
A Study About Teens, Charity, and Social Media

Prepared For:

World Vision

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INTRODUCTION AND METHODOLOGY

Harris Interactive® fielded the Teens, Charity, and Social Media study on behalf of World Vision. All data collection was done online from January 20 to January 31, 2011 via the YouthQuery online omnibus service among 523 youth ages 13-17.

Results were weighted as needed to reflect the composition of U.S. youth ages 13-17 on the basis of age, sex, race/ethnicity, parental education, urbanicity, and region. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among the Harris Poll Online (HPOL) database, which includes several million people who have agreed to participate in Harris Interactive surveys. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

HOW TO READ THE DATA TABLES

In the accompanying detailed tabulations of the survey results, the data are percentaged vertically and, therefore, should be read from top to bottom. The total number of interviews - both weighted and unweighted - appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (*) appears, it signifies any value of less than one-half percent.

Significance Testing

When results from sub-groups of a sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example below, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. Sixty-seven percent of women said that it was -- a proportion significantly greater than the 59% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

	Total (A)	Sex	
		Male (B)	Fe- male (C)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 59%	337 67%B
Not Acceptable	319 33%	171 37%C	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

Posted Topline Data

Question:	<u>Total – 2011</u> %	<u>Total – 2010</u> %
What do you typically do with your free time? By “free time”, we mean the time you spend outside of school. *	Base: Youth ages 13-17 (n=523)	Base: Youth ages 13-17 (n= 641)
Watch television	79	78
Play video or computer games	72	63
Hang out with friends, for example, at the movies or shopping mall	62	63
Read books or magazines	58	58
Participate in after-school activities, such as theater or sports	48	48
Volunteer to support a charitable cause or organization	23	22
Have a part-time job	10	13
Other/Not sure	27	28

* *Multiple responses were allowed.*

Key Findings

Teens are now more likely to spend their free time playing video or computer games than they were last year (72% 2011 vs. 63% 2010).

As in 2010, nearly 1 in 4 teens (23%) say they volunteer during their free time, and 1 in 10 (10%) have a part-time job.

Question:	<u>Total – 2011</u> %	<u>Total – 2010</u> %
How strongly do you agree or disagree with each of the following statements?	Base: Youth ages 13-17 (n= 523)	Base: Youth ages 13-17 (n= 641)
	Summary of Strongly/ Somewhat Agree (Net)	
It is more important than ever to help others who are less fortunate.	90	90
I wish I could do more to help those in need.	88	89
It is important to support charitable causes or organizations symbolically even if you can't do so financially.	86	88
I have become more aware of the needs of others as a result of the current economic climate.	79	N/A
My family has been negatively affected by the current economic climate.	73	N/A
The benefits of using social media (e.g., Facebook, Twitter) outweigh the risks.	66	N/A
I have become more aware of the needs of others as a result of my use of social media (e.g., Facebook, Twitter).	44	N/A

Key Findings

About 9 in 10 teens agree – the same proportion as in 2010 – that:

- It is more important than ever to help others who are less fortunate (90% 2011, 90% 2010);
- It is important to support charitable causes symbolically even if you can't do so financially (86% 2011, 88% 2010); and,
- They wish they could do more to help those in need (88% 2011, 89% 2010).

Nearly 3 in 4 teens (73%) say their family has been negatively affected by the current economic climate, and about 4 in 5 (79%) have become more aware of the needs of others as a result.

Question:	<u>Total – 2011</u> %	<u>Total – 2010</u> %
How strongly do you agree or disagree with each of the following statements?	Base: Youth ages 13-17 (n= 523)	Base: Youth ages 13-17 (n= 641)
	Summary of Strongly Agree	
I wish I could do more to help those in need.	43	50
It is more important than ever to help others who are less fortunate.	41	45
It is important to support charitable causes or organizations symbolically even if you can't do so financially.	34	39
I have become more aware of the needs of others as a result of the current economic climate.	27	N/A
My family has been negatively affected by the current economic climate.	25	N/A
The benefits of using social media (e.g., Facebook, Twitter) outweigh the risks.	19	N/A
I have become more aware of the needs of others as a result of my use of social media (e.g., Facebook, Twitter).	13	N/A

Key Findings

Though they are equally as likely to agree (88% 2011, 89% 2010), teens in 2011 are less likely than they were a year ago to *strongly* agree that they wish they could do more to help those in need (43% 2011 vs. 50% 2010).

Question:	<u>Total – 2011</u> %	<u>Total – 2010</u> %
In which of the following ways, if any, do you personally support charitable causes or organizations? *	Base: Youth ages 13-17 (n= 523)	Base: Youth ages 13-17 (n= 641)
Any (Net)	71	74
Actively, for example, by volunteering their time at a soup kitchen, participating in an event, such as a run or walk or fast day, or protesting against certain groups or practices	43	38
Symbolically, for example, by displaying a button, T-shirt, or bumper sticker, or by boycotting a certain group or corporation	37	33
Vocally, for example, by spreading word of mouth and recruiting other people to the cause	32	27
Financially, by donating money	26	23
Other	9	15
None/Not sure	29	26

* *Multiple responses were allowed.*

Key Findings

The majority of teens (71% 2011, 74% 2010) continue to support charitable causes or organizations, primarily by volunteering their time or participating in an event (43% 2011, 38% 2010).

Nearly 2 in 5 teens (37% 2011, 33% 2010) show their support symbolically, and about 1 in 3 (32%) vocally support their causes by spreading word of mouth and recruiting others.

About 1 in 4 teens (26%) donate money.

Question:	<u>Total – 2011</u> %
If you had to go 24 hours without one of the following, which would you be most willing to sacrifice for 24 hours?	Base: Youth ages 13-17 (n= 523)
Social media such as Facebook and Twitter	29
Video games	22
Television	17
Sports or extra-curricular activities	12
My cell phone	9
My computer	6
Food	2
Water	2
None of these	1

Key Findings

Though 2 in 3 teens (66%) agree that the benefits of social media outweigh the risks, and more than 2 in 5 (44%) say they have become more aware of the needs of others thanks to their social media usage, the plurality of youth ages 13-17 (29%) would be most willing to sacrifice their access to social media if they had to forgo some of life's luxuries or necessities for 24 hours.

Only 2% would be willing to go without food (2%) or water (2%).

Question:	<u>Total – 2011</u> %
In which of the following ways, if any, do you use social media such as Facebook and Twitter? *	Base: Youth ages 13-17 (n= 523)
Use Social Media (Net)	80
Keep in touch with friends	76
Share photos, videos, links, etc.	57
“Friend,” “Like,” or “Follow” companies/brands I like	41
Share my opinion about various issues	37
“Friend,” “Like,” or “Follow” charitable organizations I support or causes I believe in	34
Other	14
None	20

* *Multiple responses were allowed.*

Key Findings

Most teens (80%) use social media, primarily to keep in touch with friends (76%).

Additionally, more than 1 in 2 teens (57%) share photos, videos, or links with others, and nearly 2 in 5 (37%) use social media to share their opinion about various issues.

Teens are more likely to “friend,” “like,” or “follow” companies or brands they like (41%) than charitable causes they support (34%)