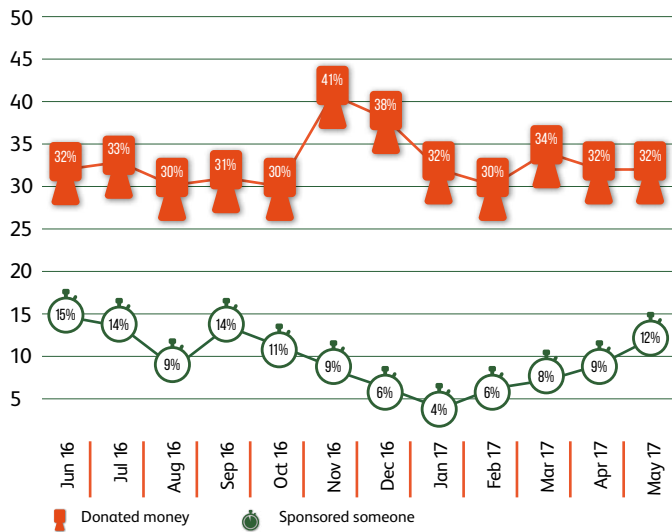
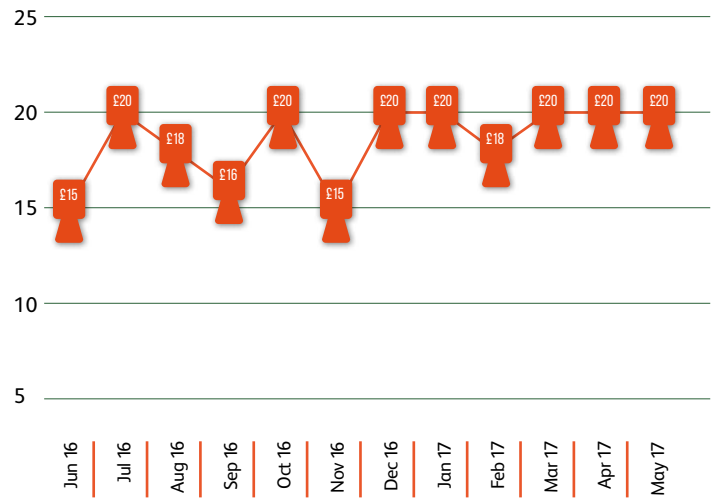


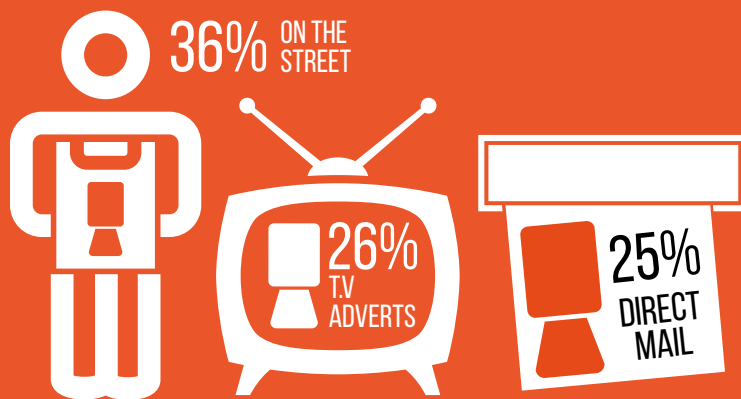
Proportion donating/sponsoring in the four weeks prior to interview



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



The top methods of asking for donations in the last four weeks were:



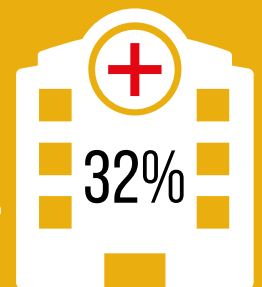
Donors aged 16-24 were more likely to give to physical and mental healthcare than any other age group in 2016.

24%

In 2016, those 65+ donated to hospitals/hospices and religious organisations more than any other age group.



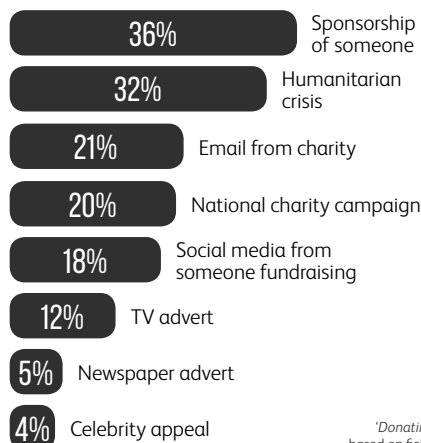
22%



32%

ONLINE DONATING TRENDS

Those who donated online were inspired to do so by...



'Online donating trends' and 'Donating through a charity's website' based on fieldwork conducted in Dec 2016

