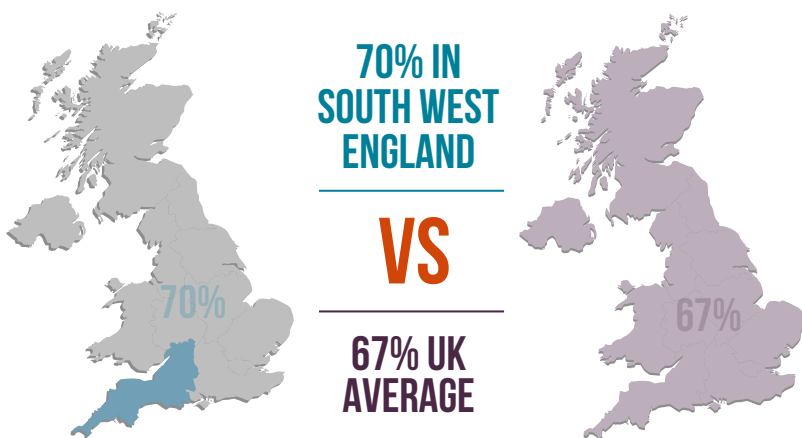


# GIVING IN SOUTH WEST ENGLAND

People in South West England are **more likely to make a donation and/or sponsor someone** in the past year, than the UK average.

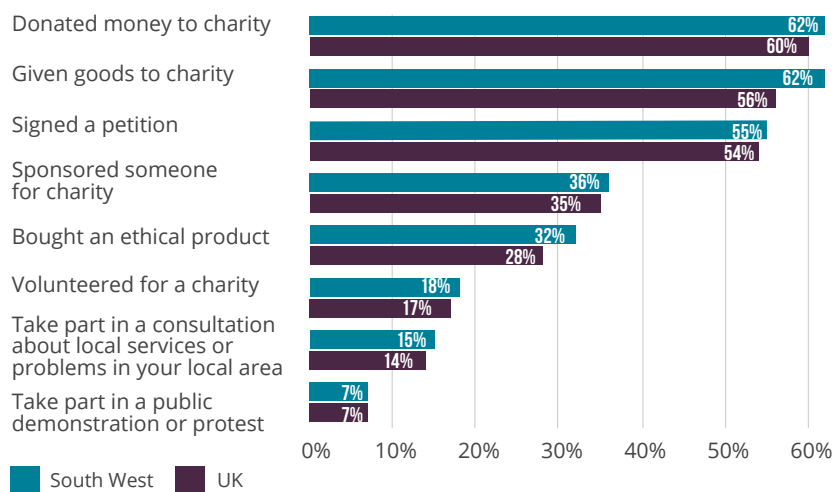


Median amount donated/sponsored in the four weeks prior to interview



## CHARITABLE ACTION TAKEN IN PREVIOUS YEAR

People in South West England are significantly **more likely to give goods to charity or to buy an ethical product**, than the UK average.



## SOUTH WEST SNAPSHOT



Average donation is the mean amount given by donors in the 4 weeks prior to interview (excl. sponsorship).

## TOP FIVE CHARITABLE CAUSES SUPPORTED

At least one in five people in South West England made a donation in the previous four weeks to one or more of the five most widely supported charitable causes.

