

one
poll.



Charity Awareness Survey Summary

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Sector preferences for donations

49% 

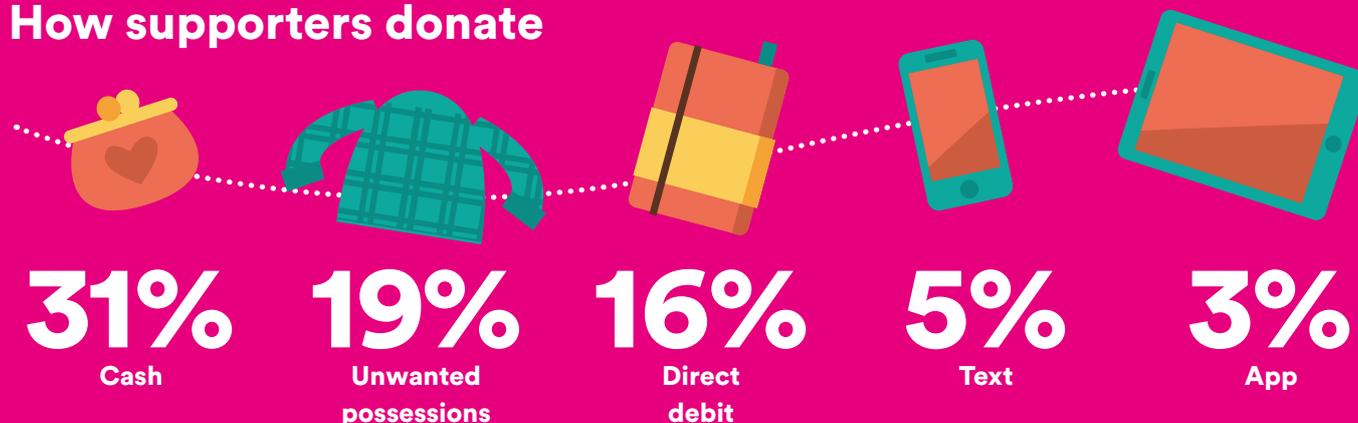
of UK adults currently donate to charities on a regular basis



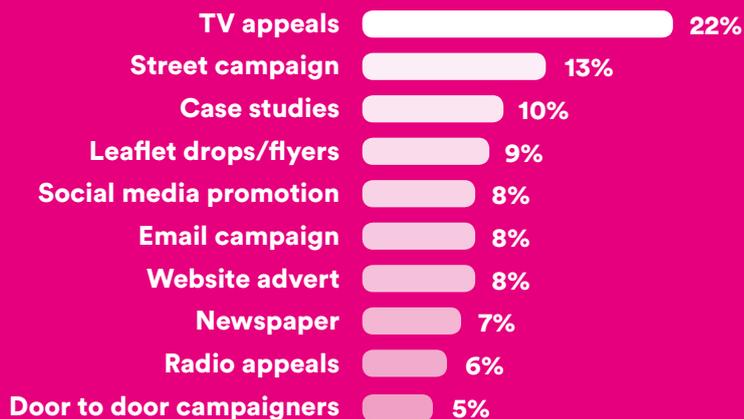
Charity sectors most likely to receive donations:



How supporters donate



Techniques most likely to encourage donations



Volunteering

29%

would consider volunteering for a charity in the future

21%

would be prepared to do so on a weekly basis

11%

of UK adults already volunteer



3 in 10

adults would not consider volunteering at all



£8.10

average donation to charities each month, including one-off payments in response to TV shows, canvassers, cold callers and so on

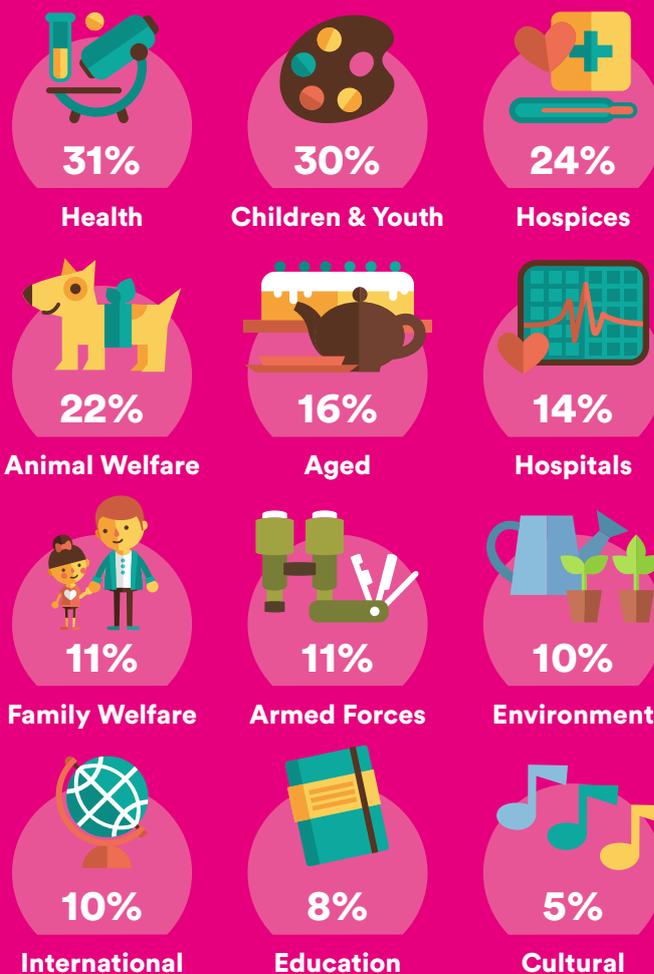
Fundraising support

9%



percentage of adults who regularly fundraise for charity

Sectors likely to receive fundraising efforts:



Top 10 scenarios that inspire UK adults to donate

1. If you felt passionately about the cause
2. If the charity had a personal impact on a loved one
3. If a family member asked you to sponsor them
4. If you knew someone who had received support or care from the charity
5. If a friend asked you to sponsor them
6. If you felt emotionally moved by someone's story
7. If you felt fortunate and therefore want to share with others
8. If your family had always donated to the same charity
9. If you were taught to donate to charity by your family
10. If you find it hard to say no when a charity campaigner knocks on the door



Donation fatigue



64% 

A resounding 64% of UK adults have experienced ‘donation fatigue’ – and felt tired of people asking for sponsorship, charities asking for donations and collection bags coming through the letter box

“I don’t like charity campaigners knocking at the door”

“I get collection bags for various charities landing on my door step every week”



“I get tired of the same charities appealing for donations”

“I’m fed up of constantly being asked to sponsor friends and family for bike rides, marathons etc.”



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Survey conducted on www.onepoll.com in June 2016.
Total number of respondents – 2,000 UK adults.