

**YouGov / Rocket
Communications Survey
Results**

Sample Size: 2071 UK Adults
Fieldwork: 14th-16th November 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For the following question please only think about money you have personally donated to charity rather than any fundraising or collecting you may have done...

Have you personally donated money to any charity (e.g. through direct debits, one-off donations etc.) in the past 12 months (i.e. since November 2011)?

	2071	1004	1067	231	293	334	485	728	1205	866	469	328	173	276	521	83	171	50
Unweighted Base	2071	1004	1067	231	293	334	485	728	1205	866	469	328	173	276	521	83	171	50
Base: All UK Adults	2071	996	1075	249	329	352	405	737	1139	932	495	331	193	257	460	101	176	58
Yes, I have	69%	65%	73%	59%	68%	68%	66%	75%	75%	62%	67%	72%	61%	69%	69%	76%	76%	59%
No, I haven't	25%	27%	22%	23%	22%	28%	30%	22%	20%	30%	26%	22%	32%	22%	26%	21%	18%	40%
Can't recall	6%	8%	5%	18%	9%	4%	4%	3%	5%	8%	7%	7%	7%	8%	5%	3%	6%	1%

Thinking about times when you visit charity websites or receive an email from a charity...

How often, if at all, do you feel that the content on the website or within the email you get, changes based on your past interactions with that charity (e.g. the website remembers when you last visited it and offers you events and promotions specific to your area)? (If you have never visited a charity website or received an email from a charity, please tick the "Not applicable" option)

	1441	660	781	141	199	229	327	545	902	539	309	233	108	189	376	60	133	33
Unweighted Base	1441	660	781	141	199	229	327	545	902	539	309	233	108	189	376	60	133	33
Base: All UK Adults online who have donated money to charity in the last year	1428	647	781	147	224	240	267	549	853	575	331	237	117	178	319	77	134	34
Always (i.e. every time)	2%	3%	2%	3%	3%	0%	1%	3%	2%	2%	2%	3%	1%	3%	2%	3%	1%	-
Often	5%	5%	4%	4%	4%	4%	4%	6%	4%	5%	3%	2%	3%	6%	6%	6%	8%	7%
Sometimes	16%	16%	16%	21%	18%	20%	15%	12%	17%	15%	21%	18%	12%	19%	12%	9%	11%	16%
Rarely	11%	10%	12%	13%	13%	14%	9%	10%	12%	10%	9%	8%	13%	16%	13%	15%	8%	5%
Never	7%	8%	7%	5%	6%	9%	7%	8%	8%	7%	7%	7%	13%	9%	7%	3%	7%	5%
Don't know	15%	15%	15%	21%	20%	14%	14%	11%	17%	12%	12%	20%	16%	16%	14%	14%	11%	13%
Not applicable - I have never visited a charity's website or received an email from a charity	44%	43%	45%	33%	37%	39%	49%	50%	41%	49%	46%	42%	42%	31%	46%	50%	54%	54%

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Sample Size: 2071 UK Adults
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Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

For the following question please only think about money you have personally donated to charity rather than any fundraising or collecting you may have done...

Have you personally donated money to any charity (e.g. through direct debits, one-off donations etc.) in the past 12 months (i.e. since November 2011)?

	2071	1062	292	1354	94	423	50	150	1042	261	200	46	522
Unweighted Base	2071	1062	292	1354	94	423	50	150	1042	261	200	46	522
Base: All UK Adults	2071	1062	275	1337	110	416	52	156	1033	270	191	50	526
Yes, I have	69%	70%	71%	70%	56%	78%	53%	52%	73%	69%	58%	78%	65%
No, I haven't	25%	24%	24%	24%	33%	18%	27%	44%	22%	26%	37%	22%	25%
Can't recall	6%	7%	5%	6%	11%	4%	21%	4%	5%	4%	6%	-	10%

Thinking about times when you visit charity websites or receive an email from a charity...

How often, if at all, do you feel that the content on the website or within the email you get, changes based on your past interactions with that charity (e.g. the website remembers when you last visited it and offers you events and promotions specific to your area)? (If you have never visited a charity website or received an email from a charity, please tick the "Not applicable" option)

	1441	737	209	946	61	326	25	83	765	183	118	36	339
Unweighted Base	1441	737	209	946	61	326	25	83	765	183	118	36	339
Base: All UK Adults online who have donated money to charity in the last year	1428	740	194	934	62	324	27	81	750	187	110	40	342
Always (i.e. every time)	2%	2%	3%	2%	1%	2%	3%	3%	3%	1%	3%	4%	1%
Often	5%	4%	5%	4%	2%	6%	5%	6%	4%	7%	4%	5%	5%
Sometimes	16%	17%	9%	15%	27%	16%	25%	12%	12%	14%	18%	17%	25%
Rarely	11%	12%	14%	12%	16%	8%	8%	3%	10%	15%	9%	12%	13%
Never	7%	7%	8%	7%	2%	8%	4%	9%	8%	10%	4%	1%	6%
Don't know	15%	17%	14%	16%	17%	10%	5%	17%	13%	15%	14%	3%	19%
Not applicable - I have never visited a charity's website or received an email from a charity	44%	41%	47%	43%	34%	49%	50%	50%	50%	38%	48%	57%	33%

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Sample Size: 2071 UK Adults
Fieldwork: 14th-16th November 2012

Total	Children in Household						Government Region												
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	

For the following question please only think about money you have personally donated to charity rather than any fundraising or collecting you may have done...

Have you personally donated money to any charity (e.g. through direct debits, one-off donations etc.) in the past 12 months (i.e. since November 2011)?

Unweighted Base	2071	1534	243	198	67	508	29	80	226	163	152	176	173	276	340	181	83	171	50
Base: All UK Adults	2071	1490	268	202	76	546	35	93	231	171	143	189	193	257	303	156	101	176	58
Yes, I have	69%	72%	65%	66%	50%	63%	40%	67%	69%	64%	68%	74%	61%	69%	70%	69%	76%	76%	59%
No, I haven't	25%	22%	28%	31%	40%	31%	28%	25%	26%	26%	28%	17%	32%	22%	25%	26%	21%	18%	40%
Can't recall	6%	6%	6%	3%	11%	6%	31%	9%	5%	9%	4%	9%	7%	8%	5%	4%	3%	6%	1%

Thinking about times when you visit charity websites or receive an email from a charity...

How often, if at all, do you feel that the content on the website or within the email you get, changes based on your past interactions with that charity (e.g. the website remembers when you last visited it and offers you events and promotions specific to your area)? (If you have never visited a charity website or received an email from a charity, please tick the "Not applicable" option)

Unweighted Base	1441	1104	156	133	37	326	11	51	153	105	104	129	108	189	238	138	60	133	33
Base: All UK Adults online who have donated money to charity in the last year	1428	1069	175	132	38	345	14	62	159	110	97	141	117	178	211	108	77	134	34
Always (i.e. every time)	2%	2%	3%	2%	11%	4%	-	-	2%	4%	2%	3%	1%	3%	2%	1%	3%	1%	-
Often	5%	5%	2%	3%	11%	4%	-	1%	5%	2%	1%	3%	3%	6%	7%	5%	6%	8%	7%
Sometimes	16%	15%	15%	21%	16%	17%	12%	22%	24%	17%	20%	17%	12%	19%	13%	10%	9%	11%	16%
Rarely	11%	11%	9%	13%	5%	10%	8%	5%	9%	11%	8%	8%	13%	16%	14%	12%	15%	8%	5%
Never	7%	7%	8%	7%	10%	8%	14%	9%	7%	4%	10%	4%	13%	9%	6%	10%	3%	7%	5%
Don't know	15%	16%	10%	11%	5%	10%	7%	13%	12%	12%	20%	20%	16%	16%	13%	16%	14%	11%	13%
Not applicable - I have never visited a charity's website or received an email from a charity	44%	43%	52%	42%	43%	47%	58%	50%	40%	50%	39%	44%	42%	31%	46%	47%	50%	54%	54%

**YouGov / Rocket
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Results**

Sample Size: 2071 UK Adults
Fieldwork: 14th-16th November 2012

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

For the following question please only think about money you have personally donated to charity rather than any fundraising or collecting you may have done...

Have you personally donated money to any charity (e.g. through direct debits, one-off donations etc.) in the past 12 months (i.e. since November 2011)?

Unweighted Base	2071	1324	301	184	457
Base: All UK Adults	2071	1362	260	192	493
Yes, I have	69%	70%	80%	73%	69%
No, I haven't	25%	24%	17%	21%	24%
Can't recall	6%	5%	3%	6%	6%

Thinking about times when you visit charity websites or receive an email from a charity...

How often, if at all, do you feel that the content on the website or within the email you get, changes based on your past interactions with that charity (e.g. the website remembers when you last visited it and offers you events and promotions specific to your area)? (If you have never visited a charity website or received an email from a charity, please tick the "Not applicable" option)

Unweighted Base	1441	930	236	133	319
Base: All UK Adults online who have donated money to charity in the last year	1428	958	206	140	342
Always (i.e. every time)	2%	2%	4%	4%	2%
Often	5%	4%	4%	12%	6%
Sometimes	16%	18%	14%	19%	18%
Rarely	11%	12%	19%	9%	14%
Never	7%	6%	11%	7%	8%
Don't know	15%	15%	20%	18%	14%
Not applicable - I have never visited a charity's website or received an email from a charity	44%	43%	28%	32%	38%

Fieldwork: 14th-16th November 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following tends to prompt you to make a donation to a charity online (including setting up direct debits online) rather than offline (e.g. a collection on the street)? (Please tick all that apply)

	Unweighted Base	1441	660	781	141	199	229	327	545	902	539	309	233	108	189	376	60	133	33
Base: All UK Adults online who have donated money to charity in the last year		1428	647	781	147	224	240	267	549	853	575	331	237	117	178	319	77	134	34
A compelling website		3%	4%	3%	9%	3%	5%	3%	2%	2%	5%	3%	3%	2%	6%	3%	1%	4%	-
Good social media content or engagement (e.g. interaction over Twitter, a good blog, Facebook page etc.)		4%	5%	3%	12%	7%	3%	3%	1%	3%	4%	3%	4%	3%	7%	3%	1%	7%	-
I can choose my charity donations rather than giving ad hoc to charities on the street		26%	24%	29%	39%	35%	29%	23%	20%	29%	22%	30%	25%	20%	27%	25%	24%	28%	32%
Convenience (i.e. it's easier to donate online)		21%	21%	22%	38%	28%	22%	16%	17%	24%	17%	20%	26%	21%	22%	22%	20%	17%	9%
Security (i.e. I feel that giving out my bank details on the street may lead to fraud/ theft etc.)		11%	10%	11%	25%	17%	7%	7%	7%	10%	11%	10%	11%	11%	14%	10%	9%	10%	18%
Other		3%	3%	3%	3%	4%	4%	2%	2%	3%	2%	3%	1%	2%	5%	3%	2%	2%	1%
Don't know		3%	3%	2%	5%	4%	3%	3%	2%	3%	3%	2%	3%	2%	1%	3%	10%	3%	-
Not applicable - nothing prompts me to donate online rather than offline		55%	56%	55%	35%	37%	51%	59%	68%	52%	60%	53%	53%	62%	45%	59%	55%	59%	61%

Thinking about if a charity was to adopt a more personal approach via their website or by email (for example by showing content based on your last visits to their website, your location or your interests etc.)...

How much more or less likely would you be to donate to a charity if they adopted a more personal approach via their website or by email?

	Unweighted Base	1441	660	781	141	199	229	327	545	902	539	309	233	108	189	376	60	133	33
Base: All UK Adults online who have donated money to charity in the last year		1428	647	781	147	224	240	267	549	853	575	331	237	117	178	319	77	134	34
Much more likely		1%	1%	1%	3%	2%	0%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	-
More likely		8%	9%	7%	23%	11%	9%	8%	3%	9%	7%	10%	7%	4%	12%	7%	1%	11%	3%
Neither more likely nor less likely		57%	57%	57%	44%	61%	61%	54%	58%	58%	55%	58%	58%	56%	58%	59%	52%	53%	49%
Less likely		6%	5%	6%	4%	3%	6%	5%	8%	6%	5%	4%	3%	6%	9%	8%	7%	2%	8%
Much less likely		14%	12%	16%	5%	6%	13%	13%	21%	15%	13%	15%	17%	19%	9%	12%	12%	16%	25%
Don't know		14%	16%	12%	21%	17%	11%	19%	9%	11%	19%	12%	15%	14%	10%	13%	26%	16%	15%

Fieldwork: 14th-16th November 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following tends to prompt you to make a donation to a charity online (including setting up direct debits online) rather than offline (e.g. a collection on the street)? (Please tick all that apply)

	Unweighted Base	1441	737	209	946	61	326	25	83	765	183	118	36	339
Base: All UK Adults online who have donated money to charity in the last year		1428	740	194	934	62	324	27	81	750	187	110	40	342
A compelling website	3%	4%	1%	3%	13%	2%	2%	5%	2%	5%	1%	-	7%	
Good social media content or engagement (e.g. interaction over Twitter, a good blog, Facebook page etc.)	4%	5%	3%	4%	11%	1%	4%	2%	2%	6%	1%	-	8%	
I can choose my charity donations rather than giving ad hoc to charities on the street	26%	26%	29%	27%	41%	23%	32%	24%	25%	29%	19%	13%	33%	
Convenience (i.e. it's easier to donate online)	21%	22%	22%	22%	35%	18%	22%	18%	17%	24%	18%	6%	31%	
Security (i.e. I feel that giving out my bank details on the street may lead to fraud/ theft etc.)	11%	11%	13%	11%	27%	8%	2%	8%	10%	12%	5%	4%	15%	
Other	3%	3%	2%	3%	3%	2%	-	2%	2%	4%	1%	-	3%	
Don't know	3%	4%	2%	4%	5%	1%	1%	1%	2%	4%	2%	4%	4%	
Not applicable - nothing prompts me to donate online rather than offline	55%	52%	53%	52%	33%	65%	57%	65%	59%	49%	68%	81%	42%	

Thinking about if a charity was to adopt a more personal approach via their website or by email (for example by showing content based on your last visits to their website, your location or your interests etc.)...

How much more or less likely would you be to donate to a charity if they adopted a more personal approach via their website or by email?

	Unweighted Base	1441	737	209	946	61	326	25	83	765	183	118	36	339
Base: All UK Adults online who have donated money to charity in the last year		1428	740	194	934	62	324	27	81	750	187	110	40	342
Much more likely	1%	1%	2%	1%	-	1%	-	1%	1%	1%	-	-	2%	
More likely	8%	10%	5%	9%	29%	3%	2%	3%	5%	12%	7%	2%	13%	
Neither more likely nor less likely	57%	57%	58%	57%	49%	57%	63%	59%	56%	67%	50%	67%	54%	
Less likely	6%	4%	5%	5%	3%	8%	16%	9%	6%	5%	8%	11%	5%	
Much less likely	14%	11%	17%	13%	4%	23%	7%	12%	18%	5%	26%	13%	8%	
Don't know	14%	16%	14%	15%	15%	9%	12%	15%	14%	10%	10%	7%	19%	

Fieldwork: 14th-16th November 2012

Total	Children in Household						Government Region												
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	

Which, if any, of the following tends to prompt you to make a donation to a charity online (including setting up direct debits online) rather than offline (e.g. a collection on the street)? (Please tick all that apply)

	Unweighted Base	1441	1104	156	133	37	326	11	51	153	105	104	129	108	189	238	138	60	133	33
Base: All UK Adults online who have donated money to charity in the last year		1428	1069	175	132	38	345	14	62	159	110	97	141	117	178	211	108	77	134	34
A compelling website		3%	3%	6%	3%	2%	4%	9%	5%	2%	4%	3%	3%	2%	6%	3%	3%	1%	4%	-
Good social media content or engagement (e.g. interaction over Twitter, a good blog, Facebook page etc.)		4%	4%	3%	4%	10%	4%	9%	-	2%	5%	4%	4%	3%	7%	2%	5%	1%	7%	-
I can choose my charity donations rather than giving ad hoc to charities on the street		26%	26%	24%	28%	33%	27%	16%	26%	36%	24%	30%	21%	20%	27%	23%	30%	24%	28%	32%
Convenience (i.e. it's easier to donate online)		21%	22%	19%	22%	8%	19%	16%	21%	18%	22%	23%	28%	21%	22%	22%	24%	20%	17%	9%
Security (i.e. I feel that giving out my bank details on the street may lead to fraud/ theft etc.)		11%	10%	11%	10%	27%	12%	16%	2%	15%	6%	9%	13%	11%	14%	9%	13%	9%	10%	18%
Other		3%	3%	2%	1%	3%	2%	3%	-	3%	3%	0%	1%	2%	5%	3%	4%	2%	2%	1%
Don't know		3%	3%	2%	2%	-	2%	-	-	4%	2%	2%	4%	2%	1%	3%	3%	10%	3%	-
Not applicable - nothing prompts me to donate online rather than offline		55%	56%	56%	47%	43%	51%	81%	60%	46%	60%	53%	54%	62%	45%	61%	56%	55%	59%	61%

Thinking about if a charity was to adopt a more personal approach via their website or by email (for example by showing content based on your last visits to their website, your location or your interests etc.)...

How much more or less likely would you be to donate to a charity if they adopted a more personal approach via their website or by email?

	Unweighted Base	1441	1104	156	133	37	326	11	51	153	105	104	129	108	189	238	138	60	133	33
Base: All UK Adults online who have donated money to charity in the last year		1428	1069	175	132	38	345	14	62	159	110	97	141	117	178	211	108	77	134	34
Much more likely		1%	1%	2%	1%	7%	2%	-	-	1%	2%	1%	1%	-	1%	2%	-	1%	2%	-
More likely		8%	8%	5%	10%	16%	8%	9%	4%	13%	11%	9%	6%	4%	12%	6%	7%	1%	11%	3%
Neither more likely nor less likely		57%	57%	56%	60%	55%	58%	41%	57%	57%	60%	57%	58%	56%	58%	59%	60%	52%	53%	49%
Less likely		6%	6%	4%	6%	4%	5%	-	6%	4%	3%	3%	3%	6%	9%	8%	9%	7%	2%	8%
Much less likely		14%	15%	15%	9%	7%	12%	11%	21%	15%	11%	20%	14%	19%	9%	11%	14%	12%	16%	25%
Don't know		14%	13%	17%	14%	11%	15%	39%	12%	10%	14%	9%	19%	14%	10%	15%	11%	26%	16%	15%

Fieldwork: 14th-16th November 2012

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Which, if any, of the following tends to prompt you to make a donation to a charity online (including setting up direct debits online) rather than offline (e.g. a collection on the street)? (Please tick all that apply)

	Unweighted Base	1441	930	236	133	319
Base: All UK Adults online who have donated money to charity in the last year		1428	958	206	140	342
A compelling website	3%	4%	4%	6%	6%	
Good social media content or engagement (e.g. interaction over Twitter, a good blog, Facebook page etc.)	4%	5%	7%	10%	9%	
I can choose my charity donations rather than giving ad hoc to charities on the street	26%	29%	39%	36%	37%	
Convenience (i.e. it's easier to donate online)	21%	23%	30%	29%	25%	
Security (i.e. I feel that giving out my bank details on the street may lead to fraud/ theft etc.)	11%	12%	12%	16%	16%	
Other	3%	3%	7%	2%	4%	
Don't know	3%	3%	1%	1%	3%	
Not applicable - nothing prompts me to donate online rather than offline	55%	51%	37%	40%	41%	

Thinking about if a charity was to adopt a more personal approach via their website or by email (for example by showing content based on your last visits to their website, your location or your interests etc.)...

How much more or less likely would you be to donate to a charity if they adopted a more personal approach via their website or by email?

	Unweighted Base	1441	930	236	133	319
Base: All UK Adults online who have donated money to charity in the last year		1428	958	206	140	342
Much more likely	1%	1%	2%	3%	1%	
More likely	8%	10%	14%	20%	16%	
Neither more likely nor less likely	57%	57%	58%	46%	56%	
Less likely	6%	5%	5%	6%	4%	
Much less likely	14%	12%	13%	10%	10%	
Don't know	14%	15%	8%	15%	13%	

Fieldwork: 14th-16th November 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Still thinking about a charity adopting a more personal approach via their website or by email (for example by showing content based on your last visits to their website, your location or your interests etc.)...

Approximately how much more money than you currently give, if any, do you think you would donate per month to a charity which provided a more personal approach via their website or email? (If you would not donate any more money to a charity which provided a more personal approach via their website or by email, please tick the "Not applicable" option)

	Unweighted Base	1441	660	781	141	199	229	327	545	902	539	309	233	108	189	376	60	133	33
Base: All UK Adults online who have donated money to charity in the last year	1428	647	781	147	224	240	267	549	853	575	331	237	117	178	319	77	134	34	
Up to £2 per month	6%	4%	7%	16%	6%	8%	5%	1%	5%	6%	7%	3%	7%	8%	5%	9%	3%	1%	
£2.01 to £5 per month	6%	7%	5%	7%	8%	10%	7%	2%	6%	6%	6%	3%	5%	8%	3%	3%	10%	3%	
£5.01 to £10 per month	4%	5%	3%	3%	7%	4%	6%	3%	4%	4%	4%	5%	4%	5%	3%	7%	3%	3%	
£10.01 to £15 per month	1%	1%	0%	2%	1%	2%	0%	0%	1%	1%	1%	-	-	4%	0%	-	1%	2%	
More than £15 per month	1%	1%	1%	-	0%	1%	0%	1%	1%	0%	0%	0%	2%	1%	1%	-	-	-	
Don't know	12%	13%	11%	19%	15%	11%	8%	10%	11%	12%	10%	11%	8%	17%	12%	22%	7%	8%	
Not applicable - I would not donate any more money to a charity which provided a more personal approach via website or e	72%	69%	74%	53%	63%	64%	73%	83%	72%	71%	72%	74%	74%	57%	76%	60%	76%	84%	

Thinking about a more personalised charity experience which evolved as you used it over the year (for example a charity website which showed you more content about specific campaigns that you were interested in, or which skipped content that you've already seen etc.)...

How much more or less likely than you are now would this make you be to support and donate to a charity in the longer term (i.e. by making regular donations), if they provided a more personalised experience?

	Unweighted Base	1441	660	781	141	199	229	327	545	902	539	309	233	108	189	376	60	133	33
Base: All UK Adults online who have donated money to charity in the last year	1428	647	781	147	224	240	267	549	853	575	331	237	117	178	319	77	134	34	
Much more likely	1%	1%	0%	-	3%	-	0%	0%	0%	1%	0%	1%	-	1%	1%	1%	-	-	
More likely	10%	11%	9%	23%	17%	7%	9%	4%	11%	8%	8%	12%	13%	12%	10%	2%	8%	5%	
Neither more likely nor less likely	55%	54%	57%	46%	46%	62%	58%	57%	58%	51%	62%	50%	53%	57%	57%	35%	57%	46%	
Less likely	5%	4%	5%	3%	4%	7%	2%	5%	5%	4%	5%	5%	4%	3%	5%	9%	1%	7%	
Much less likely	12%	10%	13%	2%	3%	7%	10%	20%	12%	11%	11%	12%	18%	9%	10%	13%	13%	22%	
Don't know	19%	21%	17%	26%	26%	17%	21%	13%	14%	25%	15%	19%	12%	18%	18%	40%	21%	20%	

Fieldwork: 14th-16th November 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Still thinking about a charity adopting a more personal approach via their website or by email (for example by showing content based on your last visits to their website, your location or your interests etc.)...

Approximately how much more money than you currently give, if any, do you think you would donate per month to a charity which provided a more personal approach via their website or email? (If you would not donate any more money to a charity which provided a more personal approach via their website or by email, please tick the "Not applicable" option)

	Unweighted Base	1441	737	209	946	61	326	25	83	765	183	118	36	339
Base: All UK Adults online who have donated money to charity in the last year		1428	740	194	934	62	324	27	81	750	187	110	40	342
Up to £2 per month	6%	8%	5%	7%	12%	0%	2%	6%	3%	12%	5%	1%	9%	
£2.01 to £5 per month	6%	7%	6%	7%	11%	3%	-	2%	4%	9%	5%	-	8%	
£5.01 to £10 per month	4%	6%	2%	5%	4%	2%	-	2%	5%	3%	2%	-	4%	
£10.01 to £15 per month	1%	1%	1%	1%	1%	0%	-	1%	1%	1%	1%	-	1%	
More than £15 per month	1%	1%	-	1%	-	1%	-	-	1%	0%	-	7%	0%	
Don't know	12%	11%	10%	11%	19%	11%	25%	9%	10%	17%	4%	13%	14%	
Not applicable - I would not donate any more money to a charity which provided a more personal approach via website or e	72%	66%	76%	68%	53%	83%	73%	80%	76%	57%	83%	79%	65%	

Thinking about a more personalised charity experience which evolved as you used it over the year (for example a charity website which showed you more content about specific campaigns that you were interested in, or which skipped content that you've already seen etc.)...

How much more or less likely than you are now would this make you be to support and donate to a charity in the longer term (i.e. by making regular donations), if they provided a more personalised experience?

	Unweighted Base	1441	737	209	946	61	326	25	83	765	183	118	36	339
Base: All UK Adults online who have donated money to charity in the last year		1428	740	194	934	62	324	27	81	750	187	110	40	342
Much more likely	1%	1%	1%	1%	-	0%	-	-	0%	0%	-	3%	1%	
More likely	10%	12%	8%	11%	22%	4%	8%	3%	6%	17%	6%	8%	14%	
Neither more likely nor less likely	55%	55%	55%	55%	53%	57%	41%	52%	55%	60%	58%	59%	51%	
Less likely	5%	4%	3%	4%	2%	6%	5%	6%	4%	7%	6%	2%	4%	
Much less likely	12%	8%	13%	9%	2%	20%	7%	15%	15%	3%	17%	13%	5%	
Don't know	19%	20%	19%	20%	21%	12%	39%	24%	19%	11%	13%	15%	25%	

Fieldwork: 14th-16th November 2012

Total	Children in Household						Government Region												
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	

Still thinking about a charity adopting a more personal approach via their website or by email (for example by showing content based on your last visits to their website, your location or your interests etc.)...

Approximately how much more money than you currently give, if any, do you think you would donate per month to a charity which provided a more personal approach via their website or email? (If you would not donate any more money to a charity which provided a more personal approach via their website or by email, please tick the "Not applicable" option)

Unweighted Base	1441	1104	156	133	37	326	11	51	153	105	104	129	108	189	238	138	60	133	33
Base: All UK Adults online who have donated money to charity in the last year	1428	1069	175	132	38	345	14	62	159	110	97	141	117	178	211	108	77	134	34
Up to £2 per month	6%	5%	6%	10%	12%	8%	-	5%	9%	4%	5%	2%	7%	8%	7%	2%	9%	3%	1%
£2.01 to £5 per month	6%	6%	5%	6%	14%	6%	-	4%	7%	5%	8%	6%	5%	8%	4%	2%	3%	10%	3%
£5.01 to £10 per month	4%	4%	6%	4%	11%	6%	-	4%	4%	6%	7%	3%	4%	5%	2%	4%	7%	3%	3%
£10.01 to £15 per month	1%	1%	-	3%	2%	1%	-	-	1%	0%	-	-	-	4%	0%	-	-	1%	2%
More than £15 per month	1%	1%	2%	-	1%	1%	-	-	0%	0%	0%	-	2%	1%	1%	1%	-	-	-
Don't know	12%	11%	16%	10%	19%	14%	26%	4%	14%	9%	10%	11%	8%	17%	11%	13%	22%	7%	8%
Not applicable - I would not donate any more money to a charity which provided a more personal approach via website or e	72%	74%	67%	67%	41%	64%	74%	82%	65%	75%	69%	77%	74%	57%	75%	79%	60%	76%	84%

Thinking about a more personalised charity experience which evolved as you used it over the year (for example a charity website which showed you more content about specific campaigns that you were interested in, or which skipped content that you've already seen etc.)...

How much more or less likely than you are now would this make you be to support and donate to a charity in the longer term (i.e. by making regular donations), if they provided a more personalised experience?

Unweighted Base	1441	1104	156	133	37	326	11	51	153	105	104	129	108	189	238	138	60	133	33
Base: All UK Adults online who have donated money to charity in the last year	1428	1069	175	132	38	345	14	62	159	110	97	141	117	178	211	108	77	134	34
Much more likely	1%	1%	1%	-	7%	1%	-	-	0%	-	3%	-	-	1%	1%	1%	1%	-	-
More likely	10%	9%	9%	9%	21%	10%	27%	4%	10%	7%	8%	15%	13%	12%	12%	6%	2%	8%	5%
Neither more likely nor less likely	55%	55%	53%	60%	48%	55%	43%	61%	62%	61%	51%	50%	53%	57%	54%	62%	35%	57%	46%
Less likely	5%	5%	3%	6%	-	4%	-	4%	4%	6%	5%	6%	4%	3%	5%	5%	9%	1%	7%
Much less likely	12%	13%	8%	5%	3%	6%	8%	19%	9%	8%	17%	8%	18%	9%	8%	13%	13%	13%	22%
Don't know	19%	17%	27%	20%	21%	23%	21%	12%	15%	17%	17%	21%	12%	18%	20%	14%	40%	21%	20%

Fieldwork: 14th-16th November 2012

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Still thinking about a charity adopting a more personal approach via their website or by email (for example by showing content based on your last visits to their website, your location or your interests etc.)...

Approximately how much more money than you currently give, if any, do you think you would donate per month to a charity which provided a more personal approach via their website or email? (If you would not donate any more money to a charity which provided a more personal approach via their website or by email, please tick the "Not applicable" option)

	Unweighted Base	1441	930	236	133	319
Base: All UK Adults online who have donated money to charity in the last year		1428	958	206	140	342
Up to £2 per month	6%	7%	6%	12%	9%	
£2.01 to £5 per month	6%	6%	9%	13%	7%	
£5.01 to £10 per month	4%	5%	5%	7%	5%	
£10.01 to £15 per month	1%	1%	1%	1%	1%	
More than £15 per month	1%	1%	0%	1%	0%	
Don't know	12%	12%	13%	10%	12%	
Not applicable - I would not donate any more money to a charity which provided a more personal approach via website or e	72%	69%	67%	57%	65%	

Thinking about a more personalised charity experience which evolved as you used it over the year (for example a charity website which showed you more content about specific campaigns that you were interested in, or which skipped content that you've already seen etc.)...

How much more or less likely than you are now would this make you be to support and donate to a charity in the longer term (i.e. by making regular donations), if they provided a more personalised experience?

	Unweighted Base	1441	930	236	133	319
Base: All UK Adults online who have donated money to charity in the last year		1428	958	206	140	342
Much more likely	1%	1%	1%	3%	1%	
More likely	10%	12%	16%	17%	13%	
Neither more likely nor less likely	55%	54%	55%	49%	55%	
Less likely	5%	5%	5%	2%	5%	
Much less likely	12%	9%	11%	12%	7%	
Don't know	19%	20%	12%	18%	19%	