Medical Research

- 26% of donors gave to medical research
- MEAN AMOUNT DONATED: £12

Animal Welfare

- 25% of donors gave to animal welfare
- MEAN AMOUNT DONATED: £12

Children or Young People

- 24% of donors gave to children or young people
- MEAN AMOUNT DONATED: £14

Hospitals & Hospices

- 22% of donors gave to hospitals & hospices
- MEAN AMOUNT DONATED: £15

Overseas Aid & Disaster Relief

- 19% of donors gave to overseas aid & disaster relief
- MEAN AMOUNT DONATED: £21

* “Causes donated to” 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.