

Charities Aid Foundation

Donations poll

METHODOLOGY NOTE

ComRes interviewed 2011 British adults online between 19th and 21st September 2012. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Charity Donations Survey

ONLINE Fieldwork : 19th-21st September 2012

Absolutes/col percents

Table 1

Q.1 Thinking about the last 12 months and the amount of money you have given to charity in that time. How does this amount compare to a typical year?

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2011	1010	1001	197	283	401	354	314	462	819	497	269	426	305	771
Weighted base	2011	986	1025	241	322	382	342	302	422	543	583	422	462	309	818
I have given less in the last 12 months	620 31%	285 29%	335 33%	57 23%	119 37%	129 34%	122 36%	85 28%	108 26%	121 22%	174 30%	149 35%	176 38%	104 34%	262 32%
I have given about the same in the last 12 months	968 48%	484 49%	484 47%	117 48%	122 38%	175 46%	155 45%	174 58%	226 53%	313 58%	286 49%	198 47%	171 37%	157 51%	396 48%
I have given more in the last 12 months	199 10%	93 9%	106 10%	25 10%	37 11%	22 6%	33 10%	25 8%	57 13%	65 12%	63 11%	35 8%	36 8%	24 8%	66 8%
Not applicable - I have never given money to charity	223 11%	123 13%	100 10%	43 18%	44 14%	56 15%	32 9%	17 6%	31 7%	43 8%	60 10%	40 10%	80 17%	23 8%	93 11%

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Q.1 Thinking about the last 12 months and the amount of money you have given to charity in that time. How does this amount compare to a typical year?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2011	164	90	254	164	197	151	80	175	237	300	199
Weighted base	2011	175	91	236	177	186	156	107	188	253	258	183
I have given less in the last 12 months	620 31%	51 29%	35 38%	79 33%	54 30%	64 35%	48 30%	43 40%	51 27%	75 30%	75 29%	46 25%
I have given about the same in the last 12 months	968 48%	94 54%	40 44%	102 43%	81 46%	84 45%	69 44%	47 44%	109 58%	125 50%	121 47%	97 53%
I have given more in the last 12 months	199 10%	12 7%	4 5%	30 13%	23 13%	21 11%	18 12%	1 1%	14 7%	27 11%	32 12%	18 10%
Not applicable - I have never given money to charity	223 11%	18 10%	12 14%	26 11%	19 11%	17 9%	21 14%	16 15%	15 8%	26 10%	30 12%	22 12%

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Table 2

Q.2a You mentioned that you have given less to charity within the last 12 months, than in a typical year. Which, if any, of the following have affected the amount you have given to charity within the last 12 months?

Base: All respondents who have given less to charity in their last 12 months

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	589	271	318	49	95	134	123	83	105	184	146	97	162	95	237
Weighted base	620	285	335	57	119	129	122	85	108	121	174	149	176	104	262
My disposable income has been lower	474 77%	198 70%	276 82%	32 56%	91 76%	102 80%	95 78%	68 79%	87 80%	95 79%	127 73%	104 70%	148 84%	80 76%	189 72%
The high cost of living (food, petrol etc.)	438 71%	185 65%	253 76%	46 82%	82 69%	87 67%	88 73%	58 68%	76 70%	78 65%	106 61%	117 78%	137 78%	68 65%	184 70%
The poor state of the UK economy	166 27%	93 33%	73 22%	14 25%	32 27%	43 34%	34 28%	16 19%	26 24%	30 25%	46 26%	42 28%	48 28%	27 26%	83 32%
I am concerned about my job security	110 18%	60 21%	50 15%	17 30%	26 22%	34 26%	30 25%	3 4%	- -	27 22%	38 22%	29 19%	16 9%	22 21%	76 29%
It is the Government's responsibility to solve social problems	45 7%	34 12%	11 3%	3 5%	8 7%	15 12%	5 4%	1 1%	13 12%	10 8%	11 6%	11 7%	14 8%	2 2%	24 9%
Less opportunities to give to charities	29 5%	18 6%	11 3%	3 5%	9 7%	4 3%	3 3%	4 5%	7 6%	10 9%	4 2%	7 5%	8 4%	- -	17 6%
I do not have any personal experiences that motivate me to give to charity	18 3%	16 6%	2 1%	4 7%	7 6%	3 2%	1 1%	2 2%	2 2%	1 1%	6 3%	6 4%	6 3%	3 3%	9 3%
I don't think that charities need as much in terms of donations as they used to	17 3%	11 4%	6 2%	3 4%	6 5%	1 1%	2 1%	2 2%	4 4%	5 4%	8 5%	- -	4 3%	3 3%	7 3%
Other	25 4%	16 6%	9 3%	- -	3 3%	2 2%	7 6%	6 7%	5 5%	5 4%	9 5%	3 2%	8 5%	3 3%	10 4%
None of the above	13 2%	11 4%	2 1%	1 1%	1 1%	9 7%	- -	- -	2 2%	3 3%	4 2%	4 3%	1 1%	2 2%	8 3%

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Q.2a You mentioned that you have given less to charity within the last 12 months, than in a typical year. Which, if any, of the following have affected the amount you have given to charity within the last 12 months?

Base: All respondents who have given less to charity in their last 12 months

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	589	45	32	76	44	64	49	33	47	68	78	53
Weighted base	620	51	35	79	54	64	48	43	51	75	75	46
My disposable income has been lower	474 77%	41 79%	27 79%	57 72%	44 82%	49 76%	40 85%	28 64%	39 78%	56 75%	57 76%	36 78%
The high cost of living (food, petrol etc.)	438 71%	38 75%	27 78%	52 66%	38 70%	41 64%	36 76%	26 61%	41 80%	48 64%	55 73%	36 78%
The poor state of the UK economy	166 27%	12 23%	8 24%	21 27%	15 27%	12 19%	9 19%	8 19%	16 31%	28 38%	20 27%	16 35%
I am concerned about my job security	110 18%	10 20%	3 10%	19 24%	7 13%	11 17%	6 13%	5 11%	7 14%	22 30%	10 13%	9 21%
It is the Government's responsibility to solve social problems	45 7%	3 6%	2 6%	5 7%	5 9%	4 6%	3 7%	5 11%	3 6%	11 14%	3 4%	3 6%
Less opportunities to give to charities	29 5%	3 6%	-	3 4%	3 5%	1 1%	5 12%	-	4 8%	5 7%	2 2%	3 6%
I do not have any personal experiences that motivate me to give to charity	18 3%	1 1%	-	6 7%	-	3 4%	-	3 7%	3 6%	1 2%	2 3%	-
I don't think that charities need as much in terms of donations as they used to	17 3%	2 4%	1 4%	4 5%	-	-	1 2%	1 3%	1 1%	3 4%	1 2%	2 4%
Other	25 4%	1 3%	1 2%	4 5%	2 3%	6 9%	1 2%	-	1 3%	5 6%	2 2%	2 4%
None of the above	13 2%	-	3 8%	-	1 2%	2 3%	-	5 12%	-	2 2%	1 1%	-

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Table 3

Q.2b You mentioned that you have given more to charity within the last 12 months, than in a typical year. Which, if any, of the following have affected the amount you have given to charity within the last 12 months?

Base: All respondents who have given more to charity in their last 12 months

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	208	101	107	21	36	29	29	29	64	97	56	22	33	25	70
Weighted base	199	93	106	25	37	22	33	25	57	65	63	35	36	24	66
My personal experiences in the last 12 months have motivated me to give to charity	63 32%	28 30%	35 33%	9 38%	12 34%	9 43%	8 25%	8 33%	15 27%	21 33%	18 29%	11 31%	13 36%	5 20%	24 36%
I have received more requests for donations or sponsorship	61 31%	28 30%	33 31%	7 29%	13 35%	5 21%	11 32%	5 21%	20 36%	15 23%	20 32%	14 41%	11 31%	9 37%	16 24%
I'm aware that there is a greater demand on charities than before	59 29%	29 31%	29 28%	2 8%	8 21%	7 31%	11 33%	11 42%	21 36%	20 31%	16 26%	13 36%	9 26%	7 30%	22 33%
I'm more aware of the work that charities do	38 19%	19 21%	19 18%	3 14%	11 30%	1 6%	6 17%	1 6%	15 26%	7 11%	19 30%	5 14%	7 19%	8 31%	9 14%
My disposable income has been higher	38 19%	22 24%	16 15%	6 24%	12 33%	5 23%	2 6%	5 20%	8 13%	14 22%	12 19%	7 21%	4 12%	7 28%	18 28%
Government spending cuts mean charities need more help from the public	37 19%	18 19%	19 18%	* 2%	3 8%	4 18%	8 25%	7 27%	14 25%	12 19%	10 16%	8 23%	6 17%	8 34%	7 11%
Other	25 13%	12 12%	14 13%	- -	3 9%	2 9%	4 13%	3 13%	12 21%	11 17%	6 9%	1 4%	7 19%	- -	9 13%
None of the above	20 10%	9 10%	11 10%	3 13%	4 12%	2 9%	6 18%	1 3%	4 7%	8 12%	4 7%	4 12%	4 11%	1 6%	5 7%

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Q.2b You mentioned that you have given more to charity within the last 12 months, than in a typical year. Which, if any, of the following have affected the amount you have given to charity within the last 12 months?

Base: All respondents who have given more to charity in their last 12 months

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	208	13	6	29	23	22	15	1	15	26	38	20
Weighted base	199	12	4	30	23	21	18	1	14	27	32	18
My personal experiences in the last 12 months have motivated me to give to charity	63 32%	6 48%	-	13 44%	8 37%	8 37%	3 16%	-	4 31%	6 22%	10 31%	5 30%
I have received more requests for donations or sponsorship	61 31%	3 26%	1 33%	11 36%	11 48%	2 11%	5 26%	-	2 11%	8 30%	11 35%	7 40%
I'm aware that there is a greater demand on charities than before	59 29%	2 20%	2 55%	5 18%	9 38%	7 32%	9 50%	-	4 27%	7 27%	9 29%	4 21%
I'm more aware of the work that charities do	38 19%	3 28%	-	6 21%	4 19%	1 5%	4 23%	-	3 18%	7 25%	5 17%	4 21%
My disposable income has been higher	38 19%	2 15%	2 39%	7 25%	3 12%	3 16%	5 30%	-	4 28%	6 23%	2 7%	3 16%
Government spending cuts mean charities need more help from the public	37 19%	2 13%	1 27%	6 22%	5 20%	3 15%	2 13%	-	1 9%	6 22%	7 22%	3 18%
Other	25 13%	1 5%	-	7 25%	5 22%	2 8%	1 4%	1 100%	1 8%	4 14%	3 8%	2 9%
None of the above	20 10%	1 9%	-	2 6%	-	5 22%	2 8%	-	1 10%	4 15%	5 15%	1 7%

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Table 4

Q.3 You mentioned that you have given more to charity within the last 12 months, than in a typical year. Would you say that this increase is reactive - that is, due to one or more specific requests for donations in the last 12 months - or proactive, a conscious decision that you want to give more to charity?

Base: All respondents who have given more to charity in their last 12 months

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	208	101	107	21	36	29	29	29	64	97	56	22	33	25	70
Weighted base	199	93	106	25	37	22	33	25	57	65	63	35	36	24	66
It is reactive, due to one or more specific requests	69 35%	32 35%	37 35%	8 32%	7 20%	8 37%	15 46%	8 30%	22 40%	22 33%	23 36%	13 36%	12 34%	9 38%	24 36%
It is proactive, a conscious decision that I want to give more to charity	89 45%	46 49%	43 41%	13 51%	21 56%	10 46%	11 32%	11 43%	25 43%	32 49%	28 44%	15 44%	14 39%	10 43%	32 48%
Neither	28 14%	10 11%	18 17%	1 5%	3 8%	3 12%	6 18%	7 27%	8 15%	10 16%	6 10%	6 17%	5 14%	2 9%	9 14%
Don't know	13 6%	5 5%	8 7%	3 12%	6 16%	1 5%	1 4%	- -	1 3%	1 2%	6 10%	1 3%	5 13%	2 10%	2 2%

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Table 4

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Base: All respondents who have given more to charity in their last 12 months

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	208	13	6	29	23	22	15	1	15	26	38	20
Weighted base	199	12	4	30	23	21	18	1	14	27	32	18
It is reactive, due to one or more specific requests	69 35%	3 22%	3 73%	9 31%	8 34%	10 46%	5 27%	-	2 14%	8 28%	15 47%	7 40%
It is proactive, a conscious decision that I want to give more to charity	89 45%	8 66%	1 12%	16 54%	13 57%	5 23%	7 40%	-	6 46%	16 60%	11 35%	6 35%
Neither	28 14%	-	-	4 15%	2 9%	4 21%	6 33%	1 100%	4 29%	1 4%	2 7%	3 16%
Don't know	13 6%	1 12%	1 15%	-	-	2 10%	-	-	1 11%	2 8%	3 11%	1 8%