

# UK Giving 2012

Summary of findings

November 2012



UK Giving 2012 is the eighth report in a series of in-depth surveys of the charitable giving habits of the UK public. The survey is commissioned by the National Council for Voluntary Organisations (NCVO) and Charities Aid Foundation (CAF), and is carried out in three waves (June, October and February) by the Office of National Statistics as a module in the Omnibus survey. The survey interviews adults aged 16 and over in their homes about their giving over the past month, and typically has a sample size of more than 3,000. This document is a summary of the survey findings for 2011/12.

### 1. Proportion of people giving to charity

The proportion of people donating to charitable causes in a typical month has decreased over the last year, from 58% to 55%. Participation in charitable giving nevertheless remains relatively widespread with over half of adults giving in 2011/12, equivalent to 28.4 million adults. The 58% level of giving last year was joint highest since the survey began, equalled only in 2005/06. Giving this year seems to have decreased back to a more typical level; apart from the dip in 2008/09, the proportion giving was stable at 56% between 2006/07 and 2009/10.

### 2. Typical amounts given by each donor

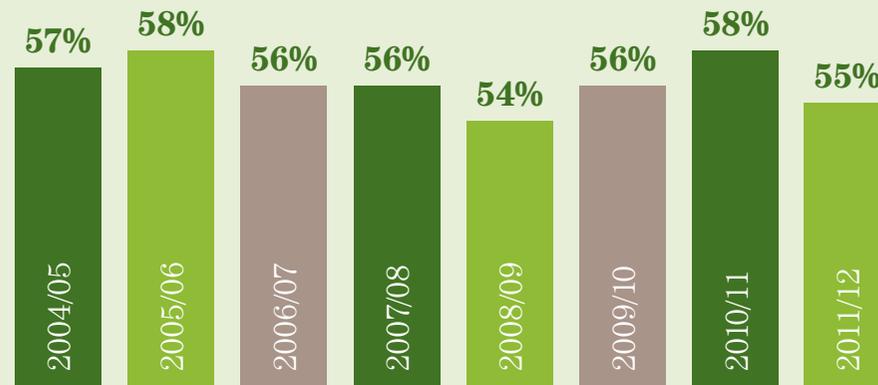
The typical amount given per donor per month in 2011/12 was £10 (the median value). The median donation of £10 in 2011/12 has decreased from £11 in 2010/11 and £12 in 2009/10; prior to that the median had remained stable at £10 for the previous five years. The mean donation of £27 was £4 lower than the previous year, and the lowest mean value since 2004.

The proportion of donors giving less than £10 has remained similar (between 38% and 41% over the last three years). However, the proportion of people giving £25 or more has reduced from 32% in 2010/11 to 29% in 2011/12. Although the percentage of donors giving between £25 and £100, and £100 or more have fallen by only 2% and 1% respectively, these small drops have had an impact on the total amount donated by the population. In particular, donors giving £100 or more accounted for 40% of total donations in 2011/12 compared to 45% in 2010/11.

**Mean amount:** the sum of the amounts given, divided by the number of people giving.

**Median amount:** the value in the middle of the amounts given, where half of the amounts given by people fall above it and half below it.

**Figure 1**  
Proportion of adults in the UK giving to charity, in a typical month, 2004/05-2011/12



**Figure 2**  
Proportion of donors by size of gift (%), and median amount given per band, 2007/08 – 2011/12



### 3. Total amount given to charity

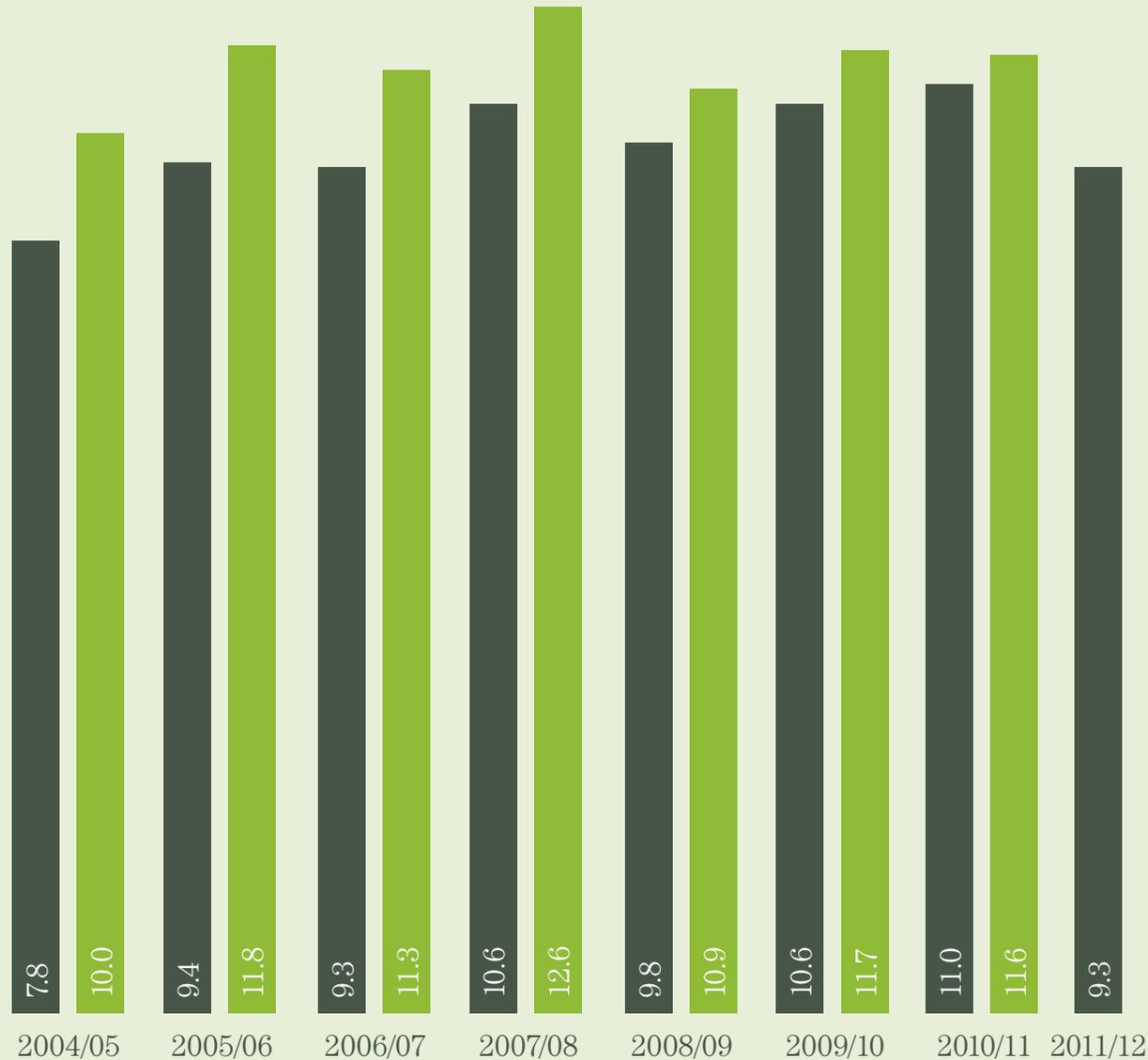
The estimated total amount donated to charity by adults in 2011/12 was £9.3 billion. Compared to 2010/11, this is a decrease of £1.7 billion in cash terms, and a decrease of £2.3 billion in real terms, after adjusting for inflation.

In real terms, the estimated total amount in 2011/12 is the smallest it has been since the survey began in 2004/05. Between 2010/11 and 2011/12, the total amount donated has decreased by 15% on the unadjusted totals and by 20% in real terms (adjusting the 2010/11 total for inflation).

**Figure 3**

Estimated total amounts given by individuals, adjusted for inflation and unadjusted, 2004/05 to 2011/12 (£ billions)

■ Unadjusted  
■ Adjusted



### 4. Patterns of giving

Women continue to be more likely to give to charity than men (58% compared to 52%). In 2011/12 women aged 45-64, and women aged 65 or more are the groups mostly to give (62%) and they also gave the largest median amount (£15). Although consistently the most likely to give, the percentage of people in managerial and professional groups giving has decreased (66% compared to 70% in the previous year), as has the amount they give (£17 compared to £20).

Giving by cash is the most common method of giving, used by half of all donors in 2011/12. It has been the most common method of giving for all eight years of the survey. As in previous years the typical amounts given by cheque/card are the largest (£20). Direct debit accounted for the largest share of total donations in 2011/12, representing almost a third (31%) of the overall amount given, compared to a quarter in 2010/11.

### 5. Most popular causes

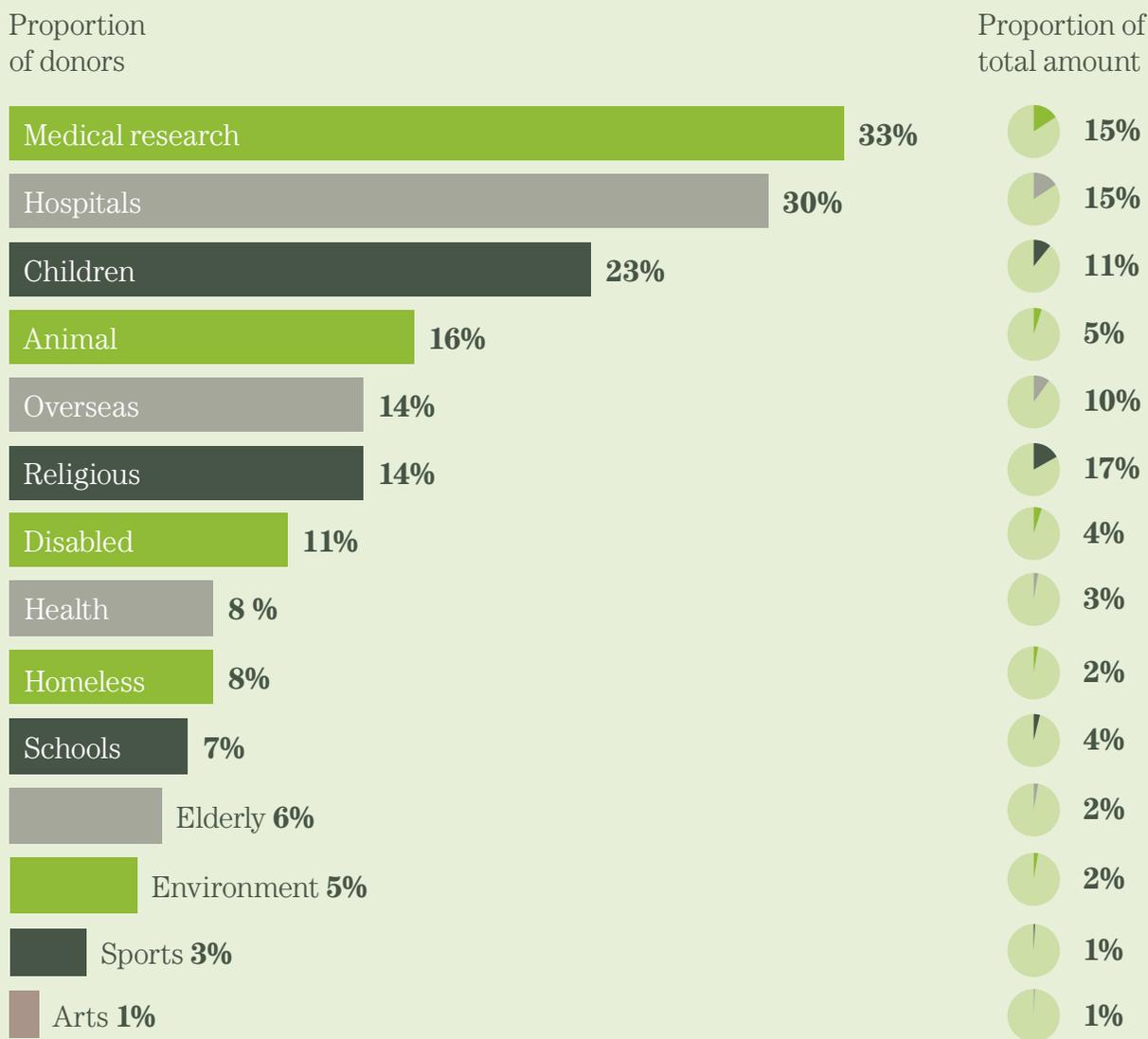
'Medical research', 'hospitals and hospices' and 'children and young people' continue to attract the highest proportions of donors. In 2011/12 medical research was supported by 33% of donors and was the most popular cause, as for all previous years of the survey. 'Religious causes' attracted the largest donations on average, with a median amount given of £20 per month, and received 17% of the overall amount donated.

### 6. Gift Aid

For the first time since the survey began, the proportion of donors using Gift Aid has dropped; from 42% in 2010/11, it fell to 39% in 2011/12. The decrease in Gift Aid use is, however, concentrated among those making smaller donations (less than £25). For example, only 19% of those giving under £10 used Gift Aid, a reduction from 23% last year. As in all previous years, people who donate larger amounts are more likely to use Gift Aid; of those giving the highest amounts (£100 and more) 80% had used Gift Aid.

**Figure 4**

Proportion of donors giving to different causes and proportion of total amount donated by cause, 2011/12



To download the full UK Giving 2012 report go to [www.ncvo-vol.org.uk/giving](http://www.ncvo-vol.org.uk/giving) or [www.cafonline.org/ukgiving](http://www.cafonline.org/ukgiving)



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