



Charities Aid Foundation

METHODOLOGY NOTE

ComRes interviewed 2024 GB adults online from 12th to the 15th 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

Absolutes/col percents

Table 1

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

Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2024	979	1045	237	307	352	393	317	418	592	576	344	512	277	797
Weighted base	2024	992	1032	240	341	341	361	301	441	541	561	441	481	305	828
NET: Ever have/ would like to	756 37%	360 36%	395 38%	153 64% ^{EF}	205 60% ^{FGH}	161 47% ^{FGH}	125 35% ^{GH}	71 24% ^H	41 9%	193 36%	219 39%	172 39%	171 36%	134 44%	389 47%
NET: Ever have	287 14%	127 13%	160 16%	34 14% ^H	77 23% ^{CfGH}	59 17% ^H	58 16% ^H	39 13% ^H	21 5%	83 15% ^L	95 17% ^L	67 15% ^L	43 9%	67 22%	145 18%
NET: Any fun run	235 12%	102 10%	133 13%	23 10% ^H	68 20% ^{CFGH}	51 15% ^{gH}	48 13% ^H	28 9% ^H	17 4%	75 14% ^L	77 14% ^L	51 12% ^L	32 7%	59 19% ⁿ	121 15%
NET: Any marathon	52 3%	25 3%	27 3%	10 4% ^H	9 3% ^h	8 2%	10 3% ^h	10 3% ^H	4 1%	8 1%	18 3% ⁱ	16 4% ⁱ	11 2%	7 2%	24 3%
I have never run for charity and would never want to	1268 63%	632 64%	637 62%	87 36%	136 40%	180 53% ^{CD}	236 65% ^{CDE}	229 76% ^{CDEF}	400 91% ^{CDEFG4%}	348 61%	342 61%	269 61%	310 64%	172 56%	439 53%
I have never run for charity but would like to one day	468 23%	233 24%	235 23%	120 50% ^{DEFGH38%}	128 38% ^{eFGH}	101 30% ^{FGH}	67 19% ^{GH}	33 11% ^H	19 4%	110 20%	125 22%	106 24%	128 27% ^l	67 22%	244 29% ^M
I have run a fun run/ 5 k/ 10k/ half-marathon for charity	167 8%	72 7%	96 9%	22 9% ^H	48 14% ^{GH}	35 10% ^{GH}	35 10% ^{gH}	16 5%	12 3%	53 10% ^L	56 10% ^L	34 8%	24 5%	39 13%	88 11%
I have run more than one fun run/ 5 k/ 10k/ half-marathon for charity	68 3%	31 3%	37 4%	2 1%	20 6% ^{CH}	16 5% ^{CH}	13 4% ^{cH}	13 4% ^{CH}	5 1%	22 4% ^L	21 4% ^l	17 4%	8 2%	21 7% ⁿ	32 4%
I have run one marathon for charity	31 2%	14 1%	17 2%	2 1%	8 2%	5 2%	7 2%	5 2%	3 1%	3 1%	14 2% ^l	9 2% ⁱ	5 1%	5 2%	13 2%
I have run more than one marathon for charity	21 1%	11 1%	10 1%	8 3% ^{DeFH}	1 *	3 1%	3 1%	5 2% ^H	1 *	5 1%	4 1%	7 1%	5 1%	3 1%	11 1%
Average age of those who have ever run for charity	41.87	41.19	42.41	21.43	30.06	40.43 ^D	49.48 ^{DE}	59.47	68.60	41.72	42.77	40.40	42.43	38.35	39.45

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

Prepared by ComRes

Charity Run Survey

ONLINE Fieldwork : 12th-14th April 2013

Absolutes/col percents

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	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	
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	756 37%	60 33%	41 50%ADEFhJk	93 42%	62 34%	65 36%	49 34%	42 41%	72 36%	110 42%j	96 34%	68 37%	287 100%
NET: Ever have	287 14%	27 15%	15 19%	37 16%	29 16%	24 13%	16 11%	17 17%	28 14%	35 13%	34 12%	24 13%	287 100%
NET: Any fun run	235 12%	27 15%j	10 13%	30 14%	20 11%	21 12%	15 10%	16 16%	26 13%	27 10%	25 9%	17 9%	235 82%
NET: Any marathon	52 3%	1 *	5 6%AefH	6 3%	9 5%Aefh	3 1%	1 1%	1 1%	2 1%	8 3%a	9 3%a	7 4%a	52 18%
I have never run for charity and would never want to	1268 63%	122 67%B	40 50%	130 58%	120 66%B	117 64%B	93 66%B	60 59%	130 64%b	154 58%	187 66%Bi	114 63%b	- -
I have never run for charity but would like to one day	468 23%	32 18%	25 31%AD	56 25%	33 18%	41 22%	32 23%	24 24%	44 22%	74 28%AD	62 22%	44 24%	- -
I have run a fun run/ 5 k/ 10k/ half-marathon for charity	167 8%	18 10%	7 9%	22 10%	14 8%	17 9%	12 9%	10 10%	16 8%	21 8%	19 7%	11 6%	167 58%
I have run more than one fun run/ 5 k/ 10k/ half-marathon for charity	68 3%	9 5%	3 4%	9 4%	7 4%	4 2%	2 2%	6 6%j	10 5%	6 2%	6 2%	6 3%	68 24%
I have run one marathon for charity	31 2%	1 *	1 1%	6 2%h	7 4%afHi	3 1%	1 *	* *	- -	3 1%	6 2%h	4 2%h	31 11%
I have run more than one marathon for charity	21 1%	- -	4 5%ACEfJ	1 *	2 1%	- -	1 1%	1 1%	2 1%	5 2%ae	2 1%	3 1%	21 7%
Average age of those who have ever run for charity	41.87	43.64	37.39	44.92	45.70	35.58	46.38	36.64	47.77	32.20	42.14	47.14	41.87

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

Absolutes/col percents

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

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2022	977	1045	237	307	351	392	317	418	591	576	343	512	277	795
Weighted base	2021	989	1032	240	341	339	360	301	441	539	561	440	481	305	825
NET: Ever have/ would like to	753 37%	357 36%	395 38%	153 64% ^{EFGH}	205 60% ^{EFGH}	159 47% ^{FGH}	124 34% ^{GH}	71 24% ^H	41 9%	191 35%	219 39%	171 39%	171 36%	134 44%	386 47%
NET: Ever have	284 14%	124 13%	160 16% ^a	34 14% ^H	77 23% ^{CFGH}	57 17% ^H	57 16% ^H	39 13% ^H	21 5%	81 15% ^L	95 17% ^L	66 15% ^L	43 9%	67 22%	142 17%
NET: Any fun run	232 11%	99 10%	133 13% ^a	23 10% ^H	68 20% ^{CFGH}	49 14% ^{gH}	47 13% ^H	28 9% ^H	17 4%	73 14% ^L	77 14% ^L	50 11% ^L	32 7%	59 19% ⁿ	118 14%
NET: Any marathon	52 3%	25 3%	27 3%	10 4% ^H	9 3% ^h	8 2%	10 3% ^h	10 3% ^H	4 1%	8 1%	18 3% ⁱ	16 4% ⁱ	11 2%	7 2%	24 3%
I have never run for charity and would never want to	1268 63%	632 64%	637 62%	87 36%	136 40%	180 53% ^{CD}	236 66% ^{CDE}	229 76% ^{CDEF}	400 91% ^{CDEFG}	348 5%	342 61%	269 61%	310 64%	172 56%	439 53%
I have never run for charity but would like to one day	468 23%	233 24%	235 23%	120 50% ^{DEFGH}	128 38% ^{eFGH}	101 30% ^{FGH}	67 19% ^{GH}	33 11% ^H	19 4%	110 20%	125 22%	106 24%	128 27% ^l	67 22%	244 30% ^M
I have run a fun run/ 5 k/ 10k/ half-marathon for charity	165 8%	70 7%	96 9%	22 9% ^H	48 14% ^{GH}	33 10% ^{GH}	35 10% ^{gH}	16 5%	12 3%	51 10% ^L	56 10% ^L	34 8%	24 5%	39 13%	86 10%
I have run more than one fun run/ 5 k/ 10k/ half-marathon for charity	67 3%	30 3%	37 4%	2 1%	20 6% ^{CH}	16 5% ^{CH}	12 3% ^{cH}	13 4% ^{CH}	5 1%	22 4% ^L	21 4% ^l	16 4%	8 2%	21 7% ⁿ	31 4%
I have run one marathon for charity	31 2%	14 1%	17 2%	2 1%	8 2%	5 2%	7 2%	5 2%	3 1%	3 1%	14 2% ^l	9 2% ⁱ	5 1%	5 2%	13 2%
I have run more than one marathon for charity	21 1%	11 1%	10 1%	8 3% ^{DeFH}	1 *	3 1%	3 1%	5 2% ^H	1 *	5 1%	4 1%	7 1%	5 1%	3 1%	11 1%
Average age of those who have ever run for charity	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

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

Prepared by ComRes

Charity Run Survey

ONLINE Fieldwork : 12th-14th April 2013

Absolutes/col percents

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)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)		South West (k)
Unweighted base	2022	174	80	244	182	185	149	111	163	264	310	160	266
Weighted base	2021	182	81*	223	182	182	142	100*	202	261	283	182	284
NET: Ever have/ would like to	753 37%	60 33%	41 50%ADEFhJk	93 42%	62 34%	65 36%	49 34%	41 40%	72 36%	108 41%	96 34%	68 37%	284 100%
NET: Ever have	284 14%	27 15%	15 19%	37 16%	29 16%	24 13%	16 11%	16 16%	28 14%	33 13%	34 12%	24 13%	284 100%
NET: Any fun run	232 11%	27 15%j	10 13%	30 14%	20 11%	21 12%	15 10%	15 15%	26 13%	25 10%	25 9%	17 9%	232 82%
NET: Any marathon	52 3%	1 *	5 6%AefH	6 3%	9 5%Aefh	3 1%	1 1%	1 1%	2 1%	8 3%a	9 3%a	7 4%a	52 18%
I have never run for charity and would never want to	1268 63%	122 67%B	40 50%	130 58%	120 66%B	117 64%B	93 66%B	60 60%	130 64%b	154 59%	187 66%B	114 63%b	- -
I have never run for charity but would like to one day	468 23%	32 18%	25 31%AD	56 25%	33 18%	41 22%	32 23%	24 24%	44 22%	74 29%AD	62 22%	44 24%	- -
I have run a fun run/ 5 k/ 10k/ half-marathon for charity	165 8%	18 10%	7 9%	22 10%	14 8%	17 9%	12 9%	10 10%	16 8%	19 7%	19 7%	11 6%	165 58%
I have run more than one fun run/ 5 k/ 10k/ half-marathon for charity	67 3%	9 5%	3 4%	9 4%	7 4%	4 2%	2 2%	5 5%	10 5%	6 2%	6 2%	6 3%	67 24%
I have run one marathon for charity	31 2%	1 *	1 1%	6 2%h	7 4%afHi	3 1%	1 *	*	-	3 1%	6 2%h	4 2%h	31 11%
I have run more than one marathon for charity	21 1%	-	4 5%ACEfJ	1 *	2 1%	-	1 1%	1 1%	2 1%	5 2%ae	2 1%	3 1%	21 7%

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

*** small base**

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Charity Run Survey

ONLINE Fieldwork : 12th-14th April 2013

Absolutes/col percents

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)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	
Weighted base	2021	182	81*	223	182	182	142	100*	202	261	283	182	284
Average age of those who have ever run for charity	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

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

*** small base**

Charity Run Survey

ONLINE Fieldwork : 12th-14th April 2013

Absolutes/col percents

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		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	
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)	77 27%	36 26%	41 26%	3 9%	21 28%	16 26%	16 28%	11 28%	10 48%	17 21%	36 38%IK	8 12%	16 37%iK	15 23%	34 24%
NET: Any amount raised	210 73%	91 72%	119 74%	31 91%	56 72%	44 74%	42 72%	28 72%	11 52%	66 79%JL	58 62%	59 88%JL	27 63%	52 77%	111 76%	
£1 - £50	(25)	40 14%	16 12%	25 15%	6 19%	5 6%	6 11%	9 15%	9 24%	4 21%	8 25%JK	3 9%	8 5%	7 18%k	22 10%	15 15%
£51 - £100	(75)	54 19%	22 18%	31 20%	6 17%	14 18%	13 23%	9 15%	11 28%	1 6%	16 19%	18 24%l	4 9%	12 18%	37 25%	
£101 - £500	(300)	80 28%	26 21%	54 34%A	11 33%	24 31%	17 28%	21 36%	4 11%	4 18%	14 17%	22 23%	33 49%JL	11 25%	22 33%	29 20%
£501 - £1000	(750)	13 5%	10 8%B	3 2%	1 3%	6 7%	3 5%	2 3%	1 3%	1 4%	2 3%	4 4%	5 7%	2 5%	6 8%	6 4%
£1001 - £1500	(1250)	6 2%	4 3%	2 1%	2 5%	3 4%	-	-	1 2%	1 3%	4 5%	1 1%	-	1 2%	1 2%	5 3%
£1501 - £2000	(1750)	2 1%	1 1%	1 *	1 2%	-	1 1%	* 1%	-	-	-	2 2%	-	-	* 1%	1 1%
£2001 - £3000	(2500)	12 4%	8 7%	4 2%	4 12%	5 6%	1 2%	-	2 4%	-	6 7%	3 3%	1 1%	2 5%	4 6%	8 6%
£3001 - £5000	(4000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£5001 - £10000	(7500)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£10000 +	(12500)	3 1%	3 2%b	-	-	-	2 3%	1 2%	-	-	2 2%	-	1 1%	-	-	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	515.6	1503.8	556.6	600.7	1832.9	

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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

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Weighted base	287	127	160	34**	77*	59*	58*	39**	21**	83*	95*	67*	43*	67*	145
Standard error	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
Mean (Excl £10000+)	280.1	368.5B	211.5	535.9	367.1F	233.0	160.5	209.9	130.8	345.3	248.4	258.0	260.0	353.2	317.5
Standard deviation	539.9	663.3	409.4	824.2	624.4	450.4	220.1	535.7	269.0	680.5	515.6	332.0	556.6	600.7	622.3
Standard error	33.1	60.3	34.0	153.0	77.4	58.6	29.4	90.6	57.4	73.0	56.3	48.4	80.3	79.6	54.4

Proportions/Mean: 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

ONLINE Fieldwork : 12th-14th April 2013

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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	Region											Have ever taken part in a charity run
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	
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) 77 27%	9 32%	3 21%	8 22%	9 32%	10 44%	6 39%	4 25%	3 11%	7 19%	10 30%	7 28%	77 27%
NET: Any amount raised	210 73%	19 68%	12 79%	29 78%	20 68%	13 56%	10 61%	13 75%	25 89%	28 81%	24 70%	17 72%	210 73%
£1 - £50	(25) 40 14%	1 3%	1 9%	6 17%	4 15%	2 10%	3 21%	3 19%	8 28%	4 11%	1 3%	6 24%	40 14%
£51 - £100	(75) 54 19%	6 20%	1 7%	5 15%	3 11%	5 19%	2 11%	8 46%	8 27%	3 9%	8 24%	6 24%	54 19%
£101 - £500	(300) 80 28%	8 30%	7 47%	15 42%	9 31%	2 10%	5 29%	1 4%	8 27%	10 28%	11 32%	4 17%	80 28%
£501 - £1000	(750) 13 5%	1 5%	-	2 5%	2 8%	2 10%	-	-	1 4%	3 9%	-	1 5%	13 5%
£1001 - £1500	(1250) 6 2%	1 2%	1 10%	-	-	-	-	-	1 4%	2 4%	1 4%	-	6 2%
£1501 - £2000	(1750) 2 1%	-	-	-	-	-	-	-	-	-	1 3%	1 3%	2 1%
£2001 - £3000	(2500) 12 4%	2 8%	1 6%	-	1 3%	2 7%	-	-	-	5 14%	1 4%	-	12 4%
£3001 - £5000	(4000) -	-	-	-	-	-	-	-	-	-	-	-	-
£5001 - £10000	(7500) -	-	-	-	-	-	-	-	-	-	-	-	-
£10000 +	(12500) 3 1%	-	-	-	-	-	-	1 6%	-	2 6%	-	-	3 1%
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

ONLINE Fieldwork : 12th-14th April 2013

Absolutes/col percents

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												Have ever taken part in a charity run
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	
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	539.9	675.4	660.3	185.9	472.4	658.2	133.2	64.0	273.3	860.7	593.0	342.7	539.9
Standard error	33.1	147.4	160.1	31.4	87.7	143.6	29.8	16.5	59.6	149.8	101.7	76.6	33.1

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**