FEMALE DONORS ARE SIGNIFICANTLY MORE LIKELY TO DONATE:

- By direct debit: female 44%, male 37%
- By buying a raffle or lottery ticket: female 28%, male 21%
- At a fundraising event: female 15%, male 11%
- Via buying goods: female 31%, male 17%

MALE DONORS ARE SIGNIFICANTLY MORE LIKELY TO DONATE:

- By debit card: female 8%, male 11%

EXPECTED DONATION BEHAVIOUR IN THE FUTURE

10% of men expect to give less to charity over the next 12 months, compared to only 8% of women.