Jane Craigie, Jane Craigie Marketing

Initiated & managed by:
To inspire & mobilise young people, we need to understand them... & their issues
Rural Youth Project

Young people
Idea
Energy
Can-do
Without them rural places slowly die
Survey & vlogs of 18-28 year-olds living and/or working in rural places
To understand their needs, frustrations and aspirations
Rural Youth Ideas Festival in August
To support you to enact change through youth leadership & enterprise
Countries: England, Wales, Scotland, Australia, Canada, Sweden, USA
We’ve funded the time for this project ourselves
www.ruralyouthproject.com
Continue to 2022
The Rural Youth Project survey findings - 2018
755 responses – on SurveyMonkey
570 from the UK
185 from Australia, Canada, Sweden & USA
Numbers & gender

Age Profile

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-20</td>
<td>31.8%</td>
</tr>
<tr>
<td>21-23</td>
<td>24.9%</td>
</tr>
<tr>
<td>24-26</td>
<td>23.7%</td>
</tr>
<tr>
<td>27-28</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

Gender Profile

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>71.9%</td>
</tr>
<tr>
<td>Male</td>
<td>28%</td>
</tr>
<tr>
<td>No Answer</td>
<td>1%</td>
</tr>
</tbody>
</table>
Love life & living

Marital Status

- Single (92.9%)
- Married (6.2%)
- Separated (5.2%)
- Other (1.7%)

Living Where They Grew Up

- Yes (65%)
- No (35%)

Who I Live With

- Family (57%)
- Partner (15%)
- Friends (9%)
- Alone (19%)
Love or obligation?

80% live rurally because of emotional connections

Family, Partner

This can be positive, or complicated

Love?
Obligation?
Opportunities?
Restrictions?
Farming is in the blood

639 said they came from a farming family
Word cloud of what they love

Beautiful  Scenic  Busy  Community  Family  Remote  Busy
Peaceful  Quiet  Safe  Small  Calming
Countryside  Friendly  Home  Remote  Isolated
Farming  Diverse  Family  Green  Stunning
Safe  Stunning  Open  Clean  Pretty
Rural  Clean  Small  Challenging  Remote
Friendly  Home  Remote  Isolated
@RYP2018 @JCMandCo
BUT...
Jobs & income

Current employment status

- Employed (51%)
- Education/Training (24%)
- Self Employed (19%)
- Unemployed (5%)
- Volunteer (19%)

Respondent Annual Income

- $0-$19,999
- $20K-$29,999
- $30K-$39,999
- $40K-$49,999
- $50K-$59,999
- $60K-$69,999
- $70K+$
Connectivity

61% say public transport is poor

78% drive to work

24% walk to work
Housing

Expensive
Saving a deposit is hard
Limited availability
Poor public transport
Lack of local facilities
Digital connectivity

64% poor or no 3G or 4G
36% < 3MB broadband

What’s the impact of not having it to rural young people?
Social life

71% meet friends

67% visit pubs/bars/clubs

55% do things e.g. horse riding, walking

Social media really matters - every day
How do you feel?

72% are optimistic about the future
The stuff that matters

Isolation & mental health
Create reasons to stay
Multi-generations must support each other
Workable ideas
Micro-businesses
Leadership (young and old)
Infrastructure for the long-term
Nurturing communities
Listen & respect youth

@RYP2018 @JCMandCo
What we’ve learnt...about youth engagement

Teenagers' angst is very real to them, listen & support them through it

Respect their ideas, some are brilliant

Apparent disinterest is likely to be a lack of confidence

This age group loves to experience things & wants to make a difference

Inspire them & keep interactions positive & high energy
For the teenagers - about us oldies

We’re useful
We have networks
We have experience
We know how the world works
We have great ideas too
Look interested, even if you aren’t
Always give things a try - at least once