



Charities Aid Foundation UK Giving Report 2023

CONTENTS

1.0

OVERALL ENGAGEMENT WITH CHARITABLE AND CIVIC ACTIVITIES

How do people get involved?

Who engages the most?

2.0

GIVING MONEY

How many people give?

How much do people give?

What is the total amount given?

Impact of the cost-of-living crisis

Which causes do people give to?

Proportion given to cause area

Who gives to what?

How people give

Being asked to give

Frequency of giving

3.0

OTHER WAYS IN WHICH PEOPLE GET INVOLVED

Volunteering

Using charity shops

Protesting and petitioning

4.0

TRUST IN CHARITIES

5.0

METHOD

Introduction

CAF's UK Giving research is the largest study of giving behaviour in the UK, interviewing a representative sample of the public each month with the goal of assisting charities, government and wider society to better understand the UK's evolving giving landscape.

The study has been produced since 2004. This year's report offers insights into how the cost-of-living crisis is impacting donations, and how the landscape has changed since the pandemic, seemingly permanently.

This latest report draws on monthly interviews conducted online throughout 2022. Around 13,000 interviews were conducted in total. Some longer-term trend analysis is also included, using data collected over the past five years.

Further CAF research is freely available at www.cafonline.org/about-us/research. We hope you find this report both topical and useful. If you have any questions, comments, or suggestions, please contact the CAF Research team at **research@cafonline.org**



About CAF

We help people and businesses support the causes they care about, and for charities, we provide simple and straightforward day-to-day banking and fundraising services, freeing them up to concentrate on the real work of making a difference. We also understand and influence the wider environment for charities and civil society across the UK and beyond via our research, policy and campaigns work.

FOREWORD

“The next task is to come up with the policy solutions and incentives required to foster a more widespread culture of giving and participation in the UK.”



The UK is a fundamentally generous, charitable country. That is never more evident than in times of crisis. For the first time, this report publishes full-year survey data about the ups and downs of the giving landscape in the whole of 2022.

Even as the number of donors continues to decline, it shows the full scale of the UK public’s generosity in response to the invasion of Ukraine. Spikes in giving in March and April (compared to the same months in 2021) helped to make 2022 the most generous year ever for giving with an estimated £12.7 billion in donations, up £2 billion on the previous year.

But under the surface, it tells a more challenging story: the war in Ukraine contributed to higher inflation at home – and a cost-of-living crisis that saw many cut back, while rising prices will have significantly eroded the spending power of that giving in real terms.

That throws into stark relief the challenge that charities have faced in this period. As more and more people have turned to them for help, they have faced their own increasing costs and less income to cover them.

Worryingly, the extra giving we saw in 2022 was not the result of more people giving, but of more being given by the same number of people. At the same time, the drop in participation in fundraising events and volunteering, initially a necessity due to Covid lockdowns, now appears to be locked in.

So, while the Government’s lifelines for charities this year may have been make or break for many, the findings of this report show the next task is to come up with the policy solutions and incentives required to foster a more widespread culture of giving and participation in the UK.

But something else is clear from this report. As people increasingly rely on charities and see their impact in the UK and around the world – as they have throughout the cost-of-living crisis and as they did in the pandemic – trust in charities has begun to recover, sustaining in 2022 the gains it made in previous years.

Giving starts with trust and that is something that we can build on together.

Neil Heslop, OBE
Chief Executive, Charities Aid Foundation



£12.7bn

Total amount given to charity over the course of 2022
(up £2 billion on previous year)



69%

Proportion of people who said they would need to make spending cuts in 2022



Key findings



THE BRITISH PEOPLE DONATED £12.7 BILLION TO CHARITIES IN 2022

We estimate that the total amount given in the UK in 2022 was £12.7 billion, increasing from £10.7 billion in 2021. The increase in the amount donated is as a result of people, on average, donating more, rather than an increase in the number of people donating. This record figure needs to be considered in the context of high inflation.



DONATION LEVELS AND ENGAGEMENT WITH CHARITIES HAVE STILL NOT RECOVERED TO PRE-PANDEMIC LEVELS

Donation levels in 2022 followed a similar pattern to 2021, except for months where donation levels were higher, likely due to the response to the war in Ukraine. The overall level of participation in charitable and civic-minded activities in 2022 (84%) is broadly consistent with 2021 (83%) but has not returned to pre-pandemic levels (88% in 2019).



THE MOST POPULAR CAUSE REMAINS ANIMAL WELFARE

Animal welfare topped the list of causes donated for all months in 2022, except for March and April when it was overtaken by overseas aid and disaster relief, likely due to the response to the war in Ukraine. Causes that older donors aged 65+ were more likely to support include overseas aid and disaster relief (24% vs. 15% of 16-24 year olds), while younger donors aged 16-24 were more likely to have supported causes related to homelessness and shelters in the UK (24% vs. 15% of those aged 65+), and human rights (14% vs. 6% of those aged 65+).



THE COST OF LIVING CRISIS IS HAVING AN IMPACT ON CHARITABLE GIVING

Across 2022, more than two thirds (69%) of people indicated they would need to make cuts to their spending to help manage bills, including 17% who said they would be likely to cut their charitable donations. In total, a quarter (24%) of people reported they had made, or were considering making, changes to their charitable behaviours. This included reducing or cancelling a regular charity donation (5%), and choosing not to make a one-off donation (10%).



THERE IS A SUSTAINED REDUCTION IN VOLUNTEERING LEVELS

In 2022, an average of 7% reported volunteering for a charity in the past four weeks. This signifies a sustained reduction from pre-pandemic levels (9% in 2019). The proportion of people volunteering in the past 12 months has also declined over time, falling from 16% in 2018 to 13% in 2022. This represents around 1.6 million fewer people volunteering compared to five years ago.



1.0 | Overall engagement with charitable and civic activities



1.1 How do people get involved?

Respondents were asked what charitable and civic activities they had taken part in both the four weeks and the 12 months preceding the survey. Figures 1 and 2 show how the results have changed since 2016.

As shown in Figure 1, the level of participation in charitable and civic-minded activities in 2022 is broadly consistent with 2021. Just over eight in 10 (84%) report having taken part in at least one charitable or civic-minded activity in the last 12 months – this is similar to the 83% who did so in 2021, but remains significantly lower than pre-pandemic levels (88% in 2019).

Turning to look at participation levels over the past four weeks, in 2022 participation was lowest in February, with approximately half reporting that they had engaged with at least one activity (53%). Comparatively, participation was highest in November, with 66% having engaged with at least one activity throughout the month.

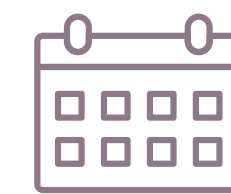
The results suggest that monthly participation has still not fully recovered to pre-pandemic levels, with an average of 61% engaging in charitable and civic-minded activities in the past four weeks during 2022, compared with 66% in 2019.

MONTHLY PARTICIPATION HAS STILL NOT FULLY RECOVERED TO PRE-PANDEMIC LEVELS



84%

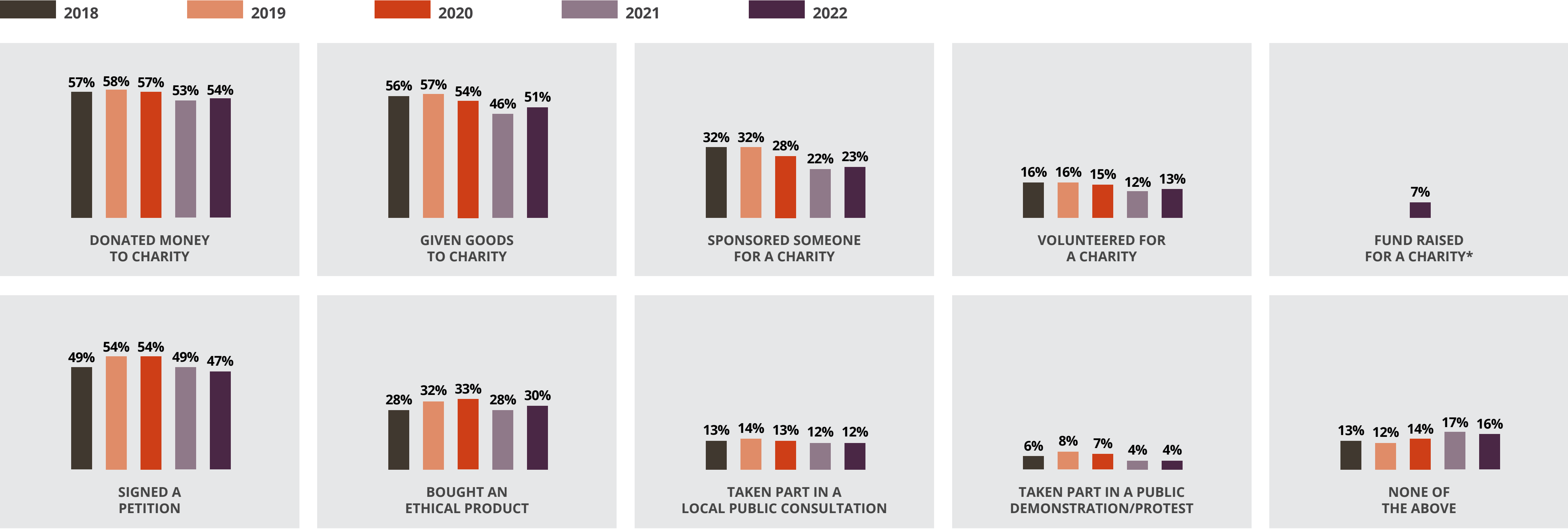
Proportion of people who took part in at least one charitable activity in the last 12 months (88% in 2019)



53%

Participation was lowest in February 2022, with 53% reporting that they had engaged with at least one activity

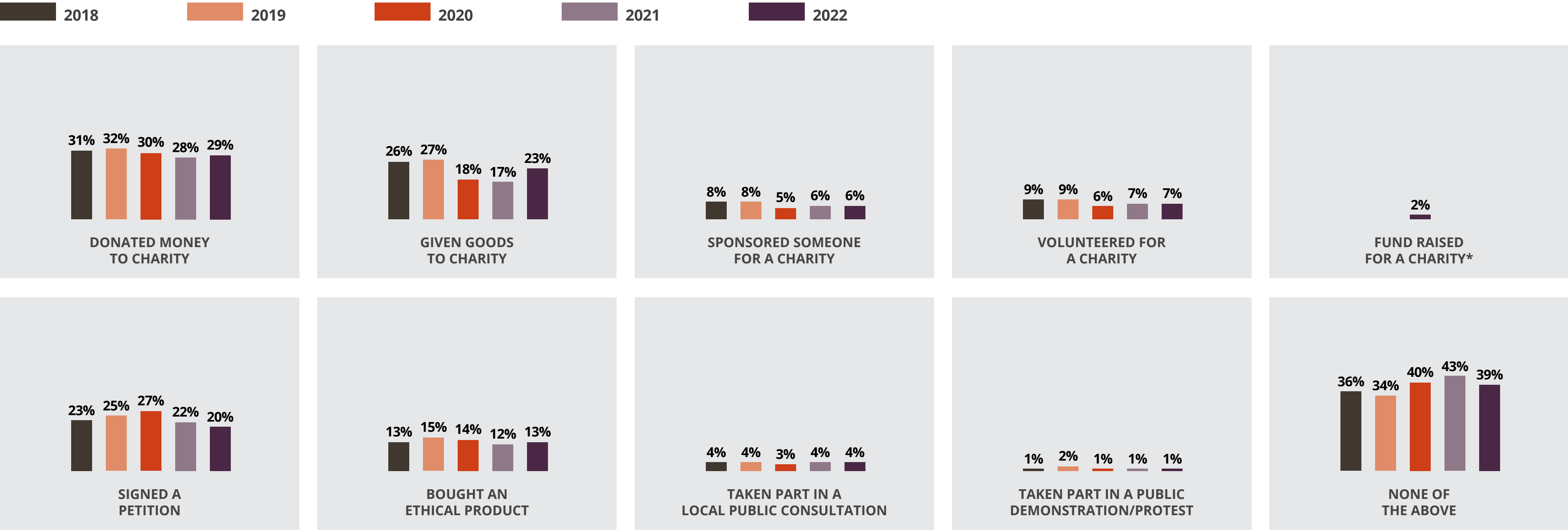
Figure 1. Which, if any, of the following have you done in the last year?



Base: all adults 16+ 2022: (n=13,140), 2021: (n=13,575), 2020: (n=13,406), 2019: (n=13,499), 2018: (n=13,277).

* New answer code in 2022.

Figure 2. Which, if any, of the following have you done in the past four weeks?



Base: all adults 16+ 2022: (n=13,140), 2021: (n=13,575), 2020: (n=13,406), 2019: (n=13,499), 2018: (n=13,277).
* New answer code added in 2022.



1.2 Who engages the most?

Women were more likely to engage in charitable activities in 2022 than men, with women recording higher participation in most of the activities asked about. This ranges from charitable giving, for example donating to charity (58% women vs. 49% men) and giving goods to charity (61% women vs. 41% men), to acts such as signing a petition (50% women vs. 43% men) or volunteering (14% women vs. 11% men).

Across age groups, a majority reported taking part in charitable activities in the past 12 months, however this was more likely among older people. For example, 90% of those aged 65 or over reported doing at least one of the charitable activities listed, with 69% having donated or sponsored someone for charity. By comparison, 76% of those aged between 16 and 24 reported doing at least one activity, and 42% had donated or sponsored someone for charity in 2022.

Regionally, those living in the North West (82%), London (82%) and the West Midlands (81%) were slightly less likely to have taken part in a charitable activity (vs. 84% average). Comparatively, those living in the South East and South West were slightly more likely (87% and 87% vs. 84% average). In terms of donations and sponsorships, again those in the South East and South West were more likely to have reportedly donated or sponsored someone for charity in 2022 (64% vs. 59% average), while those living in the East Midlands and London were less likely to have done so (56% vs. 59% average).

Whilst those living in London were overall less likely to have reported doing charitable activities, they were slightly more likely to have taken part in a public demonstration or protest (7% vs. 4% average).

Women and older people are more likely to have taken part in a charitable activity

A person wearing a blue shirt is seated at a desk, holding a black smartphone with both hands. In the foreground, a portion of a silver laptop keyboard is visible. To the right, there is a white cup of coffee. The background is softly blurred, showing an indoor setting with warm lighting.

2.0 | Giving Money



2.1 How many people give?

Results from 2022 show that the proportion of people donating in the last four weeks has not fully returned to pre-pandemic levels, as fewer people made donations in the majority of months in 2022 than their equivalent in 2019.

Across 2022, donation levels followed a broadly similar pattern to 2021, except for the months of March and April, where donation levels increased to 34% and 28% (from 29% and 23% respectively in 2021). This may reflect donations and sponsorships to support charities responding to the war in Ukraine.

Furthermore, it is likely that the rising cost of living is preventing a full return to pre-pandemic donation levels. The annual rate of inflation reached a 41-year high of 11.1% in October 2022. Across the year 17% reported that they would be likely to cut donations to charity to manage with their bills (February – December 2022).

Turning to look at the proportion of people sponsoring someone for a charity, similarly to donation levels, this has not returned to pre-pandemic levels. Again, it is likely that the rising cost of living is having an impact on the proportion of people reportedly sponsoring someone in the past four weeks, and preventing a full recovery to pre-pandemic sponsorship levels. Furthermore, it is possible that the pandemic has had a long-term impact on the nature of sponsorship activities, with many events being smaller in scale and working patterns resulting in smaller workplace activities.

During 2022 as a whole, the proportion who had given through donation or sponsorship in the past 12 months increased to 59%, from 57% in 2021. However, it remains significantly below pre-pandemic levels (65% in 2019).

Notably, the increases in sponsorship or donations from 2021 to 2022 were driven by those who are older. Sixty-five percent of those aged 45 or over donated or sponsored someone for charity in 2022, compared with 62% in 2021. By contrast, slightly fewer 16-24 year olds donated or sponsored someone in 2022 than did in 2021 (42% vs. 44%).

Fewer people made donations in the majority of months in 2022 than their equivalent in 2019



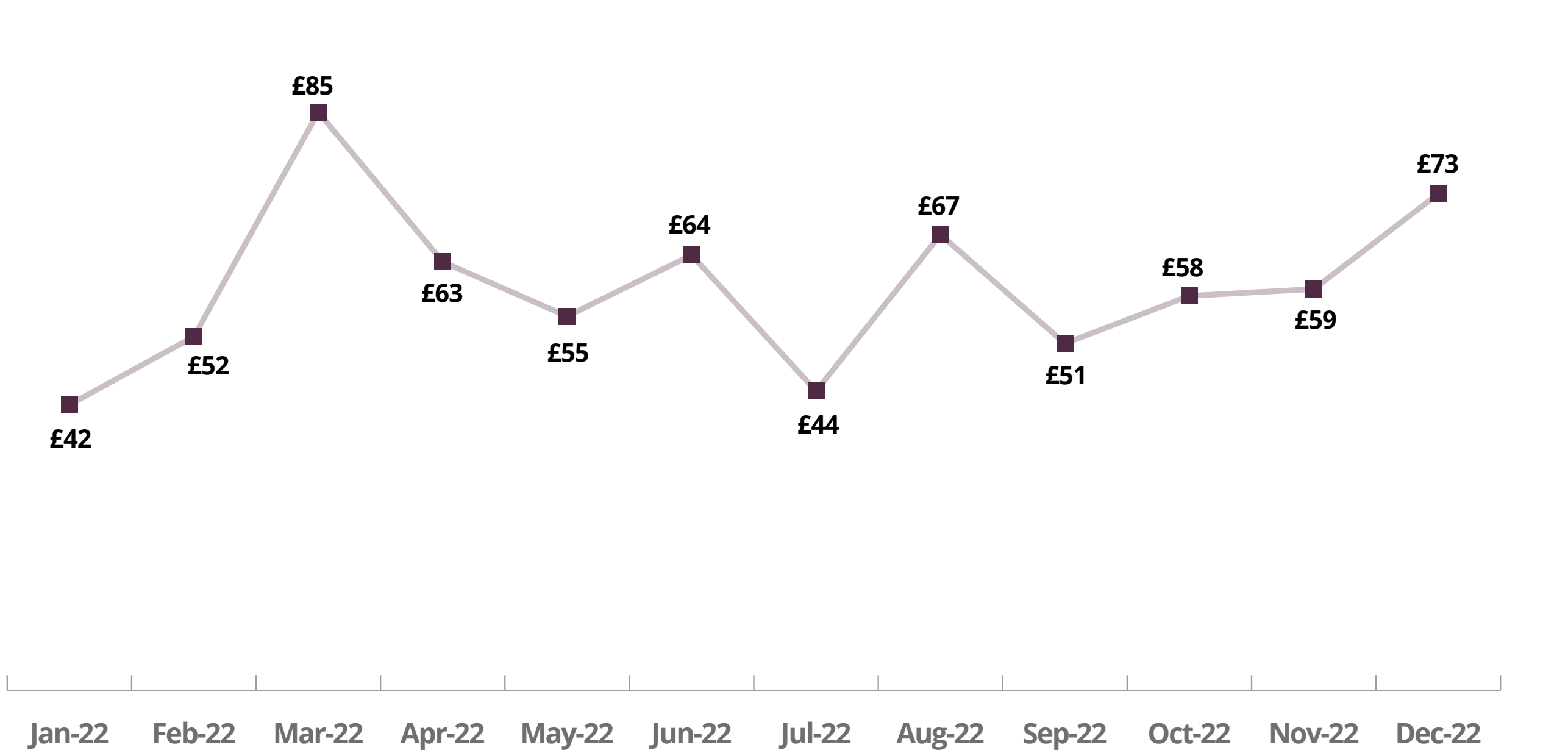
2.2 How much do people give?

Across 2022, the average (mean) amount donated per month was £60, an increase from £46 in 2019. Most notably, there was a spike in March (£85) and April 2022 (£63) compared to the usual amount for that time of year. This is likely a result of the charitable response to the war in Ukraine, with roughly a third of people (32%) reporting that they had donated money specifically to this cause at that time (March 2022).

In seven of the months in 2022, average (mean) monthly gifts were the highest they had been for the past four years, despite fewer people donating compared with before the pandemic. This suggests the continuation of a trend we have noted in previous reports – that of fewer people giving more.

Nevertheless, the typical (median) donation remains £20 and has been unchanged for the past several years. This means that even before the high levels of inflation seen in the UK over the past year, the value of the typical donation, in real terms, has been eroding for some time.

Figure 3. Average (mean) monthly amount given through donations or sponsorship



Base: All adults 16+ who donated or sponsored in the past four weeks: (n=approximately 300 per month).



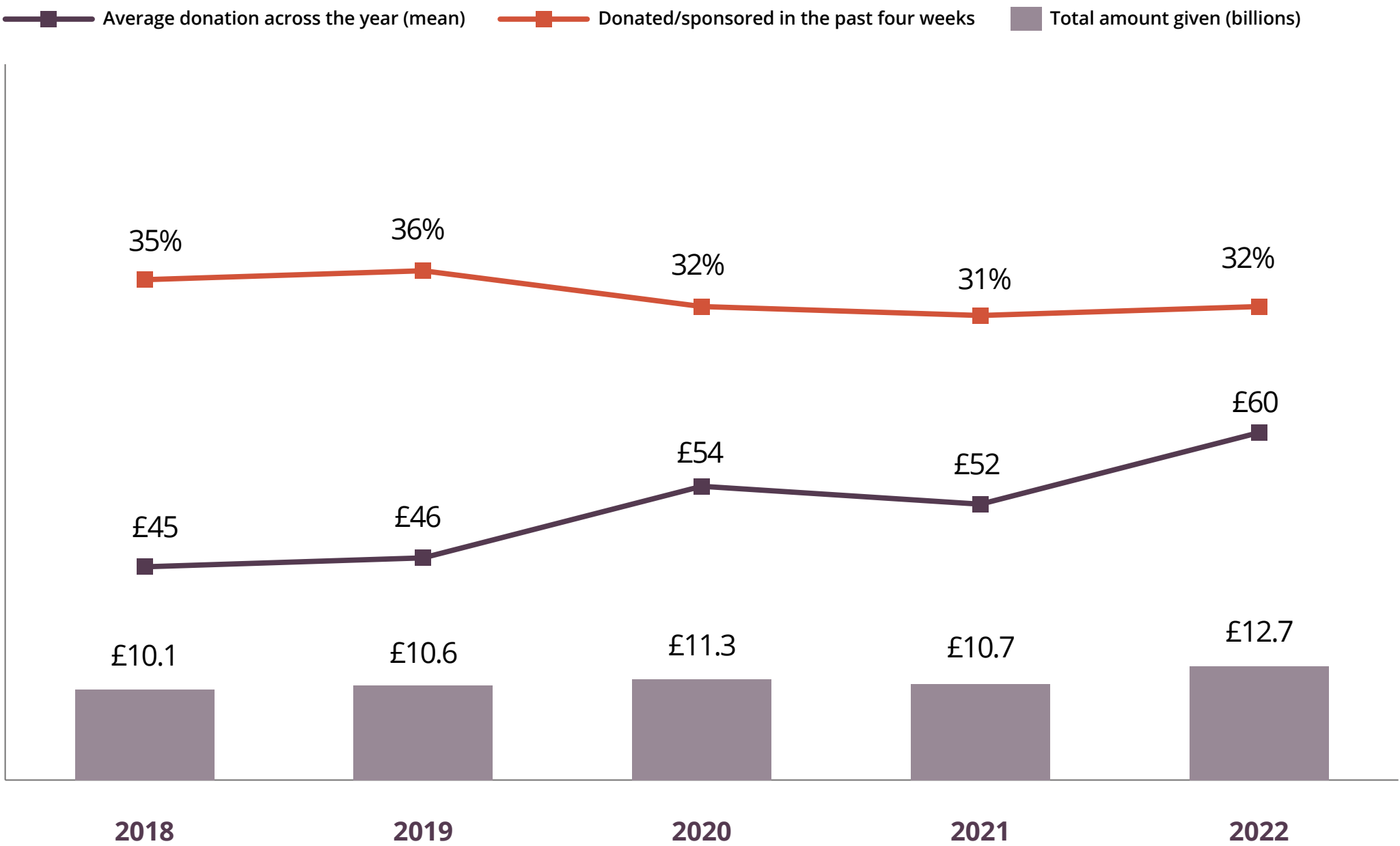
2.3 What is the total amount given?

The total amount given in the UK in 2022 is estimated to be £12.7 billion, increasing from £10.7 billion in 2021, and surpassing 2020’s estimated total of £11.3 billion.

As results have shown, fewer people are donating or sponsoring someone compared with previous recent years, but there has been an increase in the average (mean) monthly gift among those who have donated. This indicates that the increase in total donations in 2022 is due to donors increasing the amount donated or sponsored, and not a result of more people donating or sponsoring.

Furthermore, it is likely that inflation has had an impact on the amount people are donating or sponsoring someone for a charity, since some donors will have increased the amount donated to adjust for inflation.

Figure 4. Total estimated amount given per year (billions), with average monthly donation, and % who donated



Base: All adults 16+ who donated or sponsored in the past four weeks: 2022: (n=3,520) 2021: (n=4,243), 2020: (n=3,863), 2019: (n=4,040), 2018: (n=3,948), 2017: (n=3,730).

Note: The UK Giving estimate for total giving is calculated from respondents’ own recollection of what they gave, and hence is subject to respondent reliability.

2.4 Impact of the cost-of-living crisis

To measure the potential impact of the rising cost of living on charitable giving, respondents were asked what measures they were already taking or considering taking to mitigate the effects of the cost-of-living crisis.

More than two-thirds (69%) reported in 2022 that they were considering making cuts over the next six months to help them manage their bills, including 17% who indicated that they were considering making cuts to their charitable donations.

The proportion reporting that they would consider making cuts to their charitable donations peaked in August and October, at 22% and 21% respectively. This rise was not unique to charitable donations, and was instead reflected in making cuts across various expenditures. Indeed, in the latter months of 2022 roughly three-quarters of the public indicated that they would have to make cuts (75% to 76%). It was most common for people to report making cuts to eating and drinking out (47% average for 2022).

Those aged between 35 and 54 were most likely to indicate that they would make cuts to donations to charity in order to help manage their bills (22%). It is worth noting that this age group were also more likely to say they would make cuts to their overall expenditure (75% vs. 69% average).

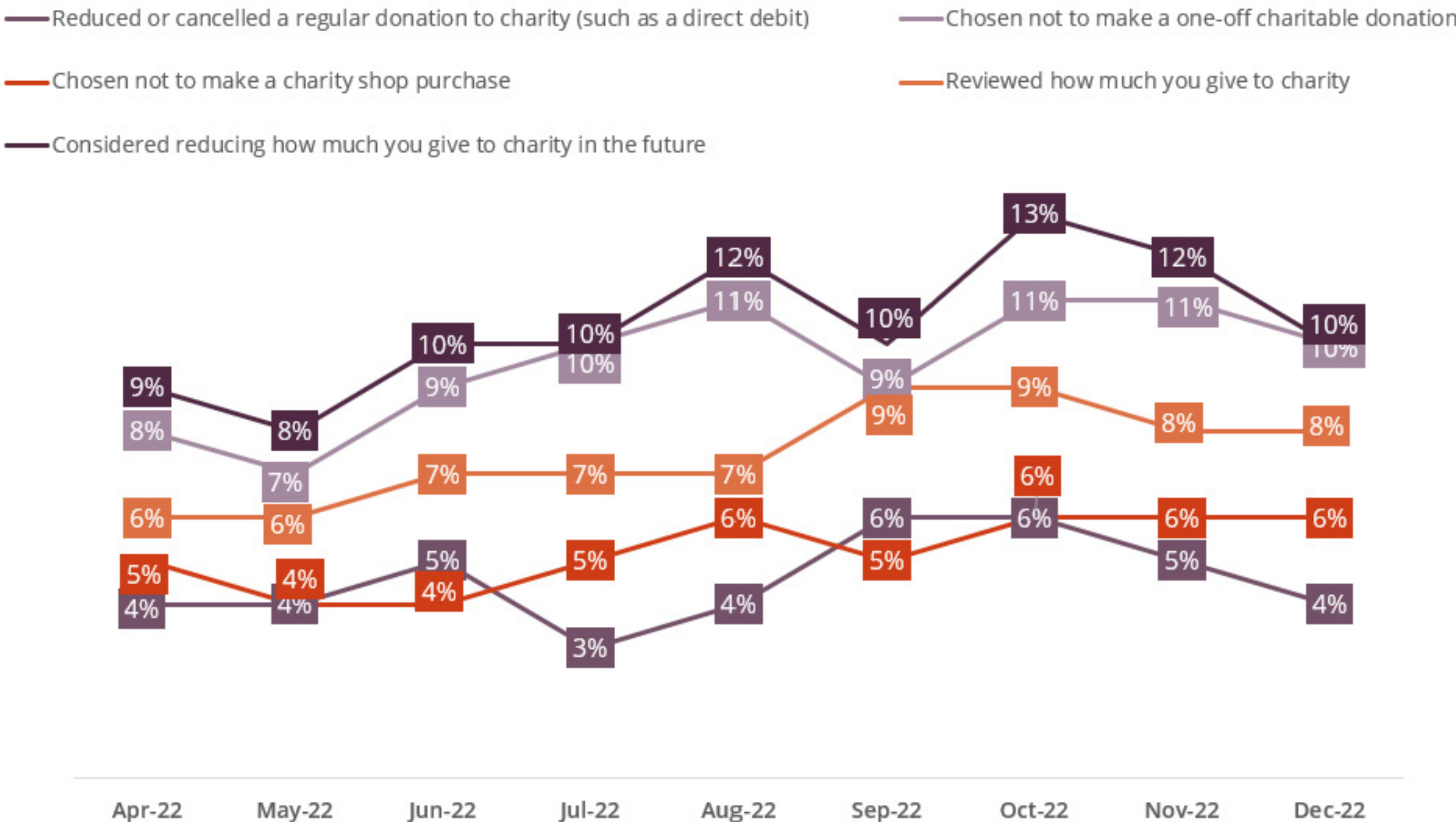
Whilst women were more likely to indicate they would need to make cuts to their overall expenditure than men (72% vs. 66%), they were no more likely to indicate having to make cuts to their charitable donations (16% vs. 17%).

Regionally, those living in the South West (19%) and Northern Ireland (20%) were more likely to indicate that they would make cuts to charitable donations, despite not being any more likely to make cuts in general (70% vs. 69% average). As previously reported, those living in the South West were slightly more likely to have donated to charity or sponsored someone for charity in 2022 (64% vs. 59% average).

In April 2022, we began asking respondents whether in the last four weeks they had changed their charitable behaviour in direct response to the rising cost of living. In total, a quarter (24%) of people reported doing so, peaking at 28% in October 2022 (compared with a low of 20% in May). This peak mirrors the spike in inflation in October 2022, and it was most common for people to say they would consider reducing the amount they give to charity in the future (13% in October) to cope with the rising cost of living.

Older adults were more likely to say they had not made any changes (81% of 65+ vs. 61% of 16-24 year olds), consistent with the findings that they are, on average, more likely to have reported taking part in charitable activities than younger people (90% of 65+ vs. 76% of 16-24 year olds).

Figure 5. In the last four weeks, have you done any of the following in direct response to the rising cost of living?



Base: all adults 16+ Apr-22: (n=1,115), May-22: (n=1,089), Jun-22: (n=1,091), Jul-22: (n=1,085), Aug-22: (n=1,092), Sep-22: (n=1,023), Oct-22 (n=1,199), Nov-22: (n=1,079), Dec-22: (n=1,077).



2.5 Which causes do people give to?

The most widely supported causes for donations in 2022 were the same as in 2021. Animal welfare was again the most popular, with 28% of donors stating they had donated to this cause in the past four weeks. Following this, 23% had donated to causes related to children or young people in the past four weeks, 21% had given to medical research, and 21% had given to overseas aid and disaster relief. With the exception of disaster relief, these causes have comfortably shared the top three since 2018.

Furthermore, animal welfare topped the list of causes for all months in 2022, except when it was overtaken by a substantial increase in giving to overseas aid and disaster relief during March (44%) and April (30%), seemingly in response to the war and events in Ukraine.

The proportion of donors giving to hospitals and hospices has continued its downward trend since 2017, when an average of 23% said they had given to this cause in the past four weeks, compared to 16% in 2022.

Causes supporting homeless people, housing and refuge shelters have also seen a similar trajectory, falling from 20% in 2019 to 16% in 2022. This is despite reports that homelessness continues to rise across the UK.

THE TOP CAUSE SUPPORTED WAS THE SAME IN 2022 AS IN 2021



28%

Animal welfare continued to be the most popular with 28% of donors giving to this cause in the past four weeks.



16%

The proportion who gave to hospitals and hospices declined significantly from 23% in 2017 to 16% in 2022.

Figure 6: Which of the following causes have you given to in the last four weeks?



Base: all adults 16+ who have donated in the past four weeks 2022: (n=3,983), 2021: (n=4,016), 2020: (n=4,251), 2019: (n=4,464), 2018: (n=4,243), 2017: (n=4,028), 2016: (n=2,903).

* New answer code added in 2022.

** Figure for 2022 likely reduced by addition of new codes.

2.6 Proportion given to cause area

As in 2021, religious organisations received the largest average donations in 2022. Notably, compared with 2021, religious organisations on average received higher donations, at £92 versus £80.

Overseas aid and disaster relief saw significantly higher average donations (£47), compared to 2021 (£34).

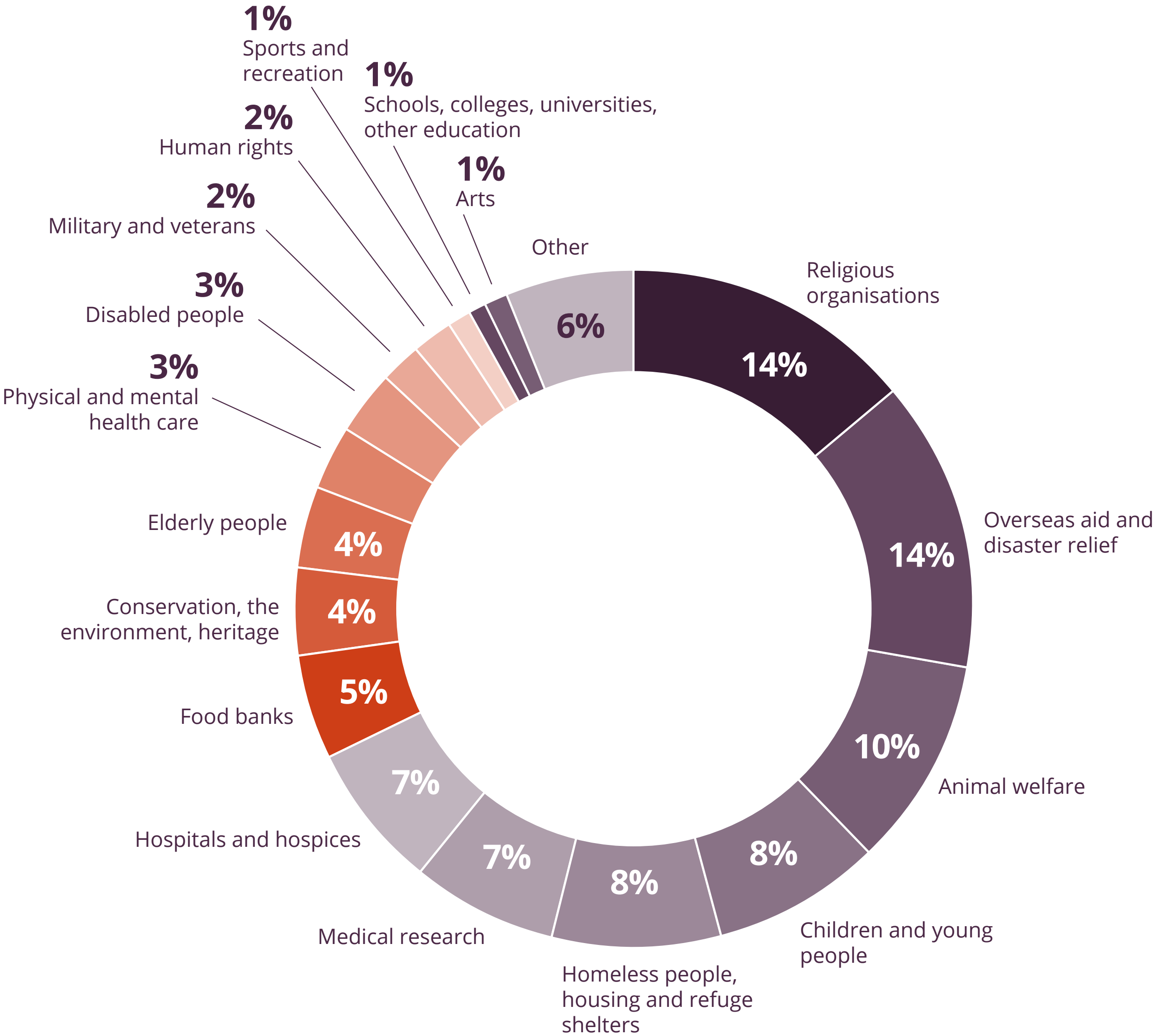
In 2022, overseas aid and disaster relief and religious organisations are tied for the largest share of total donations, at 14% each. By comparison, in 2021 religious organisations had the larger share, at 17%, with overseas aid and disaster relief receiving 11% of total donations. The increase in the donations to overseas aid and disaster relief is seemingly in response to the war in Ukraine.

Animal welfare charities received 10% of the total amount donated in 2022, demonstrating the effect of a large volume of lower-value donations. The average donation value for animal welfare in 2022 was £24, which was an increase from £17 in 2021.

Compared with 2021, a few causes saw slight decreases in their percentage share of the total amount donated. For example, in 2021 homeless people, housing and refuge shelters had a 9% share, compared with 8% in 2022. Similarly, in 2021 conservation and environmental causes had a 7% share, and now have just 4%.

Compared with 2021, religious organisations received higher average donations, at £92 versus £80

Figure 7. Proportion of total amount donated in 2022 given to each cause area



Base: all adults 16+ who have donated in the past four weeks 2022: (n=3,983).



2.7 Who gives to what?

As has been the case in previous years, women were more likely than men to support animal welfare charities (32% vs. 23%) and children or young people (25% vs. 20%). They were also more likely than men to support food banks (19% vs. 14%). By comparison, men were more likely than women to support religious organisations (13% vs. 9%) and military and veterans (9% vs. 4%).

There are also notable differences by age groups. Donors aged 65 and over were more likely to have supported animal welfare causes (30% vs. 21%), medical research (26% vs. 18%), overseas aid and disaster relief (24% vs. 15%) and hospitals and hospices (22% vs. 11%) than their younger counterparts (those aged 16-24 years old). By comparison, younger donors (16-24 year olds) were more likely to have supported causes related to homelessness and shelters in the UK (24% vs. 15%) and human rights (14% vs. 6%).

Regionally, donors living in London were more likely to have given to homeless people, housing and refuge shelters in the UK (20% vs. 16% average), conservation and environmental causes (18% vs. 14% average), human rights (13% vs. 7% average) and the arts (8% vs. 3% average). Those living in Northern Ireland were more likely to have given to religious organisations (24% vs. 11% average), a likely reflection of the higher proportion of people there who identify as religious.

Older people were more likely to have supported overseas aid and disaster relief than their younger counterparts



2.8 How people give

Overall, the pandemic appears to have had a lasting impact on how people typically donate to charity, as results show a general shift away from cash and in-person donations towards online giving.

In 2022, almost four in ten (37%) of those who donated money in the past 12 months had done so via direct debit, placing it narrowly ahead of cash giving at 35%. Since the pandemic there has been a noticeable decline in cash giving, from 51% in 2019 to 29% in 2021. Therefore, whilst 2022 shows a slight increase from 2021, it overall indicates a sustained move away from regular cash donations.

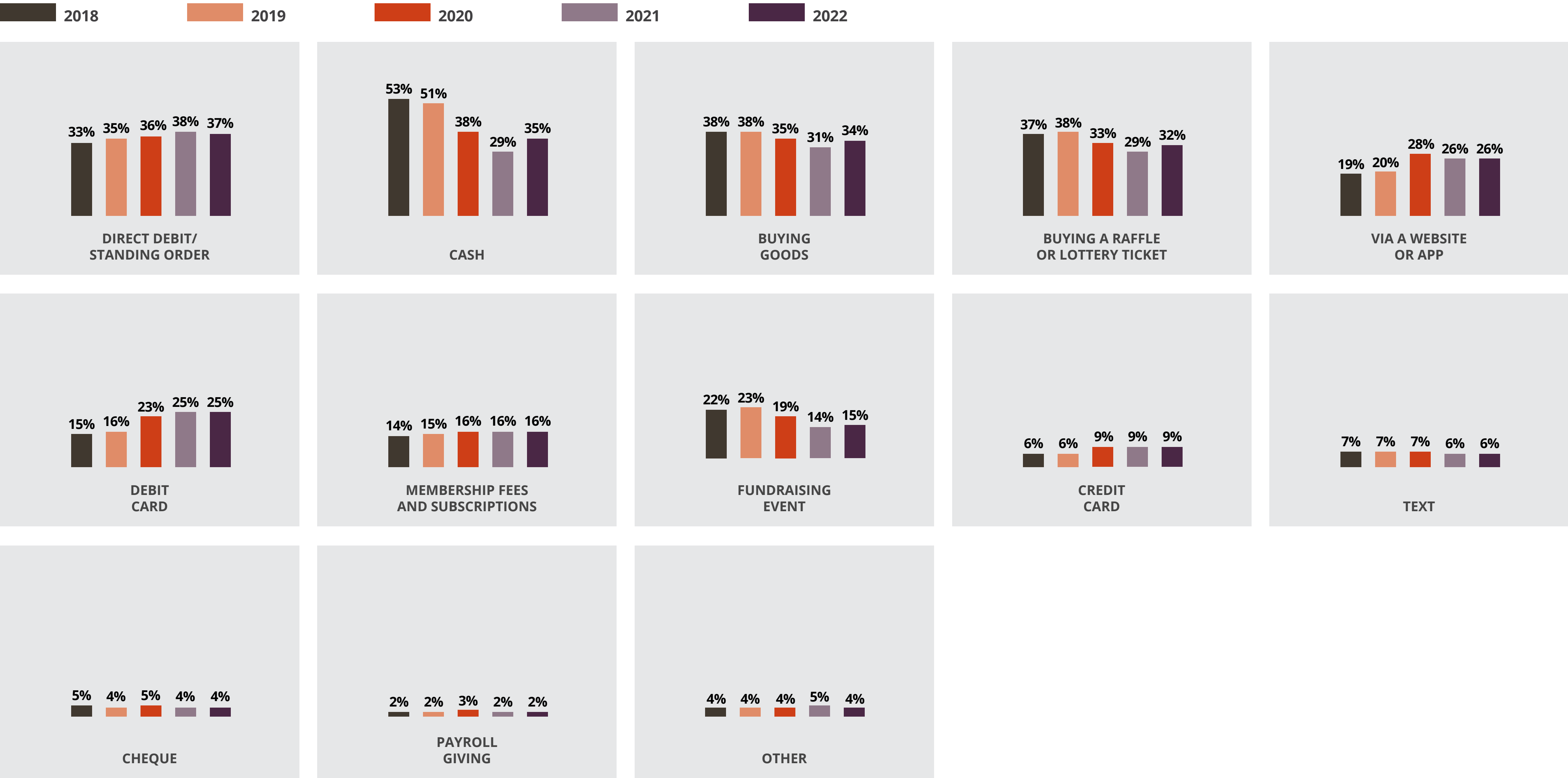
Additionally, compared to pre-pandemic levels, there has been a sustained increase in the proportion of donors giving via debit card (25% in 2022 vs. 16% in 2019) and via a website or app (26% in 2022 vs. 20% in 2019), which further indicates a move away from cash and reflects a more general shift towards a more cashless society.

Since 2016, we have also seen a steady decline in the proportion donating via buying goods or a raffle or lottery ticket. Whilst 2022 showed a slight recovery from 2021 levels (31% and 29% respectively), these have still not recovered to pre-pandemic levels, as 34% reported buying goods and 32% buying a raffle or lottery ticket (compared with 38% for both in 2019).

Finally, 15% of donors reported giving to charity in the past 12 months at fundraising events, compared with 23% who did so in 2019.

In 2022, 37% of those who donated money in the past 12 months had done so via direct debit

Figure 8. In the last 12 months, have you given to charity by any of these methods?



Base: all adults 16+ 2022: (n=7,265), 2021: (n=7,398), 2020: (n=7,918), 2019: (n=8,071), 2018: (n=7,788).



2.9 Being asked to give

A similar proportion of people reported being asked to donate to charity in 2022 compared to 2021 (67% vs. 66%). However, this is still a lower proportion than those who reported being asked pre-pandemic (73% in 2019).

It was still most common for people to report being asked to donate via television (25%), followed closely by 23% who were asked via social media.

Slightly more people were asked to donate to charity on the street than in 2021 (19% vs. 15%), however this is still down on the proportion who reported being asked in this way before the pandemic (34% in 2019).

Turning to look at direct mail, one in five (19%) were asked to donate via post, with 17% who reported being asked by email.

There has been a sustained decrease in the proportion of people being asked to donate at work (5% in 2022 and 2021 vs. 10% in 2019) and at a charity event (5% in 2022 and 2021 vs. 11% in 2019). And, whilst reports of door-to-door collection increased in 2022 from 2021 (10% vs. 8%), this is still down from 2019 (13%).

Furthermore, fewer people reported being asked by friends or family members for sponsorship: 12% reported being asked in this way in 2022, compared with 14% in 2021 and 19% in 2019.

2.10 Frequency of giving

The proportion of people who give to charity frequently (either weekly or monthly) remains in line with recent years - 27% reported that they give to charity frequently in 2022 (3% weekly, 24% monthly), the same as in 2021, and down slightly from 29% in 2019.

Half of people reported giving to charity 'from time-to-time', 15% said they rarely give, and just 6% said they never give to charity.

Women were more likely to report giving frequently to charity than men (30% vs. 25%), and less likely to say they rarely (11% vs. 18%) or never (3% vs. 8%) give to charity.

Frequency of charitable giving also increases with age. Roughly two in five (39%) of those aged 65 and over reported frequently giving to charity, compared with 20% of 25-34 year olds, and 12% of 16-24 year olds. By contrast, 23% of 16-24 year olds said they rarely give to charity, and a further 10% said they never do, compared with just 8% (rarely) and 2% (never) of those aged 65 and over.

Those living in the North East were among the least likely to have said they frequently donate to charity, with less than one in four (23%) doing so. This is compared with roughly one in three in the South West (31%), South East (31%) and Wales (30%) who said they frequently donate.



23%

People living in the North East give less frequently than elsewhere
(23% vs. 27% average for the UK)

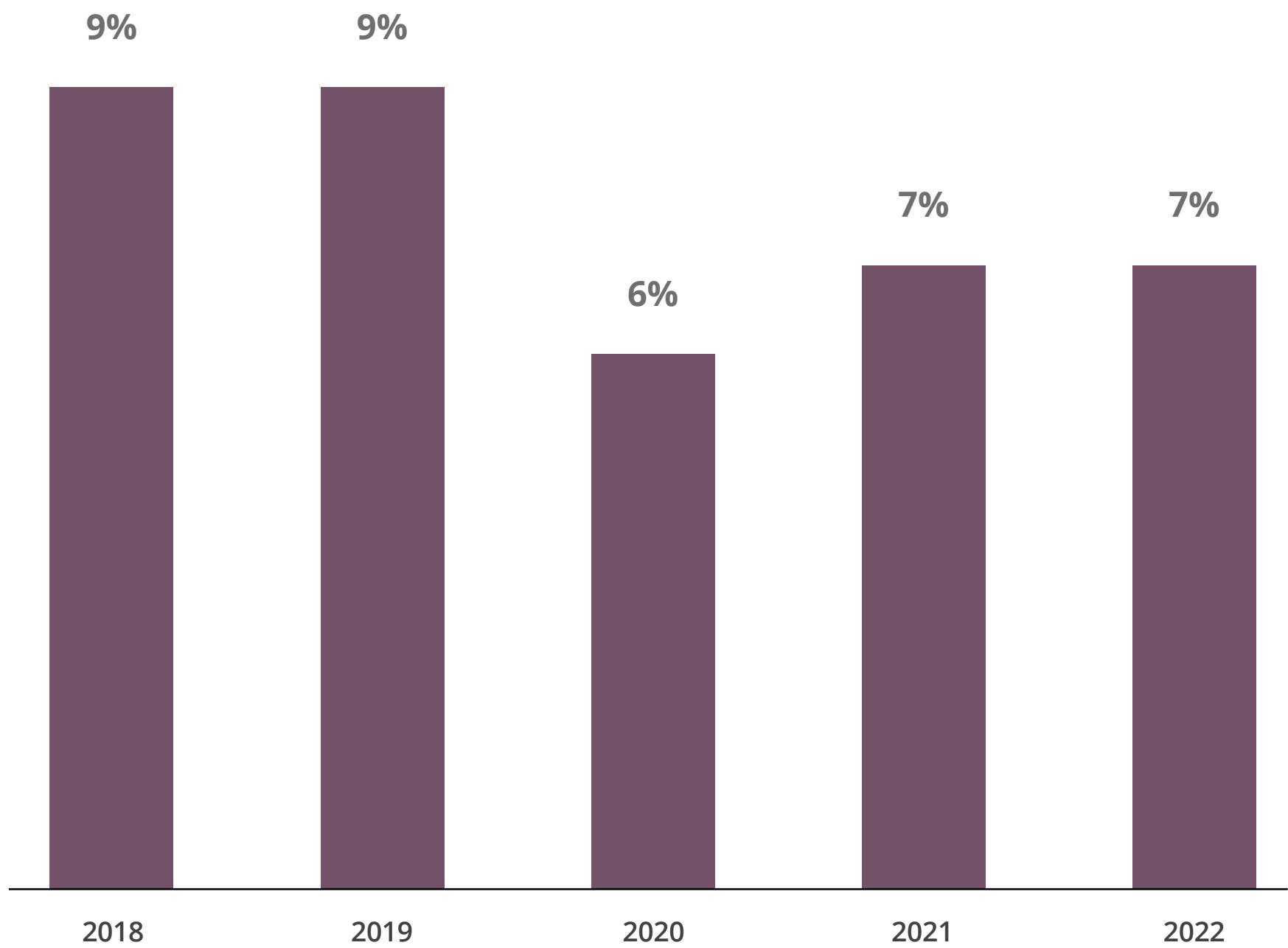


3.0 | Other ways in which people get involved

3.1 Volunteering

In 2022, an average of 7% reported volunteering for a charity in the past four weeks. This signifies a sustained reduction from pre-pandemic levels (9% in 2019). The proportion of people volunteering in the past 12 months has also declined over time, falling from 16% in 2018 to 13% in 2022 – this represents around 1.6 million fewer people volunteering compared to five years ago.

Figure 9. In the past four weeks, have you done any of the following?



Base: all adults 16+ 2022: (n=13,140), 2021: (n=13,575), 2020: (n=13,406), 2019: (n=13,499), 2018: (n=13,277).

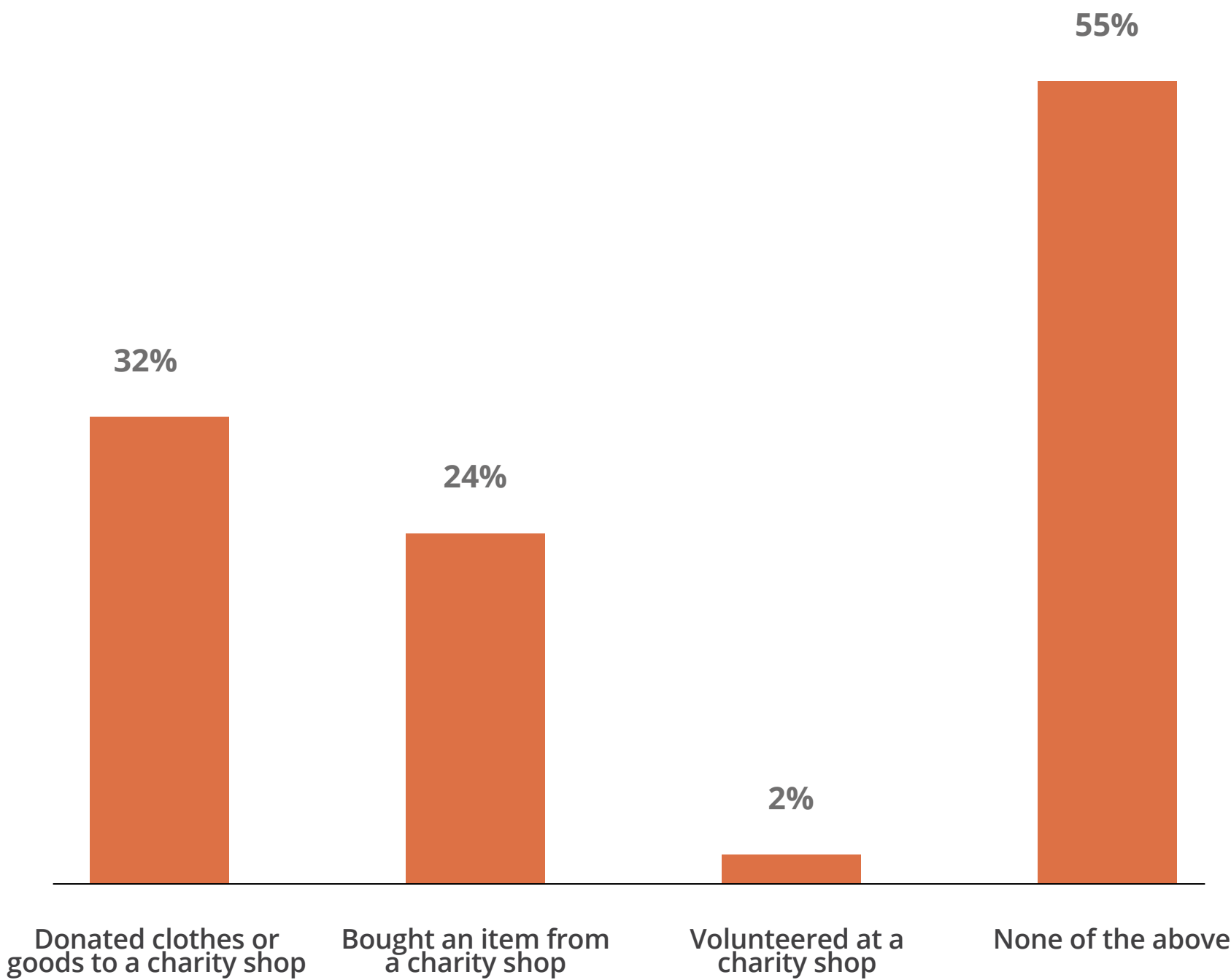
Those from higher social grades (ABC1) were slightly more likely to have volunteered for charity in 2022 compared with those from lower social grades (C2DE) (8% vs. 6%).

Women were also more likely to volunteer for a charity than men (8% to 6% in 2022), and older people were especially likely to have done so compared to younger people (10% of people aged 65+ vs. 7% 16-24 year olds).

3.2 Using charity shops

Over half (55%) had not recently interacted with a charity shop in 2022, whilst nearly a third donated clothes or goods to a charity shop (32%), a quarter (24%) bought an item from a charity shop and 2% volunteered at a charity shop.

Figure 10. In the past four weeks, have you done any of the following?



Base: all adults 16+ 2022: (n=13,140)

Women were more likely than men both to have bought an item (29% vs 19%) and donated goods to a charity shop (38% vs 25%). Despite women being more likely to volunteer for a charity, the levels of women to men reporting that they had volunteered in a charity shop remain consistent (both 2%).

Unlike volunteering in general, it is young people who are the most likely to have volunteered in a charity shop (5% of 16-24 year olds vs. 2% of those aged 65+), whilst older people are more likely to have donated goods (40% of those aged 65+ vs. 21% 16-24 year olds).



3.3 Protesting and petitioning

In 2022, a fifth of adults (20%) reported signing a petition in the last four weeks. This shows a sustained decrease from the proportion who reported doing so in 2019 (25%), 2020 (27%) and 2021 (22%).

The proportion of people who have reportedly taken part in a public demonstration or protest remains low, with just 1% having done so in the last four weeks in 2022.

The age groups most likely to have signed a petition recently has also fluctuated over time. In 2022, older age groups were the most likely to have signed a petition (23% 65+ vs. 16% 16-24). This trend was also the same in 2021 and 2019. However, in 2020, 16-24 year olds were most likely to have signed a petition (35%).

Regionally, those living in the South West were more likely to have signed a petition in 2022 (23% vs. 20% average), whilst those in Scotland (17%) and Northern Ireland (14%) were less likely.

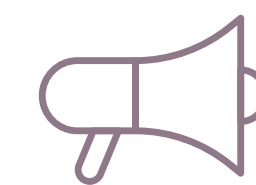
Women were more likely than men to have signed a petition in 2022 (22% vs. 18%), which is consistent with women showing generally higher participation in charitable and civic-minded acts.

PARTICIPATION IN A PUBLIC DEMONSTRATION OR PROTEST REMAINED LOW IN 2022



20%

20% of adults reported signing a petition in the last four weeks



1%

1% of people reported taking part in public demonstration or protest in the last four weeks



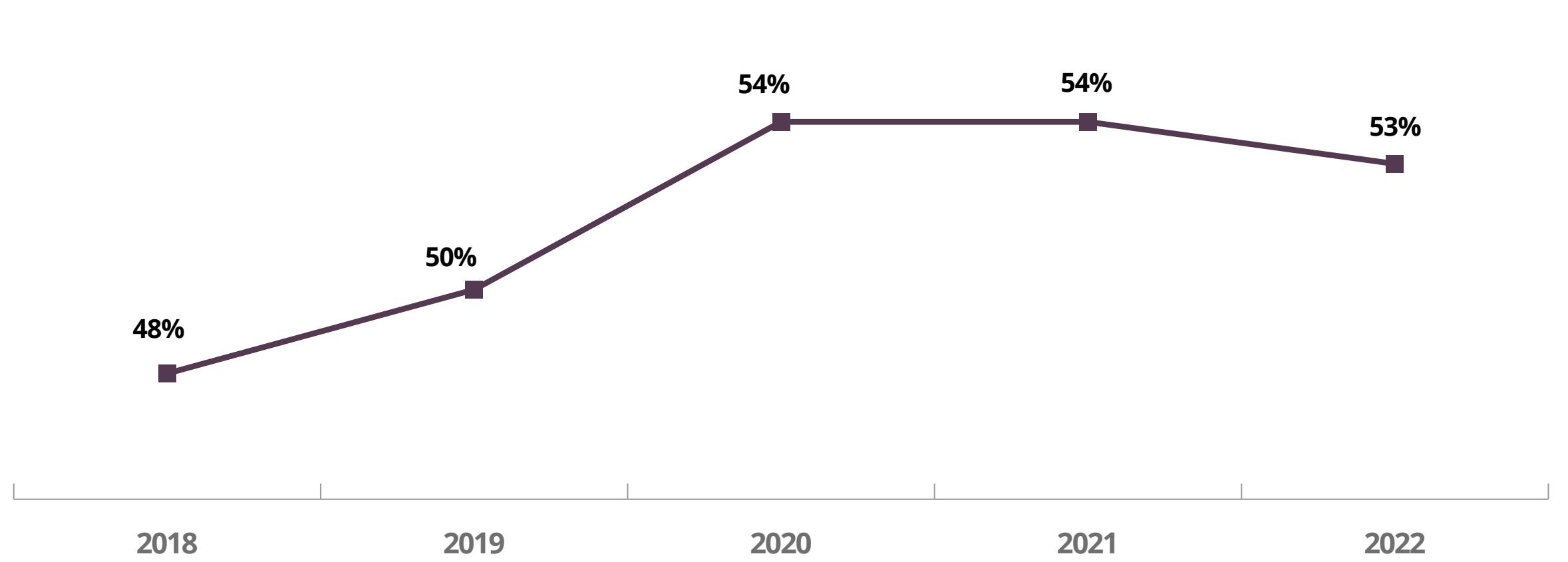
4.0 | Trust in charities



After hitting a low of 48% during February 2022 – the only time over the past two years when it has fallen to below half – trust in charities has recovered, with a high of 56% in June 2022, and levels remaining stable since then.

Over the longer term, trust in charities has risen slightly, with 53% agreeing that charities are generally trustworthy in 2022, compared to 50% in 2019 and 48% in 2018.

Figure 11. To what extent, if at all, do you agree or disagree that most charities are trustworthy? (Net: Agree)



Base: all adults 16+ 2022: (n=13,140), 2021: (n=13,575), 2020: (n=13,406), 2019: (n=13,499), 2018: (n=13,277), 2017: (n=12,211), 2016: (n=8,137).

Looking at 2022 as a whole, men were less likely to agree that most charities are trustworthy compared to women (51% vs 55%), this could explain why men are less likely to give to charity, as seen earlier in Section 2.

Those in lower social grades (C2DE) were also less likely to agree in 2022 that most charities are trustworthy (49% compared with 57% of ABC1s).



5.0 | Method



CAF has been producing the UK Giving report since 2004 and has been tracking giving in the UK for several decades. Over time, there have been a number of changes to how the study is conducted in terms of approach and questions asked. CAF has run the UK Giving survey in its current form since 2016.

The survey is conducted online and collects responses from around a thousand people each month. This monthly approach enables us to capture changes in behaviour and attitudes at a granular level, including the impact of the cost-of-living crisis on charitable giving across the country.

In this report, findings for the calendar year 2022 are based on the responses of 13,140 individuals, unless otherwise indicated. The sample is constructed in such a way that it is nationally representative of the UK in terms of respondents' sex, age, region/nation and social grade. All figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online and the figures have been weighted and are representative of all UK adults (aged 16+).



Registered charity number 268369



CONTACT US

Visit www.cafonline.org to find out more

