

YouGov Survey Results

Sample Size: 2491
Fieldwork: 22nd - 24th July 2008

Bright Young Things

All UK Adults
Unweighted Sample

	Gender		Age					Social Grade		Region						
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland
	2491	1196	1295	274	459	491	383	884	1345	1146	304	781	521	599	217	68
	2491	1246	1245	82	456	541	450	962	1317	1174	261	820	516	640	190	64
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you generally give cash to charity at least once a year?

Yes, I do	79	75	82	60	77	78	80	85	82	75	77	79	77	79	83	90
No, I don't	21	25	18	40	23	22	20	15	18	25	23	21	23	21	17	10

ALL UK Adults who give to charity at least once a year

Unweighted Sample

	1965	902	1062	164	356	383	306	755	1106	859	234	614	401	474	181	61
	1999	964	1035	50	355	420	358	816	1095	904	209	653	405	513	161	58
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the whole of 2007 (i.e. prior to the credit crunch) approximately how much money did you to donate to charity?

Nothing	0	1	0	2	1	0	0	0	1	0	1	0	1	0	0	0
£10 or less	12	10	14	16	10	14	11	11	8	17	10	12	15	13	8	9
£11 to £20	13	12	13	20	11	10	13	13	10	16	7	12	16	13	10	19
£21 to £50	17	16	18	17	23	21	13	15	18	17	15	18	13	20	20	21
£51 to £75	9	9	10	10	9	9	10	9	9	10	10	9	10	11	6	4
£76 to £100	9	9	8	4	10	7	11	9	9	8	10	10	10	7	7	8
£101 to £200	14	14	13	8	14	15	16	13	15	11	14	14	11	13	15	19
£201 to £300	5	5	5	5	5	6	5	5	7	3	4	6	5	5	7	5
£301 to £500	4	6	3	7	3	3	3	5	6	2	7	5	4	3	3	1
£501 to £1000	2	2	2	0	1	2	3	4	4	1	2	2	3	2	7	4
£1001 to £2000	1	1	0	4	0	1	1	1	1	0	0	1	1	1	4	1
£2001 to £5000	1	1	0	0	1	1	1	1	1	0	1	1	0	1	0	0
More than £5000	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	
Don't know prefer not to say	13	12	13	9	12	11	14	14	11	15	17	12	11	12	14	8
MEAN																
Base for mean	1717	797	920	149	313	342	264	649	988	730	193	539	355	418	155	56
Mean	155.35	195.45	120.63	138.13	134.11	150.68	152.28	####	211.24	79.71	218.58	164.58	113.00	132.44	216.49	118.87

Bright Young Things

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And now thinking about 2008 as a whole with the onset of the credit crunch and a possible recession in sight how much do you imagine you will have donated to charity by the end of this year?

Nothing	3	2	4	10	4	3	2	3	2	5	3	2	5	4	1	11
£10 or less	15	12	17	15	15	17	15	14	12	19	10	17	18	15	12	11
£11 to £20	12	14	11	23	12	11	10	12	10	15	10	11	13	14	9	23
£21 to £50	15	13	16	10	17	18	14	14	16	13	12	15	14	16	19	13
£51 to £75	8	8	8	5	9	9	9	8	9	7	7	7	8	10	8	3
£76 to £100	7	9	7	2	7	6	11	8	8	7	8	8	8	6	7	6
£101 to £200	12	13	11	11	12	12	13	12	13	10	15	13	11	11	10	15
£201 to £300	5	5	4	6	3	5	4	5	6	3	5	5	4	4	5	3
£301 to £500	4	5	2	0	3	4	3	4	5	1	5	4	3	2	3	3
£501 to £1000	2	2	2	3	1	1	2	3	3	1	2	2	2	1	6	4
£1001 to £2000	1	1	0	0	0	1	1	1	1	0	1	1	1	1	1	0
£2001 to £5000	1	1	0	4	0	0	0	1	1	0	0	1	0	1	4	0
More than £5000	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Don't know prefer not to say	15	13	16	12	15	13	16	16	12	19	21	14	14	14	16	10

MEAN

Base for mean	1672	784	888	145	301	335	257	635	974	698	185	526	345	409	153	55
Mean	144.55	184.28	109.49	219.73	97.60	127.75	129.48	###	193.69	76.04	188.19	142.36	102.13	117.78	284.21	95.61

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All UK Adults
Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

With the current credit crunch, most UK households have/ will need to cut down on their outgoing spending.

Which of the following is/ will be on your list to cut expenditure so as to balance your personal budget? [Please tick all that apply]

Computer games	22	25	20	24	25	27	23	18	20	25	22	24	23	20	22	16
Holidays	40	38	41	38	40	44	43	36	39	41	35	39	44	39	41	39
Clothes	44	37	52	41	45	46	48	43	44	46	42	45	46	45	44	41
Leisure use of car	37	37	37	31	36	34	41	38	35	39	29	40	38	35	37	40
Home improvements	36	32	40	27	32	42	43	36	36	37	33	37	36	38	33	37
Alcohol	30	32	28	31	38	33	28	25	30	29	28	30	31	31	28	34
Charity donations	21	21	22	18	24	25	23	19	21	22	15	23	22	22	20	26
Pensions/ savings	15	14	16	7	15	19	19	13	14	15	11	17	13	14	17	18
Gambling	19	22	15	16	20	21	18	18	17	20	21	17	19	18	23	14
Health club/ sports	18	21	15	19	18	18	19	17	17	19	17	17	20	18	21	15
Restaurants and eating out	53	50	56	48	61	59	54	47	55	51	51	53	54	52	56	50
Theatre/ cinema	30	28	32	27	32	33	32	27	30	30	26	33	30	29	30	25
Other	5	5	6	4	6	8	5	4	6	5	7	5	5	5	6	6
I will not cut expenditure due to the credit crunch to balance my personal budget	15	18	13	10	15	12	14	19	17	13	18	15	14	15	14	19
Don't know	8	8	7	14	6	7	9	7	5	10	8	7	8	10	7	4

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

ALL UK Adults who have/ will not cut down on expenditure

Unweighted Sample

384	215	169	28	69	61	53	172	232	153	56	118	75	91	31	13
403	246	157	10	70	69	64	190	244	159	51	134	79	103	26	10
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You mention you will not cut expenditure due to the credit crunch

Which of the following describes the reason for this? [Please tick all that apply]

I always do these and will not stop due to the credit crunch	32	31	32	34	24	31	21	38	32	31	30	30	32	35	27	39
To make myself feel better	1	1	1	0	2	0	2	2	2	1	1	2	1	2	0	0
The credit crunch will not affect me	51	55	47	58	48	61	55	47	52	50	43	53	48	57	46	68
I feel that these are necessary	9	10	8	0	13	11	10	8	10	8	10	11	12	7	3	0
Other	13	10	16	0	15	12	16	13	13	12	22	12	10	9	16	5
Don't know	4	4	3	17	7	1	3	2	2	7	4	2	2	4	16	0

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Charities raise funds in many ways in addition to cash donations

Which if any of the following have you done to SUPPORT a charity in the PAST 12 months?

[Please tick all that apply]

Donated clothes or household goods to a charity shop or collection scheme	70	59	80	56	60	69	69	80	74	65	65	72	70	69	72	69
Recycled a mobile phone	23	19	26	11	13	22	27	30	25	20	18	25	25	21	17	27
Recycled computer printer cartridges	30	26	35	15	17	29	37	41	35	25	25	34	32	28	26	32
Used a charity credit card	3	3	3	0	4	3	3	4	4	2	4	3	3	3	3	2
Bought goods or services that donate a proportion of	26	23	28	24	23	27	26	28	30	21	19	27	28	26	26	26
Bought a 'virtual gift' from a charity	8	6	10	7	9	7	6	9	9	7	6	8	8	8	9	13
Participated in a fundraising event (e.g. a Fun Run Charity Walk etc)	19	17	21	18	24	21	19	17	24	15	19	21	19	16	21	33
Sold goods on eBay or similar online system																
donating a percentage to charity	2	2	3	2	2	3	2	2	2	2	3	3	2	3	0	2
None of these	9	12	6	6	12	10	10	7	7	11	12	7	9	10	10	4
I have not done anything to support a charity in the past 12 months	7	11	3	12	8	7	7	4	5	9	11	7	7	5	7	3
Don't know	3	4	2	8	4	3	3	2	1	5	3	3	4	4	0	2

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And in the tighter economic climate ahead...

Which if any of the following would you consider doing to support a charity in the NEXT 12 months? Please tick all that apply]

Donate clothes or household goods to a charity shop or collection scheme	65	52	77	50	55	60	64	78	70	59	62	66	66	62	69	67
Recycle a mobile phone	33	30	36	25	25	32	37	39	35	30	33	35	33	32	26	40
Recycle computer printer cartridges	46	41	52	37	32	41	49	59	51	41	42	48	48	44	48	47
Use a charity credit card	4	4	4	4	6	3	4	4	5	3	6	4	3	5	4	5
Buy goods or services that donate a proportion of income to charity (e.g. Search Engine)	27	25	29	29	23	25	27	29	30	23	31	26	27	25	29	27
Buy a 'virtual gift' from a charity	10	8	11	8	11	9	8	11	12	7	9	9	11	9	11	14
Participate in a fundraising event (e.g. a Fun Run Charity Walk etc)	24	22	26	33	30	27	23	18	29	19	25	24	23	22	29	35
Sell goods on eBay or similar online system donating a percentage to charity	5	5	6	6	7	5	5	5	5	5	5	6	5	5	4	5
None of these	6	9	2	5	6	6	8	4	4	7	5	6	6	6	4	0
I will not be supporting a charity in the next 12 months	6	8	4	7	8	6	6	4	5	7	7	5	7	5	8	3
Don't know	12	14	9	20	16	14	11	6	8	16	14	11	11	13	8	8