

**GIVING NATION CAMPAIGN
TRACKER 2003**

RESEARCH REPORT

JOB NO.: 435254

November 2003

Prepared for:
The Giving Campaign

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1. Objectives of research

The overall aim of this research was:

- To assess the long-term impact of the Giving Campaign's activities in schools on students' attitudes towards giving and charities
- To understand the impact on students' perceptions of having taken part in G-Week
- To assess the shifts in opinion and behaviour from the original research carried out by NOP in 2002

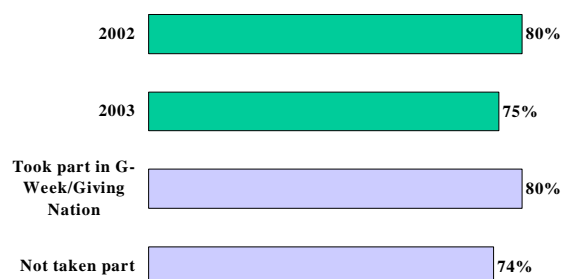
2. Methodology

A sample size of 1989 students in years 8-13 from 20 different schools was achieved using self-completion questionnaires. The fieldwork for this research was carried out over the period 29th September- 13th October 2003. Ten of the schools had taken part in G-Week and were not part of the original sample from the 2002 research. The other ten schools were part of the original sample-five had ordered a G-Nation pack and the other five had not. The schools formed a representative sample with a good spread of region and school type. Within each of the school years 8-13, one tutor group was selected to complete the questionnaires.

3. Giving to Charity

Three quarters of students had given to charity the last time they were asked which is a significant drop from 2002 when 80% responded positively to this. Although slightly more students who have taken part in G-Week (80%) had given to charity than those who have not taken part in G-Week (74%), this was not significant. However, it appears that, for students of schools where the Giving Campaign pack had been ordered, the message is somehow being diluted, as only 64% said they had given to charity the last time they were asked compared to 81% of those in schools who had not ordered the pack.

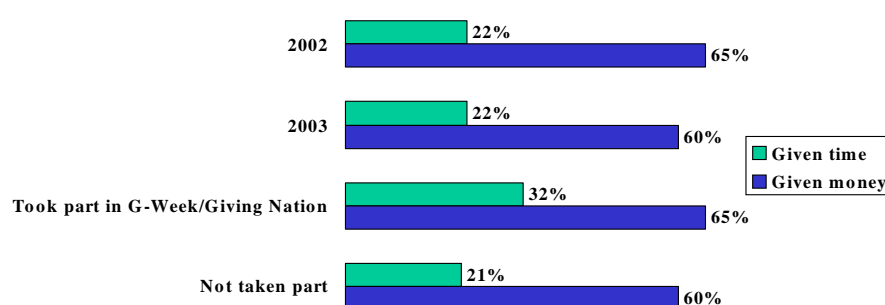
Did you give to charity the last time you were asked?



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

There was, however, good news for the Giving Campaign with regards to students giving their time to charity. A third (32%) of students who have taken part in G-Week have given their time to charity in the past 6 months compared to just 21% of those who have not taken part, which indicates that taking part in the Giving Campaign is encouraging students to give up more of their time to charity. Overall, there was a significant decrease in those who had given money in the past 6 months from those in 2002 (60% v. 65%).

Have you given any of your time or money to charity in the last 6 months?

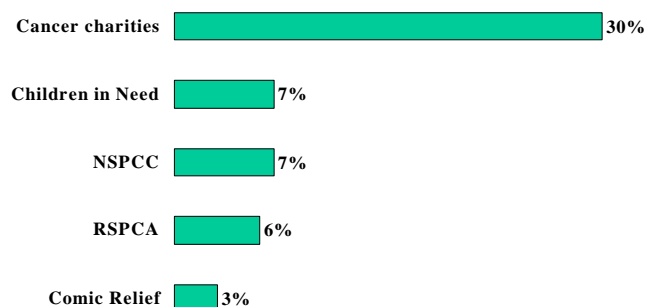


Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

For most of the questions relating to giving to charity there were very noticeable and consistent trends amongst gender and year groups. Overall, female students are significantly more likely to give their money to charity, to be influenced by friends and family in which charities they give to and to help their school in raising money. Amongst year groups, students in years 10 and 11 appear to be the least likely to help charitable causes, with those at opposite ends of the age divide (Years 8 and 13) being most disposed towards giving to charity.

Cancer charities are, as in 2002, the causes that students would most prefer to give either their time or money to, and the order of preference for the top 5 charities also remained the same, except for Comic Relief which enjoyed 11% support in 2002 compared to just 3% this year. This is not surprising, however, as Comic Relief happened in 2002 but not 2003, therefore it would have been at the forefront of people's minds.

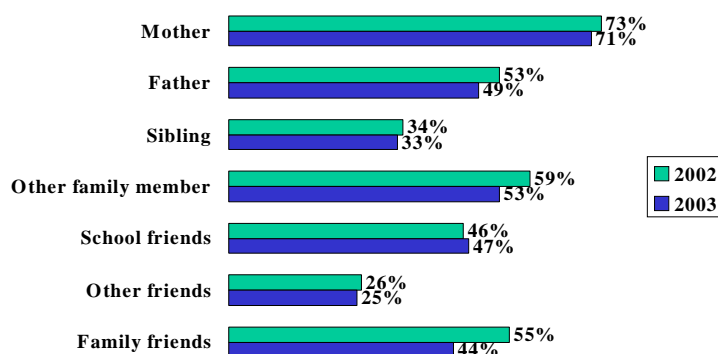
Which one cause would you prefer to give either your time or to donate money to?



Base: all children who have a preference to donate to one particular charity (893)

Mothers are still the person most likely to be seen giving their time or money to charity, as in 2002. The other people were also mostly in the same order as last year.

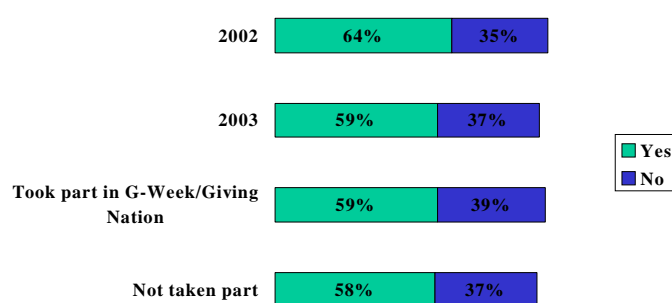
Which, if any, of these people have you seen giving either time or money to charity?



Base sizes: 2002 (1125), 2003 (1989)

Nearly three fifths (59%) of students tend to give to the same charities as those that family and friends give to compared to over two thirds (64%) in 2002, which is a significant decrease. However there is no difference between those who have taken part in G-Week and those who have not. Girls are much more likely to be influenced by friends and family than boys (67% v. 51%).

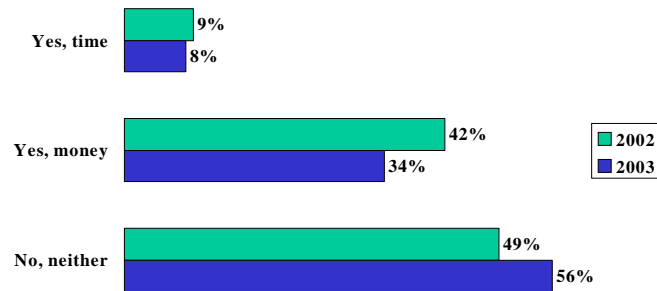
Do you tend to give either your time or money to the same charities as those your family or friends give to?



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

Also in 2002, students were more likely to give money to a charity that had been advertised by a celebrity than in 2003 (42% v. 34%), with a particular influence on the younger age groups in 2003 (Year 8- 42% compared with Year 13- 25%).

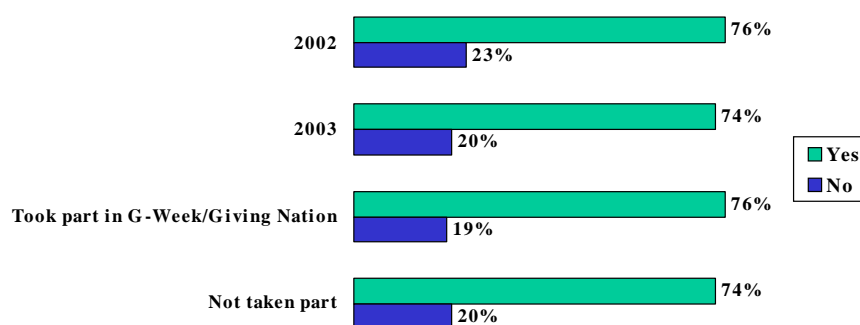
Have you ever been attracted to give your time or money to a charity because a celebrity or someone famous has advertised it?



Base sizes: 2002 (1125), 2003 (1989)

There is no significant difference between those students who have taken part in G-Week and those who have not when it comes to helping their school in fund-raising activities. Again, however, significantly more students who are in a school that had not ordered a GC pack are likely to help in school fund-raising efforts (76%) than those who are in a school that had ordered a pack (70%). The gender divide (female 80% v. male 68%) and the age divide (year 10 67% v. year 13 82% and year 8 78%) are again in evidence.

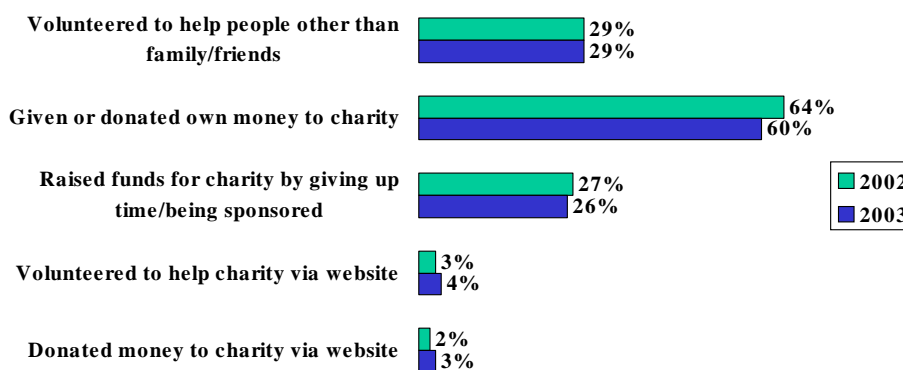
Do you ever help your school in raising money for outside charities?



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

Students in 2003 appear to be doing broadly the same things for charity as those in 2002, with donating money to charity coming out on top again. Those students who have taken part in G-Week are significantly more likely to have volunteered to help people, raised funds by giving up their time/being sponsored and helped a charity through visiting its website. It is also interesting to note that, as well as the usual gender divide (girls being much more likely to do all those things for charity, except visiting a charity's website), those who gave money to a charity when last asked were also significantly more likely to have done any one of these activities.

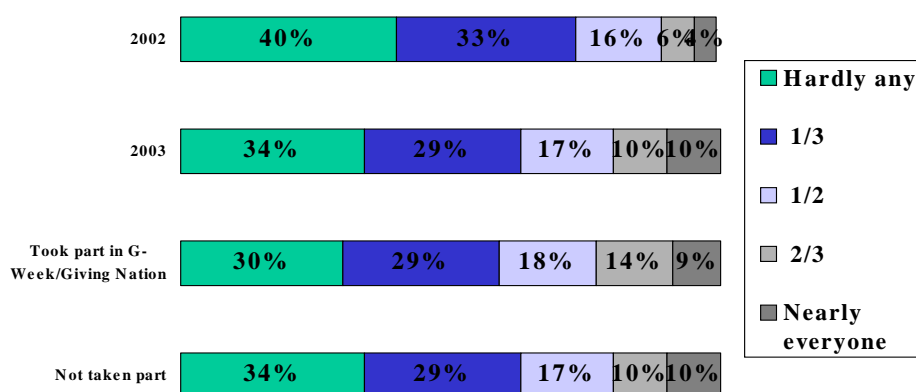
Which of the following have you done in the last 6 months?



Base sizes: 2002 (1125), 2003 (1989)

More students in 2003 believe that 'nearly everyone' their age gives to charity than in 2002 (10% v. 4%). This is still, however, a low figure and is interesting because the majority of students do give to charity but they do not think that their peers do (as in 2002). It seems that the act of giving is a private thing that students do not tend to talk about amongst themselves. Interestingly, males have a more pessimistic view of their fellow students than females (37% of males said 'hardly any' people their age gave to charity compared to 31% of females). Also, those who did not give to charity the last time they were asked are more likely to think that their fellow students also did not give- 53% said 'hardly any' as opposed to just 28% who had given the last time they were asked.

How many people of your age do you think gave some money to charity in the past six months?



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

In the future, just over two fifths of students believe they will definitely play the lottery which is a significant decrease from 2002. However, boys are much more likely to have decided that they will play the lottery than girls (48% v. 36%). As it is clear from the rest of the survey that boys are less inclined to give to charity than girls, this result is probably not due to the fact that they are thinking of the charity aspect of the lottery! Those students who took part in G-Week are significantly more likely to give their time and money to charity in the future, which means that the message from Giving Nation is getting across to these students. The usual age and gender trend is also in evidence (i.e. those in years 10 and 11 are much less likely to give their time and money in the future as well as boys). Finally, those who had given to charity the last time they were asked are significantly more likely to give money in the future (39% v. 12%) so it seems that if students start giving to charity early on in their lives, this will lead to long-term giving.

In the future, how likely is it that you will do each of the following?

2002	Play the lottery (%)	Give time to charity (%)	Regularly give money to charity (%)
Definitely will	46	29	33
Haven't decided	42	62	57
Definitely will not	10	6	8

2003	Play the lottery (%)	Give time to charity (%)	Regularly give money to charity (%)
Definitely will	42	26	32
Haven't decided	39	56	50
Definitely will not	13	10	10

Base sizes: 2002 (1125), 2003 (1989)

In the future, how likely is it that you would do one of the following?

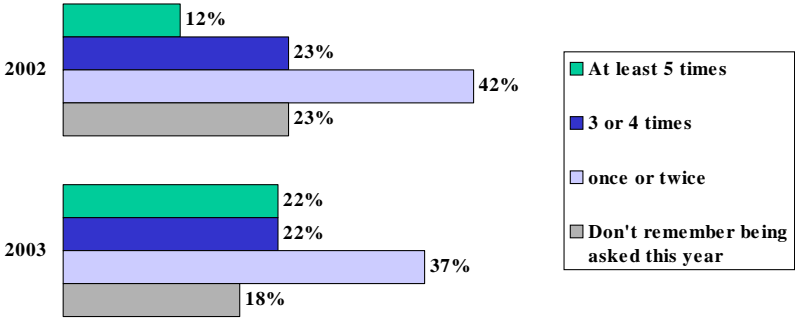
Took part in G-Week/Giving Nation	Play the lottery (%)	Give time to charity (%)	Regularly give money to charity (%)
Definitely will	48	34	42
Haven't decided	35	48	36
Definitely will not	11	10	14

Not taken part	Play the lottery (%)	Give time to charity (%)	Regularly give money to charity (%)
Definitely will	41	25	31
Haven't decided	39	57	52
Definitely will not	14	10	10

Base sizes: took part in G-Week/Giving Nation (209), not taken part (1780)

Students have been asked more often this year to give money to charity than in 2002 but as the research has been carried out later in the year than in 2002, not too much can be read into this.

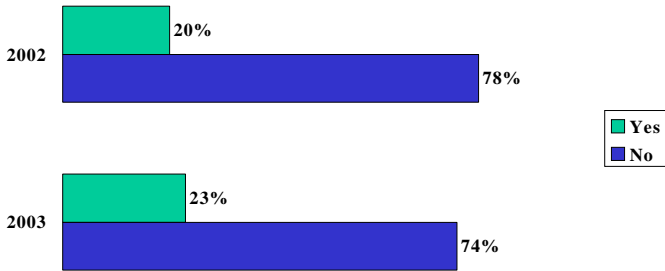
Since last Christmas, approx. how many times has someone asked you to give money to a charity?



Base sizes: 2002 (1125), 2003 (1989)

Significantly fewer students have looked at a charity’s website this year than in 2002, although if they have taken part in G-Week then they are more likely to have done so (31% v. 23%).

Do you remember ever looking at a charity’s website?



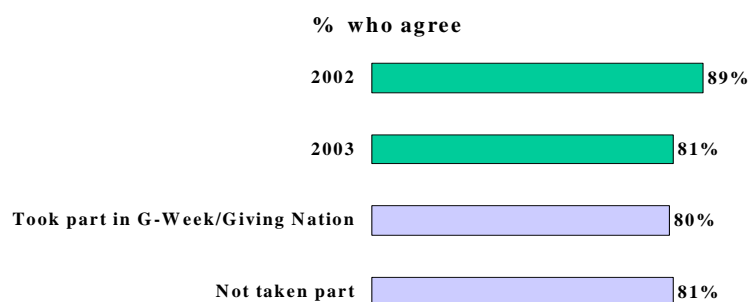
Base sizes: 2002 (1125), 2003 (1989)

4. Attitudes to giving

Students were given a number of statements about their attitudes towards charity and asked how much they agreed or disagreed with each. For all but one of these statements, students in 2003 were less likely to agree than those in 2002, which may show a decline in positive attitudes towards charity amongst this age group. There is also a mixed message for Giving Nation. In most cases, there was no significant difference between those who had taken part in G-Week and those who had not. However in five instances those who had taken part in G-Week did distinguish themselves from the rest.

There is also a mixed picture when it comes to whether the students go to a school that has taken part in G-Week or not. Those who go to a school that took part in G-Week and those in a school which did **not** order a GC Pack are very similar in their responses i.e. they are both significantly more likely to agree with the statements than those students who go to a school that did order a GC Pack. It is not entirely clear why this should be, but maybe those schools who have ordered a GC Pack are only using them amongst a small group of students at the school or they have not actually begun to use them yet.

“Giving money to charity is a good thing”



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

“I feel good when I’ve given money to charity”



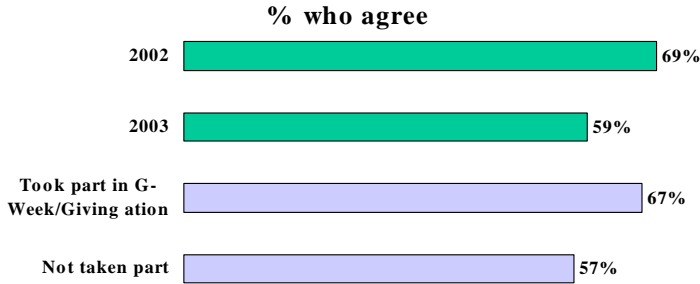
Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

“I don’t mind giving my money to charity when I’m asked providing I have spare cash”



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

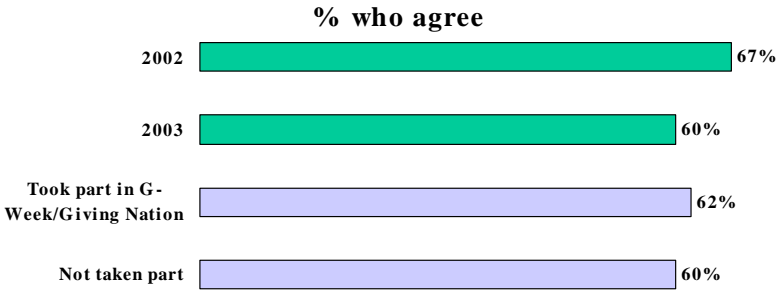
“I feel guilty if I don’t give money to charity when asked for it”



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

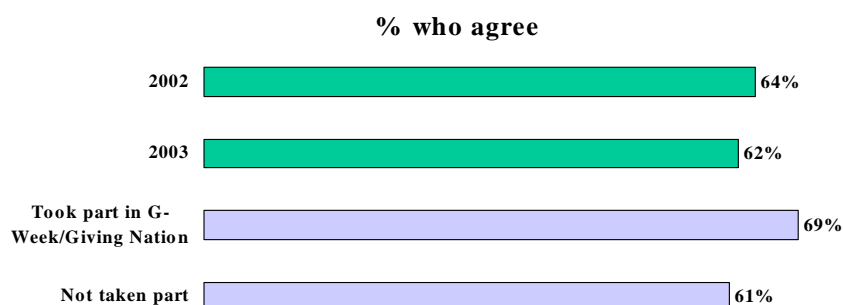
Those who took part in G-Week are significantly more likely to agree with this statement, so parts of the Giving Nation’s message are certainly being communicated.

“I wish I was richer then I would give loads more away”



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

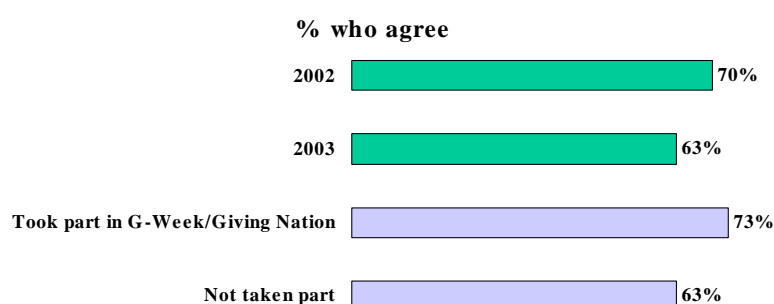
“Everyone should give a little of their regular income to charity”



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

This is the only statement for which there is no significant difference between students in 2002 and 2003. It is also one in which those who had taken part in G-Week were more likely to agree than those who had not taken part.

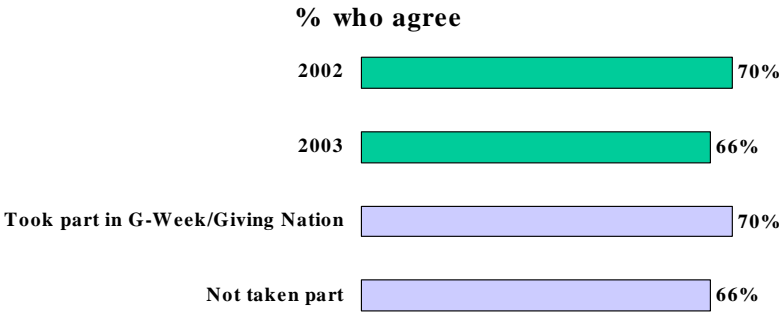
“For every £1 that everyone has or gets, they can afford to give 1p to charity”



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

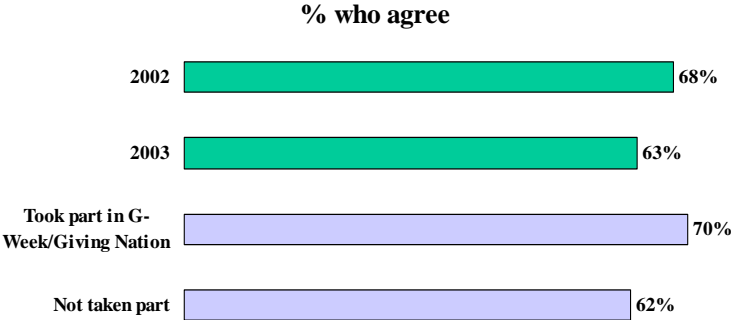
Those who took part in G-Week are significantly more likely to agree with this statement, so, once again, Giving Nation is having some impact on the way that students think about giving to charity.

“I feel good when I see people donating to charity/collections”



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

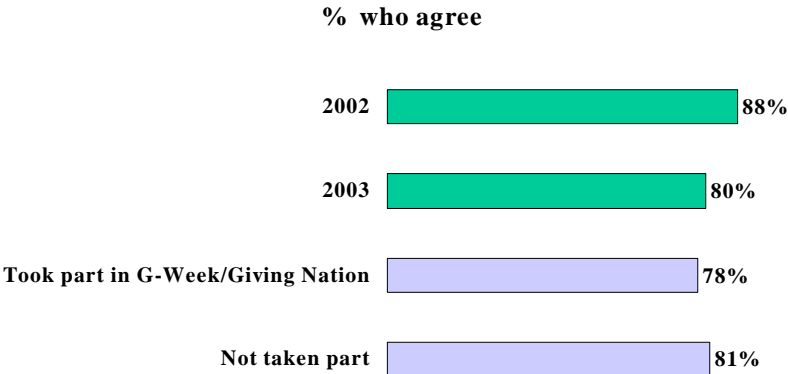
“It’s cool to volunteer to help other people”



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

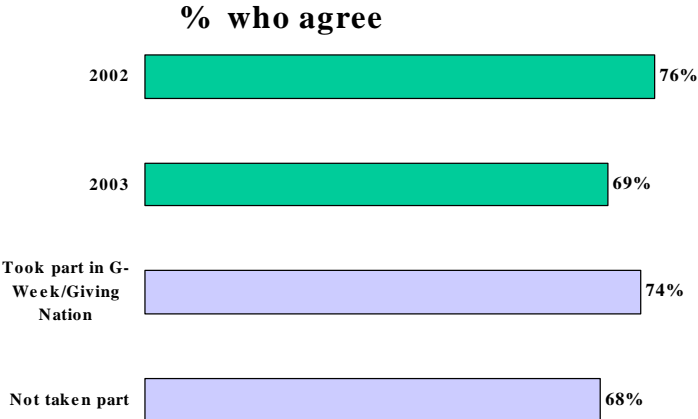
Once again, those who have taken part in G-Week are significantly more likely to agree.

“We should all try to help those worse off than ourselves”



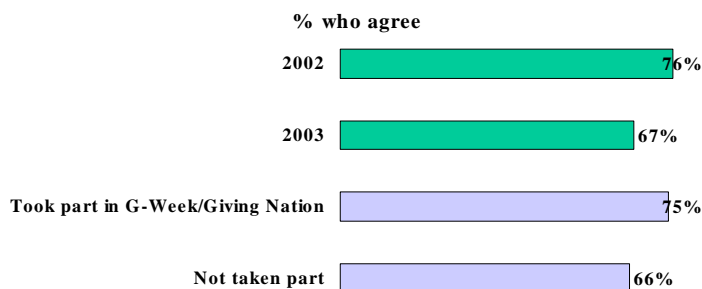
Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

“I’m pretty sure the charities I give to know what they are doing”



Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

“Generally, most charities use donations wisely”

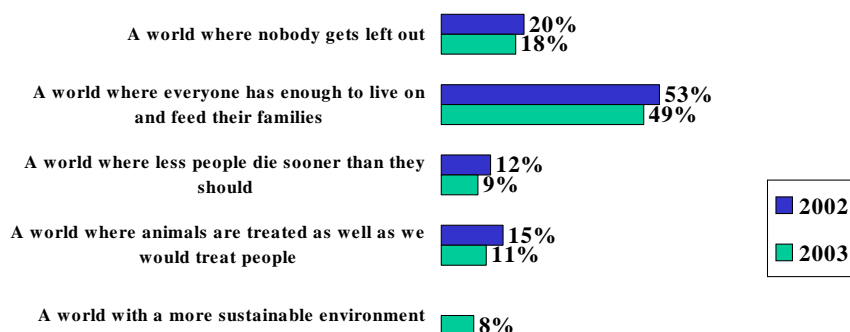


Base sizes: 2002 (1125), 2003 (1989); taken part in G-Week/Giving Nation (209), not taken part (1780)

This is another instance in which those who took part in G-Week are more likely to agree, so this shows that Giving Nation is also having an effect on students' knowledge of charities and the way in which they work.

Students would most like to see a world where everyone has enough to live on and feed their families (this has not changed from 2002). There are no major differences across the groups studied although those who took part in G-Week are significantly more likely to say 'A world where nobody gets left out' and much less likely to say 'A world where everyone has enough to live on and feed their families', than those who had not taken part in G-Week.

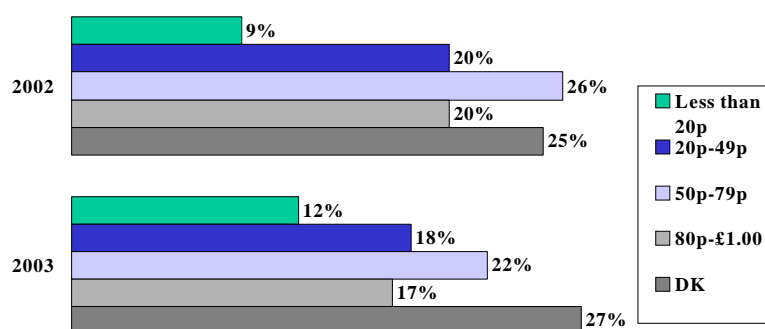
Which one of the following best describes the changes you would most like to see?



Base sizes: 2002 (1125), 2003 (1989)

When asked how much money from £1 they think goes to the actual cause they were concerned about, the most popular response (22%) from students was 50p-79p, the same as in 2002 (26%). Those who took part in G-Week were significantly more likely to say 80p-£1.00 than those who had not taken part (26% v. 16%). This shows an increased confidence in charities and the work that they do, as well as an increase in knowledge from those students who took part in G-Week. Those who did not give to charity when last asked were more likely to be most sceptical of how much charities give to the actual causes- 24% of them said they thought less than 20p went to the actual cause compared to 10% of those who had given the last time they were asked.

When someone gives £1 to charity how much of that £1 do you think usually gets to the cause that they were concerned about?

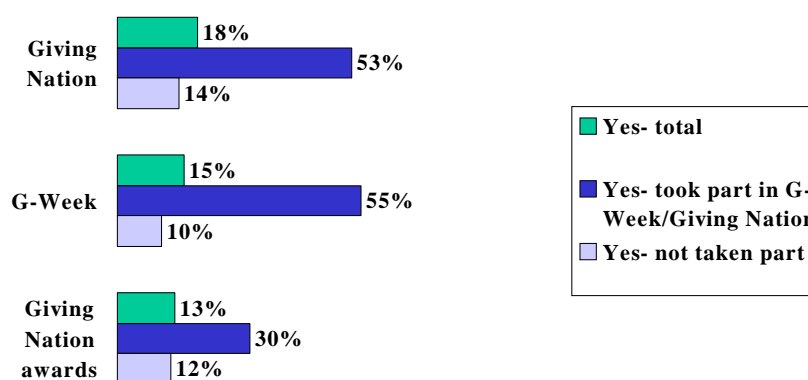


Base sizes: 2002 (1125), 2003 (1989)

5. Giving Nation and G-Week

Nearly one fifth of students (18%) have heard of Giving Nation with slightly less than that (15%) having heard of G-Week and the Giving Nation awards (13%). Even amongst those whose schools had taken part in Giving Nation only just over a half said that they had heard of it, so there still appears to be quite a lot of confusion surrounding Giving Nation as by no means all of those students whose schools had taken part said that they had heard of it! Even fewer students whose schools had taken part in G-Week (30%) had heard of the Giving Nation awards, so these could certainly be given a higher profile in future.

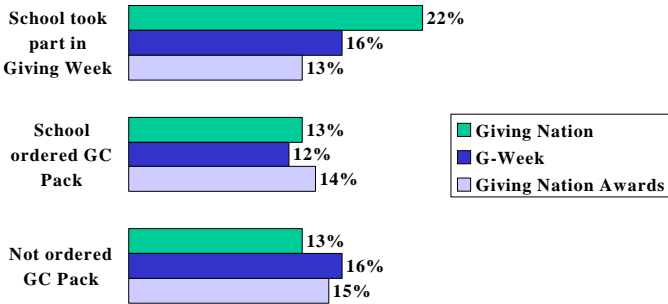
Have you heard of any of the following?



Base sizes: Total (1989); took part in G-Week/Giving Nation (209), not taken part (1780)

There were no major differences depending on whether the schools they went to had taken part in G-Week or not, although the students in schools that had taken part in Giving Week were significantly more likely to have heard of Giving Nation.

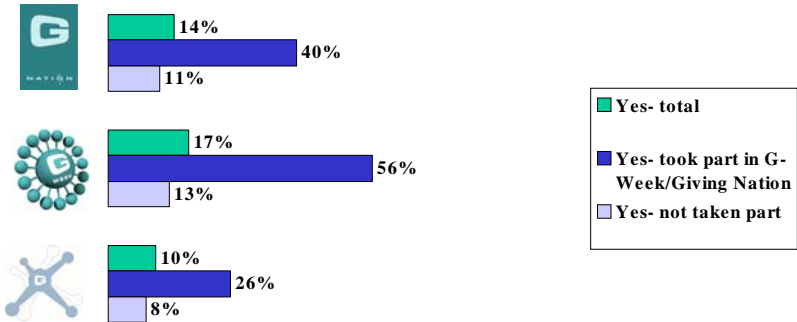
Have you heard of any of the following?



Base sizes: school taken part in G-week (1119), school ordered GC Pack (456), not ordered GC Pack (414)

They were also more likely to have recognised the logos, although the symbols were also recognised by between 8-13% of those who had not taken part.

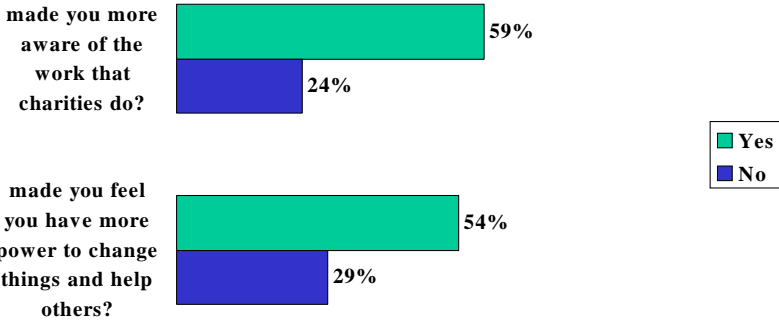
Do you recognise any of the following logos/symbols?



Base sizes: Total (1989); took part in G-Week/Giving Nation (209), not taken part (1780)

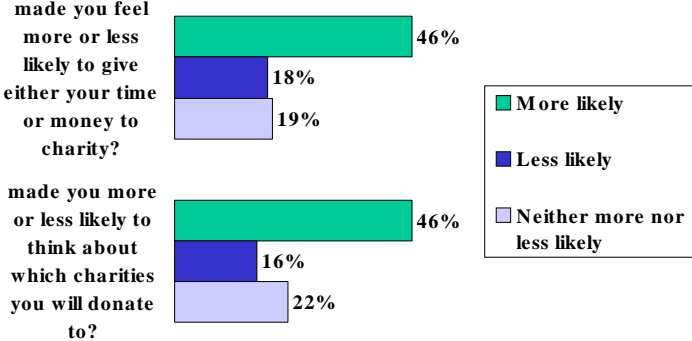
Overall, G-Week and Giving Nation were given a very positive endorsement by those who had taken part. Well over half said that taking part in these activities had made them more aware of charities' work and gave them the feeling that they had more power to change things. Nearly a half (46%) said that they were more likely to give either their time or money to charity and they would think more about which charities to donate to as a result of having taken part in these activities. These are good signs for Giving Nation that their activities do work in educating students about the work of charities and making them think more about their own giving habits.

Has taking part in these activities:



Base: all children who have taken part in G-Week or Giving Nation (209)

Has taking part in these activities:



Base: all children who have taken part in G-Week or Giving Nation (209)

6. Conclusions

The majority of students give to charity but there are major differences amongst age and gender groups. The younger and older students are most likely to give to charity or take part in activities, whilst those in Years 10 and 11 do the least for charitable causes. Females are consistently more likely to take part in these types of activities than males. There is obviously a need, therefore, to educate these year groups and boys in particular about the importance of giving to charity or of helping out in various ways.

There also appears to be mixed news for Giving Nation and the messages that it is trying to communicate. Whilst students whose schools have taken part in G-Week activities give Giving Nation a ringing endorsement, it seems that schools who have ordered the GC Pack are not using it to its full potential as too few students still claim not to have heard of Giving Nation. Students' attitudes about giving to charities also varies so it is only possible to draw some conclusions about the positive messages that students taking part in G-Week have taken on board.

The important messages about charity that Giving Nation are seeking to portray to students are still very much in need in schools and there is still great scope for Giving Nation to raise its profile and the work that it does in educating young people.