

# CAF – Giving Tuesday

## METHODOLOGY NOTE

ComRes interviewed 2,006 British adults online between the 4<sup>th</sup> and 6<sup>th</sup> June 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](mailto:pollwatch@comres.co.uk)

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 1

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Summary table**

	Clothes	Holidays	Watching or participating in sport (e.g. football, golf, gym)	Groceries	Eating out or take-aways	Going out for a drink (pubs / clubs)	Leisure activities (e.g. cinema / bingo / theatre)	Charitable donations
Unweighted base	2006	2006	2006	2006	2006	2006	2006	2006
Weighted base	2006	2006	2006	2006	2006	2006	2006	2006
NET: Increase	339 17%	423 21%	219 11%	622 31%	281 14%	248 12%	274 14%	183 9%
Increase significantly (+2)	37 2%	86 4%	60 3%	106 5%	43 2%	43 2%	35 2%	20 1%
Increase slightly (+1)	302 15%	337 17%	158 8%	516 26%	238 12%	204 10%	239 12%	163 8%
Stay the same (0)	1060 53%	793 40%	834 42%	1000 50%	968 48%	849 42%	946 47%	1066 53%
Decrease slightly (-1)	337 17%	275 14%	131 7%	243 12%	348 17%	312 16%	265 13%	216 11%
Decrease significantly (-2)	158 8%	201 10%	115 6%	50 3%	202 10%	191 10%	154 8%	162 8%
NET: Decrease	494 25%	476 24%	247 12%	293 15%	551 27%	503 25%	419 21%	378 19%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	28 1%	211 11%	595 30%	18 1%	120 6%	324 16%	272 14%	247 12%
Don't know	85 4%	103 5%	111 6%	72 4%	86 4%	83 4%	95 5%	132 7%
Mean	-0.15	-0.10	-0.06	0.20	-0.24	-0.25	-0.16	-0.21
Standard deviation	0.85	1.02	0.87	0.83	0.90	0.92	0.86	0.80
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 2  
**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Clothes**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Increase	339	163	176	75	77	68	35	31	54	96	115	64	64	40	174
	17%	17%	17%	31%	23%	20%	10%	10%	12%	18%	21%	15%	14%	15%	20%
Increase significantly	(+2) 37	17	20	3	6	9	6	4	10	7	10	13	7	8	18
	2%	2%	2%	1%	2%	3%	2%	1%	2%	1%	2%	3%	2%	3%	2%
Increase slightly	(+1) 302	146	156	72	71	59	30	27	44	89	105	51	57	32	156
	15%	15%	15%	30%	21%	18%	8%	9%	10%	17%	19%	12%	12%	12%	18%
Stay the same	(0) 1060	533	527	100	164	159	194	171	272	309	288	237	226	148	426
	53%	54%	52%	42%	49%	47%	54%	57%	62%	58%	52%	54%	47%	54%	50%
Decrease slightly	(-1) 337	164	173	29	46	60	66	58	77	74	96	72	94	50	123
	17%	17%	17%	12%	14%	18%	19%	19%	18%	14%	17%	17%	20%	18%	15%
Decrease significantly	(-2) 158	65	93	5	20	36	43	26	28	39	31	38	50	24	68
	8%	7%	9%	2%	6%	11%	12%	9%	6%	7%	6%	9%	10%	9%	8%
NET: Decrease	494	229	266	34	66	96	109	84	105	113	128	110	144	74	191
	25%	23%	26%	14%	19%	28%	31%	28%	24%	21%	23%	25%	30%	27%	22%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	28	13	15	1	9	4	8	4	1	11	5	1	10	5	10
	1%	1%	1%	1%	3%	1%	2%	1%	*	2%	1%	*	2%	2%	1%
Don't know	85	46	39	28	22	11	11	8	4	8	20	25	32	7	49
	4%	5%	4%	12%	7%	3%	3%	3%	1%	2%	4%	6%	7%	3%	6%
Mean	-0.15	-0.12	-0.17	0.18	-0.01	-0.17	-0.33	-0.26	-0.16	-0.10	-0.06	-0.17	-0.28	-0.19	-0.09
Standard deviation	0.85	0.82	0.88	0.78	0.85	0.95	0.87	0.80	0.78	0.81	0.83	0.88	0.89	0.88	0.88
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.03	0.05	0.04	0.06	0.03

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 2

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Clothes**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Increase	339 17%	46 26%	15 15%	278 16%	7 9%	36 16%	35 19%	38 21%	14 10%	23 11%	60 23%	46 16%	18 10%
Increase significantly	(+2) 37 2%	8 4%	2 2%	27 2%	- -	5 2%	* *	2 1%	4 3%	2 1%	4 2%	7 3%	1 1%
Increase slightly	(+1) 302 15%	39 21%	13 13%	251 15%	7 9%	30 14%	34 19%	36 20%	10 7%	21 11%	56 21%	39 14%	17 10%
Stay the same	(0) 1060 53%	82 45%	54 54%	924 54%	48 60%	115 52%	92 51%	88 49%	86 61%	118 59%	127 49%	154 55%	95 53%
Decrease slightly	(-1) 337 17%	27 15%	19 19%	290 17%	17 22%	39 18%	34 19%	36 20%	23 17%	32 16%	30 12%	41 15%	38 21%
Decrease significantly	(-2) 158 8%	16 9%	7 7%	135 8%	4 5%	16 7%	13 7%	8 5%	9 7%	16 8%	27 10%	22 8%	19 10%
NET: Decrease	494 25%	43 24%	26 26%	425 25%	21 27%	55 25%	47 26%	44 24%	33 23%	48 24%	57 22%	63 23%	57 31%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	28 1%	1 1%	2 2%	24 1%	1 1%	3 1%	3 2%	2 1%	1 1%	5 2%	1 1%	8 3%	1 1%
Don't know	85 4%	8 4%	3 3%	74 4%	2 3%	12 6%	4 2%	8 5%	6 4%	7 3%	15 6%	10 4%	9 5%
Mean	-0.15	-0.03	-0.16	-0.16	-0.23	-0.14	-0.14	-0.07	-0.18	-0.21	-0.08	-0.12	-0.33
Standard deviation	0.85	0.97	0.84	0.84	0.69	0.86	0.83	0.82	0.80	0.78	0.93	0.86	0.83
Standard error	0.02	0.08	0.08	0.02	0.07	0.06	0.06	0.07	0.06	0.06	0.07	0.05	0.06

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 3  
**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Holidays**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Increase	423 21%	211 22%	212 21%	86 36%	77 23%	61 18%	50 14%	58 19%	92 21%	144 27%	137 25%	78 18%	64 13%	66 24%	193 23%
Increase significantly	(+2) 86 4%	42 4%	44 4%	13 6%	17 5%	17 5%	8 2%	15 5%	15 3%	35 7%	25 4%	14 3%	12 2%	22 8%	35 4%
Increase slightly	(+1) 337 17%	169 17%	168 16%	73 30%	60 18%	44 13%	42 12%	42 14%	77 18%	109 20%	112 20%	64 15%	52 11%	44 16%	158 19%
Stay the same	(0) 793 40%	406 41%	387 38%	65 27%	123 36%	158 47%	128 36%	121 40%	198 45%	237 44%	219 39%	180 41%	157 33%	96 35%	354 42%
Decrease slightly	(-1) 275 14%	137 14%	138 13%	24 10%	47 14%	40 12%	53 15%	38 13%	74 17%	63 12%	67 12%	63 14%	83 17%	40 14%	112 13%
Decrease significantly	(-2) 201 10%	99 10%	102 10%	21 9%	25 7%	41 12%	53 15%	36 12%	26 6%	43 8%	54 10%	48 11%	57 12%	41 15%	81 10%
NET: Decrease	476 24%	236 24%	240 23%	44 19%	72 21%	81 24%	106 30%	74 25%	99 23%	105 20%	121 22%	110 25%	139 29%	81 29%	192 23%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	211 11%	87 9%	124 12%	13 6%	38 11%	24 7%	54 15%	40 13%	41 9%	38 7%	50 9%	47 11%	77 16%	22 8%	66 8%
Don't know	103 5%	43 4%	60 6%	29 12%	28 8%	14 4%	19 5%	6 2%	6 1%	13 2%	30 5%	21 5%	39 8%	10 4%	44 5%
Mean	-0.10	-0.10	-0.10	0.18	-0.01	-0.15	-0.35	-0.15	-0.05	0.06	-0.03	-0.18	-0.33	-0.14	-0.06
Standard deviation	1.02	1.01	1.02	1.08	1.01	1.02	1.04	1.05	0.90	1.00	1.02	0.99	1.01	1.17	1.00
Standard error	0.02	0.03	0.04	0.09	0.06	0.06	0.06	0.06	0.04	0.04	0.04	0.06	0.05	0.08	0.04

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 3  
**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Holidays**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Increase	423 21%	47 26%	16 16%	360 21%	15 19%	42 19%	30 17%	44 25%	33 24%	30 15%	74 28%	54 19%	37 21%
Increase significantly	(+2) 86 4%	8 4%	3 3%	75 4%	2 3%	12 6%	6 3%	6 3%	4 3%	7 3%	19 7%	14 5%	4 2%
Increase slightly	(+1) 337 17%	39 22%	13 13%	285 17%	13 16%	29 13%	24 13%	38 21%	29 21%	23 11%	55 21%	40 14%	34 19%
Stay the same	(0) 793 40%	71 39%	43 42%	680 39%	33 41%	86 39%	81 45%	70 39%	56 40%	97 48%	82 31%	102 36%	75 41%
Decrease slightly	(-1) 275 14%	25 14%	17 17%	232 13%	9 11%	37 17%	28 16%	24 13%	20 14%	19 9%	31 12%	43 15%	23 13%
Decrease significantly	(-2) 201 10%	7 4%	10 10%	184 11%	10 13%	21 10%	20 11%	17 9%	9 6%	22 11%	30 11%	31 11%	23 12%
NET: Decrease	476 24%	32 18%	28 28%	416 24%	19 24%	58 26%	48 27%	41 23%	28 20%	41 21%	61 23%	74 26%	45 25%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	211 11%	19 11%	9 9%	182 11%	10 13%	20 9%	16 9%	12 7%	16 12%	27 13%	23 9%	40 14%	17 10%
Don't know	103 5%	11 6%	5 5%	87 5%	3 4%	15 7%	5 3%	13 7%	6 4%	6 3%	21 8%	11 4%	6 3%
Mean	-0.10	0.10	-0.22	-0.11	-0.18	-0.14	-0.20	-0.04	0.01	-0.16	0.01	-0.16	-0.17
Standard deviation	1.02	0.91	0.96	1.03	1.03	1.04	0.98	1.00	0.93	0.96	1.14	1.06	1.00
Standard error	0.02	0.08	0.10	0.03	0.12	0.07	0.08	0.08	0.08	0.08	0.09	0.07	0.08

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 4  
**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Watching or participating in sport (e.g. football, golf, gym)**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Increase	219 11%	130 13%	88 9%	54 23%	53 16%	46 14%	16 4%	25 8%	25 6%	72 13%	65 12%	49 11%	33 7%	44 16%	116 14%
Increase significantly	(+2) 60 3%	34 3%	26 3%	19 8%	16 5%	12 4%	1 *	* *	12 3%	20 4%	11 2%	23 5%	7 1%	11 4%	35 4%
Increase slightly	(+1) 158 8%	96 10%	62 6%	36 15%	38 11%	33 10%	14 4%	24 8%	13 3%	52 10%	54 10%	25 6%	26 6%	33 12%	81 10%
Stay the same	(0) 834 42%	445 45%	389 38%	97 41%	156 46%	155 46%	142 40%	113 38%	171 39%	252 47%	223 40%	203 46%	156 33%	113 41%	401 47%
Decrease slightly	(-1) 131 7%	76 8%	56 5%	22 9%	17 5%	27 8%	29 8%	16 5%	20 5%	35 6%	36 6%	32 7%	29 6%	23 8%	62 7%
Decrease significantly	(-2) 115 6%	54 5%	61 6%	7 3%	21 6%	23 7%	20 6%	17 6%	26 6%	29 5%	25 4%	25 6%	37 8%	16 6%	48 6%
NET: Decrease	247 12%	130 13%	117 11%	30 12%	39 11%	50 15%	49 14%	32 11%	47 11%	63 12%	60 11%	57 13%	66 14%	38 14%	110 13%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	595 30%	235 24%	360 35%	33 14%	66 19%	69 20%	130 36%	117 39%	182 42%	131 24%	178 32%	110 25%	176 37%	64 23%	171 20%
Don't know	111 6%	43 4%	68 7%	25 11%	24 7%	19 6%	20 6%	11 4%	12 3%	18 3%	30 5%	18 4%	45 10%	15 5%	50 6%
Mean	-0.06	-0.03	-0.11	0.20	0.03	-0.06	-0.25	-0.14	-0.15	*	-0.03	-0.03	-0.24	*	-0.01
Standard deviation	0.87	0.86	0.88	0.93	0.91	0.90	0.75	0.79	0.87	0.85	0.82	0.90	0.92	0.92	0.87
Standard error	0.02	0.03	0.04	0.09	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.06	0.07	0.04

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 4

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Watching or participating in sport (e.g. football, golf, gym)**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Increase	219 11%	31 17%	4 4%	183 11%	10 13%	15 7%	22 12%	20 11%	15 10%	18 9%	50 19%	26 9%	9 5%
Increase significantly	(+2) 60 3%	15 8%	- -	45 3%	1 1%	3 1%	4 2%	2 1%	3 2%	6 3%	21 8%	5 2%	1 1%
Increase slightly	(+1) 158 8%	16 9%	4 4%	138 8%	10 12%	12 6%	18 10%	18 10%	11 8%	12 6%	29 11%	21 7%	7 4%
Stay the same	(0) 834 42%	70 39%	45 45%	720 42%	37 46%	93 42%	77 43%	81 45%	54 38%	84 42%	104 40%	106 38%	84 47%
Decrease slightly	(-1) 131 7%	9 5%	7 7%	115 7%	1 1%	20 9%	15 8%	16 9%	4 3%	9 4%	12 5%	19 7%	19 10%
Decrease significantly	(-2) 115 6%	11 6%	5 5%	99 6%	7 9%	12 6%	8 4%	7 4%	4 3%	11 6%	24 9%	14 5%	12 6%
NET: Decrease	247 12%	20 11%	12 12%	214 12%	8 10%	33 15%	22 12%	23 13%	8 6%	20 10%	36 14%	33 12%	30 17%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	595 30%	47 26%	36 36%	513 30%	22 27%	64 29%	50 28%	48 27%	58 42%	71 35%	51 19%	98 35%	51 28%
Don't know	111 6%	13 7%	3 3%	95 6%	3 4%	17 8%	9 5%	8 5%	5 4%	8 4%	20 8%	17 6%	7 4%
Mean	-0.06	0.12	-0.22	-0.08	-0.08	-0.19	-0.04	-0.07	0.07	-0.06	0.06	-0.10	-0.26
Standard deviation	0.87	1.03	0.69	0.86	0.87	0.79	0.81	0.75	0.77	0.85	1.08	0.84	0.75
Standard error	0.02	0.10	0.08	0.03	0.11	0.06	0.07	0.07	0.08	0.09	0.09	0.06	0.07



## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 5

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

#### Groceries

	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	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Increase	622 31%	324 33%	298 29%	69 29%	95 28%	117 35%	87 24%	99 33%	155 35%	168 31%	175 31%	136 31%	144 30%	88 32%	265 31%
Increase significantly	(+2) 106 5%	51 5%	55 5%	16 7%	20 6%	24 7%	21 6%	9 3%	17 4%	26 5%	17 3%	36 8%	27 6%	16 6%	63 7%
Increase slightly	(+1) 516 26%	273 28%	243 24%	53 22%	75 22%	94 28%	66 19%	90 30%	138 32%	142 26%	157 28%	100 23%	117 25%	71 26%	203 24%
Stay the same	(0) 1000 50%	495 50%	505 49%	110 46%	169 50%	151 45%	182 51%	150 50%	238 55%	288 54%	278 50%	220 50%	215 45%	129 47%	416 49%
Decrease slightly	(-1) 243 12%	96 10%	147 14%	26 11%	40 12%	44 13%	62 17%	33 11%	39 9%	58 11%	66 12%	52 12%	66 14%	43 16%	93 11%
Decrease significantly	(-2) 50 3%	25 3%	26 3%	2 1%	5 2%	13 4%	18 5%	8 3%	3 1%	11 2%	12 2%	7 2%	20 4%	7 3%	23 3%
NET: Decrease	293 15%	120 12%	173 17%	28 12%	45 13%	57 17%	80 22%	41 14%	42 10%	70 13%	77 14%	59 14%	87 18%	51 18%	115 14%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	18 1%	13 1%	5 1%	9 4%	5 1%	3 1%	1 *	1 *	- -	4 1%	7 1%	5 1%	3 1%	2 1%	11 1%
Don't know	72 4%	31 3%	41 4%	22 9%	24 7%	10 3%	8 2%	7 2%	1 *	7 1%	20 4%	17 4%	28 6%	5 2%	42 5%
Mean	0.20	0.24	0.16	0.26	0.21	0.22	0.03	0.20	0.29	0.21	0.19	0.25	0.14	0.17	0.24
Standard deviation	0.83	0.81	0.84	0.82	0.81	0.91	0.90	0.79	0.72	0.79	0.78	0.85	0.91	0.87	0.86
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.03

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 5

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

#### Groceries

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Increase	622 31%	65 36%	27 27%	530 31%	24 29%	64 29%	55 31%	59 33%	34 24%	58 29%	83 32%	96 34%	56 31%
Increase significantly	(+2) 106 5%	8 4%	4 4%	94 5%	3 3%	12 5%	5 3%	13 7%	5 4%	5 2%	19 7%	23 8%	8 5%
Increase slightly	(+1) 516 26%	57 31%	23 23%	436 25%	21 26%	52 24%	50 28%	46 26%	29 21%	53 27%	64 24%	73 26%	48 27%
Stay the same	(0) 1000 50%	77 43%	54 54%	870 50%	37 46%	105 47%	97 54%	92 51%	83 59%	108 54%	136 52%	130 46%	83 46%
Decrease slightly	(-1) 243 12%	19 10%	12 12%	212 12%	14 18%	30 14%	22 12%	22 12%	13 9%	27 14%	20 8%	36 13%	27 15%
Decrease significantly	(-2) 50 3%	7 4%	4 4%	40 2%	2 3%	4 2%	1 1%	1 *	3 2%	4 2%	10 4%	8 3%	6 3%
NET: Decrease	293 15%	26 14%	16 16%	252 15%	16 20%	35 16%	24 13%	23 13%	16 11%	31 16%	30 11%	44 16%	33 18%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	18 1%	3 2%	1 1%	15 1%	1 1%	3 1%	- -	- -	1 1%	2 1%	1 *	3 1%	4 2%
Don't know	72 4%	11 6%	3 3%	59 3%	2 3%	15 7%	4 2%	7 4%	6 4%	2 1%	11 4%	8 3%	4 2%
Mean	0.20	0.24	0.13	0.20	0.10	0.18	0.20	0.28	0.15	0.14	0.25	0.25	0.15
Standard deviation	0.83	0.87	0.82	0.82	0.84	0.83	0.73	0.80	0.74	0.76	0.86	0.90	0.86
Standard error	0.02	0.07	0.08	0.02	0.09	0.05	0.05	0.06	0.06	0.06	0.06	0.05	0.06

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 6  
**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Eating out or take-aways**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Increase	281 14%	160 16%	120 12%	43 18%	62 18%	50 15%	27 8%	35 12%	63 15%	90 17%	75 14%	62 14%	54 11%	36 13%	137 16%
Increase significantly	(+2) 43 2%	28 3%	15 1%	11 4%	13 4%	6 2%	2 1%	2 1%	9 2%	16 3%	12 2%	7 2%	7 2%	8 3%	24 3%
Increase slightly	(+1) 238 12%	132 13%	105 10%	32 14%	48 14%	44 13%	25 7%	33 11%	55 13%	73 14%	63 11%	55 13%	47 10%	28 10%	114 13%
Stay the same	(0) 968 48%	481 49%	488 48%	99 42%	156 46%	162 48%	162 45%	143 48%	247 57%	300 56%	284 51%	214 49%	170 36%	124 45%	413 49%
Decrease slightly	(-1) 348 17%	155 16%	194 19%	41 17%	54 16%	66 20%	72 20%	51 17%	64 15%	72 13%	99 18%	74 17%	103 22%	61 22%	133 16%
Decrease significantly	(-2) 202 10%	106 11%	97 9%	22 9%	35 10%	38 11%	47 13%	29 10%	31 7%	48 9%	50 9%	45 10%	60 13%	35 13%	83 10%
NET: Decrease	551 27%	261 27%	290 28%	64 27%	89 26%	104 31%	119 33%	80 27%	94 22%	120 22%	149 27%	119 27%	163 34%	96 35%	216 25%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	120 6%	43 4%	77 7%	4 2%	7 2%	12 4%	32 9%	36 12%	28 6%	16 3%	29 5%	23 5%	52 11%	10 4%	36 4%
Don't know	86 4%	38 4%	48 5%	28 12%	24 7%	9 3%	17 5%	4 1%	4 1%	11 2%	19 3%	19 4%	37 8%	8 3%	46 5%
Mean	-0.24	-0.20	-0.28	-0.16	-0.16	-0.27	-0.44	-0.28	-0.13	-0.12	-0.22	-0.24	-0.42	-0.34	-0.18
Standard deviation	0.90	0.94	0.87	0.99	0.97	0.92	0.87	0.85	0.82	0.88	0.87	0.89	0.95	0.95	0.92
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	0.03

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 6

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Eating out or take-aways**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Increase	281 14%	31 17%	10 10%	240 14%	10 12%	25 12%	25 14%	27 15%	15 11%	14 7%	50 19%	50 18%	24 13%
Increase significantly	(+2) 43 2%	7 4%	1 1%	35 2%	3 4%	5 2%	- -	1 *	1 1%	1 *	17 6%	5 2%	3 2%
Increase slightly	(+1) 238 12%	24 14%	8 8%	205 12%	7 8%	21 9%	25 14%	27 15%	14 10%	13 7%	33 13%	45 16%	21 12%
Stay the same	(0) 968 48%	79 44%	56 56%	833 48%	47 58%	101 46%	81 45%	89 49%	73 52%	120 60%	120 46%	119 42%	83 46%
Decrease slightly	(-1) 348 17%	28 16%	18 18%	302 18%	6 8%	45 20%	42 23%	33 18%	26 19%	31 15%	39 15%	46 17%	34 19%
Decrease significantly	(-2) 202 10%	18 10%	6 6%	179 10%	9 11%	21 10%	17 9%	18 10%	13 9%	19 10%	32 12%	30 11%	19 11%
NET: Decrease	551 27%	46 25%	24 24%	481 28%	15 19%	66 30%	58 32%	52 29%	39 28%	51 25%	71 27%	76 27%	53 29%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	120 6%	15 8%	6 6%	99 6%	6 7%	16 7%	12 7%	5 3%	9 6%	14 7%	5 2%	22 8%	10 6%
Don't know	86 4%	9 5%	4 4%	73 4%	3 4%	12 6%	5 3%	7 4%	5 3%	2 1%	15 6%	14 5%	10 6%
Mean	-0.24	-0.16	-0.22	-0.25	-0.16	-0.30	-0.30	-0.25	-0.28	-0.30	-0.15	-0.21	-0.29
Standard deviation	0.90	0.97	0.77	0.90	0.91	0.89	0.85	0.87	0.83	0.77	1.05	0.95	0.90
Standard error	0.02	0.08	0.08	0.02	0.10	0.06	0.06	0.07	0.07	0.06	0.08	0.06	0.07

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 7  
**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Going out for a drink (pubs / clubs)**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Increase	248 12%	122 12%	125 12%	71 30%	54 16%	38 11%	22 6%	24 8%	39 9%	78 15%	65 12%	64 15%	40 8%	43 16%	123 15%
Increase significantly	(+2) 43 2%	22 2%	21 2%	16 7%	8 2%	8 2%	1 *	4 1%	7 2%	13 3%	7 1%	15 3%	8 2%	7 3%	24 3%
Increase slightly	(+1) 204 10%	100 10%	104 10%	55 23%	46 14%	30 9%	22 6%	20 7%	32 7%	65 12%	58 10%	49 11%	32 7%	35 13%	99 12%
Stay the same	(0) 849 42%	451 46%	398 39%	81 34%	137 41%	150 44%	141 39%	135 45%	205 47%	260 49%	249 45%	185 42%	154 32%	105 38%	388 46%
Decrease slightly	(-1) 312 16%	157 16%	155 15%	39 17%	64 19%	58 17%	58 16%	47 16%	46 10%	74 14%	87 16%	74 17%	76 16%	62 23%	128 15%
Decrease significantly	(-2) 191 10%	95 10%	96 9%	12 5%	28 8%	38 11%	53 15%	26 9%	33 8%	48 9%	41 7%	40 9%	61 13%	26 10%	83 10%
NET: Decrease	503 25%	252 26%	250 24%	51 22%	92 27%	96 29%	112 31%	72 24%	79 18%	122 23%	128 23%	114 26%	138 29%	88 32%	211 25%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	324 16%	123 12%	201 20%	13 5%	34 10%	42 12%	68 19%	59 20%	108 25%	65 12%	93 17%	58 13%	109 23%	30 11%	85 10%
Don't know	83 4%	36 4%	47 5%	22 9%	20 6%	12 4%	14 4%	8 3%	5 1%	11 2%	20 4%	16 4%	35 7%	8 3%	42 5%
Mean	-0.25	-0.25	-0.26	0.11	-0.20	-0.31	-0.52	-0.31	-0.21	-0.17	-0.22	-0.21	-0.45	-0.27	-0.20
Standard deviation	0.92	0.91	0.94	1.00	0.93	0.93	0.90	0.84	0.83	0.90	0.85	0.95	0.98	0.95	0.93
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.06	0.04

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 7

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Going out for a drink (pubs / clubs)**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Increase	248 12%	44 24%	8 8%	196 11%	8 10%	19 9%	22 12%	19 10%	14 10%	14 7%	47 18%	40 14%	13 7%
Increase significantly	(+2) 43 2%	5 3%	3 3%	36 2%	1 1%	5 2%	2 1%	8 4%	2 1%	1 *	8 3%	10 3%	- -
Increase slightly	(+1) 204 10%	39 22%	5 5%	160 9%	7 9%	14 6%	20 11%	11 6%	12 9%	13 6%	39 15%	31 11%	13 7%
Stay the same	(0) 849 42%	66 37%	44 44%	739 43%	44 54%	87 39%	83 46%	78 43%	68 48%	96 48%	99 38%	99 35%	86 47%
Decrease slightly	(-1) 312 16%	21 12%	18 18%	273 16%	7 8%	41 18%	35 19%	41 23%	14 10%	26 13%	39 15%	45 16%	27 15%
Decrease significantly	(-2) 191 10%	15 8%	11 11%	164 10%	7 9%	21 10%	16 9%	10 6%	14 10%	18 9%	32 12%	24 8%	23 13%
NET: Decrease	503 25%	36 20%	29 29%	438 25%	14 17%	62 28%	51 28%	51 28%	28 20%	43 22%	71 27%	68 24%	50 27%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	324 16%	28 16%	16 16%	280 16%	11 14%	38 17%	20 11%	22 12%	25 18%	46 23%	30 12%	63 22%	25 14%
Don't know	83 4%	7 4%	3 3%	73 4%	4 5%	15 7%	5 3%	11 6%	6 4%	2 1%	13 5%	10 4%	7 4%
Mean	-0.25	-0.01	-0.36	-0.27	-0.19	-0.35	-0.27	-0.24	-0.24	-0.30	-0.22	-0.20	-0.40
Standard deviation	0.92	0.98	0.93	0.91	0.81	0.91	0.87	0.88	0.88	0.80	1.03	0.98	0.85
Standard error	0.02	0.09	0.10	0.02	0.09	0.07	0.07	0.08	0.08	0.07	0.08	0.06	0.07

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 8  
**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Leisure activities (e.g. cinema / bingo / theatre)**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Increase	274 14%	131 13%	143 14%	83 35%	67 20%	50 15%	22 6%	18 6%	34 8%	91 17%	81 15%	51 12%	51 11%	39 14%	138 16%
Increase significantly	(+2) 35 2%	18 2%	17 2%	9 4%	10 3%	7 2%	1 *	3 1%	4 1%	15 3%	6 1%	12 3%	2 *	5 2%	21 2%
Increase slightly	(+1) 239 12%	113 12%	126 12%	74 31%	57 17%	43 13%	20 6%	15 5%	30 7%	76 14%	75 14%	39 9%	49 10%	34 12%	118 14%
Stay the same	(0) 946 47%	463 47%	483 47%	92 38%	162 48%	168 50%	165 46%	137 46%	223 51%	288 54%	274 49%	208 48%	176 37%	138 50%	410 48%
Decrease slightly	(-1) 265 13%	136 14%	129 13%	27 11%	49 14%	47 14%	53 15%	38 13%	52 12%	64 12%	78 14%	56 13%	68 14%	45 16%	112 13%
Decrease significantly	(-2) 154 8%	76 8%	78 8%	10 4%	24 7%	30 9%	41 12%	25 8%	24 5%	34 6%	31 6%	44 10%	44 9%	29 10%	62 7%
NET: Decrease	419 21%	212 22%	207 20%	37 15%	72 21%	77 23%	94 26%	62 21%	76 17%	98 18%	109 20%	100 23%	111 23%	74 27%	174 20%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	272 14%	135 14%	138 13%	4 2%	16 5%	26 8%	56 16%	72 24%	97 22%	50 9%	70 12%	58 13%	95 20%	14 5%	77 9%
Don't know	95 5%	43 4%	52 5%	22 9%	20 6%	16 5%	21 6%	8 3%	7 2%	10 2%	23 4%	19 4%	44 9%	9 3%	50 6%
Mean	-0.16	-0.17	-0.15	0.21	-0.07	-0.17	-0.40	-0.31	-0.19	-0.06	-0.12	-0.22	-0.30	-0.23	-0.11
Standard deviation	0.86	0.86	0.86	0.89	0.89	0.88	0.84	0.81	0.74	0.84	0.80	0.92	0.89	0.90	0.87
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.03

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 8

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Leisure activities (e.g. cinema / bingo / theatre)**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Increase	274 14%	34 19%	9 9%	230 13%	5 6%	25 11%	21 12%	36 20%	15 11%	17 8%	50 19%	44 16%	17 10%
Increase significantly	(+2) 35 2%	6 3%	2 2%	27 2%	2 2%	4 2%	1 1%	4 2%	1 1%	- -	7 3%	9 3%	- -
Increase slightly	(+1) 239 12%	28 16%	8 8%	203 12%	3 4%	21 10%	20 11%	33 18%	14 10%	17 8%	43 17%	35 12%	17 10%
Stay the same	(0) 946 47%	79 44%	49 49%	818 47%	38 47%	102 46%	83 46%	85 47%	70 50%	113 56%	116 45%	128 46%	83 46%
Decrease slightly	(-1) 265 13%	29 16%	15 14%	222 13%	11 13%	36 16%	26 14%	20 11%	17 12%	20 10%	35 14%	35 12%	22 12%
Decrease significantly	(-2) 154 8%	9 5%	8 8%	136 8%	8 10%	17 8%	16 9%	11 6%	8 6%	11 6%	23 9%	19 7%	23 12%
NET: Decrease	419 21%	38 21%	23 22%	359 21%	19 24%	53 24%	41 23%	31 17%	25 18%	31 16%	59 22%	54 19%	45 25%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	272 14%	21 12%	16 16%	235 14%	15 19%	27 12%	29 16%	19 11%	23 16%	36 18%	20 8%	39 14%	28 15%
Don't know	95 5%	8 5%	3 3%	84 5%	4 5%	13 6%	6 3%	9 5%	7 5%	4 2%	16 6%	16 6%	8 4%
Mean	-0.16	-0.04	-0.24	-0.17	-0.34	-0.24	-0.24	-0.01	-0.16	-0.16	-0.11	-0.09	-0.34
Standard deviation	0.86	0.88	0.84	0.86	0.88	0.85	0.85	0.86	0.77	0.70	0.94	0.90	0.88
Standard error	0.02	0.08	0.09	0.02	0.11	0.06	0.07	0.07	0.07	0.06	0.07	0.06	0.07



## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 9

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Charitable donations**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Increase	183 9%	84 9%	100 10%	47 20%	41 12%	23 7%	21 6%	16 5%	34 8%	56 10%	47 8%	41 9%	40 8%	33 12%	83 10%
Increase significantly	(+2) 20 1%	16 2%	4 *	4 2%	5 2%	5 2%	1 *	1 *	5 1%	6 1%	4 1%	7 2%	3 1%	7 2%	11 1%
Increase slightly	(+1) 163 8%	68 7%	95 9%	44 18%	36 11%	17 5%	21 6%	16 5%	30 7%	50 9%	42 8%	34 8%	37 8%	26 10%	71 8%
Stay the same	(0) 1066 53%	548 56%	518 51%	105 44%	158 47%	174 52%	173 48%	163 55%	291 67%	327 61%	302 54%	223 51%	214 45%	124 45%	437 51%
Decrease slightly	(-1) 216 11%	99 10%	118 11%	19 8%	44 13%	40 12%	47 13%	37 12%	29 7%	57 11%	71 13%	46 11%	42 9%	53 19%	82 10%
Decrease significantly	(-2) 162 8%	79 8%	83 8%	5 2%	24 7%	32 10%	39 11%	31 10%	31 7%	35 6%	34 6%	38 9%	55 11%	21 8%	78 9%
NET: Decrease	378 19%	178 18%	200 20%	24 10%	68 20%	73 21%	86 24%	68 23%	60 14%	92 17%	105 19%	85 19%	97 20%	74 27%	161 19%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	247 12%	117 12%	130 13%	23 10%	43 13%	44 13%	55 15%	43 14%	38 9%	40 8%	67 12%	68 15%	71 15%	28 10%	111 13%
Don't know	132 7%	57 6%	75 7%	39 16%	26 8%	24 7%	23 6%	8 3%	13 3%	21 4%	35 6%	21 5%	54 11%	15 5%	58 7%
Mean	-0.21	-0.19	-0.22	0.13	-0.17	-0.29	-0.37	-0.33	-0.14	-0.14	-0.20	-0.21	-0.31	-0.24	-0.21
Standard deviation	0.80	0.80	0.80	0.73	0.84	0.83	0.82	0.78	0.71	0.74	0.75	0.84	0.88	0.88	0.84
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.03	0.05	0.05	0.06	0.03

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 9

**Q1. The following is a list of areas that you may or may not spend money on. For each of the following, please say whether your spending on each area is likely to increase or decrease over the next 12 months, or will it stay the same?**

**Base: All respondents**

**Charitable donations**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Increase	183 9%	27 15%	7 7%	150 9%	9 11%	17 8%	16 9%	17 9%	10 7%	17 9%	29 11%	20 7%	14 8%
Increase significantly	(+2) 20 1%	6 3%	* *	14 1%	- -	2 1%	- -	2 1%	1 1%	- -	6 2%	3 1%	* *
Increase slightly	(+1) 163 8%	21 12%	6 6%	136 8%	9 11%	16 7%	16 9%	15 8%	9 7%	17 9%	24 9%	18 6%	14 8%
Stay the same	(0) 1066 53%	93 51%	55 55%	917 53%	42 52%	107 49%	93 51%	106 59%	78 56%	119 59%	130 50%	149 53%	94 52%
Decrease slightly	(-1) 216 11%	17 10%	18 18%	181 11%	7 9%	24 11%	24 13%	14 8%	14 10%	21 11%	29 11%	26 9%	20 11%
Decrease significantly	(-2) 162 8%	18 10%	8 8%	136 8%	5 6%	20 9%	16 9%	12 7%	9 7%	12 6%	21 8%	24 9%	17 9%
NET: Decrease	378 19%	36 20%	26 26%	317 18%	12 15%	44 20%	40 22%	27 15%	24 17%	33 17%	50 19%	51 18%	37 20%
Not applicable - I do not currently spend money on this and do not intend to do so over the next 12 months	247 12%	16 9%	9 9%	221 13%	11 14%	36 16%	21 12%	15 8%	21 15%	27 13%	27 10%	44 16%	20 11%
Don't know	132 7%	9 5%	3 3%	119 7%	7 8%	16 7%	11 6%	17 9%	7 5%	5 2%	24 9%	16 6%	16 9%
Mean	-0.21	-0.14	-0.30	-0.21	-0.14	-0.26	-0.27	-0.14	-0.19	-0.16	-0.17	-0.23	-0.27
Standard deviation	0.80	0.92	0.76	0.79	0.75	0.82	0.79	0.75	0.74	0.70	0.86	0.80	0.80
Standard error	0.02	0.08	0.08	0.02	0.09	0.06	0.06	0.06	0.07	0.06	0.07	0.05	0.06

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 10

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Summary table**

		I believe the economic situation in Britain will improve over the next 12 months	As the economy starts to grow and wages increase, people should spend more on charities as well as on themselves	Britain is becoming more materialistic	There is more to life than shopping	British people are often too focused on their own lives to help others	Shopping is one of my favourite pastimes
Unweighted base		2006	2006	2006	2006	2006	2006
Weighted base		2006	2006	2006	2006	2006	2006
NET: Agree		970 48%	961 48%	1458 73%	1794 89%	1193 59%	585 29%
Strongly agree	(4)	148 7%	149 7%	496 25%	1073 53%	281 14%	123 6%
Tend to agree	(3)	822 41%	812 40%	962 48%	721 36%	912 45%	462 23%
Tend to disagree	(2)	434 22%	411 20%	202 10%	81 4%	454 23%	680 34%
Strongly disagree	(1)	221 11%	145 7%	30 1%	29 1%	152 8%	597 30%
NET: Disagree		655 33%	556 28%	232 12%	110 5%	605 30%	1277 64%
Not applicable		31 2%	70 3%	45 2%	33 2%	35 2%	41 2%
Don't know		350 17%	420 21%	271 14%	69 3%	173 9%	103 5%
Mean		2.55	2.64	3.14	3.49	2.74	2.06
Standard deviation		0.84	0.79	0.68	0.65	0.82	0.91
Standard error		0.02	0.02	0.02	0.01	0.02	0.02

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 11

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**I believe the economic situation in Britain will improve over the next 12 months**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Agree	970 48%	520 53%	449 44%	112 47%	162 48%	151 45%	157 44%	131 44%	257 59%	320 60%	282 51%	185 42%	184 39%	119 43%	404 48%
Strongly agree	(4) 148 7%	83 8%	64 6%	29 12%	32 9%	22 6%	17 5%	7 2%	42 10%	56 10%	32 6%	31 7%	28 6%	20 7%	59 7%
Tend to agree	(3) 822 41%	437 44%	385 38%	83 35%	130 39%	129 38%	140 39%	124 42%	216 49%	263 49%	249 45%	154 35%	155 33%	100 36%	345 41%
Tend to disagree	(2) 434 22%	211 21%	223 22%	34 14%	70 21%	74 22%	78 22%	78 26%	99 23%	97 18%	118 21%	99 23%	119 25%	58 21%	184 22%
Strongly disagree	(1) 221 11%	119 12%	102 10%	26 11%	29 9%	45 13%	48 13%	40 13%	33 8%	43 8%	46 8%	58 13%	75 16%	40 14%	94 11%
NET: Disagree	655 33%	330 34%	325 32%	60 25%	99 29%	119 35%	126 35%	118 40%	132 30%	140 26%	164 30%	157 36%	194 41%	97 35%	277 33%
Not applicable	31 2%	9 1%	22 2%	13 6%	7 2%	7 2%	3 1%	1 *	- -	4 1%	13 2%	4 1%	10 2%	3 1%	21 2%
Don't know	350 17%	124 13%	226 22%	52 22%	70 21%	61 18%	71 20%	48 16%	47 11%	73 14%	98 18%	91 21%	89 19%	55 20%	147 17%
Mean	2.55	2.57	2.53	2.67	2.63	2.47	2.44	2.39	2.68	2.72	2.60	2.46	2.36	2.46	2.54
Standard deviation	0.84	0.85	0.82	0.93	0.84	0.86	0.84	0.79	0.78	0.79	0.77	0.88	0.88	0.89	0.83
Standard error	0.02	0.03	0.03	0.09	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.06	0.04	0.06	0.03

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 11

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**I believe the economic situation in Britain will improve over the next 12 months**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Agree	970 48%	87 48%	47 47%	836 48%	36 44%	93 42%	87 48%	76 42%	75 53%	104 52%	121 46%	147 52%	98 54%
Strongly agree	(4) 148 7%	20 11%	6 6%	122 7%	5 6%	12 5%	14 8%	10 6%	10 7%	10 5%	24 9%	19 7%	18 10%
Tend to agree	(3) 822 41%	67 37%	41 41%	715 41%	31 38%	81 37%	73 41%	66 36%	65 46%	94 47%	96 37%	128 46%	79 44%
Tend to disagree	(2) 434 22%	34 19%	22 22%	377 22%	17 21%	66 30%	52 29%	29 16%	30 21%	40 20%	59 23%	56 20%	28 16%
Strongly disagree	(1) 221 11%	31 17%	9 9%	181 10%	15 18%	18 8%	22 12%	21 12%	11 8%	22 11%	24 9%	27 9%	21 12%
NET: Disagree	655 33%	66 36%	32 32%	557 32%	32 40%	84 38%	73 41%	50 28%	41 29%	62 31%	83 32%	82 29%	50 28%
Not applicable	31 2%	1 *	1 1%	29 2%	- -	6 3%	3 2%	2 1%	1 1%	2 1%	10 4%	2 1%	3 1%
Don't know	350 17%	27 15%	20 20%	303 18%	13 16%	37 17%	17 9%	52 29%	24 17%	33 16%	47 18%	50 18%	31 17%
Mean	2.55	2.50	2.55	2.56	2.38	2.49	2.50	2.51	2.63	2.56	2.59	2.61	2.64
Standard deviation	0.84	0.96	0.81	0.83	0.91	0.77	0.84	0.87	0.78	0.79	0.85	0.80	0.88
Standard error	0.02	0.08	0.09	0.02	0.10	0.05	0.06	0.08	0.07	0.07	0.07	0.05	0.07

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 12

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**As the economy starts to grow and wages increase, people should spend more on charities as well as on themselves**

	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	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Agree	961 48%	457 46%	504 49%	114 48%	165 49%	153 45%	165 46%	143 48%	219 50%	315 59%	260 47%	195 45%	191 40%	143 52%	388 46%
Strongly agree	(4) 149 7%	75 8%	74 7%	23 10%	36 11%	20 6%	19 5%	15 5%	36 8%	54 10%	41 7%	23 5%	31 7%	20 7%	61 7%
Tend to agree	(3) 812 40%	382 39%	430 42%	91 38%	129 38%	133 39%	146 41%	129 43%	183 42%	261 49%	219 39%	172 39%	160 33%	124 45%	326 38%
Tend to disagree	(2) 411 20%	221 22%	190 19%	49 21%	71 21%	72 21%	71 20%	53 18%	95 22%	104 19%	115 21%	97 22%	95 20%	50 18%	182 21%
Strongly disagree	(1) 145 7%	82 8%	62 6%	15 6%	23 7%	26 8%	29 8%	25 8%	25 6%	25 5%	44 8%	26 6%	49 10%	19 7%	65 8%
NET: Disagree	556 28%	303 31%	253 25%	64 27%	95 28%	99 29%	100 28%	78 26%	120 28%	129 24%	160 29%	123 28%	144 30%	69 25%	247 29%
Not applicable	70 3%	31 3%	39 4%	22 9%	11 3%	11 3%	9 3%	6 2%	12 3%	14 3%	22 4%	18 4%	16 3%	6 2%	36 4%
Don't know	420 21%	192 20%	227 22%	38 16%	67 20%	75 22%	83 23%	71 24%	85 20%	78 15%	115 21%	101 23%	126 26%	55 20%	179 21%
Mean	2.64	2.59	2.68	2.69	2.68	2.58	2.58	2.60	2.68	2.77	2.61	2.60	2.52	2.68	2.61
Standard deviation	0.79	0.81	0.76	0.80	0.82	0.78	0.78	0.78	0.76	0.73	0.80	0.74	0.86	0.77	0.80
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.05	0.05	0.03

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 12

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**As the economy starts to grow and wages increase, people should spend more on charities as well as on themselves**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Agree	961 48%	93 51%	43 43%	825 48%	37 46%	96 44%	91 50%	73 40%	55 39%	103 51%	136 52%	145 51%	89 50%
Strongly agree	(4) 149 7%	19 11%	3 3%	127 7%	9 11%	13 6%	11 6%	10 5%	8 6%	14 7%	26 10%	23 8%	13 7%
Tend to agree	(3) 812 40%	74 41%	40 40%	697 40%	28 35%	83 38%	80 44%	63 35%	47 33%	89 44%	110 42%	122 43%	76 42%
Tend to disagree	(2) 411 20%	38 21%	21 21%	352 20%	19 24%	39 18%	44 24%	39 22%	41 29%	41 21%	47 18%	48 17%	33 18%
Strongly disagree	(1) 145 7%	15 8%	5 5%	125 7%	7 8%	25 11%	11 6%	15 8%	10 7%	13 6%	12 5%	20 7%	14 8%
NET: Disagree	556 28%	53 29%	26 26%	477 28%	26 32%	64 29%	55 30%	54 30%	51 36%	54 27%	59 23%	68 24%	47 26%
Not applicable	70 3%	3 2%	3 3%	64 4%	2 3%	10 5%	5 3%	6 3%	4 3%	7 3%	13 5%	6 2%	10 5%
Don't know	420 21%	32 18%	28 28%	359 21%	15 19%	50 23%	30 17%	48 27%	30 22%	37 18%	52 20%	62 22%	35 19%
Mean	2.64	2.67	2.60	2.63	2.62	2.53	2.62	2.53	2.51	2.67	2.77	2.69	2.65
Standard deviation	0.79	0.83	0.68	0.79	0.86	0.85	0.74	0.80	0.77	0.75	0.75	0.78	0.79
Standard error	0.02	0.07	0.08	0.02	0.10	0.06	0.06	0.07	0.07	0.07	0.06	0.05	0.06

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 13

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Britain is becoming more materialistic**

	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	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Agree	1458 73%	718 73%	740 72%	158 66%	235 69%	238 71%	249 70%	237 79%	341 78%	418 78%	417 75%	305 70%	318 67%	190 69%	603 71%
Strongly agree	(4) 496 25%	241 24%	255 25%	43 18%	81 24%	83 24%	95 27%	94 31%	101 23%	152 28%	145 26%	80 18%	118 25%	71 26%	198 23%
Tend to agree	(3) 962 48%	477 49%	485 47%	115 48%	153 45%	155 46%	154 43%	143 48%	241 55%	265 49%	272 49%	224 51%	200 42%	119 44%	405 48%
Tend to disagree	(2) 202 10%	105 11%	97 10%	30 12%	40 12%	39 12%	39 11%	22 7%	33 7%	59 11%	48 9%	44 10%	51 11%	40 15%	96 11%
Strongly disagree	(1) 30 1%	15 1%	15 1%	4 2%	7 2%	6 2%	8 2%	2 1%	3 1%	4 1%	10 2%	10 2%	6 1%	6 2%	14 2%
NET: Disagree	232 12%	119 12%	113 11%	33 14%	47 14%	45 13%	47 13%	24 8%	36 8%	63 12%	57 10%	54 12%	57 12%	45 17%	110 13%
Not applicable	45 2%	19 2%	26 3%	14 6%	9 3%	7 2%	8 2%	4 1%	3 1%	9 2%	12 2%	11 3%	12 3%	3 1%	28 3%
Don't know	271 14%	126 13%	145 14%	33 14%	47 14%	48 14%	54 15%	33 11%	56 13%	46 9%	69 12%	67 15%	88 19%	36 13%	108 13%
Mean	3.14	3.13	3.15	3.03	3.10	3.11	3.13	3.26	3.16	3.18	3.16	3.05	3.14	3.08	3.10
Standard deviation	0.68	0.68	0.68	0.68	0.72	0.71	0.74	0.64	0.60	0.67	0.68	0.67	0.71	0.75	0.69
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03



## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 13

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Britain is becoming more materialistic**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Agree	1458 73%	129 71%	70 70%	1259 73%	57 71%	152 69%	146 81%	122 67%	98 70%	144 72%	193 74%	214 76%	133 74%
Strongly agree	(4) 496 25%	45 25%	22 22%	429 25%	25 31%	57 26%	47 26%	32 18%	39 28%	38 19%	85 33%	60 22%	46 25%
Tend to agree	(3) 962 48%	84 46%	49 48%	830 48%	32 40%	95 43%	99 55%	90 50%	59 42%	106 53%	108 41%	154 55%	87 48%
Tend to disagree	(2) 202 10%	32 17%	13 13%	157 9%	9 12%	27 12%	19 10%	16 9%	15 11%	15 8%	22 9%	16 6%	17 10%
Strongly disagree	(1) 30 1%	1 *	1 1%	28 2%	2 2%	3 1%	- -	2 1%	1 *	4 2%	7 3%	5 2%	4 2%
NET: Disagree	232 12%	32 18%	14 14%	186 11%	11 14%	30 13%	19 10%	18 10%	16 11%	20 10%	30 11%	22 8%	21 12%
Not applicable	45 2%	1 *	1 1%	43 3%	1 1%	11 5%	3 2%	1 *	2 2%	6 3%	8 3%	7 2%	4 2%
Don't know	271 14%	19 11%	15 15%	237 14%	11 14%	28 13%	13 7%	40 22%	24 17%	31 16%	29 11%	38 14%	22 12%
Mean	3.14	3.07	3.09	3.15	3.17	3.13	3.17	3.09	3.20	3.08	3.21	3.14	3.13
Standard deviation	0.68	0.70	0.67	0.68	0.77	0.71	0.61	0.62	0.68	0.65	0.76	0.63	0.71
Standard error	0.02	0.06	0.07	0.02	0.09	0.05	0.05	0.05	0.06	0.06	0.06	0.04	0.05

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 14

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**There is more to life than shopping**

	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	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Agree	1794 89%	887 90%	908 89%	183 77%	283 84%	295 87%	331 93%	282 95%	420 96%	481 90%	494 89%	393 90%	426 89%	243 89%	738 87%
Strongly agree	(4) 1073 53%	568 58%	505 49%	83 35%	169 50%	173 51%	202 57%	179 60%	267 61%	311 58%	300 54%	208 48%	255 53%	145 53%	417 49%
Tend to agree	(3) 721 36%	319 32%	402 39%	101 42%	115 34%	122 36%	129 36%	102 34%	153 35%	170 32%	195 35%	185 42%	172 36%	98 36%	321 38%
Tend to disagree	(2) 81 4%	42 4%	39 4%	19 8%	20 6%	19 6%	8 2%	8 3%	8 2%	24 4%	21 4%	21 5%	15 3%	16 6%	37 4%
Strongly disagree	(1) 29 1%	7 1%	22 2%	4 2%	8 2%	6 2%	7 2%	2 1%	2 *	10 2%	9 2%	4 1%	6 1%	6 2%	15 2%
NET: Disagree	110 5%	49 5%	61 6%	23 10%	29 8%	25 7%	15 4%	9 3%	9 2%	34 6%	30 5%	25 6%	21 4%	22 8%	52 6%
Not applicable	33 2%	14 1%	19 2%	13 6%	7 2%	4 1%	3 1%	2 1%	3 1%	6 1%	13 2%	3 1%	11 2%	2 1%	22 3%
Don't know	69 3%	34 3%	35 3%	18 8%	18 5%	14 4%	8 2%	5 2%	4 1%	15 3%	19 3%	16 4%	18 4%	7 3%	36 4%
Mean	3.49	3.55	3.44	3.27	3.42	3.45	3.52	3.58	3.60	3.52	3.50	3.43	3.51	3.44	3.44
Standard deviation	0.65	0.62	0.68	0.71	0.73	0.69	0.65	0.58	0.55	0.68	0.66	0.64	0.63	0.71	0.68
Standard error	0.01	0.02	0.02	0.06	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.02

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 14

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**There is more to life than shopping**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Agree	1794 89%	165 91%	82 82%	1547 90%	69 86%	197 89%	169 93%	156 86%	128 91%	186 93%	224 86%	259 92%	160 89%
Strongly agree	(4) 1073 53%	102 56%	48 47%	924 54%	40 49%	106 48%	102 56%	83 46%	88 63%	108 54%	135 52%	161 57%	100 55%
Tend to agree	(3) 721 36%	63 35%	35 35%	624 36%	29 36%	91 41%	67 37%	73 40%	40 28%	78 39%	89 34%	98 35%	61 34%
Tend to disagree	(2) 81 4%	1 1%	9 9%	72 4%	6 8%	6 3%	6 3%	11 6%	3 2%	9 4%	11 4%	10 4%	10 5%
Strongly disagree	(1) 29 1%	2 1%	4 4%	23 1%	2 2%	1 *	1 1%	2 1%	2 1%	3 2%	8 3%	2 1%	2 1%
NET: Disagree	110 5%	3 2%	13 13%	94 5%	8 10%	7 3%	7 4%	13 7%	4 3%	12 6%	19 7%	12 4%	12 7%
Not applicable	33 2%	1 1%	3 3%	29 2%	- -	7 3%	3 2%	1 *	2 2%	2 1%	9 3%	2 1%	2 1%
Don't know	69 3%	12 6%	3 3%	54 3%	4 5%	9 4%	1 1%	11 6%	6 4%	1 *	9 4%	7 2%	6 3%
Mean	3.49	3.57	3.33	3.49	3.39	3.48	3.53	3.41	3.62	3.47	3.45	3.54	3.49
Standard deviation	0.65	0.58	0.80	0.65	0.74	0.59	0.60	0.66	0.60	0.66	0.73	0.61	0.67
Standard error	0.01	0.05	0.08	0.02	0.08	0.04	0.04	0.05	0.05	0.05	0.05	0.04	0.05

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 15

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**British people are often too focused on their own lives to help others**

	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	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Agree	1193	593	599	131	213	188	224	194	242	316	339	254	284	156	512
	59%	60%	59%	55%	63%	56%	63%	65%	55%	59%	61%	58%	60%	57%	60%
Strongly agree	(4) 281	149	132	24	66	55	46	49	41	83	75	51	72	37	129
	14%	15%	13%	10%	20%	16%	13%	16%	9%	15%	14%	12%	15%	14%	15%
Tend to agree	(3) 912	444	468	108	147	133	178	145	201	233	264	202	212	119	383
	45%	45%	46%	45%	43%	39%	50%	49%	46%	43%	48%	46%	45%	43%	45%
Tend to disagree	(2) 454	230	224	59	61	81	70	57	126	131	127	107	89	62	192
	23%	23%	22%	25%	18%	24%	20%	19%	29%	24%	23%	24%	19%	23%	23%
Strongly disagree	(1) 152	65	86	9	20	29	32	22	39	39	35	30	47	34	48
	8%	7%	8%	4%	6%	9%	9%	7%	9%	7%	6%	7%	10%	12%	6%
NET: Disagree	605	295	310	68	80	110	102	80	165	170	162	137	136	96	240
	30%	30%	30%	28%	24%	33%	28%	27%	38%	32%	29%	31%	29%	35%	28%
Not applicable	35	16	19	13	7	6	1	4	2	7	9	7	12	1	22
	2%	2%	2%	6%	2%	2%	*	1%	1%	1%	2%	2%	2%	*	3%
Don't know	173	78	94	26	37	33	30	20	27	43	45	40	45	22	76
	9%	8%	9%	11%	11%	10%	8%	7%	6%	8%	8%	9%	9%	8%	9%
Mean	2.74	2.76	2.71	2.73	2.89	2.72	2.73	2.81	2.60	2.74	2.76	2.70	2.74	2.63	2.79
Standard deviation	0.82	0.82	0.83	0.73	0.83	0.88	0.82	0.82	0.80	0.83	0.79	0.79	0.87	0.89	0.80
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.03	0.05	0.04	0.06	0.03

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 15

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**British people are often too focused on their own lives to help others**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Agree	1193 59%	112 62%	63 63%	1017 59%	45 56%	123 56%	118 66%	109 60%	82 59%	125 62%	142 55%	179 64%	93 52%
Strongly agree	(4) 281 14%	28 16%	13 13%	239 14%	17 21%	24 11%	31 17%	22 12%	14 10%	28 14%	44 17%	37 13%	22 12%
Tend to agree	(3) 912 45%	84 47%	50 50%	778 45%	28 35%	99 45%	87 48%	87 48%	69 49%	96 48%	98 38%	142 51%	71 39%
Tend to disagree	(2) 454 23%	43 24%	19 19%	392 23%	21 26%	43 19%	40 22%	36 20%	34 24%	43 21%	64 24%	57 20%	55 31%
Strongly disagree	(1) 152 8%	8 4%	9 9%	135 8%	7 9%	17 7%	13 7%	12 7%	8 6%	16 8%	26 10%	22 8%	13 7%
NET: Disagree	605 30%	51 28%	28 28%	527 31%	28 35%	59 27%	54 30%	49 27%	41 30%	59 29%	89 34%	79 28%	69 38%
Not applicable	35 2%	1 *	1 1%	33 2%	- -	11 5%	3 2%	* *	3 2%	2 1%	8 3%	2 1%	3 2%
Don't know	173 9%	17 9%	8 8%	148 9%	8 9%	27 12%	5 3%	22 12%	13 9%	15 7%	22 8%	21 8%	15 9%
Mean	2.74	2.81	2.74	2.73	2.75	2.72	2.79	2.75	2.71	2.75	2.69	2.75	2.63
Standard deviation	0.82	0.78	0.83	0.83	0.92	0.81	0.83	0.79	0.75	0.82	0.90	0.81	0.82
Standard error	0.02	0.06	0.08	0.02	0.10	0.06	0.06	0.07	0.06	0.07	0.07	0.05	0.06

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 16

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Shopping is one of my favourite pastimes**

	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	2006	992	1014	159	326	362	376	325	458	600	613	302	491	268	798
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	274	849
NET: Agree	585 29%	218 22%	367 36%	108 46%	136 40%	101 30%	84 24%	69 23%	86 20%	160 30%	140 25%	130 30%	154 32%	91 33%	261 31%
Strongly agree	(4) 123 6%	41 4%	82 8%	21 9%	42 12%	17 5%	14 4%	13 5%	15 3%	37 7%	39 7%	14 3%	33 7%	25 9%	50 6%
Tend to agree	(3) 462 23%	177 18%	285 28%	88 37%	94 28%	84 25%	70 20%	55 19%	71 16%	123 23%	101 18%	116 27%	121 25%	66 24%	211 25%
Tend to disagree	(2) 680 34%	356 36%	324 32%	69 29%	89 26%	119 35%	132 37%	112 38%	159 36%	182 34%	199 36%	142 32%	157 33%	82 30%	283 33%
Strongly disagree	(1) 597 30%	340 35%	257 25%	25 10%	82 24%	97 29%	117 33%	106 36%	170 39%	165 31%	179 32%	129 30%	123 26%	90 33%	231 27%
NET: Disagree	1277 64%	696 71%	581 57%	94 39%	170 50%	216 64%	250 70%	218 73%	329 75%	347 65%	378 68%	271 62%	280 59%	172 63%	514 61%
Not applicable	41 2%	22 2%	19 2%	9 4%	9 3%	6 2%	7 2%	1 *	9 2%	9 2%	12 2%	9 2%	11 2%	2 1%	20 2%
Don't know	103 5%	48 5%	56 5%	27 11%	23 7%	15 4%	17 5%	10 3%	12 3%	19 4%	26 5%	27 6%	31 7%	9 3%	54 6%
Mean	2.06	1.91	2.20	2.52	2.31	2.07	1.94	1.92	1.83	2.06	2.00	2.04	2.15	2.10	2.10
Standard deviation	0.91	0.86	0.94	0.84	1.01	0.89	0.86	0.86	0.84	0.93	0.92	0.87	0.92	0.98	0.91
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

## Giving Tuesday Survey

### ONLINE Fieldwork: 4th - 6th June 2014

Absolutes/col percents

Table 16

**Q2. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Shopping is one of my favourite pastimes**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2006	161	108	1737	89	245	194	164	158	167	207	311	202
Weighted base	2006	181	100	1725	80	221	181	181	140	201	261	281	181
NET: Agree	585 29%	49 27%	35 35%	501 29%	25 31%	59 27%	54 30%	66 37%	34 24%	47 24%	91 35%	80 29%	42 24%
Strongly agree	(4) 123 6%	13 7%	8 8%	102 6%	5 6%	9 4%	8 5%	16 9%	9 6%	9 4%	27 11%	11 4%	7 4%
Tend to agree	(3) 462 23%	36 20%	27 27%	399 23%	20 25%	50 23%	46 26%	50 28%	25 18%	39 19%	64 25%	69 25%	36 20%
Tend to disagree	(2) 680 34%	55 31%	32 31%	594 34%	31 39%	86 39%	65 36%	57 32%	46 33%	86 43%	71 27%	91 32%	60 33%
Strongly disagree	(1) 597 30%	64 36%	30 30%	503 29%	19 24%	56 26%	52 29%	45 25%	49 35%	57 28%	73 28%	92 33%	59 33%
NET: Disagree	1277 64%	119 66%	61 61%	1096 64%	50 62%	142 64%	117 65%	102 56%	95 68%	143 71%	143 55%	183 65%	120 66%
Not applicable	41 2%	1 1%	2 2%	37 2%	1 1%	7 3%	3 2%	2 1%	3 2%	4 2%	7 3%	3 1%	7 4%
Don't know	103 5%	11 6%	2 2%	90 5%	4 5%	12 5%	6 3%	10 6%	8 6%	6 3%	19 7%	14 5%	11 6%
Mean	2.06	1.99	2.13	2.06	2.15	2.06	2.06	2.22	1.96	1.99	2.20	2.00	1.94
Standard deviation	0.91	0.95	0.95	0.90	0.88	0.85	0.88	0.95	0.93	0.83	1.01	0.88	0.87
Standard error	0.02	0.08	0.09	0.02	0.10	0.06	0.06	0.08	0.08	0.07	0.07	0.05	0.06