

# YouGov Survey Results

Sample Size: 1999

Fieldwork: 30th January - 1st of February 2012

Total (A)	Gender		Region					Social grade				
	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)

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
<b>Unweighted Base</b>	1999	922	1077	273	659	357	513	197	719	578	312	185	188
<b>Base</b>	1999	959	1040	256	648	430	494	172	663	572	341	195	211
Within the last three months	63%	59%	66%	64%	65%	62%	59%	64%	70%	62%	57%	59%	55%
3-6 months ago	12%	11%	13%	14%	8%	12%	14%	14%	11%	13%	13%	12%	11%
6-12 months ago	5%	5%	6%	5%	6%	5%	5%	3%	4%	6%	7%	5%	4%
Over a year ago	6%	8%	5%	6%	7%	7%	7%	3%	6%	6%	9%	3%	9%
I never donate to charity	5%	7%	3%	5%	5%	4%	4%	7%	4%	4%	4%	10%	7%
Can't remember when	9%	10%	8%	6%	8%	10%	11%	8%	6%	9%	10%	12%	15%

# YouGov Survey Results

Sample Size: 1999

Fieldwork: 30th January - 1st of February 2012

Total (A)	Age					Work Status						
	18-24 (Z)	25-34 (a)	35-44 (b)	45-54 (c)	55+ (d)	Full time (e)	Part time (8-29 hours a week) (f)	Part time (Less than 8 hours a week) (g)	Student (h)	Retired (i)	Unemployed (j)	Not working (k)

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	248	235	295	370	851	978	238	30	107	458	52	106
<b>Unweighted Base</b>	1999	248	235	295	370	851	978	238	30	107	458	52	106
<b>Base</b>	1999	240	340	345	375	700	1063	229	26	98	376	64	114
Within the last three months	63%	46%	49%	58%	64%	77%	62%	62%	61%	43%	77%	44%	56%
				Z	Za	Zabc	hj	hj	**	*	efhjk	*	*
3-6 months ago	12%	16%	12%	14%	13%	8%	12%	17%	21%	15%	9%	6%	13%
		d		d	d			i	**	*		*	*
6-12 months ago	5%	8%	8%	6%	5%	3%	5%	6%	5%	8%	4%	5%	7%
		d	d						**	*		*	*
Over a year ago	6%	10%	8%	10%	5%	4%	8%	5%	4%	13%	2%	8%	6%
		cd	d	cd			i		**	fi*		*	*
I never donate to charity	5%	10%	6%	4%	6%	3%	5%	7%	3%	8%	3%	10%	4%
		bd			d			i	**	i*		i*	*
Can't remember when	9%	11%	17%	8%	8%	5%	9%	3%	6%	13%	6%	28%	14%
		d	bcd				f		**	fi*		efi*	fi*

# YouGov Survey Results

Sample Size: 1999

Fieldwork: 30th January - 1st of February 2012

Total (A)	Other (I)	Prompted			Amount given			Paid staff			
		Would have donated same amount regardless (L)	Would have donated smaller amount (M)	Would not have donated at all (N)	£1-£50 (I)	£51-£150 (J)	£151-£500 (K)	Good idea (O)	Neither (P)	Bad idea (Q)	Don't know (R)

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	30	471	66	333	1023	220	63	822	642	436	99
<b>Unweighted Base</b>	1999	30	471	66	333	1023	220	63	822	642	436	99
<b>Base</b>	1999	29	447	69	316	994	189	53	825	641	436	97
Within the last three months	63%	55%	100%	100%	100%	100%	100%	100%	66%	63%	57%	54%
		**		*				*	QR			*
3-6 months ago	12%	6%	-	-	-	-	-	-	11%	13%	12%	10%
		**		*				*				*
6-12 months ago	5%	5%	-	-	-	-	-	-	6%	5%	5%	2%
		**		*				*				*
Over a year ago	6%	10%	-	-	-	-	-	-	6%	6%	8%	2%
		**		*				*				*
I never donate to charity	5%	-	-	-	-	-	-	-	3%	4%	9%	12%
		**		*				*			OP	OP*
Can't remember when	9%	24%	-	-	-	-	-	-	7%	10%	9%	19%
		**		*				*				OPQ*

# YouGov Survey Results

Sample Size: 1999

Fieldwork: 30th January - 1st of February 2012

	How much did you donate?						
Total (A)	£1-£10 (S)	£11-£50 (T)	£51-£100 (U)	£101-£150 (V)	£151-£250 (W)	£251-£500 (X)	£500+ (Y)

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	706	307	49	11	7	9	7
<b>Unweighted Base</b>	1999	706	307	49	11	7	9	7
<b>Base</b>	1999	717	267	38	7	5	7	9
Within the last three months	63%	100%	100%	100%	100%	100%	100%	100%
				*	**	**	**	**
3-6 months ago	12%	-	-	-	-	-	-	-
				*	**	**	**	**
6-12 months ago	5%	-	-	-	-	-	-	-
				*	**	**	**	**
Over a year ago	6%	-	-	-	-	-	-	-
				*	**	**	**	**
I never donate to charity	5%	-	-	-	-	-	-	-
				*	**	**	**	**
Can't remember when	9%	-	-	-	-	-	-	-
				*	**	**	**	**

Fieldwork: 30th January - 1st of February 2012

Total (A)	Gender		Region					Social grade				
	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)

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
<b>Base</b>	1253	568	685	163	421	267	290	111	465	356	195	115	117	
£1-£50	79%	77%	82%	70%	76%	84%	84%	79%	69%	78%	92%	95%	88%	
						PQ	PQ	*		U	UV	UV*	UV*	
£51-£150	15%	16%	14%	23%	18%	9%	12%	16%	21%	18%	7%	4%	10%	
				RS	RS			*	WXY	WX		*	*	
£151-£500	4%	5%	3%	6%	4%	6%	3%	2%	8%	4%	2%	1%	-	
								*	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
<b>Base</b>	833	360	473	102	275	177	201	78	286	243	143	83	73	
I would have donated the same amount regardless	54%	47%	59%	53%	52%	57%	49%	65%	53%	54%	53%	60%	49%	
			B	*				S*			*	*	*	
I would have donated a smaller amount	8%	8%	9%	10%	10%	10%	4%	8%	10%	9%	9%	6%	4%	
				*				*			*	*	*	
I would not have donated at all	38%	45%	32%	37%	38%	33%	47%	27%	38%	37%	38%	34%	47%	
		C		*			RT	*			*	*	*	

Fieldwork: 30th January - 1st of February 2012

Total (A)	Age					Work Status						
	18-24 (Z)	25-34 (a)	35-44 (b)	45-54 (c)	55+ (d)	Full time (e)	Part time (8-29 hours a week) (f)	Part time (Less than 8 hours a week) (g)	Student (h)	Retired (i)	Unemployed (j)	Not working (k)

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	110	121	182	243	666	635	156	18	47	360	23	64
<b>Base</b>		1253	110	166	199	238	539	657	142	15	42	288	28	64
£1-£50		79%	85%	82%	78%	81%	77%	77%	83%	76%	87%	79%	94%	84%
			*	*						**	*		**	*
£51-£150		15%	11%	14%	11%	15%	18%	17%	12%	11%	13%	15%	4%	11%
			*	*						**	*		**	*
£151-£500		4%	4%	4%	5%	2%	5%	4%	5%	13%	-	5%	2%	3%
			*	*						**	*		**	*

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

	Unweighted Base	870	72	81	119	165	433	419	106	12	32	236	15	40
<b>Base</b>		833	70	113	124	164	362	438	96	11	28	195	19	37
I would have donated the same amount regardless		54%	53%	43%	43%	54%	61%	49%	63%	57%	56%	64%	31%	37%
			*	*	*		ab		e*	**	**	e	**	**
I would have donated a smaller amount		8%	10%	12%	9%	8%	7%	10%	4%	-	12%	6%	-	22%
			*	*	*				*	**	**		**	**
I would not have donated at all		38%	37%	44%	48%	39%	32%	42%	33%	43%	32%	29%	69%	42%
			*	*	d*			i	*	**	**		**	**

Fieldwork: 30th January - 1st of February 2012

Total (A)	Other (I)	Prompted			Amount given			Paid staff			
		Would have donated same amount regardless (L)	Would have donated smaller amount (M)	Would not have donated at all (N)	£1-£50 (I)	£51-£150 (J)	£151-£500 (K)	Good idea (O)	Neither (P)	Bad idea (Q)	Don't know (R)

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	19	471	66	333	1023	220	63	563	434	269	56
<b>Base</b>		1253	16	447	69	316	994	189	53	548	403	249	52
£1-£50	79%	74%	81%	65%	87%	100%	-	-	78%	79%	81%	82%	
		**	M	*	LM	DEJK		*					*
£51-£150	15%	26%	15%	28%	10%	-	100%	-	17%	13%	14%	15%	
		**		LN*			BCIK	*					*
£151-£500	4%	-	4%	5%	2%	-	-	100%	3%	6%	4%	3%	
		**		*				BCDEIJ*		O			*

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

	Unweighted Base	870	10	471	66	333	693	138	33	378	272	186	34
<b>Base</b>		833	8	447	69	316	683	117	28	374	254	179	26
I would have donated the same amount regardless	54%	66%	100%	-	-	53%	56%	65%	52%	57%	54%	36%	
		**	MN	*				**					**
I would have donated a smaller amount	8%	13%	-	100%	-	7%	17%	12%	9%	8%	7%	9%	
		**		LN*			BCI	**					**
I would not have donated at all	38%	21%	-	-	100%	40%	28%	24%	39%	34%	39%	55%	
		**		*	LM	J		**					**

Fieldwork: 30th January - 1st of February 2012

	How much did you donate?						
Total (A)	£1-£10 (S)	£11-£50 (T)	£51-£100 (U)	£101-£150 (V)	£151-£250 (W)	£251-£500 (X)	£500+ (Y)

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	706	307	49	11	7	9	7
<b>Base</b>	1253	717	267	38	7	5	7	9
£1-£50	79%	91%	66%	10%	11%	10%	-	15%
		TU	U	*	**	**	**	**
£51-£150	15%	8%	28%	58%	40%	-	-	-
			S	ST*	**	**	**	**
£151-£500	4%	1%	6%	26%	41%	78%	78%	14%
			S	ST*	**	**	**	**

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

Unweighted Base	870	486	187	27	7	5	2	3
<b>Base</b>	833	491	170	19	5	3	1	3
I would have donated the same amount regardless	54%	50%	60%	54%	71%	67%	100%	26%
			S	**	**	**	**	**
I would have donated a smaller amount	8%	7%	10%	13%	29%	33%	-	50%
			**	**	**	**	**	**
I would not have donated at all	38%	43%	30%	33%	-	-	-	24%
		T	**	**	**	**	**	**

Fieldwork: 30th January - 1st of February 2012

Total (A)	Gender		Region					Social grade				
	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)

**C7. What obstacles,if any,are there that stop you giving to charity? Please tick all that apply.**

	1999	922	1077	273	659	357	513	197	719	578	312	185	188
<b>Unweighted Base</b>	1999	922	1077	273	659	357	513	197	719	578	312	185	188
<b>Base</b>	1999	959	1040	256	648	430	494	172	663	572	341	195	211
I can't afford to	61%	56%	66%	56%	62%	63%	64%	53%	51%	63%	70%	71%	67%
			B				T			U	U	U	U
I don't know how to	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	-
I don't want to	12%	15%	10%	11%	14%	14%	10%	9%	14%	12%	10%	14%	9%
			C										
I have never been asked	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%	1%
			C										
It is against my beliefs to give to charity	2%	1%	2%	1%	2%	1%	3%	1%	1%	2%	1%	2%	2%
							PR						
There are no causes that I support	2%	3%	1%	3%	2%	1%	1%	0%	2%	2%	2%	2%	1%
			C										
Too much of my donation will be spent on admin rather than on the cause	43%	45%	41%	46%	46%	41%	39%	43%	46%	39%	47%	44%	39%
					S				V		V		
I don't have enough time	2%	2%	2%	2%	2%	3%	2%	1%	2%	3%	0%	3%	1%
										W		W	
I believe Government should be funding their work	16%	18%	15%	18%	16%	16%	17%	14%	15%	15%	19%	16%	17%
I am asked at inconvenient times	18%	19%	16%	18%	18%	16%	16%	20%	23%	20%	12%	10%	8%
									WXY	WXY			

Fieldwork: 30th January - 1st of February 2012

Total (A)	Age					Work Status						
	18-24 (Z)	25-34 (a)	35-44 (b)	45-54 (c)	55+ (d)	Full time (e)	Part time (8-29 hours a week) (f)	Part time (Less than 8 hours a week) (g)	Student (h)	Retired (i)	Unemployed (j)	Not working (k)

**C7. What obstacles,if any,are there that stop you giving to charity? Please tick all that apply.**

	Unweighted Base	1999	248	235	295	370	851	978	238	30	107	458	52	106
	Base	1999	240	340	345	375	700	1063	229	26	98	376	64	114
I can't afford to		61%	71%	64%	64%	66%	52%	59%	69%	53%	78%	51%	72%	80%
			d	d	d	d		i	ei	**	ei*		i*	ei*
I don't know how to		1%	2%	1%	1%	0%	0%	1%	0%	-	2%	-	1%	-
			cd							**	i*		*	*
I don't want to		12%	14%	8%	17%	14%	10%	13%	10%	21%	14%	11%	10%	13%
					ad					**	*		*	*
I have never been asked		2%	3%	3%	1%	1%	1%	2%	1%	5%	4%	1%	-	1%
										**	fi*		*	*
It is against my beliefs to give to charity		2%	2%	5%	1%	2%	1%	2%	2%	-	1%	2%	4%	-
				bd						**	*		*	*
There are no causes that I support		2%	2%	2%	1%	2%	2%	2%	2%	4%	1%	2%	-	-
										**	*		*	*
Too much of my donation will be spent on admin rather than on the cause		43%	38%	37%	37%	41%	52%	40%	48%	43%	44%	53%	21%	40%
							Zabc	j	j	**	j*	ejk	*	j*
I don't have enough time		2%	7%	3%	2%	1%	0%	2%	1%	5%	5%	0%	5%	-
			bcd	d				i		**	ik*		i*	*
I believe Government should be funding their work		16%	10%	13%	14%	19%	19%	15%	17%	7%	9%	20%	4%	26%
					Z	Z			j	**	*	hj	*	ehj*
I am asked at inconvenient times		18%	29%	20%	18%	17%	13%	20%	13%	31%	32%	10%	7%	14%
			abcd	d				fij		**	efijk*		*	*

Fieldwork: 30th January - 1st of February 2012

Total (A)	Other (I)	Prompted			Amount given			Paid staff			
		Would have donated same amount regardless (L)	Would have donated smaller amount (M)	Would not have donated at all (N)	£1-£50 (I)	£51-£150 (J)	£151-£500 (K)	Good idea (O)	Neither (P)	Bad idea (Q)	Don't know (R)

**C7. What obstacles,if any,are there that stop you giving to charity? Please tick all that apply.**

	Unweighted Base	1999	30	1023	220	63	471	66	333	822	642	436	99
	Base	1999	29	994	189	53	447	69	316	825	641	436	97
I can't afford to	61%	64%	**	64%	46%	45%	55%	59%	71%	64%	62%	55%	63%
			**	DEJK		*		*	L	Q	Q		*
I don't know how to	1%	-	**	0%	0%	-	1%	-	-	1%	1%	1%	-
			**			*		*					*
I don't want to	12%	7%	**	10%	13%	5%	10%	13%	12%	11%	11%	15%	11%
			**			*		*					*
I have never been asked	2%	-	**	1%	1%	3%	2%	-	1%	3%	2%	-	-
			**			*		*		Q	Q		*
It is against my beliefs to give to charity	2%	-	**	1%	3%	-	1%	5%	1%	2%	2%	2%	1%
			**		CI	*		L*					*
There are no causes that I support	2%	-	**	1%	1%	1%	1%	2%	1%	2%	2%	0%	2%
			**			*		*		Q	Q		Q*
Too much of my donation will be spent on admin rather than on the cause	43%	39%	**	44%	41%	25%	44%	45%	42%	32%	45%	64%	35%
			**	K		*		*			O	OPR	*
I don't have enough time	2%	-	**	1%	-	2%	1%	-	2%	3%	2%	1%	2%
			**			J*		*					*
I believe Government should be funding their work	16%	19%	**	16%	12%	15%	13%	22%	15%	15%	13%	22%	16%
			**			*		*				OP	*
I am asked at inconvenient times	18%	19%	**	15%	23%	22%	18%	16%	17%	22%	15%	14%	16%
			**		BI	B*		*		PQ			*

Fieldwork: 30th January - 1st of February 2012

	How much did you donate?						
Total (A)	£1-£10 (S)	£11-£50 (T)	£51-£100 (U)	£101-£150 (V)	£151-£250 (W)	£251-£500 (X)	£500+ (Y)

**C7. What obstacles,if any,are there that stop you giving to charity? Please tick all that apply.**

	Unweighted Base	1999	706	307	49	11	7	9	7
	Base	1999	717	267	38	7	5	7	9
I can't afford to	61%	63%	52%	51%	28%	35%	41%	62%	
		T		*	**	**	**	**	**
I don't know how to	1%	0%	-	1%	-	-	-	-	
				*	**	**	**	**	**
I don't want to	12%	11%	10%	16%	-	11%	-	7%	
				*	**	**	**	**	**
I have never been asked	2%	1%	1%	1%	-	-	-	-	
				*	**	**	**	**	**
It is against my beliefs to give to charity	2%	1%	1%	-	-	-	-	-	
				*	**	**	**	**	**
There are no causes that I support	2%	1%	1%	1%	-	-	-	-	
				*	**	**	**	**	**
Too much of my donation will be spent on admin rather than on the cause	43%	44%	43%	42%	35%	21%	44%	31%	
				*	**	**	**	**	**
I don't have enough time	2%	1%	1%	-	-	-	-	-	
				*	**	**	**	**	**
I believe Government should be funding their work	16%	17%	12%	15%	8%	-	7%	-	
				*	**	**	**	**	**
I am asked at inconvenient times	18%	15%	21%	16%	18%	36%	9%	15%	
			S	*	**	**	**	**	**



Fieldwork: 30th January - 1st of February 2012

	Age					Work Status							
	Total (A)	18-24 (Z)	25-34 (a)	35-44 (b)	45-54 (c)	55+ (d)	Full time (e)	Part time (8-29 hours a week) (f)	Part time (Less than 8 hours a week) (g)	Student (h)	Retired (i)	Unemployed (j)	Not working (k)
Other	10%	5%	6%	9%	10%	15%	9%	9%	18%	6%	15%	7%	7%
					Z	Za			**	*	eh	*	*

**C10. For the next few years it is likely that there will be less government spending, no matter what the political party that is in power. What effect, if any, will this have on your giving?**

	1999	248	235	295	370	851	978	238	30	107	458	52	106
<b>Unweighted Base</b>	1999	240	340	345	375	700	1063	229	26	98	376	64	114
I'm already giving all I can afford	43%	24%	36%	37%	49%	53%	39%	51%	31%	22%	58%	28%	43%
			Z	Z	Zab	Zab	h	ehj	**	*	ehjk	*	h*
I'm more likely to give to charity	8%	18%	12%	9%	5%	5%	10%	6%	21%	17%	4%	6%	5%
		bcd	cd	d			i		**	fik*		*	*
I'm less likely to give to charity	10%	11%	13%	13%	9%	8%	11%	7%	2%	13%	5%	14%	21%
			d	d			i		**	i*		i*	efi*
It won't affect the amount I give to charity	39%	48%	39%	41%	38%	35%	40%	36%	46%	49%	33%	52%	30%
		cd							**	ik*		ik*	*

Fieldwork: 30th January - 1st of February 2012

	Total (A)	Other (I)	Prompted			Amount given			Paid staff			
			Would have donated same amount regardless (L)	Would have donated smaller amount (M)	Would not have donated at all (N)	£1-£50 (I)	£51-£150 (J)	£151-£500 (K)	Good idea (O)	Neither (P)	Bad idea (Q)	Don't know (R)
Other	10%	19% **	10%	19% BCI	34% BCDIJ*	15%	8% *	10%	9%	9%	14% OP	9% *

**C10. For the next few years it is likely that there will be less government spending, no matter what the political party that is in power. What effect, if any, will this have on your giving?**

	1999	30	1023	220	63	471	66	333	822	642	436	99
<b>Unweighted Base</b>	1999	29	994	189	53	447	69	316	825	641	436	97
I'm already giving all I can afford	43%	35% **	56% K	47%	39% *	60% N	55% *	46%	46%	41%	41%	43% *
I'm more likely to give to charity	8%	7% **	7%	13% BCI	20% BCI*	10%	12% *	6%	11% QR	9% QR	4%	1% *
I'm less likely to give to charity	10%	8% **	7%	5%	3% *	5%	10% *	12% L	9%	12% O	10%	10% *
It won't affect the amount I give to charity	39%	50% **	30%	34%	37% *	26%	23% *	36% L	35%	38%	45% O	45% *

Fieldwork: 30th January - 1st of February 2012

	How much did you donate?						
Total (A)	£1-£10 (S)	£11-£50 (T)	£51-£100 (U)	£101-£150 (V)	£151-£250 (W)	£251-£500 (X)	£500+ (Y)
Other	10%	16%	28%	20%	32%	25%	15%
		S	S*	**	**	**	**

**C10. For the next few years it is likely that there will be less government spending, no matter what the political party that is in power. What effect, if any, will this have on your giving?**

	1999	706	307	49	11	7	9	7
<b>Unweighted Base</b>	1999	717	267	38	7	5	7	9
I'm already giving all I can afford	43%	55%	51%	54%	60%	35%	42%	32%
				*	**	**	**	**
I'm more likely to give to charity	8%	9%	7%	10%	11%	20%	5%	-
				*	**	**	**	**
I'm less likely to give to charity	10%	7%	5%	3%	-	-	-	47%
				*	**	**	**	**
It won't affect the amount I give to charity	39%	29%	37%	33%	29%	44%	53%	22%
			S	*	**	**	**	**