

## **Immediate Release 12/07/06**

# **PUBLIC SUPPORT CHARITY CAMPAIGN SPEND & RANK LOBBYING “MOST COST EFFECTIVE”**

**Two thirds (64%) of people support charities spending money on public campaigning and three in five (58%) back their spend on lobbying government, with half (50%) even ranking the latter as the most cost effective charitable activity - according to new research released today, examining public attitudes to campaigning.**

nfpSynergy's *Campaigns & the Public* draws predominantly on the leading not for profit sector think tank and research consultancy's own data – notably its Charity Awareness Monitor, Brand Attributes and Youth Engagement Monitor – with all survey sample sizes in excess of 1000.

Other findings show that 3 in 10 (30%) people associate campaigning with their “ideal charity”, notably amongst younger ABC1s; and that people find campaigning the least (3%) off-putting, worrying or irritating charitable issue or activity. Moreover, the power and importance of campaigning to effect change should not be underestimated: with a massive three in five (61%) of the UK population, more people claim to have been involved in the recent Make Poverty History campaign than voted in either of the last two general elections (2001, 59% and 2005, 61%)!

**nfpSynergy's Driver of Ideas, Joe Saxton, said:**

“This research shows the public perceive campaigning as one of the most justified and cost effective of charitable activities, and they think charities are right to spend money on it. Moreover, as we saw with the recent Make Poverty History campaign, in an era when people are less and less likely to vote, they increasingly rely on our charities to lobby Government to effect social change.”

## **KEY RESEARCH FINDINGS**

### **Does the “ideal charity” do campaigning?**

- 3 in 10 (30%) of people say their “ideal” charity would campaign – this was the 15<sup>th</sup> most common attribute mentioned out of a list of 43.
- Generally campaigning is more “ideal” to the under 55s than the over 55s - with 25-34s rating it most highly. Indeed, 25-34s are twice as likely (39%) to associate campaigning with their ideal charity as 65-74s (20%).
- With social grade there is also a clear two way split – campaigning being more important to ABC1s than to C2DEs.
- Campaigning is the specific charitable issue or activity people find least (3%) off-putting, worrying or irritating – a list topped by “amount actually going to charity” (62%) and “amount actually going to cause” (54%).

### **Do the public want charities to spend their money on campaigning?**

- There's overwhelming support for charities spending their money on campaigning, targeting both the public (64%) and Government (58%).
- However, there is also a large proportion of people who “aren't sure” if charities should spend money on campaigning - 21% qua public campaigning and 30% qua political lobbying - so there may be more work to be done on convincing people of any potential benefits

### **Is campaigning perceived to be cost effective?**

- One of the reasons the public approve of charities spending money on campaigning may be because they feel it is cost effective: from a prompted list, lobbying Government and other organisations comes out top (50%) as the most economical way a charity can spend its money.
- Middle age groups (57%) are most likely to agree lobbying is economical.

- There's also a very striking social grade pattern, with ABs over 50% more likely to see lobbying as cost effective than DEs - professionals classes are also the group most likely to be interested in politics!

#### **What campaigns do the public actually notice?**

- Looking at the actual campaigns that people have remembered in the three months prior to April 2006, from a prompted list, Make Poverty History (89%) is the clear leader.
- A massive three in five (61%) of the population claim to have been somehow "involved" in the Make Poverty History campaign

#### **General interest in politics**

- Actual voter turnout is at an all time low and, in the last two general elections (2001, 59% and 2005, 61%), was approximately 15% lower than the normal historical range over the last 45 years.
- However, givers (74%) are significantly more likely to at least intend to vote than non-givers (52%) - against an average of 69%.
- Moreover, contrary to popular myth, the proportion of people voting in the general election (see recent stats above) still far outstrips the proportion voting in reality TV shows (only 10% of the UK population voted in any TV reality show in 2003) - even among younger age groups.

#### **Engagement in charity campaigns**

- Signing petitions is the most popular form of participation in charity campaigns (61%). Smaller numbers get involved with more taxing activities such as writing to an MP (13%) or taking part in a demonstration (8%).
- Nonetheless, despite smaller levels of participation, there are various high-profile examples of these types of activities – ¾ million people went on anti-war marches in 2003 and ½ million fox hunters went on marches in 2002/03.
- Moreover, there is scope to engage many more people in these types of activity, if the proportion claiming to consider participating in them is any indicator.
- Trend data on involvement shows that actual participation has increased. However the "would consider" figures have simultaneously decreased, and by *more* than the amount of increases in actual participation – ie while some of the "would considers" may have converted into "doers" between 2004 and 2005, most have just *given up!*

nfpSynergy conducts a whole raft of syndicated, cost-effective monitors, delivering subscribers with regular insights into key stakeholders including politicians, business leaders, health professionals, journalists, young people and the wider public.

**For more about nfpSynergy:** [www.nfpsynergy.net](http://www.nfpsynergy.net)

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**MEDIA INTERVIEWS: To interview nfpSynergy's Joe Saxton about the research and how charities can best engage with public and government through campaigning, please contact:**

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