

**For immediate release**

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**New goods and online sales are important for boosting charity business**

A recent report by YouGov SixthSense has found that although 51% of UK consumers buy items from charities only 38% of shoppers buy second hand items in-store at charity shops. A sizeable proportion of shoppers choose to use other channels.

- 7% bought a second-hand item from a charity stall at a local event/country show
- 4% bought second-hand item from a charity online site, including eBay and Amazon Marketplace
- 5% bought a second-hand item from a reseller on eBay who makes a donation to a charity.

A relatively high proportion of consumers also purchase new items from charities, while most do so through a shop (15%), a sizeable proportion of shoppers use other channels.

- 15% bought a brand new item from a shop operated by a charity
- 5% bought a brand new item from a charity stall at a local event/country show
- 5% bought a brand new item from a charity's online site
- 3% bought a brand new item from a charity's mail order catalogue.

However, just under half (49%) of UK consumers are not using any channels to purchase either new or second-hand goods from a charity.

Commenting on the findings, James McCoy, YouGov SixthSense Research Director said: "It is evident that charities need to work harder to ensure that what they have to offer is effectively marketed to a wider audience. Charities are well placed to use the internet as a means of offering new merchandise to their supporters, but selling second-hand items online is more complex in terms of site maintenance and fulfilment."

**-ENDS-**

**Notes to editors:**

Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online.

YouGov SixthSense Charity Shop Retailing report. Total sample size was 2,137 nationally representative UK adults aged 16+. Fieldwork was undertaken between 26<sup>th</sup> – 30<sup>th</sup> January.

[Click here to find out more about the Charity Shop Retailing report](#)

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**About SixthSense**

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit [yougovsixthsense.com](http://yougovsixthsense.com)

**About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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