

22-087220-45 - CHRISTMAS GIVING

T1	Table 1	WORKPS - Thinking again about your work, do you work in the public sector, or do you work in the private or Base: All Adults in full or part-time employment	
T2	Table 2	WORKPS - Thinking again about your work, do you work in the public sector, or do you work in the private or Base: All Adults in full or part-time employment	
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T4	Table 4	Q1 - Thinking about celebrating Christmas at work, which if any, of the following does your current workplac Base: All Adults in full or part-time employment	
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T7	Table 7	Q3 - You mentioned you are in favour of your current workplace donating, some of the Christmas activities c Base: All Adults who favour some of the contribution/funds being used for cha	rity
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Table 1

WORKPS - Thinking again about your work, do you work in the public sector, or do you work in the private or charity/not-for-profit sector? By public sector I mean organisations such as the NHS, social services, the police or schools.

Base: All Adults in full or part-time employment

		GEN	DFR			AGE			SOCIAL	GRADE	FM	PLOYMENT SECT	TOR .						RFO	GION								RF	GION (SIMPLIFI	IFD)		$\overline{}$
[CHARITY /							T								1	,	,	1	
													NOT FOR			YORKS &	WEST	EAST	EAST OF											1	1	1
		MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	PRIVATE	PUBLIC	PROFIT	NORTH EAST	NORTH WEST	HUMBER	MIDLAND S	MIDLAND S	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAN D	NI	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NI NI
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	1317	675	635	141	339	311	315	211	1003	314	764	420	97	51	160	108	111	99	121	96	172	192	62	111	34	319	331	268	192	62	111	34
WEIGHTED BASE	1317							236			790			52*											38**	299						38**
	100%							18%			60%			4%*												23%						3%**
Public Sector	396	163	232	42	100	91	107	57	260	136	-	396	-	17	51	36	32	31	42	34	47	42	16	35	12	105	105	81	42	16	35	12
	30%	24%	37%	31%	30%	30%	34%	24%	31%	28%	-	100%	-	33%	35%	36%	28%	30%	35%	32%	25%	22%	29%	33%	32%	35%	31%	28%	22%	29%	33%	32%
			a				g					1			u	u			u							c	c					
Private Sector	790	474	311	69	207	172	173	168	484	306	790	-	-	31	83	56	70	68	62	58	122	128	30	65	18	170	200	180	128	30	65	18
	60%	69%	50%	52%	62%	57%	55%	71%	59%	62%	100%	-	-	60%	57%	56%	62%	65%	52%	55%	66%	66%	56%	61%	47%	57%	59%	62%	66%	56%	61%	47%
		b						cef			kl										r	r										
Charity/Not-for-Profit Sector	82	30	51	11	20	25	14	11	62	19	-	-	82	2	8	3	8	3	13	8	9	11	6	6	5	12	23	17	11	6	6	5
	6%	4%	8%	9%	6%	8%	5%	5%	8%	4%	-	-	100%	3%	5%	3%	7%	2%	11%	8%	5%	6%	11%	6%	14%	4%	7%	6%	6%	11%	6%	14%
			ä						1				jk						q													
Don't know	49	22	27	11	8	12	18	•	20	30	-	-		2	5	5	3	2	3	5	7	12	2	1	2	12	8	13	12	2	1	2
	4%	3%	4%	8%	2%	4%	6%	•	2%	6%	-	-	-	4%	3%	5%	3%	2%	2%	5%	4%	6%	4%	•	6%	4%	2%	4%	6%	4%		6%
				dg		g	g			h																						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i- j/k/i - m/n/o/p/q/r/s/t/u/v/w/x - y/A/B/C/D/E/F Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 2

WORKPS - Thinking again about your work, do you work in the public sector, or do you work in the private or charity/not-for-profit sector? By public sector I mean organisations such as the NHS, social services, the police or schools.

Base: All Adults in full or part-time employment

														PRESENCE OF	-			SUPPORT CONTRIBUTIO	NS/ FUNDING	TOTAL CON		TO DONATE TO		
•		EDUC	ATION						IARITAL STAT			HOUSE	HOLD SIZE	1	(17 OR	UNDER)	ETH	NICITY	BEING D	ONATED		CHARITY		
					£20,000 -	£35,000 -			MARRIED		WID/ DIV/		_		1				ETHNIC			More than	About half o	
		GRADUATES		£19,999	£34,999	£54,999	£55,000+	REFUSED	/LIVING AS	SINGLE	SEP	1	2	3	4+	ANY	NONE	WHITE	MINORITY	SUPOPRT	OPPOSE	half	it	Less than half
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
UNWEIGHTED BASE	1317	830	487						860			215				571	746		175	486		164		162
WEIGHTED BASE	1317	521	796						828		98*	234				532	785	1149		456		143		159
	100%	40%	60%	10%*	25%	29%	30%	6%*	63%	30%	7%*	18%	31%	24%	27%	40%	60%	87%	12%	35%	14%	11%	10%	12%
Public Sector	396	160	236	57	99	106	108	25	240	125	31	67	126	102	102	176	221	352	43	122	44	38	40	38
	30%	31%	30%	44%	30%	28%	27%	34%	29%	32%	32%	29%	31%	32%	29%	33%	28%	31%	27%	27%	24%	26%	30%	24%
				def																				
Private Sector	790	304	486	61	189	229	271	41	516	222	52	141	243	189	217	301	489	681	103	295	126	91	82	107
	60%	58%	61%	46%	57%	60%	68%	54%	62%	57%	53%	60%	59%	59%	61%	56%	62%	59%	65%	65%	68%	64%	62%	67%
						С	cde																	
Charity/Not-for-Profit Sector	82	44	38	6	31	24	17	3	42	28	11	19	28	18	17	31	50	70	10	24	12	12	7	4
	6%	8%	5%	4%	9%	6%	4%	4%	5%	7%	11%	8%	7%	6%	5%	6%	6%	6%	6%	5%	6%	8%	5%	3%
		b			f																			
Don't know	49	13	36	8	12	20	3	6	30	15	4	6	14	11	18	25	25	46	3	14	3	2	3	10
	4%	3%	5%	6%	4%	5%	1%	8%	4%	4%	4%	3%	3%	3%	5%	5%	3%	4%	2%	3%	2%	1%	2%	6%
			.,.	f	f	f		f	,-											.,.				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t - u/v/w Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 3
Q1 - Thinking about celebrating Christmas at work, which if any, of the following does your current workplace typically contribute towards or fund?

Base: All Adults in full or part-time employment

	Г	GEN				AGE			SOCIAL			LOYMENT SEC		1					REG										ION (SIMPLIFI			
		GEN	DEK		Т	AGE	1		SOCIAL	GRADE	EMI	LOYMENT SEC	CHARITY /	+			1		REG	ION				т т			т т	KEG	ION (SIMPLIFI	ED)		
		MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	PRIVATE	PUBLIC	NOT FOR PROFIT	NORTH FAST	NORTH WEST	YORKS & HUMBER	WEST MIDLAND S	EAST MIDLAND S	EAST OF ENGLAND	SOUTH WEST	SOLITH FAST	LONDON	WALES	SCOTLAN D	NI	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NI
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(I)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	1317	675	635	141	339	311	315	211	1003	314	764	420	97	51	160	108	111	99	121	96	172	192	62	111	34	319	331	268	192	62	111	34
WEIGHTED BASE	1317 100%	689 52%	621 47%	133* 10%*	335 25%	300 23%	313 24%	236 18%	827 63%	490 37%	790 60%	396 30%	82* 6%*	52* 4%*	147 11%	100* 8%*	112* 9%*	104* 8%*	119* 9%*	105* 8%*	186 14%	193 15%	54* 4%*	107* 8%*	38** 3%**	299 23%	335 25%	291 22%	193 15%	54* 4%*	107* 8%*	38** 3%**
A Christmas party/gettogether	559	313	242	64	177	124	110	84	360	199	385	130	29	23	59	46	44	34	50	39	78	103	22	38	22	128	129	117	103	22	38	22
	42%	45%	39%	48%	53%	41%	35%	36%	44%	41%	49%	33%	35%	45%	40%	46%	39%	33%	42%	37%	42%	53%	41%	36%	58%	43%	38%	40%	53%	41%	36%	58%
		b		f	efg						kl											nqsw							ABE			
A Christmas dinner	386 29%	233 34%	152 25%	47 36%	130 39%	81 27%	85 27%	44 19%	248 30%	139 28%	274 35%	82 21%	15 19%	8 15%	37 25%	25 25%	23	26 25%	51 42%	34 32%	52 28%	74 39%	11 21%	29 27%	17 45%	69 23%	100 30%	86 29%	74 39%	11 21%	29 27%	17 45%
		b		e	efg				55/5		kl	/-							mnop			mnop				2010			VD.			
				Ü															qtvw			v										
Christmas tree/ decorations	363	200	160	45	112	84	73	49	240	123	224	106	12	15	45	30	26	33	33	26	47	58	11	22	17	89	93	73	58	11	22	17
	28%	29%	26%	34% g	33% fg	28%	23%	21%	29%	25%	28%	27%	15%	29%	30%	30%	24%	32%	28%	25%	25%	30%	21%	21%	44%	30%	28%	25%	30%	21%	21%	44%
A Secret Santa gift exchange	248	127	120	40	82	61	39	26	153	94	133	96	14	6	35	28	17	17	39	16	26	37	9	10	9	69	73	42	37	9	10	9
	19%	18%	19%	30%	24%	20%	12%	11%	19%	19%	17%	24%	17%	12%	24%	28%	15%	17%	33%	15%	14%	19%	16%	9%	23%	23%	22%	14%	19%	16%	9%	23%
				fg	fg	fg						j			w	tw			mpqs tuw							BE	BE					
Christmas bonus scheme	220	147	72	41	80	44	34	22	143	78	166	37	6	10	31	20	11	12	19	10	26	55	7	11	8	61	43	36	55	7	11	8
	17%	21%	12%	31%	24%	15%	11%	9%	17%	16%	21%	9%	7%	20%	21%	20%	10%	12%	16%	10%	14%	28%	12%	10%	21%	20%	13%	12%	28%	12%	10%	21%
		b		efg	efg						kl				s							pars				AB			ABDE			J
																						tvw										
Individual employee gifts	185	111	74	25	64	44	31	22	115	71	136	37	8	10	27	13	21	17	11	13	17	37	4	7	10	49	49	31	37	4	7	10
	14%	16%	12%	19% fo	19% fø	15%	10%	9%	14%	14%	17% k	9%	9%	19% w	18% tw	13%	18% w	16%	9%	13%	9%	19% tw	7%	6%	25%	16% F	15%	11%	19% RF	7%	6%	25%
Other	19	8	11	1	6	5	7		17	2	11	7	1	-	1	1	4	•	2	4	1	3		1		2	7	6	3	-	1	
	1%	1%	2%		2%	2%	2%		2%		1%	2%	1%	-	1%	1%	4%		2%	4%	1%	2%	-	1%	-	1%	2%	2%	2%	-	1%	. !
My current workplace doesn't typically contribute towards or fund workplace Christmas activities	343	148	193	5	52	92	99	95	219	124	149	160	26	16	39	27	28	28	26	31	47	38	20	41	2	82	82	78	38	20	41	2
	26%	21%	31%	4%	15%	31%	32%	40%	27%	25%	19%	40%	31%	31%	27%	27%	25%	27%	22%	29%	26%	20%	37%	39%	5%	28%	24%	27%	20%	37%	39%	5%
			a		c	cd	cd	cd				i	1										u	ru						С	AC	
Don't know	53	27	25	8	15	5	22	4	18	36	30	9	4	1	6	3	8	5	1	7	7	8	1	3	2	10	14	14	8	1	3	2
	4%	4%	4%	6%	4%	2%	7%	2%	2%	7%	4%	2%	5%	3%	4%	3%	7%	5%	1%	7%	4%	4%	2%	3%	5%	3%	4%	5%	4%	2%	3%	5%
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Proportions/Means: Columns Tested (5% risk level) - $a/b - c/d/e/f/g - h/i - j/k/l - m/n/o/p/q/r/s/t/u/v/w/x - \gamma/A/B/C/D/E/F$ Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table

Q1 - Thinking about celebrating Christmas at work, which if any, of the following does your current workplace typically contribute towards or fund?

Base: All Adults in full or part-time employment

		EDUC	CATION			INCOME				MARITAL STAT	us		HOUSEH	OLD SIZE		PRESENCE OF	CHILDREN HH UNDER)		NICITY	SUPPORT CONTRIBUTION BEING D		TOTAL CON	TRIBUTION TO CHARITY) DONATE TO
			NON	UP TO	£20,000 -	£35,000 -			MARRIED		WID/ DIV/								ETHNIC			More than	About half of	
		GRADUATES		£19,999	£34,999	£54,999	£55,000+	REFUSED	/LIVING AS	SINGLE	SEP (i)	1	2	3 (m)	4+	ANY (a)	NONE	WHITE	MINORITY	SUPOPRT	OPPOSE	half	it	Less than half
UNWEIGHTED BASE	TOTAL 1317	(a) 830	(b) 487	(c) 106	(d) 277	(e) 372	(f) 491	(g) 71	(h) 860	363	94	(k) 215	(I) 407	(m) 325	(n) 370	(0) 571	(p) 746	(q) 1131	(r) 175	(s) 486	(t) 167	(u) 164	(v) 137	(w) 162
WEIGHTED BASE	1317	521	796	132*		380	399	76*	828	391	98*	234	411	323	353	532	745	1149	159	456	185	143	131	159
WEIGHTED BASE	100%	40%	60%	10%*	25%	29%	30%	6%*	63%	30%	7%*	18%		24%	27%	40%	60%	87%	12%	35%	14%		10%	12%
A Christmas party/gettogether	559	231	328	41	129	171	189	29	354	181	25	87	167	154	152	230	329	487	69	305	101	95	92	105
	42%	44%	41%	31%	39%	45%	47%	39%	43%	46%	26%	37%	41%	48%	43%	43%	42%	42%	43%	67%	55%	66%	70%	66%
						С	С		j	j				k						t				
A Christmas dinner	386	156	230	34	93	116	132	12	262	100	24	54	119	102	112	172	215	333	52	200	75	67	56	68
	29%	30%	29%	26%	28%	30% g	33% g	15%	32%	26%	25%	23%	29%	32%	32%	32%	27%	29%	33%	44%	41%	47%	43%	43%
Christmas tree/ decorations	363	144	219	39	92	100	116	17	232	107	25	47	104	114	99	164	199	313	49	183	73	59	57	61
	28%	28%	28%	29%	28%	26%	29%	23%	28%	27%	25%	20%	25%	36% kl	28%	31%	25%	27%	31%	40%	40%	41%	43%	38%
A Secret Santa gift exchange	248	97	151	22	68	75	68	15	161	67	20	24	69	71	84	127	121	220	25	135	57	51	40	39
	19%	19%	19%	17%	20%	20%	17%	20%	19%	17%	20%	10%	17%	22% k	24% kl	24% p	15%	19%	16%	30%	31%	36%	31%	25%
Christmas bonus scheme	220	96	124	14	53	70	78	4	140	72	9	31	41	68	80	126	94	183	36	135	45	57	31	43
	17%	18%	16%	11%	16%	18% g	20% g	6%	17%	18%	9%	13%	10%	21% kl	23% kl	24% p	12%	16%	23%	30%	24%	40% vw	24%	27%
Individual employee gifts	185	85	101	11	47	71	55	1	138	40	8	24	51	54	57	96	90	154	31	110	28	43	26	38
	14%	16%	13%	9%	14%	19%	14%	1%	17%	10%	8%	10%	12%	17%	16%	18%	11%	13%	20%	24%	15%	30%	20%	24%
					g	cg	g		i							р				t				
Other	19	8	11	4	4	5	5	-	12 1%	4 1%	2	5 2%	5	4	5 1%	9 2%	10 1%	14	5 3%	10 2%	5	5 3%	2	3
My current workplace doesn't	1% 343	1% 138	1% 205	3% 35	1% 91	1% 91	1% 104	22	217	89	2% 37	76	1% 114	1% 79	74	130	213	1% 322	18	270	3%	370	2%	2%
typically contribute towards or fund workplace Christmas activities	343	138	205	33	91	91	104	22	217	89	3/	76	114	79	74	130	213	322	18	-	-	•		
	26%	26%	26%	27%	27%	24%	26%	29%	26%	23%	37% i	33% n	28%	25%	21%	24%	27%	28% r	12%	-		-		-
Don't know	53	14	39	11	16	11	10	6	28	22	3	9	21	6	17	18	36	42	10	-	-	-	-	-
	4%	3%	5%	8% ef	5%	3%	2%	7%	3%	6%	3%	4%	5%	2%	5%	3%	5%	4%	6%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t - u/v/w Overlap formulae used. * small base

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Table 5

Q2 - Now please think about your current workplace's contribution or funding towards Christmas activities. To what extent are you in favour of or opposed to, some of the contribution or funding being donated to a charity of your choice instead?

Base: All Adults whose workplace allocates funds for Christmas activities

	Г	GEN	DER			AGE			SOCIAL	GRADE	EMI	PLOYMENT SEC	TOR						RE	GION								RE	GION (SIMPLIF	ED)		
													CHARITY / NOT FOR			YORKS &	WEST	EAST	EAST OF													
		MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	PRIVATE	PUBLIC	PROFIT	NORTH EAS		HUMBER	MIDLAND S	MIDLAND S	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAN D	NI	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NI
	TOTAL	(a)	(b)	(c)	(d)	(e)	(†)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	916							120			603			32												217						30
WEIGHTED BASE	921							137*			610			34**											34**	207						34**
	100%	56%	44%	13%*	29%	22%	21%	15%*	64%	36%	66%	25%	6%*	4%**	11%*	8%*	8%*	8%*	10%*	7%*	14%*	16%	4%**	7%*	4%**	22%	26%	22%	16%	4%**	7%*	4%**
(+2) Strongly in favour of	183	114	68	25	64	40	30	25	127	56	129	42	4	9	22	8	19	7	15	13	16	47	4	14	8	39	41	30	47	4	14	8
	20%	22%	17%	21%	24%	20%	15%	18%	22%	17%	21%	19%	8%	27%	21%	12%	25%	11%	16%	19%	13%	32%	12%	22%	24%	19%	17%	15%	32%	12%	22%	24%
											1											oqrt							γAB			
(+1) Somewhat favour	272	164	106	52	80	55	53	32	175	97	166	80	19	12	41	23	23	12	34	13	38	34	11	17	14	76	69	51	34	11	17	14
	30%	32%	26%	43%	30%	27%	28%	23%	30%	29%	27%	35%	38%	34%	40%	33%	30%	17%	37%	20%	29%	23%	34%	28%	41%	37%	29%	26%	23%	34%	28%	41%
				defg											qsu				qsu							C						
(0) No views either way	253	130	122	19	63	56	63	52	165	88	172	57	15	7	22	17	14	29	32	25	37	39	8	18	7	46	75	62	39	8	18	7
	27%	25%	30%	16%	24%	27%	33%	38%	28%	26%	28%	25%	29%	21%	21%	24%	18%	42%	34%	37%	28%	26%	24%	28%	20%	22%	31%	31%	26%	24%	28%	20%
						c	c	cd					-					np	р	р												
(-1) Somewhat oppose	127	56	72	21	43	28	25	10	70	57	84	33	. 7	5	10	13	14	14	9	10	26	14	6	4	2	28	38	36	14	6	4	2
	14%	11%	18%	18%	16%	14%	13%	7%	12%	17%	14%	15%	14%	15%	10%	18%	19%	21%	10%	14%	20%	9%	18%	7%	7%	13%	16%	18%	9%	18%	7%	7%
			а																		u											
(-2) Strongly opposed to	58	40	18	3	15	18	10	11	37	21	42	11	4	1	7	5	2	4	1	7	12	11	1	4	1	13	8	19	11	1	4	1
	6%	8%	4%	2%	6%	9%	5%	8%	6%	6%	7%	5%	8%	2%	7%	7%	3%	6%	2%	10%	9%	8%	3%	7%	3%	6%	3%	10%	8%	3%	7%	3%
						c														r								A				
Favour (NET)	456	279	174	77	144	95	83	57	302	154	295	122	24	21	63	31	42	19	49	26	55	81	15	31	22	115	110	81	81	15	31	22
	49%	54%	43%	64%	54%	47%	43%	42%	51%	46%	48%	54%	46%	61%	61%	44%	55%	27%	53%	39%	42%	55%	46%	50%	65%	55%	46%	41%	55%	46%	50%	65%
		b		efg											qst		q		q			q		q		В			В			
Oppose (NET)	185	95	90	24	58	46	36	21	107	78	126	44	12	6	17	17	17	19	10	17	38	25	7	8	3	41	46	55	25	7	8	3
	20%	19%	22%	20%	22%	23%	19%	15%	18%	23%	21%	19%	23%	18%	17%	25%	22%	27%	11%	25%	29%	17%	21%	14%	10%	20%	19%	28%	17%	21%	14%	10%
			0.00	0.00		0.00				0.00	0.10			0.00			0.50	r	0.00		ru											
Mean	0.44	0.51	0.35	0.62	0.51	0.36	0.37	0.38	0.5	0.35	0.43	0.49	0.24	0.69	0.59	0.26	0.58	0.05	0.57	0.23	0.16	0.64	0.38	0.56	0.81	0.5	0.42	0.19	0.64	0.38	0.56	0.81
															qt		qt		qt			ųί		4		В			В			
Don't know	27	10	17	1	3 1%	6	11		15	12	18	4	1	-	1	4	4 5%	3	1	-	1	2	3 9%	6	2	5	8	1	2	3 9%	6	2
	3%	2%	4%	•	1%	3%	6%	5%	3%	4%	3%	2%	3%	-	1%	6%	5%	4%	1%	-	1%	2%	9%	9%	6%	3%	3%	•	2%	9%	9%	6%
							cd																	nstu							BC	

 $Proportions/Means: Columns \ Tested \ (5\% risk \ level) - a/b - c/d/e/f/g - h/i - j/k/l - m/n/o/p/q/r/s/t/u/v/w/x - \gamma/A/B/C/D/E/F Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing$

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Table 6

Q2 - Now please think about your current workplace's contribution or funding towards Christmas activities. To what extent are you in favour of or opposed to, some of the contribution or funding being donated to a charity of your choice instead?

Base: All Adults whose workplace allocates funds for Christmas activities

																PRESENCE OF	-			CONTRIBUTION	T/ OPPOSE DNS/ FUNDING	TOTAL CON		D DONATE TO
		EDU	CATION			INCOME				ARITAL STAT			HOUSEH	IOLD SIZE		(17 OR I	JNDER)	ETH	NICITY	BEING I	OONATED		CHARITY	
			NON	UP TO	£20,000 -	£35,000 -			MARRIED		WID/ DIV/					_		ETHNIC				About half of		
		GRADUATES		£19,999	£34,999	£54,999	£55,000+	REFUSED	/LIVING AS	SINGLE	SEP	1	2	3	4+	ANY	NONE	WHITE	MINORITY	SUPOPRT	OPPOSE	half	it	Less than half
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
UNWEIGHTED BASE	916	574	342						602			140				410	506		141	486				162
WEIGHTED BASE	921	369	552						583			148*		234		385	536			456		143		159
	100%	40%	60%	9%*	24%	30%	31%	5%*	63%	30%	6%*	16%*	30%	25%	28%	42%	58%	85%	14%*	49%	20%	15%	14%	17%
(+2) Strongly in favour of	183	97	87	13	37	56	73	4	125	50	8	22	50	53	58	88	96	141	40	183	-	82	45	50
	20%	26%	16%	16%	17%	20%	26%	8%	22%	18%	14%	15%	18%	23%	22%	23%	18%	18%	31%	40%	-	58%	35%	32%
		b					dg												q	t		vw		
(+1) Somewhat favour	272	108	164	25	78	74	84	11	183	78	12	32	85	71	83	131	141	239	32	272	-	60	86	109
	30%	29%	30%	29%	34%	27%	29%	24%	31%	28%	20%	22%	31%	30%	32%	34%	26%	30%	25%	60%	-	42%	65%	68%
																р				t			u	u
(0) No views either way	253	92	161	19	67	85	70	12	146	82	25	55	71	67	60	85	168	211	40	-	-	-	-	-
	27%	25%	29%	22%	30%	31%	25%	26%	25%	29%	43%	37%	26%	29%	23%	22%	31%	27%	31%	-	-	-	-	-
											h	n					0							
(-1) Somewhat oppose	127	47	80	20	29	35	31	12	75	44	9	26	39	30	32	49	78	116	10	-	127	-	-	-
	14%	13%	15%	23%	13%	13%	11%	24%	13%	16%	15%	18%	14%	13%	12%	13%	15%	15%	8%	-	69%	-	-	-
				f				f													s			
(-2) Strongly opposed to	58	19	39	4	12	21	17	4	37	16	4	4	24	10	20	25	33	51	6	-	58	-	-	-
	6%	5%	7%	4%	6%	7%	6%	8%	6%	6%	7%	3%	9%	4%	8%	7%	6%	7%	5%	-	31%	-	-	-
																					S			
Favour (NET)	456	205	251	39	115	130	157	15	308	127	20	55	135	124	141	219	237	380	72	456	-	143	131	159
	49%	56%	45%	45%	51%	47%	55%	32%	53%	46%	34%	37%	49%	53%	54%	57%	44%	48%	56%	100%	-	100%	100%	100%
		b					g		i					k	k	р				t				
Oppose (NET)	185	65	120	24	41	56	48	15	113	60	13	30	63	40	52	74	111	168	17	-	185	-	-	-
., .	20%	18%	22%	28%	18%	20%	17%	32%	19%	21%	21%	20%	23%	17%	20%	19%	21%	21%	13%	-	100%	-	-	-
								f													s			
Mean	0.44	0.6	0.34	0.31	0.44	0.4	0.59	0.01	0.5	0.37	0.2	0.31	0.37	0.55	0.5	0.55	0.37	0.4	0.69	1.4	-1.31	1.58	1.35	1.32
		ь														р			q	t		vw		
Don't know	27	7	21	4	2	6	9	5	16	9	1	9	6	3	9	7	21	26	1	-	-	-	-	-
	3%	2%	4%	5%	1%	2%	3%	10%	3%	3%	2%	6%	2%	1%	4%	2%	4%	3%	1%	-	-	-	-	_
		1						de				m								l				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t - u/v/w Overlap formulae used. * small base

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Table 7
Q3 - You mentioned you are in favour of your current workplace donating, some of the Christmas activities contribution or funding, to charity. In your opinion, how much, if any, of the total amount of contribution or funding would you say should be used for charity?

Base: All Adults who favour some of the contribution/funds being used for charity

		GEN	IDER			AGE			SOCIAL	GRADE	EMI	PLOYMENT SE	CTOR						REG	SION								REC	SION (SIMPLIFI	ED)		
													CHARITY / NOT FOR		T NORTH WEST	YORKS &	WEST	EAST	EAST OF													
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	ABC1 (h)	C2DE (i)	PRIVATE (i)	PUBLIC (k)	PROFIT (I)	(m)	(n)	HUMBER (o)	MIDLAND S	MIDLAND S	ENGLAND (r)	(c)	SOUTH EAST (t)	LONDON	WALES (v)	SCOTLAN D	NI (x)	NORTH (v)	MIDLANDS (A)	SOUTH (B)	LONDON (C)	WALES (D)	SCOTLAND (F)	(F)
UNWEIGHTED BASE	486	282	201	75	159	110	88	54	385	101	321	127	27	18	71	35	45	19	45	33	62	92	16	33	17	124	109	95	92	16	33	17
WEIGHTED BASE	456							57*			295		24**	21**			42**	19**		26**						115*						22**
	100%							13%*			65%			5%**												25%*						5%**
(5) All of it/almost all of it	80	54	26	15	28	13	11	13	46	34	55	21	2	1	11	6	5	4	9	3	8	22	1	8	3	18	17	11	22	1	8	3
	18%	19%	15%	19%	20%	14%	13%	22%	15%	22%	19%	17%	7%	5%	17%	20%	11%	19%	18%	13%	14%	27%	5%	24%	15%	16%	16%	14%	27%	5%	24%	15%
(4) About three quarters	63	40	23	11	29	11	9	2	46	17	37	16	10	2	11	7	5	2	6	2	6	13	-	4	4	21	13	8	13		4	4
	14%	14%	13%	15%	20% g	12%	11%	4%	15%	11%	12%	13%	42%	10%	18%	24%	12%	12%	13%	8%	12%	15%		12%	18%	18%	12%	10%	15%	- 1	12%	18%
(3) About half of it	131	77	54	25	35	28	28	15	89	43	82	40	7	3	20	8	18	5	14	10	15	17	6	9	7	31	37	26	17	6	9	7
	29%	28%	31%	33%	24%	29%	34%	27%	29%	28%	28%	32%	29%	14%	32%	26%	42%	27%	28%	39%	28%	21%	38%	28%	29%	27%	33%	32%	21%	38%	28%	29%
(2) About a quarter of	118	70	48	14	34	29	26	16	79	39	79	32	1	12	13	7	8	5	12	6	16	18	5	9	6	33	25	22	18	5	9	6
	26%	25%	27%	18%	23%	30%	32%	28%	26%	26%	27%	26%	6%	57%	21%	24%	20%	24%	24%	21%	30%	23%	34%	28%	28%	29%	23%	27%	23%	34%	28%	28%
(1) Less than a quarter	41	22	18	7	14	8	6	6	28	12	28	7	3	3	4	2	2	3	6	•	5	7	3	3	2	9	11	6	7	3	3	2
	9%	8%	10%	9%	10%	9%	7%	10%	9%	8%	10%	6%	11%	14%	6%	6%	5%	13%	13%	2%	10%	9%	23%	8%	11%	8%	10%	7%	9%	23%	8%	11%
More than half (NET)	143	93	49	26	57	24	20	15	92	51	91	38	12	3	22	14	10	6	15	6	14	34	1	11	7	39	31	19	34	1	11	7
	31%	33%	28%	34%	40% ef	26%	24%	26%	30%	33%	31%	31%	49%	15%	35%	44%	23%	30%	31%	21%	25%	42%	5%	36%	33%	34%	28%	24%	42% B	5%	36%	33%
Less than half (NET)	159	92	65	21	48	37	32	21	107	52	107	38	4	15	17	9	10	7	18	6	22	26	9	11	9	41	36	28	26	9	11	9
	35%	33%	38%	27%	33%	39%	38%	38%	35%	34%	36%	31%	17%	71%	28%	30%	25%	37%	37%	23%	40%	32%	57%	37%	38%	36%	32%	34%	32%	57%	37%	38%
Mean	3.05	3.13	2.95	3.18	3.17	2.91	2.91	3.01	3.01	3.14	3.04	3.12	3.31	2.36	3.2	3.27	3.04	2.99	2.99	3.11	2.89	3.31	2.31	3.15	2.99	3.06	3.01	2.96	3.31	2.31	3.15	2.99
Don't know	23	17	6	5	3	6	3	5	15	8	15	7	1	-	3	-	4	1	2	4	4	4	-	-	-	3	7	8	4	-	-	-
	5%	6%	3%	6%	2%	6%	4%	9%	5%	5%	5%	6%	5%	-	5%	-	10%	6%	4%	16%	7%	5%	-	-	-	3%	7%	10%	5%	-	-	-
																												у				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - f/k - m/n/o/p/g/f/s/t/u/v/w/x - f/k Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 8

Q3 - You mentioned you are in favour of your current workplace donating, some of the Christmas activities contribution or funding, to charity. In your opinion, how much, if any, of the total amount of contribution or funding would you say should be used for charity?

Base: All Adults who favour some of the contribution/funds being used for charity

Part																	PRESENCE OF	-			CONTRIBUTIO	T/ OPPOSE DNS/ FUNDING	TOTAL CON		D DONATE TO
Part Color			EDUCATION INCOME						MARITAL STAT			HOUSEH	IOLD SIZE		(17 OR I	JNDER)	ETHI		BEING I	OONATED					
TOTAL (a) (b) (c) (d) (e) (f) (g) (h) (g) (h) (g) (h) (h												WID/ DIV/											More than	About half of	1
November 1908 193 193 34 98 34 204 16 338 127 21 54 331 139 159 237 401 81 486 164 137 152 152 100 458 558 558 558 558 258			GRADUATES	GRADUATES	£19,999	£34,999	£54,999	£55,000+	REFUSED	/LIVING AS	SINGLE	SEP	1	2	3	4+	ANY		WHITE	MINORITY	SUPOPRT	OPPOSE		it	Less than half
VEIGHTED BASE 100 201 221 30** 115* 130* 15** 308 127* 20** 55* 135* 124 141 229 227 380 72* 455 *** 148 30** 35** 60** 28** 48** 5** 22** 20 27 5 48 30 2 8 23 17 32 36 44 60 20 80 - 80 - 180		TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
100% 4.5% 55% 5% 5% 25% 22% 34% 35% 5% 22 20 27 5 48 30 2 8 23 17 32 36 44 60 20 80 -	UNWEIGHTED BASE	486	323							338			54				249	237			486	-			162
E) All of It/almost all of it 18% 17% 18% 18% 19% 19% 19% 16% 17% 33% 16% 22% 9% 14% 17% 14% 23% 17% 18% 16% 27% 9% 14% 17% 14% 23% 17% 18% 16% 27% 9% 14% 17% 14% 23% 17% 18% 16% 27% 9% 14% 17% 14% 23% 17% 18% 16% 27% 9% 14% 17% 18% 16% 27% 9% 14% 17% 18% 15% 15% 15% 18% 15% 17% 18% 15% 15% 18% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15	WEIGHTED BASE	456	205							308			55*				219	237			456	_**			159
18% 17% 18% 13% 19% 16% 17% 33% 16% 23% 9% 14% 17% 14% 23% 17% 18% 16% 27% 18%		100%	45%							68%			12%*				48%	52%			100%	_**			35%
Company	(5) All of it/almost all of it	80	35	45	5	22	20	27	5	48	30	2	8	23	17	32	36	44	60	20	80	-	80	-	-
(4) About three quarters (5) 14% (5) 15% (5) 15% (5) 15% (5) 15% (6) 15% (7) 15% (8) About half of it (8) About half of		18%	17%	18%	13%	19%	16%	17%	33%	16%	23%	9%	14%	17%	14%	23%	17%	18%	16%	27%	18%	-	56%	-	-
14% 19% 9% 21% 13% 13% 14% - 15% 11% 22% 12% 9% 18% 16% 19% 9% 14% 13% 14% - 44% - - -																				q			vw		
Company Comp	(4) About three quarters	63	40	23	8	15	17	23	-	45	13	4	6	12	22	23	42	21	52	10	63	-	63	-	-
3 About half of it 131 53 78 11 34 35 49 4 87 38 6 20 38 38 35 60 71 114 18 131 131		14%	19%	9%	21%	13%	13%	14%	-	15%	11%	22%	12%	9%	18%	16%	19%	9%	14%	13%	14%	-	44%	-	-
29% 26% 31% 27% 29% 27% 31% 24% 28% 30% 31% 25% 28% 31% 25% 27% 30% 30% 24% 29% 100% - 10			b														р						vw		
(2) About a quarter of 118	(3) About half of it	131	53	78	11	34	35	49	4	87	38	6	20	38	38	35	60	71	114	18	131	-	-	131	-
(2) About a quarter of 118		29%	26%	31%	27%	29%	27%	31%	24%	28%	30%	31%	37%	28%	31%	25%	27%	30%	30%	24%	29%	-	-	100%	-
26% 21% 30% 25% 21% 34% 23% 28% 26% 25% 30% 28% 27% 28% 23% 26% 25% 28% 18% 26% 74% 10																								uw	
(1) Less than a quarter 41	(2) About a quarter of	118	42	76	10	25	44	36	4	80	32	6	15	37	34	32	58	60	105	13	118	-	-	-	118
(1) Less than a quarter 41	,	26%	21%	30%	25%	21%	34%	23%	28%	26%	25%	30%	28%	27%	28%	23%	26%	25%	28%	18%	26%	-	-	-	74%
9% 12% 7% 6% 11% 7% 11% - 11% 4% 8% 1% 11% 9% 10% 9% 9% 9% 10% 9% 26% uv More than half (NET) 143 75 68 13 37 37 50 5 94 43 6 14 34 39 55 78 64 112 29 143 - 143 - 313 4 36% 27% 35% 32% 28% 32% 33% 30% 34% 31% 26% 25% 31% 39% 36% 27% 29% 40% 31% - 100%				а																					uv
More than half (NET) 143 75 68 13 37 37 50 5 94 43 6 14 34 39 55 78 64 112 29 143 - 143	(1) Less than a guarter	41	24	17	2	12	9	17	-	34	5	2	1	15	12	14	19	22	34	7	41	-	-	-	41
More than half (NET) 143 75 68 13 37 37 50 5 94 43 6 14 34 39 55 78 64 112 29 143 - 143	,	9%	12%	7%	6%	11%	7%	11%	-	11%	4%	8%	1%	11%	9%	10%	9%	9%	9%	10%	9%	-	-	-	26%
Sign										i															
Sign	More than half (NET)	143	75	68	13	37	37	50	5	94	43	6	14	34	39	55	78	64	112	29	143	-	143	-	-
Less than half (NET) 159 66 93 12 37 53 53 4 115 37 8 16 51 46 46 77 82 139 20 159 159 100% Mean 3.05 3.1 3.01 3.13 3.09 2.96 3.04 3.45 2.98 3.26 2.94 3.11 2.93 2.99 3.21 3.08 3.02 3 3.32 3.05 - 4.56 3 1.74 Don't know 23 11 11 3 7 6 5 2 13 9 - 5 11 2 5 3 19 16 5 23	,								33%	30%		31%	26%					27%					100%	_	-
Less than half (NET) 159 66 93 12 37 53 53 4 115 37 8 16 51 46 46 77 82 139 20 159 159 159 159 159 159 159 159 159 159 159																1							vw		
Mean 3.05 3.1 3.01 3.13 3.09 2.96 3.04 3.45 2.98 3.26 2.94 3.11 2.93 2.99 3.21 3.08 3.02 3 3.32 3.05 - 4.56 3 1.74 Don't know 23 11 11 3 7 6 5 2 13 9 - 5 11 2 5 3 19 16 5 23	Less than half (NET)	159	66	93	12	37	53	53	4	115	37	8	16	51	46	46	77	82	139	20	159	-	-	-	159
Mean 3.05 3.1 3.01 3.13 3.09 2.96 3.04 3.45 2.98 3.26 2.94 3.11 2.93 2.99 3.21 3.08 3.02 3 3.32 3.05 - 4.56 3 1.74 Don't know 23 11 11 3 7 6 5 2 13 9 - 5 11 2 5 3 19 16 5 23 5	,								28%													_	-	-	
Mean 3.05 3.1 3.01 3.13 3.09 2.96 3.04 3.45 2.98 3.26 2.94 3.11 2.93 2.99 3.21 3.08 3.02 3 3.32 3.05 - 4.56 3 1.74 Don't know 23 11 11 3 7 6 5 2 13 9 - 5 11 2 5 3 19 16 5 23 5 5% 6% 5% 7% 6% 5% 3% 15% 4% 7% - 9% 8% 1% 4% 2% 8% 4% 7% 5%																									
Don't know 23 11 11 3 7 6 5 2 13 9 - 5 11 2 5 3 19 16 5 23 5	Mean	3.05	3.1	3.01	3.13	3.09	2.96	3.04	3.45	2.98	3.26	2.94	3.11	2.93	2.99	3.21	3.08	3.02	3	3.32	3.05	-	4.56	3	
Don't know 23 11 11 3 7 6 5 2 13 9 - 5 11 2 5 3 19 16 5 23 5 5 6 6 5 5 7 6 5 5 4 4 7 7 6 5 7 6 5 7 6 5 7 6 5 7 6 7 6 7 7 6 7 7 6 7 7 7 7																								w	
5% 6% 5% 7% 6% 5% 3% 15% 4% 7% - <t< th=""><th>Don't know</th><th>23</th><th>11</th><th>11</th><th>3</th><th>7</th><th>6</th><th>5</th><th>2</th><th>13</th><th>9</th><th>-</th><th>5</th><th>11</th><th>2</th><th>5</th><th>3</th><th>19</th><th>16</th><th>5</th><th>23</th><th>-</th><th></th><th></th><th>-</th></t<>	Don't know	23	11	11	3	7	6	5	2	13	9	-	5	11	2	5	3	19	16	5	23	-			-
					7%	6%	5%	3%				_	9%		1%	4%	2%			7%		_		_	_
]	3,0	3,0	. , ,	270	-70	-70	2370	.,,,	. 70		m	m	-70	.,,	_/0	0	.,,	. 70	3,0	-			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t - u/v/w Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

firtum to Index

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Table 9 Sample profile

Base: All adults aged 16-75 in the U

base: All adults aged 16-75 in the C	UK																															
		GEN	EDER			AGE			SOCIAL	GRADE	EMI	PLOYMENT SEC	CHARITY /						REG	ION							T .	RE	GION (SIMPLIFE	ED)	$\overline{-}$	
	70741	MAN	WOMAN	16-24	25-34	35-44	45-54 (f)	55-75 (g)	ABC1 (b)	C2DE (I)	PRIVATE (j)	PUBLIC (k)	NOT FOR PROFIT	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLAND S	EAST MIDLAND S	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAN D	NI (w)	NORTH (y)	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NI (E)
UNWEIGHTED BASE WEIGHTED BASE GENDER	1317 1317 100%	675 689 52%	635 621 47%	141 133* 10%*	139 135 25%	311 300 23%	315 313 24%	211 236 18%	1003 827 63%	314 490 37%	764 790 60%	420 395 30%	97 82* 6%*	51 52* 456*	160 147 11%	108 100* 8%*	111 112* 9%*	99 104* E%*	121 119* 9%*	96 105* 8%*	172 186 14%	192 193 15%	62 54* 4%*	111 107* 8%*	34 38** 3%**	319 299 23%	331 335 25%	268 291 22%	192 193 15%	62 54* 4%*	111 107* 8%*	34 35** 3%**
MAN	52% 52%	589 500% b	-	71 54%	180 54%	159 53%	156 50%	122 52%	420 51%	269 55%	474 60% ki	163 41%	30 37%	38 73% noas	67 45%	56 56%	50 53%	45 43%	54% 54%	50 47%	96 52%	96 50%	30 56%	65 62% no	23 60%	161 54%	168 50%	145 50%	96 50%	30 56%	66 62%	23 60%
WOMAN	621 47%	i	621 100% a	62 46%	152 45%	140 47%	154 49%	113 48%	402 40%	218 45%	311 19%	232 58% i	51 62% i	24 27%	81 55% mw	44 44%	53 47% m	58 56% mw	55 46%	56 53% m	87 47% m	96 50% m	22 42%	40 38%	25 40%	138 46%	166 49%	141 49%	96 50%	22 42%	40 38%	15 40%
36-34	133 10%	71 10%	62 10%	133 100%				- :	58 7%	75 15%	69 9%	42 11%	11 14%	4 7%	17 11%	10 10%	17 15%	7 6%	14 12%	3 7%	20 11%	20 10%	2 4%	7 6%	9 23%	30 10%	37 11%	28 10%	20 10%	2 4%	7 6%	9 23%
25-34	335 25%	180 26%	152 24%	oung -	335 100%	:	:	:	212 26%	123 25%	207 26%	100 25%	20 24%	14 28%	50 34%	28 28%	30 26%	18 17%	30 25%	25 24%	33 18%	70 36%	12 22%	17 16%	II 22%	92 31%	77 23%	59 20%	70 36%	12 22%	17 16%	II 22%
35-44	300 23%	159 23%	140 23%	:	cefg	300 100%	:	- 1	211 25%	89 18%	172 22%	91 23%	25 31%	18 35%	91w 24 16%	15 15%	16 14%	36 35%	30 25%	26 24%	47 25%	98W 38 20%	13 25%	30 28%	8 20%	57 19%	81 24%	72 25%	35 20%	13 25%	30 28%	8 20%
45-54	313 24%	156 23%	154 25%	- :	:	cdfe -	313 100% cder	:	201 25%	111 23%	173 22%	107 27%	14 18%	11 22%	40 27% u	27 27%	26 23%	28 27%	27 22%	34 32% u	41 22%	31 16%	22 40% ortu	19 18%	9 22%	78 26% C	81 24%	75 26% C	31 16%	22 40% ACE	19 18%	9 22%
55-75	236 18%	122 18%	113 18%	1	- 1	1	-	236 100% odef	144 17%	92 19%	168 21% k	57 14%	11 14%	5 9%	16 11%	20 20%	25 22% n	15 14%	20 26%	13 12%	45 24% mmsv	35 18%	5 9%	34 32% mnor 107	5 12%	41 14%	59 18%	57 20%	35 18%	5 9%	34 32% vABC D	5 12%
SOCIAL GRADE AGC1	827 63%	420 61%	402 65%	58 44%	212 63% c	211 70% c	203 65% c	144 61% c	827 100% i	:	484 61%	260 66%	62 76% i	29 55%	92 67% 01	57 57%	59 52%	56 64%	65 54%	55 52%	130 70% priw	154 80% mnoo	32 60%	56 53%	25 64%	184 62%	190 57%	185 64%	154 80% vASD	32 60%	56 53%	25 64%
CZIDE	490 37%	269 39%	218 35%	75 56% defe	123 37%	89 30%	111 35%	92 39%	:	490 100% h	306 39%	136 34%	19 24%	23 45%	48 33%	43 43% u	54 48% ntu	37 36% u	55 46% tu	50 48% nbu	55 30%	39 20%	21 40% u	50 47% bu	14 36%	115 38% C	146 43% C	106 35% C	29 20%	21 40% C	50 47% C	14 36%
EMPLOYMENT SECTOR PRIVATE	790 60%	474 69%	311 50%	69 52%	207 62%	172 57%	173 55%	168 71%	484 59%	306 62%	790 100%	:	:	31 60%	83 57%	56 56%	70 62%	68	62 52%	58 55%	122 66%	128 66%	30 56%	65 61%	18 47%	170 57%	200 59%	180 62%	128 66%	30 56%	65 61%	18 47%
PUBLIC	396 30%	163 24%	232 37%	42 31%	100 30%	91 30%	107 34%	57 24%	260 31%	136 28%	id :	396 100%		17 33%	51 35%	36 36%	32 28%	31 30%	42 35%	34 32%	47 25%	42 22%	16 29%	35 33%	12 32%	105 35%	105 31%	81 28%	42 22%	16 29%	35 33%	12 32%
CHARITY/ NOT FOR PROFIT	82 6%	30 4%	51 8%	11 9%	20 6%	25 8%	14 5%	11 5%	62 8% 1	29 4%	:	:	82 300% ik	2 3%	8 5%	3 3%	8 7%	3 2%	13 11% 0	2 2%	9 5%	11 6%	6 11%	6 6%	5 14%	12 4%	23 7%	17 6%	11 6%	6 11%	6 6%	5 14%
NORTH EAST	52 4%	38 5% b	14 2%	4 3%	14 4%	18 6%	11 4%	5 2%	29 3%	23 5%	31 4%	17 4%	2 2%	52 100% nopor stow	1	- 1	i	- 1	- 1	i	i	- 1	i	i	i	52 17% ABCDE	- 1	i	- 1	- 1	1	:
NORTH WEST	147 11%	67 10%	81 13%	17 13%	50 15% est	24 8%	40 13%	16 7%	99 12%	48 10%	83 11%	51 13%	II 10%	-	147 100% mooor	:	:	:	:	÷	:	:	:	:	:	147 49% ABCDE	:	:	:	:	:	:
YORKS & HUMBER	100 8%	56 8%	44 7%	10 7%	28 8%	15 5%	27 9%	20 9%	57 7%	43 9%	56 7%	36 9%	3 3%	-		100 100% mnpar	-	-	-	÷	-	-	-	-	-	100 33% ABCDE	- 1	-	-	-	-	:
WEST MIDLANDS	112 9%	60 9%	53 9%	17 13% e	30 9%	26 5%	26 8%	25 11%	59 7%	54 11%	70 9%	32 8%	8 9%	1			112 100% mnogr								- :	:	112 34% yBCDE					:
EAST MIDLANDS	104 8%	45 6%	58 9%	7 5%	18 5%	36 12% d	28 9%	15 6%	66 8%	37 8%	68 9%	31 8%	3	-				104 100% mnoor stuow							-	-	104 31% vBCDE					-
EAST OF ENGLAND	119 9%	64 9%	55 9%	14 10%	30 9%	30 10%	27 9%	20 8%	65 8%	55 11%	62 8%	42 11%	13 16% i	1					119 100% mnood stuvw						-	:	119 36% v6CDE					:
SOUTH WEST	105 8%	50 7%	56 9%	E 6%	26 8%	26 9%	34 11%	13 5%	55 7%	10%	58 7%	34 9%	10%	-	-	-	-	-	-	105 100% mnoed rtuw	-	- :	-	-	-	-		105 36% vACDE	- :	-	-	÷
LONDON	186 14%	14%	14%	25%	10%	16%	41 13%	45 19% d	16%	11%	122	12%	11%	-		-	-	-	-		185 100% mnood nuw				-	-		64% VACDE		-	:	
WALES	193 15%	96 14%	96 15%	20 15%	70 21% ef	38 13%	31 10%	35 15%	154 19% i	39 8%	128 16% k	42 11%	11 14%	-	-	-	-	-	:	-	:	193 100% mnopq nitvw	- 4	:	-	-	:	-	193 100% yABDE		:	:
SCOTLAND	107	30 4%	22 4%	2 2% 7	4%	13 4%	22 7% g	5 2%	32 4%	21 4%	30 4%	16 4%	6 7%	-		-	-	-			•		54 100% mnoos rstuw	107	-	-		•		54 100% vABCE	107	
No	35	10% 23 3%	40 6% 15 2%	5% 9 7%	5%	10% d	19 6%	34 24% cdf	7% 25 26	10% 24 3%	65 8% 18 2%	35 9% 12 3%	5 5 5						•		•		•	100% mnopq ratuv	38 100%	-	•			•	100% yABCD	38
REGION (SIMPUFIED) NORTH	299 23%	3% 161 23%	2% 138 22%	10	92 28%	3% 57 19%	78 25%	2% 41 17%	3% 184 22%	3% 115 23%	2% 170 22%	3% 105 26%	5 7% i 12 15%	52	147	100							-		100%	299 100%						100%
MIDLANDS	23% 335 25%	23% 168 24%	22% 166 27%	21% 37 28%	28% er 77 23%	81 27%	25% 81 26%	17% 59 25%	22% 190 23%		200 25%	26% 105 27%	23 28%	100% per stuw	147 100% per stuvw	100 100% pont uww	112	104	119		•		-			ABCDE	335	•		•		
SOUTH	291	24% 145 21%	27% 143 23%	28% 28 21%	23% 59 18%	27% 72 24%	75 24%	25% 57 24%	185	146 30% h	25% 180 23%	27% 81 21%	28% 17 21%			-	112 200% mno stuve	104 100% mno stuve	119 100% mnost uvw	105	185		-				315 100% vBCDE	291				
LONDON	22% 193 15%	21% 96 14%	23% 98 15%	21% 20 15%	70 21%	24% 38 13%	31 10%	24% 35 15%	22% 154 19%	22% 29 8%	23% 128 16% k	42 11%	21% 11 14%	-						105 100% mno peruyw	185 100% mnoso ruvw	193				-		291 100% vACDE	193 100% yASOE			
WALES	15% 54 4%	30 4%	22 4%	2 2%	21% ef 12 4%	13% 13 4%	22 7%	5 2%	19% i 32 4%	21 4%	16% k 30 4%	11% 16 4%	5 7%									193 100% mnopq nityw	54 100% mnosa						yASCE	54 100% vABCE		
SCOTLAND	107 8%	65 10%	40 6%	7 5%	17	30	19 6%	34 14%	55 75	50 10%	65 8%	35 9%	6 8%								:		mnopa ntuw	107			:			VARCE	107 100% vABCD	:
NI	25 25	23 3%	6% 15 2%	9 7%	1 3%	d II	9 34	14% cdf 5 2%	7% 25 25	10% 14 3%	18 2%	9% 12 3%	5 7%											mnoso	38 100%						VARCD	38
1	276	-274	Zh	- 24	_	276	-20	-20			476	-25	1												2000							and h



IPSOS 24 Nov 2023

Table 10 Sample profile

Base: All adults aged 16-75 in the UK

	ſ	GEN	IDER			AGE			SOCIAL	GRADE	EMF	LOYMENT SEC	TOR						REG	ION						l		RE	GION (SIMPLIFIE	ED)		
													CHARITY / NOT FOR		NORTH	YORKS &	WEST	EAST	EAST OF													
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	ABC1 (h)	C2DE (i)	PRIVATE (j)	PUBLIC (k)	PROFIT (I)	NORTH EAST (m)	WEST (n)	HUMBER (o)	MIDLAND S (p)	MIDLAND S (q)	ENGLAND (r)	SOUTH WEST (s)	SOUTH EAST (t)	LONDON (u)	WALES (v)	SCOTLAN D (w)	NI (x)	NORTH (y)	MIDLANDS (A)	SOUTH (B)	LONDON (C)	WALES (D)	SCOTLAND (E)	NI (F)
WEIGHTED BASE	1317 1317 100%	689 52%	621 47%	141 133* 10%*	339 335 25%	311 300 23%	315 313 24%	211 236 18%	1003 827 63%	314 490 37%	764 790 60%	420 396 30%	82* 6%*	51 52* 4%*	160 147 11%	108 100* 8%*	111 112* 9%*	104* 8%*	121 119* 9%*	96 105* 8%*	172 186 14%	192 193 15%		111 107* 8%*	38** 3%**	299 23%	331 335 25%	268 291 22%	192 193 15%		111 107* 8%*	38** 38**
EDUCATION GRADUATES	521 40%	269 39%	247 40%	40 30%	164 49% cfg	157 52% cfg	108 34% R	52 22%	437 53% i	84 17%	304 38%	160 40%	44 54% jk	19 36%	73 50% prs	36 36%	36 32%	40 39% r	27 22%	26 25%	75 40% rs	112 58% mopq	21 39%	45 42% rs	12 32%	127 43% A	103 31%	101 35%	112 58% yABD	21 39%	45 42%	12 32%
ION GRADUATES	796 60%	421 61%	374 60%	93 70% de	170 51%	144 48%	205 66% de	184 78% def	389 47%	407 83% h	486 62% I	236 60% I	38 46%	33 64% u	74 50%	64 64% u	76 68% nu	63 61% u	93 78% nqtu w	79 75% ntuw	111 60% u	81 42%	33 61% u	62 58% u	26 68%	172 57% C	232 69% yC	190 65% C	81 42%	33 61% C	62 58% C	26 68%
NCOME IP TO £19,999	132 10%	65 9%	66 11%	32 24% defg	43 13% ef	13 4%	23 7%	20 9%	33 4%	98 20%	61 8%	57 14%	6 7%	3 5%	13 9%	18 18%	14 13%	8 8%	17 14%	13 12%	16 9%	12 6%	3 6%	13 12%	2 4%	34 11%	39 12%	29 10%	12 6%	3 6%	13 12%	2 4%
20,000 - £34,999	332 25%	169 25%	161 26%	40 30%	76 23%	64 21%	90 29%	62 26%	168 20%	163 33%	189 24%	99 25%	31 39%	15 30%	40 27%	27 27%	35 31%	28 27%	37 31%	31 30%	33 18%	30 15%	18 34%	21 20%	15 40%	82 27%	101 30%	64 22%	30 15%	18 34%	21 20%	15 40%
35,000 - £54,999	380 29%	213 31%	167 27%	38 29%	101 30%	77 26%	92 29%	72 31%	239 29%	h 141 29%	229 29%	106 27%	jk 24 30%	15 30%	44 30%	28 28%	tu 38 34%	37 35%	tu 30 25%	23 22%	60 32%	53 27%	tu 12 23%	29 27%	12 31%	87 29%	104 31%	83 28%	53 27%	12 23%	29 27%	12 31%
55,000+	399 30%	223 32%	174 28%	19 14%	104 31% c	125 42% cdfg	88 28% c	62 26% c	335 41% i	63 13%	271 34% kl	108 27%	17 21%	17 33%	41 28%	22 22%	19 17%	25 25%	32 27%	29 28%	65 35% p	84 43% nopq	17 33%	39 37% p	7 19%	80 27%	77 23%	94 32% A	84 43% yAB	17 33%	39 37% A	7 19%
EFUSED	76 6%	19 3%	53 9% a	5 3%	10 3%	21 7%	21 7%	19 8% d	51 6%	25 5%	41 5%	25 6%	3 4%	1 2%	10 7%	4 4%	5 5%	5 5%	4 3%	10 9%	12 6%	15 8%	2 4%	5 4%	2 6%	15 5%	15 4%	22 7%	15 8%	2 4%	5 4%	2 6%
MARRIED /LIVING AS	828 63%	456 66%	366 59%	43 32%	210 63%	217 72%	200 64%	159 67%	552 67%	276 56%	516 65%	240 61%	42 52%	41 79%	91 62%	60 60%	76 67%	65 63%	71 59%	57 54%	125 67%	109 57%	37 69%	74 70%	23 59%	192 64%	211 63%	182 62%	109 57%	37 69%	74 70%	23 59%
INGLE	391 30%	205 30%	185 30%	91 68% defg	120 36% efg	67 22%	71 23%	43 18%	213 26%	178 36% h	222 28%	125 31%	28 35%	9 18%	50 34%	29 29%	29 26%	28 27%	41 34%	32 30%	44 24%	78 41% mptv	11 21%	26 24%	13 34%	88 30%	98 29%	76 26%	78 41% yABD	11 21%	26 24%	13 34%
IID/ DIV/ SEP	98 7%	28 4%	69 11%	-	4 1%	16 5% cd	43 14% cde	34 15% cde	61 7%	37 7%	52 7%	31 8%	11 13%	1 3%	7 5%	11 11%	7 6%	10 10%	8 7%	17 16%	17 9%	5 3%	5	6 6%	3 7%	19 6%	26 8%	34 12%	5 3%	5 10%	6 6%	3 7%
OUSEHOLD SIZE	234 18%	124 18%	109 18%	24 18%	44 13%	36 12%	70 22%	60 25%	139 17%	95 19%	141 18%	67 17%	19 24%	8 15%	20 14%	18 18%	23 21%	13 12%	21 17%	27 25%	36 19%	38 20%	6 12%	22 21%	3 7%	46 15%	56 17%	62 21%	38 20%	6 12%	22 21%	3 7%
	411 31%	191	215 35%	36 27%	112 34%	74 25%	de 82 26%	de 107 45%	262 32%	148	243 31%	126 32%	28	20 38%	46 31%	30 30%	37 33%	35 34%	32 27%	nq 30 29%	67 36%	43 22%	18 34%	36 34%	16 41%	96 32%	104 31%	98	43 22%	18	36 34%	16 41%
	320 24%	169 24%	a 150 24%	30 23%	e 94 28%	77 26%	75 24%	cdef 44 19%	211 26%	109 22%	189 24%	102 26%	18 22%	11 21%	35 23%	28 28%	23 21%	27 26%	34 29%	20	u 47 25%	53 28%	9	20	12 30%	74 25%	84 25%	C 67 23%	53 28%	9	20 19%	12
+	353 27%	205 30%	146 24%	43 32%	8 84 25%	114 38%	88 28%	25 11%	214 26%	139 28%	217 27%	102 26%	17 20%	14 26%	47 32%	23 23%	29 26%	29 28%	32 27%	28 27%	36 19%	58 30%	20 37%	29 27%	8 22%	84 28%	91 27%	64 22%	58 30%	20 37%	29 27%	8 22%
RESENCE OF CHILDREN HH (17 OR UNDER)		b		g	g	dfg	g								t							t	t							В		
NY	532 40%	299 43%	231 37%	47 35%	150 45% g	184 61% cdfg	129 41% g	23 10%	350 42%	182 37%	301 38%	176 44%	31 38%	25 49%	69 47% pt	36 36%	36 32%	50 48% pt	51 42%	45 43%	56 30%	87 45%	22 41%	40 37%	17 45%	130 43%	136 41%	101 35%	87 45%	22 41%	40 37%	17 459
IONE	785 60%	390 57%	389 63%	86 65% e	185 55% e	116 39%	185 59% e	213 90% cdef	477 58%	308 63%	489 62%	221 56%	50 62%	26 51%	79 53%	64 64%	77 68% ng	54 52%	69 58%	60 57%	130 70% mnqu	106 55%	32 59%	67 63%	21 55%	169 57%	199 59%	190 65%	106 55%	32 59%	67 63%	21 55%
THNICITY WHITE	1149 87%	594 86%	549 89%	99 74%	279 83%	266 88%	292 93%	214 91%	726 88%	423 86%	681 86%	352 89%	70 86%	49 94%	128 87%	96 96%	85 76%	95 91%	112 94%	93 89%	167 90%	140 72%	49 91%	99 93%	37 97%	272 91%	292 87%	260 89%	140 72%	49 91%	99 93%	37 97%
THNIC MINORITY	159 12%	90	68 11%	34 25%	52 16%	c 30 10%	cd 22 7%	cd 21 9%	93 11%	65 13%	103 13%	43 11%	10 12%	pu 3 6%	u 19 13%	npu 3 3%	27 24%	pu 9 9%	pu 7 6%	u 12 11%	pu 17 9%	49 25%	pu 3 6%	pu 7 7%	1 3%	C 25 8%	C 43 13%	C 29 10%	49 25%	C 3 6%	C 7 7%	1 3%
UPPORT/ OPPOSE CONTRIBUTIONS/ FUNDING LEING DONATED				defg	f										٥		moqrt vw					mnoqr stvw							VABDE			
UPOPRT	456 35%	279 40%	174 28%	77 58%	144 43%	95 32%	83 26%	57 24%	302 37%	154 31%	295 37%	122 31%	24 29%	21 40%	63 43%	31 31%	42 37%	19 19%	49 41%	26 25%	55 29%	81 42%	15 28%	31 29%	22 59%	115 38%	110 33%	81 28%	81 42%	15 28%	31 29%	22 599
PPOSE	185 14%	95 14%	90 14%	24 18% g	efg 58 17% g	46 15%	36 11%	21 9%	107 13%	78 16%	126 16%	44 11%	12 14%	6 12%	17 12%	17 17%	17 15%	19 18%	10 9%	17 16%	38 21% rw	qst 25 13%	7 13%	8 8%	3 9%	41 14%	46 14%	55 19% E	B 25 13%	7 13%	8 8%	3 9%
OTAL CONTRIBUTION TO CONATE TO CHARITY Fore than half	143	93	49	26	57	24	20	15	92	51	91	38	12	3	22	14	10	6	15	6	14	34	1	11	7	39	31	19	34	1	11	7
	11%	14% b	8%	20% efg	17% efg	8%	6%	6%	11%	10%	12%	9%	14%	6%	15% qsv	14% V	9%	6%	13% v	5%	7%	18% qstv	1%	10%	19%	13% BD	9%	7%	18% ABD	1%	10%	195
About half of it	131 10%	77 11%	54 9%	25 19% defg	35 10%	28 9%	28 9%	15 7%	89 11%	43 9%	82 10%	40 10%	7 8%	3 6%	20 14%	8	18 16% q	5 5%	14 12%	10 10%	15 8%	17 9%	6 11%	9 8%	7 17%	31 10%	37 11%	26 9%	17 9%	6 11%	9 8%	7 17%
ess than half	159 12%	92 13%	65 11%	21 16%	48 14%	37 12%	32 10%	21 9%	107 13%	52 11%	107 14% I	38 10%	4 5%	15 29% nopq stuw	17 12%	9 9%	10 9%	7 7%	18 15%	6 6%	22 12%	26 13%	9 16%	11 11%	9 22%	41 14%	36 11%	28 10%	26 13%	9 16%	11 11%	9 22%

Base: All adults aged 16-75 in the	JK																							
		FRUIT	ATION			INCOME				MARITAL STAT			HOUSE	OLD SIZE		PRESENCE OF	CHILDREN HH UNDER)		INICITY	SUPPORT CONTRIE FUNDING BEI	IUTIONS/	TOTAL CONT	TRIBUTION TO D	DONATE TO
	TOTAL	GRADUATES (a)	NON GRADUATES (b)	UP TO £19,999 (c)	£20,000 - £34,999 (d)	£35,000 - £54,999 (e)	£55,000+	REFUSED (g)	MARRIED /LIVING AS (h)	SINGLE (i)	WID/ DIV/ SEP (i)	1 (k)	2 m	3 (m)	4+ (n)	ANY (o)	NONE (p)	WHITE (q)	ETHNIC MINORITY (r)	SUPOPRT (s)	OPPOSE (t)	More than half (u)	About half of it (v)	Less than half (w)
UNWEIGHTED BASE WEIGHTED BASE	1317 1317 100%	830 521 40%	487 796 60%	106 132* 10%*	277 332 25%	372 380 29%	491 399 30%	71 76* 6%*	860 828 63%	363 391 30%	94 98* 7%*	215 234 18%	407 411 31%	325 320 24%	370 353 27%	571 532 40%	746 785 60%	1131 1149 87%	175 159 12%	486 456 35%	167 185 14%	164 143 11%	137 131 10%	162 159 12%
GENDER MAN	689 52%	269 52%	421 53%	65 49%	169 51%	213 56%	223 56%	19 26%	456 55%	205 52%	28 29%	124 53%	191 47%	169 53%	205 58%	299 56%	390 50%	594 52%	90 57%	279 61%	95 52%	93 65%	77 58%	92 58%
WOMAN	621 47%	247 47%	374 47%	66 50%	g 161 49%	167 44%	R 174 44%	53 70% cdef	366 44%	185 47%	69 71% hi	109 47%	215 52% n	150 47%	146 41%	231 43%	389 50%	549 48%	68 43%	174 38%	90 48%	49 35%	54 41%	65 41%
AGE 16-24	133 10%	40 8%	93 12%	32 25%	40 12%	38 10%	19 5%	5 6%	43 5%	91 23%	:	24 10%	36 9%	30 9%	43 12%	47 9%	86 11%	99 9%	34 21%	77 17%	24 13%	26 18%	25 19%	21 13%
25-34	335 25%	164 32% h	170 21%	defg 43 33%	f 76 23%	f 101 27%	104 26%	10 14%	210 25%	hj 120 31%	4 4%	44 19%	112 27%	94 30% k	84 24%	150 28%	185 24%	279 24%	9 52 33% 0	144 32%	58 31%	57 40%	35 27%	48 30%
35-44	300 23%	157 30% b	144 18%	13 10%	64 19%	77 20%	125 31% cde	21 28% c	217 26%	67 17%	16 17%	36 15%	74 18%	77 24% k	114 32% klm	184 35%	116 15%	266 23%	30 19%	95 21%	46 25%	24 17%	28 21%	37 23%
45-54	313 24%	108 21%	205 26%	23 17%	90 27%	92 24%	88 22%	21 28%	200 24%	71 18%	43 44% hi	70 30% I	82 20%	75 23%	88 25%	129 24%	185 24%	292 25% r	22 14%	83 18%	36 19%	20 14%	28 21%	32 20%
55-75	236 18%	52 10%	184 23% a	20 15%	62 19%	72 19%	62 16%	19 25%	159 19% i	43 11%	34 35% hi	60 26% mn	107 26% mn	44 14% n	25 7%	23 4%	213 27% 0	214 19%	21 13%	57 13%	21 12%	15 11%	15 12%	21 14%
SOCIAL GRADE ABC1	827 63%	437 84% b	389 49%	33 25%	168 51%	239 63% cd	335 84% cdeg	51 67% cd	552 67%	213 55%	61 63%	139 60%	262 64%	211 66%	214 61%	350 66%	477 61%	726 63%	93 59%	302 66%	107 58%	92 64%	89 67%	107 67%
C2DE	490 37%	84 16%	407 51% a	98 75% defg	163 49% efg	141 37% f	63 16%	25 33% f	276 33%	178 45% h	37 37%	95 40%	148 36%	109 34%	139 39%	182 34%	308 39%	423 37%	65 41%	154 34%	78 42%	51 36%	43 33%	52 33%
PRIVATE	790 60%	304 58%	486 61%	61 46%	189 57%	229 60%	271 68% cde	41 54%	516 62%	222 57%	52 53%	141 60%	243 59%	189 59%	217 61%	301 56%	489 62%	681 59%	103 65%	295 65%	126 68%	91 64%	82 62%	107 67%
PUBLIC	396 30%	160 31%	236 30%	57 44% def	99 30%	106 28%	108 27%	25 34%	240 29%	125 32%	31 32%	67 29%	126 31%	102 32%	102 29%	176 33%	221 28%	352 31%	43 27%	122 27%	44 24%	38 26%	40 30%	38 24%
CHARITY/ NOT FOR PROFIT REGION	82 6%	44 8% b	38 5%	6 4%	31 9% f	24 6%	17 4%	3 4%	42 5%	28 7%	11 11%	19 8%	28 7%	18 6%	17 5%	31 6%	50 6%	70 6%	10 6%	24 5%	12 6%	12 8%	7 5%	4 3%
NORTH EAST	52 4%	19 4%	33 4%	3 2%	15 5%	15 4%	17 4%	1 1%	41 5%	9 2%	1 1%	8 3%	20 5%	11 3%	14 4%	25 5%	26 3%	49 4%	3 2%	21 5%	6 3%	3 2%	3 2%	15 9% uv
NORTH WEST	147 11%	73 14% b	74 9%	13 10%	40 12%	44 12%	41 10%	10 13%	91 11%	50 13%	7 7%	20 9%	46 11%	35 11%	47 13%	69 13%	79 10%	128 11%	19 12%	63 14%	17 9%	22 16%	20 15%	17 11%
YORKS & HUMBER	100 8%	36 7%	64 8%	18 14% f	27 8%	28 7%	22 6%	4 6%	60 7%	29 7%	11 11%	18 8%	30 7%	28 9%	23 7%	36 7%	64 8%	96 8% r	3 2%	31 7%	17 9%	14 9%	8	9
WEST MIDLANDS EAST MIDLANDS	9% 104	36 7% 40	76 10%	14 11%	35 11% f 28	38 10% f 37	19 5% 25	5 7% 5	76 9% 65	29 8% 28	7 7%	23 10%	37 9% 35	23 7%	29 8% 29	36 7%	77 10% 54	85 7% 95	27 17% q	42 9%	17 9% 19	10 7%	18 13%	10 7%
EAST OF ENGLAND	8%	8%	8%	6%	9%	10%	6%	7%	8%	7%	11%	5%	9%	8% 34	8%	9%	7%	8%	6%	4%	10% s	4%	4%	4%
SOUTH WEST	9% 105 8%	5% 26 5%	12% a 79	13% 13 10%	31 9%	23 6%	29	10	9% 57	10%	8% 17 17%	9%	30	11% 20 6%	9% 28 8%	10% 45	9%	10% 93 8%	5% 12 8%	11% 26 6%	6% 17	11% 6 4%	11%	11%
SOUTH EAST	8% 186 14%	75 14%	10% 3 111 14%	10% 16 12%	9% 33 10%	6% 60 16%	7% 65 16%	13% 12 16%	7% 125 15%	8% 44 11%	17% hi 17 18%	11% 36 15%	7% 67 16%	6% 47 15%	36 10%	9% 56 10%	8% 130 17%	167 15%	8% 17 11%	55 12%	9% 38 21%	4% 14 10%	8% 15 12%	4% 22 14%
LONDON	193 15%	112 21%	81 10%	12 9%	30 9%	53 14%	d 84 21%	15 20%	109	78 20%	5	38 16%	n 43 10%	53	58 16%	87 16%	0 106 14%	140	49 31%	81 18%	s 25 13%	34 24%	17 13%	26 16%
WALES	54 4%	b 21 4%	33 4%	3 2%	18 6%	12 3%	17 4%	d 2 3%	37 4%	hj 11 3%	5 5%	6 3%	18 4%	9 3%	20 6%	22 4%	32 4%	49 4%	q 3 2%	15 3%	7 4%	1 1%	6 4%	9 5%
SCOTLAND	107 8% 38	45 9% 12	62 8% 26	13 10% 2	21 6% 15	29 8% 12	39 10% 7	5 6% 2	74 9% 23	26 7% 13	6 6% 3	22 9% 3	36 9% 16	20 6% 12	29 8% 8	40 7%	67 9% 21	99 9% 37	7 5% 1	31 7% 22	8 5% 3	11 8% 7	9 7% 7	11 7% 9
REGION (SIMPLIFIED) NORTH	3% 299	2% 127	3% 172	1% 34	5% 82	3% 87	2% 80	3% 15	3% 192	3% 88	3% 19	1% 46	4% 96	4% 74	2% 84	3% 130	3% 169	3%	1% 25	5% 115	2% 41	5% 39	5% 31	5% 41
MIDLANDS	23% 335 25%	24% 103 20%	22% 232 29%	26% 39 30%	25% 101 30%	23% 104 27%	20% 77 19%	20% 15 19%	23% 211 26%	23% 98 25%	19% 26 26%	20% 56 24%	23% 104 25%	23% 84 26%	24% 91 26%	24% 136 26%	22% 199 25%	24% 292 25%	16% 43 27%	25% 110 24%	22% 46 25%	27% 31 21%	24% 37 28%	26% 36 22%
SOUTH	291 22%	101 19%	190 24%	29 22%	64 19%	83 22%	94 24%	22 28%	182 22%	76 19%	34 34% hi	62 27%	98 24%	67 21%	64 18%	101 19%	190 24%	260 23%	29 18%	81 18%	55 30%	19 14%	26 19%	28 18%
LONDON	193 15%	112 21% b	81 10%	12 9%	30 9%	53 14%	84 21% cde	15 20% d	109 13%	78 20% hj	5	38 16%	43 10%	53 17% I	58 16% I	87 16%	106 14%	140 12%	49 31% q	81 18%	25 13%	34 24% v	17 13%	26 16%
WALES	54 4%	21 4%	33 4%	3 2%	18 6%	12 3%	17 4%	2 3%	37 4%	11 3%	5 5%	6 3%	18 4%	9 3%	20 6%	22 4%	32 4%	49 4%	3 2%	15 3%	7 4%	1 1%	6 4%	9 5% u
SCOTLAND NI	107 8% 38 3%	45 9% 12	62 8% 26	13 10% 2	21 6% 15	29 8% 12	39 10% 7 2%	5 6% 2	74 9% 23	26 7% 13	6 6% 3	22 9% 3	36 9% 16 4%	20 6% 12 4%	29 8% 8	40 7% 17	67 9% 21	99 9% 37	7 5% 1	31 7% 22	8 5% 3	11 8% 7 5%	9 7% 7	11 7% 9
	5%	2%	3%	1%	5%	3%	2%	3%	3%	3%	3%	1%	4%	4%	2%	3%	3%	3%	1%	5%	2%	5%	5%	5%

r Ip

22-087220-45 - CHRISTMAS GIVING NOVEMBER 2023 PUBLIC IPSOS

Table 12 Sample profile

Base: All adults aged 16-75 in the UK

		EDIN	CATION			INCOME				MARITAL STA	nue		HOUSE	HOLD SIZE		PRESENCE OF CHILDREN HH (17 OR UNDER)		571	HNICITY	CONTRI	SUPPORT/ OPPOSE CONTRIBUTIONS/ SUNDING BEING DONATED		TOTAL CONTRIBUTION TO	
	TOTAL	GRADUATES (a)	NON GRADUATES (b)	UP TO £19,999 (c)	£20,000 - £34,999 (d)	£35,000 - £54,999 (e)	£55,000+ (f)	REFUSED (g)	MARRIED /LIVING AS (h)	SINGLE (i)	WID/ DIV/ SEP (j)	1 (k)	2 (I)	3 (m)	4+ (n)	ANY (o)	NONE (p)	WHITE (q)	ETHNIC MINORITY (r)	SUPOPRT (s)	OPPOSE (t)	More than half (u)	About half of it (v)	Less than half (w)
UNWEIGHTED BASE WEIGHTED BASE	1317 1317 100%	830 521 40%	487 796 60%	106 132* 10%*	277 332 25%	372 380 29%	491 399 30%	71 76* 6%*	860 828 63%	363 391 30%	94 98* 7%*	215 234 18%	407 411 31%	325 320 24%	370 353 27%	571 532 40%	746 785 60%	1131 1149 87%	175 159 12%	486 456 35%	167 185 14%	164 143 11%	137 131 10%	162 159 12%
EDUCATION GRADUATES	521 40%	521 100%		28 21%	85 26%	146 38% cd	237 60% cdeg	25 32%	359 43% ii	134 34%	27 28%	80 34%	157 38%	138 43%	146 41%	244 46%	276 35%	432 38%	82 52% a	205 45%	65 35%	75 52%	53 40%	66 41%
NON GRADUATES	796 60%	:	796 100% a	104 79% ef	246 74% ef	234 62% f	161 40%	51 68% f	469 57%	257 66% h	71 72% h	154 66%	254 62%	182 57%	207 59%	288 54%	508 65% o	717 62% r	76 48%	251 55%	120 65%	68 48%	78 60%	93 59%
INCOME UP TO £19,999	132 10%	28 5%	104 13%	132 100%		:	:	:	40 5%	73 19% h	19 19% h	52 22%	33 8%	18 6%	28 8%	42 8%	89 11%	105 9%	26 16%	39 8%	24 13%	13 9%	11 8%	12 7%
E20,000 - E34,999	332 25%	85 16%	246 31%	defg -	332 100% cefg		÷	-	140 17%	151 39%	40 41%	101 43% Imn	92 22%	73 23%	66 19%	106 20%	225	293 26%	9 38 24%	115 25%	41 22%	37 26%	34 26%	37 23%
£35,000 - £54,999	380 29%	146 28%	234 29%	-	-	380 100% cdfg	-	-	262 32% i	97 25%	21 21%	47 20%	126 31% k	106 33% k	100 28%	164 31%	215 27%	331 29%	47 30%	130 29%	56 30%	37 26%	35 26%	53 33%
£55,000+	399 30%	237 46% b	161 20%	-	:	-	399 100% cdeg	-	340 41% ij	47 12%	11 11%	23 10%	131 32% k	104 32% k	141 40% kl	201 38% p	197 25%	351 31%	44 27%	157 34%	48 26%	50 35%	49 37%	53 33%
REFUSED	76 6%	25 5%	51 6%	-		-	-	76 100% cdef	46 6%	23 6%	7 7%	11 5%	29 7%	19 6%	17 5%	18 3%	58 7% o	69 6%	4 2%	15 3%	15 8% s	5 4%	4 3%	4 3%
MARRIED /LIVING AS	828 63%	359 69%	469 59%	40 30%	140 42%	262 69%	340 85% cdea	46 61%	828 100%	÷	-	3 1%	311 76%	234 73%	281 80%	436 82%	392 50%	725 63%	97 61%	308 68%	113 61%	94 66%	87 66%	115 72%
SINGLE	391 30%	134 26%	257 32% a	73 56% efg	151 46% ef	97 26% f	47 12%	23 30% f	-	391 100% hi	•	190 81% Imn	71 17%	70 22%	60 17%	64 12%	327 42% 0	327 28%	60 38% g	127 28%	60 32%	43 30%	38 29%	37 23%
WID/ DIV/ SEP	98 7%	27 5%	71 9% a	19 14% ef	40 12% ef	21 6%	11 3%	7 9% f	-	-	98 100% hi	41 18% Imn	29 7%	16 5%	12 3%	33 6%	65 8%	96 8% r	2 1%	20 4%	13 7%	6 4%	6 5%	8 5%
HOUSEHOLD SIZE 1	234 18%	80 15%	154 19%	52 39% efg	101 30% efg	47 12% f	23 6%	11 14% f	3	190 49% h	41 42% h	234 100%	:	-	:	:	234 30%	210 18%	23 14%	55 12%	30 16%	14 10%	20 15%	16 10%
2	411 31%	157 30%	254 32%	33 25%	92 28%	126 33%	131 33%	29 38%	311 38%	71 18%	29 29%	Imn - -	411 100% kmn	:	:	45 8%	365 47%	366 32%	42 27%	135 30%	63 34%	34 24%	38 29%	51 32%
3	320 24%	138 26%	182 23%	18 14%	73 22%	106 28% c	104 26% c	19 25%	234 28% ij	70 18%	16 16%	-	-	320 100% kln	-	201 38% p	118 15%	277 24%	40 25%	124 27%	40 21%	39 27%	38 29%	46 29%
4+ PRESENCE OF CHILDREN HH (17	353 27%	146 28%	207 26%	28 22%	66 20%	100 26%	141 35% cde	17 23%	281 34% ij	60 15%	12 12%	-	-	-	353 100% klm	286 54% p	67 9%	297 26%	53 34%	141 31%	52 28%	55 39%	35 27%	46 29%
OR UNDER) ANY	532 40%	244 47%	288 36%	42 32%	106 32%	164 43%	201 51%	18 24%	436 53%	64 16%	33 33%	-	45 11%	201 63%	286 81%	532 100%	:	456 40%	72 45%	219 48%	74 40%	78 55%	60 46%	77 48%
NONE	785 60%	276 53%	508 64%	89 68%	225 68%	dg 215 57%	cdg 197 49%	58 76%	ij 392 47%	327 84%	i 65 67%	234 100%	k 365 89%	kl 118 37%	67 19%	p -	785 100%	693 60%	87 55%	237 52%	111 60%	64 45%	71 54%	82 52%
ETHNICITY WHITE	1149 87%	432 83%	717 90%	105 79%	ef 293 88%	331 87%	351 88%	ef 69 92%	725 88%	327 84%	96 98%	210 90%	mn 366 89%	n 277 87%	297 84%	456 86%	693 88%	1149 100%		380 83%	168 91%	112 78%	114 87%	139 87%
ETHNIC MINORITY	159 12%	82 16%	a 76 10%	26 20%	38 12%	47 12%	44 11%	92% 4 5%	97 12%	60 15%	98% hi 2 2%	23	42 10%	40 13%	53 15%	72 13%	87 11%	100% r	159 100%	72 16%	17 9%	29 20%	18 13%	20 13%
SUPPORT/ OPPOSE CONTRIBUTIONS/ FUNDING		b		fg					ī	i									q					
BEING DONATED SUPOPRT	456 35%	205 39%	251 31%	39 29%	115 35%	130 34%	157 39%	15 20%	308 37%	127 33%	20 20%	55 23%	135 33%	124 39%	141 40%	219 41%	237 30%	380 33%	72 46%	456 100%	-	143 100%	131 100%	159 100%
OPPOSE	185 14%	65 13%	120 15%	24 18%	41 13%	56 15%	8 48 12%	15 20%	113 14%	60 15%	13 13%	30 13%	63 15%	40 12%	52 15%	74 14%	111 14%	168 15%	17 11%		185 100%	:	:	:
TOTAL CONTRIBUTION TO DONATE TO CHARITY More than half	143	75	68	13	37	37	50	5	94	43	6	14	34	39	55	78	64	112	29	143		143		
About half of it	11%	14% b 53	9%	10%	11%	10%	13%	7%	11%	11%	6%	6%	8%	12%	16% kl 35	15% p 60	8%	10%	18% q 18	31% t 131	•	100% vw	131	-
Less than half	10%	10%	10%	8%	10%	9% 53	12%	5%	11%	10%	6%	9%	9% 51	12% 46	10%	11%	9% 82	10%	11%	29% t 159	•	-	100% uw -	159
	12%	13%	12%	9%	11%	14%	13%	6%	14%	9%	8%	7%	13%	14% k	13%	14%	10%	12%	13%	35% t	-	-		100% uv