Based on around 1,000 nationally representative UK adults aged 16+ per month. May fieldwork: 24 – 30 May 2017.

**Online donating trends**

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

- **36%** Sponsorship of someone
- **32%** Humanitarian crisis
- **21%** Email from charity
- **20%** National charity campaign
- **18%** Social media from someone fundraising
- **12%** TV advert
- **5%** Newspaper advert
- **4%** Celebrity appeal

**Donating through a charity’s website**

- **27%** of donors recently donated via a charity’s website
- **29%** of donors say they’ll donate in the next year
- **20%** prefer this way of giving

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

- **36%** On the street
- **26%** TV adverts
- **25%** Direct mail

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

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