

Do causes need celebrities to gain our support? (Primary & Secondary) 26th June 2020 – 03rd July 2020

Question Primary:

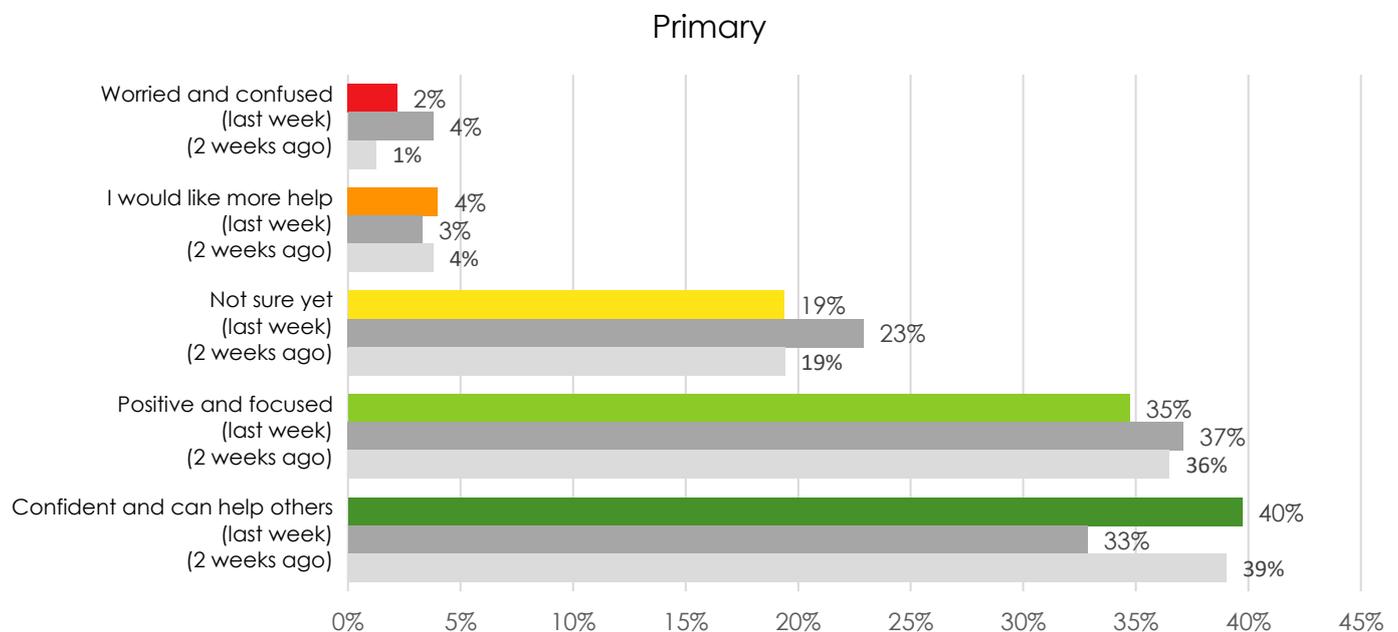
“Do causes need celebrities' help to be successful?”

Question Secondary:

“Do causes need celebrities to gain our support?”

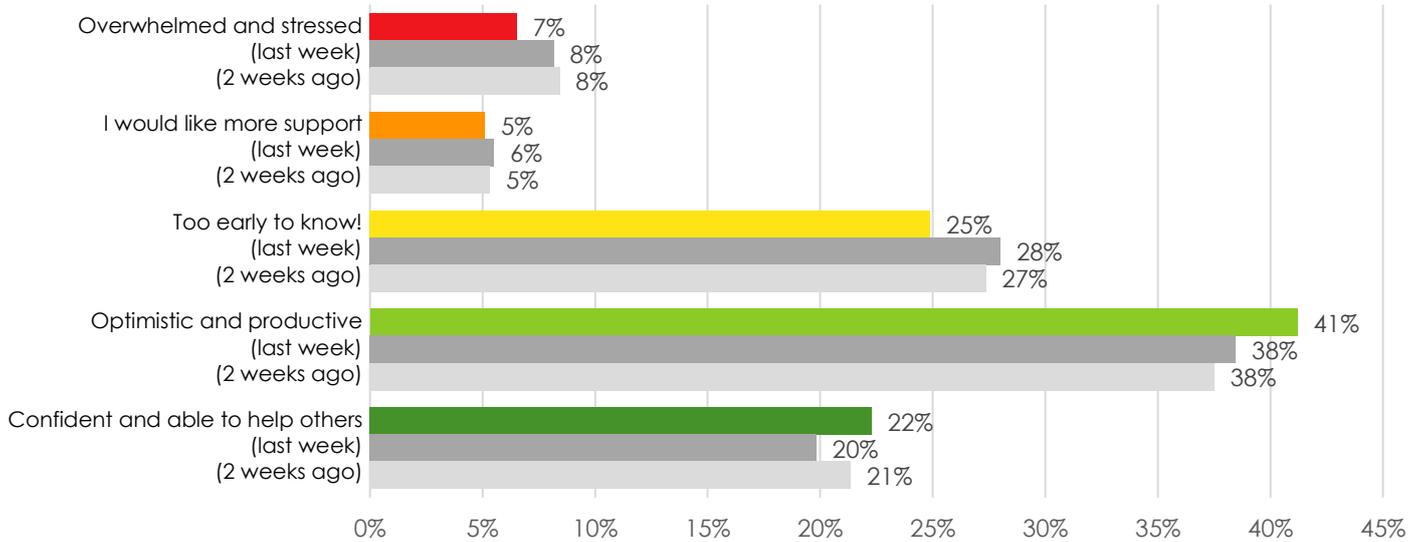
Due to the Coronavirus crisis, schools in the UK were mostly closed this week. As a result, students/pupils instead engaged with our content from home. While usually our votes are logged by teachers, we set up links for students/pupils and parents to vote independently. The response was overwhelming as many took the opportunity to have their voice heard from home.

As part of our vote this week, we encouraged students to share how they were feeling about learning from home with us. Here is an insight into what they said:





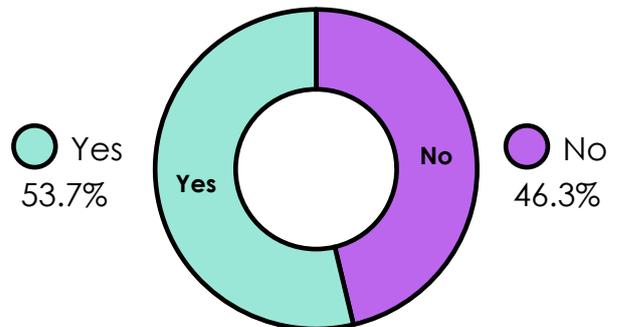
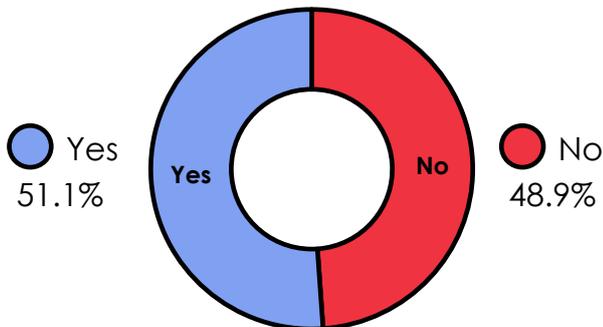
Secondary



Grand Total

Primary: Yes 51.12%
No 48.88%

Secondary: Yes 53.72%
No 46.28%



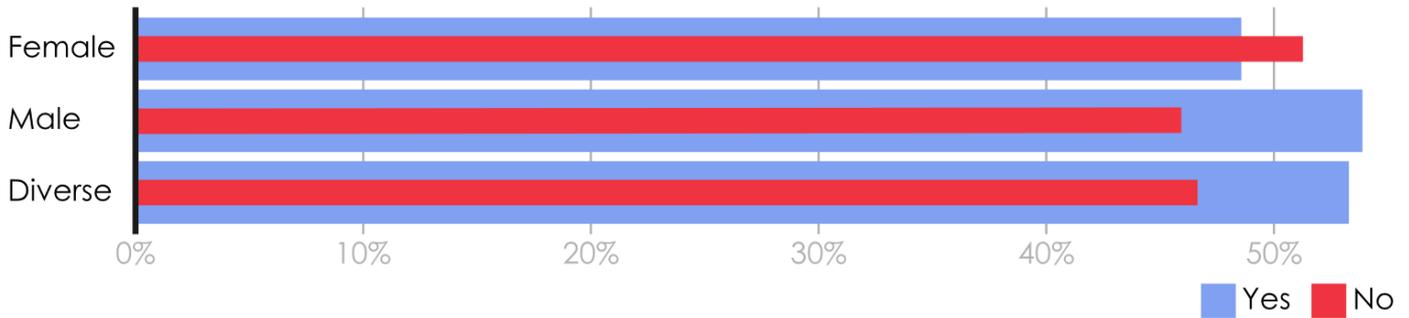
Primary pupils discussed the question “**Do causes need celebrities' help to be successful?**”, while Secondary students voted on the question “**Do causes need celebrities to gain our support?**”.

Both in **Primary schools and Secondary schools, the vote was split almost down the middle**, with 51.1% of Primary pupils voting yes, causes do need celebrities' help to be successful and 53.7% of Secondary students voting Yes, causes do need celebrities to gain our support.

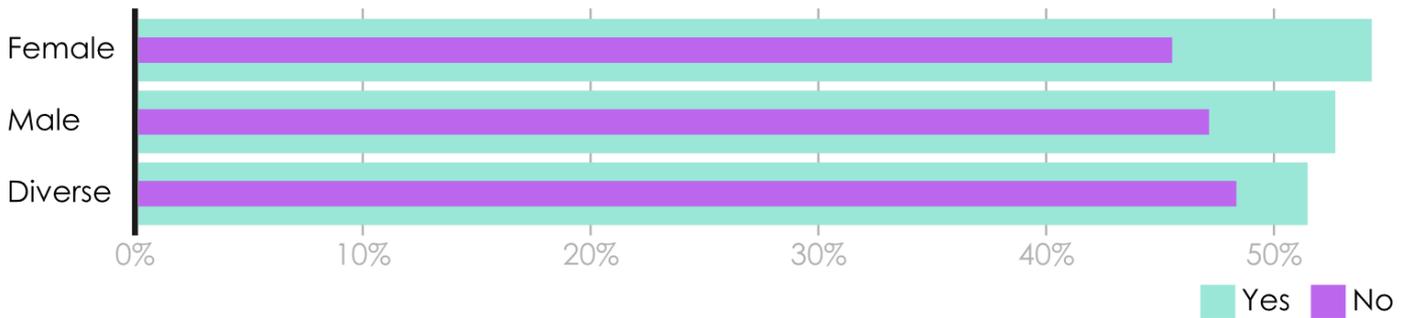


Gender

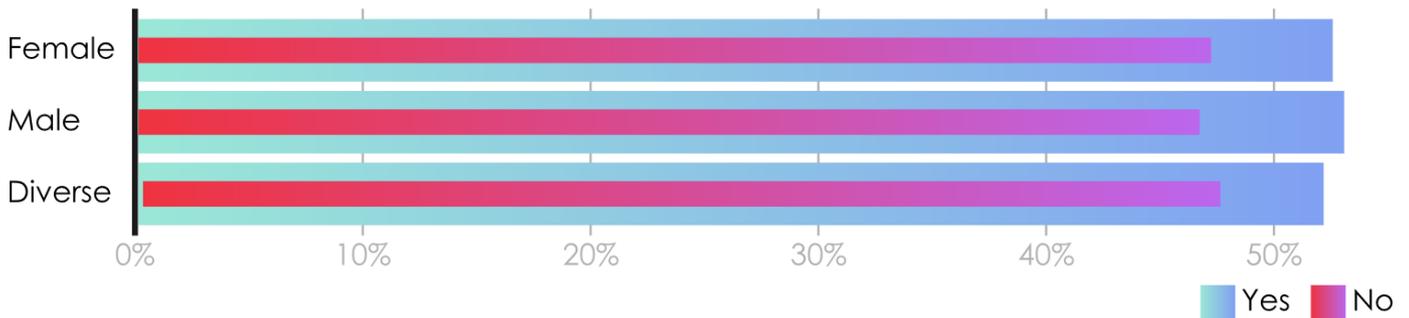
Primary



Secondary



Primary & Secondary Combined



Primary:

	Yes %	No %
Female	48.60%	51.40%
Male	53.95%	46.05%
Diverse*	53.33%	46.67%

In **Secondary schools, female students had the biggest percentage of Yes votes**, with 54.4% voting Yes. This was followed by male students which in total had 1.64% fewer Yes votes than female students and diverse student, who had 2.82% fewer Yes votes than females.

Secondary:

	Yes %	No %
Female	54.38%	45.62%
Male	52.74%	47.26%
Diverse*	51.56%	48.44%

In **Primary schools however, female students had the smallest percentage of Yes Votes** (compared to male and diverse students) with the **No votes even outweighing the Yes.**

Primary and Secondary Total:

	Yes %	No %
Female	52.70%	47.30%
Male	53.20%	46.80%
Diverse*	52.29%	47.71%

In **Primary, male students had the biggest percentage of Yes votes** with 53.9% voting Yes. This was followed by Diverse students who had 0.62% fewer yes votes than male voters and female students who had 5.05% fewer Yes votes than males.

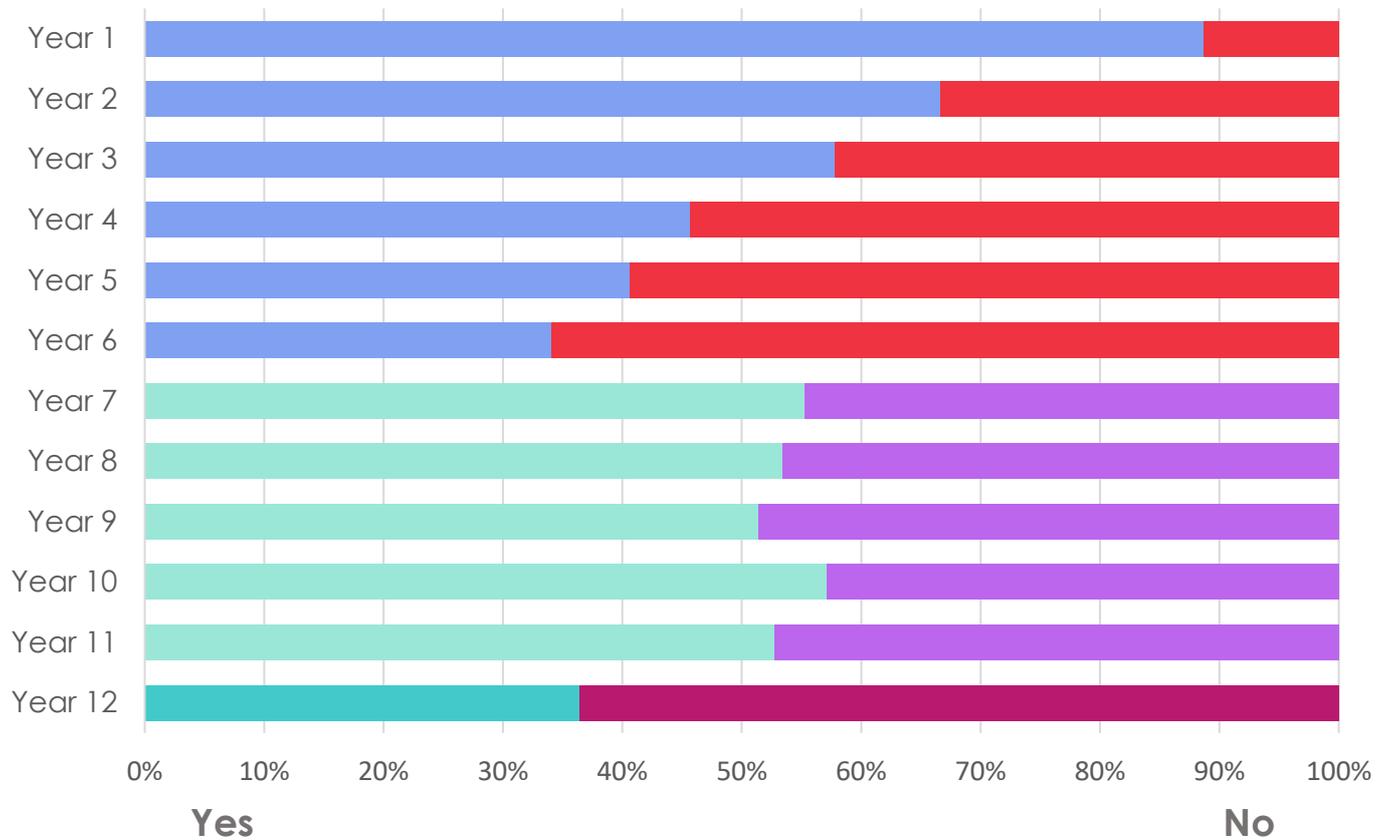
*Votes collected as "Diverse" include students that identify as gender diverse, as well as students that wish not to disclose their gender.



Age

Year Group	Yes %	No %
1	88.72%	11.28%
2	66.67%	33.33%
3	57.82%	42.18%
4	45.66%	54.34%
5	40.66%	59.34%
6	34.03%	65.97%
7	55.29%	44.71%
8	53.45%	46.55%
9	51.37%	48.63%
10	57.08%	42.92%
11	52.73%	47.27%
12	36.36%	63.64%

Votes by Year Group





Students' Comments:

"We all have one celebrity that we idolise and look up to. If people of all ages **see their idols helping and spreading the word, this will influence us** to do so."

Primary School, Berkshire

"Celebrities can help the cause **reach many more people** than it would normally do."

Primary School, Merseyside

"**Celebrities are people who everyone looks up to**, so if a celebrity does something lots of people are bound to follow. It **creates more awareness** for the cause."

Primary School, Berkshire

"Celebrities have **a lot of followers on social media**, so they are able to **reach a lot more people** to tell them about the cause and get them to support it."

Primary School, West Midlands

"People tend to be **inspired** by the celebrities."

Primary School, Essex

"A lot of **causes go unseen** and unnoticed, but a well-known celebrity can **help causes gain recognition**."

Secondary School,
South Yorkshire

"Celebrities have a **huge influence on the world**. Their social media presence, their status as role models and their wealth mean that they can **change aspects of the world much more easily** than the average person. People look up to celebrities and follow their actions, so if a celebrity supports a cause, it's **more likely that further people will also support that cause**, gaining awareness and donations."

Secondary School, South Yorkshire

"The **majority of people watch television** and if it is put out by peoples' favourite celebrity then **they will be convinced to join** them and help."

Secondary School, Dorset

"Celebrities are great **for spreading awareness and helping lesser-known causes** be in the spotlight. Before Marcus Rashford advocated for school meals through the holidays; I didn't know it was an issue."

Secondary School, Dorset

"The **Government don't listen to the public** as much as we would like unless there are millions of people. When celebrities get involved it **makes loads of people get involved** so the government kind of have to listen."

Secondary School, Dorset



“People can **make a cause successful without celebrities helping**. If a celebrity is included it just makes it more successful because that **celebrity is a lot of people’s favourite**. They just want to **copy their favourite celebrity**.”

Primary School, Surrey

“It’s **not only celebrities that can inspire people to donate money**, for example my mum is not a celebrity and I am pretty sure she would probably convince like 20 people to donate to a charity, so that just proves that **anyone can inspire people** to do anything.”

Primary School, Surrey

“Causes **can benefit from celebrity influence, but they don’t need it** to succeed. I prefer normal people on the frontline of a campaign. It feels more like a random act of kindness, than a **potential publicity stunt**.”

Secondary School, South Yorkshire

“Lots of celebrities can **distract from the core of the charity**. There are lots of successful charities without celebrities.”

Secondary School, East Sussex

“Celebrities can influence you if they want, but the **choice is really up to you**. It should be **your opinion** whether you support what you’re supporting.”

Secondary School, Northamptonshire

“Many causes were **successful without celebrities**.”

Primary School, West Midlands

“Even if you’re not a celebrity **you can still make a difference**.”

Primary School, Surrey

“**People should understand the cause** and not just do it because a famous celebrity is doing it.”

Primary School, Berkshire

“If people really cared about the cause they **shouldn’t need a celebrity to either make it happen or bring attention to it**.”

Secondary School, South Yorkshire

“We should be **using our common sense to realize that we should/shouldn’t support a cause**. We don’t need to have a famous person do it first. I think that the only reason that celebrities should support a cause is because they genuinely want to help.”

Secondary School, Dorset

“Celebrity endorsements **take away from the actual charity**. Many people I know only seem to donate to certain causes because they’re **blindly following celebrities** they adore.”

Secondary School, Surrey