

# YouGov Results - Social media and charity

## Charity

GB18 Sample: 2,045 Adults

Fieldwork: 26th - 29th June 2020



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Moving on...For the following question, if you do not donate to charity, please select the 'Not applicable' option. Some social media platforms now let you donate directly to charity through their platform. To what extent would this make you more or less likely to donate to charities, or would it make no difference?

Unweighted base	2045	954	1091	184	306	370	381	804	1237	808
<b>Base: All GB online adults</b>	<b>2045</b>	<b>992</b>	<b>1053</b>	<b>227</b>	<b>303</b>	<b>363</b>	<b>382</b>	<b>770</b>	<b>1166</b>	<b>879</b>
Much more likely	2%	2%	3%	4%	3%	3%	2%	1%	3%	1%
Fairly more likely	12%	11%	13%	24%	18%	12%	10%	7%	13%	11%
No difference	47%	44%	50%	34%	40%	51%	51%	51%	49%	45%
Fairly less likely	3%	4%	3%	4%	5%	2%	4%	3%	3%	4%
Much less likely	6%	7%	6%	4%	3%	6%	6%	9%	7%	6%
Don't know	4%	3%	4%	3%	3%	3%	3%	4%	3%	5%
Not applicable - I do not donate to charities	25%	30%	20%	27%	28%	23%	23%	25%	22%	29%

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	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Moving on...For the following question, if you do not donate to charity, please select the 'Not applicable' option. Some social media platforms now let you donate directly to charity through their platform. To what extent would this make you more or less likely to donate to charities, or would it make no difference?

Unweighted base	2045	487	361	162	258	498	1766	100	179
<b>Base: All GB online adults</b>	<b>2045</b>	<b>489</b>	<b>337</b>	<b>164</b>	<b>276</b>	<b>501</b>	<b>1767</b>	<b>100</b>	<b>178</b>
Much more likely	2%	3%	2%	1%	4%	2%	2%	1%	3%
Fairly more likely	12%	10%	10%	13%	15%	13%	12%	8%	14%
No difference	47%	45%	49%	54%	42%	50%	47%	45%	49%
Fairly less likely	3%	3%	2%	2%	4%	4%	3%	2%	5%
Much less likely	6%	7%	5%	8%	7%	6%	6%	8%	5%
Don't know	4%	3%	4%	4%	5%	3%	4%	3%	3%
Not applicable - I do not donate to charities	25%	30%	28%	17%	23%	22%	25%	33%	21%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

q2. Thinking generally about charity donations and social media...To what extent would you be more or less likely to donate to a cause if you saw a post asking for donations by a charity on social media, or would it make no difference?

Unweighted base	1549	684	865	139	224	289	295	602	964	585
<b>Base: All GB online adults who donate to charities</b>	<b>1534</b>	<b>696</b>	<b>838</b>	<b>166</b>	<b>217</b>	<b>280</b>	<b>295</b>	<b>576</b>	<b>907</b>	<b>627</b>
Much more likely	2%	2%	2%	4%	3%	1%	2%	1%	3%	1%
Fairly more likely	16%	14%	17%	31%	25%	22%	11%	8%	17%	14%
No difference	61%	63%	59%	51%	54%	62%	67%	63%	61%	61%
Fairly less likely	8%	9%	7%	6%	8%	8%	8%	7%	8%	7%
Much less likely	9%	10%	9%	3%	4%	4%	8%	16%	9%	10%
Don't know	4%	3%	5%	5%	6%	3%	4%	5%	3%	6%

q3. Still thinking about charity donations and social media...To what extent would you be more or less likely to donate to a cause if you saw a post asking for donations by friend or relative on social media, or would it make no difference?

Unweighted base	1549	684	865	139	224	289	295	602	964	585
<b>Base: All GB adults online who donate to charities</b>	<b>1534</b>	<b>696</b>	<b>838</b>	<b>166</b>	<b>217</b>	<b>280</b>	<b>295</b>	<b>576</b>	<b>907</b>	<b>627</b>
Much more likely	8%	6%	10%	14%	11%	8%	9%	5%	10%	5%
Fairly more likely	33%	31%	35%	40%	41%	42%	31%	25%	35%	31%
No difference	44%	47%	42%	31%	35%	39%	47%	52%	42%	47%
Fairly less likely	5%	6%	5%	6%	6%	6%	6%	5%	6%	5%
Much less likely	5%	6%	4%	4%	1%	2%	4%	9%	4%	6%
Don't know	4%	3%	5%	5%	6%	2%	4%	4%	3%	5%

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q2. Thinking generally about charity donations and social media...To what extent would you be more or less likely to donate to a cause if you saw a post asking for donations by a charity on social media, or would it make no difference?

Unweighted base	1549	348	264	134	201	390	1337	69	143
<b>Base: All GB online adults who donate to charities</b>	<b>1534</b>	<b>344</b>	<b>242</b>	<b>136</b>	<b>214</b>	<b>390</b>	<b>1327</b>	<b>67</b>	<b>140</b>
Much more likely	2%	3%	0%	-	5%	1%	2%	1%	1%
Fairly more likely	16%	13%	17%	18%	19%	16%	16%	10%	19%
No difference	61%	61%	65%	60%	56%	62%	61%	61%	59%
Fairly less likely	8%	8%	7%	6%	5%	9%	7%	9%	8%
Much less likely	9%	11%	5%	12%	10%	8%	9%	14%	10%
Don't know	4%	3%	6%	5%	5%	4%	4%	5%	3%

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Unweighted base	1549	348	264	134	201	390	1337	69	143
<b>Base: All GB adults online who donate to charities</b>	<b>1534</b>	<b>344</b>	<b>242</b>	<b>136</b>	<b>214</b>	<b>390</b>	<b>1327</b>	<b>67</b>	<b>140</b>
Much more likely	8%	8%	6%	3%	16%	7%	8%	6%	9%
Fairly more likely	33%	36%	31%	33%	30%	34%	33%	33%	37%
No difference	44%	43%	54%	44%	36%	45%	45%	46%	41%
Fairly less likely	5%	5%	3%	6%	6%	6%	5%	3%	8%
Much less likely	5%	5%	2%	8%	5%	5%	5%	10%	3%
Don't know	4%	3%	5%	6%	7%	3%	4%	3%	3%

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Total	Gender		Age					Social Grade	
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q4. Thinking about people donating to charity via a social media platform...To what extent, if at all, would you trust the social media platform to pass on all donations that people make to the charity?

Unweighted base	2045	954	1091	184	306	370	381	804	1237	808
<b>Base: All GB adults online</b>	2045	992	1053	227	303	363	382	770	1166	879
Trust a lot	6%	7%	6%	6%	10%	7%	5%	5%	8%	4%
Trust a little	36%	34%	38%	58%	42%	42%	34%	26%	37%	35%
Not trust at all	40%	43%	37%	23%	33%	35%	40%	50%	38%	42%
Don't know	18%	17%	19%	14%	15%	17%	21%	19%	18%	18%

Cell Contents (Column Percentages)

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Unweighted base	2045	487	361	162	258	498	1766	100	179
<b>Base: All GB adults online</b>	2045	489	337	164	276	501	1767	100	178
Trust a lot	6%	4%	5%	6%	9%	8%	6%	5%	9%
Trust a little	36%	33%	34%	35%	38%	40%	36%	36%	38%
Not trust at all	40%	43%	42%	33%	34%	40%	39%	47%	39%
Don't know	18%	20%	20%	27%	20%	13%	19%	13%	14%

Cell Contents (C)