

YOUTH EMPLOYMENT UK

YOUTH VOICE CENSUS 2025

EMPLOYER TOOLKIT

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What is the Youth Voice Census?

The Youth Voice Census has always been a space for young people across the UK to share their experiences. It is an annual temperature check on how young people in the UK feel about life, study, work and general prospects.

The Youth Voice Census provides us with the most comprehensive view of what it is like to be a young person in the UK, including what is working for them and the challenges and issues they face. Last year we hit a milestone, capturing the views and experiences of more than 5,200 young people aged 11-30 from across the UK.

Over

5,000

Respondents



**It's anonymous.
It respects privacy.**

**The results give
insight into how
employers can
better support
young people.**



Why Completing the Census Matters

Making Change

The Youth Voice Census gives people aged 11-30 a safe and anonymous platform to share their opinions on education, work and life experiences.

Amplifying young voices, the Census is shared with the Government to help shape future policies, educational programmes and workplace initiatives.

The Census is also shared with employers across the UK, and the insights are instrumental in creating fair youth employment strategies to reduce the number of young people not in work.

Tracking the Trends

Now in its eighth year, the Census is a central place where employers, educators and policy makers can track the trends of challenges faced by young people across the country, and provides the data to pre-empt where targeted support will be needed the most.

As one of the biggest surveys of its time, the Census has gained more traction year on year, and with a growing number of young people becoming NEET (not in education, employment or training), the Census provides much needed information to deliver targeted support, regionally and nationally.



Social Media

How to Get Involved

Help amplify young people's voices by sharing the Youth Voice Census 2025.

Our social media assets make it easy for you to spread the word and show your support. By using them on your own channels, you'll be helping ensure more young people are heard and represented.

Every share makes a difference - let's create change together!

Share Your Posts With Us



[@youthemploymentuk](https://www.instagram.com/youthemploymentuk)



[@youthemploymentuk](https://www.tiktok.com/@youthemploymentuk)



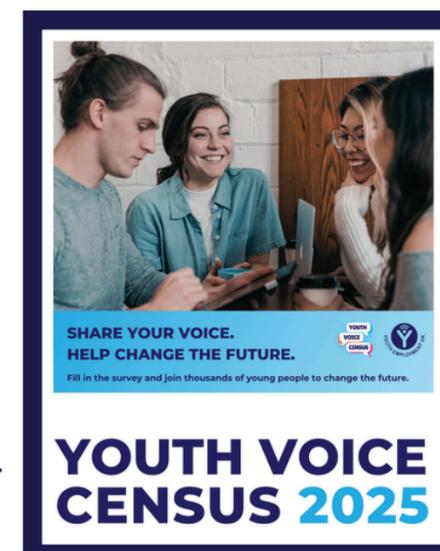
[Youth Employment UK](https://www.linkedin.com/company/youth-employment-uk)



[/YouthEmploymentUK](https://www.facebook.com/YouthEmploymentUK)

Social Cards

Spread the word with your network on social media using our assets.



Use these official hashtags:

#YouthVoiceCensus

#AddYourVoice

#YVC25

Share this link with young people in your network:
<https://www.youthemployment.org.uk/youth-voice-census>



Example Copy

Use this example email and social media copy to share the word with your networks.

Social Media Copy

1. Study. Life. Work. If you're aged 11-30, what changes would you like to see in how you're supported? Take part in the #YouthVoiceCensus to share what you think, get your voice heard and make a difference:
<https://www.youthemployment.org.uk/youth-voice-census/>
2. What do young people think about support in life, work and study? 11-30 year olds can get their voice heard by completing the Youth Voice Census to help influence change in the UK. Share the survey and amplify youth insights:
<https://www.youthemployment.org.uk/youth-voice-census/>
3. The Youth Voice Census survey is now open to all 11-30 year olds across the UK! Let us know what you think about life, study and work where you live and get your voice heard by people who can make change: <https://www.youthemployment.org.uk/youth-voice-census/>

Email Copy

We're supporting this year's Youth Voice Census survey by Youth Employment UK. It's an annual temperature check that shows us how UK young people feel about issues related to education, training, work and where they live.

If you're aged 11-30, you can add your voice to the Youth Voice Census. Join the thousands of young people also taking part, and share what you really think. It's online and completely anonymous.

Last year, over 5,200 young people across the UK got involved, and we want to help make this year's Youth Voice Census bigger and better than ever. We recognise the importance of hearing from the widest cohort of young people to ensure we can all see a detailed picture of what's working (and not working) for young people, and to ensure we can make change in the right places.

Each year, the findings get shown to MPs in Government and help inform policy changes,

Please share this with your networks and spread the word.
<https://www.youthemployment.org.uk/youth-voice-census/>



Your Say Day 2025

28th April - 2nd May

Make Young Voices in Your Organisation Count

We're calling on employers to champion youth voices by dedicating time for young employees aged 11-30 to take part in the UK's largest annual survey - the Youth Voice Census.

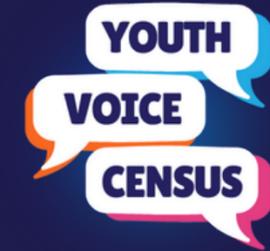
This is your chance to help shape the future of education, work, and life opportunities for young people while gaining valuable insights to attract and retain top talent.

How Can You Get Involved?

- Share the Census with young employees in your organisation.
- Set aside some time for them to complete the Census. Consider an extended lunch break or providing a quiet space for them to complete it.
- Show your support by spreading the word within your networks.

By getting involved, you're not just supporting your employees - you're helping to shape a workplace where young talent thrives.

Be a part of something big. Let's make their voices count!



Key Dates

31
MARCH

**The Youth Voice
Census Opens**

6
JUNE

**The Youth Voice
Census Closes**



**28 APRIL - 2 MAY
2025**



**SEPTEMBER
2025**



Complete the Census

If you're ready to get started, click the button below to complete the census.

[HTTPS://WWW.YOUTHEMPLOYMENT.ORG.UK/YOUTH-VOICE-CENSUS/](https://www.youthemployment.org.uk/youth-voice-census/)

Thank You To Our Sponsors

