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HOT TOPIC

Charity Awareness Months

February 2018

Is the month the new week?

In the past few years we've seen an explosion in month-long participation events, which have become a popular vehicle for connecting people with causes. Most involve giving something up – whether it be drinking alcohol, eating meat, or shaving your upper lip¹ – and for many charities have proved a lucrative, and fun, way to bring in new supporters and build awareness.

So who is participating? We've used data from our Trackers to take a closer look at... well, let's call them 'Awareness Months'.



Are they popular?

The Awareness Month is holding up. Just 20% of UK adults we asked found them annoying, compared with 35% who thought they were a great idea (and 45% who don't care either way).

In terms of channel fatigue, this is a low score, when you consider views on the Awareness Month's older cousin, DRTV (see our December 2017 Hot Topic). The difference is clear – almost one third (31%) of UK adults were 'tired' or 'very tired' of seeing DRTV advertising.

By comparison the 20% switched off from Awareness Months suggests they've been relatively unscathed by channel fatigue. We'll ask again next year and check the trends.

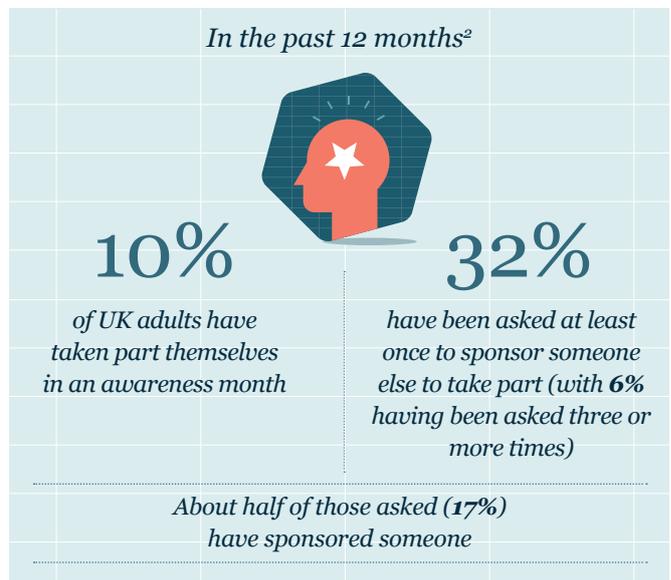
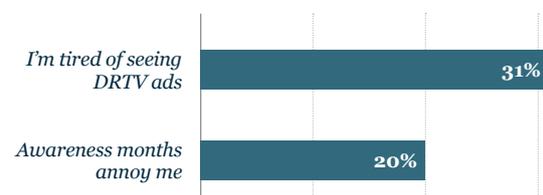


FIG 1 • CHANNEL FATIGUE



1. If you're a man.

2. All of the questions in this report relate to the past 12 months. For example 'Participation' means 'Have participated in an Awareness Month in the past 12 months'.



Which are the most successful?

Of those that have participated themselves, we asked which they had participated in. These are the top six, with Movember overwhelmingly in the lead – getting more mentions than the other five combined.

AWARENESS MONTH	FROM	RANK
Movember	Various men's health charities	1
Dryathlon	Cancer Research UK	2
Dry January	Alcohol Concern	3
Veganuary	Veganuary	4
Go Sober for October	Macmillan	5
Stoptober	Public Health England	5*

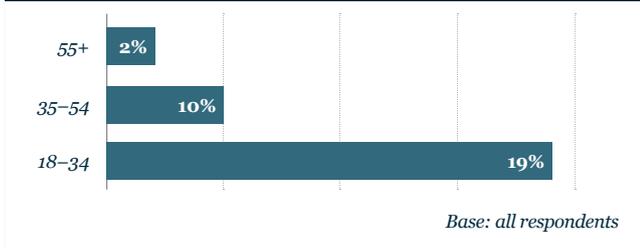
Base: The 10% of UK adults who have taken part themselves
* Go Sober for October and Stoptober came equal fifth



Who is participating?

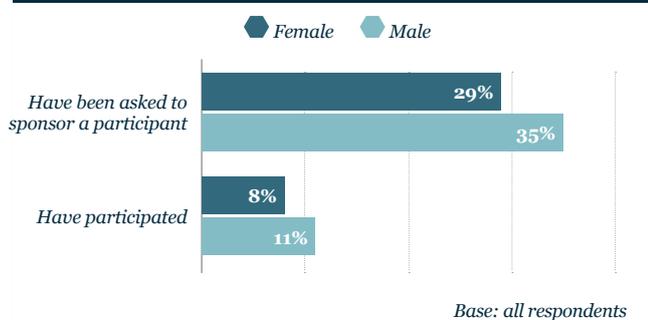
Awareness Months are very popular with younger adults. Those under 35 years old are almost ten times as likely to have participated themselves than those aged 55+.

FIG 2 • HAVE PERSONALLY TAKEN PART IN AN AWARENESS MONTH | SPLIT BY AGE



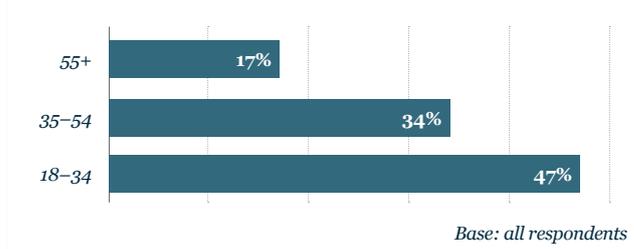
Among participants, there is also a skew toward males, perhaps partly resulting from the success of Movember shown above. Men are also more likely than women to be asked to sponsor someone else to participate.

FIG 3 • PARTICIPATION AND SPONSORSHIP REQUESTS | SPLIT BY GENDER



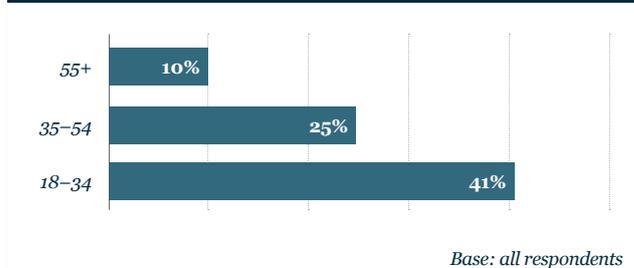
Younger people are also the group most likely to be asked to sponsor someone who is participating. Almost half (47%) of adults under 35 have been asked at least once. By comparison, just 17% of older people were asked.

FIG 4 • HAVE BEEN ASKED AT LEAST ONCE TO SPONSOR SOMEONE FOR AN AWARENESS MONTHS | SPLIT BY AGE



Charities have leaned heavily on social media as a responsive and low-cost mechanism for building engagement in Awareness Months, and this is likely to be a key reason for this skew toward younger participants and sponsors.

FIG 5 • I TEND TO SHARE MY VIEWS ABOUT GOOD CAUSES ON SOCIAL MEDIA | SPLIT BY AGE



Not only do younger audiences use social media more than older people, but they are also more likely to use social media to share causes – and this will inevitably mean sharing with people in their peer group.



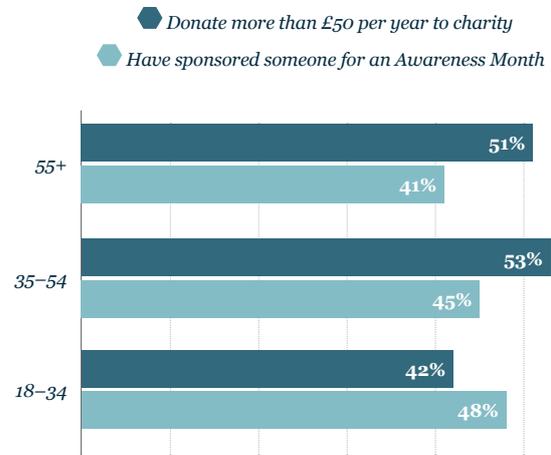
A missed opportunity?

So a clear pattern has emerged that probably comes as little surprise. If you look at the data, it looks like an open and shut case. Awareness Months are overwhelmingly the preserve of younger audiences, who participate more and are asked more often to sponsor someone else.

But perhaps one surprise is that despite this skew, sponsorship of Awareness Month participants is fairly even across all age bands, when you take into account who is being asked in the first place. As this chart shows, when asked, close to half said yes. There still is a slight uplift in our younger segment relative to our older segment (48%/41%), this is arguably offset by the fact that older groups donate more.

Given the growing success of Awareness Months, we wonder, therefore, if there is an opportunity to engage an older audience, for charities able to reach them. The trick, of course, will be finding something they're willing to give up.

**FIG 6 • SPONSORSHIP AND DONATION LEVELS
| SPLIT BY AGE**



Base: those that have been asked in the past year to sponsor someone to participate in an Awareness Month.

Fieldwork was conducted in the Health & Disability Tracker and INGO Tracker surveys between 1st December 2017 and 31st January 2018. Sample size is 4,105, nationally-representative on age/gender, socioeconomic group, region and ethnicity.

About the Trackers

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.

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