



Final Report: UNA USA Chicago
Survey Results and Analysis

Team 4:

Samia El-Harake

Maureen Fagan

Larisa Calaj

Amudalat Kasumu

Table of Contents

Introduction	3
Business Problem	3
Methods	3
Findings	
a) Global Goals	4
b) Political Interests	5
c) Media Usage	5
d) AD Reviews	6
e) Willingness to Volunteer	7
Recommendation for Business Strategy	8
Limitations of our Research	8
Recommendation for Future Research	9
Conclusion	9
References	10
Appendix	11 - 12

Introduction

The UN Foundation is a charity organization that was established to support and work strategically with the UN in solving global issues. Within the UN Foundation, there is the United Nations Association of the United States of America (UNA-USA), which is the parent of our client UNA-Chicago. The United Nations Association of Chicago (UNA-Chicago) aims to educate local citizens on the vital work of the United Nations and advocate on its behalf. Importantly, UNA-Chicago is the number one resource for UN-related efforts in Illinois and the Midwest and aims to set an example for other UNA-USA chapters in the US. In the interest of this course, UNA-Chicago is looking to grow and improve its online presence and push more young people to join its membership program. Thus, the purpose of this research is to gather information in order to expand and improve their current communication strategy.

Business Problem

In our Situation Report, there were five key problems we identified;

1. Why doesn't GenZ (particularly those between ages 18-26) follow their social media platforms?
 - a. Which social media platforms are preferred in this age group?
 - b. What kind of content and messages gets the most likes, comments, and shares?
2. Why should and what motivates people to join (future members)?
3. Why did they join (current members)?
4. Why is the currently engaged demographic mostly women?
5. How can we convince more men to enroll?

Of these problems, we specifically wanted to understand brand perceptions of UNA USA Chicago in our survey to try to attract more men and politically active members of GenZ to bridge an evident gap.

Methods

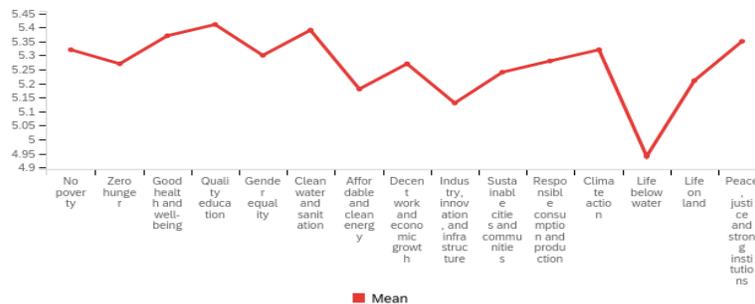
To answer the business problems identified above, we used both quantitative and qualitative data collection methods. The first method we used was quantitative by reviewing statistical data provided by UNA Chicago about their current client base. From this data, we deduced that their members are 56% women and have a mean age of 37. We then explored various secondary peer-reviewed research articles: "Strategies To Promote A Brand To Adapt The New Generations Of Consumption" by Maria-Alexandra Calinoiu, "Generation Z's Sustainable Volunteering: Motivations, Attitudes and Job Performance" by Meehee Cho, Mark A. Bonn, and Su Jin Han, and "Multi-Generational Marketing: Descriptions, Characteristics, Lifestyles, and Attitudes" by Kaylene C. Williams, Robert A. Page, Alfred R. Petrosky and Edward H. Hernandez. These articles mainly focused on the political practices and feelings of Generation Z, and helped us create a hypothesis for our research.

Then, we created a survey in Qualtrics. This survey garnered responses from 546 individuals from 64 survey questions. Of the total population of participants, 327 (60%) were female, while 213 (40%) were male. These were gathered using snowball sampling where students in PRAD 585 shared the survey to their social networks and via the PRAD Program social media account. We specifically focused on nine questions with hopes to find beliefs about UNA Chicago’s global goals, political attitudes, media practices, reactions to UNA Chicago ads, and most importantly, willingness to volunteer at UNA Chicago. We then used these questions and cross-referenced them with certain demographic questions to specifically target male and Generation Z participants.

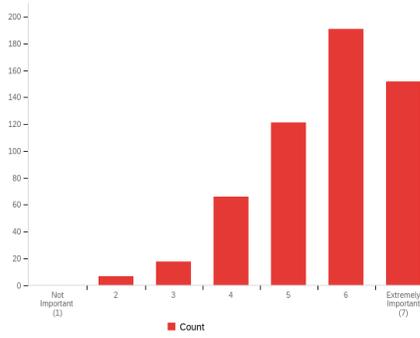
Findings

Global Goals

In the following chart, the mean value is shown across all of the participants. Most of the items received a very similar score, around 5. The highest ranking global goal was “quality education” with a mean score of 5.41. The lowest ranking global goal was “life below water” with 4.94 mean. However, given that this is a 7-point scale anything above a 4 mean value indicates that people feel it is important.

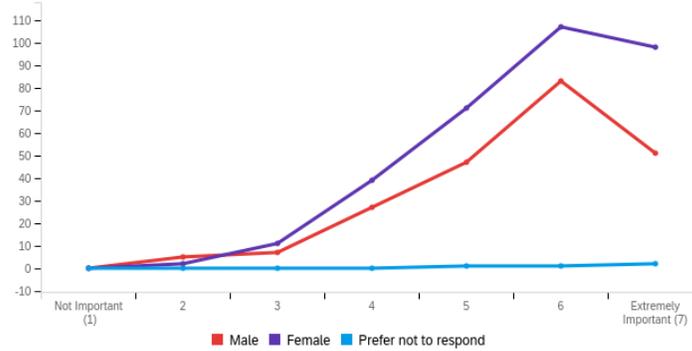


We took this a step further and grouped related global goals together to better analyze the data. We made 3 composite variables from the global goals: Climate action (which included points 6, 7, 10, 11, 12, 13, 14), Economic development (which included points 1, 8, 9), and Social development (which included points 2, 3, 4, 5, 15). We found that social development had the highest ranking mean. This might provide good insight towards what kind of goals the target audience is most concerned with. In addition, because these are general goals to advance humanity, we were not surprised that there was no difference between genders.



Next, we wanted to see how important participants think *educating* local citizens about the global goals are. From the analysis we conducted, we found that the p-value was greater than 0.05, it was equal to 0.173. This means we can comfortably conclude there were no differences in gender. This makes sense given that the mean values were very similar to one another, male was equal to 5.59 and female was equal to 5.72. In addition, as one can notice from the line graph, the lines for male and female participants are almost exactly the same, with the exception of the female participant line being slightly higher due to a larger population of female participants. However, both lines have very similar arc shapes and match up closely in percentages, with the 6 (very important) being the most popular answer for both genders.

participant line being slightly higher due to a larger population of female participants. However, both lines have very similar arc shapes and match up closely in percentages, with the 6 (very important) being the most popular answer for both genders.



Clearly, none of the participants thought that the Global Goals are not important to educate citizens on, as 0% filled in the number one. About 34% of participants chose the number 6, meaning it is very important but perhaps not extremely important to educate citizens about Global Goals. Because we were trying to decipher any psychological difference between men and women to try to encourage more men to join UNA Chicago, we looked at the differences in answers between men and women for this particular question.

Political Interest

We created a composite variable for this question called “Political Interests” and measured it against question 9, which is about likelihood to volunteer. We found that there is a significant relationship between political interest and the intention to volunteer at UNA Chicago.

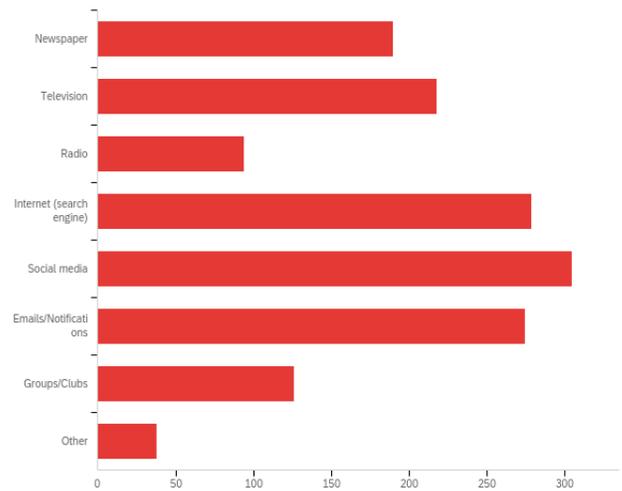
When looking at individual items, we see that following an online news source, following a politician or political party, and joining groups for more info about political issues all positively correlate with the participants willingness to volunteer at UNA Chicago. However, seeing what

friends think about political issues did not correlate with the participants willingness to volunteer at UNA Chicago.

Media Usage

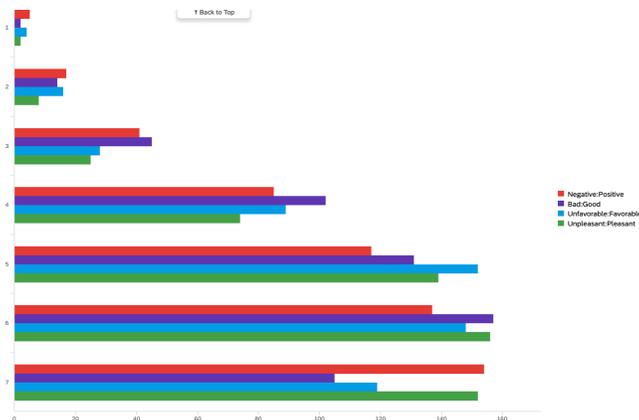
For the fourth question we asked, “Which type of media is most important to you for accessing social and political information?” Our goal was to pinpoint how specifically our target audience gains information concerning important issues by providing participants multiple choices with the option to click as many as they wanted. Our results for this question can be seen in the graph:

Exactly 20% of participants said that they use social media to obtain relevant social and political information. Some of our subsequent questions involving media advertisements will likely help gain insight into the target audiences’ feelings about UNA Chicago’s current social media posts. UNA Chicago will then be able to know if they need to make a change to their social media campaigning strategies. It could also be relevant to note that the Internet and Emails were very close to Social Media for most utilized media, both equaling about 18% each. Television, Newspaper, Radio, and Clubs all received significantly lower percentages of votes, so these may not be the best platforms for UNA’s advertising efforts. In addition, UNA Chicago should utilize their mailing list.



Ad Review Facebook Post

The rationale behind this question was to weigh the content of existing posts on UNACHicago’s social media as well as comprehend what kind of posts the target audience would respond to. UNA Chicago needs to consider how relevant and relatable its online media content is and how the audience could possibly perceive it. Results for this question is illustrated below:



As the graph above shows, 27.70% of our study population records that the Facebook mock ad we distributed has a positive connotation as opposed to the 0.90% that sees it as negative. 18.88% accept it as good and 21.40 % agree it is favorable while only 0.72% unfavorable. It is safe to say that a high number of participants perceive the advert as acceptable so it would be a great baseline to refer for future media content.

Ad Review

Feelings Towards UNA Chicago's Efforts on Diversity and Inclusion

We wanted to see what male and females were feeling towards diversity and inclusion. To do this, we created a mock advertisement and asked a series of questions based on the likert scale. Upon looking at our findings, we discovered that out of our 540 participants, more women than men voted higher on the importance of diversity and inclusion. The likert scale included a, “negative”, and “positive”, option as well as a, “bad” and “good”, variation. Both variations were voted higher by women than men. To be exact, 250 women voted a number higher than 5 on our likert scale while only 171 men voted a number 5 or higher on the efforts on diversity and inclusion.

Willingness to Volunteer at UNA Chicago

We wanted to see which variables predict the outcome of this question using regression. That is, what factors or motivations affect people's intention to join UNA Chicago. We first looked at the big 5 personality traits. We found that the higher people score on neuroticism, the less likely they are to volunteer. That makes sense given that neurotic traits include negative self-belief, anxiety, depression, and sadness.

Next, we wanted to see if the regression still holds when only Gen Z participants are used. Firstly, we found that there were only 123 participants that belong to the Gen Z category, that is, they are 25 years old or younger. We found that the regression still holds with Gen Z participants, that is, more political interest is positively correlated with willingness to participate at UNA Chicago and neuroticism is negatively correlated. Thus, age and gender do not have an effect on the outcome variable.

Next, we looked to see if following an activist on social media would influence willingness to volunteer. We found that they are related. If someone follows a social media activist, they are more likely to volunteer at UNA Chicago. That gives good marketing insight for UNA Chicago as this means partnering with a social media activist/influencer could help to better reach the target audience.

We also wanted to see which of the global goals are most influential in people's intention to join UNA Chicago. We found that “affordable and clean energy” and “industry, innovation, and infrastructure” are most relevant for people’s willingness to join the UNA Chicago initiative. They are also related to one another, under the realm of infrastructure. Thus, people who value

infrastructure are more willing to volunteer at UNA Chicago. This is good insight for UNA Chicago to create a marketing strategy around infrastructure and climate action to appeal to the target audience.

We also compared “willingness to volunteer” to “reasons I would volunteer. This was team 3 question 6 “How likely are you to volunteer because of the following reasons?”. We found that “Previous contact with professionals in the agency”, “Gaining practical experience”, and “Doing something worthwhile” is the most impactful for people to volunteer at UNA Chicago. These all seem to be related to one's career. This aligns with the previous literature and our situation analysis which found that people are more likely to volunteer when it involves enhancing their career goals or opportunities.

Recommendations for Business Strategy

UNA Chicago needs to focus more of its media content on promoting the main objective of the organization which is creating awareness for the vital work that the UN does. Our main business strategy recommendation would be to reach out and focus content on the GenZ population. This group is UNA-Chicago’s primary target audience but still is on the short spectrum in receiving information. Going forward, we would recommend that the organization host both virtual and mainly in-person events that could enable potential participants to connect and network. Volunteering is highly important and gathering people together is an area of opportunity to explore.

Furthermore, UNA Chicago should add a more personalized and possibly human feel to the brand, like engaging more in activities that take place in the Chicagoland area or adding more stories of people that have benefitted from the work. Using real existing members or volunteers to tell a story would go a long way in influencing the target audience into engaging. Inclusively, based on extended research, your landing page for the website should include keywords and phrases like youth organization, online volunteering, community organization, NPO United Nations Association advocacy as well as incorporate hashtags like #foodbank #povertyassistant #cookcounty #chicagoarea #sustainablegoals #volunteeropportunities in social media posts.

Lastly, since UNA Chicago’s call to action is to get members and volunteers while also gaining brand awareness, we recommend that UNA Chicago uses the information presented in this report to conduct a campaign. This will help them reach their target audience.

Limitations of Our Research

Limitations of our research stemmed from our psychographics, where we were hoping to target more men but ended up targeting more women. Men were present and did participate, but not as much as we expected. However, the participants in this survey do not reflect UNA Chicago as these participants were gathered using snowball sampling where students in PRAD 585 shared the survey to their social networks and via the PRAD Program social media account. Secondly, there was a time restraint on this survey, as we only had about 2 weeks to distribute it

to as many people as we probably could. This didn't give us enough time to distribute our survey evenly across all platforms.

Our other limitations are social desirability bias and the group of people in different age ranges that took our survey. Social desirability is the aspect of choosing answers that seem favorable to others, especially the survey owner. With this in mind, many survey takers may have chosen not to be honest with their answers, thus limiting true variants from our data. In addition, only 123 of our 540 participants belong to Generation Z, and we wanted to target a younger generation to give UNA Chicago that social media boost it deserves.

Lastly, there were some outliers we noticed later on. For instance, there were a few respondents who chose to enter that were born in their 20s, 40s, and 50s. Although it may be true if they selected their birth year in the 50s, the 20s are extreme and thus, we cannot give that participant a viable chance in our data findings.

Recommendations for Further Research

We recommend that UNA Chicago conducts interviews or focus groups to gain valuable qualitative information, particularly from current members who might have particular concerns or suggestions. This can help build upon the current findings and help them improve their program to appeal to the Gen Z audience. In addition, we suggest that UNA Chicago uses the findings in this report as a baseline to compare to. They can resend some of these questions, such as willingness to volunteer, after the release of a campaign to determine its effectiveness.

Conclusion

In conclusion, our findings have shown us that 1) social development had the highest-ranking mean for importance among participants, 2) social media and email are the most used as sources of news information, 3) focusing ads on long-term career connections and networking opportunities had a positive response, 4) the higher people score on neuroticism, the less likely they are to volunteer at UNA Chicago, 5) more political interest is positively correlated with willingness to participate at UNA Chicago, 6) if someone follows a social media activist, they are more likely to volunteer at UNA Chicago, 7) people who value infrastructure are more willing to volunteer at UNA Chicago, 8) "Previous contact with professionals in the agency", "Gaining practical experience", and "Doing something worthwhile" are most impactful for people to volunteer at UNA Chicago. These insights can help UNA with its marketing strategy and appeal to a wider target audience.

References

- Calinoiu, M. (2020). Strategies To Promote A Brand To Adapt The New Generations Of Consumption. *Young Economists Journal*, 17(34), 64-72. Retrieved April 18, 2021, from <https://ezproxy.depaul.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=146842473&site=ehost-live&scope=site>.
- Cho, M., Bonn, M. A., & Han, S. J. (2018). Generation Z's Sustainable Volunteering: Motivations, Attitudes and Job Performance. *Sustainability*, 10(5), 1400. Retrieved April 18, 2021, from <https://www.mdpi.com/2071-1050/10/5/1400/htm>.
- Williams, K. C., Page, R. A., Petrosky, A., & Hernandez, E. (2010). Multi-Generational Marketing: Descriptions, Characteristics, Lifestyles, and Attitudes. *Journal of Applied Business and Economics*, 11(11), 2-17. Retrieved April 18, 2021, from https://www.researchgate.net/profile/Robert-Page-7/publication/264877591_Multi-Generational_Marketing_Descriptions_Characteristics_Lifestyles_and_Attitudes/links/540f129d0cf2d8daaad095dc/Multi-Generational-Marketing-Descriptions-Characteristics-Lifestyles-and-Attitudes.pdf.

Appendix

Statistics

		SocialDev_CV	EconomicDev_CV	ClimateAction_CV
N	Valid	546	546	546
	Missing	0	0	0
Mean		5.348	5.24358974	5.22667016

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Team4_2	Equal variances assumed	.278	.598	-1.364	537	.173	-.140	.103	-.342	.062
	Equal variances not assumed			-1.352	439.220	.177	-.140	.104	-.344	.064

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	149.904	1	149.904	155.969	<.001 ^b
	Residual	521.887	543	.961		
	Total	671.791	544			

a. Dependent Variable: Team4_9

b. Predictors: (Constant), Political_InterestCV

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.199	.180		17.755	.000
	Team4_3_1	.184	.040	.227	4.540	.000
	Team4_3_2	.096	.041	.135	2.378	.018
	Team4_3_3	.047	.041	.063	1.156	.248
	Team4_3_4	.104	.041	.142	2.514	.012

a. Dependent Variable: Team4_9

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.975	.545		5.453	.000
	PoliticalInterest	.430	.034	.479	12.775	.000
	Extraversion	-.005	.057	-.004	-.096	.924
	Agreeableness	.061	.060	.042	1.022	.307
	Conscientiousness	.071	.054	.054	1.306	.192
	Neuroticism	-.158	.057	-.108	-2.743	.006
	Openness	.075	.052	.058	1.439	.151
	Age	.004	.004	.031	.809	.419
	Sex	-.057	.086	-.025	-.666	.506

a. Dependent Variable: Team4_9

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.108	1	166.108	178.366	<.001 ^b
	Residual	505.683	543	.931		
	Total	671.791	544			

a. Dependent Variable: Team4_9

b. Predictors: (Constant), Team3_5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.058	.199		15.388	.000
	Team4_1_1	.001	.049	.001	.022	.983
	Team4_1_2	.063	.050	.084	1.274	.203
	Team4_1_3	-.018	.050	-.025	-.364	.716
	Team4_1_4	-.004	.051	-.005	-.080	.936
	Team4_1_5	.052	.047	.069	1.100	.272
	Team4_1_6	-.032	.055	-.041	-.593	.553
	Team4_1_7	.121	.051	.156	2.379	.018
	Team4_1_8	.093	.048	.119	1.945	.052
	Team4_1_9	.109	.049	.138	2.237	.026
	Team4_1_10	.008	.050	.010	.157	.875
	Team4_1_11	.035	.049	.044	.719	.472
	Team4_1_12	-.026	.050	-.034	-.531	.596
	Team4_1_13	.036	.036	.050	1.004	.316
	Team4_1_14	.021	.051	.028	.415	.678
	Team4_1_15	-.013	.054	-.016	-.241	.809

a. Dependent Variable: Team4_9

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.744	.184		14.918	.000
	Team3_6_1	.010	.036	.015	.289	.772
	Team3_6_2	.130	.042	.172	3.118	.002
	Team3_6_3	.103	.045	.132	2.280	.023
	Team3_6_4	.007	.042	.010	.176	.861
	Team3_6_5	.154	.050	.191	3.104	.002
	Team3_6_6	.005	.047	.006	.098	.922
	Team3_6_7	.089	.046	.111	1.925	.055
	Team3_6_8	.020	.045	.026	.441	.659

a. Dependent Variable: Team4_9

unachicago • Follow
Chicago, Illinois

UNITED NATIONS ASSOCIATION
OF THE UNITED STATES OF AMERICA
Member: @unachicago

Diversity And Inclusion Challenges & Solutions For Our Rapidly Changing Workplace

Christina Jackson
Senior Vice President, Director of Global Operations at BENTLEY, Strategic Communications Team

Bobi Mosaku
Author, Entrepreneur, Host, Entrepreneur At, Product Lead at Humana, Host of The Tech Party

Mike Paul
President of Regenerative L.L.C.

Carla Montgomery
CEO of Aduki Group, Founder @regenerativellc.com, Venture Health Studio

Register Today
Space is limited
May 14, 2021 11:30 am - 1:00 pm EDT

Like Comment Share

Liked by unachicago and 1,560 others

unachicago Join our Diversity and Inclusion challenge, May 5th on Zoom.

Instagram Ad

United Nations Association of Chicago
26 April at 17:01 · 🌐

UNA Chicago can provide you with long-term career connections and experiences. A chance to network, learn, and contribute to important social and political issues. So why not join today?



Facebook Ad