**Donation Behaviour**

**Regular Donors**

- **Top Three Charity Causes**
  - 30% Animal Welfare
  - 27% Medical Research
  - 25% Children or Young People

- **Top Three Donation Methods**
  - 60% Direct Debit
  - 25% Buying Goods
  - 57% Cash

**Irregular Donors**

- **Top Three Charity Causes**
  - 22% Children or Young People
  - 24% Medical Research
  - 25% Children or Young People

- **Top Three Donation Methods**
  - 24% By Buying a Raffle or Lottery Ticket
  - 23% Buying Goods
  - 38% Cash

*Proportion donating/sponsoring in the four weeks prior to interview*

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

*Based on around 1,000 nationally representative UK adults aged 16+ per month. September fieldwork dates are 15th – 24th September.*