## ComRes

## Charities Aid Foundation

## METHODOLOGY NOTE

ComRes interviewed 2024 GB adults online from $12^{\text {th }}$ to the $15^{\text {th }}$ April 2013. Data were weighted to be demographically representative of all GB/UK 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 Run Survey

## ONLINE Fieldwork : 12th-14th April 2013

Table 1
Q. 1 Which one of the following options best describes your personal experience of running for charity?

Base: All respondents

Unweighted base
Weighted base
NET: Ever have/ would
like to
NET: Ever have
NET: Any fun run
NET: Any marathon
I have never run for charity and would never want to
I have never run for charity but would like
to one day

I have run a fun run/ 5
$\mathrm{k} / 10 \mathrm{k} /$ half-marathon
for charity
1 have run more than
one fun run/ $5 \mathrm{k} / 10 \mathrm{k}$
half-marathon for
charity
I have run one marathon
for charity
I have run more than
one marathon for
charity
Average age of those who have ever run for
charity

|  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male <br> (a) | Female (b) | $\begin{gathered} \frac{18-24}{(c)} \\ \hline \end{gathered}$ | $\begin{aligned} & 25-34 \\ & (\mathrm{~d}) \\ & \hline \end{aligned}$ | $35-44$ <br> (e) | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & (\mathrm{h}) \\ & \hline \end{aligned}$ | $\begin{array}{r} \text { AB } \\ \text { (i) } \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{i}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{k}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (I) } \\ & \hline \end{aligned}$ |  |  |
| 2024 | 979 | 1045 | 237 | 307 | 352 | 393 | 317 | 418 | 592 | 576 | 344 | 512 | 277 | 797 |
| 2024 | 992 | 1032 | 240 | 341 | 341 | 361 | 301 | 441 | 541 | 561 | 441 | 481 | 305 | 828 |
| $\begin{gathered} 756 \\ 37 \% \end{gathered}$ | $\begin{gathered} 360 \\ 36 \% \end{gathered}$ | $\begin{gathered} 395 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 64 \% \text { EFGH } \end{aligned}$ | $\begin{gathered} 205 \\ 60 \% E F G H \end{gathered}$ | $\begin{gathered} 161 \\ \mathrm{AH} \quad 47 \% \text { FGH } \end{gathered}$ | $\begin{aligned} & \quad 125 \\ & H 5 \% G H \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% H \end{aligned}$ | $\begin{gathered} 41 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 219 \\ 39 \% \end{gathered}$ | $\begin{gathered} 172 \\ 39 \% \end{gathered}$ | $\begin{gathered} 171 \\ 36 \% \end{gathered}$ | $\begin{gathered} 134 \\ 44 \% \end{gathered}$ | $\begin{gathered} 389 \\ 47 \% \end{gathered}$ |
| $\begin{aligned} & 287 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 127 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 77 \\ & 23 \% \mathrm{CfGH} \end{aligned}$ | $\begin{aligned} & 59 \\ & H \quad 17 \% H \end{aligned}$ | $\begin{aligned} & 58 \\ & 16 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 39 \\ & 13 \% \mathrm{H} \end{aligned}$ | $\stackrel{21}{5 \%}$ | $\begin{aligned} & 83 \\ & 15 \% \text { L } \end{aligned}$ | $\begin{aligned} & 95 \\ & 17 \% \text { L } \end{aligned}$ | $\begin{aligned} & 67 \\ & 15 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 43 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 145 \\ 18 \% \end{gathered}$ |
| $\begin{gathered} 235 \\ 12 \% \end{gathered}$ | $\begin{gathered} 102 \\ 10 \% \end{gathered}$ | $\begin{gathered} 133 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 10 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 68 \\ & 20 \% \text { CFGH } \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 48 \\ & 13 \% \mathrm{H} \end{aligned}$ | $\stackrel{28}{9 \% \mathrm{H}}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & \text { 14\%L } \end{aligned}$ | $\begin{aligned} & 77 \\ & \text { 14\%L } \end{aligned}$ | $\begin{aligned} & 51 \\ & \text { 12\%L } \end{aligned}$ | $\begin{gathered} 32 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 19 \% n \end{aligned}$ | $\begin{gathered} 121 \\ 15 \% \end{gathered}$ |
| ${ }_{3 \%}^{52}$ | $\begin{gathered} 25 \\ 3 \% \end{gathered}$ | $\begin{gathered} 27 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% h \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 18 \\ 3 \% i \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \mathrm{i} \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 24 \\ 3 \% \end{gathered}$ |
| $\begin{gathered} 1268 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 632 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 637 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 53 \% C D \end{aligned}$ | $\begin{aligned} & 236 \\ & 65 \% \mathrm{CDE} \end{aligned}$ | $\begin{aligned} & 229 \\ & E \quad 76 \% C D E F \end{aligned}$ | $\begin{gathered} \mathrm{F} \quad{ }_{91 \% \text { CDE }} . \end{gathered}$ | $\begin{gathered} 348 \\ \text { DEFG:4\% } \end{gathered}$ | $\begin{aligned} & 342 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 310 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 439 \\ 53 \% \end{gathered}$ |
| $\begin{gathered} 468 \\ 23 \% \end{gathered}$ | $\begin{gathered} 233 \\ 24 \% \end{gathered}$ | 235 $23 \%$ | $\begin{aligned} & 120 \\ & 50 \% \text { DEFG } \end{aligned}$ | $\begin{aligned} & 128 \\ = & \text { GH38\%eFGH } \end{aligned}$ | $\begin{gathered} 101 \\ 30 \% F G H \end{gathered}$ | $\begin{array}{ll}  & 67 \\ H & 19 \% G H \end{array}$ | $\begin{aligned} & 33 \\ & 11 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 29 \% \mathrm{M} \end{aligned}$ |
| $\begin{gathered} 167 \\ 8 \% \end{gathered}$ | $\begin{gathered} 72 \\ 7 \% \end{gathered}$ | ${ }_{96}^{96}$ | $\stackrel{22}{9 \% H}$ | $\begin{aligned} & 48 \\ & 14 \% G H \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 10 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \text { L } \end{aligned}$ | $\begin{gathered} 34 \\ 8 \% \end{gathered}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 11 \% \end{aligned}$ |
| ${ }_{3 \%}^{68}$ | $\begin{gathered} 31 \\ 3 \% \end{gathered}$ | $\begin{gathered} 37 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\stackrel{20}{6 \% \mathrm{CH}}$ | $\begin{aligned} & 16 \\ & 5 \% \mathrm{CH} \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \mathrm{cH} \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \mathrm{CH} \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 4 \% \mathrm{~L} \end{aligned}$ | $\begin{gathered} 21 \\ 4 \% 1 \end{gathered}$ | $\begin{gathered} 17 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | ${ }^{21}$ | $\begin{aligned} & 32 \\ & 4 \% \end{aligned}$ |
| $\begin{gathered} 31 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 17 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 14 \\ 2 \% 1 \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ |
| $\begin{gathered} 21 \\ 1 \% \end{gathered}$ | $\begin{gathered} 11 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \text { DeFH } \end{aligned}$ | $=\mathrm{H} \quad \stackrel{1}{*}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \mathrm{H} \end{aligned}$ | ${ }_{*}^{1}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 1 \% \end{gathered}$ |
| 41.87 | 41.19 | 42.41 | 21.43 30 | 30.06 | 40.43D 49, | 49.48DE | 59.47 68 | 68.60 | 41.72 | 42.77 | 40.40 | 42.43 | 38.35 | 39.45 |

Charity Run Survey
ONLINE Fieldwork : 12th-14th April 2013
Table 1
Q. 1 Which one of the following options best describes your personal experience of running for charity?

Base: All respondents

|  | Region |  |  |  |  |  |  |  |  |  |  |  | Have ever taken part in a charity run |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { Scotland } \\ \text { (a) } \\ \hline \end{gathered}$ | $\xrightarrow[(b)]{N} \xrightarrow{\text { North East }}$ | Jorth West (c) | Yorkshire \& Humberside $\qquad$ (d) | $\frac{\text { West Midlands }}{\text { (e) }}$ | $\underset{(f)}{\substack{\text { East Midlands }}}$ | $\begin{gathered} \text { Wales } \\ (\mathrm{g}) \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \text { (h) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { London } \\ \hline \end{gathered}$ | $\underset{(i)}{\substack{\text { South East }}}$ | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{k})} \\ \hline \end{gathered}$ |  |
| Unweighted base | 2024 | 174 | 80 | 244 | 182 | 185 | 149 | 112 | 163 | 265 | 310 | 160 | 268 |
| Weighted base | 2024 | 182 | $81^{*}$ | 223 | 182 | 182 | 142 | 101* | 202 | 263 | 283 | 182 | 287 |
| NET: Ever have/ would like to | $\begin{gathered} 756 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | 41 <br> 50\%ADEFhJk | $\begin{array}{ll}  & 93 \\ \mathrm{lJk} & 42 \% \end{array}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 110 \\ 42 \% j \end{gathered}$ | $\begin{aligned} & 96 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 100 \% \end{aligned}$ |
| NET: Ever have | $\begin{aligned} & 287 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 100 \% \end{aligned}$ |
| NET: Any fun run | $\begin{aligned} & 235 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% j \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 235 \\ 82 \% \end{gathered}$ |
| NET: Any marathon | $\begin{gathered} 52 \\ 3 \% \end{gathered}$ | ${ }_{*}^{*}$ | $\begin{aligned} & 5 \\ & 6 \% \text { AefH } \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \text { Aefh } \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 18 \% \end{aligned}$ |
| I have never run for charity and would never want to | $\begin{gathered} 1268 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 67 \% B \end{aligned}$ | $\begin{aligned} & 40 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 66 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 117 \\ & 64 \% B \end{aligned}$ | $\begin{aligned} & 93 \\ & 66 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 60 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 64 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 154 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 66 \% \mathrm{Bi} \end{aligned}$ | $\begin{aligned} & 114 \\ & 63 \% \mathrm{~b} \end{aligned}$ | - |
| I have never run for charity but would like to one day | $\begin{gathered} 468 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 31 \% A D \end{aligned}$ | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 28 \% \mathrm{AD} \end{aligned}$ | $\begin{aligned} & 62 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\div$ |
| I have run a fun run/ 5 k/ 10k/ half-marathon for charity | $\begin{gathered} 167 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | ${ }_{7 \%}^{19}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 167 \\ 58 \% \end{gathered}$ |
| I have run more than one fun run/ $5 \mathrm{k} / 10 \mathrm{k} /$ half-marathon for charity | $\begin{gathered} 68 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% j \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 24 \% \end{aligned}$ |
| I have run one marathon for charity | $\begin{gathered} 31 \\ 2 \% \end{gathered}$ | * | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 7 \% \mathrm{afHi} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | * | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \text { h } \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ |
| I have run more than one marathon for charity | $\begin{gathered} 21 \\ 1 \% \end{gathered}$ | - | $\begin{aligned} & 4 \\ & 5 \% A C E f J \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \mathrm{ae} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ |
| Average age of those who have ever run for | 41.87 | 43.64 | 37.39 4 | 44.92 | 45.70 | 35.58 | 46.38 | 36.64 | 47.77 | 32.20 | 42.14 | 47.14 | 41.87 |

who have ever run for charity
$\overline{\text { Proportions/Means: Columns Tested (5\%, 10\% risk level) - a/b/c/d/e/f/g/h/i/j/k }}$
small base
Prepared by ComRes

# Charity Run Survey 

## ONLINE Fieldwork : 12th-14th April 2013

Table 2
Q. 1 Which one of the following options best describes your personal experience of running for charity?

## Base: All respondents

FILTER: Excluding those who raised more than $£ 10,000$

Unweighted base
Weighted base
NET: Ever have/ would
like to
NET: Ever have

NET: Any fun run
NET: Any marathon
I have never run for charity and would never want to
have never run for charity but would like oo one day
have run a fun run/
$\mathrm{k} / 10 \mathrm{k} /$ half-marathon
for charity
have run more than
ne fun run/ $5 \mathrm{k} / 10 \mathrm{k} /$
half-marathon for
harity
have run one marathon
or charity
I have run more than
one marathon for
Average age of thos
who have ever run fo
charity

|  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female <br> (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ (\mathrm{~d}) \\ \hline \end{gathered}$ | $35-44$ (e) | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{aligned} & A B \\ & \text { (i) } \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{j} \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{k}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (I) } \end{aligned}$ | Public | Pri- <br> vate <br> (n) |
| 2022 | 977 | 1045 | 237 | 307 | 351 | 392 | 317 | 418 | 591 | 576 | 343 | 512 | 277 | 795 |
| 2021 | 989 | 1032 | 240 | 341 | 339 | 360 | 301 | 441 | 539 | 561 | 440 | 481 | 305 | 825 |
| $\begin{aligned} & 753 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 357 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 395 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 64 \% E F G 1 \end{aligned}$ | $\begin{gathered} 205 \\ 60 \% E F G H \end{gathered}$ | $\begin{gathered} 159 \\ \mathrm{GH} \\ \hline 47 \% \mathrm{FGH} \end{gathered}$ | $\begin{aligned} & 124 \\ & -\quad 34 \% G H \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% \mathrm{H} \end{aligned}$ | $\stackrel{41}{9 \%}$ | $\begin{aligned} & 191 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 219 \\ 39 \% \end{gathered}$ | $\begin{gathered} 171 \\ 39 \% \end{gathered}$ | $\begin{gathered} 171 \\ 36 \% \end{gathered}$ | $\begin{gathered} 134 \\ 44 \% \end{gathered}$ | $\begin{gathered} 386 \\ 47 \% \end{gathered}$ |
| $\begin{gathered} 284 \\ 14 \% \end{gathered}$ | $\begin{gathered} 124 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 16 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 77 \\ & 23 \% C F G H \end{aligned}$ | $\stackrel{57}{\mathrm{GH}} \stackrel{17 \% \mathrm{H}}{ }$ | $\begin{aligned} & 57 \\ & 16 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 39 \\ & 13 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 15 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 95 \\ & 17 \% \text { L } \end{aligned}$ | $\begin{aligned} & 66 \\ & 15 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 43 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 17 \% \end{aligned}$ |
| $\begin{gathered} 232 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 13 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \mathrm{H} \end{aligned}$ | 68 <br> $20 \%$ CFGH | $\stackrel{49}{14 \% \mathrm{gH}}$ | $\begin{aligned} & 47 \\ & 13 \% \mathrm{H} \end{aligned}$ | ${ }_{9 \% H}^{28}$ | $\begin{gathered} 17 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 14 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 77 \\ & 14 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 50 \\ & 11 \% \text { L } \end{aligned}$ | $\begin{gathered} 32 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 19 \% n \end{aligned}$ | $\begin{gathered} 118 \\ 14 \% \end{gathered}$ |
| $\begin{gathered} 52 \\ 3 \% \end{gathered}$ | $\stackrel{25}{3 \%}$ | $\begin{gathered} 27 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \text { h } \end{gathered}$ | ${ }_{3 \% \mathrm{H}}^{10}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\stackrel{18}{3 \% i}$ | $\begin{aligned} & 16 \\ & 4 \% \mathrm{i} \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 24 \\ 3 \% \end{gathered}$ |
| $\begin{gathered} 1268 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 632 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 637 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 136 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 53 \% C D \end{aligned}$ | $\begin{aligned} & 236 \\ & 66 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & \quad 229 \\ & E \quad 76 \% \text { CDEF } \end{aligned}$ | $={ }^{400}{ }_{91 \% \mathrm{CDE}}$ | $\begin{array}{r} 348 \\ \text { EFGi5\% } \end{array}$ | $\begin{gathered} 342 \\ 61 \% \end{gathered}$ | $\begin{gathered} 269 \\ 61 \% \end{gathered}$ | $\begin{gathered} 310 \\ 64 \% \end{gathered}$ | $\begin{gathered} 172 \\ 56 \% \end{gathered}$ | $\begin{gathered} 439 \\ 53 \% \end{gathered}$ |
| $\begin{gathered} 468 \\ 23 \% \end{gathered}$ | 233 $24 \%$ | $\begin{gathered} 235 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 50 \% \text { DEF } \end{aligned}$ | $\begin{aligned} & 128 \\ = & \text { GH38\%eFGH } \end{aligned}$ | $\begin{aligned} & 101 \\ & i H 30 \% F G H \end{aligned}$ | $\begin{aligned} & 67 \\ & 19 \% G H \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 27 \% 1 \end{aligned}$ | $\begin{aligned} & 67 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 30 \% \mathrm{M} \end{aligned}$ |
| $\begin{gathered} 165 \\ 8 \% \end{gathered}$ | $\begin{gathered} 70 \\ 7 \% \end{gathered}$ | ${ }_{9 \%}^{96}$ | $\stackrel{22}{9 \% H}$ | $\begin{aligned} & 48 \\ & 14 \% G H \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\stackrel{12}{3 \%}$ | $\begin{aligned} & 51 \\ & 10 \% \text { L } \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \text { L } \end{aligned}$ | $\begin{gathered} 34 \\ 8 \% \end{gathered}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 10 \% \end{aligned}$ |
| $\begin{gathered} 67 \\ 3 \% \end{gathered}$ | 30 $3 \%$ | $\begin{gathered} 37 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \mathrm{CH} \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \mathrm{CH} \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \mathrm{cH} \end{aligned}$ | ${ }^{13} 4 \% \mathrm{CH}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 4 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% 1 \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | ${ }_{7 \% n}^{21}$ | 31 $4 \%$ |



| 41.90 | 41.25 | 42.41 | 21.43 | 30.06 | 40.62 D | 49.54 DE | 59.47 | 68.60 | 41.88 | 42.77 | 40.32 | 42.43 | 38.35 | 39.47 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Charity Run Survey

## ONLINE Fieldwork : 12th-14th April 2013

Table 2
Q. 1 Which one of the following options best describes your personal experience of running for charity?

Base: All respondents
FILTER: Excluding those who raised more than $£ 10,000$

|  |  | Region |  |  |  |  |  |  |  |  |  |  | Have ever taken part in a charity run |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Scotland (a) | $\frac{\substack{\text { North East } \\ \text { (b) }}}{\substack{\text { North } \\ \text { (c) }}}$ | th West (c) | Yorkshire \& Humberside $\qquad$ <br> (d) | $\underbrace{\text { West Midlands }}_{\text {(e) }}$ | $\underset{\text { (f) }}{\substack{\text { East Midlands }}}$ | $\begin{gathered} \text { Wales } \\ (\mathrm{g}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \text { (h) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { London } \\ \text { (i) } \end{gathered}$ | South East (i) | $\begin{gathered} \substack{\text { South West } \\ \text { (k) }} \\ \hline \end{gathered}$ |  |
| Unweighted base | 2022 | 174 | 80 | 244 | 182 | 185 | 149 | 111 | 163 | 264 | 310 | 160 | 266 |
| Weighted base | 2021 | 182 | $81^{*}$ | 223 | 182 | 182 | 142 | $10{ }^{*}$ | 202 | 261 | 283 | 182 | 284 |
| NET: Ever have/ would like to | $\begin{gathered} 753 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | 41 <br> 50\%ADEFhJk | $\begin{aligned} & 93 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 284 \\ & 100 \% \end{aligned}$ |
| NET: Ever have | $\begin{gathered} 284 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 284 \\ & 100 \% \end{aligned}$ |
| NET: Any fun run | $\begin{aligned} & 232 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & \quad 15 \% j \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\stackrel{17}{9 \%}$ | $\begin{gathered} 232 \\ 82 \% \end{gathered}$ |
| NET: Any marathon | $\stackrel{52}{3 \%}$ | ${ }_{*}$ | 5 6\%AefH | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \text { Aefh } \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 52 \\ & 18 \% \end{aligned}$ |
| I have never run for charity and would never want to | $\begin{gathered} 1268 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 67 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 40 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 130 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 66 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 117 \\ & 64 \% B \end{aligned}$ | $\begin{aligned} & 93 \\ & 66 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 60 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 64 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 154 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 66 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 114 \\ & 63 \% \mathrm{~b} \end{aligned}$ | $\div$ |
| I have never run for charity but would like to one day | $\begin{gathered} 468 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 31 \% A D \end{aligned}$ | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 29 \% A D \end{aligned}$ | $\begin{aligned} & 62 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\div$ |
| 1 have run a fun run/ 5 <br> k/ 10k/ half-marathon for charity | $\begin{gathered} 165 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | ${ }^{19} 7 \%$ | $\begin{gathered} 19 \\ 7 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 165 \\ 58 \% \end{gathered}$ |
| I have run more than one fun run/ $5 \mathrm{k} / 10 \mathrm{k}$ half-marathon for charity | $\begin{gathered} 67 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 24 \% \end{aligned}$ |
| I have run one marathon for charity | $\begin{gathered} 31 \\ 2 \% \end{gathered}$ | * | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \text { h } \end{aligned}$ | $\begin{aligned} & 7 \% \mathrm{afHi} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | * | * | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \text { h } \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ |
| I have run more than one marathon for charity | ${ }_{1 \%}^{21}$ | - | $\begin{aligned} & 4 \\ & 5 \% A C E f J \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \mathrm{ae} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }^{21}$ |

$\overline{\text { Proportions/Means: Columns Tested (5\%, 10\% risk level) - a/b/c/d/e/f/g/h/i/j/k }}$

* small base

Prepared by ComRes

## Charity Run Survey

## ONLINE Fieldwork : 12th-14th April 2013

Table 2
Q. 1 Which one of the following options best describes your personal experience of running for charity?

Base: All respondents
FILTER: Excluding those who raised more than $£ 10,000$

|  | Region |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Scotland <br> (a) | North East (b) | North West (c) | Yorkshire \& Humberside (d) | $\xrightarrow[\text { (e) }]{\text { West Midlands }}$ | $\underset{(f)}{\substack{\text { East Midlands }}}$ | $\begin{gathered} \text { Wales } \\ (\mathrm{g}) \end{gathered}$ | Eastern <br> (h) | $\begin{gathered} \begin{array}{c} \text { London } \\ \text { (i) } \end{array} \\ \hline \end{gathered}$ | South East (i) | $\begin{gathered} \begin{array}{c} \text { South West } \\ (\mathrm{k}) \end{array} \\ \hline \end{gathered}$ | Have ever taken part in a charity run |
| Weighted base | 2021 | 182 | 81* | 223 | 182 | 182 | 142 | 100* | 202 | 261 | 283 | 182 | 284 |
| Average age of those who have ever run for | 41.90 | 43.64 | 37.39 | 44.92 | 45.70 | 35.58 | 46.38 | 36.08 | 47.77 | 32.03 | 42.14 | 47.14 | 41.90 |

$\overline{\text { Proportions/Means: Columns Tested (5\%, 10\% risk level) - } \mathrm{a} / \mathrm{b} / \mathrm{c} / \mathrm{d} / \mathrm{e} / \mathrm{f} / \mathrm{g} / \mathrm{h} / \mathrm{h} / \mathrm{j} \mathrm{j} \mathrm{k}}$

* small base


## ONLINE Fieldwork : 12th-14th April 2013

Table 3
Q. 2 You said that you have run at least once for charity. In the last 12 months, approximately, how much have you raised in total across all the events that you have run in? If you ran as part of a group, please write in the amount that you raised yourself. Base: All respondents who have ever run for charity

|  |  | Total | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector  <br>  Pri- <br> Public <br> vate <br> $(\mathrm{m})$  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{array}{r} 25-34 \\ \hline \\ \hline \end{array}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & \text { (h) } \\ & \hline \end{aligned}$ | $\begin{array}{r} \text { AB } \\ (i) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{i}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{k}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \hline(1) \\ & \hline \end{aligned}$ |  |  |
| Unweighted base |  |  | 268 | 123 | 145 | 29 | 65 | 60 | 57 | 35 | 22 | 88 | 84 | 48 | 48 | 57 | 133 |
| Weighted base |  | 287 | 127 | 160 | $34^{* *}$ | 77* | 59* | 58* | 39** | $21^{* *}$ | 83* | 95* | $67^{*}$ | $43^{*}$ | 67* | 145 |
| £0 | (0) | $\begin{aligned} & 77 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 38 \% \mathrm{IK} \end{aligned}$ | $\begin{gathered} \mathrm{K} \\ \mathrm{~K} \\ 12 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 37 \% \mathrm{KK} \end{aligned}$ | $\begin{aligned} & 15 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 24 \% \end{aligned}$ |
| NET: Any amount r | aised | $\begin{gathered} 210 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 119 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 79 \% \text { الرl } \end{aligned}$ | $\begin{aligned} & 58 \\ & 62 \% \end{aligned}$ | 59 88\%JL | $\begin{aligned} & 27 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 111 \\ 76 \% \end{gathered}$ |
| £1-£50 | (25) | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 15 \% \end{aligned}$ | $\begin{gathered} { }_{6}^{6} \\ 19 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 15 \% \end{gathered}$ | $\begin{gathered} 9 \\ 24 \% \end{gathered}$ | $\begin{gathered} 4 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 25 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 8 \\ 18 \% \mathrm{k} \end{gathered}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ |
| £51-£100 | (75) | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 6 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 9 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 24 \% 1 \end{aligned}$ | $\begin{aligned} & 4 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ |
| £101-£500 | (300) | $\begin{aligned} & 80 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 34 \% A \end{aligned}$ | $\begin{aligned} & 11 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{gathered} 4 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 49 \% \mathrm{JL} \end{aligned}$ | $\begin{aligned} & 11 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 33 \% \end{aligned}$ | $29$ |
| £501-£1000 | (750) | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 8 \% B \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | ${ }_{7 \%}^{6}$ | $\begin{aligned} & 3 \\ & 5 \% \\ & \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 8 \% \\ & \hline \end{aligned}$ | 6 $4 \%$ |
| £1001-£1500 | (1250) | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | 5 3 \% |
| £1501-£2000 | (1750) | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | * | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1\% |  |  |  | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |  |  | 1\% | 1 $1 \%$ |
| £2001-£3000 | (2500) | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | ${ }_{7 \%}^{8}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 4 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | - | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | ${ }_{6}^{8}$ |
| £3001-£5000 | (4000) | - | - | - | - | - | - | - | - | - |  | - | - | - | $-$ | - |
| £5001-£10000 | (7500) | - | - | - | - | - | - | - | $\div$ | - | - | - |  | - | - | - |
| $£ 10000$ + | (12500) | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \mathrm{~b} \end{aligned}$ | - | - | - | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\square$ | $-$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\square$ | $-$ | 3 $2 \%$ |
| Mean |  | 405.8 | 650.5B | 211.5 | 535.9 | 367.1 | 647.0 | 365.5 | 209.9 | 130.8 | 637.3 | 248.4 | 433.8 | 260.0 | 353.2 | 565.5 |
| Standard deviation |  | 1347.0 | 1948.9 | 409.4 | 824.2 | 624.4 | 2277.7 | 1605.9 | 535.7 | 269.0 | 1989.5 | 515.61 | 1503.8 | 556.6 | 600.7 | 1832.9 |

## Charity Run Survey

## ONLINE Fieldwork : 12th-14th April 2013

Table 3
Q. 2 You said that you have run at least once for charity. In the last 12 months, approximately, how much have you raised in total across all the events that you have run in? If you ran as part of a group, please write in the amount that you raised yourself.
Base: All respondents who have ever run for charity

Weighted base
Standard error
Mean (Excl £10000+)
Standard deviation
Standard deviation

| Total | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Male } \\ \text { (a) } \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{array}{r} 25-34 \\ \text { (d) } \\ \hline \end{array}$ | $\begin{gathered} 35-44 \\ \text { (e) } \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{aligned} & \text { AB } \\ & \text { (i) } \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{ij} \end{aligned}$ | $\begin{aligned} & C 2 \\ & \text { (k) } \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (1) \\ & \hline \end{aligned}$ | Public (m) | Private (n) |
| 287 | 127 | 160 | $34^{* *}$ | $77^{*}$ | 59* | $58^{*}$ | 39** | $21^{* *}$ | 83* | $95^{*}$ | $67^{*}$ | $43^{*}$ | $67^{*}$ | 145 |
| 82.3 | 175.7 | 34.0 | 153.0 | 77.4 | 294.0 | 212.7 | 90.6 | 57.4 | 212.1 | 56.3 | 217.1 | 80.3 | 79.6 | 158.9 |
| 280.1 | 368.5B | 211.5 | 535.9 | 367.1 F | 233.0 | 160.5 | 209.9 | 130.8 | 345.3 | 248.4 | 258.0 | 260.0 | 353.2 | 317.5 |
| $\begin{array}{r} 539.9 \\ 33.1 \end{array}$ | 663.3 60.3 | 409.4 34.0 | 824.2 153.0 | 624.4 77.4 | 450.4 58.6 | 220.1 29.4 | 535.7 90.6 | 269.0 57.4 | 680.5 73.0 | 515.6 56.3 | 332.0 48.4 | 556.6 80.3 | 600.7 79.6 | 622.3 54.4 |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - a/b-c/d/e/f/g/h - i/j/k/l - m/n

* small base; ** very small base (under 30) ineligible for sig testing


## Charity Run Survey <br> ONLINE Fieldwork : 12th-14th April 2013

Table 3
Q. 2 You said that you have run at least once for charity. In the last 12 months, approximately, how much have you raised in total
across all the events that you have run in? If you ran as part of a group, please write in the amount that you raised yourself.
Base: All respondents who have ever run for charity

|  |  |  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Scotland <br> (a) | North East <br> (b) | North West <br> (c) | Yorkshire \& Humberside (d) | $\xrightarrow[\text { (e) }]{\text { West Midlands }}$ | $\underset{\text { (f) }}{\substack{\text { East Midlands }}}$ | $\begin{gathered} \text { Wales } \\ (\mathrm{g}) \end{gathered}$ | Eastern <br> (h) | $\begin{gathered} \text { London } \\ \text { (i) } \end{gathered}$ | $\underset{\text { (i) }}{\substack{\text { South East }}}$ | $\begin{gathered} \begin{array}{c} \text { South West } \\ (\mathrm{k}) \end{array} \\ \hline \end{gathered}$ | Have ever taken part in a charity run |
| Unweighted base |  | 268 | 21 | 17 | 35 | 29 | 21 | 20 | 16 | 21 | 34 | 34 | 20 | 268 |
| Weighted base |  | 287 | $27^{* *}$ | 15** | $37^{* *}$ | 29** | $24^{* *}$ | $16^{* *}$ | 17** | 28** | $35^{* *}$ | $34^{* *}$ | $24^{* *}$ | 287 |
| £0 | (0) | $\begin{aligned} & 77 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 9 \\ 32 \% \end{gathered}$ | $\begin{gathered} 3 \\ 21 \% \end{gathered}$ | $\begin{gathered} 8 \\ 22 \% \end{gathered}$ | $\begin{gathered} 9 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 6 \\ 39 \% \end{gathered}$ | $\begin{gathered} 4 \\ 25 \% \end{gathered}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | $\begin{gathered} 7 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 7 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 27 \% \end{aligned}$ |
| NET: Any amount raised |  | $\begin{gathered} 210 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 210 \\ 73 \% \end{gathered}$ |
| £1-£50 | (25) | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 6 \\ 17 \% \end{gathered}$ | $\begin{gathered} 4 \\ 15 \% \end{gathered}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{gathered} 3 \\ 21 \% \end{gathered}$ | $\begin{gathered} 3 \\ 19 \% \end{gathered}$ | $\stackrel{8}{28 \%}$ | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ |
| £51-£100 | (75) | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 6 \\ 20 \% \end{gathered}$ | ${ }_{7 \%}^{1}$ | $\begin{gathered} 5 \\ 15 \% \end{gathered}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | $\begin{gathered} 5 \\ 19 \% \end{gathered}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\stackrel{8}{86 \%}$ | $\begin{gathered} 8 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 8 \\ 24 \% \end{gathered}$ | $\begin{gathered} 64 \% \\ 24 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ |
| £101-£500 | (300) | $\begin{aligned} & 80 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 8 \\ 30 \% \end{gathered}$ | $\begin{gathered} 7 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 9 \\ 31 \% \end{gathered}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{gathered} 5 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 4 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 28 \% \end{aligned}$ |
| £501-£1000 | (750) | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ |  | - | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ |
| £1001-£1500 | (1250) | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ | - | - | - | - | - | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ |
| £1501-£2000 | (1750) | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | - | - | - | - | - |  | - | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| £2001-£3000 | (2500) | $\begin{gathered} 12 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | - |  |  | $\begin{gathered} 5 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | $\begin{gathered} 12 \\ 4 \% \end{gathered}$ |
| £3001-£5000 | (4000) | - | - | - | - | - | - | - | - | - | - | - | $\div$ | - |
| £5001-£10000 | (7500) | - | - | - | - | - | - | - | - | - | - | - | - | - |
| $£ 10000$ + ( | (12500) | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | - | - | $\div$ | - |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | - | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ |
| Mean |  | 405.8 | 361.2 | 430.3 | 175.2 | 247.5 | 296.7 | 99.4 | 750.0 | 184.2 | 1276.8 | 318.8 | 164.7 | 405.8 |
| Standard deviation |  | 1347.0 | 675.4 | 660.3 | 185.9 | 472.4 | 658.2 | 133.2 | 2945.8 | 273.3 | 2919.0 | 593.0 | 342.7 | 1347.0 |

## Charity Run Survey

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Q. 2 You said that you have run at least once for charity. In the last 12 months, approximately, how much have you raised in total
across all the events that you have run in? If you ran as part of a group, please write in the amount that you raised yourself.
Base: All respondents who have ever run for charity

|  | Region |  |  |  |  |  |  |  |  |  |  |  | Have ever taken part in a charity run |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Scotland <br> (a) | North East (b) | $\begin{gathered} \begin{array}{c} \text { North West } \\ \text { (c) } \end{array} \\ \hline \end{gathered}$ | Yorkshire \& Humberside <br> (d) | $\xrightarrow[\text { (e) }]{\text { West Midlands }}$ | $\begin{gathered} \substack{\text { East Midlands } \\ \text { (f) }} \\ \hline \end{gathered}$ | $\begin{gathered} \text { Wales } \\ (\mathrm{g}) \\ \hline \end{gathered}$ | Eastern (h) | $\begin{gathered} \text { London } \\ \text { (i) } \end{gathered}$ | $\underset{(\mathrm{i})}{\substack{\text { South East }}}$ | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{k})} \\ \hline \end{gathered}$ |  |
| Weighted base | 287 | $27^{* *}$ | 15** | $37^{* *}$ | 29** | $24^{* *}$ | $16^{* *}$ | $17^{* *}$ | $28 * *$ | $35^{* *}$ | $34^{* *}$ | $24^{* *}$ | 287 |
| Standard error | 82.3 | 147.4 | 160.1 | 31.4 | 87.7 | 143.6 | 29.8 | 736.5 | 59.6 | 500.6 | 101.7 | 76.6 | 82.3 |
| Mean (Excl £10000+) | 280.1 | 361.2 | 430.3 | 175.2 | 247.5 | 296.7 | 99.4 | 54.9 | 184.2 | 599.6 | 318.8 | 164.7 | 280.1 |
| Standard deviation Standard error | $\begin{array}{r} 539.9 \\ 33.1 \end{array}$ | $\begin{aligned} & 675.4 \\ & 147.4 \end{aligned}$ | $\begin{aligned} & 660.3 \\ & 160.1 \end{aligned}$ | $\begin{array}{r} 185.9 \\ 31.4 \end{array}$ | $\begin{array}{r} 472.4 \\ 87.7 \end{array}$ | $\begin{aligned} & 658.2 \\ & 143.6 \end{aligned}$ | $\begin{array}{r} 133.2 \\ 29.8 \end{array}$ | $\begin{aligned} & 64.0 \\ & 16.5 \end{aligned}$ | $\begin{array}{r} 273.3 \\ 59.6 \end{array}$ | $\begin{aligned} & 860.7 \\ & 149.8 \end{aligned}$ | $\begin{aligned} & 593.0 \\ & 101.7 \end{aligned}$ | $\begin{array}{r} 342.7 \\ 76.6 \end{array}$ | $\begin{array}{r} 539.9 \\ 33.1 \end{array}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - a/b/c/d/e/f/g/h/i/j/k
** very small base (under 30 ) ineligible for sig testing

