

YouGov Survey Results

Sample Size: 1999

Fieldwork: 30th January - 1st of February 2012

Total (A)	Gender		Region					Social grade					Age				
	Male (B)	Female (C)	London (P)	Rest of South (Q)	Midlands / Wales (R)	North (S)	Scotland (T)	AB (U)	C1 (V)	C2 (W)	D (X)	E (Y)	18-24 (Z)	25-34 (a)	35-44 (b)	45-54 (c)	55+ (d)

When, if at all, was the last time you made a financial donation to a charity? This could be by donating money, buying goods from a charity or taking part in a charity raffle or lottery?

	1999	922	1077	273	659	357	513	197	719	578	312	185	188	248	235	295	370	851
Unweighted Base	1999	922	1077	273	659	357	513	197	719	578	312	185	188	248	235	295	370	851
Base	1999	959	1040	256	648	430	494	172	663	572	341	195	211	240	340	345	375	700
Within the last three months	63%	59%	66%	64%	65%	62%	59%	64%	70%	62%	57%	59%	55%	46%	49%	58%	64%	77%
			B						VWXY							Z	Za	Zabc
3-6 months ago	12%	11%	13%	14%	8%	12%	14%	14%	11%	13%	13%	12%	11%	16%	12%	14%	13%	8%
				Q			Q	Q						d		d	d	
6-12 months ago	5%	5%	6%	5%	6%	5%	5%	3%	4%	6%	7%	5%	4%	8%	8%	6%	5%	3%
														d	d			
Over a year ago	6%	8%	5%	6%	7%	7%	7%	3%	6%	6%	9%	3%	9%	10%	8%	10%	5%	4%
			C								X		X	cd	d	cd		
I never donate to charity	5%	7%	3%	5%	5%	4%	4%	7%	4%	4%	4%	10%	7%	10%	6%	4%	6%	3%
			C									UVW		bd			d	
Can't remember when	9%	10%	8%	6%	8%	10%	11%	8%	6%	9%	10%	12%	15%	11%	17%	8%	8%	5%
											U	U	U	d	bcd			

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Which of the following best describes how much you donated to charitable causes, in total, in the last three months? If you are unsure please estimate to the nearest amount.

Unweighted Base	1322	581	741	183	446	228	329	136	526	368	195	109	116	110	121	182	243	666
Base	1253	568	685	163	421	267	290	111	465	356	195	115	117	110	166	199	238	539
£1-£50	79%	77%	82%	70%	76%	84%	84%	79%	69%	78%	92%	95%	88%	85%	82%	78%	81%	77%
						PQ	PQ	*		U	UV	UV*	UV*	*	*			
£51-£150	15%	16%	14%	23%	18%	9%	12%	16%	21%	18%	7%	4%	10%	11%	14%	11%	15%	18%
				RS	RS			*	WXY	WX		*	*	*	*			
£151-£500	4%	5%	3%	6%	4%	6%	3%	2%	8%	4%	2%	1%	-	4%	4%	5%	2%	5%
							*		VWXY			*	*	*	*			

If you had not been asked or prompted in one way or another to donate money what you would have done?

Unweighted Base	870	363	507	116	299	149	220	86	332	253	128	75	75	72	81	119	165	433
Base	833	360	473	102	275	177	201	78	286	243	143	83	73	70	113	124	164	362
I would have donated the same amount regardless	54%	47%	59%	53%	52%	57%	49%	65%	53%	54%	53%	60%	49%	53%	43%	43%	54%	61%
			B	*				S*			*	*	*	*	*	*		ab
I would have donated a smaller amount	8%	8%	9%	10%	10%	10%	4%	8%	10%	9%	9%	6%	4%	10%	12%	9%	8%	7%
				*				*			*	*	*	*	*	*		
I would not have donated at all	38%	45%	32%	37%	38%	33%	47%	27%	38%	37%	38%	34%	47%	37%	44%	48%	39%	32%
		C		*			RT	*			*	*	*	*	*	d*		