

**GIVING NATION CAMPAIGN  
TRACKER 2004**

RESEARCH REPORT

**JOB NO.:** 580515

November 2004

**Prepared for:**  
The Citizenship Foundation

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## 1. Objectives of research

The overall aim of this research was:

- To assess the long-term impact of the Citizenship Foundation'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 research carried out by NOP World in 2002 and 2003
- To understand the attitudes of Teen and Tween Influentials towards giving and charities

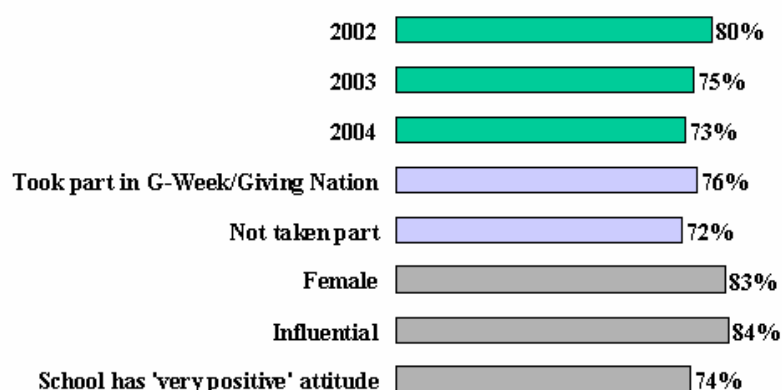
## 2. Methodology

A sample size of 2402 students in years 8-13 from 19 different schools was achieved using self-completion questionnaires. The fieldwork for this research was carried out over the period 27<sup>th</sup> September- 5<sup>th</sup> November. Five of the schools had taken part in G-Week 2004 only (two of which were part of last year's sample), five had taken part in G-Week 2003 and 2004, five had ordered a GC pack but not taken part in G-Week and five had not ordered a GC pack nor taken part. 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

Nearly three quarters of students (73%) had given to charity the last time they were asked which is not a significant drop from 2003. Although slightly more students who had taken part in G-Week (76%) had given to charity than those who had not taken part in G-Week (72%), this was also not significant. Those who did give to charity the last time they were asked were more likely to be female (83% vs. 63%), a Teen/Tween Influential (84% vs. 71%) and from schools that have a 'very positive' attitude towards charity (74% vs. 70%). A general pattern throughout this study was that females and Teen/Tween Influentials were more positively disposed to the idea of charity, so this will not be mentioned every time during the report.

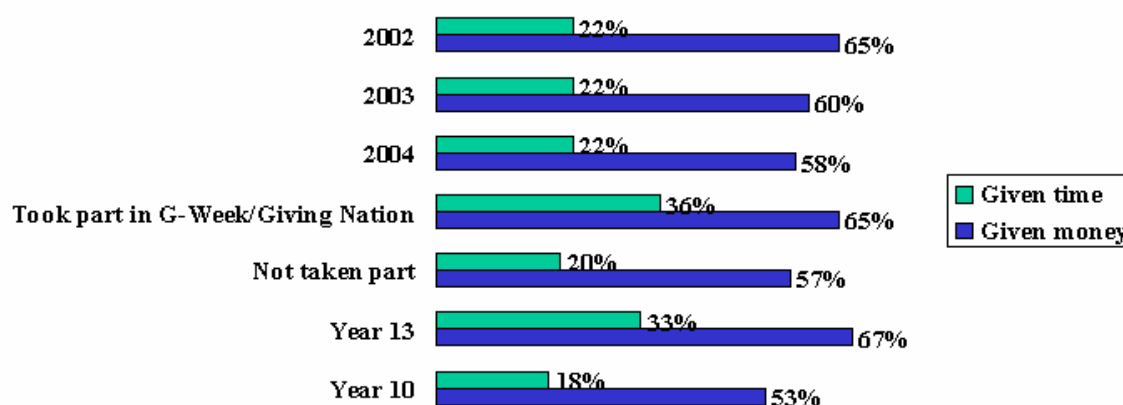
## Did you give to charity the last time you were asked?



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); female (1239); Influential (377); school has 'very positive' attitude (1589)

A positive endorsement of Giving Nation could be seen in the fact that those who had taken part in these activities were more likely to have given either their time or money to charity in the last 6 months. Those students in the older years, particularly in Year 13, were also more likely to have given time or money, compared to those in Year 10 who were least likely to have done so (33% and 67% vs. 18% and 53%). This is another consistent trend in this study whereby those students in the older age groups have a significantly more positive attitude towards charity and are more likely to be doing things for charity than those in Year 10 (ages 14-15). Overall, there were no significant changes from 2003 with regards to students giving either their time or their money to charity in the last 6 months.

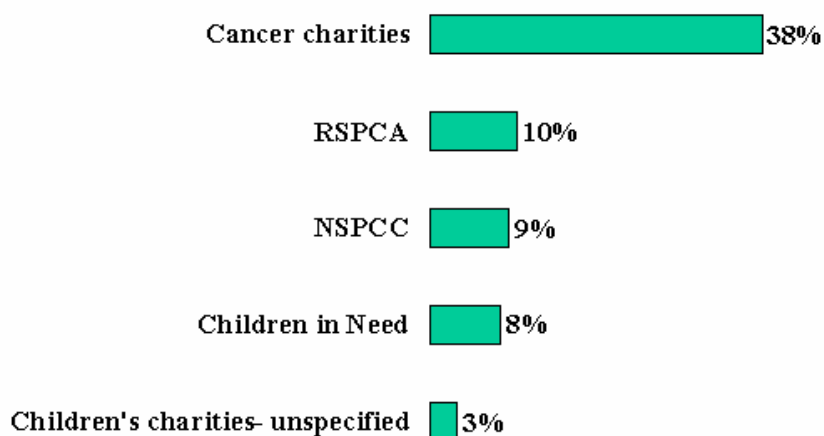
## Have you given any of your time or money to charity in the last 6 months?



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); year 13 (258), year 10 (477)

Cancer charities were, as in 2002 and 2003, the causes that students would most prefer to give either their time or money to. The order of preference for the top 5 charities changed slightly this year although the same charities were still in the top 5- animal and children's charities are still the most preferred causes for school children.

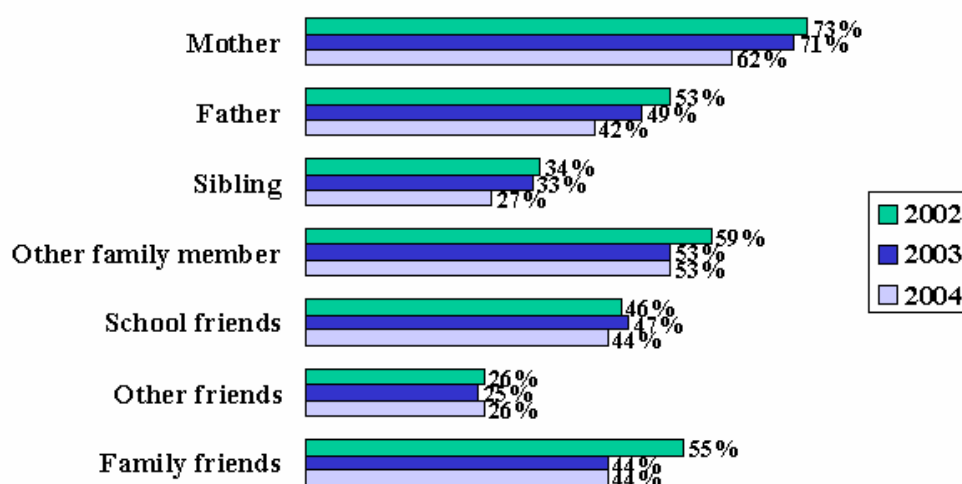
## Which one cause would you prefer to give either your time or to donate money to?



Base: all children who have a preference to donate to one particular charity (1280)

Mothers were still the person most likely to be seen giving their time or money to charity, as in 2002 and 2003. However, fathers were overtaken by other family members this year for second place. Visible giving appeared to have declined across most of the groups this year.

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

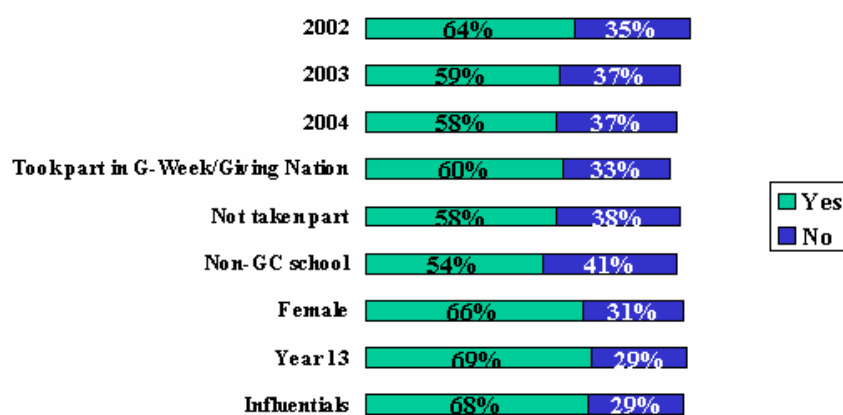


Base sizes: 2002 (1125), 2003 (1989), 2004 (2402)

In line with 2003 findings, nearly three fifths (58%) of students tended to give to the same charities as those that family and friends give to. Those students from a school which had not ordered a GC pack were less likely to be influenced by friends and family (54%). Girls  
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were much more likely to be influenced than boys (66% v. 49%), as were those in Year 13 (69%) compared to all other years and Teen/Tween Influentials (68% vs. 56%).

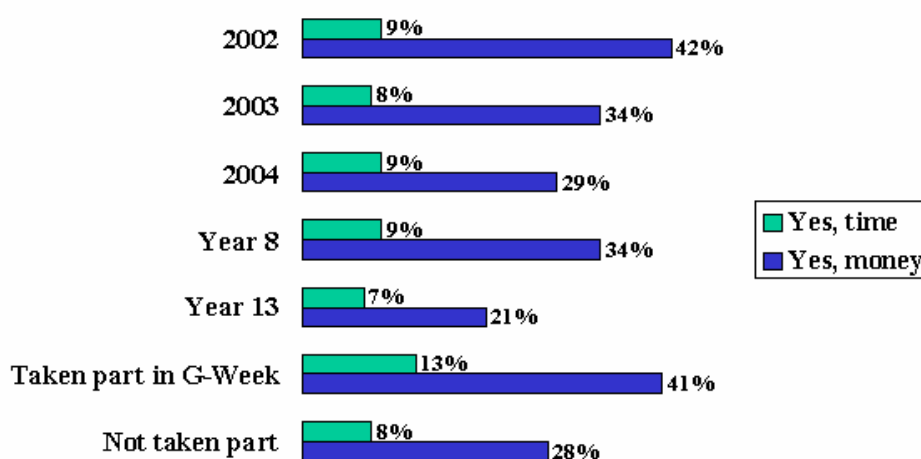
## Do you tend to give either your time or money to the same charities as those your family or friends give to?



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); non-GC school (501); female (1239); year 13 (258); Influentials (377)

Students were less likely to give money to a charity that has been advertised by a celebrity than in 2003 (29% v. 34%), although, once again, the younger age groups were more likely to be influenced by celebrities (Year 8, 34% vs. Year 13, 21%). Those who had taken part in G-Week were more likely to have given both time (13% vs. 8%) and money (41% vs. 28%) to a celebrity-advertised charity as were those who are generally more interested in charitable activities (e.g. those who have looked at charity websites and helped their school raise money).

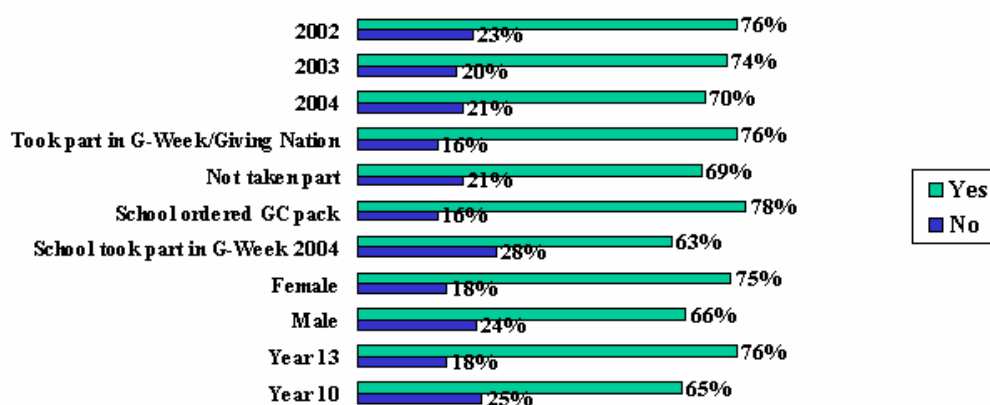
## Have you ever been attracted to give your time or money to a charity because a celebrity or someone famous has advertised it?



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); year 8 (526), year 13 (258); taken part in G-Week (238), not taken part (2164)

There was a 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. Surprisingly, however, those students who were from a school that had ordered a GC pack but not taken part in G-Week were significantly more likely to help their school with fund-raising efforts (78% vs. 63% of those in a school who took part in G-Week 2004). It is not entirely clear why this should be- it is possible that those individuals who were in schools that have taken part in G-Week just have not taken part themselves. The gender divide (female 75% v. male 66%) and the age divide (year 10, 65% v. year 13, 76%) were again in evidence.

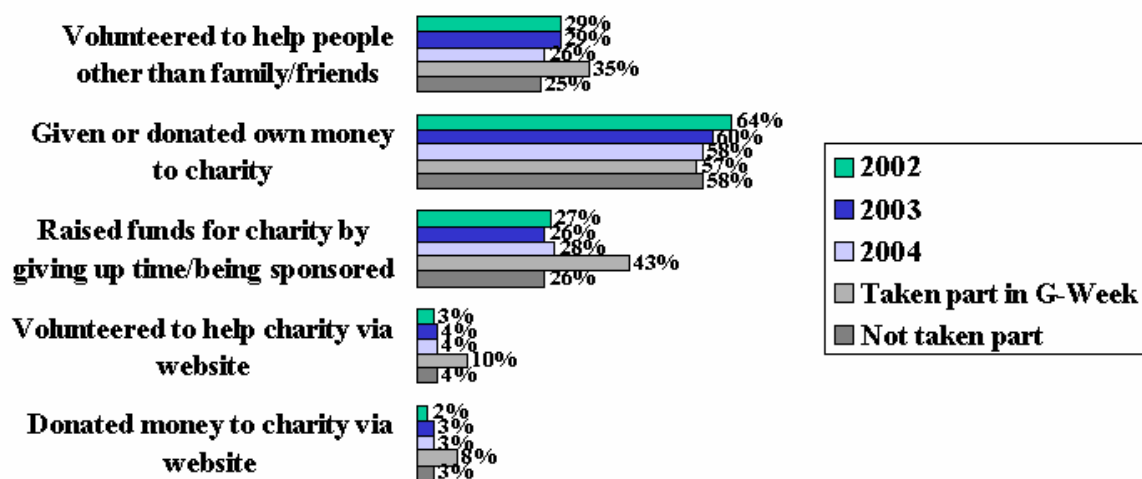
## Do you ever help your school in raising money for outside charities?



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); school ordered GC pack (708), school took part in G-Week 2004 (561); male (1104), female (1239); year 13 (258), year 10 (477)

Students in 2004 were still doing the same things for charity as those in 2003/2002, with donating money to charity top of the list again. Those students who had taken part in G-Week were significantly more likely to have volunteered to help people (35% vs. 25%), raised funds by giving up their time/being sponsored (43% vs. 26%) and helped a charity through visiting its website (10% vs. 4%). As well as the usual gender and Teen/Tween Influentials divide (girls and Influentials being more likely to do all of these things other than visiting a charity's website), people who had recently given money and who helped their school in fundraising were also more likely to be doing these things.

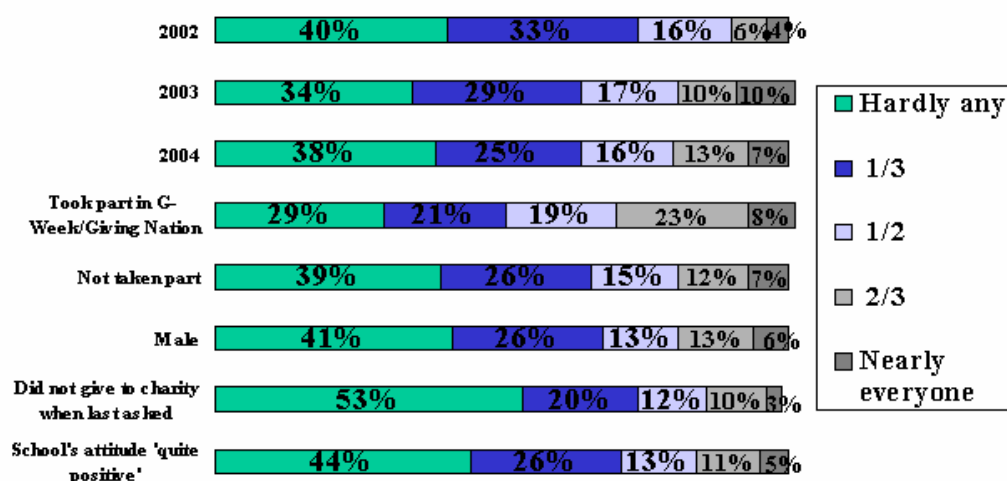
## Which of the following have you done in the last 6 months?



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week (238), not taken part (2164)

Just a fifth of students in 2004 believed that 'two thirds' or 'nearly everyone' their age gives to charity which is the same figure as for 2003. This is interesting for the same reasons as last year- even though the majority of students do in fact claim to give to charity, they do not believe that their fellow students do, indicating that giving is a private act that is not discussed amongst their peer group. Interestingly, those who were less positive towards charitable giving (i.e. those who had not taken part in G-Week, males and those who had not recently given to charity), were more likely to believe that 'hardly any' of their peers give money to charity (males 41% vs. females 35%; not taken part in G-Week 39% vs. taken part 29%; did not give to charity when last asked 53% vs. did give to charity 31%). It is unclear whether the reason these students are less likely to be involved in charity is because they do not think their peers are doing it or whether they just have a more negative attitude to charity anyway and so believe that their peers also do. Another point to note is that this is one of the few issues on which there is a difference depending on the school's attitude towards charity- those students in a school that is 'quite positive' as opposed to 'very positive' were significantly more likely to believe that 'hardly any' of their peers give to charity (44% vs. 35%), which indicates that schools have some influence on what their students believe about giving to charity.

## 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), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); male (1104); did not give to charity when last asked (375); school's attitude 'quite positive' (813)

In the future, nearly half of students (44%) believe they will definitely play the lottery which does not show a significant increase from 2003. Boys, as last year, are much more likely to have decided that they will play the lottery than girls (49% v. 40%). This trend can also be seen amongst those who have not given to charity recently and do not help their school raise money so it seems clear that they are not going to be playing the lottery through altruistic motives! In contrast, Teen and Tween Influentials, whilst also significantly more likely to be playing the lottery when they're older (49% vs. 43%), are more positive towards charity in general, so this result could mean that they are actually thinking about the charity side of the lottery.

Those students who took part in G-Week will be significantly more likely to give their time and money to charity in the future, indicating that the message from the Citizenship Foundation is getting across to these students. However, there is also a lot of potential for the Citizenship Foundation to reach those who are unsure about whether they will do these things or not in the future- a significant number of those who had not taken part in G-Week say that they have not decided yet (62% about giving time and 53% about giving money), so if the Citizenship Foundation is able to expand their reach, there is still plenty of opportunity to convince young people of the benefits of giving to charity. The usual age and gender trends also apply in these cases- females and older students being more likely to give time and money in the future.

### 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
2004	Play the lottery (%)	Give time to charity (%)	Regularly give money to charity (%)
Definitely will	44	24	32
Haven't decided	39	61	52
Definitely will not	12	8	10

Base sizes: 2002 (1125), 2003 (1989), 2004 (2402)

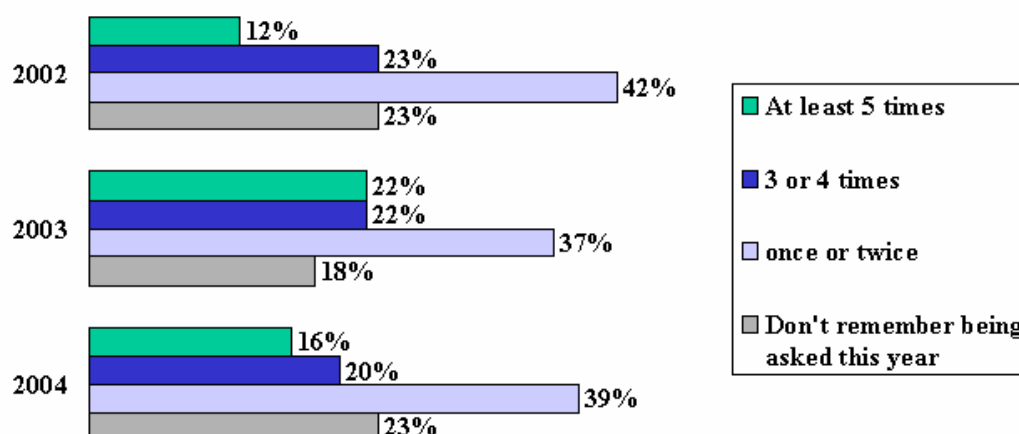
### In the future, how likely is it that you would do one of the following?

Took part in G-Week/Giving Nation	Play the lottery (%)	Give time to charity (%)	Regularly give money to charity (%)
Definitely will	49	35	41
Haven't decided	34	47	35
Definitely will not	8	7	11
Not taken part	Play the lottery (%)	Give time to charity (%)	Regularly give money to charity (%)
Definitely will	43	23	31
Haven't decided	40	62	53
Definitely will not	12	9	10

Base sizes: took part in G-Week/Giving Nation (238), not taken part (2164)

More students this year believed that they had not been asked to give to charity than in 2003 but this figure has only gone back up to the original figure observed in 2002.

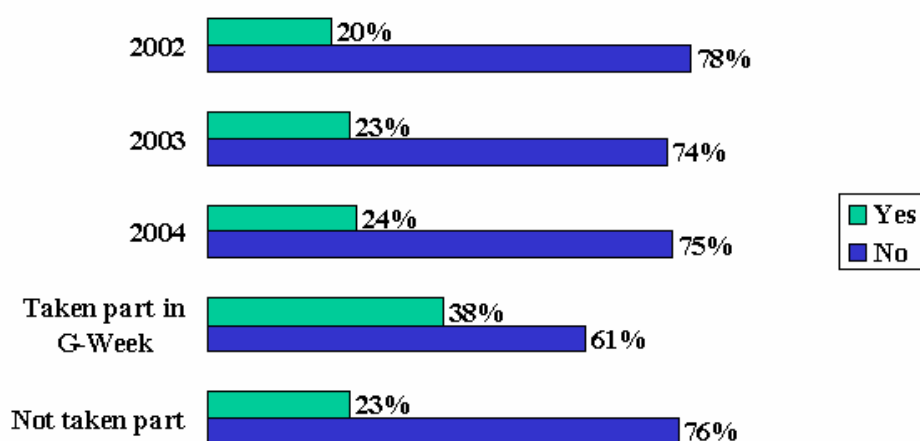
### Since last Christmas, approx. how many times has someone asked you to give money to a charity?



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402)

There was no significant difference between students in 2003 and 2004 on whether they had looked at a charity's website, although if they had taken part in G-Week then they were more likely to have done so (38% v. 23%). Also, those students who were from a school that did take part in G-Week were more likely to have looked at a website, so this may indicate that taking part in Giving Nation encourages students to be more pro-active about charity by looking at their websites, or this activity may be part of the teaching process for those involved in G-Week.

## Do you remember ever looking at a charity's website?



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week (238), not taken part (2164)

## **4. Attitudes to giving**

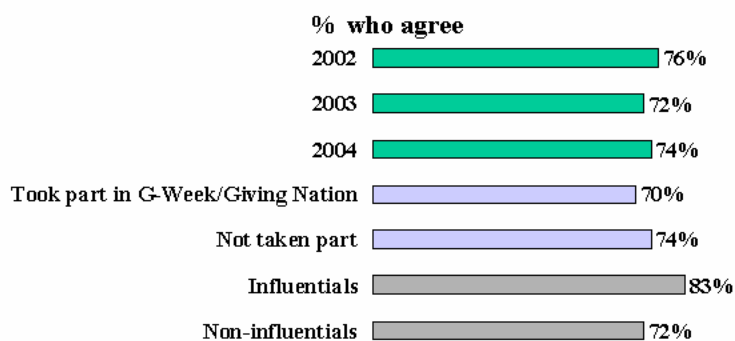
Students were given a number of statements about their attitudes towards charity and asked how much they agreed or disagreed with each. The level of agreement with these statements compared to 2003 was virtually static- there was only one statement with which students agreed significantly more than in 2003. The majority of students were, once again, very positive towards charitable giving although there was a mixed message for the Citizenship Foundation, as will be seen below.

For every single statement, Teen and Tween Influentials were significantly more likely to agree than non-influentials. This would suggest that if the Citizenship Foundation could target Influentials with their messages, they would spread these ideas amongst their peer group, acting as “charity ambassadors”.

### **4.1 Giving Behaviour**

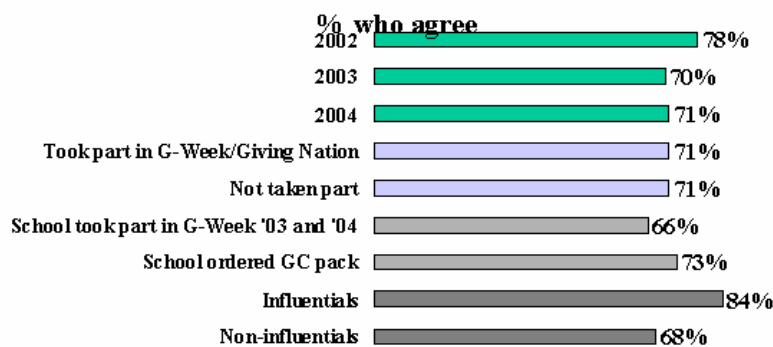
The majority of students give money to charity, feel good when they have done so and feel guilty when they have not. They also wish to be richer so that they could give more away. Surprisingly, there was no difference in behaviour between those who had taken part in G-Week and those who had not- this could be to do with the fact that, at this age, young people cannot really afford to give too much money to charity- differences between these two groups occur more in their attitudes and their beliefs about charities.

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



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); Influentials (377), non-influentials (2025)

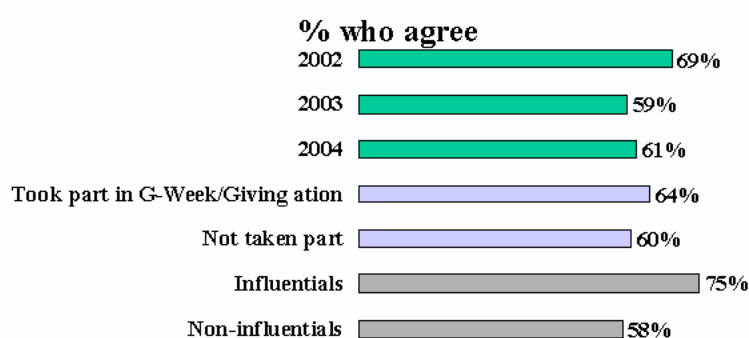
*“I feel good when I’ve given money to charity”*



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); school took part in G-Week '03 and '04 (632), school ordered GC pack (708); influentials (377), non-influentials (2025)

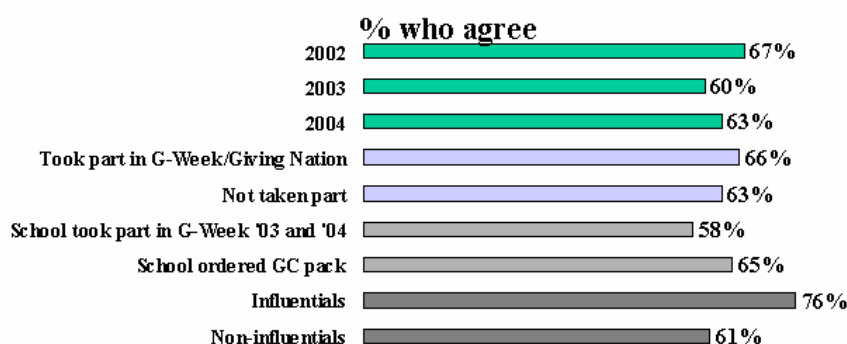
Those who went to a school that took part in G-Week 2003 and 2004 were less likely to agree with this statement.

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



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); Influentials (377), non-influentials (2025)

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



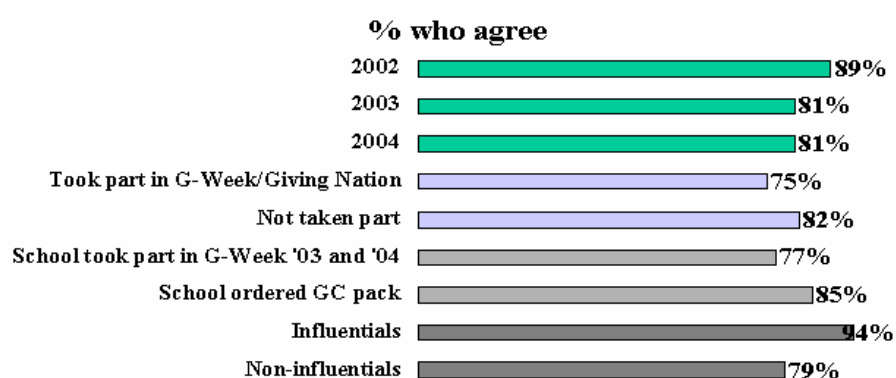
Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); school took part in G-Week '03 and '04 (632), school ordered GC pack (708); Influentials (377), non-influentials (2025)

This is the only statement with which students in 2004 agreed significantly more than in 2003. Those students in a school that took part in G-Week 2003 and 2004 were less likely to agree with this statement.

## 4.2 Attitudes towards giving

Most students have a positive attitude towards giving and volunteering to help other people. They also believe that everyone has a part to play, stating that everyone can afford to give something to charity. There is a mixed message, however, for the Citizenship Foundation- in some cases, those who had not taken part in G-Week were more likely to agree, so there is still a need for the messages from Giving Nation to be more prominent.

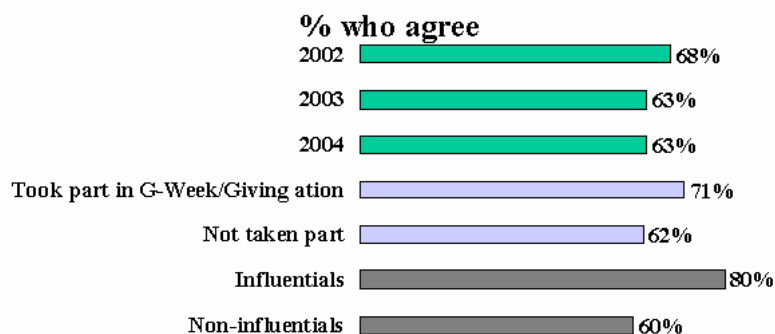
*“Giving money to charity is a good thing”*



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); school took part in G-Week '03 and '04 (632), school ordered GC pack (708); Influentials (377), non-influentials (2025)

This is an instance in which those who had not taken part in G-Week were significantly more likely to agree. Also, those who went to a school that took part in G-Week 2003 and 2004 were less likely to agree.

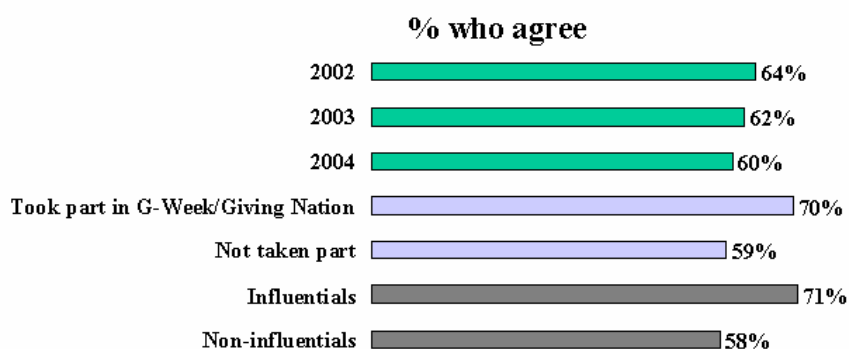
*“It’s cool to volunteer to help other people”*



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); Influentials (377), non-influentials (2025)

Those who had taken part in G-Week were significantly more likely to agree with this statement. These students are more positive about volunteering in general- as previously mentioned, this could be because young people do not have that much money to give away, so those who have taken part in G-Week are more likely to give in other ways.

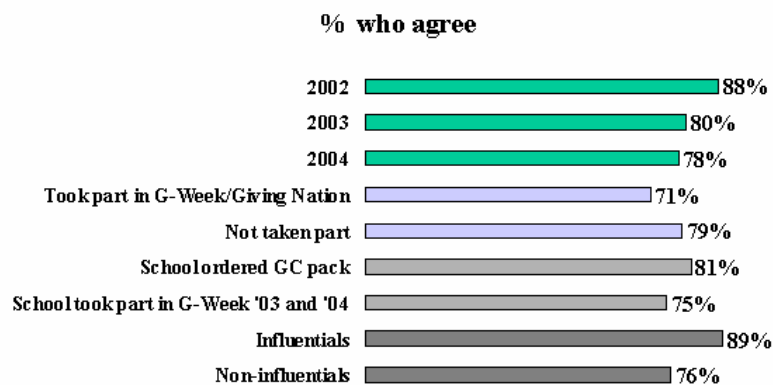
*“Everyone should give a little of their regular income to charity”*



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); Influentials (377), non-influentials (2025)

Those who took part in G-Week were significantly more likely to agree with this statement.

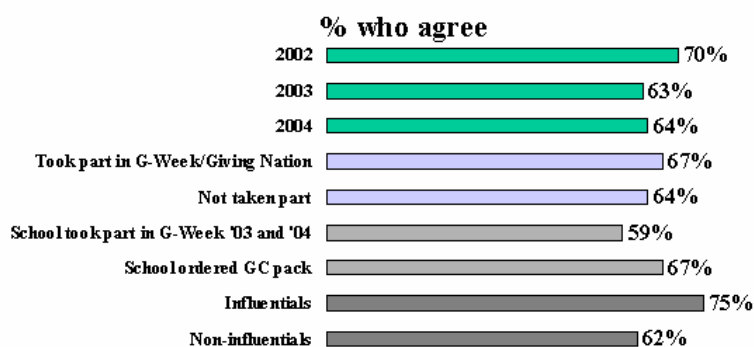
*“We should all try to help those worse off than ourselves”*



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); school ordered GC pack (708), school took part in G-Week '03 and '04 (632); Influentials (377), non-influentials (2025)

Again, those who had not taken part in G-Week were more likely to agree. Also, those students who went to a school that had ordered a GC pack but not taken part in G-Week were more likely to agree with this statement.

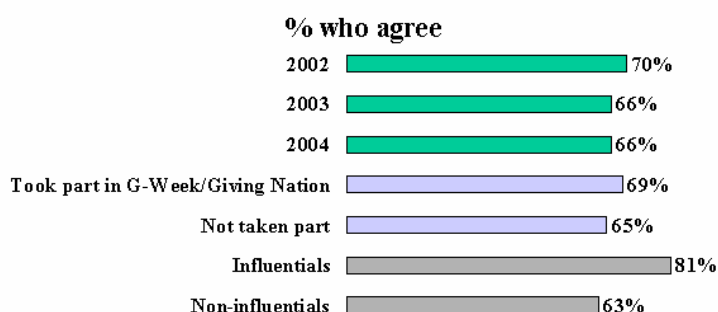
*“For every £1 that everyone has or gets, they can afford to give 1p to charity”*



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); school took part in G-Week '03 and '04 (632), school ordered GC pack (708); Influentials (377), non-influentials (2025)

Those students who were in a school that took part in G-Week 2003 and 2004 were less likely to agree with this statement.

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

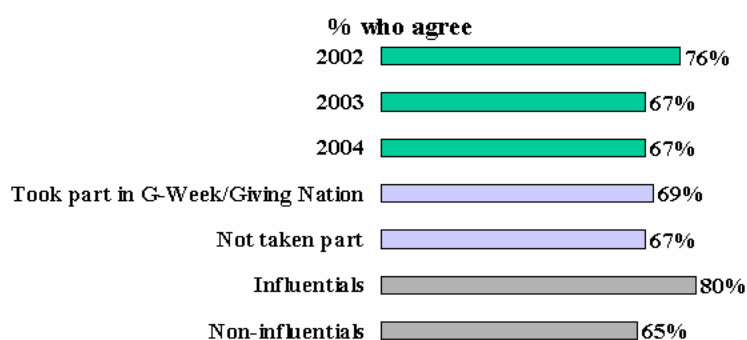


Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); Influentials (377), non-influentials (2025)

### 4.3 Trust in charities

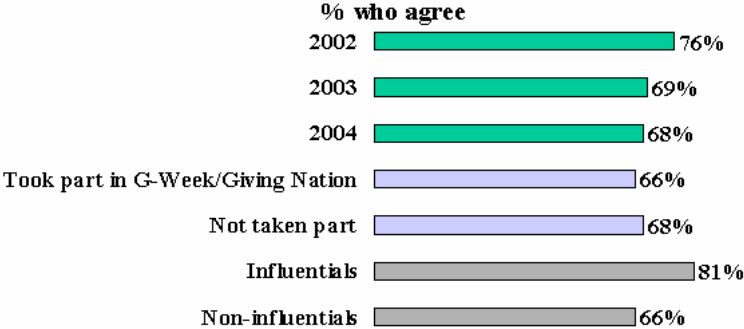
Most students have trust in what charities are doing and how they are spending their money, and there was no difference between those who had taken part in G-Week and those who had not.

*“Generally, most charities use donations wisely”*



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); Influentials (377), non-influentials (2025)

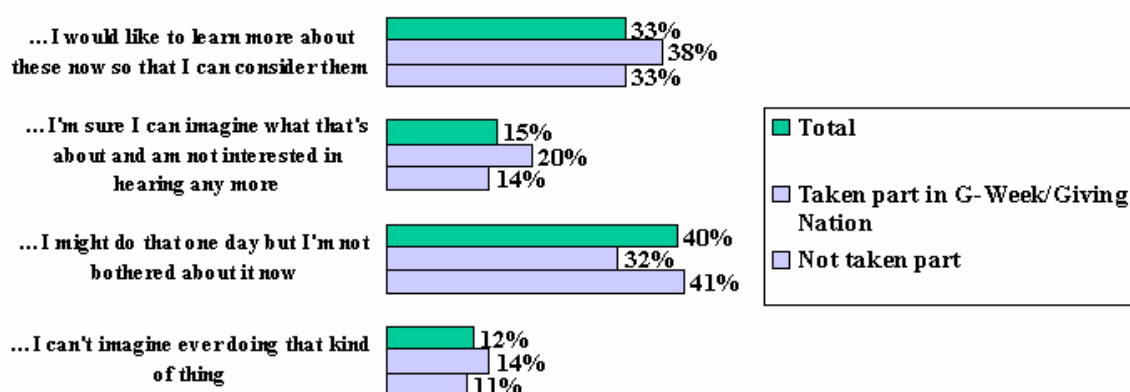
*“I’m pretty sure the charities I give to know what they are doing”*



Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164); Influentials (377), non-influentials (2025)

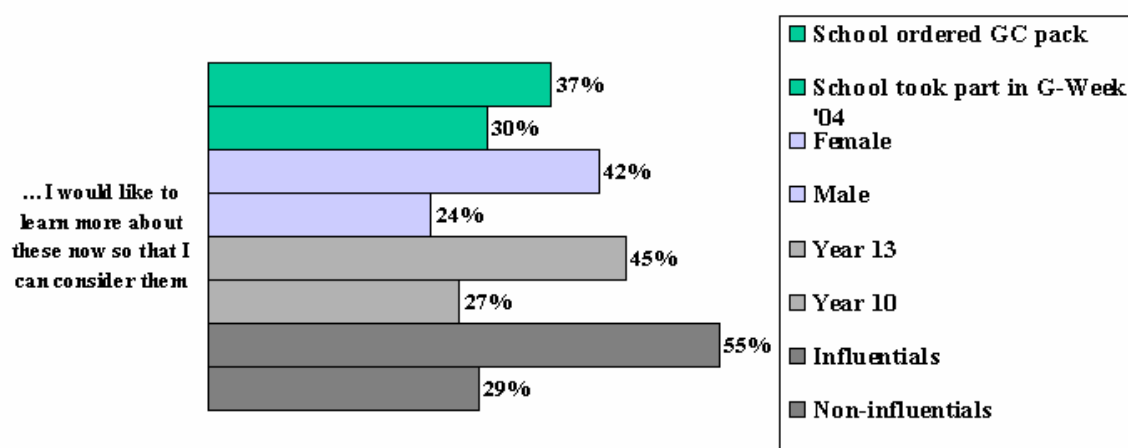
When asked about how interested they were in schemes for 16-25 year olds in which they can get experience through helping others, a third (33%) expressed a wish to learn more about them so that they could consider taking part, although a higher proportion (40%) said they would not do that kind of thing now but might consider it in the future. In schools that had ordered a GC pack but not taken part in G-Week, students were significantly more likely to say that they wanted to learn more about these schemes now so that they could consider them (37% vs. 30% school that took part in G-Week 2004). Again, this is quite surprising, but maybe it is because those students in schools who have taken part in G-Week already know about these types of schemes. There were also the usual patterns of enthusiasm from girls (42% vs. 24%) and the older age groups (Year 13, 45% vs. Year 10, (27%), as well as from Teen and Tween Influentials (55% vs. 29%).

## There are a lot of schemes that help young people aged 16-25 have fun and get experience through helping others...



Base sizes: 2004 (2402); taken part in G-Week/Giving Nation (238), not taken part (2164)

There are a lot of schemes that help young people aged 16-25 have fun and get experience through helping others...



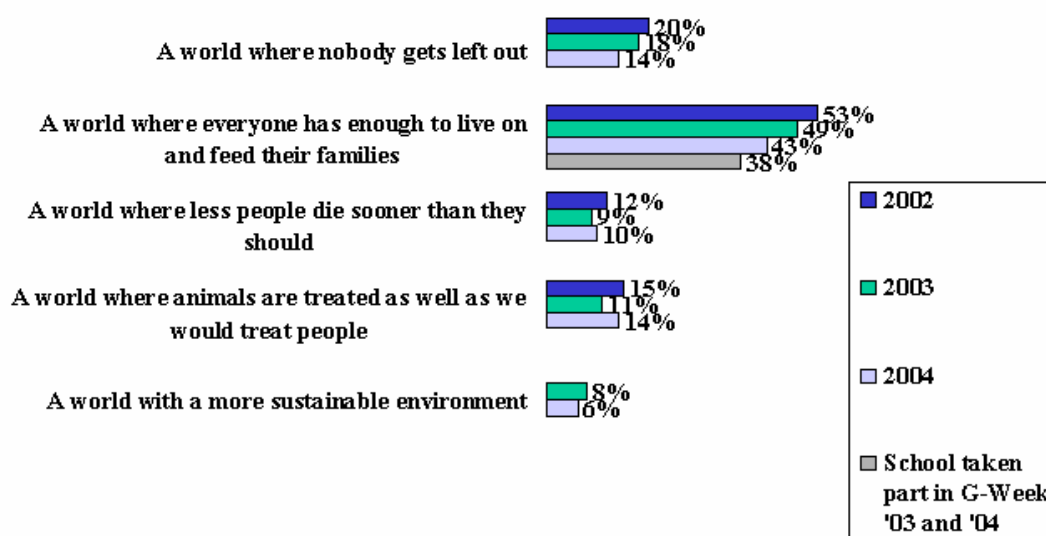
Base sizes: school ordered GC pack (708), school took part in G-Week '04 (561); female (1239), male (1104); year 13 (258), year 10 (477); Influentials (377), non-influentials (2025)

Nearly half of students (43%) would most like to see a world where everyone has enough to live on and feed their families (same as 2002 and 2003). There was not much differentiation

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between different sub-groups except those students in schools who had taken part in G-Week 2003 and 2004 were much less likely to mention this statement (38% vs. 44%, 44% and 47%).

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

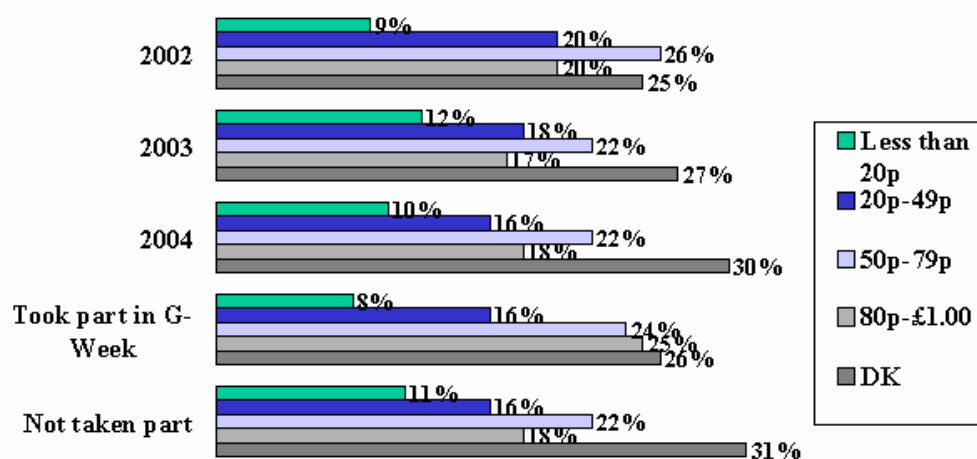


Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); school taken part in G-Week '03 and '04 (632)

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 and 2003. Again, as in 2003, those who took part in G-Week were significantly more likely to say 80p-£1.00 than those who had not taken part (25% v. 18%). This shows *Giving Nation Campaign*

an increased understanding and knowledge of charities for those who had taken part in G-Week as well as in increase in confidence about how charities use their money. Those who did not give to charity when last asked and who do not help their school fundraising were more likely to be most sceptical of how much charities give to the actual causes- 18% and 16% respectively said they thought less than 20p went to the actual cause compared to 8% of those who had given the last time they were asked and 9% who had helped their school in fundraising. Once again, the question remains, are these students not involved in charity because they do not think it will be worth it or are they just sceptical about charity in general?

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

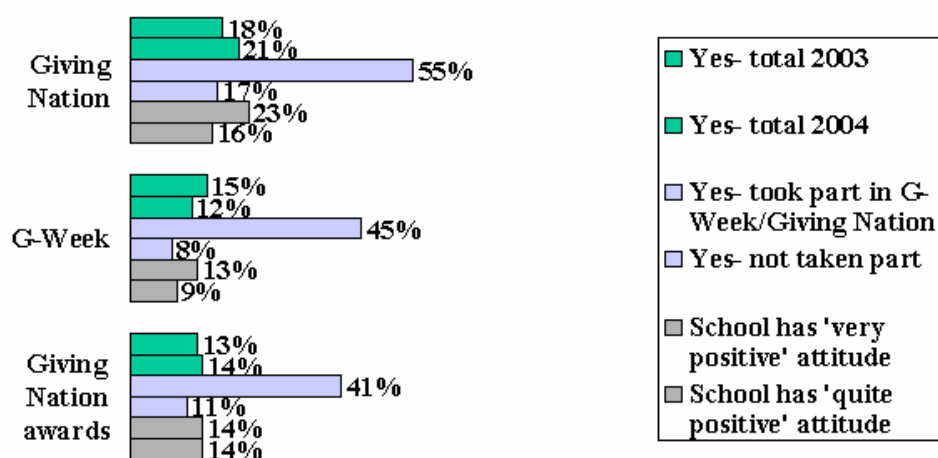


Base sizes: 2002 (1125), 2003 (1989), 2004 (2402); took part in G-Week (238), not taken part (2164)

## 5. Giving Nation and G-Week

Just over a fifth of students (21%) had heard of Giving Nation with slightly less than that (12%) having heard of G-Week and the Giving Nation awards (14%). Even amongst those who had taken part in Giving Nation only just over a half (55%) said that they had heard of it, so, as with last year, there is still confusion in students' minds about what Giving Nation actually is. Even fewer students who had taken part in G-Week (41%) had heard of the Giving Nation awards, but this was a significant increase on last year (30%), indicating that these awards now have a bigger profile in students' minds. Also, those students who go to a school whose attitude towards charity is 'very positive' were significantly more likely to have heard of Giving Nation (23% vs. 16%), showing perhaps that the attitude of the school has an impact on whether Giving Nation is given a high profile.

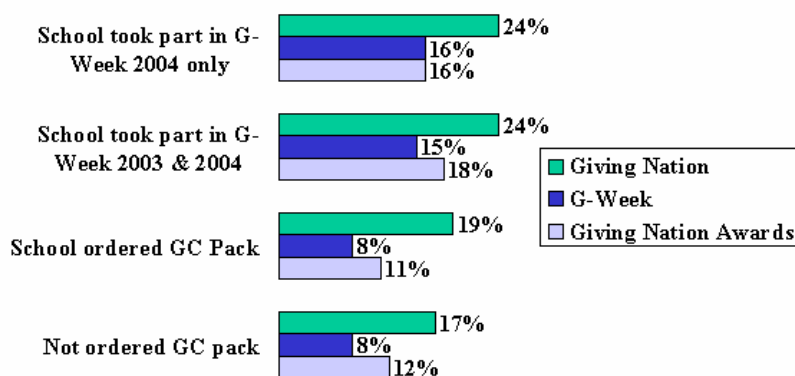
### Have you heard of any of the following?



Base sizes: 2003 (1989); 2004 (2402), took part in G-Week/Giving Nation (238), not taken part (2164); school has 'very positive' attitude (1589), school has 'quite positive' attitude (813)

Students in schools that had taken part in Giving Week were significantly more likely to have heard of Giving Nation, G-Week and the Giving Nation awards.

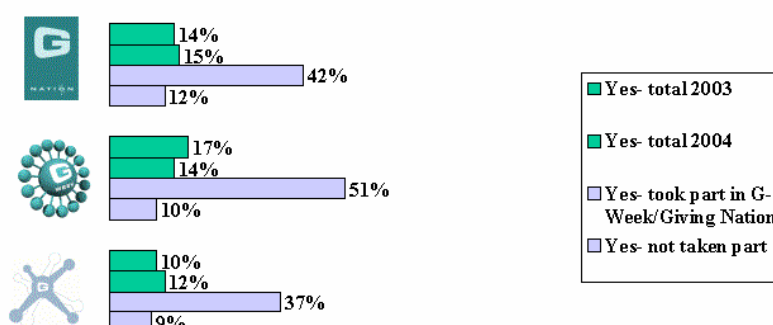
## Have you heard of any of the following?



Base sizes: school taken part in G-Week 2004 only (561), school taken part in G-Week '03 and '04 (632), school ordered GC Pack (708), school not ordered GC pack (501)

They were also more likely to recognise the logos, although the symbols were also recognised by between 8-14% of those in schools who had not taken part. Overall, there was no change in recognition from last year of these logos amongst the wider student population.

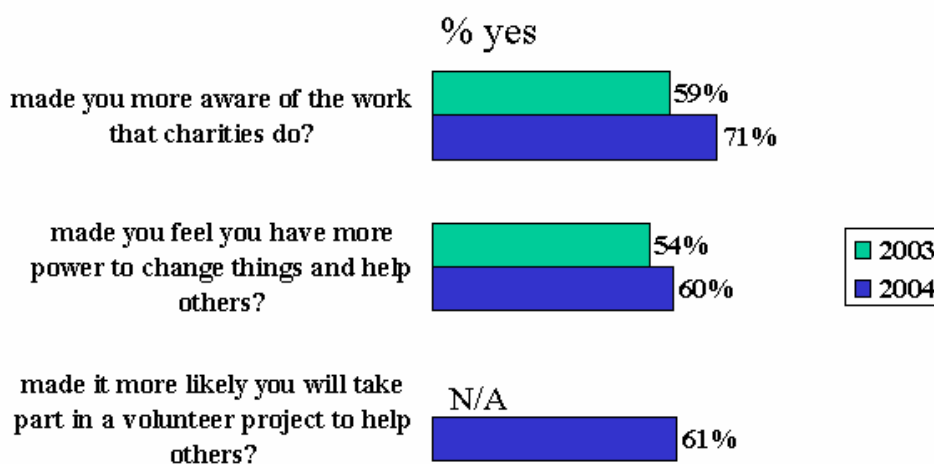
## Do you recognise any of the following logos/symbols?



Base sizes: Total 2003 (1989), total 2004 (2402), took part in G-Week/Giving Nation (238), not taken part (2164)

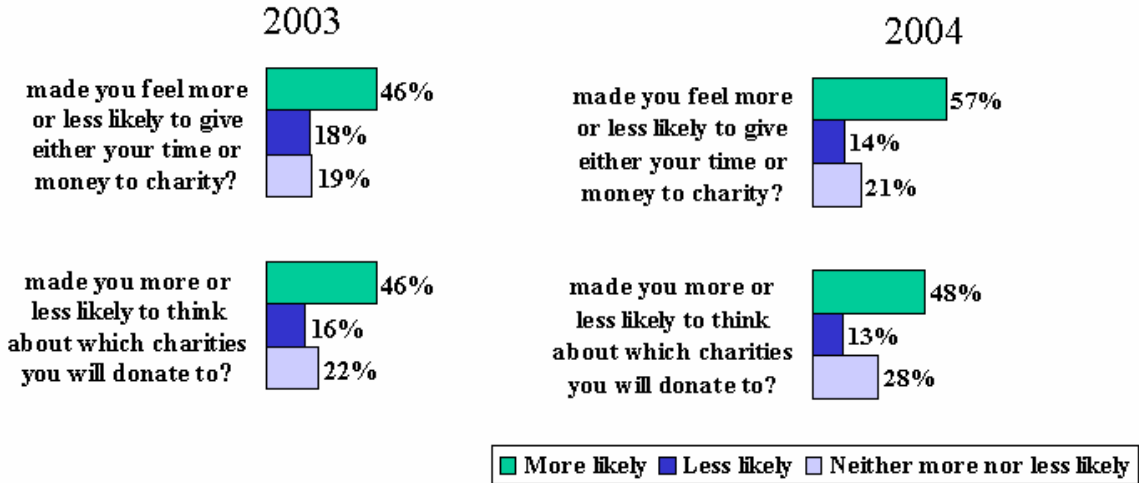
Overall, G-Week and Giving Nation were given even more of a positive endorsement than last year by those who had taken part. Nearly three quarters (71%) said that taking part in these activities had made them more aware of charities' work and 60% said it gave them the feeling that they had more power to change things. Three fifths (61%) also felt that they would be more likely to take part in a volunteer project as a result of having taken part. Well over a half (57%) said that they were more likely to give either their time or money to charity and 48% that they would think more about which charities to donate to as a result of having taken part in these activities. In most of these cases there was a significant increase from last year in the effect that Giving Nation has had on those taking part, which indicates that the messages the Citizenship Foundation are giving out through doing these activities are getting stronger.

## Has taking part in these activities:



**Base: all children who have taken part in G-Week or Giving Nation 2003 (209), 2004 (238)**

## Has taking part in these activities:



**Base: all children who have taken part in G-Week or Giving Nation 2003 (209), 2004 (238)**

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## 6. Conclusions

The majority of students give to charity but there have been major shifts in behaviour towards charity since last year. There are patterns of behaviour amongst different sub-groups which generally hold true- girls are more positively disposed towards charitable giving, as are those students in the older year groups of years 12 and 13 and Teen and Tween Influentials. This group is particularly important as they are responsible for transmitting their values and behaviour to others in their peer group, and so if Influentials are seen giving money, fundraising etc. by others and they can be helped in transferring their opinions to others, charitable activities might be given a boost amongst the student population. Boys and students in the middle year groups, particularly year 10, view charity more negatively, so these are the groups that need to hear the Citizenship Foundation's message the most and who need to be more educated as to what they can do to help.

Attitudes towards charity have also remained stable since last year and the patterns amongst sub-groups mirror those to do with behaviour.

There is still a mixed message for the Citizenship Foundation with regards to how well G-Week is working- those students who have taken part in G-Week are more likely to be giving to charity, volunteering to help others and are more likely to give time and money to charity in the future. However, attitudes to charity are not much different to those who have not taken part in G-Week activities, and in a few cases are actually more negative, so there is still a need for the Citizenship Foundation's message to be spread as much as possible.

The biggest success story for the Citizenship Foundation is how much those students who have taken part believe that their attitudes and behaviour towards charity will change as a result of G-Week. There were significant increases from last year in how many were more aware of the work that charities do, how many feel they have the power to change things and how many are more likely to give either their time or money to charity in the future, as a result of taking part.

As these results show, there is still a significant need for the work of the Citizenship Foundation in schools, and there are specific groups to whom the messages about charitable giving can be targeted at, to further increase the profile of charities amongst schools and their students.

