

YouGov / CAF Survey Results

Sample Size: 1003 UK Adults

Fieldwork: 31st March - 2nd April 2017

Total	Gender		Age					
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

Which, if any, of the following options describe your personal experience of running for charity?

Unweighted base	1003	490	513	134	171	161	177	144	216
Base	1003	490	513	138	170	158	173	140	224
I have never run for charity and would never want to	57%	60%	55%	27%	36%	45%	62%	79%	84%
I have never run for charity but would like to one day	19%	20%	18%	40%	33%	23%	17%	3%	3%
I have run one fun run/5k/10k/half-marathon for charity	9%	6%	12%	13%	12%	13%	7%	5%	5%
I have run more than one fun run/5k/10k/half-marathon for charity	8%	5%	10%	12%	10%	12%	5%	7%	3%
I have run one marathon for charity	1%	1%	1%	-	2%	1%	2%	2%	-
I have run more than one marathon for charity	1%	2%	1%	1%	1%	2%	1%	2%	1%
Don't know	6%	7%	5%	8%	8%	5%	7%	3%	4%
Net: Any run	18%	14%	23%	25%	23%	27%	14%	15%	9%
Net: Fun run	16%	11%	21%	25%	21%	25%	12%	12%	8%
Net: Marathon	2%	3%	2%	1%	2%	2%	3%	4%	1%

You said that you have run at least once for charity. In the last 12 months, approximately how much have you raised in total across all the events that you have run in? If you ran as part of a group, please only include in the amount that you raised yourself.

Unweighted base	186	68	118	35	39	44	26	22	20
Base	183	67	116	35	38	42	25	21	21
£0	8%	9%	8%	14%	7%	5%	15%	4%	5%
£1 - £50	4%	6%	2%	11%	3%	-	-	4%	5%
£51 - £100	10%	10%	9%	11%	12%	9%	4%	4%	15%
£101 - £500	19%	17%	20%	20%	20%	23%	4%	32%	10%
£501 - £1000	7%	12%	4%	9%	8%	9%	5%	9%	-
£1,001 - £1,500	2%	-	3%	-	-	4%	4%	-	-
£1,501 - £2,000	2%	1%	2%	-	3%	5%	-	-	-
£2,001 - £3,000	1%	2%	1%	-	-	-	4%	-	5%
£3,001 - £5,000	-	-	-	-	-	-	-	-	-
£5,001 - £10,000	-	-	-	-	-	-	-	-	-
£10,000+	1%	3%	-	3%	-	-	4%	-	-
Not applicable - I have not run for charity in the last 12 months	43%	37%	46%	29%	42%	41%	49%	46%	60%
Don't know	4%	3%	5%	3%	5%	4%	11%	-	-

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Region											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Q	R	S	T	U	V	W	X	Y	Z	a	b

Which, if any, of the following options describe your personal experience of running for charity?

Unweighted base	41	111	84	73	88	95	124	139	87	48	85	28
Base	42	112	85	73	88	93	124	136	85	49	84	29
I have never run for charity and would never want to	66%	60%	59%	59%	58%	61%	47%	61%	60%	54%	55%	48%
I have never run for charity but would like to one day	12%	18%	19%	21%	20%	17%	26%	10%	18%	22%	19%	28%
I have run one fun run/5k/10k/half-marathon for charity	7%	7%	10%	9%	6%	11%	10%	6%	14%	8%	11%	7%
I have run more than one fun run/5k/10k/half-marathon for charity	7%	9%	4%	4%	11%	7%	5%	14%	3%	12%	7%	6%
I have run one marathon for charity	2%	-	-	1%	1%	-	2%	1%	1%	-	1%	-
I have run more than one marathon for charity	-	2%	-	-	-	-	2%	2%	-	2%	4%	7%
Don't know	5%	4%	7%	6%	6%	4%	9%	7%	5%	4%	4%	3%
Net: Any run	16%	18%	14%	14%	17%	18%	18%	22%	17%	20%	22%	20%
Net: Fun run	14%	16%	14%	13%	17%	18%	15%	19%	17%	20%	18%	13%
Net: Marathon	2%	2%	-	1%	1%	-	4%	3%	1%	2%	5%	7%

You said that you have run at least once for charity. In the last 12 months, approximately how much have you raised in total across all the events that you have run in? If you ran as part of a group, please only include in the amount that you raised yourself.

Unweighted base	7	20	12	11	15	17	23	31	15	10	19	6
Base	7	20	12	10	15	17	23	30	15	10	19	6
£0	-	5%	8%	-	12%	6%	12%	16%	-	-	5%	32%
£1 - £50	-	5%	-	-	8%	-	4%	10%	7%	-	-	-
£51 - £100	14%	14%	8%	-	15%	5%	17%	6%	6%	20%	5%	-
£101 - £500	27%	10%	17%	55%	7%	30%	4%	16%	20%	29%	22%	16%
£501 - £1000	28%	-	-	10%	8%	-	10%	6%	14%	-	10%	16%
£1,001 - £1,500	14%	-	-	-	-	-	5%	-	-	-	5%	-
£1,501 - £2,000	-	-	-	-	-	-	4%	-	-	-	5%	19%
£2,001 - £3,000	-	5%	-	-	-	6%	-	-	-	-	-	-
£3,001 - £5,000	-	-	-	-	-	-	-	-	-	-	-	-
£5,001 - £10,000	-	-	-	-	-	-	-	-	-	-	-	-
£10,000+	-	-	9%	-	-	-	4%	-	-	-	-	-
Not applicable - I have not run for charity in the last 12 months	17%	46%	50%	36%	45%	42%	39%	42%	53%	51%	47%	17%
Don't know	-	15%	8%	-	6%	11%	-	3%	-	-	-	-