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

70% in South West England

VS

67% UK Average

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.

Donated money to charity

Given goods to charity

Signed a petition

Sponsored someone for charity

Bought an ethical product

Volunteered for a charity

Take part in a consultation about local services or problems in your local area

Take part in a public demonstration or protest

SOUTH WEST SNAPSHOT

3 out of 5 gave goods to charity

1 in 3 bought an ethical product

£40 is the average donation

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

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.

- Animal welfare
- Overseas aid and disaster relief
- Children or young people
- Medical research
- Hospitals and hospices

Data shown was collected online between January and December 2017. Data for the UK is based on around 1,000 nationally representative UK adults aged 16+ per month, and gives a total sample of c. 12,000 for 2017. UK data is weighted to known populations of sex, age, region and social class. Data for South West England is based on a total sample of 1,074, collected between January and December 2017 as a subset of the UK data.