



Changing lives.

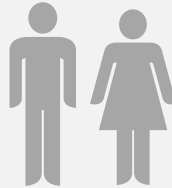
# Youthline - The State of the Generation

# Sample and Methodology

## WHO?

N=403 16-24 year olds:

- N=203 Females
- N=200 Males



## WHERE?

Nationally  
representative  
sample, with a  
boost in  
southland  
n=30



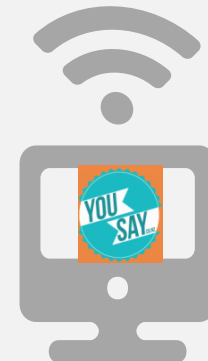
## WHEN?

13<sup>th</sup> – 24<sup>th</sup> March 2014

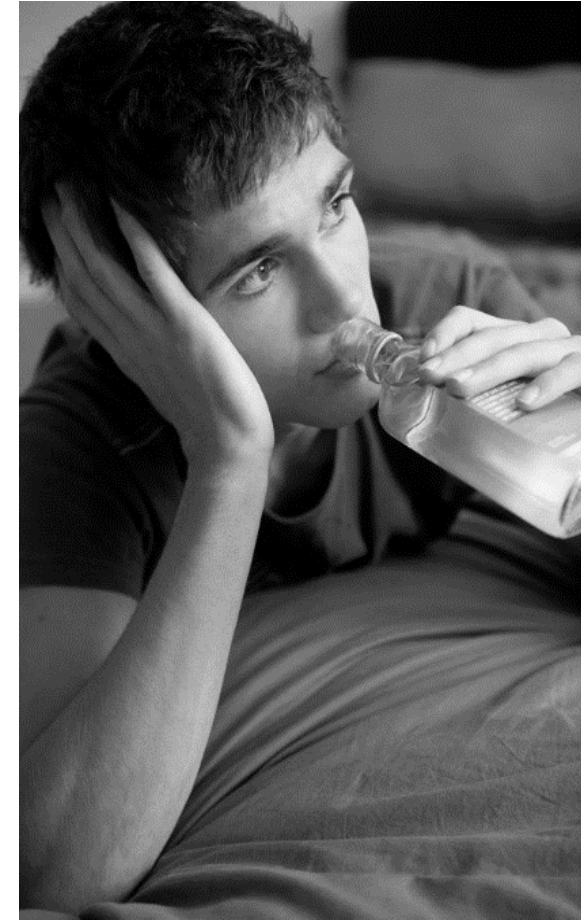
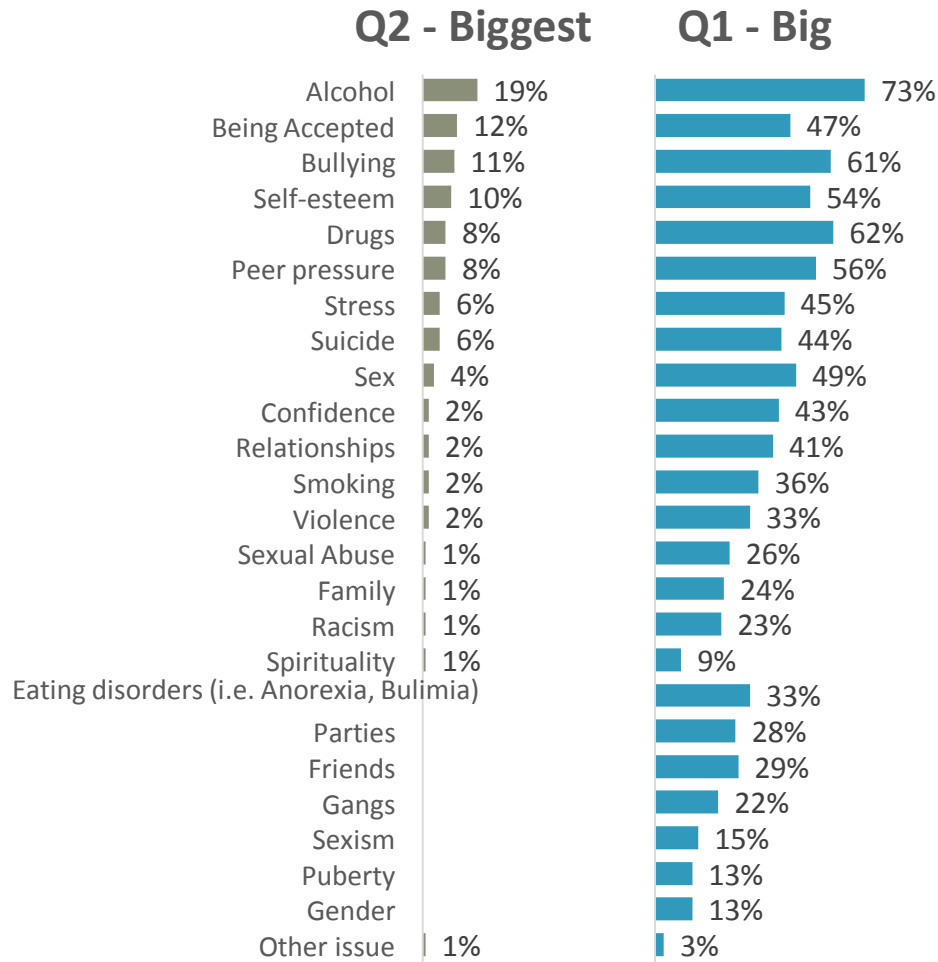


## WHAT?

Online  
interviewing via  
You Say youth  
panel

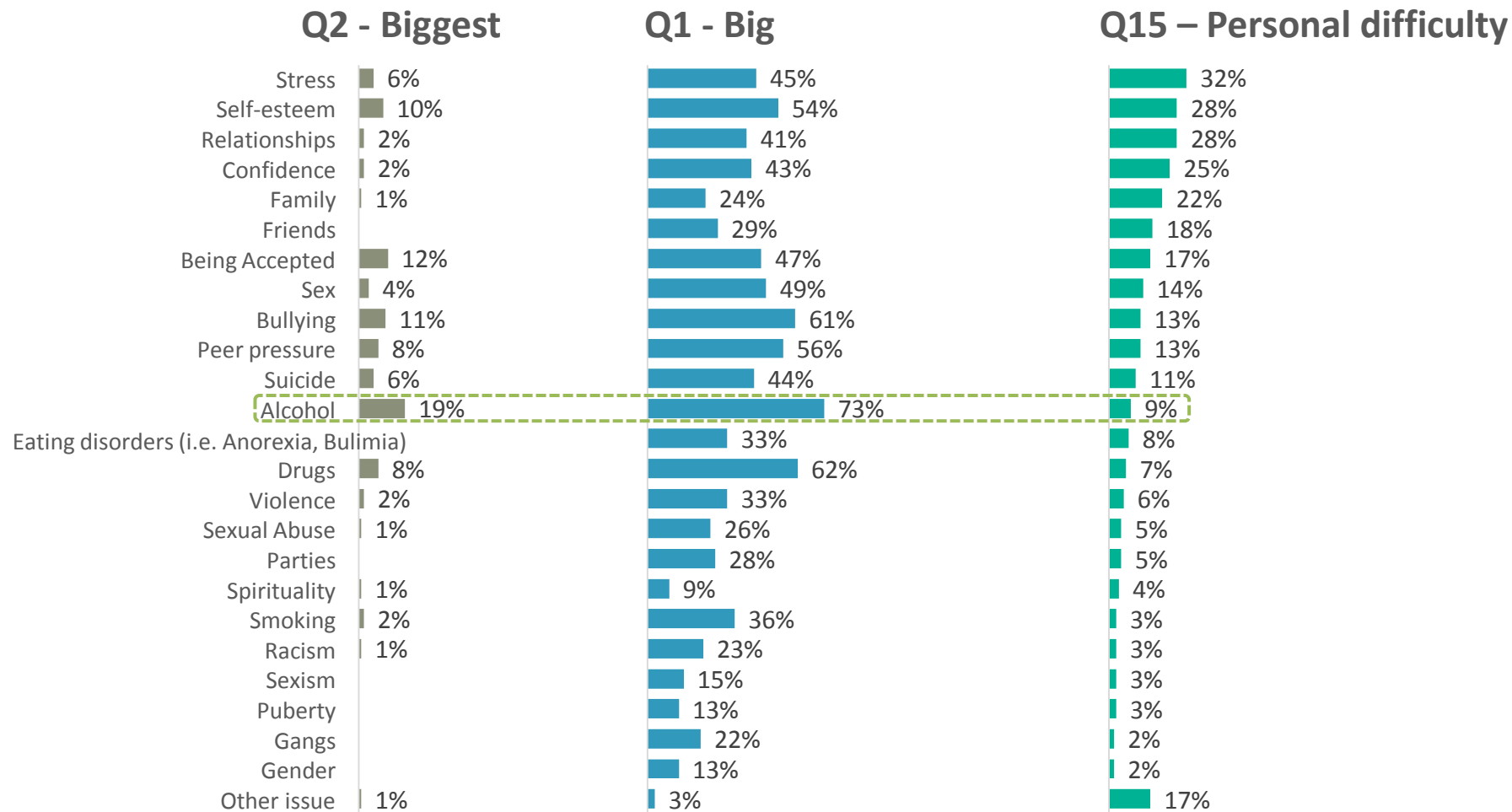


Alcohol is seen as the single biggest issue facing young people today, with 2 in 10 saying so, and 7 in 10 when looking at the big issues facing youth.



Q1 What do you think are the biggest issues facing young people today?  
 Q2 What do you think is the single biggest issue facing young people today?

However when thinking about a particularly difficult time they have been through, only 1 in 10 say it had to do with Alcohol, showing the disconnect with the projection of the issues facing youth and what is personally happening.



Q1 What do you think are the biggest issues facing young people today?

Q2 What do you think is the single biggest issue facing young people today?

Q15 – We know many of the issues young people face can be complex, but could you generally let us know what the difficult time you talked about in the previous question related to?

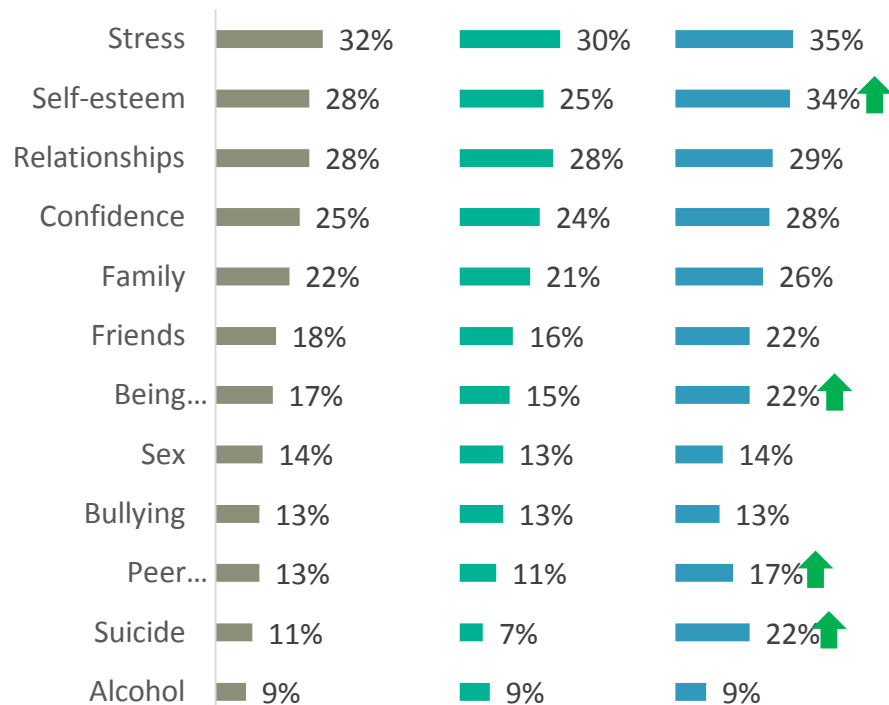
Those who were not supported in the way they needed were significantly more likely to have issues with self-esteem, being accepted, peer pressure, suicide, eating disorders, drugs, sexual abuse, spirituality and gender

Q14 - Thinking about a time that has been particularly difficult for you, were you supported in the way you needed?

Q15 – We know many of the issues young people face can be complex, but could you generally let us know what the difficult time you talked about in the previous question related to?

### Supported in the way they needed

Total Yes No



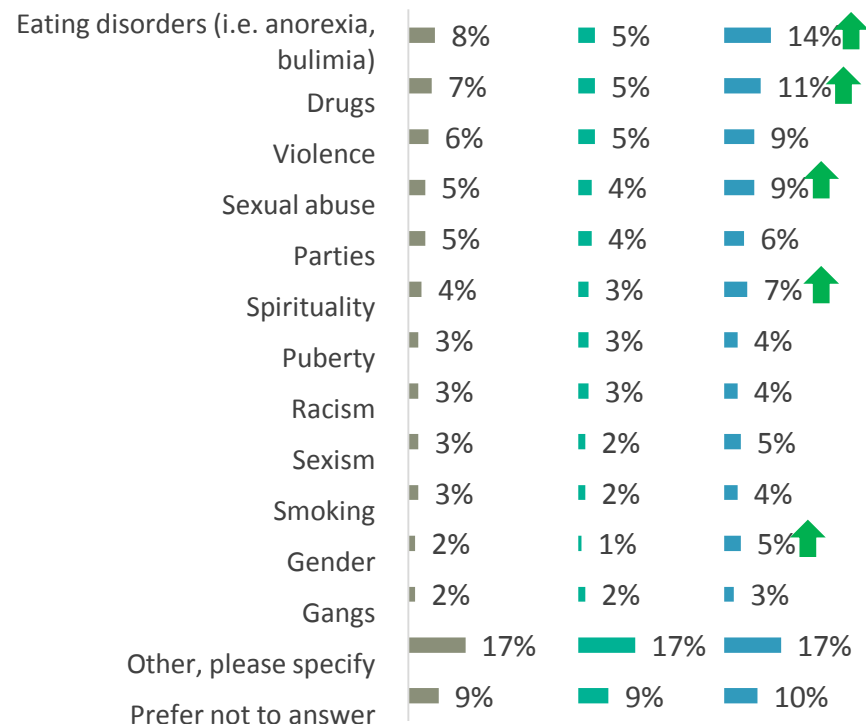
Base: 403

275

128

### Supported in the way they needed

Total Yes No



Base: 403

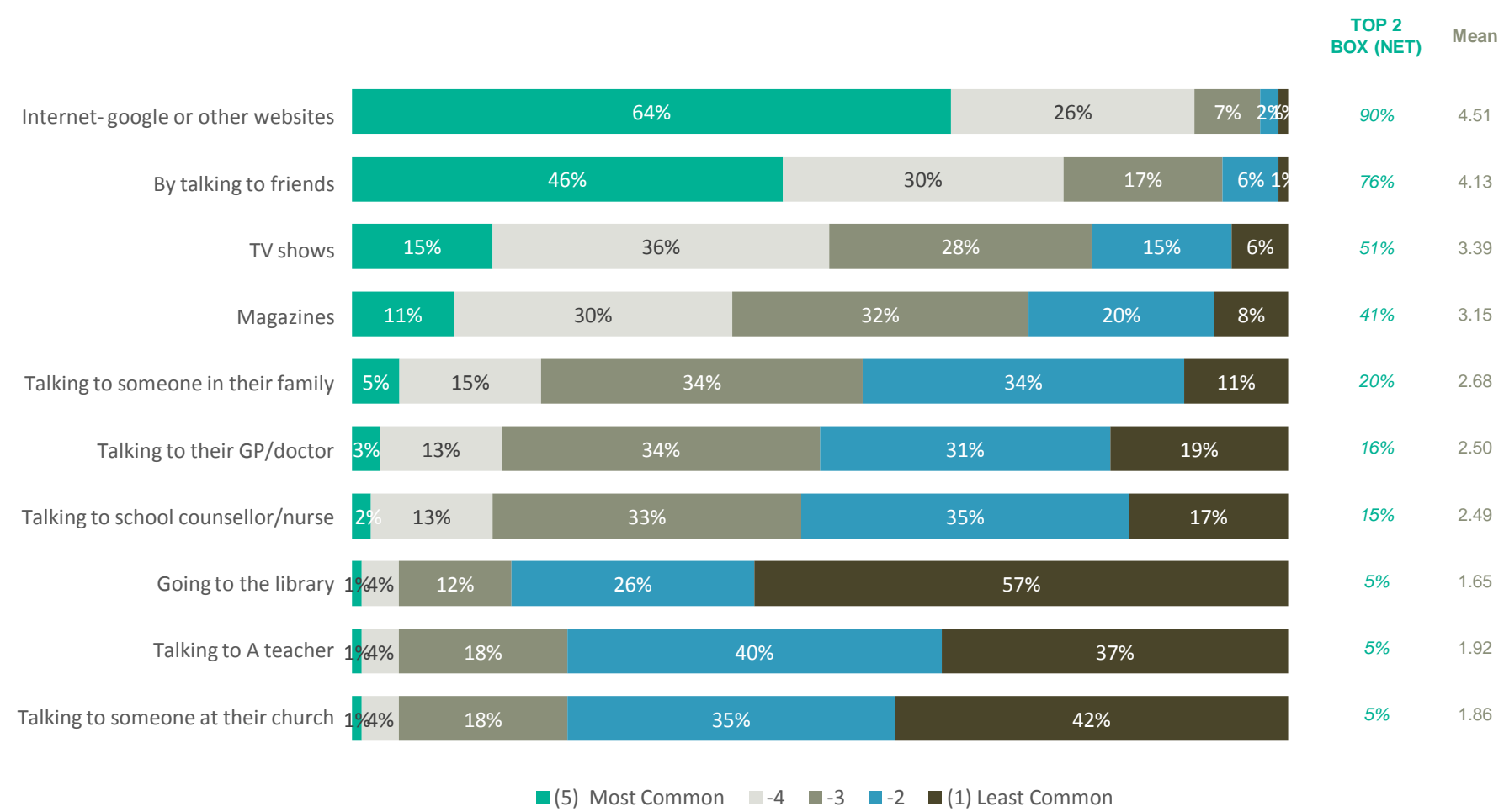
275

128

↑ = Significantly higher than those who were supported

The most common way youth access information about sex, drugs, alcohol, depression etc... is through the internet. The internet avoids the feeling of embarrassment, (which as we will see, is the biggest barrier to getting help) and is readily accessible. Qualified help features on the bottom half of the list, a worry as youth are more likely to get inaccurate information from media such as TV shows.

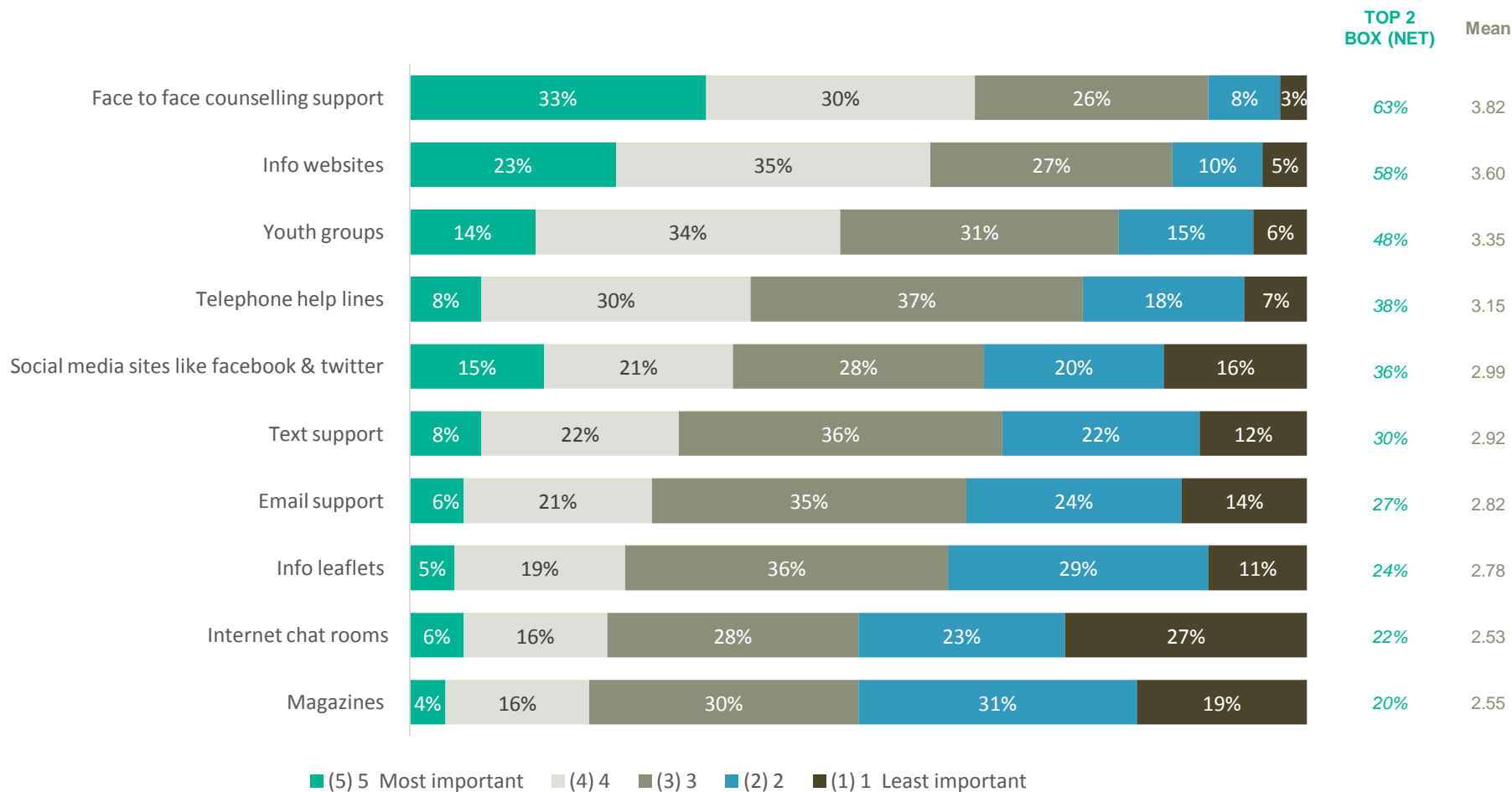
Q3 - How do young people access information about sex, drugs, alcohol, depression, stress, health etc...?



Base: 16-24 year olds n=403

# Of the services available to youth, face to face counselling, information websites and youth groups provide the best support for young people.

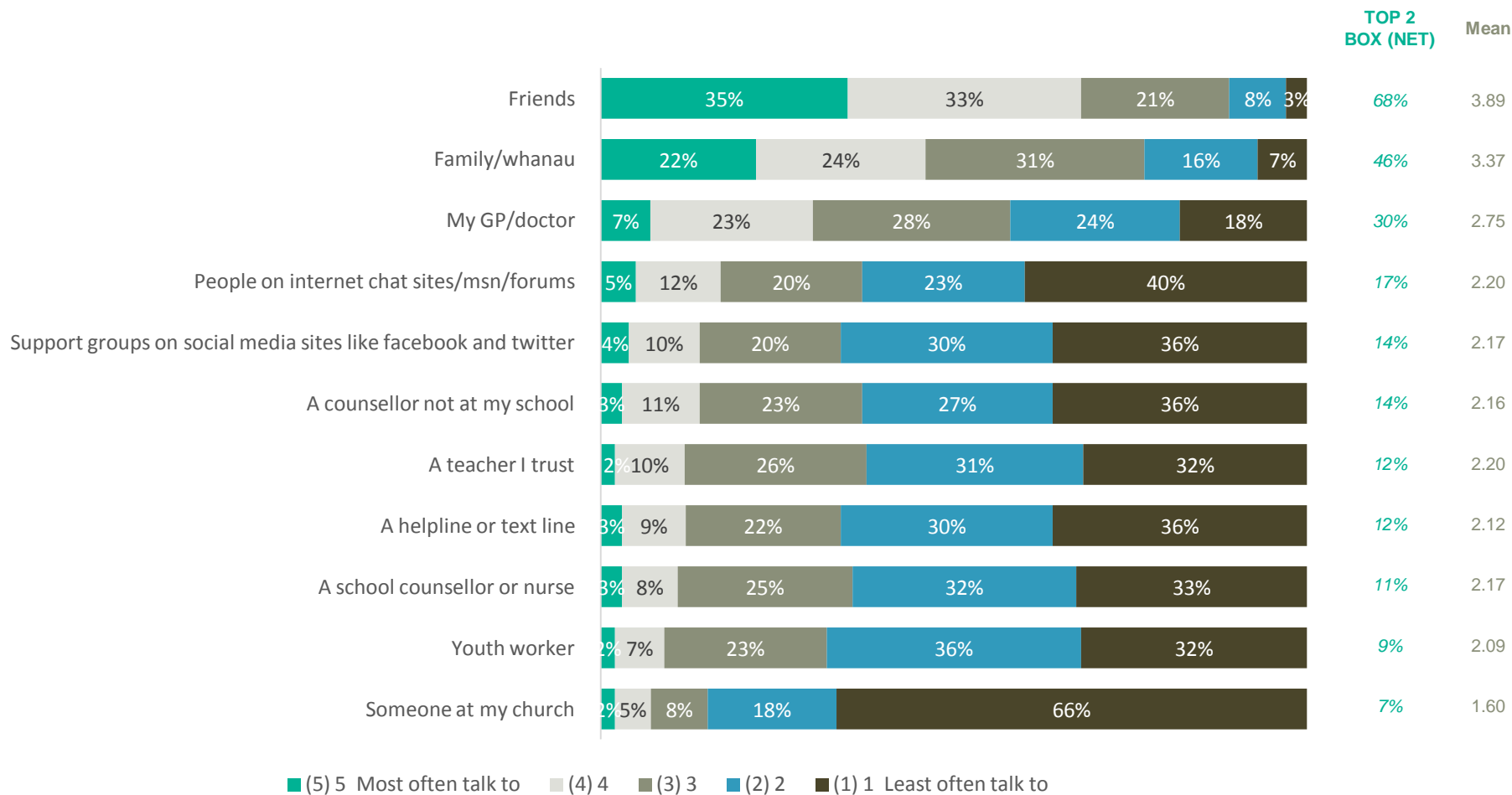
Q11 - Which of the following different types of services do you think provide the best support for young people?



Base: 16-24 year olds n=403

Unsurprisingly, when we have a problem we talk to those closest to us, our friends and family.

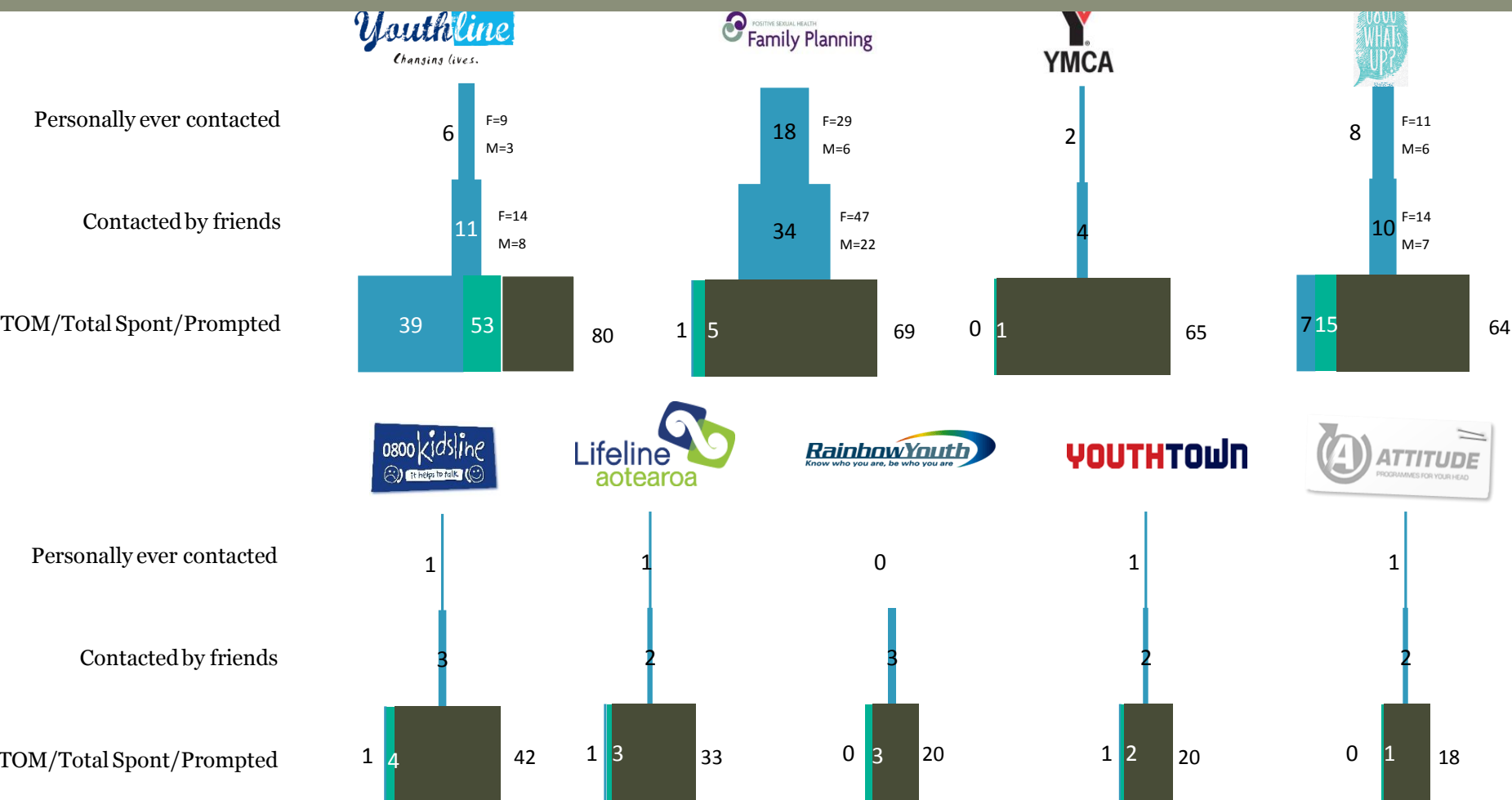
Q4 - If you had a problem, who would you talk to about it?



Base: 16-24 year olds n=403

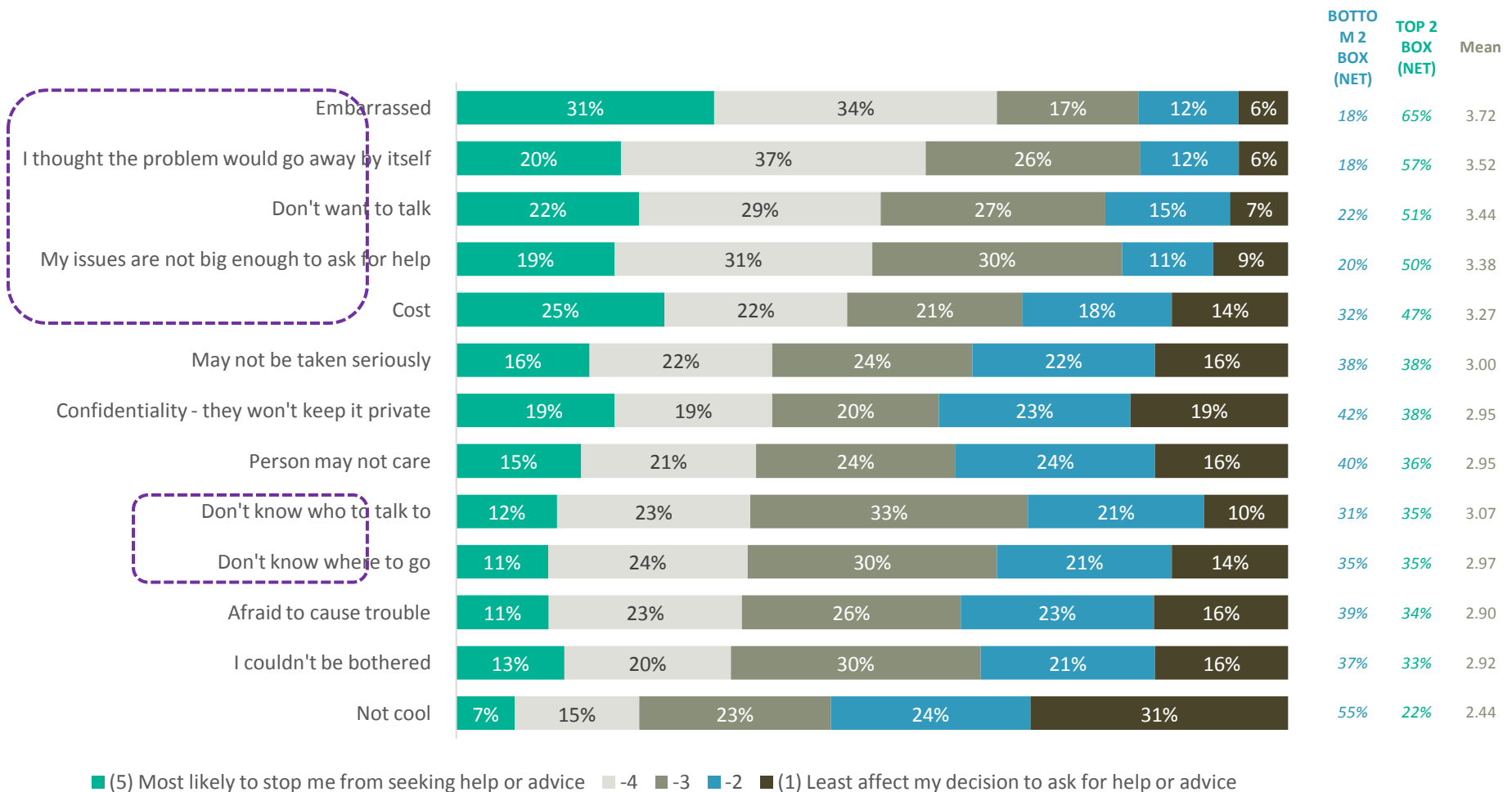
Youthline is the most salient support organisation, with half spontaneously mentioning the brand, and 8 in 10 when prompted. While Family Planning is the most used support organisation, especially among females.

Q5 - What organisations do you know that support young people? Q6 Which of the following support organisations are you aware of?  
Q7 - Which of the following support organisations have you ever contacted before? Q8 And which of the following support organisations do you know your friends have contacted before?



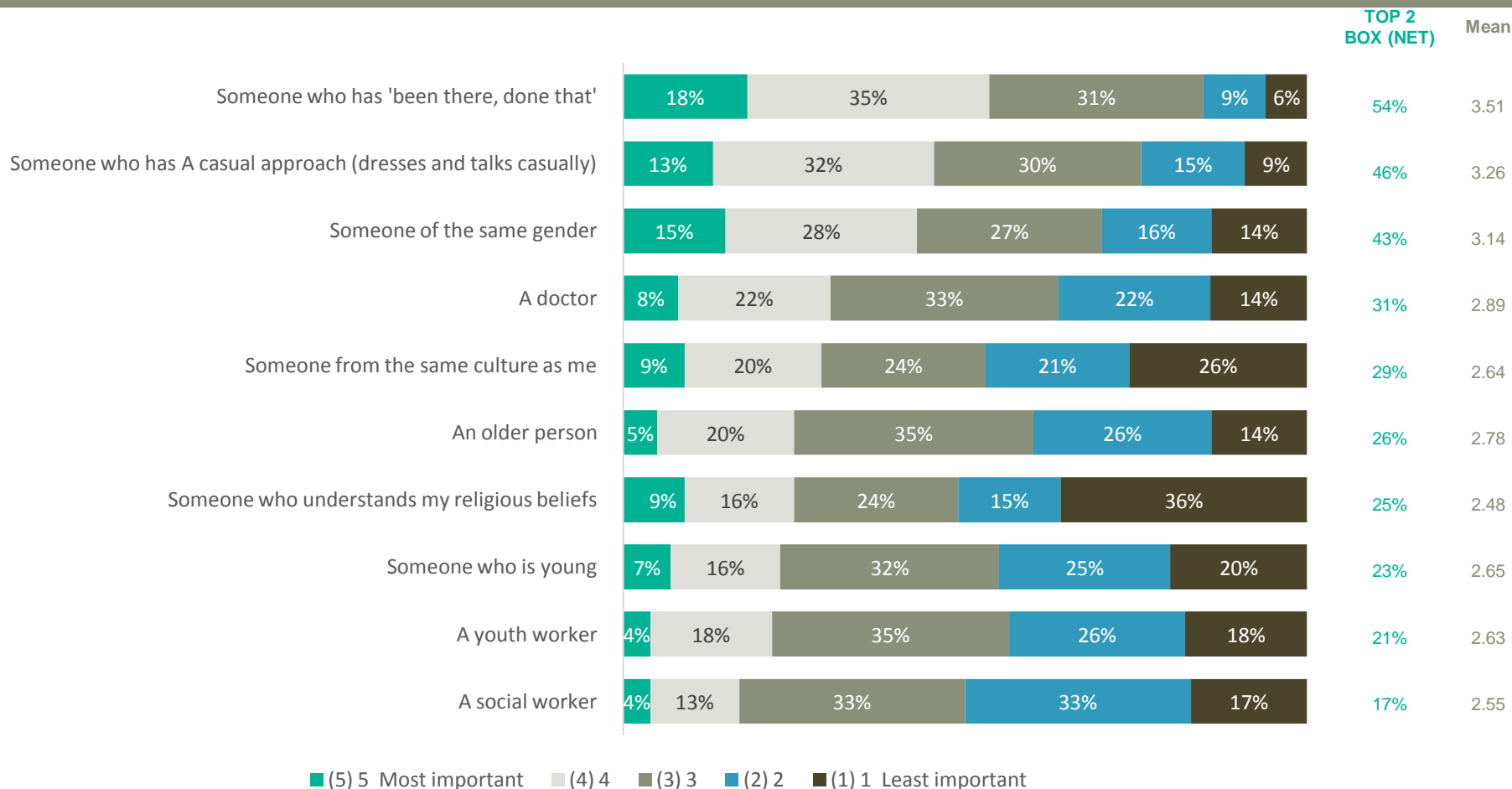
The biggest barrier to seeking help from a support organisation is embarrassment. 1 in 2 say cost is a barrier and 1 in 3 say they don't know who to talk to or where to go. This is highlighted in the low level of awareness for support organisations, other than Youthline, Family planning, YMCA and 0800 what's up. 1 in 2 also state that they thought the problem would go away by itself or they did not think their issue was big enough to ask for help.

#### Q9 - What would stop you from seeking help or advice from a support organisation?



The most important characteristic in the person they speak to is someone who has life experience, this does not necessarily mean it needs to be an older person, just someone who has gone through the same issue, e.g. depression

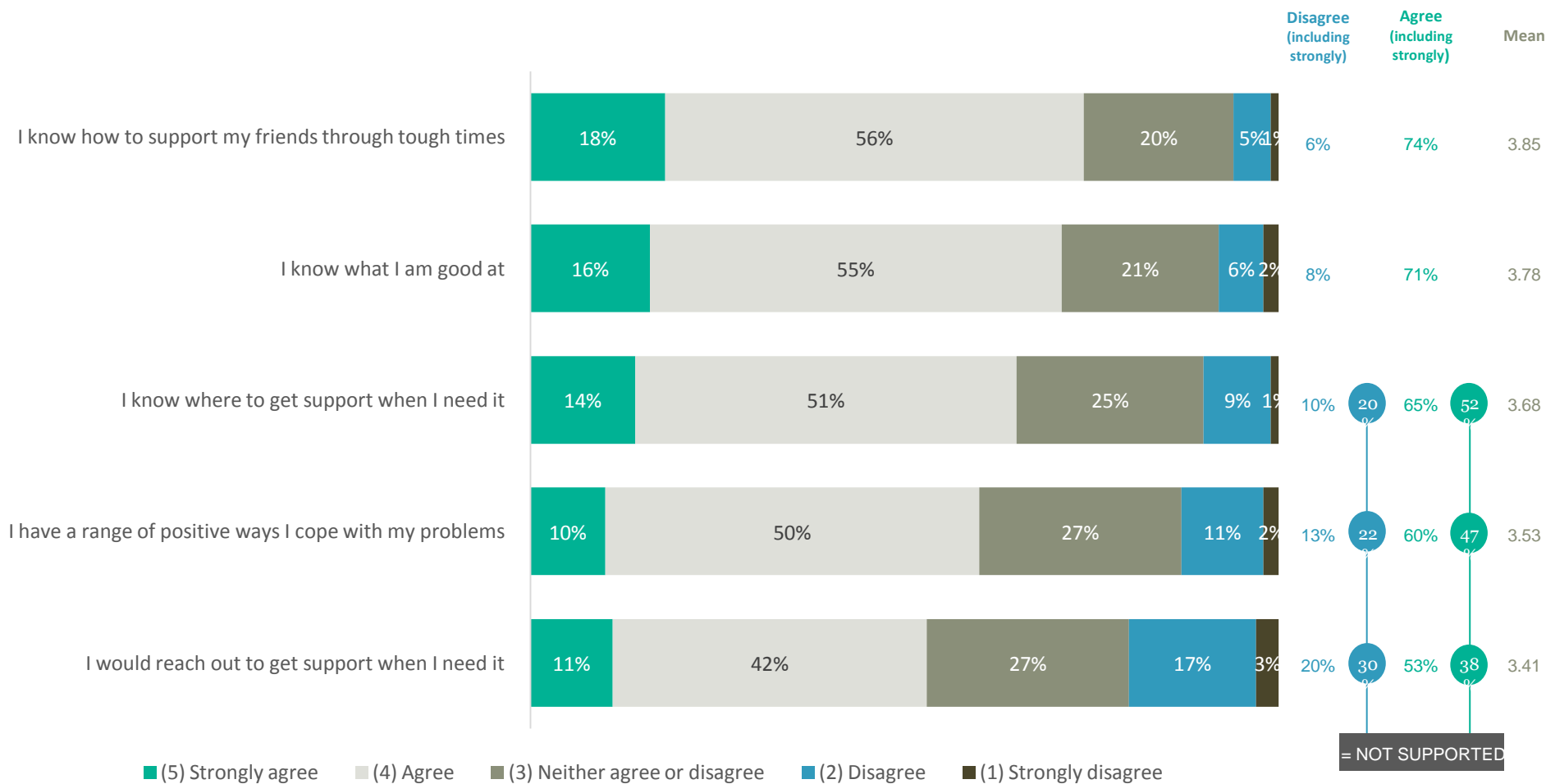
Q10- Even if you have not contacted a support organisation before, if you were to contact one, what characteristics are most important to you in the person you speak to?



Base: 16-24 year olds n=403

... showing the perception that we know how to support friends through tough times does link up with reality. Among those who were not supported in the way they needed they are significantly more likely to disagree that they know where/reach out to get support and have positive ways to deal with their problems

Q12 – Using the scale below, please indicate whether you agree or disagree with each of the following statements.



Base: 16-24 year olds n=403

Among those who were not supported in the way they needed comments around knowing what services are available, having free access to these services and people who have faced similar issues would have provided better support. While among those who said they were supported in the way they needed, family and friends feature heavily...

Q14 - Thinking about a time that has been particularly difficult for you, were you supported in the way you needed?

Q14b -Please let us know what you think would have helped/supported you in the way that you needed?



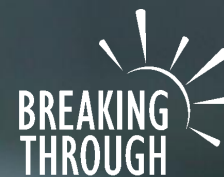
Knowing what services exist	If i wasn't so embarrassed
Knowing who to talk to and how to get hold of them	Having somewhere to turn that wasn't linked in with other aspects of my life
Having a free face-to-face counselling service that I would know was available, that my doctor could have / should have referred me to	Having someone who had experienced what I was going through
Not being charged fees when I needed help but could not afford it	Finding people who faced similar issues.
Someone to talk to	Easier to contact, and talk to without others knowing

Q14a –In what ways were you helped/supported in the way you needed?



28 counsellor/counselling	77 Family
12 Doctor	86 Friend
Got treatment, doctor understood and provided help when needed, went above and beyond typical client and patient	Family and friends recognized something was wrong and helped me get through it
Family, counselling, doctors, referrals from hotlines	I had my family there to support me and a couple of friends that I knew weren't judging me and genuinely cared and wanted to help me.
I saw a counsellor when I was having a rough time whilst at university	Friends came over, and even them just being there without saying anything was good enough to support me
Received help from doctor, was referred to youth counsellor and then referred on to a residential support place.	

Base: 16-24 year olds n=403



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**Youthline**  
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