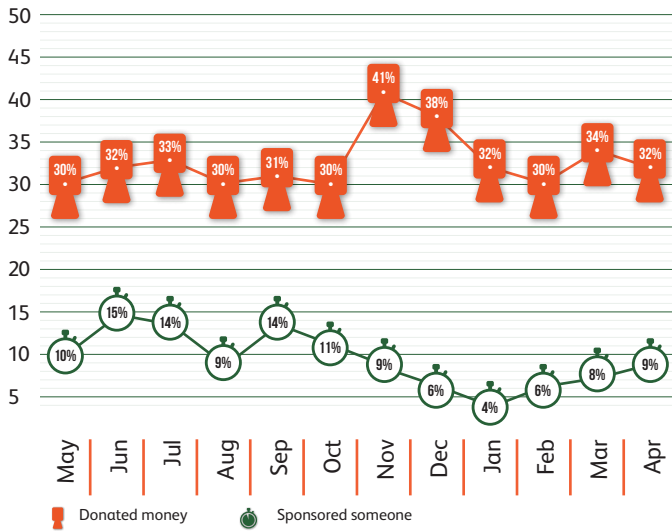


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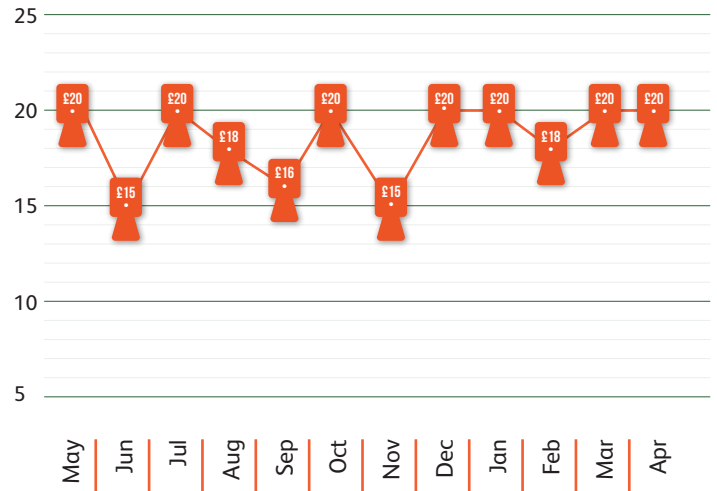
Based on around 1,000 nationally representative UK adults aged 16+ per month. April fieldwork: 20th – 30th April 2017

May 2016 – April 2017

Proportion donating/sponsoring in the last four weeks



Median amount donated/sponsored in the last four weeks



27% of those who gave in the last 4 weeks gave to overseas aid and disaster relief – making this the most popular cause to donate to in April. This is likely to be at least in part due to Comic Relief falling during this period.

Hospitals and hospices were the most popular cause to sponsor someone for, with 31% of those who sponsored in April doing so.

People are doubly likely to donate to animal welfare (20%) than to sponsor someone for the same cause (8%) in April.

Acts of kindness most done for a stranger

- 50% Giving directions
- 48% Giving up a space in a shopping queue
- 76% Holding the door open
- 35% Giving a compliment
- 32% Giving up a seat on public transport

Top acts of kindness people would like done for them

- 40% Assistance with car troubles
- 39% Having the door held open for them
- 36% Being given a compliment

*Acts of kindness results based on October data. October fieldwork: 18th – 26th October 2016.