


Q Step Summer Placement 2015: Social Research at Reason Digital

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An Insight Into the Charitable Giving of Young Adults & Students

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A publication by
Reason Digital

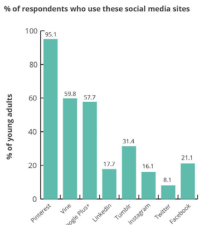
Section 4
Connecting with the lost audience: charities and their online presence

According to a 2015 ONS report:

- 96% of young adults (classified as 16-24) access the internet 'on the go', via a mobile device. The average for adults was 74%, with those over the age of 65% being 29%.
- 16-24 year olds are most likely to engage in online activities that involve recreation, such as social media (92%), and rank the second highest age group for 'reading online newspapers/magazines'.
- 90% of 16-24 year olds make purchases online.

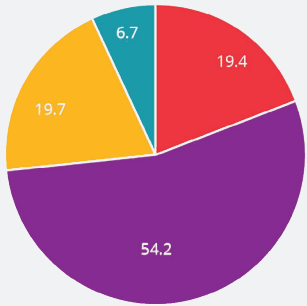
It is clear from the ONS research, and from our own, that young adults are very active online. As a result, we asked the young adults that took part in our survey a series of questions about whether - and how - charities form part of their online experience.

53.8% of young adults said they had donated to charities **online** in the past year, compared to 34.8% of those aged 25+. **91% of both those aged under and over 25** stated that they use social media regularly. This underlines industry best practice: if charities are going to successfully raise awareness and money online, a coherent social media strategy is more important than ever! The pie chart below shows the social media sites used by our respondents, when we asked them which of the following social media sites they used.

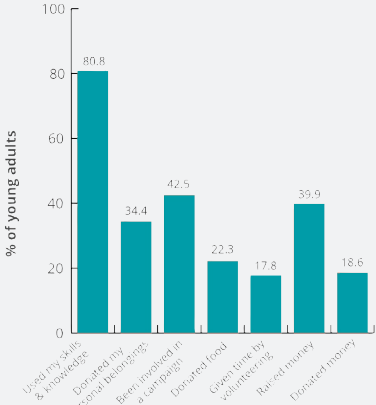


Young adults and charity - key trends

- Over half of respondents (52%) aged 25+ donate to charity once per month, whilst only 17% of young adults donate this frequently
- The average donation amount among young adults (aged 15-24) is £8.82, compared to £15.49 for those aged 25+
- Young adults donate the most to homeless care, animal welfare and childcare charities
- Adults aged 25+ donate the most to homeless care, environmental and medical charities
- About 20% of students regard their income as problematic
- Just 24% of students donate to charity on at least a monthly basis
- 91% of young adults use social media and just 54% have donated online.



How students feel about their incomes



Percentage of young adults who took part in charitable actions in the past year

Objectives



Work with the Social

Research team at Reason Digital to produce a research report on the trends surrounding young adults & charity.

Method



Carry out individual research and then match these findings with survey results from students attending The University of Manchester.

Key Learnings



- SPSS: turning survey data into report statistics.
- Excel - collecting survey results.
- Data analysis
- Writing reports

To view the full report:
www.reasondigital.com

With thanks to Q-Step, The University of Manchester and Reason Digital