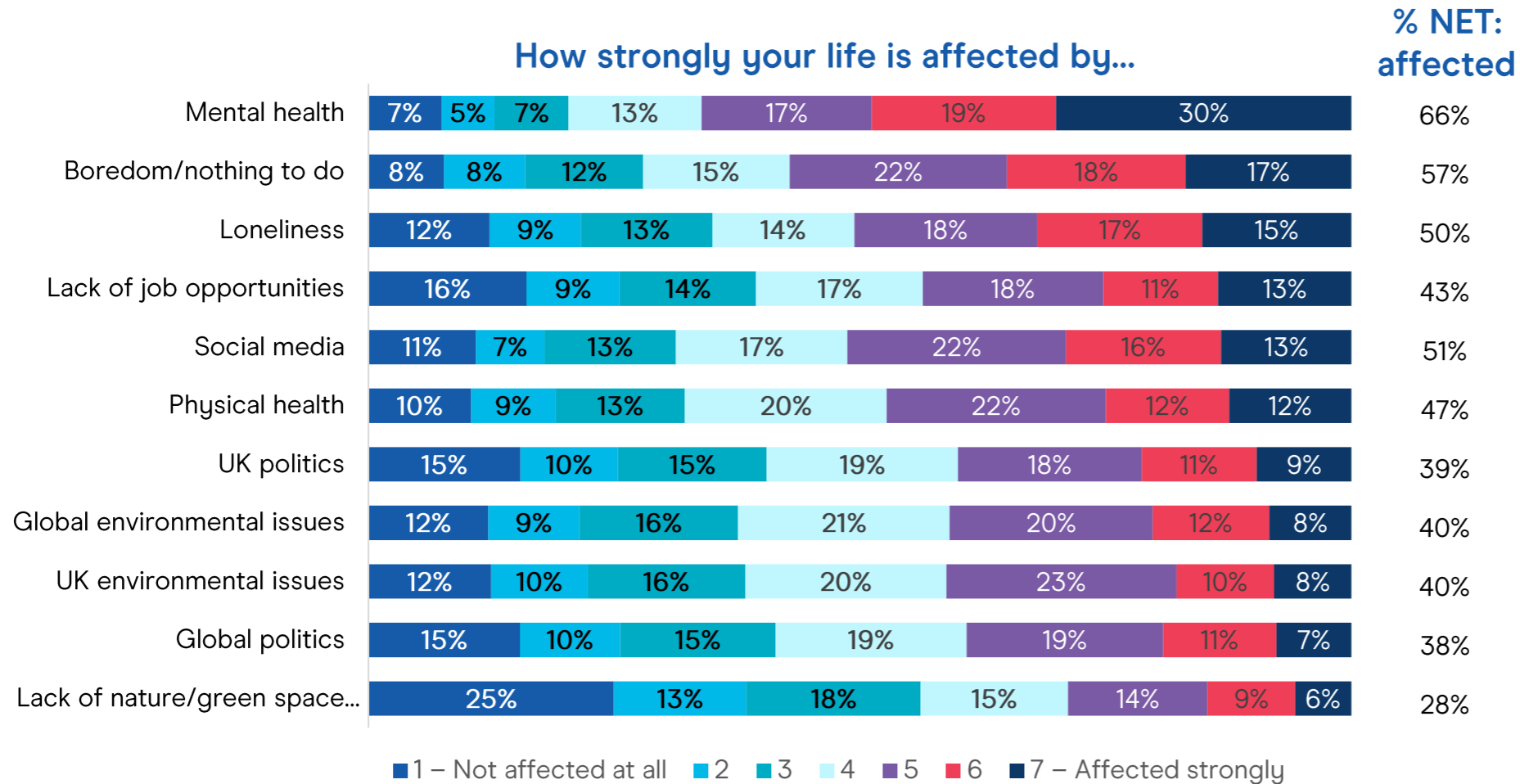
Males are more likely to be satisfied with their life nowadays (6.2 v 5.7 females), whilst females are far more likely to say they felt anxious yesterday (5.6 v 4.7 males).

Young people who have volunteered in the past are far more likely to say that what they do in their life is worthwhile (6.2 v 5.3 never volunteered).

Q6/Q7/Q8. The following four questions are about your feelings on aspects of your life. For each of these questions I'd like you to give an answer on a scale of 0 to 10, where 0 is 'not at all' and 10 is 'completely' **Q9.** On a scale where 0 is 'not at all anxious' and 10 is 'completely anxious', overall, how anxious did you feel yesterday?. **Base:** all respondents (2003). *Taken from Annual Population Survey, September 2021.

Two thirds of young people say their life is affected by mental health (score 5-7), with 30% saying it is affected strongly (score 7).

Interestingly, 57% say their life is affected by boredom/nothing to do. This is higher among the 16-18 age group (63%) and those living in rural areas (60%).



'Other' factors provided by respondents include:

- Finances/money/rising costs
- Happiness
- Friends
- Relationships/love/sex
- Family/family issues
- School/college/education
- Covid-19
- Sport
- Depression/anxiety/sadness

Q010. On a scale of 1-7, where 1 is not affected at all and 7 is affected strongly, how strongly is your life affected by the following...?
 Base: all respondents (2001) Excluding: Not answered/ Not applicable.

Young people who are interested in volunteering for the Trust are 20% points more affected by a lack of nature near them

They are also more affected by environmental issues and politics. There is a clear disparity by age, with the 22-24s more affected by the environment and politics, but the 16-18s affected more by boredom.

How strongly your life is affected by... (Net: % affected 5-7)		16-18	19-21	22-24	Male	Female	Interested in volunteering for Trust	Not interested in volunteering for Trust
Mental health	66%	66%	67%	64%	56%	75%	67%	68%
Boredom/nothing to do	57%	63%	57%	53%	56%	57%	56%	59%
Social media	51%	53%	51%	49%	45%	57%	54%	48%
Loneliness	50%	52%	51%	48%	44%	56%	52%	50%
Physical health	47%	51%	44%	47%	46%	47%	51%	44%
Lack of job opportunities	43%	38%	46%	42%	38%	47%	45%	41%
UK environmental issues	40%	32%	40%	45%	38%	43%	51%	29%
Global environmental issues	40%	34%	40%	44%	37%	43%	53%	27%
UK politics	39%	31%	36%	45%	38%	39%	47%	31%
Global politics	38%	32%	36%	43%	37%	38%	47%	29%
Lack of nature/green space near me	28%	24%	28%	31%	27%	30%	38%	18%

Q010. On a scale of 1-7, where 1 is not affected at all and 7 is affected strongly, how strongly is your life affected by the following...?
Base: all respondents (2001) Excluding: Not answered/ Not applicable. Green = 5% or more higher. Red = 5% or more lower.

Nearly three-fifths of respondents visit local green spaces or own gardens at least once week

One in five (22%) visit canals or rivers weekly, and this figure rises to 42% at least monthly and 65% at least once a year.

Time spent on activity/location

(% at least once a week)

Local green space



59%

Own garden / outdoor space



58%

Outdoor sports



46%

Night out or evening with friends



36%

Canal or river



22%

Young people aged 16-18 are less likely to use a canal or river at least weekly (18%), than those aged 19-21 (24%) and 22-24 (22%).

At least weekly use of a canal or river is far higher in the West Midlands (34%), and is also higher in North West (24%) and North East and Yorkshire (23%). It is lowest in East Midlands and East (17%) and Wales and South West (19%).

Those who live in urban areas are more likely to use a canal or river weekly (22% v 17% in rural areas).

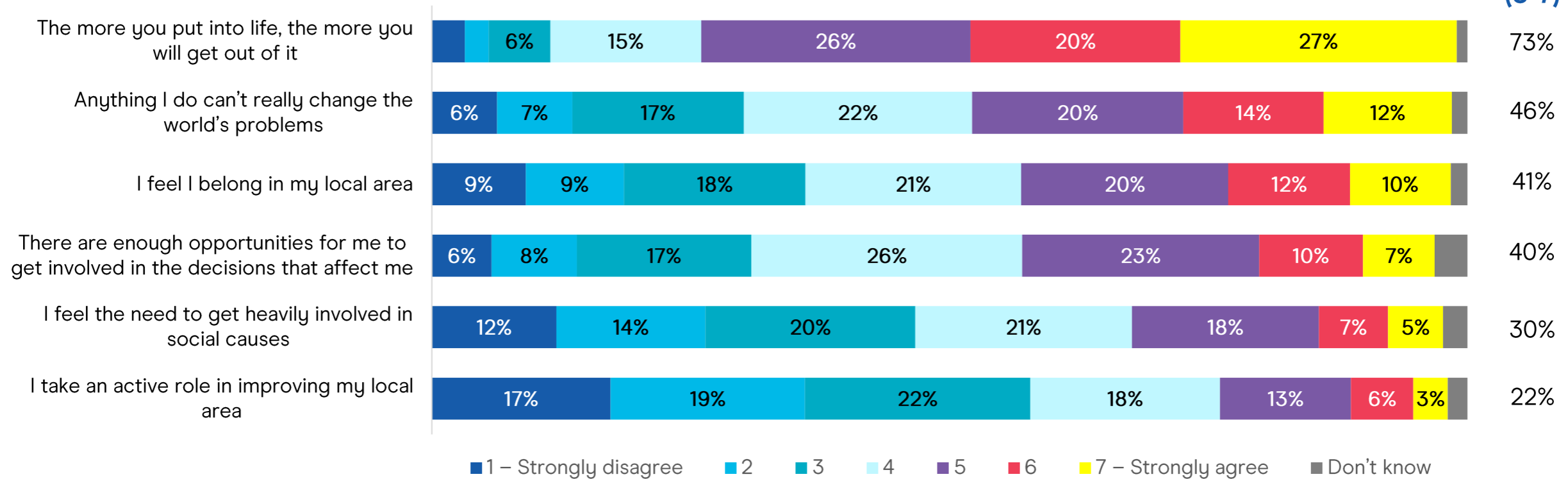
29% of young people who would be interested in volunteering for the Trust say they use a canal or river weekly.

Almost three quarters (73%) of young people believe that the more you put into life, the more you will get out of it

While 41% say they belong to their local area, a further 36% do not. Young people who have volunteered in the past or would be interested in volunteering for the Trust in the future are more likely to feel they belong to their area (45% and 47% respectively).

Sense of social belonging

NET: % agree (5-7)



Q12. How strongly do you agree or disagree with the following statements...?
Base: all respondents (2003).

Young people who are interested in volunteering for the Trust are twice as likely as those not interested to get heavily involved in social causes

They are also three times more likely to already take an active role in improving their local area. Interestingly, fewer young people aged 16-18 feel there are enough opportunities to get involved in the decisions that affect them.

Sense of social belonging (Net: % agree 5-7)		16-18	19-21	22-24	Male	Female	Have volunteered	Have never volunteered	Interested in volunteering for Trust	Not interested in volunteering for Trust
		The more you put into life, the more you will get out of it	73%	69%	73%	75%	72%	75%	66%	76%
Anything I do can't really change the world's problems	46%	46%	47%	46%	46%	46%	49%	45%	51%	
I feel I belong in my local area	41%	38%	42%	43%	45%	38%	45%	26%	47%	34%
There are enough opportunities for me to get involved in the decisions that affect me	40%	34%	41%	42%	41%	40%	42%	29%	48%	32%
I feel the need to get heavily involved in social causes	30%	27%	31%	31%	26%	33%	33%	19%	39%	20%
I take an active role in improving my local area	22%	16%	24%	23%	24%	20%	25%	12%	33%	9%

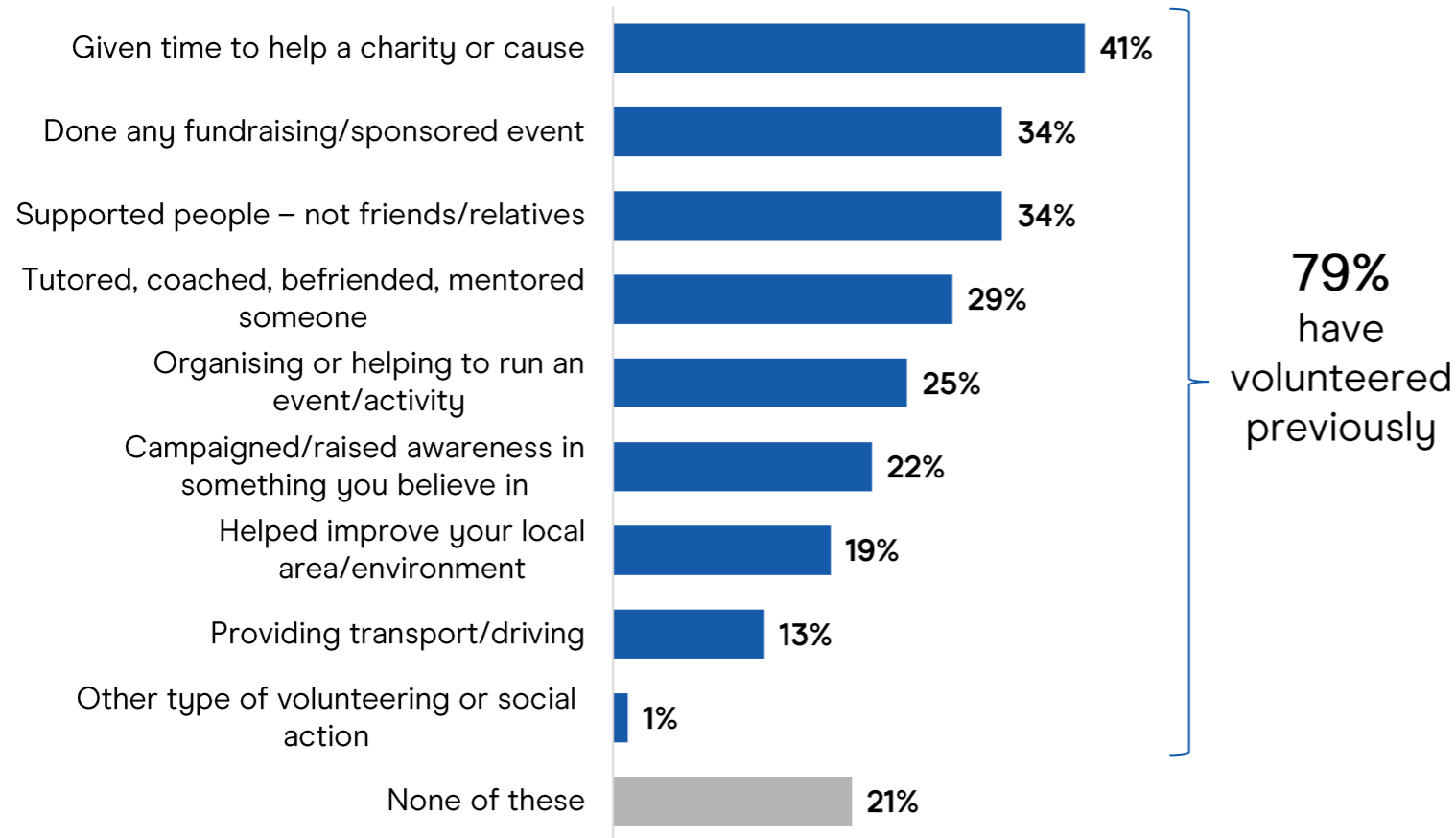
Q12. How strongly do you agree or disagree with the following statements...?
Base: all respondents (2003). Green = 5% or more higher. Red = 5% or more lower.

Volunteer Participation

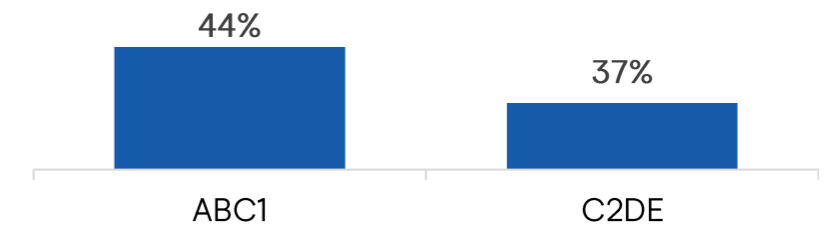
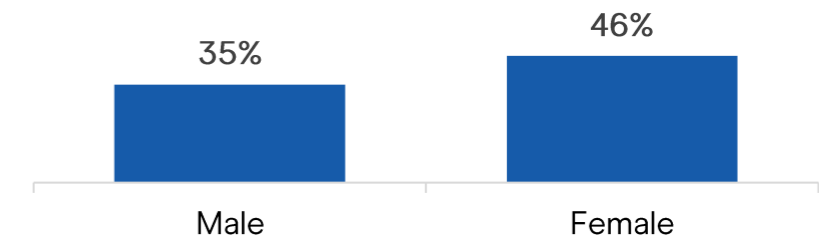
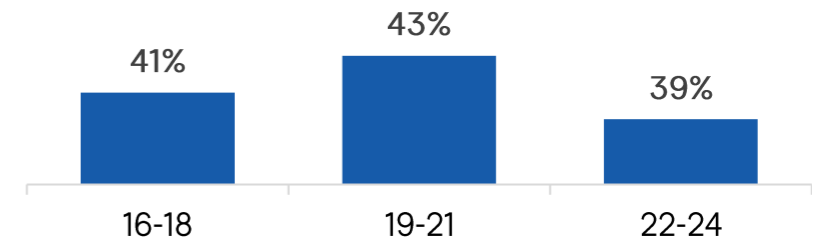
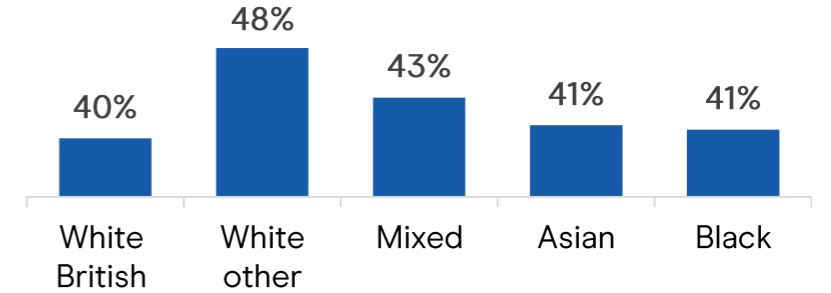
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Four in five young people have taken part in volunteering activities to help others or the environment

Two in five have given time to help a charity or cause, which increases among females, ABC1s and White other ethnic groups.



Given time to help a charity or cause: by demographics



Q13. Have you ever taken part in any of the following volunteering activities to help other people or the environment? Please think about help you have provided that is unpaid and not part of any paid employment. Multiple responses permitted
 Base: all respondents (2003)

Given time to help a charity or cause: geographically

Young people who live in rural areas, and in Yorkshire and North East or West Midlands, are the most likely to have given time to help a charity or cause.

Rural



42%

Urban



37%

Region

37%
North West

48%
Yorkshire &
North East

42%
West Midlands

38%
East & East Midlands

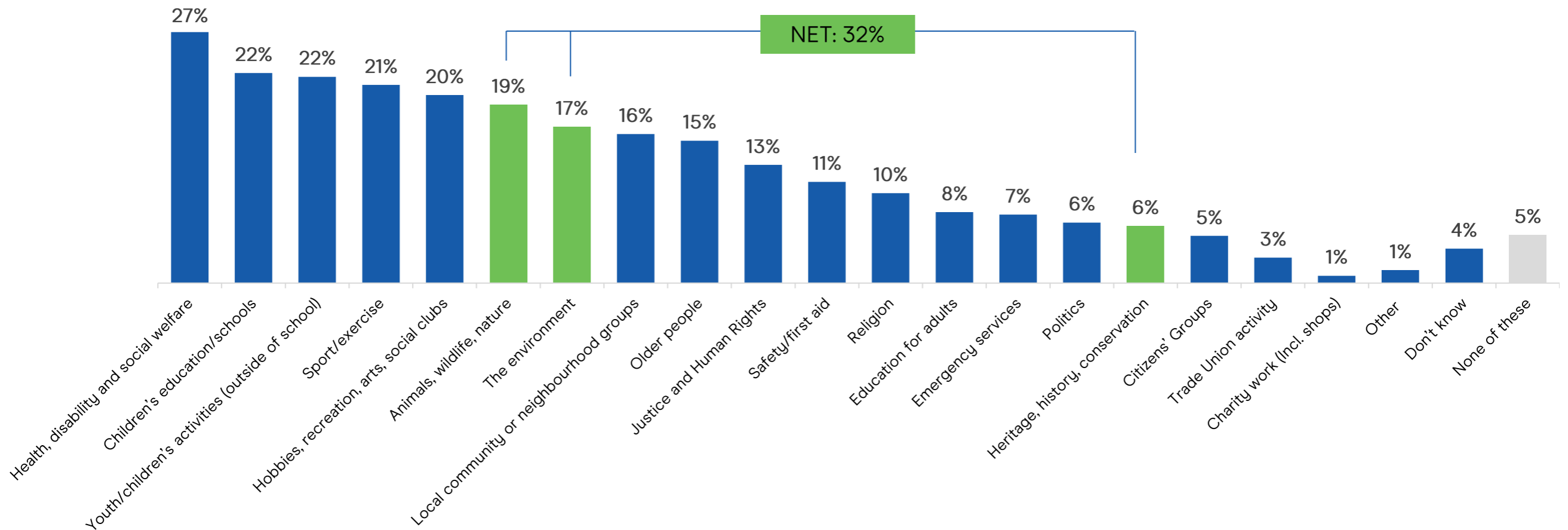
40%
Wales &
South West

40%
London &
South East

Nearly a third of those who have volunteered previously have worked with environment, wildlife or heritage organisations

Young people living in London and the South East (38%), in rural areas (39%), those who visit green space/parkland daily (48%), and who participate in outdoor sport daily (44%) have volunteered for an environment, wildlife or heritage organisation.

Types of groups, clubs or organisations volunteering related to

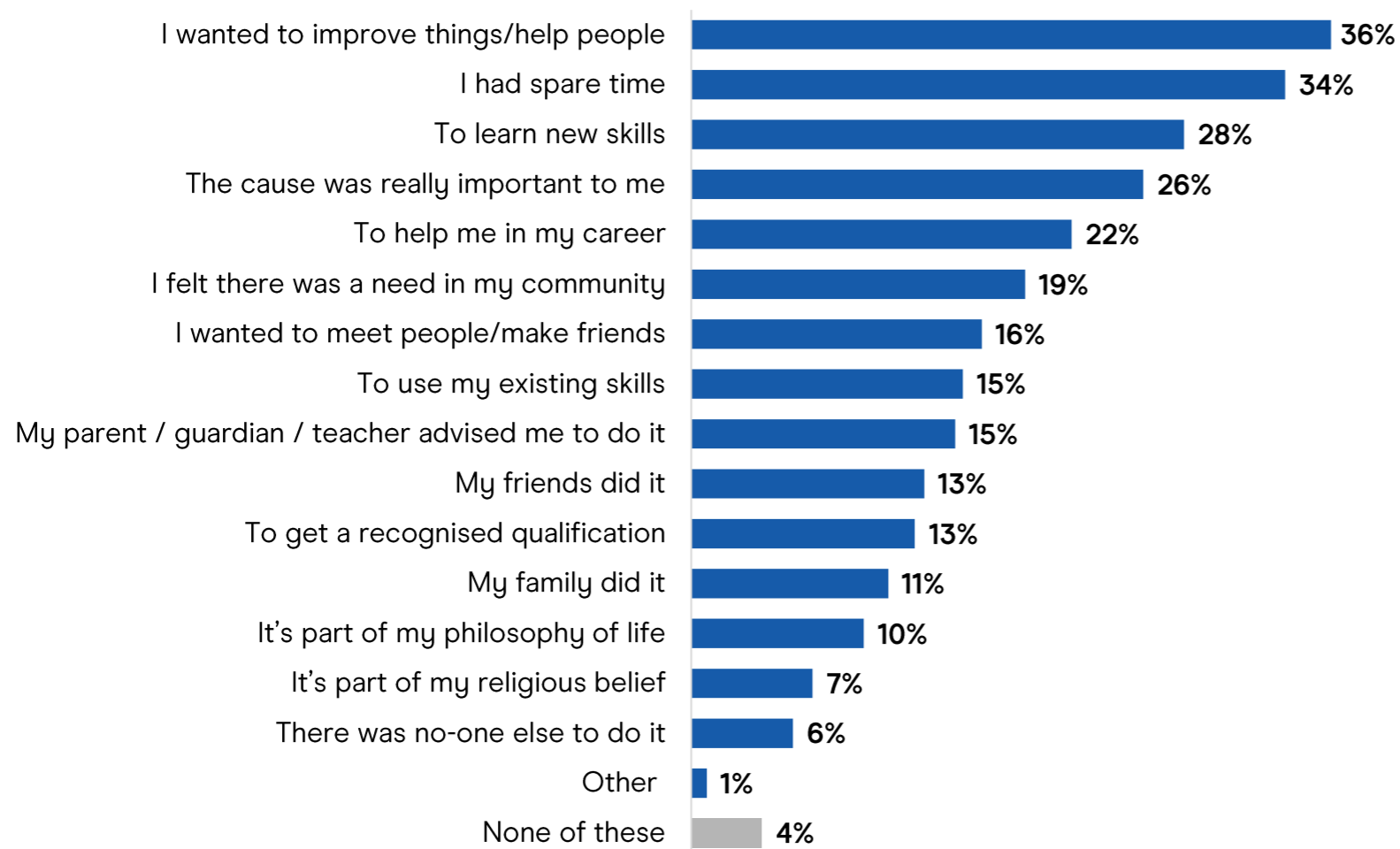


Q14. Did your volunteering or unpaid activity specifically relate to any of the following types of groups, clubs or organisations? Multiple responses permitted. Base: all who have volunteered previously (1589)

Over a third started volunteering as they wanted to improve things or help people and they had the spare time

Close to three in ten (28%) were also motivated to learn new skills, and 22% felt it would help their career. A quarter (26%) were driven by the cause itself.

Reasons for starting volunteering



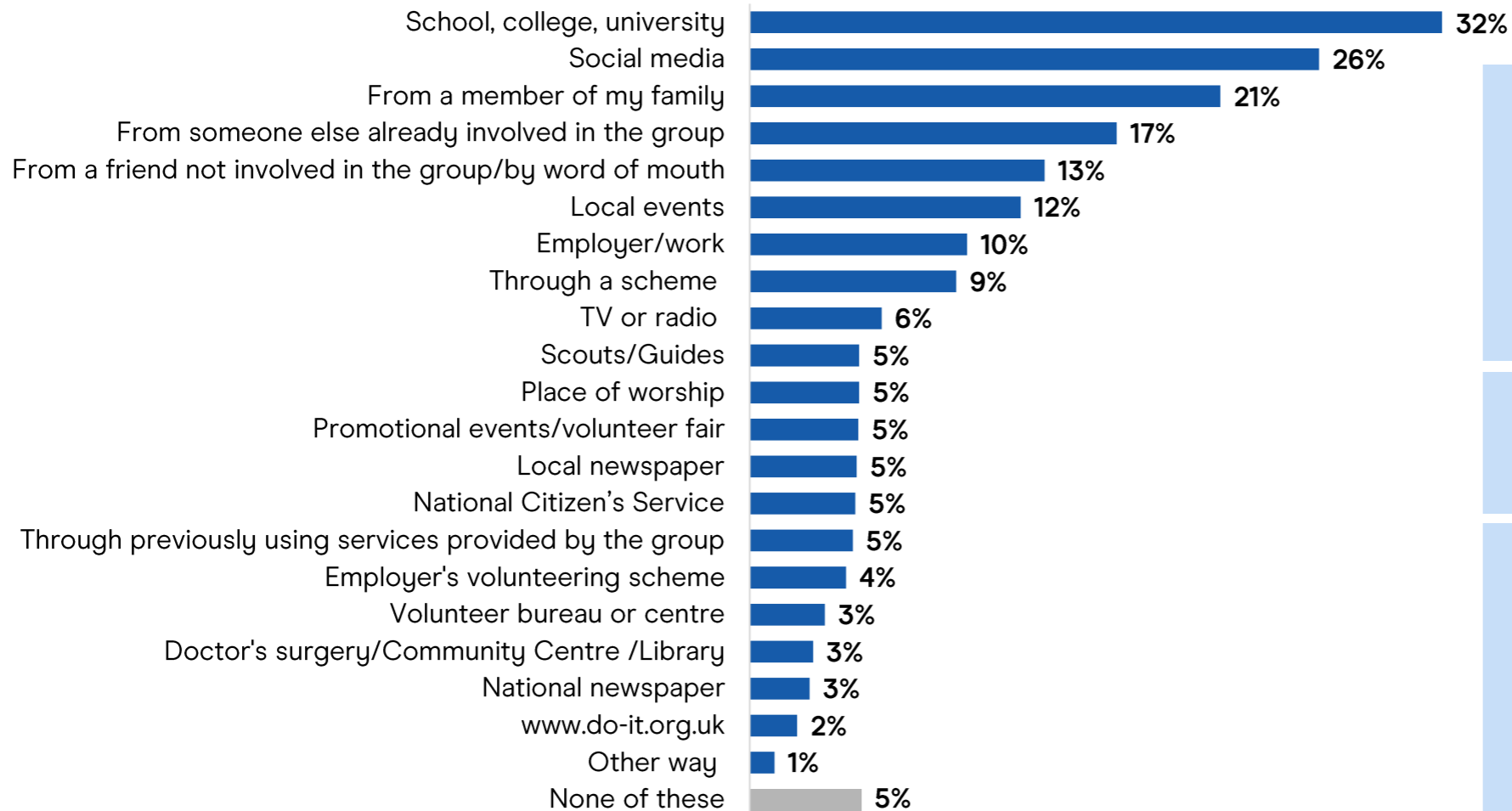
Those who have volunteered for an environmental, wildlife or heritage organisation are far more likely to say they did so because the cause was really important to them than those who volunteered for other sectors (34% v 22%).

Females are more motivated to volunteer to improve things/help people (42% v 30%) and because the cause was really important to them (29% v 22%). Males are marginally more likely to say they started volunteering because their family did it (13% v 9%).

Urban residents are more likely to be driven by a desire to learn new skills (29% v 22%) and because they had spare time (34% v 28%).

Almost a third were made aware of the volunteering opportunity through their education setting, while a quarter saw information about it via social media

How made aware of volunteering opportunity



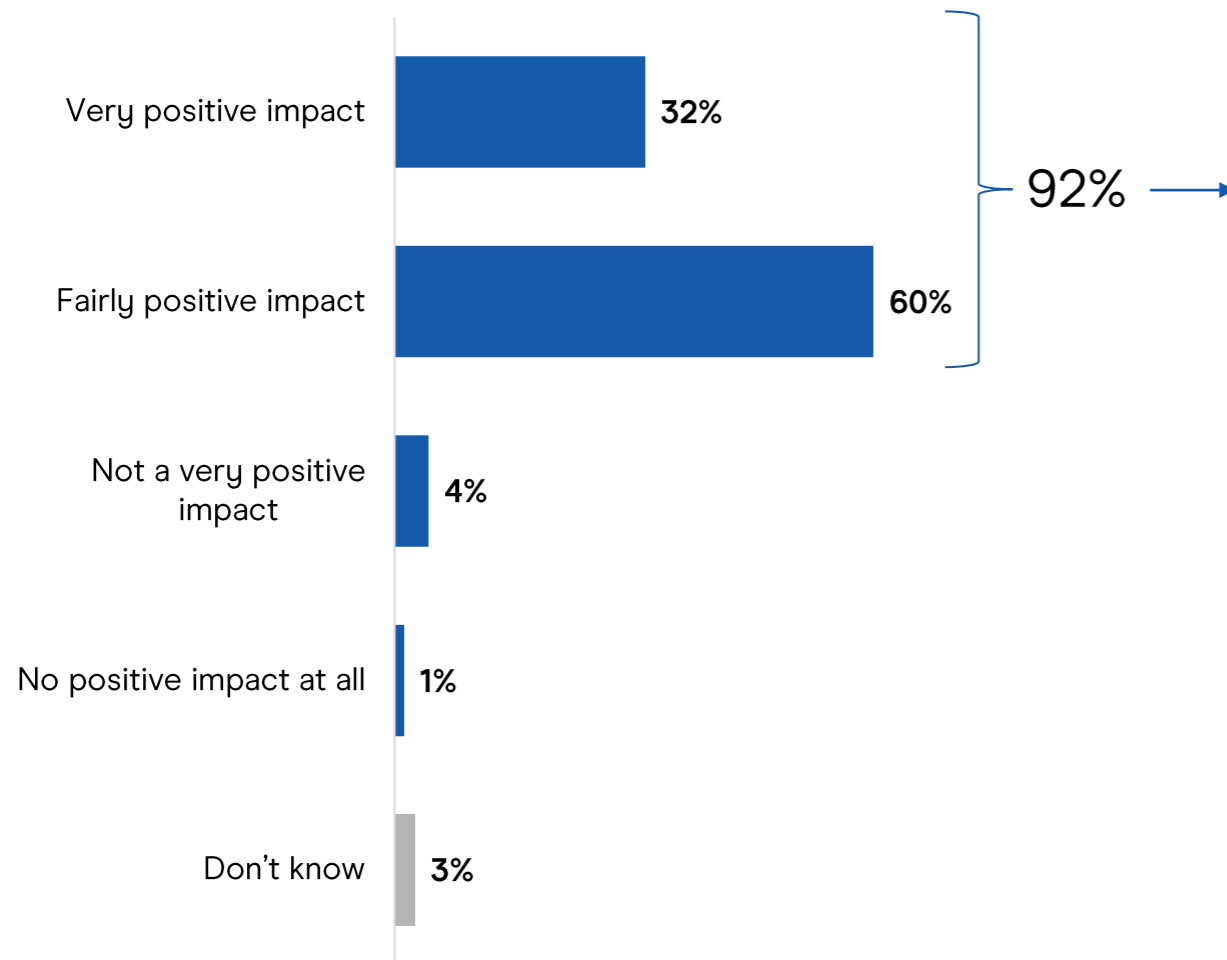
Respondents aged 16-18 are far more likely to source volunteering opportunities through their family (27%), while 16-21s are the most likely to say they find opportunities through their school, college or university (36%).

Social media is most commonly used by those aged 19+ (28%).

Respondents who have volunteered for a wildlife, environment or heritage charity were far more likely than those who have not to find out about it through local events (22%), from someone else involved in it (23%) and social media (37%).

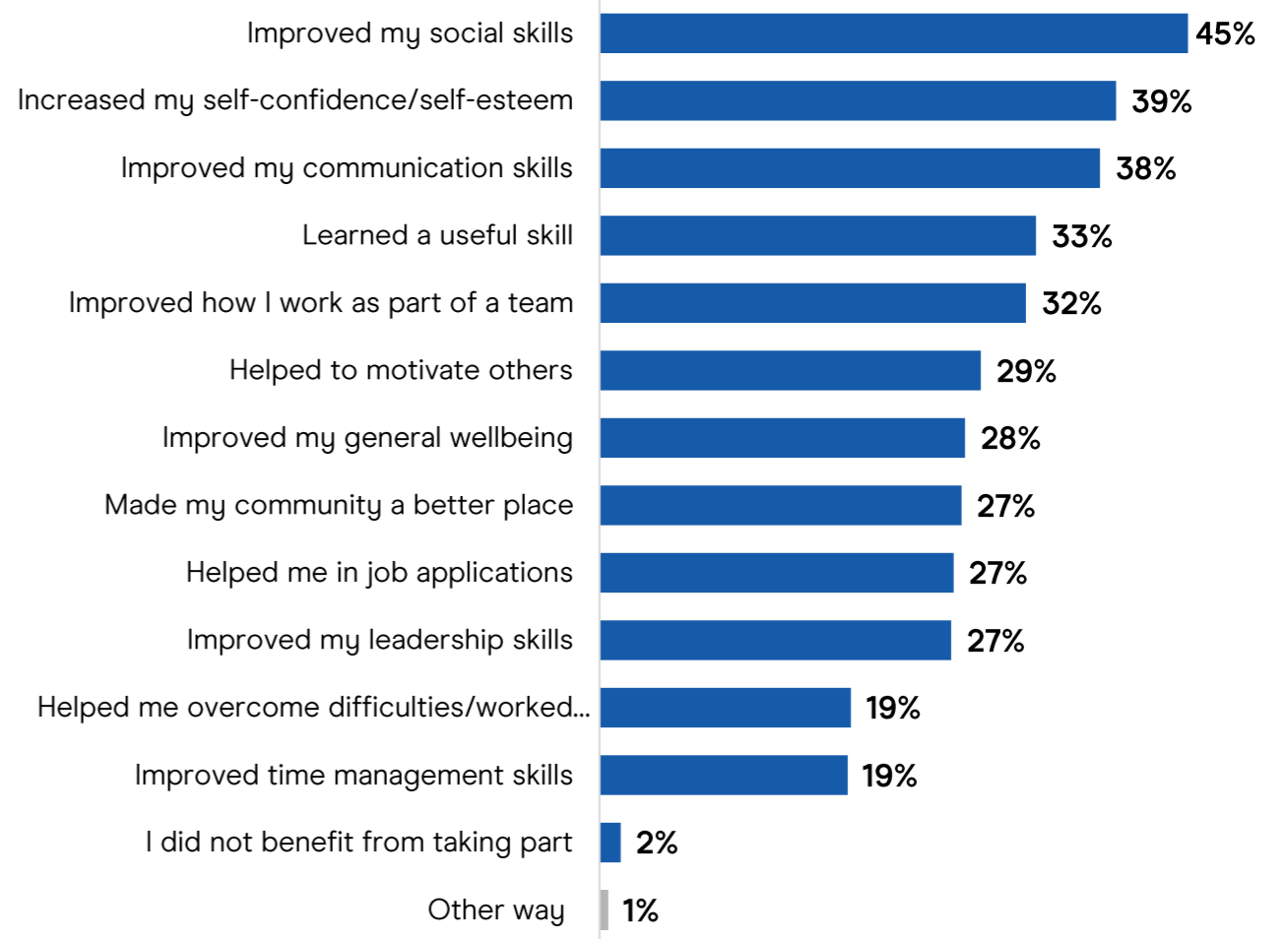
The vast majority (92%) feel that their volunteering experience has had a positive impact on them, especially social skills, confidence and communication skills

Impact of volunteering experience



Q17. Thinking about your volunteering experience, how would you rate the impact it had on you?
Base: all who have volunteered previously (1589)

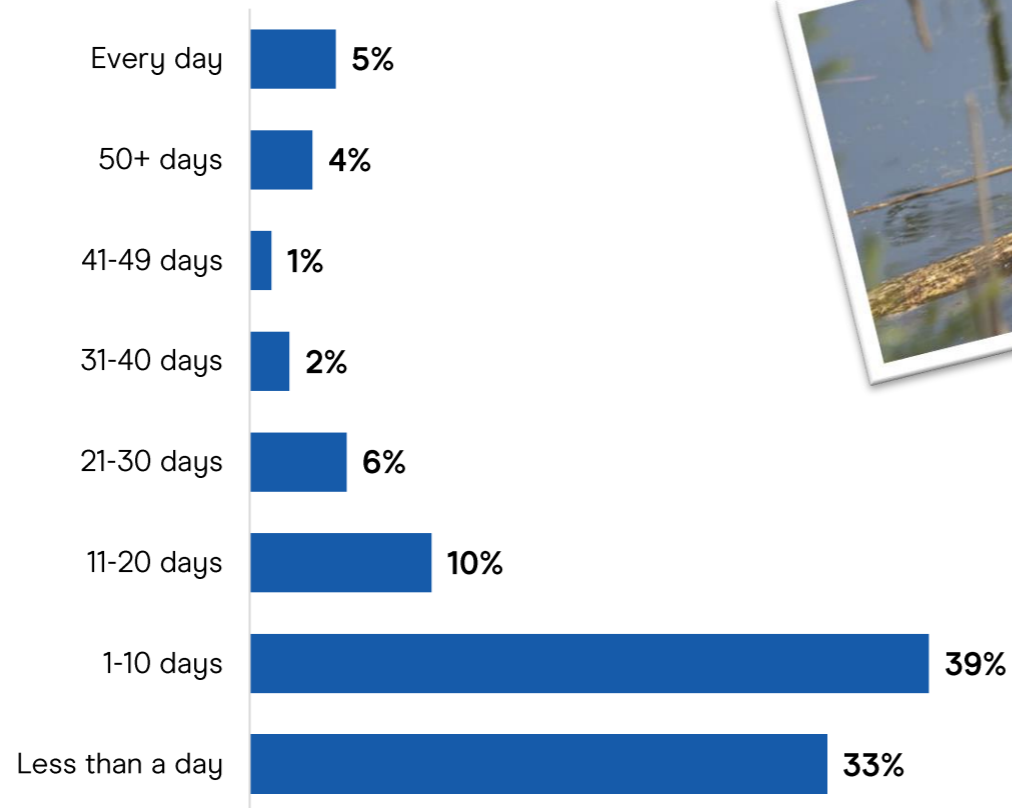
How benefited positively



Q18. In what way do you feel you have benefited positively from the volunteering activity?
Multiple responses allowed. Base: all who have benefited positively (1460) 25

One in ten young people who have volunteered say they did so on 50+ days in the last 12 months (9%). However, the large majority have volunteered less than a day (33%) or between 1-10 days (39%)

Number of days volunteering

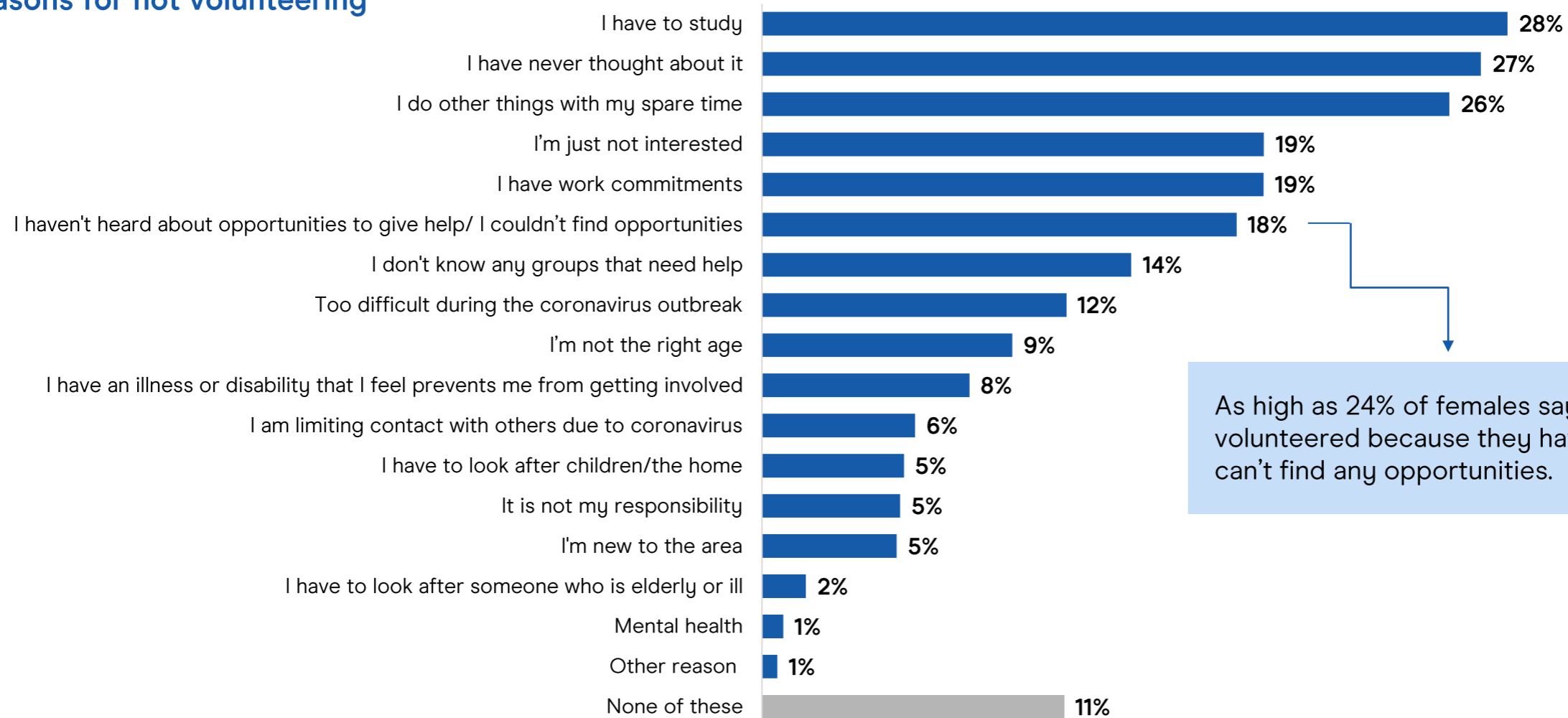


Respondents who have previously volunteered for an environment, wildlife or heritage charity are significantly more likely to have volunteered for more days (14.9 v 12.3), with 29% having volunteered for 11+ days (v 20% who have not volunteered for such charities).

Other commitments such as studying and work are key reasons why young people do not volunteer

More than quarter also say they have never thought about it (27%) or do other things with their spare time (26%).

Reasons for not volunteering



As high as 24% of females say they haven't volunteered because they haven't heard or can't find any opportunities.

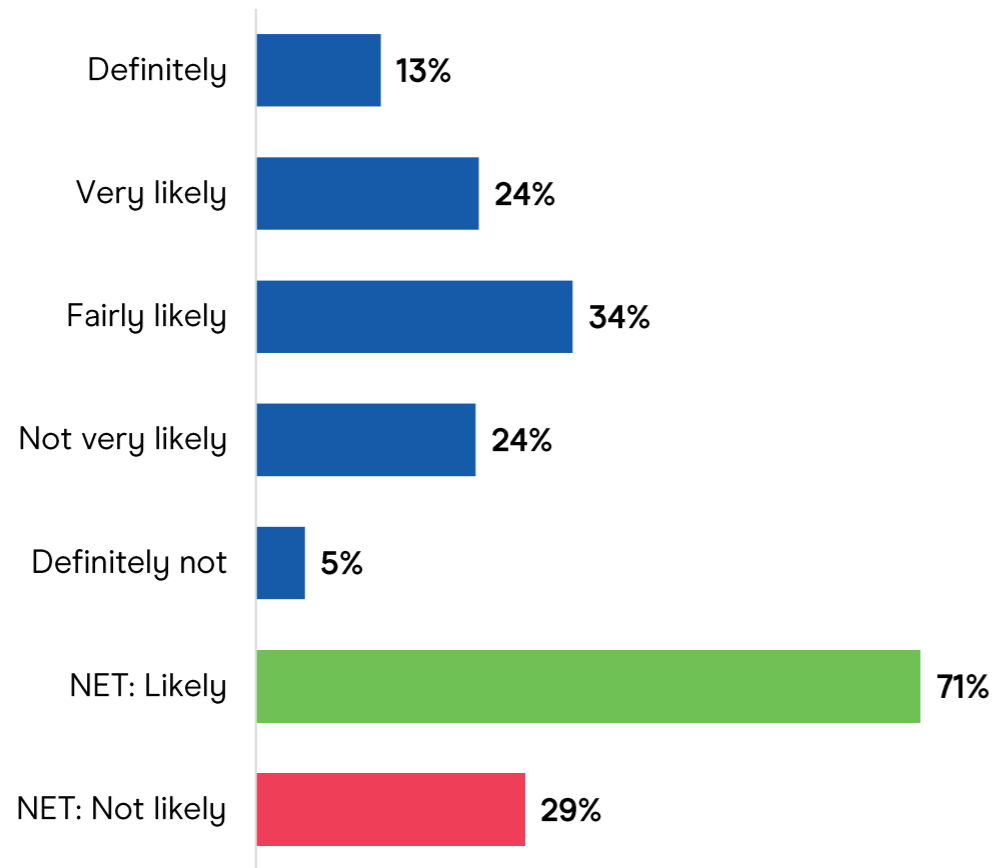
Propensity to support

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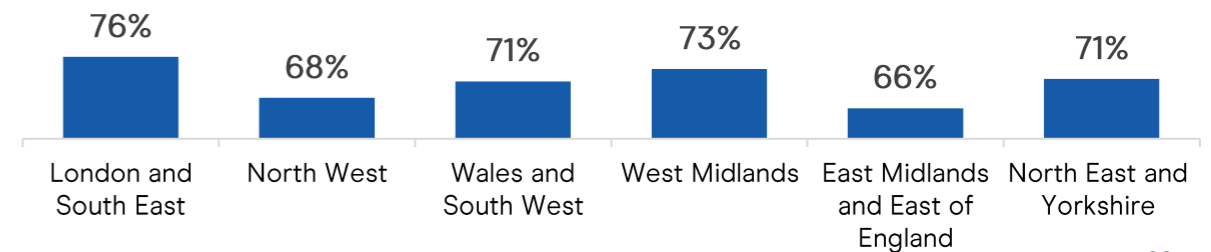
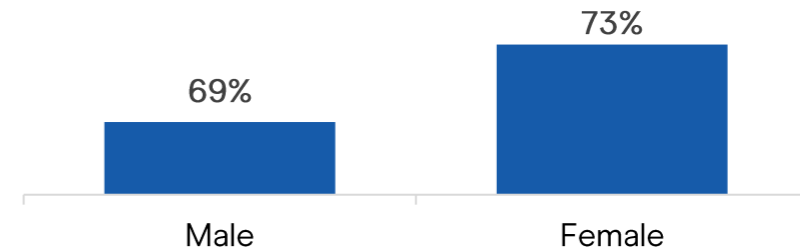
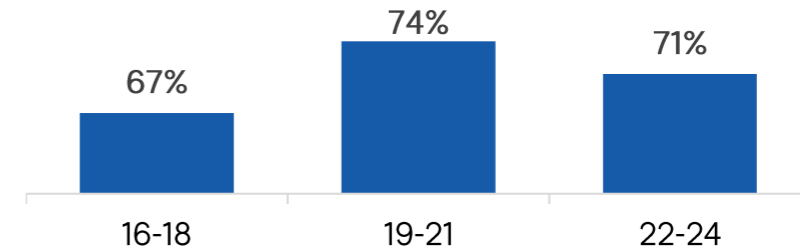
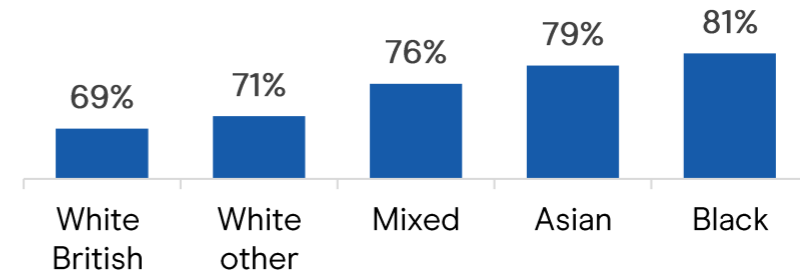


Seven in ten respondents say they are likely to volunteer or give unpaid help in the next 12 months

Black and Asian respondents, and those living in London and the South East are most likely to say they would volunteer.



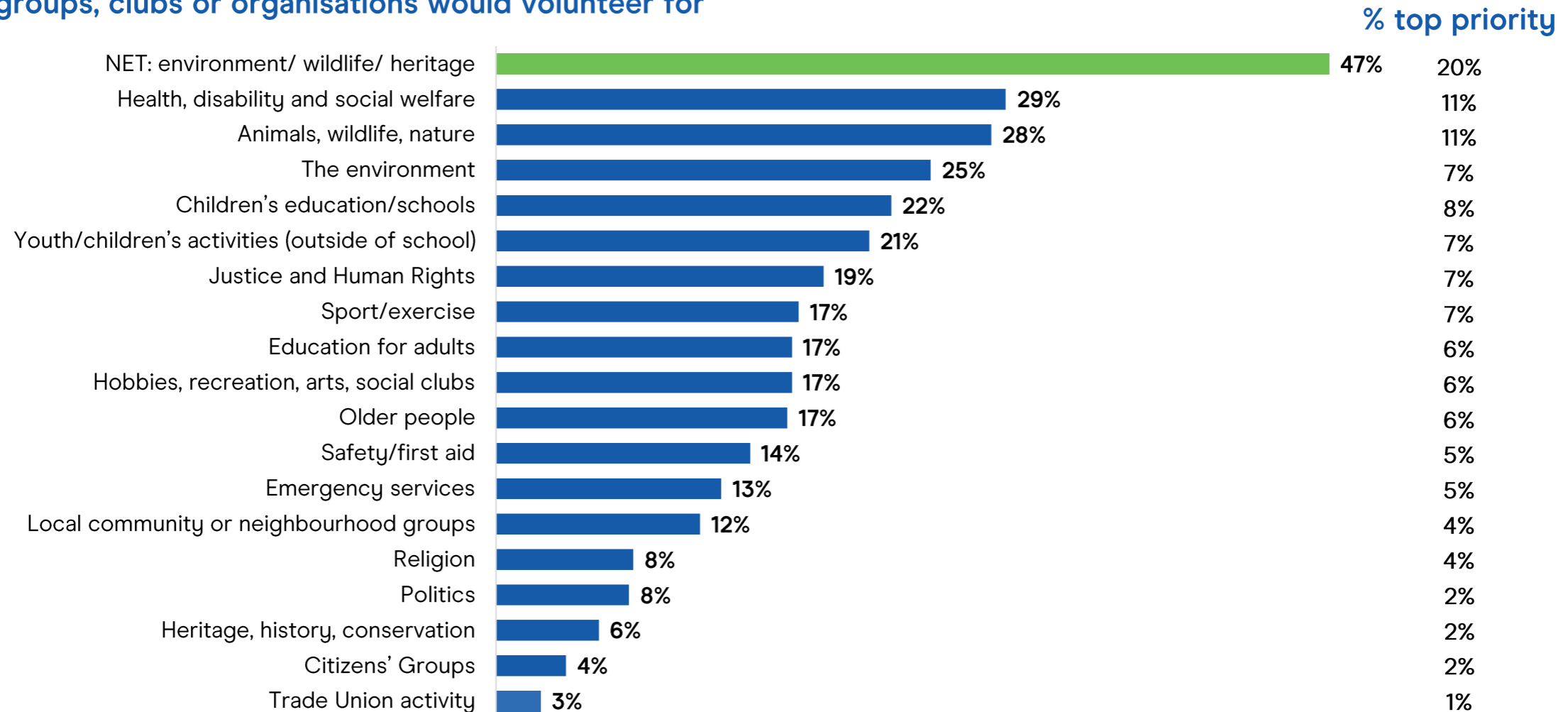
NET % likely:
by demographics



Q21. How likely, if at all, are you to volunteer or give unpaid help in the next 12 months?
Base: all respondents (2003)

It is encouraging to see that organisations linked to animals, wildlife, nature and the environment feature in the top three young people are most likely to volunteer for





Types of groups, clubs or organisations would volunteer for



Q22. Which of the following types of groups, clubs or organisations are you likely to volunteer for or give unpaid help to? Please select up to three and rank them in order, with 1 being the most likely.
 Base: all respondents who are likely to volunteer in the next 12 months (1,426)

There is not much variation in likelihood of supporting an environment, wildlife or heritage charity, although the 19+ age group are more likely to support an environmental charity

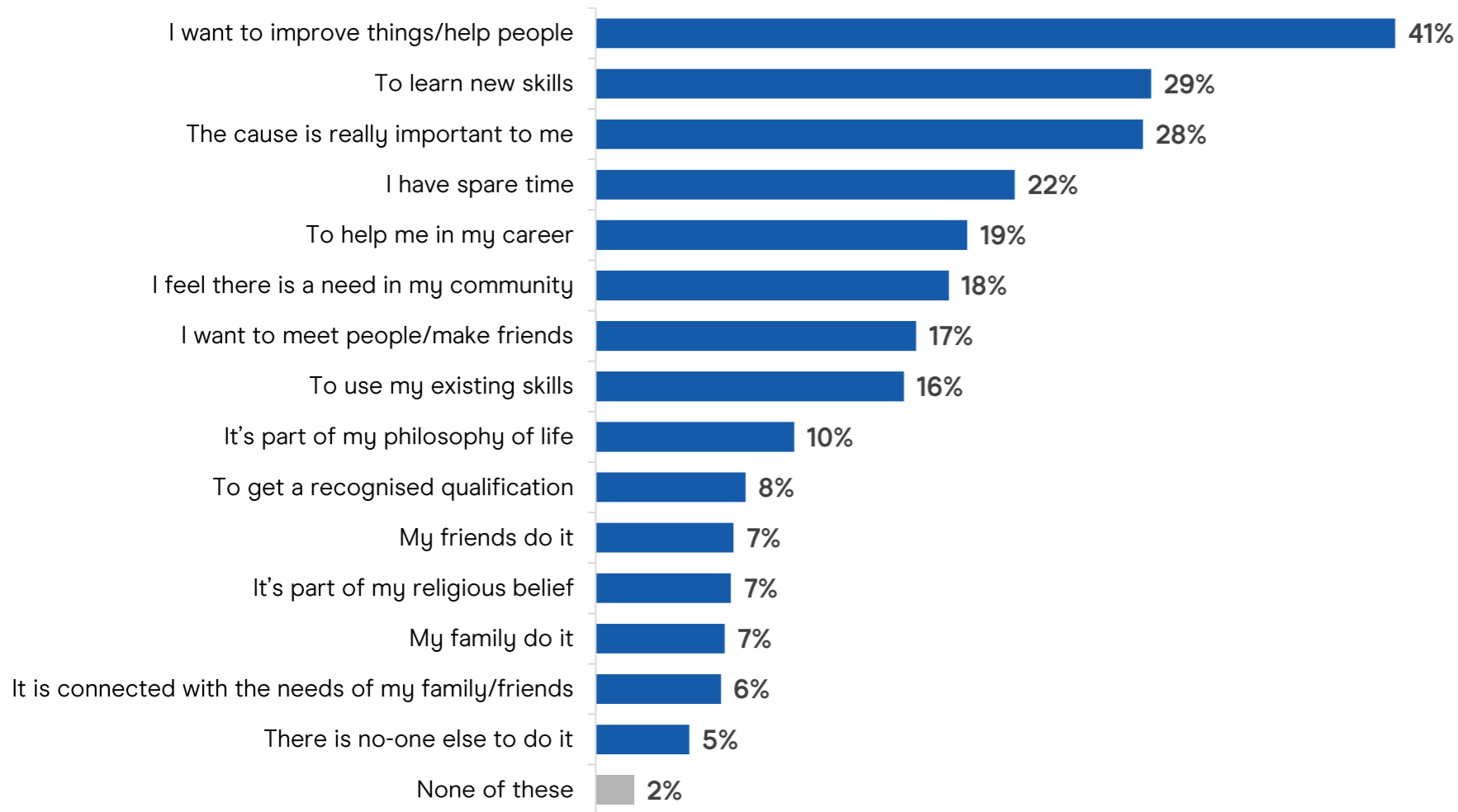
Young people living in the North East and Yorkshire are also noticeably more likely to be drawn towards animal, wildlife or nature organisations.

Types of groups, clubs or organisations (Net: % chosen in top three)		16-18	19-21	22-24	Male	Female	London and South East	North West	Wales and South West	West Midlands	East Midlands and East of England	North East and Yorkshire
NET: environment/wildlife/ heritage	 47%	43%	48%	50%	48%	47%	48%	41%	50%	45%	47%	51%
Animals, wildlife, nature	 28%	26%	29%	29%	26%	30%	27%	26%	28%	26%	29%	33%
The environment	 25%	18%	24%	28%	27%	23%	27%	22%	27%	24%	23%	25%
Heritage, history, conservation	 6%	8%	5%	5%	6%	6%	5%	5%	7%	7%	5%	7%

Q22. Which of the following types of groups, clubs or organisations are you likely to volunteer for or give unpaid help to? Please select up to three and rank them in order, with 1 being the most likely.
 Base: all respondents who are likely to volunteer in the next 12 months (1,426)
 Green = 5% or more higher. Red = 5% or more lower.

Two in five young people who say they are likely to volunteer in the next 12 months say this is because they want to improve things and help people

Reasons for volunteering



Females are far more likely to be motivated to volunteer to improve things and help people (47% v 36% males) and because the cause is really important to them (32% v 23%).

Respondents who are studying are significantly more likely to want to learn new skills (32%) than those in employment (27%).

Respondents who are likely to volunteer for a wildlife, environment or heritage charity are more likely to be driven by a need to improve things and help people (45%) and because the cause is really important to them (33%).

Awareness of organisations

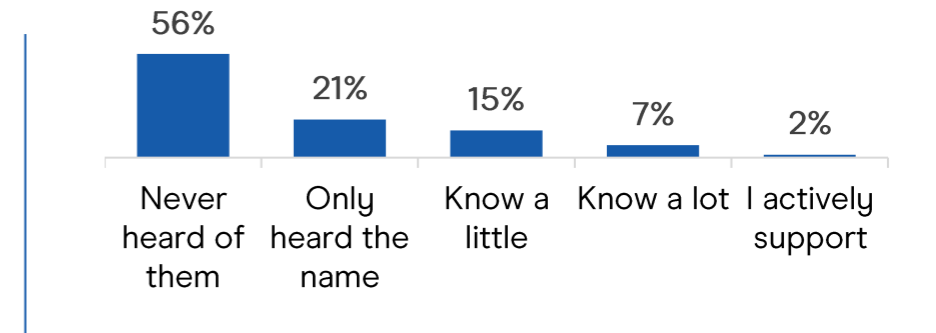


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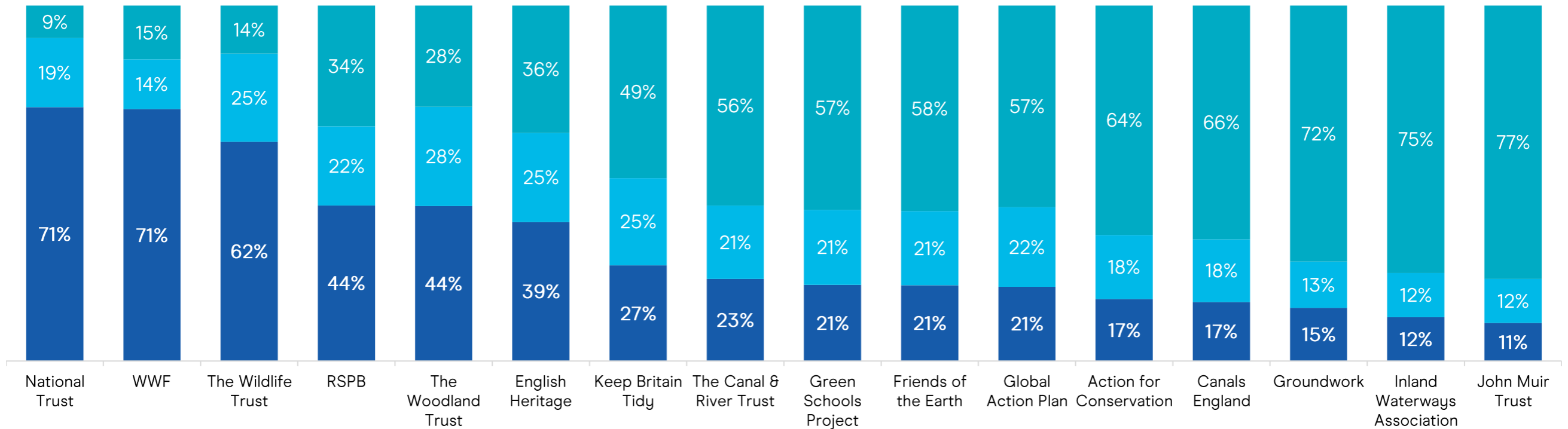
Less than a quarter of young people are aware of the Trust to any extent, with more than half saying they have never heard of them

There is greater awareness of other charities linked to wildlife/nature and the environment including WWF, The Wildlife Trust, RSPB and The Woodland Trust.

Awareness of Canal & River Trust



■ Know a little/lot, actively support ■ Only heard the name ■ Never heard of them



16-18s and those who live in Wales and the South West are most likely to say they haven't heard of the Trust. Awareness is notably higher in the West Midlands, most likely due to the wider presence of canals in this area

It is important to highlight, however, that better knowledge of the Trust is still low in the West Midlands, with just 7% saying they know the Trust 'a lot'.

Awareness of the Trust		16-18	19-21	22-24	Male	Female	London and South East	North West	Wales and South West	West Midlands	East Midlands and East of England	North East and Yorkshire
Never heard of them	56%	61%	56%	53%	53%	59%	59%	55%	64%	40%	57%	54%
Only heard the name	21%	21%	20%	21%	21%	20%	16%	24%	20%	26%	23%	21%
Know a little	15%	12%	14%	17%	17%	12%	15%	13%	9%	23%	15%	15%
Know a lot	7%	5%	7%	8%	8%	6%	7%	7%	6%	7%	5%	8%
I actively support	2%	1%	2%	1%	1%	2%	2%	1%	0%	3%	1%	2%

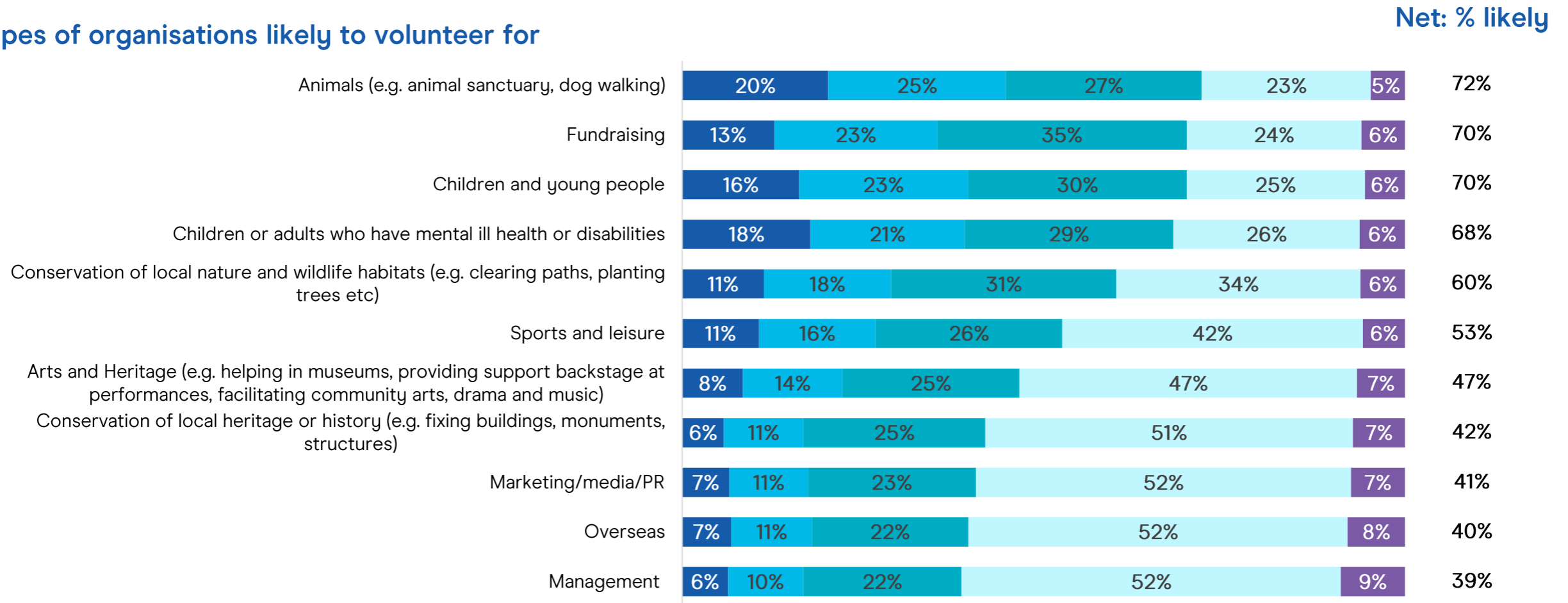
31% of Black respondents are aware of the Trust, which is 10% points higher than White British respondents (21%). Awareness is also higher among those who are likely to volunteer in the next 12 months

Awareness of the Trust		White British	White other	Mixed	Asian	Black	Likely to volunteer	Not likely to volunteer	Interested in volunteering for Trust	Not interested in volunteering for Trust
Never heard of them	56%	57%	62%	47%	55%	55%	51%	70%	44%	70%
Only heard the name	21%	22%	19%	22%	19%	15%	22%	17%	21%	19%
Know a little	15%	14%	16%	15%	17%	17%	17%	8%	20%	7%
Know a lot	7%	6%	2%	12%	7%	11%	8%	4%	12%	3%
I actively support	2%	1%	1%	3%	1%	2%	2%	0%	3%	0%

29% of young people say they would definitely/very likely support an organisation with conservation of local nature and wildlife habitats

A further 17% would be definitely/very likely to support the conservation of local heritage and history (e.g. fixing buildings and monuments).

Types of organisations likely to volunteer for



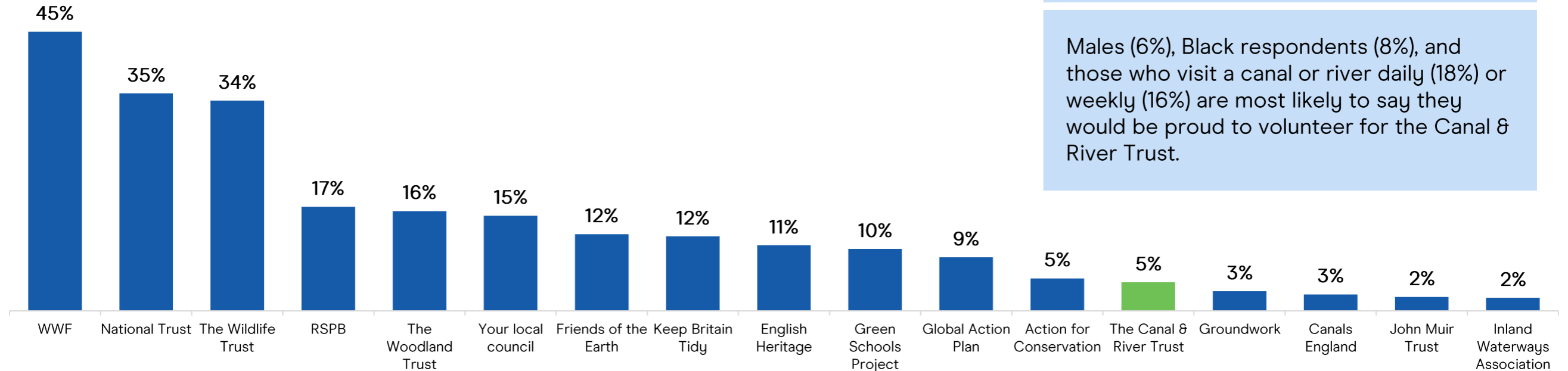
■ Definitely ■ Very likely ■ Fairly likely ■ NET: Not likely ■ Don't know

Q25. For each of the following types of organisation, to what extent would you be likely to volunteer?
Base: All respondents (2,003).

Young people most commonly state they would feel proud to volunteer for WWF, followed by the National Trust and The Wildlife Trust

Just 5% pick the Canal & River Trust within the top three they would feel proud to volunteer for, although this increases markedly among users of canals/ivers.

Proud to volunteer for (% chosen in top three)



Respondents who are likely to volunteer for an environment, wildlife or heritage charity are most likely to say they would feel proud to volunteer for WWF (51%) and The Wildlife Trust (44%). Just 6% say this of Canal & River Trust.

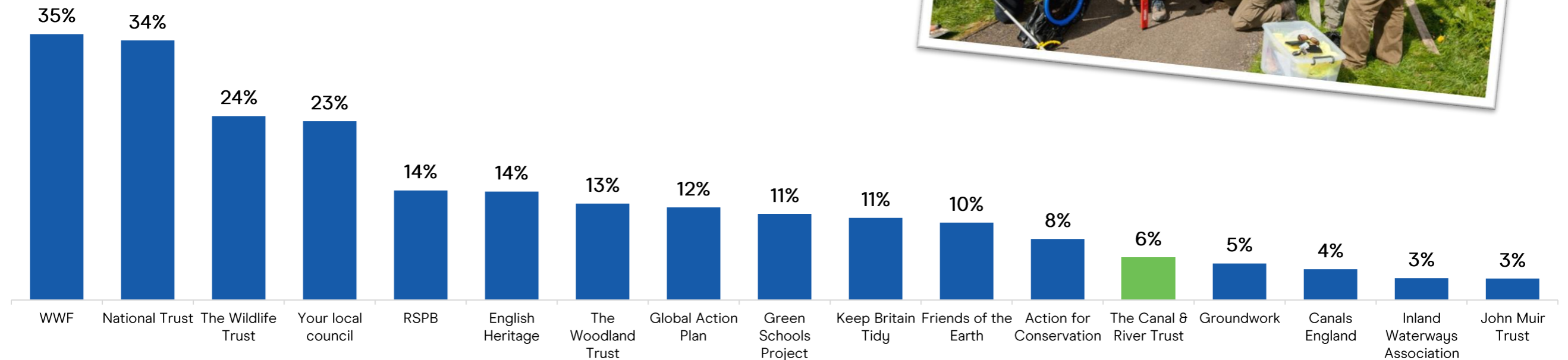
Males (6%), Black respondents (8%), and those who visit a canal or river daily (18%) or weekly (16%) are most likely to say they would be proud to volunteer for the Canal & River Trust.

Q26. Which of the following organisations would you feel most proud to volunteer for? Please select up to three and rank them in order, with 1 being the proudest to volunteer for.
Base: All respondents (2,003)

As with pride, WWF, the National Trust and The Wildlife Trust feature in the top three organisations providing the best future skills and opportunities

Just 6% pick the Canal & River Trust within the top three, but this increases marginally to 9% among weekly users of a canal or river.

Organisations providing the best future skills and opportunities (% chosen in top three)

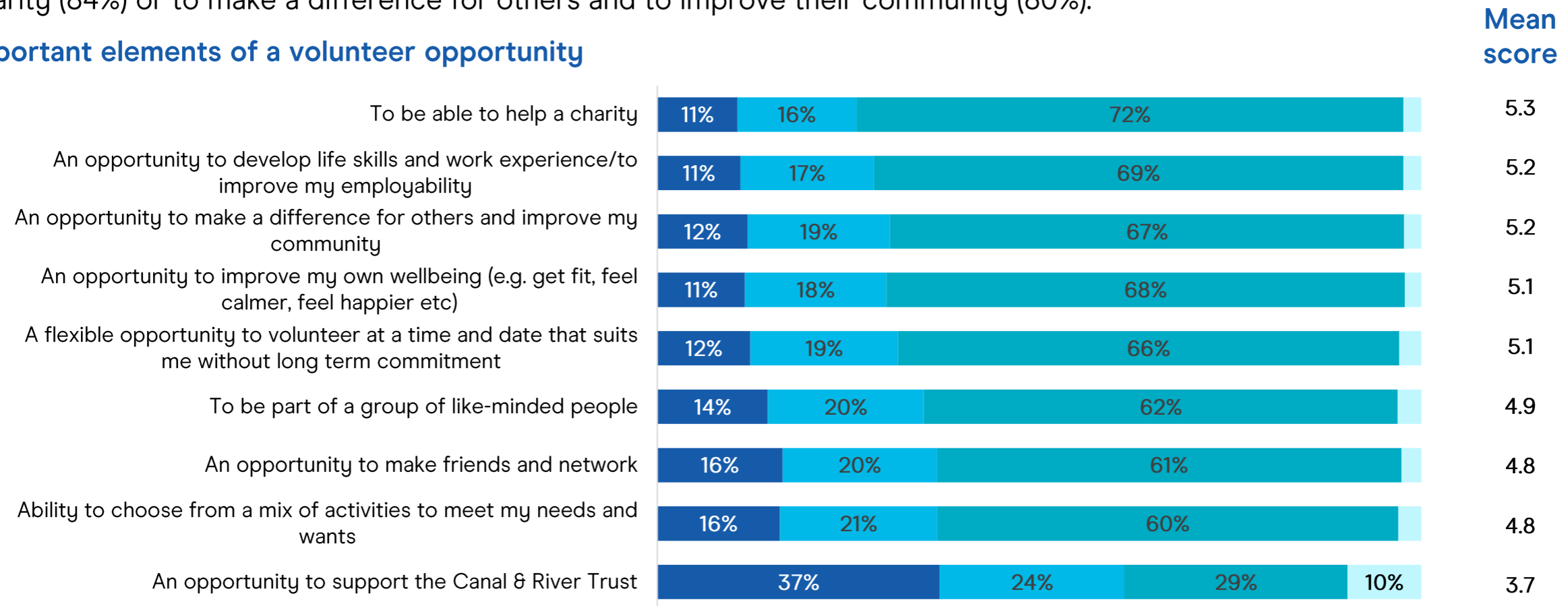


Q27. And, which of the following organisations do you feel would give you the best future skills and opportunities? Please select up to three and rank them in order, with 1 being the organisation giving you the best future skills and opportunities. Base: All respondents (2,003)

The most important factor of a volunteering opportunity is being able to help a charity, but closely followed by an opportunity to develop life skills and employability

Among young people who show an interest in volunteering for the Trust, they are most likely to want to help a charity (84%) or to make a difference for others and to improve their community (80%).

Important elements of a volunteer opportunity



■ NET: Not important (1-3) ■ Neither/Nor (4) ■ NET: Important (5-7) ■ Don't know

Q028. On a scale of 1-7, where 1 is not at all important and 7 is very important, how important would the following be for you whilst attending a volunteer opportunity?
Base: All respondents (2,003).

The largest proportion of respondents feel the ‘generosity and giving’ scenario most applies to them (60%). A quarter (24%) do not feel the scenario ‘gives me a new purpose’ applies to them

Drivers of volunteering (% applies to me 5-7)

Generosity and giving



60%

For me, it's more about generosity and giving. I do this for the common good of society. It's giving back to the community. Yes, I get a lot out of it but it starts with the giving and helping of my community

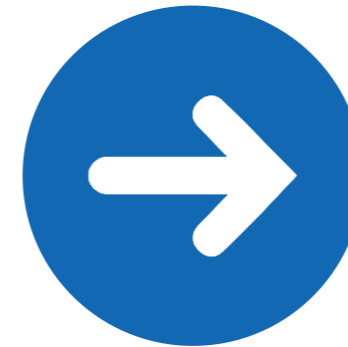
Skills I can learn or develop



53%

For me, it starts with the skills I can learn or develop. Yes, it is for the good I can do for others and my community, but I am thinking more of the skills I get out of it. Perhaps this can help me in further paid work or in some other work I might undertake

Gives me a new purpose



52%

For me, volunteering can be a way to get away from my current life – give me a new purpose. The distraction of volunteering and the benefits all enhance how I feel about myself. I also see the benefits to the community and others but originally it was that need to give new purpose to my life







There's a need to do what I do









55%

I feel strongly about the need to do what I do. If there is a threat to something, or a sense of injustice then I want to be part of the fight to put things right. This can be helping specific causes I believe in, specific people or about righting a wrong. If everyone saw things like this, we could fix a lot more problems

Nature and wildlife once again appear as one of the top areas of importance for young people, with 72% stating that protecting and preserving wildlife and habitats is important to them

	% net important
 Protect and preserve wildlife and habitats	72%
 Encourage physical and mental health and wellbeing through recreation and exercise	69%
 Encourage active travel (walking, cycling etc.)	66%
 Conserve, protect and improve the natural environment around canals and rivers	63%
 Raise money through donations and other sources	60%
 Protect and preserve canals for future generations	58%

	% net important
 Preserve local history and heritage	57%
 Improve canals and towpaths for all – walkers, boaters, cyclists, anglers etc	57%
 Maintain waterway infrastructure (bridges, locks, reservoirs)	55%
 Protect and promote the history and heritage of the canals	48%
 Enable boats to travel along the canals	48%
 Provide participatory activities for communities like angling, paddleboarding and canoeing	47%

Q30. The Trust undertakes a wide range of activities. How important, if at all, do you consider each of them to be to you personally?
 Base: All respondents (2,003).

Females consistently see the Trust priorities as more important to them than males, particularly 'to protect and preserve wildlife'. 16-18s engage less with priorities related to history and heritage

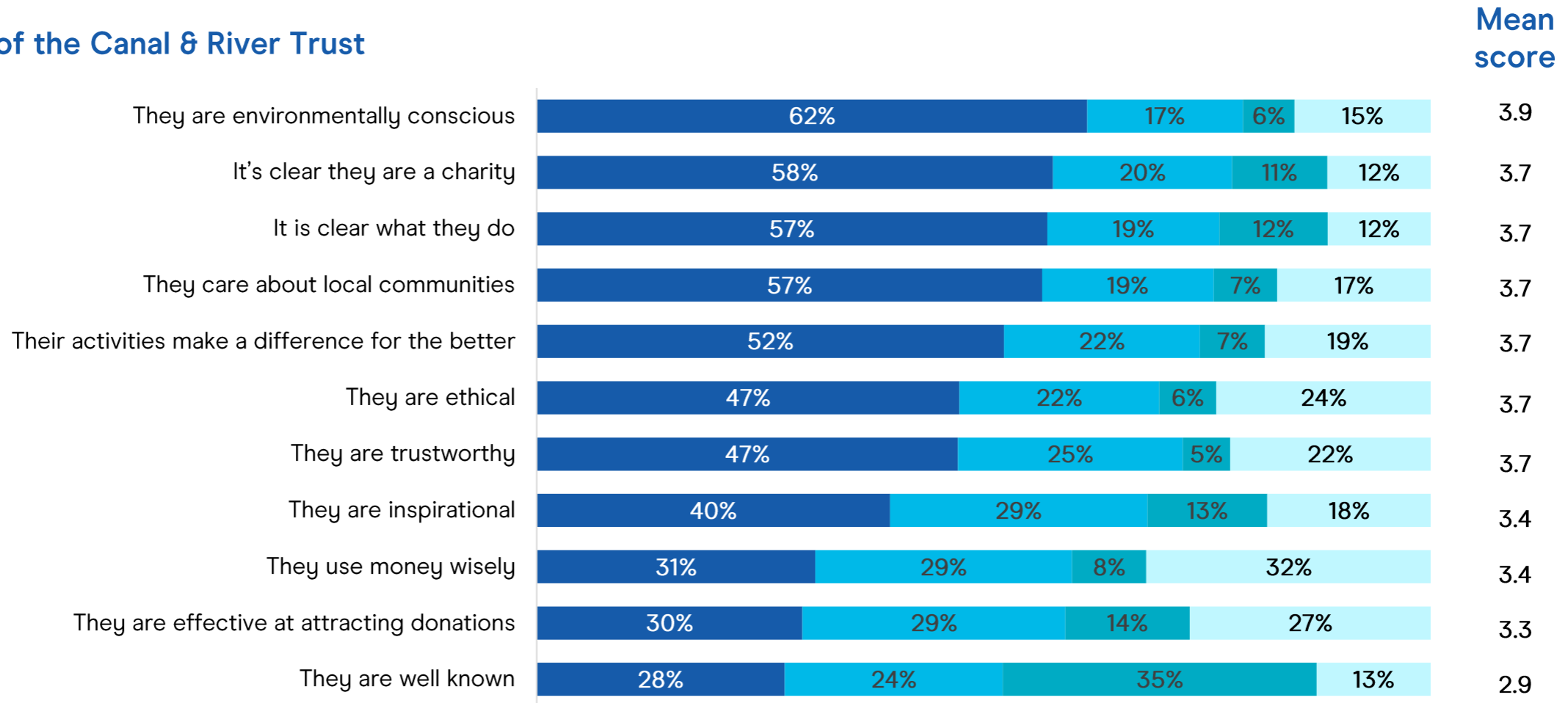
Importance of Trust priorities (% net important 5-7)	16-18	19-21	22-24	Male	Female	Interested in volunteering for Trust	Proud to volunteer for Trust	
To protect and preserve canals for future generations	58%	53%	59%	61%	55%	62%	78%	68%
To preserve local history and heritage	57%	51%	56%	60%	53%	60%	72%	62%
To raise money through donations and other sources	60%	57%	62%	60%	56%	64%	76%	58%
To provide participatory activities for communities like angling,...	47%	44%	47%	48%	44%	50%	63%	64%
To protect and preserve wildlife and habitats	72%	71%	72%	73%	67%	78%	85%	69%
To enable boats to travel along the canals	48%	45%	49%	49%	47%	50%	66%	59%
To conserve, protect and improve the natural environment around...	63%	57%	63%	66%	60%	66%	81%	68%
Improve canals and towpaths for all – walkers, boaters, cyclists, anglers etc	57%	50%	57%	60%	56%	57%	73%	66%
Protect and promote the history and heritage of the canals	48%	38%	51%	52%	47%	51%	67%	60%
To encourage physical and mental health and wellbeing through...	69%	70%	69%	70%	67%	72%	81%	65%
To encourage active travel (walking, cycling etc.)	66%	61%	67%	67%	64%	67%	80%	64%
To maintain waterway infrastructure (bridges, locks, reservoirs)	55%	48%	54%	60%	54%	56%	72%	68%

Q30. The Trust undertakes a wide range of activities. How important, if at all, do you consider each of them to be to you personally?
 Base: all respondents (2,003). Green = 5% or more higher. Red = 5% or more lower.

Around three in five respondents believe that the Canal & River Trust are environmentally conscious (62%) and are clear that they are a charity (58%)

However, it is also evident that a significant proportion of respondents have selected don't know, including a third (32%) who are unaware if the Trust uses their money wisely.

Perceptions of the Canal & River Trust



■ NET: Agree (5-7) ■ Neither agree nor disagree (4) ■ NET: Disagree (1-3) ■ Don't know

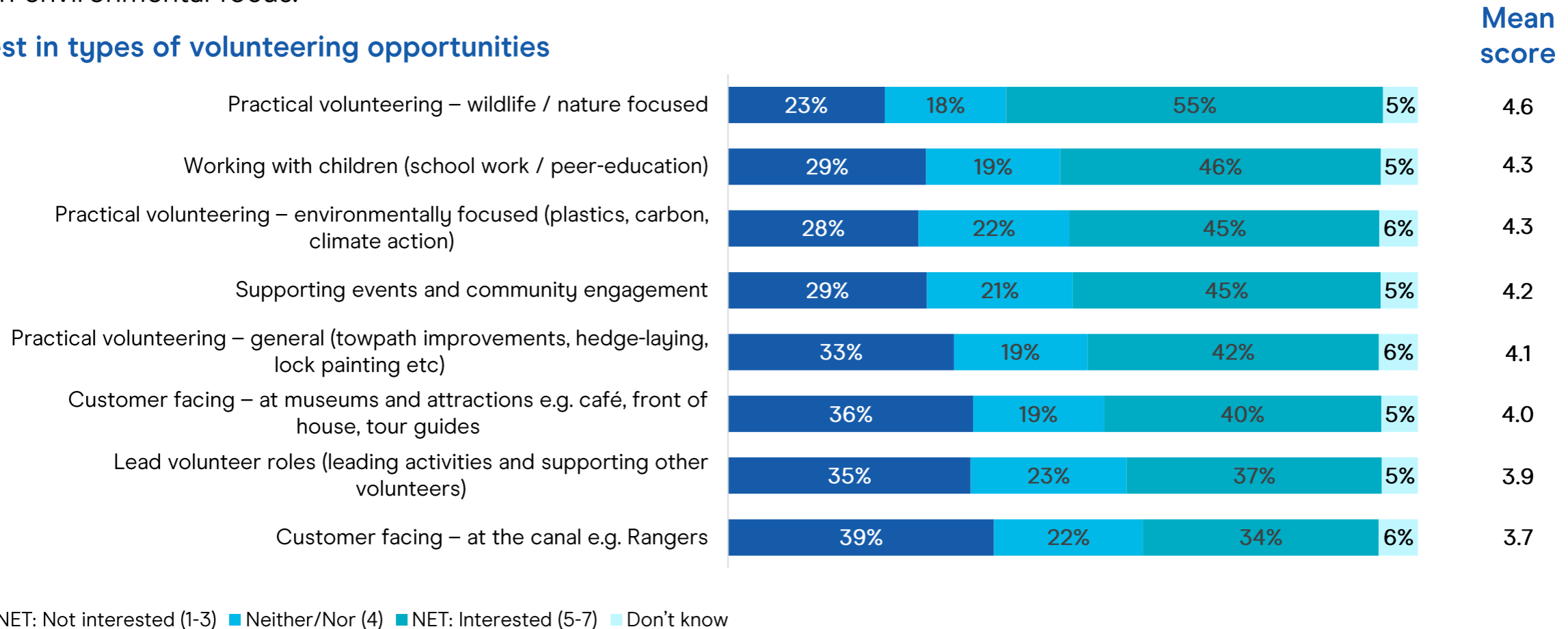
Q31. How much do you agree or disagree that the following are currently true of the Canal & River Trust?
Base: All respondents (2,003).

Unsurprisingly, practical volunteering involving wildlife and nature is the most interesting for young people (55%)

A further 45% say they would be interested in practical volunteering with an environmental focus.

Young people who show an interest in volunteering for the Trust are more than twice as likely to state practical volunteering involving wildlife and nature than those not interested in volunteering for the Trust (78% v 31%).

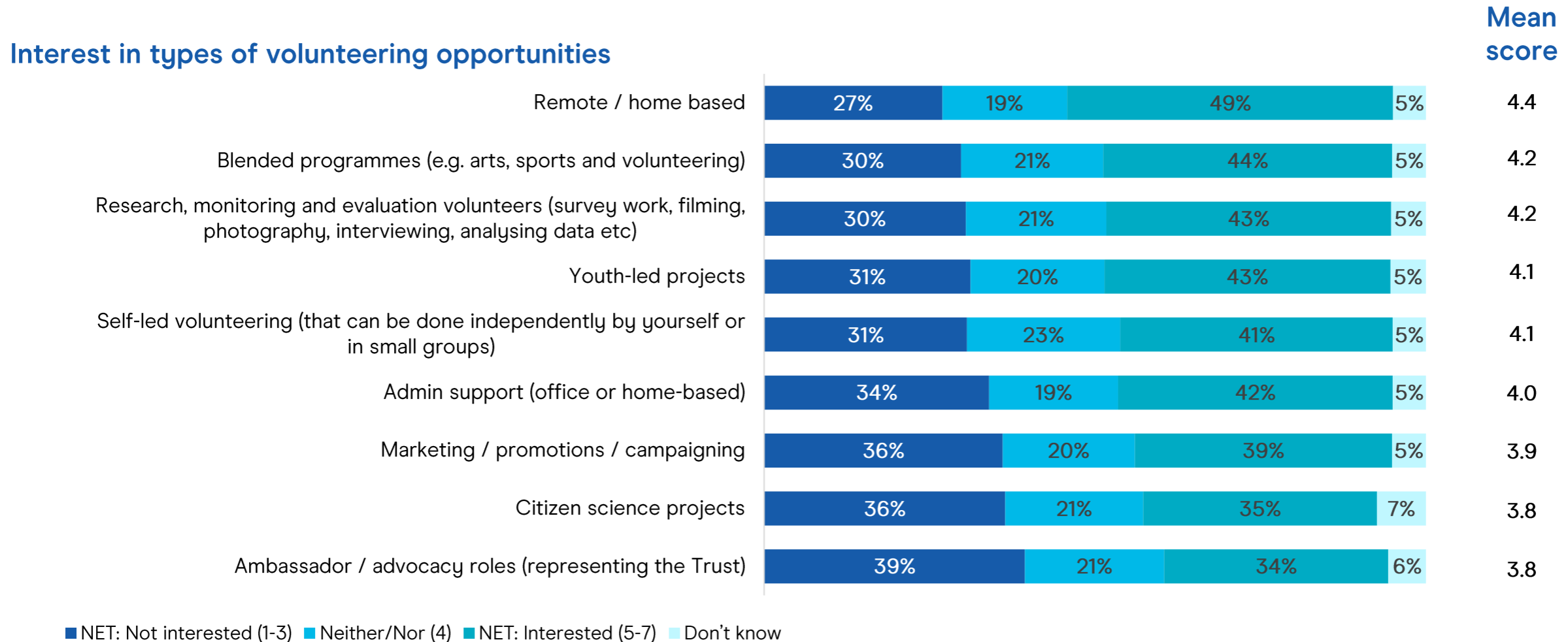
Interest in types of volunteering opportunities



Q32. On a scale of 1-7, where 1 is not at all interested and 7 is very interested, how interested would you be in undertaking the following types of volunteering opportunities for the Canal & River Trust?
 Base: All respondents (2,003).

Around half of young people also show an interest in opportunities that are remote or home-based (49%)

However, 39% would not be interested in an ambassador or advocacy role (representing the Trust).

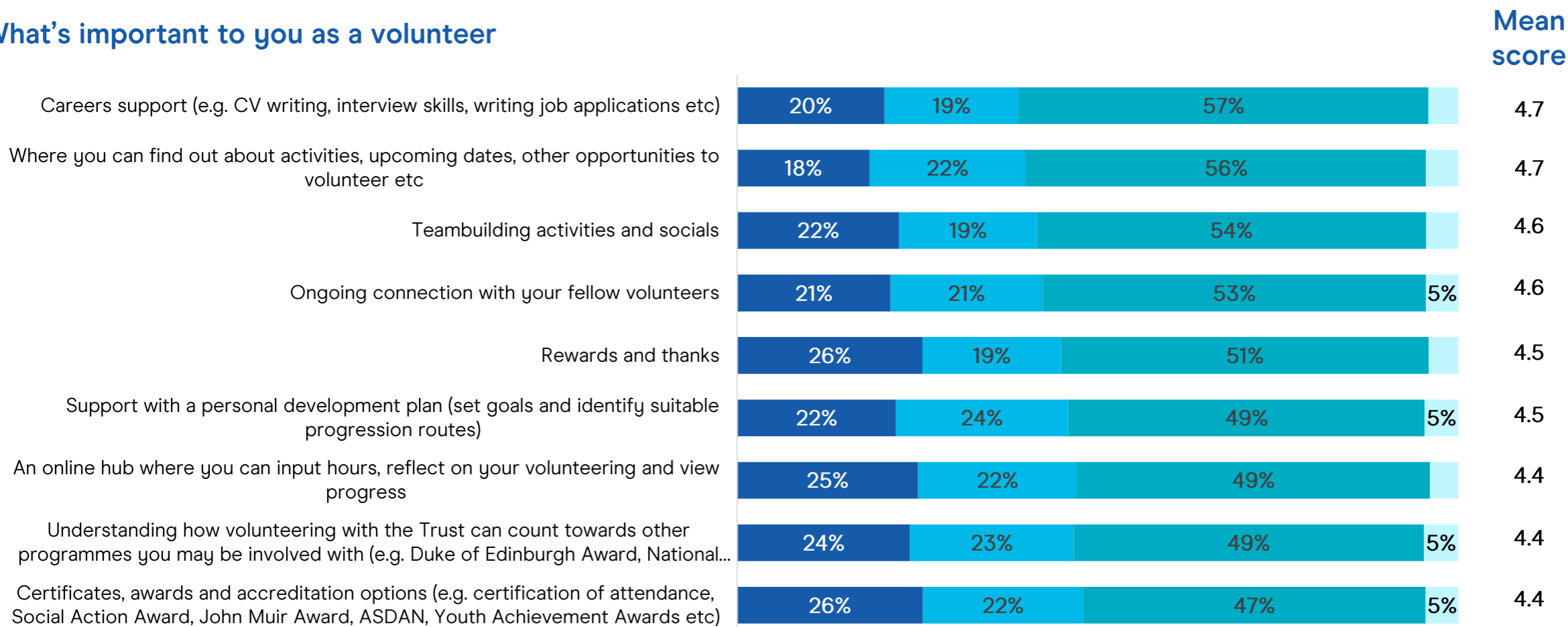


Q32. On a scale of 1-7, where 1 is not at all interested and 7 is very interested, how interested would you be in undertaking the following types of volunteering opportunities for the Canal & River Trust?
Base: All respondents (2,003).

More than half find careers support, information about volunteering (activities, opportunities) and teambuilding activities/socials as important

Among those interested in volunteering for the Trust, further information on activities/opportunities is the most important (73%).

What's important to you as a volunteer



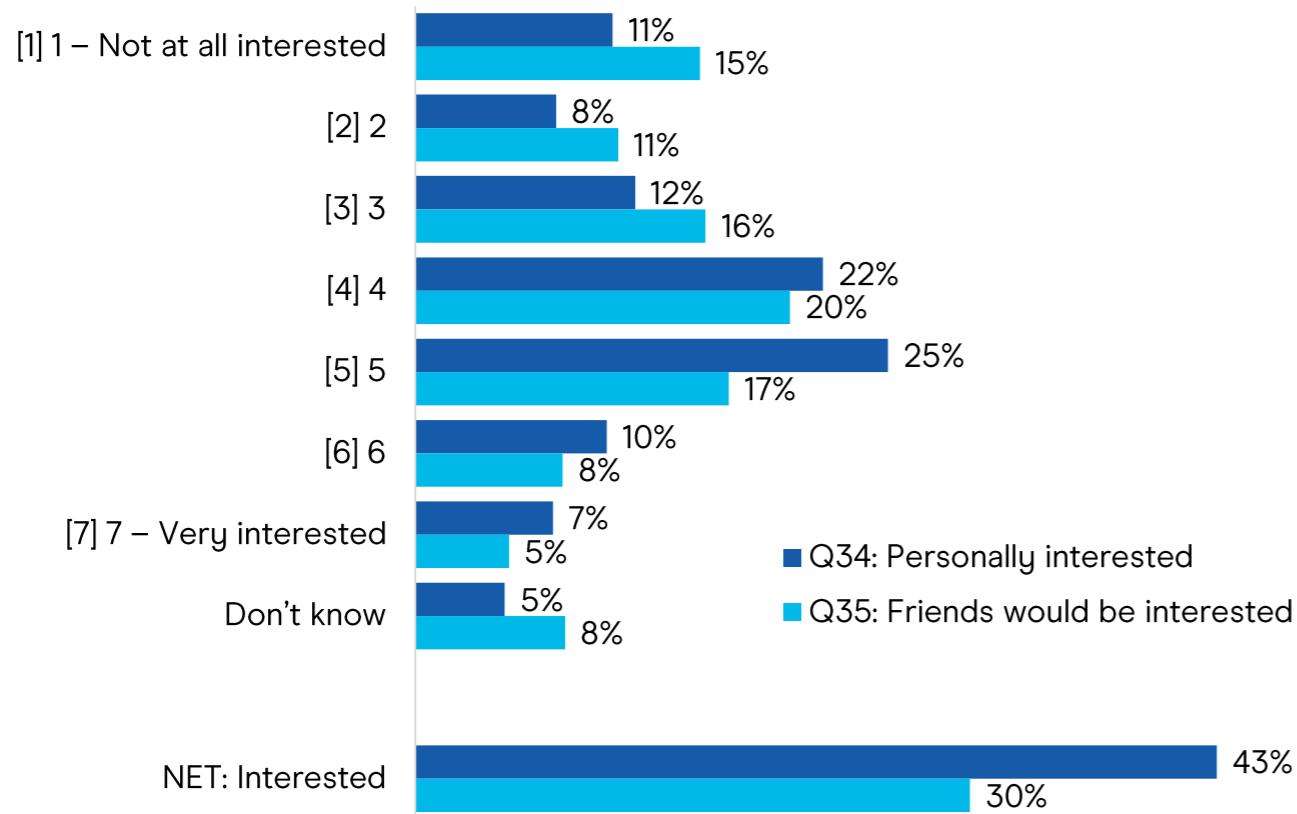
■ NET: Not important ■ Neither/Nor ■ NET: Important ■ Don't know

Q33. On a scale of 1-7, where 1 is extremely unimportant and 7 is extremely important, how important would each of the following be to you as a volunteer?
Base: All respondents (2,003).

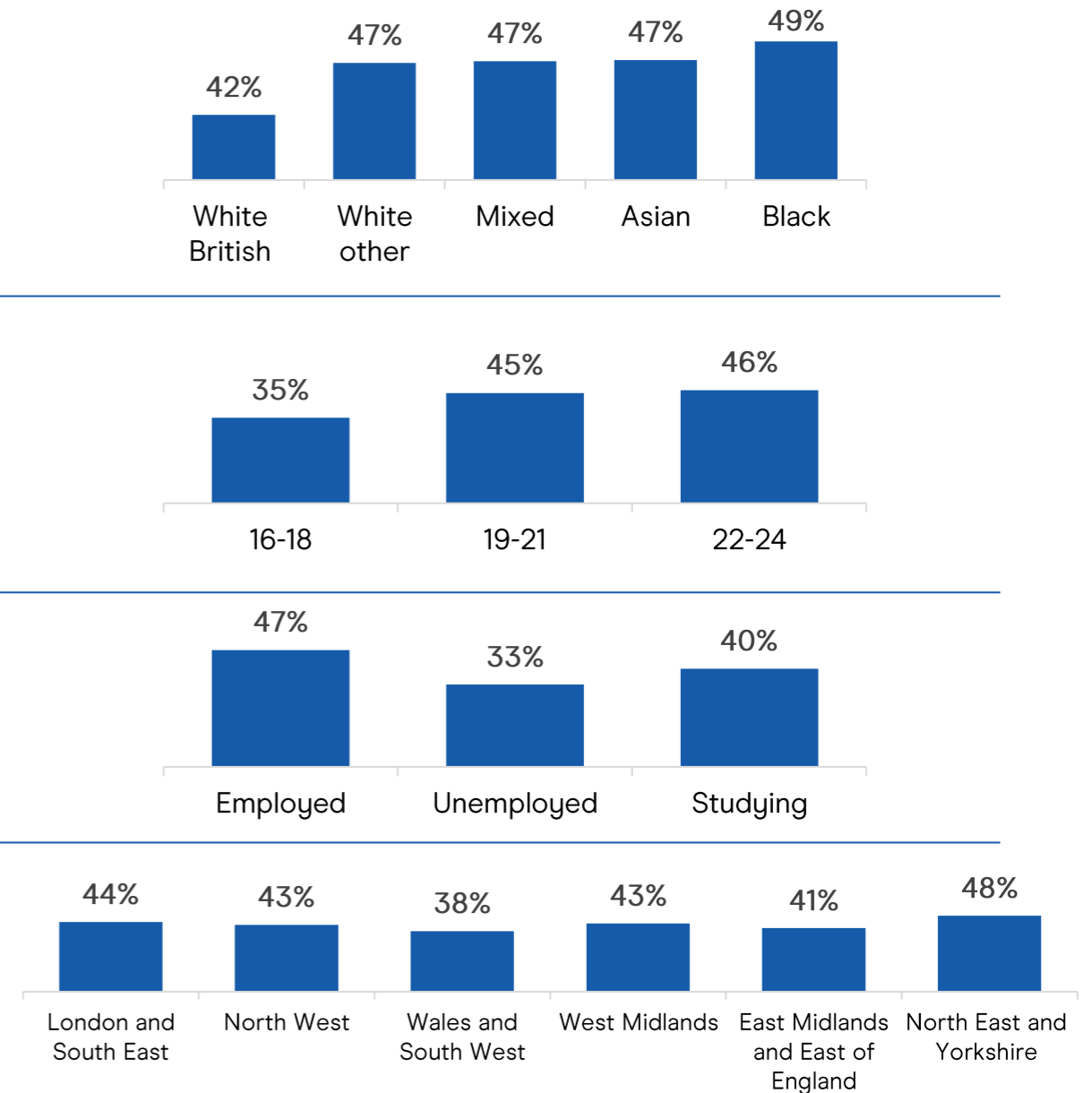
More than two in five show an interest in volunteering for the Trust

And, this is higher among minority ethnic groups, residents of the North East and Yorkshire, and those in employment.

Interest in volunteering for the Trust



NET % personally interested: by demographics



Q34. Based on what you have seen and heard about the Canal & River Trust, to what extent would you be interested in volunteering for them?

Q35. To what extent do you think your friends would be interested in volunteering for the Canal and River Trust?

Base: All respondents (2,003).



For more information, please contact:

Jenna Allen, Research Director
jallen@djsresearch.com

Clare Rapkins, Senior Research Manager
crapkins@djsresearch.com

Head office: 3 Pavilion Lane, Strines,
Stockport, Cheshire, SK6 7GH

+44 (0)1663 767 857 djsresearch.co.uk



**Canal &
River Trust**

Making life better by water