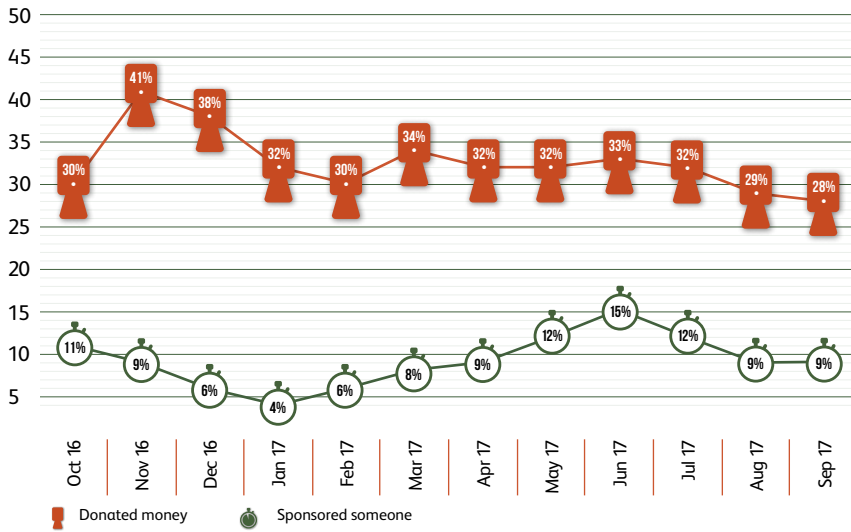


Proportion donating/sponsoring in the four weeks prior to interview



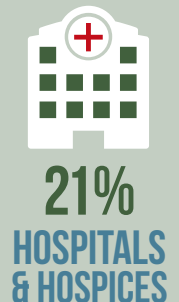
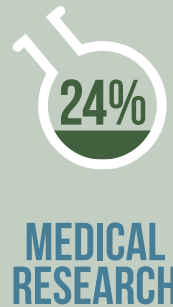
Median amount donated/sponsored in the four weeks prior to interview

## DONATION BEHAVIOUR

### REGULAR DONORS

### IRREGULAR DONORS

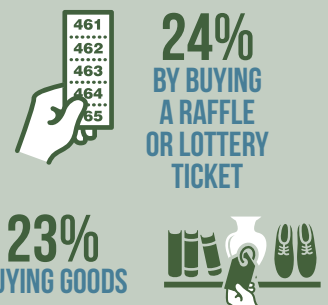
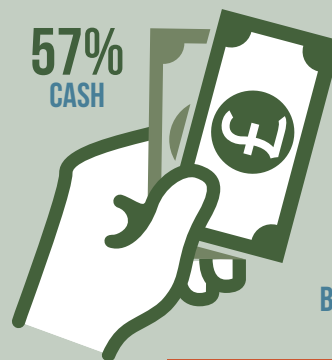
#### TOP THREE CHARITY CAUSES



#### TOP THREE DONATION METHODS



MEDIAN AMOUNT DONATED: £20



MEDIAN AMOUNT DONATED: £20

\*Donation behaviour\* based on fieldwork conducted from May to December 2016. Base: n=2,903. Regular donors are defined as donating to charity weekly or monthly. Irregular donors are defined as donating to charity from time to time or rarely.