



CAF – Ice Bucket Challenge

METHODOLOGY NOTE

ComRes interviewed 2,058 GB adults online between the 5th and 7th September 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 1

Q.1 Which, if any, of the following charity fundraising campaigns driven by social media (e.g. Facebook, Twitter) have you ever taken part in?

Base: All respondents

	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	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Any	514	237	277	96	138	118	82	49	31	145	129	126	114	101	265
	25%	24%	26%	39%	40%	34%	22%	16%	7%	26%	23%	28%	23%	35%	31%
#Nomakeupselfie	129	28	101	43	50	13	16	6	1	31	31	25	42	28	53
	6%	3%	10%	18%	14%	4%	4%	2%	*	6%	5%	6%	9%	10%	6%
Stephen Sutton's Thumbs Up campaign	140	52	87	17	43	26	22	18	14	41	34	28	37	29	66
	7%	5%	8%	7%	12%	8%	6%	6%	3%	7%	6%	6%	8%	10%	8%
The Ice Bucket Challenge	356	193	163	73	91	97	56	27	12	101	91	99	65	71	200
	17%	19%	16%	30%	26%	28%	15%	9%	3%	18%	16%	22%	13%	25%	23%
NET: Other	25	10	15	1	1	4	8	6	5	7	8	4	6	4	12
	1%	1%	1%	*	*	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Movember	2	2	-	-	-	*	-	-	1	1	-	-	*	-	2
	*	*	-	-	-	*	-	-	*	*	-	-	*	-	*
Shave or Style Macmillan	1	1	-	-	-	-	1	1	-	-	1	-	1	1	1
	*	*	-	-	-	-	*	*	-	-	*	-	*	*	*
Animal charities (non-specific)	3	1	1	-	-	1	1	*	-	*	-	1	1	-	2
	*	*	*	-	-	*	*	*	-	*	-	*	*	-	*
Other cancer charities	5	1	5	-	-	1	1	3	1	1	1	3	1	-	2
	*	*	*	-	-	*	*	1%	*	*	*	1%	*	-	*
Other answers	14	5	9	1	1	2	5	3	3	5	6	-	3	3	5
	1%	*	1%	*	*	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
I haven't taken part in any charity fundraising campaigns driven by social media	1544	771	773	149	209	229	284	256	417	405	442	322	375	185	601
	75%	76%	74%	61%	60%	66%	78%	84%	93%	74%	77%	72%	77%	65%	69%

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 2

Q.1 Which, if any, of the following charity fundraising campaigns driven by social media (e.g. Facebook, Twitter) have you ever taken part in?

Base: All respondents

	Region																Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge		
	Total	Region I								Region II								Yes	No	Yes	No	Yes	No
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land						
Unweighted base	2058	200	85	244	177	194	155	102	187	217	312	185	529	536	506	287	200	477	1581	677	818	1935	123
Weighted base	2058	185	82	226	185	185	144	103	206	268	288	185	556	535	494	288	185	514	1544	710	792	1945	113
NET: Any	514 25%	61 33%	25 30%	56 25%	41 22%	56 30%	40 27%	26 25%	37 18%	66 25%	61 21%	45 24%	127 23%	133 25%	122 25%	71 25%	61 33%	514 100%	-	378 53%	68 9%	501 26%	13 12%
#Nomakeupselfie	129 6%	8 5%	8 10%	14 6%	12 7%	17 9%	16 11%	11 11%	5 3%	14 5%	10 3%	14 7%	24 4%	38 7%	34 7%	25 9%	8 5%	129 25%	-	99 14%	13 2%	124 6%	4 4%
Stephen Sutton's Thumbs Up campaign	140 7%	14 7%	9 11%	15 7%	12 6%	21 11%	6 4%	9 9%	11 5%	21 8%	10 3%	12 6%	30 5%	39 7%	36 7%	21 7%	14 7%	140 27%	-	101 14%	16 2%	133 7%	7 6%
The Ice Bucket Challenge	356 17%	46 25%	18 22%	43 19%	25 14%	33 18%	22 15%	17 16%	24 11%	47 18%	49 17%	32 17%	96 17%	78 15%	87 18%	48 17%	46 25%	356 69%	-	272 38%	49 6%	352 18%	5 4%
NET: Other	25 1%	3 2%	1 1%	2 1%	3 1%	2 1%	2 2%	-	3 1%	2 1%	2 1%	3 2%	4 1%	8 1%	6 1%	3 1%	3 2%	25 5%	-	18 3%	4 1%	23 1%	1 1%
Movember	2 *	1 1%	-	-	-	-	-	-	* *	-	-	-	-	* *	-	-	1 1%	2 *	-	2 *	-	2 *	-
Shave or Style Macmillan	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *	-
Animal charities (non-specific)	3 *	1 1%	-	-	-	1 *	-	-	-	-	-	* *	-	1 *	-	* *	1 1%	3 1%	-	3 *	-	3 *	-
Other cancer charities	5 *	-	-	-	-	1 *	-	-	-	1 *	1 *	3 1%	2 *	1 *	-	3 1%	-	5 1%	-	3 *	1 *	5 *	-
Other answers	14 1%	1 *	1 1%	2 1%	3 1%	1 *	1 1%	-	2 1%	2 1%	1 *	1 *	3 *	4 1%	6 1%	1 *	1 *	14 3%	-	9 1%	3 *	12 1%	1 1%
I haven't taken part in any charity fundraising campaigns driven by social media	1544 75%	125 67%	57 70%	171 75%	144 78%	129 70%	104 73%	77 75%	169 82%	201 75%	227 79%	140 76%	428 77%	402 75%	372 75%	217 75%	125 67%	-	1544 100%	332 47%	724 91%	1444 74%	100 88%

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 3

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

Summary

Base: All respondents

	Statements					
	Charity fundraising campaigns on social media are a fun way to support a cause	I would support a charity fundraising campaign on social media in the future	Charity fundraising campaigns on social media take donations away from other causes	People taking part in charity fundraising campaigns on social media are seeking attention	Charities involved in social media fundraising campaigns encourage people to give more to good causes overall	I would rather give money to charity fundraising campaigns that I see on traditional media (e.g. events, posters, TV adverts) than on social media
Unweighted base	2058	2058	2058	2058	2058	2058
Weighted base	2058	2058	2058	2058	2058	2058
NET: Agree	1178 57%	710 34%	783 38%	1076 52%	1133 55%	1031 50%
Strongly agree (4)	314 15%	183 9%	194 9%	381 19%	280 14%	354 17%
Tend to agree (3)	864 42%	526 26%	590 29%	695 34%	853 41%	677 33%
Tend to disagree (2)	279 14%	417 20%	540 26%	432 21%	293 14%	397 19%
Strongly disagree (1)	149 7%	375 18%	150 7%	126 6%	89 4%	138 7%
NET: Disagree	429 21%	792 38%	690 34%	558 27%	382 19%	536 26%
Don't know	451 22%	557 27%	585 28%	424 21%	543 26%	492 24%
Mean	2.84	2.35	2.56	2.81	2.87	2.80
Standard deviation	0.85	0.99	0.84	0.88	0.77	0.89
Standard error	0.02	0.03	0.02	0.02	0.02	0.02

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 4

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

Charity fundraising campaigns on social media are a fun way to support a cause

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	Pri- vate	
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785	
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866	
NET: Agree	1178 57%	526 52%	653 62%	131 54%	222 64%	234 67%	220 60%	163 53%	208 46%	304 55%	315 55%	293 65%	266 54%	193 67%	522 60%	
Strongly agree	(4) 15%	314 13%	188 18%	50 21%	85 25%	66 19%	49 13%	29 9%	35 8%	70 13%	81 14%	88 20%	75 15%	47 17%	155 18%	
Tend to agree	(3) 42%	864 40%	399 44%	465 33%	81 39%	137 48%	168 47%	172 44%	134 39%	172 43%	234 41%	204 46%	191 39%	146 51%	367 42%	
Tend to disagree	(2) 14%	279 14%	144 14%	136 13%	33 14%	41 12%	36 10%	45 12%	45 15%	78 18%	94 17%	64 11%	52 12%	68 14%	32 11%	111 13%
Strongly disagree	(1) 7%	149 7%	103 10%	46 4%	18 7%	17 5%	16 5%	27 7%	30 10%	42 9%	47 9%	45 8%	16 4%	42 9%	14 5%	60 7%
NET: Disagree	429 21%	247 24%	182 17%	51 21%	58 17%	52 15%	72 20%	75 24%	120 27%	141 26%	109 19%	68 15%	111 23%	45 16%	171 20%	
Don't know	451 22%	236 23%	215 20%	62 25%	66 19%	61 17%	75 20%	68 22%	120 27%	105 19%	147 26%	87 19%	113 23%	48 17%	172 20%	
Mean	2.84	2.71	2.95	2.90	3.03	2.99	2.83	2.68	2.61	2.73	2.83	3.01	2.79	2.95	2.89	
Standard deviation	0.85	0.90	0.78	0.92	0.84	0.76	0.81	0.85	0.84	0.85	0.86	0.75	0.89	0.75	0.85	
Standard error	0.02	0.03	0.03	0.08	0.05	0.04	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.05	0.03	

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 5

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

Charity fundraising campaigns on social media are a fun way to support a cause

Base: All respondents

	Total	Region										Region II						Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge	
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	No	Yes	No	Yes	No
Unweighted base	2058	200	85	244	177	194	155	102	187	217	312	185	529	536	506	287	200	477	1581	677	818	1935	123
Weighted base	2058	185	82	226	185	185	144	103	206	268	288	185	556	535	494	288	185	514	1544	710	792	1945	113
NET: Agree	1178 57%	113 61%	51 62%	135 60%	100 54%	111 60%	90 62%	65 63%	109 53%	146 54%	164 57%	95 51%	309 56%	309 58%	287 58%	160 56%	113 61%	407 79%	772 50%	667 94%	274 35%	1129 58%	49 43%
Strongly agree	(4) 314 15%	31 17%	11 13%	37 16%	25 13%	33 18%	22 16%	11 10%	35 17%	43 16%	40 14%	27 14%	83 15%	91 17%	72 15%	37 13%	31 17%	178 35%	136 9%	262 37%	24 3%	303 16%	11 10%
Tend to agree	(3) 864 42%	82 44%	40 49%	98 43%	76 41%	78 42%	67 47%	55 53%	73 36%	103 38%	124 43%	68 37%	226 41%	218 41%	214 43%	123 43%	82 44%	228 44%	636 41%	405 57%	250 32%	826 42%	38 34%
Tend to disagree	(2) 279 14%	14 8%	11 14%	30 13%	28 15%	21 11%	25 17%	13 12%	27 13%	40 15%	43 15%	27 15%	83 15%	74 14%	69 14%	40 14%	14 8%	45 9%	235 15%	27 4%	234 30%	267 14%	12 11%
Strongly disagree	(1) 149 7%	17 9%	4 5%	14 6%	22 12%	11 6%	8 6%	2 2%	20 10%	14 5%	17 6%	18 10%	32 6%	39 7%	41 8%	20 7%	17 9%	15 3%	135 9%	3 *	139 18%	135 7%	15 13%
NET: Disagree	429 21%	31 17%	16 19%	45 20%	50 27%	32 17%	33 23%	15 15%	47 23%	54 20%	61 21%	45 24%	115 21%	113 21%	110 22%	60 21%	31 17%	59 12%	370 24%	30 4%	373 47%	402 21%	27 24%
Don't know	451 22%	41 22%	16 19%	46 21%	35 19%	42 23%	21 15%	23 22%	50 24%	68 25%	63 22%	45 24%	131 24%	113 21%	97 20%	68 24%	41 22%	48 9%	403 26%	13 2%	144 18%	414 21%	37 33%
Mean	2.84	2.88	2.86	2.88	2.68	2.93	2.84	2.92	2.79	2.87	2.83	2.74	2.85	2.85	2.80	2.81	2.88	3.22	2.68	3.33	2.25	2.85	2.59
Standard deviation	0.85	0.88	0.76	0.83	0.92	0.83	0.80	0.64	0.94	0.83	0.81	0.91	0.82	0.86	0.86	0.83	0.88	0.75	0.83	0.57	0.83	0.84	0.96
Standard error	0.02	0.07	0.09	0.06	0.08	0.07	0.07	0.07	0.08	0.07	0.05	0.08	0.04	0.04	0.04	0.06	0.07	0.04	0.02	0.02	0.03	0.02	0.11

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 6

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

I would support a charity fundraising campaign on social media in the future

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	Pri- vate
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	710 34%	336 33%	374 36%	107 44%	180 52%	165 48%	115 31%	75 24%	68 15%	196 36%	195 34%	171 38%	147 30%	140 49%	355 41%
Strongly agree	(4) 9%	183 8%	103 10%	33 14%	56 16%	41 12%	26 7%	14 5%	13 3%	44 8%	48 8%	48 11%	43 9%	37 13%	84 10%
Tend to agree	(3) 26%	526 25%	271 26%	73 30%	124 36%	124 36%	89 24%	61 20%	55 12%	152 28%	147 26%	123 27%	104 21%	103 36%	271 31%
Tend to disagree	(2) 20%	417 20%	209 21%	208 20%	40 16%	60 17%	41 12%	86 23%	74 24%	116 26%	117 21%	115 20%	96 18%	89 16%	167 19%
Strongly disagree	(1) 18%	375 18%	215 21%	160 15%	21 9%	22 6%	40 11%	64 17%	83 27%	145 32%	114 21%	104 18%	61 14%	96 20%	127 15%
NET: Disagree	792 38%	424 42%	367 35%	61 25%	83 24%	80 23%	149 41%	157 51%	262 58%	231 42%	219 38%	157 35%	185 38%	76 27%	294 34%
Don't know	557 27%	248 25%	308 29%	77 32%	84 24%	101 29%	102 28%	74 24%	118 26%	123 22%	157 27%	121 27%	157 32%	70 24%	217 25%
Mean	2.35	2.27	2.43	2.71	2.82	2.68	2.29	2.03	1.81	2.30	2.34	2.48	2.28	2.68	2.48
Standard deviation	0.99	0.99	0.98	0.93	0.87	0.94	0.94	0.93	0.86	0.98	0.98	0.96	1.02	0.92	0.95
Standard error	0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.07	0.04

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 7

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

I would support a charity fundraising campaign on social media in the future

Base: All respondents

	Total	Region										Region II						Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge	
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	No	Yes	No	Yes	No
Unweighted base	2058	200	85	244	177	194	155	102	187	217	312	185	529	536	506	287	200	477	1581	677	818	1935	123
Weighted base	2058	185	82	226	185	185	144	103	206	268	288	185	556	535	494	288	185	514	1544	710	792	1945	113
NET: Agree	710 34%	67 36%	32 38%	80 35%	47 25%	68 37%	47 32%	42 41%	57 28%	113 42%	94 33%	62 34%	208 37%	172 32%	159 32%	104 36%	67 36%	378 74%	332 21%	710 100%	-	687 35%	22 20%
Strongly agree	(4) 183 9%	18 10%	5 6%	24 11%	8 4%	16 9%	14 10%	5 4%	20 10%	32 12%	26 9%	16 9%	57 10%	50 9%	37 8%	21 7%	18 10%	135 26%	49 3%	183 26%	-	177 9%	6 5%
Tend to agree	(3) 526 26%	49 26%	26 32%	56 25%	39 21%	52 28%	33 23%	37 36%	37 18%	82 31%	69 24%	46 25%	150 27%	122 23%	122 25%	84 29%	49 26%	243 47%	283 18%	526 74%	-	510 26%	16 14%
Tend to disagree	(2) 417 20%	41 22%	14 17%	38 17%	45 25%	42 23%	31 22%	16 15%	37 18%	40 15%	73 25%	40 21%	113 20%	110 21%	97 20%	56 19%	41 22%	54 11%	363 23%	-	417 53%	398 20%	19 17%
Strongly disagree	(1) 375 18%	31 17%	17 21%	40 18%	43 23%	28 15%	29 20%	18 17%	49 24%	41 15%	44 15%	36 19%	85 15%	105 20%	100 20%	53 19%	31 17%	14 3%	361 23%	-	375 47%	345 18%	30 26%
NET: Disagree	792 38%	72 39%	31 37%	78 35%	88 48%	70 38%	60 42%	34 33%	86 42%	81 30%	117 41%	76 41%	198 36%	215 40%	197 40%	109 38%	72 39%	68 13%	724 47%	-	792 100%	743 38%	49 43%
Don't know	557 27%	46 25%	20 24%	68 30%	50 27%	47 25%	37 26%	28 27%	63 31%	74 28%	77 27%	47 25%	151 27%	147 28%	138 28%	75 26%	46 25%	68 13%	489 32%	-	-	515 26%	42 37%
Mean	2.35	2.39	2.32	2.40	2.09	2.41	2.30	2.38	2.19	2.54	2.36	2.31	2.44	2.30	2.27	2.33	2.39	3.12	2.02	3.26	1.53	2.36	1.98
Standard deviation	0.99	0.98	0.97	1.03	0.91	0.94	1.01	0.91	1.06	1.00	0.95	0.99	0.98	1.01	0.98	0.96	0.98	0.73	0.89	0.44	0.50	0.98	1.00
Standard error	0.03	0.08	0.12	0.08	0.08	0.08	0.09	0.11	0.09	0.08	0.06	0.09	0.05	0.05	0.05	0.07	0.08	0.04	0.03	0.02	0.02	0.03	0.11

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 8

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

Charity fundraising campaigns on social media take donations away from other causes

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	Pri- vate	
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785	
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866	
NET: Agree	783 38%	428 42%	355 34%	97 40%	120 35%	137 39%	120 33%	105 34%	205 46%	239 43%	223 39%	157 35%	164 34%	108 38%	323 37%	
Strongly agree	(4) 9%	194 10%	100 9%	94 13%	31 11%	38 9%	32 10%	35 7%	22 8%	37 11%	62 10%	58 10%	44 10%	30 6%	26 9%	94 11%
Tend to agree	(3) 29%	590 33%	328 25%	261 27%	66 24%	83 30%	105 23%	84 27%	83 38%	168 32%	177 29%	166 25%	113 27%	134 28%	81 26%	229 26%
Tend to disagree	(2) 26%	540 24%	238 29%	301 24%	58 24%	110 32%	99 29%	102 28%	89 29%	81 18%	135 25%	143 25%	132 29%	130 27%	96 34%	243 28%
Strongly disagree	(1) 7%	150 6%	64 8%	86 8%	20 8%	34 10%	24 7%	32 9%	23 7%	18 4%	38 7%	47 8%	24 5%	40 8%	20 7%	71 8%
NET: Disagree	690 34%	302 30%	388 37%	78 32%	145 42%	123 36%	133 36%	112 37%	99 22%	173 32%	191 33%	156 35%	170 35%	116 41%	314 36%	
Don't know	585 28%	278 28%	307 29%	70 29%	82 24%	87 25%	114 31%	89 29%	144 32%	137 25%	157 27%	136 30%	155 32%	63 22%	229 26%	
Mean	2.56	2.64	2.49	2.62	2.47	2.56	2.49	2.48	2.74	2.64	2.56	2.56	2.46	2.51	2.54	
Standard deviation	0.84	0.83	0.86	0.90	0.89	0.83	0.89	0.81	0.74	0.85	0.87	0.83	0.82	0.82	0.88	
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.06	0.04	

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 9

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

Charity fundraising campaigns on social media take donations away from other causes

Base: All respondents

	Region																	Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge		
	Total	Region I							Region II							Yes	No	Yes	No	Yes	No			
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land							Wales & South	Scot-land	
Unweighted base	2058	200	85	244	177	194	155	102	187	217	312	185	529	536	506	287	200	477	1581	677	818	1935	123	
Weighted base	2058	185	82	226	185	185	144	103	206	268	288	185	556	535	494	288	185	514	1544	710	792	1945	113	
NET: Agree	783 38%	72 39%	21 25%	73 32%	93 50%	64 35%	58 40%	30 29%	81 39%	109 41%	111 39%	72 39%	221 40%	203 38%	187 38%	102 35%	72 39%	220 43%	564 37%	276 39%	400 50%	744 38%	40 35%	
Strongly agree	(4) 9%	194 8%	15 5%	4 8%	19 12%	21 10%	19 8%	11 8%	13 12%	23 8%	23 12%	34 7%	13 10%	56 10%	53 9%	44 9%	25 9%	15 8%	60 12%	134 9%	72 10%	111 14%	178 9%	16 14%
Tend to agree	(3) 29%	590 31%	57 20%	17 24%	55 38%	71 24%	45 32%	47 16%	17 28%	58 32%	87 27%	78 32%	59 30%	164 28%	150 29%	143 26%	76 31%	57 31%	159 31%	430 28%	204 29%	289 36%	566 29%	24 21%
Tend to disagree	(2) 26%	540 31%	57 33%	27 30%	69 30%	26 14%	58 31%	36 25%	35 34%	45 22%	62 23%	76 26%	48 26%	138 25%	139 26%	122 25%	83 29%	57 31%	168 33%	371 24%	286 40%	169 21%	519 27%	21 18%
Strongly disagree	(1) 7%	150 7%	13 7%	12 15%	20 9%	11 6%	12 6%	13 9%	5 5%	12 6%	22 8%	17 6%	13 7%	39 7%	37 7%	43 9%	18 6%	13 7%	55 11%	96 6%	82 12%	49 6%	142 7%	8 7%
NET: Disagree	690 34%	70 38%	39 48%	89 39%	37 20%	70 38%	49 34%	40 39%	57 28%	84 32%	92 32%	61 33%	177 32%	176 33%	165 33%	102 35%	70 38%	223 43%	467 30%	367 52%	218 28%	660 34%	29 26%	
Don't know	585 28%	44 24%	22 27%	64 28%	56 30%	51 28%	38 26%	33 32%	67 33%	74 28%	84 29%	52 28%	158 28%	156 29%	142 29%	85 29%	44 24%	71 14%	513 33%	66 9%	174 22%	540 28%	44 39%	
Mean	2.56	2.52	2.21	2.44	2.79	2.53	2.52	2.54	2.66	2.57	2.63	2.54	2.60	2.58	2.53	2.54	2.52	2.51	2.58	2.41	2.75	2.56	2.68	
Standard deviation	0.84	0.81	0.85	0.85	0.82	0.85	0.84	0.87	0.86	0.84	0.85	0.80	0.85	0.85	0.87	0.83	0.81	0.88	0.83	0.85	0.84	0.84	0.97	
Standard error	0.02	0.06	0.11	0.07	0.07	0.07	0.08	0.11	0.08	0.07	0.06	0.07	0.04	0.04	0.05	0.06	0.06	0.04	0.03	0.03	0.03	0.02	0.11	

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 10

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

People taking part in charity fundraising campaigns on social media are seeking attention

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	Pri- vate	
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785	
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866	
NET: Agree	1076 52%	609 60%	467 44%	120 49%	192 55%	191 55%	192 52%	159 52%	223 50%	316 57%	304 53%	230 51%	226 46%	151 53%	473 55%	
Strongly agree	(4) 19%	381 22%	221 15%	160 21%	51 23%	81 21%	72 19%	70 15%	47 13%	60 20%	111 20%	112 20%	77 17%	81 17%	55 19%	190 22%
Tend to agree	(3) 34%	695 38%	388 29%	307 28%	69 32%	111 34%	119 33%	122 37%	112 36%	163 37%	205 34%	192 34%	154 34%	145 30%	97 34%	283 33%
Tend to disagree	(2) 21%	432 16%	162 26%	270 14%	34 21%	72 19%	66 23%	84 26%	79 22%	97 20%	107 20%	109 19%	106 24%	109 22%	70 25%	184 21%
Strongly disagree	(1) 6%	126 4%	43 8%	83 8%	19 6%	21 6%	21 7%	27 7%	21 4%	18 5%	29 6%	32 6%	25 6%	40 8%	17 6%	54 6%
NET: Disagree	558 27%	205 20%	353 34%	53 22%	94 27%	86 25%	111 30%	100 33%	115 26%	136 25%	141 25%	131 29%	150 31%	88 31%	238 27%	
Don't know	424 21%	194 19%	230 22%	72 30%	61 18%	70 20%	64 17%	47 15%	110 24%	98 18%	126 22%	87 19%	113 23%	47 17%	156 18%	
Mean	2.81	2.97	2.66	2.88	2.88	2.87	2.78	2.72	2.78	2.88	2.87	2.78	2.71	2.79	2.86	
Standard deviation	0.88	0.83	0.90	0.96	0.91	0.88	0.90	0.85	0.79	0.85	0.88	0.86	0.92	0.88	0.90	
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.04	

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 11

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

People taking part in charity fundraising campaigns on social media are seeking attention

Base: All respondents

	Total	Region										Region II						Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge	
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	No	Yes	No	Yes	No
Unweighted base	2058	200	85	244	177	194	155	102	187	217	312	185	529	536	506	287	200	477	1581	677	818	1935	123
Weighted base	2058	185	82	226	185	185	144	103	206	268	288	185	556	535	494	288	185	514	1544	710	792	1945	113
NET: Agree	1076 52%	101 54%	40 49%	108 48%	101 55%	90 48%	86 59%	55 53%	116 57%	135 50%	152 53%	93 50%	287 52%	292 54%	249 50%	148 51%	101 54%	261 51%	815 53%	359 51%	552 70%	1028 53%	48 42%
Strongly agree	(4) 381 19%	33 18%	10 12%	34 15%	43 23%	32 17%	30 21%	29 28%	43 21%	44 16%	53 18%	31 17%	97 17%	105 20%	87 18%	60 21%	33 18%	94 18%	287 19%	112 16%	230 29%	359 18%	22 19%
Tend to agree	(3) 695 34%	67 36%	30 36%	74 33%	59 32%	58 31%	55 38%	26 25%	74 36%	91 34%	100 35%	62 33%	190 34%	187 35%	162 33%	88 31%	67 36%	166 32%	528 34%	247 35%	322 41%	669 34%	26 23%
Tend to disagree	(2) 432 21%	39 21%	17 21%	60 26%	34 19%	44 24%	27 18%	28 28%	31 15%	47 17%	65 22%	40 21%	111 20%	102 19%	112 23%	68 24%	39 21%	142 28%	290 19%	230 32%	120 15%	410 21%	22 20%
Strongly disagree	(1) 126 6%	12 7%	7 8%	13 6%	8 4%	12 7%	11 7%	5 4%	11 6%	20 7%	16 5%	11 6%	36 6%	34 6%	28 6%	16 6%	12 7%	64 12%	62 4%	81 11%	31 4%	124 6%	2 2%
NET: Disagree	558 27%	51 28%	24 29%	73 32%	43 23%	56 30%	37 26%	33 32%	43 21%	66 25%	81 28%	51 28%	147 26%	136 25%	139 28%	84 29%	51 28%	206 40%	352 23%	311 44%	151 19%	533 27%	25 22%
Don't know	424 21%	33 18%	18 22%	46 20%	41 22%	40 21%	21 15%	15 15%	46 23%	66 25%	55 19%	41 22%	122 22%	107 20%	106 21%	56 19%	33 18%	47 9%	377 24%	40 6%	88 11%	383 20%	41 36%
Mean	2.81	2.80	2.68	2.71	2.95	2.75	2.86	2.90	2.93	2.79	2.81	2.78	2.80	2.85	2.79	2.83	2.80	2.62	2.89	2.58	3.07	2.81	2.93
Standard deviation	0.88	0.87	0.87	0.85	0.87	0.89	0.89	0.93	0.87	0.90	0.86	0.87	0.88	0.88	0.87	0.89	0.87	0.96	0.83	0.91	0.82	0.88	0.86
Standard error	0.02	0.07	0.11	0.06	0.07	0.07	0.08	0.10	0.07	0.07	0.05	0.07	0.04	0.04	0.04	0.06	0.07	0.05	0.02	0.04	0.03	0.02	0.10

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 12

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

Charities involved in social media fundraising campaigns encourage people to give more to good causes overall

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	Pri- vate
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1133 55%	537 53%	596 57%	131 54%	226 65%	222 64%	217 59%	153 50%	186 41%	298 54%	302 53%	293 65%	240 49%	186 65%	513 59%
Strongly agree	(4) 280 14%	117 12%	163 16%	41 17%	78 23%	64 19%	42 11%	23 8%	32 7%	65 12%	68 12%	80 18%	66 14%	51 18%	126 15%
Tend to agree	(3) 853 41%	421 42%	433 41%	90 37%	148 43%	157 45%	175 48%	129 42%	154 34%	233 42%	234 41%	213 47%	174 36%	135 47%	387 45%
Tend to disagree	(2) 293 14%	144 14%	149 14%	39 16%	34 10%	42 12%	55 15%	47 15%	77 17%	87 16%	83 15%	43 10%	80 16%	34 12%	118 14%
Strongly disagree	(1) 89 4%	56 6%	32 3%	9 4%	16 5%	14 4%	11 3%	20 7%	19 4%	22 4%	24 4%	14 3%	28 6%	12 4%	35 4%
NET: Disagree	382 19%	201 20%	181 17%	47 19%	50 14%	57 16%	65 18%	67 22%	95 21%	110 20%	107 19%	57 13%	108 22%	46 16%	154 18%
Don't know	543 26%	271 27%	272 26%	66 27%	71 20%	68 20%	85 23%	86 28%	167 37%	142 26%	161 28%	99 22%	140 29%	54 19%	200 23%
Mean	2.87	2.81	2.94	2.91	3.04	2.98	2.88	2.71	2.71	2.84	2.85	3.03	2.80	2.97	2.91
Standard deviation	0.77	0.79	0.75	0.80	0.80	0.77	0.69	0.78	0.75	0.75	0.76	0.72	0.84	0.75	0.75
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.05	0.03

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 13

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

Charities involved in social media fundraising campaigns encourage people to give more to good causes overall

Base: All respondents

	Total	Region										Region II						Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge	
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	No	Yes	No	Yes	No
Unweighted base	2058	200	85	244	177	194	155	102	187	217	312	185	529	536	506	287	200	477	1581	677	818	1935	123
Weighted base	2058	185	82	226	185	185	144	103	206	268	288	185	556	535	494	288	185	514	1544	710	792	1945	113
NET: Agree	1133 55%	103 55%	44 54%	126 56%	92 50%	102 55%	96 67%	59 57%	111 54%	148 55%	154 53%	99 53%	301 54%	309 58%	262 53%	158 55%	103 55%	403 78%	731 47%	634 89%	288 36%	1090 56%	43 38%
Strongly agree	(4) 280 14%	26 14%	9 11%	34 15%	15 8%	29 16%	21 15%	9 9%	36 17%	37 14%	41 14%	23 12%	78 14%	86 16%	58 12%	32 11%	26 14%	161 31%	119 8%	221 31%	27 3%	273 14%	7 6%
Tend to agree	(3) 853 41%	77 42%	35 43%	92 41%	77 41%	74 40%	74 52%	50 49%	75 36%	110 41%	113 39%	76 41%	223 40%	223 42%	204 41%	126 44%	77 42%	242 47%	611 40%	414 58%	261 33%	817 42%	37 32%
Tend to disagree	(2) 293 14%	17 9%	14 17%	32 14%	32 17%	25 13%	16 11%	11 11%	27 13%	38 14%	51 18%	30 16%	89 16%	67 13%	79 16%	41 14%	17 9%	39 8%	254 16%	45 6%	216 27%	276 14%	17 15%
Strongly disagree	(1) 89 4%	12 6%	3 4%	10 4%	15 8%	11 6%	4 3%	6 5%	9 5%	5 2%	4 1%	10 5%	9 2%	25 5%	28 6%	15 5%	12 6%	19 4%	70 5%	4 1%	84 11%	81 4%	8 7%
NET: Disagree	382 19%	29 16%	17 21%	42 19%	47 25%	36 19%	20 14%	17 17%	36 18%	43 16%	54 19%	40 21%	97 18%	92 17%	107 22%	57 20%	29 16%	58 11%	324 21%	49 7%	300 38%	357 18%	25 22%
Don't know	543 26%	54 29%	20 25%	58 26%	46 25%	47 25%	28 20%	27 26%	59 29%	77 29%	80 28%	46 25%	157 28%	134 25%	125 25%	73 25%	54 29%	53 10%	489 32%	26 4%	203 26%	497 26%	45 40%
Mean	2.87	2.88	2.81	2.89	2.66	2.87	2.98	2.82	2.93	2.94	2.92	2.81	2.93	2.92	2.79	2.81	2.88	3.18	2.74	3.24	2.39	2.89	2.62
Standard deviation	0.77	0.82	0.75	0.79	0.81	0.84	0.69	0.73	0.82	0.71	0.71	0.79	0.71	0.79	0.79	0.77	0.82	0.75	0.74	0.60	0.79	0.77	0.82
Standard error	0.02	0.07	0.09	0.06	0.07	0.07	0.06	0.08	0.07	0.06	0.05	0.07	0.04	0.04	0.04	0.05	0.07	0.04	0.02	0.02	0.03	0.02	0.10

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 14

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

I would rather give money to charity fundraising campaigns that I see on traditional media (e.g. events, posters, TV adverts) than on social media

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	Pri- vate	
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785	
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866	
NET: Agree	1031 50%	525 52%	505 48%	69 28%	162 47%	169 49%	167 46%	173 57%	290 65%	323 59%	255 45%	222 49%	231 47%	146 51%	398 46%	
Strongly agree	(4) 17%	354 17%	179 18%	175 17%	25 10%	66 19%	57 17%	51 14%	50 16%	104 23%	117 21%	90 16%	67 15%	80 16%	51 18%	142 16%
Tend to agree	(3) 33%	677 33%	347 34%	330 31%	44 18%	96 28%	112 32%	116 32%	123 40%	186 42%	206 37%	165 29%	155 35%	151 31%	95 33%	257 30%
Tend to disagree	(2) 19%	397 19%	171 17%	227 22%	68 28%	72 21%	67 19%	74 20%	55 18%	60 13%	93 17%	121 21%	94 21%	90 18%	59 20%	195 23%
Strongly disagree	(1) 7%	138 7%	76 8%	62 6%	23 9%	25 7%	20 6%	25 7%	22 7%	24 5%	26 5%	52 9%	19 4%	41 8%	16 6%	66 8%
NET: Disagree	536 26%	246 24%	289 28%	91 37%	97 28%	88 25%	98 27%	77 25%	84 19%	119 22%	173 30%	113 25%	131 27%	75 26%	261 30%	
Don't know	492 24%	237 23%	255 24%	84 34%	87 25%	90 26%	102 28%	55 18%	73 16%	108 20%	143 25%	113 25%	128 26%	65 23%	207 24%	
Mean	2.80	2.81	2.78	2.45	2.78	2.80	2.73	2.80	2.99	2.94	2.68	2.80	2.75	2.82	2.72	
Standard deviation	0.89	0.90	0.88	0.92	0.94	0.88	0.88	0.86	0.83	0.84	0.94	0.82	0.93	0.87	0.91	
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.06	0.04	

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 15

Q.2 Thinking about charity fundraising campaigns on social media, to what extent do you agree or disagree with each of the following statements?

I would rather give money to charity fundraising campaigns that I see on traditional media (e.g. events, posters, TV adverts) than on social media

Base: All respondents

	Total	Region																Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge	
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	No	Yes	No	Yes	No
Unweighted base	2058	200	85	244	177	194	155	102	187	217	312	185	529	536	506	287	200	477	1581	677	818	1935	123
Weighted base	2058	185	82	226	185	185	144	103	206	268	288	185	556	535	494	288	185	514	1544	710	792	1945	113
NET: Agree	1031 50%	82 44%	44 53%	120 53%	100 54%	99 54%	82 57%	55 53%	96 47%	118 44%	147 51%	87 47%	265 48%	278 52%	264 53%	142 49%	82 44%	212 41%	819 53%	338 48%	517 65%	973 50%	58 51%
Strongly agree	(4) 354 17%	32 17%	15 18%	47 21%	33 18%	27 15%	25 18%	19 18%	37 18%	37 14%	53 19%	28 15%	91 16%	90 17%	95 19%	47 16%	32 17%	78 15%	276 18%	109 15%	205 26%	330 17%	24 21%
Tend to agree	(3) 677 33%	50 27%	29 35%	73 32%	67 36%	72 39%	57 40%	36 35%	59 29%	81 30%	94 32%	59 32%	174 31%	188 35%	169 34%	95 33%	50 27%	134 26%	543 35%	229 32%	313 40%	643 33%	34 30%
Tend to disagree	(2) 397 19%	43 23%	15 19%	37 16%	23 13%	36 19%	26 18%	23 22%	46 23%	56 21%	50 18%	41 22%	107 19%	109 20%	75 15%	64 22%	43 23%	161 31%	237 15%	235 33%	109 14%	385 20%	13 11%
Strongly disagree	(1) 138 7%	20 11%	2 3%	14 6%	16 8%	8 4%	9 6%	7 7%	15 7%	15 5%	15 5%	18 10%	30 5%	32 6%	32 6%	25 9%	20 11%	47 9%	91 6%	47 7%	81 10%	131 7%	7 6%
NET: Disagree	536 26%	63 34%	17 21%	51 22%	39 21%	44 24%	35 25%	30 29%	61 30%	71 26%	66 23%	59 32%	136 25%	140 26%	107 22%	89 31%	63 34%	207 40%	328 21%	282 40%	190 24%	516 27%	19 17%
Don't know	492 24%	41 22%	21 26%	55 25%	46 25%	42 23%	26 18%	18 17%	48 23%	78 29%	76 26%	40 21%	154 28%	117 22%	123 25%	57 20%	41 22%	95 18%	397 26%	89 13%	85 11%	456 23%	36 32%
Mean	2.80	2.65	2.92	2.90	2.84	2.83	2.84	2.79	2.75	2.75	2.87	2.66	2.81	2.80	2.88	2.71	2.65	2.58	2.87	2.64	2.91	2.79	2.97
Standard deviation	0.89	0.97	0.79	0.90	0.91	0.80	0.85	0.88	0.93	0.86	0.87	0.93	0.87	0.86	0.89	0.91	0.97	0.92	0.87	0.86	0.94	0.89	0.91
Standard error	0.02	0.08	0.10	0.07	0.08	0.06	0.08	0.10	0.08	0.07	0.06	0.08	0.04	0.04	0.05	0.06	0.08	0.05	0.03	0.04	0.03	0.02	0.10

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 16

Q.3 Which of the following, if any, apply to your experience of the Ice Bucket Challenge campaign?

Base: All respondents

	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	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
I have never heard of the Ice Bucket Challenge campaign before today	113 6%	53 5%	60 6%	9 4%	14 4%	14 4%	26 7%	21 7%	30 7%	26 5%	26 5%	27 6%	34 7%	10 3%	45 5%
I have personally done the Ice Bucket Challenge, and donated to charity	204 10%	99 10%	104 10%	37 15%	50 14%	66 19%	25 7%	20 7%	7 1%	65 12%	54 9%	45 10%	40 8%	37 13%	120 14%
I have personally done the Ice Bucket Challenge, but not donated to charity	58 3%	36 4%	22 2%	18 7%	24 7%	7 2%	8 2%	1 *	- -	10 2%	20 3%	22 5%	6 1%	17 6%	33 4%
I have been nominated. I will do the challenge and donate money	71 3%	38 4%	33 3%	13 5%	27 8%	18 5%	12 3%	1 *	1 *	23 4%	11 2%	24 5%	13 3%	15 5%	43 5%
I have been nominated. I will do the challenge but not donate money	19 1%	10 1%	10 1%	8 3%	5 1%	3 1%	3 1%	- -	- -	3 1%	7 1%	* *	8 2%	3 1%	9 1%
I have been nominated. I will not do the challenge but I will donate money	114 6%	45 4%	69 7%	26 11%	32 9%	15 4%	27 7%	8 2%	6 1%	22 4%	33 6%	39 9%	20 4%	20 7%	57 7%
I have been nominated. I will not do the challenge and I will not donate money	116 6%	71 7%	45 4%	26 11%	31 9%	17 5%	24 6%	10 3%	9 2%	24 4%	46 8%	21 5%	26 5%	18 6%	63 7%
I have not been nominated. If I was, I would do the challenge and also donate money	234 11%	112 11%	122 12%	19 8%	36 10%	45 13%	53 14%	42 14%	39 9%	68 12%	55 10%	42 9%	68 14%	22 8%	110 13%
I have not been nominated. If I was, I would do the challenge but not donate money	36 2%	22 2%	14 1%	9 4%	4 1%	2 1%	8 2%	2 1%	10 2%	6 1%	10 2%	10 2%	10 2%	3 1%	17 2%

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 16

Q.3 Which of the following, if any, apply to your experience of the Ice Bucket Challenge campaign?

Base: All respondents

	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
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
I have not been nominated. If I was, I would not do the challenge but instead I would donate money	471 23%	181 18%	290 28%	42 17%	57 16%	66 19%	71 19%	83 27%	153 34%	123 22%	138 24%	103 23%	108 22%	87 30%	137 16%
I have not been nominated. If I was, I would not do the challenge and would not donate money	620 30%	341 34%	280 27%	37 15%	68 20%	93 27%	112 30%	117 38%	193 43%	181 33%	169 30%	114 25%	156 32%	55 19%	232 27%
NET: Heard of the Ice Bucket Challenge	1945 94%	955 95%	989 94%	235 96%	333 96%	333 96%	341 93%	284 93%	418 93%	524 95%	544 95%	421 94%	455 93%	277 97%	821 95%
NET: Personally done the Ice Bucket Challenge	262 13%	136 13%	126 12%	55 22%	73 21%	73 21%	33 9%	21 7%	7 1%	75 14%	74 13%	67 15%	46 9%	54 19%	153 18%
NET: Been nominated and not taken part	321 16%	164 16%	157 15%	74 30%	95 27%	53 15%	65 18%	18 6%	16 4%	72 13%	97 17%	85 19%	67 14%	56 19%	172 20%
NET: Not been nominated and not taken part	1362 66%	656 65%	706 67%	107 44%	165 48%	206 60%	243 66%	245 80%	395 88%	377 69%	373 65%	269 60%	342 70%	168 59%	497 57%

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 17

Q.3 Which of the following, if any, apply to your experience of the Ice Bucket Challenge campaign?

Base: All respondents

	Region																	Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge	
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	No	Yes	No	Yes	No
Unweighted base	2058	200	85	244	177	194	155	102	187	217	312	185	529	536	506	287	200	477	1581	677	818	1935	123
Weighted base	2058	185	82	226	185	185	144	103	206	268	288	185	556	535	494	288	185	514	1544	710	792	1945	113
I have never heard of the Ice Bucket Challenge campaign before today	113 6%	10 5%	5 6%	8 4%	5 3%	9 5%	9 6%	5 5%	15 7%	17 6%	23 8%	7 4%	40 7%	33 6%	18 4%	12 4%	10 5%	13 3%	100 6%	22 3%	49 6%	-	113 100%
I have personally done the Ice Bucket Challenge, and donated to charity	204 10%	28 15%	15 18%	21 9%	15 8%	22 12%	14 10%	6 6%	13 6%	29 11%	25 9%	15 8%	54 10%	49 9%	51 10%	21 7%	28 15%	195 38%	8 1%	162 23%	20 3%	204 10%	-
I have personally done the Ice Bucket Challenge, but not donated to charity	58 3%	11 6%	1 1%	4 2%	1 *	3 2%	1 *	7 6%	2 1%	7 2%	12 4%	11 6%	19 3%	6 1%	6 1%	17 6%	11 6%	56 11%	2 *	40 6%	10 1%	58 3%	-
I have been nominated. I will do the challenge and donate money	71 3%	7 4%	1 1%	13 6%	1 1%	9 5%	4 3%	3 3%	8 4%	10 4%	10 4%	5 2%	21 4%	21 4%	15 3%	8 3%	7 4%	53 10%	18 1%	53 8%	11 1%	71 4%	-
I have been nominated. I will do the challenge but not donate money	19 1%	-	2 2%	3 1%	-	2 1%	1 1%	1 1%	-	5 2%	6 2%	-	10 2%	3 1%	5 1%	1 *	-	11 2%	9 1%	9 1%	4 1%	19 1%	-
I have been nominated. I will not do the challenge but I will donate money	114 6%	12 6%	3 4%	15 7%	10 6%	13 7%	7 5%	7 7%	12 6%	9 3%	13 4%	12 7%	21 4%	33 6%	28 6%	19 7%	12 6%	45 9%	68 4%	54 8%	32 4%	114 6%	-
I have been nominated. I will not do the challenge and I will not donate money	116 6%	7 4%	9 11%	13 6%	19 10%	10 5%	7 5%	5 5%	12 6%	3 1%	23 8%	7 4%	26 5%	29 5%	42 8%	13 4%	7 4%	19 4%	98 6%	26 4%	65 8%	116 6%	-

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 17

Q.3 Which of the following, if any, apply to your experience of the Ice Bucket Challenge campaign?

Base: All respondents

	Region																	Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge	
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	No	Yes	No	Yes	No
Weighted base	2058	185	82	226	185	185	144	103	206	268	288	185	556	535	494	288	185	514	1544	710	792	1945	113
I have not been nominated. If I was, I would do the challenge and also donate money	234 11%	17 9%	5 6%	29 13%	25 14%	29 15%	11 8%	7 7%	21 10%	31 12%	32 11%	26 14%	63 11%	61 11%	60 12%	33 12%	17 9%	45 9%	189 12%	109 15%	51 6%	234 12%	-
I have not been nominated. If I was, I would do the challenge but not donate money	36 2%	5 3%	-	4 2%	5 2%	* *	5 3%	1 1%	2 1%	8 3%	4 1%	3 2%	12 2%	7 1%	8 2%	3 1%	5 3%	4 1%	31 2%	9 1%	15 2%	36 2%	-
I have not been nominated. If I was, I would not do the challenge but instead I would donate money	471 23%	50 27%	20 24%	55 24%	40 21%	44 24%	35 25%	25 24%	48 24%	61 23%	52 18%	41 22%	112 20%	128 24%	115 23%	66 23%	50 27%	44 9%	427 28%	162 23%	152 19%	471 24%	-
I have not been nominated. If I was, I would not do the challenge and would not donate money	620 30%	39 21%	22 26%	61 27%	63 34%	44 24%	50 34%	36 35%	72 35%	88 33%	88 31%	58 31%	176 32%	165 31%	146 30%	94 33%	39 21%	27 5%	593 38%	63 9%	383 48%	620 32%	-
NET: Heard of the Ice Bucket Challenge	1945 94%	176 95%	77 94%	218 96%	180 97%	176 95%	135 94%	98 95%	191 93%	250 94%	265 92%	178 96%	516 93%	502 94%	475 96%	276 96%	176 95%	501 97%	1444 94%	687 97%	743 94%	1945 100%	-
NET: Personally done the Ice Bucket Challenge	262 13%	39 21%	16 19%	25 11%	16 8%	25 13%	15 10%	13 12%	15 7%	35 13%	38 13%	26 14%	73 13%	55 10%	57 12%	38 13%	39 21%	251 49%	11 1%	202 29%	30 4%	262 13%	-
NET: Been nominated and not taken part	321 16%	26 14%	15 18%	44 19%	31 17%	34 18%	20 14%	16 16%	33 16%	27 10%	51 18%	24 13%	79 14%	86 16%	89 18%	40 14%	26 14%	128 25%	193 12%	142 20%	112 14%	321 17%	-
NET: Not been nominated and not taken part	1362 66%	110 60%	47 57%	149 66%	133 72%	117 63%	101 70%	69 67%	143 70%	188 70%	176 61%	128 69%	364 65%	361 67%	329 67%	197 68%	110 60%	121 24%	1241 80%	343 48%	601 76%	1362 70%	-

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 18

Q.4 How much do you estimate that you personally donated to charity as a result of the Ice Bucket Challenge campaign? Please do not include the donation of goods or collecting sponsorship money from other people when answering.

Base: All respondents who have donated to charity

	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	189	89	100	33	47	55	28	21	5	61	53	33	42	34	101
Weighted base	204	99	104	37	50	66	25	20	7	65	54	45	40	37	120
Up to £5	92 45%	44 45%	47 46%	16 44%	18 37%	34 51%	13 53%	9 43%	2 28%	32 49%	26 48%	16 35%	18 46%	17 46%	54 45%
£5.01-£10.00	44 22%	18 18%	26 25%	6 15%	13 25%	11 16%	7 27%	6 29%	3 38%	10 16%	15 27%	11 24%	8 21%	9 23%	22 18%
£10.01-£20.00	13 6%	2 2%	11 10%	3 8%	4 9%	3 5%	2 7%	* 2%	- -	3 5%	3 5%	* 1%	6 16%	5 13%	7 6%
£20.01-£30.00	9 4%	5 5%	4 4%	- -	2 4%	4 6%	1 2%	2 12%	- -	1 2%	2 4%	5 11%	1 2%	- -	7 6%
£30.01-£50.00	5 2%	3 3%	2 2%	1 3%	1 2%	1 1%	1 4%	1 5%	- -	2 3%	1 2%	- -	2 5%	- -	4 3%
£50.01 or more	8 4%	6 6%	2 2%	2 5%	1 1%	4 7%	- -	* 2%	1 19%	4 6%	1 2%	1 3%	2 5%	- -	6 5%
Missing data	* *	- -	* *	* 1%	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	- -
Don't know	32 16%	21 21%	11 11%	8 23%	11 22%	9 13%	2 7%	2 8%	1 15%	12 18%	6 12%	12 27%	2 4%	7 18%	20 17%
Mean	16.11	22.40	10.73	14.02	11.05	19.99	8.84	13.15	62.05	17.89	13.06	18.66	15.30	7.72	20.13
Standard deviation	35.80	50.28	13.03	21.58	11.53	46.61	10.09	15.47	111.28	38.52	33.43	47.76	20.83	5.56	44.88
Standard error	2.80	5.84	1.38	4.32	1.87	6.59	1.94	3.55	55.64	5.45	4.88	9.55	3.25	1.03	4.84
Median	4.84	4.76	4.92	4.74	5.44	4.45	4.73	5.58	6.92	4.14	4.79	5.28	6.17	4.76	4.80

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 19

Q.4 How much do you estimate that you personally donated to charity as a result of the Ice Bucket Challenge campaign? Please do not include the donation of goods or collecting sponsorship money from other people when answering.

Base: All respondents who have donated to charity

	Region																	Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge	
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	No	Yes	No	Yes	No
Unweighted base	189	31	12	19	13	20	13	4	12	23	27	15	50	45	44	19	31	183	6	153	16	189	-
Weighted base	204	28	15	21	15	22	14	6	13	29	25	15	54	49	51	21	28	195	8	162	20	204	-
Up to £5	92 45%	14 48%	8 52%	8 39%	7 46%	3 14%	7 48%	6 100%	7 52%	9 31%	14 53%	10 70%	23 42%	17 34%	23 45%	16 78%	14 48%	88 45%	3 41%	74 45%	6 31%	92 45%	-
£5.01-£10.00	44 22%	8 27%	5 34%	7 35%	1 5%	3 12%	2 12%	-	3 25%	8 27%	7 28%	1 5%	15 28%	8 15%	13 26%	1 4%	8 27%	42 21%	2 26%	37 23%	3 17%	44 22%	-
£10.01-£20.00	13 6%	1 5%	1 9%	-	1 4%	7 31%	* 2%	-	* 3%	-	2 8%	-	2 4%	7 15%	2 4%	-	1 5%	13 7%	-	9 6%	3 17%	13 6%	-
£20.01-£30.00	9 4%	1 3%	1 6%	2 7%	-	1 5%	2 16%	-	-	-	2 7%	1 4%	2 3%	3 7%	2 5%	1 3%	1 3%	7 4%	2 19%	5 3%	2 12%	9 4%	-
£30.01-£50.00	5 2%	-	-	-	-	-	1 7%	-	1 8%	2 7%	* 1%	1 4%	2 4%	2 4%	-	1 3%	-	5 3%	-	5 3%	-	5 2%	-
£50.01 or more	8 4%	-	-	2 12%	-	3 12%	-	-	-	2 6%	-	1 8%	2 3%	3 5%	2 5%	1 6%	-	8 4%	-	8 5%	-	8 4%	-
Missing data	* *	-	-	-	-	-	-	-	-	-	-	-	* 2%	-	-	-	-	* *	-	* *	-	* *	-
Don't know	32 16%	5 17%	-	1 7%	7 45%	6 27%	2 14%	-	2 12%	8 29%	-	1 9%	8 15%	10 19%	8 16%	1 6%	5 17%	31 16%	1 14%	24 15%	5 24%	32 16%	-
Mean	16.11	7.83	8.63	24.24	5.46	25.42	13.65	4.41	9.99	27.76	9.10	30.29	17.52	17.25	15.17	22.44	7.83	16.38	9.90	17.66	12.40	16.11	-
Standard deviation	35.80	6.19	7.13	53.82	4.84	26.87	14.98	1.00	14.08	56.72	8.14	73.35	39.19	21.05	37.22	61.73	6.19	36.51	9.17	39.54	8.99	35.80	-
Standard error	2.80	1.19	2.06	12.69	1.71	6.72	4.52	0.50	4.24	14.18	1.60	19.60	6.05	3.41	6.04	14.55	1.19	2.90	4.10	3.42	2.60	2.80	-
Median	4.84	4.46	4.82	5.67	3.00	16.50	4.71	3.58	3.00	5.86	4.63	4.51	5.08	7.52	4.83	4.43	4.46	4.83	3.48	4.85	7.21	4.84	-

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 20

Q.5 Which of the following statements best describes the impact that making a donation to charity as result of the Ice Bucket Challenge campaign will have on your annual charitable giving?

Base: All respondents who have donated to charity

	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	189	89	100	33	47	55	28	21	5	61	53	33	42	34	101
Weighted base	204	99	104	37	50	66	25	20	7	65	54	45	40	37	120
This donation will replace a donation I was intending to make to another charity this year	29 14%	13 13%	16 15%	10 26%	6 12%	6 9%	6 26%	- -	1 15%	8 12%	11 21%	- -	9 24%	7 18%	17 15%
This donation will decrease but not completely replace the amount of money I was intending to give to charity this year	16 8%	7 7%	9 9%	1 3%	6 12%	2 3%	2 7%	4 22%	1 19%	4 6%	4 8%	6 14%	1 3%	4 10%	10 8%
This donation will be in addition to the amount of money I was planning to give to charity this year	125 61%	65 65%	60 58%	23 64%	31 63%	36 56%	17 68%	14 69%	3 46%	45 69%	28 51%	29 65%	23 58%	24 66%	71 59%
Don't know	34 17%	15 15%	19 18%	3 7%	7 14%	22 33%	- -	2 9%	1 20%	8 12%	11 20%	9 21%	6 15%	2 6%	22 19%

Ice Bucket Challenge Survey

ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 21

Q.5 Which of the following statements best describes the impact that making a donation to charity as result of the Ice Bucket Challenge campaign will have on your annual charitable giving?

Base: All respondents who have donated to charity

	Region										Region II						Taken Part in Charity Fundraising Campaigns on Social Media		Would Take Part in Charity Fundraising Campaigns on Social Media		Heard of the Ice Bucket Challenge		
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	No	Yes	No	Yes	No
Unweighted base	189	31	12	19	13	20	13	4	12	23	27	15	50	45	44	19	31	183	6	153	16	189	-
Weighted base	204	28	15	21	15	22	14	6	13	29	25	15	54	49	51	21	28	195	8	162	20	204	-
This donation will replace a donation I was intending to make to another charity this year	29 14%	3 10%	-	2 8%	2 16%	6 29%	4 30%	2 33%	1 8%	8 27%	-	* 3%	8 14%	12 24%	4 8%	2 11%	3 10%	29 15%	-	21 13%	8 40%	29 14%	-
This donation will decrease but not completely replace the amount of money I was intending to give to charity this year	16 8%	1 3%	-	3 13%	1 8%	1 7%	3 21%	-	2 12%	2 9%	1 6%	1 8%	4 7%	6 12%	4 7%	1 6%	1 3%	14 7%	2 19%	12 7%	4 18%	16 8%	-
This donation will be in addition to the amount of money I was planning to give to charity this year	125 61%	20 71%	12 79%	9 43%	6 39%	11 50%	7 48%	3 50%	11 79%	19 65%	18 69%	11 70%	36 67%	28 57%	27 52%	14 64%	20 71%	120 61%	5 61%	105 65%	8 41%	125 61%	-
Don't know	34 17%	5 17%	3 21%	8 36%	6 37%	3 14%	-	1 17%	-	-	6 25%	3 19%	6 12%	3 6%	16 32%	4 18%	5 17%	33 17%	2 20%	24 15%	* 1%	34 17%	-