



## H&D TRACKER • INGO TRACKER

BRANDS • AUDIENCES • ISSUES

### HOT TOPIC

# DRTV

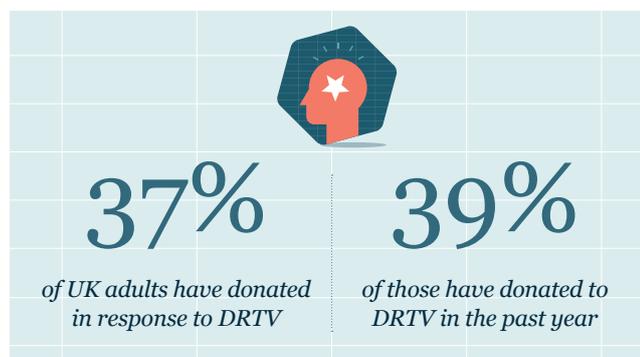
December 2017

## Introduction

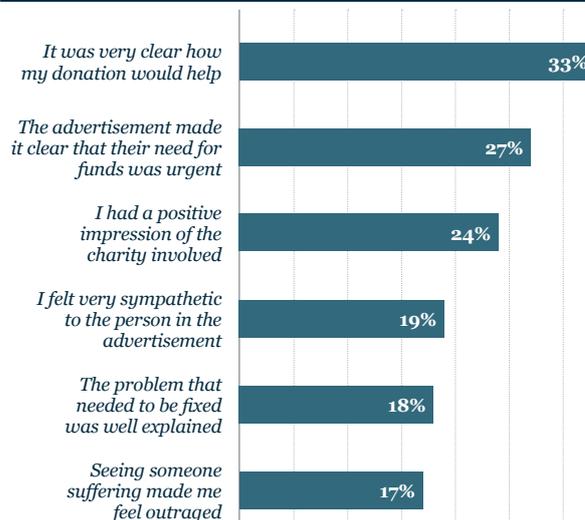
For many charities, paid TV advertising that invites an immediate action – known as DRTV (direct response TV) – is a high-profile ingredient in their fundraising strategies.<sup>1</sup> We've used data from our Trackers to find out what the UK public thinks about it.

We've found:

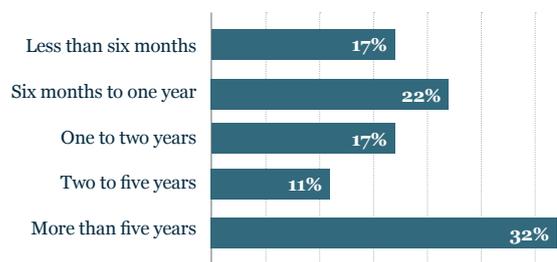
- **More than one third (37%)** of UK adults say a DRTV advert has prompted them to give to a charity at some point in their lives. Of those, 39% have donated in response to DRTV in the past year, with a similar proportion (32%) having done so more than five years ago.
- **Impact and urgency are the two most important ingredients for success.** Clarity about how donations would help was cited as the most important motivation to responding to DRTV (33%), followed by clarity that the need for funds was urgent (27%).
- **DRTV responders are split three ways on whether they want to see more.** 36% would be 'happy', or 'very happy' to see more DRTV, 31% are 'tired' or 'very tired' of these advertisement, while 33% are neutral.



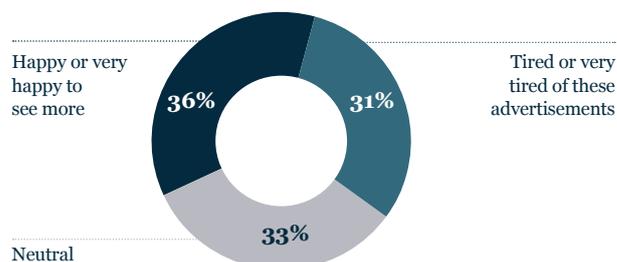
**FIG 1 • MOTIVATIONS TO RESPOND TO DRTV**  
(Base: DRTV responders)



**FIG 2 • HOW RECENTLY DONATED IN RESPONSE TO DRTV**  
(Base: DRTV responders)



**FIG 3 • VIEWS ON DRTV** (Base: DRTV responders)





## What motivates response?

We have split our survey data into three charity categories: health & disability, overseas emergency, and other type of charity.

- The motivations of knowing how donations would help, and a clear sense of urgency, are strongly amplified among those who have donated to overseas emergency DRTV appeals.
- Overseas emergency responders are also more likely to be driven by a sense of outrage at seeing suffering – over a quarter (26%) cited this as a reason for their donation, compared with 17% of those who responded to any kind of DRTV ad.

*The importance of brand strength is amplified for health and disability charities. Having a ‘good impression of the charity’ is the second biggest motivator for people responding to DRTV in this category.*



## Other forms of engagement

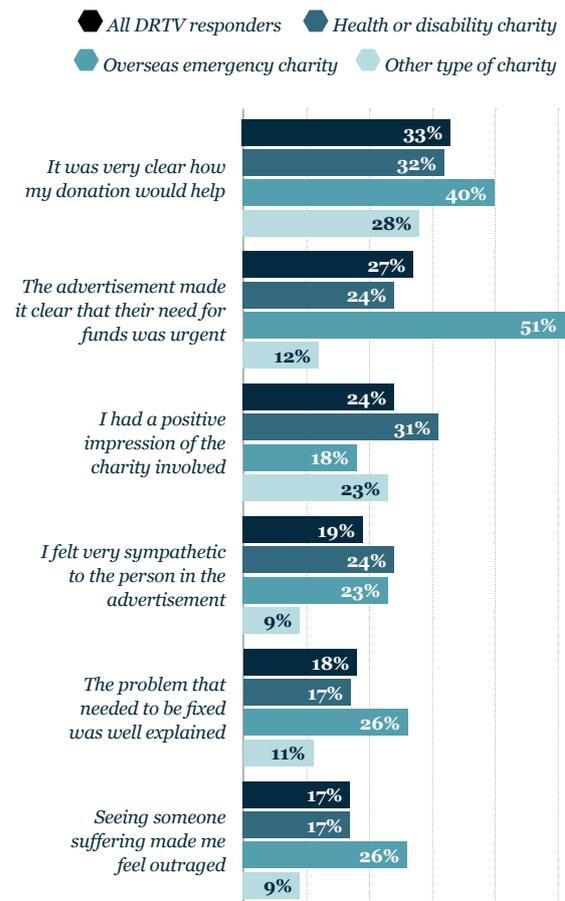
Those who respond to overseas emergency DRTV over-index in many forms of charitable support. Compared with those who responded to health or disability charity ads, they’re more likely to have signed a petition in the past three years (32% vs 27%). They’re also more likely to be a regular giver (35% vs 17%).

- Those who’ve responded to DRTV most recently are more likely to have recently supported a charity in other ways too, (and a full breakdown of 20 modes of engagement is available in the H&D Tracker dashboard).

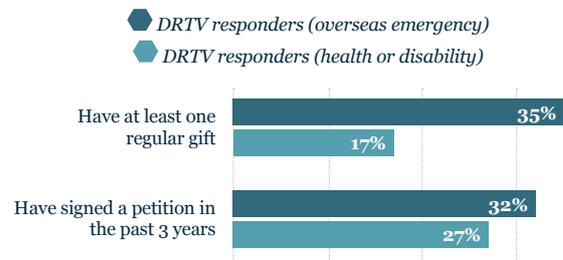
*For example, over a fifth (21%) of those who have responded in the past year, say they have shared content online as a way of supporting a good cause, compared with 11% of those that responded to DRTV more than five years ago.*

- Those who have responded to DRTV in the past year are inevitably younger than those that responded more than five years ago. This is reflected in other activity, for example they are much more likely to have recently fundraised through a sporting event (15% vs 5%), given by SMS (19% vs 3%), or donated over the phone (12% vs 1%).

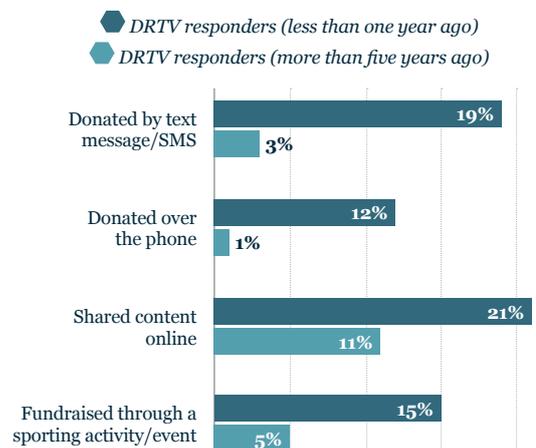
**FIG 4 • MOTIVATIONS TO RESPOND, SPLIT BY CAUSE**  
(Base: DRTV responders)



**FIG 5 • OTHER FORMS OF ENGAGEMENT**  
(Base: DRTV responders)



**FIG 6 • RECENT MODES OF SUPPORT**  
(Base: DRTV responders)





## Channel fatigue

Among those who say they've responded to DRTV, almost a third (31%) are 'tired' or 'very tired' seeing these ads. This percentage drops to 13% among those that have responded in the past year. There is a clear trend.

More recent responders are less tired of DRTV advertisements and vice versa. This suggests that enthusiasm for DRTV tails off quite quickly after the first donation, or that less frequent DRTV responders are less positive about this fundraising channel. It is likely that both factors are at play.

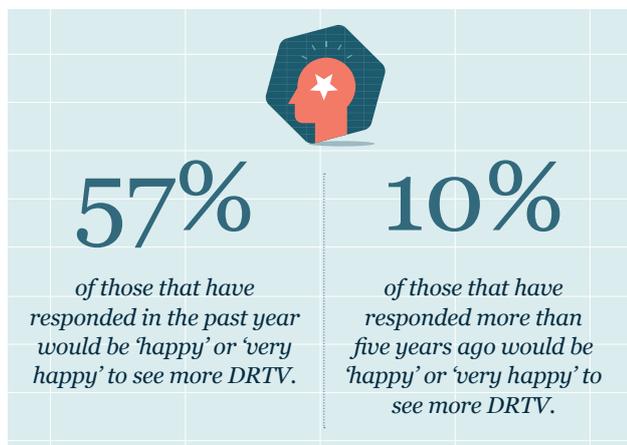
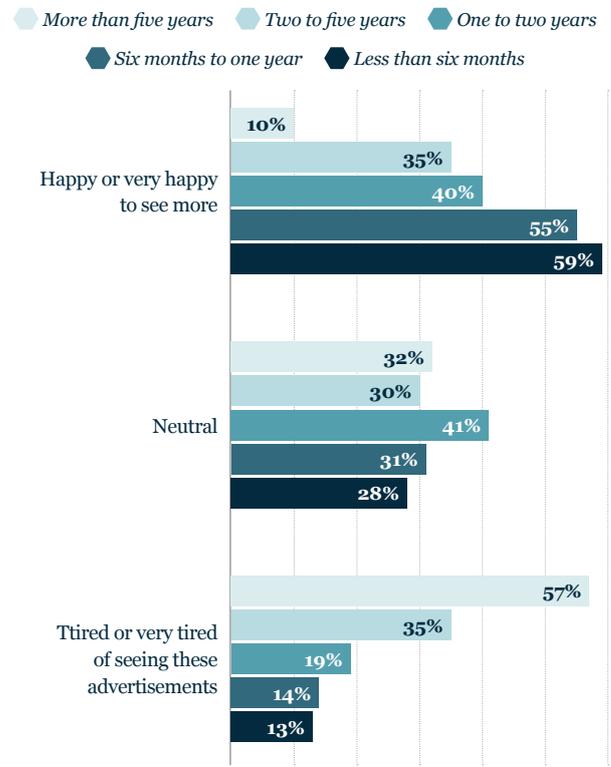


FIG 7 • VIEWS ON DRTV, SPLIT BY MOST RECENT DRTV RESPONSE (Base: DRTV responders)



### References and methodology

1. In our survey, we used the definition: 'TV advertisements from charities that include a telephone number or website address – so that you can donate 'there and then'.

Fieldwork was conducted in the Health & Disability Tracker survey between 1st August and 31st October 2017. Sample size is 3,045, nationally-representative on age/gender, socioeconomic group, region and ethnicity.

### About the H&D Tracker

Eden Stanley's Trackers are the only brand monitoring and audience segmentation tools specifically designed for UK health and disability charities, and for international NGOs. Our nationally-representative surveys of UK adults are updated every month, and because you're in control of interrogating the data, they provides actionable insight at every stage of your strategy lifecycle. Contact us for a demo.

### Suggest a hot topic

Want to know how the public feels about the issues that matter to you? Tracker members can suggest 'hot topics' for future research waves. As well as these key findings based on the UK population, you can also use our Trackers to explore how these attitudes are represented in your own audience segments with much more detail. Get in touch with your topic suggestions.

trackers@edenstanley.co.uk | +44 (0) 20 3176 6746