

Consumer and Legal Research 2013 conducted by Paradigm Shift Research 1st December 2013

Background

Include a Charity (IaC) group has conducted Quantitative research previously when there were only four participating charities. As the group has grown to over 140 charities, this research by Paradigm Shift has been conducted to provide a framework for all future tracking studies and track against IaC collective goals and measure the marketing campaign success.

The flow of the Survey in 2013 has also been altered to now capture spontaneous brand and advertisement recall first, to avoid bias prompting. The Prompted advertising recall questions were asked last so as not to influence the behaviours and attitudes results. Furthermore, the format of an online survey by its nature, allows contributors to provide any negative feedback more honestly and this can be seen in a drop in results for charity and giving this year.

Key achievements against IaC 2010 – 2013 strategic plan goals

IaC Strategic Goal	Paradigm Survey Results
Increase the number of Australians aged 60+ who has left a gift in their will to a charity or not for profit organisation from 7.5% to 12% by 2020	❖ 12% of 60+ yrs left a donation to a charity/NFP organisation in their will
Double the number of Australians aged 60+ who are thinking of leaving a gift in their will from 12% to 24% by 2020	<ul style="list-style-type: none"> ❖ 19% of 60+ yrs have at any time considered making a donation in their will ❖ 15% of 60+ yrs are more likely to leave a bequest when update/make a will. ❖ If asked, 58% of females under 65 would recommend others to donate ❖ 30% of 60+ yrs who leave a donation in will would recommend others to (equates to 4% of population)
Achieve 25% of professional service providers to prompt question “have you considered including a charity in your will?” by 2016	<ul style="list-style-type: none"> ❖ Solicitors prompting to leave a bequest = 10-25% of solicitors will 52% of the time (Obj: was 8% for 50% of time). We are now double what it was in 2006 (5%). ❖ Over a quarter (27%) of solicitors are likely (probably/definitely) to raise issue with clients
By 2016 have 1 in 3 Australians aged over 55 aware of the IaC campaign by 2015	<ul style="list-style-type: none"> ❖ Key message taken “Charities are looking for your support ” = 37% (Obj: was 35%) ❖ Prompted recall of IaC bequest advertisement (any format) =26% (Obj: was 30%) ❖ Unprompted recall of IaC bequest advertisement = 31% (Obj: was 15%)
Educate the public to overcome common key barriers including that a bequest takes away from family, financial capacity to leave a bequest, preference to give in their lifetime	<p>Prompted awareness has revealed:</p> <ul style="list-style-type: none"> ❖ 54% of 60+ yrs believe that charities really need my support again <i>(80% in 2007*)</i> ❖ 73% of 60+ years believe that charities make a difference <i>(86% in 2005*)</i> ❖ 82% of 60+ years (strongly/moderately agree) believe that you should put family first, before charities <i>(down from upper (94% in 2005)</i> ❖ 59% of 60+ years would “<i>only consider leaving a donation to charity in my will if my family is going well financially and I did not think that they needed the money</i>” <i>(vs. 37% in 2005*)</i>
Educate Bequestors on the importance of family discussion to reduce claims under the provisions act	❖ 80% of 60+ yrs have told family what is in their will (from 77% in 2009)

* Reduction could be accounted for due to nature of online survey respondents are able to provide any negative feedback more honestly.

SUMMARY OF PARADIGM SURVEY RESULTS - CONSUMER

General Public Survey Methodology

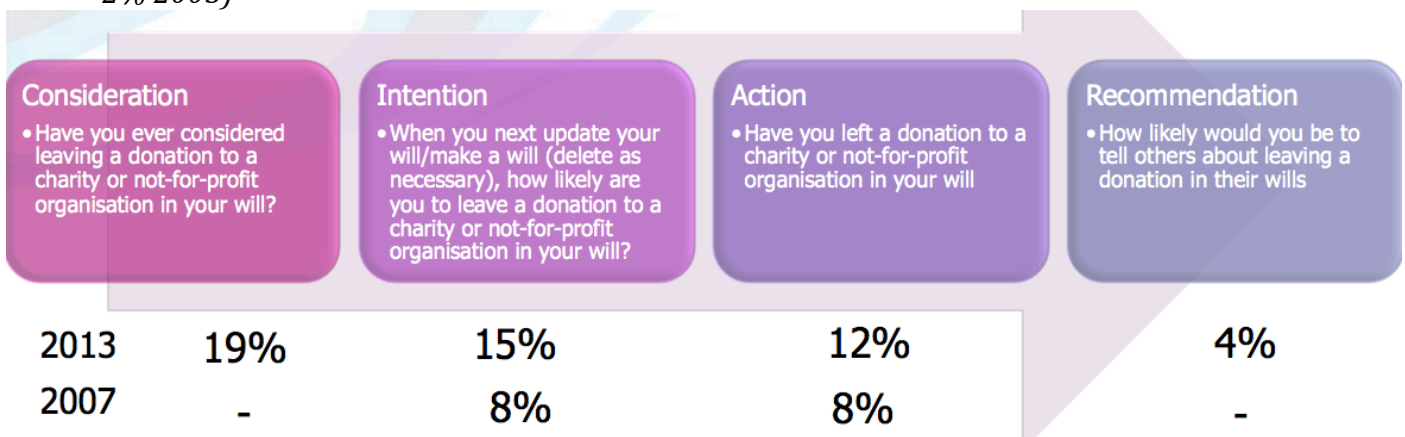
- ❖ **General Public 20-30 minute online survey** (previously was a telephone survey)
- ❖ **Demographic Profile of General Public** ABS representative in terms of location =500 Australians aged 55+ year on year the sample has changed specifically amongst age so comparisons have been made with age 60+ years.

Summary of General Public Survey results

- ❖ **Attitudes**
 - Bequests tend to divide along gender and Socioeconomic Status (SES) lines
 - Higher SES females are most positive to leaving bequests in general
- ❖ **Behaviour**
 - 19% of the General Public have considered leaving a donation, which rises to 30% of non-rejectors and is only around 30% amongst those with significant assets.
 - There are a significant number of affluent Australians who have never considered a bequest (64% of those with \$1.1-\$1.5 million assets have never considered).
 - Targeting the more affluent Australians, and Baby Boomer women in particular and those looking to update their will must be a key focus for IaC activities.
- ❖ **Action**
 - Older Australians are becoming more proactive in managing their financial affairs over time and are expecting their solicitors to behave likewise
 - Communicating directly to the general public is especially important if we are to see significant change in attitudes towards bequests and wills

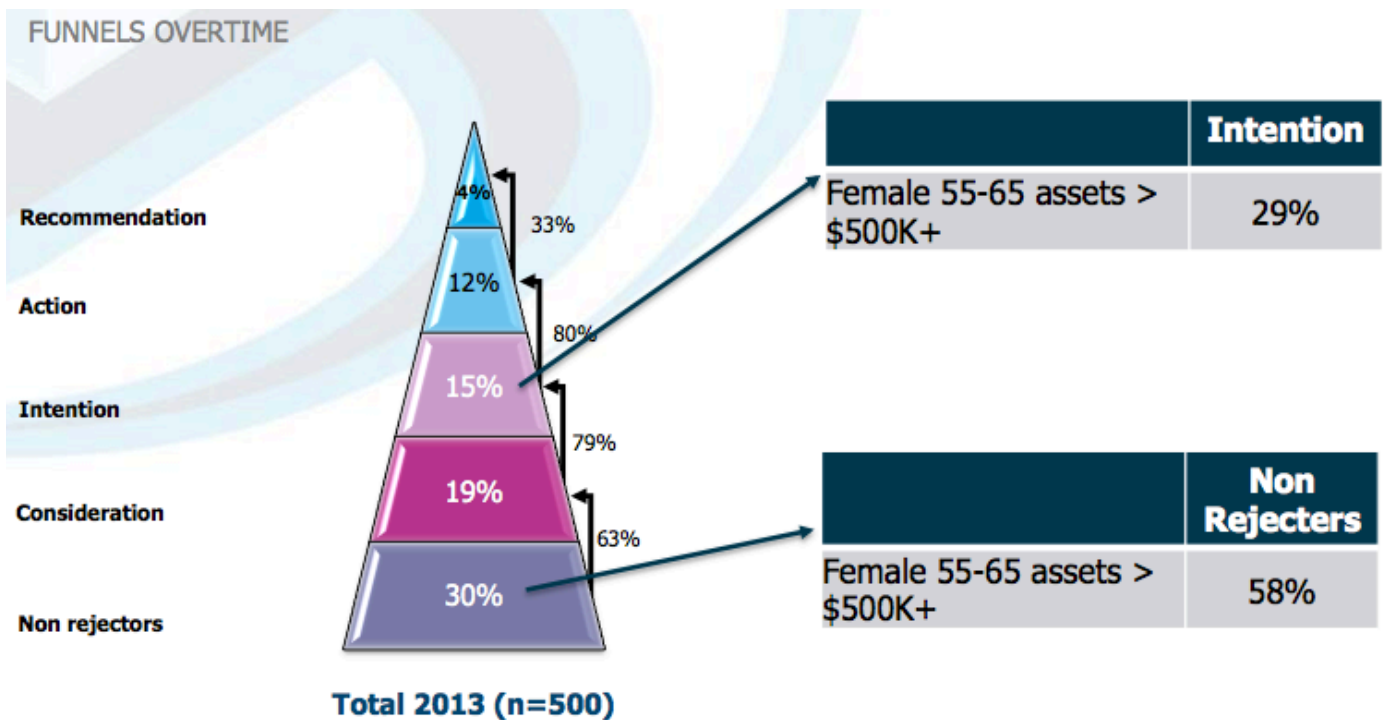
Summary of Key results of Consumer Survey and Communications

- ❖ The intention to leave a charitable bequest amongst the 60 yrs+ has grown with 66% intending to get/update a will and 15% likely to make a bequest (*Compared to 9% in 2009, 8% in 2007 & 2% 2005*)



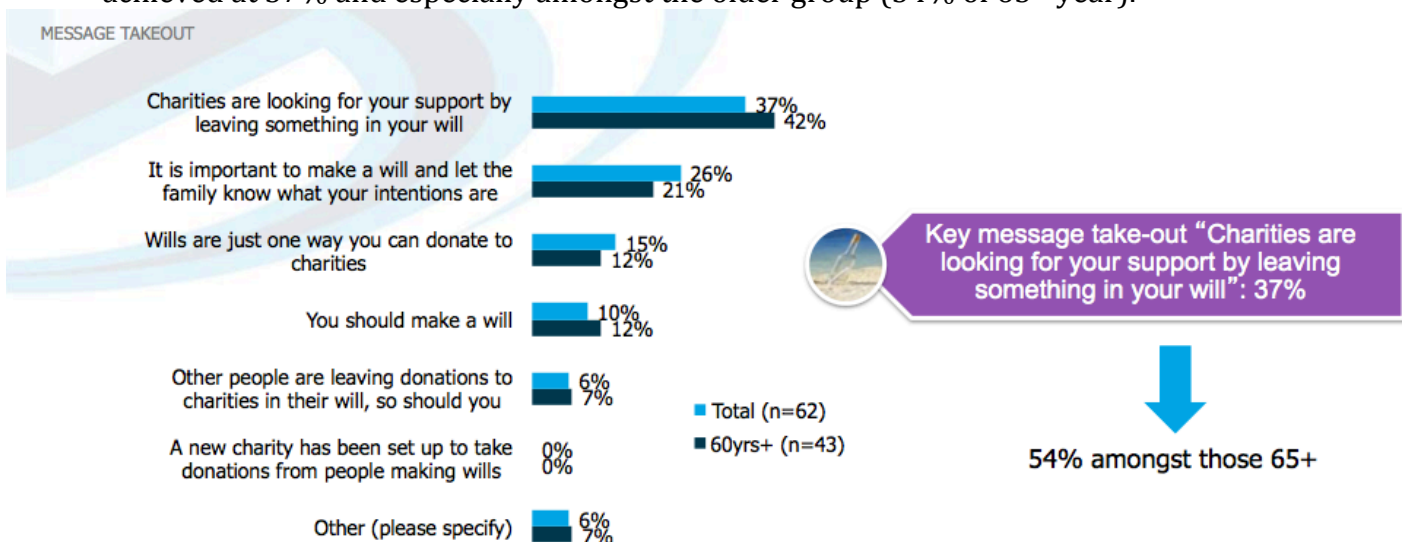
- ❖ The cascade from **Consideration through to recommendation** is reasonably good with most who consider donation also intending. Over time IaC and the charitable sector has succeeded in driving higher levels of **action** (12%) by improving **intention** (15%) of leaving a donation when updating/making a will. The charitable sector's biggest issue is the top of the funnel where **consideration is low** (19%). This needs to be a strategic priority for IaC over the coming years.

- ❖ “Non rejectors” are an ambivalent group that includes those who said “maybe/definitely/probably” to “considering donation to a charity when updating or making a will”. This group has steadfastly remained around 30% and is a group that could potentially be pushed further towards consideration.
- ❖ **Female Boomers** (with over \$500K in assets) and “non-rejectors” make up 4% of the 55+ population and whilst this group is small according to the adult population, they make up a significant amount of wealth as a group and it actually peaks at 55-64. If we targeted more affluent female boomers (with assets of between \$500k+) with our messages (as research suggests they are more positive about leaving donations to charity in their wills) this could provide a better turn on investment.



Campaign Communications

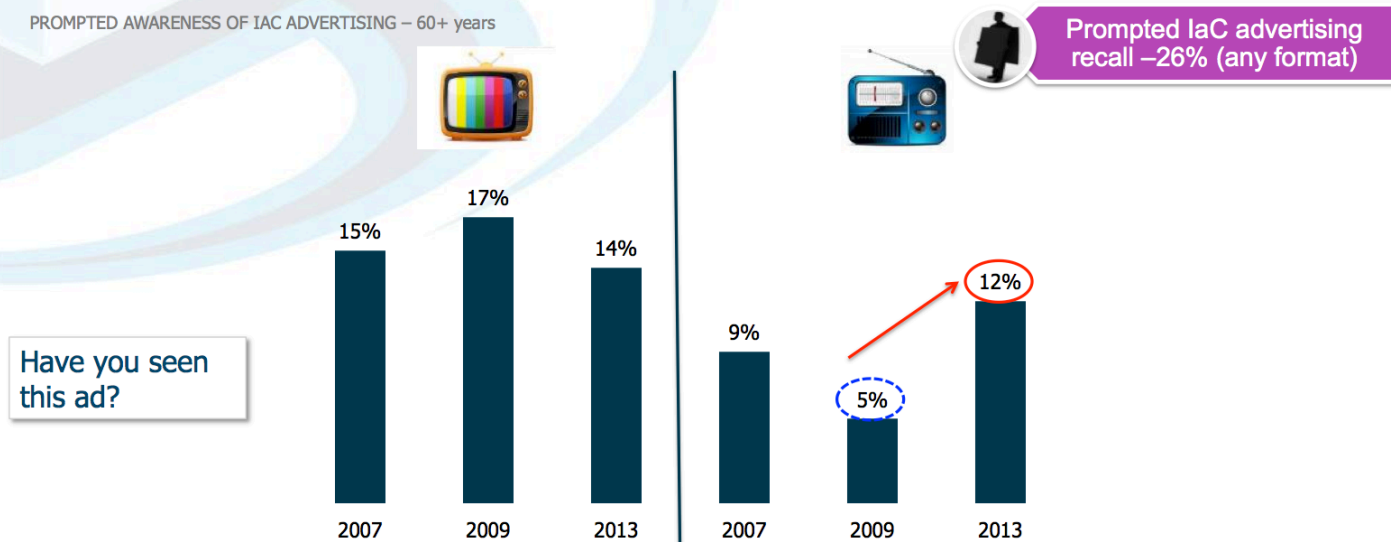
- ❖ **The key message for the campaign** that “Charities are looking for your support” is being achieved at 37% and especially amongst the older group (54% of 65+ year).



- ❖ **Prompted awareness** for the TV campaign is on par with previous campaigns over the years and has resonated more with males. The slight drop from 17% to 14% in 2013 however is not statistically significant. This year's radio campaign has had a greater impact than previous years (12% prompted recall up from only 5% in 2009 and 9% in 2007). The radio advertisement was developed independently from the UK Television commercial and its more direct appeal appears to be more engaging and has effectively connected more with females (as this years research and this years creative has illustrated).

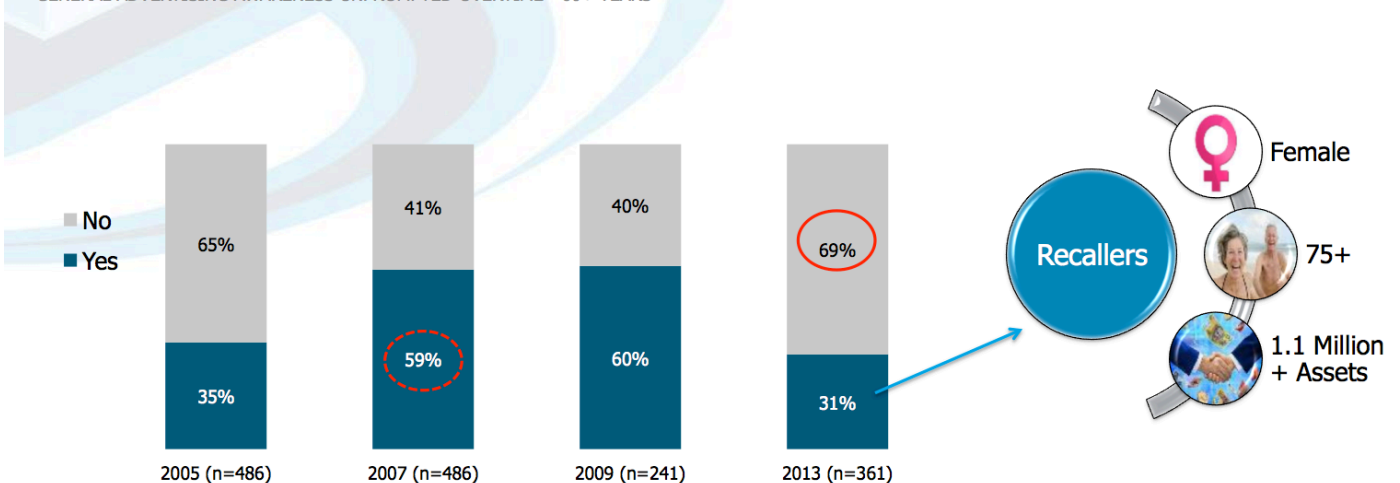
TV Is In Line With 2009 Recall – Radio Is Higher

PROMPTED AWARENESS OF IAC ADVERTISING – 60+ years



- ❖ **Unprompted awareness** for the campaign has declined this year but this drop is most likely due to the new positioning of the Top of mind questions in the survey. It should also be noted that the group of 31% recallers more likely to be 75+ females with 1.1 million + assets. Also unprompted awareness from solicitors has risen to 83% this year (from 55% in 2006).

GENERAL ADVERTISING AWARENESS UNPROMPTED OVERTIME - 60+ YEARS



- ❖ Since 2005 free to air television has consistently become more fragmented and other channels have increased in their relevance including letters from a charity (56%) presentations/event /seminar (12%) and other advertising (32%) including online (although this increase could be reflective of an on-line survey by definition who would be more aware of on-line communication).

SUMMARY OF PARADIGM SURVEY RESULTS - Solicitors

Solicitors Survey Methodology

- ❖ **Solicitors survey 10-15 minutes online survey** recruited through CATI (telephone call and then emailed survey) or via direct email invite 4%/3% return respectively. Therefore to be more cost effective it is recommended to direct email only for future research.
- ❖ **Demographic Profile of Solicitors** Predominately Male Principal over 50 years old working in a small firm completing 2-10 wills per month. Majority Eastern Seaboard (95%) with an almost even split between metro and regional.

Summary of Solicitors Survey results

❖ Attitudes

- Attitudes of solicitors towards charities in general have stayed remarkably similar over time.
- Solicitors themselves are becoming more personally proactive in charity events and are more likely to have considered a charitable bequest themselves in more recent years.

❖ Behaviour

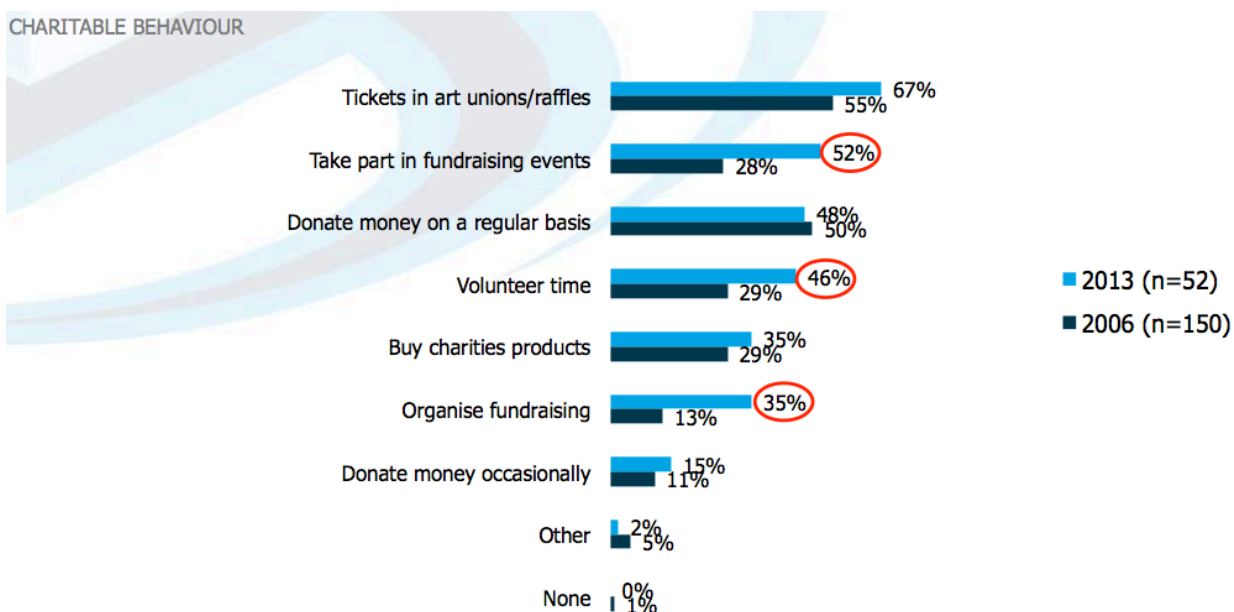
- This more proactive personal attitude has translated into solicitors raising the issue more with clients (10% of solicitors prompting to raise the issue which is double what it was in 2006 and over a quarter (27%) of solicitors also **likely (probably/definitely)** to raise issue). In addition 87% of solicitors are providing information more often than before, but only when asked.

❖ Action

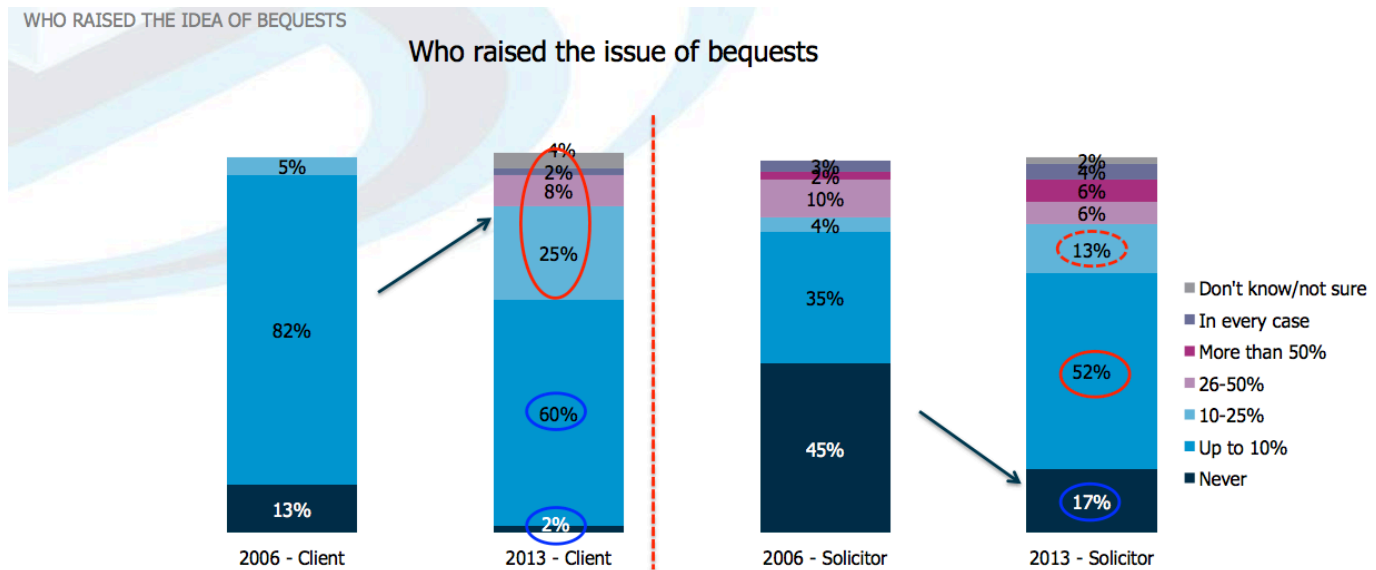
- Solicitors are unsure about how much their colleagues are raising the issue of bequests, and are imagining less than themselves. This provides an opportunity to “normalise” proactivity to a degree moving forward.

Summary of Key results

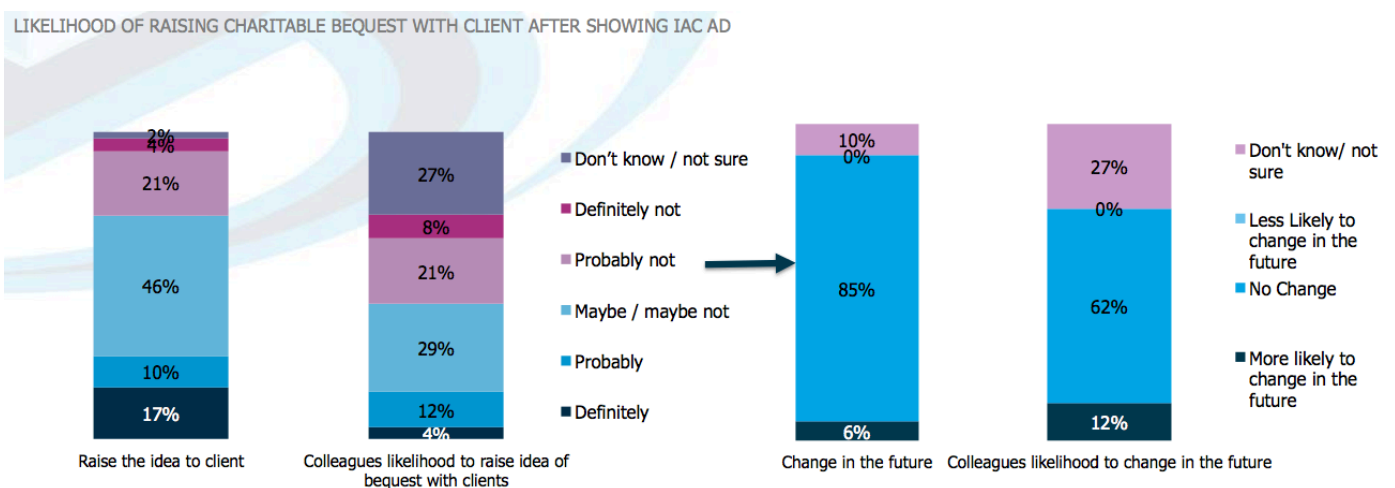
- ❖ Solicitors are becoming more proactive in the community and taking part in more fundraising event (52% up from 28% in 2006), volunteer more time (46% up from 29%) and organize more fundraising than before (35% up from 13%).



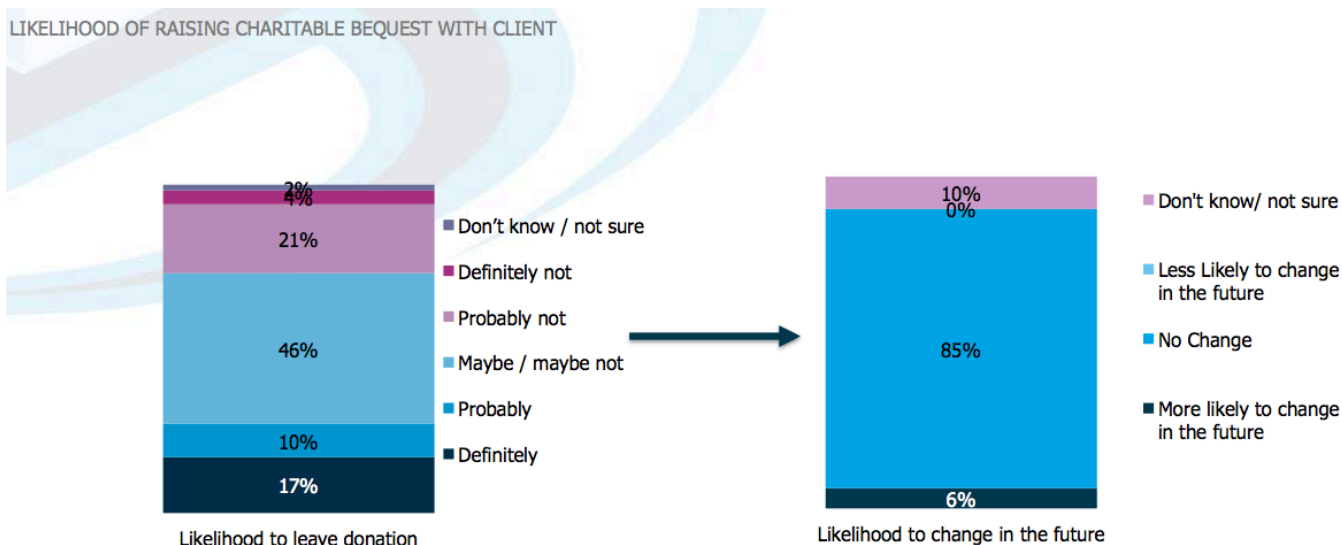
- ❖ There is a significant increase in solicitors considering leaving a bequest than in the past (40% up from 17% in 2007). Although the number of solicitors who have a will remains at 94%, there has been a rise in the number of Solicitors who have left a bequest (14% up from 9% in 2006).
- ❖ There has been an increase in both solicitors and clients **raising the issue of bequests** over time (10-25% of solicitors will raise the issue with clients 52% of the time). Barriers preventing solicitors from proactively raising the issue with their client include their believe that it's "Not my role/inappropriate" (57% up from 11% in 2006) or "Some don't have enough money" (29% up from 4% in 2006)



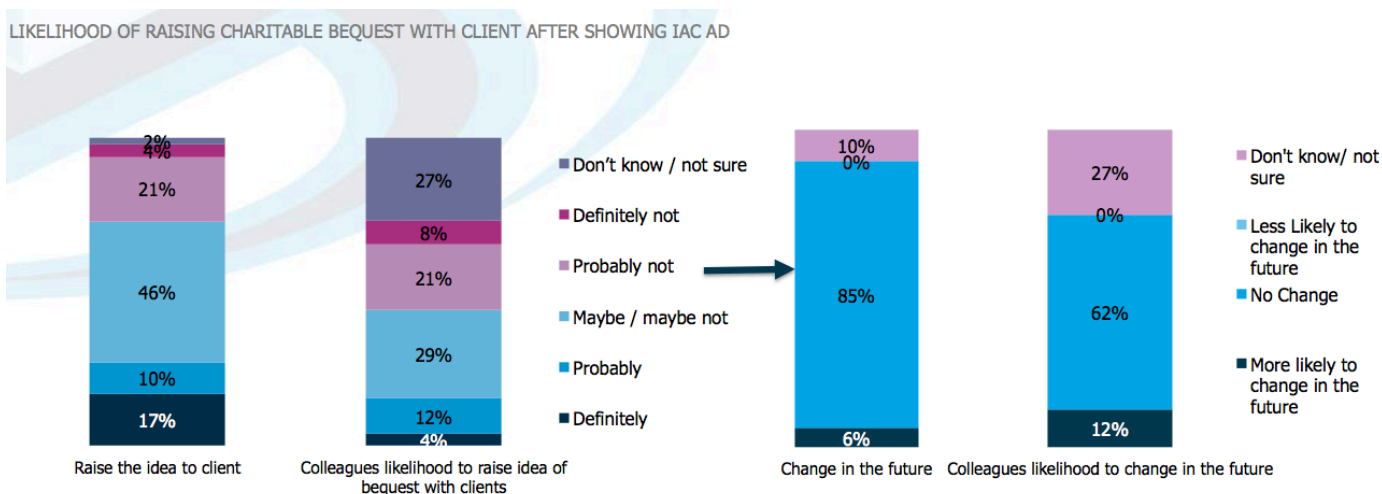
- ❖ 87% of solicitors will provide information **only** when their client has expressed an interest. Interestingly there is a disconnect between those who believe they have stocked brochures in their reception areas (58%), as only (83%) of them actually were sent stock.
- ❖ After seeing the IaC campaign advertisement the likelihood of raising a charitable bequest with a client increased (from 56% to 85%) but interestingly they were unsure if their colleagues were raising the issue currently or in the future (from 41% to 62% in the future)



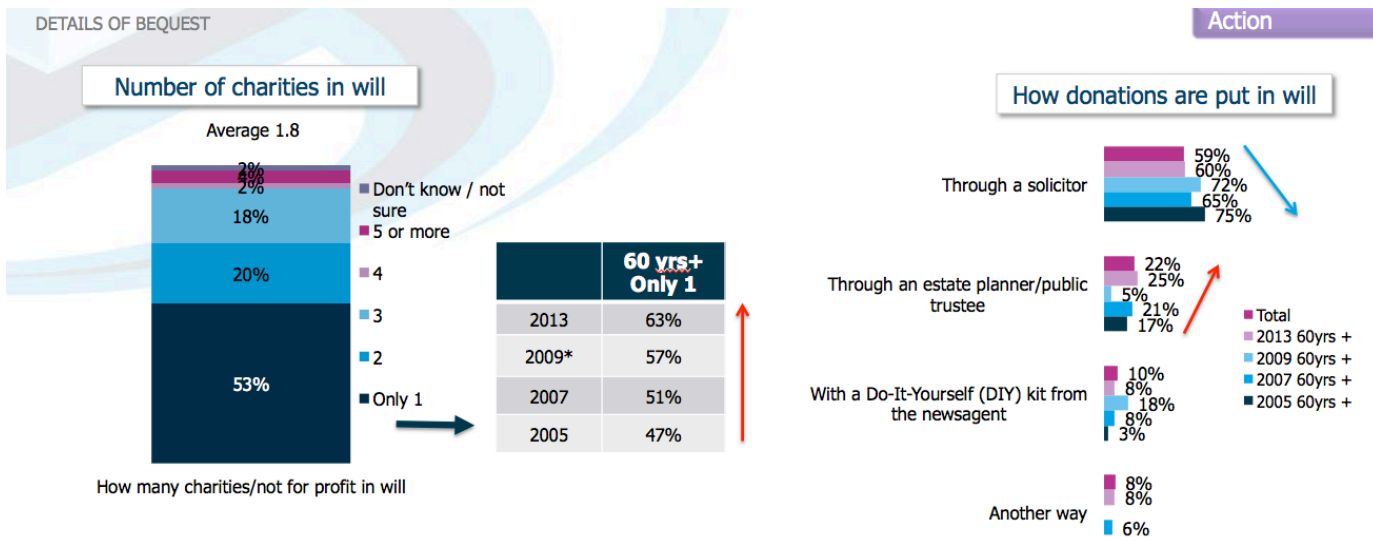
- ❖ Over a quarter (27%) of solicitors are **likely (probably/definitely)** to raise the idea of a charitable bequest but cautiously think that this is unlikely to change in the future. This speaks to the conservative nature of solicitors about future change but presents IaC an opportunity to focus on changing this perception.



- ❖ Interestingly solicitors are unsure whether their colleagues are raising the idea of charitable bequests now or in the future. Again this can be viewed in the context of the conservative nature of solicitors about future change but also presents IaC an opportunity to focus on changing this perception.



- ❖ The number of charities listed in a will drafted by a solicitor (for their 60+ year old clients) remains one, but this trend has steadily increased over the last years (from 47% in 2005 to 63% in 2013).



Overall Key Recommendations

❖ Target Affluent Female Boomers

To ensure greater ROI, communication strategies should prioritise building consideration amongst affluent female baby boomers. The affluent female boomer represents 4% of the 55+ population and of those with \$500k+ assets, 94% have a will and 65% are likely to update their will.

❖ Use TV & Radio Synergistically

To drive higher levels of consideration through direct and compassionate communication and thematically aligning messages across both TV and radio.

❖ Give Solicitors Permission to see proactive behavior as normal

By providing clear communications to solicitors about changing expectations. For not only are their colleagues becoming more proactive in their recommendation and provision of bequest information, but also that Australians increasingly expect them to be proactive.