

# What motivates charitable giving?

☰ YouGov analysis of charity in Britain today



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# Introduction

The vast majority of British adults (87%) have interacted with a charity over the past year — either by giving their time or their money.

Donating money is the most popular method of giving, which 57% have done. Giving goods to a charity shop is not far behind on 56%.



## Which, if any, of the following have you done in the last year?

UK adults aged 16+ (Data taken from CAF's '2019 UK Giving Report')

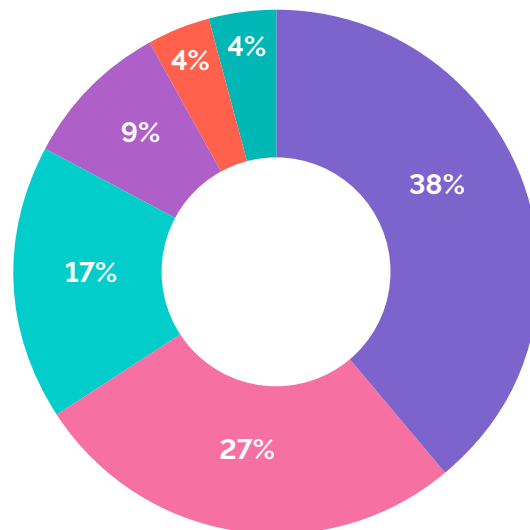


Of those who have recently donated *money* to a charity, almost four in ten (38%) give to one particular cause but around a quarter (27%) give to two, and about a third (34%) give to three or more. Overall, donors seem to care about and support more than one issue.



### Around a third of charity givers donate money to three or more causes

% of those who have recently donated ad hoc or regularly



Number of causes given to



This paper looks at which methods of giving are most favoured, which charity organisations are most talked about, and how charities can continue to engage the next generation of givers.

# 02

## Reaching the next generation of supporters

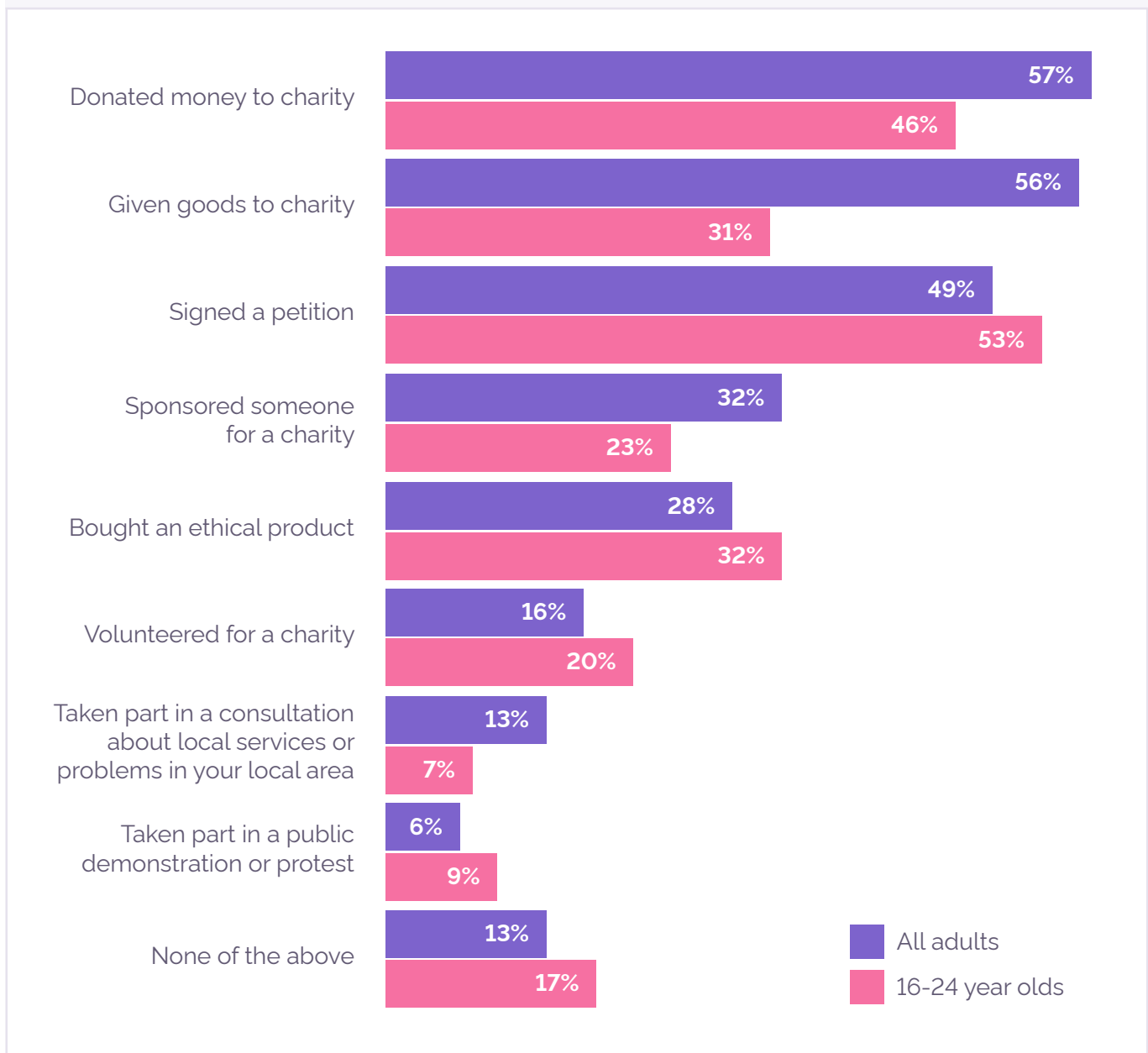


While donating money and donating goods are the most favoured ways of giving overall, young people are quite different when it comes to how they show their support.

Perhaps because they have fewer possessions to give away and less disposable income, 16 to 24 year olds are much more likely to back charities by volunteering their time instead.



### Young people more likely to have volunteered or signed a petition in the past year





## Profile of a young volunteer

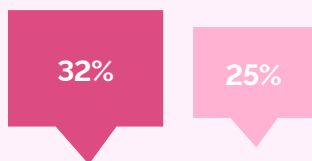
If a charity wanted to reach this young, engaged and altruistic group of volunteers, it would be worth exploring how they differ from their peers in terms of personality, lifestyle, and media consumption:



More than half (**51%**) are students, compared with 40% of their peers.

### They are more sustainable with their tech

"I only replace technology products when they go wrong or are broken"



18-24 year old volunteers  
All 18-24 year olds

"I'm actively on the lookout to buy new technology devices and services"



18-24 year old volunteers  
All 18-24 year olds

### They are most likely to find joy in:



Accomplishing challenges  
**68%**



Learning a new skill  
**49%**

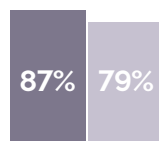


Creating something  
**38%**

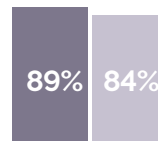
### In terms of being different from their peers, they're also more....

#### adventurous

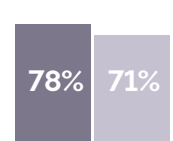
■ 18 to 24 year old volunteers  
■ All 18 to 24 year olds



"You can only ever get to know a country by experiencing its culture"



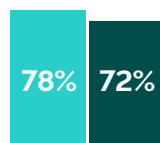
"I think it's important to seize opportunities"



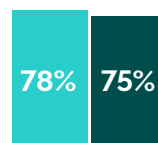
"I like to come back from holiday having learned something new"

#### environmentally concerned

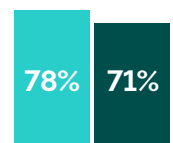
■ 18 to 24 year old volunteers  
■ All 18 to 24 year olds



"I would consider getting solar panels on my home"



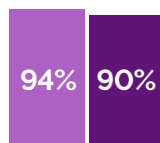
"I always make the effort to recycle"



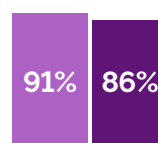
"We should all drive less to save the environment"

#### careful with money

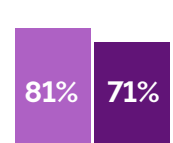
■ 18 to 24 year old volunteers  
■ All 18 to 24 year olds



"It's not important how expensive a gift was, it's the thought that counts"



"I find the idea of being in debt stressful"

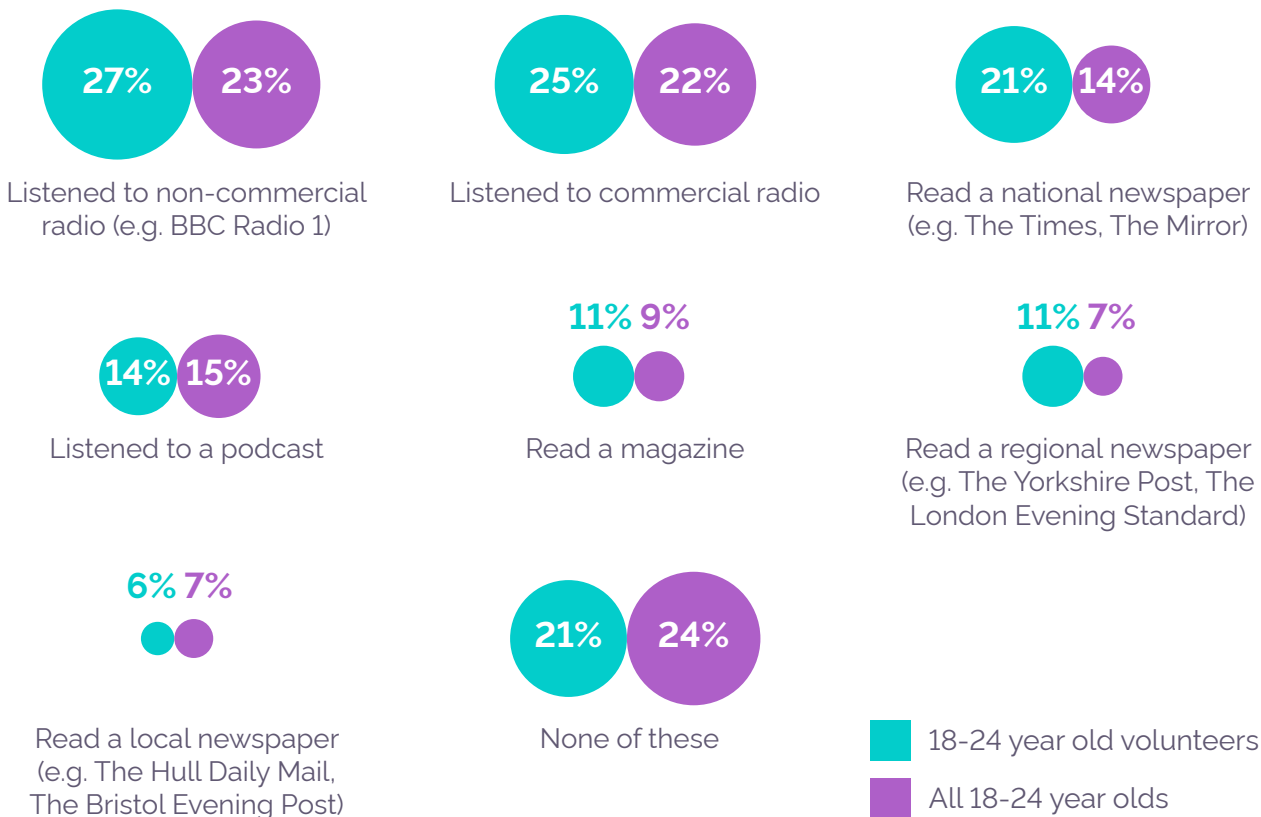
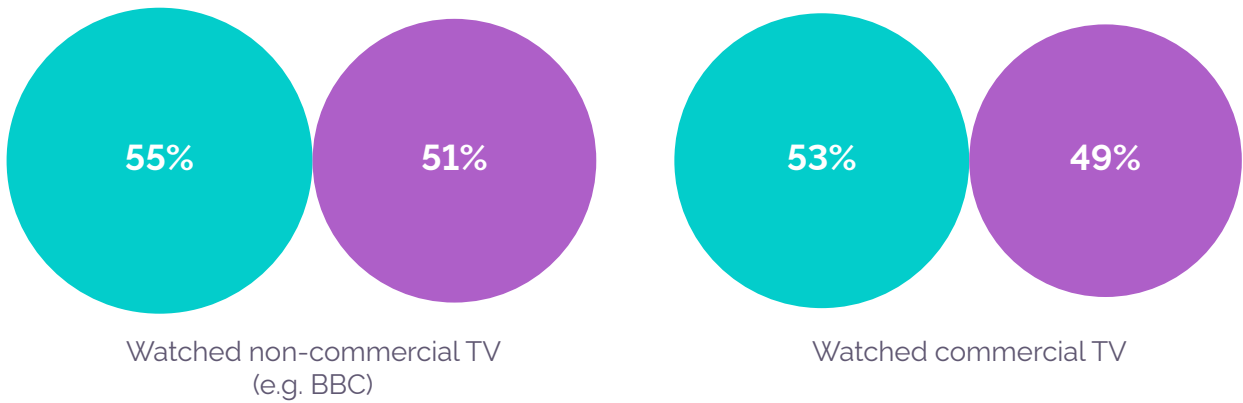


"Taking out a loan is a last resort"

## Young volunteers: lifestyle and media habits



### They're more tuned in to the media Media consumed in the last week



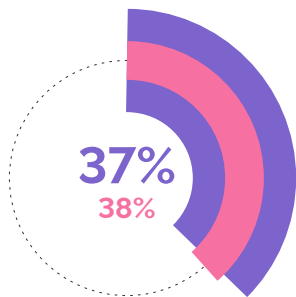


## Young volunteers: lifestyle and media habits

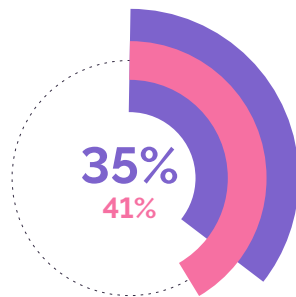


**They're more likely to use public transport or go to the cinema... and less likely to go to the gym or a sporting event**

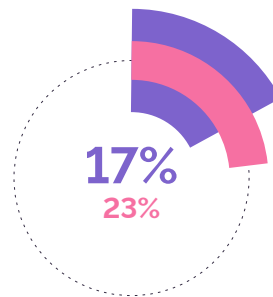
Activities undertaken in the last week



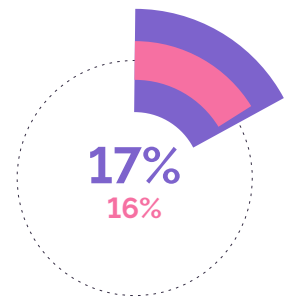
Went to work



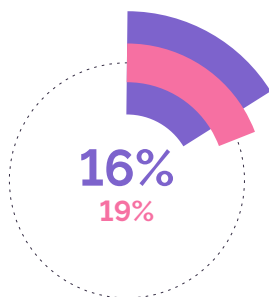
Travelled on a bus



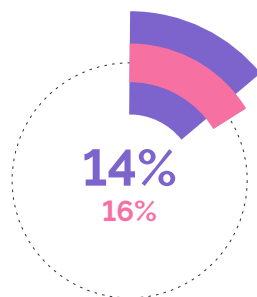
Travelled on an Overground train



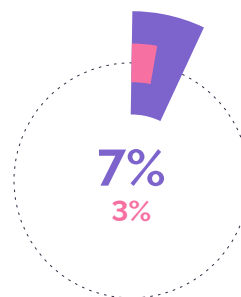
Went to the gym



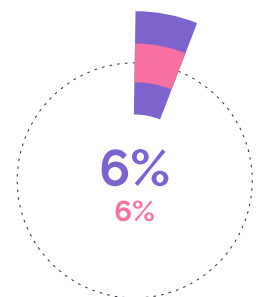
Travelled on a Metro/ Underground train



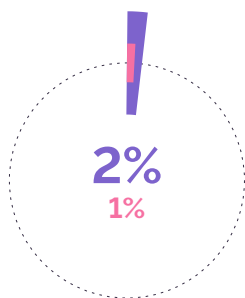
Went to the cinema



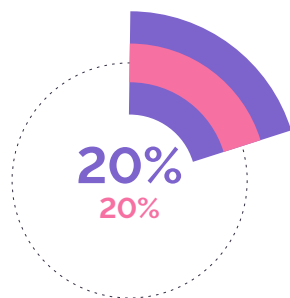
Went to a sporting event



Other



Don't know



None of these

■ 18-24 year old volunteers  
■ All 18-24 year olds

# 03

## Charity brand rankings



### 03 Charity brand rankings

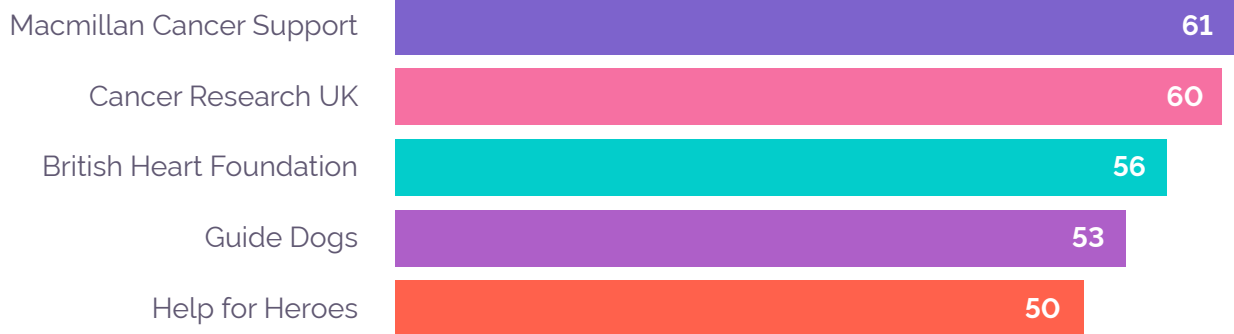
YouGov CharityIndex allows charity brands to track their public perception based on 16 different metrics. Here is a snapshot of some of these measures.

## Belief in cause

*Net score among those who have recently volunteered*



Among this group of engaged charity supporters, health charities make up the top three brands they most believe in:



## Satisfaction

*Net score among regular donors*



Among those who regularly give to charity, animal charities have the most satisfied givers:



## Consideration

Among those who have recently made an ad hoc donation



This group would be most likely to consider giving £1 to these charities:

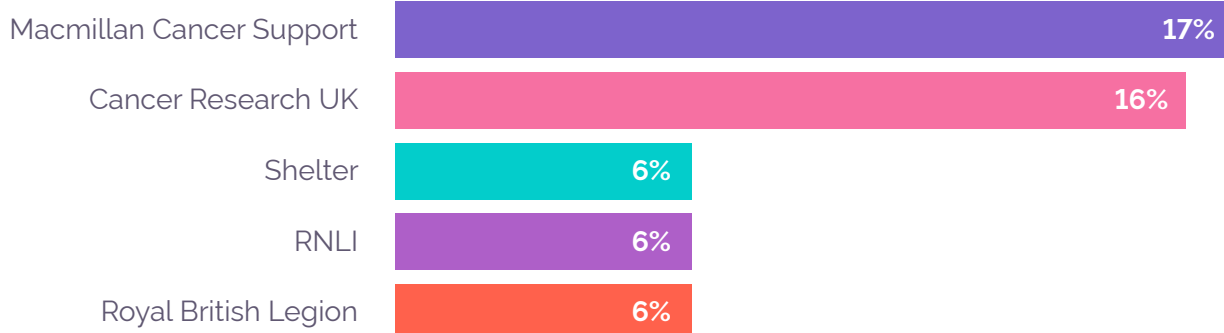


## Donation intent

Among those who have recently made an ad hoc donation



...and if they had to choose just one, these are the charities they would be most likely to give £1 to:



# 04

## Motivations for donating

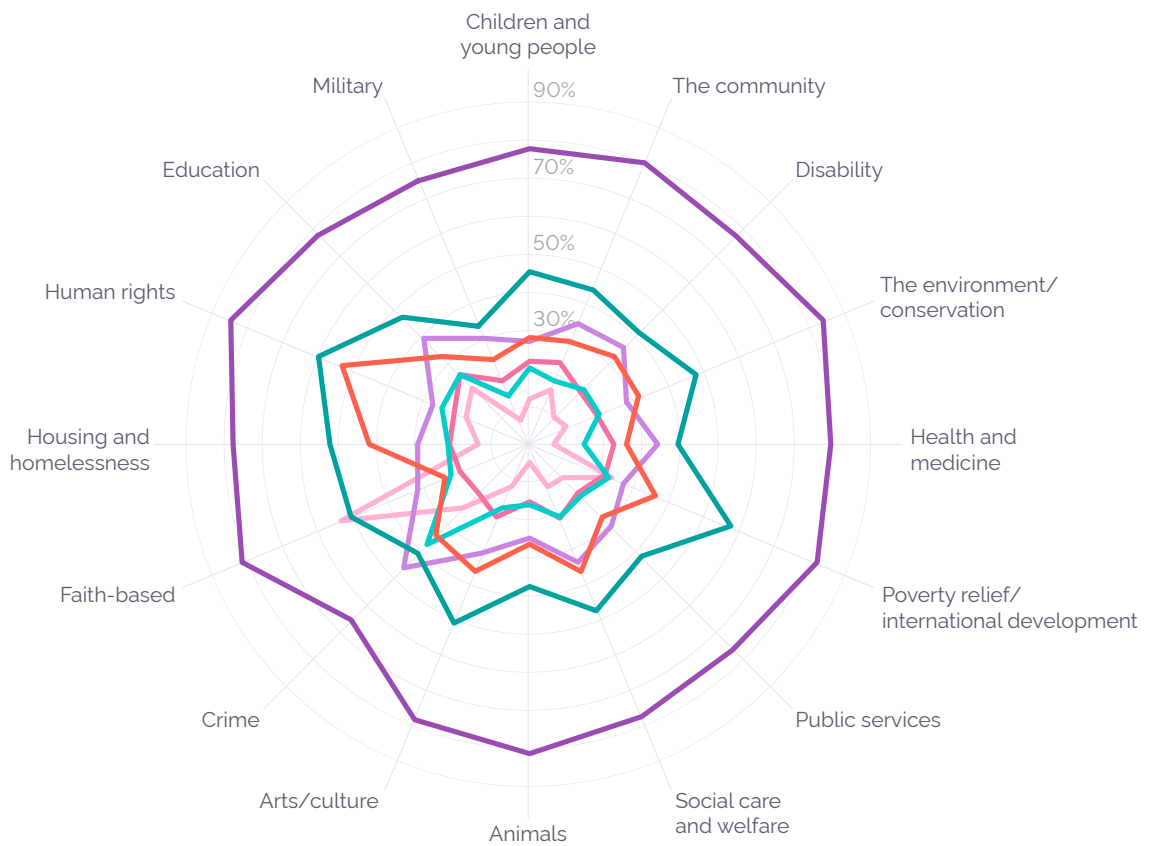


In the main, people give to certain charities because they believe in the cause, but motivations vary. People who give to poverty relief are more likely to say they simply believe you *should* give to charity. Those who give to crime-based charities are more likely to say that they donate because they have had personal experience of the charity.



### Motivations for giving

- I believe in the cause
- I believe you should give to charity
- I don't feel the state does enough to help those in need
- I have had personal experience of the charity
- I always give to charity
- I wanted to support a friend through sponsorship
- Giving to charity is part of my religious beliefs



05

# Animal charities vs human charities





## 05 Animal charities vs human charities

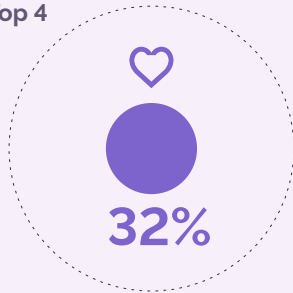
Charities relating to health and medicine are the most frequently donated to by Britons in the last three months (32% of those who have donated to a charity). However animal charities are not far behind on 27%. This is slightly more than those who give to children and young people (25%), and far ahead of the rest of the pack.



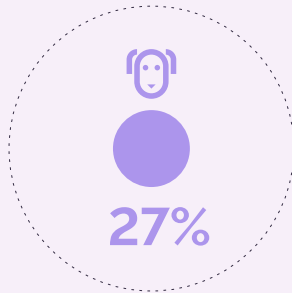
### Which, if any, of the following causes have you donated to?

% of those who have donated either ad hoc or regularly in past 3 months  
(\*Rounded to the nearest whole number)

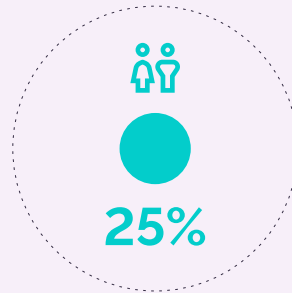
#### Top 4



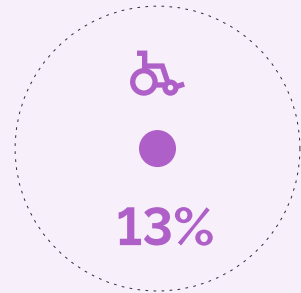
Health and medicine



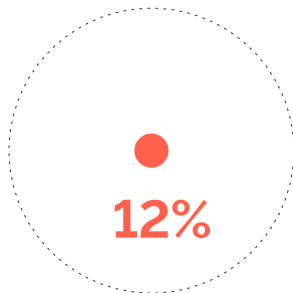
Animals



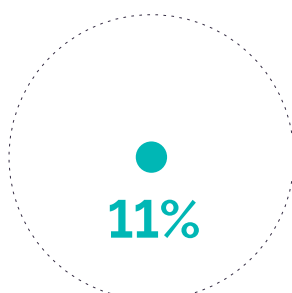
Children and young people



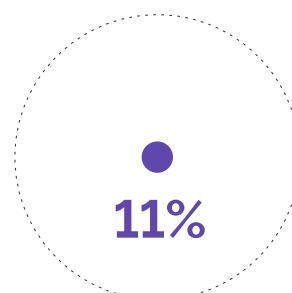
Disability



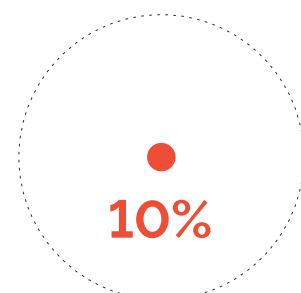
Poverty/international development



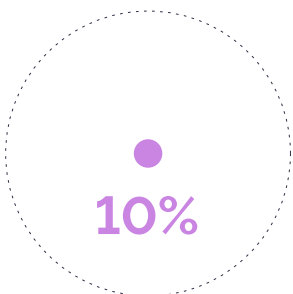
Housing and homelessness



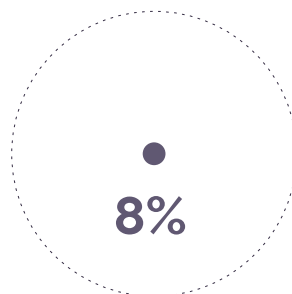
Military



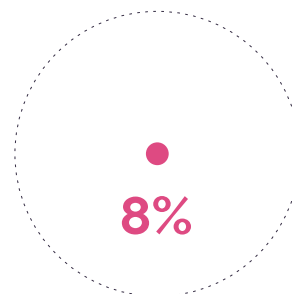
The community



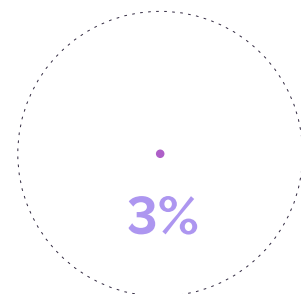
The environment/conservation



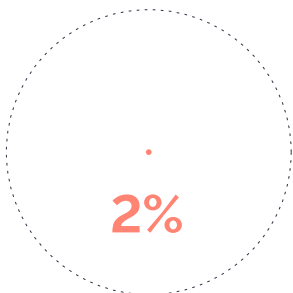
Faith-based



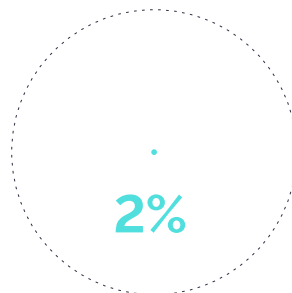
Social care and welfare



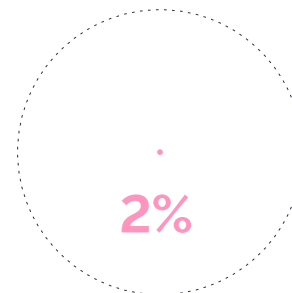
Human rights



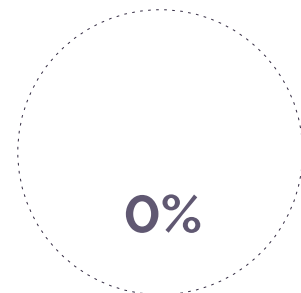
Arts/culture



Public services



Education



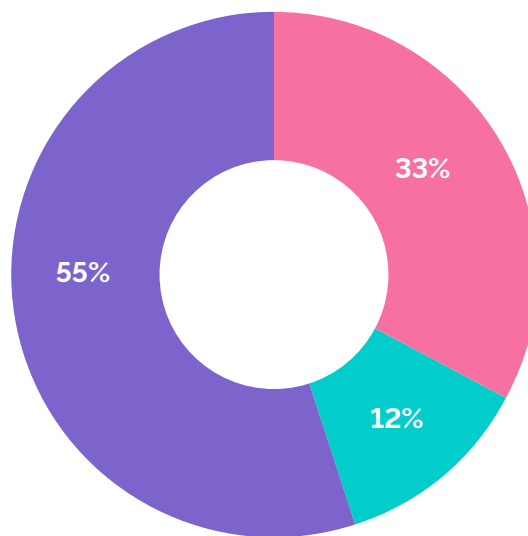
\*Crime

## Would you rather?

It's no secret that Britain is a nation of pet lovers and when faced with a hypothetical choice of donating to a charity that focuses on animals or people, a third (33%) opted for animals while 12% couldn't decide.



**If you had to choose between the two, would you rather give money to a charity that looks after animals or a charity that looks after people?**  
% recent donors



■ People   ■ Animals   ■ Don't know

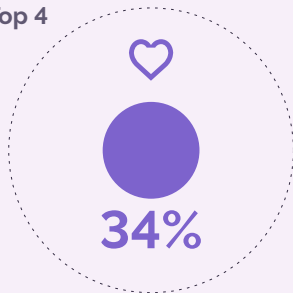
## What else do animal lovers care about?

Among the 27% of people who are a recent donor to an animal charity, more than three quarters (77%) also give to another cause, indicating that the majority don't *just* care about animals.

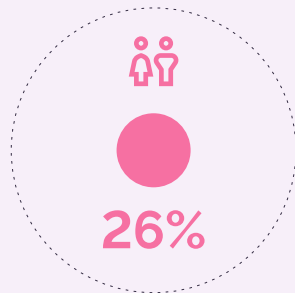


### What other causes have animal donors given to?

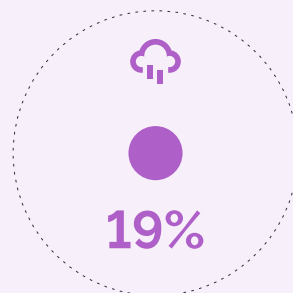
Top 4



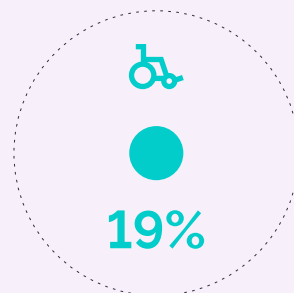
Health and medicine



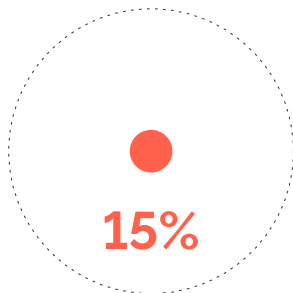
Children and young people



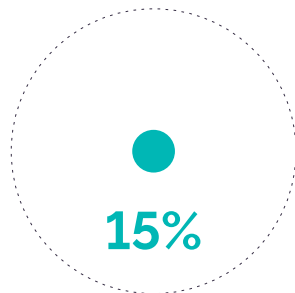
The environment/  
conservation



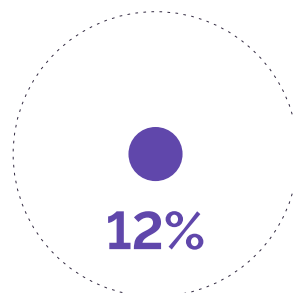
Disability



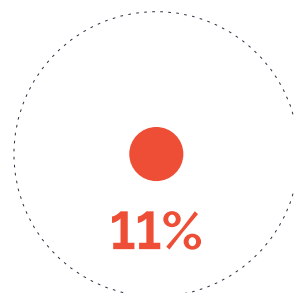
Military



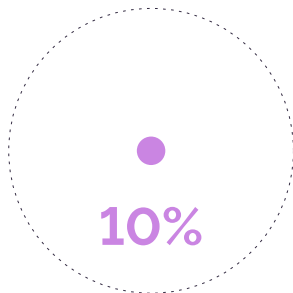
Housing and homelessness



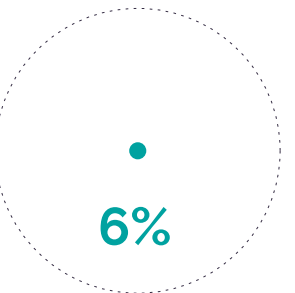
Poverty relief/  
international development



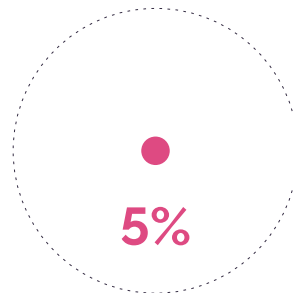
The community



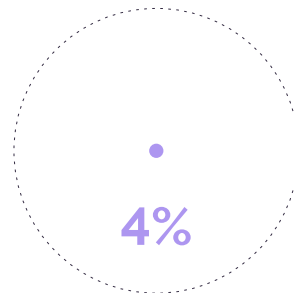
Social care and welfare



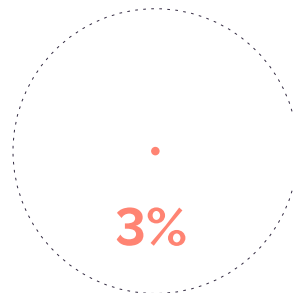
Faith-based



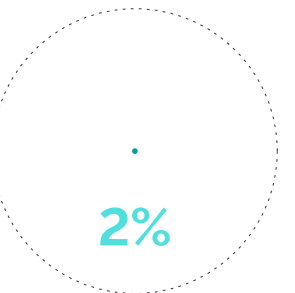
Other



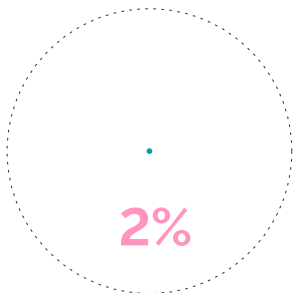
Human rights



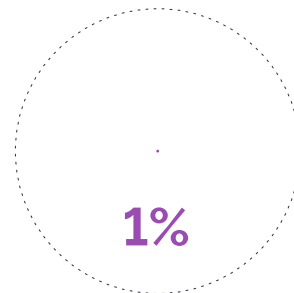
Education



Public services



Arts/culture



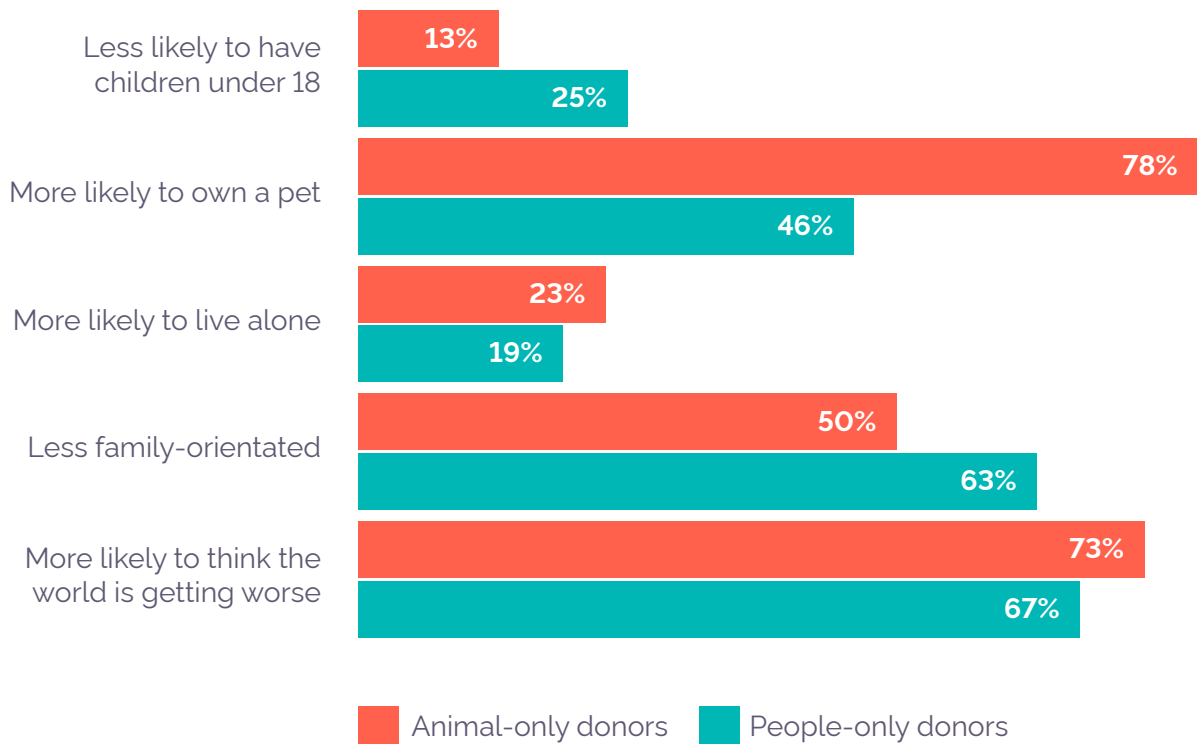
Crime

## Animal-only donors

While 77% of those who donate to animal charities also give to charities that focus on people, 23% give exclusively to animal charities.



### Animal-only donors are...

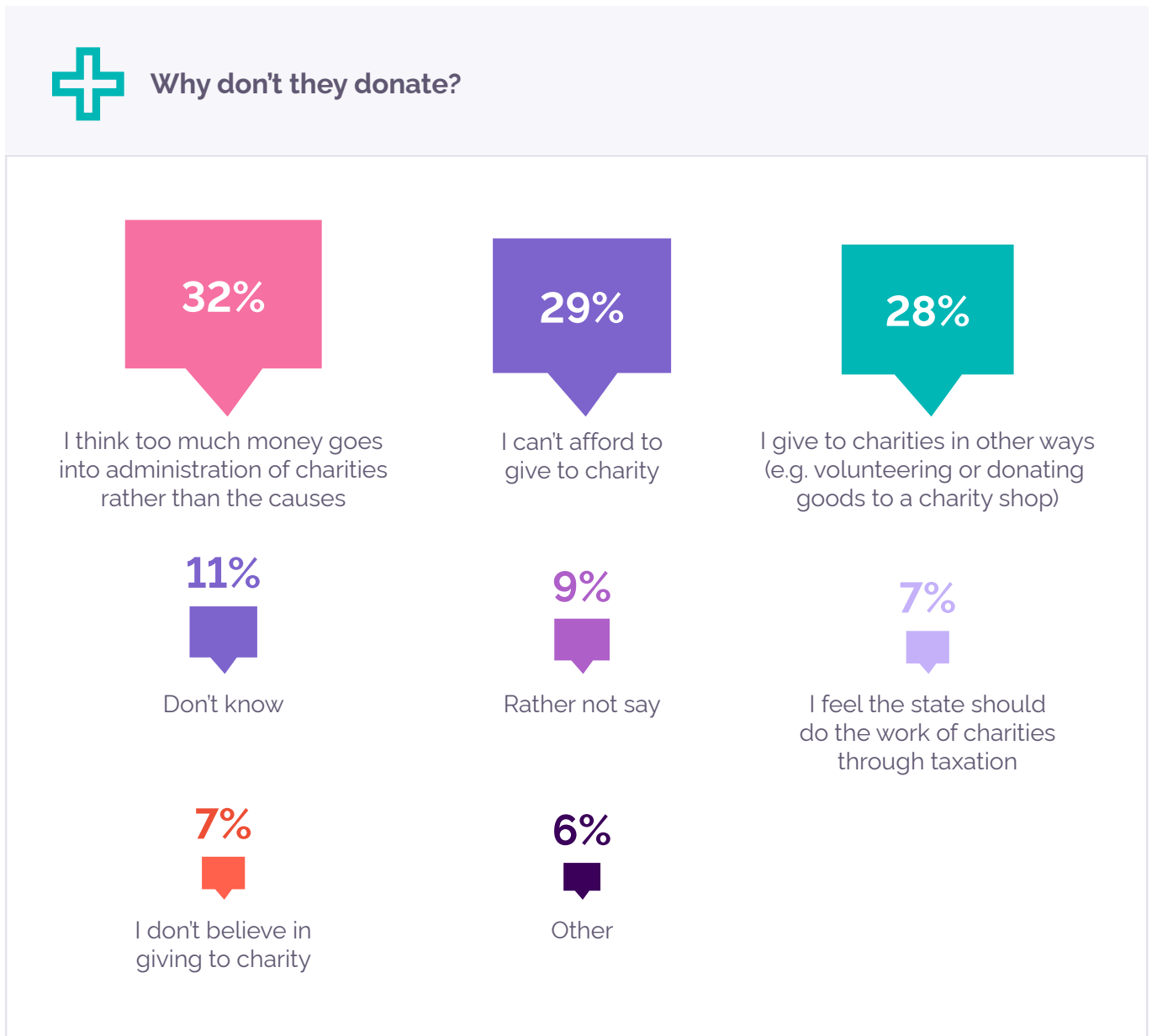


# 06

## Can non-donors be persuaded?



Almost three in ten (29%) Brits have never donated money to charity. But what are the reasons behind this, and is there any way they could be convinced to give?



Almost a third (31%) of Brits who do not give money to charity fear that too much money goes on administration – which may be solved with the right education. Almost three in ten (29%) say they simply can't afford it which doesn't preclude them from future giving. A presumably immovable 7% say they just don't believe in giving to charity.

Among this group of non-donors as a whole, almost a fifth (20%) say they are likely to donate in the future – so they are not completely unreachable by charities.

# Conclusion

**The fact that the vast majority of Brits (87%) have helped charities in some way in the past is positive news for the third sector.**

Even among the 29% who have never donated money to charity, a fifth say they are likely to in the future.

The most cited reason for not currently donating is the worry that administrative costs consume too large a proportion of funds. If charities could reassure this group, perhaps with educational marketing, this may become less of a barrier.

Many young people also seem to have an appetite for altruism and, if charities can keep this enthusiastic group engaged, it's possible they will remain loyal for years to come.

Animal charities have the highest levels of satisfaction among supporters. Could other causes learn from them, or are Britons just inherently fond of animals?

Belief in the cause is the number one reason people donate to their chosen charity. However, it varies after that; charities could focus on the motivations that most apply to their supporters.

This white paper represents a small fraction of what we know about charities and their supporters. Get in touch to find out more.

## David Ellis

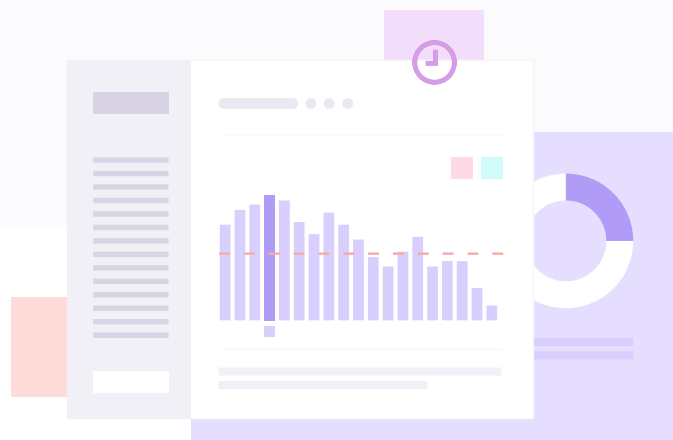
Director



+44 207 012 6000

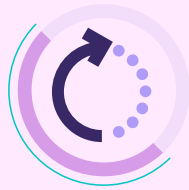


david.ellis@yougov.com



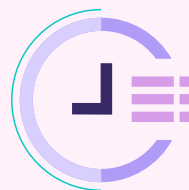


# The tools behind the research



## Plan and Track

YouGov's Plan & Track service combines the detailed audience segmentation power of Profiles with the brand tracking capabilities of BrandIndex. It helps clients understand and target key consumer segments, track the effectiveness of advertising, marketing and public relations strategies and campaigns, and measure brand perception on a continuous basis. All of this data is collected in the YouGov Cube, our connected data set which holds over 260,000 data variables collected from over 300,000 YouGov panellists in the UK. [Discover more](#)



## RealTime Research

YouGov RealTime research provides survey results as soon as the next day from our industry-leading omnibus and targeted research services, with live reporting on some services for an even quicker read on results. Whether you're looking for domestic or international research, YouGov's vast, engaged and highly profiled panel enables you to reach consumer and business audiences at a fraction of the cost of a typical ad-hoc study. [Discover more](#)



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