CAF UK GIVING

May 2016 – April 2017

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

Acts of kindness most done for a stranger

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

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

Proportion donating/sponsoring in the last four weeks

- May: 32%
- Jun: 33%
- Jul: 30%
- Aug: 32%
- Sep: 33%
- Oct: 30%
- Nov: 34%
- Dec: 34%
- Jan: 36%
- Feb: 36%
- Mar: 36%
- Apr: 34%

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.