In 2017, 13.3 million people said they had done structured giving...

and 10 million of them said they would continue to give the same amount or more in the next 12 months.

People who have done structured giving are more likely than average to...

agree that charities are trustworthy (66% vs. 51%)

have been approached to donate by direct mail (38% vs. 26%) or telephone (9% vs. 6%).

Structured giving includes direct debits, standing orders, payroll giving and memberships.

Donating and sponsoring data based on around 1,000 nationally representative adults aged 16+ per month. Data is shown for the last 12 months. Structured giving data based on around 1,000 nationally representative adults aged 16+ per month, between January and December 2017. April fieldwork dates are 13 – 26 April.