

# CAF Disaster Monitor

A survey of the UK general public's donations to overseas disaster appeals

Summary of trends  
February 2010



# Project background

## Aim

The UK general public has a history of being incredibly responsive when countries are in urgent need of help. This aim of this project is to track donations to overseas disaster appeals longitudinally, in order to understand any differences between this and other giving patterns, and other giving trends.

## Methodology

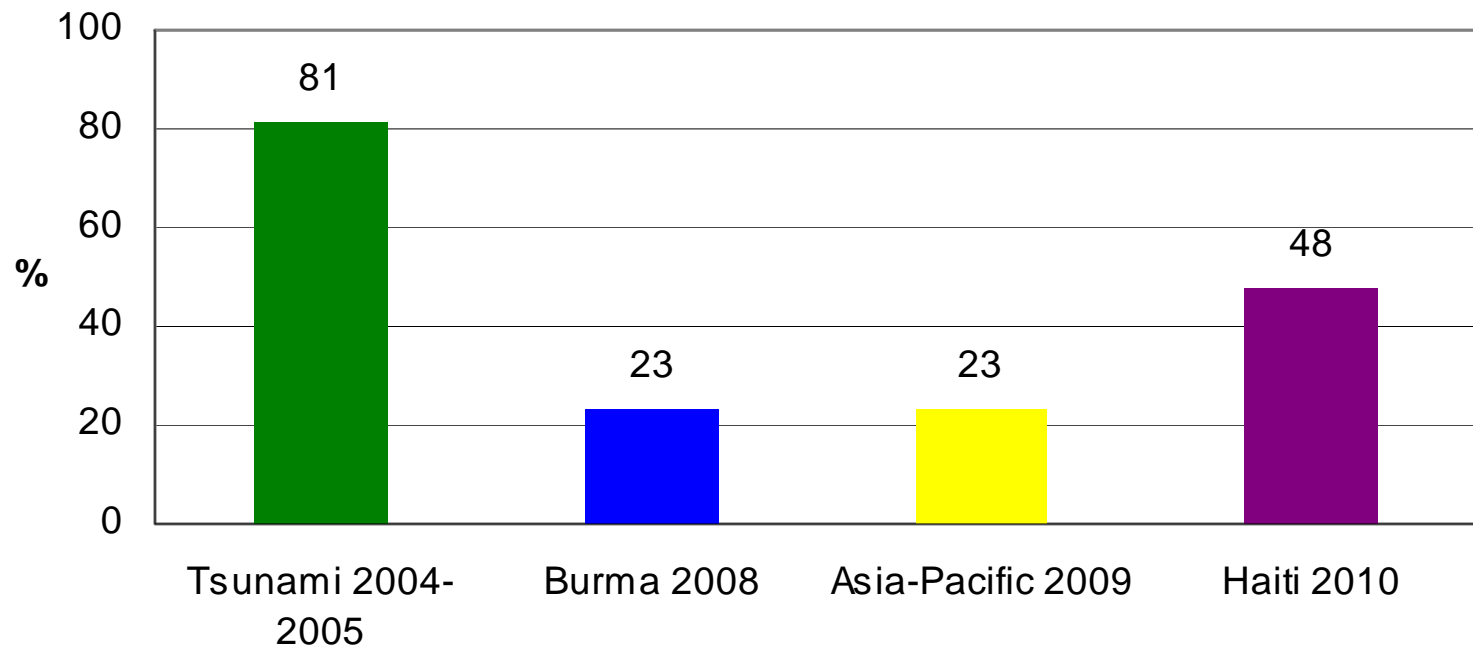
Four overseas disaster appeals have been tracked to date:

- Asian Tsunami 2004-05
- Burma Cyclone 2008
- Asia-Pacific disasters 2009
- Haiti Earthquake 2010

## Background

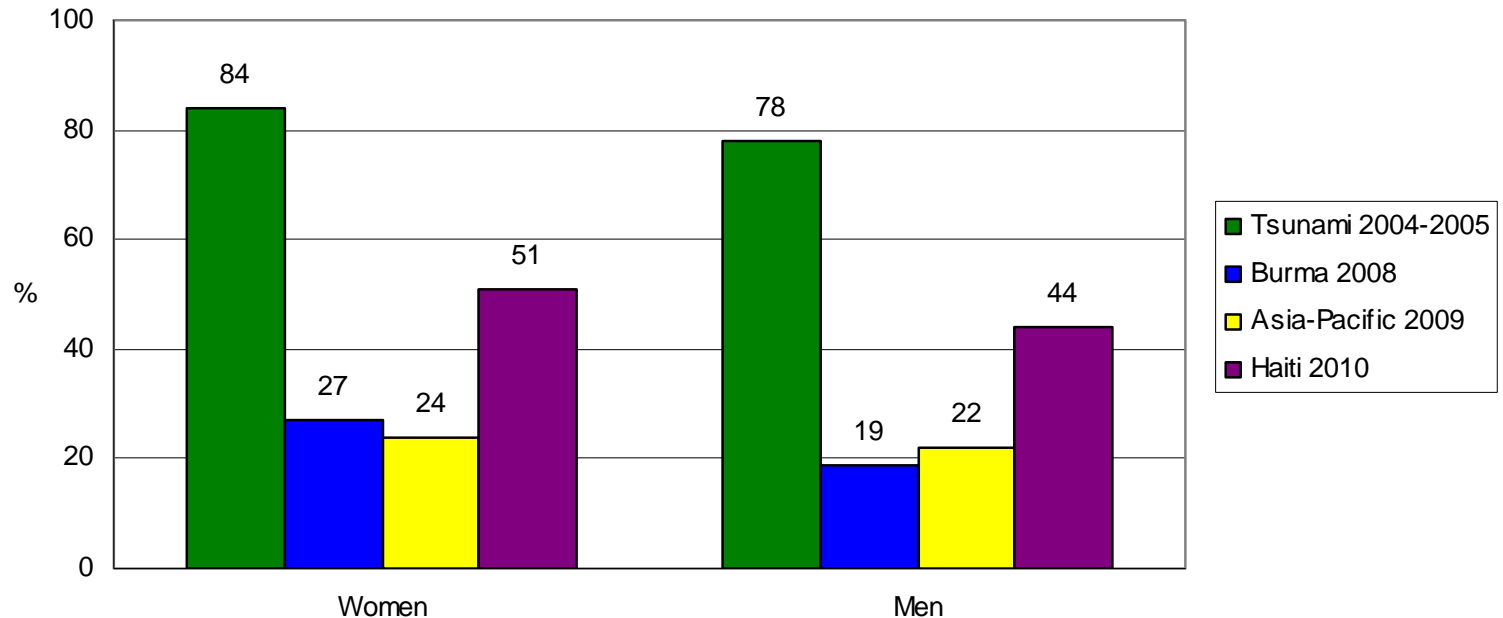
- January 2005, CAF commissioned an omnibus survey with 1,000 people about whether they had given to the Tsunami appeal, and if they had, what their giving patterns were.
- May 2008: in light of the Burma appeal, CAF began the 'CAF Disaster Monitor' to track trends in giving behaviours to disaster appeals. This project was endorsed by the DEC. CAF commissioned an omnibus survey with 1,002 people about whether they had given to the Burma appeal, and if they had, what had encouraged them to give, and how they had made their donation.
- October 2009: CAF commissioned an omnibus survey with 999 people about whether they had given to the Asia-Pacific disasters appeals, which include the Samoan Tsunami, the Indonesian earthquake, and the flooding in the Philippines and Vietnam. The same questions were used as for the 2008 research.
- January 2010: CAF commissioned an omnibus survey with 1,006 people about whether they had given to the Haiti appeal. The same questions were used as for the 2009 research, with a few new additions.

# The donation level for Haiti was higher than 2008 and 2009, but still far lower than 2004



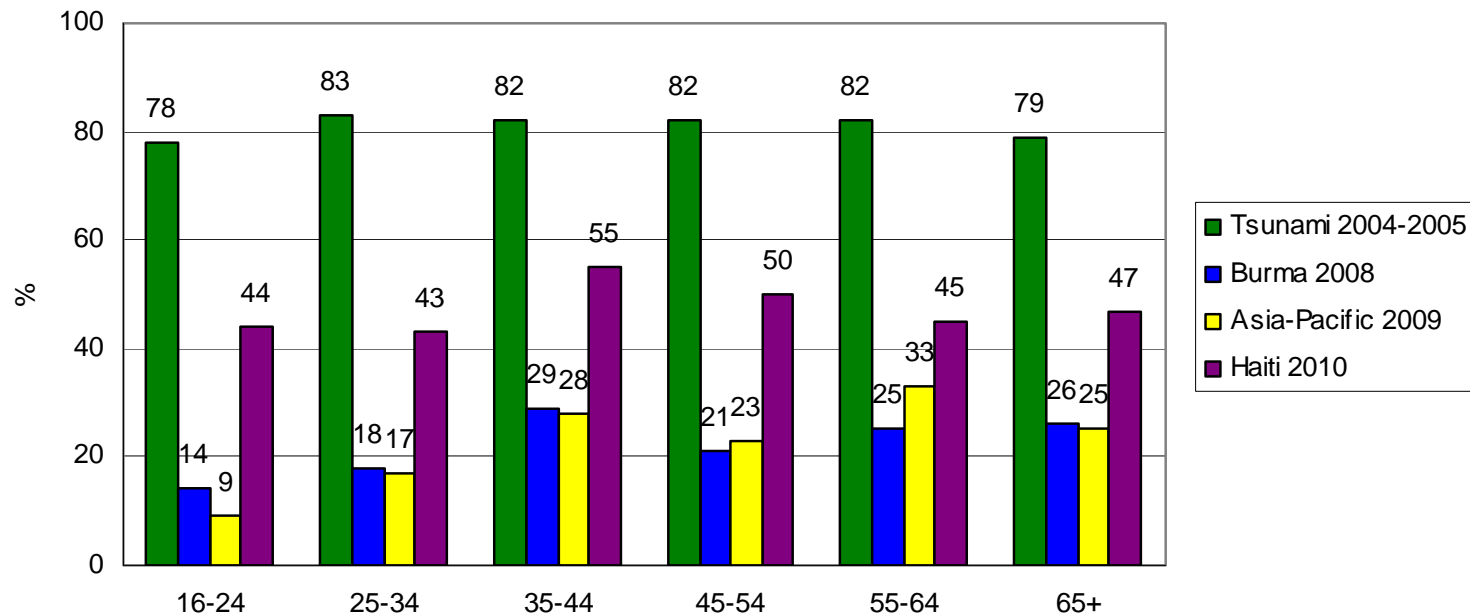
- A particularly high number of people gave to the Tsunami appeal
- The percentage of the public that gave to the Asia-Pacific appeal remained steady at 23%
- Nearly half of the population gave to the Haiti appeal

# Women are consistently more likely to give to disaster appeals



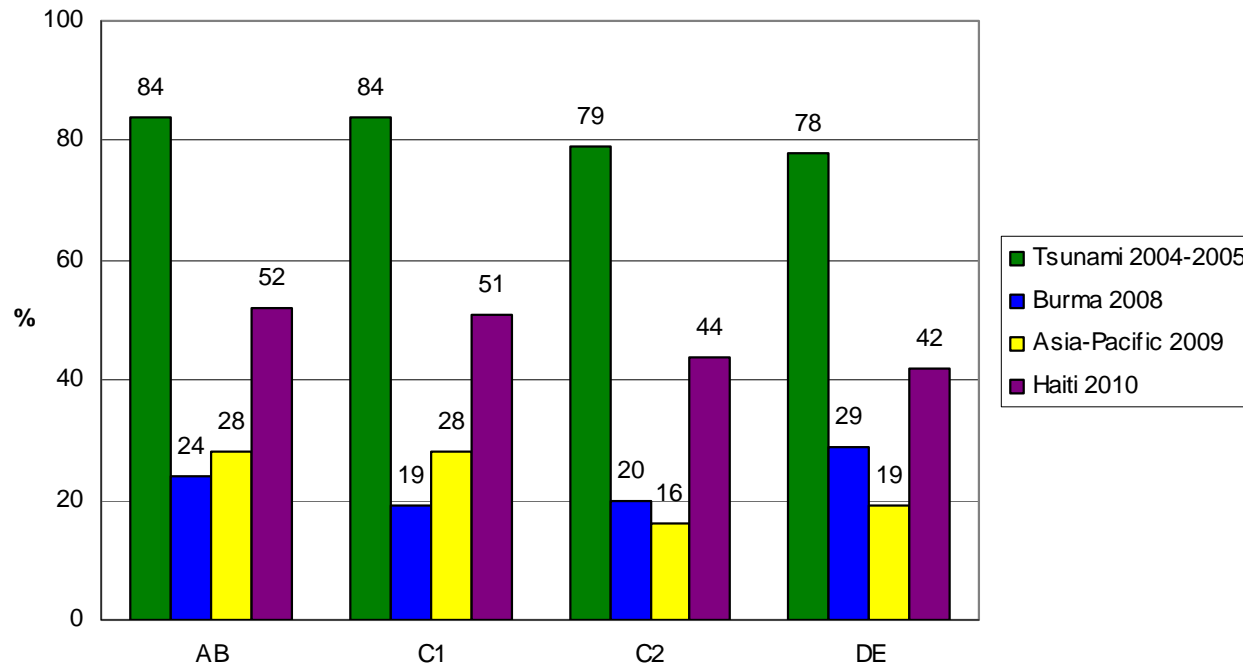
- The percentage of women giving grew to 51% after two years of decline, and still remains higher than for men
- The percentage of men giving to disaster appeals has grown from 19% in 2008 to 22% in 2009 and to 44% in 2010

# The 35-44 age group was most likely to donate to the Haiti disaster appeal



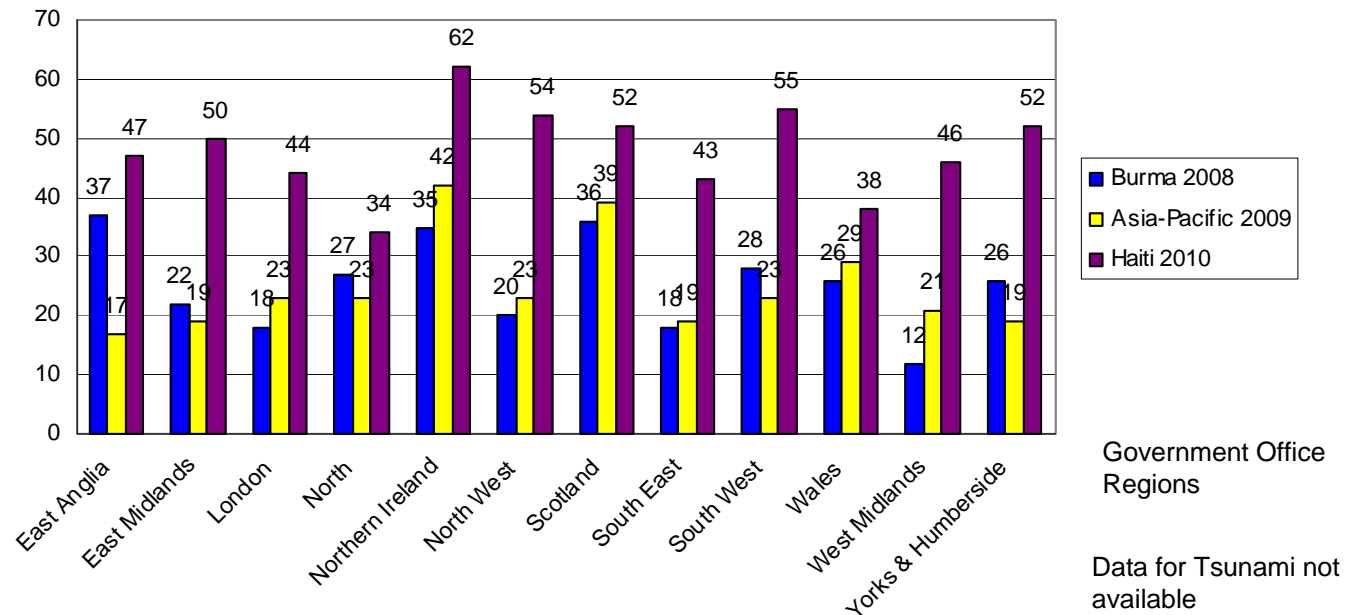
- During the Burma appeal, the 35-44 age group also had the largest percentage of donors
- However, during the Asia-Pacific appeal it was the older 55-64 age group that had the largest percentage of donors
- During the Tsunami appeal, it was an even younger age group that were most likely to have donated, when 83% of 25-34 year-olds gave

# The AB and C1 social classes were more likely to have given in 2010 than the C2 and DE classes



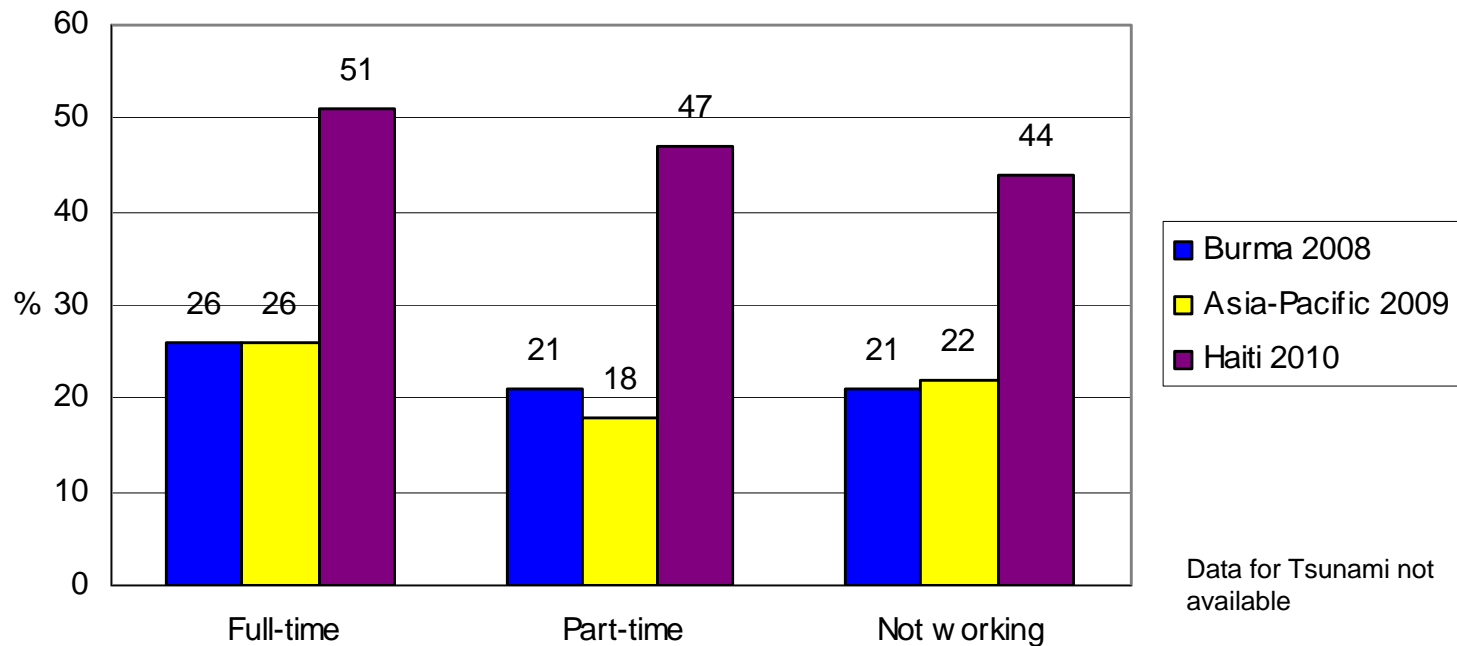
- This dominance of the AB and C1 social classes in 2009 follows the same pattern as for the Tsunami and Asia-Pacific appeals
- The AB and C1 social classes have seen a growth in donors from the Burma to Asia-Pacific appeals, and the C2 and DE classes have seen a drop
- For the Burma appeal however, the DE social class was most likely to have donated, at 29%
- There was a growth in donors in each social class for the Haiti appeal

# Regional involvement with disaster appeals varies by occasion



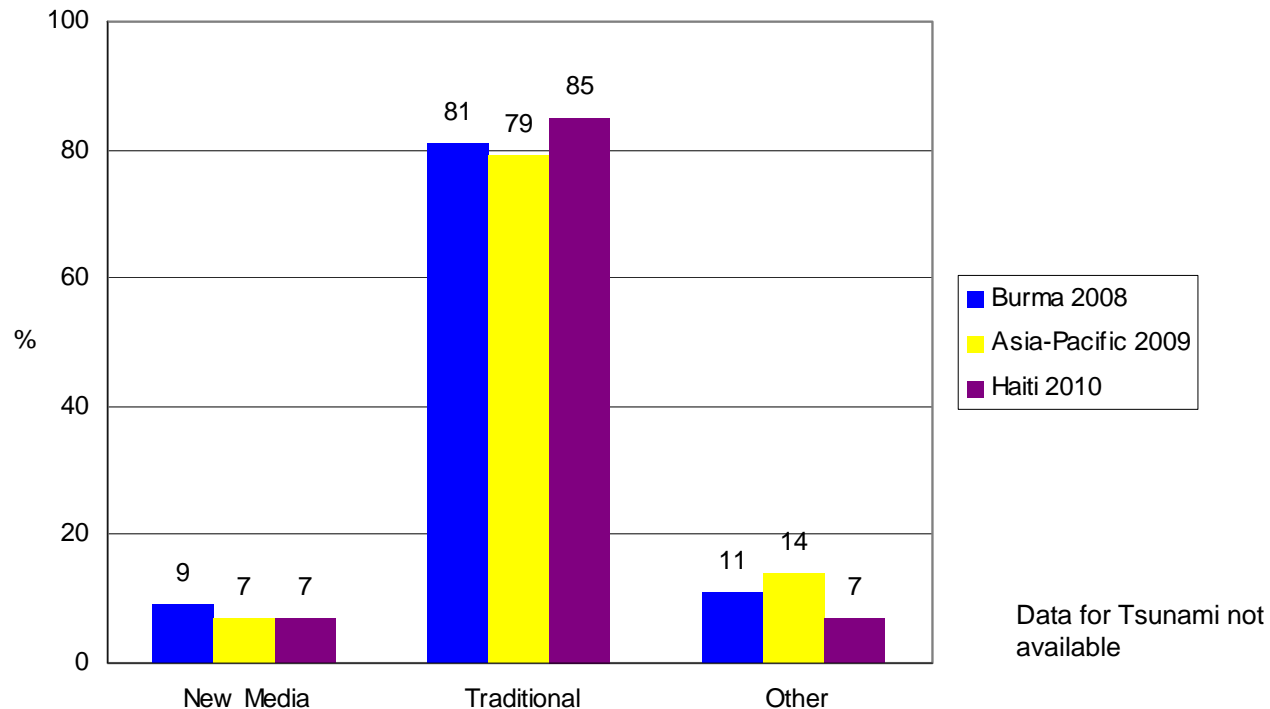
- Each region saw a growth in 2010; the largest being in Yorkshire & Humberside, and the smallest being in Wales
- For the Asia-Pacific and Haiti appeals, people in Northern Ireland were most likely to have given
- People in the South West and Yorkshire & Humberside were the second and third most likely to have given to the Haiti appeal

# Full-time workers are consistently more likely to donate to disaster appeals



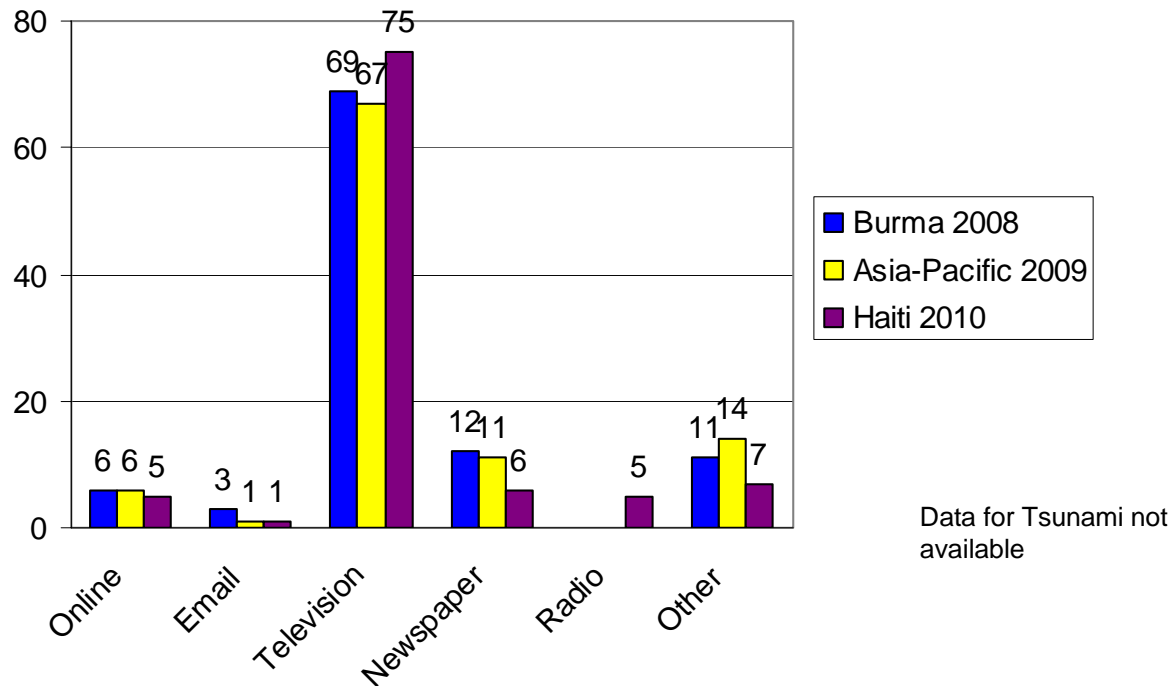
- 51% of full-time workers have donated to disaster appeals in 2010, a growth from the 26% in 2008 and 2009
- Those working part-time are the second-most likely group to have donated, at 47%
- Those not working are the least likely group to have donated at 44%

# The traditional communication methods were most likely to have motivated people to give



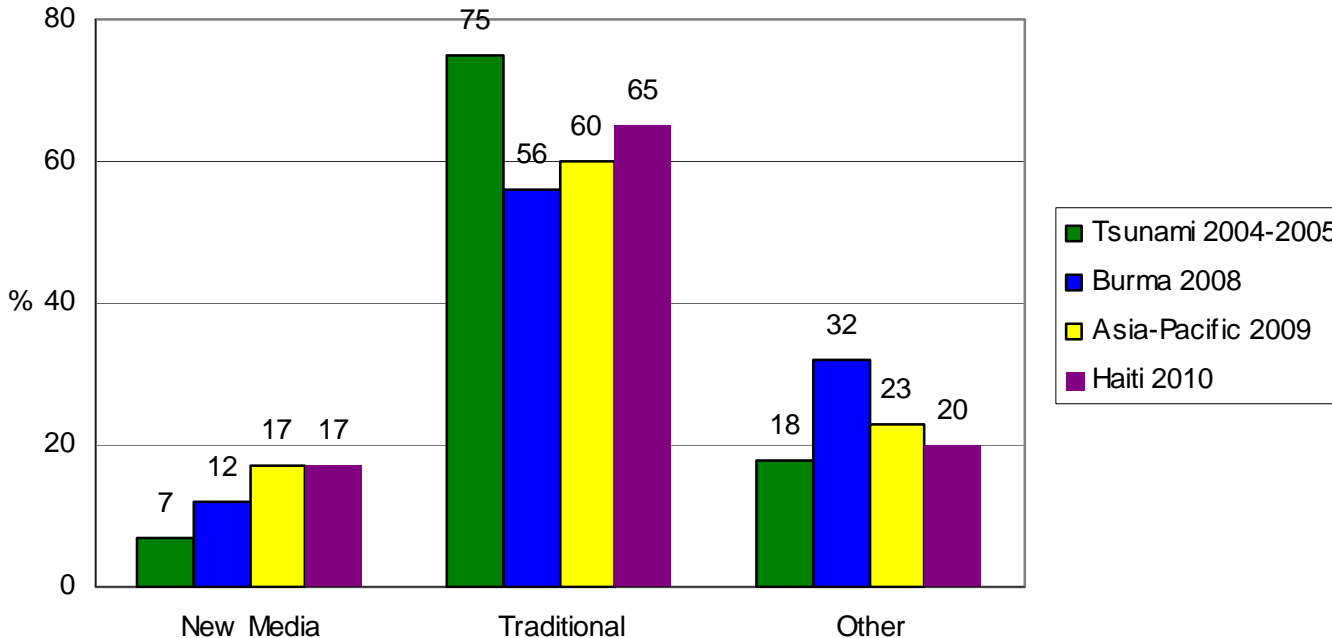
- The more traditional communication methods were those that motivated people to give, for each disaster appeal, with 85% of donors citing this in 2010
- New Media = online, text/SMS; Traditional = television, newspaper and radio\* (\*new in 2010)

# Of the traditional media of communication, television inspired most donors by far



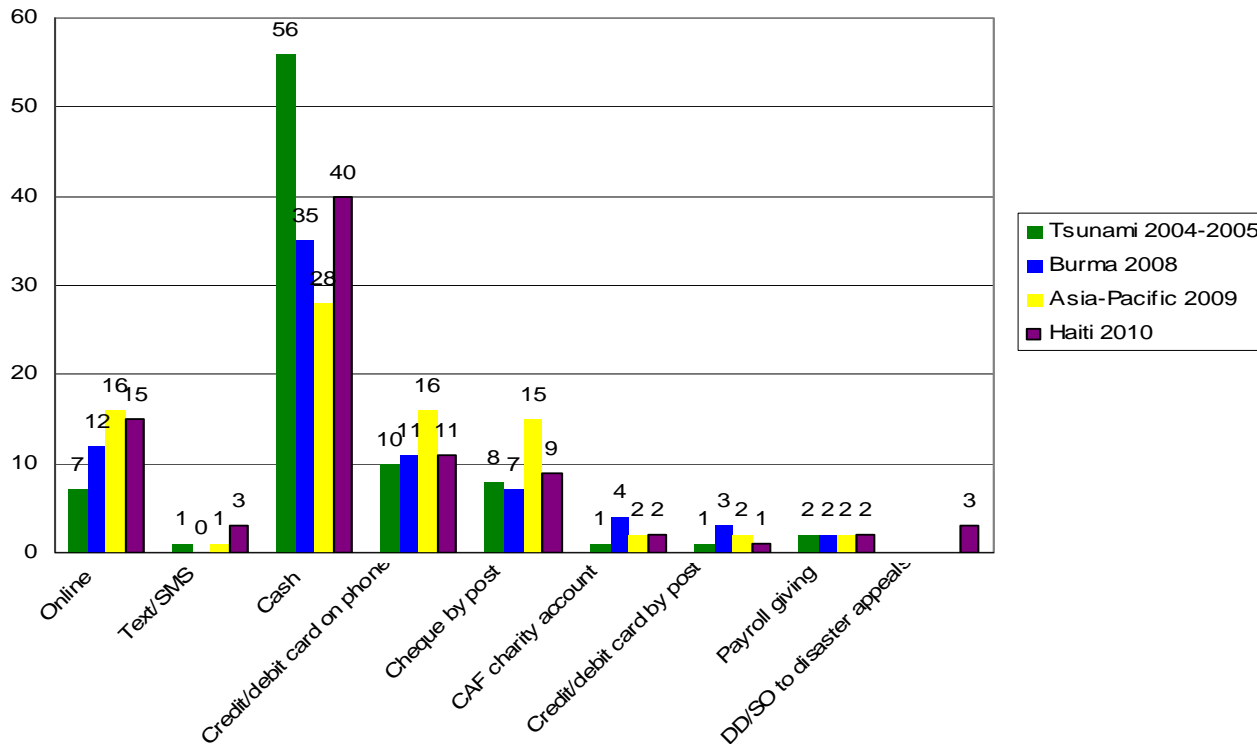
- Television has been the dominant route that has motivated people to give, at 75%, a growth of 8 percentage points from 2009; far ahead of the traditional medium of newspapers which led to just 6% of donors giving, and which has been dropping since 2008
- Of the new media communication, online messages dominate over email, with 5% having been motivated to give after seeing something online in 2010

# New media donation methods continue to rise in popularity



- Use of new media donation methods has grown from 7% in 2004 to 17% in 2009 and 2010
- The more traditional donation methods continue to be most popular, and although there was a small growth in 2009 and 2010 to 65%, it is still well below the 2004 level
- New Media = online, text/SMS; Traditional = cash, credit/debit card on phone, cheque by post, credit/debit card by post, and DD/SO to a disaster appeal\*; Other = payroll giving, CAF Charity Account, any other method (\*new in 2010)

# Cash is the most popular donation method, but online giving is growing in popularity



- Within the new media methods used, online giving clearly dominates text/SMS giving, having grown from 7% to 15%
- Within the more traditional giving methods, cash donations have dominated since 2004, and although its popularity had decreased in 2008 and 2009, there was a growth in 2010 to 40%
- DD/SO to disaster appeals was asked about for the first time in 2010, and 3% said that they had used this

# Conclusions

## Conclusions

There are some clear trends emerging from the data:

1. Incredibly high numbers are associated with the Tsunami appeal, which are yet to be repeated: this is commonly thought to be due to the disaster occurring during the Christmas holiday period
2. The number of donors increased during the Haiti appeal, after two years where numbers had been steady
3. Television and newspaper are consistently the media that motivate people to donate
4. Donations by online continues to be popular, and text/SMS has seen a small growth
5. Cash donations are decreasing in popularity, but still remain the most frequently used

## Further research

- CAF will release a briefing paper on these findings, in Spring 2010
- CAF will continue the CAF Disaster Monitor in future years, and hopes to include additional questions on:
  - why people choose to donate or not donate to a particular appeal
  - how 'external' factors such as the recession affect donation choices
  - how the nature of the disaster may affect donation choices