

Charities insight



Demographics

- Female (52%), Male (45%)
- **49% were between the age 18-22** (9% -16-17, 16% - 23-29, 12% - 30-39, 15% -40+)
- **78% of students were studying full time**, 17% were part time and 8% were other



Why:

- Of those who support or would like to support a charity, the majority of students choose their charity on its **ethical practices (93%)**, **how they spend their money (87%)**, or being able **see the benefits of donations (86%)**
- Only half of respondents thought that being a local or national charity was important

Key Findings:



- There is a high level of familiarity with most of the top UK charities. The most familiar being **Cancer Research, British Heart Foundation, Oxfam, British Red Cross and RSPCA**
- Although **40% of students already support a charity**, almost a third don't but would like to
- **Females** were significantly **more likely to currently support a charity** than males
- The majority of students will support a charity **for its cause**, or because they have **been directly affected**.

How:



- Those who currently support a charity do so by: **buying charity merchandise (37%)**, **volunteering (36%)**, **donating on the street (34%)**, **monthly bank transfer (32%)** and **taking part in fund-raising events (25%)**
- For those not already supporting, **volunteering** is by far the most popular choice (63%) followed by **buying charity merchandise (43%)**.
- Females were significantly more likely to buy merchandise, take part in fund-raising events or to volunteer.