

#GivingTuesday Tracker Wave 9 – December 2016

METHODOLOGY NOTE

ComRes interviewed 2032 GB adults aged 18+ between 30th November and 1st December 2016. Data were weighted by age, gender, region and socio-economic grade to be representative of all GB adults. ComRes is a member of the British Polling Council and abides by its rules.

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tom.mludzinski@comresglobal.com

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comresglobal.com

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 1

Q.1 In the last month, that is since 30th/31st of October, have you given to charity? (Please do not include the donation of goods or collecting sponsorship money from other people when answering)

Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2032	954	1078	218	300	343	363	306	502	590	581	369	492	214	851
Weighted base	2032	990	1042	236	352	334	362	293	455	547	547	443	496	239	911
Yes	1142 56%	533 54%	609 58% ^a	96 41%	169 48%	178 53% ^C	207 57% ^{CD}	174 60% ^{CD}	317 70% ^{CDEFG}	331 61% ^L	314 57% ^L	250 57% ^I	246 50%	139 58%	499 55%
No	875 43%	450 46% ^B	424 41%	137 58% ^{EFGH}	180 51% ^{FGH}	151 45% ^H	153 42% ^H	117 40% ^H	137 30%	214 39%	230 42%	189 43%	242 49% ^{Ij}	98 41%	406 45%
Don't know	16 1%	6 1%	9 1%	4 1%	3 1%	5 1%	2 1%	1 *	1 *	2 *	2 *	4 1%	8 2% ^{Ij}	2 1%	5 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
Overlap formulae used.

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 2

Q.1 In the last month, that is since 30th/31st of October, have you given to charity? (Please do not include the donation of goods or collecting sponsorship money from other people when answering)

Base: All respondents

	Region													Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Social Media Use			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)			Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	2032	163	97	1772	91	237	183	179	150	194	235	305	198	174	374	672	1574	1624	622
Weighted base	2032	177	104*	1752	85*	233	173	183	150	197	268	284	179	169	371	698	1583	1638	644
Yes	1142 56%	110 62%GK	61 59%	971 55%	52 62%g	143 61%GK	85 49%	110 60%gk	86 57%	105 53%	135 50%	157 55%	98 55%	98 58%	265 71%	396 57%	896 57%	925 56%	367 57%
No	875 43%	67 38%	43 41%	765 44%	33 38%	88 38%	86 50%AFh	72 39%	63 42%	91 46%	128 48%aF	127 45%	79 44%	69 41%	103 28%	300 43%	676 43%	700 43%	275 43%
Don't know	16 1%	-	-	16 1%	-	2 1%	1 1%	1 1%	2 1%	1 1%	5 2%l	1 *	2 1%	1 1%	3 1%	3 *	12 1%	13 1%	2 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 3

Q.2 How much do you estimate that you gave to charity in the last month? (Please do not include the donation of goods or collecting sponsorship money from other people when answering).

Base: All respondents who have given to charity in the last month

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1166	530	636	88	148	182	209	186	353	365	343	214	244	125	481
Weighted base	1142	533	609	96*	169	178	207	174	317	331	314	250	246	139	499
£1-£5	296 26%	139 26%	157 26%	41 43%DEFGH	46 27%h	45 25%	57 28%H	46 26%h	61 19%	71 22%	91 29%l	61 24%	73 30%l	37 26%	143 29%
£6-£10	237 21%	113 21%	124 20%	11 12%	40 24%CH	50 28%CH	51 24%CH	36 21%c	49 15%	67 20%	64 20%	58 23%	49 20%	34 24%	116 23%
£11-£15	79 7%	32 6%	47 8%	5 5%	10 6%	9 5%	12 6%	13 8%	30 9%e	27 8%	20 6%	11 5%	20 8%	9 7%	27 5%
£16-£20	125 11%	63 12%	62 10%	7 7%	17 10%	24 13%	16 8%	16 9%	45 14%cFg	56 17%JKL	33 10%	19 8%	17 7%	15 11%	59 12%
£21-£30	97 9%	52 10%	46 7%	9 10%	15 9%	9 5%	12 6%	18 10%e	35 11%ef	29 9%	22 7%	31 12%jL	15 6%	14 10%	40 8%
£31-£40	32 3%	14 3%	17 3%	- -	4 2%	2 1%	8 4%c	8 5%Ce	9 3%	10 3%	12 4%	4 1%	5 2%	5 4%	11 2%
£41-£50	42 4%	22 4%	20 3%	4 5%f	9 5%F	8 5%f	2 1%	8 5%f	9 3%	16 5%l	14 5%l	7 3%	4 2%	4 3%	20 4%
£51+	58 5%	34 6%b	24 4%	6 6%	6 4%	10 6%	9 4%	5 3%	22 7%g	26 8%jkl	13 4%	9 4%	10 4%	6 4%	23 5%
Can't remember	176 15%	63 12%	112 18%A	12 13%	22 13%	21 12%	40 19%e	24 14%	56 18%	28 9%	44 14%l	51 20%lj	52 21%lJ	14 10%	61 12%
Mean	26.70	32.20	21.49	20.70	22.24	42.83	18.95	18.78	30.98	43.10	20.43	18.43	18.29	21.87	27.90
Standard deviation	140.58	195.99	45.77	54.67	46.86	309.12	41.62	24.12	110.44	245.09	40.74	26.23	34.64	41.98	187.96
Standard error	4.47	9.03	2.01	6.19	4.13	24.44	3.18	1.91	6.47	13.39	2.38	2.02	2.51	3.97	9.15
Median	9.74	9.81	9.68	6.71	9.26	9.62	8.91	9.51	13.35	14.33	9.63	9.61	8.55	9.43	9.60

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
Overlap formulae used. * small base

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 4

Q.2 How much do you estimate that you gave to charity in the last month? (Please do not include the donation of goods or collecting sponsorship money from other people when answering).

Base: All respondents who have given to charity in the last month

	Region														Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Social Media Use			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Twitter (n)			Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)	
Unweighted base	1166	103	55	1008	56	146	93	111	88	111	122	170	111	102	278	393	907	937	363	
Weighted base	1142	110*	61*	971	52*	143	85*	110*	86*	105*	135	157	98	98*	265	396	896	925	367	
£1-£5	296 26%	22 21%	16 25%	258 27%	12 23%	34 24%	24 29%	33 30%	24 28%	27 26%	33 24%	45 28%	26 26%	26 26%	59 22%	109 27%	244 27%	252 27%	101 27%	
£6-£10	237 21%	25 23%	14 22%	199 20%	6 12%	32 22%	21 24%h	15 14%	15 17%	28 27%eH	28 21%	32 20%	22 22%	18 19%	45 17%	96 24%	184 21%	189 20%	91 25%	
£11-£15	79 7%	10 9%	2 3%	68 7%	6 12%bFh	5 4%	10 12%bFhk	5 4%	4 5%	12 11%bFhk	7 5%	9 6%	11 11%bFh	3 3%	15 6%	23 6%	57 6%	57 6%	23 6%	
£16-£20	125 11%	14 13%	5 8%	106 11%	3 7%	21 15%gm	5 6%	17 16%Gm	7 8%	12 12%	16 12%	18 12%	7 7%	16 16%	33 12%	51 13%	100 11%	103 11%	49 13%	
£21-£30	97 9%	13 12%	7 12%	77 8%	4 8%	11 8%	8 9%	11 10%	8 10%	9 9%	7 5%	11 7%	7 7%	8 8%	31 12%	29 7%	76 8%	80 9%	25 7%	
£31-£40	32 3%	1 1%	3 5%g	28 3%	2 3%	5 4%g	- -	1 1%	4 5%g	1 1%	7 5%agh	6 4%g	2 3%	4 4%	17 7%	10 3%	24 3%	25 3%	9 3%	
£41-£50	42 4%	2 2%	1 1%	39 4%	* 1%	6 4%	3 4%	4 4%	6 8%eJ	1 1%	7 5%j	6 4%	5 5%j	5 6%	18 7%	16 4%	32 4%	33 4%	14 4%	
£51+	58 5%	7 7%	3 5%	48 5%	1 2%	7 5%	4 5%	8 8%m	6 7%	5 5%	10 7%	5 3%	2 2%	5 5%	16 6%	19 5%	50 6%	52 6%	17 5%	
Can't remember	176 15%	15 14%	11 18%	149 15%	17 33%AFGHJKLM	21 15%	11 12%	15 14%	11 13%	10 9%	21 16%	25 16%	17 17%j	13 13%	30 11%	43 11%	128 14%	133 14%	38 10%	
Mean	26.70	24.02	17.76	27.55	16.02	20.57	21.68	59.40	24.891	16.81	42.81	17.28	21.40	26.86	32.90	21.14	23.81	24.09	20.28	
Standard deviation	140.58	51.84	18.70	151.33	23.25	28.54	59.68	395.54	38.03	23.44	166.69	20.12	53.98	59.22	117.57	47.47	73.32	73.31	44.94	
Standard error	4.47	5.53	2.73	5.18	3.82	2.56	6.55	40.58	4.36	2.34	16.19	1.69	5.63	6.28	7.47	2.53	2.63	2.59	2.49	
Median	9.74	9.98	9.30	9.73	9.22	9.44	9.11	9.84	9.71	9.34	9.67	9.62	9.10	9.79	14.90	9.67	9.72	9.72	9.66	

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 5

Q.3 The end of November/beginning of December typically marks the start of the Christmas shopping period. Which, if any, of the following have you heard of occurring around that time?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2032	954	1078	218	300	343	363	306	502	590	581	369	492	214	851
Weighted base	2032	990	1042	236	352	334	362	293	455	547	547	443	496	239	911
Black Friday	1959 96%	955 96%	1004 96%	229 97% ^d	329 93%	319 96%	356 98% ^{Deg}	280 96%	445 98% ^D	535 98% ^L	528 97% ^I	428 97%	467 94%	231 97%	876 96%
Cyber Monday	1601 79%	763 77%	838 80% ^a	189 80%	277 79%	277 83% ^H	291 80% ^h	230 78%	338 74%	452 83% ^{JL}	416 76%	356 80%	378 76%	184 77%	726 80%
Giving Tuesday	258 13%	129 13%	129 12%	30 13%	54 15% ^H	40 12%	52 14% ^h	37 13%	45 10%	75 14%	65 12%	47 11%	71 14%	16 7%	122 13% ^M
Surfing Sunday	47 2%	29 3% ^b	17 2%	7 3% ^f	11 3% ^f	12 4% ^F	4 1%	5 2%	8 2%	17 3%	10 2%	10 2%	10 2%	6 2%	24 3%
None of the above	41 2%	17 2%	24 2%	2 1%	9 3%	7 2%	5 1%	11 4% ^{cfh}	7 1%	9 2%	12 2%	5 1%	14 3%	4 2%	18 2%
Don't know	9 *	4 *	5 *	2 1%	1 *	2 1%	2 *	2 1%	1 *	- -	1 *	2 *	6 1% ^{lj}	- -	5 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
Overlap formulae used.

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 6

Q.3 The end of November/beginning of December typically marks the start of the Christmas shopping period. Which, if any, of the following have you heard of occurring around that time?

Base: All respondents

	Region													Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Social Media Use			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)			Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	2032	163	97	1772	91	237	183	179	150	194	235	305	198	174	374	672	1574	1624	622
Weighted base	2032	177	104*	1752	85*	233	173	183	150	197	268	284	179	169	371	698	1583	1638	644
Black Friday	1959 96%	171 97%	97 94%	1690 96%	83 98%	227 97%	170 98%bi	174 95%	141 94%	192 98%	256 95%	273 96%	175 98%i	163 96%	360 97%	677 97%	1533 97%	1584 97%	626 97%
Cyber Monday	1601 79%	146 83%Km	84 81%k	1370 78%	71 84%Km	184 79%	134 78%	140 77%	124 82%Km	163 83%Km	192 72%	229 81%Km	132 74%	129 76%	304 82%	580 83%	1272 80%	1321 81%	531 82%
Giving Tuesday	258 13%	33 19%DGHJI	21 21%DGHJI	204 12%	9 11%	32 13%GH	11 6%	12 6%	19 13%gh	19 10%	44 17%GHj	35 12%GH	23 13%GH	15 9%	86 23%	127 18%	209 13%	220 13%	117 18%
Surfing Sunday	47 2%	4 2%	6 6%dFGIM	38 2%	1 1%	2 1%	1 1%	7 4%glm	- -	4 2%	14 5%FGIM	6 2%i	1 1%	2 1%	18 5%	22 3%	37 2%	38 2%	20 3%
None of the above	41 2%	4 2%	2 2%	34 2%	2 2%	3 1%	3 2%	6 4%j	4 3%	1 1%	5 2%	8 3%	2 1%	3 2%	8 2%	10 1%	26 2%	26 2%	10 1%
Don't know	9 *	- -	- -	9 *	- -	3 1%	- -	- -	2 2%k	2 1%	- -	1 *	- -	1 1%	- -	1 *	7 *	8 *	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 7

Q.4 From which of the following sources, if any, did you hear about #GivingTuesday?

Base: All respondents aware of Giving Tuesday

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	248	113	135	26	41	46	49	39	47	76	68	43	61	17	110
Weighted base	258	129*	129	30**	54*	40*	52*	37*	45*	75*	65*	47*	71*	16**	122*
Facebook	87 34%	47 36%	40 31%	9 31%	27 50%FH	18 45%FH	11 20%	13 34%	9 20%	26 34%	17 27%	15 32%	28 40%	4 27%	48 39%
Online advertising	53 20%	21 16%	32 25%	5 18%	13 24%	11 28%	9 18%	6 16%	8 18%	16 22%	13 20%	10 21%	14 19%	3 18%	25 20%
Twitter	44 17%	28 22%b	16 12%	6 21%	17 32%FGH	13 33%FGH	3 7%	3 8%	1 2%	15 19%	13 19%	6 13%	11 15%	4 28%	23 19%
TV programme (including news)	34 13%	15 11%	19 15%	3 11%	5 9%	6 15%	5 10%	5 12%	10 21%	6 9%	9 14%	7 14%	11 16%	1 9%	10 8%
Online news article/story	25 10%	14 11%	11 9%	1 2%	6 10%	3 7%	8 16%	5 15%	2 5%	9 12%	3 4%	7 16%j	6 8%	2 11%	14 11%
Other Social media (e.g. LinkedIn)	19 7%	11 9%	8 6%	2 6%	8 15%F	3 8%	1 1%	2 5%	3 6%	8 11%	4 5%	4 9%	2 3%	-	10 8%
In a newspaper article	18 7%	8 6%	10 8%	2 5%	4 8%	3 9%	2 4%	1 2%	6 13%g	8 11%k	4 6%	1 2%	5 7%	1 4%	9 7%
Radio programme (including news)	15 6%	8 6%	6 5%	1 3%	3 5%	4 9%F	-	4 11%F	3 7%f	6 8%	5 8%	1 3%	3 4%	2 13%	6 5%
In newspaper advertising	13 5%	7 5%	7 5%	-	4 7%	* 1%	3 6%	1 3%	5 11%e	4 5%	5 7%	1 3%	4 5%	1 6%	7 6%
Radio advertising	10 4%	4 3%	6 5%	-	4 8%	3 8%h	1 3%	1 3%	-	3 4%	1 2%	4 8%	2 3%	3 19%	7 5%
In magazine advertising	4 1%	1 *	3 2%	-	3 6%	* 1%	-	-	-	2 3%	-	-	2 2%	-	2 2%
In a magazine article	2 1%	1 1%	2 1%	-	2 3%	-	-	-	1 2%	2 3%	-	-	-	-	2 1%
None of these	43 17%	18 14%	25 19%	8 27%	4 7%	1 3%	15 29%DE	7 20%E	8 17%E	6 8%	13 21%i	8 16%	16 22%l	3 19%	17 14%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 8

Q.4 From which of the following sources, if any, did you hear about #GivingTuesday?

Base: All respondents aware of Giving Tuesday

	Region														Social Media Use				
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	248	26	15	207	10	32	14	13	19	17	40	36	26	17	87	119	199	210	108
Weighted base	258	33**	21**	204	9**	32**	11**	12**	19**	19**	44*	35**	23**	15*	86*	127*	209	220	117*
Facebook	87 34%	13 39%	6 29%	67 33%	4 40%	6 19%	2 19%	3 30%	9 50%	11 59%	14 31%	11 31%	7 30%	2 13%	27 32%	56 44%	86 41%	87 39%	55 47%
Online advertising	53 20%	8 26%	8 37%	36 18%	1 15%	3 8%	2 15%	2 17%	2 13%	2 10%	13 28%	8 23%	4 17%	1 4%	27 32%	23 18%	41 20%	44 20%	20 17%
Twitter	44 17%	3 9%	4 19%	37 18%	1 11%	6 20%	4 42%	1 6%	3 17%	2 13%	11 24%	3 9%	5 21%	4 27%	16 19%	43 34%	36 17%	43 20%	36 31%
TV programme (including news)	34 13%	5 14%	-	29 14%	1 15%	4 14%	1 11%	2 14%	2 13%	2 9%	3 7%	8 24%	5 20%	3 18%	12 14%	13 10%	23 11%	24 11%	11 9%
Online news article/story	25 10%	2 7%	-	23 11%	2 19%	4 12%	1 6%	2 18%	1 6%	1 5%	6 14%	6 18%	-	2 13%	14 17%	12 10%	21 10%	21 10%	12 11%
Other Social media (e.g. LinkedIn)	19 7%	1 3%	-	18 9%	* 4%	1 4%	-	-	4 19%	2 11%	7 16%	3 9%	-	1 5%	6 7%	12 9%	16 8%	18 8%	11 9%
In a newspaper article	18 7%	2 6%	1 3%	15 8%	-	1 4%	2 18%	2 21%	2 9%	-	4 9%	2 6%	2 8%	1 8%	9 10%	11 8%	12 6%	15 7%	8 7%
Radio programme (including news)	15 6%	-	1 5%	14 7%	2 23%	2 5%	2 19%	1 12%	-	-	1 1%	5 14%	1 4%	1 3%	5 5%	7 5%	12 6%	12 6%	6 5%
In newspaper advertising	13 5%	1 4%	-	12 6%	1 12%	1 2%	1 9%	1 8%	1 4%	1 5%	2 4%	4 10%	1 5%	1 5%	5 6%	4 3%	7 3%	8 4%	3 2%
Radio advertising	10 4%	1 4%	-	8 4%	-	-	1 9%	-	1 7%	-	3 7%	2 5%	1 6%	-	7 8%	3 2%	9 4%	10 4%	2 2%
In magazine advertising	4 1%	-	-	4 2%	* 4%	-	-	-	1 5%	-	-	2 6%	-	-	4 4%	2 1%	4 2%	4 2%	2 2%
In a magazine article	2 1%	-	1 3%	2 1%	-	-	-	-	-	-	-	2 5%	-	-	2 2%	-	2 1%	2 1%	-
None of these	43 17%	6 17%	4 21%	33 16%	2 17%	9 29%	1 14%	2 20%	-	2 11%	7 15%	5 13%	5 20%	3 20%	13 15%	14 11%	32 15%	33 15%	14 12%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 9

Q.5 And from which of the following sources, if any, did you hear about #GivingTuesday?

Base: All respondents aware of Giving Tuesday

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	248	113	135	26	41	46	49	39	47	76	68	43	61	17	110
Weighted base	258	129*	129	30**	54*	40*	52*	37*	45*	75*	65*	47*	71*	16**	122*
From friends/family/ colleagues	46 18%	21 16%	25 20%	9 30%	10 18%	8 21%	6 11%	6 17%	7 15%	11 14%	18 27%il	9 19%	9 13%	1 5%	28 23%
From another charity	21 8%	8 6%	13 10%	5 16%	5 8%	1 4%	2 4%	6 16%efh	2 4%	5 7%	9 13%	3 7%	4 5%	2 12%	8 7%
ITV	19 7%	9 7%	10 8%	- -	4 8%	3 8%	3 5%	5 14%	4 9%	3 4%	2 3%	6 12%	8 11%	1 6%	6 5%
Cancer Research UK	17 7%	7 6%	10 8%	1 3%	5 9%	4 10%	5 9%	1 3%	1 2%	6 7%	3 4%	4 8%	5 6%	2 11%	9 8%
Sky TV	13 5%	5 4%	7 6%	2 6%	3 6%	6 15%FgH	- -	1 3%	1 2%	5 6%	3 4%	3 7%	2 3%	1 6%	7 6%
Global Radio	10 4%	2 1%	9 7%A	- -	3 5%	5 13%Fh	- -	1 4%	1 2%	4 6%	2 4%	1 2%	2 4%	1 9%	5 4%
Big Give	8 3%	2 2%	6 5%	- -	4 8%	4 10%FgH	- -	- -	- -	2 2%	- -	3 7%j	3 4%	1 4%	6 5%
BT	8 3%	2 1%	6 5%	- -	2 3%	3 9%g	2 3%	- -	1 2%	2 3%	4 5%	1 2%	1 1%	2 10%	5 4%
Morrisons	4 2%	1 1%	3 3%	- -	2 3%	2 5%	1 1%	- -	- -	4 5%	- -	1 1%	- -	1 5%	2 2%
RBS	4 1%	1 1%	3 2%	1 4%	1 2%	2 4%	- -	- -	- -	1 2%	- -	1 2%	1 1%	- -	3 2%
At a conference/event	2 1%	1 *	2 1%	- -	1 1%	2 5%	- -	- -	- -	- -	- -	1 2%	1 2%	1 4%	1 1%
Financial Times	2 1%	- -	2 1%	- -	- -	2 5%	- -	- -	- -	1 2%	- -	- -	1 1%	1 4%	1 1%
Other	51 20%	29 23%	22 17%	3 11%	11 21%	6 14%	14 27%	7 19%	10 23%	11 15%	14 21%	11 22%	16 23%	3 19%	23 19%
None of these	98 38%	54 42%	44 34%	13 44%	22 42%	10 25%	23 45%e	11 29%	19 42%	38 50%Jk	18 27%	15 31%	28 40%	6 35%	49 40%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 10

Q.5 And from which of the following sources, if any, did you hear about #GivingTuesday?

Base: All respondents aware of Giving Tuesday

	Region													Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Social Media Use			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)			Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	248	26	15	207	10	32	14	13	19	17	40	36	26	17	87	119	199	210	108
Weighted base	258	33**	21**	204	9**	32**	11**	12**	19**	19**	44*	35**	23**	15*	86*	127*	209	220	117*
From friends/family/colleagues	46 18%	2 7%	6 26%	38 19%	- -	4 12%	3 29%	2 15%	5 28%	1 4%	10 23%	11 30%	3 11%	1 4%	16 18%	24 19%	38 18%	40 18%	22 19%
From another charity	21 8%	1 3%	4 18%	16 8%	- -	1 4%	2 15%	2 13%	1 5%	1 4%	5 12%	2 5%	3 13%	1 4%	5 6%	10 8%	17 8%	18 8%	9 8%
ITV	19 7%	1 3%	- -	18 9%	1 8%	2 7%	1 9%	1 6%	3 14%	1 3%	3 7%	3 10%	4 15%	1 5%	9 11%	6 5%	17 8%	17 8%	6 5%
Cancer Research UK	17 7%	1 2%	1 5%	15 7%	* 4%	4 12%	- -	- -	1 5%	2 10%	5 11%	2 6%	1 4%	1 9%	10 12%	12 9%	16 7%	16 7%	11 9%
Sky TV	13 5%	2 6%	- -	11 5%	* 4%	- -	2 15%	- -	1 5%	- -	2 5%	3 9%	2 10%	1 4%	11 13%	9 7%	11 5%	12 6%	8 7%
Global Radio	10 4%	- -	1 5%	9 5%	2 20%	1 2%	- -	- -	1 5%	- -	2 5%	3 7%	1 6%	1 3%	7 8%	5 4%	10 5%	10 4%	5 5%
Big Give	8 3%	- -	- -	8 4%	- -	- -	- -	- -	- -	- -	6 15%	2 4%	- -	- -	4 5%	7 5%	6 3%	8 4%	5 4%
BT	8 3%	- -	- -	8 4%	1 11%	- -	- -	- -	- -	1 5%	3 6%	2 7%	1 3%	- -	6 7%	3 2%	5 2%	5 2%	2 2%
Morrisons	4 2%	- -	- -	4 2%	* 4%	2 5%	- -	- -	- -	- -	- -	2 7%	- -	2 10%	2 2%	1 1%	3 2%	3 2%	1 1%
RBS	4 1%	- -	- -	4 2%	* 4%	- -	- -	- -	1 5%	- -	2 5%	- -	- -	- -	3 3%	4 3%	4 2%	4 2%	4 3%
At a conference/event	2 1%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	2 4%	1 1%	- -	- -	2 3%	2 2%	2 1%	2 1%	2 1%
Financial Times	2 1%	- -	- -	2 1%	* 4%	- -	- -	- -	- -	- -	1 2%	1 2%	- -	- -	2 2%	1 1%	1 1%	2 1%	* *
Other	51 20%	8 23%	7 34%	37 18%	2 19%	10 31%	2 17%	5 40%	1 3%	1 6%	6 14%	9 26%	1 6%	3 22%	16 19%	23 18%	40 19%	41 18%	23 19%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes



Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 10

Q.5 And from which of the following sources, if any, did you hear about #GivingTuesday?

Base: All respondents aware of Giving Tuesday

	Region														Social Media Use				
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Weighted base	258	33**	21**	204	9**	32**	11**	12**	19**	19**	44*	35**	23**	15*	86*	127*	209	220	117*
None of these	98	19	6	74	5	9	4	4	9	13	15	9	7	6	32	51	83	86	48
	38%	56%	27%	36%	52%	28%	34%	32%	49%	68%	34%	25%	32%	38%	37%	40%	39%	39%	41%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 11

Q.6 #GivingTuesday is a global day of giving, which took place this year on the 29th of November. #GivingTuesday is an opportunity to come together to show the world why it is good to give. #GivingTuesday aims to encourage people to make a donation, volunteer time or just spread the word about a charitable cause. Which of the following, if any, did you do on #GivingTuesday this year?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2032	954	1078	218	300	343	363	306	502	590	581	369	492	214	851
Weighted base	2032	990	1042	236	352	334	362	293	455	547	547	443	496	239	911
NET: Anything	186 9%	93 9%	93 9%	23 10%gH	57 16%cFGH	46 14%FGH	23 6%	16 6%	21 5%	49 9%	42 8%	46 10%	50 10%	36 15%	100 11%
Made a donation as part of #GivingTuesday	69 3%	34 3%	36 3%	5 2%	20 6%cfH	15 5%h	9 3%	9 3%	11 2%	17 3%	17 3%	18 4%	18 4%	10 4%	40 4%
Told my friends, family or colleagues about #GivingTuesday	57 3%	33 3%	24 2%	7 3%H	22 6%FGH	17 5%FGH	6 2%	3 1%	3 1%	13 2%	10 2%	20 5%iJ	14 3%	14 6%n	28 3%
Told my friends, family or colleagues about a charitable cause as part of #GivingTuesday	44 2%	25 2%	19 2%	10 4%FGh	12 3%FG	11 3%FG	2 *	2 1%	7 2%	17 3%J	5 1%	11 2%j	11 2%j	12 5%N	19 2%
Spread the word on social media about a charitable cause as part of #GivingTuesday	42 2%	17 2%	25 2%	4 2%	17 5%cFGH	17 5%CFGH	3 1%	1 *	1 *	14 2%	11 2%	11 3%	6 1%	7 3%	25 3%
Volunteered time as part of #GivingTuesday	27 1%	13 1%	14 1%	5 2%gh	10 3%fGH	4 1%	3 1%	1 *	2 *	7 1%	5 1%	10 2%iI	4 1%	5 2%	12 1%
Raised money as part of #GivingTuesday (e.g. cake sale, raffle etc.)	21 1%	12 1%	9 1%	1 *	14 4%CEFGH	3 1%h	1 *	2 1%h	-	3 1%	8 1%	5 1%	5 1%	8 3%N	10 1%
Other	19 1%	8 1%	10 1%	-	4 1%	5 1%	4 1%	4 1%c	2 *	8 1%K	5 1%k	-	6 1%K	1 *	10 1%
None of the above	1846 91%	896 91%	949 91%	213 90%d	295 84%	288 86%	339 94%DE	276 94%cDE	434 95%CDE	498 91%	505 92%	397 90%	446 90%	204 85%	811 89%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
Overlap formulae used.

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 12

Q.6 #GivingTuesday is a global day of giving, which took place this year on the 29th of November. #GivingTuesday is an opportunity to come together to show the world why it is good to give. #GivingTuesday aims to encourage people to make a donation, volunteer time or just spread the word about a charitable cause. Which of the following, if any, did you do on #GivingTuesday this year?

Base: All respondents

	Region													Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Social Media Use			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)			Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	2032	163	97	1772	91	237	183	179	150	194	235	305	198	174	374	672	1574	1624	622
Weighted base	2032	177	104*	1752	85*	233	173	183	150	197	268	284	179	169	371	698	1583	1638	644
NET: Anything	186 9%	20 11%ljM	10 10%	156 9%	9 11%im	23 10%im	13 8%	19 10%im	7 4%	11 6%	42 16%fGIJLM	24 8%	8 5%	17 10%	60 16%	101 14%	162 10%	169 10%	94 15%
Made a donation as part of #GivingTuesday	69 3%	7 4%	4 4%	58 3%	5 6%gJm	8 3%	3 2%	6 3%	3 2%	3 2%	17 6%giJIM	8 3%	4 2%	7 4%	33 9%	40 6%	56 4%	60 4%	35 5%
Told my friends, family or colleagues about #GivingTuesday	57 3%	3 2%	3 3%	51 3%	3 4%	10 4% <i>m</i>	5 3%	3 2%	2 1%	3 2%	16 6%ahlJIM	7 2%	2 1%	8 5%	22 6%	34 5%	52 3%	55 3%	31 5%
Told my friends, family or colleagues about a charitable cause as part of #GivingTuesday	44 2%	6 3% <i>M</i>	-	38 2%	3 4% <i>bM</i>	5 2% <i>M</i>	3 2% <i>m</i>	4 2% <i>m</i>	2 2%	3 1%	12 4% <i>bM</i>	6 2% <i>m</i>	-	4 2%	14 4%	18 3%	39 2%	40 2%	17 3%
Spread the word on social media about a charitable cause as part of #GivingTuesday	42 2%	4 2% <i>i</i>	-	38 2%	1 1%	6 3% <i>i</i>	2 1%	3 2%	-	3 2%	12 5% <i>bl</i>	7 3% <i>i</i>	3 2%	5 3%	20 5%	28 4%	38 2%	42 3%	24 4%
Volunteered time as part of #GivingTuesday	27 1%	-	4 4% <i>dAJM</i>	22 1%	* *	4 2% <i>m</i>	2 1%	4 2% <i>ajm</i>	1 1%	-	7 3% <i>aJM</i>	4 1%	-	3 2%	8 2%	15 2%	24 1%	24 1%	15 2%
Raised money as part of #GivingTuesday (e.g. cake sale, raffle etc.)	21 1%	-	1 1%	20 1%	2 2% <i>am</i>	1 *	2 1%	1 1%	1 *	1 *	7 2% <i>ajM</i>	6 2% <i>am</i>	-	1 1%	6 2%	14 2%	19 1%	21 1%	13 2%
Other	19 1%	3 2%	2 2%	14 1%	-	2 1%	1 *	3 2%	1 *	5 2% <i>k</i>	1 *	2 1%	1 *	-	3 1%	9 1%	17 1%	17 1%	9 1%
None of the above	1846 91%	157 89%	93 90%	1596 91%	76 89%	210 90% <i>k</i>	159 92% <i>K</i>	164 90%	144 96% <i>AefhK</i>	186 94% <i>aK</i>	226 84%	260 92% <i>K</i>	170 95% <i>AefhK</i>	152 90%	311 84%	597 86%	1421 90%	1469 90%	550 85%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 13
Q.7 To what extent do you agree or disagree with each of the following statements about #GivingTuesday?

Summary

Base: All respondents aware of Giving Tuesday

	Statements			
	#GivingTuesday inspired me to do something for charity I wouldn't normally do	I am likely to do something for charity in the future as a result of #GivingTuesday	#GivingTuesday made me aware of charities I hadn't previously heard of	I am more negative towards charities as a result of #GivingTuesday
Unweighted base	248	248	248	248
Weighted base	258	258	258	258
NET: Agree	42 16%	85 33%	72 28%	36 14%
Strongly agree (4)	10 4%	25 9%	18 7%	22 8%
Tend to agree (3)	32 12%	60 23%	54 21%	15 6%
Tend to disagree (2)	91 35%	55 21%	78 30%	80 31%
Strongly disagree (1)	92 36%	75 29%	87 34%	111 43%
NET: Disagree	183 71%	131 51%	165 64%	191 74%
Not applicable	19 7%	9 3%	10 4%	17 7%
Don't know	14 5%	35 13%	11 4%	15 6%
Mean	1.82	2.16	2.02	1.77
Standard deviation	0.84	1.03	0.95	0.94
Standard error	0.06	0.07	0.06	0.06

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 14

Q.7 To what extent do you agree or disagree with each of the following statements about #GivingTuesday?

#GivingTuesday inspired me to do something for charity I wouldn't normally do

Base: All respondents aware of Giving Tuesday

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	248	113	135	26	41	46	49	39	47	76	68	43	61	17	110
Weighted base	258	129*	129	30**	54*	40*	52*	37*	45*	75*	65*	47*	71*	16**	122*
NET: Agree	42 16%	16 13%	26 20%	* 2%	14 25%	9 22%	8 16%	6 15%	5 12%	12 16%	9 13%	6 13%	15 22%	4 28%	20 17%
Strongly agree	(4) 10 4%	4 3%	6 4%	- -	4 8%	3 8%gh	3 6%	- -	- -	7 9%J	- -	2 4%	2 2%	- -	8 7%
Tend to agree	(3) 32 12%	12 9%	20 16%	* 2%	9 18%	6 14%	5 10%	6 15%	5 12%	5 7%	9 13%	4 9%	14 20%i	4 28%	12 10%
Tend to disagree	(2) 91 35%	38 29%	53 41%a	16 54%	17 32%	15 38%	16 30%	12 32%	15 33%	32 42%i	25 39%	16 34%	18 25%	5 30%	52 43%
Strongly disagree	(1) 92 36%	59 45%B	34 26%	9 31%	12 22%	10 26%	24 45%De	17 47%De	20 44%de	23 30%	25 39%	19 40%	25 36%	4 23%	37 31%
NET: Disagree	183 71%	96 74%	87 67%	26 85%	29 54%	26 64%	39 75%d	29 79%D	35 77%D	54 72%	51 78%i	35 74%	43 61%	8 53%	89 73%
Not applicable	19 7%	11 8%	8 6%	2 6%	4 8%	4 10%	4 8%	1 2%	4 8%	4 5%	4 6%	5 10%	7 9%	2 13%	8 6%
Don't know	14 5%	6 4%	8 7%	2 7%	7 13%fh	2 4%	1 1%	2 5%	1 2%	5 7%	2 3%	2 4%	5 8%	1 6%	5 4%
Mean	1.82	1.66	1.98A	1.66	2.14	2.04gH	1.74	1.67	1.64	1.94	1.72	1.73	1.85	2.06	1.92
Standard deviation	0.84	0.82	0.83	0.52	0.95	0.92	0.90	0.75	0.71	0.92	0.71	0.83	0.87	0.82	0.86
Standard error	0.06	0.08	0.08	0.11	0.16	0.15	0.14	0.13	0.11	0.11	0.09	0.14	0.12	0.22	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 15

Q.7 To what extent do you agree or disagree with each of the following statements about #GivingTuesday?

#GivingTuesday inspired me to do something for charity I wouldn't normally do

Base: All respondents aware of Giving Tuesday

	Region													Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Social Media Use			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)			Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	248	26	15	207	10	32	14	13	19	17	40	36	26	17	87	119	199	210	108
Weighted base	258	33**	21**	204	9**	32**	11**	12**	19**	19**	44*	35**	23**	15*	86*	127*	209	220	117*
NET: Agree	42 16%	4 13%	1 3%	37 18%	4 39%	3 10%	2 18%	- -	3 16%	3 16%	9 20%	10 28%	4 15%	1 5%	18 21%	21 17%	35 17%	39 18%	18 16%
Strongly agree	(4) 10 4%	- -	- -	10 5%	* 4%	1 2%	- -	- -	1 5%	3 16%	1 3%	4 11%	- -	- -	6 8%	3 2%	9 4%	9 4%	3 3%
Tend to agree	(3) 32 12%	4 13%	1 3%	27 13%	3 35%	2 8%	2 18%	- -	2 11%	- -	8 18%	6 16%	4 15%	1 5%	12 14%	18 15%	26 12%	29 13%	15 13%
Tend to disagree	(2) 91 35%	10 31%	7 31%	74 36%	2 26%	12 39%	4 36%	5 42%	4 19%	10 50%	16 37%	12 35%	9 39%	8 51%	23 27%	45 35%	75 36%	78 35%	42 36%
Strongly disagree	(1) 92 36%	13 41%	14 65%	65 32%	2 18%	13 42%	3 31%	4 36%	9 46%	5 24%	13 28%	9 26%	8 33%	5 31%	36 42%	42 33%	72 34%	74 34%	40 35%
NET: Disagree	183 71%	24 71%	21 97%	139 68%	4 43%	26 81%	7 67%	9 79%	12 64%	14 74%	29 65%	21 61%	17 72%	12 81%	59 69%	87 69%	147 70%	151 69%	83 71%
Not applicable	19 7%	3 10%	- -	15 8%	2 17%	3 9%	1 5%	2 21%	3 15%	2 8%	1 2%	2 6%	1 2%	2 14%	5 6%	9 7%	15 7%	17 8%	7 6%
Don't know	14 5%	2 6%	- -	12 6%	- -	- -	1 10%	- -	1 4%	* 3%	6 13%	2 5%	2 10%	- -	3 3%	9 7%	12 6%	13 6%	9 7%
Mean	1.82	1.68	1.38	1.90	2.31	1.67	1.86	1.54	1.70	2.08	1.94	2.14	1.79	1.70	1.85	1.84	1.85	1.86	1.81
Standard deviation	0.84	0.74	0.56	0.86	0.92	0.75	0.79	0.53	0.97	1.01	0.82	1.00	0.73	0.59	0.97	0.81	0.85	0.85	0.80
Standard error	0.06	0.16	0.15	0.06	0.31	0.14	0.23	0.17	0.25	0.27	0.14	0.18	0.15	0.15	0.11	0.08	0.06	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 16

Q.7 To what extent do you agree or disagree with each of the following statements about #GivingTuesday?

I am likely to do something for charity in the future as a result of #GivingTuesday

Base: All respondents aware of Giving Tuesday

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	248	113	135	26	41	46	49	39	47	76	68	43	61	17	110
Weighted base	258	129*	129	30**	54*	40*	52*	37*	45*	75*	65*	47*	71*	16**	122*
NET: Agree	85 33%	40 31%	44 34%	10 32%	24 44%h	16 41%	14 27%	10 27%	11 24%	25 34%	21 33%	13 28%	24 34%	8 48%	46 37%
Strongly agree	(4) 25 9%	9 7%	15 12%	1 2%	11 20%fGH	8 21%FGH	3 5%	1 2%	2 3%	6 8%	4 6%	8 16%	7 10%	1 6%	18 15%
Tend to agree	(3) 60 23%	31 24%	29 23%	9 30%	13 25%	8 20%	11 22%	9 25%	9 20%	20 26%k	17 27%k	6 12%	17 25%	7 43%	28 23%
Tend to disagree	(2) 55 21%	27 21%	29 22%	6 20%	8 15%	15 37%DG	12 23%	4 10%	10 23%	19 25%	10 16%	11 24%	15 22%	2 15%	30 25%
Strongly disagree	(1) 75 29%	48 37%B	28 21%	7 23%	15 28%	6 15%	17 33%e	14 36%E	17 38%E	21 28%	23 35%	13 27%	19 26%	4 23%	28 23%
NET: Disagree	131 51%	74 58%b	56 44%	13 43%	23 43%	21 52%	29 56%	17 47%	27 61%	39 52%	33 51%	24 51%	34 48%	6 38%	58 48%
Not applicable	9 3%	4 3%	4 3%	2 6%	1 2%	1 1%	2 4%	1 2%	2 5%	2 3%	1 2%	1 3%	4 5%	1 8%	5 4%
Don't know	35 13%	11 8%	24 18%A	6 19%	6 10%	2 6%	7 13%	9 24%E	5 11%	8 11%	9 14%	9 18%	9 12%	1 6%	13 11%
Mean	2.16	2.02	2.32a	2.15	2.42	2.51H	1.99	1.90	1.87	2.16	2.04	2.22	2.22	2.36	2.34
Standard deviation	1.03	1.01	1.04	0.91	1.17	1.02	0.96	0.98	0.92	0.99	1.02	1.14	1.03	0.98	1.06
Standard error	0.07	0.10	0.10	0.22	0.19	0.16	0.15	0.19	0.15	0.12	0.14	0.20	0.15	0.25	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 17

Q.7 To what extent do you agree or disagree with each of the following statements about #GivingTuesday?

I am likely to do something for charity in the future as a result of #GivingTuesday

Base: All respondents aware of Giving Tuesday

	Region													Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Social Media Use			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)			Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	248	26	15	207	10	32	14	13	19	17	40	36	26	17	87	119	199	210	108
Weighted base	258	33**	21**	204	9**	32**	11**	12**	19**	19**	44*	35**	23**	15*	86*	127*	209	220	117*
NET: Agree	85 33%	10 30%	6 27%	69 34%	4 39%	8 24%	4 41%	2 15%	5 25%	8 44%	18 40%	12 33%	9 38%	6 37%	30 35%	55 44%	71 34%	78 35%	49 42%
Strongly agree	(4) 25 9%	4 13%	1 3%	19 10%	* 4%	3 11%	1 6%	1 7%	1 3%	1 3%	8 17%	5 15%	- -	2 13%	12 14%	17 13%	19 9%	23 10%	13 11%
Tend to agree	(3) 60 23%	6 17%	5 23%	50 24%	3 35%	4 14%	4 35%	1 8%	4 22%	8 40%	10 23%	6 18%	9 38%	4 24%	19 22%	38 30%	52 25%	55 25%	35 30%
Tend to disagree	(2) 55 21%	9 26%	3 16%	43 21%	4 43%	8 26%	3 30%	4 36%	1 5%	3 14%	7 17%	7 19%	6 25%	4 25%	22 26%	24 19%	45 22%	46 21%	23 19%
Strongly disagree	(1) 75 29%	9 27%	10 49%	56 27%	2 18%	11 34%	3 24%	3 23%	6 34%	4 20%	12 26%	10 29%	6 25%	2 16%	22 25%	34 27%	58 28%	60 27%	33 28%
NET: Disagree	131 51%	18 53%	14 65%	99 49%	6 61%	19 61%	6 54%	7 59%	7 40%	7 35%	19 43%	17 48%	12 51%	6 41%	44 51%	58 46%	103 49%	106 48%	55 47%
Not applicable	9 3%	1 2%	- -	8 4%	- -	2 6%	- -	2 17%	1 7%	- -	- -	1 4%	1 5%	1 8%	2 2%	3 2%	7 4%	7 3%	3 2%
Don't know	35 13%	5 15%	2 8%	28 14%	- -	3 9%	1 5%	1 10%	5 29%	4 22%	7 17%	5 14%	1 6%	2 14%	10 11%	11 9%	28 13%	28 13%	10 9%
Mean	2.16	2.19	1.79	2.19	2.26	2.01	2.23	2.00	1.91	2.34	2.38	2.23	2.14	2.45	2.27	2.34	2.18	2.22	2.28
Standard deviation	1.03	1.08	0.97	1.03	0.83	1.05	0.95	0.96	1.08	0.94	1.15	1.14	0.85	1.05	1.06	1.07	1.02	1.04	1.05
Standard error	0.07	0.24	0.26	0.08	0.26	0.20	0.26	0.32	0.31	0.27	0.20	0.22	0.18	0.28	0.12	0.10	0.08	0.08	0.11

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 18

Q.7 To what extent do you agree or disagree with each of the following statements about #GivingTuesday?

#GivingTuesday made me aware of charities I hadn't previously heard of

Base: All respondents aware of Giving Tuesday

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	248	113	135	26	41	46	49	39	47	76	68	43	61	17	110
Weighted base	258	129*	129	30**	54*	40*	52*	37*	45*	75*	65*	47*	71*	16**	122*
NET: Agree	72 28%	33 26%	39 30%	8 26%	17 32%	16 41%Fh	9 18%	12 32%	10 23%	23 30%	20 31%	12 25%	18 25%	4 28%	36 29%
Strongly agree	(4) 18 7%	5 4%	13 10%	2 8%	7 12%F	6 16%FG	- -	1 2%	2 5%	5 7%	4 6%	3 6%	6 9%	1 4%	10 8%
Tend to agree	(3) 54 21%	28 22%	26 20%	5 18%	11 20%	10 25%	9 18%	11 30%	8 17%	17 23%	16 25%	9 19%	11 16%	4 24%	26 21%
Tend to disagree	(2) 78 30%	38 29%	40 31%	5 17%	17 31%	11 28%	27 51%dEGH	8 21%	11 24%	24 31%	20 31%	15 31%	19 27%	6 37%	50 41%
Strongly disagree	(1) 87 34%	50 38%	37 29%	13 43%	15 28%	11 27%	13 26%	16 44%	18 41%	22 30%	21 32%	19 39%	25 35%	3 16%	30 24%
NET: Disagree	165 64%	88 68%	77 60%	18 60%	32 59%	22 55%	40 77%E	24 65%	29 65%	46 61%	41 64%	33 70%	44 62%	8 53%	80 66%
Not applicable	10 4%	3 3%	7 5%	3 10%	1 2%	1 2%	2 4%	- -	3 7%	2 3%	3 4%	1 3%	4 5%	1 8%	5 4%
Don't know	11 4%	5 4%	6 5%	1 5%	4 7%	1 3%	1 2%	1 3%	2 5%	4 6%	1 1%	1 2%	5 7%	2 11%	1 1%
Mean	2.02	1.91	2.13	1.88	2.18	2.31fgh	1.92	1.90	1.85	2.08	2.05	1.90	1.99	2.20	2.14
Standard deviation	0.95	0.91	0.99	1.05	1.03	1.07	0.68	0.93	0.95	0.95	0.93	0.93	1.00	0.85	0.90
Standard error	0.06	0.09	0.09	0.23	0.17	0.16	0.10	0.15	0.15	0.11	0.12	0.15	0.14	0.23	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 19

Q.7 To what extent do you agree or disagree with each of the following statements about #GivingTuesday?

#GivingTuesday made me aware of charities I hadn't previously heard of

Base: All respondents aware of Giving Tuesday

	Region													Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Social Media Use			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)			Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	248	26	15	207	10	32	14	13	19	17	40	36	26	17	87	119	199	210	108
Weighted base	258	33**	21**	204	9**	32**	11**	12**	19**	19**	44*	35**	23**	15*	86*	127*	209	220	117*
NET: Agree	72 28%	8 23%	5 22%	60 30%	4 42%	4 13%	4 35%	1 12%	10 55%	3 17%	15 33%	10 29%	9 37%	3 22%	29 33%	42 33%	62 30%	67 31%	37 32%
Strongly agree	(4) 18 7%	3 9%	1 3%	15 7%	* 4%	1 2%	1 6%	1 7%	2 10%	* 3%	4 8%	4 12%	2 8%	- -	8 9%	8 6%	16 8%	17 8%	7 6%
Tend to agree	(3) 54 21%	5 14%	4 18%	46 22%	3 38%	3 11%	3 29%	1 5%	9 46%	3 15%	11 25%	6 17%	7 28%	3 22%	21 24%	34 27%	46 22%	51 23%	30 26%
Tend to disagree	(2) 78 30%	10 31%	2 8%	66 33%	3 32%	12 37%	4 42%	5 41%	4 22%	7 38%	14 32%	10 28%	7 30%	5 33%	29 33%	38 30%	70 33%	71 32%	36 31%
Strongly disagree	(1) 87 34%	14 43%	15 70%	58 28%	2 18%	12 39%	2 17%	3 23%	2 11%	6 33%	11 25%	14 40%	6 24%	4 27%	26 30%	39 31%	62 29%	65 30%	35 30%
NET: Disagree	165 64%	24 73%	17 78%	124 61%	5 50%	24 76%	6 59%	7 63%	6 33%	14 71%	26 58%	24 68%	13 54%	9 59%	54 63%	76 60%	131 63%	136 62%	72 61%
Not applicable	10 4%	1 2%	-	9 5%	-	1 4%	1 6%	2 17%	2 12%	1 6%	1 2%	1 2%	1 3%	1 8%	2 2%	3 3%	8 4%	9 4%	3 2%
Don't know	11 4%	1 2%	-	10 5%	1 8%	2 7%	-	1 8%	-	1 6%	3 8%	* 1%	2 6%	2 10%	1 1%	6 4%	8 4%	8 3%	6 5%
Mean	2.02	1.89	1.55	2.09	2.30	1.74	2.25	1.96	2.61	1.85	2.18	2.01	2.23	1.94	2.13	2.09	2.09	2.09	2.08
Standard deviation	0.95	0.99	0.93	0.93	0.88	0.79	0.86	0.92	0.87	0.82	0.96	1.05	0.97	0.81	0.96	0.94	0.94	0.94	0.93
Standard error	0.06	0.20	0.24	0.07	0.29	0.15	0.24	0.29	0.21	0.21	0.16	0.18	0.20	0.22	0.11	0.09	0.07	0.07	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

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Absolutes/col percents

Table 20

Q.7 To what extent do you agree or disagree with each of the following statements about #GivingTuesday?

I am more negative towards charities as a result of #GivingTuesday

Base: All respondents aware of Giving Tuesday

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	248	113	135	26	41	46	49	39	47	76	68	43	61	17	110
Weighted base	258	129*	129	30**	54*	40*	52*	37*	45*	75*	65*	47*	71*	16**	122*
NET: Agree	36 14%	23 18%	13 10%	5 16%	8 14%	5 13%	4 7%	4 12%	10 23%f	8 11%	5 8%	6 13%	17 24%ij	3 19%	10 8%
Strongly agree	(4) 22 8%	16 12%B	6 4%	4 13%	6 11%	3 7%	1 3%	3 8%	5 11%	5 6%	3 4%	3 7%	11 15%j	1 4%	7 6%
Tend to agree	(3) 15 6%	7 5%	8 6%	1 4%	2 3%	2 6%	2 5%	1 4%	5 12%	4 5%	2 4%	3 6%	6 8%	2 15%	3 3%
Tend to disagree	(2) 80 31%	40 31%	40 31%	10 34%	13 25%	13 34%	20 39%	9 25%	13 30%	25 34%	24 38%l	16 34%	14 19%	6 38%	47 39%
Strongly disagree	(1) 111 43%	51 39%	60 47%	13 43%	26 48%	18 44%	22 43%	17 45%	16 35%	29 39%	26 40%	21 45%	34 48%	4 22%	53 43%
NET: Disagree	191 74%	91 70%	100 78%	23 77%	39 72%	31 78%	43 82%	26 70%	29 65%	55 73%	50 78%	38 80%	48 67%	10 60%	100 82%
Not applicable	17 7%	10 8%	6 5%	1 4%	3 5%	2 6%	3 5%	4 11%	4 9%	6 8%	5 7%	4 8%	3 4%	2 14%	7 6%
Don't know	15 6%	5 4%	9 7%	1 3%	5 8%	2 4%	3 6%	3 7%	2 4%	7 9%k	5 7%k	-	4 5%	1 6%	5 4%
Mean	1.77	1.90b	1.64	1.85	1.74	1.74	1.63	1.69	1.98	1.74	1.67	1.72	1.90	2.02	1.67
Standard deviation	0.94	1.04	0.82	1.03	1.03	0.91	0.72	0.96	1.03	0.88	0.78	0.88	1.14	0.86	0.81
Standard error	0.06	0.10	0.08	0.21	0.17	0.14	0.11	0.18	0.16	0.11	0.10	0.14	0.15	0.23	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 21

Q.7 To what extent do you agree or disagree with each of the following statements about #GivingTuesday?

I am more negative towards charities as a result of #GivingTuesday

Base: All respondents aware of Giving Tuesday

	Region													Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Social Media Use			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)			Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	248	26	15	207	10	32	14	13	19	17	40	36	26	17	87	119	199	210	108
Weighted base	258	33**	21**	204	9**	32**	11**	12**	19**	19**	44*	35**	23**	15*	86*	127*	209	220	117*
NET: Agree	36 14%	4 13%	-	32 16%	2 23%	3 10%	2 17%	2 20%	3 15%	2 9%	9 21%	6 17%	3 12%	-	12 14%	18 14%	26 13%	29 13%	16 14%
Strongly agree	(4) 22 8%	3 8%	-	19 9%	1 15%	2 7%	-	2 15%	2 10%	-	5 11%	5 14%	2 8%	-	7 9%	10 8%	14 6%	16 7%	8 7%
Tend to agree	(3) 15 6%	1 4%	-	13 6%	1 8%	1 3%	2 17%	1 5%	1 5%	2 9%	4 10%	1 3%	1 4%	-	4 5%	8 6%	13 6%	13 6%	8 7%
Tend to disagree	(2) 80 31%	11 35%	11 52%	57 28%	1 15%	6 20%	3 32%	4 36%	8 42%	7 34%	13 29%	9 26%	5 22%	4 25%	26 30%	35 28%	66 32%	68 31%	33 28%
Strongly disagree	(1) 111 43%	15 46%	9 45%	86 42%	4 45%	16 52%	3 31%	3 27%	6 31%	8 42%	16 36%	16 46%	13 56%	9 58%	40 46%	58 46%	89 43%	94 43%	53 45%
NET: Disagree	191 74%	27 81%	21 97%	143 70%	5 60%	23 72%	7 64%	7 64%	14 73%	15 76%	29 65%	25 72%	18 78%	13 83%	66 77%	94 74%	155 74%	163 74%	86 74%
Not applicable	17 7%	1 3%	-	16 8%	2 17%	4 14%	-	1 10%	1 7%	1 8%	1 3%	3 8%	2 8%	1 9%	4 4%	5 4%	14 7%	14 6%	5 5%
Don't know	15 6%	1 3%	1 3%	13 6%	-	1 4%	2 20%	1 6%	1 4%	1 7%	5 11%	1 3%	1 2%	1 8%	5 5%	10 8%	14 7%	15 7%	9 8%
Mean	1.77	1.73	1.54	1.80	1.91	1.58	1.82	2.09	1.93	1.62	1.94	1.82	1.61	1.30	1.73	1.74	1.73	1.74	1.72
Standard deviation	0.94	0.92	0.51	0.98	1.24	0.94	0.80	1.10	0.96	0.69	1.03	1.09	0.96	0.48	0.94	0.95	0.89	0.91	0.92
Standard error	0.06	0.19	0.14	0.07	0.41	0.19	0.24	0.33	0.23	0.19	0.17	0.19	0.20	0.13	0.11	0.09	0.07	0.07	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

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Absolutes/col percents

Table 22
Q.8 Which, if any, of the following organisations have you heard of?
Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2032	954	1078	218	300	343	363	306	502	590	581	369	492	214	851
Weighted base	2032	990	1042	236	352	334	362	293	455	547	547	443	496	239	911
Cancer Research UK	1932 95%	929 94%	1003 96%A	206 87%	316 90%	321 96%CD	354 98%CD	288 98%CD	447 98%CD	522 95%	525 96%I	422 95%	463 93%	224 93%	858 94%
Age UK	1815 89%	868 88%	947 91%A	182 77%	276 79%	285 85%CD	336 93%CDE	287 98%CDEF	448 98%CDEF	493 90%	488 89%	401 91%	433 87%	205 85%	790 87%
Christian Aid	1665 82%	810 82%	855 82%	137 58%	241 69%C	268 80%CD	323 89%CDE	270 92%CDE	426 93%CDEF	468 86%jkl	446 82%	360 81%	391 79%	183 77%	711 78%
Royal Society for the Protection of Birds (RSPB)	1589 78%	795 80%B	794 76%	104 44%	208 59%C	253 76%CD	319 88%CDE	274 94%CDEF	430 94%CDEF	449 82%Jkl	415 76%	342 77%	383 77%	179 75%	662 73%
Virgin Money	1186 58%	646 65%B	540 52%	98 42%	171 49%	194 58%CD	232 64%CD	197 67%CDE	293 64%CDe	357 65%jkl	326 60%L	250 56%	252 51%	142 59%	538 59%
JustGiving	1100 54%	480 49%	619 59%A	144 61%GH	225 64%fGH	210 63%fGH	203 56%GH	130 45%	187 41%	345 63%KL	321 59%KL	223 50%L	211 43%	149 62%	532 58%
Disasters Emergency Committee (DEC)	592 29%	333 34%B	259 25%	25 11%	78 22%C	100 30%CD	113 31%CD	100 34%CD	176 39%CDEF	211 39%JKL	147 27%	107 24%	127 26%	62 26%	250 27%
Charities Aid Foundation (CAF)	371 18%	195 20%	175 17%	16 7%	51 14%C	62 18%C	70 19%C	64 22%CD	108 24%CDe	134 25%JKL	82 15%	79 18%	76 15%	40 17%	146 16%
None of the above	35 2%	23 2%b	12 1%	13 6%EFGH	11 3%EGH	2 1%	6 2%	1 *	2 1%	7 1%	6 1%	6 1%	16 3%iJK	2 1%	22 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
Overlap formulae used.

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 23
Q.8 Which, if any, of the following organisations have you heard of?
Base: All respondents

	Region														Social Media Use				
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Nearest city Manchester (n)	Aware Charities Aid Foundation (CAF) (o)	Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	2032	163	97	1772	91	237	183	179	150	194	235	305	198	174	374	672	1574	1624	622
Weighted base	2032	177	104*	1752	85*	233	173	183	150	197	268	284	179	169	371	698	1583	1638	644
Cancer Research UK	1932 95%	170 96%K	100 97%k	1662 95%	80 94%	217 93%	167 97%K	178 97%fK	145 97%K	186 94%	243 91%	275 97%fK	172 96%K	156 92%	361 97%	664 95%	1509 95%	1560 95%	614 95%
Age UK	1815 89%	157 89%	85 82%	1573 90%B	78 92%b	203 87%	158 91%Bk	169 92%BfK	142 95%BFjK	175 89%	226 84%	260 91%BK	163 91%Bk	145 86%	353 95%	629 90%	1411 89%	1459 89%	581 90%
Christian Aid	1665 82%	154 87%dfK	90 87%K	1421 81%	70 82%	187 80%	143 83%K	155 85%K	125 83%K	162 82%K	197 73%	232 82%K	151 84%K	135 80%	351 95%	552 79%	1286 81%	1330 81%	507 79%
Royal Society for the Protection of Birds (RSPB)	1589 78%	142 81%K	85 82%K	1362 78%	67 79%k	182 78%K	134 78%K	148 81%K	118 79%K	153 78%K	181 68%	231 81%K	148 83%K	129 76%	343 93%	522 75%	1218 77%	1260 77%	480 75%
Virgin Money	1186 58%	104 59%	55 53%	1027 59%	56 65%	132 57%	115 67%BfHKL	100 55%	89 59%	120 61%	150 56%	157 55%	107 60%	96 57%	297 80%	426 61%	918 58%	953 58%	391 61%
JustGiving	1100 54%	104 59%ef	57 55%	938 54%	39 46%	113 48%	93 54%	92 50%	84 56%	108 55%	143 53%	172 60%EFH	94 53%	92 54%	263 71%	465 67%	928 59%	962 59%	431 67%
Disasters Emergency Committee (DEC)	592 29%	60 34%EfG	31 30%	501 29%	18 21%	57 25%	40 23%	48 26%	47 31%	51 26%	83 31%e	92 32%efg	64 36%EFghj	36 21%	225 61%	219 31%	446 28%	466 28%	199 31%
Charities Aid Foundation (CAF)	371 18%	31 17%	22 21%g	318 18%	17 20%	52 22%Gi	22 13%	29 16%	21 14%	33 17%	54 20%g	58 20%g	31 17%	37 22%	371 100%	131 19%	290 18%	302 18%	119 18%
None of the above	35 2%	5 3%l	-	30 2%	3 3%L	8 3%ghL	1	1	2	5	6	1	4	6	-	7	25	26	6

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Giving Tuesday Survey

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Absolutes/col percents

Table 24

Q.9 Which of the following organisations do you think is responsible for running #GivingTuesday in the UK?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2032	954	1078	218	300	343	363	306	502	590	581	369	492	214	851
Weighted base	2032	990	1042	236	352	334	362	293	455	547	547	443	496	239	911
Charities Aid Foundation	191 9%	83 8%	108 10%	13 6%	28 8%	30 9%	36 10%	31 11% ^c	52 12% ^C	57 10%	59 11%	36 8%	39 8%	24 10%	77 8%
The Charity Commission	147 7%	73 7%	74 7%	19 8%	37 10% ^{eFg}	20 6%	17 5%	18 6%	35 8%	37 7%	40 7%	36 8%	33 7%	12 5%	61 7%
Oxfam	66 3%	32 3%	34 3%	14 6% ^{FGH}	14 4% ^{GH}	24 7% ^{FGH}	8 2%	3 1%	4 1%	23 4% ^k	18 3%	9 2%	16 3%	12 5%	29 3%
Save the children	53 3%	23 2%	29 3%	14 6% ^{FGH}	11 3% ^G	12 3% ^G	6 2% ^G	-	10 2% ^G	15 3%	14 3%	14 3%	10 2%	12 5%	25 3%
The Government	29 1%	20 2% ^b	9 1%	10 4% ^{eFGH}	8 2% ^{fH}	5 2%	2 *	2 1%	2 *	10 2%	7 1%	6 1%	6 1%	8 3% ⁿ	13 1%
Morrisons	12 1%	9 1% ^b	3 *	2 1%	2 1%	3 1%	1 *	4 1% ^{fH}	1 *	3 1%	4 1%	4 1%	2 *	1 1%	7 1%
Asda	12 1%	7 1%	5 1%	4 2% ^{EFGH}	7 2% ^{EFGH}	-	-	-	1 *	1 *	2 *	5 1% ⁱ	4 1%	5 2%	7 1%
NCVO	2 *	1 *	1 *	2 1%	-	-	-	-	1 *	2 *	-	-	3 *	1 *	3 *
Other	6 *	4 *	2 *	-	3 1% ^h	-	2 1%	1 *	-	1 *	-	2 1%	3 1%	2 1% ^N	-
Don't know	1514 74%	738 75%	776 74%	157 66%	243 69%	240 72%	290 80% ^{CDE}	234 80% ^{CDE}	350 77% ^{CD}	397 73%	404 74%	330 75%	382 77%	162 68%	691 76% ^M

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
Overlap formulae used.

Giving Tuesday Survey

ONLINE Fieldwork: 30th November - 1st December 2016

Absolutes/col percents

Table 25

Q.9 Which of the following organisations do you think is responsible for running #GivingTuesday in the UK?

Base: All respondents

	Region														Social Media Use				
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Nearest city Manchester	Aware Charities Aid Foundation (CAF)	Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	2032	163	97	1772	91	237	183	179	150	194	235	305	198	174	374	672	1574	1624	622
Weighted base	2032	177	104*	1752	85*	233	173	183	150	197	268	284	179	169	371	698	1583	1638	644
Charities Aid Foundation	191 9%	12 7%	14 14%fm	164 9%	14 17%AFgKM	15 7%	15 8%	18 10%	16 10%	21 11%	22 8%	33 11%fm	11 6%	11 7%	50 14%	74 11%	150 10%	159 10%	66 10%
The Charity Commission	147 7%	17 10%G	6 5%	124 7%	5 6%	17 7%g	6 3%	11 6%	17 11%Gj	10 5%	20 7%	21 7%g	18 10%Gj	11 7%	26 7%	60 9%	126 8%	127 8%	59 9%
Oxfam	66 3%	4 3%	5 5%Im	57 3%	5 6%IM	5 2%	9 5%fIM	7 4%i	1 1%	5 2%	14 5%IM	9 3%i	2 1%	2 1%	16 4%	31 4%	61 4%	62 4%	30 5%
Save the children	53 3%	6 4%bm	-	46 3%	-	10 4%begJM	2 1%	9 5%BEGJM	4 3%	2 1%	8 3%	10 3%bjm	1 1%	7 4%	10 3%	23 3%	44 3%	44 3%	23 4%
The Government	29 1%	3 2%	1 1%	25 1%	-	3 1%	3 2%	4 2%	2 1%	1 *	7 3%	3 1%	2 1%	3 2%	4 1%	17 2%	23 1%	25 1%	15 2%
Morrisons	12 1%	-	2 2%	10 1%	1 1%	1 1%	-	1 1%	3 2%gj	-	2 1%	1 *	1 1%	1 *	2 1%	3 *	9 1%	9 1%	3 1%
Asda	12 1%	-	1 1%	11 1%	-	-	-	1 *	1 1%	2 1%	5 2%fm	2 1%	-	-	2 *	7 1%	12 1%	12 1%	7 1%
NCVO	2 *	-	-	2 *	-	-	1 *	-	-	-	1 *	* *	-	-	* *	1 *	2 *	2 *	1 *
Other	6 *	3 2%Dfl	-	3 *	-	-	-	-	-	-	3 1%l	-	-	-	3 1%	6 1%	5 *	6 *	5 1%
Don't know	1514 74%	131 74%	74 72%	1309 75%	60 71%	181 77%k	138 80%iKl	133 73%	107 71%	156 79%Kl	186 69%	205 72%	143 80%iKl	133 79%	257 69%	477 68%	1151 73%	1192 73%	435 68%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 26
Q.10 Which of these social media platforms, if any, have you used within the last 6 months?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2032	954	1078	218	300	343	363	306	502	590	581	369	492	214	851
Weighted base	2032	990	1042	236	352	334	362	293	455	547	547	443	496	239	911
NET: Any	1707 84%	812 82%	896 86%A	224 95%FGH	331 94%FGH	306 92%FGH	301 83%GH	218 74%	328 72%	471 86%L	462 85%	374 84%	400 81%	213 89%	810 89%
Facebook	1583 78%	744 75%	840 81%A	206 87%FGH	302 86%FGH	278 83%GH	284 78%GH	201 69%	312 68%	431 79%	427 78%	351 79%	374 75%	198 83%	729 80%
Twitter	698 34%	368 37%B	330 32%	133 57%defGH	171 48%FGH	154 46%FGH	116 32%GH	71 24%H	53 12%	212 39%jL	182 33%	147 33%	156 32%	96 40%	376 41%
Instagram	475 23%	186 19%	289 28%A	138 58%DEFGH	138 39%EFGH	96 29%FGH	58 16%GH	27 9%H	19 4%	152 28%L	131 24%L	104 23%I	88 18%	68 28%	267 29%
LinkedIn	372 18%	228 23%B	144 14%	54 23%FGH	87 25%FGH	92 27%FGH	51 14%	40 14%	50 11%	184 34%JKL	100 18%kL	58 13%L	30 6%	46 19%	248 27%M
Pinterest	354 17%	103 10%	251 24%A	71 30%EFGH	87 25%eFGH	62 19%gH	58 16%H	38 13%H	37 8%	99 18%	100 18%	77 17%	79 16%	52 22%	174 19%
Tumblr	105 5%	46 5%	59 6%	45 19%DEFGH	28 8%EFGH	7 2%	14 4%H	8 3%h	4 1%	33 6%	27 5%	16 4%	28 6%	14 6%	56 6%
Other	58 3%	34 3%	24 2%	16 7%DFGH	7 2%	15 5%dGH	10 3%	2 1%	7 2%	18 3%	11 2%	15 3%	14 3%	7 3%	27 3%
Don't use any social media	325 16%	178 18%B	147 14%	12 5%	21 6%	27 8%	61 17%CDE	75 26%CDEF	127 28%CDEF	76 14%	84 15%	69 16%	96 19%I	26 11%	101 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
Overlap formulae used.

Giving Tuesday Survey

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Absolutes/col percents

Table 27
Q.10 Which of these social media platforms, if any, have you used within the last 6 months?
Base: All respondents

	Region														Social Media Use				
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber- side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Nearest city Manch- ester	Aware Charities Aid Founda- tion (CAF)	Twitter (n)	Facebook (o)	Twitter or Facebook (p)	Twitter & Facebook (q)
Unweighted base	2032	163	97	1772	91	237	183	179	150	194	235	305	198	174	374	672	1574	1624	622
Weighted base	2032	177	104*	1752	85*	233	173	183	150	197	268	284	179	169	371	698	1583	1638	644
NET: Any	1707	149	87	1472	68	195	148	147	132	164	234	236	148	144	307	698	1583	1638	644
	84%	84%	84%	84%	79%	84%	86%	81%	88%h	83%	87%eh	83%	83%	85%	83%	100%	100%	100%	100%
Facebook	1583	139	82	1362	64	174	142	133	118	157	205	228	141	129	290	644	1583	1583	644
	78%	79%	79%	78%	75%	74%	82%fh	73%	79%	80%	76%	80%h	79%	76%	78%	92%	100%	97%	100%
Twitter	698	57	41	601	29	91	61	59	51	56	114	90	50	65	131	698	644	698	644
	34%	32%	39%jm	34%	35%	39%JIM	35%	32%	34%	28%	43%aHJLM	32%	28%	38%	35%	100%	41%	43%	100%
Instagram	475	21	23	431	15	53	43	46	32	38	90	77	39	47	78	344	448	461	331
	23%	12%	22%a	25%A	17%	23%A	25%A	25%A	21%a	19%	33%AbEFgh IJM	27%Aej	22%A	28%	21%	49%	28%	28%	51%
LinkedIn	372	36	14	323	4	38	27	32	28	32	88	48	25	30	77	239	326	343	222
	18%	20%E	13%e	18%	5%	16%E	16%E	17%E	19%E	16%E	33%ABEFGHI IJLM	7%E	14%E	18%	21%	34%	21%	21%	35%
Pinterest	354	28	24	303	7	39	39	37	27	29	48	48	28	30	64	198	327	333	192
	17%	16%	23%E	17%	8%	17%e	23%Ej	20%E	18%e	15%	18%e	17%e	16%	18%	17%	28%	21%	20%	30%
Tumblr	105	12	6	86	2	14	5	8	11	9	18	12	8	11	18	82	97	100	79
	5%	7%	6%	5%	2%	6%	3%	5%	7%g	5%	7%	4%	5%	7%	5%	12%	6%	6%	12%
Other	58	10	2	46	-	8	1	5	6	7	6	8	6	5	9	25	45	45	24
	3%	5%dEG	2%	3%	-	3%g	*	3%g	4%eG	4%eG	2%	3%g	3%G	3%	2%	4%	3%	3%	4%
Don't use any social media	325	27	17	280	17	38	25	36	18	33	34	48	31	25	63	-	-	-	-
	16%	16%	16%	16%	21%k	16%	14%	19%ik	12%	17%	13%	17%	17%	15%	17%	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing