

Individual Giving in Northern Ireland 2015

Summary of findings



Introduction

NICVA's annual Individual Giving Survey examines trends of charitable giving in Northern Ireland. This summary presents the methodology, findings and conclusions from the 2015 Individual Giving Survey. The findings are presented under the following headings:

- Giving to charity
- Average donation
- Giving to causes
- Average donation to causes
- Gifts in kind
- Social media fundraising

Where possible, this summary makes comparisons with findings from NICVA's previous Individual Giving research. A more comprehensive overview of results from the 2015 Individual Giving Survey will be presented in the State of the Sector 7 report which will be published in 2016.

Methodology

Millward Brown was commissioned by NICVA to undertake a face-to-face questionnaire survey between 22 September and 9 October 2015. Following an initial random selection of 60 sampling points (spread over approximately 100 electoral wards), a quota sampling methodology was utilised. The final sample was weighted to be representative of the Northern Ireland 16+ year's population in terms of gender, age, social class and region. The survey was completed by a sample of 1000.

Summary of Findings

Giving to charity

- Over half (57%/ $n=571$) of the sample donated to charity in the 4 weeks previous to the Survey. This finding is almost unchanged from the 2014 Individual Giving research which found that 56% donated to charity. However it is considerably lower than the high of 73% recorded in 2013.

- Previous Individual Giving research found that women were more likely to donate than men, and this trend continues with findings from the 2015 Survey revealing that 60% of females donated compared to 54% of males over a four week period.
- The 55-64 years age group was most likely to make a charitable donation (68%) which marks an increase of 18 percentage points from 2014. Those aged between 16-24 years were least likely to donate (42%) and this figure has remained largely stable since 2014 (40%).
- Tyrone/ Fermanagh, Derry and Antrim were the most charitable regions, with 60% of respondents donating to charitable causes. This finding is consistent with the 2013 Individual Giving research¹. Down was the least charitable region, with 51% of respondents donating over a four week period.
- Over four-fifths (81%) of the sample had donated to charity in the 12 months prior to the Survey. Females and those aged 55-64 years were the groups most likely to donate.

Average donation

- The average amount donated to charity was £17.44 per head of population. This figure is almost unchanged since the 2013² Individual Giving Survey.
- Males were more likely to give more to charitable causes than females, with males on average donating £21.42 compared to £13.75 for females. This has been a continuing trend since 2011. However, in this research the gap between male and female average donations has widened significantly. For example, in 2013 the difference between male and female average donations was just £2.56 while in 2015 this figure increased to £7.67.
- Those aged between 55-64 years donated the most to charity, with an average donation of £28.55. In 2013 this age group ranked third in terms of average donations.
- The 16-24 years age group donated the least, with individuals in this age group donating £9.05 on average. Throughout the Individual Giving research series this age group has consistently ranked lowest in terms of average donations.
- The regions likely to donate the most were Belfast City (£22.64), Greater Belfast (£22.64) and Armagh (£19.84). Notably Down (£13.31) was not placed in the top three regions, despite being ranked first in terms of average donations in both the 2011 and 2013 Individual Giving Surveys. Belfast City experienced the largest increase in average donations since 2013, with an increase of £8.41.

Giving to causes

- Health was the most popular charitable cause, with over two-fifths of donors (42%/ n=242) stating that they had donated to health based initiatives in the last four weeks. The second most popular cause was hospitals and hospices (16%/ n=92) while children and young people ranked third (15%/ n=86). These findings are comparable with the

¹ The 2014 Individual Giving research did not explore charitable giving according to region.

² The 2014 Individual Giving research did not explore average donations

2014 Individual Giving research which found health, hospitals and hospices and children and young people were ranked in the top four causes alongside religious/faith based initiatives. Notably religious/faith based was the fifth most popular cause in 2015 alongside overseas aid and animal welfare, with close to one-tenth of donors (9%/ $n=52$) giving to these causes.

- Donors were least likely to give to heritage, arts and culture, education/ school initiatives, with less than 1% giving to these causes. Other less popular causes included community development, older people, emergency services, local poverty, sports and recreation, human rights, and conservation environment, with less than 2% of donors giving to these causes.
- 5% ($n=23$) of donors gave to the refugee crisis in the four weeks previous to the Survey.

Average donation to causes

- Religious and faith based causes were likely to receive the largest donations, with donors giving £70.22 ($n=52$) on average to these initiatives. This figure was more than double that of overseas aid which ranked second in terms of average donations (£29.39).
- Other causes that attracted an average donation of more than twenty pounds included disaster relief (£23.48), human rights (£25.97), the refugee crisis (£23.44) and homeless, housing and refuge (£21.04).
- The causes likely to attract the least amount in terms of average donations included older people (£3.88), war veterans (£3.97), emergency services (£4) and arts and culture (£5.64).

Gifts in kind

- Over two-fifths of the sample (43%) donated a gift in kind to charity over a four week period, which marks a decrease of 3 percentage points since 2013 and 5 percentage points since 2011. This signals a slight downward trend in the proportion of people donating gifts in kind to charities.
- Females and the 55-64 years cohort were most likely to donate a gift in kind to charity.

Social media fundraising

- In 2015, social media fundraising campaigns, such as the Ice Bucket Challenge, were explored in the Individual Giving Survey for the first time. Just over one-fifth (21%) of the sample had participated in a social media campaign in the 12 months prior to the Survey. Females and the younger age cohorts (16-24, 25-34 years) were most likely to have participated in these activities.
- Of those that had participated in social media fundraising campaigns, 72% ($n=153$) had participated in the Ice Bucket Challenge while 34% ($n=72$) had participated in the no make-up selfie.

- Notably 54% ($n=115$) of those that had participated in a social media fundraising campaign stated that it prompted them to donate to causes to which they would not normally donate.

Conclusion

- Over half (57%) of the sample donated to charity over a four week period.
- The majority of the sample (81%) donated to charity over a 12 month period.
- Women and those aged 55-64 years were the groups most likely to donate.
- Since the 2013 Individual Giving Survey, the average amount donated to charity is almost unchanged.
- A continuing trend in this research series is that males are more likely to donate more money to charitable causes than females.
- Health remains the most popular charitable cause amongst donors, while religious/faith based causes are likely to receive the largest average donations.
- Over the last 4 years, there has been a steady downward trend in the proportion of people that donate gifts in kind to charity.
- Over one-fifth (21%) of the sample had participated in a social media fundraising campaign. Participation in these campaigns prompted many people to donate to causes to which they would not normally donate.