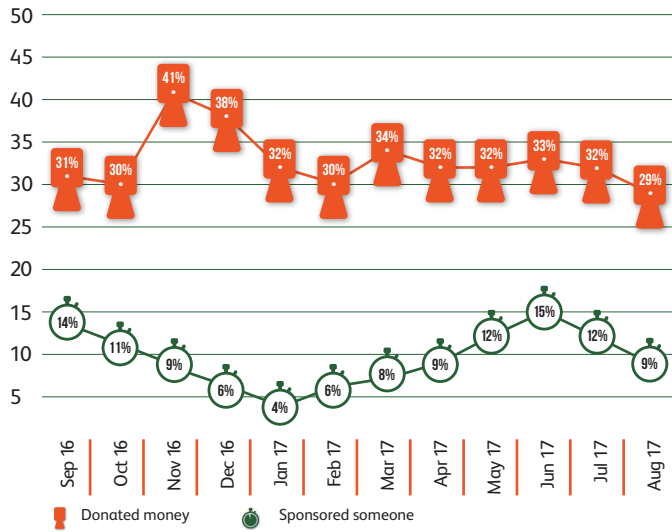
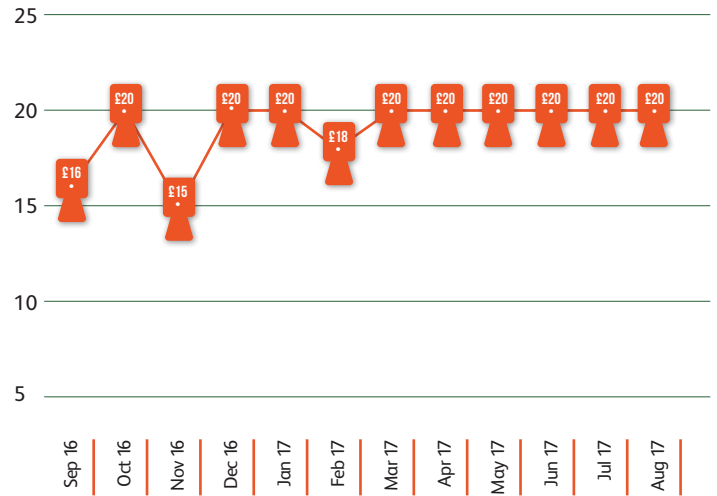


Proportion donating/sponsoring in the four weeks prior to interview

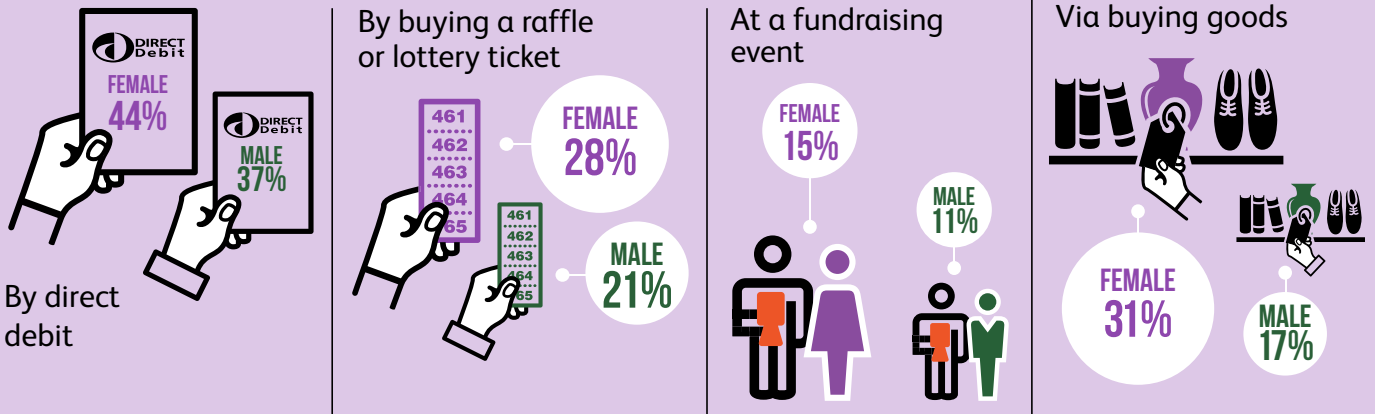


Median amount donated/sponsored in the four weeks prior to interview

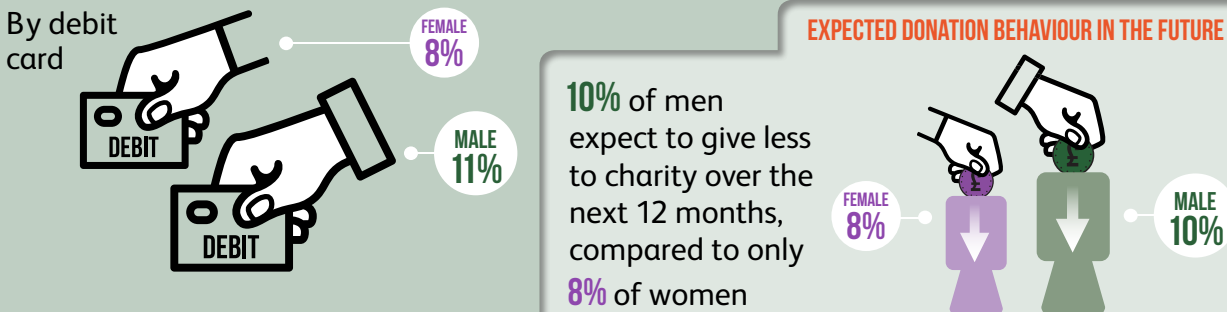


## DONATION BEHAVIOUR

### FEMALE DONORS ARE SIGNIFICANTLY MORE LIKELY TO DONATE:



### MALE DONORS ARE SIGNIFICANTLY MORE LIKELY TO DONATE:



'Donation behaviour' based on fieldwork conducted from May to December 2016. Base: n=2,903. Donors are defined as having donated money in the four weeks prior to interview.