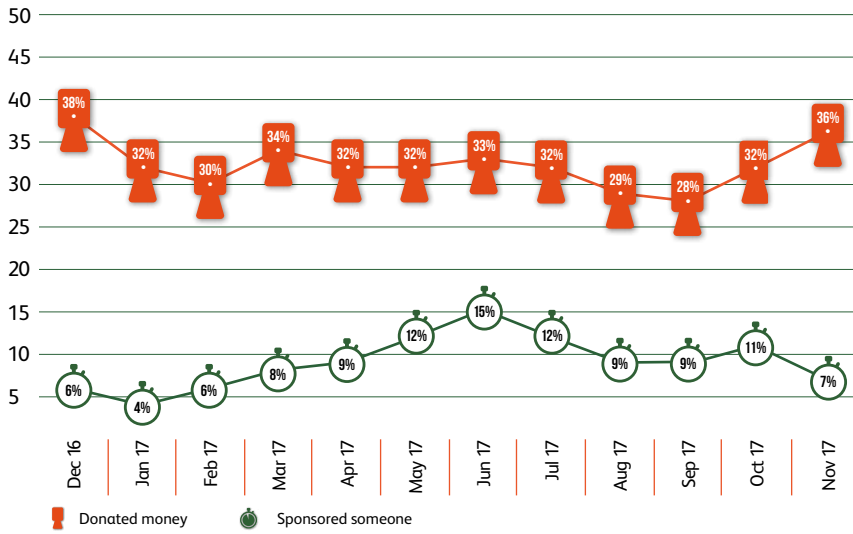


Proportion donating/sponsoring in the four weeks prior to interview



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

POPULAR CAUSES AND AVERAGE DONATIONS

Medical Research

MEAN AMOUNT DONATED
£12

26%
of donors gave to medical research

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.